

Report of Head of Projects and Programmes, Employment and Skills

Report to Outer North East Area Committee

Date: 28 October 2013

Subject: Employment and Skills Update

Are specific electoral Wards affected? If relevant, name(s) of Ward(s): Alwoodley, Harewood, Wetherby	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. This report provides the Outer North East Area Committee with an update on employment and skills activities in Leeds, delivered through the Council's Employment and Skills service.
2. The information contained in the report supports key objectives set out in the Best Council Plan 2013-17, namely to 'promote sustainable and inclusive economic growth by improving the economic wellbeing of local people and businesses' with a specific focus on helping people into jobs and tackling poverty.
3. The report compliments a series of ward profiles being developed during September to November 2013 which detail the number and location of claimants, service provision and programmes to support those seeking skills training and work and, achievements to date focusing on those neighbourhoods with the highest rates of unemployment.

Recommendations

4. The Outer North East Area Committee is asked to note and comment on the contents of this report.

1 Purpose of this report

- 1.1 The purpose of this report is to provide a high level update to the Outer North East Area Committee on activities delivered through the Employment and Skills service aimed at improving skills and increasing job outcomes in the City.

2 City-wide Position

- 2.1 Data in this report includes data published by the Department for Work and Pensions (DWP) and locally captured service data. It should be noted that there is a time lag on the publication of DWP data and the latest available information has been used where possible. The locally captured data is currently being updated to inform the production of Ward profiles and as such, the figures included may not reflect the latest position for the area.
- 2.2 At the end of March 2013, employment (among the 16-64 age group) in Leeds stood at 386,100 (an increase of 1,200 jobs over the quarter and 10,500 jobs over the year). However, during the same period 42,400 people were recorded as being unemployed. This was an increase of 600 people on the previous quarter and 2,100 up on the same period last year. The Leeds' rate of unemployment is currently 10.2% against a rate for England at 8.0% and the Leeds City Region (LCR) at 8.7%.
- 2.3 In February 2013, there were 64,510 benefit claimants (16-64 years) in Leeds (a reduction of 300 claimants on the same period last year). Of the total benefit claimants, 30,040 (46%) were on Incapacity Benefit or Employment Support Allowance and 25,180 (39%) on Jobseekers' Allowance (JSA). The remaining claimants are made up of Lone Parents and those claiming other income related benefits such as working tax credits etc.
- 2.4 In February 2013, the numbers of young people 16-19 years old not in employment, education or training (NEET) was 1,437. This figure has dropped by 366 on the same period last year. The NEET rate for Leeds for this period was 6.3% (down by 1.4% on last year's figures).

3.0 Area Committee Position

- 3.1 The information in this section compliments the ward profile information currently being compiled for Members regarding employment and skills activities in their wards. This will include detailed comparative information with city wide data and a summary analysis to indicate changes in rates in numbers at the local level to assist Members determine local priorities for action and shape responses.
- 3.2 At June 2013, the NEET (young people 16-18 not in employment, education or training) rate for Leeds was 6.7% (1,501 people). This is a decrease of 0.3% on last year's figures. For this Area Committee, NEETs have risen in the last 12 months across all 3 wards;
 - Alwoodley NEETs now stand at 5.2% (78) (previously 2.9%);
 - Harewood 2.3% (34) (previously 2%) and;

- Wetherby 1.8% (27) (previously 0.8%).

However, the increase still remains significantly lower than the Leeds NEET rate.

3.3 At July 2013, the total JSA (Jobseekers' Allowance) claimants (16-64) rate for Leeds was 4.7% (6,310 people). This is a decrease of 0.3% on last year's figures. For this Area Committee, total claimants have also decreased in the last 12 months across all 3 wards;

- Alwoodley, total claimants rate now stands at 2.7% (170) (previously 2.8%);
- Harewood, total claimants stands at 0.5% (31) (previously 0.7%) and;
- Wetherby, total claimants stands at 1.5% (94) (previously 1.8%).

All areas have significantly fewer JSA claimants than the Leeds JSA claimants rate.

4. Employment and Skills Service

4.1 The Employment and Skills service forms part of the City Development directorate in the Council with responsibility for supporting local people develop skills and to gain employment with a particular focus on people living in the most deprived neighbourhoods (Lower Super Output Areas –LSOAs in the 20% most deprived on the Index of Multiple Deprivation). The service supported over 3,020 people into work, 7,000 adults to gain new skills and 1,121 gain qualifications in 2012/13.

4.2 Jobshops

4.2.1 The service provides information, advice and guidance (IAG), job search and support and job brokerage services to adults through its network of Jobshops. The nearest jobshops are located at the Reginald Centre on Chapeltown Road and at Great George Street in the City Centre. Both are located on regular bus routes and accessible to the majority of residents in the areas covered by this Area Committee.

4.2.2 The qualified guidance staff within the Jobshops are able to offer impartial information, advice and guidance to help residents to identify potential work and career options. There are facilities available to search for vacancies from a variety of online and other sources including Employment Leeds and Jobcentre Plus. Advice and support is available to help develop a CV, complete application forms, produce covering and speculative letters, set up an e-mail account as well as how to prepare for, and approach, an interview with confidence.

4.2.3 Jobcentre Plus staff are available in some Jobshops offering one to one support including benefits advice, training and volunteering opportunities. Staff are also able to signpost to other partner agencies to assist and support with specific needs e.g. housing, finance including debt, language support.

4.2.4 Between April 2012 and March 2013, a total of 1,558 Jobshop customers gained employment including 17 customers from the Outer North East area and between April-August 2013, 747 customers were supported into employment and 20 customers from the Outer North East.

4.3 Employment Leeds

- 4.3.1 The Employment Leeds Team works with business customers to deliver tailored employability programmes and job brokerage services supported by access to the Jobshops customer base and, supporting business to create apprenticeships. In 2012/13, the team worked with 352 businesses to broker over 585 people into work and supported 106 businesses to create and recruit to 552 apprenticeships.
- 4.3.2 Supported by the Council's Sustainable Economy and Culture Scrutiny Board, the service has put in place a framework to ensure that joint work with Procurement and Planning services can lever additional jobs and training opportunities targeted to specific localities by placing additional obligations on developers and contractors. Obligations typically include new jobs, apprenticeships, work experience placements, skills training for existing workers, school visits etc. The obligations are negotiated with the developer or contractor and vary dependent on the nature of the work and the size and cost of the development or contract.
- 4.3.3 To date, the combined planning and procurement agreements have resulted in over 1,000 people into jobs and 129 apprenticeships in Leeds. There have been over 91 site visits and 132 work experience placements offered including 67 to young people aged 16-17 years. A more detailed analysis of the breakdown including ward level data is being prepared for Scrutiny Board in February 2014.
- 4.3.4 In 2012/13, the team delivered 47 community information and recruitment events for local businesses i.e. SMG Europe, Tesco, Care Today, Iceland, Leeds Teaching Hospitals Trust, ASDA, for a wide variety of job roles across sectors such as Health, Hospitality, Construction, Finance and Business, Manufacturing and Engineering sectors in technical, clinical and administrative job roles. All future information and recruitment events will be notified to Area Lead Members for Employment, Skills and Welfare and ward members.

4.4 Community Learning

- 4.4.1 The service leads on the delivery of a universal learning offer for the City on behalf of the Skills Funding Agency (SFA). The Community Learning provision is aimed at re-engagement of adults aged 19 years and over (25 years plus for learners with a learning difficulty or disability - LLDD) with learning, in an informal and safe environment to acquire new skills and interests for the benefit of the individual, their family and/or their wider community networks. Community learning provides a progression gateway to more formal adult learning, social mobility and longer term employability opportunities.
- 4.4.2 In the 2012/13 academic year, over 7,000 adults from disadvantaged communities were re-engaged with learning and 1,121 people gained an accredited qualification. A total of 203 people from the Outer North East Committee Area accessed this provision, 45 acquired new skills and 36 acquired qualifications. Between April to August 2013, across the City, 49 people have so far been supported to achieve improved skill levels (accredited) and a total of 1,860 learners have enrolled onto

non-accredited courses across the City. Data is currently being collated for this period at the local level.

- 4.4.3 The provision for the 2013/14 academic year began in September 2013. Around 12,000 courses will be delivered this year across around 220 venues, supporting in the region of 7,000 learners. Priority groups include people not in employment and/or in receipt of benefits, with low skills levels or no qualifications, disadvantaged groups or individuals with specific needs e.g. lone parents, BAME groups, adults with learning difficulties and/or disabilities and men who are currently underrepresented within community learning.
- 4.4.4 A total of 24 providers were appointed to the Community Learning framework this year. Although no general provision is proposed in the wards covered by this Area Committee, one of the providers, MD Teaching, will be delivering a specific project at HMP Prison Wetherby in Wetherby. The courses provided will improve the literacy and numeracy skills of prisoners enabling them to better engage with and support their child's education from prison. The Community Learning provision allows for additional responsive projects to be developed throughout the year. Any new proposals will initially be considered by the Leeds Community Learning Trust Board (CLTB).
- 4.4.5 Confirmation of the course details and the venues at which they will be delivered is subject to the provision of further details from providers and will be disseminated widely once this is available.

4.5 Programmes

- 4.5.1 The service also commissions other services primarily with third sector organisations to enable marginalised groups and learners living in the most disadvantaged neighbourhoods to re-engage with learning, develop skills for jobs and increase qualifications and job outcomes e.g. **PATH**, the Council's BAME (black, Asian and minority ethnic employability project. PATH stands for Positive Action Training in Housing although the organisation has for many years supported BAME people develop skills, acquire qualifications and secure employment in any sector). The Council also works with **Nari Ekta** to deliver an employability project targeting Asian women and based in the city centre. Between April-June 2013, a total of 65 people have found employment and 102 have obtained additional qualifications through these projects.
- 4.5.2 Activities to meet identified skills gaps among growth sectors will continue to be supported through the service e.g. **Pathways to Construction** to assist unemployed people into training or employment in the construction industry. Since the start of the project in 2012, 296 employability sessions have been held, 199 young people have gained work experience and 164 have secured jobs. Earlier this year, the Heritage Lottery Fund (HLF) announced that Leeds' bid to the Skills for the Future Programme had been successful. **Re-making Leeds** will primarily be targeted at young people (19 years plus) to enable them to gain a NVQ Level 3 and work based experience in heritage construction. The project will also support construction based SMEs improve the skills in this sector among their existing workforce.

- 4.5.3 The **Work@Leeds** Work Experience Programme is a new eight week initiative aimed at young people between the ages of 19-24, who are claiming Job Seekers Allowance. The programme aims to engage with 90 young people and support 36 (40%) of those into employment within the Council. For the first two weeks of the programme, customers attend Leeds City College for employability training, a Council induction and are supported to achieve an accredited qualification (OCN in 'developing skills for gaining employment'). This is followed by six weeks' work experience in the Council, during which participants are supported by a robust review process. Throughout the programme, customers attend weekly job search support sessions with structured elements to prepare them for interview. Initially, five cohorts are planned, but the programme will be developed further to target other priority groups including people with disabilities and care leavers.
- 4.5.4 The first recruitment event took place on 16 September and 17 customers referred by Jobcentre Plus successfully secured places on the programme including one customer from Alwoodley. There were no customers from this initial cohort who live in either Harewood or Wetherby wards. The next recruitment event will take place on 18th October, when a further 20 customers will be recruited. Advertising is through the Council's internal communication channels, the jobshops and existing providers delivery activities within local communities including third sector organisations.
- 4.5.5 The service is responsible for the management of the **Youth Contract Support Programme 16-17 years** devolved to Bradford, Wakefield and Leeds as part of the Leeds City Region City Deal. In Leeds, the Youth Contract Support programme is primarily delivered through the Targeted IAG provider (igen) working in partnership with the Education Business Partnership (part of Employment and Skills) and Aspire-I. Young people aged 16-17 years identified as NEET, are engaged and encouraged to take part in a rolling, structured programme of activities designed to respond to their needs and help them progress into learning or work with training, supported by a key worker. Since the start of the programme in September 2012, 575 young people in Leeds have joined the programme. Of these, 348 (60%) have already progressed into education, employment or training and are receiving support to sustain this transition.

4.6 Apprenticeships

- 4.6.1 The **Leeds Apprenticeship Hub** was established in July in the Employment and Skills service under the City Deal. The Hub is responsible for the co-ordination of partnership activity with Apprenticeship training providers in Leeds to engage with learners and support local businesses to create new Apprenticeship opportunities. Planned activities include delivery of the school and academies engagement programme to provide general advice and guidance on apprenticeships to pupils, guidance and teaching staff and promote specific opportunities; delivery of guidance events for young people and 'make a winning application workshop' sessions which will be held across local community venues; supporting small and medium sized businesses to create apprenticeships, select the appropriate learning framework and provider and recruit.

4.6.2 **The Leeds Apprenticeship Training Agency (ATA) Limited** was set up last year by the Council and Leeds City College with support from the Chamber of Commerce to support small and medium sized businesses (SMEs) recruit and take on apprentices. The business hosting the apprentice provides the young person with vital work experience and skills, whilst the ATA acts as their employer thereby reducing the risk and administrative burden to the business. Each apprentice will complete an Apprenticeship Framework through a recognised learning provider and is paid a weekly wage.

4.6.2 All ATA vacancies are advertised locally on the ATA's and Council's websites and on the National Apprenticeship Service's website. At the beginning of September 2013, the ATA had made contact with almost 500 local businesses and actively engaged with 163 across a range of sector areas, including one employer from Wetherby. To date, 17 apprentices have been employed by the ATA (none within this locality). The ATA's contact details are included at Appendix 1 in this report.

4.7 The Education Business Partnership (EBP)

4.7.1 The EBP works alongside schools and business to develop creative approaches, tailored programmes and events to learning which motivates and ensures young people are able to achieve their potential, develop employability and enterprise skills to achieve economic well-being and are work ready when they leave learning. In 2012/13 the team worked with 26 high schools, 9,500 young people aged 4-19 years and over 700 business volunteers providing support. The programme for the current academic year is now being finalised and will be advised when available.

4.8 New and Emerging Initiatives

4.8.1 There are a number of new and emerging initiatives being led by or supported through the Employment and Skills service.

Traineeships – 6 month programme introduced by Government for young people aged 16-24 that offers a progression route to Apprenticeships. The programme is aimed at young people who require a short period of additional support to help them become 'job ready' and is therefore unsuitable for NEETs. To date there has been a small number of providers in Leeds offering this programme.

18-24 Youth Unemployment Proposals – at the end of July, the Government announced an additional £50m would be made available to the Core Cities and local authorities in Wave 2 City Deals to maximise the take up of the employer wage incentives under the Youth Contract and reduce unemployment among this age group. Leeds as part of the Leeds City Region (LCR) will be submitting a bid with a focus on maximising the wraparound support available to young people to help them become job ready and increasing the take up of the Youth Contract Wage Incentive among local employers. Decisions on bids will be known by the end of October with delivery due to begin in January 2014.

5 **Current and Future Job Opportunities**

- 5.1 Employment Leeds has successfully delivered a number of community information and recruitment events to support businesses recruit from local communities. Recent events have resulted in 250 appointments to SMG, the operator of the First Direct Arena and 573 appointments to Primark in their new Trinity Leeds store (staff work from 4 hours per week through to full time). This work will continue and be focused on the planned major developments below.
- 5.2 The **Veolia** waste re-cycling facility in East Leeds has the potential to create 300 construction related jobs over the next 12 months as part of its development which started on site in September 2013. A further 45 jobs to manage the new facility will be created in 2014. Job opportunities will be promoted through local events with a particular focus on East Leeds, some of which have already started e.g. information session was held on the 8 August at Richmond Hill Community Centre attended by 114 people. An update from the recently held 'meet the buyer' event for local businesses wishing to become part of the supply chain will be provided when available as well as notification of further events as the development progresses.
- 5.3 Negotiations are on-going with Scarborough Development Group, the **Thorpe Park** developer, to maximise training and job opportunities available on the proposed development in East Leeds during both the construction and end uses. Opportunities will cover a range of skills including entry level jobs, Apprenticeships and those aimed at young people not in employment, education or training (NEETs) into work. The phased delivery of this development means that a variety of construction job roles across disciplines and trades will be created at different times and levels.
- 5.4 The Thorpe Park development has the potential to generate up to 10,000 job opportunities. The majority of these will arise with end users occupying space in the development and are likely to include a wide range of sectors such as hospitality, catering, childcare, retail, leisure, engineering, pharmaceuticals, accountancy / business administration, marketing, human resources, management and cleaning.
- 5.5 Negotiations are on-going with Hammersons, the developer of the **Victoria Gate** scheme, to produce an employment charter that includes provision to support NEET young people, provide Apprenticeships, and customised training for entry level role and local recruitment initiatives as well as supply chain opportunities for local businesses. The 1,000,000 sq ft retail-led is expected to create around 4,000 retail and leisure jobs in the city centre in new retail outlets, restaurants and bars, offices and a gym. Specifically, there are a number of opportunities that will emerge as part of the development of the new Casino at Victoria Gate, championed by local Members and supported by Employment Leeds. This includes at least 205 full time jobs with a commitment that 90% of these roles will be filled by local residents living in the Leeds City Region; 10 apprenticeships that will be created in the Casino itself and; at least 100 young people who are NEET (not in education, employment or training) who will be guaranteed an interview with at least 15 being employed in the Casino's first year of operation.

6. Corporate Considerations

6.1 Consultation and Engagement

6.1.1 The Employment and Skills service is committed to continuous improvement of its communications and information sharing with Ward Members, partners and stakeholders including residents. In addition to reports to Area Committees, the service will work closely with and support the new Area Lead Member for Employment, Skills and Welfare to undertake their new role at a locality level.

6.2 Equality and Diversity / Cohesion and Integration

6.2.1 Evidence from the last recession and the current data indicates that increased levels of unemployment have disproportionately impacted on key groups and neighbourhoods with the highest levels of claimants. The service offers targeted support to enable those seeking skills training and paid work to reduce their benefit claim period and help them to develop the skills to secure, stay and progress in work and improve their lives.

6.3 Council Policies and City Priorities

6.3.1 The information contained in this report contributes towards the achievement of the following objectives as set out in the Best Council Plan 2013-17, namely 'promoting sustainable and inclusive economic growth by improving the economic wellbeing of local people and businesses' with a specific focus on helping people into jobs and tackling poverty.

6.4 Resources and value for money

6.4.1 The service's directly delivered and commissioned activity is reviewed on a regular basis to ensure value for money with commissioned and grant funded activity subject to external audit by Government departments and agencies. The Council also seeks to maximise its significant spending power and its role as the local planning authority through the use of employment and skills obligations on selected contracts and applications for planning consent to encourage others to deliver wider outcomes and benefits for local residents.

6.5 Legal Implications, Access to Information and Call In

6.5.1 There are no legal implications related to the information contained within or the recommendations arising from this report. The information is accessible to the public. This report is not subject to Call In.

6.6 Risk Management

6.6.1 Risk management remains integral to the monitoring and review processes implemented on all activity delivered through the Employment and Skills service. The delivery of activities is rigorously monitored in the context of Council priorities, prevailing economic conditions and the need to achieve greater efficiencies.

7 Conclusion

7.1 This report provides the Outer North East Area Committee with an update on employment and skills activities across the City and at a local level, delivered

through the Council's Employment and Skills service. The report compliments the employment and skills ward profiles currently being developed and will support improvements in the data and reporting at a local level moving forward. It is envisaged that this will support members to determine local priorities for action and the service to better shape provision to respond to local needs.

- 7.2 There are many national, regional and locally delivered employment and skills interventions delivered by a number of organisations from across all sectors. This report has focused on provision delivered by the Employment and Skills service of the Council only. The service also has a role in supporting Elected Members and Area Committees in articulating the needs of their area and ensuring a co-ordinated response to meet local residents' needs and make best use of public resources. Looking forward, the service will work with the Area Lead Member for Employment, Skills and Welfare to ensure that the service interventions are appropriately targeted and influence and co-ordinate the provision of other agencies where appropriate.
- 7.3 There is a wide range of provision available through the service which is accessed by and benefits local residents. However, the take up of programmes by local residents could be improved. The service will seek to provide timely and clear information to the Area Lead Employment, Skills and Welfare and ward members to support dissemination on the provision, opportunities and successful case studies to maximise take up and outcomes for local people.

8 Recommendations

- 8.1 The Area Committee is asked to note and comment on the contents of the report.

9 Background documents¹

- 9.1 Not applicable.

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

Employment and Skills Service Contacts for Further Information

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