

WORCESTERSHIRE LOCAL AREA AGREEMENT 2008-11 DELIVERY PLAN

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

SUMMARY

Theme	Priority	Theme Group	Management Group Lead	Partners	Cross-Cutting Theme
Economic success that is shared by all	To remove barriers to employment and improve skills in education, employment and training	Economy & Transport Theme Group	Mike Ashton, Chamber of Commerce	Job Centre Plus, Worcestershire County Council, SFA, District Councils, Connexions	Promoting community cohesion

Indicator	Description	Purpose	Indicator Lead
NI152	Working age people on out of work benefits	This indicator will measure progress on reducing Worklessness and, in part assess the local area's contribution towards the Government's aspiration to achieve full employment.	Steve Ricketts, Worcestershire County Council

Baseline	2008/09 Target	2009/10 Target	2010/11 Target	Target
9.1% (2.6% gap against England rate 2007)	9.0%	8.9%	Maintain a lead over the English average of not less than 2.3%	Designated

CONSIDERATIONS

	LAA Priority	Theme Group	Arrangement for managing dependency
<p>Is this priority dependant on any other LAA priorities?</p>	<p>NI116</p>	<p>Economy & Transport Theme Group</p>	<p>NI116 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>NI117</p>	<p>Children & Young People's Strategic Partnership</p>	<p>This indicator was previously the responsibility of the Economy & Transport Theme Group and continues to be monitored in conjunction with existing economy indicators given its close relationship.</p>

<p>Have equality and diversity considerations been made?</p>	<p>The aim of this delivery plan is to target the wards with the highest numbers of worklessness thereby ensuring inclusively of those with the greatest need and furthest from the labour market. This includes Lone Parents, people with health problems and disabilities, NEETS, families on low incomes, ethnic minority groups and in addition wards or localities in rural areas suffering issues such as low wages, lack of facilities, limited public transport and other issues which contribute to worklessness.</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>
---	--

What are the significant risks associated with this priority?	Risk	Current Impact	Current Likelihood	How managed
	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
	Limitations with availability, timeliness and measurement of data	Medium	High	Quality improvement in management information systems and identification of suitable proxy measures
	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.
	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

<p>What arrangements are in place for managing performance of this priority?</p>	<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>
---	--

ACTIVITY PLAN

Action	Who	Milestones / Success Measure	When	Resource Implications	Commentary
Removing barriers to employment for disadvantaged groups					
Statutory Partners					
<p>Job Centre Plus Contact: Ann Williams</p> <p>The main performance measure for JCP is called the Off – Flow Target and currently although we monitor the number of people leaving the JSA register to move into work at the 13 and 26 week stages of their claim the main measure is that 92% of customers sign off and move into work by 12 months of unemployment</p>	<p>Marches District (includes all 17 jobcentres)</p>	<p>(At least 92% of JSA customers have returned to work by 12 month point of claim.</p>	<p>Ongoing (target set yearly)</p>	<p>All Jobcentres operation is designed to achieve this target.</p>	<p>From Aug 2008 to August 2009 we have consistently achieved above the benchmark averaging 95%. In Sept. 09 it dipped to 91.7% and 90.8 % 90.9% for the months of Oct and Nov 09, trend however is upward and we expect to be achieving target by April 10.</p>

<p>The Local Employment Partnership (LEP) is an initiative between employers and JCP. Its aim is for employers to actively recruit people claiming benefits (as defined above). Worcestershire County Council and all district councils with the exception of Bromsgrove have LEP agreements as do many hundreds of local employers across Worcestershire. The package of help could include work trials, pre-employment training, recruitment subsidy, simplified recruitment process.</p>	<p>All Jobcentres</p>	<p>Target is to place PG1 customers - Lone Parents, and those in receipt of ESA / IB, PG2 customers - in receipt of JSA who have been unemployed 6 months plus. PG3 customers – in receipt of JSA for less than 6 months</p>	<p>Between April 2009 to Dec 2010 target is to place 3,713 PG1/PG2 customers into work And 5197 PG3 customers into work</p>	<p>All Jobcentre operation designed to achieve this target</p>	<p>Performance to date April 09 – Nov 09 1,433 PG1 & 2 customers moved into work. 1,922 PG3 customers moved into work. Currently expected to achieve full target by Dec. 2010.</p>
<p>To support people moving from ESA /IB and Lone Parents on IS we offer a recruitment subsidy of £40pw tax free for 12 months (conditions apply)</p>	<p>All JCP offices will advise customers</p>	<p>No set target</p>	<p>Ongoing</p>	<p>Undertaken by a team based at Malvern which makes the process easier to administer and resource</p>	<p>From April 2009 – Jan 2010 282 ESA/IB customers have been awarded the Return to Work credit having moved off benefit into work. 331 Lone Parents have been awarded the In Work Credit having moved off benefit into work.</p>

Connexions	CNXS Managers	Identify any mismatch between the needs of the client group and provision. Share this info. with LSC and successor bodies Meet the January Guarantee for 16/17 yr olds. An offer of a place in education, training, employment for all young people.	January 2010	CNXS	The analysis has been completed and meetings took place with the LSC regarding any gaps in provision. Additional funding was made available to meet the guarantee.
Contact: Nicola North					
Work with NEET client group. Analyse the characteristics of the NEET group to enable provision to be tailored to meet their needs. Cross ref with NI 11					
Identify areas of highest need for NEET and look at intensive support for these clients.	CNXS PA's	Reduction in NEET. Redditch – from 10.2% in August09 4.8 % in Dec. 09	Monthly review of NEET figures.	Central team tracking support and data analysis.	CNXS have achieved good outcomes eg Redditch NEET figs. Now looking at Wyre Forest and Worcester City.
Continue mapping hot spot areas and responding.	CNXS central team CNXS delivery teams	Reduction of NEET in hot spot areas.	Over the year.	Allocating PA time to this provision.	
Provide additional support for those in vulnerable groups.	CNXS PA's	Work with young Mum's at Tzone provision.. Number of young Mum's accessing training and care to learn funding.	Monthly returns	Allocating PA time to this provision.	Through partnership work with midwives, youth workers, teenage pregnancy workers, CNXS PA's are involved in all parts of the county with joint delivery of targeted work for this group.
Work with Childrens services to implement targeted youth support .	CNXS Managers and PA's	Early intervention work trying to prevent NEET. Number of interventions.	Over academic years – Yr 9 Onwards.	PA resource	Still developing the targeted work but, schools are identifying the young people at risk of becoming NEET and they are being seen by CNXS PA's.

Develop a protocol with National Apprenticeship Service (NAS) to ensure young people get access to all opportunities	CNXS Managers/ Information Team	Number of apprenticeship vacs advertised and accessed by young people.	Vacancies are ongoing but regular reviews arranged with NAS	Information team resource to service technical side of vacancies and tracking of applications.	The new Jobfinder site on CNXS website including apprenticeship vacancies is very popular with young people. 18,000 hits in Jan. 2010.
Agreeing joint delivery with JCP to target 18yr olds who are NEET	CNXS / JCP Staff	Reduction in the number of 18yr olds who are NEET	Monthly Returns	CNXS PA resources.	We have started delivering joint group work to this age group to ensure they are aware of all opportunities.
Through Total Place work we are working with partners to focus on the 16-24 NEET group. Work with NEET client group.	NEET steering group of 15 partners	NEET reduction. Lower numbers on benefits.	Monthly returns	CNXS Manager	The steering group has produced a plan to work with Design Council to re shape services.
Worcestershire County Council (lead partner)	Project Development Officer, Integrated transport unit	Targets are set by AWM in line with the grant funding current target for 2009/10 is 80 people assisted. The scheme has already achieved this	The scheme has funding until March 2010	The grant from AWM can only sustain the scheme until March 2010, no further funding from AWM is available we are currently pursuing a joint regional RDPE bid and have possible funding for 2010/11.	The Workwise scheme has assisted 84 people this year and has 42 mopeds currently on the road.
Contact: Stuart Payton					
Workwise – offers support to people over the age of 16 to access employment, work based training, vocational course who are unable to access these opportunities due to transport barriers					
Chamber of Commerce	Hereford & Worcester Chamber of Commerce	At least one page of Business direction dedicated to	Bi monthly	Page cost	
Contact: Nikki Griffiths					

Promotion and awareness of Skills and worklessness agenda to business community, encouragement to employ marginalised groups via job centre plus and other publicly funded programmes		supporting the skills agenda circulated to 10,000 businesses Measurement of referrals and take up of job centre plus and NAS support via business engagement project	Ongoing monthly	N/A	
Worcester City Council	Strategic Housing Project Team	A training package has been established. This will be used to train existing council and voluntary agency staff so that they can cascade pre-tenancy and life skills training to households living in temporary accommodation.	Achieved January 2010	Staff Time Households living in temporary accommodation	The training will cover areas like budgeting, child development, healthy living, cooking skills, worklessness and housing issues etc
Contact: Nina Warrington (Strategic Housing Services Manager)					
Independent Living Skills Training					
The pathways to work project has included putting Learndirect into venues and then introducing a Nextstep IAG service (an adult careers advisory service) and YMCA Job Club service (CV writing, job search, application form completion etc). The service has then used the opportunity of meeting new clients to introduce them to some other formal and informal development programmes operated by the YMCA (e.g. Level 1 certificate in employment skills, City and Guilds Learning Power award etc).	YMCA	The service is popular with a steady flow of clients from housing but this pathway is not provided comprehensively but is undertaken by customer choice at the present time.	Achieved	This approach has been piloted using venues that have allowed them to test the theory with limited cost implications and subsequently to use the model to attract further funding. A bid has been submitted to Supporting People for further funding to support the expansion of this project.	The pathways to work project has been piloted by the Worcester YMCA in Droitwich and Evesham.
Future jobs fund	Delivered by Safer and Stronger Communities (Chris Hill)	Graduates of the scheme more employable	Jan to Jun 2010		Up to fifteen 18-24 age group new posts some within the County council or District Councils or both? e.g. Parks and some through the Community Companies.

Voluntary and Community Sector Partners

<p>Citizens Advice Bureau</p>	<p>Bromsgrove CAB</p>	<p>CASE statistical data and outcome data</p>	<p>Ongoing</p>		<p>High demand for our services from Core activity</p>
<p>Contact : Les Kinmond (Malvern CAB)</p>					
<p>Maximizing benefits/ tax credits including better off calculations. Identification of all benefits/tax credits. Assistance to claim and appealing decisions.</p>					
<p>Employment rights advice to maintain employment, re-enter employment.</p> <p>Debt advice and Self Help Financial Management packs</p> <p>Press releases and regular use of our weekly CAB article to promote our services to out of work clients</p>	<p>Bromsgrove CAB</p>	<p>As above</p> <p>Number of releases over year</p>	<p>Ongoing</p> <p>Ongoing</p>		<p>Core activity.</p> <p>Core Activity</p>
<p>Better off benefit checks offered to working age clients as part of generalist advice service.</p> <p>Advice to working age clients to focus on minimising barriers to work e.g. travel means / finding and sustaining accommodation /budgeting etc</p>	<p>Malvern Hills District CAB</p>	<p>CASE outcome reporting :</p>	<p>Ongoing</p> <p>Ongoing</p>		<p>Core activity</p> <p>Core activity</p>
<p>Promotion of In- work benefits and money management via media campaigns and self-help leaflets /seminars to specific user groups e.g. Children's Centres and Housing Associations</p>	<p>Malvern Hills District CAB</p>	<p>No of Media campaigns' run</p>	<p>2010-11</p>	<p>Resources need to be sought and allocated to delivery of seminars</p>	<p>Advice on benefit take up is a Core activity</p>
<p>Leaflet – thinking of going back to work Benefits entitlement check to ensure all benefits that can be claimed are.</p>	<p>Redditch CAB</p>	<p>All eligible clients offered an “entitled to” welfare benefits check based on correct information & circumstances</p>	<p>Current and ongoing</p>	<p>Already established in part & working towards the development of a dedicated phone line</p>	<p>We would like to expand this access through a dedicated phone line for this service when resources permit</p>
<p>Introduction of a Gateway Service is planned for April 2010</p>	<p>Redditch CAB</p>	<p>All advisers trained in Gateway procedures</p>	<p>April 2010</p>	<p>Training programme to be designed and introduced</p>	<p>We understand that this approach will improve access to our services and identify needs for self help information that is available</p>

<p>The Oldington & Foley Park Community Network</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:</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).</p>	<p>14 learners have completed 103 attendances to date.</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>5 job outcomes 10 withdrawals 14 learners trained 13 further learners to be trained</p>		<p>[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>121 further learner attendances to be completed by 31-Mar, this includes 13 new learners.</p>

<p>Remploy Contract 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. c.10 further learner attendances / client sessions to be completed by 31-Mar.</p>
<p>Advice Services Contract (with Worcestershire County Council) Delivery of economic advice around debt issues, benefits queries etc.</p>	<p>Clients with children under 5 years old registered at any of 6 Children's Centres across Wyre Forest.</p> <p>Aged 19+ & unemployed for more than 12 months, from Wyre Forest area.</p>	<p>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.</p>	<p>Through to July 2011.</p>	<p>£19k pa.</p>	<p>88 advice sessions completed during quarter 1 09/10.</p>
<p>Princes Trust Contact: Adrian Thacker Business Programme – helping people to set up in self-employment</p>	<p>Prince's Trust</p>	<p>Target: help 150 people per year in the county</p>	<p>2008/9 helped 140 people of whom 46 were on benefits</p>	<p>It costs around £900 per young person</p>	<p>PT to provide WCC with final figures at year end</p>
<p>Other programmes (eg Team, development awards)</p>	<p>Prince's Trust</p>	<p>Target: 15 people set up in full time business/ self-employment per year –so not claiming JSA</p>	<p>2008/9 19 people 2009/10 (to Dec) 11 people <u>Benefits</u> 2008/9 12 people 2009/10 7 people</p>	<p>Cost c. £4,000 to set up (including Loan); funding from PT own resources, AWM/ERDF, Worcestershire County Council & Business Link</p>	<p>PT to provide WCC with final figures at year end</p>

Local Strategic Partners

<p>Worcestershire Partnership/ Worcestershire County Council</p>	<p>Worcestershire Partnership/Worcestershire County Council</p>	<p>Economic Development and Sustainability Unit and Worcestershire Partnership</p>	<p>Programme is due to commence Oct/Nov 09.</p>	<p>880, 000k over four years. Project Officer Post</p>	<p>Additional support from C2O fund – AWM. Full Application to address Worklessness in the County has been formally submitted to AWM for appraisal on 17th July 2009. The Agency's appraisal process takes approx 6 weeks. It is envisaged that AWM will make a decision by end September 2009.</p> <p>Agreeing arrangements for management of the programme. Worcestershire Partnership task groups to oversee the delivery of the programme, Worklessness Steering Group is the Appraisal Panel for projects And Worcestershire economic partnership is the decision making body.</p> <p>C2O has been approved by Advantage West Midlands (AWM). The County is awarded the full amount i.e. £88,0000 over four years. However, the approval is subject to the completion of a formal funding agreement</p>
<p>Contact: Aamir Kayani/Nina Ali</p>					
<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>					

					<p>between the Accountable Body (Worcestershire County Council) and AWM.</p> <p>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.</p> <p>Three projects worth £31,432 recommended by the 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>
--	--	--	--	--	---

<p>Map the customer Journey</p> <p>Focus on the most deprived wards across Worcestershire to ensure funding and resources targeted at the most needy</p>					<p>eg Warndon .In addition Jobcentreplus is working closely with connexions on the NEET agenda we each have NEET champions in our respective offices and connexions are currently following up all those approaching 18 who they have not had contact with to establish what they are engaged in and with their permission share information between organisations .Jobcentreplus is looking to provide additional support to all 18 year olds who have been NEET for six months prior to claiming JSA which includes offering training, volunteering and work .Proposal currently under review to link the child poverty agenda with the worklessness group .Paper written for discussion at next meeting</p>
District Local Strategic Partnerships					
<p>Malvern Hills Local Strategic Partnership</p> <p>Contact: Simon Smith (Malvern Hills DC)</p> <p>Focus on Pickersleigh Ward in Malvern Hills District targeting support for workless young people</p>	<p>Pickersleigh Strategic Group</p>	<p>Ongoing with quarterly reviews via Pickersleigh Group</p>	<p>Roll out in 2010</p>		<p>Application for funding submitted as part of LAA bid for Pickersleigh. The programme will concentrate on "Tackling barriers to work for young people and linking young people to jobs and training". The aim of this worklessness project is to be 'preventative' by assisting the most vulnerable young people who have just left or are about to leave school to access jobs and /or training. The programme will seek to coordinate activity to ensure access to opportunities by improving their employability and skills and offering support to the 15-19 age groups living in the Pickersleigh area.</p>