

Tackling Worklessness

Purpose of Report

1. To update the board on the development of the Tackling Worklessness Plan to meet the Multi-Area Agreement (MAA) objective of 'Reducing the gap between the rate of worklessness in the most deprived wards of the sub-region and the national average by 1 percentage point by 2014'.
2. To agree the proposed Action Plan.

Background

3. This initial Tackling Worklessness Plan covers the period of 2010-2012 of which the Executive Summary is attached. The plan will be reviewed and updated annually by the Worklessness Sub-Group on behalf of the Skills & Competitiveness Board.
4. The full Tackling Worklessness Plan can be found here: <http://www.westofengland.org/skills--competitiveness/worklessness> and is based on the West of England Interim Work & Skills Plan, which was submitted to Government Office on 7th June 2010. The production of the plan was a condition of approval of the successful Future Jobs Fund bid led by Bristol City Council on behalf of the wider Partnership.
5. The incoming government has abolished the Future Jobs Fund (FJF) Programme. However, in this Partnership area the intention was always to use the plan as the means of developing a shared strategy for tackling worklessness and meeting the MAA objectives. Alongside the FJF Programme the process of developing the plan has significantly improved partnership working both across authorities and other key stakeholders including JobCentre Plus, Skills Funding Agency, South West Regional Development Agency (SWRDA) and Further Education providers.
6. To the best extent possible the interim Work and Skills Plan has been updated to reflect the change of government and new priorities. Specifically these include the removal of FJF, the review and revision of the function of the Skills Funding Agency and most importantly the introduction of the new Department for Work and Pensions Single Work Programme (SWP). The SWP is by far the most significant development and represents the most fundamental reform to the "welfare to work" system for decades. Announced at the beginning of July, its key features include:
 - a. The creation of a single contracting framework for all government support aimed at moving individuals off benefit and into employment
 - b. A move to payment of contractors on outcomes – effectively deferring the costs to government to the point at which those costs are balanced by savings in benefit payments

- c. The structuring of the contract system to create a small pool of major contractors operating at a regional or national level with the financial capacity to manage the cash-flow implications of these contracts.
7. While local voluntary and community organisations could have a role in the new Programme, there will be major financial implications which have still to be fully worked through in their undertaking a sub-contracting function.
8. The implications for the role of JobCentre Plus are also not clear and are unlikely to be fully defined before the completion of the government's Comprehensive Spending Review in the autumn.
9. Partners have nevertheless continued to work on the document, now renamed 'Tackling Worklessness Plan 2010 –2012' since its June submission and in particular on Section 8 'the Action Plan'.
10. The Worklessness Sub-Group is chaired by Karen King, Regeneration Manager, Bristol City Council, and includes representatives from all Unitary Authorities together with JobCentre Plus, Shared Commissioning Service, Connexions, Skills Funding Agency, Business Link and SWRDA.
11. The Plan has identified four priorities
 - Young People
 - Employability Skills
 - Multiple Deprivation
 - Employer Engagement.
12. For each of these priorities a member of the Worklessness Sub-Group has agreed to take a lead supported by one of the West of England Partnership Employment & Skills Team and, together with relevant partners, they have produced an Action Plan. All four action plans form Section 8 of the Tackling Worklessness Plan.

Recommendation

The board is invited to:

- Note the Tackling Worklessness Plan Executive Summary
- Suggest additions to the proposed actions to reflect what they, as employers, could contribute for example in terms of:
 - Actively engaging in work with specific disadvantaged communities to raise their consciousness
 - Act as Champions across the business sector to raise awareness of worklessness and secure support for specific actions aimed at moving people towards employability.
 - Act as Champion for the development of Employment & Skills Plans for specific key sites such as Avonmouth/Sevenside
- Approve the Action Plan.

Appendix 1 Tackling Worklessness Action Plan 2010 – 2012

Appendix 2 Tackling Worklessness Plan Executive Summary

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Employer Engagement: Action Plan 2010-2012 Partnership Owner: Alan Madge (Jobcentre Plus), Lead Officer: Catherine Mazza

Objective(s)	Activity	Partners	Lead	Key Tasks	Results	Timescale
<p>1. Create a marketing document for businesses to reflect one point of contact i.e. the public sector in WoE.</p>	<p>1. Incorporate elements from the 'West at Work' and 'Invest Bristol' materials as a basis for the document.</p> <ul style="list-style-type: none"> a) Convene a sub-group of relevant partners to discuss current 'Support for Businesses' leaflet. b) Sub-group to agree revisions to the leaflet and ensure it is in an updatable format and is printed in small amounts to remain current. c) Identify partner to take responsibility for changes and reviews. <p>2. Develop a model to reflect the three types of business customer: existing employers, new development and future markets.</p> <p><i>N.B. This objective is dependent on the comprehensive spending review and its impact on partner roles</i></p>	<p>4 x UAs West of England Partnership Jobcentre Plus Business Link</p>	<p>Antony Merritt – South Gloucestershire Council</p> <p>Support from Julia Dean (or Jane Samuel) – West of England Partnership</p>	<p>1. Revised marketing materials. 2. Revised engagement model.</p>	<p>100 x businesses better informed of agencies and solutions available and what support is on offer.</p>	<p>Initial meeting to discuss most appropriate method for engagement: September 2010</p>
<p>2. Increase the engagement of businesses in the 'Tackling Worklessness' agenda, particularly in areas of multiple deprivation and champion increased linkages with</p>	<p>1. Create or exploit pre-existing employer forums that support the workless in disadvantaged areas to increase engagement</p> <ul style="list-style-type: none"> a) Identify any pre-existing employer groups b) Establish whether an existing forum is suitable for purpose, if not create new forum with suitable membership/partners. <ul style="list-style-type: none"> ▪ Convene the group to agree terms of 	<p>West of England Partnership 4 x UAs Business Link Private sector employers JCP</p>	<p>David Draycott – West of England Partnership</p> <p>Support from: Jessica Valentine – Business Link</p> <p>tbc – Bristol City Council</p>	<p>1. A Business Action Group with a focus on engaging with the workless in disadvantaged areas established to enhance and spread best practice across the Partnership area. 2. An increase in the number of employers engaged with the Young People group.</p>	<p>Reduce worklessness.</p> <p>20 additional businesses engaged within areas of multiple deprivation.</p> <p>10 businesses referred to the Young People group.</p>	<p>Identify suitable group: end of September 2010</p> <p>Initial meeting of group: October/November 2010</p>

Objective(s)	Activity	Partners	Lead	Key Tasks	Results	Timescale
schools in these areas.	<p>reference.</p> <p>c) Group to meet for full meeting and take agreed steps forward.</p> <p>d) Raise the profile of these groups amongst businesses.</p> <p>2. Increase employers' awareness of the Young People agenda, specifically around raising aspirations, when engaging with employers.</p> <p>a) Determine an agreed point of contact within the Young People group to receive referrals.</p> <p>b) Ensure partners and all those in contact with employers channel interested employers to the relevant contact.</p>					
3. Create a common approach to Section106 and planning processes to increase the availability of work experience placements and apprenticeships within the construction phase of new developments.	<p>Develop a single agreed Process Chart that details issues and tasks to be considered for any new development. This will be achieved in two stages:</p> <p>Stage 1</p> <p>1. Review S106 processes across the 4 UAs and identify best practice.</p> <p>2. Identify leads in planning departments across the 4 UAs in order to gain the earliest indication of where developments are occurring.</p> <p>3. Set up information-gathering systems, including what construction projects are planned and who is involved – both major- and sub-contractors.</p> <p>4. Identify points at which contracts</p>	<p>Jobcentre Plus West of England Partnership 4 x UAs</p> <p>To join for stage 2: Learning Partnership West National Apprenticeship Service City of Bristol College Weston College Other FE colleges</p>	<p>Alan Madge – Jobcentre Plus</p> <p>John Cox – B&NES Council</p> <p>Support from:</p> <p>April Retter – Bristol City Council</p> <p>Peggy Tovey - Weston College</p>	<p>1. A Process Chart that can be used across the Partnership area.</p> <p>2. A contact list of Planning Leads in each UA.</p> <p>3. An established system of data collection and information sharing.</p> <p>4. Contacts within HCA.</p>	<p>Reduce worklessness by maximising opportunities for local people to access jobs.</p> <p>10% increase in number of work placements and apprenticeships.</p>	<p>Information gathering: September 2010 onwards</p> <p>Process chart in development: January 2011</p>

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	<p>can be negotiated with contractors.</p> <p>Stage 2</p> <p>5. Exploit opportunities for introducing skills and employment plans in any HCA funded housing development. Offer a package of support to contractors to achieve their HCA targets.</p>					
<p>4. Create a model to use with key sites when approaching end-user employers about employment opportunities for young people and people living within the deprived areas of the sub-region.</p>	<p>1. Establish relationships with developers in order to gain early knowledge of timelines, skills requirements etc.</p> <p>2. Develop an employment and skills plan for the end user, using the Cabot Circus model, to develop a plan to include aspects such as recruitment, training and transport.</p> <p>3. Identify partners to work with.</p> <p>4. Gather information on local infrastructure support (e.g. OnSite, Weston College).</p>	<p>Jobcentre Plus West of England Partnership 4 x UAs, as appropriate to the area of development Developers Learning Partnership West Weston College City of Bristol College</p>	<p>Alan Madge – Jobcentre Plus</p>	<p>1. An employment and skills plan that can be adapted to different key sites.</p> <p>2. An information pack that can continue to be updated on local infrastructure support.</p> <p>3. A working agreement between partners.</p>	<p>% of jobs to priority clients (adaptable to suit different sites – to be agreed as part of initial planning activity for each site)</p>	<p>Dependent on site activity and completion of Stage 1 of Objective 3</p>
<p>5. Develop a graduate improvement programme between employers and universities.</p>	<p>1. Develop a graduate improvement programme between employers and universities to improve opportunities for workless graduates in the sub-region, building on innovative and successful practice already established in the areas as well as drawing lessons from the wider sector.</p> <p>2. Work with business representative groups (eg Chambers of Commerce) to provide a more effective connection between business needs and the supply of</p>	<p>University of West of England West of England Partnership Business Link Bath College Filton College Norton Radstock College Weston College City of Bristol</p>	<p>John Clarke – University of West of England</p> <p>David Draycott – West of England Partnership</p>	<p>1. Identify business needs in relation to graduates including: Skills shortages Skills gaps Recruitment difficulties Motivation and retention</p> <p>2. Establish performance benchmarks to measure impact effectively</p> <p>3. Draw together</p>	<p>Increased employer participation by 10%</p> <p>Reduce graduate worklessness by 10% (relative to the regional movement in worklessness or to the national graduate worklessness rate)</p>	<p>Initial information-gathering meeting: August 2010</p> <p>Initial information collation and consultation: completed by December 2010</p> <p>Establish agreed programme of improvement by April 2011</p>

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	<p>graduates from HE and FE.</p> <p>3. Enhance direct links between employers and all HE providers across the sub-region, including FE colleges offering HE programmes, in relation to placements/internships and graduate job opportunities.</p>	<p>College Federation of Small Businesses Job Centre Plus Bath, Bristol and Bath Spa universities Corporate partners possibly HP and BBC</p>		<p>existing best practice and action plans across HE institutions (including examples from the wider sector)</p> <p>4. Draw together existing best practice across employers, using relevant key stakeholders and business representative groups</p> <p>5. Identify key deliverables in the areas of:</p> <ul style="list-style-type: none"> Improved recruitment practice Increased placements/internships Further upskilling/reskilling opportunities Enhanced employer input to programme development and review <p>6. Establish and implement clear programme for improvement agreed by relevant stakeholders</p>		<p>Deliver outcome measures by summer 2012</p>


Employability Skills: Action Plan 2010-2012 Partnership Owner Antony Merritt (South Gloucestershire Council), Lead Officer: Sue Attewell

Objective(s)	Activity	Partners	Lead	Key Tasks	Results	Timescale
1. Improve the provision of labour market intelligence (growth, skill gaps, etc) shared with providers	<ol style="list-style-type: none"> LMI partnership area update - produced regularly providing relevant, up to date information on skills gaps, growth etc to improve training providers abilities to train worklessness into skills for real jobs. To be produced and emailed quarterly to Training Provider group (existing) and Adult Community learning group 	Training Provider Network Community Partners SW observatory 4 x UAs data staff West of England Partnership Learning Partnership West (WoE 14-19 Advisers)	Liz Jones – West of England Partnership Jo Watson – City of Bristol College	<ol style="list-style-type: none"> Investigate what reports/data sets are available and of informative to the sector Agree communication to the intended recipients Quarterly report on future skills and future jobs to allow training to be tailored to meet the forecast developments 	Reduce Worklessness by ensuring provision addresses employer needs.	August 2010 August 2010 First report to be sent out October 2010
2. Develop a proposition to provide additional resources to disadvantaged areas. Explore ways by which these accounts could be topped up with S106/ESF funding	Investigate the: <ul style="list-style-type: none"> Availability of funding Practicality of implementing a top-up process Possibility of pilots based on ASL 	Skills Funding Agency	Peter Milburn – Skills Funding Agency	PM to report on updates.	Reduce Worklessness by increasing the amount of skills funding available to priority clients	Sept 2010 onwards
3. Promote a 'wrap around apprenticeship service', offering more flexible entry points for	Set up a working group to involve NAS, C of B College and Connexions, WEP to create wraparound service.	City of Bristol College (Claire Arbery & Mike Holliday) National Apprenticeship Service	Sustainable Employment working group	<ol style="list-style-type: none"> Meeting to agree working practices Map entry points across area Gather offers across area Work at alternative 	2% Increase to Apprenticeship take up by priority groups	Jan 2011

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workless people into apprenticeships and sustained employment, also further progression to L3, to improve sustainable employment		West of England Partnership Learning Partnership West		ways of people entering the workforce, and funding to support these new routes 5. Identify suitable employers		
4. Develop an effective skills pledge proposition (worklessness strategy)- with a preventive focus to ensure that vulnerable people already in work are supported and retained, especially within the public sector	Develop a project aimed at entry-level employees within the public sector, initially targeting those at risk of redundancy and later new employees. Work within the structure of the Learning and Development Group across a range of public sector employer including the 4 local authorities.	4 x UAs Police Fire service Probation Primary care trust	Jane Taylor – Bristol City Council Liz Jones – West of England Partnership	Bid submitted to LSIS 2.7.10 First meeting of Learning and Development Group 13.7.10. Agreement gained by this group to work together on this action. Focus on Bristol as a pilot is now being funded by BCC.	100 public sector employees at reduced risk of redundancy.	Outcome to be known in July. Second meeting to be held Sept 2010 Project to commence Sept 2010
5. Develop a Green/Digital Skills Proposal	Ensure green projects such as reducing CO ² emissions developed across the sub-region are reflected in the provision of LMI (point 1 above) and training needs identified and highlighted for what are likely to be 'new jobs'.	4 x UAs (Jill Cowles NSC)	Peggy Tovey - Weston College	1. Systematic identification of suitable projects within the partnership area 2. Identification of skill requirements of above projects and relevant training	Reduce Worklessness by training people in new skills for new jobs	Nov 2010

Young People: Action Plan 2010-2012 Partnership Owner: Jane Taylor (Bristol City Council), Lead Officer: Lucy Woodman

Objective(s)	Activity	Partners	Lead	Key Tasks	Results	Timescale
1. Target remaining 300 FJF places (phase 2 not phase 1) within deprived areas, incorporating young people in short-term employment.	<ol style="list-style-type: none"> Lead partners to work with West of England Partnership to discuss and flesh out key activities, key tasks, results and potential strategy/approach, identifying the role of each relevant partner. Meet with Young People Sub-Group to agree approach, changes to action plan in preparation for roll out. Fill the Job Centre Plus Future Jobs Fund remaining places on time. Connexions to provide face-to-face support for young people re: follow-on jobs and opportunities available. Support for employers to make recruitment processes accessible and ensuring that Job Centre Plus support individuals. Linking with National Apprenticeship Service to create apprenticeship opportunities for those into work including briefing for employers on this area. 	<ul style="list-style-type: none"> 4 x UAs West of England Partnership Job Centre Plus Learning Partnership West National Apprenticeship Service (TBC) Local employers 	Mike Wheeler – Bristol City Council	<p>FJF Jobs Fair held in Bristol</p> <p>Hold Information days in Job Centres across the partnership area.</p> <p>All FJF employers to be provided with information about creating apprenticeships</p>	<p>303 young people in FJF jobs (bid 2)</p> <p>100x FJF employees to be offered 1-to-1 advice and support to progress to further training and/or employment</p> <p>30% of FJF employees to secure ongoing employment</p>	<p>Lead partners to meet and flesh out action plan details by <u>end of August 2010</u></p> <p>Agree changes and way forward by <u>end of September 2010</u></p> <p>All JCP FJF posts completed by end of <u>March 2011</u></p> <p>Creation of apprenticeship opportunities including employer briefing by <u>end of March 2011</u></p> <p>Support for employers and young people: <u>ongoing</u></p> <p>FJF Jobs Fair timeframe: <u>to be completed by the end of August 2010</u></p>
2. Develop a new sub-regional 'Young People and adults from hotspot areas into work' funding proposal that is based around	<ol style="list-style-type: none"> Group to identify best practice from FJF (MW) Group to research single work plan models and use to inform the development of the funding strategy Group to keep abreast of changes in national policy which may affect 	<ul style="list-style-type: none"> 4 x UAs West of England Partnership Job Centre Plus Learning Partnership West 	Learning Partnership West	Framework produced to increase employment of young people and adults from hotspot areas across the West of England, including:	Reduce Worklessness by ensuring young people and adults from hotspot areas have access to training in employer	Phase 1 Bristol led bid for FJF submitted November 2010.

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<p>the learning outcomes of the Future Jobs Fund.</p> <p>Objective 2 would need to be part of a NEET strategy so closely correlates with the activities and developments in objective 3.</p> 	<p>developments and progression with model and with funding opportunities</p> <p>4. Link with the LAs into EET groups to build on their existing strategies.</p>	<p>(Connexions)</p> <ul style="list-style-type: none"> • Local media • Volunteer job coaches • Local employers 		<ul style="list-style-type: none"> • Outline of key learning from FJF scheme • Examples of positive action employers can continue • Key contacts across the P/Ship area <p><i>OTHER KEY TASKS MAY ARISE LATER AS THE MODEL IS DEVELOPED.</i></p>	<p>demand careers, work trials and placements and job coaches.</p> <p><i>OTHER RESULTS MAY ARISE LATER AS THE MODEL IS DEVELOPED.</i></p>	

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Objective 3 is linked with objective 2 as it would need to be integrated in to the NEET strategy.	<ol style="list-style-type: none"> 1. Examine changes in national policy, which will affect developments and progression of the single strategy and take appropriate action. 2. Monitor progress of local strategy developed and delivered by Connexions on young in jobs without training and those that are NEET. 3. Ensure identified priorities are reflected in ESF specification 4. Ensure the activity within Connexions business plans is implemented/monitored. 5. Ensure that the Shared Commissioning Service, LAs, Connexions and opportunity providers work together to enable appropriate provision to be in place to support the achievement of targets. <p><i>THESE ACTIVITIES ARE SUBJECT TO REVIEW DUE TO SIGNIFICANT BUDGET CUTS THAT WILL BE IMPLEMENTED IN THIS FINANCIAL YEAR WITH FURTHER CUTS EXPECTED IN 2011/12</i></p>	<ul style="list-style-type: none"> • Learning Partnership West (WoE 14-24 Advisers) • West of England Partnership • City of Bristol College • Bristol City Council • Voluntary sector youth service providers 	Nicky Summerhill & Jo Grant – Learning Partnership West	<p>A single strategy is developed that enables a year on year decrease on those young people who are in jobs without training and NEET (in line with government targets for local authorities)</p> <p><i>Hold an ESF information event with key partners to identify gaps and potential bids – this will ensure a coordinated approach.</i></p> <p><i>OTHER KEY TASKS MAY ARISE LATER AS THE STRATEGY IS DEVELOPED.</i></p>	<p>Reduce Young people in Jobs without Training by 1% by 2012</p> <p>Reduce NEET percentages year on year</p> <p><i>OTHER RESULTS MAY ARISE LATER AS THE STRATEGY IS DEVELOPED.</i></p>	<p>Priorities to Shared Commissioning Service by end of September.</p> <p><u>Information event to be held by the end of November 2010</u></p>
3. Develop a single strategy for young people in Jobs without training as well as those that are NEET.						
4. Develop a working model to support young people leaving care into employment.	<p>Key activities around this objective currently being developed. The activities should be ready in time for the October Young People Working Group Meeting</p> <p>Activities should take into</p>	<ul style="list-style-type: none"> • 4 x UA's (Job coaches: Jill Cowles, NSC) • Care leavers: NSC's Care2Work Working Group: led by 	Jane Taylor & Mike Wheeler – Bristol City Council Karen	Action plan drawn up with key pathway milestones for young people in care into employment	<p>3% Reduction in Workless Young People leaving Care</p> <p><i>OTHER RESULTS MAY ARISE LATER</i></p>	TBC pending the development of a timeline around key activity work. It is likely that clarification on a timeline will be ready for the October Young People Working Group Meeting.

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	<p>consideration existing mentoring programmes running in S Glos and Bristol schools either through ABLAZE or own programmes. Also should consider UA 'Care2Work' programmes.</p> <p><i>NB, BRISTOL CITY COUNCIL HEAD OF CHILDREN AND CARE SERVICES HAS ALREADY AGREED TO SUPPORT A PROJECT AROUND THIS.</i></p>	<p>Kirsty Howie and Liza Zakheim)</p> <ul style="list-style-type: none"> • West of England Partnership • Learning Partnership West (Connexions) 	<p>Gazzard – Bristol City Council (Service manager Corporate Parenting)</p>	<p>Ensure that young people in care are supported to identify a range of possible career/job options, and provided with additional support to find out about these areas: coaching, job visits, placements, etc</p> <p>Disseminate key learning and outcomes from Bristol project with other LAs</p> <p>Attend Bristol Corporate Parenting Panel Meeting to agree joint working initiative.</p> <p><i>OTHER KEY TASKS MAY ARISE LATER AS THE STRATEGY IS DEVELOPED.</i></p>	<p><i>AS THE STRATEGY IS DEVELOPED.</i></p>	<p>Agree joint working initiative with Connexions by June 2010.</p>
<p>5. Develop a strategic model for 'raising the aspirations' of young people aged 10+, to include parents,</p>	<p>1. Investigate local practice, across the partnership area, to raise the aspirations of young people and identify where there are gap. This exercise should include:</p> <p>a. Local Authorities –</p>	<ul style="list-style-type: none"> • City of Bristol College • West of England Partnership • 4 x UA's (NSC: Jill 	<p>Jo Watson - City of Bristol College</p> <p>Lucy Woodman</p>	<p>Best practice is shared amongst key partners within the WoE partnership area.</p> <p>Action is taken to</p>	<p>Reduce Worklessness by ensuring Young People are able to make informed career decisions, based on</p>	<p>Research around existing practice <u>by end of October 2010</u></p>

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carers, employers and educational institutions.	<p>Extended Schools: Gifted, Talented and Aiming higher)</p> <p>b. Local Universities</p> <p>c. Local colleges</p> <p>2. Paper is drafted compiling the research, to be presented to Young People Working Group for review and analysis. The group will then draft any relevant recommendations/take relevant action to close gaps that have been identified.</p>	<p>Cowles, Marie Horton)</p> <ul style="list-style-type: none"> • Learning Partnership West (Claire Miller of NS Connexions; Matt Lewis NAS' Learner Service) • Learning Partnership West (WoE 14-19 Advisers) • Weston College • UWE • Open University 	(West of England Partnership)	close gaps where they are identified.	<p>employer and economy needs</p> <p><i>OTHER RESULTS MAY ARISE LATER AS THE STRATEGY IS DEVELOPED.</i></p>	

NB, where the plan refers to young people it means young people who are aged between 16-24 (up to day before 25th birthday) as agreed by the Young People Working Group

Multiple Deprivation: Action Plan 2010-2012 Partnership Owner: Karen King (Bristol City Council), Lead Officer: Rashida Hartley

Objective(s)	Activity	Partners	Lead	Key Tasks	Results	Timescale
1. Multi Agency Approach	<ol style="list-style-type: none"> 1. Hold an event to highlight the need to form consortia within the context of the Single Work Programme by voluntary/smaller provider base and provide basic guidelines. Include SFA with new min contract value and guidelines for consortia (Business Link). Encourage Voscur to provide follow up how to sessions. 2. Hold a partnership area briefing event to share knowledge, information and priorities with potential main contractors for the single work programme. 3. Arrange an event to bring together the potential work programme major contractors and both local providers and the voluntary sector to enable the forming of partnerships to aid effective sub contracting. Include a presentation around the Merlin Standard included at this event (DWP). 	West of England Partnership, 4 x UAs Jobcentre Plus Skills Funding Agency Business Link Voscur	Sue Attewell - West of England Partnership, Karen King – Bristol City Council Support from Sarah Morrison – Bristol City Council	<ol style="list-style-type: none"> 1. Voluntary sector informed of need to form consortia and given some support in process 2. Main contractors aware of West of England priorities, characteristics etc 3. Potential main contractors aware of range of providers in the West of England and effective partnerships facilitated. 	Reduce Worklessness by targeting Single Work Programme on West of England Priorities 7 main contractors informed 20 voluntary sector/small providers engaged	1 st September 2010 December 2010 December 2010
2. To develop and share best practise around developing a 'no wrong door approach'	<ol style="list-style-type: none"> 1. Systematically identify best practise working across various LA and govt. depts. 2. Identify best method for sharing and rollout of best practice across the sub region. 	West of England Partnership, 4 x UAs	Karen King – Bristol City Council, Simon Gregory – North Somerset Council	Systematic identification of approaches that can be replicated across the partnership area.	2 x effective models rolled out across another LA within the partnership area.	October 2010 onwards
3. Align funding streams and flexibilities around sub-	<ol style="list-style-type: none"> 1. Develop the proposition for statutory powers for the sub-region for the direction of skills funding under (and subject to government 	West of England Partnership, HE providers,	David Draycott – West of England	1. Target mainstream funding for providing appropriate skills training for workless	Reduce Worklessness by ensuring provision reflects employer	LEP proposal 6 th September 2010. FE Agreement

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regional priorities identified by the Skills and Competitiveness Board	<p>agreement on) arrangements relating the Local Enterprise Partnership proposal.</p> <p>2. Help shape the priorities of the 14/19 shared commissioning service in addressing the employer needs.</p>	FE Providers, National Apprenticeship Service, 4 x UAs, Skills Funding Agency.	Partnership	<p>individuals maintained esp. in most disadvantaged areas</p> <p>2. Better alignment of training programmes with wider support provision</p> <p>3. Secure accountability between FE Providers and the LEP as to what provision is required.</p> <p>4. Comment on Annual Commissioning Statement which provides the basis for annual funding allocations for 14-19 cohort in schools and colleges</p>	demand	<p>October 2010.</p> <p>1st Annual Commissioning Statement September 2010.</p>
4. Community Leadership & Engagement	<p>1. Support the business involvement in 'Local Employment Fairs' and 'Industry Awareness Day' within the deprived communities.</p> <p>2. Improve the targeting of 'Employability Surgeries' ensuring that they focus on the most disadvantaged communities and newly arriving migrants to develop the following work related skills and competencies:</p> <ul style="list-style-type: none"> • CV Preparation • Application Form Completion • Interview Skills <p>3. Support the work of the Community learning Service at Bristol City Council to:</p> <ul style="list-style-type: none"> • Attract people back into 	Social Enterprises, Public Sector Employers, Housing Associations.	Rashida Hartley – West of England Partnership Sarah Morrison – Bristol City Council	<p>1. Support the work of Social Enterprises, Housing Associations and other Neighbourhood Community Organisations to promote Recruitment Drives within deprived areas.</p> <p>2. Increase opportunities for people (25+), living within the deprived wards by getting them to commit to training opportunities such as apprenticeships.</p>	<p>Ensure current provision is targeted on priority areas</p> <p>Commit to XX amount of surgeries (<i>frequency to be agreed with community partners</i>)</p> <p>Increase participation within target areas by 5%</p>	October 2010

Objective(s)	Activity	Partners	Lead	Key Tasks	Results	Timescale
	<p>learning.</p> <ul style="list-style-type: none"> • Offer learners the opportunity to improve literacy and numeracy skills. • Identify new skills needs <p>4. Learners may also use the course as the foundation to progress to a national qualification, up to level 2.</p>					
5. Develop a 'Bridges Into Work' proposition for the partnership Area	<ol style="list-style-type: none"> 1. Establish the parameters of a 'Bridges Into Work' proposition by liaising with Volunteering Bristol, Voscur, Voluntary Action North Somerset and other agencies. 2. Use companies' Corporate Social Responsibilities policy to engage. This may need to be branded as work experience across the business and public sector. 	<p>South West Regional Development Agency West of England Partnership 4 x UAs Learning Partnership West</p>	<p>Lorna O'Gorman – South West Regional Development Agency</p>	<ol style="list-style-type: none"> 1. A clearly defined proposition that can be adapted to different ages and across sectors. 2. Link volunteering to a qualification such as, Foundation Learning Tier. (Weston Works Model). 	<p>50 Placements identified</p>	<p>Oct 2011 onwards</p>
6. Develop pilot activity to support separate cohorts from areas of multiple deprivation and also test the Customer Journey.	<ol style="list-style-type: none"> 1. Set up a pilot project to test and revise the customer journey from worklessness into employment. One cohort to be selected from each of the four sub-regions. 2. Steering group to identify one cohort from each of the four sub-regions. 3. Steering group to develop tender specification for this pilot activity 4. West of England Partnership to procure, fund and manage activity. 5. Steering group to, monitor and evaluate activity 	<p>West of England Partnership 4 x UAs</p>	<p>Steering Group: Sara Brown (NSC), Sarah Morrison (BCC), Sue Attewell (WEP), Maniera Chowdhury (S. Glos.), Paul Pennycock (B&NES), Irene Branagan (NSC)</p>	<p>Identify skills need and work to remove barriers into employment or mainstream programmes such as pathways to work.</p> <p>Revised customer journey.</p>	<p>80 people supported into either jobs or mainstream programmes</p>	<p>Pilot to begin Sept/Oct 10</p>

Objective(s)	Activity	Partners	Lead	Key Tasks	Results	Timescale
7. Using lessons learnt from the pilot develop a sub-regional strategy to support those in areas of multiple deprivation into work	Develop a partnership area delivery model, embedding best practise, to support those in areas of multiple deprivation into employment, using the knowledge gained from the pilot and other activities, both in this plan and running across the region.	West of England Partnership, 4 x UAs Jobcentre Plus	Sue Attewell - West of England Partnership	A West of England delivery model to support those in areas of multiple deprivation from social exclusion to social inclusion	Reduce Worklessness by targeting support at areas of need using proven models.	Feb/March 2011



West of England Partnership

**Bath & North East
Somerset Council**



**North
Somerset
Council**

**South Gloucestershire
Council**

WEST OF ENGLAND

TACKLING WORKLESSNESS PLAN

2010-2012

Executive Summary



This plan has been developed by the Worklessness Sub-Group of the West of England Skills and Competitiveness Board, and provides an infrastructure and intelligence base to support the delivery of the actions in the MAA, specifically in terms of employment and skills.

Based on a detailed assessment of needs, the work and skills plan proposes a joint approach by all partners to tackling work and skills issues in the partnership area. On the ground in this partnership area, this approach has now been working (through West at Work) for some time. This Tackling Worklessness Plan further emphasises the need for adopting multi-agency approaches and strategies for tackling the multidimensional barriers to work faced by disadvantaged jobseekers.

The plan also details the ways in which the Partnership will achieve its worklessness objectives, which are categorised as follows:

- Increasing the employment rate in the West of England by reducing the gap between the rate of worklessness in the most deprived wards of the partnership area and the national average by 1 percentage point over the next five years.
- Bringing local partners, including the four authorities, Jobcentre Plus, Skills Funding Agency, Learning Partnership West and SWRDA, FE & HE together in a shared commitment.
- Supporting the Creation, Retention, and Development of Local Businesses and Enterprises.

The Unitary Authorities, JCP, Skills Funding Agency and SWRDA, FE & HE, all have major roles in addressing the employment and skills need of the region. Third sector agencies and social enterprises may sometimes be better placed to communicate with disadvantaged residents and will therefore be included and utilised effectively.

The West of England has a history of relatively high employment and a highly skilled population. Despite the recent recession, the West of England economy and labour market looks set to grow significantly over the next 20 years. This projected growth however, excludes a high number of workless residents in some parts of the partnership area. More recently, these issues have been compounded by the rise in the number of jobseekers as a result of the recent recession.

Although the causes and effects of worklessness vary with each individual it is possible to define some of the broad characteristics in this partnership area. In Bristol, for example the 'average' workless person is likely to be male, aged over 45 and to have been claiming ESA/IB due to mental health issues for at least five years. The bulk of the workless in the West of England are Employment Support Allowance or Incapacity Benefit claimants (Employment Support Allowance, ESA, replaced Incapacity Benefit, IB, in October 2008).

A summary of West of England area wide characteristics is:

- Unemployment is higher amongst men than women
- The likelihood of unemployment increases age 35+
- Unemployment at age 50+ is higher as a proportion of the whole population
- Unemployment amongst the ethnic minority groups exceeds national percentage levels in Bristol and North Somerset and is highest amongst Black or Black British males.

As of August 2009, there were 75,730 working age people claiming out-of-work benefits in the West of England. Over half of these, some 40,040, are in Bristol. At ward level, there are 28 wards containing significantly above average numbers of workless people. These 28 wards, 4 in Weston-super-Mare and 22 in Bristol, are home to more than half the workless population of the West of England. The highest numbers of workless people are in four key wards.

- Lawrence Hill (Bristol)
- Ashley (Bristol)
- Filwood (Bristol)
- Weston-super-Mare South

In the priority wards defined within the West of England Multi-Area Agreement (MAA) 24% of all working age individuals are in receipt of workless benefits; this is over double the West of England average of 11%. The figure is significantly higher than that in some wards; for example 30% of working age residents in Lawrence Hill are workless. 54% of claimants in the eleven wards are in receipt of Incapacity Benefit; three quarters for over 2 years. In Weston-Super-Mare Central almost a quarter of the entire working age population is on Incapacity Benefit alone. In Filwood, South Bristol 7% claim Lone Parent benefits. This is almost four times the proportion for the West of England as a whole.

On the basis of our assessment the Partnership proposes concentrating its efforts on the following:

- Young People,
- Skills for Employability
- Multiple Deprivation within Neighbourhoods
- Employer Engagement

1.1 Young People

This age group (age 16-24) accounts for a disproportionately large element of the workless population. Youth unemployment represents a serious risk of prolonging the “generational unemployment” issue and hence a long-term cycle of worklessness. In terms of a return on investment this is the cohort of workless most likely to provide the solution to changes in long-term labour demand. Addressing the problem of youth unemployment will require a number of collaborative efforts between national, regional and local tiers of government and other partners, as well as innovative projects to re-engage young people in the labour market. Future Jobs Fund activity in this region has been a huge success and ways must be found to sustain some of its good practice in terms of partnership working, embedding employability skills into work placement and increasing the opportunities for pre-employment work placement for young people.

In addition to the problem of worklessness many young people are not in employment, education or training (NEET) or in jobs with no prospects. Young people account for almost a third of all West of England workless claimants and are twice as likely to be out of work as older people.

1.2 Skills for Employability

Skills are the common denominator of worklessness. People in lower-skilled occupations are far more likely to be JSA claimants than those in higher-skilled occupations, across all four local authorities. While 10% of all employment in the West of England is in Elementary Occupations, people whose usual job was in an elementary occupation made up almost 30% of claimants in December 2009.

The proportion of those with no qualifications amongst those claiming benefit is 3 - 4 times higher than for those in work. In the 11 priority wards 55% of all adults are qualified below level 2 and 37% have no qualifications at all (compared to West of England averages of 41% and 24% respectively).

A national survey of literacy and numeracy skills in England (DfES, 2003) identified that around one in six adults (16%) were classified at Entry Level 3 or below. Under half of the respondents (44%) achieved Level 2 or above, which means that approximately 66% of adults have literacy skills below Level 1 or below. Out of 100 jobs, it has been estimated that only 2 are available for people who have literacy, language and/or numeracy skills at a very low level.

A poor skill base presents a major barrier to employment. People lacking appropriate skills are automatically excluded from whole areas of the labour market – including some that are growing rapidly. Even where they are not excluded they increasingly compete at a disadvantage.

1.3 Multiple Deprivations within neighbourhoods.

Worklessness frequently sits alongside and contributes to other forms of disadvantage such as poor education, health, poverty, housing, and expectation. National research also shows a correlation between lower levels of literacy and numeracy and socio-economic condition.

A large number of workless individuals are concentrated within small geographical areas that are cut off from the relative prosperity of the rest of the partnership area. The Index of Multiple Deprivation 2007 gives an overall indication of the scale of deprivation within each Lower Super Output Area (LSOA) and is a useful tool to measure the impact of deprivation of population affected. Bristol has a particularly high proportion of its population (16%) living in areas among the most deprived 10% in England.

Labour market research confirms that a real multiplier effect occurs if these individuals are taken out of worklessness. The impact potential is not only on themselves, but also on their family – particularly their children and the wider community.

It is important to recognise that our shared commitment to tackle worklessness, while properly focused on the eleven most disadvantaged wards, extends to other neighbourhoods across all four authorities.

1.4 Employer Engagement

Encouraging employers to invest in work based learning and apprenticeships, particularly for young people will be fundamental in addressing the issues around training. The plan proposes several approaches to employer engagement. Some initiatives attempt to engage

specific employers such as the unitary authorities, whilst others encourage sectoral (Retail & Hospitality) or geographical engagement.

New development sites within the partnership area can play a key role in engaging employers and increasing the opportunities for young people and people living in areas of multiple deprivation to access employment. This was successfully demonstrated by Bath SouthGate opening with 67% of employees from our priority groups.

Employers engaged through the successful Cabot Circus and Bath SouthGate projects were able to see that with a coordinated involvement across the public sector, previously unemployed people were encouraged and supported to gain the skills they needed to access the available jobs. Employers were also encouraged to get involved with the vocational training and those that engaged with the training were able to influence courses to train candidates specifically to their requirements, and recruit directly from the courses, saving them both time and money on recruitment activity.

Employer Engagement is also vital to the issue of reducing the increasing trend of graduate unemployment across the partnership area.

2. Mapping Provision

Provision to tackle worklessness across the West of England has been categorised into the national “spine” of government funded provision, FE Provision and local and community Based Provision. The spine is made up of National Programmes (primarily Skills Funding Agency & Job Centre Plus funded) such as Work Focussed Training and Flexible New Deal. The primary focus is currently on young people age 18-24. These are complemented by, a diverse range of other local community based provisions targeting specific ethnic groups and localities long-term worklessness and social exclusion problems.

The region has a track record of strong local partnerships such as Ways to Work, the West at Work activity, for example, Cabot Circus and Bath Southgate and the BANES Learning Services partnership. The partnership area ‘Future Jobs Fund’ programme currently in its second phase has provided support for more than 600 young people from our priority groups.

The area also benefits from a strong and well-resourced FE sector across the five colleges with an enviable record of activity in the area of basic and employability skills.

Some of this provision is at risk due to national public sector funding constraints. The partnership area has already been affected by the reduction in funding for accredited developmental learning, reduced FE allocations, threats to local authority-funded provision and the demise of FJF.

The adequacy of provision is therefore an issue and the partnership is determined to make best use of any new funding available to meet any gaps in provision resulting from the above. Also, of equal importance, is the need to ensure that provision is combined and standardised through more effective integration of DWP provision, continuing joint plans to

provide access to jobs for workless people wherever there are major new employment opportunities and innovative approaches to integrated working with specific client groups.

The introduction of the new DWP Single Work Programme is by far the most significant development and represents the most fundamental reform to the “welfare to work” system for decades. Announced at the beginning of July its key features include:

- The creation of a single contracting framework for all government support aimed at moving individuals off benefit and into employment
- A move to payment of contractors on outcomes – effectively deferring the costs to government to the point at which those costs are balanced by savings in benefit payments
- The structuring of the contract system to create a small pool of major contractors operating at a regional or national level with the financial capacity to manage the cash-flow implications of these contracts.

While local voluntary and community organisations could have a role in the new Programme, there will be major financial implications which have still to be fully worked through in their undertaking a sub-contracting function.

The implications for the role of Job Centre Plus are also not clear and are unlikely to be fully defined before the completion of the government’s Comprehensive Spending Review in Autumn.

3. Next Steps

To the best extent possible, the tackling worklessness plan reflects the change in government priorities, which represents the most fundamental reform to the “welfare to work” system for decades. In terms of future action this plan represents a shared statement and plan from the four local authorities and the other key stakeholders who will build upon the work already being undertaken separately and jointly. The evidence we have analysed demonstrates that, as with any other partnership area, the West of England faces a complex and interconnected set of factors and problems in tackling the issue of worklessness. The following actions are proposed in relation to our four priorities:

Skills for Employability: Action Plan 2010-2012 Partnership Owner: Antony Merritt (South Gloucestershire Council), Lead Officer: Sue Attewell

Objectives
1. Improve the provision of labour market intelligence (growth, skill gaps, etc) shared with providers
2. Develop a proposition to provide additional resources to disadvantaged areas. Explore ways by which this could be funded with S106/ESF funding
3. Promote a ‘wrap around apprenticeship service’, offering more flexible entry points for workless people into apprenticeships and sustained employment, also further progression to L3, to improve sustainable employment
4. Develop an effective skills pledge proposition (worklessness strategy)- with a preventive focus to ensure that vulnerable people already in work are supported and retained, especially within the public sector
5. Develop a Green/Digital Skills Proposal

Young People: Action Plan 2010-2012 Partnership Owner: Jane Taylor (Bristol City Council), Lead Officer: Lucy Woodman

Objectives
1. Target remaining 300 FJF places (phase 2 not phase 1) within deprived areas, incorporating young people in short-term employment.
2. Develop a new sub-regional 'Young People into work' funding proposal that is based around the learning outcomes of the Future Jobs Fund.
3. Develop a single strategy for young people in Jobs without training as well as those that are NEET.
4. Develop a working model to support young people leaving care into employment. <i>Link with mentoring programmes running in S Glos and Bristol schools either through ABLAZE or own programmes</i>
5. Develop a strategic model for 'raising the aspirations' of young people aged 10+, to include parents, carers, employers and educational institutions. <i>Link with and build on existing Aim Higher programmes (e.g. ; priority neighbourhood family learning initiative in S Glos)</i>

NB, where the plan refers to young people it means young people who are aged between 16-24 (up to day before 25th birthday) as agreed by the Young People Working Group

Multiple Deprivation within areas: Action Plan 2010-2012 Partnership Owner: Karen King (Bristol City Council), Lead Officer: Rashida Hartley

Objectives
1. Multi Agency Approach
2. To develop and share best practise around developing a 'no wrong door approach'
3. Align funding streams and flexibilities around sub-regional priorities identified by the Skills and Competitiveness Board
4. Community Leadership & Engagement
5. Develop a 'Bridges Into Work' proposition for the partnership Area
6. Develop pilot activity to support separate cohorts from areas of multiple deprivation and also test the Customer Journey.
7. Using lessons learnt from the pilot develop a sub-regional strategy to support those in areas of multiple deprivation into work

Employer Engagement: Action Plan 2010-2012 Partnership Owner: Alan Madge (Jobcentre Plus), Lead Officer: Catherine Mazza

Objectives
1. Create a marketing document for businesses to reflect one point of contact i.e. the public sector in WoE.
2. Increase the engagement of businesses in the 'Tackling Worklessness' agenda, particularly in areas of multiple deprivation and champion increased linkages with schools in these areas.
3. Create a common approach to Section106 and planning processes to increase the availability of work experience placements and apprenticeships within the construction phase of new developments.
4. Create a model to use with key sites when approaching end-user employers about employment opportunities for young people and people living within the deprived areas of the sub-region.
5. Develop a graduate improvement programme between employers and universities.

(Green cells indicate priority actions)

The next steps in the process for us will be:

1. Securing the formal endorsement of all partners to this interim plan through the Skills and Competitiveness Board
2. Building detailed programmes and outcomes for a three year period for each of the priorities outlined above
3. Incorporating within each of those programmes a response to any policy changes in skills or welfare funding which may impact on delivery locally.

4. Monitoring and Management

On behalf of the Operational Group, the Worklessness Sub Group will be responsible for monitoring and reviewing both the Tackling Worklessness Plan, and the Action Plans on a monthly basis, and will report progress against the action plans to the Skills & Competitiveness Board.