



Derby City Council

Council Cabinet
30 April 2014

ITEM 15

Report of the Leader of Council

Education and Business Brokerage Project

SUMMARY

- 1.1 This paper puts forward a proposal for an Education and Business Brokerage Project and the recruitment of officers to deliver it. This follows research undertaken for the “Making Derby Work” report in 2011, discussion with Voices in Action young person’s group and then with the Derby Renaissance Board.
- 1.2 The Derby Plan 2013-2015 has three objectives, all of which are addressed by this project.
- 1.3 Some of the activities of the project have been undertaken in the past by Business in the Community and, when their project was completed, the BITC officer responsible transferred to work for the Council on a fixed term contact to continue to deliver a series of mock interview sessions in Secondary Schools with Year 10 and 11 students. Other activities in the past 12 months have included events to showcase careers in STEM subjects, such as the “Big Bang” event at the Roundhouse.
- 1.4 This report outlines the proposed project that will build on these activities, and coordinate a range of other interventions. The project commences with a pilot exercise within the current financial year, which is fully funded, and will be the subject of a report back to Cabinet towards the end of the financial year should Members feel that the project should be extended.

RECOMMENDATION

- 2.1 To approve the establishment of the Education and Business Brokerage project, including the cost of three new fixed-term posts and one apprentice which are fully funded for the current financial year.
- 2.2 To approve the allocation of funding of the project for this year, and to instruct Officers to report back on funding for future years in the event that the project is successful and needs to be extended.

REASONS FOR RECOMMENDATION

- 3.1 The project is set out in response to the priorities in the refreshed Derby Plan, and to the Making Derby Work research and consultation in 2011.

- 3.2 The project draws together pieces of work already taking place to ensure it is co-ordinated and better targeted to match needs.
- 3.3 Activities related to Voices in Action wishlist and deemed absolute priorities given by Derby Renaissance Board in 2012 have also been integrated into the project plan.
- 3.4 A budget has been put together for the first year, including the costs of four team members, and of the proposed activities.
- 3.5 Working in partnership with external delivery organisations, if the pilot project is also approved, will complement and support the work to reach more of the young people in NEET, SEN and at risk of exclusion. It will also boost corporate engagement and lever external funding.
- 3.6 A pilot project run in the first year will enable the Council to establish the merits of extending the scope and ambition of the project if further external resources could be found. Future funding to sustain the project beyond 2015/16 will be sourced through various LEP, ESF and DWP programmes.



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SUPPORTING INFORMATION

- 4.1 The refreshed Derby Plan sets out three big ambitions and then targets these into three spotlights. The Education and Business Brokerage Project has been developed to take forward the spotlight – “An inspiring start in life by improving educational attainment” with a focus on the relationships between business and schools and the impact on attainment and employability.
- 4.2 The Council and our partners want young people in Derby to be inspired by the world of work, get good qualifications and have more opportunities to get ready to start their working life and impress local employers. Schools do lots of work on this already but we want to use our partnership to help:
- Improve the quality and impact of the involvement of local businesses with our schools and not just by inspiring pupils but working with teachers and governors too in their leadership role.
 - Change perceptions of student achievement and confirm Derby as a great place to learn.
- 4.3 The project will build on existing activity, enhancing what is working well but improving co-ordination to get the most out of the relationships and activities between schools and enterprise.
- 4.4 Central to the project will be a scheme to deliver effective brokerage of this interaction, and strong engagement with young people, teachers, governors and business. To achieve this it is proposed that a post of Education and Business Broker is created to bring together the strands of work and develop a brokerage framework to ensure consistent approaches to engaging schools and business.
- 4.5 The post will be based in the Regeneration Department, working closely with officers of other directorates (CYP and Neighbourhoods Directorates in particular). This post will be supported by a team of two Education and Business Brokerage Coordinators and an Apprentice post. All the posts would be created on a fixed-term contract basis, for this financial year, and reviewed towards the end of the year should the project be successful and Members be willing to extend its life.
- 4.6 A detailed work programme and action plan has been prepared for this team. This is attached at Appendix 2 and in summary will involve the following:
- set up and co-ordinate an Apprenticeship Hub
 - establish mechanisms and processes to co-ordinate and deliver effective brokerage between schools and businesses
 - manage the programme of mock interviews in schools
 - procure events and bespoke projects (e.g. the Big Bang event and Tomorrow’s Engineers programme)
 - influence partners’ procurement processes to maximise opportunities for

- young people
- devise sector-specific information and disseminate this to schools
- manage a consultation and engagement programme.

4.7 The project is expected to cost £148,000 in 2014/15, £138,000 in 2015/16 and £150,000 in 2016/17. Funding has been identified for year one, and some funding identified for years two and three, and in addition Officers have identified opportunities for generating income and bidding for external funds. This is described in more detail in Appendix 1, paragraph 1 (Financial and Value for Money Implications).

4.8 Project outcomes will be as follows:

- Creation of sector champions within the business community for each of Derby's main business sectors
- Reduction in 16-25 years old NEET
- Improved job outcomes for local people
- Increase in young people reporting a positive work experience
- Increase in employers reporting positive engagement with young people

If approved, partnering with an appropriate external delivery body will achieve more ambitious outcomes and complement the basic model of EBB activities and enable the project to reach more young people in NEET, SEN and at risk of exclusion and at the same time attract wide range of corporate companies.

OTHER OPTIONS CONSIDERED

5.1 Do nothing – this is not considered an option due to the extent of political and partner support for this type of initiative.

This report has been approved by the following officers:

Legal officer	TBC
Financial officer	TBC
Human Resources officer	TBC
Estates/Property officer	N/A
Service Director(s)	Richard Williams, Service Director Regeneration
Other(s)	TBC
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Background papers:	None
List of appendices:	Appendix 1 – Implications Appendix 2 - work programme and action plan

IMPLICATIONS

Financial and Value for Money

- 1.1 Financial resources have been identified for the project in 2014/15, using a Cabinet approved carry forward from 2013/14 of managed underspend from the Economic Regeneration Team budget. This covers the full £148,000 required in the current financial year.
- 1.2 Other sources of funding that have been identified for future years included some further carry forward and virement from the existing Economic Regeneration Team budget, and a one off grant from the National Apprenticeship Service (£12,500).
- 1.3 Other sources of funding that could be applied to the project in future years include forecast income from the Scape Framework Company of circa £42,000, offered as a virement from Neighbourhoods, external funding bids to the new round of Government and EU funding programmes administered by D2N2 Local Enterprise Partnership (which come into effect in 2015/16) and the potential for income and sponsorship generation from employers and schools.
- 1.4 The first year will be a pilot programme and will be reported back to Members, together with the progress in securing external funding as described above.

Legal

2. None directly arising from this report.

Personnel

3. The posts proposed in year one will be fixed term, and the review of the project for potential extension into future years will be undertaken in time to extend those posts if appropriate. As recruitment will commence beyond the start of the current financial year, the posts will be appointed for 11 months and 29 days and will therefore run over into the first two months or so of the next financial year, but with no further commitment until reports have been made to future meetings of Cabinet.

Equalities Impact

4. The recruitment of the posts will follow the council's recruitment and selection procedures.

Health and Safety

5. None directly arising from this report.

Environmental Sustainability

6. None directly arising from this report.

Property and Asset Management

7. None directly arising from this report.

Risk Management

8. Risk management is being considered on an on-going basis through project and delivery plans.

Corporate objectives and priorities for change

9. Derby Plan 2013 – 2015
 - Inspiring start in life by improving educational attainment
 - Inspiring working life by improving skills and creating jobs
 - Inspiring place to live by improving the inner city.