

<b>Committee:</b>	<b>Date:</b>
City Bridge Trust Committee	18 April 2013
<b>Subject:</b> Expansion of City Careers Open House programme	<b>Public</b>
<b>Report of:</b> Chief Grants Officer Director of Economic Development	<b>For Decision</b>
<p><b>Summary</b></p> <ol style="list-style-type: none"> <li>1. Raising aspirations of young people is a central element of the City Corporation's work to support communities in neighbouring boroughs. A key part of that work is the City Careers Open House programme which brings around 1,000 young people into the City each year, facilitating taster visits to City businesses to demystify the world of work and raise awareness, in a practical context, of routes into employment.</li> <li>2. In response to initial discussions at the Resource Allocation Sub-Committee Away Day in July 2012, and input from third parties confirming the value of this activity to local communities, the Economic Development Office is exploring ways of expanding City Careers Open House.</li> <li>3. This expansion would involve providing capacity to extend the reach of the programme from the current 26 secondary schools per year (950 students) to all 88 schools in the seven neighbouring boroughs (2,640 students) in each of the academic years 2013/14 and 2014/15.</li> <li>4. Over the same time period, the expansion would allow the pilot primary school element to extend from the current 13 schools per year to 91 per year (of the total of around 350 in the seven neighbouring boroughs).</li> <li>5. The delivery body for both elements would be The Brokerage Citylink, a registered charity.</li> <li>6. The costs of the proposed expansion would be £267,900 with a suggested budget of £12,100 to cover materials, other related costs and a contingency, this gives a grand total of £280,000.</li> </ol> <p><b>Recommendation</b></p> <p>That you approve a grant of £280,000 for the costs of expanding the City Careers Open House programme subject to a satisfactory financial assessment of the grant recipient by the Chamberlain. The grant is conditional on the Policy &amp; Resources Committee approving this approach and agreeing to an uplift of £280,000 to the City Bridge Trust grants budget for 2013/14, to be met from the revenue surplus in Bridge House Estates.</p>	

## Main Report

### Background

1. The City Careers Open House programme provides aspiration-raising half-day taster visits to City businesses for groups of school students within the City's neighbouring boroughs. It is delivered on the City Corporation's behalf by third party organisations and forms a key part of work to support communities across wider London.
2. Since its inception in 2006, the programme has introduced 6,500+ young people (years 8-10 i.e. 12-14 year olds) in secondary schools in neighbouring boroughs to the world of work, working with 50 schools, and arranging visits to some 30 businesses. In addition to this and in response to demand, a pilot component of the programme has recently focused successfully on young people in the final year of primary school (and parents).
3. The programme is a practical example of facilitating meaningful employer contacts for young people at a pivotal point in their education. It responds to the increasing body of evidence suggesting a positive relationship between the number of employer contacts that a young person experiences during their school career and their confidence (at 19-24) in progression towards ultimate career goals, the likelihood of whether (at 19-24) they are NEET<sup>1</sup> or non-NEET and future earnings<sup>2</sup>.

### Current Position

4. The City Corporation wishes to enhance its efforts to support wider London. This proposal complements the employability initiative to be delivered through Central London Forward; the 'Youth Offer' grants to all London boroughs to help 'NEET's into work; and the £1m Growing Localities horticultural work-training programme. There is scope to boost City Careers Open House, led by the Economic Development Office, to raise aspirations among young people in the seven immediately neighbouring boroughs and, in time, to open up the City to diverse new talent.
5. City Careers Open House could lend itself well to increased volumes, not least as there is clear unmet demand from schools. The main limiting factor would be the number of City businesses prepared to host visits.
6. This work is widely considered by third parties as a fundamental part of the City Corporation's support for its neighbouring communities. Indeed, the

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<sup>1</sup> NEET = Not in Education, Employment or Training.

<sup>2</sup> *It's who you meet: why employer contacts at school make a difference to the employment prospects of young adults*, Education and Employers Taskforce, June 2012.

Mayor of Hackney, for example, has stated that one of the single most important offers the City Corporation could make to Hackney would be to provide an insight into City businesses for more local young people including at younger age groups.

7. The project, currently mid-way through an existing contract, which started in April 2012 and is funded by 'Section 106' planning gain monies, is delivered through third party organisations. Both contracts run for the remainder of the 2012/13 academic year and for the full 2013/14 academic year.
8. This report sets out costs associated with scaling up the programme substantially, in the first instance in the academic year 2013/14, supplementing the current contracts, which will run to completion. It also outlines the total costs for running the programme at this enhanced scale for the academic year 2014/15, beyond the end of the current contracts. It is proposed that the Brokerage Citylink, a registered charity and current delivery body for the secondary school programme, delivers the enhanced element of both the primary and secondary school parts of the programme.
9. The report proposes that these costs be met by way of an uplift to the City Bridge Trust grants budget to be met from the revenue surplus in Bridge House Estates. This would be additional to the City Bridge Trust's grants budgets for 2013/14 and the approval of the Policy & Resources Committee will be sought. Existing 'Section 106' monies are already earmarked to continue levels of activity in existing programmes. From April 2014 there is also some uncertainty, in view of changes to the planning gain regime, around the availability of such funds and the City Corporation's freedom to allocate them. The proposal to scale up the City Careers Open House programme by way of an uplift to the City Bridge Trust grants budget responds to the City Corporation's wish to *increase* its support to London's communities beyond levels permitted by existing budgets.

## Proposals

10. With additional funding of £280,000, both elements of City Careers Open House could be enhanced substantially in the 2013/14 academic year and sustained in 2014/15.
  - a. *Secondary schools*: **ALL** 88 secondary schools in the City's seven neighbouring boroughs would be offered a visit, potentially increasing the number of young people taking part from the planned 960<sup>3</sup> in 2013/14 to 2,640<sup>4</sup>.

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<sup>3</sup> 26 visits with an average of 37 students per visit = 962 students.

<sup>4</sup> 88 visits with an average of 30 students per visit, the lower number per visit taking account of likely space constraints within City businesses' premises.

- b. *Primary schools*: A total of 70 primary schools in neighbouring boroughs (more than a fifth of the total of 347) to take part (10 per borough), an increase of 57 from the current 13 planned visits in the 2013/14 element of the pilot, potentially increasing the number of young people taking part in that period from 195<sup>5</sup> to 1,400<sup>6</sup>.

## Costings

<b>2013/2014</b>	<b>£</b>
Secondary schools (additional 62 visits at £967 each)	60,000
Primary schools (additional 57 visits at £780 per visit)	44,500
<b>2014/2015</b>	
Secondary schools (additional 88 visits at £967 each)	85,100
Primary schools (additional 70 visits at £780 each)	54,600
<b>General</b>	
Set-up costs covering e.g. staff time to build and expand relationships with schools and City businesses.	23,700
Materials/Contingency (for any unforeseen but relevant additional costs above and beyond running of the visits e.g. transport, learning resources, evaluation support)	12,100
<b>TOTAL</b>	<b>£280,000</b>

11. The Brokerage Citylink, the delivery organisation, is satisfied that the increased level of activity outlined above is achievable, both in terms of the in-kind support required by City businesses and the input required from schools to allow young people to benefit from the programme in increased numbers.
12. The Brokerage Citylink was appointed to deliver the secondary school element of the current City Careers Open House contract following a rigorous competitive tender exercise, assessing price and quality of the services.

## Corporate & Strategic Implications

13. This proposal meets Government and Mayoral priorities and supports:
- the Community Strategy themes: “is competitive and promotes opportunity”; “supports our communities” and “is safer and stronger”.
  - the Corporate Plan objective of providing “valued services to London and the nation”, and key policy priority to “be a good neighbour”.
  - priorities within the business plans of the City Bridge Trust and the Economic Development Office.

<sup>5</sup> 13 visits with an average of 15 students.

<sup>6</sup> 70 visits with an average of 20 students.

14. An equalities impact assessment has been undertaken concluding that the proposed sponsorship would not have an adverse impact on equalities.

### **Implications**

15. The Comptroller and City Solicitor has advised that grants for charitable purposes associated with addressing employability made to organisations which meet the criteria for funding by City Bridge Trust may be regarded as within the Guidelines and the purposes of the Charitable Scheme.

### **Conclusion**

16. The proposed expansion of the City Careers Open House programme is a powerful way of raising the aspirations of substantial numbers of young people in London. It builds on an existing example of good practice and, through demystifying the City and employment opportunities available for local young people, could make a valuable contribution to their longer term employability.

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