

Telford and Wrekin's commitment to tackle youth unemployment

Summary

Telford and Wrekin Council is committing to tackling youth unemployment by holding a 'Jobs and Skills' Fair, supporting 360 young people into a positive destination through a range of interventions, providing 100 work experience placements and delivering 150 apprenticeships. This will be achieved through leveraging the council's role as an 'employer', a 'service provider' and a 'facilitator and broker'. To support this agenda, Government can address some of the systemic issues which act as a barrier to tackling youth unemployment, for example data sharing.

Aims:

Telford and Wrekin Council is leading the way in tackling youth unemployment and we will continue to deliver against a series of pledges as set out in appendix 1.

Over the last 12 months Telford and Wrekin has seen unemployment generally fall by a third and youth unemployment fall by a massive 57% and we want to see this downward trend continue.

Commitment:

We will:

- Hold another 'Jobs and Skills' Fair in March 2015
- Support 360 young people into a positive destination through a range of interventions
- Provide 100 work experience placements
- Provide 150 apprenticeships

Approach:

We will achieve this through our role as an 'employer', 'service provider' and 'facilitator & broker'.

- Major employer in the Borough - we will lead by example through our employment and recruitment practices to support and provide opportunities for young unemployed people, and as Corporate Parents provide additional support for children in care as well as those with learning difficulties.
- Provider of interventions and a source of funding - we will have a direct and positive impact on tackling youth unemployment and at the same time ensure that these are aligned with our approach to working with business, providing solutions to meet business needs and promoting the Borough as an investment target through campaigns including 'Invest in Telford'.
- Prominent organisation - we will act as independent broker and facilitator, bringing together organisations to effectively tackle youth unemployment whilst also providing impartial advice and dedicated support to young people.

Government Support:

To help achieve this and to build on all of the good work that has been done to date, we need government to address the systematic issues which act as a barrier to tackling youth unemployment around data sharing with the DWP to enable us to better use our resources together in the borough.

We also encourage Government to commit to payment by results for Local Authorities supporting people into work, as in the work programme.

Appendix 1: Telford and Wrekin's pledges for tackling youth unemployment

The infographic features a large speech bubble on the right containing the text 'Tackling YOUTH Unemployment'. On the left, the text 'Our Pledges' is written in a stylized font. Below this, the infographic is divided into two main sections: 'Our role as an 'Employer'' and 'Our role as a 'Service Provider''. Each section contains several numbered pledges (Pledge 1 to Pledge 7) detailing specific commitments to address youth unemployment.

Our Pledges

Tackling YOUTH Unemployment

Our role as an 'Employer'

Pledge 1
We will provide on an annual basis **100 work placements** across the council to those young people who have identified a lack of work experience as a barrier to employment. Placements will be for **12 weeks**, expose participants to a range of work across the authority and **include employability training, a guaranteed reference and ongoing support** into employment or training.

Pledge 2
We will provide a **minimum of 150 apprenticeships** and improve the quality of and access to our programme, offering a **wider range of experiences** and employment opportunities across all council services as well as outside of the Council.

Pledge 3
We will develop and implement a **reward scheme to incentivise positive performance** and ensure our apprentices and work placements are job ready.

Our role as a 'Service Provider'

Pledge 1
We will **know who these young people are and what their barriers are to employment** by adopting a single record client management system to drive intervention and support.

Pledge 2
We will develop a script for front line staff across the council and partner agencies so we can **effectively signpost unemployed people to the suite of support available** and ensure we own the support an individual's journey from start to finish.

Pledge 3
We will launch a rolling programme of **one to one support for 200 young people** by providing the opportunity to work with an **"Employment Coach"** to help them on their journey to employment - from support with filling in an application to helping you plan your journey to work - **we'll be there**.

Pledge 4
Through collaboration with Telford College of Arts & Technology (TCAT) we will **increase our number of Job Junctions** from 8 to 15 and opening times from 16 to 30 hours per week to **ensure provision in an area of need** and will **focus training and support on entrepreneurship and employability** linked to local labour opportunities.

Pledge 5
We will ensure **employment opportunities** for young people are **maximised through our external contracts with suppliers**.

Pledge 6
We will develop and **launch a brand to unify the range of initiatives** from the Council, partners and employers, available to support young people into employment or training.

Pledge 7
We will **launch a virtual, web based, one stop shop** to bring together employers and potential employees through interactive forums, you-tube postings by business leaders and young people who have overcome barriers to secure employment, listing of forthcoming job opportunities etc.

Our role as a 'Facilitator & Broker'

Pledge 1
We will **identify up and coming employment opportunities** with existing employers as well as those associated with new developments such as Southwater and will **upskill local people** to ensure they are **ready and able to access these opportunities**.

Pledge 2
We will **secure business ambassadors** who will **pledge to help address youth unemployment** directly through their own recruitment practice and indirectly through engagement with children and young people on local skills needs and will reciprocate this commitment through support and collaboration.

Pledge 3
We will launch an **'apprenticeship hub'** for local employers to reduce the administrative burden to employers, facilitate apprenticeship sharing across organisations and promote the financial and organisational benefits of "growing your own" through traineeships and apprenticeships and will launch a trainee/apprentice of the year award.

Pledge 4
We will **launch a jobs fair** at The International Centre in March 2014 at which there will be access to jobs, support with cv writing and employability skills as well as inspirational talks from business ambassadors and young people.

Pledge 5
We will work with schools, education providers and the community to **ensure young people are equipped with the knowledge to make informed decisions about their futures** based on up to date information on skills requirements now and in the future.

Pledge 6
We will **broker transport solutions** to ensure young people have access to employment centres or training opportunities including effective signposting and subsidising journeys where required.