

18th June 2025

[REDACTED]

[REDACTED]

Dear [REDACTED]

Re: Freedom of Information request ref CA428

Thank you for your request for information which was received on 22nd May 2025.

Request:

I am seeking information related to your area's participation in the government's Youth Guarantee Trailblazer programme. Please provide the following:

1. A list of all documents required from your authority to obtain government approval for Youth Guarantee Trailblazer funding.
2. A copy of the main plan, business case, or equivalent document outlining how the Youth Guarantee Trailblazer is being delivered locally, along with the date when this plan was signed off or approved by the government.
3. A description of the performance measures, key performance indicators (KPIs), or expected outcomes agreed upon for monitoring delivery, and the frequency with which your authority is expected to report on performance or delivery progress to the government.

If any part of this request is considered sensitive due to future publication plans, ongoing policy development, commercial concerns, or internal discussions, I would ask that you consider redacting only the specific sensitive details rather than withholding entire documents. There is a strong public interest in transparency around how public funds are allocated and monitored, especially in programmes designed to support young people.

If any of the requested information is already publicly available, please direct me to the relevant documents or webpage.

Response:

Please find the response to your request below. I have enclosed the following documents:

Get Britain Working Trailblazers: Youth Guarantee – Proposal template

Annex 2 – The Funded Activities

Annex 6 – Agreed Outcomes

Salary information has been redacted from this document as it pertains to identifiable individuals and is therefore exempt from disclosure under Section 40 of the Freedom of Information Act. This section of the Act protects personal data from being released where disclosure would contravene data protection principles. As salary details relate to specific persons, sharing this information without consent would constitute an unfair processing of personal data. Consequently, this exemption ensures compliance with privacy regulations and safeguards individuals' personal financial details.

The above exemption is *absolute*. This means that there is no public interest test to consider when applying the exemption.

We can confirm we are required to give monthly updates to the managing authority on performance against agreed outcomes. In addition, we can only draw down funding against eligible spend.

I hope this information is helpful but if you are unhappy with the service you have received in relation to your request and wish to make a complaint or request a review, you should write to us via our contact us email address: democratic.services@cambridgeshirepeterborough-ca.gov.uk or write a letter to Complaints, Cambridgeshire and Peterborough Combined Authority, 2nd Floor, Pathfinder House, St Mary's Street, Huntingdon, Cambs PE29 3TN within 40 days of the date of this letter.

If you are not content with the outcome of the internal review, you have the right to apply directly to the Information Commissioner for a decision. The Information Commissioner can be contacted via their complaints portal [FOI and EIR complaints | ICO](#) or writing to the Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Generally, the ICO will not undertake a review or make a decision on a request until the internal review process has been completed.

Yours sincerely

A black rectangular box redacting the signature of Sophie Purvis.

Sophie Purvis
Data Protection and Information Governance Assistant



Department
for Work &
Pensions



Department
for Education

Get Britain Working Trailblazers: Youth Guarantee

Proposal Template

V2 6TH March 2025

Overview

This template should be completed in line with the accompanying Proposals Guidance. In each section of the template, we have set out the information that is essential, and should be included in your response, but as per the guidance, please also consider the additional information (where applicable) that could be included for your Trailblazer.

Contact Information

This information helps us identify the lead working level contact(s) in the Trailblazer area.

Name of Trailblazer lead for this proposal:	Andrea Wood MBE
Contact telephone number:	07977531743
Email address:	Andrea.wood@cambridgeshirepeterborough-ca.gov.uk

Geographical Coverage

Which areas within your geographical area will be covered by the Trailblazer?

Set out separately the geographical extent/coverage of different elements of the proposal if applicable (e.g. if specific proposed interventions cover a smaller geographical area).

Please enter your response here:

The Cambridgeshire & Peterborough (C&P) Combined Authority (the Authority) covers the following areas:

Cambridgeshire:

- Fenland
- Cambridge City
- East Cambridgeshire
- South Cambridgeshire
- Huntingdonshire

And Peterborough

Having assessed current levels of NEET, economic inactivity and the index of multiple deprivation, we are concerned about **Peterborough, Fenland, East Cambridgeshire, and some neighbourhoods in Cambridge and Huntingdonshire**. However, across Cambridgeshire and Peterborough, there are young people NEET in every district and ward, and we are keen to ensure we have a universal approach whilst also delivering targeted support to our most vulnerable young people.

The Authority intends to consider Peterborough and Cambridgeshire as two separate areas due to their differences, challenges, and opportunities and prioritise the specific neighbourhoods of concern where we know 16-- to 18-year-olds and 18-- to 21-year-olds are more likely to be NEET. Peterborough City Council has the statutory duty for RPA and tracking, monitoring, and supporting 16-- to 18-year-olds. Likewise, Cambridgeshire County Council has this responsibility for the whole of Cambridgeshire.

Cambridgeshire's 16-18 cohort is approximately **14,000** young people, and approximately **6,175** in Peterborough. Data on the 18-21yr old cohort is not available or reliable because no single body is currently responsible for tracking and monitoring this group. However, using historical data, we can see that the volume of young people in the 16-18 cohort has remained consistent over time, and therefore, we can make some assumptions that the 18-21 cohort has similar volumes of young people.

The latest Local Authority Activity Survey from November 2024 shows the following NEET and unknown rates for young people aged 16 in year 12 and aged 17 in year 13 across the region:

Yr 12 Activity Survey November 24

	<u>Participation</u>	<u>NEET</u>	<u>Unknown</u>
Cambridge City	95.6%	2.9%	0.4%
East Cambs	95.0%	2.9%	0.2%
Fenland	95.2%	2.7%	0.0%
Huntingdonshire	94.9%	3.6%	0.0%
South Cambs	95.7%	2.4%	0.1%
Peterborough	93.1%	4.0%	1.6%

Yr 13 Activity Survey Nov 24

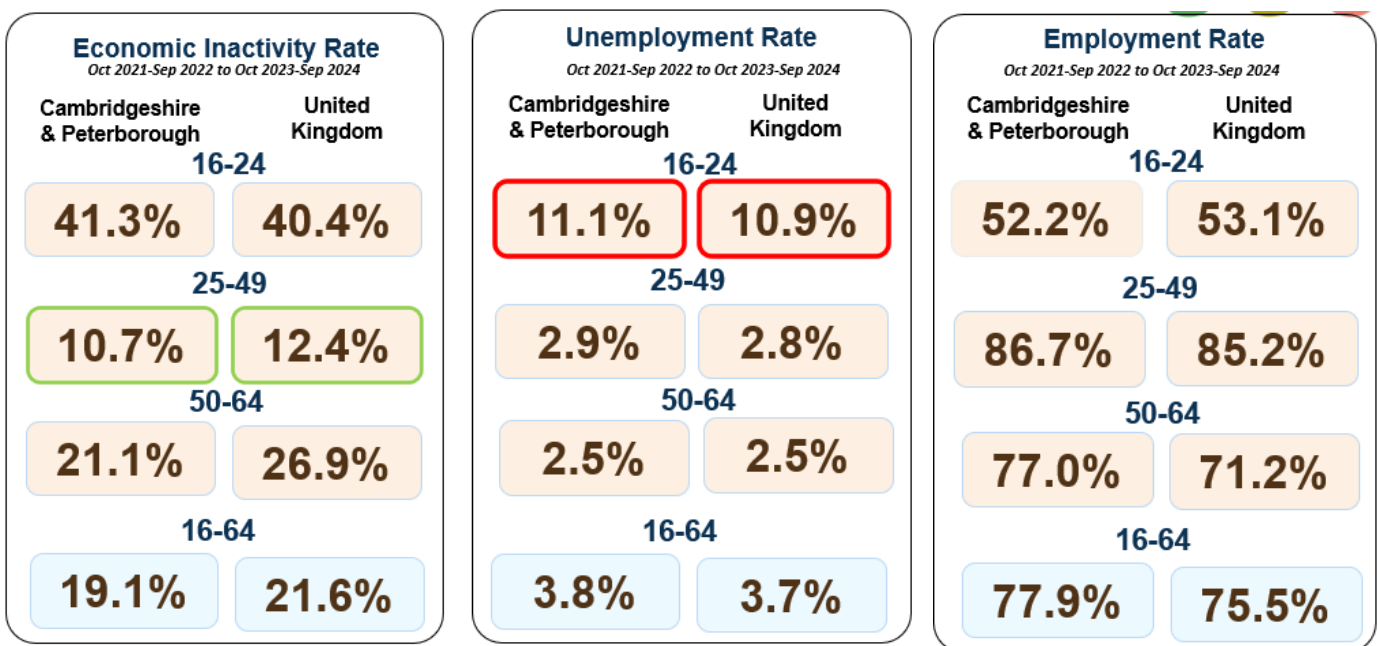
	<u>Participation</u>	<u>NEET</u>	<u>Unknown</u>
Cambridge City	91.9%	3.4%	0.4%
East Cambs	90.5%	3.7%	0.2%
Fenland	85.6%	5.1%	0.2%
Huntingdonshire	91.5%	4.3%	0.0%
South Cambs	93.3%	2.0%	0.2%
Peterborough	88.3%	6.0%	1.0%

Across Cambridgeshire and Peterborough, the 16-24 age group continues to diverge from the overall 16-64 age group rates for economic inactivity, unemployment, and employment in both C&P and the UK.

The 16-24 age group is often made up of students, and this student population can explain higher levels of economic inactivity and lower employment. However, unemployment for the 16-24 age group cannot be explained by the student population, and the unemployed 16-24 age group (11.1% vs 10.9%) greatly diverges from the overall 16-64 unemployment age group (3.8% vs 3.7%).

In addition, there is a large divergence in the economically inactive 25-49 age group compared to the economically inactive 16-64 age group.

Employment Overview by Age – 3-year average:



Source: Annual Population Survey, October to September 2024 Releases

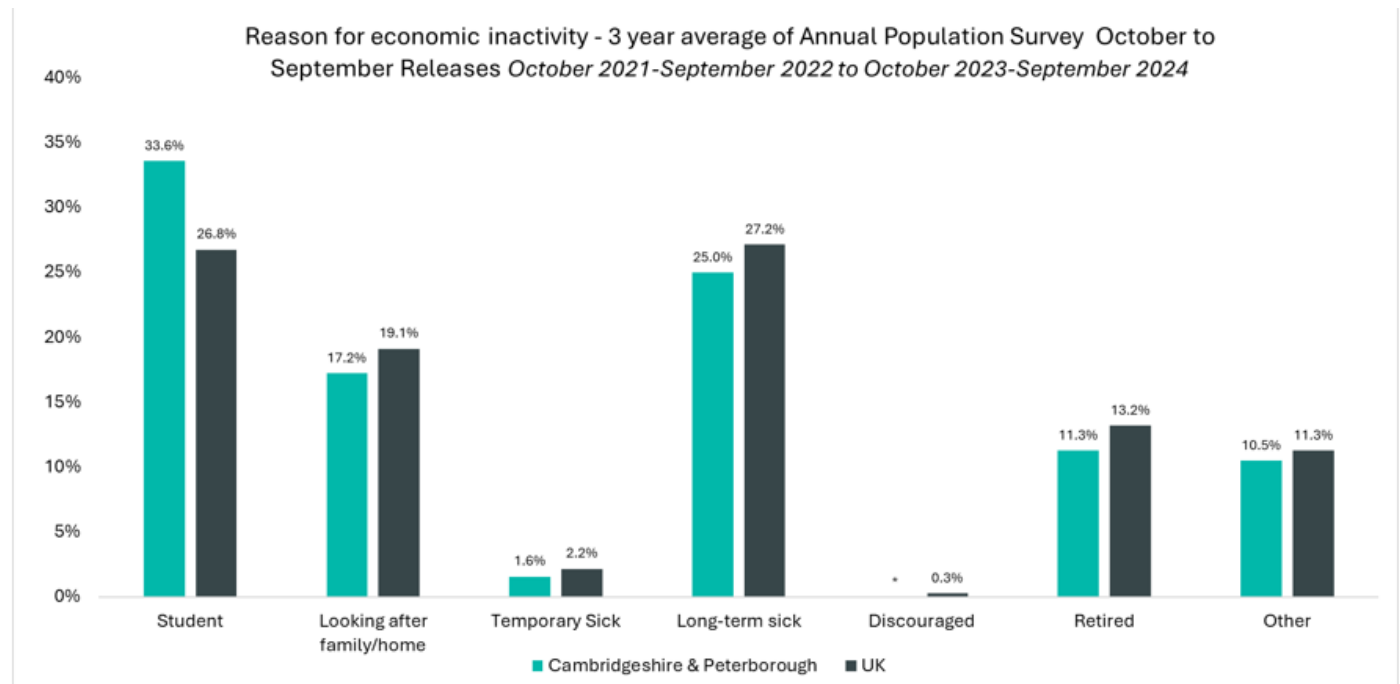
Our latest economic data shows that employment rates in Peterborough (42%) are not as high as across Cambridgeshire (55%). However, the Cambridgeshire figure averages over three years compared to Peterborough's across two.

Employment Overview – 3-Year Average covering Oct 2021-Sep 2022 to Oct 2023 to Sep 2024

	Cambridgeshire	Peterborough
Economic Inactivity Rate 16-24	38%	57%
Employment Rate 16-24	55%	42%

** Peterborough employment rate of 42% is a 2-year average.*

Reasons for Inactivity:



*Data for those inactive due to temporary sickness or discouraged suppressed due to group some size being zero or disclosive (0-2).

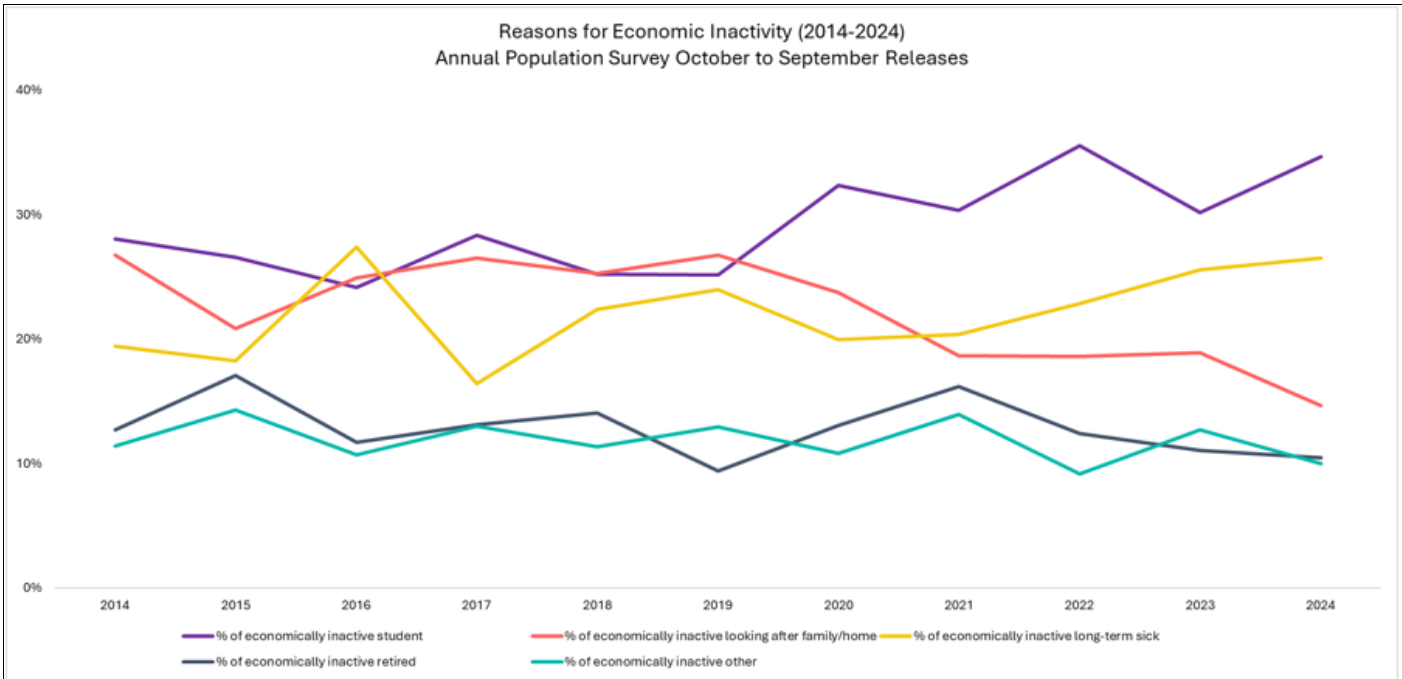
The top overall reasons for economic inactivity in C&P are being a student (33.6%), being long-term sick (25.0%), looking after family/home (17.2%), and being retired (11.3%).

This loosely follows the top overall reason for economic inactivity in the UK. For the UK, the reasons for student (26.8%) and long-term sickness (27.2%) are close.

Students are the main driver for economic inactivity for both C&P and the UK; however, a notable area is that despite the large student population of C&P, overall economic inactivity in C&P is still lower than in the UK.

Three areas of strength are that long-term sick is lower in C&P than the UK (25.0% vs 27.2%), looking after family/home is lower in C&P than the UK (17.2% vs 19.1%), and retired are lower in C&P than the UK (11.3% vs 13.2%). These areas could be factors on why overall economic inactivity in C&P is lower than the UK.

Source: Annual Population Survey, October 24 to September 24 Releases



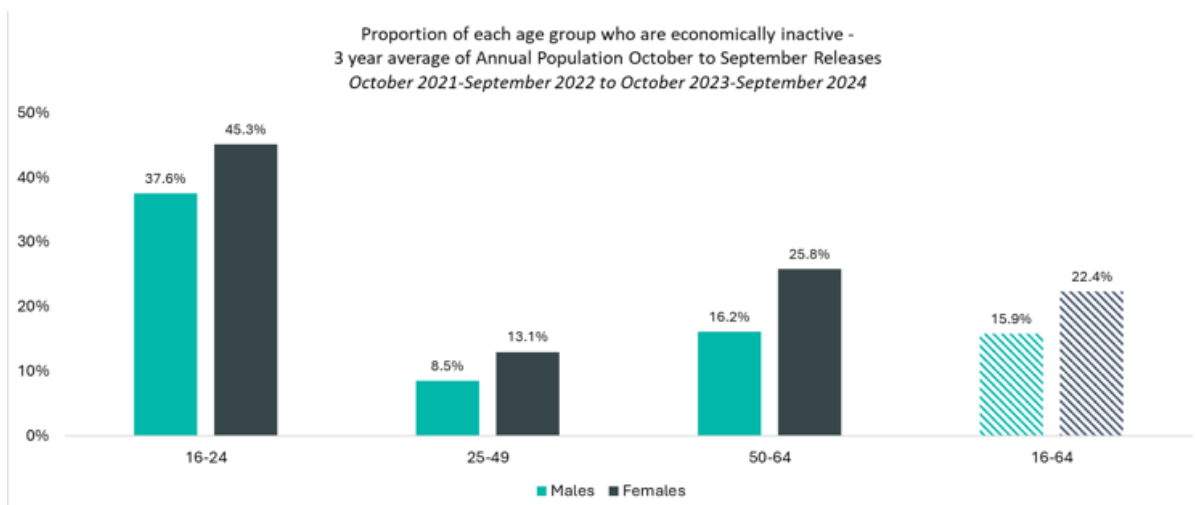
Students continue to be the top reason for economic inactivity (purple line). Since 2020, long-term sickness (yellow line) has increased to become the second highest reason for being economically inactive.

Source: Annual Population Survey, October to September Releases

Inactivity by Age & Gender

The female economic inactivity rate continues to be higher the male economic inactivity rate (22.3% vs. 15.9%). This pattern is similar across all age groups.

The reasons for this difference between females and males are undetermined but highly concerning. A reason for the differential in the 25-49 age group could be that childcare responsibilities fall predominantly on females more than males. Lastly, the differential in the 50-64 age group could be that females are more likely to retire early than males. Overall, these differentials impact equality and diversity across the C&P workforce.

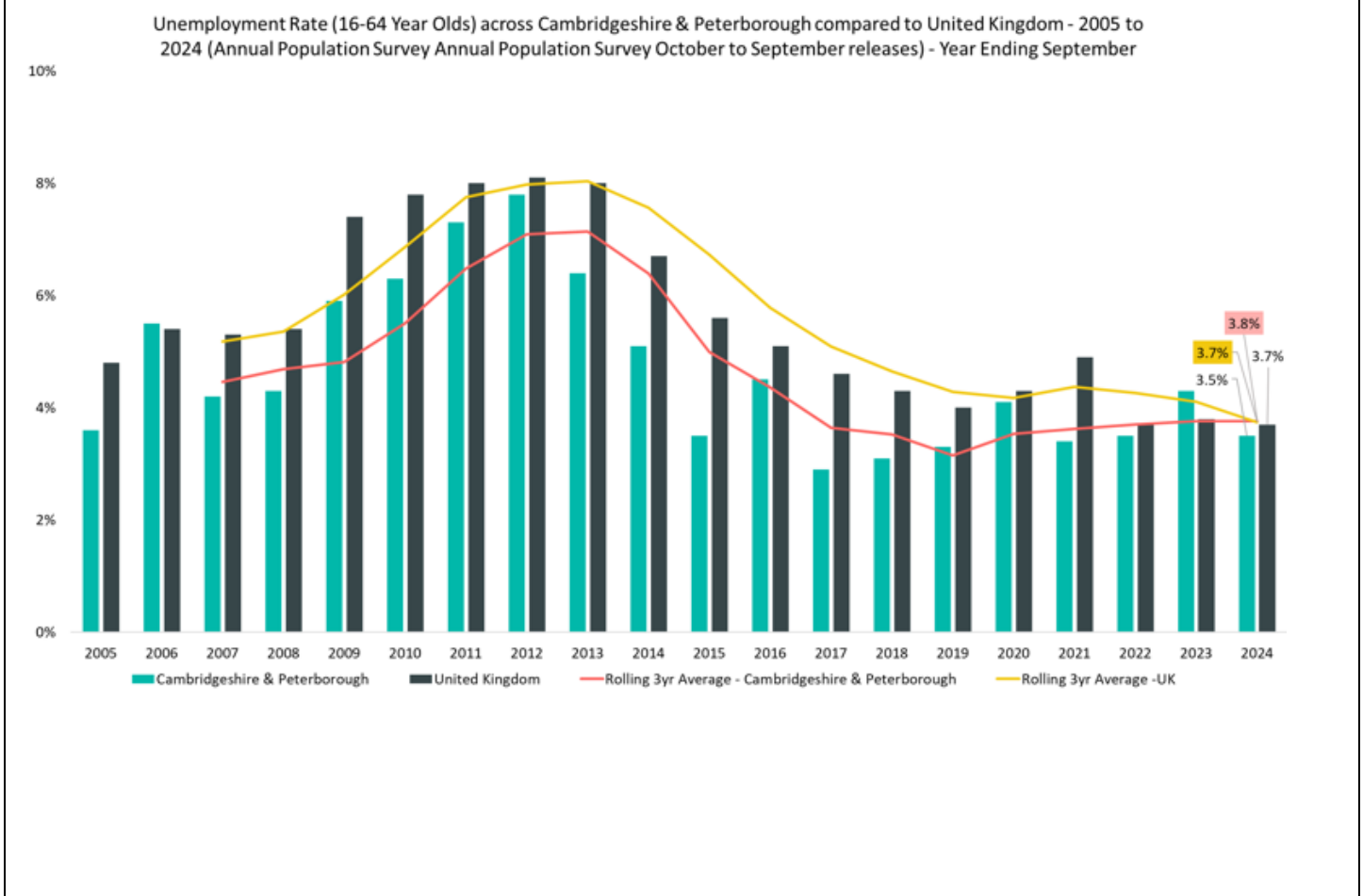




Unemployment Overview

C&P unemployment rates have recently decreased -1.0pp from 4.5% in the period of July 2023-June 2024 to 3.5% in the period of October 2023-September 2024. This means the C&P unemployment rate is now below that of the UK, which follows the historic pattern.

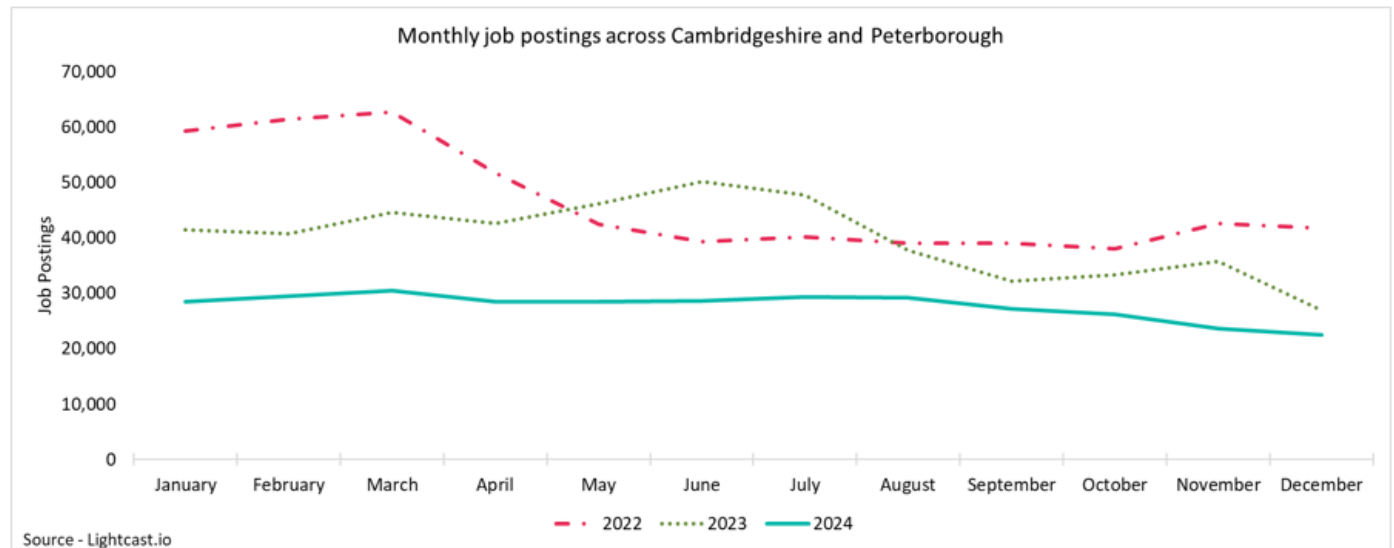
Source: Annual Population Survey, October to September Releases



Vacancies

As of December 2024, vacancies across C&P are decreasing on a quarterly (-17%) and annual (-16%) basis. The annual change in C&P is similar to the UK (-16% vs -18%); however, quarterly decreases are substantially larger between C&P and the UK (-17% vs -9%). Decreasing vacancies suggest there are decreasing numbers of employment opportunities.

A possible reason for decreasing vacancies could be due to the October 2024 Autumn Budget announcement of an increase in the national minimum wage and an increase in employer's national insurance contributions that take effect in April 2025.



Vacancies vs Unemployment Rate

Vacancy and Unemployment Rates across C&P			
Year	Vacancy Rate (October to September)	Unemployment Rate (October to September)	Claimant Rate (December)
2020/21	48.7%	3.4%	3.2%
2021/22	59.7%	3.5%	2.8%
2022/23	54.6%	4.3%	2.9%
2023/24	46.9%	3.5%	3.2%

This table compares the relationship between the C&P vacancy rate and unemployment rate—the vacancy rate represents the labour market's supply, and the unemployment rate represents the labour market's demand. The C&P vacancy rates have decreased since 2021/22; thus, the supply of employment opportunities in the C&P labour market has reduced.

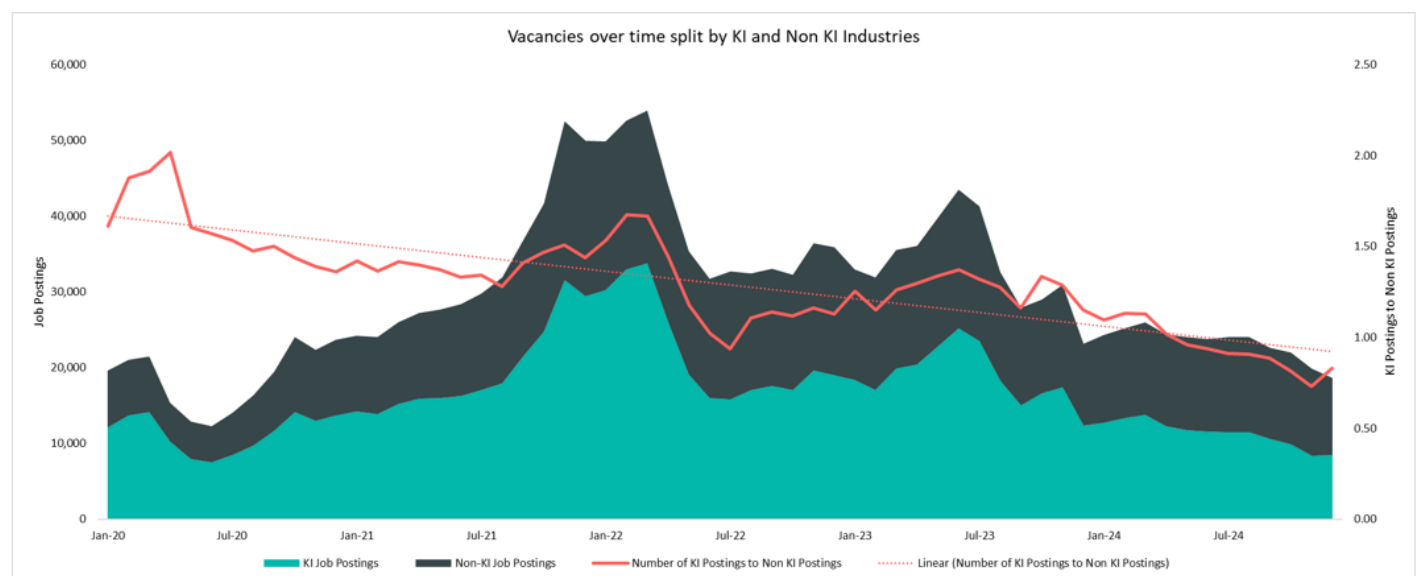
However, trends in the C&P unemployment rate are less clear. Except for 2022/23, the C&P unemployment rate has been approximately 3.5%. The C&P Claimant rates can provide another reference point, and the claimant rates have been relatively stable between 2.9% and 3.2%. Thus, C&P labour demand could be interpreted as stable, and C&P vacancy supply could be decreasing.

Vacancies by Sector

C&P and the UK continue to share the same five sectors with the highest volume of vacancies. Vacancies in C&P continue to be concentrated in the Administrative and Support Service Activities sector (43.5%) with relatively high proportions in Human, Health and Social Work Activities (14.0%) and Professional, Scientific and Technical Activities (7.5%).

Number of Vacancies in C&P compared to the UK January 2024 – December 2024				
Employment Sector	Vacancies in C&P	Percentage of total vacancies	Vacancies in United Kingdom	Percentage of total vacancies
Administrative and Support Service Activities	57,898	43.5%	3,558,846	44.5%
Human Health and Social Work Activities	18,675	14.0%	952,700	11.9%
Professional, Scientific and Technical Activities	10,008	7.5%	554,167	6.9%
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	7,768	5.8%	511,505	6.4%
Education	7,685	5.8%	306,761	3.8%
Accommodation and Food Service Activities	5,926	4.5%	387,071	4.8%
Manufacturing	4,932	3.7%	255,357	3.2%
Information and Communication	4,476	3.4%	263,042	3.3%
Construction	3,070	2.3%	173,651	2.2%
Public Administration and Defence; Compulsory Social Security	2,439	1.8%	284,749	3.6%
Other Service Activities	2,305	1.7%	137,799	1.7%
Transportation and Storage	2,054	1.5%	139,346	1.7%
Real Estate Activities	1,892	1.4%	124,092	1.6%
Financial and Insurance Activities	1,720	1.3%	176,591	2.2%
Water Supply; Sewerage, Waste Management and Remediation Activities	794	0.6%	33,244	0.4%
Arts, Entertainment and Recreation	780	0.6%	87,113	1.1%
Agriculture, Forestry and Fishing	398	0.3%	14,330	0.2%
Electricity, Gas, Steam and Air Conditioning Supply	110	0.1%	20,745	0.3%
Mining and Quarrying	84	0.1%	12,252	0.2%

The most popular job titles for KI (knowledge-intensive) industries in C&P in the last year have been Quantity Surveyors, Teaching Assistants, and Administrators. The top non-KI jobs are Support Workers, Cleaners, and Care Assistants. Tracking the top KI jobs titles in C&P over time may help to identify corresponding skills and improve matching between vacancies and job seekers. The range of posting duration days for the top 10 KI jobs is 22-30 days, and the range of posting duration days for the top 10 non-KI jobs is 24-31 days. Non-KI jobs are posted for slightly longer and may point to minor matching issues for non-KI vacancies and those seeking work.



There has been consistently more KI vacancies than non-KI vacancies over the last 5 years. However, since July 2024, the ratio between KI and non-KI vacancies has fallen below 1, and there are now more non-KI vacancies than KI vacancies. The rise in the minimum wage in April 2025 may affect non-KI vacancies more and lead to less non-KI vacancies and a change to the ratio of KI to non-KI job vacancies in the next 6 to 12 months. This might be reflected in the small recent increase in the ratio of KI to non-KI vacancies.

Vacancies in KI industries continue to be concentrated in only 5 employment sectors with the vast majority in Administrative and Support Service Activities. This contrasts with non-KI vacancies, which are spread across a higher number of employment sectors. This KI concentration can be seen as a strength in depth, but it leaves KI industries somewhat more vulnerable to external shocks (e.g. China-Taiwan relations; AI bubble bursting).

Non-KI Vacancies January 2024 – December 2024			
Employment Sector	Vacancies in CPCA	Percentage of total vacancies	Median Posting Time
Human Health and Social Work Activities	18,675	28.4%	29 days
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	7,768	11.8%	27 days
Education	7,685	11.7%	27 days
Accommodation and Food Service Activities	5,926	9.0%	27 days
Administrative and Support Service Activities	5,648	8.6%	24 days
Manufacturing	4,932	7.5%	24 days
Construction	3,070	4.7%	26 days
Public Administration and Defence; Compulsory Social Security	2,439	3.7%	22 days
Other Service Activities	2,305	3.5%	27 days
Transportation and Storage	1,980	3.0%	27 days
Real Estate Activities	1,892	2.9%	29 days
Information and Communication	1,131	1.7%	21 days
Water Supply; Sewerage, Waste Management and Remediation Activities	794	1.2%	24 days
Arts, Entertainment and Recreation	780	1.2%	28 days
Agriculture, Forestry and Fishing	398	0.6%	28 days
Professional, Scientific and Technical Activities	199	0.3%	24 days
Electricity, Gas, Steam and Air Conditioning Supply	110	0.2%	24 days
Mining and Quarrying	84	0.1%	20 days
Total	65,816		27 days

KI Vacancies January 2024 – December 2024			
Employment Sector	Vacancies in CPCA	Percentage of total vacancies	Median Posting Time
Administrative and Support Service Activities	52,239	77.8%	27 days
Professional, Scientific and Technical Activities	9,809	14.6%	28 days
Information and Communication	3,345	5.0%	24 days
Financial and Insurance Activities	1,720	2.6%	25 days
Transportation and Storage	74	0.1%	20 days
Total	67,187		27 days

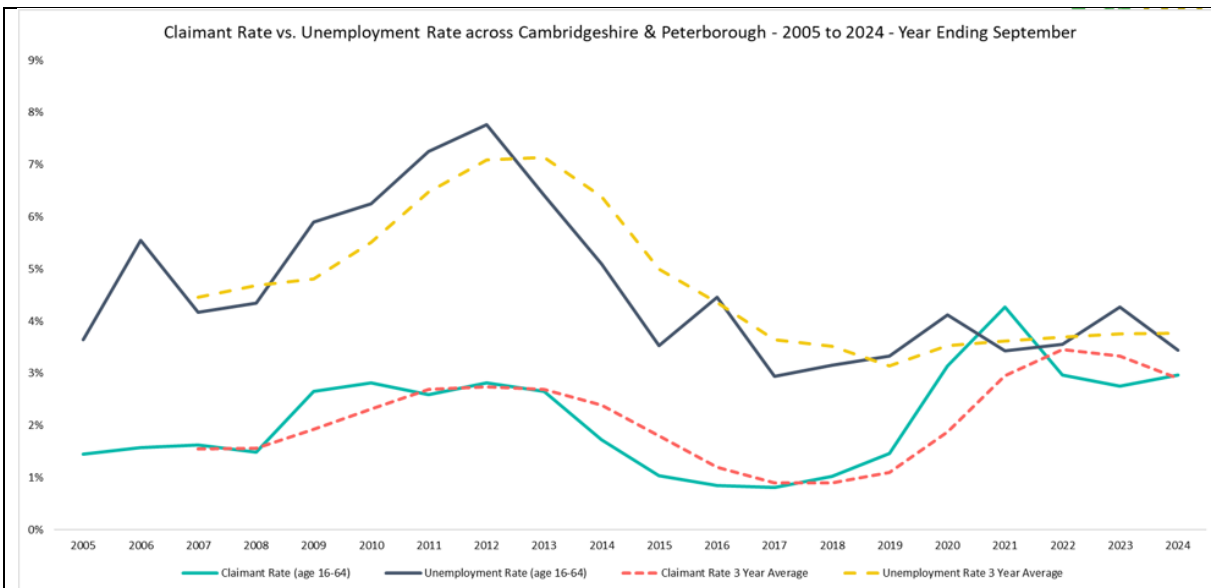
KI vs Non-KI Average Wages			
KI/Non-KI	Vacancies in C&P: January 2024 – December 2024	Average Wages Per Job	Median Posting Time
KI	67,187	£37,056	27 days
Non-KI	65,816	£31,424	27 days

A notable change is that the average wage of KI jobs has decreased from £41,802 in September 2024 to £37,056 in December 2024. In contrast, the average wage of non-KI jobs has increased from £30,304 in September 2024 to £31,424 in December 2024. Continued monitoring is required to determine the trend behind these changes. Note that the median posting time for KI and non-KI jobs is 27 days. In the last update, the median posting was 26 days for both KI and non-KI jobs.

Most sectors continue to see quarterly, and year-on-year decreases in vacancies. A notable exception is Human health and social work activities that has seen a year-on-year increase. The decrease in vacancies from December 2023 has been driven by the Administrative and Support Service Activities sector (81.6% of overall decreases), and 89.4% of these job postings in this sector were KI.

Claimant Count vs Unemployment Rate

The claimant rate and unemployment rate have historically followed similar trends in parallel with the claimant rate being lower than the unemployment rate. Since 2021, there has been an unusual convergence. More data is needed to explain this behaviour.



C&P claimant count data is more recent (December 2024) than C&P APS unemployment data (October 2023 – September 2024). This could help provide an indicator of the possible direction of C&P September APS unemployment data, which will be released in March 2025.

The claimant rate was 3.3% in September 2024 and decreased by -0.1pp to 3.2% in December 2024. Raw claimant count numbers have also reduced quarterly in Cambridgeshire, Peterborough, C&P, and the UK. However, on a year-on-year basis, claimant counts across all the above geographies have increased.

Source: Claimant count, Office for National Statistics

Cambridgeshire Claimant Count (ages 16+)

10,225

Quarterly Change

-3.6%

*Comparing December 2024
with September 2024*

YoY Change

+8.4%

*Comparing December 2024
with December 2023*

Peterborough Claimant Count (ages 16+)

7,985

Quarterly Change

-4.0%

*Comparing December 2024
with September 2024*

YoY Change

+15.4%

*Comparing December 2024
with December 2023*

Compared to 1,729,970 claimants UK wide. Quarterly change is -2.2% and YoY change is +12.1% in the UK.

All local authorities are seeing increases in claimant counts yearly. Nearly half (43.8%) of C&P claimants reside in Peterborough. On a positive note, all local authorities are seeing quarterly decreases, which may suggest that the travel direction is starting to change. However, more data is needed to ascertain this.

Source: Claimant count, Office for National Statistics

Claimant Counts	Number of claimants December 2024	Proportion of Total C&P Claimants	% Change 12 Months ago vs Now: December 2023 to December 2024	% Change Previous update vs Now: December 2024 vs September 2024
Cambridgeshire	10,225	56.2%	+8.4%	-3.6%
Cambridge City	2,310	12.7%	+11.3%	-1.9%
East Cambridgeshire	1,155	6.3%	+13.8%	-3.8%
Fenland	2,275	12.5%	+2.0%	-3.8%
Huntingdonshire	2,600	14.3%	+10.9%	-6.3%
South Cambridgeshire	1,880	10.3%	+6.5%	-1.6%
Peterborough	7,985	43.8%	+15.4%	-4.0%
Cambridgeshire & Peterborough	18,210		+11.3%	-3.8%
United Kingdom	1,729,970		+12.1%	-2.2%

Claimant rates are higher for males than females across all 3 areas above. This trend for claimant rates is intuitive, given that females have a higher economic inactivity rate than males (22.4% vs. 15.9%). Less available females in the workforce should intuitively lead to lower claimant and employment rates. **Source: Claimant count, Office for National Statistics**

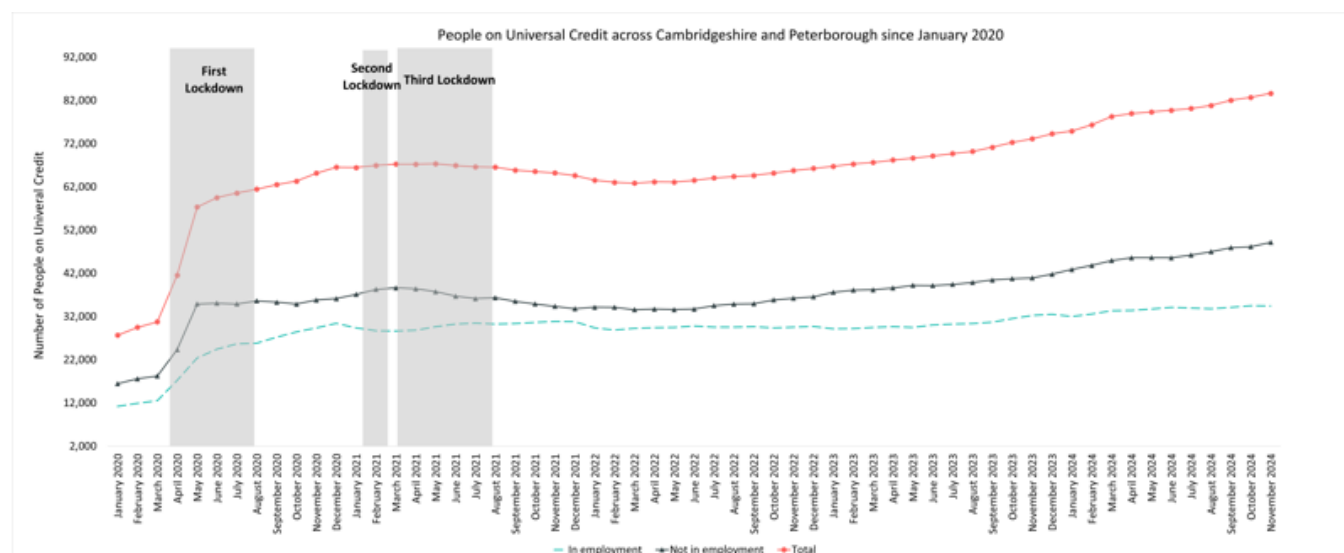
Peterborough remains an area of concern with the highest claimant rates across all age groups except for 16-17. For Cambridgeshire, Fenland has the highest claimant rates except for 16-17 and 50-64. The 18-24 age group has the highest claimant rates across all areas except for Cambridge City, and this overlaps with the 16-24 age range group for C&P APS unemployment rates for October 2023 to September 2024. **Source: Claimant count, Office for National Statistics**

Claimant Rates	Number of claimants 16-64 December 2024	16-64 December 2024	16-24 December 2024	16-17 December 2024	18-24 December 2024	25-49 December 2024	50-64 December 2024
Cambridgeshire	10,055	2.3%	2.2%	0.2%	2.7%	2.6%	1.7%
Cambridge City	2,275	2.0%	1.1%	0.3%	1.2%	2.4%	2.5%
East Cambridgeshire	1,130	2.0%	2.4%	0.2%	3.3%	2.4%	1.4%
Fenland	2,240	3.7%	4.8%	0.2%	6.3%	4.3%	2.3%
Huntingdonshire	2,560	2.2%	3.1%	0.1%	4.1%	2.6%	1.3%
South Cambridgeshire	1,855	1.8%	2.0%	0.1%	2.9%	2.1%	1.3%
Peterborough	7,905	5.7%	6.2%	0.1%	8.5%	6.3%	4.2%
Cambridgeshire & Peterborough	17,960	3.1%	3.1%	0.2%	3.9%	3.6%	2.2%
United Kingdom	1,703,940	4.0%	4.2%	0.2%	5.3%	4.6%	2.9%

Over the last year, all age groups had an increasing rate for claimant counts. The 16-24 age group is the only one to see a quarterly increase. There continues to be a high degree of disparity within the region with claimant rates ranging from 10.9% in Central (Peterborough) to 0.4% in Newnham (Cambridge).

Higher claimant rates seem to especially affect wards in Peterborough such as Central, North, Dogsthorpe, and Ravensthorpe. Claimant rates are also continuing to increase in percentage points in these areas.

People on Universal Credit



Universal Credit Status	Number of Claimants November 2024	Share of Total November 2024	% Change with August 2024	% Change with November 2023
Employed	34,454	41.2%	+1.9%	+7.0%
Unemployed	49,148	58.8%	+4.6%	+20.2%
Total	83,603		+3.5%	+14.4%

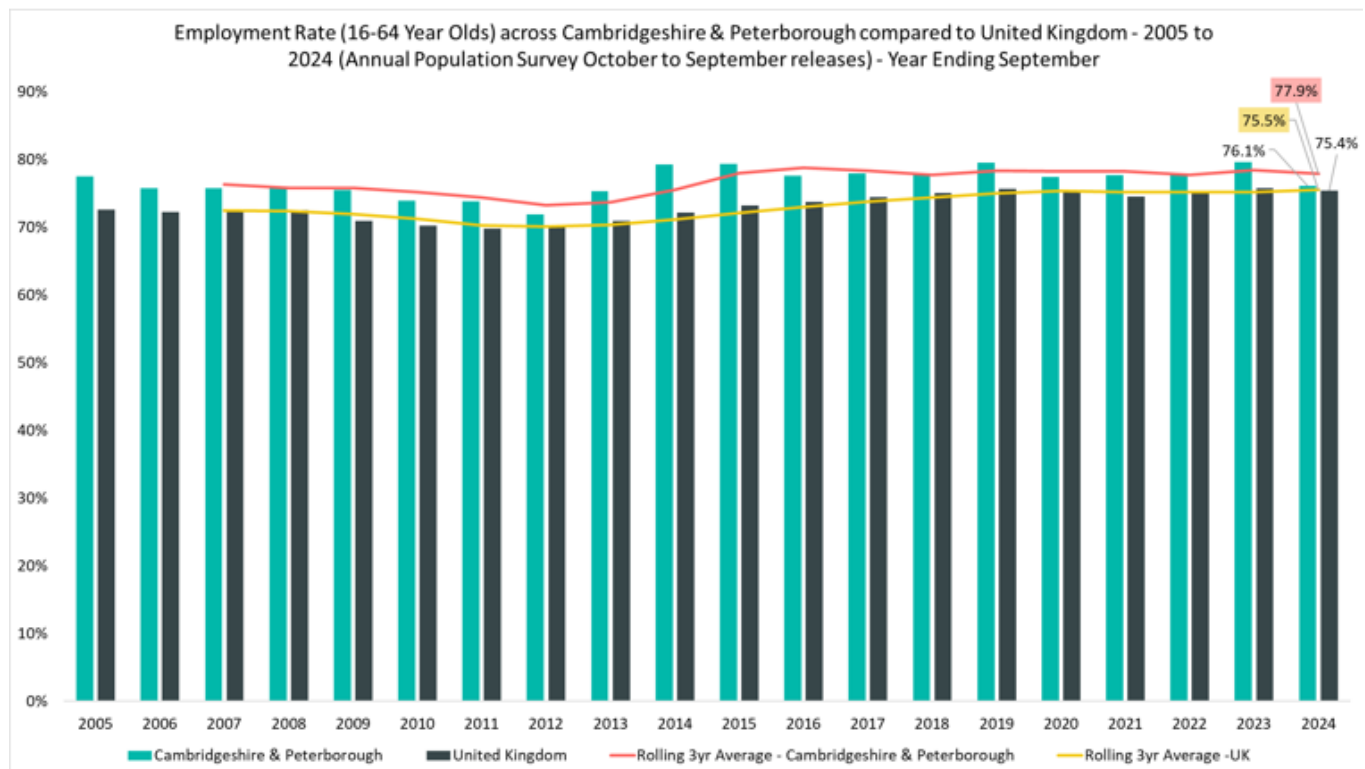
It is concerning that since November 2023, universal credit claimants have increased for both employed at +7.0% and unemployed at +20.2%. The current number of claimants also remains higher than pre-pandemic levels. However, this may be influenced by eligibility changes and advertisement of benefit opportunities. Most universal credit claimants are unemployed, but 41.2% are employed, suggesting that these residents are in low-paying work. **Source: Claimant count, Office for National Statistics**

Peterborough continues to have nearly 40% of all C&P Universal Credit Claimants. Even more concerning is that 23.6% of the Peterborough population claim Universal Credit. Lastly, Peterborough and all the districts in Cambridgeshire are concerning seeing double-digit year-on-year increases, although quarterly increases are smaller. Again, this may be influenced by eligibility changes and advertisement of benefit opportunities. **Source: Claimant count, Office for National Statistics**

People on Universal Credit	Number of total people on Universal Credit November 2024	Proportion of Total C&P Universal Credit Claimants November 2024	% 16-64 resident population November 2024	% Change 12 Months ago vs Now: November 2023 to November 2024	% Change Previous update vs Now: August 2024 to November 2024
Cambridgeshire	50,663	60.6%	11.2%	+14.1%	+3.9%
Cambridge City	9,553	11.4%	8.4%	+13.2%	+4.3%
East Cambridgeshire	6,175	7.4%	10.9%	+17.4%	+4.5%
Fenland	11,562	13.8%	18.6%	+10.9%	+3.5%
Huntingdonshire	13,660	16.3%	11.8%	+16.8%	+3.3%
South Cambridgeshire	9,713	11.6%	9.4%	+13.2%	+4.1%
Peterborough	32,940	39.4%	23.6%	+14.7%	+2.9%
Cambridgeshire & Peterborough	83,603		14.1%	+14.4%	+3.5%
Great Britain	7,265,984		17.4%	+16.9%	+4.4%

Employment

For the analysis period, C&P's employment rate has been consistently higher than the UK's. However, the recent -3.5pp YOY change is an area of concern.



Males have a higher employment rate than females across all age groups. This is due to the more significant proportion of females who are economically inactive and does not suggest hiring differences between genders.

A higher proportion of males continue to work full-time compared to females in the 25-49 and 50-64 age groups. Correspondingly, more females continue to work part-time compared to males in all age groups. The gender differences in part-time work could be due to females seeking more flexible working arrangements for childcare or taking phased retirement.

Pay Levels

On a local authority level, monthly median pay levels can continue to be grouped into three categories. First, Cambridge and South Cambridgeshire's median monthly pay levels are substantially higher in the UK. Second, East Cambridgeshire and Huntingdonshire have median monthly pay levels that are moderately higher than the UK. Lastly, Fenland and Peterborough have median monthly pay levels below the UK. This has implications for inequality in the C&P region.

Local Authority	Cambridge	South Cambridgeshire	East Cambridgeshire	Fenland	Huntingdonshire	Peterborough	United Kingdom
Median Monthly Pay (November 2024)	£2,971	£2,918	£2,646	£2,327	£2,609	£2,276	£2,472

As of November 2024, Cambridgeshire's median monthly pay growth (+5.8%) continues to be below the UK (+6.4%). However, Peterborough (+6.9%) now sees pay growth above that of the UK (+6.4%).

Between August 2024 and November 2024, the CPIH has increased by +0.4pp from 3.1% to 3.5%. As of November 2024, Cambridgeshire (+5.8%) and Peterborough (+6.9%) are above the CPIH (+3.5%). This should allow C&P consumers to have more disposable income and ease the recent cost of living pressures of recent years. **Source: Pay as you earn real-time information- HMRC**

Cambridgeshire and Peterborough both see real wage growth above that of the UK. Cambridgeshire's real wage growth increased from 110.6 in August 2024 to 112.2 in November 2024, and Peterborough's from 115.1 to 115.8. The UK saw a decrease from 107.8 to 106.9. Although median wages in Peterborough are lower than those in the UK and Cambridgeshire, it is encouraging that wages are growing.

Parameters

1. Building understanding

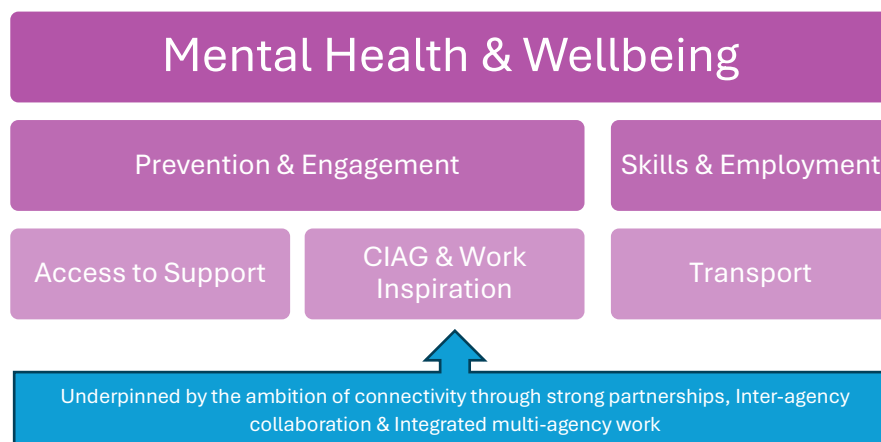
Explain how you will understand the existing service landscape, identify and join up various support and services available to 18-21 year olds in your area. (This will also form part of your local Get Britain Working Plan)

- Provide a problem statement with relevant evidence that considers local youth education and employment challenges and needs
- Identify any sub-cohorts of the 18-21 year old cohort that you intend to prioritise in your overall offer
- Explain how you will seek and incorporate direct insights from young people

Please enter your response here:

To understand the existing service landscape and identify and link various support and services available to 18—to 21-year-olds in your area, the Authority will work with young people and a broad range of frontline and infrastructure organisations, as well as with our constituent local authorities to define the existing landscape and to develop a **Youth Guarantee Policy Framework** that will provide a structured, systemic and outcomes-focused approach to improving outcomes for 18-21yr olds across the skills and employment 'eco-system'.

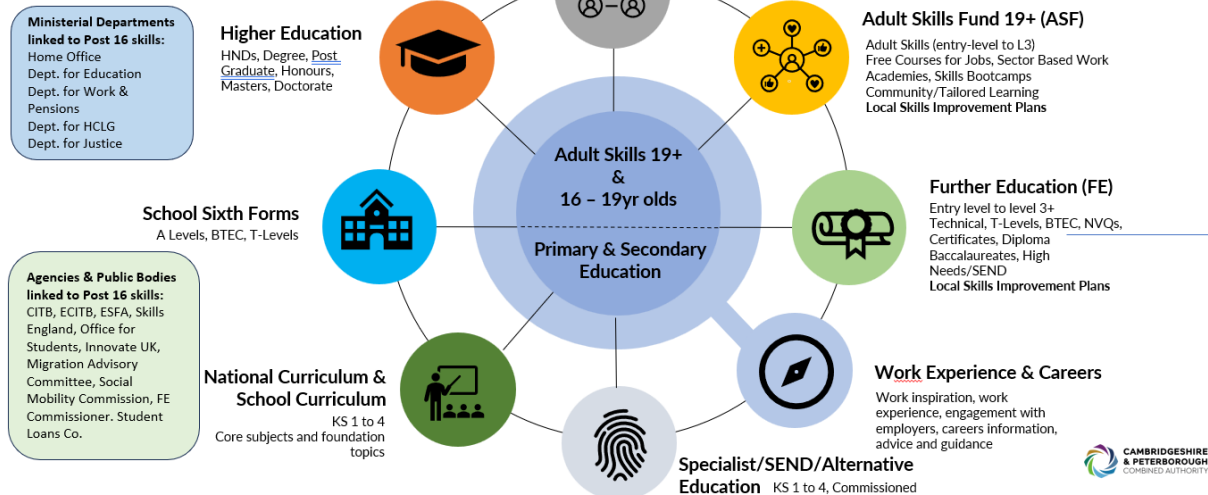
Early thinking on the **Youth Guarantee Policy Framework** has established the following themes:



In addition, we will bring together a **consortium of frontline and infrastructure organisations**, focusing on strengthening and developing prevention, early identification, and support. CPCA will adopt a place-based approach to create a culture of strong partnerships, inter-agency collaboration, and integrated multi-agency work.

The UK youth skills and employment eco-system system involves multiple departments, such as the Department for Work and Pensions (DWP), the Department for Education (DfE), and the Ministry of Housing, Communities and Local Government (MHCLG). Moving through the layers of national and local systems, there are complex and varied networks with a mix of statutory and voluntary support. At a regional level the range of Frontline Organisations (FO) and Infrastructure Organisations (IOs) [i.e. Third Sector organisations that provide support and services to frontline organisations working directly with young people and helping them into employment, education or training] can be vast or limited and is often complex. The system can, therefore, lack full connectivity.

UK Education & Skills System



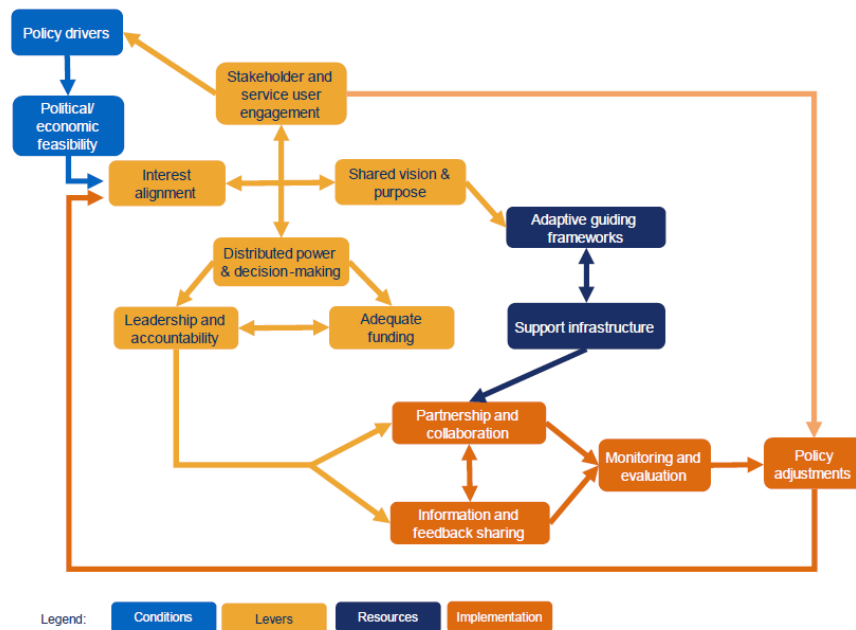
Young people engage with different elements of this system, which can lead to a disparate understanding of it among those delivering within it and those experiencing it. Young people at the margins – for example, those not engaged in education, employment or training (NEET), who are care-experienced, in touch with the criminal justice system, or disadvantaged due to their ethnic or racial[ised] background – may be least equipped to access and navigate this complexity and most disenfranchised from institutions that deliver support. Furthermore, key actors in the system (support services, education and training providers, and employers) may, at times, be creating or amplifying barriers preventing marginalised young people from successfully navigating the system through certain behaviours or practices (Adam, 2017).

Funding silos and service fragmentation, leading to a disconnect and duplication in service provision, are further long-standing challenges that illustrate the complexity of England's youth skills and employment ecosystem.

In this context, the Authority intends to develop a **Policy Framework for the Youth Guarantee Trailblazer** that will provide a structured, systemic, and outcomes-focused approach to improving outcomes for 18-to 21-year-olds across the skills and employment ecosystem. The Authority will bring together a **consortium of frontline and infrastructure organisations**, focusing on strengthening and developing prevention, early identification, and support. CPCA will adopt a place-based approach to create a culture of strong partnerships, inter-agency collaboration, and integrated multi-agency work.

The Authority will use grant funding to deliver a targeted range of place-based activities to create long-term and sustainable positive change that supports better employment outcomes for marginalised young people. The fund's design and approach will reflect the Policy Framework themes and underpinning principles and the priorities of young people who face disadvantages in the Labour market. This will include holistic support that addresses young people's needs and the alignment of services that work together to help them achieve their goals.

The Authority intends to use a structured *Systems Change* model to develop and implement these ambitions, similar to that developed by the [Youth Futures Foundation](#):



The Authority will consider the following elements when establishing a Systems Change approach:

The conditions for systems change to take place: These include both policy drivers and political and/or economic feasibility, which are required to sustain the momentum for change

The levers for change: These include stakeholder and service user engagement, which can also serve to influence policy drivers; together with this engagement, creating a shared vision and aligning interests across system actors and levels. Establishing mechanisms for distributed power and decision-making, leadership and accountability, and sustainable funding plays a key role in the development and maintenance of these levers.

The resources for change: The levers facilitate the development of key resources needed for systems change, chiefly guiding frameworks and all stakeholders in creating systems change.

Implementation of systems change: Effective implementation takes place through successful partnership work, with a systems change approach; the ongoing sharing of knowledge and information through adequate channels across system levels and stakeholders; robust monitoring and evaluation of the systems change process; and consequent policy adjustments, which in turn inform the ongoing cycle of systems change.

It should be noted that this model is illustrative and serves to highlight how systems change is an ongoing process produced by the interaction of highly interdependent elements.

PROBLEM STATEMENTS

Cambridgeshire and Peterborough have the following problem statements that we seek to target through the Youth Guarantee Trailblazer:

1. ECONOMIC INACTIVITY HAS INCREASED TO A 12-YEAR HIGH

In the year to Jun-24, 24.0% of 16-64-year-olds were out of work – the highest rate for 11 years. The biggest increase was in the numbers of economically inactive people (+12,200) with the economic inactivity rate rising by 2.3 pts to 20.5% - the highest for 12 years. Unemployment increased by 2,300 with the unemployment rate increasing by 0.4 pts to 3.5% - the highest for 10 years.

2. THE SHARES OF WORKING-AGED PEOPLE THAT ARE INACTIVE DUE TO LONG-TERM SICKNESS AND BEING A STUDENT HAVE RISEN TO RECORD HIGHS

The sharp increase in the share of people who were economically inactive in the year to Jun-24 was driven by the rise in the shares of people who were inactive due to being a student and long-term sickness. In the year to Jun-24, 7.1% (one-in-14) of 16-64-year-olds in Cambridgeshire and Peterborough were inactive due to being a student. This was up by 1.3 pts in the previous year, against no change nationally, and it was the highest rate on record. The increase in the number of people who were inactive due to being a student (+6,700) accounted for more than half of the rise in inactivity (+12,200). **Consistent with this increase, the share of 16-24-year-olds that were economically inactive increased sharply to 48.7% - also a record high.** The share of people out of work because of long-term sickness also increased by 1.4 pts to 5.9% (one-in-17) - the highest rate on record. Inactivity due to long-term sickness has been on an upward trend for five years – since the COVID-19 pandemic – and has also occurred across England. National data on types of conditions causing inactivity due to poor health shows that depression/anxiety is the top reason for health-based inactivity and the health condition that increased the most between 2019 and 2023. The share of 16-64-year-olds in Cambridgeshire and Peterborough who were inactive due to other reasons (such as being temporarily sick, discouraged, wanting to seek work but being unable to start within the next four weeks, and other reasons) also increased slightly (+0.3 pts).

3. ECONOMIC INACTIVITY REMAINS HIGHEST IN FENLAND AND PETERBOROUGH, WITH PETERBOROUGH'S RATE RISING TO A RECORD HIGH, FENLAND'S INACTIVITY RATE BEING THE SIXTH HIGHEST IN ENGLAND AND FENLAND EXPERIENCING THE FIFTH BIGGEST INCREASE IN ECONOMIC INACTIVITY ACROSS BRITAIN SINCE THE PANDEMIC

In the year to Jun-24, economic inactivity remained lowest and well below the national average in South Cambridgeshire, Huntingdonshire and East Cambridgeshire, and was well above average in Fenland and Peterborough. Compared to the previous year, the inactivity rate increased sharply in Peterborough, by 8.5 pts to 27.2% - the highest on record. Rates also increased noticeably in Fenland (+3.8 pts to 32.0%) and Cambridge (+3.5 pts to 24.3%). The economic inactivity rate in Fenland was also the sixth highest of 307 local authority areas in England for which data were available, up from 28th highest during the previous year. Compared to pre-pandemic rates (year to Jun-19), Fenland has experienced the fifth biggest increase in its economic inactivity rate since of 361 local authority areas across Great Britain for which data are available. Increases in inactivity have also been well above the national average in Peterborough and Cambridge.

4. ACROSS CAMBRIDGESHIRE & PETERBOROUGH, THE 16-24 AGE GROUP CONTINUES TO DIVERGE FROM THE OVERALL 16-64 AGE GROUP RATES FOR ECONOMIC INACTIVITY, UNEMPLOYMENT, AND EMPLOYMENT IN BOTH C&P AND THE UK

The 16-24 age group is often made up of students, and this student population can explain higher levels of economic inactivity and lower employment. However, unemployment for the 16-24 age group cannot be explained by the student population, and the unemployed 16-24 age group (11.1% vs NR10.9%) greatly diverges from the overall 16-64 unemployment age group (3.8% vs NR3.7%).

5. ACROSS CAMBRIDGESHIRE & PETERBOROUGH, THERE ARE GEOGRAPHICAL COLD SPOTS IN FURTHER EDUCATION & TRAINING WHERE YOUNG PEOPLE CAN NOT ACCESS LEARNING. IN ADDITION, EXTERNAL FACTORS IMPACTING ON THE 16-18 COHORT MEANS THAT SUPPLY CAN NOT MEET DEMAND – CAUSING FE ‘HOT SPOTS’

A surge in the 16-18 population, a decline in apprenticeship take-up, and a decrease in local job vacancies have spiked enrolment figures at the region’s FE Colleges. In some cases, the College does not have the capacity or funding available to meet demand, leading to service gaps.

6. A COMPLEX SKILLS & EMPLOYMENT ECO-SYSTEM, WITH NO SINGLE ACCOUNTABLE BODY FOR 18-21 YR OLDS, LACKS CONNECTIVITY

This leads to young people engaging with different elements of a complex system, leading to disparate understandings of it among those delivering within it and those experiencing it. Funding silos and service fragmentation lead to a disconnect and duplication in service provision.

7. TRANSPORT INFRASTRUCTURE IS LACKING IN SOME URBAN AND RURAL LOCATIONS

Young people who depend on public transport cannot always access reliable and timely transport that enables them to participate in education, employment or training.

8. ACCESS TO HIGH-QUALITY EXPERIENCES OF THE WORKPLACE IS LIMITED FOR SOME YOUNG PEOPLE

National Careers Guidance Policy has flip-flopped through successive governments in the past 15 years, which means many young people did not have the opportunity to have high-quality experiences in the workplace whilst at school. The [Gatsby Benchmark 6](#) emphasizes the importance of first-hand experiences of the workplace for students. It states that every student should have experiences such as work visits, work shadowing, and work experience to explore career opportunities and expand their networks. By age 16, students should have at least one workplace experience, and by age 18, they should have at least one additional experience. This benchmark aims to ensure that students are better prepared for their future careers through meaningful workplace exposure and helps to reduce their chances of becoming NEET.

Engaging with young people

A key element of the proposed YG Policy Framework is prevention and engagement. This recognises the role the Youth Guarantee has in strengthening the support young people aged 16-18 receive and also recognizes the breadth and depth of engagement strategies that will be needed to identify and engage with young people, especially those young people who are entrenched in economic inactivity. These young people do not typically present themselves in front of statutory or public services, have a range of complex barriers to employment and may or may not have a family network supporting them. The Authority intends to develop an engagement strategy that focuses on varying levels of ‘dis-engagement’. It will work with young people, multiple front-line and infrastructure organisations and experienced policy organisations, such as Youth Employment UK and Job Centre Plus, to develop a range of engagement interventions that will be tried and tested across the Trailblazer. The Authority recognises the cross-over with Connect to Work and will work on a joint strategy for both programs.

The Authority will seek to engage with any young person NEET. It will also seek to target engagement interventions for the following groups of vulnerable young people:

- Young people looked after/in care/care leaver
- Young people supervised by Youth Justice
- Young people with Mental Health conditions
- Young people with Physical Health conditions
- Young Carers or ex-carers
- Young people from BAME groups

- Young people considered to have a low socio-economic status
- Young people who have accessed alternative provision in the past
- Young people who did not do as well at school/sixth form/college as they had hoped and, therefore lack qualifications, skills, knowledge and behaviours that they need to access employment.

Engaging with young people: Youth Forum

Young people's voices and lived experiences are critical to making the Youth Guarantee a success. In addition to working with the National Youth Advisory Panel, we have already initiated the process to create a new Youth Forum for the region. The forum will be for young people to help steer the development of the Youth Guarantee offer, ensure it reflects the diverse needs of the area, and help us achieve the best possible outcomes.

Scope and Terms of Reference

Following positive initial discussions with partners, the Youth Forum will recruit members from the existing youth voice infrastructure and youth service user groups across Cambridgeshire and Peterborough, in collaboration with constituent local authorities and other partners, including health, education, job centres, and the voluntary sector.

This existing youth voice infrastructure is diverse and operates various delivery models across Cambridgeshire and Peterborough. Promoting the opportunity to join the Youth Guarantee Youth Forum in collaboration with local youth voice workers will ensure the targeted and timely onboarding of Forum members with the skills required to fulfil this advocacy and scrutiny role. As part of the proposed delivery timelines, youth workers intend to approach young people in their networks with the Youth Forum opportunity, with applications to be reviewed and accepted by a panel of CA Officers.

The intention is to consult the Youth Forum on strategic and operational ideas, concepts and decisions relating to the Youth Guarantee Trailblazer, informed by current NEET data held by constituent authorities and guidance from the Government. These key issues the group would input on include, but are not limited to:

- Previous experiences of careers and employability support by members or their peers
- Engagement with DWP and voluntary sector services
- Access to digital careers and employability support
- Preferred platforms and formats to receive careers and employability support
- Barriers existing to support
- Concerns and worries about the workplace
- Features of a 'young person friendly' job

Youth Forum members will be encouraged to contribute from their own lived experience and that of their community, receiving support from local youth sector partners to build confidence in public speaking, communication, advocacy and peer research and gaining transferable skills for future roles.

Local 'Youth Voice' Infrastructure

Youth Voice infrastructure across Cambridgeshire and Peterborough is strong, with young people and youth workers ambitious about increased engagement with the Combined Authority. This was evidenced through campaigns discussed at the recent Cambridge Youth Assembly, commissioned by Cambridge City Council and Cambridgeshire County Council.

These Youth Voice networks include but are not limited to Peterborough Youth Council, 20Twenty Productions, St Neots Youth Council, Fullscope Collaborative, Citizens UK, CPFT NHS Youth Forum, parish Youth Councils, Children in Care councils, Members of Youth Parliament and, of course, School Councils and Student Councils in Local FE Colleges.

Membership of the Youth Steering group would be recruited from participants in this existing infrastructure. Still, it would also seek to engage young people engaged with youth services but new to advocacy and scrutiny opportunities and support them appropriately to upskill, including through digital badging and opportunities to participate in debates and presentations.

2. Convene

Explain how you will bring together the different service providers and organisations operating in your area. (This will also form part of your local Get Britain Working Plan)

- Indicate how you will effectively carry out your role as a convener
- Identify key partners and how you plan to bring together service providers and organisations operating in your area

Please enter your response here:

The Combined Authority has an established role of being the systems leader for skills and employment throughout the region. It works closely with the Employer Representative Body, the Cambridgeshire Chambers of Commerce and has an established Business Board, Skills Board and Skills & Employment Committee. Through its commissioning of adult skills provision, it has strong existing partnerships with a broad range of Further Education Colleges and Independent Training Providers, leading a Provider Forum across the region. In addition, its work in the Careers Hub has strong partnerships with schools, employers, constituent councils, and education business partners.

In recent years, the delivery of programmes funded through the UK Shared Prosperity Fund has enabled the Authority to offer a range of interventions across the region, such as an all-age careers service, a funded Internship model, an Apprenticeship Levy Transfer Scheme, and Skills and Employment Brokerage. Our long-standing relationship with Regions of Learning has meant that the Authority has trailblazed in using digital badges and platforms to engage and support residents.

The strategic role the Authority is taking in delivering Connect to Work and the new powers for Mayors across the work, health, and skills agenda is encouraging greater collaboration with the NHS, the Integrated Care Board, services and partnerships, and Public Health. The Authority recognises the overlap between the Youth Guarantee and Connect to Work. It plans to maximise the opportunities this presents when bringing together the different service providers and organisations operating in the area and will ensure no duplication of funding through rigorous programme management.

The intention will be to capitalise on the strength of existing networks, groups, boards, and forums to leverage the system's capability and capacity. However, we intend to establish a Programme Board to oversee the Trailblazer's development and a focused consortium of frontline and infrastructure organisations to strengthen and develop prevention, early interventions, and support.

We also recognise the considerable existing knowledge of and connections to vital VCS youth providers who partner with the council communities service team through district-based youth work practice forums to enable youth to work in safe spaces.

The key partners are Cambridgeshire County Council, Peterborough City Council, Job Centre Plus, Youth Justice and Probation Teams, Careers Hub, the Third Sector, and educational establishments, including FE colleges and independent Training Providers. We intend to work closely with virtual schools, Work Well hubs, and work and health services, as well as with employers and their representative bodies. Given the growing number of young people who are economically inactive due to long-term health conditions, a strategic partnership with the Integrated Care Board and Public Health teams will be key.

We will continue to work with statutory partners, including the preparing for adulthood lead, SEND services, children and adult social care and commissioning, where there are already strong relationships with cohorts who are often unable to progress at 18 – 21 because of their dependency on former services.

The Authority will demonstrate strong and effective leadership that blends centralised and distributed models, taking top-down and bottom-up approaches to effect change. It aims to include individuals with different levels of expertise and experience to foster collaboration and a sense of community ownership.

The Authority collaborates closely with various partners and stakeholders across the Skills Ecosystem. This includes our Constituent Councils, Primary and Secondary Care, Integrated Care Services, Job Centre Plus, Youth Justice, FE providers, School Sixth Forms, Employers and ERBs, Skills Board, Business Board, Cornerstone Employers, Careers & Enterprise Co., Voluntary, Community and Faith organisations, Social Prescribing Schemes, Community Hubs etc. The broader skills and employment eco-system also includes policymakers, Employers, Chambers, Trade Unions, Skills Providers, Universities, Research/Development organisations, Employment Services, Economic Development Teams and partnerships, Sector associations, Housing Associations, Industry Training Boards and the Third Sector.

These lists are not exhaustive but are meant to demonstrate the sheer breadth of potential partners and stakeholders we plan to engage across the Trailblazer.

3. Identify and Engage

How will you identify and engage 18–21-year-olds who are not in employment, education or training, and successfully enrol them onto the Youth Guarantee?

- Explain how you will identify young people in need of support, establish contact and maintain their engagement
- Set out data and system requirements and appropriate solutions between you and other organisations in your area who have access to and support this age group (including DWP Jobcentre Plus), including any necessary data sharing agreements
- The approach you will take to informing young people about the Guarantee

Please enter your response here:

Since the introduction of Raising the Participation Age (RPA) in 2008 and changes in 2013, our constituent councils, with the statutory responsibility for tracking, monitoring, engaging and supporting young people at risk of NEET and NEET (16-18), have established; protocols, systems and a workforce of youth workers to address this challenge. The Authority intends to work closely with Cambridgeshire County Council and Peterborough City Council to build their capacity and capability to support the Authority in its endeavours to implement mechanisms that will enable early identification of 18-21-year-olds who are NEET. The Authority also expects there to be a need to track and monitor young people, so we will use existing NCCIS systems to do this work.

A further key partner will be DWP/ Job Centre Plus. The data they hold on young people claiming out-of-work benefits/Universal support or who are registered as economically inactive will be key to understanding the existing 18-21-year-old cohort.

This collaborative approach will form a project within the Trailblazer as we develop a development and implementation plan that includes data-sharing agreements and mechanisms to support local data sharing and intelligence.

It must also be recognised that young people will be identified across the whole skills and employment ecosystem, including through self-referral, the youth forum, employers, and the range of support services

already providing support to young people. A mapping exercise that will identify a multi-agency approach is key to the success of early identification and intervention. This is particularly important for the identification and engagement of young people 'harder to reach' and with multiple and complex barriers to engagement. The Authority recognises the role of the broadest range of front-line services, including those offered through voluntary and community groups, in effectively engaging within their local community and reaching out to young people entrenched in economic inactivity. The Authority plans to develop an engagement strategy to look at these complex barriers and identify potential solutions and interventions to support wider engagement.

The approach to informing young people about the Youth Guarantee will be shaped by young people themselves, and we will use the Youth Forum to do this.

We expect social media and digital marketing to play a role in advertising and awareness raising, and we intend to employ the services of an experienced marketing organization or contractor who can work with young people to shape the communications strategy.

We also expect outreach and detached youth work to help raise awareness in key areas through existing community relationships that house or know these key cohorts. This includes social housing providers, SEND schools, Adult Social Care, etc.

Broader awareness-raising with employers and the wider skills and employment ecosystem, including with Health and Wellbeing partners, will also be critical. The Authority plans to deliver market engagement sessions, workshops, training, development, and promotional materials to raise awareness and knowledge.

Throughout 2025-25 the Authority plans to develop and implement a Good Work Charter. We intend to integrate both the Youth Guarantee and Connect to Work into this as we develop an understanding of what good work looks like, how local and national policy shapes this and how we can work with employers to ensure good work is offered locally.

Where possible the Authority will build on existing good practice and models of outreach and delivery. The Authority has a strong record of public consultation and has a dedicated, highly effective corporate communications team who have access to multiple channels of communication. This will also be fully utilized during the Trailblazer.

4. Coordinate and manage pathways

4a. How will you ensure your local Youth Guarantee meets the diverse needs of the target cohort and individual young people?

- Explain how services will work together to ensure smooth transitions for young people
- Explain how your offer is appropriate to the specific needs of your target cohort/sub-cohorts locally
- Set out how individuals will be able to access the right support at the right time, including tailored or more intensive support if required

Please enter your response here:

How will services work together to ensure smooth transitions for young people:

The Authority will encourage services to work together through the establishment of a Youth Guarantee Policy Framework that will provide a structured, systemic and outcomes-focused approach to improving outcomes for 18-21yr olds. Adopting a place-based approach, it will help to create a culture of strong partnerships, interagency collaboration and integrated multi-agency work through various workstreams.

Increased partnership and coordination will facilitate multi-agency collaboration, long-term sustainability planning, relationship building, capacity building, and knowledge sharing. The Authority will lead this and will use experienced facilitators to support the work.

The Authority intends to build successful partnerships by working closely with strategic partners and a wide array of organisations in the development of the Policy Framework. A **Programme Board** will be established to oversee the development of the Policy Framework with partners and stakeholders invited to be involved in planning, designing, and delivering the Policy Framework.

In addition to the Policy Framework, there will be an Interventions Framework. This will be linked to a Grant Funding Programme where frontline and infrastructure organisations can apply for funding to enable the delivery of targeted interventions that look to address the regional 'problem statements' that have shaped the Policy Framework.

Key to the Trailblazer will be a deep understanding of what is happening in the 16-18 space and, even before that, in KS4 within schools. In addition, future thinking and foresight will be required to look beyond age 21 to ensure policies and practices are adequately informed.

How is the offer appropriate to the specific needs of the target cohort?

The interventions and support that will be trialled in the Trailblazer will be co-designed with young people, ensuring the offer is appropriate to the specific needs of the target groups. It will be delivered by experienced organisations who have previous successful experience of engaging with young people and achieving strong outcomes. The Authority will also work with experienced practitioners to develop the intervention framework and to complete impact assessments. It will use an evidence-based approach to develop concepts, learning from UK-wide and global case studies and models of practice that have proven to work in similar environments. The Authority may even contract or commission UK-wide organisations with significant experience delivering interventions to deliver targeted provision.

The delivery of interventions and support will be thoroughly evaluated using a test-and-learn model. Feedback from young people and service users will be key to shaping the design on a journey of continuous improvement.

How will individuals be able to access the right support at the right time, including tailored or more intensive support if required:

Key to this is understanding the cohort and what and when their needs arise. The diverse needs of the 18-21 cohort will require a mix of targeted and universal support and should include a mix of preventative and remedial interventions.

Using an integrated multi-agency approach could be the solution to meeting local need.

We must consider extending the current work of constituent councils in their delivery of the National Citizens Service (NCS), a range of existing Transitions programmes. We must also evaluate and consider maintaining existing and trusted relationships and advocacy, working with individuals (and their families as appropriate) to tailor-make a youth support programme to address the barriers they face and build on their skills to prepare them for further education, training or employment.

The Authority would like to explore the current five-stage process, delivered by statutory services, to ensure transition teams know what support young people require and when interventions should occur. Working collaboratively with partners, particularly the third sector, public services, and education providers, will ensure referrals are made to appropriate pathways to achieve sustainable training or employment outcomes.

The Authority and the Programme Board will work with a consortium of providers to discuss and agree on actions to aid smooth transitions. This could include a standardised approach to initial assessment and providing information, advice and guidance. It may also include the request for a physical presence at key events/locations where young people who are NEET or likely to become NEET are targeted. An example would be for a Training provider to attend a regionally based Citizen's Hub, where young people are welcomed on an informal basis and have access to support services.

The Authority also seeks to maximise the opportunities available through our existing enterprise adviser and volunteer network, providing mentoring and sector-specific information where applicable.

Representatives from the new Youth Forum will provide their thoughts and 'lived experiences' to ensure that proposed interventions are appropriate and likely to result in successful outcomes. By bringing together a diverse range of partners and support services under one central umbrella, we can ensure all voices are heard, share best practices, and consider lessons learned from previous activities.

The Authority would also like to develop and deliver new or enhanced digital platforms to provide support, advice and guidance. Individuals could access a 24-hour digital platform that could effectively signpost information and resources. The platform would be monitored regularly to ensure compliance with safeguarding and data protection requirements and that communications are being responded to on time. Furthermore, the Authority would like to extend the development of our Talent Hive program, which currently provides a digital platform for Interns to develop a digital CV through digital badging and other media. This resource supports young people and employers in identifying a talent pipeline for job vacancies.

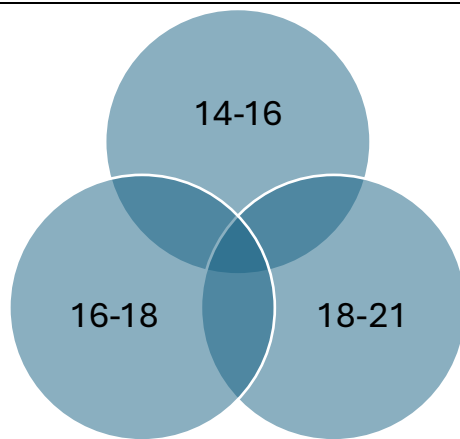
The Authority believes there is much to learn from the SEND Preparing for Adulthood Pathways and the existing resources and interventions. This will be included in the evidence base used to form the policy and intervention framework.

4b. How will your Youth Guarantee connect to existing NEET prevention and re-engagement activities for younger cohorts?

- Describe how your local Youth Guarantee will connect to existing NEET prevention and re-engagement activities for younger cohorts and your resulting approach to prevention.
- Explain any approaches you will take to increase participation for 16- and 17-year-olds. Please indicate how you plan to work with your constituent local authorities to ensure no young person is without a suitable education or training offer, such as transition panels or reserving education and training places for young people without them.

Please enter your response here:

The Youth Guarantee Trailblazer cannot be delivered in isolation from existing NEET prevention and re-engagement activities before 16, typically at KS4 in schools and at 16-18 through statutory RPA services delivered by Councils. Trailblazer activity must be relevant to the existing work, complementary to it, and even scaled up in some places where an existing intervention has proven successful.



Cambridgeshire County Council and Peterborough City Council will be key strategic partners alongside Job Centre Plus. Both Councils have a statutory role in delivering RPA activities across the region. Early engagement between Officers has already helped to shape this proposal, and a commitment from public sector leaders will mean a continued partnership that will develop over time.

The proposed governance model considers and seeks to include existing Steering Groups leading existing NEET Strategies. The Authority will seek to work with both Councils to support interagency collaboration and multi-agency work. An example is the Cambridgeshire County Council Preparing for Adulthood strategy, which has already convened a multi-agency partnership board and steering group with specialist working groups focusing on the barriers SEND young people face. Rather than re-inventing the wheel, the Authority would seek to engage with this existing group and weave in Youth Guarantee work.

Existing Statutory Service Activity 14-18:

Peterborough City Council (PCC) provide young people with access to NEET Workers who can help with referrals to partner services and can signpost access to various training options. This activity currently takes place via a weekly Job Club, which has been very successful, although resources are limited. A youth steering group has also been established with plans to provide more targeted support to young people aged 14 through 24. The Authority will consider how it could support scale this activity up to benefit the wider 16-21 yr old cohort.

Cambridge County Council (CCC) has a NEET reduction action plan that is specific to young people in Care and SEND. The Council has various 'empowerment' forums and steering groups that bring together representatives from organisations that may be able to offer programmes and gateways to employment for specific cohorts.

The County Council's targeted support service provides Advisors who can provide information and support, working with young people aged 16-18 who are NEET. The Advisor and young person will agree on what assistance is needed to help them back into education, employment or training. A dedicated countywide targeted support manager currently works with 10 senior transition advisers, six transition advisers, the education inclusion team, and the CCC's SEND team. They also work closely with Cambridgeshire Skills, DWP Job coaches, Youth Justice and client researchers, who are responsible for tracking the young person and providing reports to the DfE. CCC also work with young offenders up to the age of 18. Young people in care and those known to youth justice, as well as young people with SEND, have been identified as priority groups for the Council. It has also been recognised that from these specific groups, around 70% will have some form of mental health issues and 25% have an EHCP.

18+ years

Beyond the age of 18, Jobcentre Plus offers various support services to help young people get back on track. Here are some of the ways they assist:

1. **Training and Guidance:** They offer training programmes, work placement opportunities, and work experience to help young people gain the skills needed for employment.
2. **Job Search Assistance:** Jobcentre Plus provides help with creating CVs, preparing for interviews, and using computers to apply for jobs.
3. **Work Coaches:** Young people can have dedicated work coaches who provide regular support and guidance tailored to their career goals.
4. **Financial Assistance:** They may offer financial help for travel to interviews and purchasing appropriate clothing for job interviews.
5. **Starting a Business:** For those interested in entrepreneurship, Jobcentre Plus can provide advice and support to help start a business.
6. **Combining Work with Benefits:** They offer guidance on how to combine work with caring responsibilities and how to keep some benefits while starting work.

Access to Jobcentre Plus services is available via several routes:

- Visit a Local Jobcentre: Young people can visit their nearest Jobcentre Plus office.
- Online Registration: The government website allows young people to register for benefits and Jobcentre Plus services online. This is often the first step to accessing personalized support.
- Work Coaches: Once registered, young people will be assigned a work coach who provides tailored support, including help with job searches, CV writing, and interview preparation.
- Training and Workshops: Jobcentre Plus offers various training programmes and workshops to improve employability skills.
- Job Fairs and Events: Jobcentre Plus organises job fairs and events where young people can meet potential employers and learn about job opportunities.
- Partnerships with Local Authorities: Jobcentre Plus works closely with local authorities and community organisations in some areas to provide additional support and resources.

In addition to the statutory services, many other known services and interventions are delivered by FE colleges and independent training providers, the third sector, local authorities, public health and the NHS, and the Combined Authority through the Growth Works with Skills unit. Through UKSP funding, the Authority commissioned and delivered an all-age careers service through Reed in Partnership, a paid Internship Programme, and managed an Apprenticeship Levy Share Scheme. In addition, the delivery of skills boot camps, sector-based work academies, and employability provisions funded by Adult Skills Funding presents a substantial range of training support across the region.

This information strengthens the case for local accountability and strong systems leadership from the Authority via the Youth Guarantee. This is why adopting a place-based approach to create a culture of partnership, interagency collaboration, and integrated multi-agency work makes the most sense for this Trailblazer.

Delivery

5. Implementation and Delivery

Please detail your indicative headline implementation plan for the design and delivery of your Trailblazer. This should include:

- Activities, communication and milestones with dates that need to be achieved, to ensure the go live date for your Youth Guarantee Trailblazer is as close as possible to the expected April 2025 date
- Expected participant volumes over the 12-month duration
- Communication plans
- Resource requirements

Please enter your response here:

The Authority has already started engaging with Cambridgeshire County Council and Peterborough City Council and has socialised this programme within our Skills Board, Skills Committee, and on broader stakeholder forums. However, we have certainly not completed the level of collaborative work we expected to do due to the tight time frame. We have been assured by the Department for Work and Pensions and DfE that we will be able to continue developing our plan through an iterative process across the year; we welcome this.

Activity	Date	Status
Begin strategic partner engagement with Cambridgeshire County Council and Peterborough City Council.	Jan 25	Started and in progress
Begin strategic partner engagement with DWP/Job Centre Plus	Jan 25	Started and in progress
Submit high-level (2 page) overview of the Intention	17.1.25	Complete
Provide the Skills Committee with a programme overview	20.1.25	Complete
Seek endorsement from the Skills Committee to establish the Youth Forum	20.1.25	Complete
Begin establishing the Youth Forum	Feb 25	In progress
Provide Public Sector Leaders with a programme overview	07.02.25	Complete
Provide the Skills Board with a programme overview	11.2.25	Complete
Investment Panel – Brief ahead of Investment Committee	12.2.25	Complete
Submit Proposal to DfE/DWP	14.2.25	Complete
Start a commissioning process for an external organisation to conduct the evaluation	1.3.25	Pending
Develop and implement a communications plan to raise awareness of skills and the employment ecosystem. Begin by raising awareness with young people.	March	Pending
Investment Committee	11.3.25	Pending
Full Board Approval of the Youth Guarantee Trailblazer	March 25	Pending
Conclude the commissioning process of an organisation to conduct the evaluation	30.4.25	Pending
Confirmation of YGT Funding from DfE/DWP	March 25	Pending

Seek consultation/support from external marketing/advertising agency to support young person's campaigns	March 25	Pending
Distribution of funding to Cambridgeshire County Council and Peterborough City Council to commence work on scaling up existing services	March/April	Pending
Data sharing agreements and MOUs in place between strategic partners	March 25	Pending
Establish the terms of reference for the Programme Board, appoint Chairs and set up – First meeting to take place end of March	March 25	Pending
Carry out stakeholder/market engagement and establish the Provider Consortium.	March 25	Pending
Join existing steering groups/forums/boards to brief them on the programme	March 25	Pending
Development of the YGT Policy Framework and Interventions Framework	March/April/May	Pending
Establish a Grant Programme for the Interventions Framework	April/May	Pending
Pre-election period begins for Mayor	March 25	Pending
First meeting of the Youth Forum	April 25	Pending
Begin developing and implementing the marketing campaign for young people co-designed with young people	April 25	Pending
GO LIVE CAMPAIGN	Mid April 25	Pending
Programme Delivery	April 25 – March 26	Pending

Expected Participant Volumes

Until the Authority has reliable data on the target cohorts, it isn't easy to project the expected participant volumes. It will be a priority for the Authority to ensure clear and evidence-based targets are established against activity, and it will be ambitious with the targets. Over the 12-month Trailblazer period, the Authority would seek to engage with close to 1000 young people through a mix of engagement activities and interventions, including through social media and advertising campaigns. We will set a range of targets and key performance indicators for the activities delivered across the Trailblazer and will robustly evaluate the wider impact using a strong evidence and evaluation framework.

Communications Plan

The Authority has a well-established Communications, Engagement and Public Affairs Team with excellent links to strategic partners and broader stakeholders. The Team has a proven record of successfully delivering large-scale engagement campaigns, including the Authority's work to develop a Shared Ambition for the region and recent statutory consultation bus franchising.

Team members will work closely with Programme Leads and Strategic Officers to deliver effective communications, engagement and advocacy. This will be via a planned sequence of communications and interactions that uses a compelling narrative over time to deliver a defined and measurable outcome.

To ensure our activity effective, efficient and evaluated we utilise the OASIS methodology developed by the Government Communication Service. OASIS stands for Objectives, Audience/Insight, Strategy/Ideas, Implementation and Scoring/Evaluation.

The Youth Forum will have communications and marketing as one of their key objectives as it is crucial that any targeted campaigns at young people have been co-designed with young people to ensure their effectiveness.

Resource Requirements

The Youth Guarantee Trailblazer is to be led by the Assistant Director for Skills and Employment at the Combined Authority, supported by the Employment & Careers Lead. In addition, two Officers on a part-time basis will support all aspects of the implementation and delivery plan, with one Officer particularly focused on the establishment of the Youth Forum and working around one of the problem statements regarding transport as one of the infrastructure barriers for young people. In addition, the Authority intends to employ a full-time Youth Guarantee Lead who will act as Programme Manager and will report to the Employment and Careers Lead.

The Authority will need the engagement and time of Officers within Cambridgeshire County Council, Peterborough City Council and DWP Job Centre Plus and these partners may also need to employ additional resources to build capacity across their teams to adequately engage.

Budgets will be required for:

1. Programme Management, including additional staffing costs/consultants etc
2. Programme development – partnerships and work with national bodies such as Youth Futures Foundation / Youth Employment UK / King's Trust
3. Procurement/commissioning
4. Marketing, advertising and communications
5. Youth Forum
6. Data, MI systems, reporting
7. Digital platforms to enhance IAG and engagement
8. Monitoring and evaluation
9. Scaling up of existing Authority/LA/JCP led programmes to build on 16-18 offer
10. Grant Funding Programme for interventions
- 11. This list is not exhaustive but intends to begin to demonstrate the breadth of resources required.**

Through initial discussions with Cambridgeshire County Council and Peterborough City Council we have identified the opportunity to scale up existing activity that will support the strategic intent of the Youth Guarantee Trailblazer. This includes:

Extension of existing 16-18 statutory activity to track, monitor and support young people:

Cambridgeshire County Council:

- Client researchers – Increase provision to 7.0FTE in total – Additional cost = £[REDACTED]
- NEET workers/transition advisers – Increase provision to 14.0FTE in total = £[REDACTED]
- Management costs – Additional 2 Senior Posts = £[REDACTED]
- Contribution to Management of the senior roles and oversight of the work - £15,000
- Data Reports/Analysis = £45,000
- Resource fund (to support young people with travel costs, uniforms, clothing for interviews etc) - £30,000.

These costs are based on 24/25 salary scales. There is an expected uplift of 3.5% for 25/26, which is an additional £18,474 overall.

Total costs £636,295.

In addition, Cambridgeshire County Council is seeking to maintain an existing programme of work that has included delivery of the National Citizens Service and has provided targeted support to vulnerable groups at a time of transition. These programs focussed on improving mental health and well-being, building life skills and independence, and helping young people find purpose. The programmes have enhanced young

people's social mobility and provided pathways to further education, training, and employment. The team has established a robust network through strong partnerships with SEND schools, voluntary and community sector organisations, supported housing providers, Social Care, and other statutory partners and colleges across Cambridgeshire and Peterborough. This network will enable us to deliver on the national trailblazer from April 2025, ensuring that young people continue to receive the support they need to thrive in their next stage of life.

Total funding required: £205,400

Peterborough City Council

The vision would be to build on the family business model work which we are starting with Care Leavers to extend to include EET opportunities (WEX, internships, entry level roles, apprenticeships...) and create a bank of these which could be accessed whatever the barrier/vulnerability of the young person. It would need to be a city-wide strategy bringing in local businesses and community enterprises. Consideration is required for the positioning of other officers within PCC currently working to support the EET agenda and where/how these are located to ensure joined-up working. These include officers currently working in Early Help and Youth Justice and those leading PFA work.

To scale up this work for the 18-21 cohort the total level of funding required = £301,466

Of which:

- £210,489 for salary costs
- £50,977 for operational support costs
- £40,000 for re-engagement Grant

Due to time constraints, we have not been able to secure this type of information from DWP/JCP colleagues. However, we will factor in some strategic operational costs within the budget to ensure financial support for building capacity and capability across the Trailblazer period.

6. Governance

Governance processes will also be required for effective decision making, oversight and safeguarding of service users.

Please provide a detailed overview of your local governance arrangements. Your answer should include:

- Details of plans and arrangements to involve partners and organisations including the voice of young people
- What data sharing mechanisms you will have in place when working/interacting with central government/other organisations
- What do you need to improve or enable better data sharing?
- Details of risks/challenges and how these will be managed
- Safeguarding of service users and ongoing compliance with the public sector equality duty into the design and operation of the service

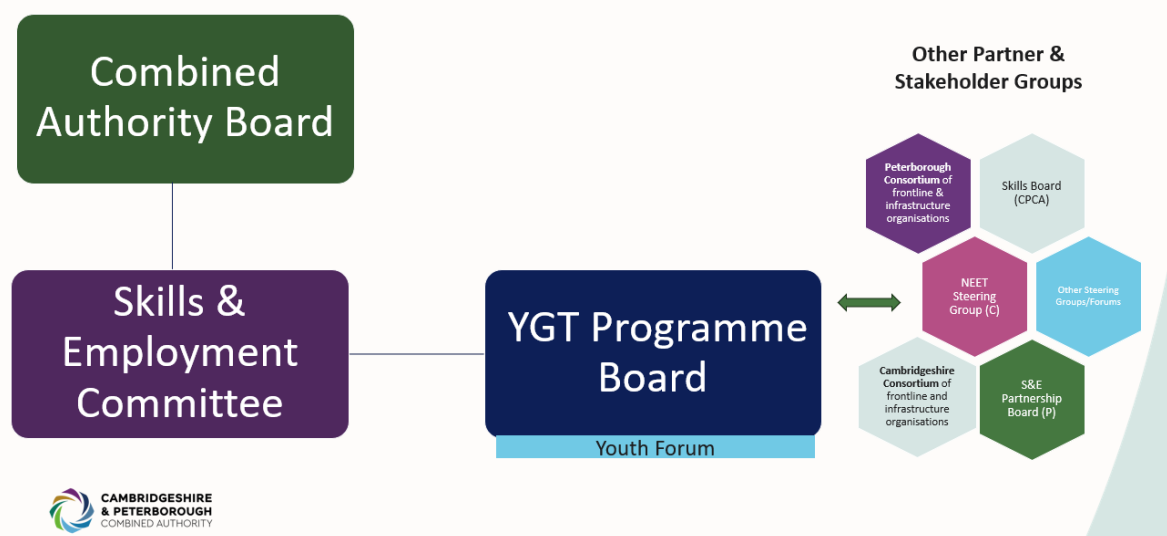
Please enter your response here:

Overview of local governance arrangements:

The infographic below shows the plan for local governance of the Youth Guarantee Trailblazer. A Programme Board will be established, in addition to place-based Consortia of frontline and infrastructure organisations leading the delivery of interventions. The Authority will connect the Consortia and other existing steering groups, boards, and forums so that a systems approach is adopted and developed to enhance success.

The Programme Board will report to the Skills and Employment Committee, the Authority's strategic oversight group of all skills and employment activities. The Committee reports directly to the Combined Authority Board with representatives of all constituent councils, a member of the business board and skills committee.

PROPOSED GOVERNANCE



How we intend to involve partners and organisations, including the voice of young people:

Partners and organisations will be engaged through the planned establishment of the Youth Guarantee Consortia and via the systems leadership approach the Authority intends to adopt as part of the Trailblazer.

Our plans for the establishment of a Youth Forum will help to secure the voice of young people throughout the Trailblazer. Young people's voices and lived experiences are critical to making the Youth Guarantee a success. In addition to working with the National Youth Advisory Panel, we have already initiated the process to create a new Youth Forum for the region. The purpose of the forum will be for young people to help steer the development of the Youth Guarantee offer, to ensure it reflects the diverse needs of the area and to help us achieve the best possible outcomes.

Following positive initial discussions with partners, the Youth Forum will recruit members from the existing youth voice infrastructure and youth service user groups across Cambridgeshire and Peterborough, in collaboration with constituent local authorities and other partners, including health, education, job centres, and the voluntary sector.

The intention is to consult the Youth Forum on strategic and operational ideas, concepts and decisions relating to the Youth Guarantee Trailblazer, informed by current NEET data held by constituent authorities and guidance from the Government. Youth Forum members will be encouraged to contribute from their

own lived experience and that of their community. They will receive support from local youth sector partners to build confidence in public speaking, communication, advocacy and peer research and gain transferable skills for future roles.

Data sharing mechanisms

It is acknowledged nationally that data sharing across the skills and employment landscape is challenging and presents multiple missed opportunities to 'connect the dots' and work more strategically. The Authority intends to work with our strategic partners on developing and implementing strong and effective data-sharing approaches that will allow for better tracking and monitoring of young people, early identification of those at risk of NEET and those that are NEET and the critical risk factors causing young people to be NEET in specific locations.

The Authority acknowledges that data storage and management must comply with GDPR protocols. It has a dedicated Officer with oversight of this, and it will utilise the skills and expertise of wider colleagues to ensure data is managed in accordance with current legislation.

Risk

Managing risks will be a key part of the Trailblazer's overall Programme Management. A dedicated manager will lead a risk register created for this programme. The strong proposed governance arrangements will ensure the Programme Board has oversight of this and will monitor outcomes and plans to mitigate risk.

Strong governance also ensures that the Skills Committee and CA Board will oversee the programme, which will ensure that progress is closely monitored.

Safeguarding and Equality Impact

The Authority intends to complete an Equalities Impact Assessment across the Youth Guarantee Trailblazer policy and interventions framework. This will be shared across the governance structure and kept under review.

Safeguarding of service users MUST be a key priority. The Authority intends to create a Safeguarding Policy Statement as part of the Policy and Interventions Framework. This will cover areas such as safe recruitment practices, the requirement for engaged organisations to have effective safeguarding and Prevent policies etc.

The Authority will work with our strategic partners to ensure Safeguarding is woven through delivery of the programme.

7. Expected Outcomes

What are the expected outcomes of your Youth Guarantee Trailblazer that will positively impact the number of 18-21 year olds not in employment, education or training in your area? You should consider:

- Outcomes that are aligned to your objectives in your plan
- Impact of engagement to bring down the number of young people who are not in education, employment or training
- Early actions to prevent those at risk of not being in employment, education or training.

- How you plan to collect management information for local performance monitoring and evaluation purposes or any such existing collection that you plan to use

Please enter your response here:

Through the Trailblazer the Authority seeks to explore:

- **What provision comes under the Youth Guarantee:** mixing national offers from various departments, local offers, third sector programs and employer support.
- **How to connect provision:** coherent approaches at a local level that enable accessibility and smooth transitions into and out of the Youth Guarantee. Gaps are identified in the existing system and interventions and trialled to resolve them.
- **Who delivers support:** determine the best organisations to deliver support at different stages and understand who should be accountable.
- **How to identify and engage young people:** ways to identify young people in need, engage them, support their journey and prevent disengagement

In March 2026, the Authority intends to have:

- A robust Youth Guarantee Policy Framework on which to build on as well as a continued delivery plan
- An established governance model for the Youth Guarantee implementation
- Young people co-designing the Youth Guarantee and helping to lead advertising and marketing
- A robust Evaluation of the Trailblazer that informs local and national policy
- An established consortium of frontline and infrastructure organisations who are clear about the intention of the Youth Guarantee and clearly understand their role and responsibility within it.
- Strong strategic partnerships with constituent councils and Job Centre Plus, with excellent data sharing mechanisms in place and data helping to drive ongoing development and performance.
- An extension of the existing National Client Caseload Information System (NCCIS) currently used for 16-18yr olds that supports collecting management information for local performance monitoring and evaluation purposes. We will work with Cambridgeshire County Council and Peterborough City Council on this.
- New or enhanced Management Information systems that are recording and reporting on key performance indicators and success measures.
- Scaled-up delivery practices that enable early identification of young people at risk of NEET aged 18-21 and support mechanisms in place to engage with them.
- Strong relationships with national organisations such as Youth Futures Foundation and Youth Employment UK so that we can continue to build a strong evidence base and develop concepts and delivery models informed by outstanding practice across the UK and Europe.
- A clear understanding of the continued resources needed to have the capability and capacity to deliver the Youth Guarantee.

In March 2026, the Authority would like to see:

- Strong emerging levels of engagement with Young People through the Youth Forum
- Ambitious targets and strong performance across a range of targeted interventions.

- A stable volume of young people NEET with a strong understanding of how young people have progressed to employment of further learning due to activities and interventions and how young people may have joined the NEET cohort during that time. The NEET cohort is never static, and it will be crucial to identify and monitor the NEET 'flow' in line with broader activity in the local economy.

8. Funding

How much funding do you require in total to deliver an effective 12 month Youth Guarantee Trailblazer that supports 18-21 year olds into employment, education or training? (approximately £5m can be available per area based on fully justified business cases). Your answer should include:

- Breakdown of estimated costs including your local evaluation
- How funding will be allocated

Please enter your response here:

The Authority seeks **£5,000,000** for the Trailblazer. An indicative breakdown of costs is provided below.

Headline	% of £	Activity	Budget	Comments
Programme Management Costs, of which:	10%	Total Programme Management Costs:	£ 500,000.00	
Pay Costs		10% of Senior Leadership +30% on-costs	£	
		30% of the AD for Skills & Employment + 30% on-costs	£	
		30% Senior Skills, Employment & Careers Lead + 30% oncosts	£	
		100% Programme Lead + 30% on costs	£	
		50% Skills Policy Lead Apprentice +30% on costs (Youth Forum)	£	
		20% Employment & Skills Officer +30% on costs	£	
		30% Careers & Work Inspiration Officer +30% on costs	£	
		10% Procurement Officer +30% on costs	£	
		10% Legal Officer + 30% on costs	£	
		50% Programme Support Officer + on-costs	£	
		SUB TOTAL PAY COSTS	£ 236,922.02	
Revenue and contingency costs		Revenue and contingency costs	£ 263,077.98	To be held for general expenses, revenue costs and potential additional staffing costs as the work evolves and develops.
Programme Development	5%	Partnerships, research and development, test and learn, consultants	£ 250,000.00	This line will be used for consultants fees i.e. we may pay for the CEO of Youth Employment UK to Chair our Programme Board and commission organisations to support the development of our Policy and Interventions framework. It will also be used for wider research and development activities, including Youth Employment UK Census (25k) to help us better understand our young people.
Procurement/Commissioning	1%	Staff and resource costs	£ 50,000.00	Additional staff and resources costs for all procurement and grant funding arrangements across the year of delivery.

Marketing, advertising and communications	3%	Staff costs and revenue costs	£ 150,000.00	Staff costs will be for up to 50% of a Marketing and PR Officer FTE £ plus 30% oncosts at £. The remaining budget will be used on advertising and marketing campaigns, including the costs of a marketing agency to work with the youth forum on a targeted campaign.
Youth Forum	1%	Resources to manage the Forum and a budget to Test and learn initiatives	£ 50,000.00	A moderate budget to enable engagement activities and to pay young people for their out of pocket expenses for participating in the forum, including Travel expenses.
Data systems	2%	Licences for LiquidLogic (NCCIS)	£ 100,000.00	To cover the costs of additional licenses and software to extend the NCCIS used to tracking and monitoring young people and to help manage all management information that is obtained across the Trailblazer.
Data Analysis and Reporting	2%	Staffing Costs/software	£ 100,000.00	This will cover the salary costs of a Data Analyst at FTE £ plus 30% oncosts at £ = £, plus a contingency for expenses and general revenue costs.
Digital Platforms to enhance engagement and IAG	2%	Software and development	£ 100,000.00	This budget is for the development of a digital product that will support engagement and provide support, information, advice and guidance specifically for 16-25yr olds across the region. This is an area that we anticipate costs to rise once we have fully developed the specification and so we would use funding from the revenue and contingency line to cover additional costs.
Evaluation	5%	Commission organisation to conduct evaluation	£ 250,000.00	We intend to grant fund a supplier for this work. We are keen to benefit from a robust evaluation process to shape future policy.
Cambridgeshire County Council	17%	Scale up capacity and capability to extend existing 16-18 services	£ 850,000.00	The 16-18 cohort is c14,000 across Cambridgeshire. To scale up existing infrastructure to meet the needs of the 18-21 cohort, Cambridgeshire's needs are far greater than Peterborough, which has a smaller 16-18 cohort at just c6,000. In addition, Cambridgeshire has a strong University presence with high levels of young people 'economically inactive' due to being a student. Significant work is required to establish reliable data sets that have identified young people most need of support. CCC has therefore estimated these costs based on assumed volumes of young people.
Peterborough City Council	7%	Scale up capacity and capability to extend existing 16-18 services	£ 350,000.00	
CPCA Growth Works with Skills	15%	Scale up activity focused on skills & employment for 18-21yr olds, of which:	£ 750,000.00	The CPCA already delivers a range of programmes with a proven success record of engaging with employers and adults aged 19+ across the region. The Authority intends to scale up this existing provision to benefit wider outcomes for young people aged 16+ and will target interventions in areas such as Peterborough and Fenland where we know NEET rates are highest. We will also work with constituent authorities and where possible will also grant fund them through this budget to scale up other activities that are focused on tackling NEET.
		1. Paid Internships Programme for 18-21yr olds	£ 200,000.00	The existing programme has been running under UKSPF funding and has a proven output of 90% success in participants securing permanent employment. We aim to extend the offer specifically for 18-21yr olds and target employers with the Internship Programme to generate new job outcomes.
		2. 16-18yr old grants, incentives and bursarys to support and encourage employers to take on a young person into an apprenticeship.	£ 100,000.00	Build on existing models such as the AGE grant and test models of incentives to assess how impactful they are at encouraging employment growth for young people into apprenticeships or work with training (RPA compliant)
		3. Apprenticeships/Skills Brokerage	£ 150,000.00	Scaling up existing Brokerage services with employers, providing employers with advice and guidance about the Good Work Charter, incentives and changes to the Growth and Skills Levy.
		4. All-age careers service - build capacity and integrate with local National Careers Services and JCP	£ 100,000.00	Extension of our all-age careers service - currently delivered by REED in partnership - to cover a wider geography and target 18-21yr olds in priority areas.
		5. Regions of Learning - Digital Badging	£ 100,000.00	To scale up our existing work with Regions of Learning to establish digital badging as mechanism for young people to accredit their skills, knowledge and behaviours and promote these in the Talent Hive (Digital Platform) to a range of employers looking for local Talent.

		Careers Hub & Talent Hive	£ 100,000.00	Increase capacity and capability of our regional careers hub (age 14 -18) to develop the digital platforms for the promotion of IAG to to scale up existing activities that are proven to be effective at an earlier age so that 18-21s can benefit i.e. Enterprise Advisor Network, Equalex Work Experience Programme and work inspiration activities.
Grant Funding for Interventions	30%	A grant funding programme for frontline and infrastructure organisations to apply to for the delivery of scaled up or innovative interventions.	£ 1,500,000.00	An Interventions Framework will be produced that will be shaped by the Policy Framework. This is expected to have the following themes: Prevention & Engagement, Mental Health and Wellbeing, Employment & Skills, CIAG & Work Inspiration, Transport and Access to Support. Suppliers will be required to demonstrate how their proposals are aligned to the policy theme and how they will help to tackle the region's problem statements. Each application for funding will be assessed against a transparent assessment framework. Funding will only be allocated to interventions that are strongly aligned to the strategic intentions of the Youth Guarantee Trailblazer.
	100%		£ 5,000,000.00	

Funding will be allocated externally to the Authority by using Grant Funding Agreements. The Authority has a long-standing record of issuing and monitoring grants through Local Growth Funds, UKSPF and Adult Skills Funding programmes etc.

9. Local evaluation

How will you monitor and evaluate the design, implementation and outcomes of your local Youth Guarantee Trailblazer? Your answer should consider:

- Details of the management information you plan to collect for local performance monitoring purposes
- Plans to conduct a full evaluation of your Youth Guarantee Trailblazer, demonstrating the effectiveness of your Trailblazer's processes and initiatives, and progress towards outcomes, to support continuous improvement

Please enter your response here:

Evaluation:

The Authority intends to work with an external body to conduct a full evaluation of the Youth Guarantee Trailblazer and to start the evaluation as soon as possible. The Authority will also engage with and use the skills and expertise of its own Policy and Insights team and those that exist with the strategic partners.

The Authority has allocated 5% of the £5,000,000 budget to the evaluation process, demonstrating the commitment to a high-quality evaluation.

Management Information:

During the Trailblazer the Authority intends to work with strategic partners to collect management information for local performance monitoring purposes. The Authority plans to collaborate and combine data sets from existing national client caseload information system requirements such as the [NCCIS for 16-18yr olds](#) (NCCIS) and the [Individual Learner Record \(ILR\)](#) for Further Education and where data is not currently collected on the 18-21yr old cohort, we will use existing guidance in place for 16-18yr olds to inform our requirements. We will also combine data sets collected by DWP/JCP to ensure we are capturing a targeted level of detail that will help inform the development of the Trailblazer.

We will continue to monitor and publish local economic analysis that will include:

1. **Economic inactivity**
2. **Unemployment**
 - APS
 - Vacancies
 - Claimant Count
 - Universal Credit
7. **Employment**

ANNEX 2 –THE FUNDED ACTIVITIES

The funded activities (as further described in the Proposal) under this grant are:

- To understand the existing service landscape and identify and link various support and services available to 18 to 21 year-olds.
- To deliver a targeted range of place-based activities, to support better employment outcomes for marginalised young people.
- To develop a range of engagement interventions that will be tried and tested across the Trailblazer.
- To create a new Youth Forum for the region to help steer the development of the Youth Guarantee offer.
- To establish a Programme Board to oversee the Trailblazer's development.
- To build capacity and capability within Cambridgeshire County Council and Peterborough City Council, to support the Authority in early identification of 18-21-year-olds who are NEET.
- Scaling up existing provision:
 - Paid Internships Programme for 18- 21yr olds.
 - 16-18yr old grants, incentives and bursaries to support and encourage employers to take on a young person into an apprenticeship.
 - Apprenticeships/Skills Brokerage.
 - All-age careers service - build capacity and integrate with local National Careers Services and JCP.
 - Regions of Learning - Digital Badging.
 - Careers Hub & Talent Hive
- To undertake a mapping exercise that will identify whether a multi-agency approach is key to the success of early identification and intervention
- To develop and implement a Good Work Charter.
- To introduce a Grant Funding Programme where frontline and infrastructure organisations can apply for funding to enable the delivery of targeted interventions that look to address the regional 'problem statements' that have shaped the Youth Guarantee Policy Framework.
- To develop and deliver new or enhanced digital platforms to provide support, advice and guidance.
- Within Cambridgeshire County Council, to maintain an existing programme of work that has included delivery of the National Citizens Service and has provided targeted support to vulnerable groups at a time of transition.
- Within Peterborough City Council, to build on the family business model to include education, employment and training opportunities and create a bank of these which could be accessed whatever the barrier/vulnerability of the young person.
- Stakeholder engagement, communication and marketing to support Funded Activities.
- Communications and Marketing to Support Funded Activities
- Evaluation of the Funded Activities.

ANNEX 6 – AGREED OUTCOMES

Quarter 1 (Apr – Jun):

Activity Area	
Governance	Establish the terms of reference for the Programme Board and appoint the Chair. Commencement of Programme Board meetings
	Progress update to Skills & Employment Committee taken place June 25
Operational Delivery	Communications plan developed and implemented to raise awareness of skills and the employment ecosystem
	Support from an external marketing/advertising agency to support young person's campaigns in place
	Operational delivery plan focused on scaling up existing statutory services (16-18) for the region to track, monitor and support young people at 18- 21 via CCC and PCC established
	Funding distributed and data sharing agreements in place
	Senior Leadership Team and Operational Delivery Team established
	YGT Programme Lead recruitment complete
	Go LIVE CAMPAIGN completed
Strategic Development	Begin development of the Youth Guarantee Policy Framework
	Development of the YGT Interventions Framework completed
	Grant Programme for the Interventions Framework established
	Commence policy development of Engagement
	Commence policy development with ICB/NHS/Mental Health services
	Commence integration of the Youth Guarantee into the Regional Careers Hub
	Commence policy development of CIAG and Work Inspiration
	Commence integration of the Youth Guarantee into the all-age careers service including working with JCP and the Careers service to provide a holistic model of support
	Commence development of the Talent Hive/Digital IAG platform
	Commence development of Digital Badges Programme for ages 16-25
	Develop the Good Work Charter and integrate the Youth Guarantee and Connect to Work
	Activity concludes to ensure grant funding agreements are in place for innovation/interventions
Partnership Engagement	Attended existing steering groups/forums/boards to brief them on the programme
	Commence engagement with the Kings Trust (Princes Trust)
Young People Engagement	First meeting of the Youth Forum taken place
	Youth Employment UK Census completed
	Commencement of work with DfE/DWP and contribute to the national youth forum

	Commencement of activity to develop/test a marketing campaign (co-designed with young people) to promote the youth guarantee
	Commencement of engagement with young people through existing regional networks and forums.
Service Provider & Practitioner Engagement	Youth Guarantee 'conference' for Practitioners and service providers taken place (May 25)
	Conclusion of market engagement activity with Providers – Grant Funding for Innovation/ Interventions
	Marketing and PR activities for service providers and Practitioners implemented
	Commencement of engagement with service providers and practitioners through existing networks, and forums across the region.
Impact & Evaluation	Data Management Programme established,
	Commissioning process for an external supplier to monitor and evaluate the impact of the Trailblazer undertaken and commissioned supplier to commence work
	Data-sharing agreements and MOUs between strategic partners implemented
	Establish expected participant volumes

Quarter 2 (Jul – Sept):

Activity Area	
Governance	Programme Board meetings to have taken place at 6 weekly intervals
	Progress update to Skills & Employment Committee taken place Sept 25
Operational Delivery	Delivery of communications activities
	Three monthly meetings of the Senior Leadership Team
	Three monthly meetings of the Operational Delivery Team
Strategic Development	Delivery of innovation/interventions commences
	Launch of Targeted Paid Internships Programme for 18-21yr olds
	Ongoing development of the Youth Guarantee Policy Framework
Impact & Evaluation	Grant funding agreement/contract/performance management to commence for innovation/intervention

Quarter 3 (Oct – Dec):

Activity Area	
Governance	Programme Board meetings to have taken place at 6 weekly intervals
	Progress update to Skills & Employment Committee taken place Nov 25
Operational Delivery	Management of innovation / intervention onward grant agreements
	Delivery of communications activities
	Three monthly meetings of the Senior Leadership Team
	Three monthly meetings of the Operational Delivery Team

Service Provider & Practitioner Engagement	Youth Guarantee 'conference' for Practitioners and service providers taken place (Oct 25)
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Quarter 4 (Jan – Mar):

Activity Area	
Governance	Programme Board meetings to have taken place at 6 weekly intervals
	Progress update to Skills & Employment Committee taken place Jan/Mar 26
Operational Delivery	Management of innovation / intervention onward grant agreements
	Delivery of communications activities
	Three monthly meetings of the Senior Leadership Team
	Three monthly meetings of the Operational Delivery Team
Service Provider & Practitioner Engagement	Youth Guarantee 'conference' for Practitioners and service providers taken place (Feb 26)