ROYAL BOROUGH OF GREENWICH
Careers Information, Advice, Guidance and Tracking Service

Schedule 1: Service Specification

Project Number SPS 1033

June 2015

3.1 ROYAL GREENWICH CHILDREN'S SERVICES
Service specification

Careers Information and
Education Advice and Guidance Service (CIEAG)

1. INTRODUCTION

1.1   The Royal Borough of Greenwich is seeking an experienced contractor with a proven track record to support the Royal Borough of Greenwich and our partner schools to meet respectively our statutory obligations in accordance with the current legislation.

1.2   This service is being commissioned to fulfil statutory duty. The contractor must, within reason and subject to a period of negotiation, be prepared to adapt the existing service in response to future changes in the legislation affecting either or both of the *Raising of the Participation Age* (local authority) or the provision of Information Advice and Guidance (education and training providers).

1.3   The initial contract is for 2 years, between 1 September 2015 and 31 August 2017, with funding of £300,000. There will be an option to agree one 12 month extension. The extension will be subject to the availability of funding and contract performance.

1.4   A number of education and training providers are working in partnership with the Royal Borough of Greenwich to commission a joint service. The commissioning process is led by the Royal Borough of Greenwich on behalf of participating education and training providers. The Royal Borough will retain overall responsibility for procurement and contract management. Nominated school representatives will participate in the commissioning process and the future monitoring and evaluation of the service.

1.5   The contractor will support the Royal Borough of Greenwich to deliver its statutory duties in relation to the *Participation of young people in education, employment or training*.

1.6   This shall include two service elements: tracking the activities of young people aged 15 to 19 (Years 11 to Year 14) and up to age 25 where the young person has an EHC Plan, and providing an enhanced level of IAG support to the most vulnerable young people, including young people with, or requiring an EHC Plan, Looked After Children, and young people known to the Youth Offending Service.

1.7 Ofsted can inspect local authority arrangements for supporting school improvement and local authority children's services. The contractor will support the Royal Borough of Greenwich to deliver against our statutory duties and the contractor must be able to demonstrate the impact of their service delivery, both directly and in partnership with existing services.

1.8 The contractor will support participating education and training providers within the Royal Borough to deliver their statutory responsibilities in relation to the provision of guidance and support to students in response to the prevailing statutory guidance, currently *Careers guidance and inspiration in schools: Statutory guidance for governing bodies, school leaders and school staff (March 2015).*

1.9 This shall include providing the highest quality IAG to all registered pupils at the provider from Year 8 (12-13 year olds) to Year 13 (17-18 year olds) and up to age 25 where statutory duty applies. The service should contribute to improving the motivation and academic outcomes for young people, ensuring young people are prepared well for the future and are able to fulfil their potential and progress into positive destinations.

1.10 Ofsted have outlined their approach to reaching a judgement about IAG. The service should support schools to meet or exceed these expectations in relation to IAG.

1.11 Inspectors will explore the extent to which the school has developed and implemented a strategy for ensuring that all pupils in Years 8 to 13 receive effective careers guidance. They will review the impact of this guidance in helping young people to make informed choices about their next steps.

1.12 Inspectors will consider how well the school meets the needs of all vulnerable groups of pupils, including reducing the numbers who do not continue to education, employment or training and how well the school works with families to support them in overcoming the cultural obstacles that can stand in the way of the most able pupils from deprived backgrounds attending university.

1.13 Education and training providers have emphasised the importance of a dynamic and pro-active service which brings innovation and high quality opportunities to their students.

1.14 The Royal Borough of Greenwich and Royal Greenwich education and training providers would encourage joint or collaborative proposals from organisations, which draw on the strength of organisations and ensure young people receive high quality support, advice and guidance.

1.15   This document identifies the requirements for the three service elements:

- providing an accurate tracking service, ensuring the Royal Borough of Greenwich is able to identify young people requiring support and allocate resources in line with delivering the *Raising the Participation Age (RPA)*

- providing targeted and enhanced Information Advice and Guidance to support the most vulnerable young people attending Royal Greenwich provision
- providing universal Information Advice and Guidance to support all students attending Royal Greenwich provision (where the provider has opted-in).

2.   CONTEXT

2.1   The Royal Borough of Greenwich

2.1.1   Royal Greenwich is well known for its naval and architectural heritage as well as being the home of Greenwich Mean Time. The borough boasts the longest riverfront in London and in 2014 was host to the Tall Ships Regatta. We are proud of becoming a Royal Borough and LGC Council of the Year in 2013, and we think the 2012 Olympics and Paralympic games helped show the world what Royal Greenwich has to offer.

2.2   Children and Young People Plan (CYPP) 2014- 2017

2.2.1   The Greenwich Children and Young People's Plan 2014-17 sets out our ambitions for children and young people and is built around three priorities:
- Resilience

- Prevention

- Protection

http://www.royalgreenwich.gov.uk/downloads/file/624/children_and_young _people_plan_2014_to_2017

2.2.2   Our profile of children and young people is our local strategic needs assessment and can be accessed here: http://edition.pagesuite-professional.co.uk/launch.aspx?pbid=fc749135-cd09-4e7a-97e1-b036eed74a28

2.2.3   We want every child, living in a great borough in a great capital city, to be able to take full advantage of the opportunities available. Some children will need more support and, for them, every day matters and every action

counts. The plan is built around three priorities: resilience, prevention and protection.

2.2.4 Greenwich Children and Young People Plan 2014-17 builds on the achievements of the last three years.

2.2.5 Our ambition is that by 2017, more 16 and 17 year olds will engage in education and training which is right for them. More young people in Greenwich will achieve educational success post 16, young people at risk of poor outcomes will achieve as well as their peers and all young people will progress successfully into sustained employment or higher education.

2.3 Recent Progress

2.3.1 Royal Greenwich has been effective at reducing the number of NEET young people. Over the last 3 years the proportion of young people (Years 12 to 14) who are NEET has fallen by nearly 2 percentage points, reducing from 7.2% in January 2013 to 5.1% in January 2015. Although this is now close to the national average (4.7%) this remains above the London average (3.4%). Too many young people, however, go on to become NEET (400 young people, January 2015). High quality IAG services have a role in achieving a further reduction in this number.

2.3.2 Over the same period Royal Greenwich has been effective at reducing the number of young people where their destination remains 'unknown'. Over the last 3 years the proportion of young people (Years 12 to 14) whose destination is 'unknown' has fallen by over 4 percentage points, reducing from 9.7% in January 2013 to 5.4% in January 2015. This is now below the national average (7.2%) and the London average (8.0%). However, this still equates to some 450 young people whose current destination and future progress remains unknown and who may benefit from receiving support from the appropriate service(s).

2.3.3 The Royal Borough of Greenwich has made progress against delivering the Raising of the Participation Age. As at January 2015 96% of Year 12 and 87% of Year 13 age residents were participating in activities that satisfy the requirements of RPA. This represents a modest increase on the previous year when participation rates were 95% and 85% respectively. We aim to raise participation rates for Year 12 and Year 13 students to London levels.

2.3.4 The Royal Borough of Greenwich and Royal Greenwich education and training providers wish to ensure the need for Information Advice and Guidance for the most vulnerable young people is met. A particular focus will be on increasing the participation rate and reducing NEET and 'unknown' destinations for young people with Special Education Needs or Disability (SEND); Looked After Children (LAC) and young people know to the Youth Offending Service (YOS).

2.3.5   As we move towards full delivery of the Raising Participation Age (RPA), the Royal Borough and Royal Greenwich providers have the shared ambition of increasing the number, and proportion, of all young people who continue to participate in education and training and of reducing the number, and proportion, of young people who start the new academic year as NEET, or become NEET during the academic year.

2.3.6   We will achieve this in two ways. Accurate and timely tracking will ensure the early identification and rapid re-engagement of NEET young people. Effective IAG will help to ensure all young people continue to participate in a programme of education or training that is right for them and which will give them the best chance of progressing into Higher education or into employment.

2.4   Local Profile

2.4.1   Royal Greenwich is one of 33 London boroughs, covering an area of just under 5,000 hectares and including 15 kilometres of river embankment. The area is famous the world over for its industrial, military, maritime and royal heritage and attracts millions of visitors from all over the world each year.

2.4.2   Royal Greenwich is a borough of great contrasts and diversity which is experiencing huge social, economic, structural and cultural change.

2.4.3   Based on the 2010 IMD, Royal Greenwich ranks as the 28th most deprived local authority in England, and the 8th most deprived borough in London.

2.4.4   Nearly 38% of residents live in council or Registered Social Landlord accommodation compared with 25% across London.

2.4.5   The economy is heavily dependent on the public sector for local employment.

2.4.6   Royal Greenwich is one of the twelve boroughs that make up the Thames Gateway, the United Kingdom's largest regeneration area. It was one of the five host boroughs for the 2012 Olympic and Paralympics Games. This development will contribute to the projected increase in the borough's population over the next decade and the Royal Borough is working hard to secure a lasting legacy for local residents.

2.4.7   The Greater London Authority's (GLA) 2011 population projections estimate that there were approximately 254,500 people living in Royal Greenwich in 2011. Between 2011 and 2021 the GLA estimate the total population will increase by 62,179 people (24.4 per cent).

2.4.8 According to the Office for National Statistics about 64,000 children and young people aged age under 18 reside in the Royal Borough – 24% of the total population. This is projected to rise by over 10,000 by 2021, an increase of 16%.

2.4.9 In October 2014 the total number of pupils aged 11-15 years on roll in the 14 Royal Greenwich secondary schools was 11,108. The number of post-16 students on roll across the 12 Post-16 providers, including schools and further education was 4,186.

2.4.10 This 'youth' population is more diverse than the population as a whole. Children from Black and Minority Ethnic groups account for over half of all children and young people residing in Royal Greenwich.

2.4.11 The proportion of secondary age young people with English as an additional language is below the London average (34% against 40%).

2.4.12 The proportion of secondary age young people eligible for pupil premium is above the national average (48% against 29%).

2.4.13 Our analysis identifies a degree of mobility among students attending secondary schools in Royal Greenwich. In the 2012/13 academic year one-quarter (27%) of pupils joined a local secondary school after the 14th September.

2.4.14 Additional characteristics of local provision may be found here: http://www.education.gov.uk/schools/performance/geo/la203_all.html
http://www.15billion.org/ims/monthlyreports/

2.4.15 IDACI shows that 58.9% of pupils in Royal Greenwich secondary schools live in the bottom 20% most deprived areas in England. Over half of all children living in the borough come from low income households. The proportion of children who are eligible for free school meals (FSM) in Royal Greenwich is higher than the national rate: 29% in secondary schools, compared with the national rate of 16%.

2.4.16 The prevalence of childhood disability is higher in Royal Greenwich than for our statistical neighbours, as well as London and England, and this number appears to be growing rapidly (under 25s):

- In 2011 there were over 1,850 disabled children and young people aged 0 to 17 years old resident in Royal Greenwich. This is the lower limit estimate, while the upper limit estimate suggests that the number could be over 3,000;
- 27% of secondary school children (aged 11-15) have special needs (school action, school action plus or statement). 3.7% (601) young people have a statement of special educational needs (SEN);

- 179 young people in post-16 provision have a statement of special educational needs (SEN);

2.4.17 The Royal Borough of Greenwich has 426 children and young people looked after between the ages of 7 and 18, and 246 allocated care leavers[1].

3. SERVICE REQUIREMENTS

3.1 Aims and outcomes of Careers Information, Advice, Guidance and Tracking Service Lots 1, 2 and 3

The service will contribute to the delivery of the outcomes and outputs identified for the three service elements (Appendices B & C).

3.2 Shared outcomes

3.2.1 The contractor must add value to existing arrangements. The universal and targeted service elements must not duplicate services already available, for example the *All Age Careers Service* and access to IAG resources that are free at the point of use such as Business in the Community (BiTC).

3.2.2 The Royal Borough of Greenwich and participating education and training providers expect service delivery to contribute to:

- **a sustained increase in the proportion of young people who participate in education or training beyond statutory education at the end of Year 11**. We aim to achieve a minimum of 98% participation among Year 12 students in the first year of the contract and sustain this into Year 2. We aim to achieve a minimum of 90% participation among Year 13 students in the first year, increasing to 95% by the end of Year 2.

- **a parallel reduction in the number and proportion of young people in each year group who are NEET or who become NEET if they leave provision early**. We aim to achieve a headline maximum of 4% NEET for Years 12 to 14 in Year 1 and to reduce this to 3% by the end of Year 2.

- **a parallel reduction in the number and proportion of young people in each year group whose destination is 'unknown'**. This is a prerequisite step to successful re-engagement. We aim to achieve a

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[1]   Frameworki, 26 October 2011
http://www.greenwich.gov.uk/download/downloads/id/82/research_into_children_and_young_people_in_greenwich_dec_2010

headline maximum of 4% 'unknown'; for Years 12 to 14 in Year 1 and to reduce this to 3% by the end of Year 2.

3.2.3 identify potential benefits from running aspects of the universal and targeted elements in parallel and realise these opportunities.

3.2.4 The total available budget for the whole contract is £300,000.

3.2.5 The requirement of the service is divided into 3 Lots as follows:

Tracking – Lot 1

In seeking to achieve the shared outcomes identified above – participation rates, NEET and 'unknown' - the Royal Borough of Greenwich will monitor the contributing data collection activities. This will include:

- the **timely completion of the *Year 11 Intended Destination Survey*** (based on roll) and the number and proportion of young people with no recorded destination

- the **timely completion of the *September Offer*** for Year 11 and Year 12 young people (based on roll) and the number and proportion of young people with no recorded offer

- the **timely completion of the *Activity Survey*** for *Year 11 Leavers* and the number and proportion of young people who are 'not settled in FT learning' or whose 'activity is unknown'

- the **pace of establishing destinations for all young people** following September and the conversion of 'Transition Year 11' and 'Transition Post-16 Learning' prior to the beginning of November, particularly for residents who learn out of borough

- the **timely processing of information about 'early leavers'** enabling young people, who might otherwise become NEET or 'unknown', to receive rapid and intensive support to re-engaged with education or training, or referral to a reengagement programme

Targeted Service – Lot 2

The Royal Borough of Greenwich expects service delivery to contribute to:

- **a sustained increase in the number and proportion of vulnerable young people who participate in education or training beyond statutory education** to: 90% for SEND young

people; 95% for Looked After Children; and 95% for young people know to YOS

Universal Service – Lot 3

Participating education and training providers expect service delivery to contribute to:

- a year on year increase in the number and proportion of young people with a destination recorded **the *Year 11 Intended Destination Survey*** (based on roll)

- a year on year increase in the number and proportion of young people with an Offer recorded in the ***September Offer*** for Year 11 and Year 12

- a year on year reduction in the number and proportion of young people who are reported as 'not settled in FT learning' or whose 'activity is unknown' on the ***Activity Survey*** for *Year 11 Leavers*

- a year on year reduction in the number and proportion of young people who leave in-year (early leavers) without having organised alternative education or training

- destination recorded **the *Year 11 Intended Destination Survey*** (based on roll)

- Governors, heads of organisation and members of Senior Management Team will need to demonstrate to current and prospective students, and their parents or guardians, and Ofsted what they do to prepare young people to succeed and progress and how effective they have been in the past. This will include:

- the ***Key Stage 4 and Key Stage 5 Destination Measures*** published by the DFE and the *Activity Survey for Year 11 Leavers* which will identify the proportion of previous students who go on to progress positively or who become NEET

- the **Inspection Reports** published by Ofsted and specific comments which address the preparation of young people and the quality of provision of IAG

- an evaluation of service delivery based on **student voice** (collected through questionnaire and focus group). Education and training providers have emphasised the need to monitor the quality of IAG experience and quality of outcome for young people

- feedback from the **designated IAG lead** within the education or training provider

- sharing **regular progress reports**, based on data collection activities and the delivery of IAG activities. These must identify individual young people 'at risk' and allow the education or training provider to target appropriate interventions including participation in relevant IAG activities

- retrospective analysis of students who go on to become NEET in order to identify service gaps and areas for service improvement.

3.3   Providers can bid for 1 or more of the above lots.

4.   DETAILED SERVICE SPECIFICATIONS

4.1. Cohort

4.1.1   The tracking service will work with the resident cohort aged between 16 and 19 (Years 12 to 14). For young people with Special Education Need and Disability (SEND) the age range is extended to include young people up to the age of 24. In January 2015 this population was 8,400 increasing to 10,700 when young people with SEND are included (Source: 15 Billion).

4.1.2   For purposes of clarity this will include residents educated within Royal Greenwich provision, those educated outside of Royal Greenwich and residents whose destination is 'unknown'.

4.1.3   The contractor will not be required to work with young people who are confirmed to be NEET. The team of Intensive Lead Professionals working from The Point will be responsible for working with NEET young people. The contractor is expected to work closely with The Point.

4.1.4   The targeted IAG service will work with up to 600 young people. This number is based on January 2015 figures and is composed as follows: 70 Looked After Children (and Care Leavers); 80 young people supervised by the Youth Offending Service (YOS) and 332 young people with SEND. This service will also work with young people educated in Newhaven Pupil Referral Unit (104)), alternative providers approved by the Royal Borough (118) and elect home educated (EHE, 23). The actual number will vary because not all young people in these groups will require additional support.

4.1.5　The **universal** service will be available to all young people aged between 12 and 18 (Years 8 to 13) on the roll of participating education and training providers. This gives a maximum cohort of 8,500 young people. The actual number will vary because not all young people in these groups will require additional support.

4.1.6　For purposes of clarity the universal service will continue to support Year 11 students until the end of September following the completion of statutory education, Year 12 students until the end of September following the end of the academic year, and with Year 13 students until the end of September following the end of the academic year.

4.2　Tracking service

4.2.1　The tracking element of the service will be provided on behalf of the Royal Borough of Greenwich.

4.2.2　Tracking young people's participation in education and training, including the effective identification of young people who are not participating, who are NEET, or who are at risk of becoming NEET.

4.2.3　Ensuring the input of tracking information is completed and is compliant with the NCCIS specifications and to published timescales. The contractor will be familiar with CareerVision Core+ IYSS or a comparable product. The contractor will use CareerVision Core+ IYSS, access to which is procured by the Royal Borough of Greenwich.

4.2.4　Ensuring the destination of young people currently known to be in education, employment or training is not permitted to lapse.

4.2.5　Timely and regular reporting of information on non-participating, NEET and 'at risk' young people. This will enable the Royal Borough of Greenwich to target rapid and appropriate support to young people to encourage, enable and assist them to re-engage in accordance with ESA 2008 and EA 2011

4.2.6　This will require the partner to work with all providers across Royal Greenwich:

4.2.6.1　co-ordinate the collection of data returns from all education and training providers in Royal Greenwich (including those providers who do not take-up the universal service) for the Intended Destinations Survey (Year 11); the September Offer (Year 11 and Year 12) and the Year 11 Activity Survey;

4.2.6.2 to process the Early Leaver Notifications received from Royal Greenwich education and training providers through the London Councils Data Portal;

4.2.6.3 to capture information on young people identified at risk and to contribute to the development and implementation of a local Risk of NEET Indicator (RONI);

4.2.6.4 to record information on gaps in provision to support the commissioning of sufficient and suitable education and training provision for all young people aged 16-19 and up to 25 years for young people with and EHC plan;

4.2.6.5 to propose service changes that will improve the effectiveness and responsiveness of the tracking service.

4.2.7 The partner should make efficient use data, including administrative data available from education and training providers, Royal Borough of Greenwich, DWP JCP and government funding agencies before escalating to the use more resource intensive methods of tracking.

4.3 Targeted IAG service

4.3.1 The targeted (or enhanced) IAG service element will be provided on behalf of the Royal Borough of Greenwich.

4.3.2 The contractor will support the Royal Borough of Greenwich by providing an enhanced level of IAG to young people who the borough has identified as the most vulnerable. This will "*encourage and assist young people's participation in education or training*" (Section 68, Education & Skills Act 2008).

4.3.3 This will include working closely with the Heads of Service responsible for specialist services:

- with the Head of the SEND team to contribute to support for young people aged 14 – 25 with special education need or disability (SEND) including attendance at annual reviews and contributing to the production of EHC plans;

- with the Head of the Virtual School for Looked After Children (LAC) , including an enhanced IAG session and input to the Personal Education Plans (PEP) or attendance at the PEP review; and

- providing support to the Head of the Youth Offending Service to ensure the education and training needs of these young people are

best met, including an enhanced IAG session or attendance at a review meeting.

4.3.4 This service element will include the delivery of IAG to young people who are educated in the alternative settings, including the Newhaven Pupil Referral Unit (PRU), alternative providers used by the Royal Borough of Greenwich and young people who elect to be home educated (EHE).

4.4 Universal IAG service

4.4.1 The universal IAG service will be provided to young people on behalf of education and training providers in Royal Greenwich.

4.4.2 The partner must provide support to ensure that all registered pupils at the provider are provided with independent careers guidance from Year 8 (12-13 year olds) to Year 13 (17-18 year olds) and up to age 25 where relevant.

4.4.3 The partner must offer the highest quality service that will make a critical contribution to improving the outcomes and progression for all young people and to assist young people to realise their full potential.

4.4.4 Royal Greenwich Schools have stressed the importance of a dynamic and pro-active service which makes new ideas and opportunities available to their students. In doing so the service provider should consider working collegiately across Royal Greenwich Schools.

4.4.5 A number of RBG schools make use of related services, from a mix of charitable and commercial organisations, for example Business in the Community. The service should integrate with existing IAG-related services and products, including Work Experience Programmes (WEP); Employer engagement activities and mentoring services, and provide seamless support to students and schools.

4.4.6 Where a high level need is identified the partner will refer the individual student to the relevant service provided by the school or the Royal Borough of Greenwich, including but not limited to SEND support services, Inclusion service, Looked After Child Team and Youth Offending Service.

4.4.7 Where a safeguarding concern is identified the partner should refer the matter to the designated IAG Lead in the first instance or the designated Child Protection Coordinator for the Royal Borough of Greenwich (for concerns around child sexual exploitation) or the Youth Offending Service (for concern around suspected gang activity).

4.4.8 The Universal IAG service will support schools to deliver their duty[2] to secure independent information advice and guidance to their students and must be delivered according to the principles identified in the statutory guidance in place at the time of service delivery. Information Advice and Guidance must be:

- **tailored** to meet the needs of and promote the best interests of the individual student accessing the service

- differentiated and appropriate to the age and year of the student;

- delivered in an **impartial** manner and without bias;

- must be **comprehensive**, covering the full range of education and training options available at the key transition points (at ages 14, 16 and 18).

4.4.9 Royal Greenwich education and training providers have recently completed a review of their need for IAG services. A menu of 'core' service needs have been identified

- **One-to-one sessions and student Action Plans**. Organisations and students place a high value on a 1:1 session, or series of sessions, with a careers practitioner who is not a direct employee of the education or training provider. For a number of education and training providers 1:1's will form the 'core' of the service.

- A number of education and training providers will require all students in some year groups to have a 1:1. Other education and training providers now prioritise the use of external one-to-ones to students who are identified to be at highest risk of not progressing positively. The 1:1s should inspire young people to be ambitious but realistic, to empower young people to explore their aspirations and career ideas, to challenge their existing preconceptions, to signpost students to information and to equip students with skills that support independent investigation. The outcome of 1:1s will be recorded in an individual Action Plan which will become a 'living' document.

- Schools are looking for 1:1 sessions to be: bespoke and meet the needs of individuals; encourage students to be reflective; challenge students to explore their options and think differently, particularly in terms of career stereotypes; focus positively on what the student is capable of; encourage students to research ideas and be self-reflective.

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[2] http://www.legislation.gov.uk/ukpga/2011/21/part/4/crossheading/careers-education-and-guidance/enacted

- Where information is provided to a young person this should originate from trusted sources. The supply of information should not be limited to proprietary software or online products created by the contractor. This should be supplied in a format that is best suited to the learning style of the individual young person.

- Where advice or more detailed guidance is provided this should be clear and based on evidence. This might include information sourced from organisations representing industry sectors, trusted labour market information (LMI) or other trusted organisations.

4.4.10 **Around this 'core'** education and training providers will request activities designed to inspire and motivate young people to fulfil their potential. These may include: Results day support (KS4 and KS5); interactive master classes from industry professionals and motivational speakers (skills, attributes, behaviours); talks from Employer/industry professional; coaching and mentoring services; organised visits to industry; sector-based insights; college and university visits sector/industry-specific insight (showcasing breadth of opportunities and range of pathways); Apprenticeship workshops (Year 11, Years 12, Year 13); UCAS workshops; 'Not going to university' workshops; simulated interviews; CV development and competence-based applications and interview technique.

- **Employer links.** Schools and providers have requested a service that will build strong links with employers and build staff capacity and the knowledge necessary to embed IAG within the curriculum.

- **Act as the IAG expert adviser to the school**. RBG schools have recognised the rapidly developing market for IAG-related 'products' and many have taken advantage of new opportunities and services. These products represent a huge opportunity for students but pose a significant challenge to the organisation. Opportunities are received by many school staff throughout the organisation. This can make it difficult to collate and coordinate the dissemination of opportunities.

- A number of organisations have identified the need for an external resource that would filter, quality assure, co-ordinate and evaluate the impact of a broad range of IAG products and services. This service should be both pro-active in bringing ideas and opportunities to the attention of senior leaders but also responsive to ideas and requests from the senior leaders.

- The services will track and report the quality and effectiveness of particular approaches to IAG within the school and other schools and make recommendations to School Leaders

- **Contribute to the development of school staff**. School Leaders are looking for a service that makes a contribution to CPD within the school, up-skilling and equipping school staff to embed IAG within the curriculum area being delivered.

- **Improve engagement with parents and guardians**. School Leaders are looking for a service that will promote greater engagement with parents and guardians, particularly young people from disadvantaged backgrounds.

- **Database and matching**. Organisations currently lack an effective system to capture the career interests and aspirations of individuals and a mechanism for matching students to relevant opportunities and IAG products. There is a need to develop an internal database that is either free-standing or one that integrated into the existing MIS infrastructure.

- **Young people 'at risk'**. Organisations have recognised the need to work intensively with students who have either decided themselves that they are on the wrong course and/or who the organisation believes are 'at risk' of becoming an early leaver.

- The service should explore opportunities for the young person to switch to a more suitable course within the existing provider or identify a suitable programme with an external education or training provider.

- Supporting young people and parents at option events.

- Supporting young people on results days.

- Supporting young people to make applications.

- Support organisations to deliver careers drop-down days.

4.4.11 The contractor will be required to work flexibly with the participating education and training providers to agree an individual Work Plan which meets the specific needs of the organisation and its learners.

5. OTHER CONTRIBUTIONS

5.1 The contractor will be expected to contribute to borough-wide initiatives including the Participation in Education, Training and Employment panel (PETE). This aims to match young people who are ready to engage with providers offering the appropriate opportunity and support.

5.2 The contractor will be expected to contribute to borough-wide initiatives including the Year 11 Progression Fair, Vocational Progression Fair (Year 11 and Year 12) and Higher Education Fair (Year 10 and Year 11)

6. QUALITY ASSURANCE

6.1. The Royal Borough of Greenwich and participating education and training providers are seeking on-going improvement in relation to participation rates and positive progression into education and training for all young people, including targeting a number of specific vulnerable groups.

6.2. The provider must be able to demonstrate sufficient capacity to meet the demand for services and to ensure service continuity in the delivery of the three service elements: tracking, targeted IAG and universal IAG.

6.3. The contractor is required:

6.3.1   to audit and quality assure their service, providing a quarterly report to the Royal Borough of Greenwich and participating education and training providers;

6.3.2   to consult twice per year with the Royal Borough of Greenwich and participating education and training providers to ensure the service continues to meet local need and statutory duty;

6.3.3   to obtain on-going feedback from young people receiving the services and clearly demonstrate how this information is being used to deliver continuous improve service improvement;

6.3.4   to adhere to the professional qualifications and standards as determined by the Career Development Institute (CDI) or equivalent body;

6.3.5   to ensure that all staff employed to deliver face-to-face IAG services receive the continual professional development that is necessary for the delivery of a high quality service;

6.3.6   to ensure all staff employed to deliver face-to-face IAG services achieve the revised version of the Matrix Quality Standard;

6.3.7   to ensure all staff employed to deliver face-to-face IAG services are qualified to the industry standard. The main qualification for careers professionals are the Qualification in Career Guidance (QCG) and the Level 6 Diploma in Career Guidance and Development.

6.4. The contractor is responsible for ensuring that all staff are recruited under safer recruitment procedures, inducted and have a probationary period,

trained, DBS checked and actively manage all staff, to be used for the delivery of the service, to the standards required by the Royal Borough of Greenwich. Staff training and safer recruitment procedures will be monitored regularly by the borough.

7. INFORMATION AND DATA MANAGEMENT

7.1 Some information will need to be shared appropriately with other commissioners. Successful bidders will need to ensure they have systems in place to secure consent to information sharing from service users and parents as they collect data.

7.2 The contractor shall:

7.2.1 Undertake Data Controller functions by acting as Joint Data Controller, with the Royal Borough of Greenwich, for all data held on the database. The data remains the property of the Royal Borough of Greenwich and must not be shared with other parties without prior written agreement;

7.2.2 Introduce key elements of the application of data protection and information sharing in the one day basic training course for users;

7.2.3 Promote client confidentiality by putting in place operating policies and practices to ensure that all users only access the database for purposes required to undertake their work;

7.2.4 Undertake effective and appropriate information sharing by operating within information sharing agreements agreed at borough, London region, or other regional level.

8. PERFORMANCE MEASURES AND MONITORING

8.1. The draft set of outputs and outcomes for the universal and targeted service is summarised below (Appendix B, Appendix C). These will be used as a basis for service monitoring. All targets and monitoring information will be agreed with the successful provider before commencement of the service.

8.2. The Royal Borough of Greenwich will undertake a minimum of one on-site visit (per annum) to assess the quality of service. Unplanned monitoring visits may be made.

8.3. The provider will be required to:

8.3.1 Agree outcome targets with the local authority and participating education and training providers at the commencement of the contract;

8.3.2   Deliver the target outcomes and outputs as agreed;

8.3.3   Provide a quarterly monitoring report which reviews progress against target outcomes and outputs, comments on variation and proposes mitigation measures;

8.3.4   Provide and analyse performance information as agreed with commissioner;

8.3.5   Demonstrate systems are in place to secure consent to information sharing from service users and parents. Certain information will need to be shared appropriately with other commissioners and services.

8.4. Core monitoring reports will include:

8.4.1   Quarterly quantitative and qualitative returns on the number of activities delivered and the outcomes using agreed outcomes measurement tools, case studies etc. ;

8.4.2   Quarterly service evaluation collected from young people, parents and participating schools, including complaints and/or receipt of compliments, and how complaints have been resolved;

8.4.3   Quarterly summaries of spend;

8.4.4   Annual returns covering finance, staffing, training and other commissioning standards, as appropriate.

9.   SAFEGUARDING

9.1   The contractor is required to ensure that the service effectively safeguards children and vulnerable adults and is compliant with the Royal Borough of Greenwich requirements in the terms and conditions.

10.   COMPLAINTS/COMPLIMENTS AND INCIDENTS

10.1   The contractor is required to ensure a written complaints procedure is in place and implemented that ensures responsive action towards complaints from young people and their parents and that these are used as a positive feedback tool.

10.2   The contractor is required to ensure that all compliments and complaints are recorded, monitored, analysed and used to improve the service. These must be supplied to the commissioner on request along with a copy of records and responses relating to complaints and compliments.

10.3 All incidents shall be reported to the commissioner within a reasonable timescale.

Appendix A: Indicative Volumes
IAG Resource Allocation Model

DfE No.	School Name	Y7 11s	Y8 12s	Y9 13s	Y10 14s	Y11 15s	Y12 16s	Y13 17s	Y14 18s	Y15 19s	Total Roll	Pre 16	Post 16
2034243	Corelli College	199	146	128	183	191	111	79	19	1	1,057	847	210
	Charlton Park Academy (Special)	24	37	25	31	29	27	19	17	0	209	146	63
2034271	Stationers Crown Woods College	270	265	262	260	222	137	128	39	4	1,587	1,279	308
2034077	**Eltham Hill**	171	131	142	147	138	65	86	2	0	882	729	153
	Greenwich Community College										0	0	0
2034000	Harris Academy Greenwich	185	176	152	162	132	100	63	12	0	982	807	175
	Newhaven (Pupil Referral Uni	2	8	10	36	48	0	0	0	0	104	104	0
	Kings Park (Special - ASD)	*0*	*7*	*7*	*0*	*0*	*7*	*0*	*0*	*0*	21	14	7
2034130	**Plumstead Manor**	238	233	203	235	226	128	101	37	4	1,405	1,135	270
	Moatbridge (Special)	6	6	9	11	4	0	0	0	0	36	36	0
2034717	Shooters Hill Post 16 Campus	0	0	0	0	3	456	427	288	68	1,242	3	1,239
2036905	**St Pauls Academy**	240	237	237	237	230	0	0	0	0	1,181	1,181	0
2034716	**St Thomas More RC**	135	122	123	122	128	0	0	0	0	630	630	0
2034682	St Ursula's Convent	132	128	118	122	117	0	0	0	0	617	617	0
2034001	The Greenwich Free School	94	97	96	0	0	0	0	0	0	287	287	0
2034508	**The John Roan**	217	193	180	201	199	114	75	52	1	1,232	990	242
2034294	**Thomas Tallis**	267	265	266	231	226	277	195	51	0	1,778	1,255	523
2034002	**UTC Royal Greenwich**	0	0	0	71	120	73	108	6	0	378	191	187
2034250	**Woolwich Polytechnic**	238	232	230	224	233	144	130	5	0	1,436	1,157	279
	Pulse and Water												
	Right Choice												
	Schoolhouse Education												
	Streetvibes										118	118	
	ASD Learning												
	Wize UP												
	Full Circle												
	EHE										23	23	
	Total	2,418	2,283	2,188	2,273	2,246	1,639	1,411	528	78	15,064	11,408	3,656

Appendix B: Outcomes for the tracking and targeted IAG Service

Target Reference	Summary of Target – 2015/16 Academic Year
1: Tracking **Year 11 Intended Destinations Survey** **Year 11 as at September 2014.**	**NOTE:** We have set no specific targets for **the Intended Destinations Survey**. It is expected that the contractor will maximise completion of this survey on behalf of the borough as required by the DfE, using the information collated and analysed to: i) Work with schools to target IAG to learners at greatest risk of not making a successful transition, and identify any potential gaps in provision that should be brought to the attention of local providers.
2: Tracking **Year 11 and Year 12 Students with a September Offer recorded.** **Year 11 and 12 as at September 2014.**	• **A minimum of 98% of Year 11 and Year 12 to have a September Offer recorded** • 98% to be measured June 2015 (See 2a and 2b for Year 11 and Year 12 targets)
3: Tracking **Years 12-13 Participation (RPA)** **Year 12 – 13 as at September 2014**	• **(See 3a and 3b for Year 11 and Year 12 participation targets)**

Target Reference	Summary of Target – 2015/16 Academic Year
3a: Tracking **Year 12 Participation** **Year 12 as at September 2014**	• **A minimum of 97.5% of Year 12 (by age) to be participating** • to be measured monthly <u>December 2014 to August 2015</u> • 97.5% to be achieved averaged over 3 months Dec-Jan **Where participation defined as satisfying RPA.**
3b: Tracking **Year 13 Participation** **Year 13 as at September 2014**	• **A minimum of 90% of Year 13 (by age) to be participating** • to be measured monthly <u>December 2014 to August 2015</u> • 90% to be achieved averaged over 3 months Dec-Jan **Where participation defined as satisfying RPA.**
4: Tracking **Years 12-14 'NEET'** **Year 12 – 14 as at September 2014**	• **A headline maximum of 5% Year 12 to Year 14 who are 'NEET'** • To be measured <u>monthly December 2014 to August 2015</u> • 4% to be achieved averaged over 3 months Dec-Jan See 4a for specific year group targets NEET for Year 14.
4a: Tracking **Year 14 NEET** **Year 14 as at September 2014**	• **A maximum of 8% of Year 14 (by age) to be NEET** • to be measured <u>monthly December 2014 to August 2015</u> • 6% to be achieved averaged over 3 months Dec-Jan
5: Tracking **Years 12-14 'unknown'** **Year 12 – 14 as at September 2014**	• **A headline maximum of 4% Year 12 –Year 14 with 'unknown' destinations** • To be measured <u>monthly December 2014 to August 2015</u> • 7% to be achieved averaged over 3 months Dec-Jan • 4% to be achieved by August 2015 See 5a to 5c for specific year group targets.

Target Reference	Summary of Target – 2015/16 Academic Year
5a: Tracking **Year 12 – 'unknown'** **Year 12 as at September 2014**	• **A maximum of 2% Year 12 with 'unknown' destinations** • To be measured <u>monthly December 2014 to August 2015</u> • 2% to be achieved averaged over 3 months Dec-Jan • 1.5% to be achieved by August 2015
5b: Tracking **Year 13 – 'unknown'** **Year 13 as at September 2014**	• **A maximum of 5% Year 13 with 'unknown' destinations** • To be measured <u>monthly December 2014 to August 2015</u> • 5% to be achieved averaged over 3 months Dec-Jan 4% to be achieved by August 2015
5c: Tracking **Year 14 – 'unknown'** **Year 14 as at September 2014**	• **A maximum of 8% Year 14 with 'unknown' destinations** • To be measured <u>monthly December 2014 to August 2015</u> • 8% to be achieved averaged over 3 months Dec-Jan • 6% to be achieved by August 2015
6: Tracking **Y12 +Y13** **'Early Leavers'**	• **Minimum % of early leavers who are RBG RESIDENTS to have RPA compliant destination validated/recorded within 20 days from notification.** Note – in recognition of the RPA opportunities available at different times in the academic calendar this percentage is variable by year group and month of notification.
7: Vulnerable Young People **SEND (aged 14-25)**	• **Participation rates: 90.2%** • **Reduction in 'unknown': 0% unknown** • **Delivery of 'LDD offer' including: Enhanced IAG session and appropriate contribution to EHC Plan (volumes to TBC).**

Target Reference	Summary of Target – 2015/16 Academic Year
8. Vulnerable Young People Looked After Children (LAC)	• Participation rates: 95% • Reduction in 'unknown': 0% unknown • 90% of LAC in Y9 – Y12 with Action Plan uploaded on IYSS. • To attend and input or to provide input into 1 PEP for 90% of Y11 and Y12 student. • To attend 2 foster carer training sessions AND 1 Drop-in session to raise 'awareness' of the importance of KS4 and KS5 option choices and provide practical support
9. Vulnerable Young People Known to YOS	• Participation rates: 95% • Reduction in 'unknown': 0% unknown • 90% of young people working with YOS (Y9 – Y12) with Action Plan uploaded on IYSS.

Appendix C: Outcomes for the Universal IAG Service

September 2014 Proposed IAG Targets   **Appendix C**

a) PI	b)	c)	d) Description/rationale (2014/15)	e) Minimum expectation	f) Stretch target
Suggested indicator for inclusion in school SLA.	Statutory duty: (Y)es (S)upport	Base: (R)esident (O)n roll (M)ix	**Universal – Schools** Largely for schools to define themselves via SLA with Prospects Suggested PI as below – these will be based on **school roll** irrespective of borough of residence.		
Intended Destination (ID Y11) Based on Y11 roll	Y	R	Deadline - 31 May Sources: 15 Billion report	X% [set at midpoint between rate achieved in 2013 and 100%]	100%
			The contractor will deliver a monthly report identifying Year 11 students on roll who do not have an Intended Destination. This will allow the provider to focus IAG and interventions to students who may not progress successfully at the end of the year.	Deliverable.	
September Offer (SO Y11)	Y	R	Deadline – 30th June (orig. 30 September)	X% [set at midpoint	100%

Based on Y11 roll			Sources: 15 Billion report	between rate achieved in 2013 and 100%]	
			The contractor will deliver a monthly report identifying Year 11 students on roll who do not have a September Offer recorded, or where the young person is considered at risk of not meeting the specified entry requirements where an offer is recorded (eg. from their Year 11 school). This will allow the provider to focus IAG and interventions to students who may not progress successfully at the end of the year.	Deliverable.	
September Offer (SO Y12) Based on Y12 roll NB: Offers to NEET residents to be MONITORED separately	Y	R	Deadline – 30th June (orig. 30 September) Sources: 15 Billion report	X% [set at midpoint between rate achieved in 2013 and 100%]	100%
			The contractor will deliver a monthly report identifying Year 12 students on roll who do not have a September Offer recorded, or where the young person is considered at risk of not meeting the specified entry requirements where an offer is recorded (eg. from their Year 11 school). This will allow the provider to focus IAG and interventions to students who may not progress successfully at the end of the year.		
Activity Survey (AS) Y12	Y	R	Deadline – measured on xx xxxxx.	X% [set at midpoint	100%

Based on previous year's Y11 roll			Sources: 15 Billion report	between rate achieved in 2013 and 100%]	
'Early Leaver' Y12 – notifications	Y	R	The number of Y12 'early leavers' is reduced. This reflects improvements in the quality of IAG that young people have received in preceding years and the resulting choices they have made. Sources: There is no regional/national benchmark data currently available.	<5% of cohort [or reduction against previous year where we can reliably establish a baseline]	n/a
'Early Leaver' Y12 – known destinations	S	R	The onward destination of Y12 'early leavers' is known. Providers are now measured on the sustained destinations of students at the end of Keystage 4 and Keystage 5. In addition Ofsted look at how well the provider has prepared young people for their next steps. Sources: There is no regional/national benchmark data currently available.	80%	100%
'Early Leaver' Y13 – notifications	Y	R	The number of Y13 'early leavers' is reduced. This reflects improvements in the quality of IAG that young people have received in preceding years and the resulting choices they have made. Sources: There is no regional/national benchmark data currently available.	<2% of cohort [or reduction against previous year]	n/a
'Early Leaver' Y13 – known destinations	S	R	The onward destination of Y13 'early leavers' is known. Providers are now measured on the sustained destinations of students at the end of Keystage 4 and Keystage 5. In addition Ofsted look at how well the provider has prepared young people for their next steps. Sources: There is no regional/national benchmark data currently available.	80%	100%

Retention (Y12) Nov-May	S	R	Increase in the retention rate in Year 12 AS/other subjects. Source: PANDA, QSR	X% [set at midpoint between rate achieved in 2013 and national]	X% [set at midpoint between national rate and 100%]
Retention (2 year)	S	R	Increase in retention rate over 2 years Source: PANDA, QSR	X% [set at midpoint between rate achieved in 2013 and national]	X% [set at midpoint between national rate and 100%]
AS Fail rates	S	R	Reduction in the Year 12 AS fail rate. Source: QSR	X% [set at midpoint between rate achieved in 2013 and national rate]	X% [set at midpoint between national fail rate and 0%]
KS4 Destinations	S	R	Generate local Year 13 report (previous Year 12)	X% positive destinations [need to establish baseline]	X% positive destinations [need to establish baseline]
KS5 Destinations	S	R	Generate local Year 14 report (previous Year 13)	X% positive destinations [need to establish baseline]	X% positive destinations [need to establish baseline]
Client Survey feedback – school and student	S	R	Surveys	75% of all students seen as 1-2-1 or small	n/a

				groups.	
			Focus groups – minimum 1 per school run at a time of year to be determined by school.	Minimum 1 per school.	n/a
Client Survey feedback – school nominated IAG Lead	S	n/a	Termly feedback to be collected via template – to be agreed with the school. - 360 degree review - case studies - attendance numbers (at open and targeted activities)	Termly	n/a