Supporting Young People into Employment: The Youth Obligation & Early Intervention in Schools
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Chaired By:  
Lesley Giles,  
Director, The Work Foundation
Supporting Young People into Employment:
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Nicholas Robinson,
Skills Strategy Lead, Labour Market Directorate, DWP
Jobcentre Plus Support for Schools  England

Nicholas Robinson, DWP Labour Market Policy and Employer Strategy
Jobcentre Plus Support for Schools: the story so far

**Pathfinders**
Approx. 10 School Advisers (full-time equivalent) spread across 10 JCP districts covering 140 schools.

**National rollout**
Approx. 85 School Advisers giving capacity to cover 1,000+ schools (i.e. around a third of secondary schools in England).

**Policy proposed**
2011

**Manifesto commitment**
2015

**Announced**
in Summer Budget 2015

**Launched**
in Birmingham & Solihull District January 2016

**Expanded**
to a further 9 pathfinder districts April 2016

**Impacted**
on 140 schools by July 2016 with over 40 employers engaged

**National rollout**
across the whole of England from 28 Nov 2016
Because…

In May 2016, 6.5% (121,000) of 16 – 18 year olds were NEET

Only 5% of school leavers go into Apprenticeships

10% of students going into higher education drop out

Young people can experience a relative reduction in earnings lasting 20 years following unemployment in their youth.

Employers rate 36% of 17/18 year olds leave school as ill-prepared for work.

And for 16 year olds the figure is 42%.

“The information students received about careers was too narrow. Too many students were unaware of the wide range of occupations and careers that they might consider”.

10% of students going into higher education drop out

Why Jobcentre Plus Support for Schools?
What can Jobcentre Plus Support for Schools provide?

The offer...

- Help in sourcing work experience placements...
- Arranging pupil visits to local employers...
- Sourcing employers for careers events or inspirational presentations
- Advice and information on routes into apprenticeships...
- and traineeships.
- Promotion of parity of esteem between vocational and academic routes into work.
- Advice on the local labour market, the growth sectors and employers recruiting in the area.
- Employability skills
  - CV writing
  - Interview skills
  - On-line presence
Who is this support directed at?

Jobcentre Support for Schools is demand-led, flexible and responsive: **the school decides**…

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**Teachers**
Support could be used to up-skill teachers on apprenticeships or the local labour market (for example) for use in future careers lessons.

**Students**
Group sessions or presentations on any aspect of the offer can be delivered.

**Parents**
Advice and information for parent groups, for example if they are doubtful of the benefits of apprenticeships.
What *doesn’t* Jobcentre Plus Support for Schools provide?

<table>
<thead>
<tr>
<th>Careers advice</th>
<th>We leave that to the experts, for example the National Careers Service.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duplication or replacement of existing provision</td>
<td>We are working closely with CEC and other stakeholders (e.g. Education Business Partnerships, the National Careers Service, etc.) to ensure our offer complements existing provision in schools.</td>
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| A substitute for Connexions | Jobcentre Plus Support for Schools was not conceived or intended to be “Connexions on the cheap”.

There is a wealth of really excellent support already out there that schools can call upon, but we believe our extensive network of employers, nationwide coverage of JCP advisers, and experience of helping school leavers who have drifted into worklessness gives us a perspective that can add value and supplement the current delivery of careers support.
What do schools think of Jobcentre Support?

“The impact of JCP Advisors on our students and their parents has been fantastic… Students have a new energy and buzz in discussing their futures, and have positively embraced all the opportunities offered.”
Jo Daw, Head of School Safeguarding in Holy Trinity Catholic School, Birmingham

“Working alongside a School Advisor from Jobcentre Plus has been highly beneficial to us as it has provided us with someone who has links to local businesses and training schemes…”
Trevor Tiit, Head of sixth form, Beverley School, Middlesbrough

“[The School Adviser] has been a great support and has assisted in securing some work placements for us along with introducing other partnerships.”
Suzanne Strathern, Hills View Academy

“We are giving our students the best chance to find employment when they leave school. By working with [the School Adviser] from the Jobcentre they are learning about traineeships and apprenticeships, CV writing and interview technique. Because [the School Adviser] is the expert the situation is more real and students are really engaged.”
Head teacher, Newman School, Rotherham

More information on how Jobcentre Support for Schools has been received and lessons learned can be found in the pathfinder evaluation report which we expect will be published on the gov.uk site
Youth Obligation Universal Credit full service claimant journey for 18-21 year olds in the full work related conditionality group – Current at 29/11/16

3 Weeks

- Mandatory weekly work search review for 13 weeks
- Encouragement to apply for jobs or an Apprenticeship
- Budget Support
- Mandatory Basic skills (English, maths, ESOL, IT, English Language Requirements) if required
- Encouragement to take up high quality work focussed skills training (e.g. traineeships in England)
- Referral to voluntary work experience/sector based work academy placement vocational training; pre-employment training

1-6 Months

- Stocktake review - assessment of steps taken to work, employability skills, remaining barriers to work; reassessment of job goals and next steps

6 Months – Onwards

- Encouragement to apply for jobs or an Apprenticeship place
- Referral to high quality work focussed skills training (e.g. traineeships in England, sector based work academy placements in England and Scotland; training in Wales, training in Scotland); mandatory attendance when on training
- Guaranteed work placement if not on appropriate work related training

Light touch tailored work coach support will also be provided for those who are in work who are still in the full conditionality group, but need to increase their earnings.
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Natalie Cramp,
Chief Operating Officer, &
Ahmed Almusawy,
Apprentice, The Careers &
Enterprise Company
Join us to inspire the next generation now
We know that there is more to do

There are 750,000 vacancies, one quarter skill-shortage related...

... youth unemployment 3x higher than total unemployment

ONS June 2016
We also know what works

1. **Encounters** with employers, with workplaces, with further and higher education

2. **Information** about local jobs, how the curriculum connects to work

3. **A plan** tailored to an individual’s needs and supported by guidance

   - Sir John Holman

   “...young adults surveyed who recalled greater levels of contact with employers whilst at school were **significantly less likely to be NEET** and earned, on average, **18% more** than peers who recalled no such activities.”

   - Dr Anthony Mann
But it’s not consistently implemented

Only in 40% of schools do young people have one encounter each year

• 66% businesses believe work experience is critical for recruitment
• yet only 38% offer work experience in England
Our diagnostic

• Inconsistent coverage

• Schools not helped to distinguish between offers

• Schools and employers have different language and timetables
One year on – what have we achieved?
1. Built nationwide network of coordination

- **38/39** Local Enterprise Partnerships
- **Over 1,000** business volunteers, **40% CEOs** or Chairmen
- **81** Coordinators
2. Scaled what works

- **£9.5m** deployed
- **£4m** cash match
- **75%** in Cold Spots
- **250,000** young people to benefit
3. Focused our efforts on need

Careers & Enterprise ‘Cold Spots’

Outcomes
Employer engagement
Deprivation

Map of ‘Disengagement’
4. Built and disseminated evidence base

“What works”

6 steps in employer-led mentoring

The Careers & Enterprise Company

New insight

“Careers information is so confusing for young people that it is irrational to engage...
Our principles

Test, learn and adapt
Build on what works
Work nationally, tailor locally
Enable and convene the best programmes
Our ask of you

1. Look at our research

2. Connect what you already do in schools and colleges with our Coordinators – and expand it!

3. Work with our funded organisations or apply for funding yourself

4. Become an Enterprise Adviser

www.careersandenterprise.co.uk
@CareerEnt
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Laura-Jane Rawlings & Meg Kneafsey,
Youth Employment UK
Supporting Young People into Employment: The Youth Obligation & Early Intervention in Schools

Laura-Jane Rawlings & Meg Kneafsey
Multiple Challenges

- Economic landscape
- Education Attainment
- Qualifications and learning opportunities
- Socio-economic backgrounds
- Careers education
- Work experience
- Employability skills
- Employment and training opportunities
- Employer behaviour
Government Approach

Multi-agency
Joined up
Funding
Sustainable
Co-Creation

Working with all of stakeholders
Real collaboration
Sustainability
Our Approach

1. Young People
   I. Youth Voice
   II. Young Professional
   III. Peer-led
2. Employer Support
   I. Youth Friendly Charter
   II. Best practice
3. Working together
www.yeuk.org.uk
01536 205833
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Question Time
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Councillor Kevin Cranney & Gill Alexander,
Hartlepool Council
‘Fighting Back’

Hartlepool Borough Council
Thursday 1st December 2016
Hartlepool
End of Industry – 60’s, 70’s & 80’s

• Local industry around Ship Building and Steel Making

• Decline in 1960’s & 1970’s

• Last ship built in 1961

• Steelworks closed in 1977 with loss of over 1,500 jobs

• Unemployment reached a high of over 30% in the 1980’s
Investment – 90’s & 00’s

- Major regeneration in 1990’s and 2000’s
- Development of Hartlepool Marina and Historic Quay
- Modernisation of shopping centre and housing
- High levels of deprivation and high rates of youth unemployment
Hartlepool Education Commission

- Established in 2014 to improve education and attainment

- Increased partnerships with other Schools and across Tees Valley

- Investment in both Infrastructure, Workforce Development and Governors

- In 2016 over 1,400 more pupils attending a good or outstanding school compared with July 2013
Working with Schools

• Deliver a range of activities and events with schools and colleges
  – Global Entrepreneurship Week
  – 11 Million Takeover Day
  – Choices Event
  – Apprenticeship Workshops
  – Youth Enterprise Fund
  – Tees Valley Skills Event
Working with Schools

• High Tunstall first 11-16 school in the country to achieve STEM Assured Status

• Annual STEM Lecture attended by all Hartlepool Schools

• Helen Sharman – First British Astronaut

• Lord Professor Robert Winston – Professor, Doctor, Scientist and Television Presenter
Working with Schools

• Weekly STEM Master classes by Local Employers

• Delivered on Saturday Mornings and attended by pupils from all Secondary Schools

• Mix of Problem Solving and Interactive Workshops

• Supported by EDF Energy, Hart Biologicals and Royal Society of Chemistry
Hartlepool Youth Investment Project

• Created in 2012 when youth unemployment was the highest in the country at 17.4%

• Partnership between schools, colleges, Council, VCS, Specialist Training Providers and employers

• Focused targeting to work with employers to increase work placements, volunteering and apprenticeships
Hartlepool Youth Investment Project

• Brought industry closer to schools and colleges through Live Projects

• Developed a focused CEIAG Group

• Worked closely with JCP to target long-term unemployed young people

• Reduced youth unemployment by 81% to current rate of 3.3%

• This is the largest reduction in the UK over the same period
Youth Employment Initiative

- Delivering across Tees Valley until July 2018 led by Hartlepool Borough Council
- Support over 6,500 young people aged 15 to 29 years old who are NEET and/or Unemployed
- 2,940 to progress into education, employment or training
- £19.2m – Largest European Funded Project in Tees Valley
Future Regeneration
‘From Berth to Re-Birth’
Any Questions?
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Mark Sargeant,
Director of Business Development, Partnerships & Marketing, &

Mo Reffas,
Supply Chain Manager, Prevista
Making a difference
• Prevista delivers Youth intervention services, working in partnership with key stakeholders on behalf of a range of funders eg DWP, SFA, GLA, EFA, Local Authorities to offer tailored support, engage them with easily accessible information and improve their employment prospects

• We work with a wide range of Community and Specialist Partners who share our ‘culture and values’ of putting the interests of the Young Person at the centre of all we do.

• For over 20 years Prevista has built extensive experience at a national, regional and sub-regional level of providing services that support enterprise development. This unlocks young people’s potential and enables them to expand their qualifications and skills. This is especially effective for those who are marginalised, delivering industry specific skills.
Investment Model for Youth Programmes

• Social Investment
  – YEF and IF were commissioned and centrally funded by DWP. They are payment by result programmes, ensuring public funds are only drawn down once specific evidence of success against contract outputs has been produced, audited and signed off internally and by DWP. These specific programmes have provided early intervention services for 1200+ young people in schools across London.

  – Social investment enables Prevista to shield our delivery partners from the risk of payment by results by providing payments to cover reasonable costs including staff, delivery and implementation BEFORE results come through. This capacity builds our delivery partners to assemble infrastructure and deliver without the cash flow issues that payment by results can cause. In return for our risk we seek a medium return on our investment over the lifetime of the contract.

• Local Contributions
  – In addition to our social investment we also secure local contributions from Local Authorities and private organisations through Section 106 funding.
Prevista Youth Service Experience

• Via our diverse and specialist network and their respective interventions, we enable young people to work through their barriers and improve their attitude, attendance and behaviour in education and complete qualifications key to their progression into Further Education or Employment.
• By overcoming systemic barriers to growth, young people are able to realise their potential.
HOW do we do this – Examples of our Interventions

• **Young Person (YP) journey**

  A YP can join our programme between the ages of 14 and 17 and remain on programme until 19. The journey will involve the following steps; the precise order will depend on individual need:

1. Diagnostic and innovative provision induction eg Choice Theory
2. Specific intervention delivered by a specialist DP eg **art, sport, music or film combined with 1:1 wraparound support/signposting**
3. Group workshops led by peers, volunteers, employers eg Gang Awareness Workshops led by former gang members
4. Re-engagement with education
5. Work experience/tasters/placements
6. Involvement in local projects
7. Achievement of qualifications
8. Entering employment including a wide range of Apprenticeship and Traineeship opportunities
9. Ongoing support including signposting to further qualifications

• **YP will move through the provision** as follows

1. **Identification and recruitment**: YP will be recruited through our existing referral mechanisms with 250+ Schools, Colleges, PRUs, Job Centre Plus, Housing Associations, Criminal Justice Sector, Youth Clubs and Local Authority Teams through existing referral structures.
Next Step - The journey to sustained societal inclusion

Frequent review, formative assessment and action planning with PCC

Work trials and Work experience

Pre employment meeting to assess level of in work support required

Day 1 entry to employment support

Ongoing Mentoring and Corporate volunteer support

In work support

13 weeks in employment

In work support

26 week in employment

Warm handover to FE providers where appropriate

Exit review and survey

Approaches include:
- Choice Theory/Reality therapy
- Experiential Learning
- Football as methodology
## Outcomes for young people

Through comprehensive evaluation we have highlighted the following long term impact and benefit of our interventions on young people:

| • inspired to re-engage with education and progress to employment and/or training | • improved interpersonal skills |
| • improved self-confidence | • improved aspirations |
| • increased self-awareness (strengths, areas for improvement etc) | • reduced risk taking behaviours (gangs, drugs, alcohol, risky health behaviour) |
| • improved responsibility | • More informed about what employment, education and training choices they have available |
| • Improved literacy/numeracy |  |

Key stakeholders eg Croydon Council have reported additional benefits such as:

- Other further education and higher education participation
- Reduced offending and risk-taking behavior eg substance misuse, gang activity
- Improved family relationships & more stable home environments
- Greater overall achievement rates for schools
- Reduced referrals to Fair Access Panel/Fixed Term/Permanent exclusions
Working in Partnership - Benefits to Strategic partners

Outcomes for strategic partners

The company has also measured the positive impact on our strategic partners including referral organizations, schools, apprenticeship delivery organizations and local authorities, they have reported:

- Improved understanding of young people’s barriers to education, employment and training
- Improved achievement of qualifications (entry level, basic skills, QCF Level 1, QCF Level)
- Increased Entry into and sustained employment with training such as apprenticeships

Outcomes for delivery partners

As described above via the social investment model, delivery partners have greater capacity eg skills, scope of service to provide more effective interventions Through Prevista’s Stakeholder and Project Steering Groups they have increased their ability to work closely with other organisations, ensuring this service is fully integrated and adds value to existing provision.
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