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Good Growth Hub – Call for Careers Coaches(23/24)

About the Good Growth Hub

Since Spring 2021, A New Direction has been the lead delivery partner and operator of the [Good Growth Hub](#), an employment and skills training programme with a physical space located at Hackney Bridge. The Good Growth Hub (GGH) connects local employers in the creative, cultural and digital sectors, with **local residents, aged 18-30 from the neighbouring boroughs of Hackney, Newham, Tower Hamlets and Waltham Forest.**

Offering a range of activities that are co-designed with local residents, local employers, borough partners, community partners and other key stakeholders. Examples of these activities include employability and technical skills training, London Living wage paid traineeships, bespoke careers advice and guidance and support for freelancers and small businesses. Through this work, the Good Growth Hub also helps employers to develop inclusive working cultures and recruit talent that better reflects the local community.

A key priority for GGH programmes and services therefore is to increase the diversity of the creative and digital workforce, opening up the exciting and varied careers that the sector offers to those that have been traditionally under-represented within it, namely those with low socio-economic backgrounds, women and non-binary, D/deaf and disabled people and those of a Black, Asian and/or minority ethnic background. The GGH programme aims to achieve and contribute towards the following objectives:

1. A beacon of best practice for Good Growth

The programmes based at the Good Growth Hub are designed by, used by, and accessible to, young East Londoners who are underrepresented in the creative, cultural and digital sectors.

2. Representative workforce

East London's creative, cultural and digital sectors - at all levels, including leadership - will be representative of the communities in which they are based.

3. Representative target markets

East London's creative, cultural and digital sectors will produce output that engages - and meets the needs of - the communities in which they are based.

4. A Reflective sector

East London's creative, cultural and digital organisations are actively committed - at all levels, including leadership - to acknowledge, monitor and address the barriers to entry and progression in the sector.

5. Financially viable jobs

Working in East London's creative, cultural and digital sectors will be a financially viable option for all, with all roles paid at London Living Wage or above.

6. Inclusive workplaces

Working in East London's creative, cultural and digital sectors will be an accessible option for all, through recruitment, development and progression.

7. Visible pathways

Young people in East London will be aware of the range of roles and careers available to them in the creative, cultural and digital sectors, and can visualise themselves in these roles.

8. Access to high-quality development

Young people in East London will have meaningful access to high-quality information, advice, guidance and training in relation to a career in the creative, cultural and / or digital sector.

9. Meaningful employment, education and training

Through the GGH's programmes, Young East Londoners' will have access to meaningful employment, education and/or training opportunities in the creative, cultural and digital sectors.



Opportunity

As part of the Good Growth Hub offer, we are pleased to invite Expressions of Interest (EOI) from practitioners who are interested in partnering with the Good Growth Hub team between July 2023 to March 2024 to deliver planned activities, as well as collaborating to realise new opportunities, where relevant.

As the Hub continues to grow its reach and impact, the ambition and intention is to increase partnerships with creative practitioners and facilitators to ensure GGH communities and participants are accessing relevant, interesting, and high-quality training options through the activities, resources and delivery partners we work with through the Hub. We are particularly interested to hear from individuals who have ties to East London (this could be having grown up in east London, currently living in east London or some other personal or other investment in the area).

As part of GGH pool of practitioners, appointed individuals will bring diverse perspectives, professional and lived experiences to contribute towards the stated objectives, ultimately supporting individuals towards personal and professional development that supports their career progression and agency – alongside the advancement of inclusive practices in local creative and cultural organisations.

We are keen to receive expressions of interest from individuals who can bring their experience and expertise to contribute to as a Careers Coach for the Hubs' information advice and guidance service, Creative Connect.

Career Coaches

We are looking for **6 x Creative Connect Careers Coaches** with varied backgrounds, with particular interest and experience in the creative, cultural and digital technology sectors. Delivering the Good Growth Hub' Careers Coaching and Information Advice service – [Creative Connect](#). Alongside, supporting the IAG offer delivered through Good Growth Hub programmes.

The Creative Connect Careers Coaches will bring their experience and expertise in supporting careers coaching, advice and guidance with local residents, this delivery currently takes place through one-to-one sessions (both in person and online) as well as through small group sessions. The appointed individuals will coordinate and work close with the A New Direction team to facilitate this, providing IAG support through the session to encourage personal and professional development. The service takes a people centered approach, offering professional information and guidance, alongside pastoral guidance and care where relevant.

Scope of work

The appointed individuals (Creative Connect Careers Coaches) shall be responsible for:

- Providing quality industry specific careers coaching
- Supporting young people to identify suitable job opportunities
- Job application support with feedback on CV's, cover letters, applications, and pre-job interview assessments
- Feedback on individuals work portfolio and online profile
- Provision of job interview support
- Administration of service through reporting and logging session updates
- Delivering small group sessions where relevant
- Engage in group reflections/learnings on delivery

Criteria

To support the delivery of the Creative Connect service, we welcome expressions of interests from individuals who can bring expertise against the following criteria:

- Be available for a minimum of one working day a week (or up to 3 days a week) between July 2023 – March or July 2024
- Provide insight and experience of working with young people aged 18-30 years
- Share expertise of the creative, tech and digital work landscape
- Have a track record of supporting young people with practical advice and guidance about how to gain employment in the wider sector
- Experience of signposting to relevant other agencies and partners
- Experience of working in collaboratively in a team
- Knowledge of the local geographical area (Hackney, Newham, Tower Hamlets, Waltham Forest)
- Experience of moving young people into work opportunities
- Experience of workshop / training facilitation

Key Information

EOI Process

The Expression of Interest form can be found [here](#). To apply, please submit the form available online. Selection will be based on a review of submitted forms against the set criteria (guidance found in section [Scoring Criteria](#)), followed by an interviews with members of the Good Growth Hub team. Final acceptance to the pool will be contingent on DBS checks and successful alignment of availability with programme activity. The application deadline is Wednesday 5th July, 12pm.

Milestones	Date
Call out for EOI goes live	7 th June
Consultation / information evening	W/C 12 th June
EOI submissions deadline	5 th July, 12pm
Response and follow up conversations	10 th -19 th July
Successful partners appointed	By 21 st July
Contract signing and onboarding	24 th – 31 st July
Group Induction meeting	Aug or Sept 2023 TBC
Expected delivery to take place between July/Aug 2023 and March 2024 (as agreed with each individual)	

**It is really important to us that there are no barriers to anyone applying for opportunities at the Good Growth Hub. Please let us know if you have any access requirements and/or would like to submit your application in a different format by contacting goodgrowthhub@anewdirection.org.uk*

If there is any additional support, we could offer to enable you to participate in either the selection process or potentially working with the Good Growth Hub, please include this in your application. Find out more about accessibility requirements and provisions [here](#).

Time commitment

Please share with as much detail possible what your availability is likely to be for working with the Hub over the next 8 months (Please note: we are looking for individuals with regular weekly availability for a minimum of 1.5 days a week and/or up to 3 days per week). This could include details on availability on specific days in a week or any periods of unavailability of the X months. The final contracted number of days will be dependent availability of practitioners and the programme for various delivery themes.

Length of tenure

Contracts will be reviewed in March 2024. With a view to extend contracts into next financial year depending on learnings from reviews.

Location

Delivery of the GGH programme takes places at the Good Growth Hub, Hackney Bridge – however on occasion delivery may take place online (via zoom) or in partner locations.



Remuneration

These roles will offer a day rate remuneration for delivery, the range for the rate will be £150 - £250 per day, dependent on experience and expertise.

Safeguarding

We are committed to implementing safeguarding through safer recruitment. All roles require the successful candidate to complete a Disclosure and Barring Check and be eligible to work in the UK.

Attendance at induction and quarterly review days

Prior to working with us, you will be asked to attend a Good Growth Hub Partners induction in August / September 2023. Here you will be introduced to the wider Good Growth Hub team and all contracted delivery partners, to learn more about the proposed activities at the Hub over the next 8 months. We will also have quarterly check ins to reflect on work and share learnings to help inform future delivery.



Scoring Criteria

We would welcome expressions of interests from partners who can demonstrate the strength of their track record and proposals for delivering the services as follows:

EOI question	Requirement	Evaluation criteria	Guidance for bidders	Score (Out of a possible 100)
Why are you interested in working with the Good Growth Hub?	Demonstratable and relevant commitment to GGH objectives and values	<ul style="list-style-type: none"> - Describe alignment with mission, vision, values and objectives of the Good Growth Hub - Explain how they will work in partnership with A New Direction and wider stakeholders to maximise the reach and added value of the Good Growth Hub programme. - Highlight interest in work and benefits for local residents, and describe understanding of benefits of service for local residents 	<ul style="list-style-type: none"> - Demonstrate experience of working with creative, tech and digital sector employers to progress young people through training and into employment in these sectors - Demonstrate an approach to work led by core values (here) and any other relevant values - Demonstrate a clear connection to local geography 	25



<p>Provide 3 examples of related work demonstrating your expertise, knowledge and relevant experience?</p>	<p>Demonstratable and relevant experience</p>	<p>In their response, the bidder should:</p> <ul style="list-style-type: none"> - Highlight a relevant track record and, with specific reference to this commission, approach to engage individuals aged 18-30 from underrepresented groups and supporting them into (sustained) employment - Set out a relevant track record of supporting young people to progress into readiness for paid work - Highlight relevant expertise of working in the creative, tech and digital sectors - Set out relevant track record of providing tools, information, guidance and advice to support career aspirations in the creative and cultural sector - Highlight experience of career coaching work and programmes, specifically for the creative, cultural and digital sector - Set out their experience of working in partnership to deliver similar initiatives 	<p>The proposal should:</p> <ul style="list-style-type: none"> - Demonstrate a comprehensive understanding of the barriers and challenges these specific groups face and detail how these challenges will be overcome. - Demonstrate a track record and approach of delivering relevant, effective and successful initiatives to audiences of individuals aged 18-30. - Demonstrate experience of providing a successful in-person and remote career coaching and guidance - Demonstrate experience of working in partnership with partners to develop, enhance and deliver relevant projects 	<p>30</p>
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<p>Describe your approach to engaging with diverse audiences (Specifically young adults - group settings and one to ones conversation)</p>	<p>Understanding of target audience</p>	<p>In their response, the bidder should:</p> <ul style="list-style-type: none"> - Set out their insight and experience of working with young people aged 18-30 years, providing varying levels of support, and responding to a variety of needs - Describe approach to working with local resident from diverse backgrounds. - Describe connection with local area (specifically Hackney, Newham, Tower Hamlets and Waltham Forest) 	<p>The evidence should:</p> <ul style="list-style-type: none"> - Include specific and targeted learning and development activities which provide opportunities for participants to receive careers advice and guidance, employability support and key sectoral knowledge through an IAG service. - Include robust proposals for ensuring that candidates are supported into work - Present effective model of delivery of career coaching sessions, both in-person and remotely - Demonstrate a comprehensive understanding of how to navigate jobs market and identify suitable opportunities in response to a young person's needs and interest - Detail internal safeguarding processes and procedures to ensure safety of all young people interacting with the programme 	<p>45</p>
	<p>Total</p>			<p>100</p>

