

Economic Development Sub-Committee

Date: **Thursday 14th July 2016**
Time: **10am**
Venue: **Edwards Room, County Hall, Norwich**

SUPPLEMENTARY AGENDA

- 4 **To receive any items of business which the Chairman decides should be considered as a matter of urgency:**

Project Proposal: Working with the Prince's Trust to Deliver Employment and Skills Support to Young People
Report by the Executive Director of Community and Environmental Services

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Economic Development Sub-Committee

Item No 4

Report title:	Project Proposal: Working with the Prince's Trust to Deliver Employment and Skills Support to Young People
Date of meeting:	14 July 2016
Responsible Chief Officer:	Tom McCabe, Executive Director Community and Environmental Services
Strategic impact	
<p>Norfolk benefits from a successful and diverse economy, and the County Council works closely with partners to enable or directly support the creation of jobs. Clearly, the Norfolk economy supports the employment of the majority of its workforce, but it is essential that we ensure young people especially have the opportunity to participate in our growing economic sectors. Many may not have all the necessary confidence and skills to take the first step – at whatever level that may be – so targeted support to enable more young people to progress into training or employment can play a key role. This support could be directed to young people struggling to achieve their first job, as well as those looking to progress to a higher level, where normally a degree level qualification would be expected.</p> <p>The project detailed below sets out the rationale behind its proposed delivery and how it can benefit the local economy and a significant number of Norfolk's young people.</p>	

Executive summary

<p>This report originates from a resolution agreed at Full Council on 22 February 2016 to allocate £200,000 of one off Council funding for "Supporting young people into work and enterprise working with the Prince's Trust".</p> <p>Members wished to work with the Trust which was established to help hard to reach young people, reach their potential with a range of programmes to build confidence, improve/gain skills, access employment or start a business.</p> <p>It is proposed to use £100k of County Council funding, to work with other partners who will provide additional funding to create the £200k+ fund required to deliver the programme. This means the full £200k one-off funding has not been fully allocated and there is £100k remaining that could be used to fund other similar initiatives.</p> <p>Recommendation</p> <p>That the Executive Director of Community and Environmental Services, in consultation with the Chairman and Vice Chairman of this sub-committee be authorised to allocate the remaining funding towards other enterprise, learning and community development initiatives as appropriate.</p>

1. Proposal

1.1 The Prince's Trust

- 1.2 It is proposed that £100,000 of grant funding be provided to the Prince's Trust to support an existing programme; "The Norfolk NEET project with the Prince's

Trust". This programme supports young people who are not in education, employment or training (NEET) and furthest from the job market. It is proposed that the funding be given to the Prince's Trust as £50,000 a year for two years 2016-2018 in line with other organisations providing match funding, to create an overall programme in excess of £200,000.

- 1.3 With the provision of grant funding the Council can access a programme that provides coverage across Norfolk therefore ensuring that appropriate support can be accessed by young people across the County.
- 1.4 The seven district councils in Norfolk have all been approached for match funding. Two have committed, which in enables the programme to proceed, but we anticipate other districts will also come forward once Norfolk County Council formally commits to the programme. Additional funding will extend the programme, rather than reduce the need for County Council funding.
- 1.5 The programme aims to improve outcomes for Norfolk's NEET young people through the provision of structured engagement (**Get Started**) and pre-employment training (**Get Into**) programmes in partnership with local employment and training providers which help to break down barriers to employment. The programme is complemented by one to one support both from staff and volunteers to provide a 'wrap around service' to each young person.
- 1.6 Get Started aims to support at least 144 young people through a minimum of 12 Get Started programmes in various Norfolk locations. A Get Started programme is a short course, lasting 1-2 weeks that engages and develops young people who are furthest away from the labour market. The Trust uses engaging themes such as sports or the arts as a way to attract the young person to the programme and then develops their soft skills in preparation for further training or work. All Get Started programmes contain elements of the following:
 - A pre-course Taster Day to get an idea of the programme
 - Practical, hands on sessions
 - Group activity/challenge
 - One to one support
 - follow up mentoring support

Clients then have the opportunity to move into further education, training or apprenticeships, placements, employment or engage with further support or programmes from the Prince's Trust, including the Get Into programme below.

- 1.7 Get Into aims to support at least 144 young people through a minimum of 12 Get Into programmes in various Norfolk locations. It acts as a pre-employment training programme lasting 4-6 weeks. It combines practical learning, vocational qualifications and work experience with an employer in a specific sector. It is designed for young people who are ready for work but lack the opportunity, qualifications or experience to be able to access jobs in that sector without the Trust's help. All Get Into programmes contain elements of the following:
 - A pre-course Taster Day to get an idea of the programme
 - Employability skills training
 - Vocational skills training
 - The opportunity gain sector relevant qualifications (where applicable)
 - Work Experience

- 6 months follow up mentoring support

1.8 A key aspect of the programme is ensuring that the delivery includes links and join up with local growth sectors, especially those we and the LEP have identified in the SEP as representing the best opportunities for local people. Therefore, training or employment gained by the young person is more future proofed and puts them in the best possible position in which to become part of, and stay in, the labour market now and in the future. As a major funder to the programme, the Council is able to influence which growth sectors are targeted.

1.9 The Prince's Trust is in a unique position to deliver this, utilising its existing relationships with local and national employers and training providers including CITB, Tarmac, Carter Academy, Norfolk and Norwich and James Paget Hospitals, Hethel Engineering Centre, CREATE, Adrian Flux Insurance Services and M&S.

Proposed Get Started courses include:

- Get Started with Motor Vehicles
- Get Started with Robotics
- Get Started with Dance/Performing Arts

Proposed Get Into courses include:

- Get Into IT
- Get Into Construction
- Get Into Food Manufacturing
- Get Into Health and Social Care

1.10 The Prince's Trust will recruit young people to both programmes through the unique partnerships it holds with other key organisations that work with young people including the NHS, social housing and youth organisations. By working with the charity, the Council is able to access these unique partnerships and utilise the expertise on offer including gaining access to the hardest to reach young people in Norfolk. In turn, the Council is also able to use its expertise from within the Children's Services department to provide referrals to the programme, including through its relationships with current and former looked after children.

1.11 **Outputs and Outcomes**

OUTPUTS	6 Get Started and 6 Get Into programmes to be delivered per year across Norfolk. Total delivery of 24 programmes throughout the project period.
	At least 12 young people supported on average per programme.
	Total of at least 288 NEET young people aged 16-25 supported through a Get Into or Get Started programme from 2016 – 2018.

OUTCOMES	At least 75% of young people to move into education, training, employment, self employment or volunteering within 3-6 months of completing a Prince's Trust programme.
	Production of 6 case studies per year, 3 Get Started and 3 Get Into from across Norfolk.
	3-6 months following the programme at least 50% of young people completing a Get Into programme and 25% of young people

	completing a Get Started programme will have entered into employment.
	3-6 months following the programme, at least 50% of young people completing a Get Started programme and 25% of young people completing a Get Into programme will enter further education, training or volunteering
	288 young people will develop their personal and social skills to become more work ready.

1.12 Added Value

The Prince's Trust has a good history of working in partnership with the County Council and all seven district councils across. So far, Broadland and South Norfolk Councils have committed match funding and with funding from the Trusts own national private sector sponsors, the project will have a value of approximately £227,000. This has enabled the trust to plan a total of 31 programmes. If more Districts commit, the programme will be extended.

In addition to the Get Started and Get Into programmes supported directly by this partnership, Norfolk NEET young people would also be able to access additional Prince's Trust support which would be match funded by them. This includes:

- Mentoring – mentoring support for up to 6 months.
- Development Awards – small cash awards aiming to further progression to employment e.g. interview clothes, ID documents and course fees.
- Enterprise support for young people wanting to explore self-employment.
- Team – a 12 week course offering work experience, practical skills, community projects and a residential week.
- Young Ambassador Scheme – for young people that want to progress their public speaking skills by promoting the Trust. This continues to aid their personal development.

All of this support has been developed and shaped over 40 years contributing to the suite of unique and high quality services that are offered by the Prince's Trust and by which we will purchase as a result of funding this programme.

2. Other Programmes

2.1 It is proposed the remaining funding is held back to be used for one or more projects that are still in the development stage. It is proposed to develop and deliver higher/graduate level apprenticeships or other skills, community or enterprise related projects. The Skills team is still waiting for further guidance from Government as to how the apprenticeships programme will be delivered going forward.

3. Evidence

3.1 The Prince's Trust has been supporting young people for 40 years, helping young disadvantaged people aged 13-30 access education, training and employment opportunities in order to turn their lives around and build a better future.

3.2 Here in Norfolk, the Council has built a strong relationship with its local Prince's Trust contacts and has funded the organisation for various projects over the years. In turn, the Trust has built robust relationships with us and other relevant

support, training and employment organisations around the County and has clear expertise in delivering programmes that achieve the impact they need for young people.

3.3 However, despite youth unemployment rates improving over the last three years, the number of young people who are long term unemployed has fallen at a much slower rate and youth unemployment in Norfolk remains a concern.

3.4 There are still over 4,000 young people in Norfolk aged 18-24 who are claiming out of work benefits with many more still 'hidden' young people not in education, training or employment.

3.5 The Prince's Trust has a clear understanding of the challenges NEET young people face and where intervention needs to occur. Of the young people they supported in Norfolk last year:

- 51% were educational underachievers
- 27% had a disability
- 26% had mental health issues
- 16% were offenders or ex offenders
- 16% were homeless
- 7% were in care or care leavers
- 6% presented with offending behaviour
- 5% were affected by substance abuse

This research has allowed the Trust to tailor their programmes so that they gain the maximum impact. In the past both Get Started and Get Into have achieved sound results:

3.6 **Get Started Programme track record**

Last year in Norfolk, 75% of young people who took part in the Get Started Programme progressed into a positive outcome:

- 25% into employment
- 50% into further education or training

When the programme was evaluated, results in Norfolk showed:

- 96% would recommend the Get Started programme to others.
- 81% said the programme increased their education and training opportunities
- 74% said the programme increased their employment opportunities
- 87% said the programme either helped a lot or quite a lot with developing at least one skill such as confidence, team work or communication.

3.7 **Get Into Programme track record**

Last year in Norfolk, 84% of young people who took part in a Get Into programme had a positive outcome:

- 56% into employment
- 32% into further education or training
- 4% into volunteering

When the programme was evaluated, results in the region show that:

- 98% would recommend the Get Into programme to others.

- 89% said the programme increased their education and training opportunities.
- 83% said the programme increased their employment opportunities.
- 92% said the programme either helped a lot or quite a lot with developing at least one skill such as confidence, teamwork or communication.

3.8 As the Prince's trust has an excellent track record delivering positive outcomes on relatively low budgets, it offers the most cost effective, way forward in which to help young people that are the hardest to reach in Norfolk.

4. Financial Implications

4.1 The Council will be required to contribute £50,000 a year for both 2016/17 and 2017/18 making a total contribution of £100,000 to the Norfolk NEET project with the Prince's Trust, which will have a budget of £227,000 over 2 years – or more if other Districts participate.

Officer Contact

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

If you have any questions about matters contained in this paper please get in touch with:

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