



Skills Funding
Agency



European Union
European
Social Fund

SPECIFICATION QUESTIONNAIRE

INVITATION TO TENDER: itt_29987

SPECIFICATION REFERENCE: 23-011

LONDON

DATE: MARCH 2016



EUROPEAN SOCIAL FUND – NEET - LONDON CAREERS CLUSTERS
itt_29987 23-011

BACKGROUND

General

The contracting authority is the Secretary of State for Business Innovation and Skills acting through the Skills Funding Agency (SFA), an executive agency of the Department for Business Innovation and Skills exercising functions to fund adult education and skills.

The SFA, acting as an Opt-In Organisation for the European Social Fund (ESF), is procuring education and training services to meet priorities identified by Local Enterprise Partnership (LEP) area European Structural and Investment Funds Sub-Committees. As an Opt-In Organisation the SFA provides match funding at Priority Axis level utilising sources of public funding as match for ESF funded activity.

This Invitation to Tender (ITT) supports ESF Investment Priority 2.2 Improving the Labour Market Relevance of Education and Training Systems where the need has been identified both in the LEP area and European Structural and Investment Fund Strategies.

The SFA is looking to procure an organisation(s) to establish and manage a geographic or employer sector based Career Cluster that aims to improve the labour market relevance of education. A total of 12 Careers Clusters will be procured.

London Local Enterprise Panel

ESF in London is managed by the Greater London Authority who act as the Intermediate Body for ESF under the strategic direction of the Mayor and the London Enterprise Panel.

The London Enterprise Panel (LEP) produced a detailed European Structural and Investment Fund (ESIF) Strategy in 2014 detailing how ESF supported the capital's Jobs and Growth aims. The LEP has been allocated approx. £529m for the delivery of the ESIF Strategy for London 2014-20

<https://lep.london/publication/european-funding-strategy-2014-20>

The ESIF Strategy for London builds on the LEP's Jobs and Growth Plan. Alongside London's successes there are many challenges; juxtaposed with highly successful agile and profitable labour markets are significant pockets of deprivation, worklessness and economic under performance. The residents of many London boroughs do not possess the skills or opportunities to share in the successes of local markets. London's allocation of funding allows the LEP to develop a responsive and relevant portfolio of activities to tackle the ESIF strategy challenges.

The LEP has designed a comprehensive package of ESF provision for young people; working closely with the lead strategic body for education and skills for young people in London; the Young People's Education and Skills (YPES) Board. The programmes reflect the ESIF Strategy's themes of freedoms, flexibilities and funding incentives; and respond to the objective of supporting interventions to move young people NEET aged 15-24 or at risk of NEET into sustainable employment, education or training (EET).

In developing these programmes, the LEP has applied lessons learnt from the 2007-2013 London ESF programme. As part of the development process for each programme, the LEP brought together stakeholders, including the ESF co-financing organisations (CFOs), local commissioners, boroughs, VCS organisations, providers, researchers and others to identify best practice and discuss how best to support the needs of the target groups.

Careers Clusters aim to improve the labour market relevance of learning by supporting school and college leaders in their development and implementation of a whole-school approach to delivering high quality careers guidance and a careers curriculum. Career Clusters will complement the school, college and employer brokerage support provided by the National Careers Service and the Careers and Enterprise Company in London.

In June 2015 the London Enterprise Panel, together with London Councils and the Greater London Authority, published "London Ambitions: shaping a successful careers offer for all Londoners".

<https://lep.london/sites/default/files/documents/publication/London%20Ambitions%20Careers%20Offer.pdf>. The report proposes seven key elements that are needed to allow the London Ambitions Careers Offer to transform the landscape of careers and employment support for young people across London. The creation and delivery of 'Careers Clusters' is instrumental to the implementation of London Ambitions, and is in fact the sixth key element.

In the 2015 London Schools Survey

https://www.london.gov.uk/sites/default/files/bmg_research_report_2.pdf 69% of schools surveyed said that they would want to work more with employers on school improvement. 70% of secondary schools stated that the main focus in terms of supporting Primary to Secondary Transitions and Aspiration Raising was raising aspiration and understanding different careers.

In September 2013, the Ofsted thematic review of careers guidance in schools found that four out of five are not providing an adequate offer for their students. Careers Clusters recognises that whilst some London schools and colleges are

equipped to provide a high quality careers offer to their students, many need support. The objective is to address local weaknesses in the delivery of careers guidance for young people, reducing the numbers of young people that end up not in education, employment or training, or not fulfilling their potential.

London's ESIF strategy¹ reports that significant numbers of young people in London are not in employment, education or training (NEET). In 2012 there were 127,822 NEETs aged 16-24, 19% of whom had a degree. At the end of 2012, 4,830 aged 16 and 17 were NEET (around 3% of the 16-24 population). Evidence shows that young Londoners entering the workforce are faced with a greater level of competition than other regions in the UK. Young people also face the additional challenge of an increasing demand for high level skills. More than half of the jobs in the capital require level 4 qualifications as a minimum, compared to below 40% across the United Kingdom as a whole. GLA Economics' employment projections show an increase of 800,000 jobs requiring at least an ordinary degree over the projection period (2011 to 2036) that at present 55% of jobs require high level skills. The CBI education and skills survey for 2012 reports that 73% of employers selected the need to provide businesses with the skills they need as the single most important reason to raise education standards; 71% believed that schools should be prioritising the development of employability among the 14-19 age group.

A You Gov /Education and Employers Taskforce survey found that those young people who recalled four or more employer contacts at school are five times less likely to be NEET than those who had no involvement.

https://www.london.gov.uk/sites/default/files/London_LEP_ESIF_Strategy_201420.pdf

A summary of the complete package of youth programmes- as well as the portfolio of adult employment and skills programmes that will be procured across the CFOs in London (SFA, DWP and Big Lottery Fund) for the first phase of the 2014-20 ESIF programme - can be found here:

<https://lep.london/publication/european-social-fund-proposed-opt-organisation-provision>

The objectives of this programme are:

1. To ensure London's young people make successful school to work/HE transitions by helping schools and colleges to deliver a high quality and comprehensive careers guidance offer that responds to the opportunities and developments in industry sectors.
2. To deliver mechanisms to help schools and colleges utilise labour market information to inform curriculum planning and careers guidance support to students and their parents
3. To increase the number, and effectiveness, of sustained links between schools/FE and employers and HE.
4. To improve school and college leaders capability to work with employers/HEIs and to help employers and HEIs to identify the most effective way that they can work with both individual schools and across a number of schools and colleges

DEFINITION OF TERMS

Candidate: means an organisation who has been invited to take part in this procurement procedure.

Careers Clusters: Groups of schools and colleges receiving support to provide high quality careers guidance and careers curriculum.

Service: The establishment and management of Careers Clusters.

SERVICE REQUIREMENTS

General

All activities must complement and avoid duplication with other provision, thereby adding value to Department for Work and Pensions/Big Lottery, Education Funding Agency, Skills Funding Agency, local authority, National Careers Service and the new Careers and Enterprise Company funded provision. Successful candidates will be required to ensure that ESF provision will clearly add value and not duplicate any provision that can be arranged locally through existing mainstream institutions.

Capacity and readiness to deliver

Candidates must have:

- The resources to offer very local and flexible delivery in the area where the Careers Cluster will be established
- The capacity to deliver provision immediately upon commencement of the contract and that delivery should not be delayed in any way by any recruitment processes or other processes or relationships that need to be established.
- Details of their expected outcomes.

Track record

The ability to deliver the required activity, based on a track record in the successful delivery and management of this type of programme

Candidates will need to have an understanding of the varied needs of young people and an ability to engage and work with young people, especially those who are disengaged and vulnerable and have particular learning needs or barriers to learning.

Candidates need to demonstrate experience of implementing projects with schools and colleges or similar institutions and of forging employer and HEI links or similar organisations.

Management and quality assurance

Candidates will need to have effective management arrangements in place to ensure all of the requirements of this specification particularly in regard to meeting the identified needs of identified young people are fulfilled. The Services must be

delivered to a high quality and successful tenderers will need to have in place quality assurance and improvement processes.

The Service needs to be flexible and responsive to the changing economic and political landscape and take into consideration that the approach and associated processes may change during the life of this contract. Therefore Candidates will be expected to be able to change the delivery of the Services accordingly.

Partnership working

Candidates will be required to work in partnership with other organisations delivering education and training in the area to ensure the Service is complementary to and not in competition with other funded provision.

Candidates will engage with every Local Authority (LA) in the Career Cluster geographic area and will be expected to identify internal LA links across different departments. The Service must be able to respond to changing local needs and opportunities, as well as policy changes.

Candidates will be required to establish linkages with and have an understanding of, local stakeholder needs and develop strong links with the key stakeholders, which will include schools, Further Education Colleges, Higher Education Institutions and employers.

Market intelligence and local knowledge

The delivery of the Services must take into account the current and future social and economic indicators including labour market intelligence and in particular the specifics factor affecting the area in which the Service is being delivered. A comprehensive understanding of the current employment market and the current and future social and economic indicators including labour market intelligence

Management information and reporting

Candidates will develop management information systems to enable it to submit data to the Skills Funding Agency in line with the funding rules and put in place robust arrangements for ensuring that the evidence required to support payments is collected and retained.

Candidates will be required to share with LEPs and the Skills Funding Agency ongoing performance management data as well as additional intelligence to improve the effectiveness of activities to improve the labour market relevance of education.

Candidates will be required to undertake an interim project self-evaluation at project mid-point and a final project self-evaluation at project end.

LEP Specific

The Service to be delivered is the establishment and management of twelve individual Careers Clusters. A Careers Cluster is a group of schools or colleges that will work together with employers to develop a coherent, high quality business-informed careers guidance and curriculum offering to their pupils.

Careers Clusters may operate in a specific area of London (geographic clusters) or have an interest in specific employer sectors (employer sector-based clusters).

In a geographic Careers Cluster, the cluster members will be schools and colleges in a specific, identifiable contiguous area within the London Local Enterprise Panel area. The members are linked by their location. This area could be a borough or could be an area within a borough or across more than one borough. This is a pilot and the candidate will define the geographical area covered by the cluster, in part or fully, in their application. A school or college can only be in one cluster.

In an employer sector-based cluster, the members are linked by their interest in a specific sector or part of it. The schools and colleges in a sector-based cluster do not need to be in a contiguous geographic area. A school or college can only be in one cluster, be it geographical or sector-based. An employer sector-based cluster will only cover one sector. London's growth sectors are:

- Professional, Real Estate, Scientific and Technical Activities
- Information and Communication
- Administrative and Support Service Activities
- Accommodation and Food Service Activities
- Arts, Entertainment and Recreation

The key sectors with high volume occupational growth can be found in the following London Enterprise Panel paper: www.london.gov.uk/sites/default/files/llmp.pdf

Careers Clusters must support school and college leaders in their development and implementation of a whole-school/college approach to delivering high quality careers guidance and a business informed curriculum.

The Careers Cluster must complement the school, college and employer brokerage support provided by the National Careers Service and the Careers and Enterprise Company in London.

Each Careers Cluster must have a minimum of six schools and colleges as members (for example five schools and one college).

Schools and colleges must be recruited to join the Careers Cluster.

The Service must engage Higher Education institutions and employers to work with the Careers Cluster.

The Careers Cluster must be managed to deliver the following activities:

Support school and college leaders by

- providing support to Cluster school/college leaders to design a high quality careers guidance offer and a business informed curriculum;
- supporting Cluster school and college leaders to develop strategies informed by labour market information (LMI) and destination data;

- identifying and disseminating effective and innovative practice to Careers Cluster schools/colleges.

Pilot sustained employer/HE activities by

- identifying the means of employer/HE engagement that will provide the most benefit to school and college pupils in the Careers Cluster;
- increasing the number of employers and HE institutions engaging with schools and colleges in a sustained way by piloting a range of employer/HE activities with Careers Cluster members;
- empowering teachers in cluster schools/FE to replicate the pilot approach;
- disseminating the approach used in successful employer/HE engagement education pilots, and support (where replicable) its roll out to other London Careers Clusters and other London schools and colleges in year 2 of delivery;
- considering the role that technology can play in employer/HE engagement with schools.

Deliver careers and employer engagement support to Cluster school/college staff by providing a range of Labour Market Information (LMI) and employer informed support to help staff:

- understand LMI and skills forecasting and how to integrate into the curriculum;
- understand what employability skills are and how to integrate into the curriculum;
- understand the range of job opportunities in each subject area;
- understand why businesses want to work with schools and how to build sustained employer relationships;
- increase awareness of, and analysis, of destination data.

Please note that this can include teacher-industry placements, employer shadowing etc.

Match and support young people into work placements and internships brokered by the ESF 'Youth Talent' strand by

- working with the 'Youth Talent' ESF delivery partner, and the employers that it has engaged, to agree the most effective placement and internship format for that Cluster;
- matching young Londoners to the opportunities, support young Londoners whilst on placement/ internship, and link their experience into the curriculum.

Up to 3,600 work placements for years 10/11 and paid Internships for years 12/13 (approximately 300 per cluster) will be brokered through the *ESF 'Youth Talent' strand* and made available to the twelve London Careers Clusters.

Successful Candidates must disseminate the approach used in successful employer/HE and school/college pilots, and support, where replicable, its roll out to other London Careers Clusters and other London schools and colleges in year 2 of the Service.

Successful Candidates must participate in Career Cluster networking meetings facilitated by the Greater London Authority bringing together all twelve Careers Clusters to aid the sharing of best practice and support knowledge mobilisation.

ELIGIBILITY

General

This specification is being delivered under investment priority 2.2 and the Managing Authority has confirmed that the focus is a project developing an improved education system and for the purposes of this specification the eligibility of the participants is not relevant.

LEP Specific

London's diversity continues to be an essential component of its social and economic dynamism. Although London is a prosperous World City, it continues to be divided by inequality. This activity within the ESIF Youth programme for London addresses inequality in participation, attainment and progression in education and skills and promotes social mobility.

Target Group

London secondary schools², Further Education (FE) and Sixth Form Colleges
A focus on Schools/Colleges from disadvantaged areas with a high % of students on Free School Meals and/or eligible for the pupil premium; those with the lowest rates of HE progression; and those with the highest rates of NEET
Teachers, and Careers Advisors contracted to work in London secondary education institutions and colleges
Higher education institutions
Pupils participating and benefiting from the pilot activity
Businesses, including SME's

GEOGRAPHY / AREA OF DELIVERY

LEP Specific

The Service will be delivered within the London Local Enterprise Panel area.

FUNDING AND DELIVERABLES

LEP Specific

The value of this specification is £8,000,000.

² Including PRUs and alternative provision, special schools and UTCs

Currently £666,666.00 pounds will be available for each cluster, for the period from 1 April 2016 to 31 March 2018, this may be increased if additional funding becomes available.

The minimum outcomes are required from each Cluster:

- 6 schools and colleges should be involved
- A needs analysis for each cluster
- 18 business/HEI's engaged for 26 weeks (i.e. 18 pilots)
- 720 pupils will participate in employer/HEI activity delivered through the pilots
- 150 teachers supported
- identify 300 pupils to be referred to Youth Talent programme for work placements/internships for each cluster
- 6 whole school/college employer endorsed careers strategies
- 1 cluster final report and sustainability plan

In addition the following outcomes should be achieved and demonstrated through evaluation:

- Successful candidates will be required to submit a Theory of Change that will quantify their outcomes. The Theory of Change and the project evaluation plan should be approved by Project Oracle (<http://project-oracle.com/>) by the end of second quarter (September 2016). Progress towards outcomes will be reported annually and at project end. Expected outcomes include:
 - The number of pupils directly supported through employer/HEI pilots
 - The number of teachers supported through Cluster careers and employer engagement support
 - The number of employer/HEI pilots rolled out to other Clusters or London schools and colleges should be reported
 - Increase in contact between Cluster school/college and employers/HEIs
 - Increase in the number of young people entering sixth form or college
 - Increase in the number of young people entering university, including top universities
 - Increase in the number of a young people taking up an apprenticeship, traineeship, or internship after leaving school
 - Reduction in drop-out in Year 12
 - Increase in employers confidence in young people's employability skills
 - Increase in teachers confidence of delivering careers support, and knowledge of the labour market
 - Increase in pupils careers knowledge and understanding of education and career pathways

Deliverables for Each Cluster

| Description | Volumes | Unit Cost Total Value Average per Intervention | £ |
|-------------|---------|---|---|
|-------------|---------|---|---|

| | | | |
|--|----|---------|----------|
| SD01- Cluster established containing a min of 6 schools or colleges | 1 | £33,330 | £33,330 |
| SD02 - Production of needs analysis for the cluster | 1 | £66,667 | £66,667 |
| SD03 – Pilot commencing: Businesses/HEIs engaged | 18 | £7,407 | £133,326 |
| SD04 – Pilot completion: Businesses/HEIs completing 26 weeks duration of engagement | 18 | £7,407 | £133,326 |
| SD05 - Careers and employer engagement support for cluster schools and colleges - termly payment | 6 | £22,225 | £133,350 |
| SD06 - Work Placement and Internships programme delivered - termly payment | 6 | £11,111 | £66,666 |
| SD07 - Production of employer endorsed careers guidance strategy for each cluster school and college | 1 | £33,334 | £33,334 |
| SD08- Production of final report and cluster sustainability plan | 1 | £66,667 | £66,667 |