

Economy, Skills and Transport Overview and Scrutiny Committee

Key Performance Indicators (KPIs) – Youth Promise

Report of the Assistant Director, Employment

27th April 2017

1 Purpose of Report

- 1.1 To provide Committee with an overview of progress to date on the key performance indicators (KPIs) associated with the Council's Youth Promise.

2 Background

- 2.1 The Council's Youth Promise was launched in November 2014. The promise stated that every young person in Birmingham aged 14-25 years old would have access to employment, education, training, apprenticeship or experience of work within four months of leaving education, employment or training. The commitment was to be delivered through existing and new initiatives as well as improved links with partners in the public, private and voluntary sector. A number of City Council activities were deployed to deliver the Council's Youth Promise, including the relaunched Birmingham Careers Service, deployment of the Devolved Youth Fund, additional mentoring support for vulnerable groups and the development of Cog - a digital platform and gateway providing support to young people.
- 2.2 The Council's KPIs are based on **closing the gap** for youth unemployment against national figures and the Birmingham average and; the Birmingham average and worst performing districts. We also measure the outcomes related to the activities of Birmingham City Council and our partners.
- 2.3 The outcomes of delivery and funded activities are regularly reported back to Committee through the Cabinet member's update reports and are amalgamated into the Youth Promise dashboard. The impact of the Youth Promise itself is reflected in the broader context of quantitative evidence regarding youth unemployment, the level of NEET and the closing of the gap. **This is the purpose of the Youth Promise dashboard which places delivery in the wider context of youth unemployment and progress for specific cohorts for vulnerable young people such as careleavers.**

3 The Youth Promise Dashboard

- 3.1 This is attached as **Appendix 1**. The source and availability of the available data does sometimes make comparison difficult and warrants further explanation. **Appendix 2** provides a written commentary to aide understanding in the datasets and projects and designed to be read in conjunction with the Dashboard.

Appendix 1, Page 1 shows the high level indicators of the employment and education rates of young people, youth unemployment and young people classified as NEET (not in employment, education or training). Comparison of data sets is sometimes problematic as figures are often dependent on a number of factors:

- Frequency of collection
- Changes in measures
- Changes in definitions

- 3.2 Data on youth unemployment is derived from government sources, the ONS claimant count dataset for those aged 18-29. Where possible, we have extended the historic definition of youth unemployment traditionally deployed by DWP (18 -24) to align with the eligible cohort for Youth Promise Plus project.

The Youth claimant figures are based on those who claim Job Seekers Allowance plus those who claim Universal Credit for unemployment reasons. Proportions have been calculated as the percentage of the total population aged 18-29 who claim these benefits. The rollout of Universal Credit will inevitably skew figures for a comparison on a year by year basis.

- 3.3 Data on NEETS is the Council's own data as there is a statutory requirement to collect this. Timing can be problematic in the tracking of NEETs. The charts demonstrate the peaks and troughs in the number of NEETs. At some times of year the position can rapidly change, until figures settle down after the beginning of each academic year. Often it depends as much on the speed of finding out who is NEET as how many there actually are.
- 3.4 The DfE have recently changed the way that they measure NEETs. Previously the measure was for Years 12-14 cohort. The figure now reflects years 12-13, bringing it in line with the participation age but also includes the non-participation (Unknown) figure. Being unknown does not necessarily mean the young people are NEET, just that there is no information on what they are actively doing. These changes may make comparisons on a year on year basis problematic.
- 3.5 The most significant current local intervention is the European Funded Youth Promise Plus (YPP) project. This is now closely aligned with other initiatives such as the Birmingham Jobs Fund and delivery of other partners such as Talent Match and the Princes Trust.

YPP is profiled to engage in excess of 16,000 young people (Birmingham & Solihull) and place over 7,000 young people into positive outcomes over the duration of the project. The project is due to end in July 2018. It is reasonable to expect that the successful delivery of YPP will impact, to some degree, on NEET and youth unemployment figures over time. However the performance data is reported on a project basis still needs to filter through to the national high level indicators, particularly given time lags for the production of national data.

- 3.6 **Appendix 1, Page 2** of the dashboard shows the performance of the actual KPIs themselves, together with other indicators which are relevant to moving young people into education and training.
- 3.7 Apprenticeship vacancy data varies from month to month but has to date appeared to be consistent between 200-400. The data is provided by the Skills Funding Agency, but more current data is not available due to a major overhaul of the systems of the Skills Funding Agency. It is anticipated that the introduction of the Apprenticeship Levy (in April 2017) will see a substantial increase in the number of apprenticeship vacancies. Alongside this we would expect to see a rise in the number of apprenticeship starts with the full effect of the YPP programme contributing to this.
- 3.8 **Appendix 1, Page 3** of the dashboard provides the available City Council data on NEETS for particular cohorts of young people. Specifically, young people in care and care leavers, young

offenders, young people with learning difficulties. Under YPP, specific delivery and support for these groups has been contracted, and we would expect to see an improvement in outcomes by July 2018.

4 Performance against KPIs

- 4.1 The figures show a divergence from the target, although performance in Quarter 3 has seen an improvement. Closing the gap in youth unemployment is a measure that at least in part demonstrates a seasonal effect, and the full impact of YPP has still to be fed through. Normally numbers fall through the autumn as young people enter education/training and employment picks up in the run up to Christmas and beyond.

The number of people assisted through BCC and partner activity remains close to the Quarter 3 target with 1,385 young people helped into work through Birmingham Jobs Fund Initiative, Destination work and the Youth Promise - Devolved Youth Fund. Once again as YPP contracted provision ramps up, we expect to see figures reach targets. We also expect to see that filtered through into broader KPIs as soon as the government data sets catch up.

Contact Officers:

Shilpi Akbar, Assistant Director Employment

Tel: 0121 303 4571

Shilpi.akbar@birmingham.gov.uk

Lesley Bradnam, Senior Research Officer, Economic Research & Policy

Tel: 0121 464 2114

Lesley.bradnam@birmingham.gov.uk