Young People's Education and Skills Board

YPES Evaluation 2011/12

Item No: 8

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Summary	This paper provides information from the stakeholder evaluation of YPES team activity in 2011-12.
Recommendations	Board members are asked to agree 2012-13 YPES team targets for stakeholder satisfaction:

- work of the team - 80% very satisfied

- key communications - 80% very useful

- content of web pages – 75% very satisfied

- work of the sub-groups - 60% very satisfied

1 Background

1.1 As part of the 2010/11 business plan the Young People's Education and Skills team committed to seek feedback from stakeholders at the end of the year, with at least 80% of stakeholders reporting that they are at least satisfied with communications and the strategic relationship between the Young People's Education and Skills team and their organisation.

1.2 This review took place during April 2012 using Survey Monkey to reach stakeholders, asking questions on communications (updates, website, events etc) as well as representational arrangements, working groups and commissioning of work strands.

1.3 A total of 27 of the 33 boroughs responded to the survey, giving us a good overview of the general opinions from stakeholders as well as helping inform the planning process for 2012/13

2 Communications

2.1 At least 84% of all respondents had received the main communications that are sent out from the team; the 14-19 update, working group items (where appropriate), briefings/papers and event invitations. Fewer people had received the promotional postcard, but this was created in autumn 2010 to reflect the name change and so was less targeted at the time of the survey.

2.2 72% of respondents found the main communications very useful while the remaining 28% found them useful. Key comments included 'invaluable' and 'always succinct, current, focused and reflective.'

Website

2.3 There was 100% awareness of the web pages on the London Councils website with the 14-19 update and group pages the most visited. 67% were very satisfied with the content on the web pages. There were comments regarding the ease of navigation around the pages and issues around locating information.

2.4 Following on from this, YPES will be undertaking a short review of the pages over the summer months in order to refresh and streamline the content, making it easier to find key information and linking up with other areas of policy where appropriate.

Publications

2.5 Around 80% of respondents had read the refreshed 'Choice, Support, Success' with the majority receiving it electronically. 100% rated it informative or very informative. Despite the challenging current conditions there was continued support to keep producing this statement of priorities.

Conferences/Forums

2.6 Nearly 90% had attended a 14-19 Lead conference in the last year with high satisfaction ratings. When asked what they found the most valuable there was a very even spread among the four areas with input from external agencies and stakeholder bodies just getting the majority vote:

- Strategic updates from Young People's Education and Skills team

- Input from external agencies and stakeholder bodies

- Networking with colleagues from boroughs

- Discussion groups on specific topics

2.7 85% had attended a Local Authority Forum with 60% rating it very satisfactory. The opportunity to network scored highly here on what was most valuable as well as it being a good opportunity to share issues and best practice.

3 **Representation/Working arrangements**

3.1 On an overall satisfaction rating 96% were satisfied or very satisfied with the current representational arrangements.

3.2 Roughly 30-40% of respondents are members of at least one working group. Here, the main value was the opportunity to shape London-wide activity, alongside belonging to a pan-London team, receiving policy briefings and professional development.

3.3 Many of those not in the working groups asked for more feedback and dissemination of information from them.

4 **Commissioning plans for 2012-15**

4.1 Respondents were given the opportunity to consider whether we should be doing more, the same or less on our current work strands (see the appendix for a full list of results for these work strands). Three main issues/areas came out strongly as areas of focus for the next years. These are:

- Improving careers information, advice and guidance for young people

- Collecting, analysing and disseminating data and regional intelligence

- Youth unemployment

5   Conclusion

5.1   Our aim for a minimum 80% satisfaction rating has been achieved. The team are now focused on improving from this strong position to achieve an 80% very satisfied with the work of the Young People's Education and Skills team for the next year.

5.2   There are areas for improvements, such as ensuring the website is easily navigable so that key content is accessed easily, both for those working closely with us as well as general browsers looking for more information on our work and ensuring the work from our groups is disseminated effectively, particularly to those not in them.

5.3   Overall, the general satisfaction ratings show that the work we are doing and involved in continues to be relevant and required.
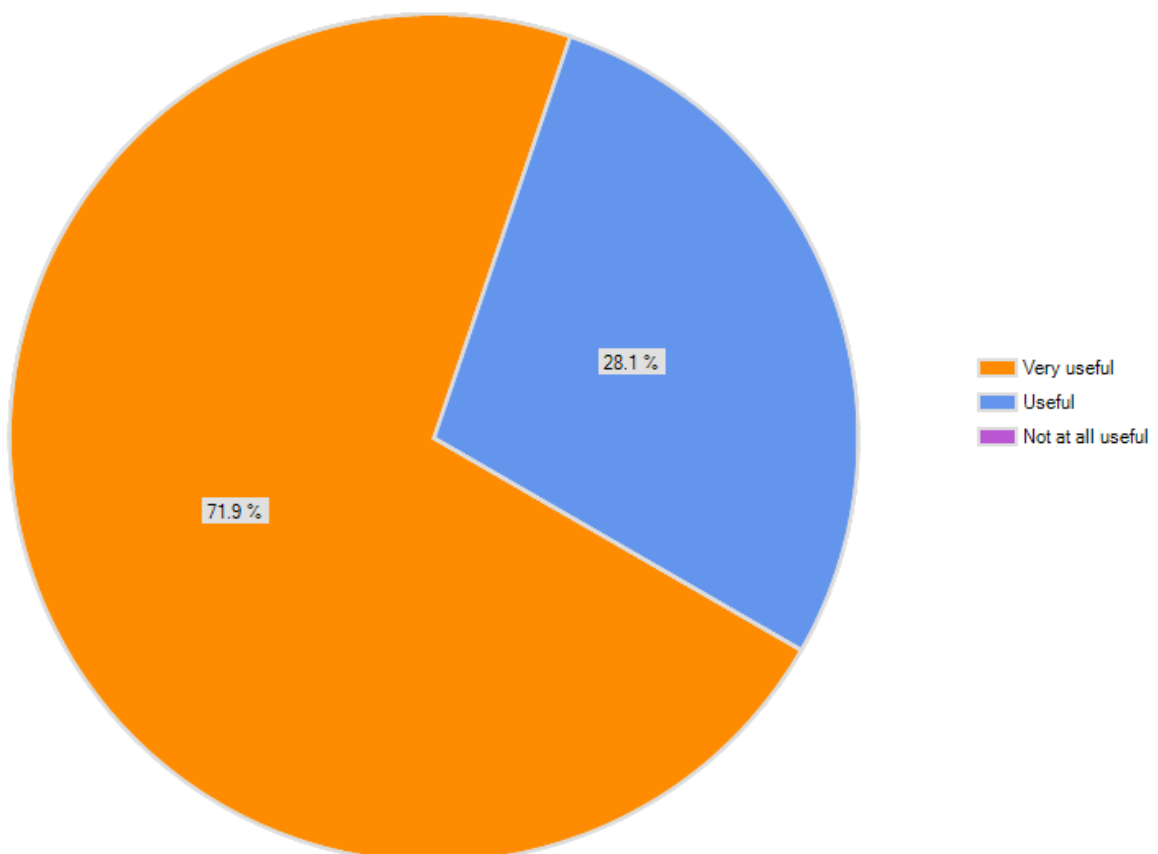
6   Recommendations

6.1   Board members are asked to agree the 2012-13 YPES team targets for stakeholder satisfaction:

-     work of the team - 80% very satisfied

-     key communications - 80% very useful

-     content of web pages – 75% very satisfied

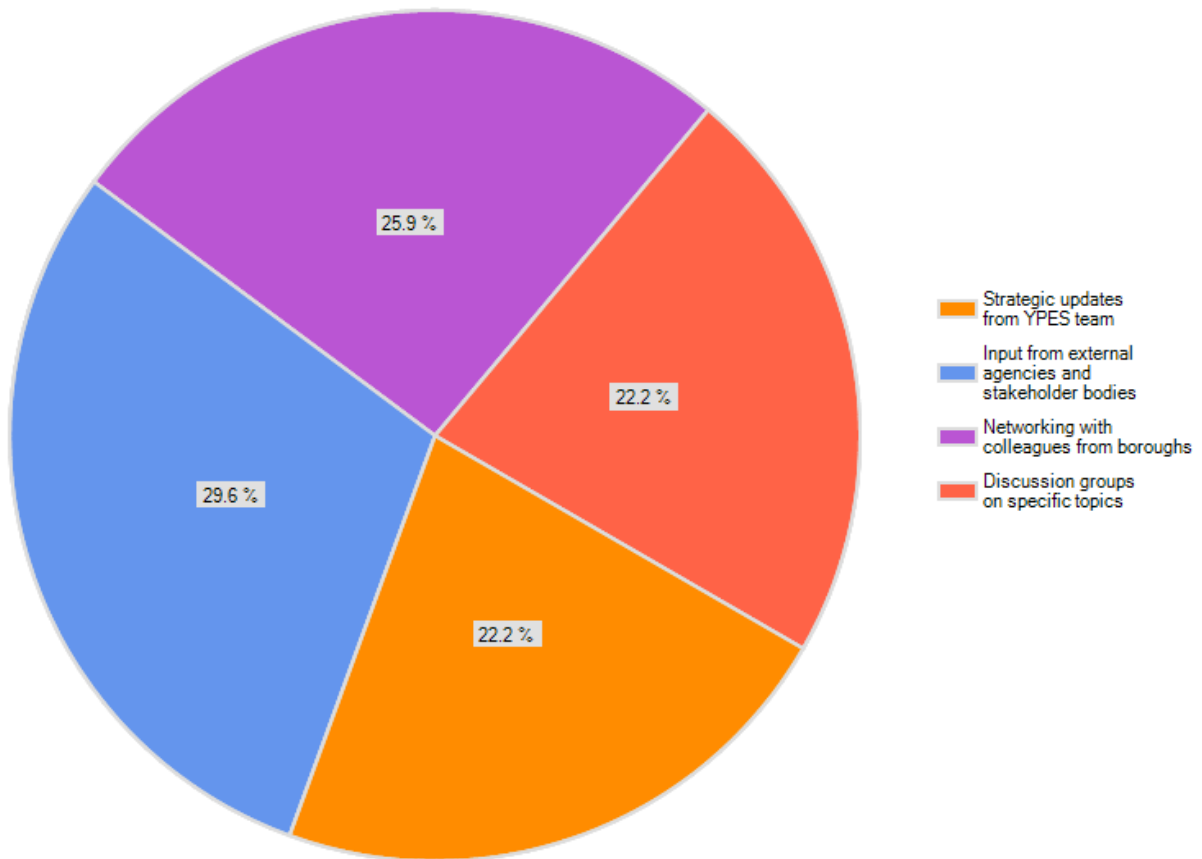-   work of the sub-groups - 60% very satisfied

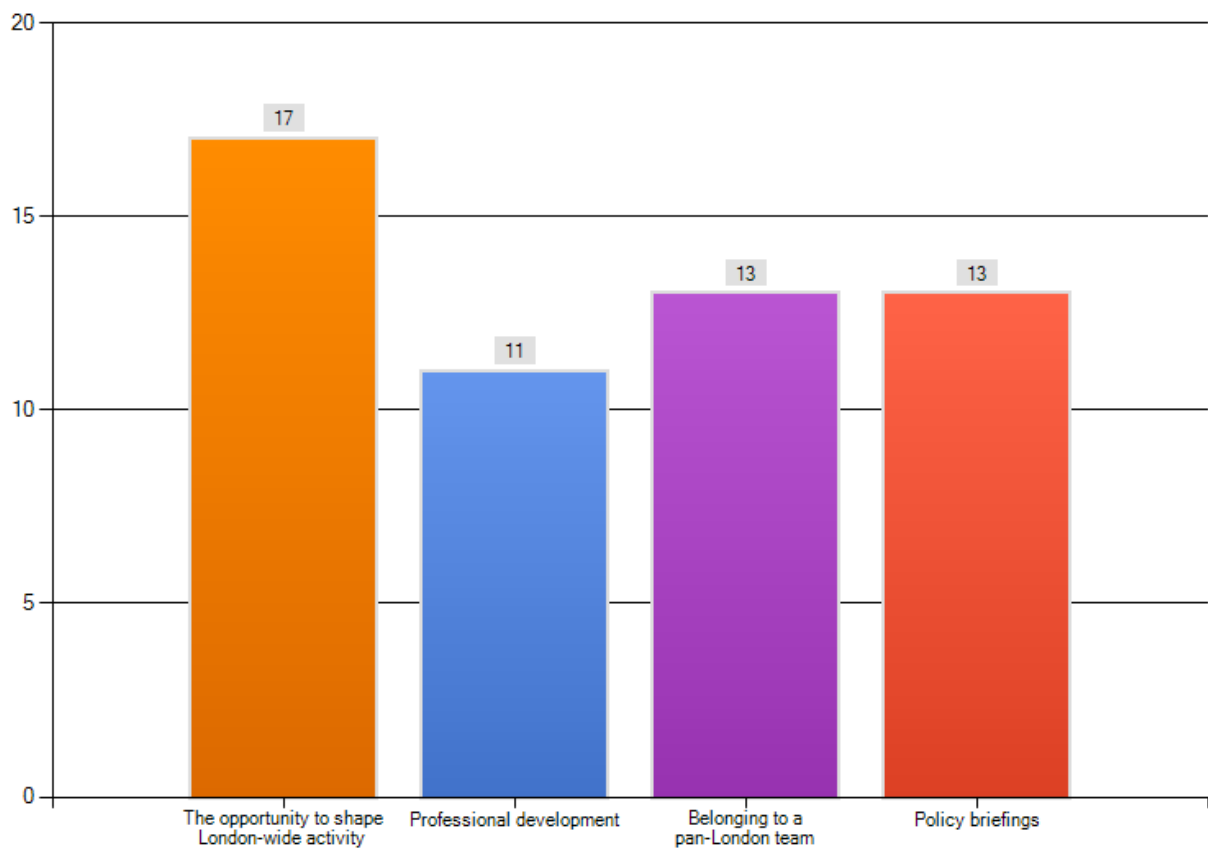## Overall, how satisfied are you with the work of the YPES?

28.1 %

71.9 %

- Very satisfied
- Satisfied
- Not satisfied
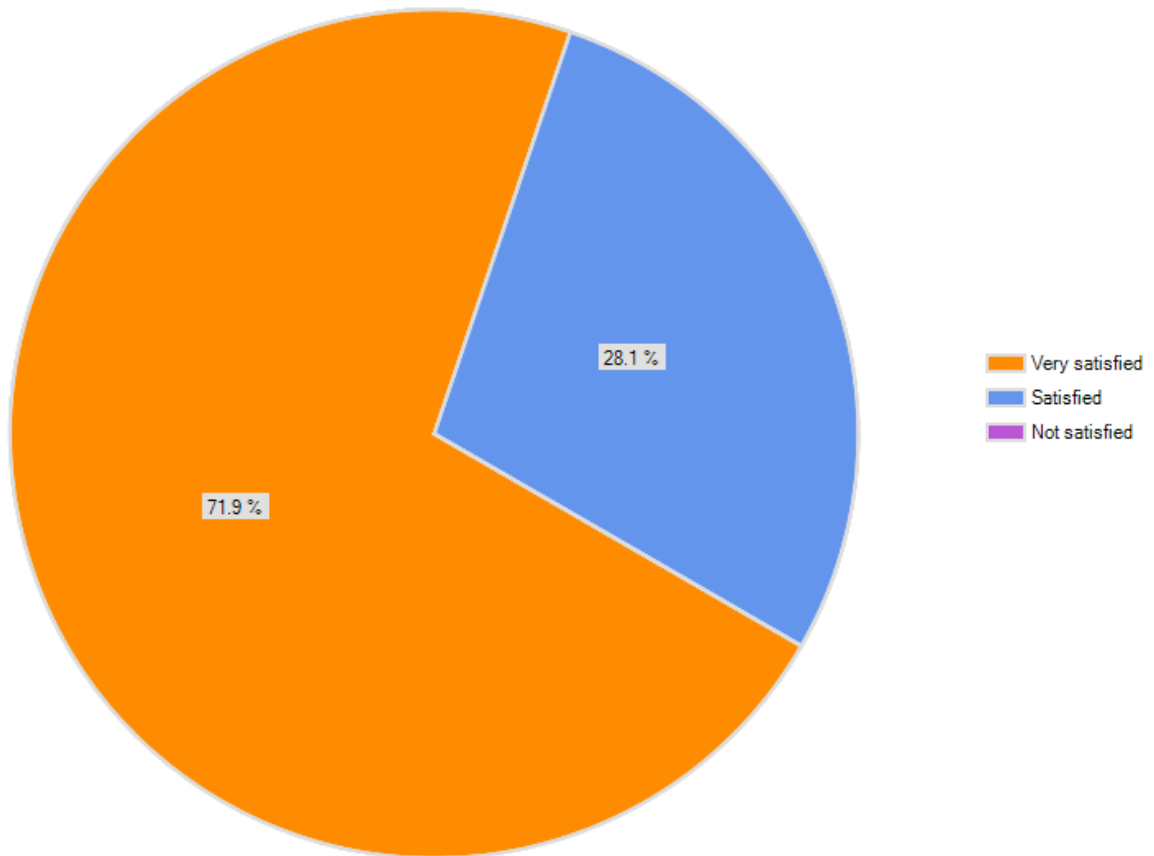
How useful did you find these communications? (Key communications)

28.1 %

71.9 %

- Very useful
- Useful
- Not at all useful

What did you find the most valuable? (14-19 Leads conferences)

Legend:
- Strategic updates from YPES team
- Input from external agencies and stakeholder bodies
- Networking with colleagues from boroughs
- Discussion groups on specific topics

Pie chart values: 25.9 %, 22.2 %, 29.6 %, 22.2 %

What did you find most valuable? (Membership of sub-groups)

Category	Value
The opportunity to shape London-wide activity	17
Professional development	11
Belonging to a pan-London team	13
Policy briefings	13

How satisfied are you with the work of the group(s)?

- Very satisfied
- Satisfied
- Not satisfied

56.5 %

43.5 %
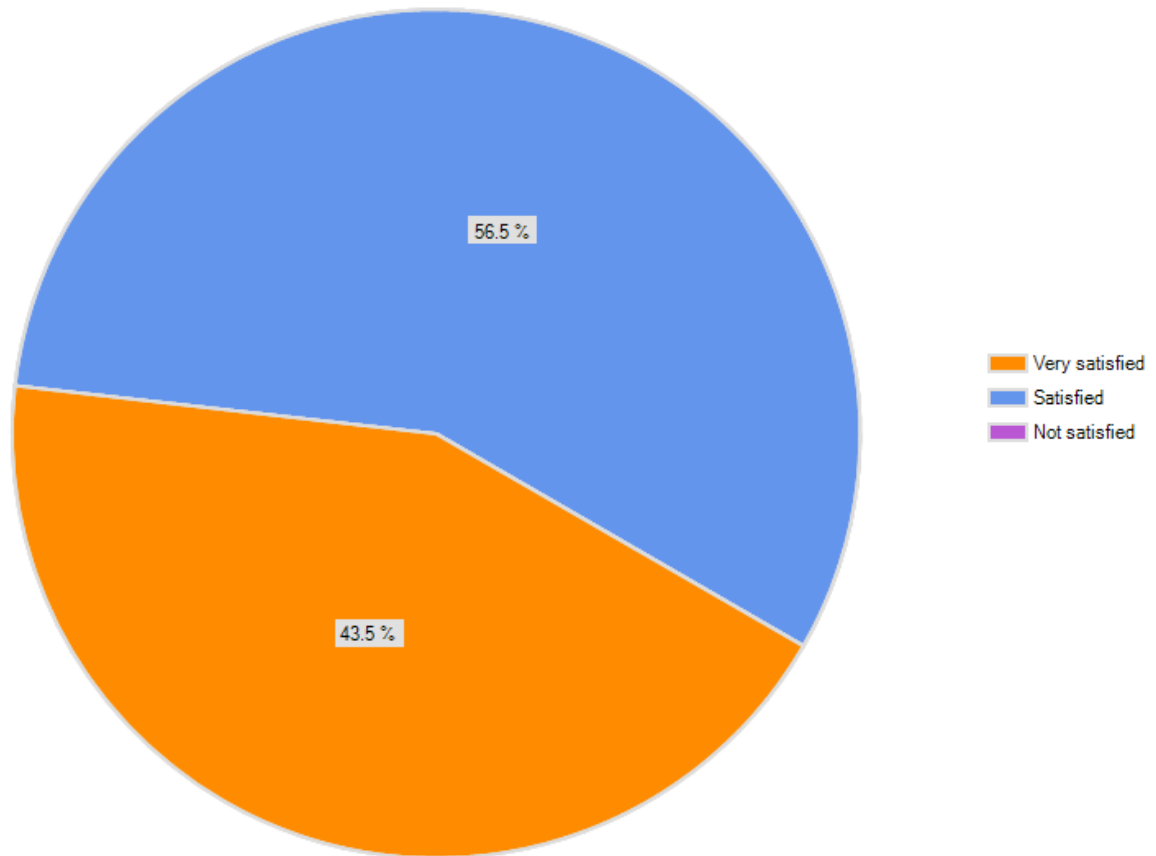
How satisfied are you with the content on these pages? (YPES web pages)

- Very satisfied
- Satisfied
- Not satisfied

29.0 %

67.7 %

3.2 %
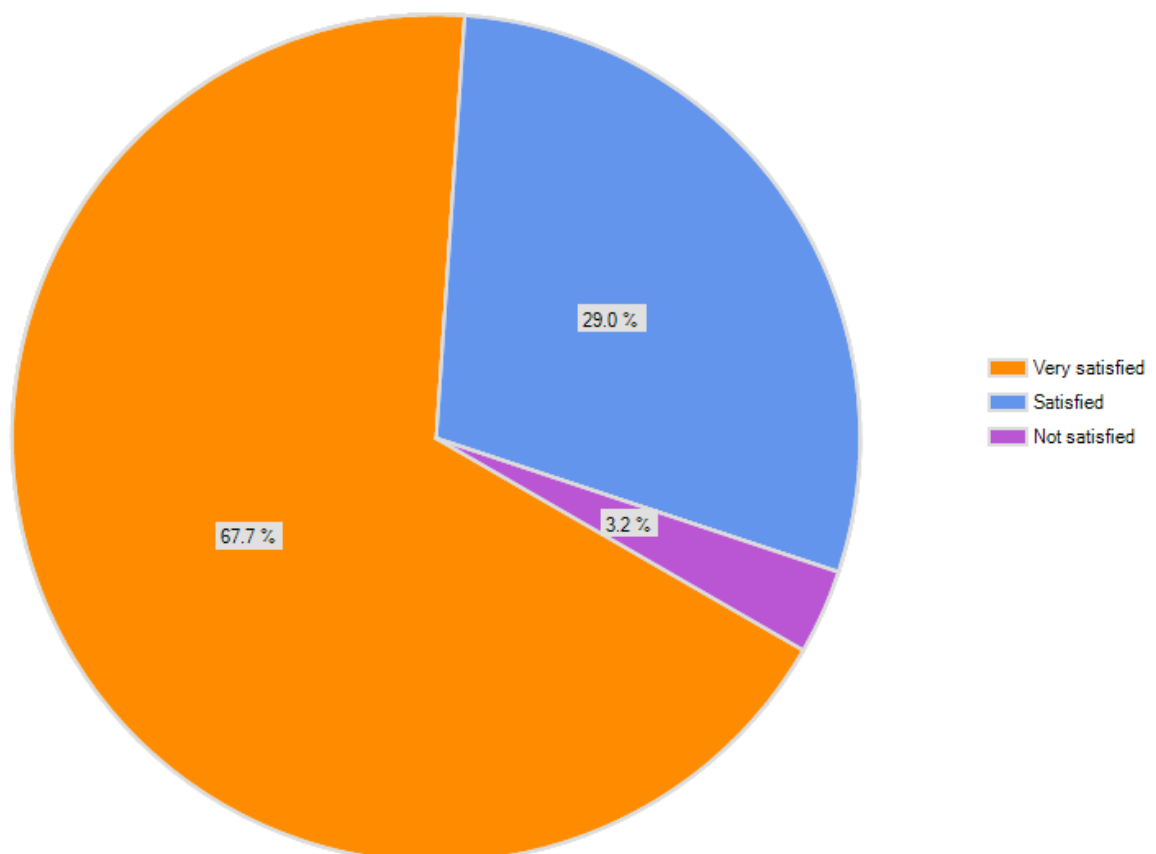
In terms of our work programme for 2012/13, do you think we should be doing more or less on the strands below?

Legend: Do the same amount of work | Do less work | Do more work