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Swansea's Approach to NEETs

Beyond Bricks & Mortar

Embedding Social Benefit Clauses into Contracts - Our Approach:

Beyond bricks & Mortar is the City & County of Swansea's initiative for adding value to its regeneration contracts:

- Dedicated resource - "Beyond Bricks & Mortar" Team
- Engagement with CCS stakeholders
- Report to Cabinet – Council Policy
- TR&T to be a core requirement of all suitable contracts

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What does Beyond Bricks & Mortar do?

- Put social benefit clauses into contracts to create opportunities for people and business, focussing on Targeted Recruitment and Training
- Work with Main Contractors/Developers and local sub-contractors to identify opportunities
- Facilitate the recruitment of trainees by working with organisations who are helping unemployed, economically inactive and NEETs
- Monitor the achievement of targets

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BB&M Social Benefit Clauses – contract requirements:

- A number of person weeks for trainees
- A number of work experience weeks
- Vacancy notification to BB&M
- Trainee recruitment through BB&M sources
- Use of local sub-contractors, wherever possible and advertising sub contract opportunities onto Sell2Wales

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BB&M Social Benefit Clauses – Meeting the requirements:

- Training should be cost neutral
- BB&M will assist in sourcing of trainees
- Grants and training allowances may be available
- Trainees may be new to the industry or redundant workers
- Trainees should be considered for permanent employment
- Contractors decide whether to take on all trainees or ask sub-contractors

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What have we done so far?

BB&M is in its 3rd year and so far:

- 51 Contracts have had social benefit clauses included in the tender;
- 83 individuals received opportunities for work and training through BB&M;
- All appropriate procurement within the Council include BB&M clauses;
- BB&M work with other public sector bodies in the area to encourage the use of social benefit clauses and TR&T within their procurement.

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Real Opportunities for Real People

Case Study:

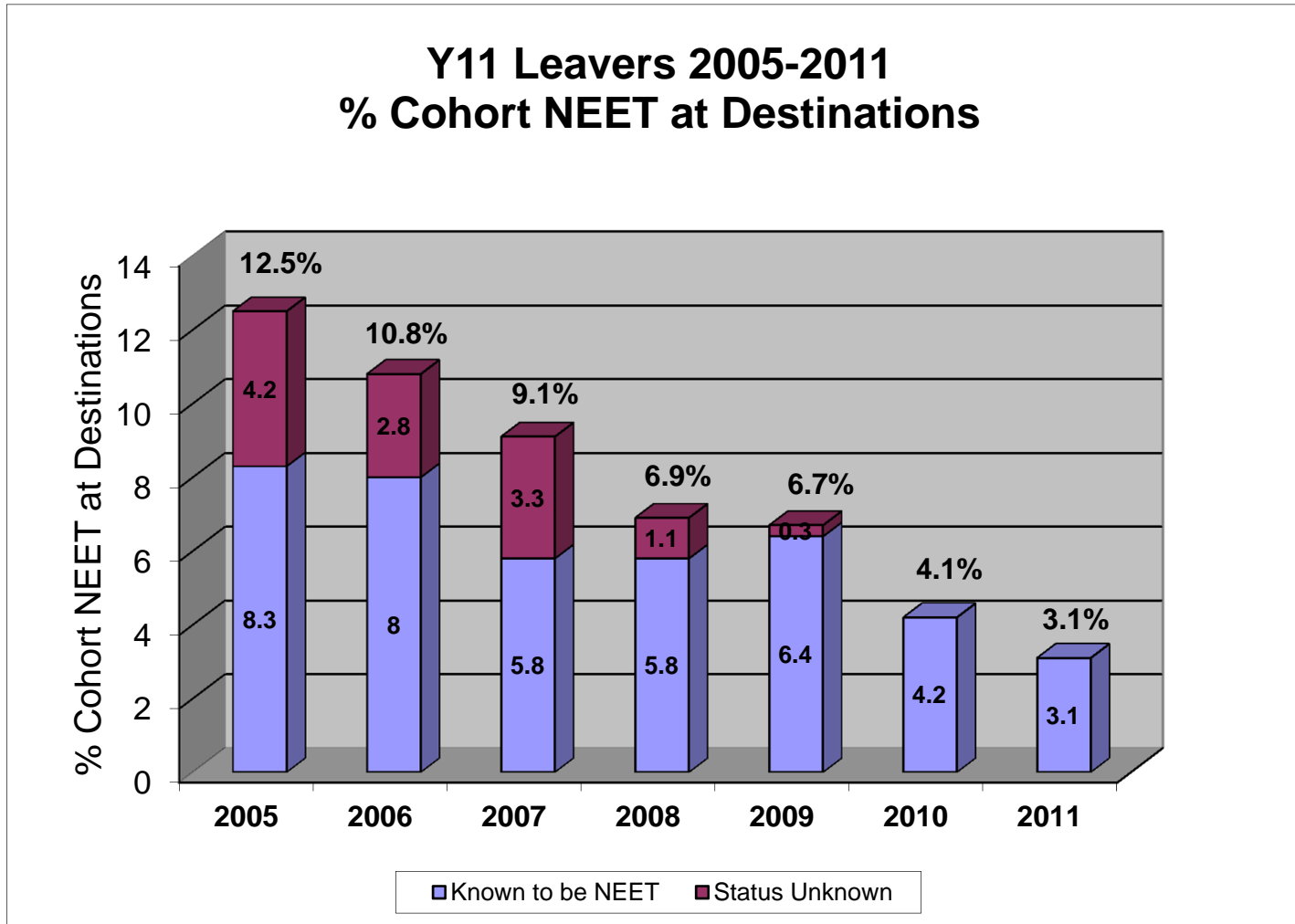
One of our other successes has been an individual who was referred to us directly from the NEETs programme – having turned his life around, after leaving school with little prospects, being made redundant from his apprenticeship as a plumber left Jordan at risk of going down the wrong path again, an opportunity through BB&M for a plumbing apprenticeship arose and he was successful against many other candidates to secure a position.

NEETs – The Swansea Story

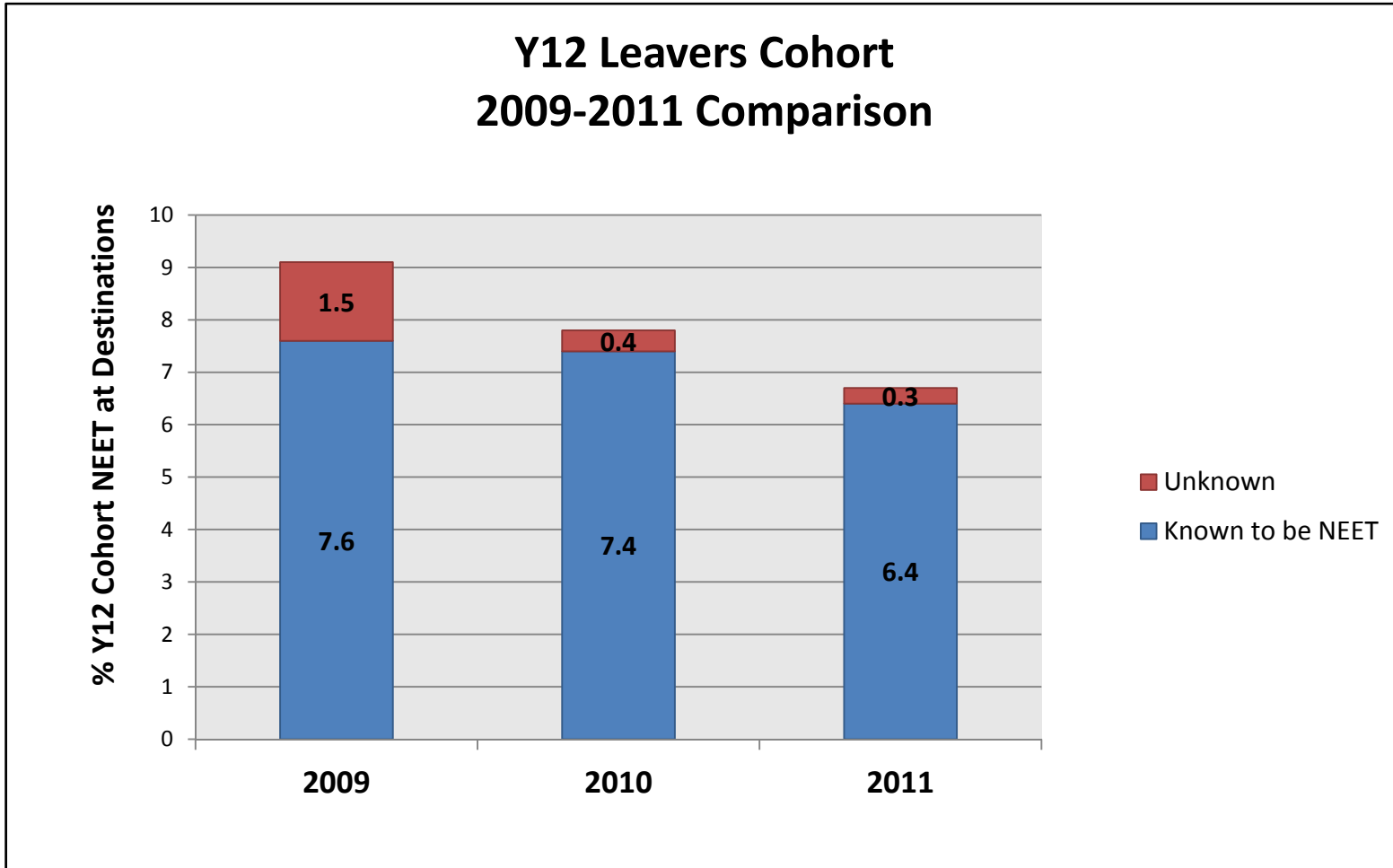
Recognised as good practice:

- The Welsh Assembly Governments - Enterprise and Learning Committee's report on Young People not in Education, Employment or Training, (Oct 2010).
- Welsh Governments - Efficiency and Innovation Programme, New Models of Service Delivery NEETs Study, (Sept 2011).
- Swansea University – Research into Good Practice Continuous Improvement Models, (Jan 2012)
- Fair Society, Healthy Lives: The Marmot Review, (Feb 2012).
- NFER – Approaches to supporting young people not in education employment or training – a review, (April 2012)
- Municipal Journal Local Government Awards – Delivering Better Outcomes, (June 2012)

NEET 2005-2011



NEET 2009 - 2011



Increasing the proportion of young people in EET

Catrin's Story



Approach....

- Early Identification of those at risk of NEET (Yr11)
- Early intervention
- Transitional support
- Destination survey
- 5 Tier Model of Engagement

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Governance; Leadership; Ownership; Accountability

The 4 Principles of reducing NEET

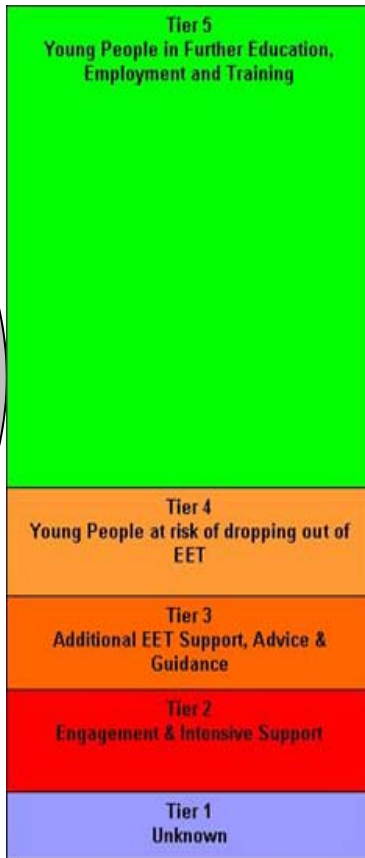
NEETS – Who Are They?

- Who is 'at risk of NEET' in Y10 and Y11?
- Which schools do they attend?
- What characteristics do NEET and 'At Risk of NEET' young people present - Gender, Ethnicity, Vulnerable Groups ,....?
- Where do they live?
- How long have they been NEET?
- What support are they receiving?
- What EET opportunities are they seeking?

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Know your NEETs

- ✓ Right Systems
- ✓ Early Identification of those At Risk
- ✓ Robust Baseline Data
- ✓ Information sharing protocols and processes
- ✓ Multi-agency data collection, collation & analyses



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5 Tier Model of Engagement

- ✓ Keeping In Touch
- ✓ Assessment, Engagement & Referral
- ✓ Appropriate Provision at each Tier
- ✓ SLA's with key providers
- ✓ Monitoring & Tracking

Improving Services to NEETs

- More young people placed on their first choice (appropriate) EET destination
- More young people clearly progressing in their EET engagements – e.g., from pre-entry, to level 1 then 2 – and successfully into employment
- Fewer young people dropping out of EET
- A reduction of the average time taken for young people who have dropped out of EET to re-engage
- More support packages in place for NEETs

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Performance Measurement

- ✓ Citizen-centered Performance Indicators
- ✓ Accurate recording & reporting
- ✓ Information used to plan and commission services

Questions?

Contacts

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