

Report Title: Social Value Outcomes from the Growth and Strategic Investment Programme

Date of meeting:	25 November 2024		
Report to:	Overview and Scrutiny Committee- Regeneration and Skills		
Report of:	Executive Director (Regeneration, Economy and Assets)		
Portfolio:	Regeneration, Economy and Skills		
Wards affected:	All Wards		
Is this a key decision:	No	Included in Forward Plan:	N/A
Exempt/confidential report:	No		

Summary:

The objectives of the Growth and Strategic Investment programme, and the projects therein, are consistently intended to balance economic, financial, social and environmental outcomes. Each project is developed with wider aims to support with delivery against strategies and policies in other areas of the Council beyond regeneration.

The aim of this report is to provide members with visibility of the work that has been undertaken, is being undertaken, and is planned, on projects across the Council's Growth and Strategic Investment programme that demonstrate "social value", which for the purposes of this report is defined as the wider value created by capital projects beyond the economic and financial.

Recommendation(s):

That Members of Overview and Scrutiny Committee:

- (1) note the content of the report and its appendices; and
- (2) provide feedback on key issues and opportunities arising, and advise on areas of potential interest for further review and focus in future years.

1. The Rationale and Evidence for the Recommendations

The recommendations will support the effective and transparent governance of the Council's approach to investment project development and delivery, and its performance to date against this intended approach.

2. Financial Implications

(A) Revenue Costs

Key financial issues and implications are included within the body of the report, or within the budgets and business cases for the specific projects referred to.

(B) Capital Costs

Key financial issues and implications are included within the body of the report, or within the budgets and business cases for the specific projects referred to.

3. Legal Implications

There are no legal implications arising.

4. Risk Implications

The Council's Growth and Strategic Investment programme has always been focused since inception on delivery of wider outcomes beyond just economic and financial.

5 Staffing HR Implications

Any resource implications arising are included in the body of the report or within the business cases for the specific projects. The programme's focus on social value outcomes brings no specific resource implications.

6 Conclusion

Alternative Options Considered and Rejected

No alternative options have been considered.

Equality Implications:

Focus on social value across the Growth and Strategic Investment programme ensures strong alignment with the Council's objectives in its Equalities, Diversity and Inclusion (EDI) strategy. Each of the projects within the programme has an Equality Impact Assessment developed and implemented as part of the business case development process, and in addition to mandatory training relating to EDI, all members of the regeneration and highways teams are undertaking real lived experience training with stakeholders to strengthen understanding in such areas as disability, ensuring the incorporation of direct feedback and their immersive learning into project design and

development processes.

This focus permeates into the Council's supply chain for project development and delivery as well, and examples of implementation in practice are included in this report and in the appendices.

Impact on Children and Young People:

The report outlines many positive impacts on Children and Young People.

Climate Emergency Implications:

The recommendations within this report will have a Positive impact.

There are no environmental implications arising from this report specifically. Sustainability and environmental impacts and mitigations are incorporated into every project business case, and as above from concept stage projects are being developed with positive environmental outcomes in mind as key objectives and deliverables.

What consultations have taken place on the proposals and when?

(A) Internal Consultations

The Executive Director of Corporate Resources and Customer Services (FD.7558/24) and the Chief Legal and Democratic Officer (LD.5658/24) have been consulted and any comments have been incorporated into the report.

(B) External Consultations

There have been no specific external consultations on this report. Each project has an agreed approach to consultation and engagement externally with stakeholders and communities, as applicable, including in relation to social value outcomes.

Implementation Date for the Decision :

N/A

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Appendices:

Please find enclosed the following appendices:

- Bootle Strand Demolition Social Value August 2024
- MLEC Social Value Report August 2024

Background Papers:

There are no background papers available for inspection.

1. Introduction

- 1.1 Sefton Council has an exciting and ambitious growth and strategic investment programme. This programme, and all of the projects therein, has been developed and is being delivered, with objectives in mind relating not only to economic and financial outcomes, but also to social and environmental outcomes.
- 1.2 This has long been the Council's approach, including (but not limited to) in relation to the Strand acquisition for regeneration purposes in 2017.
- 1.3 The aim of this report is to provide the Overview and Scrutiny Committee (Regeneration and Skills) with visibility of activities and outcomes in relation to these wider outcomes, broadly termed social value in this report, and to enable feedback and discussion on these areas of priority for the programme and the projects therein.

2. Growth and Strategic Investment programme

- 2.1. The Council's growth and strategic investment programme comprises a range of projects across all parts of Sefton, of a wide range of types, sizes, funding sources and delivery models. This section provides an overview of activity and outcomes relating to social value from a number of example projects, alongside an overview of the wider approach to incorporation of social value into all projects. The following projects provide examples:
 - Marine Lake Events Centre;
 - Southport Pier;
 - Bootle Strand;
 - Sound City Course;
 - Teenage Market Event;

Marine Lake Events Centre

- 2.2 One example is the Marine Lake Events Centre (MLEC), a £73m project funded by the Southport Town Deal award, by the Liverpool City Region Combined Authority, and by Sefton Council. Social value has been integral to this project since its inception. The report enclosed in Appendix 1 provides a summary of this activity, as presented monthly by the project to the Council's Executive Team, to ensure that the objectives identified are being measured and delivered. Key successes and lessons learned relating to the MLEC project in terms of social value include:
 - The important role that youth voice has played in the development of the project since Outline Business Case stage, prior to submission of the Town Deal bid – more than 1,000 school pupils across Southport were involved in consultation on the project and future uses of the asset.
 - The name Marine Lake Events Centre came from this consultation process, given to the project by a student at Greenbank High School.

- This strong engagement with Southport schools and the Sefton colleges has continued throughout the project development process, with a range of events and activities undertaken by Council and contractor staff members to support in a range of areas (relating to careers in construction – especially for women – and to job interview practice, for example). In addition to activities outlined in the March 2024 O&S Social Value Report, completed activities include:
- 9th August 2024, Sefton volunteer at Compassion Acts, uniform hub. Mid August 2024, over 60 “back to school” kits donated to Compassion Acts and 23rd August Sefton and G&T volunteer at Compassion Acts, uniform hub.
- September 2024, G & T and Sefton held a project overview presentation at Southport College for T Level students in preparation for demolition site visit
- Southport College & Hugh Baird T Level students visit site to be hosted by demolition contractor DSM and be educated on process and career opportunities

Further confirmed scheduled events:

- 22nd Oct: Sheffield Hallam Uni visit to Southport / MLEC
- 13th Nov: volunteers from Rose Security, Tracy and A E Yates supporting mock interviews at Meols Cop
- 25th Nov: construction careers day hosted at Southport College by partner contractors for year 10 students from several schools in the Southport Learning Trust Partnership

Southport Pier

- 2.3 The procurement of the main contractor of the full Pier restoration (although funding for the full project is awaited at the time of writing) included strong emphasis on social value, and has yielded a bid that includes explicit commitment to apprenticeships and to full-time permanent employment opportunities for care experienced young people in Sefton. Leveraging such a project to support with focus on opportunity for care experienced young people in Sefton is an important opportunity, and is a focus for discussion within our internal and all external project teams.
- 2.4 This wider focus on outcomes beyond the financial has been incorporated into the project development and delivery process, and has exemplified the opportunity for the delivery of financial and environmental benefits concurrently. In the case of the Pier, the surplus timber that is no longer safe for the Pier is being sold, delivering a financial saving to the project but also diverting a huge amount of waste from landfill.
- 2.5 Whilst funding for the full project is awaited, social value impacts for young people have already commenced. On 18th July, a keen student from Meols Cop undertook a day placement with RAL architects.

Bootle Strand

- 2.5 The repurposing of the Strand Shopping Centre in Bootle is another investment project with strong emphasis on social value. As part of the Strand Stakeholder Engagement Plan (SEP) and Social Value capture, the Child Friendly Project Initiative has been embedded into the programme since the inception of the Levelling up Fund bid to ensure children and young people are heard so they contribute and impact their spaces for their future.
- 2.6 Young people are identified as a key stakeholder in the SEP and have been captured through;
- Sefton SVS Young Advisors,
 - Local Schools and Colleges,
 - Ykids CIC,
 - Local Youth Groups,
 - Young Care Leavers
- 2.7 A paper went to the Consultation and Engagement Panel on 6th September jointly with an update on the Bootle AAP, on more ways to engage with children and young people.
- 2.8 The team partook in a session at the Brunswick Youth Centre in March which offered interesting feedback on how young people (ages 12-18) view and utilise the Strand Shopping Centre. This was fed back to the design team.
- 2.9 The most recent youth focused event a Regeneration Officer to supported was a skills school event on 9th July 2024 at Christ Church Primary with year 6, which involved future Strand modelling and design work produced from the session to be put on display within the Strand Engagement unit and fence hoardings.
- 2.10 The Social Value matrix which is a working document, captures agreed social value commitments from project contractor and consultants includes a focus on increasing employment opportunities for key priority groups which include;
- Skills attainment and reducing barriers
 - Educational pathways including apprenticeships
 - Employment opportunities and business entrepreneurship
 - Encouragement of youth engagement
 - Inclusion of vulnerable young people
- 2.11 Vinci Ltd, the demolition contractor, have made good progress on attending school career events at local primary schools and high schools in June and July and have a scheduled event at a local SEND school to visit those with additional needs. More events are to be scheduled for September '24 through the Strand School partnership group.
- 2.12 Vinci are working with Sefton @ Work to produce an employment plan for the demolition works package in which Care Leavers will be given a priority for

employment opportunities earmarked for the beginning of 2025 when work on site begins.

- 2.13 A 'History of Liverpool' Salt and Tar event was held on the 3rd of August 2024 for an opportunity to engage with families by asking them to fill out a questionnaire about the project and host children's activities looking at the past, present and future of Bootle Strand based on the Bootle Crest's motto, Respice – Aspice – Prospice.

Sound City Programme

- 2.3 The Council is working in partnership with Sound City (the leading independent musical festival and educational organiser, with whom the Council is working in partnership on Salt and Tar) to increase prospects for young people in Sefton including mentorship, financial support, and springboard opportunities to launch careers in the music industry. The Sound City Launch programme provided an inspiring opportunity to support young people and accelerate their life chances in a broad and wide-ranging industry. Sefton partners have all come together under the child poverty strategy and recognise that this collective and connected approach is the most innovative, direct, and exciting lever to make direct change, targeted at our most underrepresented groups. It is known that people without connections or relevant experience often struggle to compete with their more fortunate counterparts from more affluent backgrounds in certain sectors, and this includes the music industry. This exciting programme at Sound City providing such broad and well-structured support would significantly increase the life chances and opportunities for local young people to gain valuable experience in a dynamic industry. We also know that confidence is a key element for young people to remain committed and able to develop their skills in a nurturing environment. The Sound City Launch programme has been an ideal resource to maximise all opportunities for our young people to gain employment and opportunity.
- 2.4 The course comprised of a 10-week training programme led by music teachers along with industry professionals. Previous alumni have done placements at organisations such as Sound City, Modern Sky, Sentric, Ditto, Maintain Perspective PR, Come Play With Me, Whitewood Studio, and Supercat PR.
- 2.5 The course took place between 29th July and 30th September with 7 students from Sefton. All of the students were care experienced young people. On completion of the course the attendees got a £400 bursary in the form of vouchers, the option for work experience and the option for 3 x 30 minute mentorship sessions and can attend the Sound City Music industry conferences and the festival in May 2025.

Salt and Tar

- 2.9 The same opportunity applies to Salt and Tar, the new events space delivered by the Council between the Strand and the canal. There have been frequent community uses of the site for events (each of which has led to increased footfall

in the Strand itself as well) including family fun weekends for all ages. Some of the social value impacts include:

- Monthly free to attend Social community events with free family fun activities such as circus skills, interactive story telling, craft and art
- Created a music wall and blackboard wall on site to encourage children to get creative and have fun
- Donated 200 family fun day comedy tickets to Y Kids, a locally children's charity to hand out to their families in need of support
- Engaging with local community groups such as Attitude Dance to provide a platform for children to perform to their families at Salt and Tar
- Providing live event experience at the S&T Music Weekend to interested community groups such as L20 Hub photography club and Scrapyrd Studios for sound check days
- Hosted Bootle International Festival and teamed up with Children's University Passport to encourage children to attend and take part
- 200 free tickets for Southport Air Show issued to Foster Carers and families.

Teenage Market Pilot Event at Salt and Tar

- 2.10 The Regeneration team worked closely with the Salt and Tar events team to organise a Teenage Market in Sefton owned event space Salt and Tar. The event took place over two days on the 27 & 28 July 2024 in partnership with The Teenage Market (Sefton MBC bought a 12-month licence to use The Teenage Market brand and website to facilitate the event). The Teenage Market is an organisation that gives young people a free platform to showcase their creative talents and these went as far as attracting a visit from BBC's the One Show for a feature which aired late August 2024.
- 2.11 The Salt and Tar venue hosted a weekend of free market stalls and entertainment with all 58 market stalls over the two day run by young people between ages 11-25. Of the 58 stalls 40 of the young traders were from the Borough of Sefton and 10 from Liverpool City Region and 8 from other North West areas. Products ranging from creative socks, homeware, jewellery, sportswear, cookies and even tarot cards were eagerly snapped up by over 1,500 visitor's providing opportunities for young people to test their sales skills.
- 2.12 In addition to the stall holders, we also provided the opportunity for a youth dance group and three young aspiring musicians to perform and also gave the opportunity to a young business owner to provide drone footage of the event – which was subsequently shown on BBC The One Show.
- 2.12 Fantastic feedback was received from the young traders, their families and also the public who attended the market with many enquiring about when the next event will be. One young trader feedback outlined how she *“made more money over the two days trading than she does in one month at work”* and others saying *“Being provided gazebos and table was a HUGE bonus. Organisers were constantly available and checking on us which was lovely. Really well organised. Lovely venue too. Can't wait for future events”*. In addition feedback was given by traders parents who stated *“this event has been so valuable not only for my*

daughter making some pocket money selling her things but even more so for her confidence which has boosted massively from attending the event”.

Council Commitments

- 2.14 The Council’s teams are working to ensure that the same ethos is embedded in projects across Sefton which are being delivered by third parties. The Council’s approach to this includes incorporation into the Planning system, as exemplified by the Supplementary Planning Document included in Appendix 5 in relation to Employment and Skills plans for identified developments. Moreover, it includes in some cases the incorporation of social value objectives and requirements into other contractual agreements with third parties, such as leases and licenses. Examples include a commitment from third parties to deliver an agreed number of apprenticeships, or a number of full-time permanent employment opportunities paying a real living wage of better, as part of a lease agreement.
- 2.15 However, in the case of many relationships, agreements and partnerships, social value and the areas of focus therein have been embraced openly by third parties as well, and have not had to be mandated or “forced”. This collaborative approach in Sefton is demonstrated by the Caring Business Charter.

3. Employment and Learning

Care Experience Young People Support

- 3.1 The Charter is closely aligned to and operated via Sefton@work, it aims to provide wide ranging opportunities for placements, work experience or other career inspiration sessions from private sector partners, stakeholders and investors known to Sefton.
- 3.2 Since July 2024, the Charter has received 34 referrals, this has primarily been as a result of attending the weekly Get into Work Panel meeting, set up by Nicky Hale and chaired by Laura Doyle. The aim of the panel is to address barriers to employment for some of our hardest to reach care experience young people 18+ and to identify relevant and appropriate pathways to support them into positive EET destinations. At the meeting, PAs and Key Workers are encouraged to support their young people to register and engage with S@W to access their externally funded programmes. S@W prioritise support for care experience young people, NEET young people and adults across all of its projects at all times. This includes prompt linkage to work focused casework and access to a range of support mechanisms including financial support to transition to work.
- 3.3 The benefits of registering and engaging with Sefton@work are evident in some of the case studies set out below:
- 8 have been supported into S@W funded paid work placements.
 - 3 have been supported into apprenticeships.
 - 6 have completed the Digital Inclusion Course and received free laptops and data.

- 3 have attended the Fit for Success course delivered by S@W
- An additional 19 care experienced young people have registered with S@W
- 6 care experience young people attended the Sound City Course, 3 of these have engaged with S@W and will be supported into paid work placements once suitable employment have been identified and matched to their skills and aspirations.

Case Studies

- LE, aged 18 – since registering with S@W has been funded for a Barista Training Course, Customer Service Course, online Safeguarding Course and 2 Lifeguard Courses due to failing the first one. Has also attended the Digital Inclusion Course and received a free tablet and 6 months data. In addition, has received funding for work clothes, travel pass, enhanced DBS and, with the support of their PA, has been successful in assessing a S@W funded paid placement with Active Sefton, S@W will continue to pay for travel until the end of the placement. Moving forward, and with additional support from their PA to build up confidence, S@W have agreed to fund a L2 Gym Instructor course at a cost of £1500 will also be receiving ongoing in work support during placement.
- MM aged 17 – out of borough care leaver – known to YOS. Lives semi-independently and due to age is unable to claim benefits. Completed a tiling course through a referral from VS but was unable to secure a placement after it had finished. Registered with S@W to access employment opportunities, since registering has completed a Mental Health & Resilience Training Course, also received funding for interview/work clothes, travel, and PPE. Through S@W employer links, they were able to identify a local joinery company near to MM place of home who was willing to offer a work trial. Was success and S@W have now agreed for fund a paid work placement with them and offer on going in work support. Is interested in self-employment so will be supported with exploring this offer at the end of placement.
- MS aged 20 -- lives independently, in receipt of UC. Since registration has received funding for CSCS card, PPE, and Enhanced DBS checks, also completed the Digital Inclusion course and received a free tablet and 6 months data. Has had CV updated, interview skills and attended CAB for a better off calculation. Participated in a work trial and employer was impressed, S@W agreed to fund a paid work placement for 16 hours per week as a result of better off calculations and is currently receiving in work support from his PA at S@W. S@W are currently encouraging them to access a L1 scaffolding course which will support them in current and future employment, if agreeable, S@W will fund the cost of the £1200 course.

- AR aged 19 – young parent living independently, in receipt of PIP and UC, has an ECHP. Registered with S@W for support to find work but was concerned about how accessing employment would affect benefits and how they would fund childcare if they were working. S@W PA support an application for childcare and opening up a Childcare Account via Childcare Choices website, also supported with a better of calculation based on £11.65 for 18 hrs and childcare costs of £122.55 per week which means if the entered into work for that amount of hours they would be approximately £900 better off per month. Having completed a DBS, funded by S@W, and participating in a work trial, securing a nursery with the help of their PA, S@W have funded a paid work placement with a local childcare provider and will be offering her travel throughout the placement and also in work support.
- EM aged 18 – registered with S@W for support to enter employment, had dropped out of college and didn't want to return to learning. PA identified a potential employer who was willing to offer an interview for a position within a local nursery. Since registering, has received funding to support a Citizen Card, supported to open a UC account as struggled previously as had no ID and could not locate NI No therefore wasn't claiming, funded a new mobile phone as was currently sharing mums, also received funding for interview clothes and travel. Attended interview on 11th October and feels it went well. If successful, will be funded by S@W for a paid work placement and will receive funding for travel for the duration and also in work support once in employment.
- RJ aged 21 – lives independently and is currently at risk of being evicted due to rent arrears, encouraged to register as currently working ad hoc and therefore unable to cover expenses. Was initially interested in self-employment and was referred to Big Onion to discuss this in more detail – wanted to set up own window cleaning company, if this was to progress, S@W would fund equipment to support this. However, having worked with PA who explained about opportunities within Green Sefton agreed to attend an interview which PA accompanied them to, was offered a 2-day job trial with a view to a S@W paid work placement with them, travel for the duration and in work support.
- DR aged 20 – lives independently. Has an ECHP, left school with no formal qualifications. Was referred by Career Connect as wanted support to access employment. As they live on their own, was worried about employment affecting housing and UC payments, received a back to work calculation to identify hours they could work to ensure that they were financially better off. Since registering has received funding for travel, engaged on the Digital Inclusion programme and has received a free tablet and data. PA has supported them to attend interview at Crosby Lakes and was successful, S@W will fund a paid placement there as well as ongoing travel costs for the duration and in work support.

- LC, aged 22, originally out of borough young person but has moved into back into the area and is living in supported lodgings, had an ECHP, since registering with S@W has been supported to apply for potential employment opportunities, PA identified an opportunity with Shol Lakeside working from of house dealing with members of the general public, serving food and drink. PA arranged an interview and prepared a journey plan of how to get there, supported with interview techniques and received funding for interview clothes and travel. Was successful at interview and offered 18 hours per week paid employment with the potential of more hours once settled into the job, wages funded by S@W. Will receive ongoing in work support and travel costs for the duration of the placement.

3.4 In addition to the above, S@W are currently working with 3 clients who registered with them and attended the Sound City Course, these clients will be offered paid work placements once a suitable employer has been matched to their skills and aspirations.

3.5 Other positive outcomes since July include:

- **New Directions** are continuing to be a proactive member of the Charter and have already offered 2 apprenticeships through their guaranteed interview offer.
- **Plus Dane** have agreed to offer guaranteed interviews to all jobs subject to meeting minimum requirements to the role.
- **Plus Dane & Sovini** – have included the Charter on their vacancy mailing list and submit them to us prior to the opportunities being uploaded on to other online jobs sites.
- **Hugh Baird** - the young person who was offered a work experience placement with Hugh Baird College has been encouraged and supported with an application to apply for an IT Engineer post at the college and has been successful so is now in full time employment.
- **Career Connect** have delivered 11 face to face interviews and 8 over the phone to support care experience young people out of the current cohort for the NR&EIS, they have also made 4 home visits and as part of their Multiply contract with our Adult & Community Learning Service, have delivered numeracy courses to 3 care experienced young people – all interventions have been as a result of attending the Back to Work Panel.
- **Southport FC** – working in partnership with the Charter, Southport Football Club offered us the opportunity to participate in their community focused programme enabling up to 18 young people between the ages of 8 – 11 to represent the club as a mascot for each of their home games. All young people have been chosen from our Fostering Service and the co-ordination has been through the Charter. To date, we have identified 12 young people and all home games until the end of January have been allocated. All mascots will receive 2 free adults tickets for the main stand, a Southport FC football shirt, with consent with carers, they will feature in and receive a matchday programme, they will also meet the players, participate in a pre-match kickabout on the pitch and lead the players out at the start of the game. They

will also receive a photograph of them with the team and the coin toss with each of the captains. The mascot programme is being funded and sponsored by Montgomery & Le Roi, Andrei Le Roi is the long-standing Vice President of the Club and Ladson Montgomery is his business associate.

- **26** employers have committed to offering a range of work placements, work trials and work experience as part of their offer over the next 6 months.

- 3.6 The charter employer list is expanding due to its close alignment with S@W and all new and existing employers registered with the service are being encouraged to offer support to our care leavers as part of their Employer Partnership agreement. We are also working closely with our Regeneration colleagues to expand our offer through new contracts with the council including Vinci, Skyline, Balfour Beatty, and a range of sub-contractors working alongside them.
- 3.7 The Charter circulates a jobs bulletin every Monday highlighting the latest full/part time job and apprenticeship opportunities available within the local area.
- 3.8 The next edition of the Beacon will be circulated w/c 21st October 2024.
- 3.9 As part of National Care Leavers Week 2024, Sefton@work will be holding a Careers/Jobs Fair at Cambridge Road Adult Centre (31st October 2024) where a range of employers and partners will be on hand to support care experience young people to access jobs/learning and speak to employers about relevant pathways available to access employment within their sector.

NEET Reduction and Early Intervention Service (NREIS) – Commissioned by Employment & Learning and delivered by Career Connect.

- 3.10 As part of the NR&EIS commissioned by Employment and Skills and delivered by Career Connect (CC) we deliver a targeted IAG service to promote EET to vulnerable groups through intensive working in partnership with specialist services already supporting young people. This includes engagement service to target those in the NEET cohort and those whose situation is currently Not Known (NK) in order to achieve full participation in education, employment or training (EET) through to the age of 18 (or 25 with an ECHP) and ensure those individuals are supported to remain EET thereafter.
- 3.11 Staff working on the NREIS Contract are allocated to support all relevant departments within the council such as:
- Cared for and Care Experienced young people pre 16 risks of NEET from year 10 and 16-18 Sefton Residents
 - Youth Justice
 - SEND 14-25 Years (With ECHP or High Needs agreed with SENSIS Team)
 - Pinefield
 - Impact
 - Elected Home Educated
 - Teenage Mothers/Pregnancy 14-19
 - Young Carers

- Early Help and Supporting Families
- Year 11 'Risk of NEET Indicator'

- 3.12 In addition, all young people NEET or at risk of NEET are allocated an advisor who has regular contact and builds trusted relationships to coach and support career pathway, transition to EET, raising aspirations and EET outcomes.
- 3.13 The service provides intensive IAG and identify suitable provision for young people with an EHC plan which leads to costs savings to the LA, particularly if the young person remains in Sefton Provision. They also provide invaluable data/intelligence and analysis to look at the needs of pre 16 and look for solutions for vulnerable young people. CC have placed 56 young people from our vulnerable groups/particularly SEMH/most with ECH plans/SEN support needs into positive learning outcomes.
- 3.14 Without this pre-engagement support (advocacy, careers information, advice and guidance, family engagement and home visits and strong partnerships with council departments), these young people may have been NEET once they reached 16.
- 3.15 Since April 2024, 5259 interventions with 1387 young people pre-16 and post 16 including those in our vulnerable groups and NEET young people have been delivered. The table below highlights the number of young people currently identified within our vulnerable groups.

Table 1 - Pre-16 Identification of young people within our vulnerable groups

	SEN EHC P	Pinefield	IMPACT	EHE	YS	LAC	RONI	Total
Year 9	191		4	4	4	17	1	221
Year 10	214	38	5	4	10	20	19	310
Year 11	191	52	36	49	13	66	328	735
Total	596	90	45	57	27	103	348	1266

- 3.16 Work to support the September Guarantee has been ongoing over the past few months, CC have been working closely with local providers to support the development of new offers which has encouraged more take up from young people with little or no qualifications.
- 3.17 The cohort for our current year 11 and the September Guarantee is 3206, 28 of these young people have confirmed that they will not be considering options due to health or motivation reasons, not of these young people attended school in KS4.
- 3.18 RONI has increased to 328 but 281 of these young people have received confirmed offers – we will be unable to report take up until the end of September. We are working to support starts and currently 72% have currently been placed in EET.

Table 2 - Current Year 11 & 12 Cohort

Year 11	Target for the end of Sept 98%
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Total Cohort	3206	
Confirmed Offers	3121	97.4%
No Offers	72	2.2%
Of the No offers – No currently applied awaiting outcome	83	
Year 12	Target for the end of September 96%	
Total Cohort	2931	
Confirmed Offers	2732	91.3%
No Offers	86	2.9%
Of no offers – NEET	175	5.8%
Employed no learning/no offer	65	

- 3.19 CC have been working closely with Hugh Baird College to deliver a bespoke course called Accelerate Programme for young people with EHC Plans. 16 young people and their parents/carers have been visited at home to explain the programme. The programme will be delivered over a 12 – week period, 2 days per week. 12 young people have now enrolled on to the programme and all relevant paperwork and ID is now in place. An additional 2 young people who attended the interviews have now been referred to the main college for a full-time programme which includes Maths and English
- 3.20 The Turnaround Programme delivered by Hugh Baird College at the Brunswick Youth Club has proved to be a success. 9 young people participated with 100% progressions. Young people started in April 2024 and the course ran for 12 weeks. Outcomes are - 4 apprenticeships, 4 returning to learning, 1 receiving one to one provision support. A Celebration Event was delivered at the college on 19th August 2024 where young people received their certificates. The college have committed to running 3 courses this academic year, CC are identifying referrals for September starts. This has created 36 new opportunity places for NEET young people.
- 3.21 Due to the substantial increase in young people with Mental Health being a barrier to progressing into EET and the cohort accessing Pinefield complementary provision in year 11 increasing from 27 last year to 52 young people this year– Career Connect have worked with Preparation for Adulthood Post 16 SEN manager and also SWRAC training provider to secure and develop a new post 16 pathway for this cohort to support emotional health and wellbeing, this is called Routes to EET and is a course to develop the skills and abilities to progress on to their next steps. Career Connect have identified 26 young people, with the potential for 16 to start (2 groups), a lot of planning, resource and support has gone into this, ensuring young people are receiving transition support, taking to and arranging visits, ‘handholding’ and advocating on young person’s behalf. Currently 16 young people have started the programme.

4. Southport

- 4.1 Following the unspeakable events in Southport in July 2024, the Invest Sefton and Property teams have been supporting affected local businesses. This includes

support with the relocation of the Hart Space to The White House, Southport, to enable continuity of their good work.

- 4.2 Further reporting relating to Southport will be delivered separately to Overview and Scrutiny Committee.

5. Methodology

- 5.1. In order to ensure that all programmes and projects have children and young people at the heart of their development and implementation, a Child Friendly Sefton methodology has been established. While so much of the good practice outlined above is being applied on most projects already, this methodology is intended to ensure consistency of approach and effective reporting and measurement of progress in terms of these outcomes.
- 5.2 Sefton's criteria is based on the [Children's Rights and Business Principles](#) guidance developed by Unicef, UN Global Compact and Save the Children, with additional criteria specific to child-centred urban development provided by the [Child-Centred Urban Resilience Framework \(CCURF\)](#) and [Royal Town Planning Institute \(RTPI\)](#). It may be in the long-term that Sefton pursues the official [Unicef Child Friendly City Initiative](#)', but this is a 4–5 year process, and the Council is keen to progress this initiative in 2024.
- 5.3 The criteria were further developed with input from Sefton CVS, and references the [Sefton Youth Voice and Participation Toolkit](#) which provides guidance for co-production and engagement with children and young people.
- 5.4 A Child-Friendly project analysis template has been developed. Completion of the analysis tool will demonstrate and evidence that the project has addressed the minimum number of Child Friendly principles – 1 in each strategic area (see overleaf). The analysis tool can be completed mid-project provided the project lead is able to evidence that criteria has been met. The Project analysis template can continue to evolve as more guidance becomes available. It is proposed that to be awarded "Sefton Child-Friendly Project" status, Project Leads must describe and evidence how the project is delivering at least one intervention in each strategic area.

6. Future Opportunities and Actions

- 6.1. Action areas for 2025 and beyond to ensure continued incorporation of social value into the Growth and Strategic Investment programme, and beyond, will include particular emphasis on children and young people, ensuring they are at the heart of everything the Council does.
- 6.2 Actions and future areas of opportunity include:
- Implementation of the Child-friendly projects initiative in section 4, and delivery of the actions emerging.

- Continuing to strengthen youth voice in consultation, engagement and communication activity, via review with the Council's Consultation and Engagement Panel, and building on successes and lessons learned from key projects within the programme and from key partner relationships (including schools, colleges, CICs and beyond).
- Further review of opportunities in respect of planning policy to ensure maximisation of social value and of opportunities for children and young people.
- Further growth and maximisation of the Caring Business Charter opportunities and signatory relationships.
- Continued learning and development in areas that support incorporation of social value into all programmes and projects – in 2023 for example this has included disability awareness in advance of the design stage of projects for team members.

6.3 The above is not an exhaustive list, but is intended to demonstrate permeates, and will continue to permeate, throughout the Council's Growth and Strategic Investment programme and the projects therein. It will also demonstrate and reinforce that children and young people are at the heart of everything we do. Moreover, it will ensure that this focus on social value is far from a "box ticking exercise", but is an area of focus everywhere, all the time, on an ongoing basis. The examples within this report demonstrate the breadth of activity and focus that already exists in the programme, but there remain important and exciting areas of opportunity ahead.