

# Working Plymouth Panel

5 March 2014



## Youth Unemployment – Update

This is an update report following the Working Plymouth meeting held on 25 September and highlights in particular two key developments that have occurred that will impact on the city, and gives an update on other initiatives.

### **City Deal**

Our City Deal has been approved and covers both the Heart of the South West and Cornwall and Isles of Scilly Local Enterprise Partnerships.

The deal is split into three main elements, one being 'A Deal for Young People'.

In the City Deal area, 7,700 16-24 year olds are currently claiming Jobseeker's Allowance and around 2,500 (more than one in three) have been claiming for six months or more. Those who find work often move in and out of work and claim benefits or get trapped in dead-end jobs with limited career prospects.

In order to tackle youth unemployment and to equip local businesses with young people (ready and able to contribute to local growth) the Deal focuses on creating a fundamental change in how local partners engage businesses to improve the quality and number of opportunities for young people, as well as how young people are equipped to make the most of the opportunities created.

Ensuring that young people are able to access employment and can benefit from the local economies' growing sectors (such as the marine sector) is of crucial importance. Therefore, as part of this City Deal, Plymouth and the South West Peninsula will implement two labour market schemes. These are the 'youth and employer scheme' and the 'wage progression project'. These schemes will cut youth unemployment and raise incomes for young people.

#### ▪ **Youth and employer scheme**

As part of the City Deal local organisations will establish a Youth and Employer Scheme that will: improve information, advice and guidance; provide personalised case workers for young people at risk of long term unemployment; deliver a business engagement programme; and establish an employability charter for local businesses. This will be funded through a combination of national, local and European Union funding totalling £2.8 million (£1.75 million of Government funding; £650,000 local partner funding; and £400,000 European Union funding).

- Integrated and independent information, advice and guidance

A single web-based careers portal will be designed to provide instant access to the latest jobs, courses and training opportunities. This will be accessible for young people, employment advisers and organisations that are providing employment programmes. This information will use the latest labour market intelligence and will link to the National

Careers Service website. This web portal will offer greater detail on careers, wages, vacancies and skills required by different sectors and occupations locally. The web portal will have two tailored entry points – one for young people (and parents/carers/teachers) so that they can understand career choices and the jobs available in the local economy. The other entry point will be aimed at providers and advisers.

- Accessing the labour market – personalised caseworkers

A personal caseworker will be introduced for up to 1,500 young people who are still claiming Jobseekers Allowance (after three months) in identified ‘hotspot’ locations. The personal caseworker will provide the following support to the young person:

- Ensure they access the mandated Jobcentre Plus activities.
- Intensive job search and information, advice and guidance.
- Basic employer-led employability skills.
- Work experience, work placements and job trials.
- Access to employment and apprenticeships.
- New intensive post-employment support.

Jobcentre Plus will take responsibility for determining which young people access this new support. Those still out of work at nine months will be referred back to Jobcentre Plus and join the Work Programme. In some individual cases it may be appropriate to fast track young people onto the Work Programme. This will be managed on a case by case basis utilising local discretion.

- The 1000 Club business engagement and brokerage model

The 1000 Club model will be rolled out across both the Local Enterprise Partnership areas. (An update on the progress of the 1000 Club can be found later in this report).

- An Employability Charter

Local businesses have provided feedback that some young people leaving school, Further Education or Higher Education are not equipped for the world of work. To tackle the issue a Local Employability Charter will be created that will enable employers to play a greater role in equipping young people for employment, by working more closely with local educational institutions. This will lead to the award of an Employability Charter award for employers and an Employability Kitemark for schools, FEs and HEIs who can demonstrate their commitment to improving employability across their area. The Employability Chartermark and Kitemark can then act as a signal to young people, as well as parents, when deciding which educational institutions to attend or which companies to work for.

Companies and industry experts will be matched with schools, colleges and universities through the 1000 Club and its web-based employability matching service. To support this approach, Plymouth and the South West Peninsula will also devise best practice guidance to develop structured and effective business and education collaboration as part of the charter. This will include school competitions, project based assignments, work experience, work placement opportunities, open days, job fairs and career seminars.

- A Wage Progression Project

As part of the Deal for Young People, £750,000 has been secured to undertake the largest Wage Progression Project in the country. This project will seek to boost the earnings of 750 18-24 year olds and will be developed jointly with the Department for Work and Pensions and Cabinet Office.

Working with an existing Work Programme provider the scheme will test a range of approaches that seek to help young people to progress in their careers and increase their earnings. In doing this, Plymouth and the South West Peninsula believe this project will: increase the employability of young people; reduce the number of repeat benefit claims from young people; and reduce the number of individuals that rely on in-work benefits. Using a caseworker-led approach, this could include:

- Access to more specific skills development activities linked to longer-term career ambitions.
- Review of a personalised career and action plan.
- Targeted information, advice and guidance aligned to workforce progression and realistic career aspirations.
- Re-employment activity.

Adopting a Payment by Results approach 50% of this funding will be provided to the Work Programme provider upfront with the remaining 50% linked to the performance of the project. Through the City Deal the Government will only pay for additional combinations of activity above that already contracted under the Work Programme. Support would only begin once a young person has achieved a job outcome payment under the Work Programme contract.

To deliver the Wage Progression Project, the City Deal local authorities, will procure one of the two local Work Programme providers to test this progression work as an additional element to the Work Programme support for young people through a short closed competition. The project would be designed to increase the productivity and average earnings of young people, comparing different approaches and impact in terms of sustainability; wage progression; and customer satisfaction. Plymouth and South West Peninsula City Deal Partnership will also commit to extensive evaluation of the interventions. This evaluation will be developed jointly with the Cabinet Office and Department for Work and Pensions.

### **Plymouth's Plan for Employment and Skills (2014 -2020)**

Since the last meeting a consultant has been appointed to help produce a Plan for Employment and Skills (PES). The plan has been developed to enable the provision of skills and learning to meet the economic and labour market needs in the city and its travel to work area over the next six years. After extensive consultation with key partners and interested parties a draft was produced and which is now undergoing final consideration.

The PES is a high level plan that feeds into the review of the city's Local Economic Strategy (LES) and will also serve as the city's input into the Heart of the South West Strategic Economic Plan and EU Structural Investment Fund strategy. It builds on the existing evidence base for the city and is structured around three interconnecting drivers that have been identified by the LES Review – Learning and Talent Development Flagship project:

- Retaining and maximising Plymouth's talent;
- Matching labour market skills demands with training and education supply; and
- Up-skilling Plymouth's workforce and those seeking to enter the labour market.

Underpinning these drivers are the nationally recognised needs to raise aspirations and employability, while ensuring strong employer engagement and involvement in the process. On the basis of these factors, the coverage of existing provision in the city, the view of the stakeholders and the evidence base, the following four key areas have been identified –

- Developing core and employability skills;
- Skills matching through a physical hub;
- Improving work readiness; and addressing worklessness;
- Driving entrepreneurship and innovation

The report concludes with a table of proposed actions mapped onto each of these priority areas, which will be reviewed annually and will serve as a monitoring framework for the Plan.

Please click on the web link to read the draft Plan for Employment and Skills

[www.plymouth.gov.uk/plymouth\\_employment\\_and\\_skills\\_plan.pdf](http://www.plymouth.gov.uk/plymouth_employment_and_skills_plan.pdf)

Final sign-off and delivery of the Plan will be overseen by a new Employment and Skills Board, accountable to the Plymouth Growth Board and Children's Partnership, which will be employer-led and be supported by a new Learning, Skills and Employability Group to ensure training provider and education delivery across this agenda.

### **City-wide SEN/LDD Review**

Young people with special educational needs (SEN) or a learning difficulty account for a high number of young people facing unemployment. Current data reports that 16.8% of post-16 learners with a learning disability or difficulty (LDD) are not in employment, education or training (NEET) and a further 5.5% are recorded as status not known. In view of the additional barriers that these young people face in securing employment, there is a need to look at new ways to raise the aspiration of young people and their families regarding the presumption of employment in adulthood. Work is required to support schools and colleges to equip young people with the skills for employment. New opportunities need to be developed with employers to offer a wider choice of work placements.

The City-wide SEN/LDD review will provide better information regarding the needs of young people who are approaching adulthood. This, in turn, will assist with shaping the support required to successfully move more young people into paid employment.

### **Existing SEN/LDD Initiatives**

The following SEN/LDD initiatives are currently being delivered:

#### Project SEARCH 2013-2014

Project SEARCH is now in the second term of its fourth year of partnership between City College Plymouth, Pluss, Derriford Hospital NHS Trust and Serco. Together they support young adults between 18 and 24 with learning disabilities to gain mainstream paid employment. This is achieved by realistic immersion into the workplace alongside paid employees who act as natural mentors with additional support from Project SEARCH staff and also the completion of an apt award Level 1 Diploma in Progression with support from a college tutor, a learning support assistant and an

Employment Advisor from Pluss. Students work in three internships within Derriford Hospital Plymouth where they learn the skills that employers need through a combination of theory and practical experience. They do this on an honorary contract with Derriford Hospital but remain students of City College Plymouth.

The course runs Monday to Friday from 9am until 4pm; excluding lunch breaks they attend 32.5 hours per week, following City College's academic calendar. It is a proven method of moving people with Learning Disabilities from being benefit dependant to tax paying employees. Project SEARCH Derriford, Plymouth has outstanding results and is the leading site in England. Nationally, there is an average of about 5% of people with Learning Disabilities in paid employment. Project SEARCH Plymouth achieved 87.5% in year one, 66% in year two and 37.5% so far in year three. When the Interns leave the course, they have a useful qualification, unique experience and references to enable their move into employment. Interns that have not yet secured employment by the end of the course have Work Choice (Pluss) support to continue their move towards employment. This additional support has also enabled further former Project SEARCH Interns to be employed.

The current cohort of eight interns are already beginning applications for employment opportunities both in the hospital and beyond.

### Achievement Pluss

This course has been cancelled due to lack of funding for the PLUSS job coaches.

### Monterey House

Monterey House (MH) is currently working at full capacity in its specialist provision for eight students (seven male and one female) who have challenging autistic spectrum conditions and associated issues. The students benefit from one-to-one learning support as they pursue their individual learning goals, all under the expert supervision and guidance of two part-time lecturers.

In January 2014 both lecturers were assessed under the College's observation of teaching and learning policy that incorporates OfStEd standards. MH provision was assessed as Grade 1, 'Outstanding' across the board. Specific comments related to;

- Very high levels of student engagement with learning
- Excellent development of maths and English skills appropriate to the student needs
- Excellent individualised learning
- Exemplar deployment of learning support staff
- Effective and supportive checking of learning
- Very good stretch and challenge activities appropriate to ability levels

After a year at MH, student 1 has been offered an unconditional place on the College's 'Rock School' musician's course from September 2014.

Student 2 will join a bespoke Skills Development programme in September, with a view to experiencing a range of vocational options including catering, motor vehicle, horticulture and construction.

Student 3 has very complicated medical issues and will not return to MH in September.

Student 4 has markedly improved his social skills and attendance levels and will leave us in June, potentially to access a programme at Oakwood specialist residential college in Dawlish.

September 2013 student entrants continue to make excellent progress and will likely continue at MH into the 2014/2015 academic year.

Student 5 despite many challenges attends College regularly and he hopes to progress to a course in Motor Vehicle in September.

Students' attendance levels are exemplary at 94% overall.

### Aspire

On the 9<sup>th</sup> December 2013 an event was held at the Guildhall which showcased to young people/parents/carers the post 16 opportunities available in Plymouth for young people with learning difficulties and/or disabilities. This opportunity was offered to all Plymouth students with Statements of Special Educational Needs aged between 14 and 19.

This event was developed to be aspirational and respond to what young people and their parents/carers have said they want from the day.

Exhibitors were asked to engage students in vibrant and interactive ways to explore post 16 options through innovative tasks and workshops. The aim was for the students to leave the event inspired and motivated by the whole experience and to enable them to follow through on the education, training, employment, independence and social life they explored.

We offered workshops with Street Factory Studios and Attik Dance and also demonstrations and participation opportunities in boccia, curling and archery.

The day was a great success with over 300 people attending. Groups of schools attend including special schools and mainstream schools. The feedback received so far is very positive with a few suggestions on how this event can be improved. The planning group are meeting in February to begin planning the next event for 2014.

### Transition to Employment

The employment section within the transitions pathway has now been introduced and will be monitored for how it is used, we have an accessible pathway for young people with Learning Difficulties (LD) that has been circulated to the schools. This area has a specific focus within the LD employment strategy.

We have completed an audit of work experience placements for young people with LD and will be presenting a work shop at the SENCO conference to raise awareness. We have a clear picture now of the outcomes for young people with learning disabilities when leaving school and will be completing a more in depth analysis.

We have a successful Project Search site in Plymouth and will be investigating changes in funding for Access to work to facilitate an increase in supported internships for people with learning disabilities.

Through the development of Education Health and Care plans awareness needs to be raised of personal budgets and the use of this to employ job coaches for young people who will be more suited to a more vocational approach, work with City College Plymouth will continue to expand the provider skill base (and partnership funding routes) to meet the employment and learning needs of young people with LD, autism and those who may be at risk of becoming NEET

## Labour market position as of 13 February 2014

The city's labour market went from strength to strength in 2013 with the overall unemployment rate falling from 3.4% of the resident working age population to 2.6% between December 2012 and 2013. In numbers, this meant that 1,464 individuals stopped claiming unemployment related benefits over the year. The city's rate remains below the UK average (2.9%) but above the Heart of the South LEP (1.9%). The latest Cities Outlook 2014 from Centre for Cities ranked the city in the top half of cities (20/64) on unemployment rate.

The number of long-term claimants (claiming for over a year) fell from 1,615 to 1,210 over the same period; however, the pace of this decline was slower than the overall claimant count. At 28% of total claimants, the proportion of long-term claimants remains high by historical standards. In addition, the number of people claiming for over two years rose from 490 to 675 over the year showing a 'hardening' of unemployment among those furthest from the labour market.

There were improvements in youth unemployment (those aged 18-24) with overall numbers falling from 1,850 to 1,285. The proportion of 18-24 claimants also decreased (32% to 30% latest) but remains above the UK average of 25%. Around one in five of the city's young claimants have been claiming for over a year.

On the demand side, the latest figures showed that between 2011 and 2012 Plymouth added 2,500 new jobs: growth of 4,100 private sector jobs offset by public sector losses. Encouragingly, private sector gains were predominantly full time, signalling a positive rebalancing of economic activity.

## Other Youth Unemployment Actions and Initiatives

### Current Initiatives

Plymouth City Council is currently leading on a wide range of initiatives to support young people into work:

#### Plan for Jobs

The Plan for Jobs, launched on 4 January 2013, is a two year Plan (2013 and 2014 calendar years) that brings together 19 key projects from across Plymouth to create over 2000 employment and apprenticeship opportunities. It is delivered through working in partnership with the public, private and community sectors. The first year of the Plan created 1,183 job and apprenticeship opportunities; this has superseded the year one target and provides confidence that the 2000 jobs created target will be met over the Plan period.

Two of the projects are directly related to assisting the city's unemployed gain skills and experience to help them secure work:

- *1000 Club*

At the end of January 2014 the 1000 Club has 991 members and those members have created the following opportunities.

Opportunities	Numbers
Full Time Jobs	450
Part Time Jobs	14
Apprenticeships	532
Graduate Internships	232

GBW Work Placements	426
Schools Work Experience	611

An event will be held to celebrate the 1000 Club recruiting its 1000<sup>th</sup> member on 21 March and young people who are seeking work will be invited to attend to meet with employers. At a previous similar event a couple of young people gained employment. Students from All Saints Academy will support with the hosting of the event.

Two councillors from Sandwell Metropolitan Borough Council have been on a fact-finding visit to Plymouth.

The 1000 Club has been shortlisted for the Local Government Chronicle's Public/Private Partnership Award, the result of which will be announced at an awards ceremony in London on 12 March.

- *Apprenticeship Training Agency*

City College Plymouth, through working in partnership with the Council, is certified as an Apprenticeship Training Agency (called the Plymouth Apprenticeship Company - PAC). The PAC will support the delivery of apprenticeship opportunities across the City.

The model is particularly useful for small businesses, as they often find the financial investment of taking on an apprentice full time too great. As the apprentice is employed by the PAC, and the apprenticeship placement can be split between employers, the model makes it viable for smaller businesses to offer an apprentice placement.

The project was launched towards the end of 2013. At the end of December 2013, eight people had either gained employment or an apprenticeship placement as a direct result of the PAC. Further placements are expected shortly in order to meet the target of 70 new apprentices by the end of 2014.

### Plymouth City Council Apprenticeship Scheme

Plymouth City Council has increased its participation and profile with regard to employing apprentices. 2013 was a highly successful year for the Council's apprenticeship program with recognition being achieved at regional and national level. In June, the Council's team of nine apprentices finished fifth nationally in the 2013 Brathay Challenge. Plymouth City Council was awarded the South West National Apprenticeships Service Large Employer award in September and in November, at the National Awards, were announced as a top 100 Apprenticeship Employer. The Council's Senior Apprenticeships Coordinator is now a member of the National Apprenticeships Service South West Regional Ambassador Network.

Steady growth has seen apprenticeship programs supporting 11 qualification frameworks at intermediate, advanced and higher levels, across more than 30 service areas with a total number of apprentices now exceeding 100.

The Brathay Challenge 2014 to find the best team of apprentices in the UK has started. The Plymouth City Council team of nine apprentices and mentors are already well established and have been working hard engaging with schools and businesses promoting apprenticeships. 'Team PCC' is also linked to a number of community projects and has already made steady progress in their charity fund raising in support of Plymouth's Dartmoor Rescue. The regional phase of the



challenge is focused around engagement events during National Apprenticeship Week (3<sup>rd</sup> to 7<sup>th</sup> March 2014) with team portfolios due to be submitted to the national judging panel by the end of March 2014.

#### Preventative NEET Measures and NEET Reduction Initiatives

- *Latest data available – 14 January 2014*

<b>Plymouth</b>	<b>NEET</b>	<b>Not Known</b>	<b>Participating</b>
<b>Total Yrs 12-14</b>			
%	7.8%	1.3%	84.1%
Number	668	111	7330
<b>Year 12</b>			
%	3.6%	0.3%	95.4%
Number	105	9	2785
<b>Year 13</b>			
%	7.6%	1.4%	86.2%
Number	218	41	2502
<b>Year 14</b>			
%	12.2%	2.1%	70.6%
Number	345	61	2043

- *Contract for transition support for young people to education, employment and training*

The Service commissioned from Careers South West by the four peninsula Local Authorities, under Plymouth leadership, aims to achieve the following outcomes:

- Young People are able to make informed choices about Education, Employment and Training (EET) opportunities.
- Young People are supported to overcome barriers to participation in EET which meets Raising the Participation Age (RPA) requirements and to make smooth transitions.
- Young People's participation in EET is raised.
- Young People are supported to remain engaged in sustainable post 16 education, employment or training, with a particular emphasis on engagement in learning.
- Post-16 Transition Panel

This panel led by a Local Authority officer from the People Directorate and comprises representatives from referral bodies and Post-16 providers which include City College Plymouth, YMCA/Discovery College, Prince's Trust, Plymouth College of Art, Careers South West and Plymouth Learning Trust. It considers young 16-18 year olds who are "ready to place" in learning/work opportunities and which provider would provide the most suitable provision and support to meet their needs and aspirations.

- **Workskills Bootcamp (Whiz Kidz)**

The Bootcamp programme is designed to address the lack of employability skills of Plymouth's NEET (16-18 year old) population by delivering workshops that incorporate a mix of theoretical and practical approaches delivered by a combination of tutors and business representatives. The programme is delivered in a council owned business park. The aim is to encourage the development of employability skills required by employers to assist candidates to gain the confidence and knowledge to apply to job search, interview skills and work

experience. The ultimate aim is to increase the number of young people successfully gaining employment, apprenticeships or returning to further education.

The current Bootcamp programme is running between July 2013 and March 2014 and is supported by mentors from the Volunteer Mentor Programme.

- **Volunteer Mentor Training Programme**

The Volunteer Mentor Training Programme was established in March 2012 and benefited from Department of Work and Pensions (DWP) funding for growing the capacity of fully trained mentors in Plymouth. It aims to recruit and train motivational people from all walks of life to become voluntary mentors to specifically support the city's fast growing number of unemployed young people and NEETS aged 16-25.

The first programme attracted over 30 applicants, bringing together an eclectic mix of mentors from all walks of life, ranging across public and private sector, including professions from the field of Human Resource, Sport, Training and Development, Business Consultancy, Medical and Retail. Many of those that attended the programme have gone on to successfully provide one to one mentoring support to young unemployed people from across the city.

The latest cohort of 22 volunteers from November 2013 – February 2014 includes some mentors from the Voluntary sector who were recruited specifically to for the Skills Aid Plymouth programme, which provides mentoring for years 8 and 9 pupils.

- **Skills Aid Plymouth (SAP)**

Skills Aid Plymouth is a pilot programme designed to help some of Plymouth's disadvantaged young people through offering a platform of additional support provided from partners in the Voluntary and Private sectors.

It will be officially launched in March and aims to improve and enrich the learning of the young people participating and to inspire their choices of future careers through engaging them in a range of business-led events and activities. An important element of the programme is the one to one mentoring support each young person will receive to gain life and employability skills. Student recruitment onto the programme began in January 2014 and initially twelve 13 year old students have been offered places from selected schools, including All Saints Academy, Marine Academy and Sir John Hunt.

The success of the pilot will be reliant on gaining private sector sponsorship, as well as voluntary sector participation, particularly in regards to recruiting mentors from within the Rotary membership. Those mentors selected will gain the necessary mentoring skills by attending the Volunteer Mentor Training Programme.

- **Inspire**

This event is usually held annually in October, but in 2013 Inspire was cancelled as the date clashed with a teachers strike. Other dates were considered to hold an event, particularly during National Apprenticeship Week (3 – 7 March), but as another similar event was being held in the city during this week it was decided to hold the next Inspire in October 2014.

## **Employability Task and Finish Group**

Currently six secondary schools are piloting an 'Employability Curriculum Framework'. If successful, the curriculum will be rolled out across the city's schools and further and higher education establishments and will embed employability skills into their curriculums and provide those leaving education with the skills required for working life. Students will have the opportunity

to gain bronze, silver and gold awards, depending upon the students' level of achievement. This will also link into the City Deal's Employability Gateway and Charter.

### **Growth Point**

Work is progressing and a graduate from Plymouth University has recently been recruited to support officers one day a week with the planning aspect of this project.

Now that City Deal has been agreed another area to be researched is the emerging marine sector through the development of South Yard.

### **Procurement**

Under the Plan for Jobs, Plymouth City Council is continuing to increase levels of local procurement and increase the number of contracts delivered for the Council by businesses located in the city. Through Sell2Plymouth (a partnership of buyers made up from Plymouth City Council, Plymouth University and Plymouth Hospitals NHS Trust) the Council is increasing the percentage of local Small and Medium-sized Enterprises (SMEs) delivering local services, thereby maximising levels of local expenditure. In January 2014, 34% of Council spend was with SME's, and 31% of Council spend was with businesses with a PL post code.

The Council has recently commissioned Plymouth Business School to undertake an economy impact assessment of PCC spend, which involves developing a 'multiplier' tool to assess GVA and job created outputs from PCC spend.

### **Fairness Commission**

We continue to input and listen to the Fairness Commission, integrating ideas into emerging plans, such as for delivery of the Plan for Employment and Skills, the City Deal and the refreshed Local Economic Strategy.