



# Sharing Success

The journey and achievements of the young people's workforce reform programme



# Foreword

Working with young people is an honour and privilege and is one of the most rewarding jobs we can undertake. It allows us to make a difference to the lives of those we work with. It allows us see young people grow, develop and move into adulthood. It challenges us and gives us great highs and lows. And along the way it allows us to develop professionally and personally. Not many roles can offer so much. I have been lucky enough to do this for over 30 years as a volunteer.

I know that through investing in the skills and knowledge of our workers that we have made great steps forward in the quality of our offer to the children and young people that we work with. That is why CWDC's 3 year Young People's Workforce Reform Programme has been so important.

The programme has:

- Helped us understand the workforce and shape the provision we offer
- Set standards for key areas of work
- Provided a clear framework for knowledge, skills and understanding
- Funded the training of workers in the voluntary and community sector and
- Invested in the sector's leaders and managers.

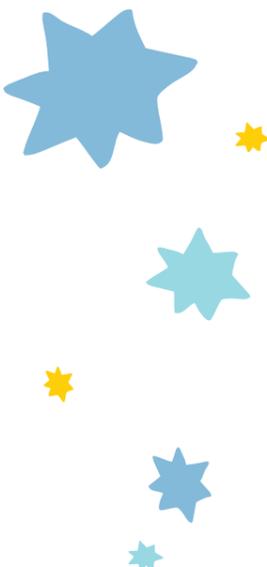
The strength of the programme is that we have designed and delivered this in partnership with our employers and the workforce. This means that it meets real needs and is able to make a real difference to delivery at the front line.

This leaflet describes our key achievements which we have delivered with our partners. Our legacy of investment, skills and leadership provides a strong foundation for continued sector led improvement for the future.



Jane Haywood  
Chief Executive

# Working together to meet your needs



We have supported you through challenging times in ways that are cost efficient, flexible and responsive to specific needs.

The Skills Development Framework (SDF) set out for the first time the skills, knowledge and understanding required to work as part of a joined up workforce that is capable of working across different sectors to help deliver successful outcomes for young people.

Developed by the workforce, for the workforce, the framework supports practitioners, leaders and managers through changing times and can be used to help specialists to work together more effectively. Learning providers are also using it to develop more consistent and effective training and qualifications.

**“We are using the SDF as a guide that is objective and outside anything individuals have previously developed locally. It is helping us to focus in a consistent way on the skills, knowledge and understanding needed for integrated working.”**  
Kerry Byrne, Youth Work Manager, Rotherham Borough Council.

**“The SDF provides a framework that is applicable across the whole breadth of settings and services that work with children, young people and their families”.**  
Charlotte Blant, Managing Director, Youthforce.

With inclusion of the first ever Youth Professional Standards and a series of case studies, the framework identifies good practice to enable the workforce to add to their existing skills and plan their careers to help young people achieve more.



**“This is the most innovative project I’ve seen for many years. I wish it was around when I was first starting out. The experience these (young people) are getting as they become the full-time workers of the future is essential. Thank you for letting us be involved.”**  
An experienced youth worker in Bristol.

We have also supported around 400 learners in local areas to develop the right skills, knowledge and behaviour to meet future employer needs at a local level. These learners took up apprenticeships, foundation degrees and graduate recruitment places and are working together more effectively across youth services to deliver and develop integrated services which make a positive difference to young people and their families.

**“I used youth clubs and support organisations heavily when I was younger and due to the help of these people I turned my life around and became more confident. I knew that I wanted to give back what I had taken out of the service.”**  
Abbie Buckley, youth work apprentice from one of the locally funded areas.

# Enabling the voluntary and community sector to grow stronger

An estimated 70 per cent of all youth support work is undertaken by the voluntary and community sector (VCS).

Working through a partnership of over 100 voluntary sector organizations, our Progress project has been the largest-ever VCS training initiative for the young people's workforce.

Through this project, the programme has strengthened the voluntary sector workforce by:

- Funding the take-up of over 27,000 accredited training places in priority skills for those working within this sector;
- Equipping over 500 trainers to deliver the training;
- Supporting 30 VCS organisations to become accredited training organisations.



“Progress has been a wonderful opportunity to build capacity in the voluntary and community sector. Learners who would not normally have accessed accredited training have been able to do so by taking units on the qualifications and credit framework. They will have these units for life; benefiting the individuals, organisations they work for, and ultimately the children and young people in the communities they work in.” Lucy Sandford, Partnership for Young London.



# Developing a clearer approach to career progression

We have supported learners and employers through challenging times with a clearer approach to the skills, knowledge and training they need to deliver services effectively.

Our new foundation degree framework for Working Together for Young People was launched in February 2011.

It was developed through consultation with young people, learners, employees, training providers, employers and sector experts to ensure it reflected the model of good practice that the workforce requested.

**“The foundation degree has been developed as a flexible framework within which qualifications will sit, applicable to work in a range of situations. It describes characteristics of qualifications which support involvement, capability and capacity of employers. Many existing foundation degrees for the young people’s workforce will already fit into the framework and others are already broadly similar to the outline of the framework”.**  
Paul Greenhalgh, on behalf of the Association of Directors of Children’s Services.



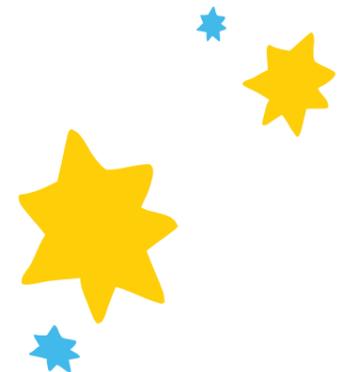
**“A good FD framework for course providers whilst allowing flexibility for delivery partners’ unique selling points”.**  
Mark Vernon, Youth Service Manager, West Berkshire Council.

Those who work in Learning Development and Support Services (Connexions and careers workers, learning mentors and education welfare and attendance workers) have been supported with induction training materials, a new Level 3 qualification and from April 2011 a new level 5 diploma qualification.

These materials and qualifications allow individuals to gain key specialist and transferable skills and support.

Key achievements include:

- Over 4500 certificates handed out to learners completing generic and/or role specific training programmes;
- Over 3600 common approach to induction DVDs to the workforce;
- Providing induction training support materials including:
  - module handbooks, additional reading materials and a Learning Log for work based activities
  - trainer notes and accompanying PowerPoint slides
  - management support documents.



# Empowering partnership and collaboration

We funded 150 local authorities to further improve services to young people through developing their local young people's workforces.

This funding was used to:

- Build the capacity of voluntary staff;
- Enable staff to take fuller advantage of the CWDC Leadership and Management programme;
- Support some form of common induction activity for new staff, including common core skills training.



# Shaping the workforce of the future

**“We are working to remove the arbitrary barriers between the statutory and voluntary and community sectors. Young people don't recognize them and neither should we.”**

**Ruth Marriott, Chief Executive, The Zone, Plymouth and Leadership Enhancement Programme participant.**

Developing leaders and managers in the young people's workforce was a key programme priority with 50% of the workforce's senior managers due to retire in the next ten years.

As a result of our work, over 5500 leaders and managers have been trained to deal with the challenges of change and working together more effectively, so as to play a bigger part in a joined up workforce to improve young people's lives.

The training on offer was made available to existing leaders, aspiring leaders and front-line managers of services for young people, empowering this workforce to improve joined up working results and offer more consistent support for young people.



**“It was an opportunity both to meet people I already knew and to make new contacts. By coming together and focusing on integrated working issues, it allowed us to identify other areas that our partners are working in where we could offer support – and where they might be able to support us.”**

**Rob Sabin, participant on the Management Development Programme.**

# Moving forward

A vertical column of five decorative stars in various shades of blue and yellow, positioned to the left of the text.

In 2011-12 CWDC will continue to promote and develop the qualifications, frameworks and materials described above.

We will collaborate with leaders and managers and frontline workers across the workforce, both statutory and voluntary.

We will continue to act as representatives of employers through its sector skills council responsibility. We look forward to working with you.

For further information on qualifications, training and frameworks for the young people's workforce, visit:  
[www.cwdcouncil.org.uk/young-peoples-workforce](http://www.cwdcouncil.org.uk/young-peoples-workforce)



The Children's Workforce Development Council (CWDC) supports local areas to drive sector-led improvements so the millions of people and volunteers working with children and young people across England are able to do the best job they possibly can.

We want England's children, young people and families' workforce to be respected and valued for the positive difference it makes to children, young people and their families.

We work in partnership with lots of different organisations and support workers and employers who want the lives of all children and young people to be healthy, happy and fulfilling.

For more information please call 0300 123 1033  
or visit [www.cwdcouncil.org.uk](http://www.cwdcouncil.org.uk)

Or write to CWDC, 2nd Floor, City Exchange  
11 Albion Street, Leeds LS1 5ES  
email [info@cwdcouncil.org.uk](mailto:info@cwdcouncil.org.uk)

Contact us to receive this information in a different language  
or format, such as large print or audio tape.