

Children's Services Committee and Economic Development Sub-Committee

Item No.

Report title:	Developing Norfolk's Future Workforce
Date of meeting:	15 September 2015 and 21 September 2015
Responsible Chief Officer:	Sheila Lock Interim Director of Children's Services Tom McCabe Executive Director of Community and Environmental Services

Strategic impact

Developing Norfolk's Future Workforce contributes to three of the four strategic priorities of the Council:

- 1) Real jobs
- 2) Excellence in Education
- 3) Supporting Vulnerable People

This work is co-delivered by officers from the **Education Services** in Children's Services and the **Economic Development and Strategy Team** in Community and Environmental Services in partnership with schools, colleges, training providers, businesses, the charitable sector and other support organisations that have similar aims and objectives.

The **New Anglia Local Enterprise Partnership (NALEP)** supports the delivery of this strategy and all the activities are closely aligned with work taking place in Suffolk. Where collaboration across counties is possible, we will work to ensure that this maximises the benefits of the programme whilst reducing costs.

Executive summary

This paper informs members of the progress with **Developing Norfolk's Future Workforce** including new developments and the planned next steps:

- 1) **Apprenticeships Norfolk Network** - Increasing the number, level, range and quality of apprenticeships
- 2) **Future You** - Awareness and participation of young people in opportunities
- 3) **Participation in education or training** - Decreasing youth unemployment and NEET
- 4) **Work Inspiration** - Improving the link between schools and businesses
- 5) **Work Experience** - Helping young people to understand the world of work
- 6) **Help You Choose** - Information, advice and careers guidance

- 7) **LMI (Labour Market Information)** - Accurate information on opportunities and state of labour market

Recommendations:

- 1) To endorse the approach outlined in this paper
- 2) To promote **Developing Norfolk's Future Workforce** to the communities with whom members work – schools, employers, parents and carers

1. **Proposal**

A number of work strands have seen significant progression:

1.1. **Apprenticeships Norfolk Network**

Positive progress has been made since the last report in March 2015. The latest data available shows that Norfolk has seen a 20% rise in **Apprenticeship starts** when compared with the same period in the previous year (August 2014 to April 2015 inclusive).

Membership of the Network continues to grow, with the following sign-ups:

24 Colleges and Training Providers
34 Secondary schools
16 Support organisations
18 Employers

By the end of July 2015, there had been over 5000 **requests for information** made on the Apprenticeships Norfolk Network website since its launch on 13 March 2015.

The Council **recruited four Advanced Apprentices** (Level 3) at the start of July 2015 to work across the Apprenticeships Norfolk Network to help and support more young people to become involved. To increase participation, Chris, Jess, Katie and Kieren will be working with the members of the Network and with colleagues in the Leaving Care Team and with other teams to work with vulnerable young people.

1.2. **Future You**

The Future You marketing campaign, designed to run over a period of two years, was created to help guide 13-21 year olds on their future careers and highlight the paths into the six growth areas of industry in Norfolk.

Included in the campaign is a careers App aiming to provide structured careers information on hundreds of local job roles within the key growth sectors.

The campaign targeted all schools and colleges during the last three weeks of term, and also used a variety of outdoor media, including 48 sheet outdoor posters and Facebook, Twitter and YouTube advertising. There is also direct access to the App from both the NCC and Help You Choose websites.

Total number of App downloads to date	210
Future You unique website visits since launch	1682
YouTube views of 30 second video	16,081
Facebook and Twitter reach	121,000
Channel 4 pop up media careers event in August	200 x 16 to 21 year olds

Next Steps

A web based App is to be launched at the end of August 2015. This will sit on both the Future You and Help You Choose websites, making it accessible to all students,

teachers and careers advisors without having to rely on smart phone technology.

1.3. **Participation**

Note: Norfolk County Council experienced major security issues over the Summer period in 2014 with its Client Caseload Information System database. This required the system to be immediately shut down, affecting our ability to track and record the education, employment and training destinations of young people aged 16-19 and to fully operate 'Help You Choose'. The impact of this was that we were not able to identify who were NEET or who needed support over the critical transition period. This action, not taken lightly, was necessarily focused on the responsibility we all have to ensure that young people's safety is at the forefront of our thinking and action. The replacement database which became operational in March 2015 conforms to the current information management security and safety specifications and standards.

The good level of 95% participation at 16 that was achieved in 2013 has largely been maintained (94%) in 2014, although Norfolk is now slightly below the national and statistical neighbour average. The participation data for 17 year olds for the previous two years continues to indicate that this is where our biggest challenge lies and the current data confirms this. This demonstrates that a significant proportion of Norfolk's young people do not remain in learning or training for a full two years beyond the statutory school leaving age.

Next steps

Education Inclusion Service – In order to enable a more joined up approach to reducing numbers of young people not in education, employment or training (NEET), and to promoting participation in education and training, this newly formed service brings together all operational, commissioning, strategic and advisory services relating to Attendance & Exclusions, post-16 Participation, and SEND.

Peer Review – Derbyshire County Council is currently undertaking a peer review with us. Derbyshire is one of our statistical neighbours with a similar size and cohort, and where young people participate in education and training beyond 16 more than in Norfolk.

Summer transition support – we are commissioning targeted transition support from July to January for young people in Year 12 who do not have an offer of learning for September and/or who are disengaged. Best practice from the work undertaken by the Youth Contract will be used to ensure sustained progression.

Department of Work & Pensions partnership – in order to share information and deliver support to 18/19 year old NEET young people, we will be co-locating local authority guidance staff in the Great Yarmouth and Norwich Job Centres.

Education Funding Agency – the local authority is working closely with the agency to assess and address the gaps in provision and to ensure the new provision meets the needs of all Norfolk learners.

Local Enterprise Partnership – working through our involvement with the New Anglia Local Enterprise Partnership (NALEP), we will ensure that provision funded by the European Social Fund, Big Lottery, et al, reflects the engagement and participation needs of Norfolk's vulnerable learners.

1.4. **Work Inspiration**

NCC organised an Enterprise for All Conference in June 2015 for schools, colleges and training providers. The aim of the conference was to engage schools and colleges with the national Enterprise for All agenda and to share good practice in careers and

enterprise education and network with enterprise education activity providers. Over 100 delegates attended the event.

The New Anglia Local Enterprise Partnership (NALEP) and Norfolk and Suffolk County Councils ran a one year Work Inspiration pilot in Great Yarmouth, Lowestoft and Waveney.

Next steps

Education-Business Providers Network – Following the event, we are setting up a network in order to ensure that providers are engaged with current agendas in education and training, and to develop a mechanism to develop and share good practice to communicate a consistent offer to Norfolk schools.

Building on the experience of the Work Inspiration pilot, New Anglia LEP have been awarded funding for a 2-year project to develop an **Enterprise Adviser programme** funded by the national Careers & Enterprise Company (CEC). The project will create a network of volunteer **Enterprise Advisers** to provide a brokerage service across Norfolk and Suffolk that will strengthen links between secondary schools, colleges and businesses in order to provide opportunities for young people to better understand the world of work, career opportunities and the local labour market.

1.5. Work Experience

Work experience provides an excellent way of helping young people to understand the world of work and develop their employability skills. NCC provides schools and colleges with a growing traded offer for work experience health and safety placement checks. During the academic year 2014-15, the service ensured 3210 students (year 10 and above) from 40 schools/colleges across the county, accessed safe work experience placements engaging with a total of 1800 employers.

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Next steps

Introduction of a **twitter feed** dedicated to work experience is designed to engage with schools and to attract employers.

Partnership working with complex needs school and the short stay school for Norfolk (SSSfN) in order to promote bespoke work related placements for individual young people with SEND is a priority for 2014/15. The bank of employers willing to support vulnerable young people will be expanded.

1.6. Help You Choose

Norfolk's 14-19 careers information, advice and opportunities website for young people and online applications system. Help You Choose is the only place where young people can access information about all post-16 further education course opportunities in Colleges, sixth forms and sixth form colleges as well as Apprenticeships, Traineeships and re-engagement courses available across the County. Help You Choose also contains a wealth of impartial careers and labour market information and help resources for young people, teachers/advisers and parents/carers.

Help you Choose is used by all Norfolk secondary schools, academies and colleges to help ensure young people receive impartial careers information and advice to ensure that Norfolk's schools meet their statutory duties to secure careers guidance for all

young people aged in years 8-13 and to track learners applications and offers and target IAG on those who most need it. In 2013/14, Help You Choose received over 1 million hits, 95% of year 10s and 11s had accounts on the system and over 72% of Year 11s used Help You Choose to apply for their chosen post-16 programme of learning. Unfortunately, during 2014/15, the online applications system and tracking system was taken offline by NCC Information Management and Security, but following a rebuild to fully conform to IM security requirements to be re-launched with Year 11s on 1 October.

Next steps

Re-launch of Help You Choose with schools, colleges and training providers.
Enhancement of careers and LMI resources within the site for young people and parents/carers.
Responsive design of the site to ensure mobile/tablet friendly.

1.7. Labour Market Information

Developing Norfolk's Future Workforce, a series of 24 videos (available on YouTube and Help You Choose) launched in January 2015. The series, of which there are six core videos covering Norfolk's key sectors, is a resource for both teachers, careers professionals and pupils to help inform young people about the opportunities in their future study, qualifications, work experience and securing future job roles. There is also a trilogy of short animated films for teachers/careers professionals which explain the series and how best to educate young people about gaining employability skills and accessing opportunities to support their career choices. At this time, there have been a total of 6140 hits on the series.

During 2013-14, the Developing Norfolk's Future Workforce programme provided a number of employer-based CPD events for hundreds of IAG advisers and teachers to ensure young people are being given the most up to date information and advice about opportunities in Norfolk's priority labour market sectors.

Next steps

Video series will be made available via branded USBs to secondary schools, colleges, training providers and third sector partner organisations from September 2015 onwards.

LMI conference in November 2015 for staff in schools, colleges and training providers to better understand Norfolk's labour landscape;

LMI CPD programme targeting school/college senior and middle leaders, subject teachers and IAG staff, with focus on Norfolk's priority sectors.

A collaborative **project with the National Careers Service** to produce a 24-page booklet about Norfolk's labour market. Aimed at young people in Year 10/11, the booklet will highlight opportunities in Norfolk's key labour market sectors, as well as additional information and signposting readers to other sources of relevant information. Booklets will be distributed to all Year 10s through schools using a series of careers lesson plans from early November 2015.

LMI posters development based on key sectors/subjects and young people consulted on their needs and wants late 2015.

Investigation into the development of a **LMI microsite** to go live August 2016.

In a **skills event** in March 2016, The Royal Norfolk Agricultural Association plans to work with the Council and other local partners. The event will run to coincide with National Apprenticeships Week and the current proposal is for the event to be self-supporting within two years.

2. Evidence

- 2.1. Appendices 1 – 4.

3. Financial Implications

- 3.1. There is no further financial commitment required from Norfolk County Council for this project.

4. Issues, risks and innovation

- 4.1. Developing Norfolk's Future Workforce is an innovative way working across two departments to ensure that young people have the support they need in order to make informed choices about their education, training and career plans whilst ensuring that we have the supply of a well-trained, flexible and motivated workforce.

5. Background

- 5.1. This paper has been presented to both committees because it requires commitment from both sets of members. To ensure success, we need a balance of young people applying for apprenticeships, coupled with employers offering apprenticeship employment opportunities.

Officer Contact

If you have any questions about matters contained in this paper or want to see copies of any assessments, eg equality impact assessment, please get in touch with:

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