

# BRIGHT START

TRAINEESHIP SCHEME  
CYNLLUN HYFFORDDEIAETH



## Strategy 2018-2019

### Foreword by Counsellor Graham Hinchey

Cardiff should be a great city for all our children to grow up in, which is why this Administration is committed to investing in aspiration and life chances from an early age, particularly for those children from our city's most deprived communities or troubled families.

The Bright Start Scheme, formally the Looked After Children's Traineeship Scheme, enhances the support for young people when they leave local authority care. We are committed to making sure that our most vulnerable citizens are given the opportunities and tools needed to succeed. This scheme could not happen without Cardiff Council staff and with dedication from all of us; we can make a positive change for those young people that are within our care.

By using existing resources within the local authority and with assistance from the Welsh Government we are investing in the future of our young people, our staff and our organisation

### Context

#### ▪ Capital Ambition

Capital Ambition is the Council's new 5-year plan. The Leader has stated "Tackling poverty and inequality will be at the heart of this Administration. We will hold a relentless focus on education and jobs, resolute in our belief that securing an equality of opportunity can help people lift themselves out of poverty."

One of the Key priorities of the Capital Ambition is a strategic focus on job creation acknowledging the fact that is too many people face too many barriers to finding and keeping a good job. Care leavers face multiple barriers, which leaves them at a significant disadvantage compared to their peers.

The Bright Start Traineeship Scheme will help us in our efforts to tackle these barriers and I will be expecting cross directorate support for our Bright Start Trainees.

- **Corporate Parenting Strategy 2016-2019**

“A child who is cared for by the Council has the right to expect everything from a corporate parent that would be expected from a good parent” and one of the ways we can do this is by “narrowing the gap’ so that looked after children achieve their potential. We know that education and employment play a vital role in improving life chances, which is why the Looked After Children’s Traineeship was set up in 2015 and has been a key part of our planning ever since.

The rebranding will now remove the stigma that young people can sometimes face as a care leaver and will differentiate our scheme from the Corporate Trainee Scheme. The branding and the communication campaign will reflect our core values within Children’s Services and the logo represents an open door of opportunity.

- **Cardiff Council Values** of being open, fair and working together are embedded within the scheme.
- **Cardiff Councils Equality Objectives 2016-2020** set out our priority to provide support to those who may experience barriers to achieving their full potential.

### **What is the Bright Start Strategy?**

“**Where ability meets opportunity**” is the tag line of the scheme. We believe this perfectly represents what we do and was suggested by a young person in a focus group. Our Trainees are full of unrealised potential, and with the right support, at the right time, they can flourish.

We have devised a coherent approach outlining our efforts to improve educational and employment outcomes for looked after children and care leavers through a range of interventions. We want to improve our offer even more over the next 12 months and beyond, to provide a sturdy platform from which our young people can jump and land safely, armed with the skills and experience needed to make a success of their lives.

### **Our vision**

- We want to provide unique employment opportunities to the young people in our care regardless of ethnicity, gender or sexual orientation.
- We will work in line with Children’s Services Signs of Safety approach.
- We will offer bespoke placements, taking into consideration each Trainees abilities and aspirations.
- We will prepare young people who face multiple barriers for the opportunities taken for granted by many.
- We will upskill our Trainees to compete with their peers for employment and educational opportunities within the city.
- We will provide opportunities for personal growth and resilience.
- We will offer young people opportunities to gain confidence and hope in the future, through knowledge of themselves, expectations of the workplace, and a clear understanding of what they can offer an employer.

**We will do this by focusing on our three sub strands, the ABCs.**

### **A is for Ambition**

Bright Start: **Ambition**

Our scheme aligns with the aims of the Capital Ambition plan and we will continue our work to find quality Council placements and training in partnership with all directorates.

We will introduce a Bright Start “leading light” mentor role. This will recognise the hard work from Council Staff that goes into each placement and will encourage people to become ambassadors and advocates of the scheme.

### **B is for Business**

Bright Start: **Business**

Trainee placements within industry and business outside the Council. We will continue to build positive relationships with outside agencies for the benefit of Trainees and Staff of Cardiff Council.

We will offer the same level of training to businesses as to Council staff in order to provide a consistency of mentorship and guidance wherever the young person’s placement may be.

Our new branding will help to introduce us to outside agencies with a clear message and focus they can believe in.

### **C is for Creativity**

Bright Start: **Create**

Cardiff is a cultural and creative hub and we want to tap into this rich seam running through our city. For those young people who want to create and innovate, we have developed a programme of creative workshops led by local artists and entrepreneurs. We believe **you cannot be what you cannot see.**

We want to empower young people to start their own creative businesses and introduce them to the thriving creative industry sector in Cardiff. For those young people who have been inspired by Creative Schools this is an opportunity to follow their passions but with a focus on employability.

We will work in partnership with the Cardiff Academy to offer the opportunity to complete the Introduction to Entrepreneurship skills qualification (formally Pitch Perfect) which is ILM accredited.

We will host an end of year exhibition with the hope of assisting young people in either setting up their own business, or securing internships or Traineeships within the creative industries.

We hope that by taking part in creative endeavours we will provide opportunities to create, be mindful, and gain confidence. All artists and mentors will have the opportunity to access the training available to Council staff and businesses.

## The Benefits

### What we can offer Cardiff Council

- The opportunity to fulfil corporate parenting responsibilities
- A new rewards scheme will be implemented for staff from April 2018:
  - **Bright Start Gold Award** – given to teams that have shown dedication to three or more Trainees within a 12 month period
  - **Bright Start Silver Award** – given to teams that have shown dedication to two or more Trainees within a 12 month period
  - **Bright Start Bronze Award**- Dedication to one or more Trainee in a 12-month period
  - **Bright Start “Leading Light” Award** – given to a mentor that has shown dedication and commitment to their role, they will receive a £25 love to shop voucher
- Training to all staff on safeguarding of children and adults
- Trainees who can add value to the workplace
- Staff development through mentoring opportunities
- Links to the Council’s paid Trainee scheme so that there is opportunity to invest further in the young people within their teams

### What Cardiff Council can offer young people?

- A unique opportunity to gain skills and experience in Cardiff Council
- Investment in them by staff across the Council
- A competitive training allowance as well as a linked up service between their support staff and their employer
- Greater understanding within the workplace of barriers to engagement
- Full support from a trained and dedicated Traineeship scheme

## Workforce Development

### Staff

The successful **1 day mentor training course** currently available to staff and delivered by Full Circle Education will continue and we are enhancing this training by offering a half day training course on **maintaining personal boundaries in the workplace**.

We have listened to staff in training, and in the workplace, and this new training will provide practical advice for those hosting Trainees to ensure everyone's safety. We will start rolling this out in April and six sessions will be available throughout the year.

We have also designed an **online mentoring module** that incorporates child safeguarding and complements the one-day Mentoring training course, so that all teams are trained and prepared before accepting a Trainee within their workplace.

### **Young People**

The Traineeship Team recently worked with our Personal Advisor Team and the Into Work team to deliver three weeks of bespoke training, including an overnight stay in Brecon before a week's work experience in Admiral. Feedback from participants was overwhelmingly positive and we will look to develop this for different teams over the course of 2018/19.

We will continue to encourage Trainees to use the Into Work's training as well as the Cardiff Academy's training.

Full Circle Education will provide training on maintaining boundaries in the workplace, which will complement the adult training providing a clear message and understanding from both sides on workplace relationships. Four sessions have been planned for 2018/19.

### **How will the strategy be taken forward?**

#### **Corporate branding**

A communication plan has been developed including the new branding campaign, which was developed in partnership with young people.

It ties into Cardiff Council's branding for fostering – the logo in fostering is a house, the Bright Start Scheme keeps this branding but shows an open door – signifying the opportunities available.

A launch and a promotional video will explain and promote the scheme, the new branding, and our vision to staff within the Council and to outside businesses.

#### **Funding**

Welsh Government funding has made a host of activities possible. The Scheme has a budget of £35,000 to pay for placements as well as programmes of work and events.

#### **Cardiff Commitment**

Our approach ties in with the Cardiff Commitment and our links with Education made it possible to meet with Admiral and develop a positive relationship with them. We would like to continue a positive relationship with Education teams, and this year will be contacting all school leavers who fall within our service to make them aware of the opportunities we have available.

#### **Partnership working**

We work with many teams both within the Council and outside and will continue to do so in the coming years. Collaboration is key in ensuring the success of the scheme. We will continue to work with:

DWP, CAVC, ACT, Full Circle Education, all Cardiff Council Directorates, Llamau and Base Support, among others.

We will continue our close links with all agencies, colleges and third sector partners to ensure a joined up approach. The Traineeship Team will make the pathway plan integral to the planning for each Trainee to ensure that all professionals are pulling in the same direction.

### **Signs of Safety**

We will embed this approach into our service and everything we do. The Traineeship Team is designed to focus on what young people can do in a strength-based way will work closely with social care staff to align our documents and positively contribute to pathway planning, to ensure a joined up approach

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