

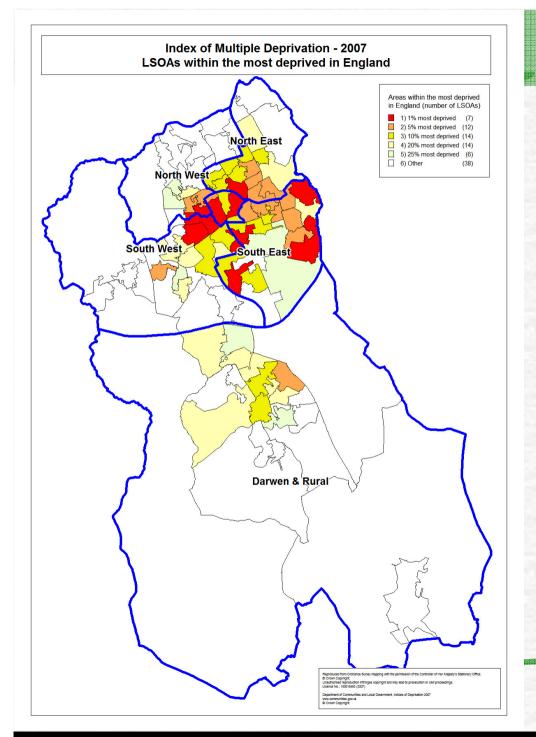
Blackburn with Darwen

Work and Skills Plans

Local Economic Assessment Network

Kenneth Barnsley 16th April 2010





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

BLACKBURN MATNERSHI

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.



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.



Source: HM Treasury

Regional Context



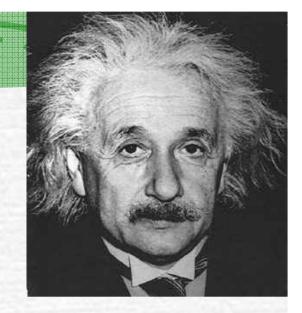
North West Economy will grow more slowly than UK in 2008-15 (1.7%pa) and 2015-30 (2.1%pa)

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"

BLACKBURN DARWEN





Tackling Worklessness

 Blackburn with Darwen City Strategy Pathfinder 2007
 Evidenced based proposal
 Mapping of existing provision and resource

 Leaflets leaflets leaflets!!

Integrated approach





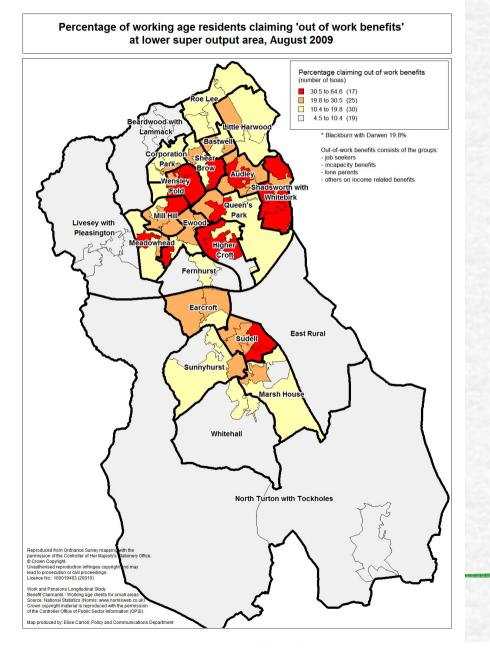
City Strategy

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

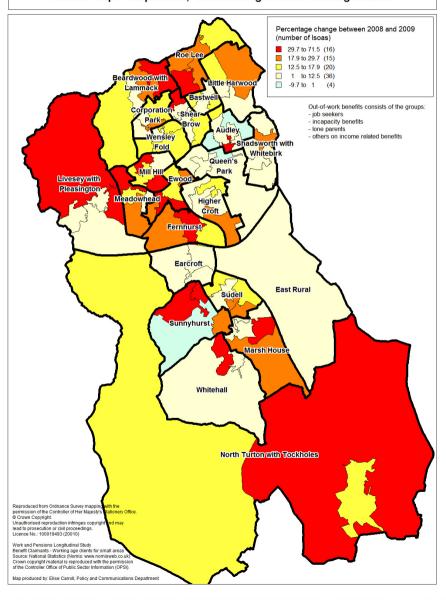




Worklessness



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



1

₹E



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

ProgrammeindicationappraisalBuilding SessionsSkillsskills training to meet EmployerListingInvestmentprogrammesi.e. IWS throughVocationalJobcentre Plus AdvisorsAdvertisementrsProgression PlansRaising Aspiration SessionsCV WritingdemandsEmployment CharterResidentsPathways to Work, WorkplaceEmployment TrainingResidentsPathways to Work, WorkplaceEmployment TrainingEmployment AdreementsResidentsPathways to Work, WorkplaceEmployment TrainingEmployment AgreementsEmployment AgreementsEmployment TrainingEm	Engagement and Outreach			Diagnostics	Learning and Development			Employer Links		Sustaining En	Sustaining Employment	
Programme Access Points Advertisements appraisal Building Sessions Skills skills skills skills skills met Employer lobcentre Plus Voluntary Sector Exhibitions Individual Barier Progression Plans Rasing Aspiration CV Writing demands Employment Residents Progression Plans Residents Employment Residents Progression Plans Residents Employment Residents Residents Employment Residents Employment Residents Employment Residents Employment Resid												
Access Points Advertisements Progression Plans Raising Aspiration CV Writing demands Employment Opportunities to autreach centres I.e. IWS through Progression Plans Vocational Sessions NDDP Job Dimitary Sector Exhibitions Individual Barrier outreach centres Interview e.g Employment Residents Power of techniques Retail Employment Residents Work Work, Workplace Brokers Children's attendance Support (e.g. Childcare, Childcare, Childcare, Support (e.g. Employment Basic Skills Presentation Work Trais Health Connect etc. Agreements Surge Start Media Campaign Clotting etc.) Basic Skills Presentation Warehousing and storage Positive Action in Public Service Wage Subsidy Support Services Employment supported Services Employment supported Services Employment supported Catering and storage Positive Action in Public Service support Services Employment supported Services Employment supported Catering and storage Positive Action in Public Service support Services Employment and storage Support (e.g. Training Training Subsidy Support Support (e.g. Services	Pathways to Work	JC +	Direct Mail								Train to Gain	
Jobcentre Plus Advisors means of the section of the sectin develop and	Fillgrannine	Access Points	Advertisements	appraisai	Dulluing Sessions	JAIIIS		Listing			Vocational/Pos	
Advisors Voluntary Sector Exhibitions Individual Barrier Assessment & Support (eg. Brokers Sessions Individual Barrier Assessment & Support (eg. Brokers Sessions Charter Work Trials Work Trials Work Trials Health Connect Etc. Earning RTF Centres Public Relations Transport. Basic Skills Power of Employment Transport. Basic Skills Presentation Agreements Customer care Connexions Ferdividual Employees with Support for Individual Employees Individual Barrier Individual Barrier Individual Employees Individual Employees Individual Employees Individual Barrier Employees Connexions Public Services Connexions Public Service Employees with Support for Employees with Disabilities/ Individual Barriers Individual Barriers Individual Employees Individual Barriers Individua	Jobcentre Plus	A000331 01113	Advertisements	Progression Plans	Raising Aspiration	CV Writing		Employment			A HOUSE HOUS	
outreach centres Individual Barrier NDDP Job Griders Individual Barrier Assessment & Support (eg. Childcen's Centres Individual Barrier Assessment & Support (eg. Childcen's Centres Individual Barrier Assessment & Support (eg. Childcen's Childcen's Childcen's Childcen's Childcen's Centres Individual Barrier Assessment & Support (eg. Childcen's Childcen's Childcen's Childcen's Childcen's Support (eg. Childcen's Childcen's Childcen's Support (eg. Childcen's Childcen's Childcen's Support (eg. Childcen's Childcen's Childcen's Support (eg. Childcen's Childcen's Childcen's Support (eg. Childcen's Childcen's Childcen's Support (eg. Childcen's Childcen's Support (for Support (for Controuctions Service Plus Modia Campaign Clothing etc.)		Voluntary Sector	Exhibitions	T TOBIOCONOTI T INTIO		of mang	domando		noordornto			
NDDP Job Events Assessment & attendance Support (gc. Children's Techniques Retail Employer Agreements Connexions Agreements Connexions Agreements Connexions Agreements Connexions Connexions Agreements Connexions Agreements Connexions Connexions <th< td=""><td></td><td></td><td></td><td>Individual Barrier</td><td></td><td>Interview</td><td>e.g</td><td></td><td>Work Trials</td><td></td><td>0</td></th<>				Individual Barrier		Interview	e.g		Work Trials		0	
Centres Childcare, Transport, Sessions Job Search Catering Public Relations Individual Support for Basic Skills Individual XIF Sure Start Media Campagin Conting etc.) Basic Skills Presentation Public Service Public Services Employees and support for Advisors in GP surgeries/ health Churches & Mosques Faith Case Studies Bursary for Work eg. Transition - Numeracy Skills Logistics In dividual Support Employees and and Storage Employees with babilities/ Ib benefic Sterner Sector Jobs Fairs Funding - Communications Enterprise Skills Construction Administration Apprenticeships Support Bisabilities/ Ib sustain employment Probation Ketwork Signposting Financial Awareness Amareness Construction Administration Constructing the Future Positive PR Self Employment Connexions Cab, Age Concen, Welfare For early and others who will require much more intense support from the menu- in all cases however the direction of travel will be towards employment in the area. Self Employment Cab, Age Cab, Age Concan Gab, Age Conc	NDDP Job		Events	Assessment &	Power of	Techniques		Employer		etc.	Learner	
RTF Sure Start Public Relations Transport, Media Campaign Dissional Skills Presentation Customer care Warehousing Public Service and storage Services Support for Employers and Burgary for Work eg. Transition Basic Skills Presentation Quatter care unknown Public Service positive s.e.g. Services Support for Employers and Burgary for Work eg. Transition Basic Skills Presentation Presentation Presentation Presentation Presentation Presentation Presentation Services Support Support Individual Employees and Burgary for Work eg. Transition Presentation	Brokers	Children's	attendance	Support (eg.	Employment		Hospitality	Agreements	Connexions		Agreement Pilo	
Sure Start Media Campaign Advisors in GP Surgeries', health centres Sure Start Media Campaign Clothing etc.) Basic Skills Numeracy Skills Presentation and storage (Sills) Initiatives e.g. Positive Action Support Wage Subsidy Support Employees and Employees with sustain and connexions Employees with sustain employmeet Up contact and storage (Care Initiatives e.g. Positive Action (Dabie Service) Employees with sustain employmeet Up contact and connexions Prison Service Plus LA Community Centres Case Studies Bursary for Work eg, Transition Presentation Care and connexions Public Service and Connexions Training Subsidy Support Support Training Subsidy Support Support Training Subsidy Support Support Training Subsidy Support Support Meetoring/ Buddying arrangements TUC Union Probation Advisors Community Connexions Network Network 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 rate will be individuals who are currently on benefit who are 'job ready' and there will be individuals who are currently on benefit who are 'job ready' and there will be individuals who are currently on benefit who are 'job ready' and there will be individuals who are currently on benefit who are 'job ready' and there will be individuals and employers		Centres		Childcare,	Sessions	Job Search	Catering	10.20	recruitment	Individual		
Advisors in GP surgeries/ health Churches & Churches & Mosques Faith Case Studies Bursary for Work eg. Transition Jobs Fairs Public Numeracy Literacy Skills and storage Logistics Positive Action in Public Service Wage Subsidy Support Employees with babilities/ all benefic to sustain employees Prison Service Plus LA Community Centres Signposting Financial Awareness Training Financial Awareness Training Construction Administration Positive Action in Public Service Wage Subsidy Support Wentoring/ Mentoring/ Mentoring/ Mentoring/ Barriers TuC Union Learning F Probation Advisors Advisors Community Signposting Financial Awareness Training Financial Awareness Training Administration Constructing the Future Positive PR Next Step Employment Connexions Agencies Network Network 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 sconet 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 i	RTF								Services	A REAL PROPERTY AND A REAL	Individual follow	
surgeries/ health centres Churches & Mosques Faith Sector Case Studies Bursary for Work eg. Transition - Literacy - IT Volunteering Care Enterprise Skills in Public Service and Connexions Apprenticeships Support Disabilities/ barriers to sustain employment Prison Service Plus LA Community Centres Case Studies Bursary for Work eg. Transition - Literacy - IT Volunteering Call centre Call centre Public Advisors Support Disabilities/ Darriers to sustain employment Advisors Centres Community Centres Financial Awareness Training Enterprise Skills Construction Advisors Construction Future Construction Future Positive PR Support Buddying arrangements Next Step Employment Agencies Agencies 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 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. Image: Support in the area. Support Landlords (RSL) Landl		Sure Start	Media Campaign	Clothing etc.)	Charles and the stand of the second second					In the second	up contact for	
centres Mosques Faith geg. Transition · IT Volunteering Care and Connexions Training Subsity barriers employment Plus LA Community Centres Signposting Financial Avareness Construction Administration Construction Construction Administration Construction Buddying arrangements Buddying<	Contraction of the second second					Skills				State of the second s	all beneficiaries	
Sector Jobs Fairs Funding Communications Call centre Public Training Subsidy Mentoring/ Buddying Prison Service Plus LA Community Centres Signposting Financial Awareness Enterprise Skills Construction Administration Construction Construction Administration Positive PR Buddying Probation Advisors Community Network Network 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 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. Proble individuals Image: Call centre Proble call centre Proble call centre Support Rights Enterprise Call centre Proble call centre <td></td> <td></td> <td>Case Studies</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>Support</td> <td>Million Manual Annual Contractors ()</td> <td></td>			Case Studies						Support	Million Manual Annual Contractors ()		
Prison Service Plus LA Community Centres Signposting Financial Awareness Training Enterprise Skills operations Construction Administration Apprenticeships Constructing the Future Support Mentoring/ Buddying arrangements TUC Union Learning F Probation Advisors Community Network Network 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. Apprenticeships Support Mentoring/ Buddying arrangements Financial Awareness Enterprise Landlords (RSL) Enterprise Enterprise Construction the and employers is maximised to improve employment in the area. Apprenticeships Support Mentoring/ Buddying arrangements	centres							The second s	T	barriers	employment	
Plus LA Community Centres Signposting Financial Awareness Training Construction Administration Constructing the Future Provide the Positive PR Buddying arrangements Learning F Probation Advisors Community Network Network 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. Network Network Network Registerd Social Landlords (RSL) Registerd Social Landlords (RSL) Amount of the 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. Network Network Network Network Support Not conditioned (RSL) Network Network Network Network Network Network Network Network Net	Dia Carta	Sector	Jobs Fairs	Funding	- Communications			A 1993 (1997) (1997)		A WEATER AND IN COMPANY	TUO	
Centres Awareness Training Administration Constructing the Future Positive PR arrangements Advisors Community Network 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. Future Positive PR arrangements		LA Community		Cimposting	Financial	Enterprise Skills		Apprenticesnips	Support		A REAL PROPERTY OF A REA	
Probation Advisors Community Network Future Self Employment Next Step Employment Agencies Employment Agencies Self Employment 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 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. Future Self Employment	rius			Sighbosting	1040 A.A.A.A.A.A.A.A.A.A.A.A.A.A.A.A.A.A.A.			Constructing the	Pocitivo PP		Leaning Reps	
Advisors Community Network Next Step Employment Connexions Centres Centres Centres Centres Enterprise Support Enterprise Landlords (RSL)	Probation	Centres					Auministration		FUSILIVE FIX	anangements		
Network Next Step Employment Agencies Connexions Cab, Age Concern, Welfare Rights Nursing Registerd Social Enterprise Support		Community			manning			Tuture	Self Employment			
Next Step 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.	10113013		Th	a neadeacaian mad	al ia nata nyaaari	had shan hu shan	nyadaomma hut a	other	Cen Employment			
Employment Agencies Agencies Connexions Centres Cab, Age Concern, Welfare Rights Cab, Age Concern, Welfare Rights Concern, Welfare Rights Registerd Social Landlords (RSL) Registerd Social Landlords (RSL)	Next Step	, is in all										
Connexions Centres Agencies Cab, Age Cob, Age Concem, Welfare & Concem, Welfare Rights Cab, Age Concem, Welfare Rights Registerd Social Landlords (RSL) Registerd Social Landlords (RSL)		Employment										
Centres Cab, Age Cab, Age Concern, Welfare Health Visitors Concern, Welfare Rights Registerd Social Landlords (RSL) Reployer is maximised to improve employment in the area.	Connexions	Agencies										
Cab, Age Health Visitors & Concern, Welfare Rights Nursing Enterprise Support Cab, Age Concern, Welfare Registerd Social Landlords (RSL) Concern, Welfare Registerd Social Concern, Welfare Concern, Welfare Registerd Social Concern, Wel	Centres											
Health Visitors Concern, Welfare & Community Rights Nursing Registerd Social Landlords (RSL) Landlords (RSL)		Cab, Age						-				
& Community Nursing Enterprise Support Nursing Enterprise Nursing Nursing Enterprise Support Nursing N	Health Visitors	Concern, Welfare										
Nursing Registerd Social Enterprise Landlords (RSL) Support and coordinate to ensure that the supply and demand dynamic between individuals and employers is maximised to improve employment in the area.		Rights										
Enterprise Support	Nursing											
Support			an	d employers is maxir	mised to improve er	nployment in the a	area.					
		Landlords (RSL)										
Monitoring progression through shared client database	Support											
Monitoring progression through shared client database						10 10 10 10	1 10 1 1 1 1 1		Statement of the local division in which the local division in the local division in the local division in the	The state of the local division of the local		
				Mo	nitoring progres	sion through sl	nared client dat	abase				

BLACKBURN PARWEN PRINERSHIP

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

