

**Update on Implementation of Approved Recommendations Arising
From Previously Completed Youth Unemployment Scrutiny Review**

Key Statistics : Job Seeker Allowance Claimants 18-24 in York

Jan 07 (pre-recession)	=	535 (2%); including 55 x 6-12 months
May 2012 (start of scrutiny)	=	875 (3.2%); including 185 x 6-12 months and 105 x 1 yr+
November 2012 (interim report)	=	740 (2.7%)
May 2013 (final report)	=	650 (2.4%)
August 2013	=	595 (2.2%); including 75 x 6-12 months and 90 x 1 yr+

Scrutiny Recommendations Approved by Cabinet in May 2013	Update on Implementation Provided November 2013
<p>1. That the Learning City York Partnership Manager, via the 'Connecting People to Jobs and Opportunities' partnership network and the Learning City Strategic Board, take overall responsibility for setting an achievable target with key partners within the city to reduce longer term unemployment in the 18-24 year old bracket.</p>	<ul style="list-style-type: none"> • 'Connecting People to Jobs & Opportunities' network (chaired by Learning City, CYC) is meeting quarterly to better plan, cohere and develop targeted provision for different unemployed residents, including 18-24 year olds. • The new York Skills Strategy (to be published in November) sets out clear targets to reduce unemployment in the city to pre-recession levels, including 18-24 year olds

- Learning City Strategic Board will take responsibility to monitor and work with partners across the city to ensure that these targets are met; new Chair is Alison Birkinshaw, Principal of York College and the Board is supported by the Learning City Partnership Manager (CYC)
- New provision since scrutiny includes:
 - Head Start for longer term unemployed 18-24 year olds, delivered by York Learning and supported by JobCentre Plus Flexible Support Funding to help 36 young people back into work by next March 2014
- Learning City has been successful in working with Leeds City Region partners to bid for and secure additional funding from Government to support longer-term unemployed 18-24 year olds back into work. Due to over demand by city regions on the funding available, the original bid for £5.6mn to support 3,250 young people across the region will be reduced. We are waiting to hear the revised figures and Learning City will then be working with partners of the 'Connecting People to Jobs' network to support young people in York and Selby between

	<p>January 2014 – December 2015.</p> <ul style="list-style-type: none"> • A further £60k has been approved from the CYC Economic Inclusion Fund to complement the Leeds City Region model to enable the city to support a further 40 18-24 year olds back into work, including wage incentives for employers.
<p>2. That City of York Council continue to offer apprenticeships to young people under the age of 24 and evaluate the success of this by collecting information on how many of those that have completed an apprenticeship at the Local Authority are still in work or further training 6 – 12 months later and that the Learning City York Partnership Manager lead on a programme with the Head of York Learning to develop a programme that better supports unemployed 18-24 year olds into unfilled apprenticeship vacancies.</p>	<p>CYC Apprenticeship Programme:</p> <p>In 2011, the council allocated a budget of £115k to increase the number of apprenticeships within the council. The model developed provided 50% of the cost of employing an apprentice for one year on the minimum apprenticeship rate of £2.65 per hour, with the relevant Directorate contributing the rest. The first cohort was announced during the “York Apprenticeship Challenge” (see above).</p> <p>Two cohorts of apprentices were recruited (2011 and 2012) on this model (69 apprentices in all). The programme has been very successful in establishing the principle and benefits of employing apprentices and has also achieved some notable successes, including the successful progression of a young person with high level learning difficulties from our Special School through a council apprenticeship into sustainable employment gained</p>

in a competitive interview process.

For 2013, the council has moved from this approach to a vacancy management approach, whereby all vacancies up to a certain grade are considered for apprenticeships prior to advertising. This will move the programme away from the creation of apprenticeship posts which are supernumerary and largely fixed term, to one where an apprenticeship will lead to a permanent post in the organisation on successful completion. 17 Apprentices have been recruited through this route in September 2013.

From April 2013, in line with the recommendations of the York Fairness Commission (2012), the council became a Living Wage employer. In order to recognise this at apprenticeship level it is now paying all apprentices at £4.98ph (the national minimum wage rate for 18-20 year olds) with progression after 1 year to £6.31ph (national minimum wage rate for 21 +). The new approach will still allow for the recruitment of a smaller cohort of 15 supernumerary posts.

	<p>Step-up to Apprenticeships:</p> <p>The funding and programmes of support identified under ‘section 1’ will incorporate activity to better support unemployed 18-24 year olds into Apprenticeships, as well as other employment opportunities.</p>
<p>3. That City of York Council continues to offer work experience placements to under 16s (whilst still at school) and under 18s not yet ready for an apprenticeship. And in addition to this:</p> <p>i. That the Head of Strategic Workforce Development and Resourcing, in conjunction with the Learning City York Partnership Manager, offer a discrete, managed, matched pilot, of work experience placement opportunities for unemployed 18 to 24 year olds, who have been unemployed in excess of three months</p> <p>ii. That the Head of Strategic Workforce Development and Resourcing ensures that there is a robust Graduate and Student Internship Programme in place within the</p>	<p>Under 18s not ready for Apprenticeships:</p> <ul style="list-style-type: none"> • York Learning (as well as other providers across the city) will continue to offer Foundation Learning or new Traineeship programmes to support those not work-ready / Apprenticeship-ready • Where possible, CYC will offer work placement opportunities for these young people <p>CYC Work Placements for Unemployed 18-24</p> <ul style="list-style-type: none"> • Whilst a co-ordinated approach to support work placements for different age groups is still a priority for the Council, there is currently a lack of capacity to support the infrastructure required in the HR team. A bid was submitted to the Economic Inclusion Fund to lever the capacity required, however a shift in

authority.

Government Policy on activity to support 18-24 year olds (see below) has required the funding to be re-directed to programmes outlined in section1.

- Government Policy has now prioritised getting unemployed 18-24 year olds quickly into paid work placements with wrap around training and mentoring to support them on the job. The LCR bid to Government and the £60k CYC Economic Inclusion Funding is to support this approach, for which CYC (in its own right) could offer 'paid placements'.
- The strategic Workforce & Resourcing team is now looking at alternative ways to fund and develop work placements offers within West Offices

Graduate and Student Internship Programme

- The Strategic Workforce & Resourcing team has developed strong relations with the University of York to support an annual 3-month programme of around 15 Graduate Intern placements across the Council, Jan –

	<p>March</p> <ul style="list-style-type: none"> The strategic Workforce & Resourcing team is also developing its own internal internship programme modelled on the JRF programme
<p>4. That the Head of York Learning at City of York Council works in partnership with Jobcentre Plus and leads on the co-ordinating of twice yearly job fairs.</p>	<ul style="list-style-type: none"> The 3rd York Jobs Fairs (co-ordinated by York Learning) took place on October 1 at the Barbican. 70 employers and training providers exhibited (including Hiscox) and 1,400 residents attended. Learning City also coordinated a local ward Jobs & Opportunities Discovery Day on September 11 at Acomb Explore, in response to local demand from Keith Myers at Acomb Village News; 400 people attended to meet with 18 locally recruiting employers and training providers. This initiative was supported by Economic Infrastructure Funding for the Acomb regeneration programme.
<p>5. That the Head of York Learning at City of York Council ensures that the Future Prospects team continue to work in conjunction with JobCentre Plus, to offer sector specific workshops and that both Work Programme</p>	<p>York Learning does not have the capacity to offer sector specific workshops.</p> <p>York Learning are able to continue to support this customer group with their core funding, some</p>

<p>providers and their clients* are made aware of the sector specific workshops on offer.</p> <p>* in this instance clients means unemployed 18 to 24 year olds, including those on the Work Programme</p>	<p>increased funding for Traineeships and Flexible Support Funding from JCP. However referrals to their current pilot programme - Headstart - are very poor. We had understood that this was a significant group but to date we have had only 9 referrals to a programme capable of accommodating 24. This has been very disappointing. We are currently challenging JCP to make further referrals to the programme.</p>
<p>6. That the Learning City York Partnership Manager continue to facilitate quarterly networking meetings of 'Connecting People to Jobs and Opportunities' to support residents on out of work benefits and seeking employment. This networking meeting should include a standing item on looking at potential solutions to enable currently unemployed 18-24 year olds back into work.</p>	<ul style="list-style-type: none"> • See section 1 • Two quarterly meetings have taken place – July and October • 18-24 year olds is a standing item and the successful outcome of additional funding to support this age group through LCR and CYC Economic Inclusion Fund will secure more positive outcomes for these young people.
<p>7. That the Council's Head of Communications lead on a branded campaign that effectively markets:</p> <p>i. success stories and inspiring cases about York's young people finding jobs/self employment and those that have overcome</p>	<p>No overall branded campaign delivered to date by Marketing and Communications Team.</p> <p>Learning City 14-19 and Skills Team are planning the following activity:</p> <ul style="list-style-type: none"> • The next 100 in 100 Apprenticeship Challenge campaign for the city, which will be

<p>barriers to gain employment</p> <ul style="list-style-type: none"> ii. apprentices and interns iii. a video of the next job fair iv. wage incentives and support available to employers 	<p>launched during or just after National Apprenticeship Week (early March 2014). This will include inspirational success stories about young people in Apprenticeships.</p> <ul style="list-style-type: none"> • A new programme to support the longer-term unemployed 18-24 year olds into work, January 2014 – end December 2015, following a successful bid by Learning City through Leeds City Region and CYC Economic Inclusion Fund. Learning City will work with marketing and communications and the Economic Development team to raise the profile of the wage incentive and support available to employers to take-on 18-24 year olds.
<p>8. That the Learning City York Partnership Manager continues to promote the range of support available to employers.</p>	<ul style="list-style-type: none"> • On-going • Sector focus on construction (to support the ‘Get York Building’ campaign) and Tourism / Retail, particularly in the city centre (to support the night-time economy developments and Tourism Strategy)
<p>9. That the Assistant Director for Strategic Planning and Transport explore potential ways and investigate the feasibility of</p>	<ul style="list-style-type: none"> • Learning City has included 1 month travel passes to the model that will be supported by the successful Leeds City Region bid to

<p>funding/providing sustainable subsidised travel that fits shift patterns and would help young people to access entry level jobs outside of the city centre (e.g. bicycles, public transport, car share)</p>	<p>Government and the CYC Economic Inclusion Fund.</p> <ul style="list-style-type: none"> • Learning City will seek to work with the AD for Strategic Planning and Transport to secure additional support from First Bus.
<p>10. That the Work Programme providers, working with the Learning City York Partnership Manager and the Head of York Learning at City of York Council, develop a plan for improving the skills of those clients without basic literacy and numeracy. This should happen in the first year of the Work Programme's two year cycle.</p>	<ul style="list-style-type: none"> • On-going discussions with Work Programme providers • Additional literacy and numeracy support will be given to those young people returning to JCP after two years on the Work Programme and still not in employment (see section 1)

Updated as at 24.10.13 – Julia Massey, Learning City Partnership Manager