

Basildon Pilot Project: Engage your future talent pipeline

Basildon Borough Council can provide you with multi-channel access to youth talent to improve opportunities for young people in Essex. Select your choice of channel, according to your resource base and requirements.

What is the Opportunity?

Basildon Council has developed a range of initiatives to help businesses that have made Social Value commitments to improve opportunities for young people in Essex, to reach young people.

As a business, you can choose the channel, or channels, that you would like to use to reach young people by contacting the team at Basildon Council and they will help facilitate delivery.

Improving opportunities for young people and Social Value

Vendors can include engagement practices with schools, colleges and young people as part of their social value offer when bidding for ECC contracts. These are the social value measures to commit for:

- ECC 16: No. of hours dedicated to support young people into work (e.g. CV advice, mock interviews, careers guidance) - (under 24 y.o.)
- ECC 18: Meaningful work placements that pay Minimum or National Living wage according to eligibility - 6 weeks or more (internships)
- ECC 19: Local school and college visits e.g. delivering careers talks, curriculum support, literacy support, safety talks (No. hours, includes preparation time)

The Gatsby Benchmarks

Through taking part in the below activities you will help schools and colleges to meet [The Gatsby Benchmarks](#). This is a framework of eight measures which schools and colleges have statutory responsibilities to meet.

Next Generation Champions

Support Schools with Gatsby Benchmark 4,5 and 6

If you are looking to work with local schools to inspire young people about the work of your organisation, Basildon's Next Generation Champion Programme is a free programme that aims to help facilitate links between education and employers, making it simpler for:

- People and local businesses to get involved and support their local schools and colleges
- Schools and colleges to source passionate people from the local workplace to support careers activities

The project acts as a brokerage service, coordinating all the careers activities taking place across the borough in one place.

The types of activities Next Generation Champions can get involved in may include:

- Mock Interviews
- Careers Fairs
- Inspirational Talks
- Work Experience activities
- Bringing lessons to life

All Next Generation Champion volunteers will be emailed once a month outlining all activities taking place in the borough. As a Next Generation

Champion you can then decide what activities to take part in.

For more information about how to register with the scheme, visit

<https://www.basildon.gov.uk/article/9142/Next-Generation-Champions>

National Youth Card App / Virtual Engagement

Support Schools with Gatsby Benchmark 5 & 6

Basildon Borough Council is the first Council in the country to be working with the leading national youth social mobility charity Speakers for Schools, to rollout the [Youth Card](#) App across the borough. The Youth Card App is a free mobile app that enables young people (aged 11 – 30 years old) to take charge of their own futures by providing opportunities for work experience, volunteering, apprenticeships, youth groups as well as exclusive discounts on consumer brands.

All opportunities offered through Youth Card by charity and business partners can be tailored to target a specific age groups and/or geographical areas across the UK.



Schools can also opt to integrate the App into their own IT systems, to provide students with a

more personalised experience and deliver enhanced targeting, thereby ensuring that additional levels of support are offered directly to their students with the highest need.

If you are interested in reaching young people through a high quality and trusted online channel to provide work experience, inspiring talks, volunteering and apprenticeship opportunities, as well as exclusive discounts, please email skills@basildon.gov.uk.

Your Futures Careers Fair 2022 – Support Schools with Gatsby Benchmark 7

Every year, Basildon Council organises a ‘Your Futures’ Careers Fair, which is designed to provide Year 9, 10 and 11 pupils from across the borough with access to information and contacts about a range of future career opportunities.

Traditionally, the ‘Your Futures’ Careers Fair has attracted over a thousand young people to come and explore their future career options and meet with a range of organisations, many of whom are offering young people concrete employment, education and training opportunities.

This years ‘Your Futures’ Careers Fair will be held on October 18, 2022 (3.30 – 7.30pm), in the Towngate Theatre in Basildon Town Centre.

If you are interested in paying for a stall on the day [Click Here](#) or if would like to discuss sponsorship opportunities linked to ‘Your Futures’, please email skills@basildon.gov.uk.

Basildon Advice Store

If you are interested in reaching unemployed young people, to highlight potential job opportunities or deliver programmes to support them into employment, Basildon Council has established a town centre retail employment and skills facility called the Advice Store.

The Advice Store hosts a range of local providers of free skills, training and career advice to support local people in a welcoming and accessible environment. The Advice Store is located at 5



Market Pavement, Basildon and is currently open from 10am to 4pm Monday to Thursday.

If you are interested in working with the Advice Store and reaching unemployed young people, contact theadvicestore@basildon.gov.uk.

Work Experience Placements Support Schools with Gatsby Benchmark 6

If you would like to offer young people work experience placements, Basildon can help introduce you to local schools looking to place young people in business to undertake work experience programmes.

Basildon Council facilitates a regular Secondary School and College Careers Forum and is in regular dialogue with Careers Leaders in local schools.

If you are interested in offering young people work experience placements, please email skills@basildon.gov.uk.

Industry Visits Support Schools with Gatsby Benchmark 6

If you are open to hosting a half day or full day visit for local students to your workplace, Basildon Council's skills team can link you to local schools and colleges. In addition, Basildon can provide an example outline for a half day and full day visit and link you to employers who have experience successfully delivering Industry Visits.

For more information, please email skills@basildon.gov.uk.

