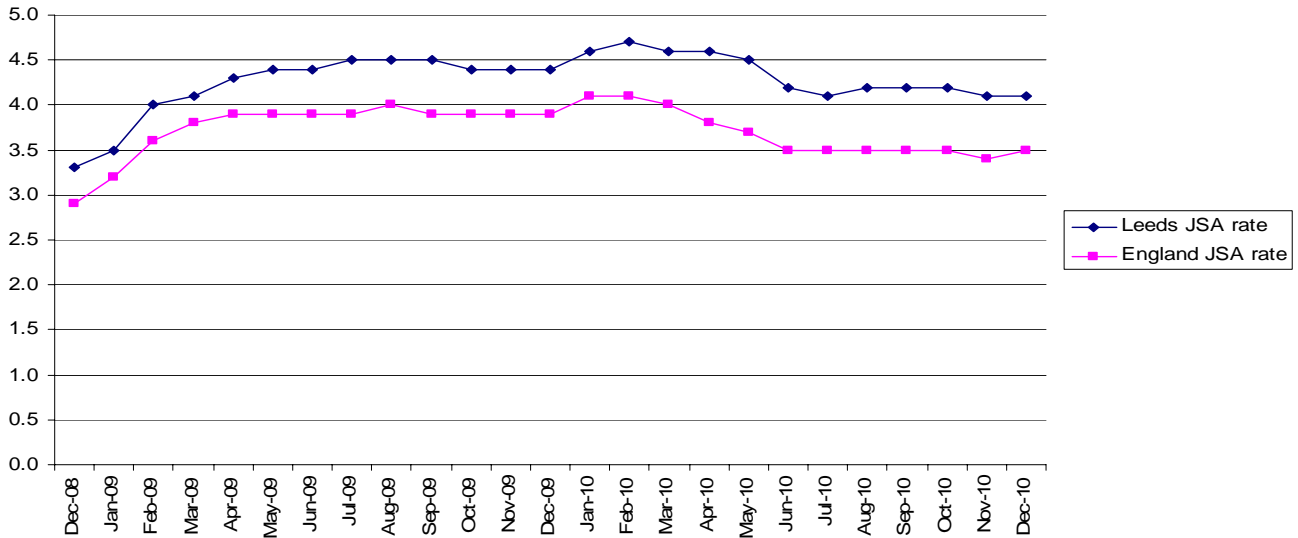




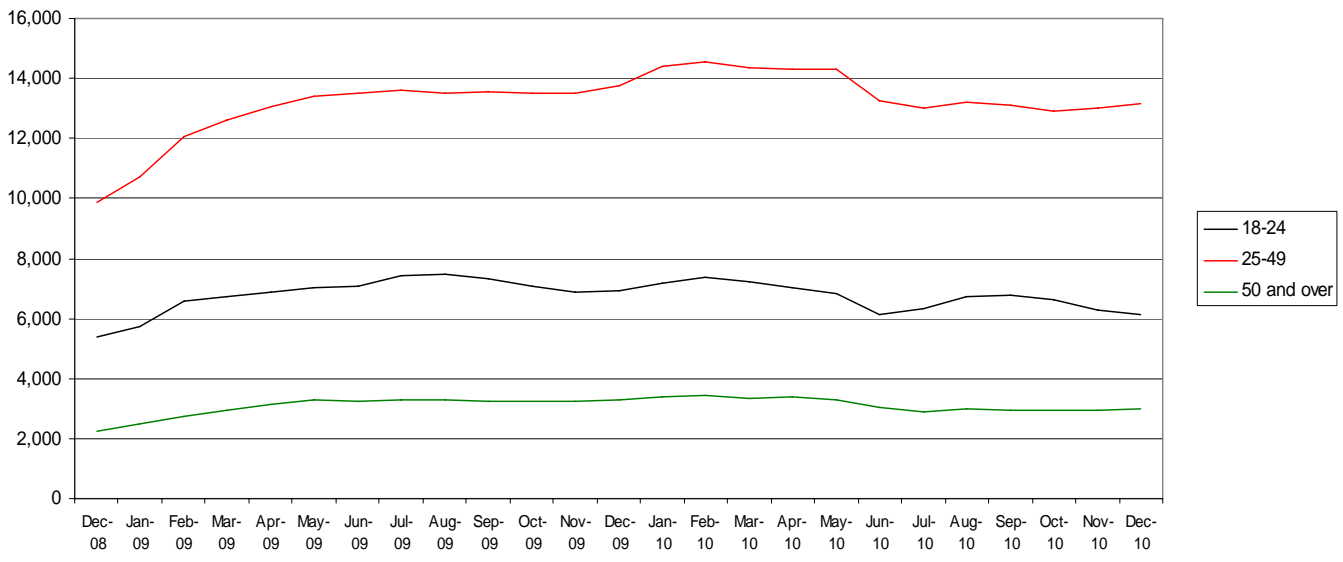
Why is this a priority

Reducing worklessness across the city with a focus on deprived areas is a key improvement priority within The Leeds Strategic Plan (2008-2011). This priority is set within the key strategic outcome of increasing economic activity through targeted support to reduce worklessness and poverty across the city under the 'Thriving Places' theme.

A comparison of JSA claimants in Leeds and England:



A comparison of JSA claimants in Leeds by age:



Overall Progress to date and outcomes achieved

Overall Progress:

The 2010/11 targets for the National Indicators NI152 and NI153 were set using the Floor Targets Interactive (FTI) data source which has since been discontinued. The data used for the Performance Indicator shown at the back of the tracker have been obtained from an alternative DWP source to provide an indicative position.

The Council is currently in the process of developing new targets and monitoring procedures for city-wide unemployment overall and by age, and for areas with the highest rates of out-of-work claimants.

It is worth noting that since the previous tracker the Working Age Population (WAPOP) now refers to both men and women to the age of 64. Currently populations based on this new criterion are not available at geographical levels lower than the city.

Job Seekers Allowance (JSA):

The most recent Department for Work and Pensions (DWP) data for December 2010 shows that:

- 22,435 JSA claimants are registered in Leeds – an increase of just 3 on the November 2010 figures, which totalled 22,432.
- The Leeds JSA claimant rate of 4.1% is currently 0.6% above the England rate of 3.5%.
- 6,140 JSA claimants are aged between 18-24, this accounts for 28% of the total JSA claimants and is a slight decrease on November 2010 when there were 6,305 claimants aged 18-24.
- 4,215 people left the Leeds JSA register - a decrease of 596 (12.4%) against the previous month.
- 4,342 people joined the Leeds JSA register - a decrease of 297 (6.4%) against the previous month.
- 4,701 vacancies were notified in Leeds, a decrease of 927 (16.4%) on November 2010 and an increase of 287 (6.5%) on December 2009.
- the top 3 notified vacancies in Leeds are currently for care assistants and home carers; sales representatives; and telephone salespersons.
- the 3 most current sought after occupations by jobseekers are :- sales and retail assistants; goods handlers and storage operatives; and general office assistants and clerks.

Working Age Client Group (WACG):

The latest available DWP data (May 2010) shows that the Leeds Working Age Client Group (WACG) consists of 64,290 people claiming out-of-work benefits – 11.8% of Leeds' total working age population. Of these, 21,650 (4.0%) were claiming JSA; 31,070 (5.7%) were claiming Employment Support Allowance (ESA) or Incapacity Benefit (IB); and 9,050 (1.7%) were Lone Parents in receipt of Income Support. The highest concentrations of IB/ESA claimants were in Killingbeck and Seacroft; Burmantofts and Richmond Hill; and Chapel Allerton. For Lone Parents in receipt of Income Support, the greatest claimant rates were in Killingbeck and Seacroft; Middleton Park; and Temple Newsam.

The impact of job losses has been felt across all sectors and parts of the district. Although this is a national pattern, it must be noted that the Leeds out-of-work claimant rate remains below the England rate, and that Leeds has the third lowest JSA claimant rate of the Core Cities. It is also important to consider that the size of the Leeds Metropolitan District, and the scale of deprivation to relative affluence within it, can serve to dilute the city's overall worklessness position in comparison to some of our statistical neighbours. The highest claimant rates remain concentrated in the inner city's most disadvantaged neighbourhoods, and particularly those in East and South Leeds.

Young People Not in Employment, Education or Training (NEETS):

The number of NEET 16-18 year olds at the end of November 2010 was 1,900 (8.4% of 16-18 year olds in Leeds), which compares favourably to the same time last year when there were 2,031 (8.3%). However, significant work is required to meet the target of 6.8% as the quarterly average for January 2011. Work is ongoing to ensure that tracking young people is embedded into working practices. Arrangements for referring and fast tracking young people to employability schemes are being improved in order to address this key priority for the city.

A NEET programme is currently running in South Seacroft to provide intensive employment and skills support to young people in the area. There is a firm focus on bringing together different providers to make sure participants receive the most appropriate support. Of the 30 young people targeted since the pilot commenced in September 2010, three have been supported into employment, education or training and a further seven are receiving intensive support. The Council is also launching a new initiative with employers to support young people in the city to take-up job and training opportunities. The Leeds Apprenticeship Challenge forms a key part of the new initiative. To be launched on 9th February, during National Apprenticeship Week, the challenge aims to secure pledges from 100 Leeds employers to take on apprentices.

Targeting Resources

Work is ongoing with partners in Leeds to improve the targeting of resources to the areas of most need. An improved approach to the use of information is being implemented to support the city's work in tackling unemployment and improving its skills base. This is important in terms of designing and commissioning effective interventions from both the supply and demand side, providing value for money for the tax payer by avoiding duplication in service-provision, and developing a strong sense of partnership and ownership around intelligence-led targets and outcomes.

Robust and up to date intelligence on the scale, nature and location of out of work claimants in Leeds is being used alongside information on employment growth prospects, on the ground intelligence from local networks and support organizations and analysis of the impact of current interventions (Council and non-Council). This intelligence is being used to inform a new approach to community outreach activity in Lincoln Green, a locality

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with one of the highest out-of-work claimant rates in Leeds. It is delivering targeted, intensive support to improve the employment prospects of local residents, and learning will inform activity in other areas of high unemployment across the city.

Achievements

Employment Leeds:

- Employment Leeds is a new employer-facing service being delivered by the Council and its partners, with support from the European Regional Development Fund. It will be launched in February 2011 and will provide a comprehensive range of employment and training support for any employer or developer creating jobs in Leeds.

Apprenticeships:

- 424 apprenticeships have been created in the Council through the Work4Leeds scheme (April 2009 – December 2010), of which 136 are aged 16 -24 yrs.
- 170 (of the 424 posts outlined above) identified for apprenticeships are through the redeployment board.

Future Jobs Fund:

- 521 young people, aged 18-24 years, have started in employment through the Future Jobs Fund since delivery commenced in December 2009. This is against an overall target of 807 job starts by end of March 2011 with public, private and third sector employers across a wide range of occupational areas.
- 38 of the job starts to date have been pre-apprenticeships in Leeds City Council, with potential progression onto Work4Leeds
- 263 people have completed their employment placements to date. Of these, 109 have sustained employment (36 with their FJF employer), and 19 have gone onto further/higher education

Skilled for Success:

A bid for additional funding for this programme was approved by the Skills Funding Agency in October 2010. This extended the delivery period from December 2010 to June 2011.

- 687 people have been engaged since delivery commenced in September 2009 – target of 964 by June 2011
- 236 people have achieved a range of accredited qualifications mostly at entry-level – target of 455 by June 2011
- 293 people have progressed onto further learning – target of 530 by June 2011
- 6 people have progressed into work to date – target of 55 by June 2011

The Council commissions a number of bespoke, smaller scale projects to improve the employability of Black and Minority Ethnic (BME) Groups: -

PATH (all BME groups):

- 29 people recruited/supported – target of 76 by March 2011.
- 23 people securing employment – target of 55 by March 2011
- 6 people gaining an accredited qualification or units towards (levels 1-3) – target of 38 by March 2011

Nari Ekta (Asian/BME women)

- 37 women starting courses – target of 37 by March 2011
- 24 women learners gaining NVQ Level 2 in Admin – target of 15 by March 2011
- 16 women learners into employment or further studies – target of 15 women by March 2011

Hooneer Kelah (Asian/BME women)

- 24 qualifications achieved by BME women - target of 72 by March 2011
- 10 women learners into employment - target of 12 by March 2011

Adult Learning:

- A broad portfolio of informal adult learning is commissioned by the Council with support from the Skills Funding Agency. This is being delivered by a range of local providers, including colleges and third sector organisations, with much of it focused on preparing learners for employment.
- So far this academic year (September 2010 to July 2011), 848 courses are running. Of these, 338 are focused on 'Preparation for Life and Work', 149 on building foundations for learning and work, and a further 28 on specific preparation for work skills.
- 3165 learners have enrolled on courses since September 2010, with 1036 doing so in the sector subject area of Preparation for Life and Work.

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Jobshops/Outreach:

- The Council's network of Jobshops and Community Engagement Teams, working in the areas with highest numbers of out-of-work claimants, have supported over 4,100 people to improve their employment prospects since April 2010. Over 300 have so far secured jobs, and it is expected that this figure will continue to rise over the coming weeks and months as customer outcomes are monitored and recorded.
- Jobshop services range from intensive one-to-one advice and guidance, to more self-serving work preparation activity. Just short of 20,000 separate support interventions have been delivered across the network so far this financial year.

Working with Key Employers:

- The Council continues to work closely with employers, developers and investors, and has delivered a number of recruitment events in recent months linking local people to future jobs. This partnership activity, with such employers as Morrisons and Waitrose, has generated over 270 job opportunities, of which 77 have been filled by Jobshop clients. Other employers to recently benefit from this support include:- Tesco, City Inn, Care Today, O2, Royal Bank of Scotland, NHS Leeds and the Council itself. Bespoke activities have also taken place across the broad and expanding business base in Aire Valley Leeds.
- New retail and construction jobs will be created as a number of high profile developments start on site in the near future. The Council is working closely with developers and their partners on these schemes to maximise job and contracting opportunities for local people and SMEs, and to manage the impact on the city centre's retail sector. The schemes include - Trinity Leeds, due for completion by Spring 2013 and expected to create 3,000 retail and leisure jobs, along with 1,000 construction jobs ; Leeds Arena, due to start on site in February 2011 and expected to create over 450 jobs; Eastgate Quarter, currently in public consultation regarding a revised programme of works, but expected to create between 4,000 and 5,000 retail and catering jobs in the coming years.
- A new City Prospectus will be launched in Spring 2011, and will set out the major regeneration and development priorities and opportunities. This will include details on the number and variety of jobs to be created in Leeds in the coming years via such schemes as Eastgate, Trinity and Aire Valley, and the support services available to employers via Employment Leeds.

Challenges/Risks:

- The size of the public sector workforce in Leeds (20-25%), and the impact that public expenditure cuts could have on employment rates and the local economy.
- Continuing to assess and respond to the impact of the Comprehensive Spending Review, particularly around the provision of skills and employability programmes across the city.
- Uncertainty about the impact of changes locally that will result from the Governments' welfare reforms, including the introduction of the Single Work Programme and Universal Credit.
- Potential threat to Third Sector organisations delivering employment and skills support in terms of contracting opportunities.
- Due to the current economic climate, and public sector cuts, there is a high risk that current targets on employment and skills programmes will not be fully achieved.

<u>Council / Partnership Groups</u>	Worklessness Strategic Outcomes Group		
<u>Approved by</u> <i>(Stephen Boyle)</i>	Stephen Boyle	<u>Date</u>	Feb 2011
<u>Approved by</u> <i>(Neil Evans)</i>	Neil Evans	<u>Date</u>	Feb 2011

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Key actions for the next 6 months				
	Action (Desired Achievements)	Contributory Officer / Partner	Milestone / Actions	Timescale (2010/11)
	Deliver interventions to support young people into employment	Stephen Boyle LCC / Ian Hunter, Jobcentre Plus	<ul style="list-style-type: none"> • 450 apprenticeships delivered through Work4Leeds • 807 jobs delivered through Future Jobs Fund by end of March 2011 	Q4 Q4
	Deliver vocational and basic skills training to support people into employment	Stephen Boyle LCC	<ul style="list-style-type: none"> • Changes to, and uncertainties around, resource allocations following the Comprehensive Spending Review will require a review of targets. Targets to be established for remainder of spending review period. 	Ongoing
	Establish Employment Leeds as a single point of contact for employers	Stephen Boyle LCC	<ul style="list-style-type: none"> • Employment Leeds teams established • Employment Leeds model launched • Pipeline of large employers established and support to commence • Construction SMEs supported to secure additional contracts on key capital developments, creating employment opportunities for local residents 	Q4 Q4 Q4/Ongoing Q4/Ongoing
	Support strategic and locality partnership working to reduce worklessness with a focus on neighbourhoods with the highest claimant rates	Stephen Boyle LCC / Ian Hunter, Jobcentre Plus	<ul style="list-style-type: none"> • Develop integrated performance reports across partners to monitor effectiveness of interventions • Develop a portfolio of intelligence-led products to inform and improve the targeting of employment and skills interventions to neighbourhoods and localities in most need • Develop Area Action Plans to better target neighbourhoods with the highest levels of unemployment in the city and monitor performance • Review commissioning strategies and targeted outreach provision in light of performance reports and economic conditions 	Ongoing Ongoing Ongoing Ongoing
	Develop targets and monitoring procedures to replace NI152 and NI153	Stephen Boyle, LCC	<ul style="list-style-type: none"> • Analyse the trends in unemployment at a Leeds and a locality level to provide the intelligence to develop new unemployment targets. • Consult internally and with partners regarding the development of new unemployment targets. • Agree replacement NI152 and NI153 targets • Link new targets to internal monitoring systems such as action trackers • Ensure that there are procedures for sharing detailed quarterly monitoring data, internally and with partners. 	Ongoing Ongoing Ongoing Ongoing Ongoing

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Performance Indicators										
Performance indicators aligned to the Improvement Priority										
Reference	Title	Owner	Frequency & Measure	Rise or Fall	Baseline	2009/10 Result	2010/11 Target	Q3 Result	Predicted Full Year Result	Data Quality
JSA Rate (New Measure)	Working age people claiming Job Seekers Allowance	Regen	Monthly %	Fall	4.8% (June 09) 4.1% (England rate, June 2009)	N/A	3 year target to be agreed through Worklessness Strategic Outcomes Group or new group which may succeed this	<u>4.1%</u> (Leeds Rate, Dec 10) <u>3.5%</u> (England rate, Dec, 2010)	4.5%	Data is available on a monthly basis
NI 152	Working age people on out-of-work benefits.	Regen	Quarterly %	Fall	0.3% (Q1 09)	0.1% (Nov. 09)	Ensure a lead over the England average rate of at least 0.3 percentage points by Q2 May 2011	0.3% (May 2010) (Leeds 12.6%) *See comment below		6 month time lag on DWP data
NI 153	Working age people claiming out-of-work benefits in the worst performing neighbourhoods.	Regen	Quarterly %	Fall	16.9% (Q1 09)	17.4% (Nov. 09)	Narrow the gap between the Leeds out of work claimant rate and the overall rate for the combined NI 153 areas to 16.5% by Q2 May 2011	16.7% (May 2010) (Leeds 29.3) *See comment below		6 month time lag on DWP data

* The 2010/11 targets were set using the Floor Targets Interactive (FTI) data source which has since been discontinued. The results above, have been extracted from an alternative DWP source to provide an indicative position.