

## **Appendix 1 - Detail on best practice models for City Youth Pledges**

The following synopsis of pledges from other locations provides insight into the possibilities that a commitment in the form of a pledge or guarantee can have and highlights examples of innovation that could be replicated within the Belfast City approach.

### **Edinburgh Guarantee**

The Edinburgh Guarantee scheme was developed in 2011 with the vision that all sectors of the city would work together to ensure that every young person in Edinburgh would leave school with a positive destination of their choice. It was developed following the economic downturn, as young people were finding it harder to find a positive outcome after leaving school. Edinburgh City Council developed a partnership with private sector corporates and the public sector to tackle this problem. Standard Life was one of the key partners in this initiative and they seconded a staff member to lead the work.

The Council established an Employer Engagement Team. This team worked to connect schools (and young people) with employers through a range of different collaborative projects.

Another key element of the project was an online platform. This was used by employers to advertise apprenticeships and jobs. The Employer Engagement team worked with the employers to advise on how the opportunities could be made more attractive to young people. The website is also used to inform teachers on the areas that most opportunities are arising so that they can ensure skills are being developed in those areas. In terms of young people, the website has a tool in which they choose the jobs or areas they are most interested in and get an alert when apprenticeships or jobs come up in that area.

Since 2011, this scheme has identified 3,200 jobs, apprenticeships or training opportunities in which over 2,200 young people have been matched to. The school leaver destination results are now standing at a 10-year high average of 91.4% - an increase of 10% from 2011. The council has also increased the number of Modern Apprenticeships in its employment from 27-137 (the highest ever for the council) and over 500 other employers have contributed to this success.

### **New Anglia Youth Pledge**

The New Anglia Youth Pledge (established in 2016) aims to ensure that every young person in Norfolk and Suffolk, between the ages of 16-24, will get the support that they need to get into education, training or employment.

There are three elements to this programme. Firstly, they have developed the “New Anglia Enterprise Adviser Network”. This is a national programme being delivered at a local level across Norfolk and Suffolk. It recruits senior business leaders to work voluntarily with secondary schools and colleges as ‘enterprise advisors’. The aim is to improve the quality and consistency of careers, work related and enterprise education that is delivered to students. The volunteers bring their wealth of knowledge and expertise of the world of work to help develop a comprehensive action plan for careers education for young people aged 11-18. The

second initiative is “MyGo” which aims to ensure that all 16-24 year olds in Ipswich and Suffolk have the right tools and support to progress their careers, with access to local jobs vacancies, apprenticeships, education opportunities or training courses. They offer free 1-2-1 career coaching, personal employment support, training and accredited courses, recruitment events, exclusive job opportunities, apprenticeships and benefit advice. Their main programme, MyPath, is a comprehensive three-week employability course that includes activities around application forms and cover letters, the hidden job market, employment rights and responsibilities and effective communication and body language. Despite its success, the funding for this national initiative will run out at the end of this year.

The third element is a targeted employer engagement programme. The “Youth Pledge Marque” rewards those businesses that pledge to develop the workforce of the future by offering work experience placements, employing apprentices or working with schools or colleges through the Enterprise Adviser Network. The marque is intended to give businesses the chance to demonstrate their own commitment and encourage other employers to do the same.

### **Wolverhampton: Wolves@Work**

Wolverhampton City Council developed the Wolves@Work programme in 2017. This is a three year programme aimed at getting 3,000 people into sustained employment, including 1,000 young people.

Wolves@Work provides a business service that aims to tackle unemployment by working with businesses and those that are unemployed, including young people. These business services are committed to helping businesses find the right staff first time. Each business is linked with a dedicated recruitment team that ensures that the business is investing its money and time into the right people. It provides businesses with a dedicated account manager that supports them with organisational skills, manages the entire recruitment process, provides access to recruitment fairs and establishes links between that business and local education/training providers. In terms of the young people, the programme provides them a dedicated work coach who helps them throughout the process; career planning, developing skills, links with employers, advice and guidance on CV writing, support in preparing for interviews and 12 weeks of follow up support once employment is gained. In terms of success, the Wolves@Work programme helped put almost 500 people into jobs in just four months of its official launch.

Wolverhampton Council has also invested significantly in promoting apprenticeships by providing employers with Apprenticeship Incentives; for every 16-18 year old employed as an apprentice, the employer will receive a £1,000 payment to support that individual through their apprenticeship. Likewise, for every 19-24 year old apprentice employed who has formerly been in care or who has an Education and Health Care plan, the employer will receive a £1,000 payment to support them. As a result, there are now apprenticeships underway in more than 170 industries covering 1,500 job roles in occupations ranging from engineering and hospitality to construction and legal professions.

## **Nottingham: Nottingham Jobs Pledge**

The Nottingham Jobs Pledge recognises that youth employment isn't just a community issue and that it affects the day-to-day operations of businesses who could be taking advantage of the talent of young people in the community. As part of their pledge, the city council has designed a range of activities to support young people who are NEET and unemployed city residents to help them re-engage with education, training or employment. This is known as the Nottingham Works programme which consists of a number of inter-related programmes designed to help these specific young people in Nottingham to progress into education, training and employment opportunities. These elements include:

*Step into work plus:* an extension of the existing Step into Work programme that provides mentoring and support to help those aged 18-29 prepare for the world of work. The "plus" element provides additional community outreach to those aged 18-29 who are unemployed or economically inactive, to engage in mentoring, work readiness training and employment activity.

*Nottingham Traineeship and Nottingham North Traineeships:* these are designed to enhance the current offer to 16 and 17 year olds (18-24 year olds in Nottingham North) who are NEET by providing them with a weekly allowance to participate in these traineeship programmes. The participants can access an allowance of £40 for each completed week of their traineeship programme as well as a hardship allowance. Employers can benefit from an employer incentive of up to £450 towards the costs of providing a work placement opportunity.

*Intensive careers support:* is designed to provide advice and mentoring from dedicated Nottingham and Nottinghamshire Youth Support (NNYS) advisors and support 16-18 year olds to move on from school. Through this scheme, young people can access a dedicated mentor/advisor to provide one to one support and advice to secure and remain in education or training and a hardship fund to contribute to initial transport, IT equipment and childcare costs of where these are creating barriers

*Job Fund Plus:* is designed to support employers to create six-month long jobs for unemployed or economically inactive 18-29 year old city residents from one of the programme's target groups. These are young people who are considered to be at risk or involved in gang activity, those who are ex-offenders, those who have mental health issues or those who have been unemployed for at least 26 weeks. Participants can access specialised support to enhance their retention in employment and a hardship fund to reduce barriers to participation. Participating employers are able to access 70% of an employee's National Minimum Wage, a £500 contribution to the costs of appropriate training for their employee and a dedicated mentor for each placement.

*Nottingham gets 2 work:* this offers free public transport, tickets and passes, bikes, accessories and cycling support to help 16-29 year olds who are NEET to travel to interviews, new training courses, apprenticeships and employment.

## **Auckland, NZ**

Auckland provides a package of support to help young people into training and work. Activities include:

*Job Fest:* A large-scale jobs and careers fair that brings employers and young people together. From these events, young people gain a better understanding of career pathways within organisations and how entry level roles can lead to more exciting careers over time. The first JobFest in 2015 had 40 businesses looking to hire young people, and resulted in 120 young people being employed. The second, in the same year, boasted more than 60 employers and resulted in 150 young people being employed.

*Auckland Youth Employer Pledge:* The pledge partners are committed to finding ways to engage with young people who are looking for work and creating more opportunities, pathways and support for young people to find employment and stay employed. As part of this, Auckland City Council itself has developed three pathways to create opportunities for Auckland's career starters: the Cadet, Intern and Graduate Programmes. On the Cadet programme, the young people start on a one-year fixed term contract in which they gain work experience in areas such as libraries, customer services, and licensing and compliance. The Intern programme is a shorter course of three month in which students get valuable work experience within the council in which, after completion, they have the opportunity to join the graduate programmes. On the Graduate programme, graduates complete a two-year rotational schedule working with different terms within each department of the council, before moving into a permanent role.

*Community Youth Employment Initiatives:* this includes a number of schemes aiming to get young people into employment in a number of different industries. For example, BuildAKL is a course specifically designed around getting young people into employment in the thriving construction and infrastructure industry; while IDEASTarter aims to get young people into a more business-focused route. IDEASTarter is a competition to help young Auckland entrepreneurs turn their ideas into a real business. This runs alongside another business programme, Lion Foundation YES, which has been established to help students set up and run real businesses while building up foundational business skills and networks along the way.

*YouthFull:* this is a well-developed website which gives young people direct access to employers and jobs, allowing these young people to pitch for jobs directly to employers, using videos, presentations or any format they like. Added to this, the website provides free online courses that help young people to get the skills employers are looking for.

In recognition of the importance of employer engagement, participating Auckland employers have been continuously recognised for their commitment to employing and developing Auckland Youth at the 'Young at Heart' Youth Employer Pledge Awards. More than thirty Auckland businesses have joined the Youth Employer Pledge programme to date, pledging 365 youth employment opportunities. The programme has helped, directly or indirectly, more than 5,000 young people become work ready and has unlocked more than 2,000 job vacancies, filling nearly half of them.