

Youth Guarantee Scheme Pilot 2014



London Borough of Croydon

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Project Aims

- Employability skills development
- Employer education partnerships
- Work-related learning activities / events
- Work placements
- Youth mentoring
- E- Skills passport
- Online toolkit & best practice guide



Education Business Partnerships

“An education business partnership aims to develop a productive relationship between education and business. It may be defined as a joint venture in the local community to raise the aspirations and achievements of young people and to enable them to become part of a skilled and adaptable workforce. Its distinctive feature is a formal agreement between partners committing them to work together to improve education and employment opportunities in their local areas.”

King, Lea & Moroney, 1991



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Business Rationale

Desirable factors for partnership participation:

- Produce benefits to both (or all) partners
- Something that the company is well placed to do
- Clearly linked to the company's business focus
- Development of their staff
- Fulfil its Corporate Social Responsibility policies
- Raise profile of company and it's business
- Recruitment opportunity
- Closely related to identified needs of schools involved
- **Improve employability skills of young people**



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Employability Skills

- Self management
- Team working
- Business and customer awareness
- Problem solving
- Communication and literacy
- Application of number
- Application of IT

Developed through a positive attitude



This is how we work

Brokerage and Programme delivery:

- Identify potential partners, define common ground
- Vested interests addressed through negotiation and mediation
- Acknowledge different, fluctuating and possibly conflicting needs
- Sharing of benefits and risks.....tangible or perceived
- Agreement on aims, objectives and parameters
- Recognition of the need to value relationships between partners
- Monitoring, evaluating and developing activities



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Participating Schools

75 students from the following schools took part:

- Addington High School
- Edenham High School
- Oasis Academy Shirley Park
- The Quest Academy
- St Andrew's C of E High School



Employer Partners

Recruitment of mentors and work-related learning events were organised by the following employers:

- **Croydon Partnership (Hammerson & Westfield)**
- **Mott MacDonald**
- **Allianz**
- **BT**



Service Providers

- **Hyggeuk**
 - Mentoring training
 - Training of teachers on employability skills
- **Make Business Happen**
 - Evaluate the project
 - Develop a toolkit and best practice guide
- **Redbullet**
 - E- Skills passport and Work Credit Scheme



Activities

- **Mentoring**
- **Work-Related Learning Events**
 - Regeneration challenge
 - Employability Skills workshops
 - Mock interviews
 - Visits to companies
 - Work placements
 - Careers event
- **Training teachers to teach employability skills as part of the curriculum**



Participant Quotes

"I liked the day in the head office – very inspirational for the students to see a functional work setting and work as a team." **Teacher**

"I personally want to do business when I'm older so going really inspired me." **Student**

"Enjoyed experience of a working day!" **Student**

"Thanks for setting this up. I hadn't been in a school in ages, and found it very rewarding." **Business Mentor**

"We were really impressed with their mock interviews!" **Employer**

"I liked the environment we worked in and I loved presenting our presentation." **Student**

"The students have grown in confidence since the event and are working harder." **Teacher**