



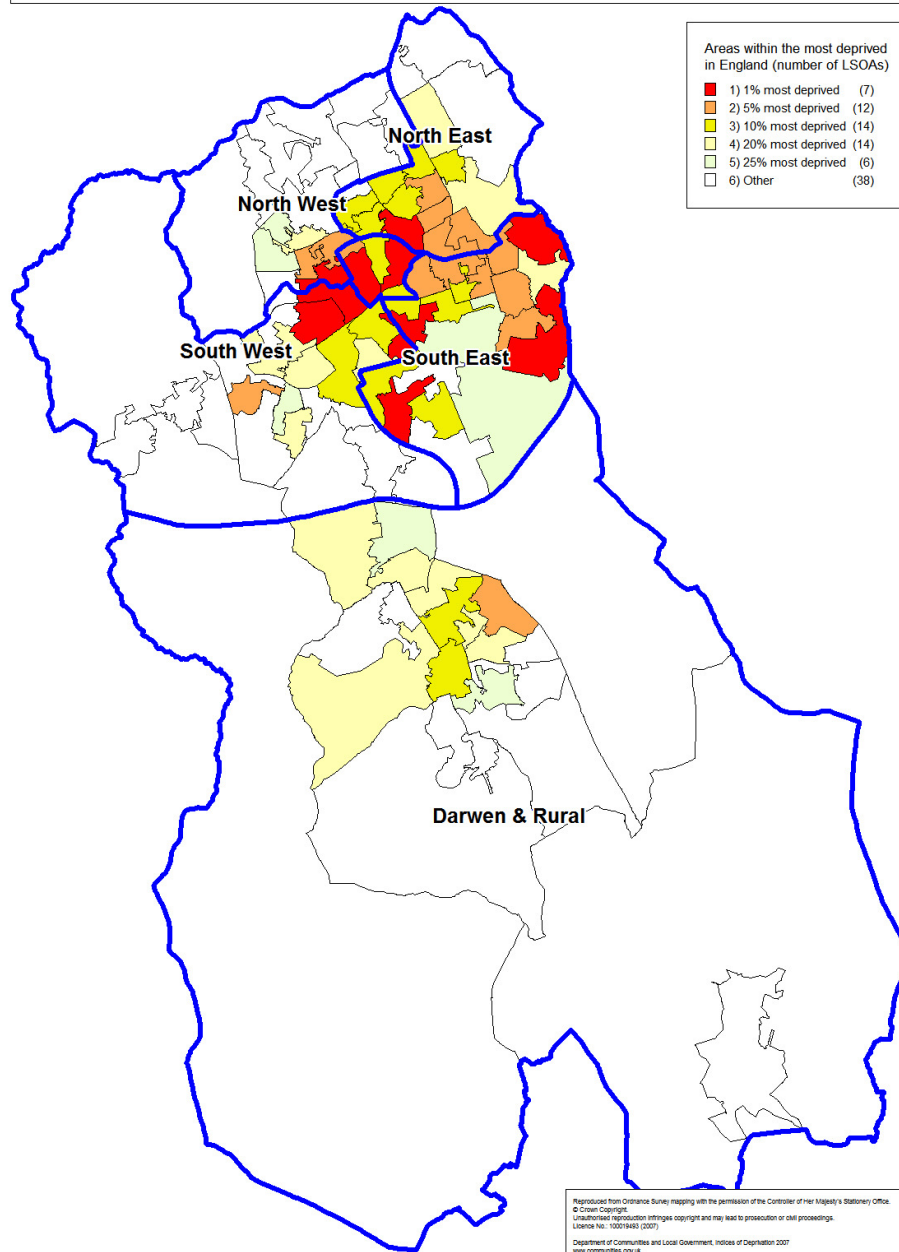
Blackburn with Darwen

Work and Skills Plans

Local Economic Assessment Network

Kenneth Barnsley
16th April 2010

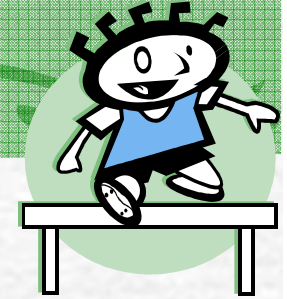
**Index of Multiple Deprivation - 2007
LSOAs within the most deprived in England**



Reproduced from Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office.
© Crown Copyright.
Unauthorised reproduction infringes copyright and may lead to prosecution or civil proceedings.
Licence No. 100019483 (2007)
Department of Communities and Local Government, Indices of Deprivation 2007
www.communities.gov.uk
© Crown Copyright

Blackburn with Darwen

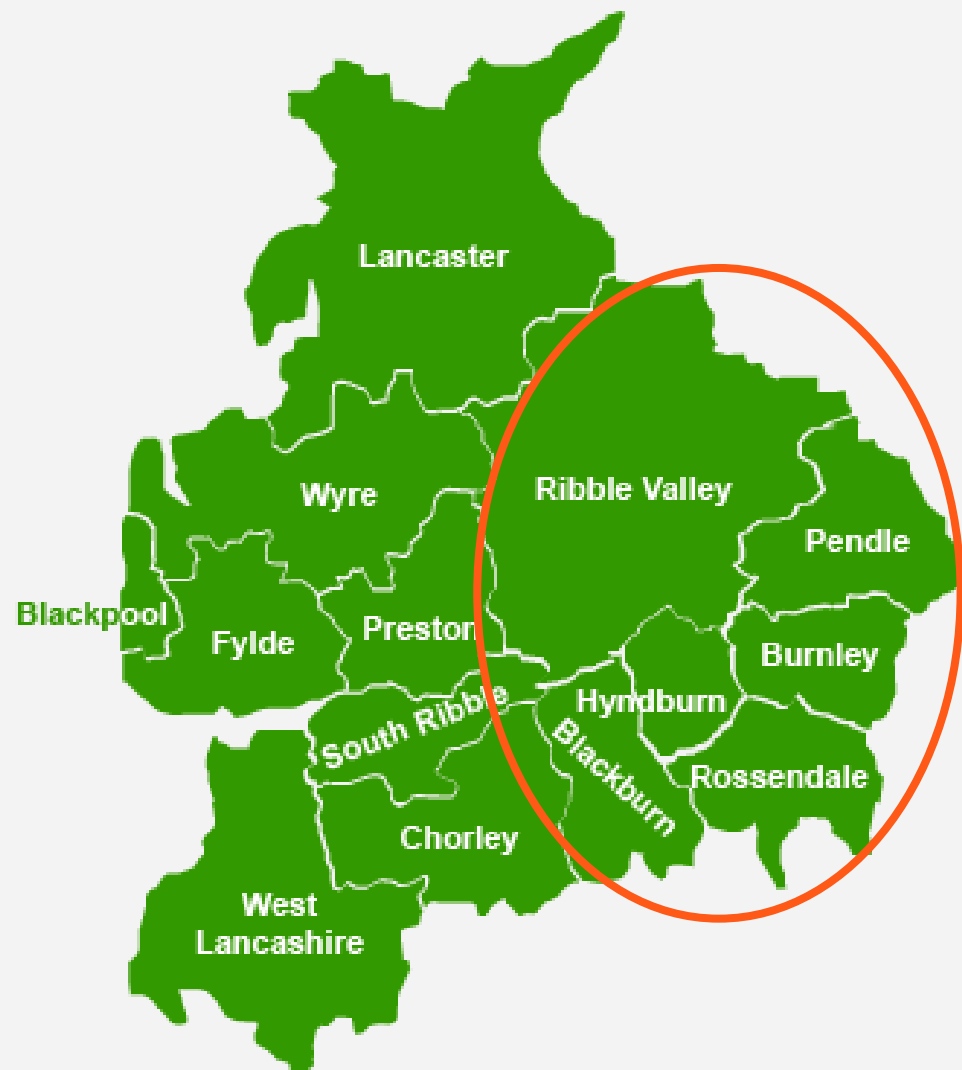
- Unitary with 140,000 population
- Part of Pennine Lancashire MAA area with 522,000
- Young population – one in three aged under 19
- Large Asian population – 25%
- 17th most deprived local authority area

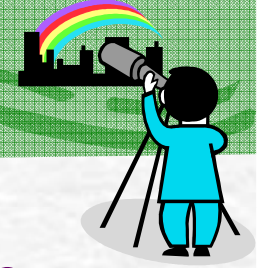


Challenges

- **Economic** – recovery from recession; little economic growth 5-7 years; no growth in employment; opportunities for sector growth
- **Social** – long term housing needs for the Borough and considering the impacts of poverty and deprivation on health and social cohesion
- **Environmental** – major global factors will impact on the local environment, with population growth; reduction in oil production; demand for alternative fuel and climate change
- **Neighbourhood** – delivery of accountable services for neighbourhoods
- **Regional** – tackle the key challenges for the sub region - local economy, jobs and transport.

Pennine Lancashire

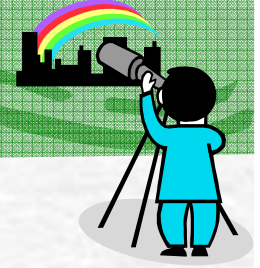




UK Economy

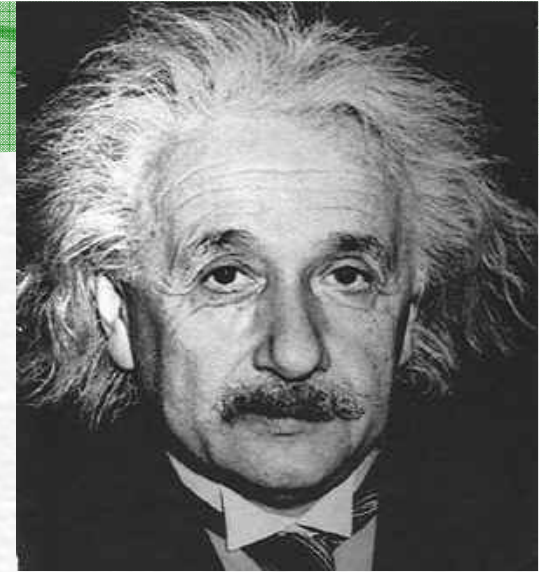
- UK Economy contracted by by 4.7% in 2009 (forecasts for February 2010: -4.9% and -4.3%)
- UK economy forecast to grow by 1.1% in 2010, 2.1% in 2011, 2.4% in 2012 and 2.7% in 2013
- Claimant unemployment forecast 1.72m in 2010 rising to 1.75 in 2011 then falling back to 1.55m by 2013.

Regional Context



- North West Economy will grow more slowly than UK in 2008-15 (1.7%pa) and 2015-30 (2.1%pa)
- Almost no growth in jobs – 0.1%pa reduction 2008-15; 0.3%pa growth 2015-30
- Problems with emphasis on higher skills
- Population growth 0.2%pa 2008-2015 and 0.3%pa 2015-2030

Source: NW Regional Economic Forecasting Panel (REFP)



*"I never think about the future,
it comes soon enough"*

Tackling Worklessness

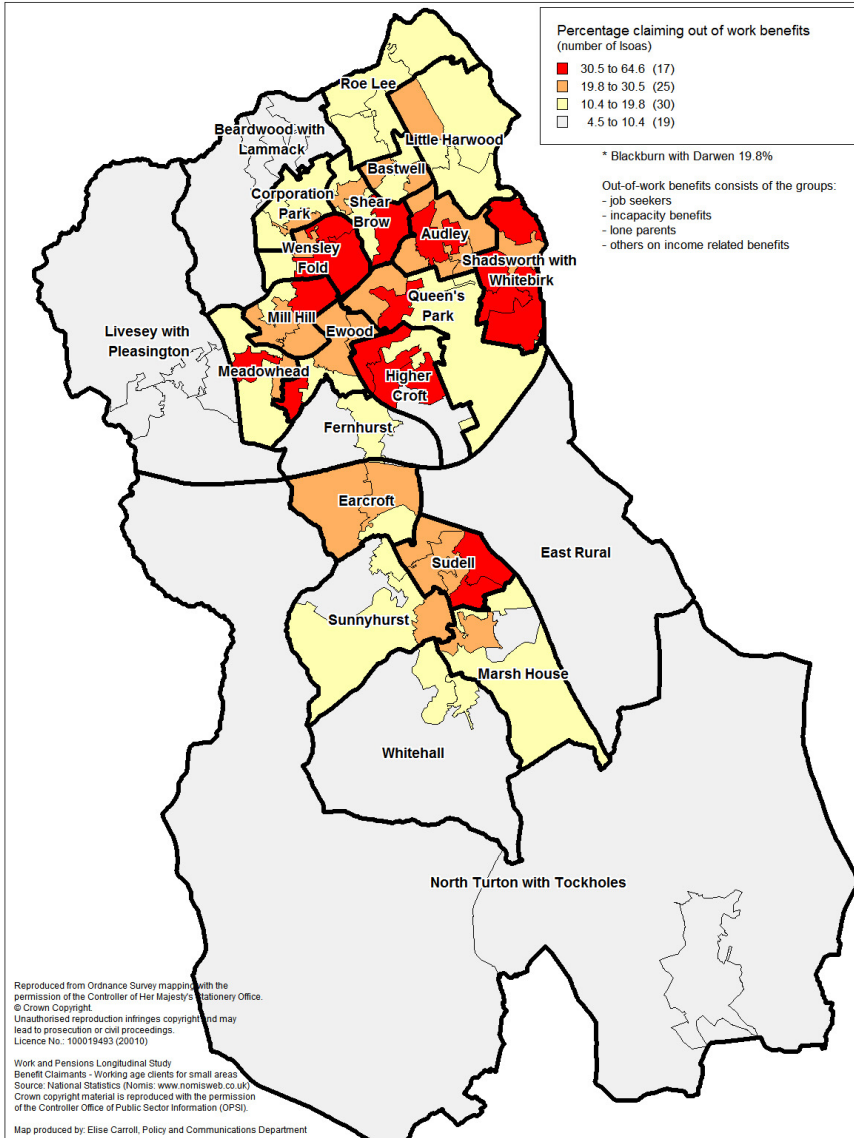
- Blackburn with Darwen City Strategy Pathfinder 2007
- Evidenced based proposal
- Mapping of existing provision and resource
 - Leaflets leaflets leaflets!!
- Integrated approach

City Strategy

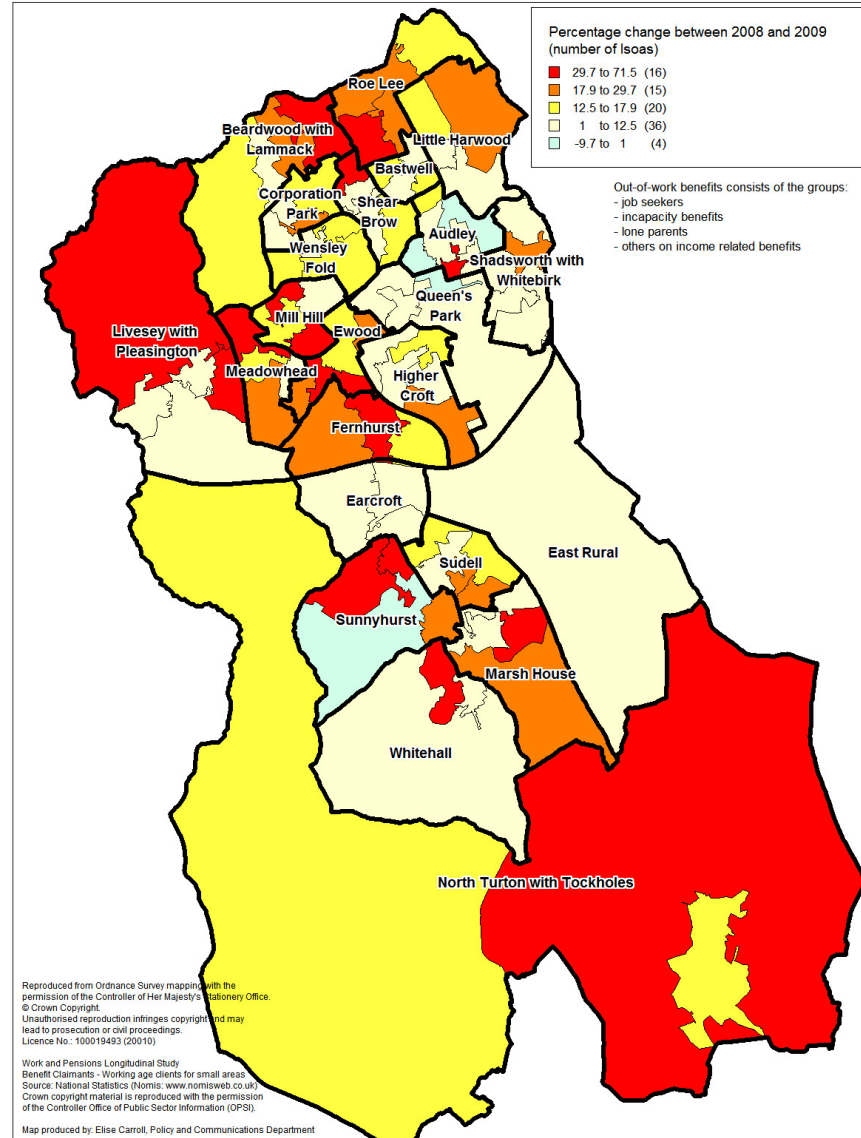
- Refine evidence base through business planning processes
- Developed proxies to measure Ethnic Minority worklessness
- Disaggregated targets Neighbourhood Level
- Accredited qualification in Workroutes

Worklessness

Percentage of working age residents claiming 'out of work benefits' at lower super output area, August 2009



Percentage change in working age residents claiming 'out of work benefits' at lower super output area, between August 2008 and August 2009





Integrated Approach

- Common branding
- Employment Progression Model
- Employment Charter – later adopted DWP approach



Blackburn with Darwen

Workroutes

a better way to work



Employment Progression Model

Engagement and Outreach			Diagnostics	Learning and Development			Employer Links		Sustaining Employment	
Existing Support	Reach out Points	Marketing Channels								
Pathways to Work Programme	JC +	Direct Mail	Appraisal/pre appraisal	Confidence Building Sessions	Job Application Skills	Sector specific skills training to meet Employer demands	Shared Vacancy Listing	Linking Inward Investment Opportunities to Residents	Use of existing programmes i.e. IWS through Pathways to Work, Workplace Health Connect etc.	Train to Gain
	Access Points	Advertisements								
Jobcentre Plus Advisors	Voluntary Sector outreach centres	Exhibitions	Progression Plans	Raising Aspiration Sessions	CV Writing	e.g Retail Hospitality Catering	Employment Charter	Work Trials	Individual support for Employers and Employees with Disabilities/ barriers	Vocational/Post Employment Training
		Events attendance								
NDDP Job Brokers	Children's Centres	Public Relations Media Campaign	Individual Barrier Assessment & Support (eg. Childcare, Transport, Clothing etc.)	Power of Employment Sessions	Interview Techniques	Customer care Warehousing and storage Logistics Care	Employer Agreements	Connexions recruitment Services	Mentoring/ Buddying arrangements	Learner Agreement Pilot
		Case Studies								
RTF	Sure Start	Jobs Fairs	Bursary for Work eg. Transition Funding	Basic Skills - Numeracy - Literacy - IT - Communications	Job Search	Call centre operations Construction Administration	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Wage Subsidy Support	Individual follow up contact for all beneficiaries to sustain employment	TUC Union Learning Reps
		Jobs Fairs								
Advisors in GP surgeries/ health centres	Churches & Mosques Faith Sector	Jobs Fairs	Signposting	Financial Awareness Training	Presentation Skills	Enterprise Skills	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Training Subsidy Support	Mentoring/ Buddying arrangements	TUC Union Learning Reps
		Jobs Fairs								
Prison Service Plus	LA Community Centres	Jobs Fairs	Signposting	Financial Awareness Training	Presentation Skills	Enterprise Skills	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Training Subsidy Support	Mentoring/ Buddying arrangements	TUC Union Learning Reps
		Jobs Fairs								
Probation Advisors	Community Network	Jobs Fairs	Signposting	Financial Awareness Training	Presentation Skills	Enterprise Skills	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Training Subsidy Support	Mentoring/ Buddying arrangements	TUC Union Learning Reps
		Jobs Fairs								
Next Step	Employment Agencies	Jobs Fairs	Signposting	Financial Awareness Training	Presentation Skills	Enterprise Skills	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Training Subsidy Support	Mentoring/ Buddying arrangements	TUC Union Learning Reps
		Jobs Fairs								
Connexions Centres	Cab, Age Concern, Welfare Rights	Jobs Fairs	Signposting	Financial Awareness Training	Presentation Skills	Enterprise Skills	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Training Subsidy Support	Mentoring/ Buddying arrangements	TUC Union Learning Reps
		Jobs Fairs								
Health Visitors & Community Nursing	Registered Social Landlords (RSL)	Jobs Fairs	Signposting	Financial Awareness Training	Presentation Skills	Enterprise Skills	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Training Subsidy Support	Mentoring/ Buddying arrangements	TUC Union Learning Reps
		Jobs Fairs								
Enterprise Support	Registered Social Landlords (RSL)	Jobs Fairs	Signposting	Financial Awareness Training	Presentation Skills	Enterprise Skills	Public Service Initiatives e.g. Positive Action in Public Service and Connexions Apprenticeships	Training Subsidy Support	Mentoring/ Buddying arrangements	TUC Union Learning Reps
		Jobs Fairs								
<p>The progression model is not a prescribed step by step programme but rather an illustration of a flexible menu of support that is designed to move people forward towards employment and sustainability thereafter. We recognise that people will have different entry points within the model and with different individual needs : for example there will be individuals who are currently on benefit who are 'job ready' and others who will require much more intense support from the menu- in all cases however the direction of travel will be towards employment. The model illustrates the depth and breadth of support and outreach that the pathfinder will seek to develop and coordinate to ensure that the supply and demand dynamic between individuals and employers is maximised to improve employment in the area.</p>										
<p>Monitoring progression through shared client database</p>										



Multi-Area Agreement Roll out

- Pennine Lancashire MAA – roll out across sub-region
- Pennine Lancashire Employment & Skills Board – with private sector chair
- Support the delivery of Integrated Economic Strategy and MAA
- Understanding employer demand signals – Aerospace (NWAA Model) / SMEs
- Co-commission with DWP / 16-19 (LSC)
- Influence Regional Skills Strategy

Local Economic Assessment

- 2 upper tier authorities Lancashire County and Blackburn with Darwen
- Third Sector Board and Business Leaders Forum – on steering group
- Agreed to carry out assessment on MAA footprint (FEMA) – within Lancs context
- Build on existing evidence base – MAA/Elevate/Local Authorities
- Identify gaps - sector skills demand
- Joint Strategic Needs Assessment

Work and Skills Plan Position Statement

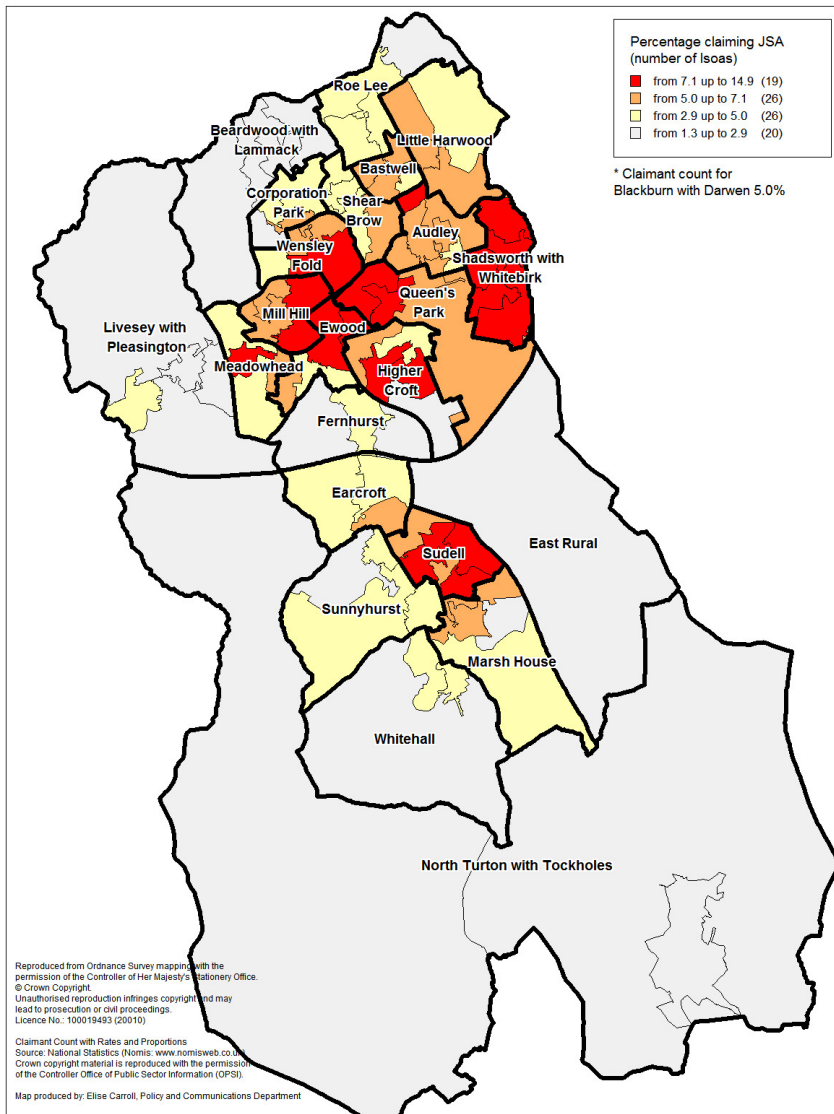
- Evidence base
 - Reliance on manufacturing (22%)
 - Low qualification achievement
- Role of the Employment and Skills Board
- Initiatives to address the issues – e.g. LEGI
- Governance
- Actions

Key Challenges

- Right spatial level
 - Operational delivery at neighbourhood level
 - Travel to work area across Pennine Lancashire
- Process/engagement through numerous partnerships
- Meeting political expectations
- Ensuring information is usable
- Impacts of recession

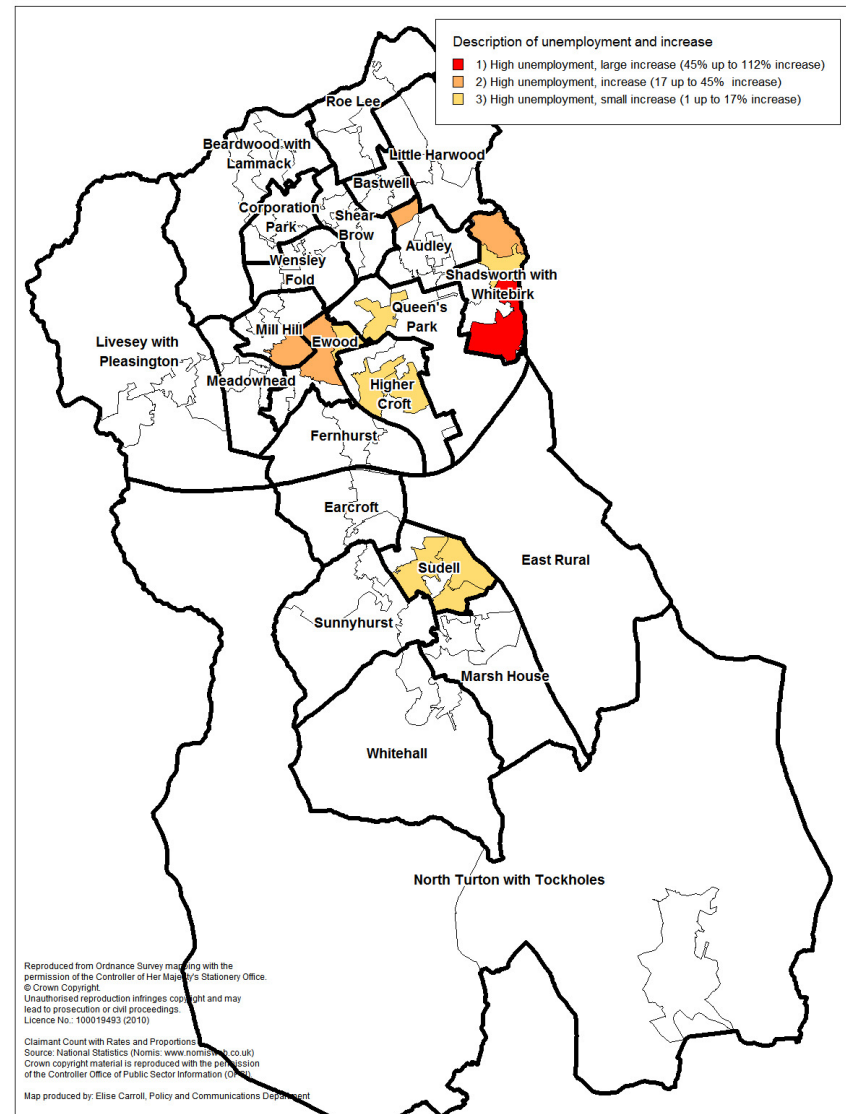
Jobseeker – changing picture

Percentage of working age residents claiming Job Seekers Allowance at lower super output area, February 2010



Areas with a high* percentage of JSA claimants in February 2010, that have also seen a year on year increase from February 2009.

*high percentages are 7.1% and above JSA claimants



Remember



“everything happens
locally”