

TELFORD & WREKIN COUNCIL

CABINET - 18 SEPTEMBER 2014

TACKLING YOUTH UNEMPLOYMENT – PROGRESS TO DATE

REPORT OF ASSISTANT DIRECTOR: DEVELOPMENT, BUSINESS & EMPLOYMENT

LEAD CABINET MEMBER – CLLR SHAUN DAVIES

PART A – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

On 9th January 2014, Cabinet approved a series of pledges focussed on tackling youth unemployment with a view to ensuring that every 16 – 24 year old, who is seeking employment or training, is fully supported on their journey. Since then considerable work has been undertaken to develop our role as an employer, a service provider and a broker of interventions and we are seeing many more people supported into positive destinations as a result:

- Youth unemployment in Telford & Wrekin is decreasing at a greater rate than the regional and national rates – we believe this is a direct result of our intervention and growth agenda.
- 105 work experience placements and 130 apprenticeships posts have been identified across the Council.
- Our Job Box Mentors have, so far, supported 24 people into employment and are working with a further 116 to improve their employment chances.
- 69 vacancies were filled as a direct result of the Partnership for Jobs event held in March 2014
- 9 additional Job Junctions have been set up in new areas of the borough with the aim of providing greater access for residents who are looking for work. As a result we are seeing record highs in attendance with the number of users to date, already exceeding last year's total. 105 people have been supported into employment through our Job Junctions this year.
- We have developed and launched our Job Box brand to unify our offer and ensure there is a common theme across our promotional media.
- We launched our Job Box website in March 2014 with 27.5% of all people viewing the site being aged between 18 and 24, this figure is improving on a weekly basis.
- We are using our Invest In Telford programme to identify upcoming employment opportunities and relaying them through the various support services of the Job Box.
- We have developed a comprehensive offer to support businesses with their recruitment needs which links closely with our Invest In Telford offer.
- We have developed our Ambassador programme which will facilitate stronger links between businesses and schools to support the promotion of careers and work place learning.
- We have developed our Apprenticeship Hub programme that will de-risk the appointment of an apprentice for the employer, by Telford & Wrekin Council taking on the responsibility of managing the contract and wages of the apprentice.
- We are developing a scheme to ensure that our young people are “work ready” through a Skills Passport programme, which will be developed alongside business needs.
- We are launching a programme of support for our young people to start their own business.

This report provides an update on progress to date and the positive impact this is having on levels of youth unemployment as well as individual's prospects and opportunities.

RECOMMENDATIONS

2.1 That Cabinet note the progress made to date against the pledges approved at Cabinet in January 2014 to tackle high levels of youth unemployment.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	<ul style="list-style-type: none"> • Improve the health and wellbeing of our communities and address health inequalities • Protect and create jobs as part of a “business supporting, business winning council” • Improve local people’s prospects through education and skills training • Protect and support our vulnerable children and adults • Put our children and young people first
	Will the proposals impact on specific groups of people?	
	Yes	There will be borough wide impact with a specific focus on 16 – 24 year olds, education providers and businesses.
TARGET COMPLETION/ DELIVERY DATE	This is a two year programme of work to April 2016. Considerable work has been undertaken to date and this report provides an update on progress as well as key milestones going forward. Future funding sources to safeguard successful elements of the programme, post 2016, are currently being identified.	
FINANCIAL/ VALUE FOR MONEY IMPACT	Yes	Funding of £1,304,730 was identified to deliver the programme. Savings came from the anticipated early delivery savings in 2014/15 as explained on 9 th January 2014
LEGAL ISSUES	Yes	The Council’s statutory duty to provide education and/or training currently extends to 16-19 year olds, however the council can rely upon section 11 of the Local Government Act 1972 which allows the authority to do anything which is calculated to facilitate, or is conducive or incidental to its statutory functions to extend the current and any future schemes to cover 20-24 year olds. The exercise of the power will also be subject to express statutory restraints such as the public sector equality duty, procurement and state aid rules.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	There is a risk that successful initiatives delivered through the programme will no longer be viable post April 2016 when funding has been utilised. It is critical that the two year programme is used to test the performance of new schemes, identify alternative funding sources and develop income generating opportunities to ensure that initiatives are sustainable long term and that there is ongoing support for young people and businesses.
IMPACT ON SPECIFIC WARDS	Yes	The proposals will have a borough wide impact but this will be greatest in those wards where there are highest concentrations of youth unemployment including Cuckoo Oak, Woodside, Malinslee, Haygate, Brookside and Donnington.

PART B – ADDITIONAL INFORMATION

4. INFORMATION

4.1 Youth Unemployment – The Data

When Youth Unemployment pledges were launched in January 2014, youth unemployment across the borough was increasing, and at 32.1% was well above both the regional (24.6%) and national (20.8%) rates. This was equivalent to 3,700 people aged 16-24 being unemployed in the borough. This data is derived from the Annual Population Survey for the year ending June 2013 as released in October 2013.

The latest set of figures show that Youth Unemployment in the borough has fallen and now stands at 26.4% which equates to an estimated 3,200 people aged 16 – 24 unemployed. Figures are still above the regional (22.3%) and national (19.3%) rates but the rate at which youth unemployment is falling locally is well above that being experienced regionally and nationally as summarised below:

	January 2012 – December 2012	April 2013 - March 2014	%pts Difference
Local Rate (%)	29.8	26.4	-3.4
Regional Rate (%)	21.9	22.3	+0.4
National Rate (%)	20.8	19.3	-1.5

4.2 Our Role as an Employer

As a major employer in the Borough we pledged to lead by example and through our employment and recruitment practices to support and provide opportunities for young unemployed people:

Pledge	Progress to Date
We will provide on an annual basis 100 work placement across the council to those young people who have identified a lack of work experience as a barrier to employment. Placement will be for 12 weeks, expose participants to a range of work across the authority and include employability training, a guaranteed reference and ongoing support into employment and training.	<ul style="list-style-type: none"> To date, 102 work experience placements have been identified by internal departments (Appendix 1). Work is ongoing to identify further work experience opportunities and where assistance may be required to facilitate this. The first cohort of 5 work experience placements is due to start in September 2014. People Services have assisted managers with writing a Job Description and developing an 8 week programme for the individuals. Individuals who are on placement will be asked to complete a 'week in the life' diary at the end of each week. This will be used to assist the individual in identifying what they have achieved during their time and we will use this as an end of placement case study to promote the benefits of work experience to Telford & Wrekin Managers, private sector businesses and job seekers. We are working with our internal departments such as our Job Box Mentors and National Careers Service to identify potential candidates for these placements. Internal placements will also be advertised on our Job Box website. We will document successes and use this to encourage private sector organisations to consider the benefits of offering a work experience placement.
We will provide a minimum of 150 apprenticeships and improve the quality of and access to our	<ul style="list-style-type: none"> To date 130 apprenticeship have been identified across Telford & Wrekin Council (Appendix 1) We have launched a cohort recruitment process and successfully recruited 13 new apprentices who commenced employment with the council at the same time. All apprentices went through an

<p>programme, offering a wider range of experiences and employment opportunities across all council services as well as outside of the council.</p>	<p>induction process with People Services before being released to their respective placements within the Council. A further cohort recruitment campaign is planned for September.</p> <ul style="list-style-type: none"> • Work is ongoing to identify a further 20 apprenticeship opportunities with one option being to recruit to these as part of the Apprenticeship Hub. Further information on this scheme is provided below. • All apprentices coming to the end of their placement are referred to a Job Box Mentor to ensure they continue to be supported into a positive destination. • We are aiming to showcase our apprentice successes internally to our managers to encourage them to take on apprentices, externally to people considering an apprenticeship and also to businesses who are unsure about taking on an apprentice. Appendix 3 provides an excellent example of one of our apprentice successes.
<p>We will develop and implement a reward scheme to incentivise positive performance and ensure our apprentices and work placements are job ready.</p>	<ul style="list-style-type: none"> • We have identified key milestones within an apprenticeship and identified an associated set of standards that we would expect to be met at each milestone. We are considering the type of rewards that could be offered if performance standards are met at each milestone, e.g. a cash reward (bonus) or a physical reward (book tokens). • Apprentices will continue to be rewarded as part of our Customer Service Awards to ensure that apprentices feel part of our organisational process.

4.3 Our Role as a ‘Service Provider’

<p>We know who these young people are and what their barriers are to employment by adopting a single record client management system to drive intervention and support.</p>	<ul style="list-style-type: none"> • A new data system has now been purchased from Cognisoft and a Data Manager and Data Assistant are in post to implement the system effectively with a “go live” date of January 2015. A further Data Assistant post has been recruited and the candidate is due to start in September. • The new data system will allow us to replace the existing “Profile” system which is currently used to track circa 8,000 16-20 year olds as well as 4 further internal systems from teams which work with an additional 8,000 people aged 20+. • The new system will allow us to track young people, irrespective of their age, so that we can have a greater understanding of where young people in the borough are placed in education and employment. One of the greatest challenges we have faced is identifying who these young unemployed people are as they simply ‘fall off the radar’. The new system will enable us to effectively track and support them through the various stages. • The new system will also allow a young person’s information to be captured out in the field so that we can provide immediate and effective support. Once we have basic data we can “push” messages and alerts through the system which will be of interest, to an individual, based on their specific circumstances – these could be employment/training opportunities which fit the individuals’ profile.
<p>We will develop a script for front line staff across the council and partner agencies so we can effectively signpost unemployed young people to the suite of support available and</p>	<ul style="list-style-type: none"> • We have developed and disseminated a script (Appendix 6) to increase awareness of services amongst employees and partners. • We have secured a daily presence for Job Box at Southwater One and literature, banners and posters are now in situ to raise awareness. • A desk top “pop up” campaign took place at the beginning of August 2014 to raise awareness of Job Box.

<p>ensure we own the support for an individual's journey from start to finish.</p>	<ul style="list-style-type: none"> • Future development of the Job Box website will include a self referral tool available to young people.
<p>We will launch a rolling programme of one to one support for 200 young people by providing the opportunity to work with an employment coach to help them on their journey to employment – from support with filling in an application to helping plan their journey to work.</p>	<ul style="list-style-type: none"> • Six employment coaches or Job Box Mentors (JBMs) are now in post and providing one to one support to young people aged 20 - 24. • Job Box Mentors are currently working with 116 unemployed 20 – 24's, the maximum case load the team can take is 180 people. • Up to 12 August, 24 young people have been supported into work • JBMs have recently started working with JSA claimants from Madeley Job Centre with this extending in the coming month to Telford and Wellington Job Centres • JBMs have attended community events taking place across the borough including T-Party and fun days as well as having a monthly slot at Telford Shopping Centre, Asda Donnington and Sainsburys to promote the services offered by the Job Box and engage with potential service users. • JBMs have also contacted via telephone with over 1,282 residents over the last few months although the conversion rate has been low – this remains a challenge and supports the need for alternative forms of engagement • JBMs have built a great relationship with our local employers (e.g. Nandos) and have been working closely with them to help with their recruitment campaign. The mentors have supported some of their service users through the application and recruitment stage, with a specific focus on the jobs available at Nandos. 7 mentees were supported into interviews with 4 being successful in securing employment. JBMs were able to get feedback directly from Nandos for the unsuccessful candidates so that they could further support them for future interviews. In addition Nandos have referred all unsuccessful candidates that were not referred to them by the JBMs to The Job Box for further support. This is an offer which we are keen to develop for other employers within Telford & Wrekin. • The Job Box Mentors have published a video of themselves on You Tube and the Job Box website to raise awareness. Up to 12th August this video has had 106 views with a reach of 10,000 on Facebook. <div data-bbox="628 1402 1283 1800" data-label="Image"> </div> <ul style="list-style-type: none"> • See Appendix 2 for Job Box Mentor case studies
<p>Through collaboration with Telford College of Arts & Technology (TCAT) we will increase our number of job junctions from 8 to</p>	<ul style="list-style-type: none"> • 9 new Job Junctions have been launched at Hadley, Madeley, Overdale, Randlay, St Georges, Oakengates, Newport, Arleston and Meeting Point House with extra Job Junctions in Dawley. • £13,000 of additional funding has been secured from the following Town & Parish Council's to support Job Junctions in their area. <ul style="list-style-type: none"> • Stirchley & Brookside

<p>15 and opening times from 16 to 30 hours per week to ensure provision in an area of need and will focus training and support on entrepreneurship and employability linked to local labour opportunities.</p>	<ul style="list-style-type: none"> • Dawley • St Georges & Priorslee • Madeley • Attendance at Job Junctions has more than doubled compared to the same time last year. At the end of July 2013, 1,696 people had engaged with services at the Job Junctions, compared to 3,879 by the end of July this year • Since January 2014, 105 people have been supported into employment or training through the Job Junctions • Appendix 3 provides a detailed breakdown of attendance statistics
<p>We will ensure employment opportunities for young people are maximised through our external contracts with suppliers.</p>	<ul style="list-style-type: none"> • A Social Value policy and Framework has been developed to support officers awarding contracts to businesses who successfully and positively engage with our Social Value aim. This policy and framework has recently been approved by cabinet and is now available on the Intranet. Section 4 of the Social Value Policy clearly states opportunities for NEETS, care leavers and the long term unemployed. • A procurement report will need to be completed at the end of every contract to detail how Social Value was considered within the contract. • Training modules within Ollie are being developed to include guidance on how to measure and manage targeted recruitment and training in a tender process and after contract award.
<p>We will develop and launch a brand to unify the range of initiatives from the Council, partners and employers available to support young people into employment or training.</p>	<ul style="list-style-type: none"> • The Job Box brand has been developed in consultation with young people to ensure that it is engaging and appropriate and was launched in March 2014. • It successfully brings together all of the initiatives focussed on tackling youth unemployment and is providing a coherent approach to marketing and communication. • Brand awareness is improving and there is more work to be done to promote this with the various user groups. • We recently ran an advert campaign on Facebook with the intention of increasing 'Likes' to the page and widening our reach. Prior to the campaign on 27th June the total number of page likes from women aged 18 – 24 was 15% and men was 6%. After the campaign on 6th August the total number of page likes from women aged 18 – 24 was 20% whilst likes from men of the same age group had doubled to 12% • Our Facebook Page currently has 1,429 likes. • The Job Box Twitter page currently has 320 followers. • Job Box now has a presence at Southwater One. The desk is being manned on a rota basis by staff from the skills team, representing all aspects of the Job Box. Promotional material is in situ around Southwater One • A radio advert is planned for the beginning of September to raise awareness of The Job Box and the services offered as well as the Seasonal Jobs Fair. • Leaflet drops are continuing in the Borough to encourage people to visit the Job Box Website and Southwater One. • Appendix 7 provides an example of the material produced to publicise the Job Box
<p>We will launch a virtual, web based, one stop shop to bring together employers</p>	<ul style="list-style-type: none"> • The Job Box website (www.telfordjobbox.co.uk – appendix 9) was launched in March 2014 and provides: <ul style="list-style-type: none"> • Details of jobs vacancies including links to other jobs sites such as Monster and Job Centre Plus.

<p>and potential employees through interactive forums, you-tube postings by business leaders and Young People who have overcome barriers to secure employment, listing of forthcoming job opportunities.</p>	<ul style="list-style-type: none"> • Links to our services are also included such as Future Focus, Turn Around and Job Box Mentors. • Testimonials and good news stories • Information on the support available for businesses • Website statistics tell us that: <ul style="list-style-type: none"> • 27.5% of all people viewing the website are aged between 18 – 24 years old • The number of people who visit the website and then leave without viewing any other page is at 42%. This is steadily improving since the website was launched and this is also reflected in the ongoing changes we are making to the website. • With the migration of the new website for Telford & Wrekin it is expected that the Skills team will take control of uploading and updating information onto the website in the Autumn, allowing the information content to be updated regularly. • Future development will see: <ul style="list-style-type: none"> • Employers uploading their job vacancies to the website with an easy to use form. • Service Providers uploading videos of their provision for us to use on the website. • Revamp of the Job Vacancies page to provide a searchable jobs function for job seekers. • Launch of a self referral function which will guide the user through a series of questions and will support self serve or result in a referral to the relevant team within the Job Box. • Information on up and coming Jobs Fairs. • An events page listing what's going on in the area of relevance to people seeking employment and training. • The website is constantly evolving and updating as new opportunities become available and will become one of the principal communication tools moving forward. • There is ongoing work to link the main Telford & Wrekin Council website to The Job Box website, as the main tool for job seekers in the borough. • All marketing literature and associated marketing campaigns link users back to the Job Box website. • We will be using the new data base to inform people of the support available through The Job Box by sending them relevant links to the website from areas of interest that they have identified with us or in relation to their current circumstances, for example apprenticeships and new job vacancies. • We are undertaking an internal communications campaign to raise awareness of local authority employees of the website and The Job Box. This will continue using various opportunities over the coming months.
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4.4 Our Role as a 'Facilitator & Broker'

<p>We will identify up and coming employment opportunities with existing employers as well as those associated with new developments such as southwater and will upskill local people to ensure they are ready</p>	<ul style="list-style-type: none"> • Business Support Officers are now using a business focussed CRM system to capture job vacancies/recruitment needs within our existing businesses to allow this information to be shared with those young people seeking employment. The information is real time and relevant. • We are developing a facility on the website that will allow employers to automatically upload their vacancies onto the website. • We are prompting local job opportunities on our website and
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<p>and able to access these opportunities.</p>	<p>through social media such as Twitter and Facebook and are developing a form on our website that will enable job seekers to sign up so that when new vacancies are recorded the job seeker will automatically be informed via email.</p> <ul style="list-style-type: none"> • We are promoting Job Box and the recruitment support that we can offer to our businesses, in order to encourage the use of our job vacancy facility on the portal. • We have developed a comprehensive offer to local businesses which links with our Invest in Telford campaign but is focussed on how we can support businesses to meet their recruitment requirements. For example we can: <ul style="list-style-type: none"> • Offer a comprehensive Recruitment and Selection Service which can include collating and sifting application forms or CVs, arranging interviews and pre-interview assessments. • Support access to funding to support skills and recruitment. • Provide Pre-Employment Training by working with employers to understand their requirements and skills needed for each of their vacancies and develop a bespoke training package for potential applicants. • (Appendix 8 shows our full Invest In Telford offer to businesses around skills)
<p>We will secure business ambassadors who will pledge to help address youth unemployment directly through their own recruitment practice and indirectly through engagement with children and young people on local skills needs and will reciprocate this commitment through support and collaboration.</p>	<ul style="list-style-type: none"> • We have developed an Ambassador programme for Schools and Businesses, appendix 4 • The schemes aim is to support and facilitate stronger relationships between young people and businesses by recruiting businesses from the local community who have an interest in engaging with local young people whilst they are still at school and are able to make a commitment/pledge to help promote careers, work place learning and support/inspire the next generation of entrepreneurs. • The scheme has two recognition levels Ambassador and Champion depending upon the level of commitment a business can make and to ensure that all businesses, irrespective of size, can become an ambassador. • The school recognition scheme will certify those schools which reach the minimum participation levels set by Telford & Wrekin Council for school-business engagement. This includes areas such as careers advice, linking with a range of local businesses and promoting all available careers routes and job opportunities. These schools will then be promoted to our Ambassador network. • We have consulted with a number of businesses through the HR forum and have received very positive feedback with the majority being keen to be part of the programme. • We are aiming for a soft launch of the programme in the Autumn, with a full launch early 2015.
<p>We will launch an apprenticeship hub for local employers to reduce the administrative burden to employers, facilitate apprenticeship sharing across organisations and promote the financial and organisational benefits of “growing your own” through traineeships and apprenticeships</p>	<ul style="list-style-type: none"> • With major changes taking place to the funding support available to SME's to take on an apprentice and the knowledge we have regarding the concern for employees taking on an apprentice, a model (see appendix 5) has been developed in which we, as a local authority, can facilitate the recruitment of apprentices on behalf of the employer. • The Apprenticeship Hub will allow the local authority to recruit the apprentice, provide some pre employment training and then place the apprentice with one or a series of local employers. The local authority will manage the contract and wages of the apprentice, whilst charging the business for the service. The Apprenticeship Hub de-risks the appointment for the employer and reduces the administrative burden. • Costings are currently being considered for this programme, with

<p>and will launch a trainee / apprentice of the year award.</p>	<p>research having been undertaken from other local authorities who operate a similar model.</p> <ul style="list-style-type: none"> • The Hub is aimed to be launched internally at the beginning of September with an internal sharing of apprentices programme. The hub then aims to go live to employers in January 2015.
<p>We will launch a jobs fair at The International Centre in March 2014 at which there will be access to jobs, support with cv writing and employability skills as well as inspirational talks from business ambassadors and young people.</p>	<ul style="list-style-type: none"> • We held a Jobs fair in March 2014 which was attended by circa 4,000 people and 104 exhibitors of which 78 were employers, 17 training providers and the remaining Telford & Wrekin Council services. • 171 vacancies were displayed on the day, 69 of which were filled as a direct result of the Jobs Fair. • Feedback from all who attended was incredibly positive with 94% of exhibitors confirming that they would consider attending a similar event and 72% of job seekers stating that they were either very satisfied or satisfied with the event. • A Christmas recruitment Jobs Fair is being held at Telford Shopping Centre on Friday 12th and Saturday 13th September. We are engaging with local retailers within the Town Centre and Borough Towns to advertise their Christmas vacancies on their behalf. In addition to this the Job Centre, TCAT and our internal skills and recruitment services will be on hand to support would be employees with their recruitment needs. There will also be the opportunity for job seekers to complete and submit job applications on the day. • Following the huge success of the 2014 jobs fair, a further Jobs fair will be held on Thursday 12th March 2015 at The International Centre.
<p>We will work with schools, education providers and the community to ensure young people are equipped with the knowledge to make informed decisions about their futures based on up to date information on skills requirements now and in the future.</p>	<p>Mapping the Provision</p> <ul style="list-style-type: none"> • We are currently mapping the careers guidance and business engagement that takes place in schools/colleges throughout the Borough to identify good practice, and also where there may be gaps in support. • We will link findings to the Ambassador programme, seeking to roll out best practice and unify employer/school engagement. <p>Work Readiness & The Skills Passport:</p> <ul style="list-style-type: none"> • We are working with businesses to develop a definition of “work readiness” with a view to launching a Borough wide “Skills Passport”. • The skills passport will be trialled in one school/college. Students will undertake a series of exercises to develop their work readiness and will be assessed prior to receiving their skills passport. • Local employers will be engaged through the Ambassador scheme to develop the skills passport content and support assessment to ensure it becomes a recognised accreditation locally. <p>Entrepreneurialism & Self Employment</p> <ul style="list-style-type: none"> • In response to a lack of support for young people considering self employment, Telford & Shropshire Enterprise Partnership and Telford & Wrekin Council have developed a joint programme to support young people to start their own business with a focus on four specific areas: <ul style="list-style-type: none"> • Hair/Beauty • Fitness/Health • Food/Catering • ICT/Retail. • Engagement will start at college with students attending a series of monthly workshops to support them with their entrepreneurial ambitions. Workshops will also be available to all young people

	<p>who are looking to start up their own business.</p> <ul style="list-style-type: none"> • Participants will also receive a 'Business in a Bag' containing: <ul style="list-style-type: none"> • 10 step business plan in CD format, • Financial and legal information as well as a simple accounts package and link to registration as sole trader on HMRC website • Image, branding and logo design pack • Design & management of a 3-page website • Business start up boot camp calendar with dates for monthly workshops and mentor groups • List of local networks • Database of potential customer sources for the particular trades • The programme will look to launch in September 2014 and aims to support a minimum 100 beneficiaries up until August 2015
<p>We will broker transport solutions to ensure young people have access to employment centres or training opportunities including effective signposting and subsidising journeys where required.</p>	<ul style="list-style-type: none"> • Information has been collated on transport solutions available to people who are struggling to access their place of work or training and is available on the Job Box website. • An information campaign has been launched to ensure that all agencies and officers that support Young People to get into work are aware of all the support mechanisms for transport. This information has also been made available via the Job Box website. • A consultation document has been issued to businesses on local industrial estates to better understand the needs of their business i.e. shift patterns and the level of the issues relating to transport in recruiting the people they need. Using this intelligence we will look to broker solutions which meet the needs of employers and employees.

4.5 Sustainability

Funding is in place for this programme until April 2016. Over this period we will be reviewing the success of individual programmes as well as looking at the sustainability of these initiatives going forward and seeking to identify alternative funding streams, including funding from the LEP, sponsorship, funding from the website i.e. charging for advertising vacancies, as well as the opportunity for the Job Box mentors to work more closely with businesses on targeted recruitment campaigns.

Programmes such as the Ambassador Programme and the Apprenticeship Hub are aimed to become self funding with charging options currently being discussed and researched.

5 PREVIOUS MINUTES

Cabinet Meeting - 9th January 2014

6 BACKGROUND PAPERS

**Report prepared by Kim Hodgetts, Programme Manager – Youth Unemployment,
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APPENDIX 1 – IDENTIFIED WORK EXPERIENCE AND APPRENTICE OPPORTUNITIES IN TELFORD & WREKIN COUNCIL


Workforce Profile Numbers and %	AD/service area	Apprentices in place (as at 14/7/2014)	Proposed Apprentice targets	Proposed Work (WE) Experiences targets	Apprentice posts in base budget	Apprentice potential target based on workforce profile
237 (8%)	Adult Social Services	1	4	0	-	12
248 (8.4%)	Children’s Safeguarding and Specialist Services	3	5	2	1	13
394 (13.3%)	Family, Cohesion and Commissioning	2	10	10	-	20
54 (1.8%)	Health, Well Being & Public Protection	1	1	0	-	3
52 (1.8%)	Co-operative Council	1	3	4	2	3
1076 (36.3%)	Customer Services	15	23	39	11	54
105 (3.5%)	Finance, Audit and Information Governance	2	4	1	1	5
104 (3.5%)	Law, Democracy and People Services	4	4	10	3	5
311 (10.5%)	Neighbourhood & Leisure Services	18	28	16	17	16
243 (8.2%)	Development Business & Employment	13	11	10	8	12
136 (4.6%)	Education(schools)	37	42	10	-	
	Corporate Parenting	1	2	0		7
5 (0.2%)	CMT/ Planning specialist	-	-	-	-	0
	External/Parish Council	1	-	-	-	-
1	Transformation, Personalisation and integration	-	-	-		0
2966 (100%)	Total (including June Cohort – 13)	99	137	102	42	150
	Actual Council Target		150	100		
	Shortfall		13	-		

Apprenticeships - Employment & Retention (includes schools)

2009	41
2010	37
2011	50
2012	61
2013	96
2014	46
Total Employed	331
Total retained	121 (4% of total workforce) (37% of total apprentices employed)

APPENDIX 2 – CASE STUDIES

APPRENTICES	
<p>Layla Williams</p>	 <p>During my last year at college I was completely unsure of what path I wanted to take. I'd heard that it was around 50/50 for those who went to university and those who didn't, but felt like everyone else was going so it was something I needed to do. I agonised over the decision until almost the last minute for applications but even though I didn't know what I wanted to do for the rest of my life I knew at that time university wasn't what I wanted.</p> <p>Contrary to popular belief not going to university does not mean the end of your job prospects. I had regular meetings with my college tutor and she suggested an apprenticeship to earn some money and continue training while I decided what I wanted to do and that the Council would be a good place to start.</p> <p>I applied for two admin apprenticeships and was offered the second post in Adult Social Services which I started in October 2009. What followed was the best experience I could have hoped for. I was the first apprentice Social Services had had and therefore I was responsible for setting up many processes and systems and was given a lot of responsibilities.</p> <p>I trained with some of the most experienced and knowledgeable administrators who alongside my manager/mentor supported me to complete my NVQ Level 2 Business Administration and I was awarded Student of the Year in that category by TCAT.</p> <p>At the end of my apprenticeship I was successful in applying for a full time permanent administrator post with the same team and got to put all I had learned into practice. With many staff leaving the team over the next couple of years I became the most experienced member of the team and was involved in the training of our newer members of staff which was extremely rewarding. Last year, to continue my training, I was also given the opportunity to study for my Level 3 Business Administration NVQ which I recently completed.</p> <p>After four years of working in the team I wanted to continue to learn and find a way to help others so decided it was time for a new challenge. I successfully applied for a Senior Work Programme Administrator post in the Transformation Team and started my two year secondment in October 2013. I supervise a Team Administrator and we work closely together with multiple teams and Service Delivery Managers supporting a variety of projects.</p> <p>Without the opportunity presented by the Council to train for an apprenticeship I don't know what I would be doing now but I know that I am a better person for the support and experiences I have had through working and training with the Council.</p>
JOB BOX MENTORS	
<p>Sammy Jo</p>	<p>Sammy-Jo is a 24yr old mum of two. Her partner works, but she has been looking for part-time work for several months doing a bit of cleaning. She met a Job Box Mentor at the Woodside Fun Day and Jodie signed her up there and then. They met up officially on 2nd July. Jodie used to have a lot of contact with cleaning companies in her past as a Recruitment Consultant so took Sammy-Jo to meet one of those cleaning companies that currently has vacancies (Key Support Services in Wellington) that very same day. The company has offered</p>

	<p>her a job and she started on Monday 7th July – so from 0 to a job in 24hrs.</p>
<p>Amber Rushdon</p>	<p>When I first met Amber she had been job seeking for 6 months and had looked just about anywhere and everywhere for work. Amber had finished her bachelors degree in 2013 in Art & Design. She was unsure of what she was going to do with her working life now she had a degree but did not know how to use it in the working world , she seemed lost and unsure of where to go now</p> <p>I helped Amber focus on what she had achieved and what she was already doing as well as what transferrable skills she already had. It turned out she was creating a web page showing what art work she was doing and she had made bags, t shirts and lots of quirky items and it was something she loved doing so I suggested she looked into starting her own business. Together we researched what help was available for people wanting to start up their own businesses and where to get it. I went along with her to the Princess Trust, where she registered with them and the new Amber shone through. It was not something she had thought of before but she bloomed into a confident young lady focused on her future in business.</p> <p>Amber also secured part time work with Hobbycraft and as it is under 16 hours it does not stop her business venture.</p> <p>Amber is in the process of securing her start up funding to run her own online shop selling her quirky novelties</p> <p>Ambers work can be seen at www.littlewlodditiesblogspot.co.uk</p>
<p>Tyler Wilkinson</p>	<p>As part of our ongoing programme of support, apprentices who have 3 months remaining on their contract are automatically referred to a Job Box Mentors. Tyler found the support provided by his JBM, Rob Riddell, invaluable in helping him to secure a fantastic job at CapGemini.</p> 

JOB JUNCTIONS

Kamaljit



Kamaljit came to Dawley JJ on the 24 April for support with her CV and to set up a Universal Job Match Account. Initially Kamaljit was quite stressed and concerned as she had been relying on the support of her family and had not claimed any benefits for some time and although reluctant she had no choice to do so.

During the first session she explained that she had worked in the family taxi business as a driver and felt that she would like to pursue a similar type of work but had no idea how to go about it. Together we searched online using Universal Jobmatch and other sites such as Indeed and telford.gov to study job profiles and match them with her skills when compiling her CV. By the end of the first session Kamaljit had compiled her CV and created a Universal Jobmatch account and was extremely pleased with the support she had received; in her words "*the Job Junction was a God send*".

Over the next three weeks Kamaljit was supported by staff at both Dawley and Sutton Hill Job Junctions to complete application forms, work on personal profiles and brush up on her interview skills.

Kamaljit has recently had a successful interview with National Express for the position of a Bus Driver and has been offered employment subject to her passing a 3 week induction. Feedback from the employer was very positive and she has been assured that historically the pass rates of the inductions have been 100%.

I have contacted Kamaljit to congratulate her on her success and she was over the moon and could hardly contain her excitement over securing employment and continuously thanked me and asked me to pass on her gratitude to all of the staff at the Job Junctions.

Lee



Lee came to the Job Junction at Sutton Hill last Year. He wanted to make a new start and set an example for his children by finding work. Lee had several qualifications and together with staff at the Job Junction, he was able to use these along with his transferable skills to compile a professional CV. Lee spent his time outside of the Job Junctions writing and delivering speculative letters to a range of prospective employers. He was successful in getting a job at a restaurant in Madeley.

Lee said: *The Job Junctions gave me the confidence I needed in my job search and helped me to recognise the skills I already had. I get a real buzz from being at work and engaging with people.*

Andrew

I bumped into Andrew whilst shopping in Telford Town Centre; he seemed very pleased to see me and could not wait to inform me that he had secured a full time contract with Grange Fencing. I hardly recognised Andrew as he has lost 3 stone since I last saw him three months ago at Park Lane Job Junction.

Andrew seemed like a different person and he went on to tell me he had been on a temporary contract for just over three months where he had knuckled down and worked whenever required in terms of overtime and cover. Andrew's whole persona has changed; he seems confident and bubbly and thanked me for all the support he had received with his CV and job searching at the JJ. Andrew said that he felt like a new man and although grateful that he now had a regular income, the fact that he was now in full time employment and has lost so much weight makes such a difference to his overall health and

	state of mind.
Joel	<p>Joel is the first new starter at Dawley Town Hall (a job junction which supports customers with additional needs such as learning disabilities). Joel was referred by the Job Centre.</p> <p>Due to his lack of confidence and learning disability, Joel was supported by his mother to attend. Joel successfully registered and completed Individual Learning Plan (ILP) with his mothers encouragement. During the process he appeared to show signs of anxiety and agitation, expressing his wish to leave after enrolment. Through some subtle encouragement Joel was encouraged to stay and have a look at the facilities and meet other clients. After overcoming these initial nerves Joel was able to register with Universal Job Match before leaving.</p> <p>Joel has now attended 3 times independently; he is confidently using the computer, evidencing his IT skills, searching for jobs via different search engines. Joel has developed his own CV and is ready to refine this on his next visit.</p> <p>Joel has realistic expectations of his skills and abilities and is searching and applying for jobs he is skilled to achieve.</p>
Liz	<p>Liz came to the JJ at Park Lane on Thursday 29 May. She had been encouraged by her friend Karen who had recently visited the Dawley JJ and had received; in her words "brilliant advice". Liz had recently been made redundant after over 17 years full time employment and was very nervous and embarrassed that she had little IT skills and had never had a CV. I managed to reassure her and assisted her to identify her transferable skills to compile her CV and set up an email account to email prospective employers. Whilst engaging with Liz she received a phone call inviting her to attend an interview with a local firm on Halesfield. Liz became quiet anxious because she had not attended an interview for some time and said she might not come across too well if she were nervous. We discussed the stages of interview and looked at some frequently asked questions to give her an overview of how the interview might go. We completed her CV and she left saying that she felt more positive about the interview.</p> <p>I tried to contact Liz a number of times to enquire as to how her interview had gone and on the third time spoke to her husband who informed me that she had been successful and returned to full time employment. He also said she was obviously over the moon and very grateful for all the support she had received from the staff at the Job Junction.</p>
S	<p>S came to the drop in for help looking for work as she was having limited success trying to secure roles in the service or cleaning sector. S was fortunate enough to come to a drop in where I had more time available to work with her and as a result we were able to consider multiple aspects of her applications in a single session. This included looking over a range of her covering letters/notes, former application forms (which she still had copies of) and her CV.</p> <p>During the discussion I managed to ascertain that S was bi-lingual, fluent in both English and Spanish. She was passionate about languages and held a dual nationality after living in Spain for a number of years. Staggeringly none of this was mentioned on her CV nor was</p>

it reflected in her applications or her choice of jobs to apply for (despite her being keen to utilise her languages in an effort to maintain them). When asked why she hadn't considered searching for employment that made use of her language skills S's response was 'I was told to look for cleaning or retail'. Thinking her Job Seekers Allowance would be affected if she didn't follow her Job seekers agreement to the letter S has neglected to expand her searches to include what she actually would prefer to do for work. S wasn't even aware how easy it was to search for work using Universal Job match that included Spanish Speaking as a requirement (simply done by using the 'keyword' search option to search for 'Spanish speaking' employment as apposed to searching for a specified job title). During this single job junction session S found 4 current positions in Telford alone where her language skills were an essential requirement for the role. Delighted at the new discovery S set about applying for all 4 and has saved 'Spanish Speaking' as a new automatic search on her account to keep up to date with the latest new vacancies of this nature. It is difficult to emphasize how animated S became at the realisation that her language abilities were such a strength and could be used for work in the local area. In that single session there was a huge transformation in character, enthusiasm and overall morale in S for the better and her absence in Job Junctions since that encounter could well be due to her securing the role she so desperately wanted.

APPENDIX 3 – JOB JUNCTION ATTENDANCE 2014

Venue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total	2013
Dawley & Malinslee	62	93	143	158	162	179	221						1018	381
Wellington	68	51	58	77	58	84	65						461	685
Sutton Hill	49	41	87	65	85	76	67						470	368
Woodside	55	41	69	41	60	63	42						371	305
Brookside/Stirchley	58	60	52	30	27	34	26						287	802
Donnington	73	96	80	65	87	73	79						563	647
Hadley	X	X	3	5	12	25	20						65	
Madeley	X	X	40	27	27	30	44						168	
Overdale	X	X	12	12	6	21	18						69	
Randlay	X	X	16	6	9	13	21						65	
St Georges	X	X	5	12	13	17	16						63	
Meeting Point House	X	X	X	X	35	72	49						156	
Newport	X	X	X	X	14	20	17						51	
Arleston	X	X	X	X	2	7	7						16	
Oakengates	X	X	X	X	X	X	56						56	
Total	365	382	565	498	597	724	748	0	0	0	0	0	3879	3188

APPENDIX 4 – JOB BOX AMBASSADOR SCHEME

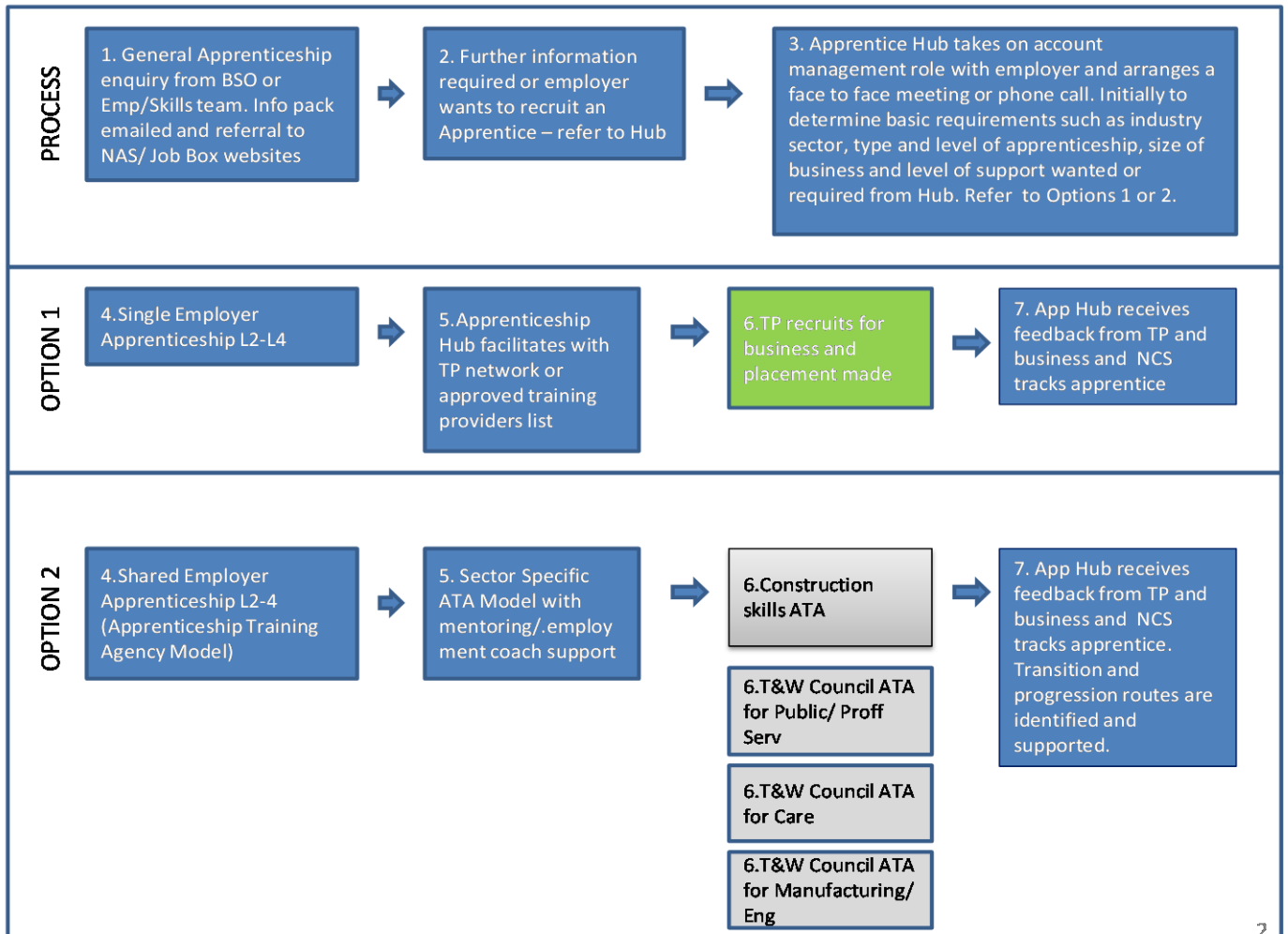
Ambassador Level

Business Size (No.employees)	No. Work Experience Placements (per year)	No. Options required
<10	1	1+
10-50	2	2+
50-250	3	2+
250+	3	2+
	Placements: Work Experience placement for student, teacher or unemployed person. Age 14+ for a minimum of 1 week or 37 hours.	Option choices: <ul style="list-style-type: none"> • Supporting the Partnership for Jobs Event • Practice interview/ careers support for local schools • Offering Apprenticeships or Traineeships as a recruitment route where appropriate
Business Ambassador benefits:	<ul style="list-style-type: none"> •Job Box Certificate of recognition •Entry to annual awards ceremony and press recognition •Invitation to business networking events •Personal development of employees/yourself •Developing and linking to the the future workforce in Telford/ free job adverts on Job Box web portal •DBS check facilitated and free H&S check for work experience •Support to work with local young people and unemployed/ community involvement/ CSR 	

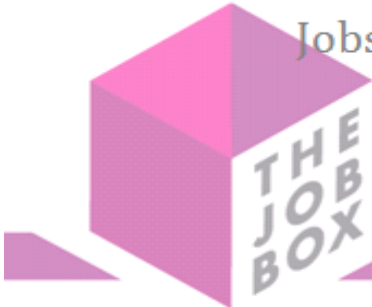
Champion Level (in addition to Ambassador scheme requirements)

Business Size (No.employees)	No. Work Experience Placements (per year)	No. Options required
<10	1	1+
10-50	2	2+
50-250	3	2+
250+	3	2+
	Placements: Extended Work Experience placement age 16+ for a minimum of 3 weeks or 111 hours	Options: <ul style="list-style-type: none"> •Practice interview/ careers support for local schools •Guaranteed interviews for young unemployed when recruiting •Mentoring of a young unemployed person
Enhanced Member business benefits: (these are in addition to the member level)	<ul style="list-style-type: none"> •Invitation to join Ambassador Scheme strategic group •Free mentoring training provided by T&W •PR opportunities throughout the year •Free business networking at T&W events* 	

APPENDIX 5 – APPRENTICE HUB MODEL



APPENDIX 6 – JOB BOX REFERRAL FORM



Jobs Box Mentor referral form

Customer Name:		Date of Birth:	
House Number:		Post code:	
Email Address:		Mobile Number:	

Referral Made by: Name: _____
 Job role: _____

Statement: May I please ask you a few questions in order to establish whether the Job Box Mentor service is appropriate for you.		
Are you aged between 20-24	Yes	Refer to Jobs Box Mentor (JBM)
	No	Under 20 - Refer to Future Focus 01952 388988 Over 24 - Refer to National Careers service 01952 382888 or visit Nationalcareersservice.direct.gov.uk
Are you currently unemployed?	Yes	Refer to JBM
	No	Refer to National Careers Service 01952 382888 or Future Focus (under 20) 01952 388988
	Student	Refer to NCS or Future Focus
Are you currently in receipt of any state benefits?	JSA	Support available from a JBM, Future Focus or National Careers Service
	Income Support	Are you looking to find work or training within the next 3 months? Yes - refer to JBM No - refer to NCS or Future Focus
	ESA/IB	Refer to EEAST team (01952 381503)
Do you have a learning difficulty or disability?	Yes	Refer to Employment and Support Team EEAST 01952 381503
	No	Refer to JBM
Is there anything else we need to know about you that would affect your ability to find work, like drugs, alcohol or criminal activity?	Yes	If drugs or alcohol refer to Drug & Alcohol Recovery Service (01952 381777) If criminal record, refer to JBM
	No	Refer to JBM
Only refer to JBM if answers to all questions are green!		
If referring to JBM: Email a screening form to community.learning@telford.gov.uk for caseload allocation. Inform the customer that a Job Box Mentor will contact them shortly to arrange an appointment. Alternatively transfer the call to the Skills Business Support Team on 01952 382888		



Telford & Wrekin
COUNCIL



If you're looking for work in the borough

THE JOB BOX

can help - visit us in Southwater One

Telford Job Junctions

Drop in sessions for information, advice and guidance on local courses, training and employment support.

Job Box Mentors

A free service designed to offer 1-2-1 support to unemployed people aged 20-24 to assist into employment.

FutureFocus

A free support service for 13-19 year olds that provides impartial information, advice and guidance on careers and future planning.

National Careers Service

Offering free confidential and impartial advice to help you make decisions on learning, training and work opportunities.

Education and Employment Advisory Support Team

Employment support for people with significant disabilities, health needs or learning difficulties.

Turnaround

A free 12 week course for 16-18 year olds who are currently out of work or education.



Telford & Wrekin
COUNCIL

APPENDIX 8 – BUSINESS SKILLS LEAFLET

**A SKILLED
WORKFORCE
of over 350,000
within a 30
minute drive**

**invest in
TELFORD**
www.investintelford.co.uk



Skills and Recruitment

Telford & Wrekin Council Skills Team

We know that having the right people at the right time is crucial to the success of your business. Our specialist officers can help you to achieve this by providing advice and support around recruitment, redundancy, as-well as the development of your existing workforce. We recognise that each business has different needs and can co-ordinate a tailored approach based on your specific requirements.

You will benefit from our close relationship with Jobcentreplus and training providers who will work together to understand your needs and develop a bespoke package which can include:

Open Days, Jobs and Careers Fairs

These can be arranged locally in one of our Jobcentres or community venues. We can facilitate engagement with our local residents who can work with us to up-skill in order to meet your requirements. There is also an opportunity to attend our jobs and skills events throughout the year, including our annual Partnership for Jobs event in March.

Rekha Rani Chhiter – Managing Director of Asteria Global said..

'We have been very impressed with the support we have received from Telford and Wrekin Council's Business Support Team'

As a result of our intervention, Asteria took on two apprentices and a graduate within weeks of trading.

They were subsequently invited to attend the Jobs Fair where they received over 100 CVs. Having reviewed and replied to all of them they are now in the process of interviewing for two further posts.

Pre-Employment Training

We will work with you to understand the requirements and skills needs of each of your vacancies and develop a bespoke training package for potential applicants. We will also work with local Training Providers to ensure that relevant training can be delivered to an excellent standard.



Access to Dedicated Support

Recruitment and Selection Service

A bespoke service can be provided tailored to your needs. This can include collating and sifting application forms or CVs in line with your criteria, arranging interviews and pre-interview assessments. We can also offer trained staff to conduct psychometric tests and a full analysis of findings.

Telford Job Box

Telford Job Box (www.telfordjobbox.co.uk) is our one stop shop for information and support on job vacancies, training and employment in the Telford and Wrekin area.

You can use this free service to advertise your vacancies to a wide audience. We will ask you to complete a template with the job details and the rest is done for you. Social Media is used to promote current vacancies and other recruitment events, a great way to reach a wider audience.

Funding

We will provide advice and support to access funding to support skills and recruitment, linking into local and national initiatives where appropriate.

Apprentices and Graduates

We can offer support and advice to recruit an apprentice or graduate. We will introduce you to organisations that can help source potential applicants and will also ensure that the training will meet the needs of the individual and be relevant to your business.

Education and Employment Advisory Support Team

We can offer advice and support to employers regarding disability issues as well as support existing employees who develop a health condition whilst in employment, offering advice on aids and adaptations. Support and advice is provided for employers recruiting adults with learning disabilities along with a job coaching service and ongoing support if required.

Links to Education

Links into our local schools are crucial to prepare our next generation of workforce. We can facilitate contact with our local schools and colleges and support in the development of projects or information days. There are also opportunities for you to contribute towards employability, through for example, mock interviews and work experience opportunities. You may even wish to become part of our Job Box Ambassador Scheme.

Redundancy Support

If you find yourselves in a redundancy situation we offer a co-ordinated approach to a package of support. We will identify the most appropriate services and facilitate contact. We will also endeavour to link you to businesses who are recruiting in order to minimise redundancies. Advice will be offered on re-training opportunities and funding which may support these along with jobsearch support for those employees affected, tying into local initiatives.

For further information please contact Louise Harding or Steve Hill on 01952 567589 or email louise.harding@telford.gov.uk or steve.hill@telford.gov.uk



Access to Dedicated Support

Sector Based Work Academies

These provide accredited pre employment training and work experience for unemployed people and can help you fill your vacancies more effectively. The sector based work academies can be designed to meet the needs of your specific business or more broad sector based.

Apprenticeship Age Grant

You may be eligible to receive a grant of £1500 when taking on an apprentice between the ages of 16 and 24. This is for businesses employing less than 1000 people who have not employed another apprentice within the last 12 months.

Work Trials

A work trial is a way to try out a potential employee before offering them a job. This can be jointly arranged by Jobcentreplus before the person starts. There are no wage costs to this as the person continues to receive their benefits whilst on trial.

Access to Work

This provides practical and financial support to help people with a disability to overcome barriers to either starting or retaining employment. It can help meet the costs of equipment within the workplace or in some circumstances it will help fund travel costs to and from work.

The Marches Grads for Business

This will provide funding towards employing a graduate or equivalent. 45 % of the salary can be met where the position contributes towards the growth of the business.

Skills Support for the Workforce

Businesses within eligible sectors employing less than 250 people are able to apply for funded training to address the skills gaps within their workforce.

Local Response Fund

This is funding to identify and support current and future training needs within SMEs which cannot be met through other funding streams. Appropriate courses can be developed and accredited to meet the employer demand.

Work Experience

Give a young person a chance to gain some valuable work experience, and offer your staff opportunities to manage and mentor. Work experience provides young Jobseekers with a positive experience of the working world. You can access a pool of young jobseekers who voluntarily wish to gain work experience to increase their chances of finding paid employment

Job Box Mentors

Job Box Mentors support young people aged 20 -24 to train in the skills to meet your business needs and identify the right candidates to fill your vacancies.



APPENDIX 9 – JOB BOX WEBSITE

http://www.telfordjobbox.co.uk/ The Job Box - Homepage

Job vacancies and employment options What support is available? Events Jobs Fair

Welcome to The Job Box

The Job Box is a one stop shop for information and support on job vacancies, training and employment in the Telford and Wrekin area. Our aim is to provide you with links to the support you can access as well as the latest information on local jobs and employers.

Telford Job Junctions

Drop in sessions for information, advice and guidance on local courses, training and employment support.

Job Box Mentors

A free service designed to offer 1-2-1 support to unemployed people aged 20-24 to assist into employment.

FutureFocus

A free support service for 13-19 year olds that provides impartial information, advice and guidance on careers and future planning.

National Careers Service

Offering free confidential and impartial advice to help you make decisions on learning, training and work opportunities.

Education and Employment Advisory Support Team

Employment support for people with significant disabilities, health needs or learning difficulties.

Turnaround

A free 12 week course for 16-18 year olds who are currently out of work or education.

The Job Box

1,459 Likes

Hello All,
Time for the Job of the Day!
General Practice/Hospital Link Worker... See More

Telford and Wrekin Council for Voluntary Service

Parent Partnership Service
PARENT CARER FORUM COORDINATOR
Salary: N/C Scale SC/P25-25 (£22,443 - £25,545 per annum)
3 hours per week. Starting salary SC/P25 pro rata to £6,386 per annum.
Fixed term contract until March 2016

Job vacancies < Telford and Wrekin CVS

The umbrella organisation for the voluntary and community sector in Telford and Wrekin
TELFORDANDWREKINCVS.ORG.UK

Tweets

Telford Job Box @TelfordJobBox
General Practice/Hospital Link Worker...
@TelfordVolServe Closing date: 23

Telford & Wrekin COUNCIL

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