

Public Document Pack

Scrutiny Panel B

Thursday, 25th July, 2013
at 4.00 pm

PLEASE NOTE TIME OF MEETING

Council Chamber - Civic Centre

This meeting is open to the public

Members

Councillor Dr Paffey (Chair)

Councillor Baillie

Councillor Furnell

Councillor Hammond

Councillor L Harris

Councillor Turner

Councillor Whitbread

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PUBLIC INFORMATION

Role of Scrutiny Panel A

The Overview and Scrutiny Management Committee have instructed Scrutiny Panel B to undertake an inquiry into Apprenticeships.

Purpose:

To examine the Southampton Apprenticeship Action Plan and consider how the number of high quality Apprenticeships in Southampton can be increased.

Objectives:

1. To examine the work already delivered by the Council and its partners to generate Apprenticeship growth in the City
2. To examine the impact of Apprenticeships on the City economy
3. To examine ways to significantly increase the numbers of Apprenticeships in Southampton, particularly for 16-18 year olds, to figures above regional and national averages

Southampton City Council's Six Priorities

- Providing good value, high quality services
- Getting the City working
- Investing in education and training
- Keeping people safe
- Keeping the City clean and green
- Looking after people

Public Representations

At the discretion of the Chair, members of the public may address the meeting about any report on the agenda for the meeting in which they have a relevant interest.

Smoking policy – the Council operates a no-smoking policy in all civic buildings.

Mobile Telephones – please turn off your mobile telephone whilst in the meeting.

Fire Procedure – in the event of a fire or other emergency a continuous alarm will sound and you will be advised by Council officers what action to take.

Access – access is available for the disabled. Please contact the Democratic Support Officer who will help to make any necessary arrangements.

Dates of Meetings:

2013
25 April
23 May
27 June
25 July
22 August
26 September

CONDUCT OF MEETING

TERMS OF REFERENCE

The general role and terms of reference of the Overview and Scrutiny Management Committee, together with those for all Scrutiny Panels, are set out in Part 2 (Article 6) of the Council's Constitution, and their particular roles are set out in Part 4 (Overview and Scrutiny Procedure Rules – paragraph 5) of the Constitution.

BUSINESS TO BE DISCUSSED

Only those items listed on the attached agenda may be considered at this meeting.

RULES OF PROCEDURE

The meeting is governed by the Council Procedure Rules and the Overview and Scrutiny Procedure Rules as set out in Part 4 of the Constitution.

QUORUM

The minimum number of appointed Members required to be in attendance to hold the meeting is 3.

DISCLOSURE OF INTEREST

Members are required to disclose, in accordance with the Members' Code of Conduct, **both** the existence **and** nature of any "Disclosable Personal Interest" or "Other Interest" they may have in relation to matters for consideration on this Agenda.

DISCLOSABLE PERSONAL INTERESTS

A Member must regard himself or herself as having a Disclosable Pecuniary Interest in any matter that they or their spouse, partner, a person they are living with as husband or wife, or a person with whom they are living as if they were a civil partner in relation to:

(i) Any employment, office, trade, profession or vocation carried on for profit or gain.

(ii) Sponsorship:

Any payment or provision of any other financial benefit (other than from Southampton City Council) made or provided within the relevant period in respect of any expense incurred by you in carrying out duties as a member, or towards your election expenses. This includes any payment or financial benefit from a trade union within the meaning of the Trade Union and Labour Relations (Consolidation) Act 1992.

(iii) Any contract which is made between you / your spouse etc (or a body in which the you / your spouse etc has a beneficial interest) and Southampton City Council under which goods or services are to be provided or works are to be executed, and which has not been fully discharged.

(iv) Any beneficial interest in land which is within the area of Southampton.

(v) Any license (held alone or jointly with others) to occupy land in the area of Southampton for a month or longer.

(vi) Any tenancy where (to your knowledge) the landlord is Southampton City Council and the tenant is a body in which you / your spouse etc has a beneficial interests.

(vii) Any beneficial interest in securities of a body where that body (to your knowledge) has a place of business or land in the area of Southampton, and either:

a) the total nominal value of the securities exceeds £25,000 or one hundredth of

- the total issued share capital of that body, or
- b) if the share capital of that body is of more than one class, the total nominal value of the shares of any one class in which you / your spouse etc has a beneficial interest that exceeds one hundredth of the total issued share capital of that class.

Other Interests

A Member must regard himself or herself as having a, 'Other Interest' in any membership of, or occupation of a position of general control or management in:

Any body to which they have been appointed or nominated by Southampton City Council

Any public authority or body exercising functions of a public nature

Any body directed to charitable purposes

Any body whose principal purpose includes the influence of public opinion or policy

Principles of Decision Making

All decisions of the Council will be made in accordance with the following principles:-

- proportionality (i.e. the action must be proportionate to the desired outcome);
- due consultation and the taking of professional advice from officers;
- respect for human rights;
- a presumption in favour of openness, accountability and transparency;
- setting out what options have been considered;
- setting out reasons for the decision; and
- clarity of aims and desired outcomes.

In exercising discretion, the decision maker must:

- understand the law that regulates the decision making power and gives effect to it. The decision-maker must direct itself properly in law;
- take into account all relevant matters (those matters which the law requires the authority as a matter of legal obligation to take into account);
- leave out of account irrelevant considerations;
- act for a proper purpose, exercising its powers for the public good;
- not reach a decision which no authority acting reasonably could reach, (also known as the "rationality" or "taking leave of your senses" principle);
- comply with the rule that local government finance is to be conducted on an annual basis. Save to the extent authorised by Parliament, 'live now, pay later' and forward funding are unlawful; and
- act with procedural propriety in accordance with the rules of fairness.

AGENDA

Agendas and papers are now available via the City Council's website

1 APOLOGIES AND CHANGES IN PANEL MEMBERSHIP (IF ANY)

To note any changes in membership of the Panel made in accordance with Council Procedure Rule 4.3.

2 ELECTION OF VICE-CHAIR

To elect the Vice Chair for the remainder of the inquire.

3 DISCLOSURE OF PERSONAL AND PECUNIARY INTERESTS

In accordance with the Localism Act 2011, and the Council's Code of Conduct, Members to disclose any personal or pecuniary interests in any matter included on the agenda for this meeting.

NOTE: Members are reminded that, where applicable, they must complete the appropriate form recording details of any such interests and hand it to the Democratic Support Officer.

4 DECLARATIONS OF SCRUTINY INTEREST

Members are invited to declare any prior participation in any decision taken by a Committee, Sub-Committee, or Panel of the Council on the agenda and being scrutinised at this meeting.

5 DECLARATION OF PARTY POLITICAL WHIP

Members are invited to declare the application of any party political whip on any matter on the agenda and being scrutinised at this meeting.

6 STATEMENT FROM THE CHAIR

7 MINUTES OF THE PREVIOUS MEETING (INCLUDING MATTERS ARISING)

To approve and sign as a correct record the Minutes of the Inquiry Meetings held on 23rd May, 2013 and 27th June, 2013 and to deal with any matters arising, attached.

8 APPRENTICESHIPS INQUIRY MEETING 4: LEARNERS PERSPECTIVE

Report of the Head of Communities, Change and Partnerships reviewing experiences of individual learners, careers advice and local support organisations, attached.

Wednesday, 17 July 2013

HEAD OF LEGAL, HR AND DEMOCRATIC SERVICES

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SCRUTINY PANEL B
MINUTES OF THE MEETING HELD ON 23 MAY 2013

Present: Councillors Dr Paffey, Baillie, Furnell, L Harris, Kaur, and Turner

Apologies: Councillor Jeffery

3. **APOLOGIES AND CHANGES IN PANEL MEMBERSHIP (IF ANY)**

It was noted that Councillor L Harris has replaced Councillor Norris as a member of the Panel.

4. **ELECTION OF VICE-CHAIR**

RESOLVED that Councillor Kaur be elected as Vice-Chair of the Panel.

5. **MINUTES OF THE PREVIOUS MEETING (INCLUDING MATTERS ARISING)**

RESOLVED that the minutes of the meeting held on 25th April 2013 be approved and signed as a correct record.

6. **APPRENTICESHIPS INQUIRY: MEETING 2: EMPLOYERS' PERSPECTIVE**

The Panel considered the report of the Head of Communities, Change and Partnership, reviewing employer experiences of apprenticeships; recruitment; training; and support.

Ian Smith, Employer Account Manager from the National Apprenticeship Service (NAS) outlined their experience with dealing with the employers:-

- Large employers (250+ staff) have access to a dedicated account manager – however these managers cover a wide area.
- Target those employers not currently engaged
- Small and medium size businesses have access to reactive telephone support based in Bristol for this area.
- Currently have a 1 year fixed posted dedicated to 16-18 year old recruitment. As numbers, nationally, are down in this age range.
- Work closely with many of the training providers, local authorities and other agencies.
- Live vacancies report for Southampton was circulated
- National apprenticeship week
- Explained different levels of apprenticeships, from traineeships, for those youngsters that need extra support, to higher level apprentices.
- Work closely with Council to target employers in the City, however more could probably be done.
- Support for disadvantaged youngsters.
- Pre-apprenticeship scheme, based on a level 2, which it was hoped would allow the youngsters to move onto a full apprenticeship.
- Work closely in partnership with the Wheatsheaf Trust, plus the Rainbow Project.
- Placements where the hope was always for permanent employment to be offered.

- Ensuring that the message was getting out to the employers of all sizes. Need to look at other avenues on how to reach the employers and the best time to hold events for them.
- Colleges need to be flexible with the course times that they offer to ensure they fit with the needs of the employer.

Anthony Dimmick, from Barratt Homes, outlined how they were working with the SCC Employment and Skills Plans:-

- Working with the Southampton City Council has been very successful and they were now trying as a company to roll out the same system with other authorities.
- Role of community liaison.
- Look at the number of youngsters that start schemes and actually successfully finish them.
- Issues surrounding 16-18 year olds and insurance, especially on building sites.
- Transport issues for youngsters as their placements move as the sites change.
- Helping youngsters maximise what they have. Many do not fit the dictated criteria but were still able to engage.
- Example of Employment Skills Plan for Hinkler Parade

Anita Esser, from University Hospital Southampton NHS Foundation Trust, outlined apprenticeship recruitment issues faced by them as a large employer. A handout was circulated on the areas covered:-

- Training provider.
- They employ over 8000 staff in the areas that they offer apprenticeship schemes in.
- Cover many areas, not just Health. e.g. administration; call centres; engineering.
- Work hard on partnerships with High Education providers.
- Provide support to move staff on but need to support further.
- Try to recruit to substantive posts where possible, rather than just bringing in apprentices in addition to the staffing levels.
- Areas within Trust that have an aging workforce, such as estates management, that need new qualified staff.
- Many of their apprentices were in the 20-30 age range, with very few 16-18 year olds – felt that this was a cultural issue within the NHS about being too young to be in a clinical role. Currently investigating traineeship/ cadetship at BTEC level to run a pilot to be able to place more within this age group.
- Many levels of apprenticeship from basic up to the higher levels, with a bespoke foundation degree course to allow access/ progression onto the nursing degree.

Mark Burnett and Debbie van Coller, from SCC gave details of the apprenticeship recruitment with Housing Services within SCC:-

- Currently have 13 apprentices and were looking to take on more.
- Open day being held for invited young people who had expressed an interest in future apprenticeships.
- Work with the local colleges – need further work on ensuring they get the appropriate feedback.
- Involved with the schools however would like to extend this and promote apprenticeships further. And also target children at a younger age.

- Concerns that there was a perception by many children, parents and schools that apprenticeships are second class option in comparison to attending 6th form. Need to make them aware that qualifications would be gained on an apprenticeship.
- Had only be offering trade areas however were keen to move into other areas. e.g. Housing officers. Have worked with colleges to find appropriate courses close by. City College have organised a course to start in September.
- Rainbow project – pre-apprenticeship scheme for those that do not hold the necessary qualifications to start an apprenticeship and or maybe have other issues.
- Redbridge School currently have 13 pupils out of mainstream lessons involved in trade work. Positive benefits. Many other pupils want to join the scheme.
- Careers advise needs to be improved. Information provided needs to cover what was available and how it was delivered.

Russell Chisard, training manager from Wessex Regional Care outlined the experience they had with recruiting apprentices:-

- Business was to provide support living, and although in some units they have 4 to 5 staff, there were other areas where they only have 1 or 2 staff so there has been the issue of not being able to work alone until they were 18 years old.
- Although lots of interest was expressed, they only interviewed 2 candidates. Appointment was working out well. Started working in November with college course commencing in February. In house training was also taking place.

David Pollard, a member of the Central Southampton branch of the Federation of Small Businesses, and also had a regional role for Education, gave an overview of issues for small business:-

- Many business very small and often work from home offices, however over half of apprentices were employed by small businesses.
- Keen to encourage more small businesses to become involved.
- Importance of building links between employers and schools.
- Many events around the region within the next 12 months with NAS to get the message across. Found the best way was face to face.
- Need to promote the completion of apprenticeships in the same way people graduate from University.
- Need to ensure the schools were part of the process. Get the governors involved.
- Funding available was an “attention grabber” however felt that it was not the major factor in businesses making the decision to have an apprentice.
- Business find that there were many factors they needed to address when they have their first apprentice, such as insurance; and on the job training, however the second time around it was much easier for them.

SCRUTINY PANEL B
MINUTES OF THE MEETING HELD ON 27 JUNE 2013

Present: Councillors Dr Paffey (Chair), Kaur, L Harris, Jeffery and Turner

Apologies: Councillors Baillie and Furnell

7. **APPRENTICESHIPS INQUIRY: MEETING 3: PROVIDERS PERSPECTIVE**

The Panel considered the report of the Head of Communities, Change and Partnerships reviewing apprenticeship training provision and feedback from local providers.

Ian Smith, National Apprenticeship Service (NAS) outlined local apprenticeship training arrangements:-

- Previously areas had been allocated budgets, but there was now a single budget so that it could be targeted to the growth areas.
- Annually there was a fixed sum for 16-18 year olds and then the remainder was for 19+.
- Each provider was checked quarterly to ensure they were still performing, rather than just being given all the funding at the beginning regardless of the outcome.
- Each provider had a relationship manager as a contact point.
- Most apprentices working within Southampton either attend City College or Totton College.
- It was necessary to go out of the City for some specialist areas. However most courses, where ever they were, cover only general areas and sometimes are not appropriate for individual placements that were specialist areas.
- Need to look at whether the apprenticeships offered were matching the need.

Claire Sutton, from SETA and also representing the Association of Learning Providers Hampshire and IOW updated the Panel on the Apprenticeship provider network (ALPHIE):-

- Support network covering 36 providers.
- Looking at ways to promote apprenticeships to all stakeholders.
- Many apprenticeships can have 40 applications where others have none.
- Need to see what the local labour market looks like.
- Currently employers were very confused about the number of different types of qualifications that student could leave education with and what they were equivalent to.
- In 2007 - 77.8% in college and 8.8% in employment or training, in 2013 – 89.3% in college and 2.6% in employment or training – Concerns that problem is just being transferred for the 2 years that the young people were in further education.
- Looking at reasons why they do not want to apply at 16 years old.
- Want to ensure the providers were offering the training that was required.
- Concerned that the schools were not engaged enough.
- Reluctance to loose employers to other providers.

- Do send apprentices to other providers if they were not able to meet their training needs – example of Esso. City College said that they currently had 168 students who were not their apprentices.
- Working on what the employers want and this then benefitted the learner.
- ALPHIE map what the providers do.
- ALPHIE gives employers more apprentices and gives more choice to the young people. If provider can not meet the need then they were able to refer to another provider within the network.
- Need to engage those employers who were not currently using apprentices – needed help from other agencies to help get the information about these employers.
- Problems have been created since the changes to careers advice at school. Felt this would become more of an issue once the school leaving age was increase.

Ruth Evan, Headteacher, Cantell Maths and Computing College outlined the issues relating to careers guidance within schools:-

- Each school was now responsible for deciding how much or little careers guidance they provided. This was largely decided on budget restraints.
- An Ofsted pilot project for 14-19 years had shown a key concern about careers advice.
- Some schools link together for advice but there was no formal network and no process for liaising with providers.
- Careers fairs and events cost time and money and schools have issues with balancing priorities.
- Concerned that most schools would be asking their pupils about college rather than discussing apprenticeships.
- Suggestion that NAS could do a series of workshops to inform school staff about apprenticeships. There would be no cost, just time and travel, although it was appreciated that there many competing demands.

Claire Brook, Brockenhurst College and Helen Mason and Kelly Simmonds, Southampton City College gave details of local apprenticeship training provision and coverage across the sectors:-

- Similar issues with regards to careers advice as the schools.
- Brockenhurst were currently looking at the whole issue at the moments and giving the tools to the students to enable them to make the correct decisions themselves, rather than being told what to do.
- Event at Solent University, giving students the details and tools on where to access information in order to get them onto the right course. It was hoped that some of this could be used by the colleges.
- Schools and colleges were committed to working together – 14 to 19 group.
- Teachers need to be trained on careers/ future options. This information should start to be given as early as possible in primary school.
- ALPHIE were organising 2 hour careers advisors sessions, across the County. There was a need ensure that they have resources to take away with them that they can then use.
- Numbers at City College have dropped but the quality and success rate has improved.
- Now look more closely about the right apprentice being on the right programme and with the right employer, to ensure success.

- City College believed it was best for the students not to go straight into an apprenticeship from school as they often needed more time to be ready for the workplace.
- Details of the Studio School which was for 14 – 19 year olds. Opening in September 2013.
- Career advice would be part of the curriculum at the Studio School.
- Raised issue of grants taking 13 weeks after placement start to be given, and could be an issue if the grant is refused.
- Need to give the students employability skills – CVs, interview skills, how to approach employers.
- Concerned that academic pupils were not encourage to take part in work experience, as it was assumed they would just go onto college.

Ian Henser, Solent Education Business Partnership, set out the issues facing apprenticeship progression by young people and adults:-

- Currently already do work with junior schools.
- Previous had run professional development placements for teachers; however this had stopped as schools were unable to release teachers from school.
- Work with schools, but each school decided how many hours they can afford to have. Varies a lot.
- Need to ensure Heads were more aware of apprenticeships.
- Many stakeholders do not know where to get information from.
- Work experience was a good way to encourage employers into thinking about taking on an apprentice.
- They undertake health and safety checks for work experience placements and at this point always take the opportunity to discuss apprenticeships with the employer
- Agree that there was an issue that schools promoting college but not apprenticeships. They need to be looking at apprenticeships as access to a career.

Agenda Item 8

DECISION-MAKER:	SCRUTINY PANEL B		
SUBJECT:	APPRENTICESHIPS INQUIRY MEETING 4: LEARNERS PERSPECTIVE		
DATE OF DECISION:	25 TH JULY 2013		
REPORT OF:	HEAD OF COMMUNITIES, CHANGE AND PARTNERSHIPS		
<u>CONTACT DETAILS</u>			
AUTHOR:	Name:	Karen Hilleard	Tel: 023 8083 4065
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STATEMENT OF CONFIDENTIALITY

None

BRIEF SUMMARY

This report provides details for the fourth meeting of the Inquiry examining apprenticeships in the city. This meeting will review experiences of individual learners, careers advice and local support organisations.

There will also be several presentations, followed by questions from the Panel. The presentations will highlight:

- National and local resource for Information, Advice and Guidance (Ian Smith, National Apprenticeship Service).
- Information, Advice and Guidance for adults (National Careers Service)
- Feedback from current apprentices (Seven apprentices on a range of levels and ages)

RECOMMENDATIONS:

- (i) The Panel is recommended to consider the information provided by the presentations and use this, alongside the appendices, as evidence in the inquiry.

REASONS FOR REPORT RECOMMENDATIONS

1. To enable the Panel to analyse the evidence in order to formulate findings and recommendations at the end of the inquiry process.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

2. None

DETAIL (Including consultation carried out)

3. The forth meeting will review apprenticeship training provision and feedback

from local providers.

4. The presentation from the National Apprenticeship Service (NAS) will be given by Ian Smith, Employer Account Manager for the South Central region. He will give an update on National and local resource for Information, Advice and Guidance.
5. Steve Grove, Lead Adviser, National Careers Service Hampshire and & IOW will inform the panel on Information, Advice and Guidance (IAG) for adults. Appendix One contains a guidance document on careers guidance at colleges and sixth form colleges the document is published by Department for Business Innovation and Skills (BIS) and Department for Education (DFE).
6. Feedback from current apprentices will be provided by five apprentices, they include the following: -
 - Louisa Oliver who is an Advanced Apprentice in accounting her training is provided by Kaplan.
 - Ravitej Rajput is an Engineering apprentice provided by SETA who works at Exxon Mobile at Fawley.
 - Daniel Gallagher is currently half way through a 3 year Carpentry apprenticeship with the Council's Housing Services. Daniel has just successfully completed his NVQ level 2 and will be starting his level 3 in September. In February of this year Daniel won Construction Apprentice of the Year at Eastleigh College. As part of Daniels apprenticeship, he has also been involved for the past 2 years in the recruitment of new apprentices. He attended the Apprentice Open Day at Shirley Depot where he spoke to applicants and their parents to explain to them what it is like to be an apprentice with Southampton City Council, what is expected of him and what things they learn at college as well as answering any questions that they may have. After the event everyone involved in the open day has the opportunity to give feedback on each of the candidates and help make a decision on which of the young people should go forward to the next stage of the recruitment process. As such Daniel has not only gone through the recruitment process himself but has also experienced it from the employer's point of view.
 - Feedback from Kirsten Harcus an intermediate level apprentice who works in the voluntary sector on a fixed term contract of one year's duration. She is employed as an Apprentice Administrator and is taking Business & Administration Level 2. Her training is provided by Youth Options.
 - The panel will hear from Connor Maher who is a 16 year apprentice, who has recently lost his employer, he will be accompanied by his mother Mrs Maher. Connor's training is provided by City College Southampton.
7. The panel will hear from Kim Marsh and Craig Chambers who are currently being supported by Rainbow Projects Life Chances project, Appendix Two contains a description of the Life Chances project and a document about the scheme for potential hosting businesses.
8. The final presentation will come from a pre-apprentice from the Council's pre-

apprenticeship scheme who will provide the panel with an insight of the pre-apprenticeship scheme. Appendix three will provide the panel with an overview of the pre-apprenticeship scheme.

RESOURCE IMPLICATIONS

Capital/Revenue

9. None

Property/Other

10. None

LEGAL IMPLICATIONS

Statutory power to undertake proposals in the report:

11. The duty to undertake overview and scrutiny is set out in Section 21 of the Local Government Act 2000 and the Local Government and Public Involvement in Health Act 2007.

Other Legal Implications:

12. None

POLICY FRAMEWORK IMPLICATIONS

13. None

KEY DECISION? No

WARDS/COMMUNITIES AFFECTED:	All
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SUPPORTING DOCUMENTATION

Appendices

1.	Securing Independent Careers Guidance – BIS and DFE
2.	Rainbow Project Life Chances
3.	Pre-apprenticeship Scheme

Documents In Members’ Rooms

1.	None
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Equality Impact Assessment

Do the implications/subject of the report require an Equality Impact Assessment (EIA) to be carried out.	No
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Other Background Documents

Equality Impact Assessment and Other Background documents available for inspection at:

Title of Background Paper(s) Relevant Paragraph of the Access to Information Procedure Rules / Schedule 12A allowing document to be Exempt/Confidential (if applicable)

1.	None	
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Department
for Business
Innovation & Skills



Department
for Education

Securing Independent Careers Guidance

**Guidance for General Further Education
Colleges and Sixth Form Colleges**

June 2013

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A new careers guidance requirement for colleges

1. Following a public consultation in 2012 on extending access to careers guidance, all further education (FE) colleges and sixth form colleges will be subject to a new requirement to secure access to independent careers guidance from September 2013. This is being introduced alongside an extension of the age range of the existing careers duty on schools to years 8-13 and will form part of FE college and sixth form college funding agreements.
2. Independent careers guidance secured under the new requirement should:
 - Inspire young people about the full range of education, training and employment opportunities available to students;
 - Be provided in an impartial manner; and
 - Promote the best interests of the student to whom it is given.

The new requirement applies to:

- All students in colleges up to and including the age of 18; and
 - 19- to 25-year-olds with a current Learning Difficulty Assessment in place under section 139a of the Learning and Skills Act 2000.¹
3. This document offers guidance that your college may wish to draw on when interpreting the new requirement and deciding on the most appropriate forms of independent and impartial careers guidance and other kinds of careers support for your students.

The intended impact of the new requirement

4. The majority of respondents to the consultation on extending access to careers guidance favoured the extension of the existing careers duty to ensure that all young people in schools and colleges can access the support they need to participate. Inspiring, informing and supporting young people at this age is especially important as the Government raises the compulsory age of participation in education or training to age 17 in 2013 and to age 18 in 2015². Colleges will need to work with local authorities to ensure that 17 year old students have received a suitable offer under the [September Guarantee](#).

¹ Section 45 of the Education Act 1997 remains in force and should continue to apply to students of all ages, alongside the new requirement. This requires all college students to be provided with guidance materials and a wide range of up-to-date reference materials relating to careers education and career opportunities.

² [Statutory Guidance](#) on the participation of young people is available on the DfE website

5. Well informed decisions about education, training and work options are critical to young people realising their potential. Opening the eyes of young people to the wealth of opportunities available to them can raise their ambitions and encourage them to overcome barriers to success and to pursue the qualifications and skill development necessary to realise their highest potential.
6. The Government recognises that many FE institutions already have successful student support services – often holding the **matrix** Standard for their careers information, advice and guidance provision - this support should continue. The new requirement aims to ensure that all young people in FE have access to external perspectives beyond the college. The Government is **not prescribing** how each college fulfils the requirement and there is no compulsion to buy in specialist support. Making connections with a range of employers can be a very helpful way of fulfilling the new requirement. Students can benefit from the opportunity to hear from inspiring employers; from access to external mentors, meeting coaches or careers advisers; and from access to websites and helplines.
7. Colleges should review existing support³ and take steps to ensure this meets their students' needs. Governors, not least those from an employer background, have an important role to play.

Inspiration for students

8. To engage successfully with information about education, training and career choices and apply it to their ambitions, students need to be inspired and motivated to think about a broad and ambitious range of future career possibilities. Often the best way to find out about different jobs and careers is from the employers themselves.
9. Access to a network of employers from a range of sectors and professions can be highly motivating for students. It can open their eyes to possibilities they might never have considered or help to consolidate existing career thinking.

This could be achieved through:

- Mentoring and Coaching
- Employer career talks
- Workplace visits
- Work 'taster' events such as games and competitions
- Careers fairs and career networking events
- Access to open days at higher education (HE) institutions

³ Alongside matrix, a range of dedicated quality awards exists if your college wishes to demonstrate the quality of your overall careers education, information, advice and guidance programme. [The Quality in Careers Standard](#), the national validation supported by the Government, will assist you in determining an appropriate quality award to pursue

'Inspiring the Future', launched in July 2012 by the Education and Employers Taskforce, matches schools and colleges with inspiring employers who can give career insight talks. Further information is available at www.inspiringthefuture.org

To ensure your students get a real insight into apprenticeships and other vocational routes, you may wish to signpost the [National Apprenticeship Service](#) to students and parents, or invite employers and other local education and training providers to input to your overall careers programme. There is also a range of [resources](#) available for teachers on the [National Apprenticeship Service](#) website to assist them when offering advice on Apprenticeship routes.

Helping students access information

10. Many young people are highly motivated by work. Facilitating access to labour market intelligence can build on that interest, inspiring young people to get excited about a range of jobs. They can use this information to understand the structure of jobs in different sectors, and where there is demand for skills, including local opportunities. They may also need help in accessing information about the routes into different careers.
11. Colleges need to ensure that all their students have access to and are taking advantage of this information, exploring options from the full range of possibilities including:
 - Vocational and academic routes
 - Traineeships and apprenticeships
 - Further, higher and postgraduate study, including Higher Apprenticeships
 - Work experience
 - Work and study abroad
 - Volunteering
 - Supported internships and sustainable employment

Support for choices and progression

12. Some students will need little support to make good choices based on their aspirations and the information they can access. Others will need more help in thinking about their current position; their strengths; the opportunities and risks in different career paths and what it will take to get there. Students with disabilities,

learning difficulties or language needs may need specialist support. Colleges should ensure that the individual needs of all students are considered.

13. Face-to-face support can benefit students, and can be particularly crucial for young people from disadvantaged backgrounds or those with learning difficulties or disabilities. It can also be part of preventative support for students known to be at risk of dropping out – helping them remain in a form of learning that will benefit them. In-depth and personalised support can help students review their circumstances, skills, aptitudes, interests and aspirations as they make decisions about future education, training and work options. A range of external sources can provide this type of support including:

- Mentors and coaches
- HE advisers
- Independent careers advisers
- College alumni
- The National Careers Service

Training in preparing CVs, job hunting and interview techniques can also help young people prepare for the next step. Colleges can provide specific help for those who wish to progress to HE, for example with UCAS applications.

'The Skills Show' helps to inspire young people through highly interactive events across the UK. Teachers and students have the opportunity to get hands on experience of a wide variety of work-based skills, hear talks from real people doing real jobs and access impartial advice on different industries and careers. The Skills Show takes place in Birmingham, 14-16 November 2013 and is free to attend. Alongside this, a local programme places an emphasis on collaboration and providing inspiring, interactive opportunities underpinned by information and advice relevant to local need. Further information is available at www.theskillsshow.com.

The National Careers Service

14. The National Careers Service (NCS) offers information and high quality professional career guidance to people of all ages. The NCS is currently co-located in over 100 colleges and some colleges provide the NCS face-to-face service as sub-contractors. The Government is keen to see more extensive partnership working between colleges and the NCS, including extending this to working with schools, jobcentres and employers to provide a more integrated local careers guidance infrastructure underpinned by informed labour market intelligence. The Association of Colleges will

shortly be publishing a practical guide to closer working between the NCS and colleges.

15. The NCS also provides support online, by web chat and over the telephone – students can access this service on 0800 100 900 or at nationalcareersservice.direct.gov.uk. Colleges can choose to commission independent careers guidance from [providers delivering NCS services](#).
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Myths and facts

Myth: Initiatives like 'Inspiring the Future' will not be able to reach all regions, especially rural areas where there are few employers.

Fact: 'Inspiring the Future' is using local and regional media and creating a bank of local spokespeople over time. Colleges can also use stakeholder networks, large employers with branches, outlets or offices nationally and also gateway organisations, such as Chartered Institute of Personnel and Development, Institute of Directors, British Chambers of Commerce, Federation of Small Businesses, Trades Union Congress and Confederation of British Industry, who also have regional branches or chambers.

Myth: Online support is enough.

Fact: The new requirement is focussed on ensuring students have access to a range of external perspectives on future career options, including employer talks and mentoring, that can both inform and inspire students. Your college may already secure some external careers support but you should take the opportunity to review this.

Case Studies

Engaging employers to inspire and motivate students: Bishop Auckland College

Recognising how employer engagement helps to motivate their students to progress, Bishop Auckland College introduced an Employability, Enterprise and Careers framework in 2012. The framework focuses on employer engagement, employability skills training, career planning and developing entrepreneurial skills through the enterprise agenda. The college's Careers and Employability team are directly linked to curriculum areas and plan delivery of the framework with vocational tutors to ensure a sector based approach and employer input.

Stephanie Natrass, Head of Client Services: "The college is committed to the development of employer engagement, which motivates and inspires learners with the knowledge and opportunity to succeed in their chosen career path and realise their potential."

Technology and catering are two areas where direct exposure to a range of employers has inspired students to consider a broad range of career possibilities. Strengthening links with a large technology employer has supported the development of learners' employability skills and understanding of career opportunities. The employer provides an information session to learners on employment opportunities and career progression, followed by on-site visits and the opportunity for some to undertake work placements. Students have also benefitted from employer-led sessions offering first-hand insights into areas including hybrid technology and new building technology.

The college has established a strong partnership with the only Michelin starred restaurant in Durham and Northumberland to raise the ambitions of catering students. The chef leads an inspirational cooking demonstration at the college, followed up with visits and the opportunity to apply for a prestigious work placement in the restaurant.

By refocusing careers provision on working alongside employers, the college recognise they have a powerful tool to motivate students and help them understand different working situations.

Further information: Stephanie Natrass, Head of Client Services; Stephanie.Natrass@bacoll.ac.uk

Benefits of employers and educationalists working in partnership to raise aspirations: Career Academies UK

Career Academies UK helps raise young people's aspirations and bridge the gap between education and work by giving them access to real experience of the world of work.

Recognising that some young people benefit enormously from hands-on experience with employers, the charity developed a structured programme of paid internships, mentoring, motivational lectures and workshops to give 16-19 year olds work experience and skills.

This two-year programme is designed to complement students' studies and since it began in 2002, nearly 5000 students have graduated from the programme. The programme is currently delivered in 140 schools and colleges across the UK.

At the heart of the Career Academy experience is a six-week paid internship. Students get the chance to experience working in a real operating environment, doing a job that benefits the employer and putting into practice what they've learnt at school or college.

Additionally, each student is offered a Partner in Business – a mentor who acts as a role model, critical friend and advisor to them throughout the programme – as well as the opportunity to attend 'guru' lectures and workplace visits.

The Career Academy programme provides an awareness of business that broadens young people's horizons and helps them decide which route to take when they leave school or college. Over 85% of Career Academy graduates progress either to university – often the first in their family to do so - or directly into employment or work based learning such as apprenticeships or school leaver programmes.

Further information: David Walker, Director of Programme, Policy and Communications; d.walker@careeracademies.org.uk

Dayana, Career Academy student from Haverstock School, London: "Since starting the Career Academy programme, I have become much more professional and it has helped me to realise that endless possibilities are open to me. I have achieved so many things I did not think possible – my mum is very proud!"

Benefits of the use of Labour Market Information within the overall careers provision: Barnet and Southgate College

The college has a qualified careers team which works across four campuses in the London boroughs of Barnet and Enfield. They believe appropriate training and support, including the provision and use of Labour Market Information (LMI) for their staff is crucial to ensure they are equipped with the knowledge to work effectively. The college has partnerships and links with external organisations, some of which provide free training for its staff.

The college uses a range of LMI sources, including regular monthly updates from the Department for Work and Pensions on labour market trends and live vacancy information. Data from NOMIS (a service provided by the Office for National Statistics which provides free access to UK labour market statistics) is also used. The college also uses information provided by the local authority on LMI drawn from specific employer engagement activities.

LMI data is disseminated to guide all staff on a regular basis and deliver group and individual sessions to the students.

Events and visits are organised for students to support their progression, for example employer fairs, HE fairs and visiting speakers from universities. The college is keen to establish employer engagement. The college works with Reed NCFE who help to prepare students for the work place and provide access to a number of local job vacancies.

The college believes that LMI has a key role to play in their overall information, advice and guidance (IAG) package. The ultimate aim is to develop within individuals the skills and knowledge required to enable them to achieve their full potential for the future.

Further information: Tricia Curran, Careers Co-ordinator; Tricia.Curran@barnetsouthgate.ac.uk

Tricia Curran, Careers Co-ordinator: "It is crucial that students and prospective students are supported to access up-to-date labour market information to enable them to make informed choices about their future progression."

Collaborative approach to securing impartial careers advice: Winstanley and St John Rigby College, Wigan

The two sixth form colleges recognised that by working together they could offer a more independent and impartial careers guidance service to their students. A partnership was established and a Lead Careers Adviser appointed to review existing provision and develop the service.

Both colleges already had robust personal tutor systems in place. The Lead Careers Adviser has been able to identify key areas for support and development, for example in raising awareness of Apprenticeships. The Adviser plays a key role in developing links with employers and training providers and a single point of contact has allowed more time to cement these relationships and foster new links.

Tony Dann, the Lead Careers Adviser: “we have an invaluable opportunity to develop a new, more efficient and effective service that is flexible and adaptable to change.”

Peter McGhee, Principal of St John Rigby College: “Our vision is to work collaboratively with key partners and provide a good service that is value for money.”

Appointing a shared Lead Careers Adviser across both colleges is a cost effective way to share resources. In addition, local schools have also expressed an interest in procuring the service. A further two careers advisers were appointed, and four schools now procure a careers guidance service from the partnership. This has allowed the schools to buy in a bespoke service that is tailored to the needs of their pupils – giving them flexibility to decide how much of the careers advisers’ time they wish to buy and how to use that time. The careers adviser has a close relationship with the schools so they are highly responsive to the schools’ requirements.

Further information: Tony Dann, Lead careers adviser; Tony.Dann@winstanley.ac.uk and Tony.Dann@sjr.ac.uk

Benefits of buying in specialist advice where there are no in-house careers advisers: Hereward College and The Careers Guidance Company (CSWP)

Hereward College offers inclusive provision with specialist facilities for students with a wide range of learning difficulties and/or disabilities. It draws day students from across Coventry, Warwickshire, Solihull and Birmingham. It also has residential students from all over the UK and some privately funded overseas students.

To supplement the college's in-house student services, where there are no qualified careers advisers, the college commissions The Careers Guidance Company (CSWP) for a day and a half of a qualified adviser time per week during term time. The college understands that good career guidance will support their students to develop self-awareness and evaluate information to make sound decisions about future learning and work options.

Paying for a CSWP careers adviser to conduct individual careers IAG interviews with college students means they can offer all students access to up to date, high quality, impartial careers IAG. A main focus of the work is advising about post-college options and long term career goals, the funding available to support future plans, and liaising with organisations in a student's home area so the effective transition plans are in place when they leave college.

The college works alongside the specialist CSWP adviser to ensure the college remains responsive to the needs of their students and that the students benefit from impartial career guidance, helping them to be well prepared for the next stage.

Jon Clugston, Vice Principal Hereward College: "The service provided by CSWP at Hereward is an integral part of the extensive range of services available to all students. Now, more than ever, it is vital for all young people to get expert advice and guidance in the world of education and employment and I am confident that CSWP are providing an excellent service for our students."

Further information: Anne Kelly CSWP; Anne.Kelly@cswp.org.uk and Jon Clugston, Vice Principal, Student Independence and Progression; Jon.Clugston@hereward.ac.uk

Useful websites and contacts

- [157 Group](#) – Is a membership organisation that represents 27 large and regionally influential Further Education colleges in England.
- [The Association of Colleges \(AoC\)](#) exists to represent and promote the interests of Colleges.
- Association of School and College Leaders and Association of Colleges existing guidance: [putting young people first](#)
- [Bestcourse4me](#) Provides information for pupils on wage returns to particular degrees and universities.
- [Career Academies UK](#) Career Academies UK helps raise young people’s aspirations and bridge the gap between education and work by giving them access to real experience of the world of work.
- [Career Development Institute](#) is the new single UK-wide professional organisation for all working in all fields of career education; career information, advice and guidance; career coaching and career consultancy.
- [Careers Profession Alliance](#) Is the professional body that serves career development practitioners and membership is open to all.
- [Education and Employers Task Force](#) supports effective partnerships between schools, colleges and employers to inspire young people
- [icould](#) - Careers information website
- [Inspiring the Future](#) is a free service across England with volunteers from all sectors and professions going into state secondary schools and colleges to talk about their jobs and sectors.
- [Job Zoo](#) - CV and careers resources
- [matrix](#) is the unique quality standard for organisations to assess and measure their advice and support services, which ultimately supports individuals in their choice of career.
- [National Apprenticeship Service](#) (NAS) supports, funds and co-ordinates the delivery of Apprenticeships throughout England.
- National Careers Service – 0800 100 900 or at [the website](#)
- [plotr](#) is a new online service which allows young people to explore careers and brings together opportunities in one place.
- [Prospects](#) - A graduate careers website supporting students to find graduate jobs, postgraduate courses, work experience and careers advice
- [Quality in Careers Standard](#) provides key information about the Quality in Careers Standard (QiCS).
- [The Big Bang Fair](#) – is the largest celebration of science, technology, engineering and maths for young people in the UK.
- [The Skills Show](#) is responsible for the UK’s largest skills and careers event at the NEC Birmingham
- [Unistats](#) is the official website for comparing UK higher education course data



Department
for Education

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Reference: DFE-00080-2013

RAINBOW PROJECT

AN OPPORTUNITY TO JOIN THE

“LIFE CHANCES” CAMPAIGN





Rainbow Project

Are you an employer in the Southampton area?

Would you like to offer employment experience to a local young person through participating in an enterprising new scheme?

Then this might be the opportunity for you ...

What's the idea?

We want to help disadvantaged young people from the Southampton area who, because of their history, have little chance of securing a job, particularly in today's economic climate. These young people may be leaving care, have an offending history but be committed to not re-offending, have learning difficulties, be homeless or a combination of these.

We want to work with local businesses that are willing to give one or more young people a chance by offering them work for either six months or a year. In a new and innovative employment scheme, Rainbow will employ, mentor, support and supervise the youngsters and second them to participating businesses, minimising the risk to host partners.

The proposition is that businesses will provide these opportunities and make a modest financial contribution to help fund the young persons' employment.

Who are our Partners?

Key partners include:

- The Southern Daily Echo
- AM Connect Rotary Club, which is sponsoring the project and is promoting it to local businesses
- Southampton City Council
- Wheatsheaf Trust



Rainbow Project

A bit more detail

We call the campaign “Life Chances”.

Life Chances gives disadvantaged and vulnerable young people in Southampton the opportunity to gain meaningful employment experience, helping them to increase their chances of securing employment in the future.

We are looking for businesses to join the campaign by:

1. acting as hosts, providing a job opportunity or
2. financially sponsoring one or more young people to be employed in another host organisation or
3. both hosting and sponsoring one or more young people

The young people are employed by Rainbow for 25 hours a week and are paid the minimum wage. They are seconded to host organisations with Rainbow providing regular supervision and assistance to each young person throughout their work placement.

In addition, each young person receives regular one-to-one support through Rainbow’s highly successful accredited mentoring service, Moving 4ward.

The campaign complements the Government’s Work Programme by providing paid employment for the young people. Life Chances is unique in that it is the only local scheme that focuses its support entirely on those young people with the greatest challenges to finding employment.

Rainbow is particularly interested in linking secondments to hosts' apprenticeship schemes. This approach enables young people to obtain qualifications and experience that equip them to be taken on as apprentices at the end of their secondments.

The Southern Daily Echo is partnering us as our media sponsor and is supporting us by running a series of articles about the campaign.

What do we ask of you as a host?

We ask hosts to provide employment experience for one or more young people, to inspire them and to help improve their future employment prospects.

What will this cost you?

We will rely on participating businesses to make a modest financial contribution to help fund the employment of the young people. However, to make it as easy as possible for the host businesses, all the employment issues, including pre-employment training, helping devise an individual plan for the employment period, discipline etc will be undertaken by Rainbow. This means there is minimal risk for participating companies.



What will you get in return?

Our experience is that businesses benefit from participation in a number of ways, including:

- potential for finding future employees,
- the opportunity to make a valuable contribution to tackling the problems faced by disadvantaged young people in Southampton,
- helping to fulfill any stated commitment to corporate social responsibility.

Which Businesses Are Working With Rainbow?

A wide range of businesses are providing employment opportunities for young people through Life Chances including retail shops, engineering and construction companies, a high tech science / engineering company and Southampton City Council.

Rainbow Project

Rainbow Project is a Southampton-based charity with over 30 years' experience working with young people who are homeless or living in a difficult situation in Southampton and surrounding areas.

How do I get involved?

To find out more, please contact Laura Coleman, Project Manager, on 02380 223525 or lauracoleman@tcp.co.uk



Rainbow Project

The Rainbow Project
Suite 9B Fairways House
Mount Pleasant Industrial Estate
Mount Pleasant Road
Southampton
SO14 0QB

Tel: 023 80223525
Fax: 023 80215339

Email: lauracoleman@tcp.co.uk

www.therainbowproject.co.uk

THE RAINBOW PROJECT

RAINBOW LIFE CHANCES

SERVICE DESCRIPTION

The **aim** of Rainbow Life Chances is:

to support young people living in and around Southampton who are vulnerable and disadvantaged, to improve their life chances and reduce the risk of becoming homeless.

The **objective** of Rainbow Life Chances is:

to achieve the aim of the service through the provision of meaningful employment experience, training, mentoring and support.

The **outcomes** for a young person on Rainbow Life Chances include:

- helping to overcome barriers to employment
- increased chance of securing future employment
- increased self-esteem and self-confidence
- increased likelihood of successful independent living
- decreased likelihood of offending behaviour / re-offending where appropriate
- decreased isolation and social exclusion

The **outputs** for a young person on Rainbow Life Chances include:

- a qualification
- an up to date CV
- employment experience
- increased skills and knowledge
- 2 employment references
- improved self esteem and self confidence
- improved financial competence and IT skills through training
- receipt of support and advice through an accredited mentoring service

Referral Criteria

The young person must be:

- a) 16 - 24 years of age
- b) unemployed
- c) homeless or at risk of homelessness and one or more of the following care leaver / ex-offender / have learning difficulties
- d) live in Southampton or surrounding areas
- e) in need of support

Referral of young ex-offenders

Young ex-offenders who are not on license but are being supported by the Integrated Offender Management team (IOM) can be referred to Life Chances. This IOM team would, amongst its other duties:

- carry out appropriate risk assessments regarding the safety of Project employees and partner employees
- identify support requirements for the individual being referred
- obtain sign up commitment from all key agencies to providing required support
- establish that referrals are in priority need under homelessness legislation
- obtain sign up commitment from each young person to her/his individual action plan

Characteristics of the Service

In partnership with Southampton City Council, AM Connect Rotary Club, the Southern Daily Echo and the Wheatsheaf Trust, Rainbow's Life Chances service will give some of the most disadvantaged and vulnerable young people in and near Southampton the opportunity to gain meaningful employment experience, increasing their chances of securing more permanent employment in the future. We will:

- employ between 20 young people during the first year of the project
- employ them for 25 hours a week for a 12 month period paying the minimum wage
- second them to host organisations to gain meaningful employment experience
- set goals and objectives for each young person in partnership with the host
- provide regular supervision to the young person in partnership with the host to monitor developments and address any issues
- match each young person with a trained volunteer mentor who will provide regular one-to-one support, through Rainbow's accredited mentoring service, Moving 4ward
- enable access to training options including achieving an appropriate qualification, financial competence (owning a bank account, becoming credit worthy etc) and IT skills and other life skills as appropriate
- work with the young person to help find further employment should there not be a position available at the end of the 12 month period
- accept referrals via Wheatsheaf Trust and other referring agencies
- obtain references from referring agencies

For details of the key stages and activities therein, please refer to the attached appendix.

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Pre-apprenticeship Scheme – Overview

The National Apprenticeship Service (NAS) is reporting that increasing numbers of Southampton apprenticeship vacancies advertised on its website are not being filled. Meanwhile, NEET young people in the city are unable to access Apprenticeship opportunities due to low literacy and numeracy achievement, and are also not engaging in further education due to lack of financial support.

The Council is introducing a new Pre-apprenticeship pilot, aiming to address youth unemployment in Southampton by improving the take up of apprenticeships by NEET young people. The pilot will initially create 40 opportunities in the five month period November 2012 – March 2013, combining vocational work experience, a placement allowance and accredited literacy and numeracy courses, to create a new Apprenticeship pathway.

The pilot will be delivered in partnership with Wheatsheaf Trust and existing Apprenticeship providers across the city. Wheatsheaf is the main contract holder for ESF NEET delivery in Southampton (Phase 2 project) and is able to draw funding for any young people progressing into work. Phase 2 progressions are currently low with 14 young people moving into employment with training from 183 starts. The Pre-apprenticeship placement funding will increase the progression rate and Wheatsheaf will utilise the additional ESF funding to provide administration for the pilot.

The pilot will offer a wide range of vocational placements for NEET young people across private, public and voluntary sectors. Apprenticeship providers in Southampton will identify and broker placements with employers already engaged in Apprenticeships, with priority to support SMEs and focus on key sectors such as construction, marine, retail and hospitality. The providers can draw from existing Education Funding Agency (EFA) budgets for this brokerage service and will also gain additional apprenticeship training for any young people that progress. Pre-apprenticeship placements will also be identified through the council's S106 Employment and Skills Plans for major developments in the city.

Placements will be 26 weeks in duration, 30 hours per week including day release for literacy/numeracy and vocational skills training. Young people will receive a placement allowance of £2,067, broken down as £79.50 per week to cover travel, subsistence, materials and sundries. The allowance will be fully funded by mini budget and PUSH allocations and will be procured to Wheatsheaf via the council's Employment and Skills services Framework.

The Pre-apprenticeship pilot will be evaluated at the end of the five month period, in relation to overall progressions for NEET young people and impact on other council programmes including Troubled Families and Estate Regeneration socio-economic targets.

16 young people have started a pre apprenticeship placement to date across the retail, construction and hospitality sectors. The initial cohorts of retail placements are due to come to an end soon and we are working with them to identify suitable progression opportunities.

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