



GREAT YARMOUTH
BOROUGH COUNCIL

ADDITIONAL PAPERS

for the

**GREAT YARMOUTH LOCAL
STRATEGIC PARTNERSHIP
EXECUTIVE**

14 November 2008

**LARGER PRINT COPY AVAILABLE
PLEASE TELEPHONE: 01493 846325**

GREAT YARMOUTH LOCAL STRATEGIC PARTNERSHIP EXECUTIVE

14 November 2008

ADDITIONAL PAPERS

7. UPDATE ON OPPORTUNITIES GY CAREERS GUIDANCE EVENT

... Report attached (pages 18-25).

*** * * * ***

AN EVALUATION OF OPPORTUNITIES-GY

Introduction

The objective of the Working Neighbourhoods Fund calls for a strong emphasis on employment and job creation to be delivered at the neighbourhood level. The Opportunities GY concept was created in January 2008 using Neighbourhood Renewal Funding to underpin this work with a remit to ensure that accurate and targeted information is available to

- Students planning their career paths
- Students and adults seeking training opportunities
- Job seekers looking for employment or self-employment
- People currently employed wanting to progress to better careers.

A series of events were held over a 7-day period in March of this year to address a wide range of beneficiaries across the range of sectors which make up Great Yarmouth's economy, where over a thousand beneficiaries received advice from sixty local organisations. Whilst this shotgun approach achieved some degree of success it was recognised that targeting the provision to specific groups of beneficiaries over a longer period of time will be more sustainable, and achieve better results.

Career's and Training Fair October 2008

Following consultation with careers' teachers in local high schools, the LSP Board gave approval in July 2008 for a Career's and Training Fair and this was mounted on October 20th 2008. Targeted mainly at Year 11 students, all local high schools attended the event, with some schools bringing Year 10 and Year 9 students. In total over 600 students attended during the morning and early afternoon and received careers and training advice from thirty public and private sector organisations. These comprised local companies or business sector organisations representing engineering, offshore energy supply, survey, electronics, construction, health services, administration and local government, armed forces, police, voluntary organisations and a range of private and public sector training providers including both Yarmouth Colleges and Easton College. As with the previous event unfortunately we were not able to secure the services of a representative of the retail sector, and the tourism sector was only represented in the evening.

East Norfolk Sixth Form College and Gt. Yarmouth College also provided an overview presentation of their services to groups of students as they arrived or departed the venue. This not only served to inform students on the breadth and depth of available courses in Great Yarmouth, but was also an effective way of managing the venue to ensure students got the best out of their visit to the exhibitor's stands. We hope to expand this element in future events to include other local colleges. The main part of the event proved to be very successful and exhibitors reported a sustained level of interest in the information and activities on show. There was however a degree of overcrowding in the afternoon when a large number of Year 9 students attended.

The event was planned and run in two main sessions, with the evening session starting at 4pm which included an additional element, promoted as a Parent Zone, to encourage parent participation. Representatives of the hospitality industry, an estate agent, architectural services, media and graphics practitioners and Norfolk Library Services also attended this session to offer

one-to-one advice and guidance. Attendance at this session proved to be very low with about twenty attendees (mostly from Gorleston) indicating that traffic problems resulting from major road works undoubtedly had an impact. We also discovered from parent feedback that not all schools had extended the promised invitation to the event to their parent body.

Research and Evaluation

All participants in the event, students, parents and exhibitors were asked to complete an evaluation form and the results are tabled below.

Feedback Analysis

We have drawn a number of conclusions from the feedback provided:

- Year 11 students benefit from a careers event targeted to need
- Exhibitors can better tailor their exhibits if presented with a more closely defined set of beneficiaries
- Many Year 9 students do not have the maturity to benefit from an exhibition event and a different delivery method is indicated
- Year 9 students look for support literature to help them in their course/career choices
- Evening events have limited appeal and alternative forms of delivery are indicated
- An October careers event fits in with school and college timetables and will continue to receive support
- Funding for transport to the venue is a key issue with schools

Further Research and Evaluation

Monitoring Student Expectations

Prior to attending the event each of the participating schools were asked to give their students a questionnaire designed to test the students' perceptions of career and training opportunities. We have asked the schools to repeat the questionnaire in the coming weeks, and we will analyse and report the results to gain a measure of student's understanding and to what extent the event has helped young people in planning their future careers.

Monitoring Changing Skills Needs in the Local Economy

In a changing economy we also recognise an ongoing need to monitor and understand the skills needs of the business sector, and following discussions with Job Centre Plus we are proposing to undertake a skills audit of local companies. The intelligence gathered will be used to inform the planning of a proposed Employment and Skills Fair to be held in June.

A Strategic Way Forward

Based on the results of the two events run to date this report seeks to suggest taking a strategic approach to careers guidance, identifying skills' needs and furthering employment opportunities by bringing together employers and potential employees in a mutually beneficial environment. Establishing a regular pattern of events spaced over the academic and business year will enable public and private sector recruiters, and the schools and colleges, to plan their attendance and adopt different forms of provision to target beneficiaries and their needs. In this way we believe the events will grow naturally and become a readily accepted part of the academic and business profile of the area. We suggest that the development of across-the-board careers and training advice in Great Yarmouth, coupled with work to enable both long

term and seasonal recruitment activity by local companies, should be vested in the following four areas of activity over the life of the Working Neighbourhoods Fund.

1. **Public Events Targeted to Specific Beneficiaries**
2. **Capacity Building Work to Link Schools, Communities, Service Providers and Employers**
3. **Underpinning support through the on-line dissemination of information and brand identity**
4. **A programme of continuous research and assessment of careers' delivery methodology and skills needs**

Proposed Calendar of Public Events Targeted to Specific Beneficiaries

Date	Event	Beneficiaries
2008		
Oct 2008	Careers & Training Fair	Year11/Year 9 students
2009		
Jan 2009	Launch of the website	Students/community
Jun 2009	Training and Skills Fair	Adult job seekers/start ups/NEETS
Oct 2009	Careers & Training Event	Year11/Year 9 students
Nov 2009	In-school Choices Roadshows	Year 9 students
2010		
Jun 2010	Training and Skills Fair	Adult job seekers/start ups/NEETS
Oct 2010	Careers & Training Event	Year11/Year 9 students
Nov 2010	In-school Choices Roadshows	Year 9 students

Capacity Building Work

Building on work achieved in the summer of 2008 we suggest that the creation of a Careers Forum should be established (re-established) with immediate effect to bring together the academic and business sectors. The Forum should comprise representatives from local high schools, colleges, HR representatives in the business and public employment sector and one or more representatives from the LSP Economic forum. They should meet once a term, with each meeting prefaced by a presentation from a sectoral representative of the Great Yarmouth business community providing an update of sector activity and other relevant information. The Forum should elect its own Chair who will supervise an agenda aimed at providing information and receiving feedback from Forum members on career support activity. EAE (Norfolk) Ltd will provide the Secretariat for the meeting, and also provide liaison with relevant LSP fora and other public sector organisations. We also suggest holding an annual conference in summer term where a mixture of public, private and educational sector speakers will be invited to present papers to a wider audience of educationalists. The objective will be to disseminate best practice and raise the status of careers advice and guidance within Great Yarmouth.

Underpinning Support

In the coming months we feel that underpinning support for the Opportunities – GY concept can take three main forms:

- Reinforcement of the Opportunities - GY brand
- Supply of information booklets and inspirational literature
- Launching of a Careers Guidance website.

Initially we feel it is important to ensure that the title and button logo is firmly linked to careers advice, job seeking and recruitment activity in Great Yarmouth. On this basis we will take all opportunities to promote this concept through press releases, correspondence and similar forms of public relations work as an essential part of the proposed events. We do not feel that a separate PR campaign can be justified at this time but within existing budgets we will supply each school with an information pack comprising posters, careers information booklets, core skills guides including feedback quotes from employers and sector representatives.

The creation of an Opportunities-GY Careers Guidance website is currently underway and will do much to reinforce the concept, particularly to the 13-16 yrs age group. EAE (Norfolk) Ltd is working with Voluntary Norfolk and their site designers to steer the nature and content of the site. A modest amount of Neighbourhood Renewal Funding for this work was vired from surpluses from the March 2008 events; it is suggested that further provision from WNF should be considered once the web site has been properly trialled in the New Year. The current programme of research and evaluation can also be achieved within current budget proposals.

Strategic Objectives Mapped Against LAA Policy Objectives

The above proposals will provide an essential platform and public access to enable organisations in Great Yarmouth (and beyond) to address and/or support the following recommendations of the Holden McAllister Report:

- R1 LSP and its partners establish a unified plan for skills, worklessness and enterprise
- R5 Realistic targets set for employability and low skills projects
- R6 A Skills Gateway to be built into WNF delivery
- R8 Establishment of a Train to Gain Consortia to concentrate on low skills sectors
- R9 Delivery of Entry Level Adult Learning/ESOL
- R10 Creating a Voluntary Sector Apprenticeship Scheme
- R11 A STEPS programme for training in tourism skills
- R12 Work experience programmes
- R16 Supporting Enterprise GY in linking employers to the skills agenda
- R20 Supporting the Licence to Skill toolkit concept
- R22 Aiding identification of appropriate sectoral targeting and special needs groups
- R29 Addressing needs of NEET group and others*
- R30 Outreach learning projects for engaging the NEET population

* NB Whilst our current proposals may touch on other groups we recognise that they do not specifically address the careers' information needs of young offenders, young adults with mental health issues, SENs or substance abusers. We hope to bring forward proposals in these areas in the New Year.

Anticipated Outcomes

- All local Year 9 High School students (including Acle and perhaps Stalham) will receive in school access to across-the board career information advice and guidance from representatives of the principal business and training sectors of Great Yarmouth, including the entrepreneurial option.
- All local Year 10 and 11 High School students (including Acle and perhaps Stalham) will receive in school access to across-the board career information advice and guidance from representatives of the principal business and training sectors of Great Yarmouth, including the entrepreneurial option.
- A minimum of 300 local job seekers/career improvers will have annual access to across-the board career information advice and guidance from representatives of the principal business and training sectors of Great Yarmouth.
- A minimum of 300 local job seekers/career improvers will be exposed to and encouraged to consider the entrepreneurial option and where appropriate be signposted to training and support advice through Enterprise GY
- All local companies and organisations will have regular access to students and adults in pursuing their recruitment programmes
- Essential links and regular information sharing activity aimed at career guidance and identifying skills gaps will be created between at least 20 professional careers practitioners from locals colleges, high schools, the business sector and public sector organisations
- 36 NEET beneficiaries, through peer mentoring outreach, will have access to career information and guidance from representatives of the local business sector and mentoring support from appropriate organisations.

Recommendations

Will the members approve the commissioning of the following activities for 2009:

Activity	Indicative Budgets
Capacity Building Work to Create a Careers Forum & Conference	£7590
A Skills Audit of the current local economy and anticipated growth areas.	£3000
A Training & Skills Fair in June 2009	£29000
A Careers & Training Event in October 2009	£16500
A Programme of In-school Choices Roadshows in November 2009	tba

A TRAINING AND SKILLS FAIR
June 2009
Outline Proposal

Working Title: Better Skills for a Better Future 2009

Proposed Date: Wednesday June 10th 2009

Venue: Market Place and The Conge, Great Yarmouth

Scope of the Event:

The event to be aimed principally at adult job seekers, job improvers and NEET beneficiaries with an underlying theme of promoting the employment profile and skills needs of Great Yarmouth in relation to forthcoming opportunities from major regeneration projects to include:

- Upskilling opportunities and training pathways
- The existing and emergent employment profile of Great Yarmouth
- The identified skills needs of local employers/prospective employers
- Career and training guidance for adults and NEETS
- Language and life skills advice to aid employment across the range of beneficiaries including economic migrants
- Business Start Up Advice
- Business Expansion Advice
- Recruitment opportunities for local businesses as applicable

Rationale for the Event

Timing

We feel it is important to enable local job seekers to gain an understanding of the progress of the various major regeneration developments in Great Yarmouth including port development, offshore energy developments, large casino and other leisure developments, together with new retailing opportunities as Market Gates expansion firms up. We need to manage expectations in relation to these economic changes, and provide sound careers advice based on good intelligence in advance of the projects being completed, thus enabling the beneficiaries to take up the opportunities in a timely fashion.

An underlying theme of the event is to provide underpinning to the local economy by engendering a 'feel good' factor, particularly in the face of a wider climate of economic downturn. In this last respect we may anticipate a rising number of beneficiaries in or under threat of redundancy.

Content and Venue

We recognise that many of the intended beneficiaries are hard to identify, may have adopted lifestyles outside the mainstream of society and may not be attracted to an event purely based on careers guidance. On this basis we feel it is important that the event should have a high profile within the neighbourhood which it is trying to serve, and needs to be supported by

community events which will attract either the beneficiaries themselves, or friends and family who can act as 'ambassadors of change'.

The intention is to mount the event in a prominent venue with a high footfall such as the Market Place end of the Conge on a market day. We plan to create an event based on a number of zones based on enterprise, training, voluntary working and where applicable recruitment. Each of the zones will feature on one or more of the various major regeneration developments in Great Yarmouth and we are in discussion with 1st East who have offered to support this work. We will also ensure that the new Diplomas are promoted in discussion with East Consortium and the training arm of Enterprise GY, and we are looking to Great Yarmouth Community Trust and Yarmouth College to help us with ESOL provision and related work.

Advertising and Publicity

Research work to advise the Employment and Skills Fair and secure sign-up from the Great Yarmouth Business community will commence in December with the Borough Council Chairman's Reception held in the Town Hall. With the Chairman's blessing we will use the event to focus on any anticipated skills gaps and ask businesses to help in this work by responding to a questionnaire.

We anticipate that the Opportunities GY Website, which will include a calendar of events, will be launched in the New Year to an invited audience of practitioners. They will be asked to disseminate information about the site and its contents throughout their organisations.

The Neighbourhood Management Board have commissioned a Community promotional campaign using People Information Posts (PIPS) in the town centre throughout January and have offered to include information about Opportunities - GY.

A full-scale poster and leaflet campaign including a Great Yarmouth Mercury supplement will be run in advance of the June event complemented by a community outreach programme in Central and South Great Yarmouth led by the Community office. This will include work targeted specifically to the migrant worker community and we will involve GYROS to assist in this respect.

Funding

Indicative costs for this event are £29000 to be largely accessed from Working Neighbourhoods Funding.

Sarah E. Davis

From: David G. Stannard
Sent: 10 November 2008 10:21
To: Sarah E. Davis
Subject: Opportunities Evaluation Response 2

Opportunities-GY, 20th October 2008 Initial Feedback from Beneficiaries

We asked students, parents, teachers and other beneficiaries to fill in a simple evaluation questionnaire which asked the following:

- 1/ How well did Opportunities-GY meet your expectations for finding out about future opportunities?
- 2/ How well have we done in finding a good range of organisations to help you?
- 3/ How helpful were the organisations that you met here today?
- 4/ How easy was it to find out about this event?
- 5/ Please rate the quality of information that you received here today.
- 6/ Please tell us what you think of this venue.

We asked people to indicate a score from 1 – 4 with 1 being Poor and 4 being Very Good.

Beneficiary Group	Response	Question 1	Question 2	Question 3	Question 4	Question 5	Question 6
	Poor 1	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	2	7.0%	7.0%	14.0%	33.0%	14.0%	7.0%
	3	43.0%	36.0%	14.0%	17.0%	14.0%	50.0%
	Very Good 4	50.0%	57.0%	72.0%	50.0%	72.0%	43.0%
Cliffpark Year 10	1	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%
	2	6.0%	12.0%	6.0%	44.0%	12.0%	12.0%
	3	63.0%	44.0%	31.0%	38.0%	50.0%	38.0%
	4	31.0%	44.0%	63.0%	19.0%	38.0%	44.0%
CliffPark Year 11	Not returned						
Great Yarmouth High Year 11	1	3.0%	0.0%	0.0%	3.0%	3.0%	0.0%
	2	8.0%	16.0%	16.0%	11.0%	10.0%	10.0%
	3	61.0%	50.0%	37.0%	47.0%	29.0%	37.0%
	4	29.0%	34.0%	47.0%	39.0%	58.0%	53.0%
Caister High Year 11	1	2.0%	0.0%	0.0%	2.0%	6.0%	2.0%
	2	15.0%	21.0%	12.0%	9.0%	11.0%	13.0%
	3	67.0%	52.0%	64.5%	52.0%	58.0%	57.0%
	4	17.0%	27.0%	23.0%	36.0%	25.0%	26.0%
Lynn Grove Year 9	1	1.0%	1.0%	1.0%	2.0%	2.0%	3.0%
	2	17.0%	22.0%	17.0%	23.0%	15.0%	17.0%
	3	61.0%	49.0%	48.0%	47.0%	46.0%	48.0%
	4	21.0%	28.0%	34.0%	28.0%	34.0%	32.0%
Parents	1	0.0%	0.0%	0.0%	25.0%	0.0%	0.0%
	2	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%
	3	38.0%	12.5%	12.5%	50.0%	25.0%	50.0%
	4	62.0%	75.0%	87.5%	25.0%	75.0%	50.0%
Students/ Adult Learners	1	0.0%	9.0%	0.0%	9.0%	0.0%	0.0%
	2	9.0%	9.0%	9.0%	9.0%	0.0%	0.0%
	3	27.0%	27.0%	9.0%	27.0%	45.0%	45.0%
	4	64.0%	55.0%	82.0%	55.0%	55.0%	55.0%
Average Score	1	0.8%	1.4%	0.2%	6.0%	2.0%	2.0%
	2	9.0%	14.0%	10.0%	18.0%	9.0%	9.0%
	3	51.0%	38.6%	31.0%	40.0%	38.0%	46.0%
	4	39.2%	46.0%	58.8%	36.0%	51.0%	44.0%