

**CSW**

*People developers*



# CSW Group: Supporting young people in rural areas to access employment and training in the South West

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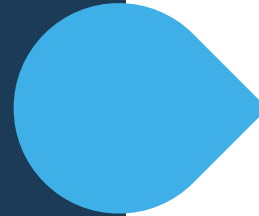
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# What I will cover

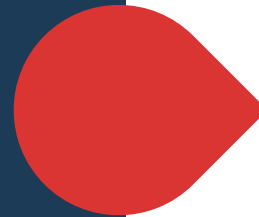
Overview of CSW Group



The challenges facing rural young people in the South West



How CSW Group supports rural young people



Any questions?

# CSW Group: An overview

- A not-for-profit social enterprise offering information, guidance and support to individuals as they move through different stages of their lives.
- Contracted by the Local Authorities of Devon, Cornwall, Plymouth, Torbay and Somerset to assist them in meeting their Statutory Duties under the Education and Skills Act 2008.
- These duties relate to the provision of services to encourage, enable or assist young people in effectively participating in education or training.

In 2018/ 2019, we have.....

We recorded **32,464** contacts with young people across **Cornwall, Devon, Plymouth, Torbay and Somerset**

Delivered nearly **20,000** 1:1 careers advice and guidance sessions to young people



**190** volunteer drivers

Delivered **1,724** mentoring sessions



Over **60** hours of Enterprise days delivered



CSW Group Impact Report 2018-19

Over **800** STEM Ambassadors



Supported over **2,100** NEET young people into **employment, education and training**

# CSW Group: An overview

## CSW Enterprise:

South West Peninsula STEM Ambassador Hub  
The Big Bang South West  
Workplace experiences

Apprenticeship Support and  
Knowledge for  
Schools and Colleges  
programme (**ASK**)

**Local Authority Transitions Contract**  
(Devon, Cornwall, Plymouth and  
Torbay)

## #Focus5 -

1:1 mentoring support  
for vulnerable young  
people in Devon,  
Plymouth, Somerset  
and Torbay

Supporting delivery of  
**Gatsby Benchmarks** in  
schools



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# What are the barriers facing rural young people?

## Limited public transport:

- Impacts young people's ability to access education, employment, training, medical appointments and social opportunities. This in turn can adversely impact mental health.
- Ability to travel can be limited by geography, finances and ability to rely on friends/family for transport (the latter must fit this around work and other commitments).
- Difficulties accessing transport means young people often have to look for work in the immediate surroundings, often applying for what is available rather than what they are interested in.
- Some young people also lack the confidence to access public transport and may need support with this.

# What are the barriers facing rural young people?

## Lack of opportunity:

- Rural areas tend to have fewer education and training providers than urban areas, limiting choice for rural young people.
- Rurality can also limit access to apprenticeship vacancies. E.g. in January 2021 there were 9 vacancies within 20 miles of Ilfracombe, vs. 152 vacancies within 20 miles of Plymouth.
- Poor broadband speeds in some areas can impact social opportunities and the ability to search and apply for jobs.
- Rural jobs are often seasonal, resulting in lack of job stability. Such jobs are often low skilled with little or no chance of training or progression. It can also be difficult for rural young people to find full-time contracts.

# What is CSW Group doing to support rural young people?





# #Focus5 – helping young people in rural areas

- Able to work with clients in their homes (Covid permitting) or online via Zoom, etc.
- Supporting to access public transport and community services.
- Help to overcome barriers (e.g., SEND, mental health difficulties, building confidence).
- Consistent support over a number of weeks/months to build a strong working relationship and client resilience.



# #Focus5 client testimonial

“Since I started on #Focus5 six months ago, I've improved my confidence. As part of that, I feel a lot more happy talking to people and so my communication skills have also improved a lot. I'm now able to talk to new people and hold conversations with them, when previously I would struggle.

I've also been able to take public transport through being on #Focus5. Not being able to get around before was a big barrier for me, so being supported to get more confidence on public transport has really helped. I'm now back in education after a long break and really enjoy it, which is thanks to #Focus5 helping me move forward. I'm now hoping to go to college or Uni to continue my education.”



[Being 17, with complex needs and living in rural England | CSW Partner Portal \(cswfocus5.co.uk\)](https://cswfocus5.co.uk)

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# Transitions contract

- All young people in Devon, Cornwall, Torbay, and Plymouth tracked for at least 3 years after Year 11.
- Helps Local Authorities understand areas of particular need (e.g., in rural areas) and facilitates targeted support.
- Vulnerable young people with SEND (including those with EHC Plans), care leavers, young carers, young parents and young people at risk of NEET offered enhanced support.
- Young people aged 16-19 who are NEET offered support to access work, education and training.
- Allows us to reach a wide range of young people across the peninsula and facilitates joined-up support/referrals across CSW's services.

# Online innovations: Careers and employability webinars

- Offered in response to the impact of Covid-19 on school work experience placements.
- Offered free via the Zoom platform, so accessible to young people able to reach rural young people.
- Covered sessions on career decision making, employability, apprenticeships, Growth Mindset and employer Q&A sessions.



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# Feedback

“Taught us the benefits of volunteering and the ways in which we can do so.”

“The highlighting of skills and qualities. The stating of facts was very clear.”

“The messages were nice and simple. The slides were nice and simple too and the facilitator was calm and caring which made it feel accessible to all.”

Q4



How would you rate the content of today's webinar from 1 (very poor) to 10 (excellent)?

Answered: 4 Skipped: 0

8.8★  
average rating



6. How good were the presenters? Please rate on the scale: 1 (very poor) to 10 (excellent)?

Answered: 4 Skipped: 0

8.8★  
average rating



# Looking ahead

- CSW Group have a long track record of successfully supporting young people in rural areas and have adapted well to the challenges posed by Covid-19.
- We will continue working in a joined up manner across all our contracts to ensure that our most vulnerable clients are able to access our services.
- We are developing and enhancing our sources of local labour market information to ensure that our support is always informed by the needs and challenges faced by local businesses.



# Any questions?



# Contact details



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