

WORCESTERSHIRE LOCAL AREA AGREEMENT 2008-11 DELIVERY PLAN

Prepared by	Jane Ridgley, Worcestershire Partnership	Revision Date	April 2010
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SUMMARY

Theme	Priority	Theme Group	Management Group Lead	Partners	Cross-Cutting Theme
Economic success that is shared by all	To reduce levels of inequality within the community	Economy & Transport Theme Group	Mike Ashton, H&W Chamber of Commerce	Worcestershire County Council, Job Centre Plus, District Councils, Local Businesses	Promoting community cohesion

Indicator	Description	Purpose	Indicator Lead
NI116	Proportion of children in poverty	This indicator measures the proportion of children who live in families in receipt of out of work benefits. The Government has set itself a challenging target to half the number of children in poverty by 2010-11, and end child poverty by the year 2020. Local Authorities have a key role to play in helping to achieve this ambition. This role includes the delivery of the key public services that are critical to improving poor children's life chances; coordination of activities by key players to reduce worklessness and poverty; the tailoring of solutions to meet needs of local people; and ensuring engagement of individuals and groups at risk of being marginalized.	Steve Ricketts, Worcestershire County Council

Baseline	2008/09 Target	2009/10 Target	2010/11 Target	Target
13.9% 5.9% gap against England rate (2007)	13.9%	13.0%	Maintain a lead over the England average of not less than 5.2%	Designated

CONSIDERATIONS

	LAA Priority	Theme Group	Arrangement for managing dependency
<p>Is this priority dependant on any other LAA priorities?</p>	<p>NI152</p>	<p>Economy & Transport Theme Group</p>	<p>This indicator was previously the responsibility of the Poverty Task Group and they worked with the Economy & Transport Theme Group during target negotiation to ensure that targets were aligned. Now that responsibility has transferred to this Theme Group performance will be monitored in conjunction with other economy indicators.</p>

<p>Have equality and diversity considerations been made?</p>	<p>This indicator specifically targets families living in poverty, who are particularly vulnerable members of the community. Delivery will be targeted at certain groups according to robust evidence of need. This may, for example, highlight families living in areas of particular deprivation or children from minority groups, such as Gypsy Roma and Traveller communities, as identified through the Worcestershire Story of Place. A specific area of consideration will be the way in which information regarding employment, training and advice is communicated to communities. The Theme Group will be mindful of differing literacy levels amongst those communities in need, as well as difficulties in accessing the internet.</p> <p>Representatives from the voluntary and community sector are involved on the development of this indicator and delivery plan and play a key role in ensuring that the activity undertaken addresses the needs of the most vulnerable members of the community. Their local intelligence and trusted reputation in certain communities will be a valuable source of information about and access to families in receipt of out-of-work benefits and assist them to identify training and employment opportunities that they might not otherwise take up.</p>
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	Risk	Current Impact	Current Likelihood	How managed
What are the significant risks associated with this priority?	The economic recession will impact on worklessness rates that are included in this measure	High	High	Managed through back to work initiatives and securing funding opportunities at a local, regional and national level
	Difficulty in engaging with hard to reach worklessness and encouragement to take up work opportunities	Low	Low	Increased progression routes and partnership working with VCS
	Need to reduce operating costs – This could result in redundancies or in extreme cases businesses will be forced into administration	Medium	High	Ensure that businesses receive timely and appropriate advice from qualified professionals including Business Link West Midlands
	Lack of job opportunities and more job losses as a result of businesses going into administration	Medium	High	Encourage re-skilling of employees in anticipation of economic recovery. In the long term. Access new LSC and successor bodies funding to encourage a flexible labour market to be responsive to economic conditions.
	Limitations with availability, timeliness and measurement of data	Medium	High	Quality improvement in management information systems and identification of suitable proxy measures
	Lack of graduate and entry level job opportunities – This will increase levels of unemployment but also perpetuate a cycle of unemployment and Worklessness if people are unable to enter the labour market.	Medium	High	Encourage job placements and apprenticeships e.g. through 14-19 Diplomas. Establish a WCC graduate internship scheme

Is this priority delivered through or dependant on any other policy, plan or strategy?	Policy, plan or strategy	Responsible Theme Group or organisation	Arrangement for managing dependency
	N/A	N/A	N/A

What arrangements are in place for managing performance of this priority?	<p>In conjunction with performance updates provided by the Worcestershire County Council Research & Intelligence Unit progress against delivery plan activity is monitored on a quarterly basis by the Economy & Transport Theme Group.</p> <p>Performance and activity are RAG assessed and reported along with all other LAA indicators to the Worcestershire Partnership Performance Management Task Group. Where we are not meeting our targets or activity is not being delivered an update is provided by the relevant Theme Group lead on what progress has been made and any remedial activity identified by the Theme Group to enable the appropriate challenge and support from the Partnership.</p>
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ACTIVITY PLAN

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Jobcentre Plus Ann Williams The targets set out in the delivery plan for N 152 Working age people on out of work benefits will apply to this indicator as it is aimed at Lone Parents and households dependent on benefits	Refer to NI 152	Refer to NI 152	Refer to NI 152	Refer to NI 152	Refer to NI 152
SLA to agree joint working between Children's Centres and Jobcentre plus	Lead by Childcare Partnership Managers	To set out agreed liaison arrangements	By March 2010	1 childcare partnership manager to liaise with 27 Children's Centres (also covers Herefordshire)	Each Centre will have an SLA with its local jobcentre agreeing a range of services, which could include named contact in each jobcentre, job shadowing, JCP advisers in children's centre and telephone clinics.
Connexions Contact: Nicola North Work with schools to identify young people who are at risk of becoming NEET and allocate additional resource.	CNXS PA's	Reduction in NEET From targeted schools.	Destination surveys on Yr11 leavers.	CNXS resource on tracking and follow up.	Use data from Aim higher who also target vulnerable young people at risk of under achievement. Eg Free school meals.
CNXS PA's to carry out targeted interviews with this client group, identifying barriers to progression including family support .	CNXS PA's	Positive outcomes for targeted clients. Reduction in NEET.	End of yr 11	CNXS PA's	CNXS PA's have caseloads of young people with identified levels of support need. One factor would be family support available.
Target parents / carers to share information with them about opportunities for their children. Attend Parents Evenings/ Community meetings.	CNXS information team and PA's	Number of hits on our website. Parents surveys.	Quarterly returns.	CNXS information and website support. CNXS PA's	Individual letters, publicity about jobs, apprenticeships is sent to targeted homes where there is little engagement. Home visits also made.
Work with Family Information team and other Children Services to get information to the harder to engage group.	CNXS Info. team	Information reaching targeted group .	Ongoing at key transition points. Yr9 , Yr 11	CNXS staff	We are looking at other ways of getting info. to this harder group to reach.

Through Total Place work we are looking at Areas of Highest Need and targeting resources through better partnership work. One factor would be families in receipt of benefits.	CNXS Manager	Number of families identified with NEET young people. Additional service delivered.	February 2010	No additional resource – pool existing .	We are beginning to share data between agencies to offer more family support around employment issues.
Worcestershire County Council	SDM: Children with Disabilities and Complex Health Needs	Increase in number of young adults accessing supported living. Increase in number of young adults accessing supported places in employment and training	March 2011		
Contact: Lisa Peaty (WCC) Children & Young Peoples (plan)					
More young adults with learning difficulties and disabilities accessing supported living and supported places in employment and training					
Extend opportunities for children with LDD to access mainstream childcare	OM: Quality Support Early Years & Childcare	Increase in the number of settings directly supported by the Inclusion Team by 10% in 2009 /10 based on 2008/09 figures	March 2010	£8,500	
Develop the SENCO roll to facilitate early intervention and support for children with identified needs	OM: Quality Support Early Years & Childcare	10% increase in settings that have attended CAF briefing, from 162 in March 2009 to 191 in March 2010, based on 162 of 299 settings trained. 10% increase in childminders that have attended CAF training, from 28 in March 2009 to 79 in March 2010. Achieve 100% identification of SENCOs in settings by March 2010. Percentage of settings represented at EYCS SENCO conference 2009	March 2010		

Target adults with below level 2 qualifications and engage them in Wider Family Learning Activity, Literacy Language and Numeracy programmes and Financial Capability Programmes.	Strategic Libraries and Learning Manager	Engage 200 adults in Wider Family Learning. Engage 400 adults in Family Literacy Language & Numeracy. Engage 30 adults in Financial Capability Programmes.	July 2010		
Provider family support (through group work and 1-1) at all first, primary and middle schools to assist families to manage finances, find employment / further education	OM: Extended Schools	Increase in number of families assisted	August 2011		
Children's Centres WCC	Connexions Midwifery Children's Centres	Number of teenage parents given advice Number of teenage parents accessing services	Ongoing until March 2011	DCSF pilot project funding	
Contact: Cath Ellicott					
Work with Children's Centres to provide advice for teenage parents on work and training opportunities					
Sure Start Children's Centres: 34 across the county	Lead organisations; WCC, Action for Children, Family Action, Barnardos, Redditch YMCA, Redditch Borough Council	Nation Performance Indicators: include number of targeted groups accessing services, better outcomes for children, increase in parents accessing work and training	Ongoing	Children's Centres now statutory, but funding only known until March 2011	

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Provide links to Jobcentre Plus through promotion of available job opportunities at Children's Centres and Parent & Toddler groups and encourage local people to take job opportunities children's centres	Children's Centres: 34 across County JCP <i>Contact: Cath Ellicott (WCC)</i>	Increase in parents in paid employment	Ongoing until March 2011?	Children's Centres now statutory, but funding only known until March 2011	
Provide advice to families wanting to return to work on working tax credits, childcare through Family Information Service	Children's Centres Family Information Service (Jan Roberts)WCC	Attendance at groups, courses and activities and Parents to Be rolling programme.	Ongoing until March 2011	General Sure Start Grant Funding	
Run regular numeracy, literacy, computer and job start courses on a rolling programme at Children's Centres enabling parents to obtain a recognised qualification and help in gaining employment	Children's Centres WCC	Good attendance on courses and increase in parents with recognised qualification	Ongoing until March 2011	General Sure Start Grant Funding	
Provide 1 to 1 family support at Children's Centre to assist families to find employment / further education	34 Children's Centres across County	Increase in number of families assisted Outcomes measures for individual families	Ongoing until March 2011	General Sure Start Grant Funding	
Provide support and information for parents to access two-year funding for childcare places	WCC Family Information Service Children's Centres	Increase in numbers of parents accessing funding	Ongoing until March 2011	General Sure Start Grant Funding	
Offer volunteering opportunities, induction and training to young parents at Children's Centres to encourage back into work and provide information on further education to Young Parents Groups	Children's Centres Colleges VCS	Increase in numbers of parents enabled back into work	Ongoing until March 2011	General Sure Start Grant Funding	

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Hereford & Worcester Chamber of Commerce Contact: Nikki Griffiths Young Chamber support for schools within areas of highest need encouraging links with business	Felicity Copp Chamber of Commerce	Raised awareness of enterprise and aspirations of young people, through engagement with Business.	Ongoing to July 2010	Funding until July 2010	
Worcester City Council Contact: Peter Butler To prevent homelessness and provide suitable and affordable housing solutions to families with children threatened with homelessness	Nina Warrington (Strategic Housing Services Manager) Housing Advice Team Contact: Nina Warrington (Strategic Housing Services Manager - Worcester City Council)	To prevent homelessness to 300 households per annum 2008/09 = 280 2009/10 = 236 (current figure)	On-going	Staff Capacity Spend to save budget Supply of affordable housing	
Providing play equipment for Shap Drive play area (in the Area of Highest Need)	Ian Yates (Parks)			Cost of equipment and on-going maintenance	
Providing support through play activities.	Chris Hill				Structured and meaningful play free to all but targeted at areas of deprivation.
Citizens Advice Bureau Contact : Les Kinmond (Malvern CAB) Debt and benefits/tax credits Advice to parents in work or out of work including Lone parents.	Bromsgrove CAB	CASE data	Ongoing		Core Activity

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<p>The Oldington & Foley Park Community Network</p> <p>Contact: Eric Price</p> <p>ESF Skills for Jobs Contract (with Worcester College of Technology)</p> <ul style="list-style-type: none"> Recruitment of learners onto programme. Referrals taken from partner organisations (e.g. Community Housing Group, Pertemps & nextstep) <p>Delivery of employability skills (e.g. Interview Skills, CV Writing etc.) training & mentoring.</p>	<p>Aged 19+ & unemployed for more than 12 months, from Wyre Forest area.</p>	<p>42 learners signed onto programme, of which 29 have been referrals: 3 from CHG 7 from Pertemps 19 from nextstep</p> <p>5 job outcomes 10 withdrawals 14 learners trained 13 further learners to be trained</p>	<p>Recruitment onto programme ends by 31st March 2010. Delivery of training can continue to 31st December 2010.</p>	<p>£1,680 per person for a 48-hour Job Skills package comprising of 8 individual 1-day (6-hour) courses (e.g. CV Writing, Interview Skills). [These can also be delivered as individual / stand-alone courses]</p> <p>£2,660 per person for a 60-hour package as above plus a 12-hour Work Placement.</p>	<p>14 learners have completed 103 attendances completed to date.</p> <p>121 further learner attendances to be completed by 31-Mar, this includes 13 new learners.</p>
<p>Remploy Contract</p> <p>Co-ordinating delivery of:</p> <ul style="list-style-type: none"> Employability skills (e.g. Interview Skills, CV Writing etc.) training & mentoring. Accredited courses such as First Aid & Food Safety. Economic advice around debt issues, benefits queries etc. 	<p>Remploy clients from 3 branches across Worcestershire (Kidderminster, Redditch & Worcester). Primarily those on Remploy's ESF Skills for Jobs programme.</p>	<p>74 learner attendances / client sessions requested for Remploy clients (a mixture of training courses & advice).</p>	<p>Through to end of March 2010.</p>	<p>£400 for a 1-day course. £500 for a 10-hour intervention. £1,000 for a 30-hour intervention. All above for up to 8 learners. £100 per person per course when booked individually. £20 per hour for advice services.</p>	<p>74 learner attendances / client sessions completed to date.</p> <p>c.10 further learner attendances / client sessions to be completed by 31-Mar.</p>

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Advice Services Contract (with Worcestershire County Council) <ul style="list-style-type: none"> Delivery of economic advice around debt issues, benefits queries etc. 	Clients with children under 5 years old registered at any of 6 Children's Centres across Wyre Forest.	Contribution towards the following National Performance Indicators (NPIs): C1 - % of children aged 0-4 living in households dependent on workless benefits. C2 - % of eligible families benefiting from the childcare element of Working Tax Credit.	Through to July 2011.	£19k pa.	88 advice sessions completed during quarter 1 09/10.
Princes Trust	Prince's Trust	5% region-wide PT programmes helped 8 Lone Parents 2009/10 out of 112 clients > 5%. Therefore on target	2008/9 5 (below target)	PT programmes average around £900 per young person	Prince's Trust focus on youth market, therefore most clients don't have dependents. PT returns can only give an inference about child poverty which is determined by parents' income level – we don't have access to that data
Contact: Adrian Thacker			2009/10 8 (above target)		
Programmes open to lone parents					
Local Strategic Partners					
Worcestershire Partnership/Worcestershire County Council	Economic Development and Sustainability Unit and Worcestershire Partnership	Aim to outreach & engage clients who are farthest from the job market. People on Incapacity Benefits – 55 Clients Lone Parents – 35 Clients Ex – Offenders – 20	Programme is due to commence Oct/Nov 09.	880, 000k over four years. Project Officer Post	Dec 2009, funding agreement signed off by AWM, WCC appointed project coordinator appointed (Nina Ali). Preparations for tendering process and project delivery commenced Jan 2010. Three projects worth £31,432 recommended by the
Contact: Aamir Kayani/Nina Ali			2010/2011		

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<p>Connections to Opportunities Back to work support for people farthest from the employment market, key activity outreach and engagement focused on:</p> <p>Lone Parents People with disabilities Ex Offenders</p>		Clients			<p>Appraisal Panel were approved by the Worcestershire Economic Partnership. The group met on 9 February 2010 and the meeting was also attended by Alan Emery (Programme Lead C2O) AWM. Contacts to be signed on 12/02/2010. Delivery to commence on 15/02/2010.</p>