

## Economy & Culture Scrutiny Committee – April 2024

### Short Scrutiny: Employment Services (Into Work Advice Service)

#### OVERVIEW - INTO WORK ADVICE SERVICE

Cardiff Council's Employment Services, known as the Into Work Advice Service, sits within Housing & Communities and forms part of the wider Advice Service, which includes Money Advice, the Veterans Advice Service, Housing and Homeless Advice and the Personal Advisor Service.

The Into Work Advice Service provides residents of Cardiff with a complete employment and skills package, supporting people who are out of work or those wanting to upskill into better paid and more sustainable work. The Service is made up of a number of different teams, including Adult Learning, Cardiff Works, the Onsite Construction Academy, and has over 180 members of staff.

The service is funded through a number of different streams, predominantly Welsh Government's Communities For Work Plus, UK Government's Shared Prosperity and Multiply Fund, DWP Funding and Core Council Funding.

#### **Gateway**

Employment support is accessed via the service's **Gateway**, which is made up of job clubs across the city, a dedicated website ([www.intoworkcardiff.co.uk](http://www.intoworkcardiff.co.uk)), webchat, via the Advice Line and through its social media channels. Job Clubs are run throughout Cardiff from over 50 different locations, including Community Hubs, schools, supported accommodation settings and community settings such as the African Centre and Oasis. Advisors provide light-touch support and can help with CV writing, job searching and applying for work, interview techniques, supporting with Universal Credit claims, HomeFinder Workshops and School Admission forms.

The service also has a number of Community Engagement Officers who work with under-represented and hard to reach communities, encouraging people to access council services and run awareness raising events such as coffee mornings, wellbeing cost of living events.

***From April 2023 to March 2024, over 105,000 instances of Into Work support were provided to people through the Gateway, an increase of 32% from the previous year. 1,342 people were supported into employment, compared to 1,115 people in 2022-23.***

#### **Mentoring**

For people who face additional barriers to employment, or those who require more intensive support, the **Adult & Youth Mentoring** teams are able to provide tailored support to individuals. Employment Mentors are able to access funding for their customers to help with travel costs, access employment specific training courses, help towards childcare costs, workwear and tools to start work.

Both the Adult and Youth Mentoring teams run dedicated projects to support with different groups of people, these projects adapt to the demands and priorities of the service and according to the employment market.

The **Adult Mentoring** team currently run projects which support: people who at risk of homelessness or who are living in hostels, people with learning disabilities and/or autism, refugees and asylum seekers (including the Clinical Placement Attachment Scheme – work experience for refugee Doctors and other medical professionals), over 50's jobseekers, single parents, long-term unemployed (12+ months), people from BME backgrounds, people suffering from in-work poverty and a specific team to support in demand employment areas, such as HGV and Teaching Assistants.

The **Youth Mentoring** team support young people aged 16 to 24 years old, who are not in employment, education or training and have recently started to provide schools with early intervention support to those who are at risk of becoming NEET, specifically care leaver young people.

The Youth team run employment projects for: young people who have gone through the Youth Justice/Probation system, young people living in Butetown and surrounding areas, young people who are not in employment, education or training, young people who are at risk of homelessness or living in hostels. In partnership with Education, **Project Search** supports pupils aged 17-19 who have Additional Learning Needs, to complete support work placements, whilst gaining work specific qualifications.

The team also has a dedicated project for care experienced young people (**Bright Futures**), which concentrates on health and wellbeing, for those who suffer from anxiety and low self-esteem to progress in to further learning, volunteering or employment. The **Bright Start** project is also aimed at care experienced young people, which offers 6 months paid work experience placements. Young people are matched to placements (both inside the local authority and with external organisations) in employment sectors they are interested in and are assigned their own Bright Start Mentor to support them and help to apply for future job opportunities.

In both the **Adult and Youth Mentoring** teams, a number of staff have experience similar barriers to employment for example experience of homelessness and Youth Justice, and have been placed appropriately across the projects, which has helped to fully understand and support customers going through similar situations. A large number of Into Work staff are also able to speak community languages, which again has helped to support the diverse customer base, with **33 different languages spoken in the team**.

### Learning Pathways

The Learning Pathways team consists of **Adult Learning**, the **Community Digital Team**, and the new **Multiply** training team. **Adult Learning's Learning for Work** programme provides a wide variety of accredited and non-accredited work skills training to help learners improve their skills in order to gain employment.

Courses, such as Cooking on a Budget, Customer Service, Food Safety and First Aid are delivered across Community Hubs, schools, other community venues and online, and are available throughout the week, evenings and weekends. ***From April 2023 to March 2024, 1,912 learners completed accredited training, with 98% successfully achieving the qualification.***

'Get into...' training programmes have recently been developed to give insight in to different employment sectors which are actively recruiting in Cardiff and the surrounding areas. The **Adult Learning** team has created week long training packages, including a 'meet the employer' session, where candidates are able gain an understanding of what it's like to work in the sector and in some cases, are interviewed for roles on the same day. The team have so far developed 'Get into' packages for Social Care, Administration, Teaching Assistants, Hospitality, Construction, Personal Track Safety, Warehouse work, Beauty, Barbering, Cleaning, Bus Driving.

With increased demand and limited availability for ESOL courses (English for Speakers of Other Languages), the Into Work Advice Service developed its own '**Improving Conversational English**' course to support those who are speakers of other languages to get in to employment. The informal sessions are held in Central Library Hub weekly and see around 30-40 people attend each week practising their English, with help from staff.

The **Community Digital team** provides digital drop-in surgeries across the city in Hubs and other locations, where people are able to receive help on digital related issues, from setting up a new device, learning about online safety and how to avoid scammers, and increasing digital skills to find work.

The team provides support to the Council's Cardiff Academy by delivering digital training sessions to Council staff who are required to digitally upskill for their roles; the team have helped to support staff from Waste, Facilities Management and Care teams. The Digital Team also work with partner organisations such as the NHS, to provide support to residents with new technology to be able to access key services.

As a response to an increase in online learning and social isolation since the pandemic in 2020, the Digital Team have set up a tablet gifting/loan scheme to support people who are affected by digital deprivation. The scheme has been massively successful, supporting people to continue online learning, being able to work from home and access council services. ***During last financial year, 328 tablets were gifted/loaned to individuals and 2,633 people were supported by the Digital Team.***

The **Multiply** training team is a new addition to the Into Work Advice Service, funded through the UK Government's Shared Prosperity Fund to support the improvement of adult numeracy. This provision provides support to increase basic skills in adults, with a view of increasing employability to go on and secure higher paid employment.

Accredited numeracy courses are embedded into training delivered by the team, some examples of delivery include: Air Fryer Budget Cooking for people living in Supported Accommodation settings, Entry Level 3 Qualification in Developing a

Child's Knowledge of Number and Career Preparation for Care Leaver young people.

***During, April 2023 to March 2024, over 370 people successfully completed a Multiply course.***

### **Employer Pathway**

The Employer Pathway is made up of the **Employer Liaison** Team, including **Small Business Support**, the **Onsite Construction Academy**, **Cardiff Cares Academy** and the **Volunteering** Team and works closely with colleagues in Economic Development. The aim of the Employer Pathway is to support recruiting businesses in the local area with free recruitment support, ranging from pre-employability mentoring, matching skilled job-ready candidates to roles, CV and application sifting, promoting vacancies across networks and social media platforms. The team also look to secure guaranteed opportunities – work experience, volunteering, training and job opportunities, for those being supported by the Into Work Advice Service and those from under-represented or from disadvantaged groups, through the team's **Social Value** Officer. The Social Value Officer works closely with Procurement to ensure commitment is met and opportunities are linked to the local authority's priority groups.

In partnership with DWP, the **Employer Liaison** team organise local and city-wide Jobs Fairs which host local and national employers all with live vacancies; with the larger events taking place in the Capitol Shopping Centre and hosting up to 60 employers spanning across sectors such as Construction, Security, Hospitality, Finance, Education and Customer Service. Other providers offering volunteering opportunities, self-employment help, training providers, wellbeing and employability support are also invited to support jobseekers.

***Over 280 employers were supported with their recruitment needs during last financial year.***

The **Onsite Construction Academy**, currently based on the Wates Residential development site in the East of Cardiff, supports people who are interested in working or want to get back in to the construction sector, with a five day accredited training course, 2 week work experience placement on a live construction site and support to secure work with contractors and their supply chain.

The Onsite Construction Academy has been live since May 2021 and has recently been extended for a further 12 months. The Academy works across the South East Wales region supporting other Local Authority areas prepare candidates for onsite work experience opportunities.

***Since the start of the programme, 541 individuals have enrolled onto the Academy, with 303 individual completing a work experience opportunity and 200 people starting employment.***

The **Cardiff Cares Academy** was launched in 2021 to support recruitment for the Social Care sector, following on from post-pandemic and annual winter pressures. A

dedicated team of support was put together for people interested in working in the sector and care providers looking to recruit. The pathway involves attracting job seekers from Into Work's employment projects, partner organisations and education/training settings to engage with the Academy, which feeds into volunteering and employment opportunities in the sector.

Cardiff Cares Academy offers free training through the Adult Learning team, personal employment mentoring and access to funding to help with childcare and travel costs for candidates, as well as funding for driving lessons and DBS checks, removing as many barriers as possible to allow people to secure social care work.

***From April 2023 to March 2024, 97 people have been supported into work, 169 people have completed the Get Into Care Course and 45 employers have been supported with their recruitment needs.***

The Academy model has also been used to support other employment sectors, where there is a shortage of a particular role. The **Teaching Assistant Academy** was set up in 2023, following on from conversations with the Education Service Area around concerns of the declining number of Teaching Assistants in Cardiff Schools. ***To date, 244 individuals have enrolled onto the Academy with 201 individuals completing the Supporting Teaching and Learning in Schools qualification (STLLS), and 42 individuals have been supported into employment.***

As part of the package, individuals can complete additional training outcomes such as Numeracy for the Classroom, Managing Children's Behaviour and Child Psychology.

The service's **Volunteering** team provides support to people for who employment is not an option, or those who need extra support prior to looking for work. The aim of the Volunteering team is to secure opportunities for Into Work customers, to increase confidence and self-esteem, upskill and gain work experience, as a pathway into employment.

Volunteer Mentors work closely with the Employer Liaison team to secure meaningful opportunities and with the Social Value Officer to link up commitments for our volunteers. The team also has two Young Person's Volunteer Placement Officers supporting young people to secure placements in areas of their interest and work alongside Community Wellbeing Volunteers.

All volunteering opportunities are advertised through the Volunteer Cardiff online portal [www.volunteercardiff.co.uk](http://www.volunteercardiff.co.uk)

***During last year, the team supported 274 people in to volunteering opportunities, who undertook given 7,00 hours in volunteering time; of those, 77% went on to secure employment.***

### **Cardiff Works**

**Cardiff Works** supports teams with their short-term, temporary recruitment; the team matches work-ready candidates with temporary roles across the Council, supporting

workforce demands and enabling a pathway into a career with Cardiff Council, one of the largest employers within the city.

***From April 2023 to March 2024, 237 new Cardiff Works placements were filled across the Local Authority. The service saw a spike in job starts from a BME background from July 2023 coinciding with the introduction of further anonymisation of the application process, with 35% individuals in placements were from a BME background. 29% of new starters were aged between 16-24 and 20% of new starters were 50+.***

Types of placements recruited for included admin, customer service, social care, cleaning, and in the Education Directorate.

Over the past 12 months, the team has focussed on making the service more accessible to people and communities who are under-represented in the Cardiff Works Candidate Pool, for example young people, care leaver young people, people from BME backgrounds and older people. The Service's Community Engagement Officers have been raising awareness of the work available with the local authority in communities, speaking with local groups, hosting events, and supporting people to remove barriers to employment with the Council.

To help address the range of barriers to employment that were identified through community engagement, the **Cardiff Works Ready** project was created to support people who were struggling to gain employment. Candidates are supported by Mentors, helping them to access tailored adult learning training, build confidence and support them through the application process. The additional support has helped people who had either previously failed the Cardiff Works Assessment process or had not been able to secure a Cardiff Works placement.

***During the last year, 145 individuals enrolled with the Cardiff Works Ready project, with 23 individuals securing employment. 95 individuals engaging on the Cardiff Works Ready project were from BME background, 27 individuals were 50+ and 14 individuals were 16-24. 80 individuals successfully completed a training course and 127 individuals completed the Cardiff Works Assessment.***

Using income generated through Cardiff Works, the new **Cardiff Works for You** (subsidised placement scheme) initiative was launched earlier this year, to provide temporary employment opportunities within the Council for young people and people from under-represented groups/communities. Many of the people the Into Work Advice Service supports, struggle to secure employment due to little or no work experience; the initiative aims to allow candidates to gain skills by funding the first few month's placement costs in exchange for a commitment to support candidates to improve their skills and work history.

The Cardiff Works Team provides support to recruiting managers by selecting appropriate candidates for interview and addressing any issues raised. The team also assigns a mentor to the candidate to ensure they have help to transition into employment smoothly and will work with the person to find further employment opportunities nearing the end of the placement.

***So far, 18 requests have come from teams around the council, including from Telecare, Fleet Services, Adult Services and Parks with 12 people securing placements and 4 candidates awaiting a start date.***

### **Trainee Programme**

As an additional pathway into employment with the Local Authority, the Into Work Advice Service has created a pool of Trainee posts from external funding, to help people start their career with the council. Trainees are provided with in-depth training and are supported day to day by workplace mentors, and are assisted to apply for higher graded or permanent roles before the end of their contract.

The service has benefited from 'growing their own' as many Trainees have gone on to secure other roles in the team, with 15 former Trainees going on to become Seniors Officers and 3 becoming Managers within the team...including the Into Work Advice Manager.

There are over 40 Trainee roles within the wider Advice Service, with 23 of those sitting within the Into Work Advice Service.

### **STRENGTHS**

Strengths of the Into Work Advice Service include:

- The team is able to offer a complete employment and skills offer for residents of Cardiff, with the individual teams working together and not in silos. Supporting individuals from the beginning to end of their employment journey, light touch support, to intensive mentoring, building confidence, increasing aspirations, training, securing opportunities, and moving in to employment.
- Working in partnership with the Cardiff Capital Regional Skills Partnership to identify skills gaps and priorities for the city, to inform support provided by the Council's Employment Services.
- The Into Work Advice Service is able to support all residents of Cardiff; people of any age, any qualification or skill level, whether they are in employment or unemployed, any location of Cardiff can be supported.
- An experienced, diverse team, with real-life experience of barriers to employment and the ability to communicate with customers in community languages; making the service more accessible to hard to reach groups. For example, refugees from Ukraine who were supported by an Employment Mentor able to speak their language.
- Constantly evaluating the service Into Work provide, to ensure no duplication with partners and to fill gaps where there are no other services, for example ESOL provision and Wellbeing Support.

- Re-investing income generated through Cardiff Works back in to the service and the Local Authority, to support local people in to work through the Cardiff Works For You scheme.
- Strong partnership working to run city-wide events with Economic Development, Cardiff Commitment, DWP, third sector organisations.
- Flexibility of current funding to allow the team to adapt the programme of support for emerging demands, for example being able to support people who are suffering from in-work poverty. Previously funding only allowed the team to work with those unemployed, even though increased numbers of people in zero hour contracts and low paid work contacting the team for help.

## ISSUES

Issues the Into Work Advice Service currently face include:

- Uncertainty of future funding sources; the Into Work Advice Service is currently funded through a mixture of funding sources predominantly Welsh Government, UK Government's Shared Prosperity Fund, DWP Funding and Council Core Budget. SPF funding is due to end March 2025 with no clear indication to follow on of funds, leaving a potential £3.9m funding gap for the service.
- Employers unable to provide opportunities to people with no work experience, making it difficult for young people in particular, to start their employment journey. The need for commitment from employers to pledge support to employing people from disadvantaged backgrounds, young people, older workers etc.
- Rising living costs including food, fuel and rental costs, and low paid/minimum wage work is compounding the 'benefit trap', making it difficult for people to break entrenched worklessness.
- Pockets of duplication between internal teams where employment support is also offered; making best use of resources for all teams.

## FUNDING – 2024/2025

<b>Funding Stream</b>	<b>Total</b>
Communities For Work Plus – Welsh Government	£1.77m
Shared Prosperity Funding	£3.9m
Multiply (Part of Shared Prosperity Funding)	£1.49m
Adult Learning Grant – Welsh Government	£1m
Housing Support Grant – Welsh Government	£82,000
Local Supported Employment - DWP	£89,743
Council Core Funding	£70,000



## KEY PERFORMANCE INDICATORS AND TARGET PROGRESS

### Corporate Plan

#### Supporting older people to stay active and connected in an Age-Friendly City

Ref	We Will:	Update:
S2.02	<p><b>Encourage employment and prevent discrimination against older people in the job market by:</b></p>	
	<ul style="list-style-type: none"> <li>Recruiting a designated employment mentor to support older people to access employment opportunities;</li> </ul>	<p>The into work team have recruited a dedicated employment mentor and have reassigned 2 employment mentors to support older people with their employment needs. Mentors are split across the city, creating pathways into employment for over 50's, linking in with the dedicated Employer Liaison Officer who works with age-friendly employers and creating employment opportunities for older people.</p>
	<ul style="list-style-type: none"> <li>Working in partnership with the Department of Work and Pensions to deliver Adult Learning's 50+ Employable Me course and engage employers to offer guaranteed interviews to participants completing training;</li> </ul>	<p>Adult Learning has designed an Employable Me Course aimed at participants aged 50+.</p> <p>The course has been designed to develop soft skills, to give participants the transferrable skills employers are looking for, helping participants get a full insight in to driving roles that are readily available. Learners also gained Level 3 Emergency First Aid accreditation and a Level 2 in Customer Service Skills, which they can take directly into these roles.</p> <p>Working with the sector ensured the 5-day course met the needs of industry, and included bespoke information from Adventure Travel and Cardiff Councils Waste Department on the live opportunities currently available.</p> <p>Participants are now receiving ongoing support from their Into Work Advice Service Employment Mentor to access fully funded HGV License Training and/or explore Trainee Bus Driver roles with Adventure Travel.</p>

		<p><b><u>Over 50s Career Preparation Course</u></b></p> <p>The SPF funded Multiply Project and Digital Support Service have designed a bespoke course for Jobseekers Aged 50+ who are unsure on what to do next. The course is designed so every customer can explore their own skills, qualities, interests and achievements. The course empowers learners to be self-aware and engage in self-reflection exercises to identify new jobs and careers suitable to them. The holistic approach of this program equips individuals to increase their job readiness and be more informed as they make key decisions in their career journey.</p> <p>Numeracy skills are enhanced during the course through exercises involving wage calculations, working hours and commuting time. Learners gain practical mathematical skills by exploring their expected yearly salaries and working hours to reach desired income goals to ensure they are “better off”.</p>
	<ul style="list-style-type: none"> <li>Increasing digital sessions across the city supporting older people with digital deprivation, continuing with the digital tablet gifting scheme;</li> </ul>	<p>To reach more over 50s, the Digital Support Team now attend 10 sheltered accommodation schemes on a rota basis, which provides support for tenants to use their devices safely and opportunities to take part in fun activities which builds digital confidence.</p> <p>In an aim to increase the number of people accessing Digital Support, the team have more visibility in community locations, enabling those who do not access Hubs to still receive the support they need.</p> <p>The team have extended support in Ely. Drop In sessions are now available in Dusty Forge and St Vincent’s Parish on a rota basis, as well as moving Digital Drop Ins in Ely Hub to a more visible spot for customers. St Vincent’s Parish has been particularly successful with a steady number of customers every week.</p> <p>Sessions in Radyr are now on different days/times so the Digital Support Team</p>

		<p>are there on days when community groups attend. This change has had a positive outcome where the Community Inclusion Officer engages with numerous customers and has built topic-based workshops that meet the wishes and needs of the customers who engage with the service.</p> <p>Salvation Army has increased the Digital Drop In's from fortnightly to weekly to meet demand. In addition, Microsoft Word and Excel workshops have also taken place in these locations.</p> <p>After a meeting with Welsh Refugee Council, the Digital Support Team now deliver digital support and workshops in Oasis on a weekly basis. A Digital Officer and Digital Trainer provide drop-in support and workshops on 'introductions to Word, Excel and Coding' to a group of 8 people every week.</p> <p>Digital Workshops were launched in May throughout Cardiff. They give customers the opportunity to learn new skills. Introduction to Word, Excel and Digital Skills are taking place in each area of Cardiff every month. Each customer has a learning plan to work towards and progression routes are being created from non-accredited training to accredited/certified training with Adult Learning or Cardiff &amp; Vale College.</p>
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### Supporting those most impacted by the cost-of-living crisis

Ref	We Will:	Update:
S3.03	<p>Support more people into work:</p> <ul style="list-style-type: none"> <li>Through the newly expanded Into Work Service, <b>creating new bespoke employment and training packages</b> to meet any new or emerging workforce demands in the city;</li> </ul>	<p>'Get into...' training programmes have recently been developed to give insight in to different employment sectors which are actively recruiting in Cardiff and the surrounding areas. The <b>Adult Learning</b> team has created week long training packages, including a 'meet the employer' session, where candidates are able gain an understanding of what it's like to work in the sector and in some cases, are interviewed for roles on the same day.</p>

		<p>The team have so far developed 'Get into' packages for Social Care, Administration, Teaching Assistants, Hospitality, Construction, Personal Track Safety, Warehouse work, Beauty, Barbering, Cleaning, Bus Driving</p>
	<ul style="list-style-type: none"> <li>• Working alongside <b>major regeneration projects</b>, including the new Indoor Arena, to support local people into the new jobs the projects create;</li> </ul>	<p>The Social Value Officer is working closely with the Procurement team to realise employment and training opportunities through contractors' social value commitments. Into Work is partnering with a number of tier one contractors including ISG (Fairwater Campus), Wates (Llanrumney High residential development) and Encon (Riverside Community Living) via the Onsite Construction Academy to provide pathways to employment in the sector for youth and adult job seekers from early 2024.</p> <p>The Social Value Officer is supporting the Procurement team to develop targeted social value requirements in ITTs, obliging contractors to work in partnership with Into Work on a contractual basis and yielding maximum impact for local communities based on service-wide knowledge of different areas of the city.</p> <p>The Into Work team continues to work with Economic Development and Commissioning and Procurement teams to assess and influence contractors' social value commitments for all developments related to Atlantic Wharf. The beginning of the new financial year will see the formulation of a cohesive plan to capitalise on the employment and skills opportunities afforded by the developments through both construction and operational phases, focusing particularly on benefits for the immediate surrounding communities.</p>

	<ul style="list-style-type: none"> <li>Supporting people who are in work to secure higher paid and more sustained employment, through intensive in-work mentoring and upskilling.</li> </ul>	<p>A specific project has been set up on to support people who are in-work and are facing in-work poverty, to secure higher paid and more sustainable work. Rising living costs and increase in interests rates are pushing people already in employment to seek support. The Employer Liaison team is helping to identify higher paid employment and working with Living Wage employers to support customers. The team is also linking with Money Advice to support with Cost of Living Help and Assistance.</p>		
Ref	Key Performance Indicator	Target 2023/24	Actual 2023/24	Target 2024/25
K3.03	The number of Council posts filled through placements from Cardiff Works	2,800	3,002	2,800
K3.04	The number of interventions which supported people receiving into work advice through the Employment Gateway	55,000	105,757	60,000
K3.05	The number of clients who have received tailored support through the Employment Gateway and who secured work as a result of the support received	1,200	1,342	1,300
K3.06	The percentage of those supported through targeted intervention who ceased engagement with no verified positive destination	<12%	11.6%	<10%
K3.07	The number of employers which have been assisted by the Council's employment support service	300	352	300

### Race Equality Taskforce

#### **1.3 Use planning and commissioning powers to require employers to recruit apprenticeships from disadvantaged groups and to increase transparency about the diversity of their workforces.**

Into Work managers sit on the Social Value board to inform tenders specifications, what is needed to contribute to value added on council

procurement, in particular for priority social groups. In partnership with Cardiff Commitment and Procurement, the Social Value Officer has identified a number of opportunities to increase transparency of commissioned contracts.

Cardiff Works have launched the Cardiff Works for You initiative which supports young people and people from BME backgrounds with little or no work experience to secure subsidised placements for a 3 month period. The aim of the scheme is to provide genuine employment opportunities for people from disadvantaged groups, identifying candidates from priority sectors and matching up to areas of employment where there is interest and working with directorates to provide sustainable employment opportunities.

Onsite Construction Academy designed and delivered a two-day construction taster course in February half term for year 11 schoolchildren in partnership with Amanah group and ISG Construction's Social Value team. Amanah Group are a group of local mothers in Cardiff South who are keen to promote varying employment sectors to young people.

Into Work Advice Service continues to work with major developments to ensure the Atlantic Wharf developments supports local individuals. This includes providing clear information on expected social value outcomes.

## **1.5 Increase participation of ethnic minority groups in the Into Work Advice Service.**

A new key performance indicator has been introduced - To monitor the increase of participation of ethnic minority groups. The service will monitor the percentage of people engaging with the Into Work Advice Service from a BAME background.

To increase delivery and engagement of bespoke client groups, the service will recruit additional Community Inclusion Officers to build partnerships with third sector organisations, develop job clubs in local communities and promote services available to the hardest to reach client groups. Services will expand across the southern arc of the city and staff speaking community languages have been appointed. Community Inclusion Officers will work collaboratively across a cluster approach with the specific aim of increasing employment and skills awareness to local citizens.

With the end of European Social Funded delivery, the service has been able to adapt delivery to local needs, through the new UK Government Shared Prosperity Fund. With the success of the Butetown Youth Development Project, an additional youth employment mentor has joined the team to support delivery. The team continue to develop relationships with local communities, working with the newly funded Butetown and Grangetown Citizens Brighter Future for Young People Action Plan and developing training packages focussed on employment sectors such as Security. The Into Work Advice Service are now replicating the Butetown Youth Development Project

to deliver direct support to individuals 25+. Adult Mentors will be based in Butetown to provide bespoke employment support.

The Into Work Advice Service have increased the number of job clubs delivered from the Butetown, Riverside and Grangetown area. Additional job clubs have been established in Butetown Community Centre every Monday and South Riverside Development Community Centre every Tuesday. Increased localised presence of employability support within the community will enable the service to expand its visibility.

Into Work Advice Service have hosted a number of engagement and employment fairs, concentrated on the southern arc of the city. Hosting coffee mornings to promote services to community organisations, which raises the profile of services available has helped increase referrals. Within Grangetown, a Real Living Wage, Early Help Recruitment and Your Future Your Career event have been delivered.

## **1.6 Improve access to and visibility of Cardiff Works for ethnic minority groups.**

Cardiff Works have launched a publicity campaign centred around the temporary aspect of Cardiff Works' employment opportunities, allowing candidates to try different departments and skills without needing prior experience before settling into a more permanent role. Working with a variety of departments, Cardiff Works are supporting services diversify recruitment methods enabling individuals from BAME backgrounds and other priority support groups to take up opportunities.

In line with launching the publicity campaign, Cardiff Works have streamlined its application and assessment processes. The service has moved to a greater digital platform, increasing accessibility through a variety of methods. To ensure candidates avoid discrimination, Cardiff Works has created a standard template for all candidates to complete, excluding protected characteristics, to be shared with recruiting managers prior to interview. This also includes a greater focus on transferrable skills rather than an application method.

Cardiff Works Community Engagement Officer continues to prioritise events for under-represented areas and groups. Linking in with community leaders and community service providers to increase local knowledge and awareness of Cardiff Works, the Community Engagement Officer has worked with partners to deliver Real Living Wage events across the southern arc of the city.

To expand support available for candidates from under-represented groups, Cardiff Works Ready provide support to those who sit the assessment unsuccessfully and to members of the public who are interested but unsure if they are ready. This support is available in Cardiff Council and outreach

locations based on the Community Engagement Officer's work. Advisors ensure candidates are supported to complete the application and receive interview support. Alongside this, Get Into Cardiff Works training has run twice in this financial year. Departments are incentivised to engage with individuals completing the course by Cardiff Works subsidising placement offers. Candidates undertaking placements are identified by Cardiff Works Community Engagement Officer, Advisors and wider mentors within the Into Work Advice Service.

Anonymised CVs (and a standardised CV template) was introduced on the Matrix system during August 2023, meaning managers were unable to see agency candidates and Cardiff Works candidates names/address/contact details. Since the change, the team has seen a marked jump in the percentage of BAME staff recruited to CardiffWorks' roles – as of the end of March 2024. BAME recruited staff was at an average of 18% April – July. From September 2023 to March 2024, this figure has risen to 43%.

**1.8 Cardiff Council should explore employer led ESOL (English for Speakers of other languages) for Council Staff where their language skills are a barrier to progression.**

Adult Learning provide informal Improving Conversational English classes on a weekly basis in Cardiff Central Library Hub every Thursday. The sessions are open for all individuals living in the Cardiff area and compliment ESOL classes delivered by Cardiff & Vale College and Adult Learning Wales.

Into Work team refer across to ESOL providers. Developing strong links with REACH as part of Cardiff & Vale College, the service refers participants for assessments to register for ESOL based courses. Cardiff & Vale College have recently liaised with hubs to see if ESOL classes can be delivered from additional community settings. Adult Learning Wales are already delivering community based courses.

The service is working with Cardiff & Vale college to procure ESOL related courses across the community. Courses will be promoted to the general public but internal staff will receive priority. Once dates are confirmed, a staff information will be circulated. Course levels will be between Entry 3 & Level 1.

**Welsh Government**

**Deliver the Young Persons Guarantee, giving everyone under 25 the offer of work, education, training or self-employment.**

During 2023-24, the Into Work Advice Service's Youth Team have:

- Supported over 1,400 young people with into work advice
- Helped 411 young people to secure employment



- Assisted 64 young people to go in to education
- Supported 967 young people to go on to training
- Helped 506 young people in to volunteering/work placements.