

Mark Brace
Vice Chair of CPB Scrutiny Panel
c/o Cardiff Council Scrutiny Services
Room 243
County Hall
CF10 4UW



4th March 2014

Dear Mark

CPB Response to Recommendations of the Cardiff Partnership Board Scrutiny Panel

Thank you for your recent letter regarding the Cardiff Partnership Board Scrutiny Meeting on 12th December. The Cardiff Partnership Board has considered the Panel's comments and observations regarding the Thriving and Prosperous Economy Programme and regarding the recommendations, on behalf of the members of the CPB, I have provided an overview of our responses below.

Recommendation 1

That all relevant partners work together to implement a long term plan for the city which will enable educational establishments and training providers to supply young people with the skills they will need for employment within the City.

The Council's Corporate Plan 2013-17 makes a clear commitment regarding unemployment and addressing the EETs agenda. This is supported by partners who have made addressing young people not in education, employment or training (EETs) a key priority for the partnership and one of the priority workstreams under the Education Development Programme Board, reporting to the CPB.

A number of things are being done to support this, including:

- A [Corporate Framework](#) for work experience, work placements, traineeships, apprenticeships and graduates was agreed by the Council's cabinet on 7th November.
- Post 16 panels, as outlined within the Youth Engagement and Progression Strategy, are multi-agency groups responsible for co-ordinating the identification, support and progression of young people who are EET within an area. This approach is being piloted within 4 Neighbourhood Management areas: Cardiff West; Cardiff South West; Cardiff South East; and Cardiff East. The pilot started on 1st November and will run until 31st of March. We will update on the results of these pilots at a later date.
- An EET (those not in Education, Employment or Training) Strategy group has been established to consider the current and future framework for improving outcomes for those not in Education, Employment or Training in Cardiff. This group will be an

opportunity to ensure that we are getting our processes right, have identified key accountabilities, and can link improvement to interventions.

- A Youth Engagement, Transition and Progression Strategy and action plan has been drafted and is due to be considered by Cabinet and Full Council in April 2014. It supports the Welsh Government's "**Increasing the Engagement and Progression of Young People 11-24**" strategy which is underpinned by a six point Engagement and Progression framework and in response to the Careers Wales 5-tier approach. There is a focus on high quality, well developed and supported work experience in an effort to support young people who do not wish to progress with education into appropriate employment. As well as a strong emphasis on improving employability skills and routes to employment including apprenticeships.
- A business engagement group is being set up to involve businesses in identifying the skills needed by young people in the city and ensuring that these skills are developed through education and training.

Recommendation 2

That an avenue be found for the third sector to contribute to the work of Cardiff Business Council.

A meeting will be arranged between representatives of the Cardiff Business Council and the Cardiff Third Sector Council (C3SC) in order to investigate how both parties can work together for the benefit of the city.

Recommendation 3

That the Thriving and Prosperous Economy Programme explore ways for small businesses to find out about, and contribute to, the overall economic development of the city. The Panel felt that the Neighbourhood Management framework might prove a good vehicle by which to achieve this.

The Thriving and Prosperous Economy Programme is keen to identify ways to further support small businesses and allow them to contribute to the economic development of the city. It must be noted, however, that this must be done within current resource constraints and therefore the approach developed must focus on providing support in a cost effective way. This will include moving away from the provision of one-to-one support and towards a more efficient form of engagement with the SME sector as a whole.

The CPB agree with the Panel's recommendation that the Neighbourhood Partnership framework would provide a good mechanism to achieve this and as such there is a willingness to pilot a new approach in the city. It is proposed that a pilot scheme be introduced in order to provide greater support to small businesses in Cardiff. This will take the form of a workshop run by representatives from the Council's Economic Development team, Business Wales and the Cardiff Business Council outlining support available to small businesses and how they can contribute to the city's economic development agenda. If successful it could be rolled out to each neighbourhood partnership area on an annual basis

and help develop relations with small businesses in the city. In time this might be sustained with support from local businesses.

We would note that not all small businesses require conventional support, rather they are faced by a number of issues, such as litter or graffiti, which should be addressed by the neighbourhood partnership approach which is based on local problem solving rather than economic development issues. Neighbourhood Partnerships will ensure adequate engagement with the business community.

The CPB will ensure the Thriving and Prosperous Economy Programme Board and the Cardiff Business Council are aware of the recommendations of the Economy and Culture Scrutiny Committee task and finish inquiry. The issues raised will be promoted through existing channels and networks.

Recommendation 4

That the priorities of the CPB and the Cardiff Business Council be discussed between the two bodies to look for areas of consensus. Then work be undertaken to explore and how they can work together effectively to help progress these priorities.

The secretariat for the Cardiff Business Council will be asked to arrange for a representative of the CBC to attend a future Cardiff Partnership Board (CPB) meeting to provide further information about the Business Council and its work. The Chair of the CBC could then provide an annual update to the CPB identifying success so far and how partners could help further support Cardiff's economic development and the business community.

Recommendation 5

Communication between the Thriving and Prosperous Economy Programme and other relevant Programmes be improved to help address cross cutting areas such as transport, crime and NEETs.

Members of the Thriving and Prosperous Economy Programme Board are already invested in many of the key thematic issues facing the partnership, such as transport and NEETs. For example, they are represented on the EETS sub-group and collaborate with the Transport Policy team around major issues. Equally, they play a role in feeding the views of businesses into Neighbourhood Partnerships to address local issues, such as crime or the environment.

A Partnership Engagement Strategy has been created which addresses some of these concerns including the need to work more closely together to address cross-cutting issues and to make the links between city and neighbourhood issues ensuring emerging issues are identified and mitigated.

Recommendation 6

That efforts are made to sell the benefits of working with Young people who NEET to employers so that any negative perception they may have is challenged.

Further to the initiatives outlined in recommendation 1 key links have been made between employers and schools but this perhaps can be taken further. The Economic Development

Team in Cardiff Council is working with Careers Wales and Job Centre Plus to develop an employer engagement framework based on a partnership model. As part of this work Head Teachers throughout the city have been contacted to get an understanding of the level of business engagement currently taking place at the school level, and at the same time employers have been contacted to understand their links with schools and young people. Schools and enterprise have also been contacted with regard to the potential for businesses to become closer involved with school governance in Cardiff. Following this work a more detailed plan linking businesses with schools and young people will be developed.

I hope this addresses the issues raised by Cardiff Partnership Board Scrutiny Panel. We will continue to review progress against these recommendations as part of the Cardiff Partnership Board's agendas.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Paul Orders', with a long horizontal flourish extending to the right.

Paul Orders
Chief Executive of Cardiff Council and Chair of Cardiff Partnership Board

CC: Members of CPB