

TELFORD & WREKIN COUNCIL

CABINET - 19 MARCH 2015

TACKLING YOUTH UNEMPLOYMENT – 1 YEAR ON – THE SECOND YEAR CHALLENGES

REPORT OF ASSISTANT DIRECTOR: DEVELOPMENT, BUSINESS & EMPLOYMENT

LEAD CABINET MEMBER – CLLR SHAUN DAVIES

PART A – SUMMARY REPORT

1. SUMMARY OF MAIN PROPOSALS

On 9 January 2014, Cabinet approved a series of pledges focussed on tackling youth unemployment with a view to ensuring that every 16 – 24 year old, who are seeking employment or training, is fully supported on their journey. It was our aim to bring our youth unemployment levels in line with national levels by the end of the two year programme, however only one year in and we have already exceeded our own expectations with youth unemployment in Telford and Wrekin now BELOW national levels.

- Youth Unemployment in the borough has fallen considerably and now stands at 15.7% below the West Midlands Rate (19.8%) and the National rate (17.3%).
- Target of 100 work experience placements within Telford & Wrekin Council has been hit.
- Target of 150 Apprenticeships in the Council has been exceeded.
- 120 young people supported into work through our Job Box Mentor programme, against a target of 200 for the 2 year programme.
- 2014 has seen twice the number of users at Job Junctions compared to 2013 figures.
- ATA programme due for a soft launch at the Jobs Fair on 18th March.
- Life Ready, Work ready programme, which aims to get our young people work ready is due to go to trial during the summer term.
- To the end of January 2015 40 young people are being supported to start their own business against a target of 25 new start ups by the end of October 2015.

This report provides an update on progress to date, one year on from the start of intervention and six months since the previous update. This report highlights the key interventions within the programme that are having or will have the greatest impact on levels of youth unemployment as well as individual's prospects and opportunities.

2. RECOMMENDATIONS

2.1 That Cabinet note the progress made to date against the pledges approved at Cabinet in January 2014 to tackle high levels of youth unemployment.

3. SUMMARY IMPACT ASSESSMENT

COMMUNITY IMPACT	Do these proposals contribute to specific Co-Operative Council priority objective(s)?	
	Yes	<ul style="list-style-type: none"> • Improve the health and wellbeing of our communities and address health inequalities • Protect and create jobs as part of a “business supporting, business winning council” • Improve local people’s prospects through education and skills training • Protect and support our vulnerable children and adults • Put our children and young people first
	Will the proposals impact on specific groups of people?	
	Yes	There will be borough wide impact with a specific focus on 16–24 year olds, education providers and businesses.
TARGET COMPLETION/ DELIVERY DATE	This is a two year programme of work to April 2016. Considerable work has been undertaken to date and this report provides an update on progress as well as key milestones going forward. Future funding sources to safeguard successful elements of the programme, post 2016, are currently being identified.	
FINANCIAL/ VALUE FOR MONEY IMPACT	Yes	Funding of £1,304,730 was identified to deliver the programme. Savings came from the anticipated early delivery of savings in 2014/15 as explained on 9 January 2014.
LEGAL ISSUES	Yes	The Council’s statutory duty to provide education and/or training currently extends to 16-19 year olds, however the council can rely upon section 111 of the Local Government Act 1972 which allows the authority to do anything which is calculated to facilitate, or is conducive or incidental to its statutory functions to extend the current and any future schemes to cover 20-24 year olds. The exercise of the power will also be subject to express statutory restraints such as the public sector equality duty, procurement and state aid rules.
OTHER IMPACTS, RISKS & OPPORTUNITIES	Yes	There is a risk that successful initiatives delivered through the programme will no longer be viable post April 2016 when funding has been utilised. It is critical that the two year programme is used to test the performance of new schemes, identify alternative funding sources and develop income generating opportunities to ensure that initiatives are sustainable long term and that there is

		ongoing support for young people and businesses.
IMPACT ON SPECIFIC WARDS	Yes	The proposals will have a borough wide impact but this will be greatest in those wards where there are highest concentrations of youth unemployment including Cuckoo Oak, Woodside, Malinslee, Haygate, Brookside and Donnington.

PART B – ADDITIONAL INFORMATION

4. INFORMATION

4.1 Youth Unemployment – The Data

When the Youth Unemployment pledges were launched in January 2014, youth unemployment across the borough was increasing and at 32.1% was well above both the regional (24.6%) and national (20.8%) rates. This was equivalent to 3,700 people aged 16-24 being unemployed in the borough. This data is derived from the Annual Population Survey for the year ending June 2013 as released in October 2013.

The latest set of figures published by the Annual Population Survey show that Youth Unemployment in the borough has fallen considerably and now stands at 15.7% which equates to an estimated 1,900 people aged 16 – 24 unemployed. This is 2,500 less than one year previously (4,400). This now places Telford and Wrekin below the West Midlands Rate (19.8%) and the National rate (17.3%). This is the lowest rate Telford and Wrekin have seen since the period ending March 2009 (13%).

	Jan12 – Dec 12	Apr 13 – Mar 14	Oct 13 – Sept 14
Local Rate (%)	29.8	26.4	15.7
Regional Rate (%)	21.9	22.3	19.8
National Rate (%)	20.8	19.3	17.3

This decrease is also supported by the reduction of JSA claimants. In December 2014 there were 535 young people aged 16-24 people claiming JSA, a reduction of 85 persons or 13.7% on the previous month. This is a faster rate of change than seen by the West Midlands, down by 7.8% and England, down by 7%. The rate, 2.7% is lower than the West Midlands rate of 2.8% and higher than the England rate of 2.3% and is the lowest rate that we have seen in the period that we report from (Jan 2007 – present).

When compared to a year previously (December 2013), the number of JSA claimants aged 16-24 has almost halved, with 470 less persons, or 46.8% less than in December 2013. This is a faster rate of change than seen by the West Midlands, down by 41% and England, down by 40.9% in the same period.

Appendix 2 shows the comparable rate of Youth Unemployment over the past year.

4.2 Our Role as an Employer

Pledge	Progress to Date
<p>We will provide on an annual basis 100 work placements across the council to those young people who have identified a lack of work experience as a barrier to employment. Placement will be for 12 weeks, expose participants to a range of work across the authority and include employability training, a guaranteed reference and ongoing support into employment and training.</p>	<ul style="list-style-type: none"> • The target of 100 work experience placements for this financial year has been achieved. This figure represents weekly and extended placements • The Learning and Development Team continue to be the main point of contact for all work placements. This enables them to continue to monitor placements authority wide • Older people e.g. women returners to work are attracted to extended work experience to help get back into work. However we are struggling to attract young people to the extended work experience placements – this could be because the placements are unpaid. We have attempted to work with Job Centre Plus to identify potential placements – this hasn't progressed as well as we would've liked – data sharing and conflicts with targets have got in the way. • The learning and development and the skills and employment teams are working on a robust traineeship programme that will help to make our extended work experience offer more attractive.
<p>We will provide a minimum of 150 apprenticeships and improve the quality of and access to our programme, offering a wider range of experiences and employment opportunities across all council services as well as outside of the council.</p>	<ul style="list-style-type: none"> • The target of 150 apprentices for this financial year has now been exceeded and the figure for the year is now 165. • An approach of recruiting by cohort is working well. 4 cohorts of apprentices have been recruited so far which has helped to increase consistent support to managers and apprentices. This approach to recruiting apprentices has also helped to manage the process of recruitment more efficiently • New specific (not generic) apprentice roles are being created in the organisation. • The apprenticeship policy has been updated to reflect on focusing support for apprentices to find work and develop core skills. The timescales for redeployment have increased to reflect this. • We are refreshing our focus on apprentices and care leavers
<p>We will develop and implement a reward scheme to incentivise positive performance and ensure our apprentices and work placements are job ready.</p>	<ul style="list-style-type: none"> • We are currently developing a scheme that will look to support our apprentices coming towards the end of their placement with us, to undertake further funded training that will support them to secure future job roles. For example a young person who has undertaken a business admin apprenticeship could be offered funding to gain a further qualification in typing and shorthand which will enhance their prospects going forward.

4.3 Our Role as a ‘Service Provider’

<p>We know who these young people are and what their barriers are to employment by adopting a single record client management system to drive intervention and support.</p>	<ul style="list-style-type: none"> • A new data system which has been purchased is due to go live in April 2015. Data transfer and testing is now well under way, with a programme of training now in place and due to start imminently. • The new data system will allow us to replace the existing “Profile” system which is currently used to track circa 8,000 16-20 year olds as well as 4 further internal systems from teams which work with an additional 8,000 people aged 20+, • The new system will allow us to track young people, irrespective of their age, so that we can have a greater understanding of where young people in the borough are placed in education and employment. One of the greatest challenges we have had is identifying who these young unemployed people are as they simply ‘fall off the radar’. The new system will enable us to effectively track and support them through the various stages. • The new system will also allow a young person’s information to be captured out in the field so that we can provide immediate and effective support. Once we have basic data we can “push” messages and alerts through the system which will be of interest, to an individual, based on their specific circumstances – these could be employment/training opportunities which fit the individuals’ profile.
<p>We will launch a rolling programme of one to one support for 200 young people by providing the opportunity to work with an employment coach to help them on their journey to employment – from support with filling in an application to helping plan their journey to work.</p>	<ul style="list-style-type: none"> • Since May 2014 our Job Box Mentors have supported 120 young people into work to date by providing one to one individual tailored support. • We are now finding a small number of people are coming back to the service where their temporary contracts have ended, which shows they value and trust the service. • We also have one individual who has been supported into and subsequently lost 4 jobs. He is being supported to understand what is going wrong and help is being sought for this individual where ordinarily he would have simply been another statistic. • Our Job Box Mentors are also providing support to the Job Junctions on a temporary basis as detailed further on in this report. • Appendix 3 shows the sectors where users of the Job Box Mentor service have gained employment into.

<p>Through collaboration with Telford College of Arts & Technology (TCAT) we will increase our number of job junctions from 8 to 15 and opening times from 16 to 30 hours per week to ensure provision in an area of need and will focus training and support on entrepreneurship and employability linked to local labour opportunities.</p>	<ul style="list-style-type: none"> • 2014 has seen more than twice the number of users to job junctions than 2013. Appendix 1 provides a breakdown of the number of attendances at each session. • Unfortunately January 2015 has seen TCAT remove their support for the additional Job Junctions. Of the 17 Job Junctions that are running (this is a further increase to the 15 pledged), TCAT supported with the delivery of 8 of these. TCAT are now supporting with just 2. We are committed to the continued delivery of the increased Job Junctions and as such our Job Box Mentors have taken up responsibility for the delivery of the ones that TCAT can no longer fulfil on a temporary basis whilst other options are being explored. • Attendance numbers at some of the Job Junctions continue to be an issue, however we are embarking on a series of activity to promote these Job Junctions but also look at venues and whether there is any where else more suitable in the local area to hold the Job Junctions. • Appendix 1 shows the numbers of people attending Job Junctions as well as the age group of those that have enrolled at Job Junctions.
<p>We will develop and launch a brand to unify the range of initiatives from the Council, partners and employers available to support young people into employment or training.</p>	<ul style="list-style-type: none"> • The Job Box brand is continuing to grow in recognition. • Our Facebook Page likes has increased from has 1,429 likes at the last update in September to 2,247 likes at the beginning of February. • The Job Box Twitter page currently has also increased from 320 followers in September to 440 followers at the beginning of February.

<p>We will launch a virtual, web based, one stop shop to bring together employers and potential employees through interactive forums, you-tube postings by business leaders and Young People who have overcome barriers to secure employment, listing of forthcoming job opportunities.</p>	<ul style="list-style-type: none"> • The Job Box website (www.telfordjobbox.co.uk – appendix 9) continues to evolve with further services being showcased such as work experience opportunities and the new focussed opportunities for volunteering for the Council. • We have recently introduced a news feed and an events page which have proved popular with the website users. • Website statistics tell us that: <ul style="list-style-type: none"> • 27.5% of all people viewing the website are aged between 18 – 24 years old • The number of people who visit the website on a weekly basis is steadily increasing, from around 350 when the site first launched in March 2014 to approx 700 per week in February 2015. • The most visited pages continue to be the job search pages. • Future development of the site will see: <ul style="list-style-type: none"> • Employers uploading their job vacancies to the website with an easy to use form. • Service Providers uploading videos of their provision for us to use on the website. • Revamp of the Job Vacancies page to provide a searchable jobs function for job seekers. • Launch of a self referral function which will guide the user through a series of questions and will support self serve or result in a referral to the relevant team within the Job Box.
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4.4 Our Role as a 'Facilitator & Broker'

<p>We will identify up and coming employment opportunities with existing employers as well as those associated with new developments such as Southwater and will up skill local people to ensure they are ready and able to access these opportunities.</p>	<ul style="list-style-type: none"> • Enhancements to the Business Support CRM system will soon be implemented which will enable officers to gather job and skills information at source. This will provide real time information and can be relayed back to officers within the skills departments to inform service users of vacancies coming up.
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<p>We will secure business ambassadors who will pledge to help address youth unemployment directly through their own recruitment practice and indirectly through engagement with children and young people on local skills needs and will reciprocate this commitment through support and collaboration.</p>	<ul style="list-style-type: none"> • During investigations into our proposed scheme launch it was identified that there is already some fantastic work going on linking businesses with schools through organisations such as BITC. However it was evident that there are still gaps and a need to provide support. • Our aim is not to duplicate or displace but to merely compliment work that is already taking place and look to see how we can bridge the gaps. • It became evident that some schools and businesses are unaware of the support already available to them, but also there are gaps in the support that can be offered. • We are developing a facility where we can meet schools needs by providing them with the information of the support that already exists but also provide further opportunity for businesses and schools to collaborate on specific projects. The aim being that a school will provide detail of where it needs support and businesses can register and provide detail of where they are able to support schools. • We intend to implement a business / school matching system which also contains details of current support on offer all in one place. This system is currently titled “Telford Skills Box” but is in the very early stages of development. We hope to provide more detail in the coming months.
<p>We will launch an apprenticeship hub for local employers to reduce the administrative burden to employers, facilitate apprenticeship sharing across organisations and promote the financial and organisational benefits of “growing your own” through traineeships and apprenticeships and will launch a trainee / apprentice of the year award.</p>	<ul style="list-style-type: none"> • A co-ordinator has been appointed and is due to start the role at the beginning of March. • We have commenced with the initial trial of apprentices through this programme. We have 3 trial apprentices currently in place, 1 placed with Asteria Global, 1 placed with Telford Shopping Centre and a further placement due to start imminently with Faccenda. • The trial has proven to be invaluable with many learning points and areas for development being identified. • Work has been undertaken by the Business Support Team to start to identify businesses who may be interested in the scheme. Feedback and interest to date has been very positive. These will all be followed up when the programme is ready to launch. • The hub will have a soft launch at the Jobs Fair on 18 March, with an official launch a couple of months later.
<p>We will launch a jobs fair at The International Centre in March 2014 at which there will be access to jobs, support with CV writing and employability skills as well as inspirational</p>	<ul style="list-style-type: none"> • We successfully ran a Christmas Recruitment Jobs Fair at Telford Shopping Centre in September 2014 over a 2 day period. • The event showcased over 80 seasonal job opportunities in retail and hospitality. • The event saw approximately 1000 people come to see us over the 2 day period looking for work and job advice.

<p>talks from business ambassadors and young people.</p>	<ul style="list-style-type: none"> • On 18 March we are holding our second jobs fair at the International Centre Telford. We are anticipating over 80 employers to the event. • We have also included a Careers Fair the following day on 19 March which will have around 40 local businesses showcasing careers in Telford with have a go activities.
<p>We will work with schools, education providers and the community to ensure young people are equipped with the knowledge to make informed decisions about their futures based on up to date information on skills requirements now and in the future.</p>	<p>Work Readiness & The Skills Passport</p> <ul style="list-style-type: none"> • We have developed a programme that will provide schools the opportunity to support all year 10 students due to go on work experience with a work readiness programme. • The programme will be a 1.5 hour training session before their work experience that will look at a core set of competences that employers expect young people to have when entering the work place. The competences have been developed in line with feedback from local businesses. • Students will then be provided with a work book which will further enhance their learning whilst on placement. The work book aims to challenge the students thinking and use their observational skills to identify appropriate behaviour in the work place. We anticipate developing the work book as an Ollie Module when we go to full roll out. • There will then be a further 1.5 hour session on students return from work experience to consolidate their learning. • We are aiming to go out to trial in the summer term with 20 pupils from 2 different schools. <p>Entrepreneurialism & Self Employment</p> <ul style="list-style-type: none"> • Young Telford successfully launched at Global Entrepreneurship Week in November 2014 with the aim of supporting 25 young people to start up their own business. • Young Telford builds on the success of Young Britain which was run by Shropshire Enterprise Partnership. • The programme aimed to support a minimum of 100 beneficiaries to explore enterprise, up to the end of January 2015, 175 beneficiaries had attended events to explore enterprise. • Up to the end of January 2015 40 new young businesses are under development with excellent potential to complete the programme and become start up businesses. <p>Parent Strategy</p> <ul style="list-style-type: none"> • Throughout the development of the pledges it has become evident that support is needed for parents and carers of students • A draft Parents strategy has been developed with the aim of giving parents accurate and up-to-date information on helping young people make informed careers choices, leading to successful, long-term employment. • The strategy identifies a series of objectives and

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| | associated activities to enable this to happen. <ul style="list-style-type: none">• Work will now be undertaken to implement the strategy. |
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4.5 Southwater

The impact that the Southwater investment has had on our Youth Unemployment figures is unquestionable. The Southwater Development has safeguarded 400 jobs and has created a further 300 jobs. Our Job Box mentors have worked with Young People who have secured new jobs at the Southwater Development and have worked very closely with one retailer in particular in order to get their clients into work. Vacancies available at Southwater have been promoted through the Job Box programme with a number of retailers taking stands at the Jobs Fair last year to promote their upcoming employment opportunities.

The development will have a further impact on employment opportunities going forward too, with the owners of the Shopping Centre making a commitment to further investment and expansion which will in turn bring the opportunity of further jobs.

4.6 Sustainability

Funding is in place for this programme until April 2016. Over this period we will be reviewing the success of individual programmes as well as looking at the sustainability of these initiatives going forward and seeking to identify alternative funding streams, including funding from the LEP, sponsorship, funding from the website i.e. charging for advertising vacancies, as well as the opportunity for the Job Box mentors to work more closely with businesses on targeted recruitment campaigns.

Programmes such as the Ambassador Programme and the Apprenticeship Hub are aimed to become self funding with charging options currently being discussed and researched.

5 PREVIOUS MINUTES

Cabinet Meeting – 9 January 2014

Cabinet Meeting – 18 September 2014

6 BACKGROUND PAPERS

None

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APPENDIX 1 – JOB JUNCTION ATTENDANCE 2014

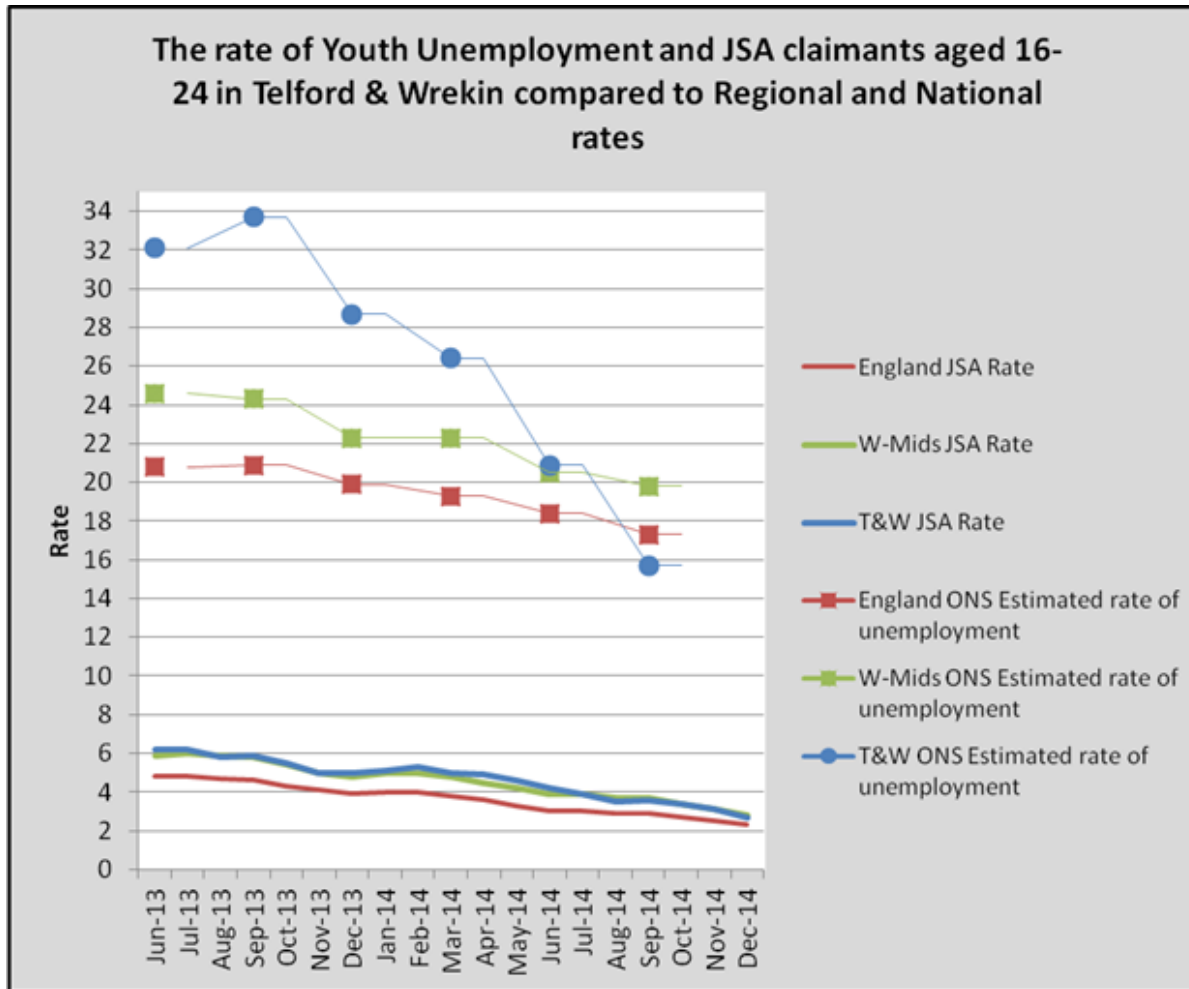
Venue	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Total	2013
Dawley & Malinslee	62	93	143	158	162	179	221	145	164	146	100	60	1633	381
Wellington	68	51	58	77	58	84	65	77	92	67	65	47	809	685
Sutton Hill	49	41	87	65	85	76	67	53	40	39	31	31	664	368
Woodside	55	41	69	41	60	63	42	42	37	43	60	60	613	305
Brookside/Stirchley	58	60	52	30	27	34	26	24	29	40	26	7	413	802
Donnington	73	96	80	65	87	73	79	52	89	66	63	42	865	647
Hadley	X	X	3	5	12	25	20	38	26	28	28	14	199	0
Madeley	X	X	40	27	27	30	44	28	23	32	15	13	279	0
Overdale	X	X	12	12	6	21	18	12	44	10	12	4	151	0
Randlay	X	X	16	6	9	13	21	18	17	6	1	4	111	0
St Georges	X	X	5	12	13	17	16	25	15	14	10	8	135	0
Meeting Point House	X	X	X	67	35	72	49	48	46	53	40	28	438	0
Newport	X	X	X	X	14	20	17	9	20	10	8	10	108	0
Arleston	X	X	X	X	2	7	7	7	5	7	4	5	44	0
Oakengates	X	X	X	62	70	62	56	53	44	65	58	27	497	0
Total	365	382	565	627	667	776	748	631	691	626	521	360	6959	3188

NB: Due to the closure of the Brookside Centre we have used various locations for this Job Junction, it is currently based in Randlay

This table shows the age groups of those enrolling at Job Junctions over the last year.

Age group	Number of enrolments
17 year old	1
18-24	41
25-34	73
35-44	87
45-54	81
55+	51
Total	334

APPENDIX 2 – COMPARABLE UNEMPLOYMENT FIGURES



APPENDIX 3 – SECTORS WHERE EMPLOYMENT HAS BEEN GAINED THROUGH THE JOB BOX MENTORS

