

For general release

REPORT TO:	CHILDREN AND YOUNG PEOPLE SCRUTINY SUB-COMMITTEE 6 DECEMBER 2016
AGENDA ITEM:	6
SUBJECT:	Youth Employability
LEAD OFFICER:	Barbara Peacock Executive Director (People)
CABINET MEMBER:	Alisa Flemming Cabinet Member for Children, Families and Learning

ORIGIN OF ITEM:	This item is contained in the Committee's work programme.
BRIEF FOR THE COMMITTEE:	To scrutinise systems in place to maximise youth employability in the borough

1. EXECUTIVE SUMMARY

This paper provides an overview of current youth employability related legislation and policy (section 2), statistical analysis on the 16/17 year old participation and 16-18 Not in Education Employment or Training (NEET) (section 3) and a summary of local activities being undertaken to encourage and promote appropriate participation in education, employment and training (EET) by our young people.

NEET rates and EET participation rates in Croydon are either in line with or better than London averages and consistently much better than national averages. We are one of the most improved boroughs nationally.

NEET rates rise quite significantly after the completion of 2-year post statutory school age education and training (as they do regionally and nationally). This may imply that young people are not undertaking appropriate courses to prepare them for work. As consequence, much local and regional focus is being directed towards improving the quality of careers advice and guidance. Major national post-16 curriculum reform is also underway, with 'technical' pathways becoming more occupation focussed and employer designed.

There is a reliance on externally funded provision, including European Social Fund (ESF), support provided by third parties and funding generated by the 14-19 Team (School Standards) to resource many of the activities. Much of the Council's 14-19 Team time is therefore focussed on coordinating and involvement in partnership activity (both internal and external) to maximise opportunities for local young people and ensuring that our statutory duties are met.

Due to the vast range of activities being undertaken, it is difficult to assess which have the most impact, but collaboration and partnership appears to be the best way to target resource effectively and appropriately.

Implications arising from BREXIT may compromise the ability to continue some existing work and support in the long term unless alternative funding to ESF is secured.

2. LEGISLATION & POLICY

2.1 Careers Information Advice and Guidance (IAG)

Schools are legally required to secure independent careers guidance for all of their registered year 8-13 (age 12 to 18 years) pupils.

The school's governing body is legally responsible for ensuring that the independent careers guidance provided:

- is presented in an impartial manner
- includes information on the range of education or training options, including apprenticeships and other vocational pathways
- is guidance that the person giving it considers will promote the best interests of the pupils to whom it is given.

It is the schools' decision on how they fulfil this statutory duty, although DfE guidance is made available at

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/440795/Careers_Guidance_Schools_Guidance.pdf

Ofsted has been giving careers guidance a higher priority in school inspections since September 2013, taking into account how well the school delivers advice and guidance to all pupils in judging its leadership and management.

Destination Measures, published by the Department for Education (DfE), measure how successfully pupils make the transition into the next stage of education or training, or into employment. They show the percentage of a school's former pupils who continued their education or training (including through an apprenticeship), went into employment, and those who were NEET. These are available at

<https://www.gov.uk/government/statistics/destinations-of-ks4-and-ks5-pupils-2015-provisional>

The **National Careers Service** supplies IAG to 18+ year olds, in addition to providing some support to schools, colleges and local authorities – typically through participation in careers fairs and staff CPD events.

The Careers and Enterprise Company was set up by the Government in 2015 to transform the provision of careers education and advice for young people and inspire them about the opportunities offered by the world of work. It is setting up an Enterprise Adviser Network to create lasting relationships between local employers and schools.

London Ambitions is London's programme, led by the Mayor of London, for developing and implementing a regional world class careers offer. Details can be found at

<https://londonambitionsportal.london.gov.uk/info/about>

The Government is due to publish a National Careers Strategy, which is expected to rationalise the current complex delivery of careers advice to all ages and have increased focus on labour market needs. The recent Select Committee recommendations suggest that London Ambitions will well place London to deliver the national careers strategy.

2.2 Post-16 Participation Requirements

Young people are required to stay in education or training until at least their 18th birthday. This may include employment or volunteering with training, such as an apprenticeship.

Every young person who reaches the age of 16 or 17 in any given academic year is entitled to an offer of a suitable place, by the end of September, to continue in education or training the following year.

Local authorities must promote the effective participation in education and training of 16 and 17 year olds in their area with a view to ensuring that those persons fulfil the duty to participate in education or training.

Schools, colleges and training providers must ensure that their students are clear about the duty to stay in education or training, and must notify local authorities whenever a 16 or 17 year old leaves an education or training programme before completion. This notification must be made at the earliest possible opportunity to enable the local authority to support the young person to find an alternative place.

Local Authorities must make arrangements to identify 16 and 17 year olds who are not participating in education or training, and offer support as soon as possible.

Local Authorities must make available to all young people aged 13-19 and to those up to age 25 with an Learning Difficulty Assessment (LDA) or Education, Health and Care (EHC) plan, support that will encourage, enable or assist them to participate in education or training.

In reflection of this increased emphasis on 16/17 year old participation and in recognition of the fact that LAs have been utilising a great deal of resource to track 18/19 year olds who are at university, employed or being supported by Job Centre Plus, the Government changed the tracking and reporting requirements with effect from September 2016. LAs are now required to confirm the participation status of all year 12 and year 13 young people (previously we had to also track/report year 14).

The new 'NEET Scorecard' records NEET as a combined NEET & status not known figure. This means that reported NEET rates will inevitably rise as previously only the NEET rate was reported.

Although we are no longer required to track 18+ year olds, we are still expected to support those young people who are known to be NEET and not being supported by Job Centre Plus.

The Youth Obligation is scheduled to go live in April 2017. 18-21 year old job seekers receiving Universal Credit will be expected to take part in an intensive activity programme from day 1 of their claim. They will be referred to training and encouraged to take up an apprenticeship. Should they not be on either after six months, they will be referred to a mandatory work placement.

2.3 Curriculum Requirements

The legal requirement for compulsory work experience at pre-16/ key stage 4 was removed in 2012. However, some of our schools have chosen to continue with work experience and/or employment skills for their KS4 pupils.

The emphasis on delivery of work experience/preparing for employment has moved to post-16/key stage 5. Schools, colleges and training providers should ensure that 16-19 study programmes include meaningful work experience and/or other non-qualification activity to develop students' personal skills and/or prepare them for employment, training or higher/further education. Ofsted inspection of KS5 delivery in schools and colleges assesses whether this requirement is being fulfilled adequately and appropriately.

Good competency levels in maths and English are highly regarded by employers and are also vital to the student's ability to undertake further education or training effectively. Therefore, all students aged 16 to 19 studying 150 hours or more, who do not hold a GCSE at A*-C or equivalent qualification in maths and/or in English, are required to continue studying these subjects. Those students with a grade D in maths or English must enrol on GCSE courses.

Major post-16 curriculum changes have commenced, with future KS5 students following either an 'academic' or 'technical' pathway. Students choosing the academic pathway will be able to study A levels, Applied Generals (including BTECs) or a combination of the two. Fifteen new 'technical' pathways will replace a plethora of level 2 & 3 vocational qualifications and will be phased in between September 2017 and September 2022. Each technical route will commence with a common core and then lead onto occupational specialisms. There will be one qualification per occupation and the development of its content and assessment will be employer led. Both academic and technical pathways allow for progression into Higher Education. A transition year will be designed to support students who are not yet ready to start on the main academic or technical programmes.

NEW TECHNICAL PATHWAYS	
1 Agriculture, Environmental and Animal Care	9 Hair and Beauty
2 Business and Administrative	10 Health and Science
3 Catering and Hospitality	11 Legal, Finance and Accounting
4 Childcare and Education	12 Protective Services*
5 Construction	13 Sales, Marketing and Procurement*
6 Creative and Design	14 Social Care*
7 Digital	15 Transport and Logistics*
8 Engineering and Manufacturing	* Delivered primarily via apprenticeships

2.4 Further Education Area Wide Based Reviews

The Government views that there needs to be a move towards fewer, often larger, more resilient and efficient providers. They expect this to enable greater specialisation, creating institutions that are genuine centres of expertise, able to support progression up to a high level in professional and technical disciplines, while also supporting institutions that achieve excellence in teaching essential basic skills – such as English and maths.

The Departments for Education (DfE) and Business, Innovation and Skills (BIS) are facilitating a programme of area-based reviews to review 16+ provision in every area. This is deemed necessary to:

- address the significant financial pressures on post-16 institutions;
- have clear, high quality professional and technical routes to employment, alongside robust academic routes, which allow individuals to progress to high level skills valued by employers; and
- respond to local employer needs and economic priorities.

In summary - to ensure that there is the right capacity to meet the needs of students and employers in each area, provided by institutions which are financially stable and able to deliver high quality provision.

Each Area Review encompasses both FE and sixth form colleges, with other post-16 providers opting to participate if they wish to. Croydon, falls within the London South Area Review, which in turn feeds into the London Wide Area Review. Three Croydon colleges are involved in this review – Coulsdon Sixth Form College, Croydon College and John Ruskin College, as well as colleges in the London boroughs of Richmond, Kingston, Sutton and Merton.

Each Area Review Steering Group comprises of representation from the colleges, the FE and Sixth Form College Commissioners, Local Authorities, Local Enterprise Partnerships (LEPs), Regional Schools Commissioners, DfE and BIS. The steering group oversees and steers the review's work, including analysis, consideration of options and making recommendations.

However, it is for the governing bodies of each individual institution to decide whether to accept the recommendations – reflecting their status as independent bodies.

London South Area Review commenced in late spring 2016 and, at the time of writing, is nearing conclusion. Various options, including possible structural change, have been or are being considered, and either been discounted or further discussions/negotiations are taking place. It is therefore not appropriate to detail any options at this time.

2.5 Higher Education (HE)

The number of young Croydon residents attending HE peaked in 2011/12, but the introduction of tuition fees in 2012/13 resulted in a -14.5% change. However, by 2014/15 this had almost recovered to the pre-tuition fee level.

48% of Croydon residents who enter HE have A levels, compared to 51% in London overall. This reflects our local strong 16-18 year old vocational level 3 delivery, enabling local young people who have undertaken vocational courses to progress into higher education.

Croydon (and London residents generally) are tending to study at London or SE England institutions (63% of cohort), suggesting that more young people may be choosing to live at home and commute to study. The most popular universities with Croydon residents are: Kingston, Portsmouth, Brighton, Greenwich, Roehampton and Westminster. 44% (in line with the London average) of our residents study at Post-92 former polytechnics, 22% at Pre-92 Universities (22%) 19% (23%) at Russell Group Universities and 10% (6.7%) at former College of FE.

The most popular courses of study are: business studies, psychology, computer science, sport science, economics, maths and management studies.

A 'good' degree is an important contributing factor to gaining employment and securing higher salary levels. 16.8% of Croydon residents achieved a first class honours degree in 2015, below the London average of 18.7%. Achievement of an upper second class honours was slightly above the regional average, 52.4% compared to 52.0%.

The good news is that a higher percentage of Croydon resident 2015 graduates entered full-time work (55.4%) than the London average (52.5%), and a lower proportion (6.7%) were recorded as unemployed (London average 7.6%). Slightly higher proportions also entered professional, associate professional or technical professions – 62.1% compared to 60.0%. The most popular occupations areas by these 2015 graduates were: wholesale and retail, human health and social work, professional scientific & technical, education, and financial & insurance services.

2.6 Croydon Skills Analysis – growth sectors and skills gaps

The largest employment sectors in the London south sub-region are:

- Health and social work
- Retail
- Professional, real estate, scientific and technical
- Admin and support
- Education
- Information and communications

The sub-region has higher than average employment in low to mid skilled professions, including caring, leisure, machine operatives and elementary occupations. Employment in some of these professions, in particular in mid skilled roles, is forecast to decline in coming years, posing a risk to future employment and economic growth. Many of the sub-region's largest employment sectors have already seen shrinkage in the period 2003-14, including admin and secretarial (-30%), sales and customer service (-12%), and machine operatives (-14%). The strongest growth has been in elementary occupations.

The employment make-up in Croydon has some notable variations from the national average, which again indicates increased risk from the predicted contraction of some sectors. According to the UKCES Employer Skills Survey 2015, the proportions of high skill and labour intensive roles in Croydon are below average, with middle skill and service intensive roles above average. There are less professional jobs, with more admin/ clerical, caring, leisure and other services, more sales and customer services and more elementary staff than average. If predictions are correct, this represents an over-reliance on middle skilled and admin/ clerical roles which are predicted to shrink, and suggests a need to encourage growth in high skill roles.

Notably just 39% of job-holders in the sub-region have a degree level qualification, compared to 51% in London overall. This poses a risk when the forecast growth of highly skilled roles and increased demand for higher level skills is considered. 24% of employees in Croydon are qualified to degree level which is below the average in London.

There are some local strengths such as care and service sectors, where there has been consistent regional growth in recent years. Developments in the borough are well aligned with forecast growth in several sectors – culture at College Green, professional and business services at Ruskin Square, and retail at Boxpark and Westfield / Hammerson.

Skills Shortages

CYP 20161206 AR06 youth employability

The overall level of skills shortage vacancies (SSV - vacancies difficult to fill due to candidates lacking suitable skills) and hard to fill vacancies (all vacancies difficult to fill) in Croydon is just slightly higher than the national average.

There are however notable variations in the level of SSVs in different sectors / skill levels

- Customer service – significantly higher rate of SSVs
- Service intensive – significantly higher
- Associate professionals – higher
- Care / leisure / service – higher
- Admin / clerical – lower
- Skilled trades – lower
- Machine operatives – lower
- Elementary occupations – lower
- Middle skill – lower
- Labour intensive – significantly lower ¹

Where the proportion of SSVs is higher or significantly higher than average, this implies either a lack of suitably skilled candidates locally (or willing to travel to work in the borough) and/ or a particular concentration of businesses in these sectors. It should be noted that the sectors with high levels of SSVs correspond to growing sectors, so there is good reason to focus on these sectors when considering issues such as the area review, skills devolution, and more locally the focus of employment and skills activity in the borough.

Coast to Capital (C2C) predicts growth in the following sectors in the LEP area:

- Advanced manufacturing and engineering
- Creative, digital and IT
- Green industries
- Finance and business services
- Health and life sciences

All of these sectors will demand higher level skills and qualifications, and in many cases specialist training provision not provided by mainstream schools and further education.

Tech sector growth

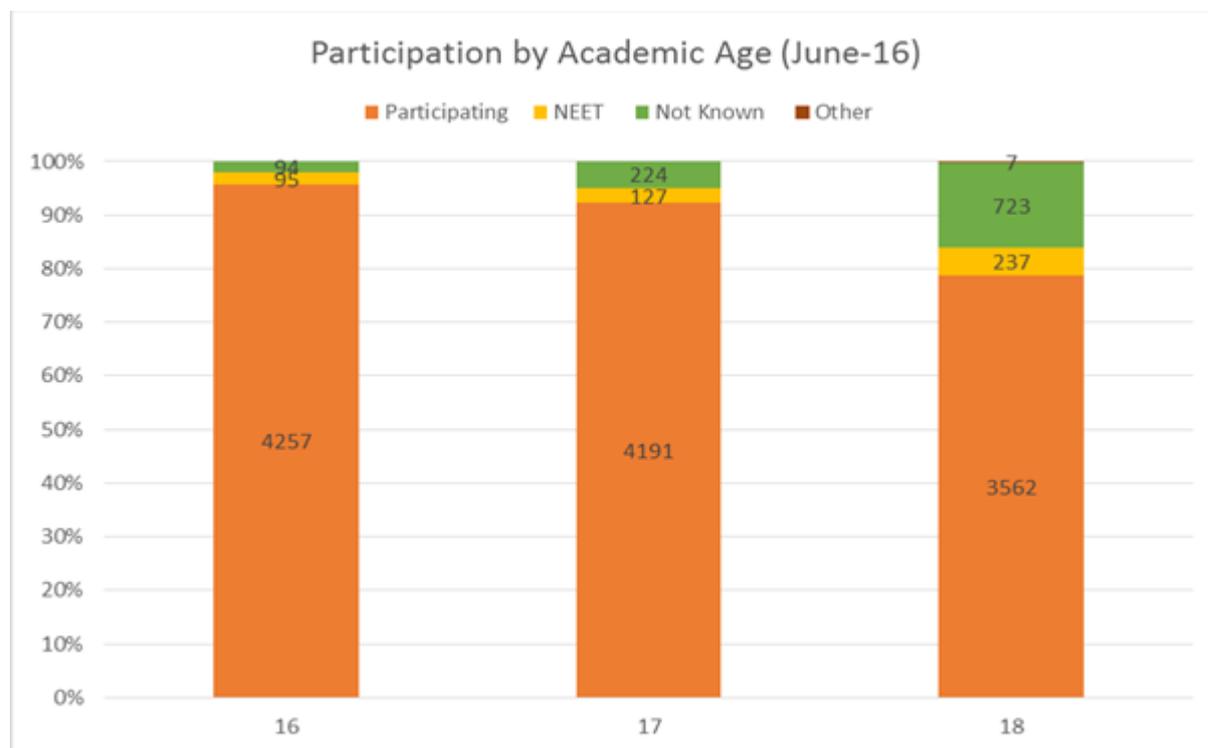
The tech sector promises much, and appears to be delivering growth, roles and wages above the national average. In the period 2011-14 job creation in tech ran at 2.8 times faster than the rest of the economy. Salaries were on average 36% higher than average, and the sector grew 32% faster than the rest of the economy.

There are over 320,000 jobs in the sector in London, having undergone 13% employment growth between 2011 and 2014. However much of this growth is located in inner London, with the sector in outer London either lagging behind or in some cases shrinking. 20% of companies are looking not only outside the UK but outside the EU for staff, and 40% report challenges in finding skilled staff. Key challenges are a lack of business skills and also up to date technical skills amongst graduates. Croydon has been targeting this growth industry by supporting the establishment of tech hubs in the borough, such as TMRW. To attract and retain tech businesses, Croydon needs to be able to train, provide and cater for the right candidates.

3. CURRENT SITUATION: PARTICIPATION & NOT IN EDUCATION, EMPLOYMENT OR TRAINING (NEET)

3.1 Participation

Our participation rate for the 16/17 year old age group is good. The most recently published DfE data (June-16) states our rate at 93.5%, which is just above the London average of 93.2% and well above the national average of 91.1%



As you can see from the graph above, our challenges have been tracking the participation status of 18 year olds (academic year 14), a situation which is reflected nationally and partly explains the policy decision to cease tracking and reporting on this age group.

Our local focus, in partnership with schools, colleges and training providers, on promoting post-16 participation, supporting 16/17 year olds into appropriate education and training and improved data management, has resulted in our participation rate increasing by 8.1% in two years, compared to a London average improvement of 0.8% and national of 1.4%.

Participation rates are slightly better for females and in terms of ethnicity, Asian has the highest rate and white the lowest.

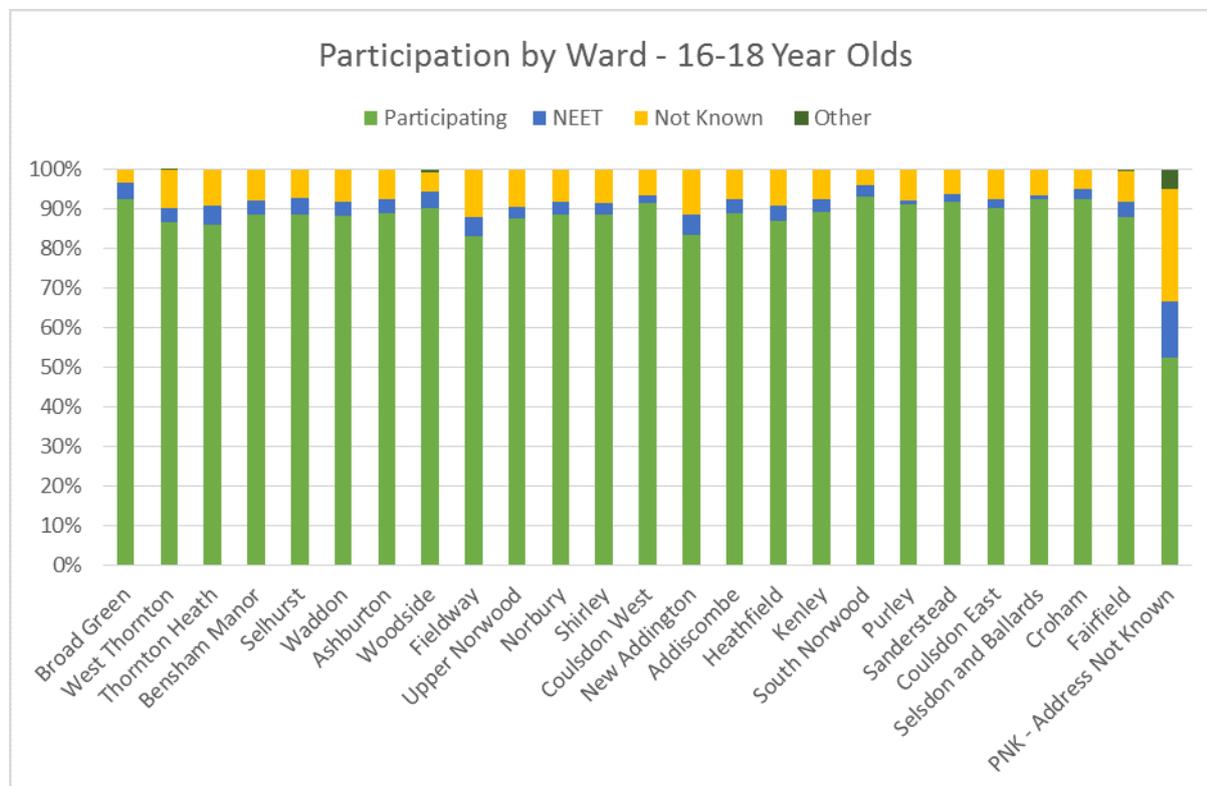
Our reported participation rate of 94.9% for young people with learning difficulty and/or disability (LDD) is much better than both London (90.5%) and national (86.8%) averages. However, this data needs to be viewed with some caution as some young people of this age group choose not to declare their LDD status and therefore official data may not accurately reflect the full LDD cohort.

Those young people supervised by our Youth Offending Service (YOS) typically have lower participation rates, c60% but this cohort represents a low proportion (0.5%) of the total cohort.

Approximately 2.5% of the total cohort are recorded as children looked after (CLA)/care leavers. However, this data needs to be viewed with some caution as some young people of this age group choose not to declare their CLA status and therefore official data may not accurately reflect the full CLA cohort. Of these, c74% are recorded as participating.

The majority (88.4%) of our young people are in full time education or training, with a further 4.7 % in apprenticeships. Whilst this apprenticeship rate is well below the national average of 6.3%, we do perform better than London (3.5%).

Participation for 16-18 year olds at ward level evidences variances across the borough, with Fieldway and New Addington having lower than average participation rates, whilst Broad Green, South Norwood and Croham perform well.



3.2 NEET

Our NEET rate (16-18 year olds) is fairly stable at between 3% and 4% of the cohort, which is in line with the London average and below the national average. NEET rates fluctuate across the year, but typically this equates to approximately 400 to 500 young people.

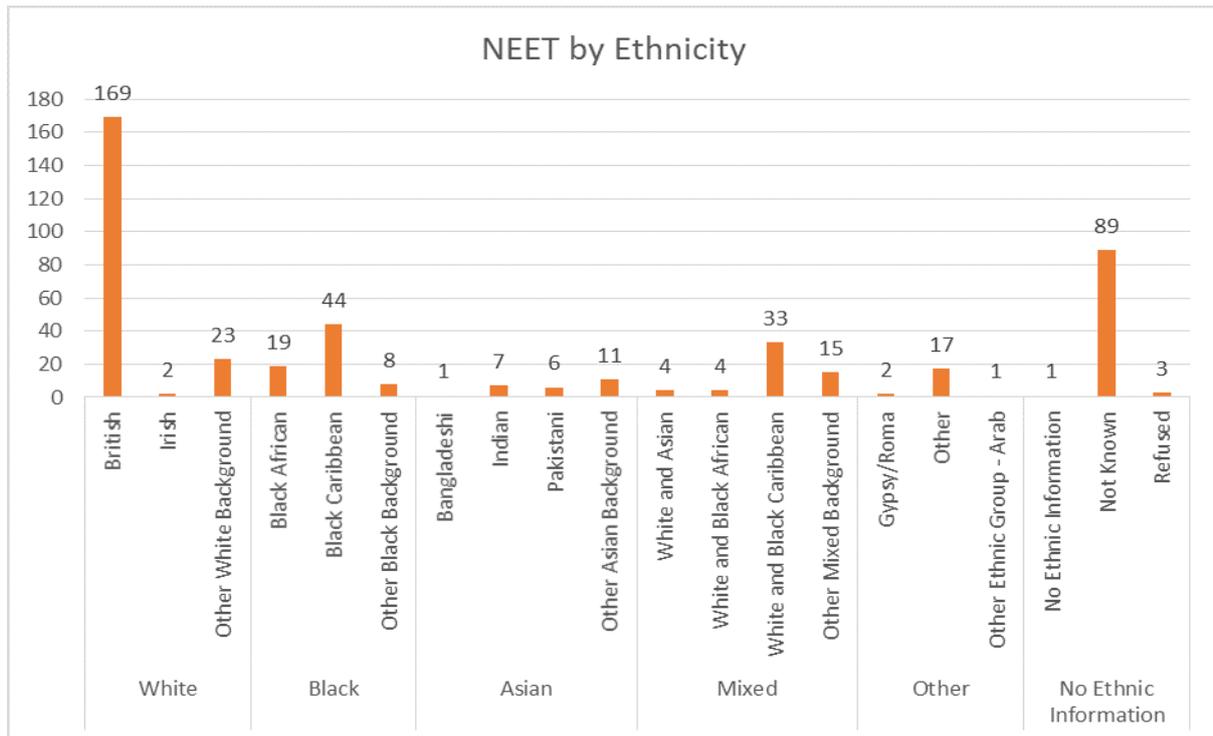
Of the young people aged 16-18 recorded as NEET in June 2016, the following characteristics apply. Please note that some young people will have more than one of these characteristics, others may have chosen not to declare specific characteristics or information is not known.

NEET 16-18 YEARS COHORT (JUNE 2016): CHARACTERISTICS		
Description	Volume	% of total NEET cohort
Total NEET cohort	459	100%
Male	274	59.69%
Female	171	37.25%
Academic Age 16	95	20.69%
Academic Age 17	127	27.67%
Academic Age 18	237	51.63%
Looked after/care leavers	71	15.47%
Supervised by YOS	18	3.92%
Learning difficulties and/or disabilities	5	1.09%

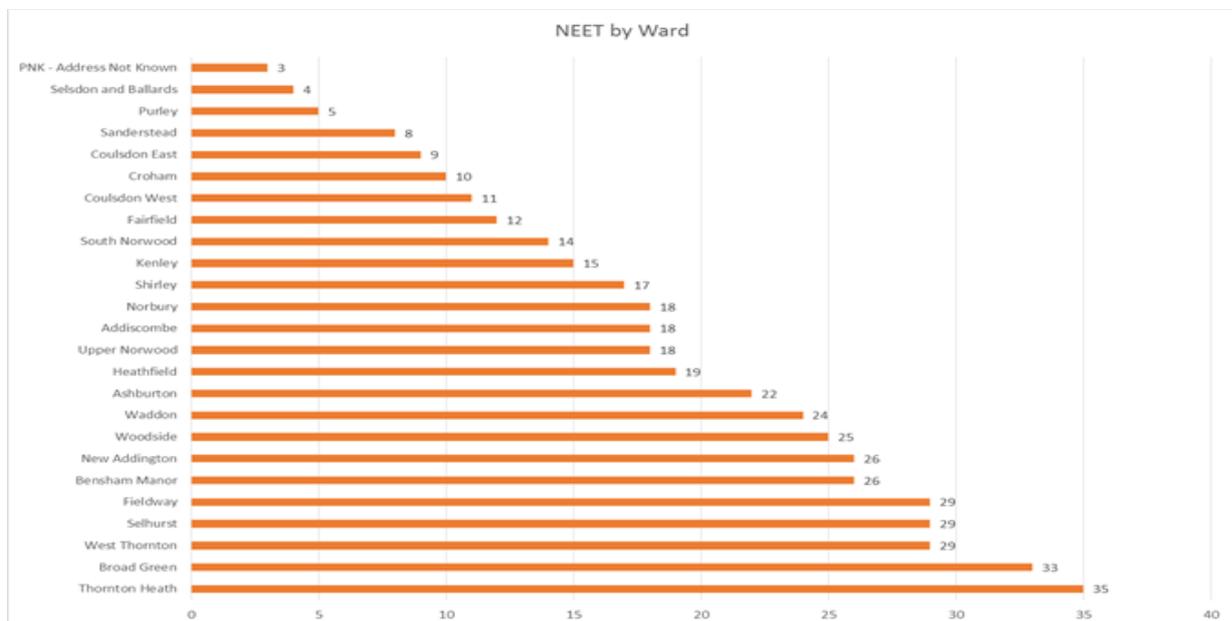
Those groups with disproportionately high NEETS are:

- Males: Almost 60% of the NEET cohort but the total cohort is fairly evenly split between males 51% and females 49%

- Academic age 18: Over half of NEETS are academic age 18, although they only account for 1/3rd of the total cohort. This implies that some young people are undertaking two years of post-16 education but having difficulties in gaining and/or sustaining further education, employment or training after completion of their sixth form studies.
- Looked after/care leavers: Account for over 15% of the NEET cohort but make up only 2.5% of the total cohort. This is a priority group for ESF funded provision and support.
- White: 42.27% of the NEET cohort are white, although they account for 35.52% of the total cohort. This variance of +6.75%, compares to Black -7.51%, Asian -6.39% and Mixed +2.83



There are wide variances across wards, but every ward has NEET residents. Further analysis at IDACI level has found that NEET rates are higher in areas of deprivation, although there are also NEET young people in our most affluent areas.



4. WHAT IS HAPPENING IN CROYDON TO SUPPORT YOUNG PEOPLE INTO FURTHER EDUCATION, EMPLOYMENT & TRAINING

4.1 Background

This section focusses on activities/initiatives being led, involving or coordinated locally by council officers in relation to preparing young people for work and ensuring that they have access to high quality impartial careers information, advice and guidance (IAG). It does not include all work on this agenda being undertaken by individual schools, academy chains, colleges, employers and other partners, which in some cases may be quite substantial.

It should be noted that the majority of resource for frontline delivery of youth employability, skills and careers advice is derived from LEP (London and Coast to Capital) priorities and mainly externally funded via European Social Funding (ESF) as there is limited local funding availability for this. In the future there may be implications arising from BREXIT, but the impact of this yet to be determined. This therefore needs to be flagged as a long term risk to the sustainability of some activities.

The majority of Croydon secondary schools are academies and therefore are largely autonomous, within statutory requirements, with regards to their strategy, use of resources and curriculum. This also applies to colleges, given their independent status.

This means that our LA role is predominantly focussed on encouragement, influencing and partnership to build local capacity, plus ensuring that both internal and external resources are coordinated and maximised for the benefit of our children and young people.

4.2 Summary of Activities

Title	Description
1. LOCAL RESOURCES & ACTIVITIES	
Post-16 Prospectus	<ul style="list-style-type: none"> • Issued to all Croydon school year 11 pupils in September annually • Provides details of local sixth form age offer and advice on next steps • Croydon schools, colleges and providers pay a fee to be included in the prospectus to cover the design, production and distribution costs. The 14-19 team resource the project management and coordination functions. • Any 'surplus' income generated is utilised to run local careers related events for Croydon children and young people • Croydon prospectus is available in hard-copy and online • https://www.croydon.gov.uk/sites/default/files/articles/downloads/Digital%20Interactive%20Post%2016%20prospectus%202016-17.pdf
16-19 Opportunities Bulletin	<ul style="list-style-type: none"> • Aimed at NEET young people and professionals/partners working with young people • Monthly bulletin highlighting local courses, traineeships, apprenticeships, and careers/employability events • Distributed to NEET young people and professionals via e-mail distribution list • Available in hardcopy and online • https://www.croydon.gov.uk/sites/default/files/articles/downloads/Steps%20to%20Success%2016-19%20Opportunities%20Bulletin%20October%202016.pdf
Education and Employment with Training Information Guide for 16-19 year olds	<ul style="list-style-type: none"> • Information for young people on where to find support • Distributed to NEET young people and partners via e-mail • Available in hardcopy and online • https://www.croydon.gov.uk/sites/default/files/articles/downloads/Steps%20to%20Success%20Education%20and%20Employment%20with%20Training%20Information%20for%2016-19%20year%20olds%20Version%2005.16.pdf
Careers network and e-bulletin	<ul style="list-style-type: none"> • Capacity building local schools/colleges ability to provide high quality IAG • Termly meetings of local careers leads in schools & colleges • Information & sharing good practice amongst local school/college careers leads • Guest speakers, including employers and HE institutions • Good representation from local schools/colleges at meetings • Monthly e-newsletter highlighting new policy, initiatives and opportunities
Post-16 Development and Curriculum Networks	<ul style="list-style-type: none"> • Focussed on improving post-16 standards, curriculum offer and progression via collaborative working arrangements • Information sharing on policy and good practice, including employability and enrichment curriculum • Termly meetings hosted by rotating schools/colleges

Title	Description
	<ul style="list-style-type: none"> • Guest speakers, including employers and HE institutions
Careers advice evaluation and action planning	<ul style="list-style-type: none"> • Capacity building local schools/colleges ability to provide high quality IAG • Conducted by a qualified careers professional in the 14-19 team in 2015/16 • Offer made to all secondary schools to undertake an evaluation of their IAG offer and support them in developing an action plan • Approximately 60% of schools participated, evaluation reports and action plans produced • Overall borough evaluation highlighted strengths and weaknesses. This led to development and delivery of tailored CPD programme (see below).
Careers CPD Programme	<ul style="list-style-type: none"> • Capacity building local schools/colleges ability to provide high quality IAG • Developed in response to careers advice evaluation • Programme of training delivered to schools careers leads, staff, governors and council colleagues during 2016 • Included one day event (June-16) run in conjunction with PLOTR, hosted by Croydon College and with input from local employers linking education to the world of work. This was attended by 60 delegates.
LDD/SEN work experience pilot	<ul style="list-style-type: none"> • Work experience pilot for pupils with learning difficulties and or disabilities • Partnership between 14-19 Team, Croydon Care Solutions and Priory School • 6 participants in summer 2016 term • Employers included: Toby Carvery, Crystal Palace FC, Dulwich College Sports Club, Croydon People First and Magpie Dance
Apprenticeships in schools	<ul style="list-style-type: none"> • Information provided to all schools on the implications of the introduction of the Apprenticeship levy and public sector apprenticeship targets. • Presentation delivered to Croydon secondary head teachers on the benefits of employing apprentices in their workforce. Further presentation planned for primary school head teachers. • Brokerage of support to schools regarding apprentice recruitment and training
Ad-hoc careers advice drops ins and fairs	<ul style="list-style-type: none"> • Targeted events (e.g. NEET and risk of NEET young people) involving training providers, colleges and employers. Events have included drop ins at Croydon Central Library, Careers Fair in the Community Space at BWH and more recently held in targeted schools/PRUS • Specialised Technology and Medical careers event being planned for spring 2017 – interactive workshops and demonstrations led by employers • 1-2-1 careers advice sessions offered by qualified team member to home educated children • For more generic audiences we now ‘piggy-back’ external careers providers’ events and promote these to our schools, colleges and young people • 14-19 Team e-mail and telephone help line service

Title	Description
ULAS	<ul style="list-style-type: none"> • Roll out this online resource to Croydon schools and colleges • Free to schools and pupils (participating employers pay 'sponsorship' to cover costs) • Provides pupils, parents and teachers with access to HE and employment preparation opportunities, including work placements, insight events and HE visits • Pupils can identify and record their ambitions and interests. School staff can then use this information to plan careers/HE related activities and/or access the opportunities on the site • CV and HE supporting statement builder • Record of achievement: reflection and recording of extra-curricular activities, including employability related activities • 18 Croydon secondary schools/colleges have recently signed up (summer 2016) • https://ulas.co.uk/
2. CROYDON LA PARTNERSHIP WORKING (CROSS-TEAM/DEPARTMENTS)	
14-19 Team – School Standards (People)	<ul style="list-style-type: none"> • Responsible for the development and implementation of all activities listed in 1 above and local lead/co-ordination of activities listed in 3. below • New role in the 14-19 Team (Employment Pathway Officer) dedicated to engaging and building relationships with local employers and generating a whole range of work related opportunities for local children and young people • Employer toolkit and best practice guides for employers, schools and young people in relation to pathways to employment are currently being developed • Team is working closely with Croydon Works Team to ensure that maximum benefit is achieved for residents with minimal disruption for employers • 14-19 Participation Officer's work is focussed on working with schools, colleges and providers to build capacity to deliver high quality careers advice, including identifying their needs in relation to careers and employability • Both the Employment Pathway Officer and 14-19 Participation Officer broker appropriate education – employer partnerships/links • Collaboration with Citizens UK and 'First Step' to align activities and maximise benefits for young people • The Team employs two team apprentices (>25% of the team's workforce) and regularly hosts work experience students.
Gateway & Welfare (People)	<ul style="list-style-type: none"> • The Gateway & Welfare Team and 14-19 Team have co-funded a NEET Caseworker for the pilot period of 12 months (commencing Sept-16) • This post was created in response to identification that we had no specific intensive support for those NEET young people who didn't meet specific vulnerable characteristics (e.g. care leavers, YOS or SEN). • Analysis of the 16-18 year old NEET cohort found that c25% were in a household in receipt of housing benefit and many of these had been NEET for 3 months or more • The 14-19 Team refer NEET young people to the caseworker who contacts them and offers support to both them and their wider household,

Title	Description
	<p>with the aim of getting them into and keeping them in education, employment or training.</p> <ul style="list-style-type: none"> • Early indications are that this intensive support is proving successful. Pilot evaluation will make appropriate recommendations for the future of this role – available budget permitting.
Croydon Works - Employment & Skills (Place)	<ul style="list-style-type: none"> • 14-19 team manager on steering group to represent interests of young people aged 16-19 • 14 -19 team members supported the Croydon Works Team with the launch and Box Park recruitment events, which resulted in recruitment of local young people to jobs. • Working collaboratively with 14-19 Team on a shared IT system to manage brokerage of employer opportunities to both individual residents (jobs) and also local schools/colleges (wider employability/careers related opportunities) • Croydon Works Account Manager and Employment Pathway Officer (14-19 Team) work together in relation to employer engagement • Collaboration with Citizens UK and 'First Step' to align activities and maximise benefits for local young people
Value Croydon (Resources)	<ul style="list-style-type: none"> • Involvement of the 14-19 team members to ensure that our contracting leverage is used for maximum benefit of local young people. Wish list 'menu' produced for this purpose and to inform contract negotiations. • Supported development of young people section of website • Contractors have already supported careers fairs, conducted mock interviews for pupils and recruited apprentices • http://www.valuecroydon.com/young-people
Croydon LA Employer of Choice Working Group (All)	<ul style="list-style-type: none"> • The working group leads on the following areas as they relate to the council's workforce and that of its contractors: apprenticeships, traineeships, work experience, internships, supported internships, and other related activity such as work taster sessions and liaison with educational establishments in the council's role as an employer. • Set up summer-16 with an initial focus on the Council's apprenticeship programme and to address implications arising from apprenticeship levy and public sector commitment to apprentices in the workforce • Task and finish group established to make proposals for Council's Apprenticeship programme • Representation from across the Council (People, Place & Resources), including Employment & Skills, HR and 14-19 Team
3. REGIONAL STRATEGY, DEVELOPMENT, BROKERAGE & CO-ORDINATION	
London Ambitions Careers Offer	<ul style="list-style-type: none"> • Sets out seven recommendations for the London Ambitions Offer to transform the landscape of careers and employment support for young people across London • All London boroughs are signed up to the Ambition and the London Ambition 'Ambassador' for Croydon is in the 14-19 Team • Supported by Mayor of London and London LEP, with available resource (e.g. ESF and EAN) being targeted towards fulfilment of these recommendations • Major employers support and champion London Ambitions

Title	Description
	<ul style="list-style-type: none"> • The 14-19 Team promotes this as good practice and encourages local schools and colleges to work towards the London Ambitions. • The London Ambitions portal has now been launched. It allows employers to promote their opportunities (e.g. work experience placements, insight days, careers talks) and support for schools/ colleges to develop their future workforce. Schools and colleges can access these opportunities via the portal. • Recommend alignment of any local offer to London Ambitions as this is where regional investment in resources is being focussed.
London 14-19 Leads Network & London South Cluster sub-group	<ul style="list-style-type: none"> • London-wide partnership to share information and good practice, commission research, develop regional strategy and maximise funding availability via working collaboratively across boroughs • Sub-regional sub-groups have a major role in coordination of regional and sub-regional contracts, including ESF, as well as having a joint voice for lobbying central government • Commissioned the Intelligent London Information site which is an interactive tool for analysing education and skills for young Londoners down to borough level - http://www.intelligentlondon.org.uk/
Enterprise Adviser Network (EAN)	<ul style="list-style-type: none"> • EANs connect the world of work to schools and colleges with senior business leaders (Enterprise Advisers – EA) working with individual schools to develop employer engagement plans • The EANs are funded by local LEPs and coordinated via the Careers & Enterprise Company. • Both London and Coast to Capital (C2C) have identified Croydon as a priority borough. • The 14-19 Team has facilitated an initial meeting with London and C2C EAN area managers and the Careers & Enterprise Company regional lead to agree coverage and joint working arrangements in Croydon. Sufficient capacity to offer every secondary school, college and PRU an EA. • EANs presented at our PLOTR event in June-16. • Delivery plan being developed and local EAs being sourced and recruited. Final plans to be signed off by the respective LEPs. • Anticipating delivery to commence later in the 2016/17 academic year.
Higher Education Networks	<ul style="list-style-type: none"> • Progression into HE by Croydon residents, particularly those from disadvantaged backgrounds and/or first generation into HE, is a priority. • We work strategically with a number of partners, including London HE networks and individual universities, to create opportunities for our children and young people. This includes brokering relationships between specific HE institutions with local schools to arrange university visits, events, careers fairs etc. • Annual HE progression report is produced in conjunction with London Councils and East London University. This analyses where our residents are studying, who they are (e.g. ethnicity, gender) what they are studying and progression beyond under graduate courses, e.g. employment sectors and job levels. • Information shared via Careers and Post-16 networks

Title	Description
London Youth Programme	<ul style="list-style-type: none"> • The London Youth Programme addresses London LEP priorities for 16-24 year olds in relation to sustained participation in employment, education and training. • 9 strands to the programme addressing matters such as NEET, risk of NEET, employability and careers offer for young people aged 15-24 • Co-funded by European Social Fund (ESF) and the Skills Funding Agency • Croydon Council representation on the London ESF working groups which undertook local needs analysis, recommendations to the LEP and supported the development of contract specifications to meet local needs • LAs have a local coordination role. Given the number of providers in Croydon (9 prime contractors and numerous local contractors), we have had an initial meeting to bring all local youth programme providers together to agree ways of working and ensuring delivery is targeted where most needed. • The 'Youth Talent' strand is focussed on employer engagement in growth sectors to raise awareness, broker relationships and generate opportunities such as work experience, internships and apprenticeships. SEETEC has won the contract for London south cluster area • Delivery of programme from Sept-16 to March-18 • Total value of London south cluster (Croydon, Kingston, Richmond, Merton, Sutton, Bromley and Bexley) youth programme contracts is c£9m

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BACKGROUND DOCUMENTS: None