

WIRRAL COUNCIL

CABINET

13 JUNE 2013

SUBJECT:	2014/15 TARGETED INFORMATION, ADVICE AND GUIDANCE SERVICE FOR YOUNG PEOPLE NOT IN EMPLOYMENT, EDUCATION AND / OR TRAINING AGED 16 TO 19 (AND UP TO 25 IF SUBJECT TO A LEARNING DIFFICULTY ASSESSMENT)
WARD/S AFFECTED:	ALL
REPORT OF:	DIRECTOR OF CHILDREN'S SERVICES
RESPONSIBLE PORTFOLIO HOLDER:	CLLR TONY SMITH
KEY DECISION?	YES

1.0 EXECUTIVE SUMMARY

- 1.1 This report presents Cabinet with options and recommendations for the commissioning of a targeted information, advice and guidance (IAG) services for young people from 1st April 2014. The current contract and service commenced 1st April 2010 and has included annual service reviews. The service is presently delivered by Greater Merseyside Connexions Partnership (GMCP). The current contract with GMCP expires 31st March 2014; therefore consideration needs to be given to options for delivering and commissioning a new 2014/15 service.
- 1.2 The current contract was commissioned by Halton Borough Council in partnership with the other five Liverpool City Region (LCR) Local Authorities (LAs). The service is a targeted careers information, advice and guidance (CEIAG) service, specifically for those young people who are not in employment, education and / or training (NEET) or at risk of becoming NEET and those who are identified as vulnerable.
- 1.3 The National policy landscape has changed significantly, during the life of this contract, and the current service reflects that. The 2013/14 service delivery is more flexible, delivered on a peripatetic basis and has evolved to be more aligned to the Council access strategy. However, in planning for a 2014 redesign of the service greater consideration needs to be given to the young people's Participation (Raising of the Participation Age 2013 for young people aged 17 and 2015 for young people aged 18) and Youth agenda's.
- 1.4 This paper details proposed approaches to the delivery of information, careers information, advice and guidance (CEIAG) for young people aged 14 to 19. The 14-19 Team are seeking permission to take forward the following recommended approach:-
- i. Continue with a LCR LA led approach to jointly commission a Participation and Engagement Service, as a response to the Council's

new statutory duty in respect of Raising of the Participation Age 2013 and 2015.

- ii. Develop a LCR LA shared data tracking and monitoring software system commissioned by a lead LA. A Client Case Software System (CCIS) is required to make the monthly statutory data returns to the Department for Education.
- iii. Re-configure the 14-19 Team to locally manage the LCR shared data tracking system, provide reports and quality assuring the rigor / robustness of the data.

2.0 BACKGROUND AND KEY ISSUES

2.1 The responsibility for the delivery of CEIAG changed with the passage of the Education Act 2011 with schools, colleges and providers becoming responsible for the delivery of IAG to their learners.

2.2 DfE has issued guidance that “local authorities will retain their statutory duty to encourage, enable or assist young people’s participation in education or training”. Although there is freedom and flexibility on how local authorities fulfil their statutory duties; they are expected to have regard to the following guidance when organising services:

- Tracking and supporting young people; monthly reporting to DfE using the Client Caseload Information System (CCIS). This must report on numbers of young people NEET and whether young people have secured an offer of education or training.
- Work with JobCentre Plus to ensure that NEET young people receive a complementary package of support.

2.3 There is no expectation that local authorities provide a universal careers service; schools commenced their duty in September 2012. There is an expectation that schools will work with local authorities to ensure that vulnerable young people receive the support that they need.

2.4 The 2014/15 services will need to also reflect duties under Raising of the Participation Age legislation; consideration needs to given to how the Council meets its duty to encourage, enable and assist young people into learning.

2.5 Current services commissioned and / or directly delivered as part of the Council’s provisions to meet its current statutory duties include:-

Service Areas	Commissioned / Direct Delivery	Statutory Duty
(A) Provision of a web based interactive portal (www.merseyinteractive.com). A skills and careers information based resource for all Wirral young people.	Commissioned on a two year basis. The service provider is U-Explore.	LA duty to encourage, enable and assist young people in to learning.
(B) Education Quality (EQ) additional traded – Provision	Licences to run the Kudos and U-Explore careers and	LA duty to encourage, enable and assist young

of careers, information and advice support for secondary schools.	skills guidance software commissioned by the 14-19 Team on behalf of the schools. 1:1 support and training delivered by the 14-19 Team for designated teachers.	people in to learning. Schools / Academies duty to provide a universal careers service for their pupils from year 9 to 13 (September 2013). (See LGA Wirral Good Practice Case Study)
(C) Provision of a targeted careers information, advice and guidance service for NEET, vulnerable and young people at risk of disengagement.	Commissioned in partnership with the LCR LAs – Halton BC are the framework contract holder and each LA has its own service specification.	Department for Education (DfE) produced for LAs states that Early Intervention Grant should be used to support vulnerable young people to engage and to intervene early with those at risk of disengagement. LAs also have a duty to support and ensure all young people have an offer of a place in education or training in September.
(D) RPA / NEET data tracking and monitoring service; monthly reporting to DfE using the Client Caseload Information System (CCIS).	Commissioned in partnership with the LCR LAs – Halton BC are the framework contract holder and each LA has its own service specification.	LAs have a duty to track and support all young people

2.6 The purpose of this paper is to consider approaches for commissioning service areas (C) and (D) only in 2014/15 and make recommendations.

3.0 2014/15 Targeted Careers Information, Advice and Guidance Service - Commissioning Options

3.1 As referenced in paragraph 1.1, the current LCR contract with GMCP expires on 31st March 2014. A new service will be required to be commissioned for delivery from 1st April 2014. Service delivery options will, again, need to be aligned to the changes in legislation and duties imposed on the Local Authority, specifically meeting the challenge of Raising of the Participation Age 2013 and 2015.

3.2 As a LA we therefore have an opportunity to procure services in a way that that better meets the statutory duties outlined in paragraph 2.2. When considering service areas (C) and (D) there is the opportunity to procure independently or through a partnership approach dependent on local requirements. An analysis of the relative strengths and weakness of the various approaches has been considered and is illustrated in Appendix 1.

3.3 Since 2012/13 the 14-19 Team have worked with the commissioned provider to progressively change and align the service to changing National policy and meet the needs of Wirral young people. This period of time has enabled the 14-19 Team to model and test various approaches whilst assessing impact. The most successful service changes made over the last two years include:-

- i. Transforming the mix of commissioned staff roles and competency levels from GMCP – a greater focus on learner engagement and participation has been demanded rather than a formal and rigid careers service structure.
- ii. Shift to peripatetic for advisors; of which, a greater proportion are now working out in our communities with mobile technology.
- iii. Move away from the LA paying the provider for stand-alone high street premises to a greater alignment with the Council's access strategy through shared premises. The service now uses community venues (Youth Hubs), One Stop Shops and library facilities with more flexible service times.
- iv. Overall service staff numbers have been reduced; in particular those connected to back office functions.
- v. Greater use of and access to NEET data supporting greater collaboration and partnership working with training providers and the local further education colleges.

3.4 Increasing the effectiveness and efficiency of the service year to date, as detailed in paragraph 3.3, has yielded significant financial savings to the LA whilst improving the quality of service delivery to Wirral young people. Between 2011/12 and 2013/14 the budget for this service has been reduced by £1 million; however, 2012/13 demonstrated the LAs best ever performance against National Indicator (NI) 117. NI 117 is concerned with the mean percentage of young people, age 16 to 18, who are NEET between November and January in any given year.

3.5 The soon to be published 2013 NI 117 figure is 7.46% which is an improvement of 1.5% against the 2012 published figure. In addition learning rates for young people aged 16 to 18 are also the highest recorded at 84.0% (March 2013). This is a recorded improvement of 2.5% against the same period in 2012.

3.6 The overall value of the LCR GMCP contract (led by Halton BC) has reduced year on year as far as is possible. Reductions to the LCR LAs contract with GMCP since 2010 equate to -26% (-£9.6 million). In 2014/15 further changes to the design of the service are required to meet future challenges, particularly those posed by the Raising of the Participation Age in 2013 and 2015 and youth unemployment rates. From September 2013 it is expected that all young people will be engaged in some form of education, employment or training (EET) until the end of the academic year in which they turn 17. This is followed in 2015 with the expectation that all young people will participate in EET until at least their 18th birthday.

3.7 Proposed refinements, following extensive service modelling and testing, required to the young peoples engagement and IAG service area specifications (C) include:-

- i. Service delivery team to be re structured and focused with new a role and remit. Service to see the emergence of a Participation Advisor role who's job it would be to target young people aged 14-19 at risk of disengagement or those NEET. **The key objective for the team of Participation Advisors**

will be to maximise and increase levels of participation, achievement, progression and retention in learning.

- ii. Stronger focus on peripatetic service delivery – intensive delivery out in the community to include 'door knocking'.
- iii. Increased focus on supporting and the re-engagement of young people NEET rather than offering / delivering pure CEIAG.
- iv. Reduced numbers of formal high cost level 6 CEIAG professionals reflecting the new duties on schools to provide structured CEIAG for all pupils from year 9.
- v. Retain a small, fit for purpose, flexible professional CEIAG service for those young people requiring an intensive 1:1 service.
- vi. Provide targeted support for those young people in schools / academies aged between 14 and 16 identified as possible high risk NEET using LA Risk of NEET Indication (RONI) Tool.

3.8 The 16-19 Data Hub will deliver the following enhanced service:-

- i. Local Council Officer access to the CCIS reporting system.
- ii. Reports informed by instant real time data.
- iii. Local customisation of reports to meet immediate business need.
- iv. Will enable closer quality management of face to face service delivery by Council officers.
- v. Improved data sharing amongst key partners.

3.9 Options for delivery of service areas (C) and (D) in 2014/15 include:-

Service Areas	
(C) Participation Service	(D) 16-19 Data Hub
1) Work in partnership with other LCR LAs to jointly commission a participation advisor service from a single external agency.	1) Access a shared service delivered by a lead LCR LA. Shared service to include direct access to a CCIS compatible software data system necessary to enable statutory DfE data returns to be made.
2) Wirral to independently commission, via the Chest, the services of a provider that can deliver the service specification.	2) Wirral to independently commission, via the Chest, a fully hosted CCIS software system that can make the necessary CCIS returns to the DfE.
3) Look to build capacity within the Council's existing youth services to deliver the service.	3) Wirral to independently commission, via the Chest, the services of an external provider that can deliver the service specification.

4.0 RELEVANT RISKS

- 4.1 There is potential risk that during early 2014/15 the NEET and Not Known rates may increase as the new CCIS system is embedded any technical hitches are addressed. It is also recognised that there will be a CCIS system training requirement for the commissioned Participation Advisors out in the local community venues.
- 4.2 To mitigate against any potential impact following a move to a shared LA commissioned software system, Halton BC have been and continue to trial approaches and models; as detailed in their Raising Participation Age Tracking and Monitoring Project.

5.0 OTHER OPTIONS CONSIDERED

- 5.1 The services required must be re-commissioned due to the current service contract finishing 31st March 2014 with no option to extend.

6.0 CONSULTATION

- 6.1 Not applicable

7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

- 7.1 In 2014-15 the Participation Service will continue to recognise and sign post young people to Voluntary, Community and Faith Group services and provision as appropriate.

8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

8.1 Financial

Costs associated with the services are still to be finalised; however, outline costs will work to deliver efficiencies given the Council's current and future financial pressures. In 2013/14 the value of the GMCP contract is £1,070,000 whilst the overall current Council budget for CEIAG services is £1.5 million.

IT

No direct implications arising from this report

Staffing

There will be the requirement to offer a new role(s) linked to the 16-19 Data Hub; there is a potential for this demand to be met through the reconfiguration of the 14-19 Team.

Assets

No direct implications arising from this report.

9.0 LEGAL IMPLICATIONS

- 9.1 There may be a requirement under TUPE to transfer the existing GMCP Wirral aligned data officer.

10.0 EQUALITIES IMPLICATIONS

- 10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

(a) Yes and impact review will be published on the web site, hyperlink below.

11.0 CARBON REDUCTION IMPLICATIONS

11.1 There are no direct Carbon usage implications arising from this report

12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

12.1 There are no direct planning or community safety implications arising from this report

13.0 RECOMMENDATION/S

13.1 Recommendations include the following:-

SERVICE AREAS	
(C) Participation Service	(D) 16-19 Data Hub
Work in partnership with other LCR LAs to jointly commission a participation advisor service from an external agency.	Access a shared service delivered by a lead LCR LA. Shared service to include direct access to a CCIS compatible software data system necessary to enable statutory DfE data returns to be made.

14.0 REASON/S FOR RECOMMENDATION/S

14.1 Recommendations made in paragraph 13.1 have been for the following reasons:-

- i. A new service specification is required to ensure the Council can deliver against its statutory duty's and the changing policy landscape.
- ii. The 16-19 Data Hub service will allow Council Officers direct access to real time key statistical data relating to Wirral young people aged 16 to 19 (and up to 25 if subject to a learning difficulty assessment).
- iii. Enable the LA to control the data that monitors the performance of services to young people, rather than leaving that with an external provider that may be delivering services to young people.
- iv. Officers can direct the service strategically in line with objectives according to business need and new government policy (e.g. Raising Participation Age).
- v. Longer term cost benefits associated with shared infrastructure with other LCR Councils to deliver and make CCIS returns to the DfE.

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APPENDICES

Appendix 1: An analysis of the relative strengths and weaknesses associated with approaches to delivery of a Participation Service and a 16-19 Data Hub.

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Cabinet	May 2012
Cabinet	12th January 2012
Cabinet	2nd June 2011
Cabinet	3rd February 2011
Cabinet	15th October 2009
Appendix 1 – Invitation to submit best and final offer (BAFO) evaluation report	
Appendix 2 – Wirral Core Services	

Equality Impact Assessment Toolkit (from May 2012)

Section 1: Your details

EIA lead Officer: Paul Smith

Email address: paulsmith@wirral.gov.uk

Head of Section: Vivian Stafford

Chief Officer: Julia Hassall

Department: Children and Young People

Date: 9th May 2013

Section 2: What Council proposal is being assessed?

The Council commissioned service being assessed is the delivery of a new targeted careers education information, advice and guidance service. The service is specifically for young people aged between 16 and 18 who are either vulnerable and / or at risk of becoming NEET.

The service will commence 1st April 2014 and will be delivered by a Liverpool City Region Local Authority shared service.

Section 2b: Will this EIA be submitted to a Cabinet or Overview & Scrutiny Committee? Yes

Yes / No

If 'yes' please state which meeting and what date

13th June 2013.....

<http://www.wirral.gov.uk/my-services/community-and-living/equality-diversity-cohesion/equality-impact-assessments/eias-2010/children-young-people>

Section 3: Does the proposal have the potential to affect..... (please tick relevant boxes)

- √ **Services**
- The workforce**
- √ **Communities**
- Other** (please state eg: Partners, Private Sector, Voluntary & Community Sector)

If you have ticked one or more of above, please go to section 4.

- None** (please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 4: Does the proposal have the potential to maintain or enhance the way the Council (please tick relevant boxes)

- √ Eliminates unlawful discrimination, harassment and victimisation
- √ Advances equality of opportunity
- √ Fosters good relations between groups of people

If you have ticked one or more of above, please go to section 5.

- No** (please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 5:

Could the proposal have a positive or negative impact on any of the protected groups (race, gender, disability, gender reassignment, age, pregnancy and maternity, religion and belief, sexual orientation, marriage and civil partnership)?

You may also want to consider socio-economic status of individuals.

Please list in the table below and include actions required to mitigate any potential negative impact.

Which group(s) of people could be affected	Potential positive or negative impact	Action required to mitigate any potential negative impact	Lead person	Timescale	Resource implications
Race, Religion and belief	Young people unable to access the service.	Make use of local access points for the delivery of the service. Any identified barriers to access have been assessed and local planning takes account of these. The service is aligned to the Council Access Strategy.	Paul Smith	January 2014	None
Gender	Need ensure full access and engagement of all eligible young people.	Ensure that the marketing and communications plan promotes the service to all young people	Paul Smith	April 2014	None
Disability	Negative if young people with a disability are unable to gain access to use the service.	The service will be predominantly delivered from the Council's One Stop	Paul Smith	April 2014	None

		<p>Shops and Libraries which have enabled access for disabled people.</p> <p>Check that the service provider makes any materials available in different languages and formats.</p>	Paul Smith	February 2014	None
Pregnancy and maternity	Negative if young people are unable to gain access to use the service.	<p>Provide a service which includes peripatetic personal advisors who are agile workers.</p> <p>Ensure appropriate access either locally or remotely to ensure pregnant young people can engage and access the service.</p>	Paul Smith	May 2012	None

Section 5a: Where and how will the above actions be monitored?

Actions will be monitoring on a monthly basis using the borough NEET figures, with a specific focus on the vulnerable groups.

The contract will be formally monitored by the Strategic Service Manager on a quarterly basis. Addition operational monthly meetings will also take place between GMCP and the Council 14-19 Strategy Manager to address any immediate issues or concerns.

Additional activity will include quality assurance activity, for example, termly mystery shopping exercise, young people interviews and survey etc...

Section 5b: If you think there is no negative impact, what is your reasoning behind this?

There should be no impact because we believe in taking the service out in to community venues will enable better access for young people and less reliance on transport and associated costs.

Section 6: What research / data / information have you used in support of this process?

- Borough statistics for those young people aged 16-18 not in employment, education and / or training (NEET). Specifically geographical hotspots.
- Demographic information.
- Analysis of access and proximity for delivery centres.
- Consideration of protected characteristics groups by geography.

Section 7: Are you intending to carry out any consultation with regard to this Council proposal?

Yes

If 'yes' please continue to section 8.

If 'no' please state your reason(s) why:

The approach being taken to the delivery of this service builds upon the practices which have been tried and tested during the 2012/13 and 2013/14 financial years.

(please stop here and email this form to your Chief Officer who needs to email it to equalitywatch@wirral.gov.uk for publishing)

Section 8: How will consultation take place and by when?

Section 9: Have you remembered to:

- a) Add appropriate departmental hyperlink to where your EIA is/will be published (section 2b)
- b) Include any potential positive impacts as well as negative impacts? (section 5)
- c) Send this EIA to equalitywatch@wirral.gov.uk via your Chief Officer?
- d) Review section 5 once consultation has taken place and sent your completed EIA to equalitywatch@wirral.gov.uk via your Chief Officer for re-publishing?