Tracking young people
A ‘how to’ guide for councils
The Local Government Association (LGA) is the national voice of local government. We work with councils to support, promote and improve local government.

We are a politically-led, cross party organisation which works on behalf of councils to ensure local government has a strong, credible voice with national government. We aim to influence and set the political agenda on the issues that matter to councils so they are able to deliver local solutions to national problems.

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Isos is a small advisory company, specialising in work for the public sector. We work with our clients to develop practical solutions, which are evidence-based and outcome focused. We have worked across all parts of the education sector in the UK and overseas and at every stage of the policy making and delivery process. We have a strong track record in helping to deliver improved outcomes for children and young people.

You can find out more about who we are and what we do at www.isospartnership.com
Foreword

Local authorities are ambitious for their young people, wanting each to realise their full potential. Youth disengagement is a critical and complex issue for individuals and for society that can have scarring effects lasting a lifetime.

Councils have some key statutory responsibilities to support young people. This includes supporting the raise of the compulsory participation age, and a responsibility to identify and track young people disengaging and securing sufficient suitable education and training provision for all young people aged 16-19 years old.

However the transition from education to work is becoming longer and more complex, a result of a shifting youth labour market and a fragmentation of services seeking to help young people into it. This inevitably makes tracking participation through various services, and ensuring young people receive the support they need, more difficult.

We will continue to make the case for a renewed public service offer for young people, which gives councils the levers and influence to bring together services around individuals in ways that equip them with the skills and experience wanted by local employers.

Nevertheless we are keen to support councils improve the life chances of their young people now. We are therefore pleased to launch this report, developed by Isos, which captures a lot of excellent local authority practice that we hope will be useful for councils looking to improve the way they track and record young people’s participation in education and learning.

I hope you find this ‘How to’ Guide helpful, please do get in touch for further information or to get involved.

Councillor David Simmonds
Chairman of the LGA Children and Young People’s Board
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Introduction

The Local Government Association (LGA) and the Association of Directors of Children’s Services (ADCS) has launched a programme of sector-led support to councils to help them improve the way they track and record young people’s participation in education or training. Twenty-four councils participated in the project which consisted of action learning workshops in April 2013 as well as follow up consultation and support through phone calls. There was a final progress meeting in September 2013 and the LGA plans to keep in touch with councils to understand their progress.

This ‘How to’ guide captures learning from the initial action learning workshops as well as follow up conversations with councils. It includes examples from ‘Expert Councils’ who presented at the initial action learning sets as well as evidence from other councils about how they have taken work forward. The intention of the ‘How to guide’ is to make this learning available to all councils.

The guide starts with a reminder of why tracking is so important before going on to consider some of the underpinning conditions that need to be in place for councils to develop effective tracking systems. It then looks at the different elements of an effective tracking system with examples of work other councils have undertaken to put these systems in place.
Why tracking matters

Better outcomes for young people

First and foremost effective tracking of young people matters because it is linked to councils ability to improve outcomes for young people. The Audit Commission Report ‘Against the odds’1 demonstrates the personal and public cost of young people ‘not in education, employment, or training’ (NEET), both in terms of the reduced life chances to young people themselves, as well as the long term costs to councils. There is therefore a strong financial, as well as a moral case, for councils to do more to reduce the number of young people who are NEET and effective tracking is likely to play a key part in their ability to do this.

Tracking is a key part of councils ability to improve outcomes for young people because councils need to know which young people have disengaged from the education and training system in order to offer them support to help them re-engage. They also need to know what has happened to young people whose destination is unknown to help decide whether further intervention is needed or not.

Meeting council’s statutory duties

Effective tracking is critical to fulfilling council’s statutory duties for the participation of young people. These duties include current duties for the participation of young people to:

• secure sufficient suitable education and training provision for all young people aged 16-19 and for those aged 20-24 with a Learning Difficulty Assessment in their local area
• encourage, enable and assist young people to participate in education or training; tracking young people’s participation successfully is a key element of this duty.

As well as new duties for 16 and 17 year olds under Raising the Participation Age (RPA) to:

• promote the effective participation in education and training of young persons in their area
• establish the identities of young persons failing to fulfil the duty to participate in education and training.

Increased focus and transparency

The new duties under Raising the Participation Age will come into effect for 16 year olds in September 2013 and for 17 year olds in September 2015. There is likely to be an increasing focus on the effectiveness of council tracking systems as a result. Councils already report information to the Department for Education (DfE) about the participation of young people through the National Client Caseload Management Information System (NCCIS). This information is published on an annual basis by DfE.

The publication of Client Caseload Information System (CCIS) data allows comparisons to be made across councils in both the rates of young people who are NEET and young people whose destinations are unknown. Councils with high rates of NEET or Unknowns are likely to face increased scrutiny and pressure from central government to show improvement and will therefore need to focus on the full cohort of 16-18 year olds, not just those affected by the new RPA legislation. OFSTED are also planning their own study of council efforts to reduce the number of unknowns.
What do councils need to think about when developing their tracking systems?

Councils involved in the research identified a number of underpinning conditions which they argued need to be in place to enable effective tracking. They are summarised below:

- Achieving strong political and leadership support for tracking. Councils argued it was important that councillors and leaders understood the importance of tracking to fulfilling their statutory duties. To do this they recommended moving the debate on to one of participation vs non-participation under the new RPA duties rather than simply talking about NEET figures which often misses the issue of ‘Not knowns’. Brighton and Hove had now made the Unknown figure a key performance indicator for Children’s Services alongside NEETs, and other councils had had success in raising the profile of the importance of tracking. Councils talked about the need to continuously remind councillors and senior leaders of the long term costs of not tracking effectively if higher numbers of young people become NEET and suggested raising the need for effective tracking with their scrutiny committees.

- Clarity around roles and responsibilities for tracking and effective performance management. Councils were clear that there needed to be clear leadership responsibility allocated for managing their tracking systems and that resources would need to be allocated to support the tracking process (albeit councils had taken different decisions about how much resource to allocate and whether this was done in house or not). Councils had focused hard on developing their performance management arrangements for tracking – tracking and following up was embedded in the casework of any advisers working with young people. Derbyshire has developed their own handbook for staff setting out tracking responsibilities.

- Strong relationships with all schools and post-16 providers as well as the voluntary sector. Councils are unlikely to be able to track all young people effectively without the active cooperation and collaboration of providers. They will rely on information from providers at a number of key stages in a young person’s journey from pre-16 education, through their journey 16 -18, and onto post-18 destinations. Councils will need to build these relationships with all types of providers including those for whom they do not have direct responsibility including academies and further education colleges. Councils identified the new Destination Measures as key lever they could use to raise this issue with providers and were having conversations with providers about the longer term destinations of young people.

- Clear data sharing processes and agreements in place which all staff understand. Councils highlighted the need to build strong relationships with their own legal teams to ensure they clearly understand the purpose of tracking and the need for data...
sharing within and across councils and with local agencies and providers. They also identified the need to put in place clear data sharing agreements with providers, including building the requirements to track post-16 destinations into their local data sharing agreements with academies. A summary of the main data sharing powers under current legislation is included below.

Summary of the main legislative duties as they relate to tracking and information sharing

**Schools**
Section 72 of the Education and Skills Act 2008 requires educational institutions (including academies) to provide relevant information about pupils to local authority support services to enable them to carry out their duties under S68 of the same Act (this is the duty to encourage, enable and assist 16-19 year olds, and 20-24 year olds with LDD, to participate). There is an equivalent duty (S14) that allows the supply of information to enable local authorities to carry out their duties. The Careers Guidance: Statutory Guidance for Schools (which can be found [here](#)) places a clear expectation on schools to support local authorities to identify young people are risk of becoming NEET, post-16 plans and offers made under the September Guarantee. Schools also have an express legal power that enables them to share “individual pupil information” with institutions within the education sector under powers set out in Section 537A of the Education Act 1996, and updated through a series of regulations.

**Public bodies**
Section 77 of the Education and Skills Act 2008 allows the bodies listed below to supply information to the local education authority to enable them carry out their duties under S68. There is an equivalent duty (S16) that allows the supply of information to enable local authorities to carry out their RPA duties. The following bodies are covered by both sections:

- a local authority
- the Learning and Skills Council (now the Education Funding Agency)
- a Primary Care Trust
- a Strategic Health Authority
- a chief officer of police
- a provider of probation services
- a local probation board
- a youth offending team.

**Post-16 education and training providers**
In addition to the requirements above, section 14 of Education and Skills Act 2008 places a specific duty on all learning providers (including schools, academies, colleges, PRUs and apprenticeship providers) to notify a local authority when a 16/17 year old is not meeting their duty to participate. That is interpreted as when a young person ‘drops out’, rather than when they leave at the end of their course. This duty is set out in more detail in the [RPA Statutory Guidance](#). The statutory guidance also makes it clear that providers are required to notify the local authority in the area where they are located. It is for local authorities to pass on information to the local authority in which the young person resides.
What does effective practice look like at each stage of the tracking process?

Councils identified a number of different stages to the tracking process and highlighted some key issues or questions to consider and examples of effective practice that had worked for them.

The key steps identified were:

- **Step 1 Pre-16** – Tracking begins pre-16 by making sure councils know where all students are including those outside of formal education; by identifying those at risk of not making a successful transition and by offering transition support to specific young people.

- **Step 2 Post-16** – Councils complete the September Guarantee to determine how many young people have taken up an immediate place in post-16 education and training.

- **Step 3 16-18** – Councils continue to track the destinations of young people, need to know about young people who drop out of education and training and will follow up with any young person whose destination or status is unknown.

- **Step 4 18 plus** – There was some debate about council’s formal responsibilities here once the RPA requirement has ended but many councils felt they had an ongoing responsibility to track young people’s post-18 destinations and to join up with Job Centre Plus in particular.

Effective practices pre-16

Part of the challenge for councils in tracking young people post-16 is making sure they know the whereabouts of the entire cohort pre-16. This means councils having accurate records of those young people who are educated outside of school in Education Other Than At School (EOTAS) provision or who are home educated. Councils who want to improve their post-16 tracking should first seek to ensure they have accurate records about the entire cohort pre-16.

Many councils have decided they need to identify young people who might be at risk of disengaging from education and training earlier than age 16. A number of councils – some of whom were involved in the RPA Local Delivery Projects and Trials – have therefore developed what they call Risk of NEET indicators or early identification systems. More details on the types of approaches councils have taken to developing these measures can be found in the evaluations of the RPA Local Delivery Projects which can be found here. NFER have also undertaken research on behalf of LGA into the development of indicators for early identification of young people at risk of temporary disconnection from learning which can be found here.

Councils also talked about bringing together their approach to identifying Risk of NEET with their intended destinations exercises so that
schools were being asked to identify anyone at risk of not making a successful transition in April or May of Year 11. Some councils had then had success in putting in place specific targeted transition support for at-risk groups of young people during year 11 and even across the summer holiday period for some. Some had worked with Youth Contract providers to try and target these groups of young people. In these instances tracking the immediate destinations of these young people should be more straightforward as the services providing this support will remain in regular touch with these groups of young people.

Effective practices post-16

The key task for councils at this stage is to track the immediate destinations of young people. Councils are required under the September Guarantee to track how many young people have been made a suitable offer of a place in education and training. Councils identified the challenge of waiting for providers to complete their national returns to the Education Funding Agency as being too late to begin tracking the immediate destinations of young people. Many councils had therefore reached agreement locally with providers to share their admissions lists as early as possible in the academic year so that councils can begin the work of checking whether intended destinations and offers have been taken up and so that they can start to identify any young people with an unknown destination. This often though depended on the goodwill of providers and councils had to invest significant resources in developing these relationships. It was also more difficult for councils who required this information from providers in neighbouring authorities suggesting a need to try to do this on a sub-regional basis where possible. A number of councils also identified the need to build relationships with independent schools to determine whether young people who had attended these institutions pre-16 had now left and what their own admissions had been.

Effective practices 16-18

Establishing the immediate post-16 destinations of young people is a vital first step in tracking young people, but is insufficient on its own. Keeping track of young people beyond their immediate post-16 destinations is vital to having an up to date picture of the entire cohort. Many young people will change course, change provider, move into or out of the local authority, drop out of education and training for a period or complete a course and have a gap between starting another one.

Councils have access to a range of sources of data that can help locate young people and identify what might have happened to any young people whose status becomes Unknown. As part of the action learning workshops the councils involved identified a range of potential data sources that could help them to identify the whereabouts of young people – see annex 1 for the full list. In addition councils were clear about the importance of maintaining their local Client Caseload Information Systems (CCIS) to give them the data they need. Full guidance on maintaining CCIS can be found here but councils involved in the action research had adopted a mix of approaches with some doing this in house and others contracting out to CCIS service providers. In London sub-regional units are used to provide this service to clusters of local authorities.
However councils were also clear that they were unlikely to be successful at keeping track of the full cohort acting on this data alone – they also needed the cooperation of providers, other services working with young people and regular updates from neighbouring councils. We look at examples of approaches to each below. Where these failed to provide sufficient information about the whereabouts of young people direct outreach to try and find young people was still likely to be needed and councils had adopted a range of different approaches to this outreach.

Working with providers, other services and other councils
Both Brighton and Hove and Derbyshire identified the process of notification from providers as critical to their successful tracking systems and ability to reduce the number of unknowns. Brighton had established a clear timeframe and responsibilities with their providers which set out the requirements to supply regular updates on both the immediate destinations of young people and young people who have dropped out of education and training – see the case study below. Many of the councils who have been involved in the RPA Local Projects have developed similar systems for providers to notify them immediately if young people drop out. A number of these systems involve online notification which make the process simple for providers.

Councils were also clear that they needed effective information sharing arrangements in place within their own teams and with other agencies working with young people who might hold useful information on the whereabouts of unknown young people. Whilst there was no simple solution to making this easier, councils identified the importance of all parts of the local authority and partners understanding the importance of tracking, establishing regular internal reporting mechanisms through quarterly performance clinics, and establishing new partnership forums which created greater transparency and accountability amongst all those working with young people.

Given the mobility of young people many councils also had developed effective information sharing arrangements in place with neighbouring councils. Derbyshire had established a protocol with its neighbouring councils that they will provide each other with monthly updates to each other CCIS system about young people they believe to have left or moved to their area. A number of councils also talked about developing common systems for working with providers to reduce the burdens on those who are required to provide notifications to multiple councils. Nationally CCIS leads will in future receive details of young people educated outside of their area at the end of Year 11.
### Case study: Brighton’s and Hove timeframe and responsibilities for tracking

<table>
<thead>
<tr>
<th>Timeframe</th>
<th>Data Collection</th>
<th>Learning Provider responsibility</th>
<th>Local Authority responsibility</th>
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<tr>
<td><strong>Sep – Oct</strong></td>
<td><strong>Post 16 Participation follow up (Year 11 leavers)</strong></td>
<td>● Post 16 learning providers to provide local authority with Year 12 enrolment data in required format. <strong>Deadline: 24 September</strong>&lt;br&gt;● Provide local authority destination data of cohort as collated by learning provider. <strong>Deadline: 31 October</strong></td>
<td>● Manage process for follow up of those not appearing on enrolment lists and update the CCIS. <strong>Deadline: 31 October</strong></td>
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<tr>
<td></td>
<td>Destinations of all Year 11 education leavers as at 1 November</td>
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<tr>
<td><strong>Sep – Nov</strong></td>
<td><strong>Post 16 Participation follow up (Year 12 leavers)</strong></td>
<td>● Post 16 learning providers to provide local authority with Year 13 enrolment data in required format. <strong>Deadline: 24 September</strong>&lt;br&gt;● Provide local authority destination data of cohort as collated by learning provider. <strong>Deadline: 30 November</strong></td>
<td>● Manage process for follow up of those not appearing on enrolment lists and update the CCIS. <strong>Deadline: 30 November</strong></td>
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<tr>
<td></td>
<td>Destinations of all Year 12 education leavers</td>
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<tr>
<td>Timeframe</td>
<td>Activity Description</td>
<td>Key Actions</td>
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| Oct – Nov | Post 16 Participation follow up (Year 13 leavers) | • Post 16 learning providers to provide UCAS data and any known destinations for Year 13 leavers to local authority  
**Deadline: 31 October**  
• Provide local authority destination data of cohort as collated by learning provider.  
**Deadline: 30 November**  
• Upload UCAS data and known destinations to CCIS.  
• Manage process for follow up of those not appearing on enrolment lists/UCAS data and update the CCIS.  
**Deadline: 30 November** |
| Sep – Jun | Early leavers from participation in post 16 learning | • Notify local authority via agreed process of all early leavers from education, to include all known destinations.  
**Deadline: ongoing**  
• Update client records on the CCIS and offer YES support if appropriate YES to follow up early leavers with an unknown situation.  
**Deadline: ongoing** |
| Dec – Apr | Intended Destination (Year 11) | • Statutory education providers to provide complete data set of Year 11 cohort to local authority.  
**Deadline: 20 December**  
• Ensure completion of What Next forms by all Year 11s.  
• Return all forms to local authority.  
**Deadline: 11 February**  
• Manage Intended Destination data collection process/quality audits and update the CCIS.  
**Deadline: 30 April** |
Outreach activity to track unknown young people

However effective councils are at tracking the immediate destinations of young people post-16 and in keeping track of young people between the ages of 16 and 18 through their work with providers, other services and other councils there are always some young people whose destinations are likely to be unknown. For councils whose services have undergone a period of major change there may also be a peak in the number of unknown young people as the usual processes of tracking young people have been disrupted. In these instances direct outreach to try and find young people is likely to be necessary and many of the councils involved in the action learning workshops had had real success in such outreach in a variety of ways.

The most common initial approach to outreach had been through the use of call centres (both internal and external to the council) to try to contact young people whose details were known. Councils had a mixed success with this approach – some had seen significant reductions in their number of unknowns as a result, and there was some debate as to the most effective timings of using call centres to contact young people. A number of councils felt that evening and weekend calling had had a much higher success rate. Other councils felt this approach had only limited value – many young people and their parents were resistant to being contacted in this way and didn’t understand the purpose – and it could only be used in instances where the council already had young people’s details and those details were up to date. One council had used a range of different in-house and contracted out services to deliver their call centre work and evaluated them to see which had been most effective. They found their local further education college call centre was most effective at reaching unknowns.

A number of councils had therefore developed alternative outreach approaches which complemented and added to the call centre approach. The first of these was Kingston’s use of electoral canvassers to lead direct outreach to young people through door knocking – see the case study below for full details. Many councils were keen on this approach and could see the potential benefits of using staff who were experienced and already trained in these approaches and are being to implement this going forward. Some had had difficulty in implementing this approach. Those who operate in large rural shire areas with district councils had encountered more difficulty in persuading these organisations to devote the resources of electoral canvassers for this purpose but were continuing to explore the possibility with some of their larger city councils. Other councils had tried using their own staff but had found this to be less successful and more expensive.

Effective practices post-18

There was some debate at the initial action learning workshops about how much of a priority ongoing tracking beyond 16 and 17 should be for councils given that their RPA duties only apply to 16 and 17 year olds. However most councils felt that they have a responsibility to continue to support young people at risk of becoming NEET after the age of 18, and therefore need systems in place to track those young people. Figures for 18 year olds participation are also included in the NEET and Unknown figures.
for 16-18 year olds which DfE use when looking at council performance.

Tracking young people post-18 can be particularly difficult as this is the time they begin to live independently, may move into higher or further education or may leave an area in search of employment. Partnerships with other agencies and providers are likely to be even more important therefore. Perhaps the most important of these partnerships is with Job Centre Plus as these partnerships between local authority services and Jobcentre Plus can help to ensure young people receive an integrated package of support, and avoid young people “falling through the cracks” at 18.

In terms of integrated support, there are a range of ways that councils and Jobcentres have found to work together. For example, Jobcentres have aimed to promote local authority services and contractors in their marketing and at employment fairs, helped find employer placements for traineeships, hosted open days for young people, and spoken at local authority events. In terms of tracking, since 2009 there have been arrangements in place to notify councils if a young person is in receipt of benefits. These arrangements have allowed councils to:

- check the young person is on their database – the young person may have moved to the area recently, and would not have been known to the council
- check and update the young person’s address – this may have changed as a result of the young person moving out of their family home
- contact the young person to identify any support they may need and help them to access it.

At present, the name, address and date of birth of young people aged 18 and 19 who are in receipt of a benefit are collected from Jobcentres, and the named contact at the council is notified that new information is available through the NCCIS portal. To help councils access this information, the notification is now also sent by email. If councils are unsure of who their named contact is, they can contact: helpline@NCCIS.org.uk

Often, however, councils need other information, such as a phone number or an email address, in order to track and contact the young person. DfE and the Department for Work and Pensions (DWP) hope to soon put in place a new information-sharing arrangement between Jobcentres and councils. Under this arrangement, a simple form – a memorandum of understanding – has been made available on the intranet, along with a data-sharing toolkit, which councils can download and complete. Once it has been signed by the council’s Senior Responsible Officer and the DWP District Manager, it can be submitted to DWP. The information requested is then sent to councils as part of their monthly transfer of information through NCCIS.

While information from Jobcentres can offer one way of tracking young people aged 18 and 19, it will not necessarily provide councils with the whole picture. In addition councils will need to continue to strengthen relationships with providers to determine destinations of young people post-18 including with local higher and further education providers where large numbers of young people are accessing this provision close to home. Higher education data and post-18 Destination Measures should provide further information to councils about the whereabouts of post-18 cohorts.
Case study
Royal Borough of Kingston upon Thames

Using door-to-door canvassing to reduce numbers of ‘Not known’

While the Royal Borough of Kingston has traditionally had low levels of young people who are NEET, it has often had relatively high levels of young people whose situation was not known. In the summer of 2012, this level reached 11 per cent, and the borough’s 14-19 team decided a new approach was needed.

Of the 432 on the not known list, the team did not have up-to-date contact details for 320. A cohort mail-out drew responses from fewer than 1 per cent. The team decided to use door-knocking as an alternative, and, without any in-house experience of door-knocking, decided to commission the borough’s Electoral Services canvassers.

As well as being CRB-checked Kingston employees already, the canvassers were also used to working flexibly and on a payment-by-results basis. Thirteen canvassers were recruited to carry out two surveys between November and February 2013. Set-up tasks included developing survey forms and briefing notes, allocating addresses to canvassers, agreeing reporting arrangements, and putting in place safety procedures. The team also developed a payment profile that incentivised the canvassers to achieve results.

Of the 425 young people the canvassers visited, 192 were in EET, 65 were NEET, and 30 remained not known. As a result of the door-knocking approach, Kingston has reduced the number of not knowns from 11 per cent to 5.3 per cent. In addition, the 14-19 team have been able to put in place support for previously not known young people who are NEET, and gather useful feedback on ways to improve their service, such as building relationships with Jobcentre Plus and promoting apprenticeships more widely.

<table>
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<th>Payment-by-results for tracking Not knowns</th>
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<tr>
<td>Door-knocking fee (payable once)</td>
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<tr>
<td>Finder’s fee (confirm residency/moved away)</td>
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<tr>
<td>Destination fee (what young person is doing)</td>
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<td>Survey completion fee</td>
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<tr>
<td>Total</td>
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Another approach to outreach which interested a number of the councils who took part in the action learning workshop was Brighton’s use of social media to contact young people and ask them to update their information. Many councils had been concerned about the data protection issues associated with using social media with young people, and had also not been convinced of the value of investing in this resource. But Brighton’s experience and track record has encouraged others to think more deeply about how this approach could be added to the mix that they use for outreach.

**Eamon Gilbert, 14-19 Strategic Commissioning**

“Canvassers are an experienced, motivated and flexible workforce... We believe the door-knocking approach is efficient, cost-effective, affordable, and repeatable across the country.”
Case study
Brighton and Hove

Using social media to improve tracking

In April 2011, Brighton and Hove City Council established the Youth Employability Service (YES), an innovative new approach to re-engaging 16-18-year-olds and avoiding them becoming NEET. Since then, not only has YES helped Brighton and Hove to record their lowest NEET figure since figures were first collected in 2002, but has also dramatically reduced the number of 16-18-year olds whose situation was not known. In 2011/12, 12.8 per cent of young people were not known, yet a year on the figure was 4.8 per cent.

Crucial to achieving this has been a proactive approach to gathering information to help track young people whose situation is not known or could become so. An important part of this approach is the use of social media. YES has a strong social media presence. Their Facebook page (www.facebook.com/yesbrightonhove) has over 800 “likes”, while on Twitter (@YESBrightonHove) they have almost 700 followers. YES advisers also have their own individual Facebook page, which they use to keep in contact with their clients. These platforms are used not only to promote the service and to communicate with clients, but also to track young people.

Where a YES adviser has not been able to reach a young person by telephone, they use social media to try to locate a young person who is unknown or whose record is about to lapse. YES advisers might use the search bar on Facebook or Twitter, for example, to try to find the young person. They would then confirm the identity of the young person using date of birth, location, or school or college, and then send them a tracking message through the social media site.

The response to this technique has been overwhelmingly positive, and has enabled YES to make contact with young people they otherwise would not have been able to reach. Using Facebook to help with tracking has also been particularly successful in the case of young people over 18. Building on the success of its social media strategy, YES is currently working with its young people’s Youth Employability Panel to develop a YES mobile phone app. This would have a job search facility, links to YES’s social media sites, and a “contact us” button to help young people to stay in touch with YES “on the go”.

<table>
<thead>
<tr>
<th>Not known 16-18-year-olds in Brighton and Hove</th>
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<tr>
<td>14%</td>
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<td>12%</td>
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<td>8%</td>
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<td>0%</td>
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<table>
<thead>
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<th>2011 / 12</th>
<th>2012 / 13</th>
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<td>8%</td>
<td>6%</td>
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<tr>
<td>2%</td>
<td>4%</td>
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<td>14%</td>
<td>12%</td>
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Case study: Brighton and Hove

Not known 16-18-year-olds in Brighton and Hove

<table>
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<th>Year</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>2011/12</td>
<td>12.8%</td>
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<tr>
<td>2012/13</td>
<td>4.8%</td>
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</tbody>
</table>
Annex 1
Potential data sources to support the tracking process

Councils involved in the Action Research identified the following list of potential sources of information and data about young people that could support the tracking process:

Outputs from Common Assessment Framework (CAF) casework and assessments

- Council tax
- Destination Measures data
- Early leaver data
- Electoral roll
- ESF and Youth Contract providers
- FE options
- First statistical release
- Free schools meals
- GP registration
- Housing applications – first tenancies
- Indefinite leave to remain
- Learner Providers UK
- Looked after children
- Pre 16 Risk of NEET Indicator (RONI)
- Pre and post 16 admissions data
- Qualifications data
- Quarterly release from NAS
- Revenue and benefits
- School census
- School transport
- Specialist services
- Traveller education
- Troubled families

- UCAS
- Voluntary sector partners
- Youth offending teams