



CITY AND COUNTY OF SWANSEA
DINAS A SIR ABERTAWE

Councillor Mary Jones
City & County of Swansea

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RFD/JW

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I dderbyn yr wybodaeth hon mewn fformat arall, cysylltwch â'r person uchod.**

Dear Councillor Jones

CABINET MEMBER QUESTION SESSION – 10 OCTOBER 2016

Thank you for the opportunity to respond to Members' Questions at your Scrutiny Programme Committee meeting on 10 October, and for your letter of 25 October requesting a written response as a full answer to the question from Councillor Mike Day on Enterprise Education that I addressed at the meeting. Firstly, may I apologise for the delay in responding.

If I may address each element of Councillor Day's question in turn: -

Swansea has been recognised as a leader in the field of enterprise education and the encouragement to young people to set up businesses. How important do you believe it is to have effective actions to promote enterprise education and support new businesses, especially those set up by young people?

It is very important to promote enterprise education to raise young people's skills and aspirations as well as to encourage self-employment as a work option.

Welsh Government is the lead organisation for policy, strategy and funding of business support in Wales, and it contracts with a number of organisations across Wales to deliver support. Business start-up support in Swansea is funded by Welsh Government, and has contracted with Business in Focus to provide this service.

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Page 2

In relation to Enterprise Education, the Welsh Government has developed a Youth Entrepreneurship Strategy and Action Plan: -

- Promoting the value of entrepreneurship to create opportunities and develop young people;
- Providing young people with entrepreneurial learning opportunities; and
- Supporting young people to create and grow businesses and the Council endeavours to support these priorities in Swansea.


What action is the Council currently taking to ensure enterprise education is supported and what assurances can you give that every effort will be made to ensure resources continue at the current level at least for the next 5 years, if not increased?

The Council provides the following support:-

- **Building Enterprise Education in Swansea (BEES) Group.**
The Swansea 2020 Economic Regeneration Strategy identified the need to co-ordinate and develop Enterprise Education in Swansea, and in 2007 the Swansea Economic Regeneration Partnership (or SERP) initiated the BEES Group to undertake this work. Since 2007, the Council has continued to provide Officer and other support to the Group (through Economic Development), which includes representation from our two universities, Gower College, Careers Wales, WJEC, primary and secondary schools and other business and educational establishments. The BEES Group meets as a forum and works in partnership to deliver and develop enterprise education initiatives across Swansea. The constituent organisations lead on delivery and resourcing of ideas exchanged and developed by the Group. We appreciate Councillor Day's valuable work in Chairing the BEES Group as well as the participation of all the Group's member organisations that together progress its important work with commitment and enthusiasm.

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Page 3

- The Council's City Centre Management team has supported enterprise work by hosting an event with schools in the casual trading area of the indoor market;
- The Council has provided Websites for business support: -
 - "Inform Swansea" website which is an information source for local people including skills and employment information for young people and businesses support information.
 - "itslocalswansea" on line business directory which all local businesses can add their details to for free and also use to source goods and services from Swansea businesses.
- Funding:-
 - The Council does not routinely fund the BEES Group although it has provided funding (£70K per annum) since 2013/14 for two Enterprise Officers based at Gower College Swansea, and the funding is reviewed annually. The Enterprise Officers work with primary and secondary schools to embed enterprise culture within the school curriculum and to develop pupil's entrepreneurial awareness and skills, as well as providing practical information and support for those seeking to start up a business.
 - The Council has provided a £500 voucher in sponsorship of a Swansea business start-up weekend event. (Nov 2015).

In the present economic climate it is difficult to guarantee resources can be continued into the future. However there are no current plans to cut existing support to the BEES group and we would welcome the Group's thoughts on how this support could be improved.

With Welsh Government having a lead role in providing business and enterprise education support we would expect it to maintain and improve support for these areas in future years.

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Page 4

What applications for funding will the Council be making to support its actions in enterprise education and business start ups?

CCS has secured additional funding from UK Steel to offer a start-up grant of up to £500 to businesses and start up entrepreneurs, as is particularly keen to target tech businesses. Swansea University and UWTSD have been approached to help identify suitable candidates.

Swansea City Region Board

All approved minutes of the Swansea Bay City Region Board can be found published on the Swansea Bay City Region website.

NEETS Provision in Swansea

There are 6 key features to the NEET work in Swansea, overseen by Chris Siver's and the NEET Board:

1. Identifying young people most at risk of engagement
2. Better brokerage and co-ordination of support
3. Stronger tracking and transitions of young people through the system
4. Ensuring provision meets the needs of young people
5. Strengthening employability skills and opportunities for employment
6. Greater accountability for better outcomes for young people

There are also two offers to young people that are under 'ongoing' development.

- The first is the allocation of single point of contact (a lead worker) to the most at-risk young people to help ensure that support is delivered in a joined up and coordinated way and that works to meet their needs.

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Page 5

- The second is the development of a proactive and positive Youth Guarantee that will help to ensure that every young person has access to a suitable place in learning post-16.

The council has invested in a new NEETS provision in the May of this year which is supporting those NEET young people who are identified as being most vulnerable and the services that already support them. This new team is located in Info-nation on the Kingsway and is currently part of a wider transformation, bringing together a wider range of Post 16 providers to be co-located together in Info-nation. The service will work with a network of lead workers from multiple organisations and sectors to ensure that those furthest away from achieving EET Status receive the appropriate support and options for their development.

The mapping of all of these services can be seen in Appendix .11 which maps and gives an overview of all provision for NEET young people in Swansea.

In addition, the existing provision is bolstered by a number of European funded projects. There are EU funded (ESF) projects currently active and a further project in development which have been led by the European and External Funding Team, and scoped in collaboration with pivotal departments and within the Authority (Education, Poverty and Prevention), Secondary Schools, Careers Wales, Gower College to develop targeted interventions , which through their project durations will endeavour to prevent NEET status, support NEETs into becoming employable by offering life skills and qualifications and maintaining sustained employment. The programmes depict that participants will endeavour to be identified and supported at some stage prior to becoming 25 years old. Workways + have been included to demonstrate the support available following 25 years plus.

- Cynnydd – 11 to 24 years, who are at the very greatest risk of becoming NEET, 1170 participants – this is a preventative project - duration March 2016 to February 2019 – £3.5m, 70% ESF grant funded, 30% staff in kind match funded. Targets/Outputs are to gain accredited qualifications and to reduce the risk of becoming NEET. This is a regional project led by Pembrokeshire County Council.

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Page 6

- Cam Nesa – 16 to 24 year olds, who are of NEET status. This project is currently under development and not an active project as a final business plan is being issued to WEFO in the Autumn. Current scope of the project is to focus on Tier 2 NEETs, offering a flexible approach depending on the individuals needs by facilitating access to paid work experience, enterprise, skills development, support prior to and during work experiences, and targeted counselling services. Anticipated start date Spring 2017, project duration 3 years. Budget and participant allocation to be determined. It is to be advised if community first areas will be included in this project, as there may be duplication with Communities for Work project. Target/Outputs will be entering employment on leaving – 28%.
- Communities for Work – 16 to 24 year olds, who are of NEET status. Tier 3 NEETs with some tier 2 overlap. Project funded until March 2018. As well as focussing on 16-24 year olds the project is aimed at those aged 25 and over who are economically inactive or long term unemployed. The project is focussed on the 5 communities 1st clusters in Swansea and can only benefit those individuals who reside in the 5 clusters. The project has been operational since April 2016. In terms of staffing resource there are 5 youth mentors, 5 adult mentors and 5 triage officers. For 16-24 year olds the project has a target to engage with 96 NEETs, to realise 24 job entries, gain 24 NEET qualifications and for 12 NEETs to participate in education or training upon leaving.
- Workways + - 25 years plus, economically inactive.

The performance of the NEET agenda is robustly monitored. Please see the attached performance overviews in Appendices 1.2 & 1.3 which give the NEET Tracking data and trends for both the 16 to 18 and 18 to 24 age groups respectively. Please note that data for the 16 to 18 group is tracked using the Welsh Governments 5 Tier Model which is part of the Engagement and Progression Framework. Both sets of data indicate that overall there has been a positive trend over the past 3 years.

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Page 7

As requested, I have enclosed a copy of the Memorandum of Understanding with the Universities for your information.

I hope this addresses the questions fully, but please do contact me again should you require further information or clarification.

Yours sincerely

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