



September  
2023

# Cardiff Commitment CPAC Report



Ambition | Opportunities | Skills  
Uchelgais | Cyfleoedd | Sgiliau



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# 01 - Introduction

Cardiff Council has a bold vision for all learners as set out in the Stronger, Fairer, Greener to enhance the 'Cardiff Commitment', and ensure that all learners progress into education, employment or training post-16 .

Supporting the progression of young people is a key priority for the education directorate and through the Cardiff Commitment we are building strong relationships between Cardiff's schools, employers, and higher and further education partners to support young people to access good jobs and careers. Over 300 employers in Cardiff are working with us to offer young people employment and training opportunities, work experience and curriculum enrichment activities.

This closely chimes with the aspirations and principles of the Corporate Parenting Strategy 2021-2024

- To help those children and young people gain access to, and make the best use of, services provided by the local authority and its relevant partners.
- To promote high aspirations, and seek to secure the best outcomes, for those children and young people.
- To prepare those children and young people for adulthood and independent living.

The challenge lies in balance of targeted support for CLA and avoiding stigmatization of CLA within school settings. Therefore this report will highlight the overarching priorities of the Cardiff Commitment in our 2022-2024 Forward Planning of which all CLA will be beneficiaries of in a school setting whether that be primary, secondary or 6th form; alongside a more targeted offer of support which we have garnered momentum in since receiving additional SPF funding in summer 2023 to secure a member of staff to lead on this priority as highlighted in our Actions and Commitments section.

# 02 - Mission, Vision, Values & Goals

## Overview

The Cardiff Commitment is a citywide alliance of employers from growth sectors of the economy, Higher Education, Further Education, 3rd Sector and Schools who seek to harness the economic, cultural and social capital of Cardiff for the benefit of children and young people.

This collaboration of partners secure opportunities which raise ambitions and develop the skills needed for the world of work to support pupils to fulfil their potential and contribute to the economic growth of our city.

Mission	Vision
Values	Goals
To work in partnership to raise ambitions, develop opportunities and deliver skills to support pupils, particularly those from disadvantaged backgrounds to fulfil their potential and contribute to the economic growth of our city.	Working together to be a city that inspires its children and young people towards a better future
Collaboration Innovation Equity Meaningful Work	Inspire the next generation of children and young people to develop the skills needed for the jobs of tomorrow  Be the bridge between employers and learning organisations to create opportunities and support partnership working  Engage and expose children and young people to the world of work through multiple interventions  Supporting young people to progress into education, employment and training and develop the right skills to support growth sectors across the region

# 03 - Meet The Team



**CARLY DAVIES**  
Programme Manager



**VICKY HIGHGATE**  
Business Engagement  
Advisor



**HANNAH CARLSON**  
Cardiff Commitment  
Project Manager



**ABBIE MARKS**  
Cardiff Commitment  
Project Manager



**DARREN PHILLIPS**  
Post 16 Officer



**HALIMA BIBI**  
Admin Officer



**SARAH JAYNE SEALY**  
Schools Liaison  
Officer (ALN)



**EMMA WRIGHT**  
Schools Liaison  
Officer  
(CWCHS)



**RHIANNON COX**  
Schools Liaison  
Officer (YSS &  
EOTAS)



**GARETH MACARTHY**  
Schools Liaison  
Officer (Bus Eng.)

The Cardiff Commitment team sits across the Economic Development and the Education Directorate (comprised of temporary and permanent staff) responsible for driving forward the Priority Areas of the Cardiff Commitment, a portfolio of six accelerator areas developed and designed through research, data and consultation with stakeholders that provide ambition, opportunities and skills to children and young people who need it most to fast-track our progress towards realising the vision of the Cardiff Commitment

# 04 - Our Demographic

## Pupils

There are approximately 57,323 pupils aged between 3 years and 18 years in Cardiff Education settings from 3 years to 18 years.

There is an average of 3000 - 3500 pupils per year group across the city.

## Schools

There are 127 schools: 98 Primary Schools - 18 Secondary Schools  
7 Special. Schools

## Youth Support Services

88% of children in the Youth Justice Service are male (2022 snapshot) and predominantly come from Southern Arc wards.

Children's services caseloads are higher in areas of deprivation and this caseload has been steadily rising since 2016, with a sharp rise seen in the pandemic which continues.

Attendance across all school has been slowly declining since 2017 with a sharper downturn since 2020 and there has been a significant rise in both permanent and fixed-term exclusions in secondary schools over the last year, which is evidence that behaviour in some schools has grown more challenging.

## Poverty & Deprivation

Cardiff is the local authority with the highest child poverty rate in Wales, with over a third (36%) of children in Cardiff South living below the poverty line - Save The Children May 2021

## Cymraeg

Whilst the number of Welsh speakers in Wales has fallen by 24,000 over the last decade, the 2021 census suggests the percentage of people aged three years or older able to speak Welsh has increased in Cardiff between 2011 and 2021.

Our city saw the largest increase of Welsh speakers from 11.1% in 2011 to 12.2% in 2021, which is an increase of around 6,000 people able to speak Welsh.

2021 Census



# 05 - Our Policy Context

**The production of the three-year strategy to deliver the Cardiff Commitment aligns to and delivers on the priorities set out in:**

- Future Generations and wellbeing Act
- Curriculum For Wales
- Stronger, Fairer, Greener
- Cardiff 2030
- Corporate parenting Strategy 2021-2024
- Youth Justice Service Strategy 2022-2024
- One Planet Cardiff
- Bilingual Cardiff Strategy 2022-2027

A major report published by Education & Employers in January 2020 [Disconnected: Career aspirations and jobs in the UK](#) revealed the disconnect between young peoples career aspirations and jobs in the UK, whether current vacancies or projected demand. The report was based in 7000 responses from young people 14-18 years and key findings included a disconnect between aspiration and opportunity and uncertainty around job choices.

The OECD published in early 2020 [Dream Jobs? Teenagers' Career Aspirations and the Future of Work](#) which acknowledges the rapid change the labour market is undergoing across the globe with many professions at risk of automation. It revealed that young people have narrow, unrealistic career aspirations which are distorted by gender and social background. Many young people aspire to jobs that are at high risk of automation and labour market and growth sector information is failing to reach young people.

[All About School Leavers](#) suggests the two key “human” influencers for young people in the careers decision making process are parents/carers and teachers. Teachers are the most important at the information gathering, advice and guidance stage with 58.46% of young people going to their teachers and 32.15% going to their parents/carers.

# 06 - Our Priorities & Forward Plan 2022-2024

The Cardiff Commitment Priorities and Forward Plan 2022-2024 set out how we will deliver on Cardiff Councils Stronger, Fairer, Greener Strategy to: Support the most vulnerable, tackle inequality and promote economic growth. The Priorities are aligned to: Strategic Education Directorate Priority 6: "Support and promote ambition, opportunities and progression for all children and young people by working with partners to deliver the Cardiff Commitment"



## 01. Priority Partner Support

**Developing and strengthening the capacity of our network to realise the vision of the Cardiff Commitment by providing enhanced training based on needs, encouraging shared capacity between organisations and working together to impart the knowledge, skills and experiences required to inspire our children and young people towards a better future.**

We will utilise the Cardiff Commitment network to attract and recruit excellent school governors reflective of the communities they serve to drive school improvement.

We will assist the retention of Welsh speaking talent in Wales by raising awareness of labour market intelligence and the opportunities of good, well paid and secure work within the region across our Cardiff schools with particular focus on Welsh medium and align our work to the Bilingual Cardiff Strategy

We will deliver training and showcase examples of employers and schools working in partnership to support schools and pupils to become Qualified for the Future and develop the authentic learning experiences required for the implementation of the Curriculum for Wales.



## 06 - Our Priorities & Forward Plan 2022-2024

We will deliver training and showcase examples of employers and schools working in partnership to support schools and pupils to become Qualified for the Future and develop the authentic learning experiences required for the implementation of the Curriculum for Wales.

We will raise awareness of labour market intelligence across schools' senior leadership teams to support and inform their approach to the part they have to play in accelerating economic growth and productivity throughout the region.

# 06 - Our Priorities & Forward Plan 2022-2024



## 02. Priority Experiences of Work

**Establishing and embedding Business Forums and Careers and Work-Related Experiences within our schools that are reflective of employers across the growth sectors within the region to broaden understanding of labour market intelligence in areas which are poorly understood and of strategic importance to connect and support children and young people to transition into the jobs of the future.**

We will establish and embed Business Forums across schools residing in communities of economic deprivation, with the highest levels of child poverty and Free School Meals to ensure pupils have access to employers from our regional growth sectors and are exposed to a variety of careers and work related experiences to develop opportunities, raise aspirations and enhance the skills required of world of work.

We will establish and embed a Specialist Settings Business Forums across schools for pupils with Learning Disabilities and Autism to ensure pupils have access to employers from our regional growth sectors and are exposed to a variety of careers and work-related experiences to develop opportunities, raise aspirations and enhance the skills required of world of work

We will deliver an annual Debating Programme with input from employers across our growth sectors to develop essential soft skills and hard skills such as collaboration, listening and responding appropriately, articulating and justifying an argument, using evidence and structuring speeches, style and quality of spoken language identified as a valuable for young people from low-socio economic backgrounds to develop their social and cultural capital and "crack the class ceiling"

## 06 - Our Priorities & Forward Plan 2022-2024

We will deliver an annual Open Your Eyes Week for pupils in years five and six from across Cardiff Primary Schools to challenge gender, and class stereotypes and provide 'lightbulb moments' by bringing a variety of inspiring professionals into the classroom to enable pupils to discover their passions, develop their dreams, explore their place in the world of work

We will work with our schools to develop Primary to Secondary Transition Programmes aligned to developing the skills required for the world of work to ensure pupils invest and find purpose in their education by linking what they are studying to the real world and the opportunities in Cardiff.

We will secure funding and partners to support schools to develop and deliver careers and work-related experiences, knowledge, and skills with a specific focus on science and technology (STEM & Green Skills) to guarantee our pupils are Qualified for Life and aware of the competences required to access the jobs of the future.

# 06 - Our Priorities & Forward Plan 2022-2024



## 03. Priority Learning Pathways

**Empowering young people to make informed decisions regarding their next steps by providing a local, visible and transparent post 16 provision and opportunity offer alongside access to trustworthy regional labour market intelligence to support young people to transition into education, employment and training aligned to their aspirations and where the jobs in Cardiff will be.**

We will develop and launch the permanent What's Next website to inspire young people aged 16-24 to explore and discover the jobs for the future in the Cardiff Capital Region and empower them to make informed choices about their next steps through a visible and transparent offer of provision and opportunities local to Cardiff.

We will provide Youth Support Services across the city with a comprehensive understanding of the education, employment and training provision in Cardiff by facilitating a calendar of monthly online events delivered by providers to better connect services into the opportunities available in the city for their young people.

We will reintroduce Work Experience for Year 12 pupils utilising the Cardiff Commitment network to enrich the curriculum, enhance employability skills, improve career decision making and increase motivation by providing knowledge and experiences from the world of work.

Following the success of the Fitzalan Kickstarter provision we will look to replicate this project to provide opportunities for young people to progress into employment within school settings which provide a safe, nurturing and supportive pathways' for vulnerable pupils to succeed.

# 06 - Our Priorities & Forward Plan 2022-2024



## 04. Priority Social Value

**Supporting Cardiff Council Contract Managers and suppliers to develop and deliver social value opportunities that are needed, that support children and young people to be ambitious and provide the skills needed for positive transitions into education, employment, and training.**

We will utilise the Social Value Contract Forward Plan to engage with contract managers across the council to support delivery of social Value commitments which have meaningful and impactful outcomes for children and young people

We will develop approaches to how Social Value can be informed by school leaders, youth support services and children and young people to guarantee the voices, needs, priorities and rights of children are an integral part of social value programmes and decisions

We will broker and support the delivery of social value commitments to ensure that outcomes are impactful and meaningful for children and young people.

We will inform effective social value practice and report on the quantitative and qualitative impact of social value projects supported by the Cardiff Commitment.

# 06 - Our Priorities & Forward Plan 2022-2024

## 05. Priority Children & Young People Who Need It Most

Targeted programmes informed by labour market intelligence which look to increase the possibility and probability of young people with a variety of barriers and challenges of moving into paid employment, training or education through an enhanced careers and work-related experiences offer

We will develop and deliver a What's Next website specifically for young people with Additional Learning Needs to inspire them to explore and discover education, employment and training opportunities and empower them to make informed choices about their next steps through a visible and transparent offer of accessible provision local to Cardiff.

Following the success of Project Search, we will look to replicate this project across sectors to provide opportunities for young people to progress into supported employment within school settings and outside of school settings which provide a safe, nurturing and supportive pathways' for pupils with additional learning needs to succeed.

We will work with employers to develop and deliver multiple careers and work-related experience interventions with settings such as Greenhill Special School, the Pupil Inclusion Project and Stage 4 Provisions to build ambition, provide opportunities and deliver the skills needed to increase the possibility and probability of progression into education, employment or training post 16.

## 06 - Our Priorities & Forward Plan 2022-2024

We will strengthen the SAFE partnership and encourage colleagues across services who support children and young people at risk of exploitation to take advantage of the Cardiff Commitment stakeholders. We will facilitate the development of interventions, engagement and diversionary activities with the partnership which support building ambition, provide opportunities and deliver the skills needed to increase the possibility and probability of progression into education, employment or training.

### **New 2023/2024**

We will develop a Children Looked After Working Group to support pupils across our schools with meaningful careers and work related experiences to promote high aspirations, and seek to secure the best outcomes, for those children and young people.

# 06 - Our Priorities & Forward Plan 2022-2024



## 06. Priority Cardiff Curriculum

**Supporting schools to deliver the Curriculum for Wales through the Cardiff Curriculum team, utilising School Business Forums, AoLE Forums and the Cardiff Commitment network to develop knowledge, skills and experiences which provide scaffolding and opportunities for co-constructing curriculum.**

We will continue to facilitate delivery as requested by Cardiff Curriculum team to develop resources and professional development as required to ensure Cardiff fulfils Welsh Governments ambitions regarding the introduction of the Curriculum for Wales from 2022

We will work with the Cardiff Commitment network to develop and deliver scaffolding to support the collaboration between schools and employer to realise the expectations of the Curriculum For Wales

We will work with employers to better understand the progression steps within each of the Area of Learning & Experiences (AoLE) through the development of AoLE Forums.



# 07 - Children Looked After - Actions & Commitments



## 01. CLA Working Group

This September will see the commencement of the “Children Looked After Working Group” chaired by our CLA Virtual Head and Head Teacher at Cardiff West Community High School to look at how meaningful opportunities can be developed within on network to support our Children Looked After to develop their aspirations and support them to realise their ambitions for the future.

The views of CLA will be central to this work and we will ask CLA in Cardiff West what they want to raise their aspirations and realise their ambitions, we will listen to their ideas and needs and respond with a Call to Action across our partner network.



## 02. Strategic Leadership Group

In June 2023 the Cardiff Commitment Strategic Leadership Group chaired by the Chief Executive of Cardiff Council with membership across HE, FE, 3rd Sector and strategically significant employers from across the city heard from our CLA Virtual Head Teacher on how we can collectively support CLA pupils better and provide careers and work-related experiences which generate inspiration and aspiration to bring to life a world of future possibilities for a group of young people most at risk of not entering education, employment or training at statutory school leaving age. A commitment from the SLG membership was requested, to listen and act to make a difference and improve the life chances of CLA.

# 07 - Children Looked After - Actions & Commitments



## 03. Work Experience

John Lewis have been working in partnership with the Cardiff Commitment to introduce their national Building Happier Futures scheme into their Cardiff store. The successful programme which has been delivered by John Lewis in over 23 Local Authorities across the country looks to identify and recruit talented young people who've experienced care to become Partners in their business. Five young people were identified and supported to access this opportunity by the Youth Services Post 16 Team and completed their three day work experience with the store at the end of the summer term. This September as part of the scheme the young people will participate in a supported interview process, and provided an opportunity to truly explore the John Lewis Partnership and start a meaningful career.

We are looking to replicate this project as part of the CLA Working Group Careers and Work Related Experiences offer. See Appendix 1 John Lewis Case Study

## 08 - Appendix 1 John Lewis Case Study

1

The Post 16 Team identified Care Experience young People who were invited to John Lewis Cardiff to find out more about the Building Happier Futures project, learn about roles and receive a tour of the site

2

Employability  
John Lewis  
drop in &  
tour

3

Work  
Experience

4

Application  
Support



Three days of Work experience were offered and successfully completed at John Lewis Cardiff. The young people were supported by staff to learn about and gain experience in a range of front and back of house roles across the store.

After gaining work experience, all young people were assured a job interview and received support from John Lewis staff to prepare for it. If they passed the official interview, they were either offered a position or put on a waiting list for a suitable vacancy

# 08 - Appendix 1 John Lewis Case Study



60% **Average confidence at start of project**



90% **Average confidence at end of project**

**Without this opportunity I would be...**



**Unhappy**



**Stuck at home**



**Lonely**

**Which words best describe this project...**



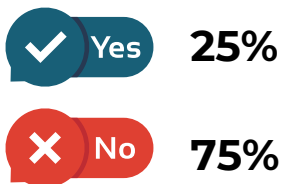
**Fun**



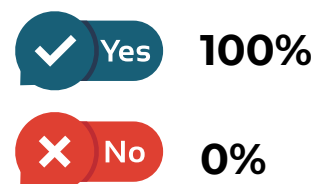
**Challenging**



**Worthwhile**

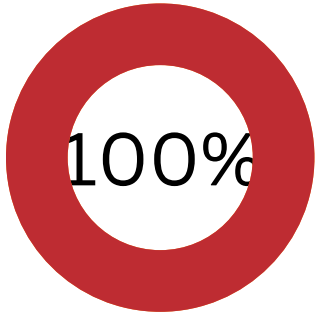


**Without Moxie clothing donation would you have had workwear?**



**Did you like the fact the work exp. took place in store?**

# 08 - Appendix 1 John Lewis Case Study



Would you recommend this project to other young people?

How do you rate the support given by the John Lewis team?



4.8 Average rating

Being involved in this project has given me...



Social life

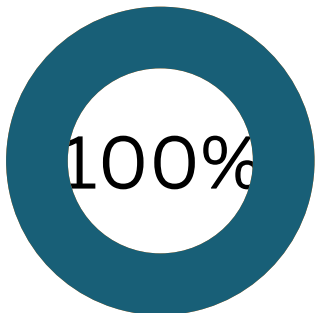
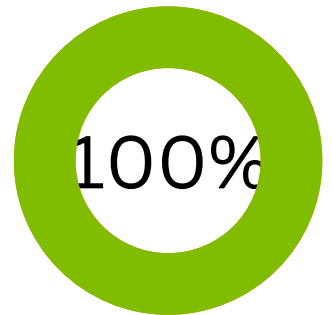


New skills



A positive future

Has this project helped you better prepare for the world of work



What aspect of this course did you least enjoy?

All respondents said there was nothing they didn't enjoy

## 08 - Appendix 1 John Lewis Case Study



**To listen to a young persons experience scan the QR code**

### **Young peoples thoughts & opinions**

**I have a much greater respect for people who work in retail now**

**I found the John Lewis partners very helpful they helped me learn about the job**

**It was not as intimidating as I originally thought**

**This helped me so it will help other people**

# 09 - Acknowledgements

This report is submitted in advance of the 2022-2023 Cardiff Commitment Annual Report which highlights progress and impact towards realising our vision to be a city that works together to inspire all of its children and young people towards a better future.

For any further information on the Cardiff Commitment please visit

[www.cardiffcommitment.co.uk](http://www.cardiffcommitment.co.uk)

[www.whatsnextcardiff.co.uk](http://www.whatsnextcardiff.co.uk)



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