

REQUEST FOR DIRECTOR DECISION – DD917

Title: Enhancing Information, Advice and Guidance– Support for London Schools

Executive Summary:

From September, schools in the UK were placed under a duty to secure access to independent careers guidance for their students in years 9-11 in line with the *Education Act 2011*. We have also seen the ending of the Connexions service.

Following responses to the consultation work carried out for the Mayor's Education Inquiry and GLA led research on the implications of these changes, the need to look at ways to enhance the careers guidance offer provided by London schools has arisen.

This DD requests permission to procure a consultancy to undertake a feasibility study to determine whether some kind of a regional offer would be welcomed by the London education sector and employers, and to establish the business case and funding options, which could include discussions with Government on potential devolution.

Decision:

That the Director approves:

1. The allocation of funding of up to £50,000 to meet the costs of a feasibility study looking at how to enhance the information advice and guidance available to young people in London by providing additional support to London schools, with any remaining funding not used in the feasibility study used for engagement activities with employers and other key stakeholders; and
2. The procurement, award of (to the bidder submitting the most economically advantageous bid), entry into (with a value of up to £50,000) and execution (by the Director of Resources) of a contract with a consultancy organisation to undertake feasibility study service in this regard.

AUTHORISING DIRECTOR/HEAD OF UNIT

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name Jeff Jacobs

Position Executive Director,
Communities and Intelligence

Signature

Date 28 November 2012

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 In 2011 the Government announced changes to the funding arrangements for careers guidance. With the Connexions Service being dismantled, the introduction of the National Careers Service and a new duty for Schools to put in place impartial and independent careers guidance for students in years 9-11, the need to look at an enhanced careers offer for London has arisen.
- 1.2 Careers guidance secured under the schools new duty must:
 - be presented in an impartial manner
 - include information on the full range of post-16 education or training options, including apprenticeships
 - promote the best interests of the pupils to whom it is given.
- 1.3 In addition to the duty, the Department for Education has introduced Education Destination Measures, which provide clear and comparable information on the success of schools and colleges in helping all their students take qualifications that offer them the best opportunity to continue in education or training. This information was published for the first time in July 2012.

These shifts create an opportunity for schools to think more carefully about how they support their children beyond exam results and take some responsibility for their destination into further training, higher education and jobs. It creates a welcome new opportunity to engage young people and strengthen the quality and range of experiences they might have as part of their wider education.

- 1.4 In November 2011, the Mayor began an Education Inquiry which is looking into the state of education across London to establish what, if any, additional action is required to improve the outcomes for all young people and what can be done regionally to ensure this goal is achieved.
- 1.5 A key issue that is being considered under the Inquiry is what careers education, information, advice and guidance support should be provided to young people. Careers advice and guidance is vital for young people to make choices about their future and the full range of educational and careers pathways available to them. If a young person makes an uninformed decision or is not aware of the best place to study, this can have far-reaching consequences for their future. Therefore, the Inquiry First Report asked the question 'What kind of careers advice do young Londoners need and how can this be linked more strategically to employers and further and higher education institutions?'
- 1.6 A call for evidence was issued and as a result of the responses received and the consultation outlined below, the GLA is proposing to undertake a feasibility study that will identify whether there is an appetite from schools, colleges, universities, employers and private training providers for additional support to ensure London's assets are maximised and there is reduced risk of London's young people leaving school and becoming an individual not in education, employment or training (NEET), or not achieving their full potential.
- 1.7 We will explore what additional opportunities can be provided to enhance the school based careers offer such as increasing the availability of high quality work experience opportunities and internships, helping schools to increase the take up of apprenticeships amongst their students and increase mentoring opportunities. We will also explore the opportunities for greater collaboration across the education and business sectors to ensure that the information, advice and guidance offer is responsive to London's current and future labour market needs.

1.8 The objectives of the feasibility are to establish:

What are the gaps and opportunities within the current careers guidance model and potential strategic assets in London?

- The study will establish what functions might best add value at a regional level to local delivery by; examining what successful schools do to support young people up to the age of 19 to make a positive transition from school into adulthood; and identifying the additional contributions that could be provided by key organisations, including the Mayor through the work of the GLA and the London Enterprise Panel (LEP), and key bodies such as London Councils and the Young People's Education and Skills Board.

Schools will determine whether the proposed offer could add value to their programmes and access would be on an optional basis.

- How the GLA and other stakeholders can support the careers guidance offer provided by schools to ensure a high quality and comprehensive offer is provided that enables students to access the full range of pathways, which is informed by up to date and relevant labour market data.

In particular, the study should look at how links with employers can be improved; identify how internships, work experience and apprenticeship opportunities can be created; establish whether schools would welcome support with material for their curriculum; and the extent to which links with higher education institutions can be improved, particularly the Russell Group and 1994 Group universities and prestigious international universities.

- The feasibility should consider the needs of all students, but also explore the support required by vulnerable groups such as young people in or leaving care and those between the ages of 16 and 19 that do not show up in statistics, for example, because they do not come from disadvantaged backgrounds or because they left school with a good level of qualifications, but whose needs nonetheless are not being met and therefore are at risk of becoming NEET.

There will be young people between the ages of 16 and 19 that are not engaged in learning who require support. The study should also establish whether the provision available through different agencies is meeting the needs of this group.

- We would like to test the appetite for a pan-London 'framework agreement' to help identify good providers and simplify the procurement process for schools and colleges. If yes, what would be the essential elements and what is the evidence to support this?
- Aspects of the offer that may require innovative approaches in London

Options appraisal

- Based on the findings and the considerations, provide an options appraisal detailing how the gaps and objectives might be met.
- The recreation of previous models is not the desired outcome. We would like to explore new approaches and consider how a regional offer can enhance what schools do.
- The options appraisal should put forward a minimum of three proposals, providing detailed cost implications for each to inform future discussions with Government on the potential devolution of any central government funding.

Establish the fit with existing provision and explore the case for devolution

- The rationale for considering the development of a London-wide support programme for schools is to ensure the full economic and social benefits of improving the offer to young people whilst they are still at school.
- The feasibility study should consider the impact of current provision and any regional offer within the context of regional and national programmes to address the needs of young people at risk of ending up NEET or those that are NEET between the ages of 14 and 19, such as the European Social Fund programme, work-based learning programmes and the Youth Contract.
- In addition to the gap analysis, the study should consider how a regional offer could align with existing programmes to inform the case for devolution.

1.9 Consultation

It is anticipated that further consultation events and other mechanisms to consult on the outcome of the feasibility study and to promote any proposed offer will be required with employers, schools, local authorities and other organisations once the feasibility study has been completed. Any remaining funding not used for the feasibility study will be used to meet the costs of this work, which will be led by the GLA.

1.10 Procurement

We are working with TfL Procurement on the identification of a provider that is able to deliver the services in the most economically advantageous manner.

Cost assumptions are as follows:

£30k-£40k based on consideration of similar feasibility studies undertaken by the London Development Agency, allowing for an increase where this work has been undertaken more than five years ago and to allow for the technical elements of this work, the level of consultation and review of exiting programmes required to inform the options presented.

The balance of the funding will be used to support wider engagement work that will be required to take forward the recommendations. It is anticipated that this will include promotional materials and events.

It should be noted that this DD will not be published until after the appointment of the consultancy to undertake this work to ensure value for money is achieved.

2. Issues for consideration

a) Links to strategies and Mayoral and corporate priorities

Action 4C in the Mayor's Economic Development Strategy states 'the Mayor will ensure that all young people in London have appropriate opportunities to gain the knowledge, skills and the confidence to succeed in London's labour market'. In particular the Mayor 'will work with everyone involved in education to give young people real opportunities in the London economy and provide employers with the workforce needed for success'. These will develop innovative approaches to promoting academic excellence, vocational opportunities, job readiness, independence and responsibility in young Londoners as well as the communities they serve'.

Improving the education and employability of young Londoners is seen as the cornerstone for London's future and economic prosperity. The GLA is also focusing on increasing the number of apprenticeships places, improving careers guidance and activities, ensuring better links between schools and London businesses and third sector organisations, improving access to FE and HE, especially for disadvantaged children, and rolling out the learning from the Mayor's Academies Programme, which aims to ensure young people successfully transition from compulsory education into further and higher education or jobs, to schools across London.

Young Londoners – Successful Futures (2010), the Mayor's renewed agenda for children and young people, sets out the Mayor's wider strategy in this area. This recognises the need to intervene early, manage key transitions and invest in evidence based programmes and practice in order to maximise young Londoners' life chances, including economic opportunity and success.

b) Impact assessments and Consultation

There has been extensive consultation carried out with stakeholders across London through the Mayor's Education Inquiry. This has included a series of consultation events held at City Hall, inviting organisations to respond to questions raised within the Inquiry First Report published in February this year, through a call for evidence. There have also been evidence hearings. The following are some of the concerns that were raised at the hearings:

- Whether schools will be able to provide a relevant and comprehensive offer to all children due to the lack of access to up-to-date and relevant labour market information, limited access to networks and information on all post-16 options
- Whether information on all pathways will be provided through schools as there are potential conflicts, in particular, where schools do not value all pathways equally or, in the case of schools with sixth forms, the need to ensure take up of their offer
- Maximising the regional assets of London and the benefits of a regional response to the greater challenges that young people are now facing in a more complex and competitive labour market, including greater economies of scale in a time of reduced funding

In July, the GLA held a Senior Level Careers meeting with representatives from the London Enterprise Panel, London Councils Young People's Employment and Skills Board and Education Inquiry panel, to discuss the best approach to address the issue of careers education and advice and guidance available to London's young people and the potential economic consequences of the current policy/provision. There was consensus that further work is carried out to establish:

- the gaps,
- local and regional opportunities,
- assess what options are appropriate and how they might be delivered
- funding options.

This work will then feed into planned future meetings with the Department for Education and the Secretary of State for Education.

c) Risk

Risk details	Contingency	Action owner
Project fails to meet budget and timing deadlines	The procurement approach has been discussed with TfL and the process will be managed by a GLA Senior Project Manager in Youth Team	Daisy Greenaway
Approach is not agreed by	A project board will be established	Caroline Boswell

stakeholders	which will include key stakeholders. The feasibility will also test the views and approach with a range of organisations and businesses.	
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3. Financial Comments

- 3.1 Approval is being sought for the allocation of funding up to £50,000 to meet the costs of a feasibility study looking at Enhancing Information, Advice and Guidance - Support for London Schools and engagement activity following the conclusion of the study. This will include the procurement of consultancy services and activity related to the engagement of employers and other key stakeholders associated with the Enhancing Information Advice and Guidance - Support for London Schools.
- 3.2 The estimated cost of £50,000 for this project will be funded from the 2012-13 Children & Young Peoples Programme budget held within the Health & Communities Unit. All appropriate budget adjustments will be made.
- 3.4 Officers are reminded to ensure that all procurement of goods and services relating to this project complies with the Authority's Financial Regulation, Contracts & Funding Code and Expenses & Benefits Framework (wherever applicable).
- 3.4 Any changes to this proposal, including budgetary implications will be subject to further approval via the Authority's decision-making process.
- 3.5 The Health & Communities Unit within the Communities & Intelligence Directorate will be responsible for managing this project.

4. Legal Comments

Legal Powers:

Section 30 of the Greater London Authority Act 1999 ('the GLA Act') allows the Mayor, acting on behalf of the Authority, and after appropriate consultation, to do anything which the Mayor considers will further the promotion of economic development, wealth creation and social development in Greater London. Commissioning a feasibility study into the provision of a Greater London wide careers offer is consistent with these purposes.

Section 333F of the GLA Act which creates an obligation on the Mayor to prepare an economic development strategy is indicative of the sorts of things which are relevant to the Mayor's promotion of economic development. It specifically provides that promoting employment in Greater London and enhancing the development of skills relevant to employment fall within the realm of economic development. As noted above, the Strategy includes initiatives which will be supported by the provision of a careers offer. Further, section 41(9A) provides that the Mayor is required to have regard to the Strategy when exercising relevant functions, in this case doing things to promote economic development. Social development is equally relevant to providing careers and vocational advice to school aged children so that they are equipped to make decisions as to what contribution they will make to society and the steps they need to take to realise their goals when they leave school.

The Mayor is restricted by section 31(3) from incurring expenditure in providing any educational services that could be provided by a London Borough or public body. While there will always be vocational aspects to education given education is relevant to the development of skills, careers

advice is unlikely to be regarded as an education service but more so as a service which is complementary to education. Section 31(3) does not, therefore, have a bearing on the GLA commissioning the feasibility study being considered here. Specific advice will need to be sought if it is decided that the GLA is to have a direct involvement in career advice programmes in schools although the distinction between education and vocational services will apply in any event. The Mayor is also not precluded from co-operating, facilitating or co-ordinating education services of the boroughs or a public body.

Officers must ensure that appropriate contract documentation is put in place and executed by the successful bidder(s) and the Authority before the commencement of the services.

5. Investment & Performance Board

N/A

Public access to information

Information in this form is subject to the Freedom of Information Act 2000 (FOI Act) and other legislation. Information on this decision will be included in the Mayor's report and decision list. The form will be available publically from then. Any facts and advice that should not be made automatically available on request should not be included in Part 1 but instead on the separate Part 2 form. Deferment is only applicable where release before that date would compromise the implementation of the decision being approved.

Is the publication of this approval to be deferred? YES

If yes, for what reason:

It contains information the disclosure of which would be likely to prejudice the Authority's commercial interests by distorting competitiveness in the relevant market. Such distortion impacts upon the Authority's ability to secure competitive and sustainable bids for the provision of such supplies and services and value for money which is not in the public interest

Until what date: 31 January 2013

Is there a part 2 form –NO

ORIGINATING OFFICER DECLARATION:

Tick indicates approval (✓)

Drafting officer:

Daisy Greenaway has drafted this report in accordance with GLA procedures and confirms the following have been consulted on the final decision:

✓

Assistant Director/Head of Service:

Amanda Coyle has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Advice:

The Finance and Legal teams have commented on this proposal.

✓

Executive Director, Resources

I have been consulted about the proposal and confirm that financial and legal advice have been taken into account in the preparation of this report.

Signature

Date