



DRAFT Call: Greater Manchester Careers Education Information Advice and Guidance (CEIAG) Programme for Young People and Adults

Background

This provision will align with a range of existing and new provision to support specific groups that are being commissioned as part of the 2014-2020 ESF programme.

This specification sets out requirements to support:

- Identified groups of adults to receive information advice and guidance which will help them to make the best choices about their employment and skills options.
- Identified groups of young people to access CEIAG which will ensure those entering employment for the first time have had the opportunity to make informed choices about their learning and to achieve the qualifications and develop the experience and skills that employers seek.

Call Summary:

ERDF/ESF	ESF	Theme	Access to employment for jobseekers and inactive people (IP1.1) / Sustainable integration of young people (IP1.2)
Call / Lot Title	Greater Manchester Careers Education Information Advice and Guidance (CEIAG) programme for young people and adults		
Call Lot Value	c£3,500,000 - £4,000,000 which is likely to support up to 5,500 young people and up to 6,000 adults.		
What is the call seeking to secure for GM?	<p>The programme is looking to secure an underpinning all age approach to CEIAG which is complementary to other interventions supporting ‘at risk’ young people and specific groups of adults. The programme will be split between two target groups:</p> <ul style="list-style-type: none"> • Theme 1: Young people who are 15-18 and up to 25 with SEND and Care Leavers (see eligibility section) • Theme 2: IAG Adults 19+ <p>This tender will purchase CEIAG solutions that provide support for young people and adults to:</p> <ul style="list-style-type: none"> • enhance their career management skills in order to become more successful in the labour market or to progress into employment or further training/education • have access to a range of guidance depending on need. • advance their career prospects; • be sign-posted to access training to gain higher level skills, apprenticeship or employment; <p>The deliverables for activity under this call will focus on career management and progression into employment, education and training. Applicants should see this as a continuum of support when considering the approach to tender.</p> <p>The CEIAG delivered through ESF must not replace the statutory responsibilities of schools /academies and colleges. It must enhance and add value to the current GM CEIAG offer including the National Careers Service and the Inspiration work and the Careers and Enterprise Company.</p>		
Timescales for delivery	From September 2016 to March 2018		



Why does GM need this project?

The 10 Priorities of the Skills and Employment Partnership identifies Careers Education Information Advice and Guidance for all ages as key to support the delivery of an integrated skills system. ESF investment will directly support this priority as well as providing indirect support a number of other programmes including Working Well, Troubled Families and Skills for Employment.

There is growing evidence that the characteristics of those young people who become NEET at ages 17 and 18 are those who receive a minimal level of IAG at school evidenced through tracking of specific cohorts conducted by Local Authorities. (30%)

Participation decreases at ages 17 and 18 with 7.1% of young people being NEET at 18. GM's primary concern is those at risk of becoming NEET, young people unclear of pathways to employment (despite minimum IAG intervention) and those who make poor choices at age 16, change pathway at age 17 and therefore at risk of long-term NEET (i.e. not getting it right first time) risking their chances of progression into higher skill programmes.

People who have been low-paid for a long time may not believe that progression is possible. Greater Manchester is prioritising activities that provide information, advice and guidance - alongside skills and training support where necessary - to ensure that residents are informed about the progression opportunities that are available to them leading to increased productivity.

The programme is also intended to provide enhanced and sustained careers advice and guidance for specific groups of adults in GM. GM recognises the existing NCS model and other local support provides a level of service which in many cases is light touch and 'digital by default' designed for customer self-service and empowerment. For some customer groups that require more intensive and sustained careers guidance the resources are not sufficient to provide what the customer needs.

The ESF Programme will align with existing and emerging skills and employment provision including existing National Careers Service support, existing DWP support (Work Programme, Work Choice and Job Centre Plus support), Working Well Expansion, Skills for Employment and NEET provision and supports public service reform.

For Working Well Expansion clients referrals will need to be made via a key worker so to avoid duplication.

Proposed delivery method

The GM LEP encourages proposals to be innovative and creative, however there are some specific activities that we would like to see delivered and these are outlined below.

We want to be able to support young people and adults with a comprehensive and robust offer of CEIAG which sees individuals progress, enter into and sustain training and employment outcomes. This will include an emphasis on progression into Apprenticeships and Traineeships.

We would like to see proposals that includes and values professional face to face careers guidance for both young people and adults; forms part of a sequenced and planned series of interventions and activities that are innovative to support all residents looking to secure further training or employment including those already in work; provides support for those young people and adults at specific transition points in their lives.

GM LEP are seeking a lead provider to work with a broad consortium of subcontractors (including different types of providers, i.e. those from the voluntary and community sector) to



ensure full geographical and sectoral coverage, ensuring the skill needs of employed individuals are met (with support from employers to identify skills gaps).

The successful candidate should:

- have experience of managing contracts of at least a comparable size to that available through this tender;
- be able to demonstrate that they (and/or any proposed sub-contractors listed) have a strong track-record of designing and delivering CEIAG CPD with measurable impact.
- have strong working relationships with a wide range of partners/stakeholders, including NCS, IAG Providers across the sub-region, JCP, schools, local authorities and colleges at senior and practitioner level,
- Engage with schools and business by building on what is already happening and specifically targeting schools and colleges in disadvantaged areas and have experience of working with vulnerable and disadvantaged young people and their families.
- add value to the GM CEIAG strategy and provision in GM, be able to work with the GM CEIAG task group and link with other key GM projects, e.g. Working Well Expansion, Skills for Employment Pilot and those funded and evaluated under City Deal and the GM Apprenticeship Hub.
- Hold the Matrix accreditation.

Target clients / beneficiaries / geographical area

Individuals supported under this programme are expected to be:

CEIAG Young People:

- Young people not planning to go to University but able to progress through to higher level vocational skills.
- Low confidence and self-esteem
- Looked after Children and Care Leavers (including in care homes)
- Underachieving boys
- SEND
- Low aspiration/coasting of high ability young people
- In receipt of pupil premium
- Young women disengaging from STEM and Digital activities and careers
- Those 16/17 year olds who have made inappropriate career/learning decisions.

IAG Adult

- Customers with mild to moderate mental health needs
- Income support claimants whose youngest child is 3 or 4 years old
- Universal Credit customers who are in work, but low pay and at risk of cycling between low pay and no pay
- Over 50s
- Other Working Well Expansion clients
- 18 year olds (including those who are not claiming benefits)
- Post graduate support to help orientate young adults to enter into a career or continue with training to higher level skills to support the economy
- Women into STEM

Applicants will be expected to deliver services across all of the ten local authority areas within Greater Manchester.

Linkages and impact with European Social Fund / Growth & Reform Plan / Devolution Agreement.

As laid out above the programme proposes to support other ESF funded provision including the Working Well Expansion and Skills for Employment Pilot which are key elements of the GM



Devolution Agreement and Local Growth Deals respectively.

The proposed impact of the CEIAG programme in supporting c.10k participants will have a positive impact in contributing towards the success of these programmes and helping Greater Manchester to realise its growth and reform ambitions. It will also provide evidence which will support future CEIAG provision in GM post 2018.