

**Boost**

Corporate Performance Panel 24.07.23

**VISION KING'S LYNN**



HM Government

# Boost

As a reminder, Boost (KLYRP) is:

- A Town Deal funded project running in the geographical area of King's Lynn until April 2024
- Funding - £442,000 Town Deal Fund and £37902 NCC contribution
- Delivered by Norfolk County Council in partnership with the Borough Council of King's Lynn and West Norfolk, College of West Anglia and Adult Learning.
- Collaborating with other stakeholders to support young people to:
  - Gain new skills
  - Increase employability skills
  - Engage with employment-inspired activities

# Participants

We are reaching:

- Young People aged 15-18 in education who are at risk of NEET or social isolation
- Young People aged 18-24 who are unemployed
- Young Adults aged 18-30 who are employed without training

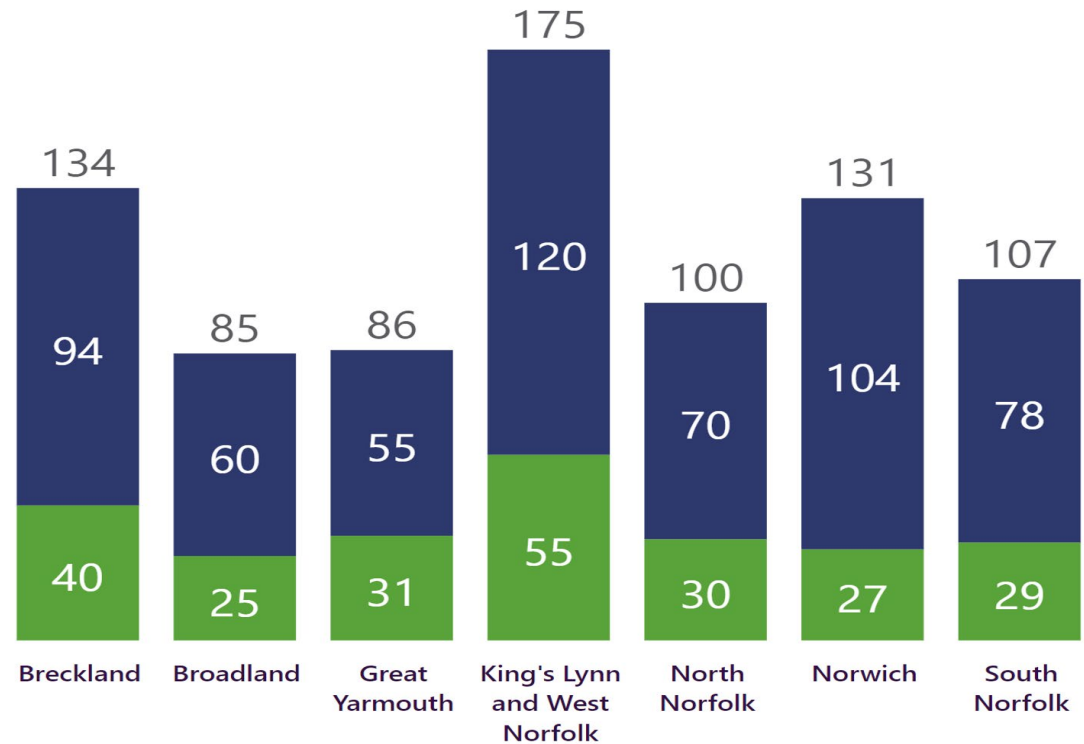
**They need to live, work or study in the Town Deal King's Lynn Boundary**

# Rationale

- Qualification levels in King's Lynn are lower than average
  - 27% of the working population has NVQ level 4+ qualifications compared with 43% nationally, and 34.5% in Norfolk
  - 6.9% of people with no qualifications compared with 6.4% nationally and 7% in Norfolk
  - In 2019, 32.5% of Kings Lynn & West Norfolk students attained GCSE English and Maths Grade 9-5 compared to Norfolk (40.1%) and National (43.2%).
- At 88.6%, the participation rate in King's Lynn was well below both national and Norfolk averages in February 2021
- King's Lynn trailed the best-performing district (South Norfolk) by 4.41 percentage points though participation levels in the district have increased slightly since 2019
- Median pay in the area reflects lower skills in the workforce e.g. 2020 Median Gross pay data shows
  - KL and WN                      £21,717
  - Norfolk                            £22,662
  - East of England                £24,898
  - England                            £26,062

# Employed Without Training

EWT YPs by academicage and district  
Academic Age ● 16 ● 17



# Objectives and Actions

- Raise participation and youth employment
  - Support work inspiration, IAG (information, advice and guidance) and employability activities
- Address Skills Gaps
  - Design and deliver activities to:
    - raise aspirations
    - increase work-related skills
    - Improve awareness of careers in King's Lynn priority sectors.
- Develop and maintain key relationships with local businesses and education providers
  - Establish forums where local skills needs are identified, solutions proposed and implemented.

# Objectives and Actions

- Develop a suite of industry-learning and re-training provision for young people aged 18-30
  - Identify transferable skills, increase available provision and improve access to new and existing training opportunities
- Support transition to employment
  - Engage with secondary schools, FE provision and DWP, targeting support at those of risk of NEET and/or isolation.

# Outputs

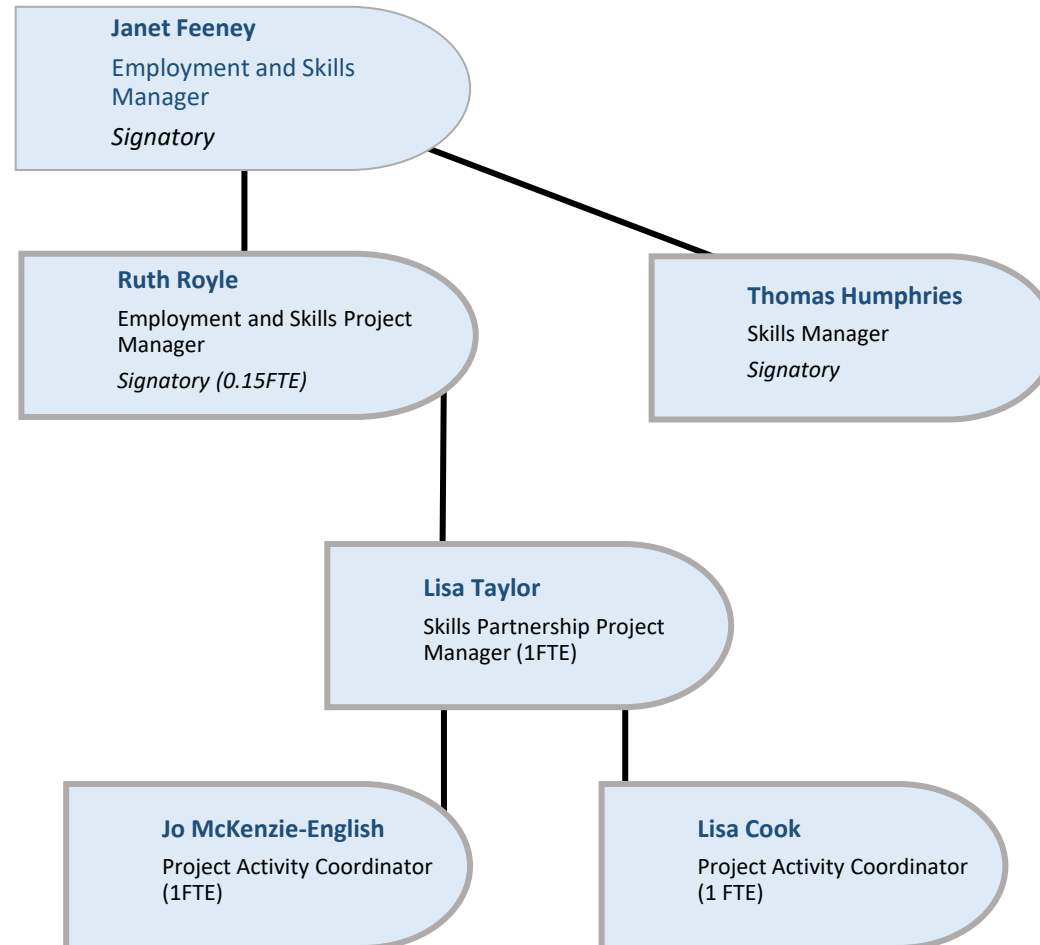
- 400 New learners assisted (318)
- 335 Amount of capacity of new or improved training facilities (measured in number of people) (186)
- 255 New learners/students/trainees gaining certificates, graduating or completing courses at new or improved training facilities or attending new courses (61)
- 52 gaining relevant experience/being job ready (as assessed by employers) (27)
- 12 new courses developed (8)
- 50 – Number of closer collaborations with employers (23)
- 50 – Increase in the breadth of the local skills offer that responds to employer needs (measured in employers) (21)



# Team

## Boost Project Organogram

■ Norfolk  
County  
Council



# Team and Delivery Partners

**The College**  
of West Anglia



jobcentreplus



# Project Approach

- Dedicated team liaising with young people and employers to provide a bespoke service and a legacy
- Individualised learning opportunities delivered through breadth of opportunity provided through partnership working and framework of procured services
- Collaboration with key local stakeholders e.g. Schools, Voluntary and Community Social Enterprises, young person facing services – currently working with over 80 organisations e.g. Youth Justice Team, Matthew Project
- Inclusive– 45% of participants to date have an additional need
- Innovative – new course developed – linking young people who are gamers with cyber security learning to show transferrable skills
- To become ‘Skills Office’ for Town, engaging with local organisations and joining up support to offer bespoke service to Young People

# Partnership Working – College of West Anglia

- Co-funding Student Mental Health Practitioner – 66 referrals in first two weeks
- PAC on site with College team one afternoon per week, liaising directly with young people
- Engaging employers to enrich learning e.g. Boost was originally King's Lynn Youth Retraining Pledge, worked with college to get their design students to rebrand, supported by input to students from local employer
- Adding value and increasing work readiness to prevent students becoming NEET e.g. Construction students, project funded CSCS card training, not fundable through 16-18 funding but means that students can go out on site
- Regular meetings to discuss employer engagement and course development e.g. responding to employer need – MS Office courses



# Cohort 1 – 15-18 at risk of NEET or social isolation

- Engagement with CWA, local schools and supporting organisations that work with young people
- Part of our procured service framework, offers breath of wellbeing, work readiness and engagement courses e.g.
  - Funded Earth Young Futures programme - Green Light Trust - 8 young people who are or are at risk of being excluded from school
- Supporting young people to overcome low self-esteem and confidence barriers – Confidence Building programme – The Workshop
- Procured framework also includes qualifications e.g.
  - CSCS card training
  - 15-18-year-olds Hair & Beauty School Summer School - Level 1 Associated Beauty Therapists
- Additional activities also undertaken e.g.
  - EMCORE – setting up a mentoring programme for young people
  - Working with local employers to develop work experience opportunities
  - Ixion - running a traineeship style programme

# Case Study 1 – Cohort 1

- As a result of anxiety and other mental health challenges, Participant A found it incredibly difficult to get out of the front door on a day-to-day basis
- First session, her mother brought her by car to the venue
- Third session her mother was unable to give her a lift she found the courage to use public transport
- Was able to identify the strategies she used to overcome her fear
- Finds it hard to cope with college settings due to anxiety. Was set a task to identify an online course that would give her a qualification
- Identified a course in social care which she did not realise she could do online
- Since finishing the confidence building course, A has applied for two apprenticeships in nurseries

# Case Study 2 – Cohort 1

- Participant B was referred to BOOST via Prince's Trust
- Extremely vulnerable and disabled - physical and emotional barriers
- Could not cope in a college environment
- Inspirational talk with Tim Fitz-Higham at The Guildhall
- Referred to confidence building course at The Workshop
- Only has a phone for communication so limits ability to learn online or apply for jobs
- The project has provided Participant B with a laptop & supporting them to continue with a drama course at The Workshop
- The Workshop are supporting Participant B to obtain an electric wheelchair to enable them to physically access more opportunities, however funding is difficult

# Cohort 2 - 18- 24 Unemployed

- Working in partnership with DWP/JCP to support those that are unemployed to either gain new skills, qualifications or transition into employment, for example
  - Digital Youth Hub (DYH) to work alongside DWP/JCP. A blend of online and face to face employability training - supporting young people into employment
  - Level 1 bespoke qualification in customer service and retail
  - Cyber security – 10 week programme
  - Confidence Building– see Cohort 1
  - Kier Training Hub
- Pipeline
  - Introduction to motor vehicle engineering incl electric vehicles
  - Workplace tour for YMCA tenants with a variety of employers
  - ESOL & Multiply – Discovery Centre



# Case Study 3 - Cohort 2

- Participant C - Referred via DWP
- Enrolled on Young Futures Earth Program from Green Light Trust – aimed at those aspiring to improve their prospects and overcome challenges
- Based outdoors and emphasis is on collaboration and personal growth
- After first session, he said, **'This is something I had never thought about before and I absolutely loved my first day, I didn't realise I would be allowed to light the fire and cook on it! I can't wait to come back next week'**.
- After the programme, work experience was arranged by the team with a local timber merchant
- The employer was impressed with Participant C and offered him an apprenticeship



# Cohort 3 – 18- 30 Employed and Upskilling

The team are working closely with the College of West Anglia, Adult Learning and a variety of training providers to upskill young people that are in employment. Below are some of the courses that the project has funded so far:

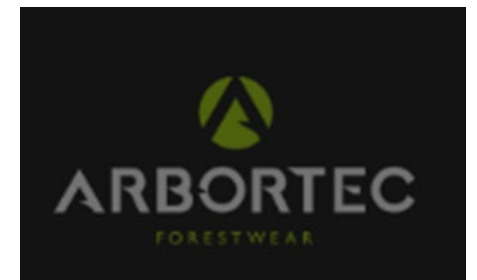
- ILM Level 3 in Leadership & Management
- Forklift Truck
- Marketing
- Digital Skills including Excel
- NVQ Level 3 in Mechanical Engineering

# Employer Case Study – Arbortec

We are a small niche manufacturer of chainsaw protective clothing and apparel...the margins were not there to provide a lot of training, especially for younger people entering the business. This meant that some of our staff kept stagnating in their development, which had been identified in our company strategic plans as one of the roadblocks to growth.

The way the support is provided is brilliant, there are not a lot of hoops to jump through and the process is straightforward. It helps me as a HR person to concentrate on things which help the business grow rather than spending hours sieving through lots of forms. The answer from the project team is always helpful, prompt and to the point.

From our point of view, this scheme is absolutely brilliant. I hope it is here to stay, as it helps to ease the burden on a businesses like ours and helps **young people to grow and stay employed.**



# Outputs – Performance To Date

- Project is exploring use of automation to provide more effective reporting – draft is shown here [Boost Report - Power BI](#)
- Project in a good place to achieve against profile
- Reprofiled the budget to best align with plans
- Hitting target age ranges and achieving a good balance of gender
- Predominately white cohort engaging – census for KL showed 95.6% white population – will continue to consider reach of project to ensure inclusive for all groups
- Challenging with breadth of need of cohort – better supported with additional Activity Coordinator
- Employer offer at present is more around inspiration (e.g., talk or tour) rather than direct support (e.g., WEX, training interventions)

# Outputs – Performance To Date

## Achievements

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## Challenges

- Predominately white cohort engaging – census for KL showed 95.6% white population – will continue to consider reach of project to ensure inclusive for all groups
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# Beyond Boost – Post-project

- Boost is adding value across a variety of young people's lives, leaving them better placed to handle future challenges and improve work readiness as well as their skills capacity
- Integrate offer into wider initiatives that may be in place e.g. training grants for businesses discussed as part of possible SPF would pick up cohort 3 needs
- However, intention to see funding to extend the project beyond March 2024, broadening the reach across West Norfolk – opportunity to expand reach outside of DLUHC Town Fund parameters
- Maintain focus on an individualised approach to overcome barriers
- Further conversations taking place with KLWNBC and NCC about future funding opportunities
- Generational project to address persistent challenges in the area to give all young people the opportunity to succeed.

**Boost**