

Executive Member Response To Training and Employment Opportunities for Young People Scrutiny Review

Date Recommendations agreed by Development and Scrutiny Committee:

Economy, Enterprise and Transport Development and Scrutiny Committee, Wednesday 13 February 2013

Date responses should be made by:

Executive responses should be received by Friday 5 April 2013

Recommendations:	Executive Response:	December 2014 Update:
1. That the Head of Planning and Regeneration and other Officers be requested to consider starting a local Directory of Business and other large employers such as the NHS who are willing to visit local schools and talk about their careers / what qualifications needed/ routes to employment / barriers etc, as detailed at paragraph 3.10.1 in the	This has not been started yet, but will be factored into the work programme of the regeneration team in 2013/14.	<ul style="list-style-type: none"> ▪ Specific work has not progressed, however a number of related activities have taken place.

report.		
<p>2. That the Head of Planning and Regeneration and other Officers be requested to consider positively exploiting Stevenage’s position as a leader in centres of excellence (such as Life Science / Bio Science and Defence) as detailed at paragraph 3.10.2 in the report.</p>	<p>This is now underway with the Regeneration Team, key industry sectors are being targeted as part of the inward investment programme. Further initiatives will be delivered over the next 3 years. A business survey is currently underway, and a key questions within this survey seeks to ask local employers about apprenticeships.</p>	<ul style="list-style-type: none"> ▪ The Stevenage brand campaign has focussed on promoting Stevenage as a high-tech location to invest in; ▪ Joint promotional events with the Bioscience facilities have been hosted; ▪ The Life Science, bioscience and defence industries were promoted at MIPIM and through promotional and inward investment literature.
<p>3. That the Head of Planning and Regeneration and other Officers be requested to consider replicating the Kirklees Council’s initiative of surveying its 1400 businesses to ask ‘whether they had or would consider taking an apprentice?’ Using the results to promote the National Apprenticeship Service as detailed at paragraph 3.11 in the report.</p>		<ul style="list-style-type: none"> ▪ A survey of business was carried out in February 2013 – including questions about skill shortages and apprenticeships; ▪ 500 businesses were contacted; ▪ In May 2014 an ‘Employment Special’ e-bulletin was distributed to approx. 500 businesses – it promoted apprenticeships and newly launched traineeships.
<p>4. That the Head of Planning and Regeneration and other Officers be requested to consider exploring with the Council’s contractors (on major contracts such as the Decent Homes Contract), as part of the companies’ corporate social responsibility, offering youth activities leading to further training and</p>		<ul style="list-style-type: none"> ▪ 250 club was launched in October, 2013 – to encourage employers to engage with job seekers; ▪ 260 opportunities have been identified as created through

<p>potential direct employment routes for young people as detailed at paragraph 3.12 in the report.</p>		<p>the initiative;</p> <ul style="list-style-type: none"> ▪ SBC worked in partnership with the Prince's Trust, JC+, Youth Connections and Wentra.
<p>5. That partners at HCC Children's Services and Stevenage Educational Trust be requested to consider the issue raised by students regarding increasing the visibility and access to the Careers Advice Service in schools, and for more variety of careers talks in school as detailed at paragraph 3.15.1 in the report.</p>		<p>No data.</p>
<p>6. That the Head of Planning and Regeneration and other Officers be requested to approach local employers to determine their understanding of what constitutes an apprenticeship; the employers expectation of potential applicants for their schemes; and to consolidate and circulate responses to schools in the Borough to enable pupils to make a more informed career choice in respect of apprenticeships.</p>	<p>An apprenticeship event is planned for June 2013, that will aim to positively promote apprenticeships to local employers. A strong Young Enterprise and Princes Trust also operate within Stevenage. The Jobs Centre Plus team are also involved in promoting apprenticeships and have requested support and contacts from the Council to promote available incentives, and subsidies to local employers.</p>	<ul style="list-style-type: none"> ▪ A Youth Employment event was held on 28 June, 2014; ▪ 114 young people attended: 40 filled in job cards; 38 applications made.

A copy of these recommendations have been sent to the named officers for a response on behalf of the Executive.