

Enterprise and Business Committee

Meeting Venue:

Committee Room 4 – Tŷ Hywel

Meeting date:

6 November 2014

Meeting time:

09.15

Cynulliad
Cenedlaethol
Cymru

National
Assembly for
Wales



For further information please contact:

Siân Phipps

Committee Clerk

029 2089 8582

enterprise.committee@wales.gov.uk

Agenda

Pre-meeting in Private (09.15–09.30)

1 Introductions, apologies and substitutions

2 Inquiry into Assisting Young People into Work – Session 1

(09.30–10.10) (Pages 1 – 33)

Steve Martin, Wales Audit Office

Attached Documents:

Research Brief (am)

Research Paper – Statistics

EBC(4)–27–14 (p. 1) – Wales Audit Office

Break (10.10–10.20)

3 Inquiry into Assisting Young People into Work – Session 2

(10.20–11.00) (Pages 34 – 40)

Yvonne Rodgers, Director, Barnardo's Cymru

Wendi Jones, Head of Services, GISDA

Elizabeth Stokes, Learning 4Life Manager, Llamau

Attached Documents:

EBC(4)–27–14 (p. 2) – Barnardo's

4 Inquiry into Assisting Young People into Work – Session 3

(11.00–11.40) (Pages 41 – 47)

Andrew Viazani, Head of Recruitment, Admiral

Wendy Rees, Senior HR Business Partner, BBC Wales

Martin Nicholls, Chief Operating Officer, Corporate Building and
Property Services, City and County of Swansea Council

Efa Gruffudd Jones, Chief Executive, Urdd Gobaith Cymru

Attached Documents:

EBC(4)–27–14 (p. 3) – BBC Wales

5 Motion under Standing Order 17.42 to resolve to exclude the public for the remainder of this morning's meeting (11.40)

Private Meeting

6 Forward Work Programme – Spring 2015 (11.40–12.00) (Pages 48 – 55)

Attached Documents:

EBC(4)–27–14 (p. 4) – Forward Work Programme – Spring 2015

7 Tourism Inquiry – Consideration of Draft Report (12.00–12.15) (Pages 56 – 106)

Attached Documents:

EBC(4)–27–14 (p. 5) – Draft Tourism Report

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WALES **AUDIT** OFFICE
SWYDDFA **ARCHWILIO** CYMRU

Enterprise & Business Committee Inquiry on Assisting Young People into Work – **Summary of evidence from the Auditor General’s reviews of Young People not in Education, Employment and Training**

To assist the Enterprise and Business Committee in its inquiry into ‘Assisting young people into work’ we have summarised the findings from the Auditor General’s value for money review of *Young people not in education, employment or training* and the improvement study of related work in councils published at the same time (July 2014)

The findings are summarised against the terms of reference and key issues for the inquiry.

Main conclusions from the Auditor General's work

In July 2014, the Auditor General for Wales published a value for money study report on [Young People not in Education, Employment or Training](#) and a [Review of related work in local councils](#).

The Auditor General concluded that the Welsh Government is well placed to help to reduce the numbers of 16-18 year olds who are Not in Education, Employment or Training (NEET) but is less well placed to reduce the number of 19-24 year olds who are NEET and determine value for money of its actions in this area. We came to this conclusion because:

- The Welsh Government's approach is based on sound evidence and engagement with councils and other major partners but lacks a thorough understanding of the resources required to meet its objectives.
- If implemented successfully, the Welsh Government's Youth Engagement and Progression Framework and Implementation Plan (the Framework) are likely to improve planning, co-ordination and provision of services to reduce the number of 16-18 year olds who are NEET, but significant risks remain especially in relation to 19-24 year olds.
- The Welsh Government has clear mechanisms to monitor progress and hold councils and most national stakeholders to account but councils and other partners have not adopted its targets despite being committed to reducing the numbers of young people who are NEET.

From the work in local authorities, the Auditor General concluded that councils are clearly committed to further reducing the number of young people NEET, especially at age 16-18, but that planning is variable and councils have made less progress understanding the costs or evaluating the effectiveness of the provision necessary to reach their goals.

Summary of findings related to the Committee's terms of reference

- i. *What support is most effective and what are the main barriers that face young people trying to enter the labour market?*

The study found that the six key elements of the Framework were based on sound evidence and, if implemented successfully, should be effective and help reduce numbers of young people who are NEET aged 16-18 (*Main report paragraphs 1.9-1.12 and Part 2*). The elements are:

- Identifying young people most at risk of disengagement.
- Better brokerage and coordination of support.
- Stronger tracking and transitions of young people through the system.
- Ensuring provision meets the needs of young people.
- Strengthening employability skills and opportunities for employment.
- Greater accountability for better outcomes for young people.

There is some evidence that the effective tracking of young people at risk of becoming NEET (e.g. at Wrexham) and improved coordination of support (e.g. at Swansea) have contributed to reducing numbers of young people who are NEET. However, there was less evidence about the relative effectiveness of different services and interventions (*Para 1.12*).

The study did not identify the main barriers to employment but noted the range of triggers associated with young people being NEET (*Box 2, page 20*). These were included in the *Young People Engagement and Employment Review and Action Plan* published by the Welsh Government in 2010 and include:

- Educational factors including low attendance and attainment;
- Socio-economic factors including those from low income families;
- Parental behaviour including lack of involvement in child's education;
- Young people's behaviours and attitudes; and
- Family and personal circumstances including looked after children, teenage pregnancy, young offenders and homelessness.

ii. *To what extent is the Welsh Government's strategy for young people who are not in education, employment or training effective and value for money?*

The report notes that some projects are subject to evaluation but the study was unable to assess the value for money of the strategy because the Welsh Government and partners did not have a sufficiently clear understanding of the expenditure to support the strategy and there was insufficient evaluation of interventions and services to assess their effectiveness (*Para 1.17*).

iii. *What progress has been made to date on the Youth Engagement and Progression Framework Implementation Plan?*

The study was undertaken during the development and publication of the Framework. It does not cover progress since then.

iv. *How effective is the strategic role of local authorities and other key stakeholders including the Careers Service, the Youth Service, and the education regional consortia?*

The study found that the quality of strategic planning by local authorities is variable and the local engagement with partners is also variable (*Councils: Part 2*). In some areas, the Careers Service is centrally involved in initiatives and is effectively engaged with partners. The Careers Service has a key role in implementing data and tracking systems.

The Framework sets out a key role for youth services as providers of lead workers for young people in greatest need. The review of councils found inconsistent understanding of the responsibility of councils, as set out in *Extending Entitlement: Supporting Young People in Wales (2000)*, for leading and co-ordinating youth services for 16 to 24 year olds that will encourage, enable or assist young persons (directly or indirectly) to participate effectively in education and training, take advantage of opportunities for employment; and participate effectively and responsibly in the life of their communities (*Councils: para 2.16*).

The review of councils found that Councils have worked with schools, further education colleges, work based learning providers and other partners to identify and support young people at risk of becoming NEET. However, tension between partners who are in competition for learners was reported as a barrier to effective joint working (*Councils: paras 3.3-3.9*).

Generally, councils reported difficulty engaging with employers to develop employment and training opportunities, including apprenticeships and work experience. There were, however, some examples of positive work with local businesses and where councils had developed their own apprenticeship programmes targeted at young people (*Councils: paras 3.11-3.12*).

The Department of Work and Pensions is a significant partner especially in policies for 19-24 years. We found examples of good and improving working between local authorities and the DWP locally. We concluded that the crossover in various responsibilities of between the Welsh Government departments and the UK Government's Department for Work and Pensions is an important constraint on work with young people aged 19-24 and for the relatively small number of 16-18 year olds who are in receipt of benefits. The Welsh Government is taking steps to improve communication with the UK Government through working groups at official level (*Paras 2.22-2.24*).

- v. *The extent of discrimination and its impact on the recruitment of young people;*
Not covered by the study.
- vi. *How effective are the range of schemes, initiatives and projects aimed at supporting young people into work, for example: Jobs Growth Wales; apprenticeships; traineeships; other projects supported by European funding; and third-sector-run projects? Do they provide good value for money?*

The study found that there was not a common approach to the evaluation of individual projects and schemes. Evaluation was not undertaken routinely and it was therefore difficult to assess the value for money (*Para 4.4*).

It was widely accepted that the arrangements for European funding during 2006-13 had not been as well co-ordinated as they could be and this contributed to some duplication and inconsistency. The study noted that arrangements were being put in place for European funding from 2014 that would ensure projects met gaps in local provision identified by local mapping of services and that bidders had engaged with local 14-19 networks (*Paras 1.26-1.27*).

Issues that the Committee is considering

- a. *The impact of the Welsh Government's prioritisation of support for young people age 16-18; and the impact of this prioritisation on those aged 19-24;*

The study found that the implementation of the Framework, with its focus on 16-18 year olds, may not be sufficient for the Welsh government to achieve its objectives for 19-24 year olds. It notes that research and inspection work has concluded that improved outcomes at 16-18 do not always translate into improved outcomes at 19-24 (e.g. *Against the Odds – Re-engaging young people in employment or training*,

Audit Commission, July 2010). Figures for Welsh local authorities show that those with the biggest falls in leavers who are NEET at 16 did not necessarily see the same improvement for the older age group (e.g. Torfaen) (Para 2.20).

- b. *Transport (especially in rural areas): what are the problems and what assistance can be provided?*

Not considered as part of the study.

- c. *The need for softer skills: e.g., effective interview and job application skills; ready-for-work skills;*

Not considered as part of the study.

- d. *What can be done to assist the groups of young people who are more affected by barriers to re-entering the labour market, for example those with disability?*

The study noted that young people with disabilities or, chronically ill, have special educational needs, teenage parents and some ethnic minority groups are more likely to become NEET. We found that the Framework does not differentiate sufficiently between the different groups of young people who are NEET or at risk of becoming NEET. The Welsh Government are intending any such analysis and prioritisation to be determined locally but the study found it was not clear that the Government would monitor whether this happened (Paras 2.12-2.15).

The study recommended the Welsh Government analyses data and local implementation plans with reference to the needs of high risk groups and discusses this with councils.

- e. *The impact and value-for-money of European funds;*

The study found that European funds had supported NEET related projects with expenditure of at least £40 million per year. It was the main source of funding for many local projects such as the £21 million 'Engage' project in South West Wales as well as providing significant funding for World Class Traineeships and other centrally led programmes. Each of these projects was subject to performance monitoring which indicated that they met their targets. However, as noted above, the study found insufficient comparative evaluation to enable judgments to be made about relative value for money (Paras 1.20 and 4.5).

- f. *The extent to which employers require Welsh-language skills, and whether this requirement is perceived as a barrier by some young people;*

Not considered as part of the study.

- g. *Regional variations and local challenges;*

As expected, the review of councils found significant local variations in strategic planning, engagement and performance and indeed, one of the intentions of the Framework is to introduce a more consistent and evidence based approach across Wales. The requirement for local authorities and their partners to map services, appoint a 'NEET coordinator', to submit plans and discuss them twice each year with the Welsh Government was welcomed by local authorities and the study concluded

these steps will contribute to the likelihood of the Framework improving planning, co-ordination and provision of services (*Paras 2.1-2.5*).

- h. The social problems that prevent young people from finding work, and how to change the culture and attitudes that entrench unemployment for many.*

Not considered as part of the study.

Agenda Item 3



Title: **Enterprise and Business Committee Inquiry into Assisting Young People into Work**

From: Dr Sam Clutton
Assistant Director, Policy
October 2014

E-mail: Samantha.clutton@barnardos.org.uk

Tel: 01639 620771

Address: Barnardo's Cymru Policy and Research Unit
19-20 London Road
Neath
SA11 1LE

1. Information and working context of Barnardo's Cymru

Barnardo's Cymru has been working with children, young people and families in Wales for over 100 years and is one of the largest children's charities working in the country. We currently run 88 diverse services across Wales, working in partnership with 19 of the 22 local authorities, supporting in the region of 8,500 children, young people and families last year. Barnardo's Cymru services in Wales include: care leavers and youth homelessness projects, young carers schemes, specialist fostering and adoption schemes, family centres and family support, parenting support, community development projects, family support for children affected by parental imprisonment, domestic abuse and parental substance misuse, short breaks and inclusive services for disabled children and young people, assessment and treatment for young people who exhibit sexually harmful or concerning behaviour and specialist services for children and young people at risk of, or abused through, child sexual exploitation and young people's substance misuse services.

Every Barnardo's Cymru service is different but each believes that every child and young person deserves the best start in life, no matter who they are, what they have done or what they have been through. We use the knowledge gained from our direct work with children to campaign for better childcare policy and to champion the rights of every child. We believe that with the right help, committed support and a little belief, even the most vulnerable children can turn their lives around.

- **This response may be made public.**
- **This response is on behalf of Barnardo's Cymru.**

Inquiry submission

Barnardo's Cymru works with families, children and young people of all ages across Wales. We deliver services to young people aged 16+ through services working with young people who have left care, homeless young people and young people in need of tenancy support, young parents, young adult carers, disabled young people, young people with substance misuse issues, young people with mental health needs and young people at risk of or abused through child sexual exploitation

1. What are the main barriers that face young people trying to enter the labour market?

- 1.1.** The young people that Barnardo's Cymru supports have a range of needs that present particular barriers to entry into the labour market. The challenging circumstances of their lives and the relationship between their childhood experiences and levels of engagement in education often means that they enter young adulthood as young people with low or no qualifications who are the furthest away from the labour market.
- 1.2.** Young people leaving care have to cope with the challenge of compressed and accelerated transitions to adulthood (relative to their peers). It is clear that if care leavers are to have the best chance to succeed in education, training and employment, they must have a secure base from which to start. Suitable accommodation, access to health care, appropriate financial and personal support must all be in place.¹ Too often, care leavers are forced to sideline education, training and employment as they face the challenge of living independently for the first time.²
- 1.3.** Caring responsibilities impact on young people's educational experiences and outcomes. Transitions to adulthood are difficult for many young carers and in particular transitions into further education, employment and training.³ This is the result of poor educational experiences in compulsory education, the impact of school responses and caring responsibilities on lower educational achievement and inadequate support for continued caring responsibilities. Young carers movement into education, employment and training has to be understood in the context of the needs of the whole family and the young person's role within that family.

¹ The Centre for Social Justice, (2014), *Survival of the Fittest? Improving life chances for care leavers*, http://www.centreforsocialjustice.org.uk/UserStorage/pdf/Pdf%20reports/CSJ_Care_Report_28.01.14_web.pdf

² Consumer Focus Wales, (2011), *From care to where? How young people cope financially after care*, <http://www.consumerfocus.org.uk/wales/files/2011/03/From-care-to-where-Web-2.pdf>

³ NIACE Policy Paper (2013), *Access and Inclusion: Young Adult Carers and Education and Training* http://www.niace.org.uk/sites/default/files/access_and_inclusion_-_young_adult_carers_and_education_and_training_1.pdf

- 1.4.** Young mothers may have their schooling disrupted at the most critical time but even where they become parents post-16 years as many as 40% are likely to have had poor educational engagement and outcomes.⁴ Participation in education, employment and training for young mothers is very low despite evidence to suggest young parents are motivated to engage and research suggests that young parents have a range of emotional and practical support needs which have to be met before they can settle into and effectively engage in a learning programme. At the time of publication of a Barnardo's research report on young mothers and access to learning in 2010, 84% of young mothers in Wales were NEET.⁵ The majority of young parents struggle with living on a low income, accommodation issues, childcare and getting their support needs met and these issues impact on their ability to access the labour market.
- 1.5.** Homelessness almost trebles a young person's chance of developing a mental health problem and homelessness is frequently associated with substance misuse problems.⁶ Young people may face real difficulties in accessing appropriate support for their additional needs in order to provide them with the personal resources and stability required to engage in education, employment and training. At the same time using a hostel address has been reported as a major barrier in applying for work by young people and they have also talked about the 'poverty trap' in terms of securing employment that will demand a big enough wage to cover housing costs as they struggle to secure accommodation.⁷
- 1.6.** Evidence suggests that disabled and learning disabled young people are not prepared for employment as a destination of transition into adulthood and are often denied access to employment or training opportunities.⁸ Disabled young people remain twice as likely to be not in education, training or employment than those who are not disabled.⁹
- 1.7.** Many of the young people we support are affected by more than one of the issues set out above and face complex and interrelated barriers to entry into the labour market compounded by chaotic lifestyles related to their additional needs. Our Swansea Bays Service for example supports care leavers:

⁴ Department for Children, Schools and Families , (2007) *Teenage Parents next steps: Guidance for Local Authorities and Primary Care Trusts*, (ENGLAND) London: Every Child Matters, DCSF

⁵ Barnardo's (2010) *Not the end of the story – supporting young mothers back into education*, http://www.barnardos.org.uk/not_the_end_of_the_story_-_march_2010_pdf.pdf

⁶ Social Exclusion Unit, (2005), *Transition: young adults with complex needs a Social Exclusion Unit final report*, London: ODPM

⁷ Buchanan, J. et al (2010) *Beyond the rhetoric of youth homelessness: telling it as it is*, Barnardo's Cymru and Glyndwr University
https://www.barnardos.org.uk/beyond_rhetoric_of_youth_homelessness_-_telling_it_as_it_is_-_full_report.pdf

⁸ Conlan, L., (2014) *Transition Planning for Young People with Learning Disabilities in Great Britain*, Research and Information Service Research Paper, Northern Ireland Assembly
http://www.niassembly.gov.uk/Documents/RaISe/Publications/2014/employment_learning/6514.pdf

⁹ <http://www.learningobservatory.com/uploads/publications/2423.pdf>

- Among those under 18 years of age a total of 16 or 18% are NEET.
- A total of 74 or 53% of care leavers aged over 18 years that the service supports are NEET.
- Of the total 74 young people who are over 18 years and NEET 33 are also either pregnant, in custody, are disabled or in receipt of ESA or are a parent on Income Support.
- Between April 1st and 31st August this year there were a total of 756 visits by care leavers to the Bays service and 38% of those visits relate to just 10 young people.
- Of those 10 young people : all are NEET; 7 are over 18 years of age; 4 are in temporary accommodation; 4 have YOS or offender manager involvement; 4 have substance misuse issues; 3 have identified mental health issues and 1 young woman is pregnant.

- 1.8.** The impact of children's circumstances on their educational opportunities and outcomes combined with the challenges of entering young adulthood with additional responsibilities and/or needs in addition to related issues such as low self esteem and often limited family support result in a position where the barriers to employment can appear insurmountable.
- 1.9.** We are aware that evidence in relation to the barriers facing young people in certain circumstances as set out above has been presented by ourselves and others to various Committee Inquiries over the past decade. Contemporary evidence as referenced in this submission and our own experience as service providers to vulnerable young people suggests that these are persistent issues that are still not being adequately addressed and that must now be seen in the context of an extremely challenging economic climate. These barriers impact not only on labour market entry but in limiting the opportunities for young people to engage in or sustain training or places in further education.
- 1.10.** Well rehearsed practical barriers to entering the further education, training or the labour market also persist. Low wages, prohibitive travel expenses (particularly in rural areas), learning and training equipment costs and work related costs such as clothing can be barriers for young people living in low income families and young people living independently.
- 1.11.** For young people who live independently (because they have left care or have been homeless or come from families who are unable to continue to accommodate them) housing costs set against low wages mean that sustaining a tenancy on a low wage can be very difficult even with housing benefit assistance. These issues were highlighted as far back as 2009 when Barnardo's Cymru produced a film 'Hope' ¹⁰ with young people in North Wales that set out the challenges of living in poverty for young people living independently. The film includes young people who have left care or

¹⁰ http://www.barnardos.org.uk/resources/research_and_publications/below-the-breadline-a-year-in-the-life-of-families-in-poverty/publication-view.jsp?pid=PUB-1442

experienced homelessness and young parents, some with a wage, some in receipt of benefits. All were facing the everyday dilemma of issues such as should they 'eat or heat'. Unfortunately these issues persist and young people continue to present at our services in states of crisis because of poverty which means that they cannot afford to heat the place where they live or to eat. In fact our services report that persistent and absolute poverty are affecting growing numbers of the young people that we support.

2. What support is most effective for young people trying to enter the labour market?

- 2.1** The Social Exclusion Unit suggests that for young people with complex needs, work to address thinking and behaviour directly is often a necessary first step on the road to harder outcomes, such as engagement with education, training or labour markets.¹¹
- 2.2** In 2011 the Centre for Excellence and Outcomes in Children and Young People's Services produced a rapid review of 'Strategies to re-engage young people not in education, employment or training'. Which included in its summary of effective approaches those that:
- *Offer support at key transitions, often through intensive support from a key worker, mentor or adviser, who acts as a 'role model' as well as providing practical guidance, support and brokerage,*
 - *Are flexible and offer a range of pathways for young people with different needs, attributes and skill levels.*
- 2.3** Earlier this year Barnardo's Cymru produced evaluation reports following completion of two 4 year long projects that were funded under the Big Lottery 'Life Skills' funding grant.
- 2.4** The Life Skills Options Project was based in Wrexham at Barnardo's Cymru Compass Partnership and worked with 41 young care leavers to support their entry into education, training or employment. The project was managed by Barnardo's Cymru and the team consisted of Barnardo's Cymru staff, a therapeutic intervention worker from CAIS drug and alcohol agency and a personal advisor from Careers Wales. **At the end of the project there was a 50% reduction in the number of young people who were NEET.**
- 2.5** The Life Skills Work Your Way Project was based in Denbighshire at Barnardo's Cymru Cyfle Service and worked with 33 young care leavers who were involved with the criminal justice system or were young parents to support their entry into education, training or employment. **At the end of the project 17 young people had experienced paid employment, 6 had entered into further learning and 9 were completing a package of training.**

¹¹ Social Exclusion Unit, (2005), *Transition: young adults with complex needs a Social Exclusion Unit final report*, London: ODPM

- 2.6** The projects delivered support through 1:1 support and group work which included basic independent living skills, basic skills such as numeracy, literacy, building confidence and self esteem, organisational and motivational skills and practical support for entry into education, training or employment. Detailed individual learning and development plans were put in place with each young person. Work placements, volunteering opportunities and employment entry preparation work was secured to support young people to be 'work ready'.
- 2.7** Young people received support through their Personal Advisor service and the projects to deal with personal crisis and on-going accommodation issues. Personal issues for young people during the lifetime of the project included for example: bullying, pregnancy, managing civic life after prison, family breakdown, sexual exploitation, adoption of child, domestic abuse and insecure housing.
- 2.8** Securing sustained paid employment was the most challenging outcome to achieve. Of the 41 young people at who the Life Skills Options project supported 5 secured 3 months paid employment, 4 secured 6 months paid employment and 1 secured 12 months paid employment. Of the 33 young people who the Life Skills Way to Work project supported 7 secured 3 months paid employment, 4 secured 6 months paid employment and 1 secured 12 months paid employment.
- 2.9** Paid employment was the most popular destination goal for young people participating in the project however a number of barriers to sustaining employment were identified. Some young people did not see the value of volunteering or work experience and started work before they were able to cope with the demands of employment and withdrew to go into education or training. Some young people were unable to cope financially with being in employment as a result of housing benefit loss and low wages. Part-time and temporary work was particularly difficult because the benefits system was not flexible or reactive enough to changing patterns of labour market engagement for individuals. Young people continued to experience personal crisis situations and instability in accommodation while engaged with the project and this impacted on their ability to commit to the demands of employment. The project operated against the context of the recession with some companies having to withdraw from work experience and volunteering offers as a result of economic cuts and a profile of increasing youth unemployment.
- 2.10** The evaluation of the projects suggests work to support vulnerable young people into education, training or employment should be:
- Tailor made for individuals using personal outcomes rather than tick box outcomes.
 - Be delivered in respectful partnership across organisations, clearly utilising the expertise within different organisations.
 - Work in partnership with the young people ensuring their participation in their own direction, at their own pace.
 - Flexible and varied.
 - Tailored to a specific client group- young people will face some generic difficulties common to others on low incomes but specific groups will also face difficulties particular to their life circumstances.

- Not be time limited. This projects needed 4 years to support young people across long term goals and change.
- Combine personal soft skills, activity based learning, socialising opportunities and emotional support/ talking therapies.
- Work to the premise of informed choice. Through giving opportunities and tasters young people can fully understand what their options are.

Agenda Item 4



National Assembly for Wales, Enterprise and Business Committee

Inquiry into Helping Young People into Work

BBC Cymru Wales - evidence

October 2014

I. Overview of BBC Wales

- The BBC is Wales' national broadcaster – providing content across television, radio and interactive media in Welsh and English.
- BBC Wales provides value to audiences in Wales:
 - through national programmes and services which are made in Wales and for Wales specifically (e.g. BBC Wales Today and BBC Radio Cymru), and
 - through the production of network programmes and services which are broadcast in Wales and across the rest of the UK (e.g. Doctor Who, Sherlock, BBC Cardiff Singer of the World and The Call Centre).
- BBC Wales' news services reach more than half the adults in Wales every week. Our English language programming on BBC One Wales and BBC Two Wales attract roughly one million viewers each week. Our news and sport website are also accessed by more than three million different browsers (PC or mobile) each week.
- BBC Wales provides Welsh language programming and content across radio (BBC Radio Cymru), television (via S4C) and online (BBC Cymru Fyw).
- Wales has established a reputation as a centre of excellence for high-end drama production. The BBC's Roath Lock centre is the biggest TV drama production facility in the UK.
- BBC Wales will relocate to a new broadcast centre right outside Cardiff Central station in 2018. We expect the move to kick-start one of the capital's most ambitious regeneration projects in years – and provide a focal point for the nation's creative industries.
- BBC Wales works closely with S4C – and provides almost £20m of programming to the channel each year (including the soap opera Pobol Y Cwm). BBC and S4C jointly commissioned the TV drama Hinterland (which will return for a second series next year). S4C will join BBC iPlayer later this year.
- As a result of the last licence fee settlement, BBC Wales has seen an overall reduction in funding of some 16% since 2011. By reducing overheads, content cuts have been closer to 10% (with news, current affairs and political output protected from cuts)

2. Context

BBC Wales welcomes the opportunity to submit evidence to the Enterprise and Business Committee's inquiry on Attracting Young People into the Workplace. BBC Wales' most recent employment data, shows that 4.7% of its workforce is aged between 16 and 25 years old.

We recognise the need to continue to work to recruit young people aged between 16 and 25. And a number of key initiatives are in place to support this aim, many of which are outlined below.

We would also note that due to the nature of the work at BBC Wales, we require that all our staff have the necessary skills to perform their roles to the high standard we require.

Many initiatives aimed at young people are aimed at strengthening the skills required to work for a broadcaster such as BBC Wales. Additionally, we are currently recruiting an individual to champion workforce diversity - and to help spot the brightest and best from all backgrounds and ensure we have a pool of fantastic candidates when the right roles come up.

3. What support is most effective and what are the main barriers that face young people trying to enter the labour market?

The BBC, as one of the biggest names for radio, television and online content, is always looking for the next generation of talent to keep it at its best. We want people with fresh ideas, who ultimately want a career in the industry and are committed to offering apprenticeships and trainee schemes to young individuals in Wales throughout the year. We have listed a wide range of initiatives undertaken by the BBC in Wales below.

3.1 Apprenticeships

Currently BBC Wales provides an annual 12-month **Apprenticeship in Creative and Digital Media** – offering approximately 10 placements a year to 16-24 year olds. The Skillset accredited Scheme is run in conjunction with Cyfle, an industry training provider, and targets specific skills gaps within the local industry.

We currently have placements in Art Department, Costume, Post Production, Camera, Sound, Radio Sport, Interactive and Learning and Grip. We advertise the Apprenticeship via conventional methods (BBC Jobs site, local media) as well as on

social media sites. We also organise open days for all to try and target as diverse a set of applicants as possible.

We have a long-term commitment to these apprenticeships and offer trainee/entry level roles that the apprentices are able to apply for (following BBC recruitment guidelines) once they have completed the 12 month apprenticeship. In 2014 we have appointed trainees on BBC contracts in art department, camera, costume and post production.

The apprentice scheme launched in 2012 and is currently in its third year, with 11 apprentices recently starting their 12 month placements. Over the previous 2 years we have taken on 18 apprentices. Of that 18, 16 completed the apprenticeship and attained their level 3 diploma in Creative and Digital Media. From the 18 placements 11 now continue to work in the industry, either at the BBC or in the local market as freelancers/for Independent companies. A further 2 returned to education to attain further qualifications

BBC Technology Apprenticeships are recruited centrally and will be put on a placement in Wales in addition to other BBC bases. At the end of the scheme they will receive a Beng (Hons) Broadcast Engineering and have the necessary skillset to be suitable for internal and industry roles.

Two **BBC Radio Apprenticeships** are currently provided each year with Radio Wales and Radio Cymru. The individuals will be suitable for internal and industry roles at the end of the scheme.

3.2 Entry-level and trainee opportunities

Our **Production Talent Pool** identifies approximately 18-25 relatively inexperienced individuals each year ready for selection into entry-level roles (runners or production management assistants). This is heavily publicised on social media and the BBC careers site.

Candidates go through a rigorous application, assessment and interview process. The successful candidates are given initial training in areas such as health and safety, post production paperwork and BBC systems. This training is invaluable as a stepping stone for an entry level role. The successful candidates are based in Wales.

At our **Roath Lock drama studios**, we also offer entry level opportunities to runners, edit assistants and production management assistants on all of our dramas. We have recently created 2 new rolling 6-month contracts for trainees in make-up, hair

and prosthetics on one of our continuing dramas.

In addition, BBC Wales also supports **pan-BBC entry level schemes**, offering work experience placements in a variety of roles. For example, BBC Wales's drama team offers Production Trainee Scheme placements in script and development departments and offers work to individuals who have gained a place in the BBC Talent Pool.

Our **Journalism Bursary scheme** offers work placements to students at Cardiff School of Journalism in both News and Sport. These placements are for 3 months and enable the individuals to gain invaluable experience on a training contract at their end of their post graduate diploma. Alongside this scheme, we provide three-month **Journalism Trainee** placements in our Wales newsroom. These roles are recruited as trainees in online radio and tv production. At the end of scheme the individuals are trained journalists and suitable for roles internally and within the industry.

The **'It's My Shout'** development programme provides practical opportunities in television and film production targeting individuals and groups that would not normally have access to such opportunities. BBC Wales is a partner and sponsor of the scheme (with S4C) - providing mentoring and training both in front of and behind the camera for the participants. Every summer, It's My Shout produces short 10- 30 minutes films in Welsh and English, and a 'making of' documentary - six of these films have been commissioned and will broadcast on BBC Wales in November/December 2014 with three films being broadcast on S4C.

3.3 Links with Higher Education and Further Education

BBC Wales's links with HE/FE provide an important way of connecting with entrants to the media business. There is a wide range of activity at all levels between BBC Wales and the FE/HE sector. Some are as simple as contacts agreed between individuals in response to HE/FE requests for guest industry speakers, progressing through approaches for the accreditation or validation of courses on behalf of the BBC, to involvement in strategic pan-BBC projects with multiple HE/FE institutions and contacts.

These links with HE/FE have the potential to bring fresh thinking to BBC Wales and help answer specific challenges in areas such as diversity and on-screen portrayal. They help the business expand its contact base and can also support the search for new talent which is already based in Wales, an important feature of sustaining a dynamic and agile workforce here.

The engagement with HE/FE is considered beneficial by the institutions and their students, judging from the volume of activity and feedback. They place a high value on the knowledge brought from the workplace and the BBC brand carries weight.

The links can be formal or informal, and include the following:

- Lectures and tutorials, usually specialist and based around a particular course objective (Radio Production, Creative Pitching, Journalism)
- Presentations and Q+A sessions on how to get a job or do a job (sometimes involving other broadcasters/production houses in a panel or speed dating format)
- Placement and support for students, as well as provision of expert time and facilities. Also through course validation work as part of the wider industry group

3.4 Attracting a more diverse workforce

One of the biggest challenges facing the creative sector in Wales has been the slow progress made in attracting people from more diverse backgrounds into the industry. Currently, too many people with disabilities and from BAME and less advantaged backgrounds find it harder to access the industry.

This is an issue across the UK for the creative sector and BBC Wales is determined to make real headway on this issue in the months and years ahead - working alongside a range of partners.

The BBC gets much right on diversity. But scrutiny, perceptions, expectations and our duty to show leadership mean we have to do more. Because of our unique funding we rightly see it as our duty to drive change and lead the industry. We want diversity to run right through our business, from top to bottom.

The BBC recently announced ambitious new plans to address the off-screen representation of BAME people at the BBC across the UK and to ensure that the BBC of the future should represent every family and community in the UK. The plans include:

- a new top level leadership development programme, led by the Executive Board;
- more training internships alongside our existing apprenticeships;
- creation of a new diversity advisory group, chaired by the DG, to offer independent challenge and advice; and
- stretching targets to make sure we deliver on our new commitments.

In addition, current activity in Wales includes:

Extend

Extend is a BBC-wide placement scheme which offers appropriately experienced and/or qualified disabled people a great opportunity to gain six months paid work within the BBC.

We have many challenging and imaginative placements across the country, in both programming and support areas. Over the last 17 years, Extend has recruited 604 disabled people. Although there is no guarantee of a full-time job at the end of the 6 month placement, last year over 75% of the 'Extendees' gained further work at the BBC. Over the past five years, 13 disabled people between 16 and 25 years have been offered work placements as part of the Extend programme in Wales.

Workforce Diversity Lead

BBC Wales is currently recruiting a new Diversity Lead to drive our recruitment from more diverse communities. This role will seek out individuals with the potential to make a real mark at the BBC, focusing on individuals from BAME groups, people with disabilities, and people from less prosperous backgrounds.

Project FIO and BBC Wales

The Arts Council of Wales-funded Project FIO offers children and young people the opportunity to learn new skills in television, theatre and the arts. BBC Wales took part in a three week summer school in August 2014.

- Approximately 15 young people, aged between 15 – 19 years old attended the group sessions over the summer. This included a significant number of young people from BAME and disadvantaged backgrounds. The sessions included a tour of Roath Lock drama village, talks from a variety of BBC Wales' teams and face to face chats with individuals at BBC Wales.
- Through its outreach work, the project gave the young people the opportunity to gain insight into organisations they may think are not for them. By working with Project FIO BBC Wales was able to interact with a group of young people who, we hope, will now consider applying for opportunities at BBC Wales in the future.
- The sessions also gave BBC Wales the opportunity to engage with the young people; giving them an insight into BBC Wales and giving BBC staff an opportunity to gain a better understanding of our audience. The sessions were also a chance for the young people to gain some practical experience of television production.

Agenda Item 6

By virtue of paragraph(s) vi of Standing Order 17.42

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Agenda Item 7

By virtue of paragraph(s) vi of Standing Order 17.42

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