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POLICY MAPPING AND REVIEW Community Benefit Clauses

UK-G-1

The project **YOUNG_ADULLLT (YA)** focuses on lifelong learning (LLL) policies for young adults that address young people, in particular those in situations of near social exclusion. YA enquires into the specific embeddedness of these policies in different regions across the European Union. The point of departure is the assumption that it is by looking into the specific regional and local contexts that policies are best understood and assessed. The project aims both at providing a systematic overview over the highly heterogeneous policies across the participating countries *and* at yielding new knowledge about the specific local/regional forms of embedding LLL policies in the regional economy, the labour market, the education/training systems and the individual life projects of young adults.

On the basis of these conceptual considerations, the project partners selected two regions per country, which were identified as 'contrasting cases' with regard to socioeconomic indicators and/or labour markets and/or infrastructure. The adjacent map shows the selected 18 regions in the nine participating countries of the research project, in which the project partners mapped LLL policies in the education, labour and youth & social policy sectors.

The Community Benefit Clauses Policy puts in place requirements on those contracted by local government to contribute to delivering wider benefits in addition to the core purpose of a contract. These can be used to support councils' priorities including provision of LLL, skills, and employability services.

While this **policy brief** provides descriptive key data on the policy, the research project YA critically examines the embeddedness and functioning of the policy in its local/regional context and analyses its impact and implications on the life courses of young adults.



'Community Benefit Clauses' – What is it about?

The challenge on site

This policy has its origins in 2008 with the current policy duration being 2015-2020. It addresses a variety of social, economic and educational priorities via funding and support obtained through building a range of conditions into the delivery of council contracts to help facilitate infrastructure. The Community Benefits Clauses ensure benefits, are maximised for the communities where the public contracts are being delivered, and are intended to be an important source of resource and income to support local objectives.

Who is the addressee of this policy?

Community Benefits Clauses are a key component in maximising social, economic and environmental benefits for individuals within the constituent localities of the City Region. This includes impacts for priority groups of people in the community.

What is the policy aiming at?

- **This policy builds on existing good practice across the eight local authorities in the City Region to deliver community benefits.** It aims to adopt a consistent and collaborative approach across the Region, so that the community benefits delivered are aligned to addressing the key economic priorities for the Region. The strategy is funded via the procurement contribution from suppliers, resulting in available funds and resources being available to develop important targeted initiatives, training, etc. across a range of priorities.
- **The Community Benefits Clauses provides another connection to industry support, for LLL, skills and employability.** This should mean that industry contributes to strategies delivered within the City Region community to support key groups, particularly those furthest removed from the job market.
- **The policy aims to promote a 'joined-up' approach to implementation and monitoring** of community benefits across the component City Region authorities, ensuring maximum value for the spend invested in establishing the City Region.
- **Through guidance and the application of agreed approaches,** the policy aims to create lasting benefits to stakeholders and grow the Region's economy, including delivery of sustainable employment outcomes for residents.

How does it work?

- **The funding received from the strategy contributes to infrastructure that encourages economic growth and delivers benefits, which assist in building a stronger economy.** This includes facilitating provision of a range of initiatives, namely: targeted training and employment opportunities; educational support initiatives; poverty initiatives; community and environmental initiatives; equality and diversity initiatives, and initiatives, which assist supported businesses, the third sector and voluntary sectors.
- **The Legal and Procurement Support Group (LPSG) within the City Region Administration oversees and manages the policy.** Strategic Leads include: Community Planning; Education Services; Land and Environmental Services; Legal Services and Social Work Services. Community Benefits included as contractual obligations and evaluated as part of the tender process. Successful suppliers are be required to provide regular monitoring information outlining the Community Benefits delivery progress.
- **A number of challenges have been identified including** early cynicism among project teams and debate about the potential cost and other implications of introducing social clauses to contracts. However, it is claimed that these issues have been dealt by support provided by the Community Benefit Managers who have established processes to ensure that they became routine practice.

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- For further information and reading on the LLL policies mapped and analysed in the Young_Adulllt project, please consult the YA project website under: www.young-adulllt.eu
- This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 693167 (YOUNG_ADULLLT)
- PROJECT NAME: Policies Supporting Young People in their Life Course. A Comparative Perspective of Lifelong Learning and Inclusion in Education and Work in Europe (YOUNG_ADULLLT)
- COORDINATOR: Prof. Dr. Marcelo Parreira do Amaral · parreira@uni-muenster.de · University of Münster (WWU) · Münster, Germany

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POLICY MAPPING AND REVIEW Developing the Young Workforce

UK-G-2

The project **YOUNG_ADULLLT (YA)** focuses on lifelong learning (LLL) policies for young adults that address young people, in particular those in situations of near social exclusion. YA enquires into the specific embeddedness of these policies in different regions across the European Union. The point of departure is the assumption that it is by looking into the specific regional and local contexts that policies are best understood and assessed. The project aims both at providing a systematic overview over the highly heterogeneous policies across the participating countries *and* at yielding new knowledge about the specific local/regional forms of embedding LLL policies in the regional economy, the labour market, the education/training systems and the individual life projects of young adults.

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Developing the Young Workforce LLL policy is a National policy that is implemented locally to ensure an appropriately skilled population in the context of economic challenge and promoting social equality. It is part of a wider Scottish Government strategy for strengthening links between businesses and education with the main aim of reducing youth unemployment by 40% by 2021.

While this **policy brief** provides descriptive key data on the policy, the research project YA critically examines the embeddedness and functioning of the policy in its local/regional context and analyses its impact and implications on the life courses of young adults.



'Developing the Young Workforce' – What is it about?



The challenge on site

This LLL policy reflects the Scottish approach of implementing National policies locally to meet concrete needs and context. The policy addresses the need for an appropriately skilled population in context of economic challenge, responds to recession, and tackles the rising youth unemployment. Within the Glasgow City Region (GCR) there have been particular challenges that include population decline, lower proportions of those aged between 16 and 29 years, and relatively high Youth unemployment rates.

Who is the addressee of this policy?

The target group for the policy are young people aged 16 to 24 years. However, the policy was developed to encompass all school-aged young people and directly engages with schools and colleges to develop education, training, and placement activity.

What is the policy aiming at?

- **Developing the Young Workforce (DYW) is a seven-year programme (2014-2021)** that aims to better prepare children and young people (3-24 years of age) for the world of work. The policy has been extended across compulsory education and beyond to introduce the importance of skills through education. It is effectively Scotland's Youth Employment Strategy and includes activities to create a world-class vocational education system by 2021.
- **For those young people leaving school, DYW aims to better prepare them for work.** The policy aims to facilitate college education focused on employment and progression in learning, to enhance Modern Apprenticeships focused on higher-level skills and industry needs, to find more employers engaging with education and recruiting more young people as well as to promote equality as a result of greater access to skills and work.
- **Also, DYW sets out to simplify employer engagement with education:** promote more partnership working to develop trained and motivated young people, facilitate the public and private sector to streamline employer offers, ensure access to high quality work placements (for 16 to 24 years old), and to make it easier for employers to source pre-employment training tailored to industry needs.

How does it work?

- **The policy works with training providers, schools, colleges, universities and businesses to strengthen** vocational skills attainment levels and to encourage more apprenticeships. The development of the policy at Regional level has focused heavily on the national policy's emphasis that business and industry should work more closely with education to increase skills and employment opportunities for young people in the Region.
- **The DYW policy engages directly with schools and colleges to develop education training and placement activity.** It encourages and supports employers to recruit and train more young people and allows their greater influence in the education system. It also provides careers advice and support for the design and delivery of quality education and training. A further aim is to develop leadership regarding the LLL skills agenda.
- **The DYW policy is governed by employer-led regional groups across Scotland with sub-group level leadership teams.** There is a strong emphasis on partnership working across the various stakeholder groups including industry, education, LA, Job Centre Plus, public sector, private and third sector services, etc.
- **However, it can be argued that establishing effective partnerships** between the various organisations is a challenge that has yet to be fully addressed. In addition, the current complexity in the system could present a danger of duplication of effort and confusion. There are specific outcome targets set for the policy over its duration.

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- For more information on the LLL policy Developing the Young Workforce, please consult: <https://www.dywglasgow.com/about-us/dyw-glasgow/>
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POLICY MAPPING AND REVIEW Working Matters

UK-G-3

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Working Matters provides opportunities to access training, new skills and support with building confidence and self-esteem for those who experience long-term unemployment and who often face health-related barriers to employment.

While this **policy brief** provides descriptive key data on the policy, the research project YA critically examines the embeddedness and functioning of the policy in its local/regional context and analyses its impact and implications on the life courses of young adults.



'Working Matters' – What is it about?

The challenge on site

A key issue in promoting employment has been the support of those people who face a range of different and often complex issues that stop them from being able to do a paid work. These barriers can include disability, mental or ill health, literacy or educational problems. The nature of these issues means that support approaches require a level of sophistication and partnership working.

Who is the addressee of this policy?

This policy seeks to assist those individuals age 16+ who are experiencing prolonged unemployment, often because health issues and other barriers to find sustained employment. Those assisted are people who are in receipt of Employment Support Allowance (ESA) and have undertaken a period of support through another initiative – the Work Programme (WP).

What is the policy aiming at?

- **This policy aims to tackle the various barriers to employment for particular groups who experience long-term unemployment.** The policy was introduced in the Region in 2015 and is still ongoing. For many people in the Glasgow City Region, Working Matters is seen as the first step in a journey to paid employment.
- **Working Matters has been designed to assist people to develop a strategy and the relevant skills** to secure sustained employment and to become resilient within the labour market. Those assisted have received support from other programmes (i.e. ESA and WP), however remain still unemployed.
- **Working Matters provides the opportunity for long-term unemployed people** to work with advisers to explore options and access training, new skills, and support. When the first step in their journey is achieved, the Case Manager will support progression to others until the person can access and sustain employment.
- **This is an ambitious policy and associates activities that are based on one-to-one support.** Working Matters attempts to overcome the often complex barriers and contextual factors inhibiting employment.
- **The success of Working Matters depends upon** effective partnership working between council-run initiatives and national public services. This has not always been effective and there has been intervention by governing bodies to restore the Programme.

How does it work?

- **Those joining the Working Matters programme will have a dedicated adviser/Case Manager** who can provide a range of information and advice and develop bespoke packages of support. This Case Manager works with individuals to identify any barrier to working and explore a range of support activities tailored to individual needs.
- **These activities include health-specific support**, such as holistic therapies, combined with employability support, including assistance with online job applications, interview and C.V. preparation, training, I.T. skills, volunteering, and work experience. Information and guidance is also available on housing, budgeting, banking and managing debt, confidence building, and personal development.
- **The Working Matters links with the Employability Skills Pipeline.** Case Managers maintain a close relationship with a range of services that can assist their 'clients', such as Jobcentre Plus ESA Work Coaches. These Case Managers support participants throughout the lifetime of the programme to assist them to gain sustained employment. Participants who successfully progress into employment will receive in-work support for 26 weeks to maximise the opportunities for sustainability and progression. Monitoring includes participant numbers and outcomes.

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