

Notes
Children and Young People Action Group
Wednesday 25 June 2025
14.30 – 16.00
Hybrid at Petroc, G108

Present

Kurt Hintz, Interim Principal and CEO, Petroc
Mark Turnbull, Enterprise Coordinator, Careers Hub
Jody Le Bredonchel, Headteacher at Ilfracombe Junior School
Phil Harris, Devon Mental Health Alliance
Tony George, Partnership Manager DWP
Julie Yates, Head of Business Engagement
Paul Curtis, Youth Connector, NDVS
Alex Farmery, Executive Officer, Petroc
Tracey Elliott, Eden Sustainable
Alana, DWP, Youth Lead and Youth Employability Coach

Apologies were received from Mike Matthews, Peter Morrish, Katie Potter, Tim Hobbs, Steve Hearse and Sara Sexon.

- **Meeting Introduction:** Kurt welcomed everyone to the meeting, mentioning the agenda items, including a roundup on apprenticeship targets, introduction to foundation apprenticeships, work experience campaign, and updates from Tony, Katie, and Tim.

Apprenticeships / Foundation Apprenticeships and Work Experience

- **Apprenticeship Targets:** Julie Yates presented on apprenticeship targets achieved, highlighting the success of the 100 in 100 campaign, which resulted in 204 pledges from 89 employers, with engineering, construction, and health sectors having the highest pledges.
 - **Campaign Success:** Julie Yates highlighted the success of the 100 in 100 campaign, which resulted in 204 pledges from 89 employers, surpassing the initial target. The campaign was compared to a similar one in Wiltshire, which achieved 116 pledges.
 - **Sector Breakdown:** Julie provided a breakdown of the pledges by sector: Engineering (36), Construction (36), Health and Social Care (35), Business and Management (31), Early Years (10), Motor Vehicle (8), Hospitality (6), Digital (2), and Hair and Beauty (12).
 - **Employer Engagement:** Julie mentioned that the campaign attracted 11 new employers, and the engagement with employers was a key factor in the campaign's success. The campaign also led to early recruitment and a high number of apprenticeship applications.
 - **Case Study:** Julie shared a case study of Navantia, which pledged 20 Level 2 engineering apprenticeships and committed to taking on 20 new apprentices each year for the next three years.
- **Foundation Apprenticeships:** Julie introduced the concept of foundation apprenticeships, explaining that they are set to launch on 1st August, and Julie Yates provided details on the sectors covered and the benefits for small employers.

- **Introduction:** Julie introduced the concept of foundation apprenticeships, explaining that they are set to launch on 1st August and are designed to provide a basic level of training in various sectors.
- **Sectors Covered:** Julie Yates provided details on the sectors covered by foundation apprenticeships, including three in construction (Building Services and Engineering, Finishing Trades, On-Site Trade), Engineering, Health and Care, and two in Digital (Hardware Networking, Software and Data).
- **Benefits for Employers:** Julie highlighted the benefits for small employers, noting that foundation apprenticeships are only eight months long, making them suitable for small businesses that may not have the capacity for longer-term commitments.
- **Government Incentives:** Julie explained the government incentives for employers, including a £2000 payment for taking on a foundation apprentice, which helps reduce the overall cost of employing an apprentice.
- **Pre-Apprenticeship Programme:** Julie Yates discussed the pre-apprenticeship programme starting in September, which involves one day at college and four days of work experience, aiming to prepare young people for foundation apprenticeships.
 - **Programme Structure:** Julie Yates explained that the pre-apprenticeship programme involves one day at college and four days of work experience each week, starting in September. The programme aims to prepare young people for foundation apprenticeships.
 - **Target Audience:** Julie mentioned that the programme is designed for young people who have not yet secured an apprenticeship but are looking to gain the necessary skills and experience to do so.
 - **Employer Engagement:** Julie highlighted the importance of engaging employers to provide work experience placements for the pre-apprenticeship programme, noting that this would help young people gain practical experience and improve their chances of securing an apprenticeship.
- **Work Experience Campaign:** Julie Yates introduced the ambitious campaign "2000 Futures One Community Four Months," aiming to secure 2000 work-related experiences for students starting in September, with a focus on celebrating employer contributions.
 - **Campaign Goals:** Julie Yates introduced the "2000 Futures One Community Four Months" campaign, aiming to secure 2000 work-related experiences for students starting in September. The campaign focuses on celebrating employer contributions and building a sense of community.
 - **Employer Recognition:** Julie mentioned that employers who pledge to offer work-related experiences will receive recognition, such as certificates and social media publicity, to celebrate their contributions.
 - **Community Engagement:** Julie emphasized the importance of community engagement in the campaign, noting that bringing people together and celebrating success would help build a supportive environment for young people.
- **Employer Engagement:** Julie Yates and Tracey Elliott discussed the importance of engaging new employers for work experience opportunities, with Tracey suggesting targeting B Corp businesses in North Devon.
 - **Engaging New Employers:** Julie Yates discussed the importance of engaging new employers for work experience opportunities, noting that many small businesses have not been approached before.
 - **B Corp Businesses:** Tracey Elliott suggested targeting B Corp businesses in North Devon, as these companies are already committed to social responsibility and may be more willing to offer work experience opportunities.

NEETs Northern Devon

- **NEET Figures:** Tony George presented data on NEET (Not in Education, Employment, or Training) figures in North Devon and Torridge, highlighting the need for multi-agency collaboration to address the issue.
 - **NEET Data:** Tony George presented data on NEET figures in North Devon and Torridge, showing that while overall figures are below the national average, vulnerable groups such as those with SEND have higher rates.
 - **Hotspots:** Tony highlighted the hotspots for NEET figures, including Barnstaple, Ilfracombe, South Molton, Holsworthy, Great Torrington, and Biddeford, noting the significant numbers in these areas.
 - **Multi-Agency Collaboration:** Tony emphasized the need for multi-agency collaboration to address the NEET issue, noting that no single organization can solve the problem alone.
- **Universal Credit Claimants:** Tony George provided data on Universal Credit claimants aged 16-19 in North Devon, emphasising the need to engage the 127 claimants searching for work and addressing the challenges faced by those with no work requirements.
 - **Claimant Data:** Tony George provided data on Universal Credit claimants aged 16-19 in North Devon, showing that there are 231 claimants in total, with 127 actively searching for work.
 - **Challenges:** Tony discussed the challenges faced by claimants with no work requirements, including those with health issues, mental health problems, and other barriers to employment.
 - **Engagement Strategies:** Tony emphasized the need to engage the 127 claimants searching for work, suggesting targeted support and tailored interventions to help them find employment.
- **Youth Employment Programme:** Tony George explained the components of the Youth Employment Programme, including the Youth Employment Programme, Youth Hubs, and Youth Employability Coaches, with a focus on tailored support for young job seekers.
 - **Programme Components:** Tony George explained the components of the Youth Employment Programme, which includes the Youth Employment Programme, Youth Hubs, and Youth Employability Coaches, all aimed at providing tailored support for young job seekers.
 - **Youth Employment Programme:** Tony described the Youth Employment Programme as a structured process of engagement within the first 13 weeks, aiming to get young people into work as quickly as possible.
 - **Youth Hubs:** Tony mentioned the potential for establishing Youth Hubs in North Devon, which would provide a dedicated space for young people to receive support and guidance.
- **Youth Hubs:** Tony George discussed the potential for establishing Youth Hubs in North Devon, with the possibility of having separate hubs in Barnstaple and Biddeford to provide tailored support for young people.
- **Youth Employability Coaches:** Alana, the Youth Employability Coach, described her role in providing tailored support to young people with complex barriers to employment, including those in work, education, or training.
- **Impetus Youth Jobs Gap Report:** Tony George summarised key findings from the Impetus Youth Jobs Gap report, highlighting the need for flexible, targeted support and the impact of free school meal eligibility on employment outcomes.

Update on Changes to the Gatsby Benchmarks

Deferred to the next meeting

Kailo Update

- We have carried out some interviews with some small employers in cultural/creative industries to get their views on Work Experience, and have, in parallel, facilitated a focus group with some young people. I can share the findings from these with the group at a later date if there is interest, some key insights around:
 - Employers needing more practical guidance,
 - Employers' capacity, confidence, skills, funding and resourcing
 - physical spaces to host work experience (particularly if non-office based)
 - Improved coordination and liaison between employers and education,
 - How to support young people to get the most out of WEX.
- Plans to work with Young People, and hopefully some employers to develop that guidance (in collaboration with North Devon Council- focus on cultural and creative orgs) over the next few months.
- Since the last NDF meeting, Katie met with Mark, Paul, Mike, Tony to discuss the 'roadmap' that we shared last time. Key takeaway was the need for a coordinator, and to consider how to bridge the employers/education/community gap, and possibly warrants further discussion particularly with Tony, Mark (and possibly others) as to who/how we go about this- We need to consider how we can do this within the system.
- Consideration needs to be given on how we focus on those falling through the gaps- NEETs, Care Leavers (building on the data from Job Centre) with things like work experience and apprenticeships

AOB

- **Voluntary Services Update:** Paul provided an update on his work with North Devon Voluntary Services, focusing on CV workshops, creating volunteering opportunities, and supporting young people in gaining work experience.
- **Wider Membership:** The group discussed the importance of widening membership to include more employers and organisations, with Kurt suggesting a process for inviting new members and ensuring diverse representation. Anyone interested in joining the group, please contact the executiveoffice@petroc.ac.uk, Kurt will then get in touch for a brief introduction online initially.

Follow-up tasks:

- **Circulate** a list of members and invite others to join
- **Next Meeting Agenda:** The group agreed to include updates on the Gatsby Benchmarks, KALLO project priorities, and a deeper dive into Universal Credit claimant data in the next meeting's agenda.
- **Employer Engagement:** Connect with Tracy Elliott to discuss electrical apprenticeships and book a meeting. (Julie Yates)



- **Work Experience Coordination:** Coordinate with local schools to align work experience opportunities and avoid overlapping requests to employers. (Julie Yates, Mark)
- **B Corp Businesses:** Reach out to B Corp affiliated businesses in North Devon to explore potential work experience and apprenticeship opportunities. (Julie Yates)
- **Group Membership:** Send an email to the group members to identify potential new members and their sectors for better representation. (Alex)
- **Meeting Schedule:** Confirm the date for the next meeting and communicate it to all members. (Alex)
- **Youth Hub Feasibility:** Investigate the feasibility of establishing youth hubs in Bideford and Barnstaple and discuss with relevant stakeholders. (Tony George)
- **Pre-Apprenticeship Programme:** Ensure there are no Universal Credit implications for participants in the pre-apprenticeship programme. (Tony George)
- **Employer Outreach:** Develop and distribute materials to promote the 2000 Futures One Community campaign to potential employers. (Julie Yates, Marketing Team)

The meeting concluded at 16.15