Welcome to the North Tyneside Employment and Skills Service Annual Review for 2019

We deliver an all age integrated service to residents of North Tyneside covering Adult and Community Learning courses, Apprenticeships, Study Programmes for young people, Careers Information, Advice and Guidance for young people and schools and Employability Support for those furthest from the Labour Market.

This review highlights some of our activities, key achievements and successes throughout 2019, of which there have been many.
Our Service

We deliver a number of key services including:

• **Connexions North Tyneside** providing Careers Education and Information Advice and Guidance (CEIAG) to young people and services linking schools with business through effective employer engagement.

• **Employability projects** supporting unemployed residents to overcome barriers to employment and move into the labour market.

• **Adult Learning Service**, which holds contracts with the Education and Skills Funding Agency to deliver study programmes, traineeships, apprenticeships and adult learning and community learning courses for residents.

Our highly skilled team of professionals has significant experience in delivering these services.
The service contributes to the delivery of the Council’s ‘Our North Tyneside Plan 2018-2021’ and in particular the aim by 2021 that:

‘Our people will get the best start in life and have the right skills and abilities to achieve their full potential, find employment and live independently. They will be healthy and well, and be cared for and protected if they become vulnerable. Residents will be able to volunteer and do more for themselves and their local communities. They will have a council that works better for them.’

Our annual Service Improvement Plan details our contribution to achieving the North Tyneside Plan setting out specific actions that we will take to move the service from a good to outstanding provider of services in North Tyneside.
Our Vision and Values

To support inclusive growth by ensuring that all of our residents have the skills and abilities to realise their ambitions and succeed in work and life; ensuring that nobody is left behind.

The Employment and Skills Service is proud to serve the people of North Tyneside providing a personalised service to the most vulnerable residents in the Borough.

Our values include:
• Raising aspirations for all
• Doing the right thing with honesty and integrity
• Being passionate and creative
• Never giving up on people whatever the challenges they face
• Making a difference
• Providing value for money
Our Performance

Our service has achieved or contributed to the achievement of a number of key targets this year:

• Not in Education, Employment or Training (NEET) rate – 2.3% (Nov 19)
• 6,423 (5,677 in 2018) 1:1 Guidance Interventions with young people

• Employment rates in the Borough have increased to 76.5% (75.6% GB)
• 44% (31% in 2018) of learners on Adult Learning Courses progressed into employment

• 3081 people enrolled on 578 different courses across 25 venues
  • Adult Learning achievement rate – 91.5% (5.5% above National Average)
  • Apprenticeship achievement rate – 79% (9% above National Average)

• Our English and Maths strategy continues to drive improvements in our achievement rates
  • Maths 81% (national achievement rate 63%)
  • English 71% (national achievement rate 67%)

• 12 (100%) young people with SEND on a Supported Internship programme progressed to employment or further education
Our Achievements

As a service, we realised a number of our key objectives in 2019:

• Retained our Matrix Standard accreditation for information, advice and guidance services following a Continuous Improvement Check in November
• Successfully reapplied for access to the Register of Apprenticeship Training Providers (RoATP) in September
• Commenced delivery of our new ‘Ignite your Potential’ three year study programme for SEND learners
• Redeveloped our venue at Norham with a new Independent Living Flat and Zen Chillout Room
• Successfully delivered the second year of a three year agreement with our schools on a new approach to funding our Careers Advice & Guidance Service
• Secured three new ESF funding bids for employability projects; Generation NE, North of Tyne Working Homes and Wise Steps
• Developed our digital approach with Learners using our Virtual Learning Environment (VLE), E-Portfolios, website and extensive use of Social Media.
Our Partnerships

In 2019 we have continued to develop partnerships to deliver new and exciting provision in North Tyneside:

- The Employment and Skills Service in partnership with Tyne Coast College launched the 2019-20 Adult Learning prospectus which details courses that are available to residents from September 2019
- Our Training Kitchen and Café established with YMCA North Tyneside in 2017 continues to support learners to gain employment in the hospitality and catering industry
- Delivery of Apprenticeship training in partnership with Northumberland and Newcastle Adult Learning Services
- Our Employability Partnership is coordinating Employment Support utilising ESF funding for people with multiple barriers and health barriers to employment and residents in Chirton and Riverside and Howdon and Wallsend wards
- Our annual ‘Get up and Go’ Apprenticeship Fair took place on Saturday 9th March. The event was attended by over 620 visitors; up over 200 on last years’ numbers with 38 businesses present on the day to promote their apprenticeship opportunities.
In 2019 we have continued to develop partnerships to deliver new and exciting provision in North Tyneside:

- The Employment and Skills Team are partnering with the Crown Estates, owners of the Silverlink Shopping Park and Silverlink Point, to deliver a project called Recruit Silverlink to support the retailers on these sites with recruitment.
- A Digital Partnership with Accenture and the Princes Trust delivering Get into Courses for young people wanting to work in the digital sector.
- Sector Based Work Academies with One Below and Smyth’s Toys.
- Working Roots, a partnership between Justice Prince, North Tyneside Housing and Employment and Skills, continues to support over 20 young people each year.
- A construction project with Phoenix Detached Youth Project supporting vulnerable young learners.
OUR IMPACT ON YOUNG PEOPLE
The combination of all our service delivery has a positive impact for the residents of North Tyneside making it a place that people want to live and work.

- Participation in Learning (RPA) rate for 16-17 year olds is the best in the North East region; our NEET rate is the lowest and is below the national average.

**Working Roots**, our study programme for 16-19 year olds, continues to be hugely successful in supporting the most vulnerable young people in the Borough:
- 24 young people completed and achieved a vocational qualification at level 1 and improved their maths, English and employability skills along the way in 2019.
- The programme has had a positive effect in reducing NEET and reducing reoffending rates amongst young offenders.
- 75% of learners are retained and achieve their vocational learning aims.
- This year, despite significant challenges, the number of learners who have achieved English and maths qualifications has increased significantly.
- Another 24 learners commenced on the programme in Sep 2019.
Alternative Provision – Vocational Choices

Since 2015 this programme has supported around 800 14–16 year old students who are struggling to stay in school. They can combine their formal education with work place opportunities thereby preventing them from dropping out.

Students can choose to work in Catering, Hospitality, Gardening, Joinery, Childcare, Motor Vehicle, Cycle maintenance or Hairdressing. Students can also do some sport with Newcastle United Foundation, learn how to be a DJ at Meadow Well Connected, and improve dance skills with a local provider.

During their placement all students are given support to improve their confidence, self esteem and increased their work place skills and employability.
Construction Study Programme with Phoenix Detached Youth Project (PYDP)

6 learners have taken part in our study programme in partnership with the Phoenix Detached Youth Work Project, which commenced in September. All students were recruited from a cohort of learners who had difficulties in mainstream school and most had suffered periods of exclusion.

The learners study a level one qualification in basic construction and they have opportunities to complete additional courses including health and safety, asbestos awareness, manual handling, and abrasive wheel training; all will add to their employability at the end of the course. They will also take part in work experience with a local building firm, where real jobs are the aim.

This is the third year this partnership has worked together supporting and mentoring the young people throughout.
Our **Connexions Service** delivers careers education and information, advice and guidance services in schools supporting young people across the Borough to make informed choices about their future.

In 2019, 6423 Interventions with North Tyneside young people were undertaken across 25 schools.

In our annual year 11 survey of pupils who receive advice and guidance from our Connexions Service advisors:

- 94% of pupils were able to discuss things that mattered to them
- 74% agreed the interview encouraged them to consider new options
- 81% agreed the interview helped them decide what to do next
- 83% agreed that the interview made them think about their long term ambitions.
Advice for pupils receiving exam results
Connexions Advisers from the Employment and Skills Service were busy in North Tyneside schools in the Summer as students received their A level and GCSE results. Advisers worked with nearly 150 young people over the two result days, helping them to find places in Universities, 6th forms, colleges and work based learning. There was also a demand for advice in the days following GCSE results where advisers spoke to students and parents on the phone and arranged appointments at libraries. Advisers keep in touch with school leavers to ensure they are supported to take up a suitable place in learning.

Careers Guidance for Looked after Children
Connexions have been working to support Looked after Children and Care Leavers in North Tyneside, offering support and guidance through a dedicated Adviser to discuss their options in education and training.

The opportunity of applying for apprenticeships with North Tyneside Council was encouraged and 16 young people were supported this year in doing so. The Council recruited 6 Care Leavers in September 2019 in Catering at The Quadrant, Environmental Services, Business Admin within Housing and Law and Governance.
Case Study - Connexions

Jill was very unsure what to do after getting her GCSE results. She wasn’t sure if she’d get into 6th form or have to do a lower level course at college.

Jill worked closely with her Connexions Adviser to look at all the options open to her. Soon she had offers from both 6th form and college. She discussed the pros and cons of each with her adviser. She decided to go to 6th form.

Jill found the transition from Year 11 to sixth form quite overwhelming as she found that the workload is significantly higher. Jill began to struggle to keep on top of work. She met with her Connexions Adviser to devise a timetable for homework and her outstanding coursework. They also talked about how she could use her free periods as well as thinking about how to use her time productively at home after school.

Jill built in time for herself, time to relax, as well as homework. The timetable is working and she now feels that she managing her workload well.
We are supporting residents with Special Educational Needs and Disabilities to learn new skills and gain employment.

The delivery of a Supported Internship in partnership with NHS England for 12 young people resulted in all of them (100%) securing successful progression opportunities into employment, apprenticeships and further education.

The programme is delivered over five days per week with four being spent on work placement with an NHS Service and one day being classroom based. Placement opportunities are across a wide range of settings including IT Services, Administration, Catering, Supplies, Grounds Maintenance, Hospital Portering and more.

Similar projects with NHS regionally have seen 70% of the candidates enter paid employment.
Study Programme for Learners with Special Educational Needs and Disabilities (SEND)

In 2018 the Adult Learning Service and Connexions worked closely to develop a SEND Vocational Study Programme for 12 young people; a year-long programme delivered over 5 days each week.

In September 2019, we launched our new ‘Ignite your Potential’ three year Study Programme for SEND learners designed to prepare them for the transition into adulthood, the world of work and develop their personal social skills.

An Employment Engagement Officer, Pamela Millard, works with these young people to source real work experience and support them with employers from a wide range of sectors and industries. This includes including Tynemouth Pool, People’s Theatre, St Oswald’s, George Stephenson Railway, Café Beam, YMCA Nursery and Café, Blue Button Café Whitley Bay, The View Tynemouth, Engie, Capita, Community Transport and the British Heart Foundation.

The team of tutors have also developed an extensive enrichment programme that is learner centred and supports these young people onto a range of pathways going forward including: Project Choice, Further Education, Apprenticeships and employment.
Enrichment activities for SEND Learners

In April, our SEND Vocational Study Programme Learners attended the WWT Wetlands Centre in Sunderland.

This was arranged as part of their conservation project, where they had been constructing bird boxes, learning about wildlife and native birds and how to encourage them into their gardens.

The activity was planned to support the learners in the development of their planning skills, how to communicate effectively with peers and members of the public. They also explored how they can contribute to the environment in providing these natural areas for insects, animals and birds to nest.

Feedback from the Park Ranger at the WWT centre was very positive and they also offered the learners to think about volunteering opportunities. This will be discussed with the learners during their reflection session.
We work closely with schools to raise awareness of the World of Work

Mock Interviews for Students
Year 11 students from PALS enjoyed a successful morning of mock interviews at Meadow Well Connected in North Shields in February 2019.

Each student had a thorough interview being asked questions like, “Employers need problem solvers. Give me an example of when you have managed to successfully solve a problem?”, and “Describe a situation in which you worked as part of a team?”. Students had feedback from the interviewer on how well they did and how they represented themselves.

Students had been preparing for the mock interviews since the start of the year. Working on the Aspire Programme in conjunction with New College Durham and Connexions, they worked on employability skills, interview techniques and CVs. Feedback from students and interviewers was positive with students being praised for their enthusiasm and burgeoning confidence. The students, though initially nervous, gained confidence and interview experience to support their post 16 plans.
Promoting Digital Careers in Schools
Careers in the digital sector were the focus for a Year 8 Enterprise day at Marden Bridge Middle School, facilitated through our Schools into Work programme and delivered by industry experts from TICE (This is Creative Enterprise) in December. Students were asked to identify a gap in the competitive app market with a focus on Augmented Reality (AR). Groups then worked together to brainstorm, plan, research, design and present their idea at the end in a 1-minute 30-second pitch. Lots of innovative ideas were presented from our local future entrepreneurs.

STEM in Primary Schools
Schools into Work facilitated STEM days at Bailey Green Primary School for their Early Years and Year 5 classes in December. Technology Tom delivered workshops which linked to current science curriculum topics in school. Year 5 applied their science knowledge of space to making rockets – with lots of competition about the rocket that could fly the most distance (and even carry a message in space!). Early Years learned all about creating bridges and structures, testing out their structures for strength. Fun, practical activities reinforced the curriculum learning and sparked lots of interest in STEM related careers.
Exploring Future Careers

In June Year 12 students from Burnside Business and Enterprise College took part in a Learning and Development programme organised by the Employment and Skills ‘Schools into Work’ programme to support their careers planning and interview skills. Following a series of employer-led presentations linked to sector exploration, progression pathways, online appearance and making successful applications, the programme concluded with a mock interview morning with a number of employers and sectors represented.

Feedback from the employers following the interview morning was hugely positive:

“Rewarding to have been given the chance to hopefully have helped the students gain more confidence and improve their life skills. The organisation target was to engage more with the local community and especially students who we see as the future of not only our business but us. The programme has given us the opportunity to do exactly that and give something back”. (ABS Engineering).
**Pupil encounters with local Employers**
Connexions North Tyneside were invited in February 2019 into Valley Gardens Middle School, Whitley Bay to take part in a Year 8 Career ‘Speed Dating’ Event. The event was organised in partnership with the North Tyneside Learning Trust (NTLT). The event was attended by a wide range of other local employers including HMRC, NHS, Nexus, British Airways, Ubisoft and others. In small groups the students were asked to circulate around the employers for five minutes at a time and ask questions relating to their specific job role within the company, they had to record their responses to this.

**Primary School Careers Education**
Children from South Wellfield First School enjoyed two careers mornings in school in May which were organised by the Employment and Skills ‘Schools into Work’ programme. Pupils from Reception to Year 4 all enthusiastically took part in a range of employer-led activities where they discovered more about careers and working life in a fun and informative way. The employer-led activities over both mornings involved creative and performing arts careers, TT2 and Nexus transport. Children were able to subsequently recording their experiences from the mornings in the form of drawing pictures and writing about what careers they wanted to do when they were older using a careers booklet.
Promoting Apprenticeships to Young People
Churchill Community College Year 11 students and their parents had the opportunity find out about Apprenticeships in an extended assembly in October. The assembly, organised and led by the Connexions Service, gave an overview of Apprenticeships and then the chance for students and their parents to meet a range of Apprenticeship providers. These included the Council, Adult Learning, Engie, Accenture, NHS, Barnardos, NYA, Lomax and Tyne North Training who were kept busy with enquiries from students who are considering their plans for after year 11. Feedback from the providers confirmed that the event was extremely positive and that they had constructive discussions with potential Apprentices.
Future Focus 2019
Following the success of the first Future Focus SEND Careers Fair held in May 2018, the Employment and Skills Service attended the next Future Focus event on Wednesday 8th May 2019 at The Parks Leisure Centre, North Shields. The event is aimed at SEND children from year 9 and upwards from both SEND and mainstream schools. The event is also open to parents. The focus of this year’s event was on:

- Traineeships and employment opportunities
- Help and guidance (aimed specifically at parents including information on benefits, access to work etc.)
- Enrichment activities
- Foundation learning

The event aimed to provide as much information as possible about what happens when the young person leaves education and the options and opportunities which are available to them.
Decades Day Careers Event at George Stephenson HS

Year 8 pupils at George Stephenson High School enjoyed an excellent employer-led ‘Decades Day’ in school in July. This event was aimed at being a taster day for pupils both to broaden and raise their awareness of career opportunities, to reflect on how careers in have changed over the last 10 years – and what the next 10 years might look like for opportunities for young people locally, in the wider region and beyond.

Support was given by HMRC, TyneMet, Interpreting Line, NHS Engineers and North East Dance. Activities delivered by each employer included the opportunity for a practical task and an overview of the organisation, role, progression and opportunities and brought labour market information about their sector alive to the pupils. All employers who engaged with the event were enthusiastic to take part in another day or similar activities and saw the benefit of involving other members of their team including those who have come through the apprenticeship scheme.
OUR IMPACT ON BUSINESS
Apprenticeships Strategy

The service responded to reforms in Apprenticeships by recruiting a dedicated Apprenticeships Manager and developing an Apprenticeships Strategy. This has resulted in:

- Achievement rates increasing from 60% to 79%
- Positive Progression rates of 91.3%
- 47 new starts in 2019
- Work with new employers including Teambuild Construction, Fieldhouse Nursery and a number of schools. We have continued to strengthen our partnership working with Engie and a number of departments within NTC.
- Development of new areas that include Project Management and Residential Childcare
- Integration of new e-portfolio system and virtual learning environment
- Publicity and Marketing material aimed at employers including a new Employer Handbook
- Recruitment of new Project Management and Horticulture tutors
- Development of a Learning Support Strategy and the implementation of an enrichment programme for apprentices
- The service continues to work with developers looking to build within the Borough to maximise planning obligations or section 106 agreements to encourage new developments to contribute towards the creation of local employment opportunities.
Case Study - Apprenticeships

Reagan Johnson from Killingworth is employed by Capita and went to George Stephenson High School.

Reagan is doing a Civil Engineering Degree Apprenticeship over the next five years. He is working towards his professional qualifications with the Institution of Civil Engineers (ICE) and getting involved in local projects. Reagan has the opportunity to rotate into other teams within Engineering.

Reagen said: ‘I have gained valuable experience in design and engineering roles, allowing me to take some responsibility in engineering schemes. My knowledge is increasing and I am really enjoying it.’

Reagen’s employer said: ‘Reagan’s apprenticeship has been extremely beneficial for everyone, offering him a valuable opportunity to develop and progress professionally whilst providing Capita with an important resource and valued team member.’
National Apprenticeship Week 2019

National Apprenticeship Week is the prime showcase for the apprenticeship system in England and was held this year between 4th and 9th March 2019. North Tyneside Council again organised a programme of activities across the week including:

**Monday** - Northumbria Youth Village open day with NYA and Barnardos training who between them deliver training and apprenticeships in a number of areas

**Tuesday** - Tesco Bank information sessions - Tesco bank offered young people the opportunity to hear about what it is like to work at Tesco Bank

**Wednesday** - Employer event held at Sterling Pharma Solutions to allow businesses to hear from companies who are actively involved in apprenticeships

**Thursday** - Open day at TDR for anyone looking to get into STEM related apprenticeships or their support services

**Friday** - Lomax training based in Wallsend hosted an open day for young people interested in working in the Energy Industry

**Saturday** - “Get up and Go” Apprenticeship Event between 10.30am – 1.30pm aimed to help 620 young people and their parents/carers learn about opportunities in a wide range of occupational areas through an Apprenticeship.
Case Study - Apprenticeships

Emily Rutherford is employed by Percy Main Primary School as Apprentice Teaching Assistant.

In her role Emily supports children with complex needs; using various methods to support their learning and development. She has gained knowledge and understanding of how children develop, the national curriculum and child protection to include safeguarding, allowing her to support the children in the most effective way.

Emily said: ‘I have gained a lot of experience in my apprenticeship. I’ve gained more knowledge and boosted my confidence. I enjoy being a part of the Early Years team as everyone is very supportive’.

Emily’s employer said: ‘Emily has worked hard to develop her skills to become a great Teaching Assistant. She’s gained experience in class and worked with a range of children. She’s committed to seeing students make progress and has a professional and caring attitude. She’s an asset to our school!’
‘Get into’ Courses
We ensure that we support businesses to meet their workforce needs by addressing skills gaps and assisting with recruitment. Our short but sharply focused ‘Get into . . .’ courses supported over 80 residents this year to explore the options of Digital, Retail, Beauty and Cosmetics, Manufacturing, Logistics, Health and Social Care and the work of those businesses who occupy the Cobalt and Quorum Business Parks.

Get into Digital Courses
This year we have run a number of ‘Get into Digital’ courses in partnership with Accenture, which gives participants a broad understanding of the digital sector, what various roles are available and the qualifications and progression routes. Those attending also get instruction on CV preparation and interview techniques. At the end of the course a Celebration Event is held.
Get into Cobalt
Delivered in March 2019, the varied programme gave participants a broad understanding on the type of employment opportunities and career paths available with companies based on Cobalt Business Park. The ten day course was organised jointly between the Employment and Skills Service and Cobalt More; the parks management company. A number of companies based at Cobalt provided information on their vacancies and how to apply for them whilst employment and Skills staff gave help and guidance on how to construct a CV and how best to complete application forms.

Get into Beauty and Cosmetics
The latest “Get into” course in partnership with Barnardos was held in November 2019 and highlighted the varied and numerous opportunities available in the Beauty and Cosmetics industry.

To support a number of local firms who are in a position to employ individuals who have an aptitude and interest in this type of work, this course was designed as a five day introduction to the sector for 10 participants. It included hands on experience of what it is like to work in the industry giving an excellent insight to the range and scope of careers available in this rapidly growing industry.
A Retail Sector Based Work Academy
In 2019, for the third year running the Adult Learning Service has run a Sector Based Work Academy (SBWA) in partnership with DWP and Smyth’s Toys to help Smyth’s recruit suitable staff in the run up to Christmas. Of the 21 people who completed the courses, 17 were offered work experience to hopefully lead into employment once completed.

SWBA’s are a Partnership between the Adult Learning Service, DWP and local employers. Learners are guaranteed work experience and job interviews with participating employers if they complete the course.

The Adult Learning Service delivered its first SBWA for Smyth’s Toys in 2017 with 7 of the 12 learners who completed being successful in finding employment with Smyth’s Toys at Wallsend in the run up to Christmas.
Another Retail Sector Based Work Academy

Ten learners completed a Sector Based Work Academy in partnership with DWP and One Below, a discount retailer about to open a new store on the Silverlink, in April. Five of these learners were successful in finding employment with One Below, whilst the details of the other five learners were retained by the company and they may be offered work in future when other stores in the area are opened.

In addition, the Employment and Skills Service also ran a pre-employment training course which led to four residents gaining employment at the new One Below store.

The recruitment manager commented on the quality of candidates being ‘amazing’. She also commented that in recruiting for stores for 17 years she had never had the quality of candidates who had shown such a willingness to want to get back into employment with all of the candidates so well prepared.

The management team at One Below have also confirmed that they will definitely be using us again for any future recruitment.
Business Ambassador Training
In 2018-19, one of the strategic aims of the North Tyneside Business Forum was to encourage employment and encourage corporate responsibility in North Tyneside businesses.

To assist the Employment and Skills Schools into Work programme has offered organisations a short and practical training opportunity, which is aimed at members of staff within the organisation who are interested in acting as a Business Ambassador and engaging with the programme.

The sessions include:-
• Overview of Schools into Work
• A school perspective of engaging with the programmes
• Practical resources for successful sessions
  – Code of conduct
  – Background to the education system
  – Classroom management
Jobs Fairs and Recruitment Events in 2019

Social Care Jobs Fair

Thursday 8 August
10am – 2pm
Wallsend
Customer First Centre
16 The Forum, NE28 8JR

www.northtyneside.gov.uk

Quorum Jobs Fair

Thursday 2 May,
10am – 3pm
www.quorumbusiness.co.uk
Quorum Jobs Fair:
The third annual jobs fair held on the Quorum Business Park on the 2 May 2019 was attended by 962 residents and 28 employers offering employment opportunities. The feedback from both jobseekers and employers was very good; 100% of the exhibitors said it was a well organised event and 87% of job seekers rated the event good or excellent.
Utilitywise Redundancy Response
In February 2019, the Employment and Skills Service led a task force to support former Utilitywise employees following the announcement of around 500 redundancies.

The task force included DWP, CAB, National Careers Service, Cobalt Management Team, NRG (leading the North East Contact Centre Partnership) and ourselves. The group worked with the company and administrators to provide a coordinated offer of support. This included delivery of an Advice and Guidance event involving all partners which took place on Tuesday 19th February. Over 150 former Utilitywise employees attended the event to receive advice on redundancy support, claiming benefits and finding alternative employment.
Employability Information Day – 3rd July 2019
The Employment and Skills Service hosted an information day on Wednesday 3rd July between 9.30am - 12.00pm at Wallsend Customer First Centre.

This was an opportunity to network with the team and gain an insight into our provision. The event was open to anyone who wanted to find out more about the service offer and residents who would like to access the support. There were around 45 attendees with a mixture of professionals and local residents who were interested to find out more about our employability projects.

Residents commented that they did not know so much help was available in North Tyneside.

We will be holding further events with partners to raise awareness of the support available across the Borough in 2020.
Social Care Jobs Fair – 8 August 2019
The social care sector currently employs some 1.48 million people and will have half a million extra jobs available by 2030.

In partnership with DWP and Skills for Care the Employment and Skills Service organised this event in August 2019. 16 employers and 256 jobseekers attended the Social Care Jobs Fair, which showcased around a hundred jobs in the social care sector at Wallsend Customer First Centre.

There were a wide range of vacancies available in residential care, supported living, home care and day services. There were also opportunities for job seekers to become a Shared Lives Carer or Personal Assistant. Full and part-time positions, as well as apprenticeships were available.

Skills for Care and Jobcentre Plus also ran workshops with job seekers in advance to prepare them for the event.
Recruit Silverlink celebrates its first year

The Employment and Skills Team’s partnership project with Crown Estate, Recruit Silverlink, has been operational for over a year now. The project provides a coordinated recruitment and skills offer to the retailers on Silverlink Shopping Park and wider retail employers.

The project has hosted several events over the year including a launch breakfast and employer drop in sessions for advice from the team. A dedicated Employer Engagement Officer will eventually have a base on Silverlink Retail Park as planning permission has been granted to create a management suite and some smaller retail units.
Recruit Silverlink Jobs Fair – 10 October 2019

The Employment and Skills Team in partnership with the Crown Estate delivered the second Jobs Fair for Silverlink Retail Park. The Jobs Fair is timed to coincide with the peak Christmas recruitment and was a superb opportunity for some of the Borough’s biggest retailers to showcase their opportunities and tap into our local talent pool. Over 300 candidates attended on the day and the feedback from employers was extremely positive:

Bella Italia said, “A fab day, organised well with great interaction from all that were here”

M&S said, “The event was very successful, very open, well laid out and lots of interest in working for M&S. “

Tesco said, “An excellent, very well organised event with an amazing amount of people”

The team continue to work with the retailers on the park to support their recruitment and skills needs whilst supporting local people to access these opportunities.
OUR IMPACT ON RESIDENTS AND COMMUNITIES
The Employment and Skills Service is supporting families including parents and children in North Tyneside:

- Worked with local primary schools to provide short courses/workshops that aim to support and develop the parents/carers confidence in supporting their child’s literacy and numeracy at home
- Expanded our Ready 2 Go programmes into schools offering the 2 year old provision
- Developed bespoke packages for schools, such as phonics for parents, exam anxiety and numeracy methods
- Expanded Distance Learning opportunities for people working with children and young people
- Worked with our local Early Years settings to provide accredited Special Educational Needs Coordinator training
- Supported local residents to train as a childminder and set up their own business
- 75% of our Level 3 Teaching Assistants gained employment last year
- All Teaching Assistant and Early Years learners have either gained employment or are volunteering in high quality placements across the Borough
- 37 family members from Beacon Hill School engaged in Family British Sign language, developing skills to aid communication with their children.
We ensure that residents have opportunities to learn new skills and move into sustainable work

Residents learning new foreign languages
Local residents who have enrolled on foreign language courses with the Adult Learning Service have been talking about their reasons for wanting to learn a new language, which includes preparation for employment, learning a new skill and to provide personal development.

Learners who enrolled on the beginners classes in September have made excellent progress learning a wide range of phrases. They are also learning additional content, depending on their individual needs. The lessons are fun, relaxed, stimulating and new friendships have been made. Most learners are planning to further increase their language skills by attending improvers classes from this coming autumn.

Some previous learners have now moved abroad where they have found a job. Many have continued to further classes, becoming more and more competent. A company director is using his very advanced German for communicating effectively with his business contacts in Austria. In today's global society, the knowledge of foreign languages has become a vital asset.
Supporting families and schools to access Free School Meals
The Employment and Skills Team provides support to enable families on low incomes to access the entitlement to Free School Meals (FSM). Through additional checks undertaken by our Business Support Team (which is in addition to parent’s already applying) we have enabled an extra 61 children onto FSM at £1,320 per child; totalling £80,520.

We continue to work with schools during the academic year to ensure all children who are entitled are registered. This also includes administering bursaries for learners needing additional support to access learning.

#WhoCares Week
Employment and Skills supported #WhoCares week (18th - 24th Nov) with a campaign of social media activity highlighting the work of our teams. During this week we launched a Get Into Digital skills & careers programme with Accenture and promoted our digital skills for employment offer, highlighted the work of our Wise Steps project, Moving On Tyne & Wear team and Generation NE activity, promoted our community & family learning, celebrated our preparation for adulthood and life skills programmes and publicised our Community Christmas workshops, Fair and Annual show.
We are supporting unemployed residents across the Borough to find sustainable employment.

Our Employability Projects have achieved the following since April 2019:

• 292 residents engaged on employability projects
• 59% have achieved a positive outcome
• 77 progressed into work
• 59 progressed into training
• 35 progressed into volunteering or work experience
• Specific training has been provided to the most vulnerable residents (focused on those with health issues, long term unemployed, BME’s and 50+):
  • Budgeting (Making Money Make Sense)
  • Digital Skills (First Clicks)
  • Confidence (You Can Do It!)
Generation NE
This year saw an extension of Generation NE to support Youth Employment. Generation NE is a major programme of employment support for young people aged 18-29 which has been designed locally, in partnership with employers and Jobcentre Plus since 2014.

We have now secured additional European Social Fund (ESF) funding to broaden and continue the programme until 2022. The programme has three main aims:

• To support young people to enter and remain in employment, training, apprenticeships, traineeships and work experience
• To help businesses to recruit and to future proof their workforce with young people
• To provide impartial advice for young people and businesses on the range of services and options open to them.
Building Better Opportunities (BBO)
Over the past two years the Employment and Skills team have been key delivery partners in two regional Building Better Opportunities (BBO) programmes; Wise Steps and Moving on Tyne and Wear (MOTW). The projects are funded by The National Lottery Community Fund and ESF.

In February 2019, the BBO panel met to review the current BBO projects, and agreed to an extension to both programmes.

We are now delivering our extended programme until 2021 and 2022 to continue our intensive employability support for residents with health issues and multiple and complex barriers to employment.
Wise Steps ... small steps to progression for our most vulnerable residents

John was one of the first participants signed up onto Wise Steps, over eighteen months ago. When he first met his coach, he would not look him in the eye, he would not engage properly and would not commit to a “yes / no” answer but responded with either a shrug or occasionally an “I guess”. He was regularly missing his JCP signing appointments or turned up late and was unconcerned about the consequences, such as being sanctioned. John never left his house, unless to go to JCP, and really lacked any focus in terms of what he wanted to do with his life.

His coach provided significant support and persevered, eventually establishing a routine with him. It was the start of his journey from social exclusion and he got into a routine of having to go somewhere once a week and someone to genuinely listen and take an interest in him. Gradually he became more and more comfortable engaging and slowly but surely he spoke more and contributed positively in the appointments, accepting a suggestion of counselling, and commencing voluntary work.

John currently volunteers in VODA head office answering web enquiries and updating their database. His coach provides ongoing support and feedback from the VODA manager is that he is a great asset and help to their operations. For John the transition has been remarkable, taking such a huge step to try and gain valuable knowledge and improve his confidence. Work continues to look at longer term goals for John’s participation in society to grow.
The launch of the North of Tyne Working Homes project

The Employment and Skills Team worked with our Housing Teams to launch an exciting new project in April 2019 to support social housing tenants.

We are engaging with unemployed and economically inactive tenants with the aim of providing support to progress individuals into work and thus supporting them to sustain tenancies.

This was one of the first projects for the North of Tyne Combined Authority and partners include; Bernicia Homes, Karbon Homes Newcastle Futures, Northern Learning Trust, Northumberland County Council Housing Services; and Your Homes Newcastle.

Between April 2019 and March 2022, we will work with 1650 tenants (a minimum of 215 in North Tyneside) supporting them into paid employment and housing tenure stability.
**Work Clubs**
The Employment and Skills Service runs Work Clubs across North Tyneside every week, including in local Jobcentres and the Customer First Centres. The Work Clubs provide residents with support and guidance with updating CVs, accessing Universal Credit accounts and job search activities. If learners are identified as needing more intensive support then they are referred to relevant Adult Learning courses.

**Supporting Local Residents to gain Employment**
The Adult Learning Service work throughout the year to support local people to move into work by improving their skills in a range of areas. Courses are delivered throughout the Borough at times which allow those who are unemployed, as well as those who in work, to access the provision. In addition people can begin their learning journey at any point in the year.
Moving on Tyne and Wear Project Progress
Our MOTW advisors have been working with residents with a wide range of health issues, primarily mental health issues to support them back to work. They have been challenging the assumptions as to why these residents are not in work. The reality is that most residents with mental health problems want to work but they need help to overcome the barriers they face – being listened to and understood, managing their health condition, improving their confidence, gaining new skills, and having the appropriate support.

Our advisors, Carolyn and Amy have developed relationships with residents based on trust and understanding, developing individual ambitions and aspirations to find an appropriate job with the right support. For many people who are out of work because of a mental health problem, a return to employment will be a key part of their recovery.

We are now exceeding our engagement targets demonstrating how this approach is working for local people. We are looking for more residents to get involved in the project, particularly women.
Supporting Syrian Refugee Families
The team have delivered one to one appointments to provide support to our Syrian Refugee Families.

Refugees face many challenges in getting a job. Some have fled their country before they could complete their education. Others are highly skilled professionals who are struggling to have their qualifications recognised in the UK. They all have so much to contribute but need a helping hand to understand the systems and working culture in the UK and become financially independent.

The residents have accessed ESOL training and are feeling able to move forward on their journey. The skills within the families are varied from construction trades to tailors and they have already undertaken some further training. The team will be helping to build their experience and confidence to access employment, training and volunteering opportunities as well as help with CVs and interview techniques. We are building personalised, realistic action plans to help the residents move towards their future ambitions and we will be targeting the employers and sectors that appeal to each individual.
SEND Learners Sponsored Walk
Learners on our Vocational Study Programme took part in a sponsored walk from St Marys Lighthouse to Tynemouth on Wednesday 13th February. They raised funds to support one of their peers who represented the UK in Judo at the Special Olympics in Abu Dhabi in March 2019.

Employment and Skills Christmas Fair and Show
Our annual Christmas Fair and Show took place on Thursday 12th December at Norham Community Wing. Our learners and stall holders were very busy crafting makes and bakes to offer for sale as well as unique, bespoke gifts and decorations. Our marketplace event from 4:30 – 5:30pm was followed by our annual show planned, presented and produced by our Life Skills and Ignite Your Potential learners with all proceeds from the fair, show and raffle ticket sales donated to our nominated charities. This year’s chosen charities were; Bloodwise, in memory of a learners father who passed away in August, the Paul Gardner Charity (to buy a defibrillator for North Shields) and the Alzheimer's Society.
Digital Inclusion

The Employment and Skills Service is supporting digital inclusion across North Tyneside:

• During 2018-19 there were over 370 enrolments on ICT programmes and the achievement rate for all qualifications was 94%, with the National Average achievement rate being 88%
• We have introduced an E-portfolio system to help track learners progression
• Our Virtual Learning Environment (VLE) enhances digital learning
• We took part in a national Digital Educators project to share best practice in the use of digital in Adult Learning
• We have new learning opportunities available through distance learning provision and blended learning
• ICT/ILT is embedded into a significant amount of provision and can be seen to have an impact on learner’s progression and achievement.
Using Virtual Reality to teach Astronomy
The Employment and Skills Service are now embedding Virtual Reality into lessons with one of the first being Astronomy. Using Google VR headsets and a Google Expeditions free app tutors have been able to take learners on a tour of the solar system and beyond even on a cloudy night. The immersive experience was incredible and there were actual gasps from learners as they observed what the Milky Way Galaxy can look like in a Dark Skies environment, which would be impractical for them to normally experience as part of the course.

Augmented Reality enhances displays for all
The Employment and Skills Service have been using HP Reveal Augmented Reality (AR) technology to enhance the experience learners and visitors have within their learning centres. Certain displays have now been ‘upgraded’ to include AR which takes the viewer from posters and paper based objects on the wall into a digital world of videos and hidden extras for those who download the free AR app and scan the walls! More AR displays are planned with staff giving learners a guide of centres, courses and welcome induction messages.
• In August 2018 our new dedicated website was launched – www.skillsnorthtyneside.gov.uk
• The website provides information on all of the services we offer:
Case Study

Sharon’s coaching and motivation has helped Gary ‘grow’ his career at local Garden Centre
Gary had a horticultural background however an accident left part of his spine in a severe state and this meant he could not lift and bend in the same way he used to. As a result of this he suffered chronic pain and fatigue, was diagnosed with depression and believed he would never work again. His advisor, Sharon worked to build Gary’s confidence and self-belief. He had lots of specialist qualifications, and slowly he started to believe he had something to offer again.

After treatment and overcoming several setbacks, Sharon managed to secure Gary a placement at Azure Garden Centre in Cramlington, which supports disabled or disadvantaged people to gain skills and training. He started on a paid work trial for 6 weeks, and having excelled and shown his worth to the management team he was kept on over the winter months, proving his wealth of knowledge and then being offered a managers post within the organization. He was on cloud nine and said none of this would have been possible had Sharon not spurred him on and believed in his capabilities.

Gary’s outlook has changed completely he now firmly believes in himself and his capabilities and he has proven this to his manager. He has now secured a higher salary; he has moved out of his parents’ home and is renting a lovely flat. He is now in a steady relationship, and has proposed to his girlfriend! He is extremely happy in his employment, and is looking forward to taking on his new role.
OUR IMPACT ON LEARNING
North Tyneside Adult Learner Awards 2019

Our annual Adult Learner awards ceremony was held in July 2019, with awards in several categories:

• Sandra Girvan Adult Learner of the Year (aged 19 years & over) - Winner: Leanne Robson
• Young Learner of the Year (aged 16 - 18 years) - Winner: Jake Fox
• Jeanette Hedley Apprentice of the Year - Winner: Emily Tweedy
• Shirley Hallam Reaching for the Stars Volunteer of the Year – Gillian Parkinson
• Group/Class Learners of the Year - Winner: Vocational Study Programme
• English/maths Learner of the Year – Winner: Doreen Beck.
We are delivering high quality teaching and learning to improve the skills of residents across the Borough.

**Free online courses for Adult Learners**

In 2019 the Employment and Skills Service began offering free accredited distance learning (online) courses for those aged 19+ in the follow areas:

- Level 2 Information, Advice and Guidance
- Level 2 Equality and Diversity
- Level 2 Principles of Customer Service
- Level 2 Awareness in Mental Health Problems
- Level 2 Certificate in Understanding Behaviour that Challenges
- Level 2 Certificate in Understanding Common Childhood Illnesses
- Level 2 Certificate in Children and Young Peoples Mental Health
- Level 2 Certificate Introducing Caring for Children.

All courses are 14 weeks long and are perfect for those wishing to develop their skills or if they just have an interest in these areas.
Book success for Adult Learner
A North Shield’s resident discovered a passion for writing when she joined a creative writing class delivered by the Council’s Adult Learning team. Trudie Skies has just signed a book deal with the publisher, Uproar Books LLC, to publish her first novel. The book, Sand Dancer, is a young adult fantasy and involves magic, intrigue and murder.

The Adult Learning Service’s creative writing courses are suitable for both beginner and experienced writers. Tutors support would-be authors in finding ideas for their writing and developing the skills needed to write an engaging and satisfying short story, novel or poem.
**Creative Writing**

Former Creative Writing learners, who studied with the Adult Learning Service, continue to flourish and blossom. After finishing their creative writing course, a group from North Shields set up their own writing group called ‘The Linskill Scribblers’. These local residents have launched their third volume of ‘Seasonal Tales’.

The launch took place in July at The Linskill Centre. In addition some of the group held a reading at North Shields Library and sold their books at Whitley Bay Green Beans Market. Such is their enthusiasm that not only do they meet at The Linskill Centre on Monday mornings, but also at The Exchange in North Shields on Friday mornings.
**Phonics for Parents**
The Employment and Skills Service teamed up with local Primary Schools to deliver ‘phonics for parents’.

Phonics for parents is a short course for the parents of Reception age children. The course teaches parents the fundamentals of phonics and early reading and provides practical and fun techniques to support their children to read at home.

The Employment and Skills tutor worked closely with schools individually to create a bespoke package tailored to meet the needs of their families.

**Increased demand for Maths Qualifications**
Due to a significant increase in the number of local residents wanting to improve their maths skills, the Adult Learning team’s exams’ office was kept busy scheduling additional exam slots this year. In July there were over 120 learners studying for Functional Skills maths qualifications in Wallsend and North Shields alone. For many of these local residents success in these exams meant gaining their first ever qualification. The majority will then either move on to gain further qualifications or into work.
National Phonics Pilot

In December 2018, the Adult Learning Service was one of the national pilot centres for a post 16 phonics toolkit, ‘Post-16 Phonics Approaches: A Toolkit’. The toolkit of resources was published by The Education Training Foundation and University College London in July 2019.

The purpose of the toolkit is to support expert practitioners in utilising phonics approaches with learners accessing literacy courses. The toolkit is aimed directly at learners over the age of 16 and includes age-appropriate vocabulary and reading material. The Council’s Adult Learning English tutors were very excited to be amongst the first teachers in the country to be using the resources with their learners. Residents in the Borough with significant literacy needs have benefited from early access to these brand new resources.

The involvement of the Adult Learning Service is formally acknowledged in the publication.
Making Learning Affordable
Learners with the Adult Learning Service found creative means of achieving their goals in an affordable way. During a Photography session learners were discussing the kit they were using. Some of them were frustrated that they couldn’t get the kind of close up ‘macro’ shots they wanted, and couldn’t afford to buy an expensive specialist lens. Several of these learners use Photography as a way to deal with stress and manage their mental health, and having their ambitions and abilities limited by financial pressures is particularly frustrating.

During a previous session the tutor had introduced the idea of ‘macro extension tubes’ as a highly economical alternative to the expensive macro lens. One learner found himself in a position to try some out and, pleased with the results, decided to buy some and bring them to class.

The learner showed the others the extension tubes and the impressive photographs he'd taken using them. He successfully explained the technicalities of how they achieved the same results as a macro lens but at a fraction of the cost. He shared the kit with the group and let them all have a try for themselves. As a result, the learners were delighted to find that despite the current financial climate and the difficulties it causes for us all, they now have a way to achieve their own personal goals in an affordable way.
Case Study

Addressing Mental Health issues through Adult Learning
The Adult Learning tutors are successfully supporting disadvantaged local residents to improve their mental health and move on in their lives. ‘Susan’ suffered from agoraphobia and mental health problems and it took a lot of courage for her to enrol on maths and English classes. Since then she has attended regularly and passed her Entry Level maths and English qualifications. Alongside this tutors supported her to complete a qualification in Personal and Social skills which helped her through some of the personal issues she was facing. She is now working towards achieving Functional Skills level 1 in maths and English.

Susan’s growth in confidence has been amazing; before Christmas she went on holiday for the first time in twenty years. Up until recently she would not leave home or use public transport without support. Susan started her new job two weeks ago working in a local staff canteen. She says ‘I have loads more confidence than I used to have. A year ago I wouldn’t even go out the house by myself. Staff have been really helpful too and listen to anything and help with anything I find difficult. I’ve got a job now which I never thought would be possible but thanks to coming here it has happened.’
Feedback from one of our Adult Learners

‘I must admit when I started this course I was not sure if it was going to be for me, but now I could not imagine doing anything else. I have learned so much, not just about supporting children and teachers but also how to develop my skills more. I have enjoyed this course and it has helped realise how much I want to help children in a positive way.

I am grateful to the Adult Learning Service for these life changing services they run enabling us adults to better ourselves for working opportunities. I have already enrolled in one of the distance learning courses and have set my goal to be completed in 4 weeks so I can start the next one over the summer holidays and am very interested in doing the Autism course in September. I will be continuously educating myself where I can to develop ways to help children’.
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