

*Westminster Briefing Conference*

**Implementing the Youth Contract:  
New Initiatives to Build Youth Employment**

**29<sup>th</sup> March 2012**

- 09.15**      *Registration and Morning Refreshments*
- 10.00**      **Chair's Introduction**
- **Kirsty McHugh**, Chief Executive, ERSA
- 10.10**      **Keynote Address: The Government's Plans to Tackle Youth Unemployment**
- Outlining the aims of the Youth Contract and the reasoning behind it
  - Exploring how will the £1bn funding be allocated
  - Explaining how the Youth Contract will fit into the Work Programme
  - Plans to develop and regulate the role of employers in the new scheme
  - Outlining other Government initiatives to address youth unemployment – apprenticeships and NEET programmes
  - Linking the new scheme to local economic development initiatives
  - **Vikki Knight**, Labour Market Interventions, Strategy Division, DWP
- 10.50**      **Implementing the Youth Contract Through Existing Programmes – Investigating the Practicalities**
- What does the ideal supply chain for the youth contract look like?
  - Implementing 410,000 new work places – the issues for providers
  - The benefits and drawbacks of a payment by results approach to youth employment
  - Building strong relations with employers and ensuring appropriate administering of subsidies
  - Implementing earlier and more targeted advisor support to those on JSA
  - Providing in work support to those taking job placements
  - The penalties for non cooperation – ensuring meaningful opt in from young people
  - Ensuring providers work with local statutory bodies
  - **David MacDougall**, Head of Policy & Research, Avanta
  - **Paul Bivand**, Associate Director of Analysis and Statistics, CESI
- 11.50**      *Coffee Break*
- 12.00**      **Building Meaningful Delivery Partnerships – Employment Providers, Local Authorities, Schools & Employers**
- The role of Jobcentre Plus and local authorities in administering the Youth Contract
  - Exploring the need for engagement of schools, colleges and FE institutions
  - Developing relations with local employers – promoting the opportunities available
  - Ensuring the right skills development and guidance is available to young people
  - Examples of successful partnership working in local areas
  - **Mike Cherry**, Policy Chairman, FSB
  - **Graham Hoyle OBE**, Chief Executive, AELP
- 13.00**      *Lunch*

(continued)

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**14.00 Interactive Voting Session**

In this session delegates will have an opportunity to take part in an interactive voting session, answering questions submitted by speakers, delegates and relevant organisations. Each participant will get a voting pad and the results will appear in real time.

**14.10 Will the Jobs be There? Linking Programmes to Local Labour Markets & Growth Initiatives**

- Is the private sector strong enough to support the Youth Contract?
- Will payment by results factor in the nature and volume of local employment opportunities?
- Building routes through employment programmes into local growth initiatives
- The role of Local Employment Partnerships
- Best practice for providers when taking local and regional circumstances into consideration

- **Gerwyn Davies**, Labour Market Adviser, CIPD

**15.10 Afternoon Tea**

**15.30 Youth Employment Initiatives and the Hardest to Help – Investigating New Measures**

- How to access additional Youth Contract funding for the hardest to reach
- How to promote, replicate and scale up innovative approaches to reach the hardest to help?
- Best practice in working with local education providers, social services and youth offending teams
- How to gain buy in from those young people furthest from the jobs market?
- Overcoming the difficulties presented by payment by results when working with harder to help groups – ensuring the financial viability of services

- **Maeve McGoldrick**, Campaigns Coordinator, Community Links
- **Ginny Lunn**, Director of Policy and Strategy, The Prince’s Trust

**OR**

**15.30 Creating Valuable and Accessible Apprenticeships: Investigating the Process of Reform**

- Exploring new funding for apprenticeships
- Designing properly accredited and effective apprenticeships
- Considering the key industries upon which the apprenticeship agenda will focus
- The role of various service providers (e.g. Jobcentre Plus, Business Link, Connexions, LEP’s) in the apprenticeship agenda
- Effective methods of promoting apprenticeships to learners and jobseekers

**16.15 Conference Close**

For further details please contact [Louise.McGough@westminster-briefing.com](mailto:Louise.McGough@westminster-briefing.com)