

**West North West Social and Economic Strategy Group  
MINUTES**

Thursday 5<sup>th</sup> March 2009. 1.30-4.00pm

Armley One Stop Centre  
Stocks Hill  
Leeds.

**Attendance:**

Diana Towler, Simon Betts (Job Centre Plus), Rebecca Boon, Carly Grimshaw (West North West Area Mgmt Team), Ann Crossland (BARCA-Leeds), Kevin Bradbury (WNW Homes Leeds), Shelley Riley (Leeds Ahead), Sarah Ager (BEST Ltd), Wesley Moran (Jobs and Skills), Penny Bainbridge (Youth Point, Cardigan Centre), Cllr Ted Hanley.

**Apologies:** Alison Shaffner (Leeds Ahead), Charlotte Orton (PCT), Cllr Penny Ewens, Cllr Lucinda Yeadon

**1.0 Minutes of last meeting**

1.1 Agreed as a true record

**2.0 Matters arising**

2.1 None

**3.0 West North West Area Action Plans**

3.1 DT updated the meeting on the purpose of the plans and how they fit with the Local Area Agreement and the Leeds Strategic Partnership. Specific targets have been drafted to focus on the worst 53 areas in Leeds which have been reduced to 16 area action plans. 6 in east north east, 5 in south east and 4 in west north west.

3.2 A Strategic Worklessness Group has been set up city wide to monitor success and respond to potential funding opportunities. This is chaired by Ian Hunter at Job Centre Plus. DT now chairs all 3 worklessness groups in Leeds. Success in delivering on the action plans will be through partnership working and facilitating better working across the areas.

3.3 Diana suggested that we review the membership of the WNW group to ensure full representation from relevant agencies especially childrens' services, as out of the 4 action plans in WNW at least 41% of children are living in workless households.

3.4 DT had met with Val Snowden from Jobs and Skills to determine a clear focus for their input. Penny Bainbridge stated that it was important to have the Voluntary, Community and Faith Sector formally acknowledged as partners to the plans due to their importance in accessing specific clients groups and working with other agencies.

**4.0 Area Profiles**

4.1 This is with reference to NI 153 which details the 'worst performing neighbourhoods' (this is defined as LSOAs with an out of work claim rate of 25% or more based on a 4 quarter average May 06-Feb 07) This involved collating and mapping data undertaken by Jackie Pruckner at Env't and Neighbourhoods. Unfortunately it is based on August 2007 data. It will be updated quarterly.

4.2 Area Profiles and reports were circulated detailing the situation in the action plans for the west north west neighbourhoods. It was noted that of the 4 area action plans, 3 plans recorded that 'the number of children in out of work households (2007) is 47%\* (\* rates calculated as percentage of working age population)

4.3 The important task for the group is to reduce the claim rate and to

sustain this reduction especially as children are particularly affected. Success in reducing and maintaining a reduction will be assessed after 3 years.

- 4.4 DT had met with Sally Threlfall from Early Years Service which has been nominated for a Beacon Award Service for work on Child Poverty. Childrens' Centres are key to addressing family worklessness and will deliver appropriate activity. The use of family out reach workers is important. Outreach workers and staff at Childrens Centres can signpost families to information and assistance. This is what has happened in Wakefield where key partnerships have been formed and have bought in to the worklessness agenda.

- 4.3 Kevin Bradbury asked about monitoring and measuring performance. Is it that targets have to be set for front line staff in signposting clients to services. DT stated that it was not always about doing something different but in co-ordinating action and activity. Performance monitoring would be discussed at a future meeting.

## 5.0 **£30K Inner West Wellbeing Funding for Worklessness.**

- 5.1 RB outlined the proposals for using the above funding approved by Inner West Area Committee. There were 2 options to use this resource either via the 4 Families (Worklessness Pilot) or via a proposal submitted by BARCA-Leeds. Discussions were ongoing regarding the proposals which would ensure the provision of an additional worker for the Fairfield and Wyther neighbourhoods. It was noted that the bids do contain funding to undertake activities with clients. PB discussed the need for local agencies to assist with this project and to access the activities funding so they could assist in delivering the service. This would be preferred to 'parachuting' services in which had no connection to the location.

- 5.2 In reply DT outlined funding that may be available from Yorkshire Forward and which can be used on a on a geographical basis. However first step engagement activities has been charged to Job Centre Plus and is therefore not available to other agencies/organisations. PB reiterated that it was important that the VCF sector were an acknowledged partner and for their work to be recognised even if they cannot lead on a project.

## 6.0 **ACTION PLANS**

- 6.1 The group discussed the action plans for the neighbourhoods of Little London, Armley/Kirkstall, Farnley/Wortley and Fairfields. Although some information had been inputted by agencies re their work and targets, there was a lot missing. **Can all agencies check the plans to ensure their work is described plus targets/outcomes they hope to achieve.** RB to re-send all action plans to be completed before next meeting. Following total completion the group will be able to determine where there are gaps in provision and how partners can work effectively together.

RB

- 6.2 Re championing of the plans and supporting partners to reach targets, DT stated that Jobs and Skills would be leading on this. Wesley Moran questioned if this was feasible as it would not be possible to instruct partners how to work etc., DT stated that it was not the role of the champion to tell partners how they should be working but to use their knowledge and experience to support partners to liaise with others and to find solutions to problems that may arise.

- 6.3 DT outlined the current statistics regarding worklessness in the city. JSA claimants have increased by 53% from 12 months ago. However vacancies were still being notified with the most popular being Nursery Nurses and Customer Care. There was still a mismatch though, regards what people were seeking which focused on goods and storage, sales and retail and office assistants. DT to forward Leeds Job Centre Bulletin to the group.

DT

- 6.4 Membership of the group was discussed and it was felt input from

- Action for Employment, and Childrens Centres was key.
- 6.5 The subject of setting targets and monitoring performance was discussed. It was suggested that targets need to be included but could sit 'underneath' the action plans. To be discussed at the next meeting.
- 7.0 **Leeds City Council as a DATA Sharing Locality Pilot.**
- 7.1 LCC has been selected to be a DATA Sharing Locality. Here very specific information such as NI No, Address, DOB, Primary Health Condition will be divulged to relevant partners allowing for greater targeting of action. Pilot to take place from 1<sup>st</sup> April 2009 for 6 months to be led by Stephen Houghton. Memorandum of Understanding re the project to be signed shortly.
- 8.0 **Name of the group**
- 8.1 The group voted to change the name of the group to match those of the JET and SLEET worklessness groups. The group decided to call the group WNWEET – West North West Employment Education and Training group.
- 9.0 **A.O.B**
- 9.1 The group asked the question 'who will look after Little London Intensive Neighbourhood Management project once the SSCF funding finishes. The current role being undertaken by Kate Sibson. **CG**
- 10.00 **Date of next meeting**
- 10.01 **Friday 3<sup>rd</sup> April 2009. 1.30pm – 4.00pm Conference Room Armley One Stop Centre. Stocks Hill Armley.**