

Report of the Director of City Development and the Director of Children and Family Services

Report to Scrutiny Board (Infrastructure, Investment and Inclusive Growth)

Date: 25 July 2018

Subject: The Directors' response to the recommendations of the Scrutiny Inquiry into Information, Advice and Guidance provision in Leeds.

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. This report provides the response of the Director of City Development and the Director of Children and Family Services to the recommendations of the Scrutiny Inquiry into Careers Education, Information, Advice and Guidance provision in Leeds (appended).
2. The Scrutiny inquiry recommendations are welcomed and are seen as an opportunity to strengthen and build on existing approaches to enabling improvements in the provision of Careers Education, Information, Advice and Guidance delivered through learning institutions in the City. The opportunity to introduce an IAG charter for young people is welcomed as a means of giving this issue greater visibility and the campaign to publicise this as a vehicle through which stakeholders can align programmes and initiatives to provide a more coherent city offer.
3. All the recommendations are accepted.

Recommendations

Scrutiny Board Members are asked to approve the responses to the inquiry recommendations as detailed in the report.

1 Purpose of this report

- 1.1 This report sets out the response of the Directors of City Development and Children and Family Services to the recommendations of the Scrutiny Board (Inclusive Growth, Culture and Sport) inquiry into the Information, Advice and Guidance provision in Leeds published in March 2018.
- 1.2 As required by the constitution this report has been prepared in consultation with the Executive Members for Employment, Skills and Opportunity and Children and Family Services.

2. Background information

- 2.1 Good quality careers education can raise the aspirations of young people. It can increase motivation by linking activities in school with preparation for life post 16 and post 18 by helping them to focus on their longer term career ambitions and make informed choices about academic and technical qualifications and pathways.
- 2.2 Schools and further education colleges in England are required to provide impartial careers education, information, advice and guidance to their students. The quality of careers advice has frequently been criticised and recent governments have made several reforms, including the establishment of the National Careers Service and the Careers and Enterprise Company (CEC), aimed at improving the quality and range of careers advice on offer.
- 2.3 The recent publication of the National Careers Strategy and changes in the statutory duties may encourage learning institutions to do better and do more in terms of IAG provision, however it is felt more can be done to empower young people to inform them about their rights to receive impartial, good quality IAG.
- 2.4 The Scrutiny Board Inquiry provided the opportunity to review current practice and examine an approach that has the potential to add value to the work in learning institutions. A high profile campaign focused around the publication of a charter setting out what young people should expect to receive from their learning institution alongside the skills and attributes and behaviours that employers' value is planned.

3. Response to Scrutiny Recommendations

- 3.1 All the recommendations are welcomed and supported and require no further comment.
- 3.2 **Recommendation 1** – That the Director of City Development leads on ensuring that key resources promoting employer engagement, technical qualifications and apprenticeships (such as the 'What Could I Be?' Publication and 'Future' Magazine) are being actively promoted amongst schools and also directly to young people and parents using all available mechanisms and services outside of the school setting.
- 3.3 The Director of City Development agrees the recommendation and will continue to promote information and access to resources on all learning and career pathways through a variety of media and in a range of settings to ensure greater awareness and accessibility by all.

- 3.4 **Recommendation 2** - That the Director of City Development takes the lead in helping to facilitate greater dialogue between local schools and the business sector to secure greater commitment towards working collaboratively in meeting the Gatsby Benchmarks around employer engagement and experiences of workplaces and developing a best practice approach that will inform a stable careers programme for local schools and deliver much needed consistency across the city.
- 3.5 The Director of City Development agrees the recommendation and will deliver this through the employer networks of the Employment and Skills service and expand its reach through partnership working with business intermediaries and learning institutions.
- 3.6 **Recommendation 3** – That the Executive Board supports the development of a Young Person’s IAG Charter for Leeds to foster a sense of entitlement and expectation from young people, and those who influence them, of what careers IAG should be provided to them.
- 3.7 At its meeting 22 April 2018, the Executive Board considered and agreed the joint report of the Directors of Development and Children and Family Services to adopt and implement a Young Person's Information, Advice and Guidance Charter for Leeds.
- 3.8 **Recommendation 4** – That, subject to the agreement of recommendation 3, we recommend that the Young Person’s IAG Charter for Leeds incorporates the following principles:
- That the Charter clearly sets out the key activities, aligned with the Gatsby Benchmark quality standards, that young people should expect from their learning provider in accordance with statutory duties and guidance;
 - That the Charter recognises the existence of the established Leeds Careers Education, Information, Advice and Guidance Network that all learning providers are encouraged to participate in free of charge.
 - That the Charter clearly sets out how young people and parents should be able to access information relating to their learning provider’s careers IAG policy and also signposts them to other available external resources.
 - That the Charter reflects the key attributes and skills that are valued by employers and the associated responsibilities placed upon young people in demonstrating to employers that they are prepared for the world of work.
 - That the Charter recognises and complements the work of organisations, such as the national Careers and Enterprise Company and the Enterprise Advisers Programme, which operates across the Leeds city region.
 - That the Charter is also reflective of Leeds City Region/ West Yorkshire Combined Authority ambitions to improve the provision of IAG in order to ensure coherence and consistency for young people in the city and city region.

- 3.9 The Directors of City Development and Children and Family Services agree the recommendation and will ensure that the principles are incorporated in the Charter.
- 3.10 **Recommendation 5** – That the Director of City Development leads on working closely with the Council’s Voice, Influence and Change Team to facilitate engagement with young people so that the format of the Young Person’s IAG Charter meets the needs of the target audience. Evidence of this engagement work should also be reported back to Scrutiny.
- 3.11 The Directors of City Development and Children and Family Services will ensure that young people are engaged in developing the format of the Charter and will evidence this to the Scrutiny Board.
- 3.12 **Recommendation 6** – That the Director of City Development leads on developing an effective brand and promotional campaign surrounding the new Young Person’s IAG Charter, including an appropriate title for the Charter, using language and communication technologies that resonate with young people, as well as targeting parents and carers too.
- 3.13 The Director of City Development agrees the recommendation and seeks to implement this by September 2018.
- 3.14 **Recommendation 7** – That the Director of City Development leads on lobbying for further improvements to the careers IAG system nationally, particularly surrounding the formal compliance framework and the role of Ofsted, and also through devolved responsibilities.
- 3.15 The Director of City Development agrees the recommendation and will seek to engage the relevant skills leads from the West Yorkshire Combined Authority, Northern Powerhouse and the Core Cities to take this forward.
- 3.16 **Recommendation 8** - That the Director of City Development works with the Director of Children and Families to map existing IAG practices amongst local primary schools in order to capture and widely promote good practice.
- 3.17 The Directors of City Development and Children and Family Services agree the recommendation and will survey current activity and highlight best practice in primary schools.

4 Corporate Considerations

4.1 Consultation and Engagement

- 4.1.1 Improving the city’s IAG offer to young people and their knowledge and experience of the world of work is a key focus for action in the draft Leeds Talent and Skills Plan. The plan, approved by Executive Board in March 2018, was subject to extensive consultation that included discussions with a wide range of stakeholders including school and college principals and representatives of the Universities and employers.

4.1.2 The work to develop an IAG Charter builds on earlier initiative undertaken by Children's Services to seek the views of young people on their IAG needs. Further consultation is planned with young people on the format and delivery of the Leeds IAG Charter for Young People taking account of the Scrutiny Board's recommendations.

4.2 Equality and Diversity / Cohesion and Integration

4.2.1 The delivery of the Leeds IAG Charter and campaign will seek to have a positive impact on equality and diversity by improving access to work with opportunities for progression for all young people. These will highlight to young people the resources and guidance available to equip them with the knowledge and skills to make informed choices that will enable them to access most appropriate learning pathways and employment.

4.3 Council policies and City Priorities

4.3.1 The activities described in this report contribute to our ambitions to enable all of our residents to benefit from a strong economy in a compassionate city. The work will contribute to the delivery of the Best Council Plan 2018/19 priorities to deliver inclusive growth in a child friendly city and the outcomes for all residents to do well at all levels of learning and have the skills they need for life and for everyone in Leeds to earn enough to support themselves and their families.

4.4 Resources and value for money

4.4.1 The charter and campaign will be designed and delivered within the Council's existing resources.

4.5 Legal Implications, Access to Information and Call In

4.5.1 There are no legal implications arising from this report.

4.6 Risk Management

4.6.1 Existing and planned programmes of delivery are supported by risk management plans which are reviewed on a regular basis. The impact of introducing the IAG charter will be measured through the NEET rate and destination measures.

5 Conclusions

5.1 Continuing to drive and support improvements in the city's IAG offer to young people and their increasing their knowledge and experience of the world of work is a key focus for the Leeds Talent and Skills Plan. This is aimed at ensuring that all young people can make informed choices about their education and training pathways that will enable them to access and sustain employment. A high profile campaign focused around the publication of a charter setting out what young people should expect to receive alongside the skills and attributes and behaviours that employers value will be taken forward with partners by September 2018.

6 Recommendations

Members of Scrutiny Board are asked to approve the responses to the inquiry recommendations.

7 Background documents¹

7.1 There are no background documents.

¹ The background documents listed in this section are available for inspection on request for a period of four years following the date of the relevant meeting. Accordingly this list does not include documents containing exempt or confidential information, or any published works. Requests to inspect any background documents should be submitted to the report author.