

Area 3 Lead Organisation: Groundwork Greater Nottingham
Employment & Skills Officer: Danny Goodwin

Key Partners involved in delivery: Broxtowe Education Training and Skills (BEST), Aspley Bells Lane Partnership, Hope Church, Strelley Social Club, Army Cadets, Empleo.

Priorities 2014/15

- 1 Reduction in youth unemployment
- 2 Reduction in long term unemployment
 - Increase Support to unemployed people aged 50+ in returning to work
 - Increase support to female returners to the labour market in returning to work
- 3 Increase profile of Employment & Skills provision in Area 3
- 4 Incorporate financial inclusion debt and benefit advice in provision
- 5 Deliver programme of community recruitment and information events
- 6 Delivery of Community Coordination activity
- 7 Support Employment Support Allowance (ESA) claimants who are able to work to find suitable employment

Background:

These priorities were identified from four main sources:

- Statistical data provided by Nottingham City Council analysis of benefit data in Area 3
- Groundwork Greater Nottingham Needs analysis 2014
- Insight and local knowledge from Area 3 Neighbourhood Development Officers
- Youth contract community coordination responsibilities.

Key figures (based on priorities)

Ward	JSA claimants (all), % of population		JSA 18-24 % of age group		JSA +50s %of age group		Long term JSA (6months+) % of claimants		ESA claimants % of population (May14)	
Aspley	760	<u>7.2%</u>	225	<u>9.4%</u>	100	<u>4.6%</u>	430	<u>57%</u>	1,195	<u>11%</u>
Bilborough	490	<u>4.8%</u>	170	<u>8.5%</u>	85	3%	265	54%	1,385	<u>14%</u>
Leen Valley	215	3.2%	60	<u>4.4%</u>	40	2.4%	80	<u>53%</u>	470	7%
City	9,165	4.2%	2,305	<u>3.3%</u>	1,550	3.6%	4,700	<u>51%</u>	16,560	7.6%
England	703,700	2%	168,005	<u>2.7%</u>	140,550	1.5%	314,815	<u>45%</u>	2,032,230	5.9%

Source: Nomis November 2014

JSA – Job Seekers Allowance

ESA – Employment Support Allowance

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	Lead Partner	Additional Partners	Funding	Outcomes	Updates
Priority 1. Reduction in youth unemployment					
1.1 <u>Successful delivery of Youth Contract</u> <ul style="list-style-type: none"> • Every referral to be contacted within 3 days • Each YP provided with: an Initial Assessment, Functional Skills testing; Individual Action Plan, Mentoring, a Skills Assessment, support accessing further training if necessary; a CV, an Email address, a Bank Account, access to workshops and/or 1:1 support focusing on soft skills (confidence, team work communication) Employability Skills (application forms, interview skills, job search skills), Financial Inclusion Support; Industry Taster days; Work Experience • Establish relationships with partner organisations and employers to promote work experience opportunities and develop vacancies 	Groundwork Greater Nottingham	ESO & YDS Travel Right Sustrans St Ann's Advice Centre Empleo Embrace Business in the Community The Princes Trust.	<u>Area 3</u> £164,000 NCC/DWP	<u>Area 3</u> 81 into work	<ul style="list-style-type: none"> • To date GGN has received 104 Referrals, engaged with 67 YP and 20 YP have gained employment. • A new database set up from January 2015 so that we can monitor break down of referrals and outcomes according to specific areas. • Referrals are gained directly from DWP through Futures (weekly Information sessions), by networking with the local partner organisations and a direct outreach work by mentors. We also have some referrals through 'In Custody' work as part of the "Dig In Stay Out" Programme • A Communications and Recruitment Plan is in place to increase referrals. • Area 3 clients get further support from the listed partners in regard to travel, financial inclusion, employability, work experience etc. • GGN staff is engaging directly with local employers to identify potential vacancies and other support opportunities for local young people. • GGN is working with NCC Parks and Open Spaces Department to develop additional work experience opportunities in the locality.

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<p>1.2 <u>Increase 18-24 Referrals to NJF and Nottingham Jobs Hub</u></p> <ul style="list-style-type: none"> • Mentors and IAG workers support YP on weekly basis to access opportunities • Vacancies promoted in weekly Job Clubs • Monthly sector based Jobs Clubs will be held to promote vacancies in specific areas • Attendance at City Wide and Locality Events • ABG Delivery Partners required to link with Employer Hub and NJF opportunities. 	Groundwork Greater Nottingham	ESO, YDS Area 3 consortium & additional partners	YC – as above	No specific target given	<ul style="list-style-type: none"> • Weekly electronic updates (minimum) are provided by the ESO on all vacancies. Fortnightly meetings held with the ESO who provides further updates. • Sector Based Job Club on: “Working in the Care Sector” held at BEST with the sector lead for Nottingham Jobs Hub. • GGN Mentors took a group of YP to Loxley House to meet Sector Leads for the Nottingham Jobs Hub. • GGN attendance at NCC Jobs Fair on 2nd Sept, the NCH Community Event on 27th September and the NCC Leen Valley Event on the 27th September. • GGN have created seven vacancies utilising NJF, both through internal role creation, and creating placements with partner employers, and we seek to continue to do so. • Our “Employment Support Officer” provides potential employers with information and support on applying for funding with NJF. • Upcoming Activities: NCC Young People Jobs and Apprenticeships Fair, 22nd Jan

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<p><u>1.3 Contribution of other programmes</u></p> <ul style="list-style-type: none"> GW UK YC – 16- 17 year old NEETS supported to access and sustain training or apprenticeships. Talent Match “Young and Successful Programme” – supporting 18-24 YP who have been unemployed for 12 months or more into employment. The “Dig IN Stay Out” programme – working with 18-24 year old male offenders in custody and on release to gain employment and access training. 	Groundwork Greater Nottingham & ESO	<p>ESO</p> <p>Embrace Empleo</p> <p>BEST</p> <p>Probation REACH Glen Parva HMP</p>	<p>Payment by results</p> <p>Talent Match = BLF £688,308 (to 31/12/2015) Personal Budget of £1940 per YP</p> <p>DISO = BLF £999,680 between April 2012 and 31 June 2015</p>	<p><i>Area 3 recruitment is now prioritised across all programmes</i></p> <p>10 young people referred and supported a month until 30/3/2015</p> <p>177 young people supported and 35 6 month job outcomes by 31/12/2015</p> <p>40 young ex-offenders in employment of six months.</p>	<ul style="list-style-type: none"> Young people from Area 3 who are about to turn 18 and have not yet gained employment have been referred on to the A3 Youth Contract so they can continue receiving support. To date the Talent Match programme has supported 25 YP in Aspley and 16 YP in Bilborough. 8 YP in Area 3 have gained jobs, 7 have received training and 3 gone in to formal education. Fortnightly meetings are held with the Talent Match Coordinator at BEST to ensure all relevant joint referrals and outcomes are tracked. 36 YP in sustainable employment. Recruitment still open till June 2015. 45 YP gained a total of 81 qualifications. Running till June 2015, Area 3 Recruitment now prioritised

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<ul style="list-style-type: none"> • “Our Bilborough – Our Place”- local consortia within Bilborough exploring feasibility of creating 10 care apprenticeships of local YP. 		Bilborough Steering group Hanover HA NCH NCC	Our Place £18,000 Community Development Foundation	1 FTE post of the Area Warden and 10 apprenticeships for local young people	<ul style="list-style-type: none"> • Operational plan agreed • Fundraising for the programme started • Constituted local management group under development
Priority 2. Reduction in long term unemployment					
2.1 Specific activity to support jobseekers age 50+ <ul style="list-style-type: none"> • BEST to achieve all outcomes through regular Jobs Clubs • BEST to generate work experience placements for residents of each ward aged 50+ • BEST to run volunteering programmes within each ward • Best to advertise through quarterly neighbourhood engagement activity within each ward. 	Groundwork Greater Nottingham	BEST – sole provider	£10,000 (£5,000 Aspley ward, £4,000 Bilborough ward, £1,000 Leen Valley ward) ABG Funding	<ul style="list-style-type: none"> • 12 Aspley residents, 10 Bilborough residents and 3 Leen Valley residents into employment • Work experience placements for 15 residents aged 50+ • 18 volunteering programmes • one quarterly neighbourhood engagement activity within each ward • 75 Local residents to gain qualifications at L2 	<ul style="list-style-type: none"> • Q1 – 14 Job Starts in Total for 50+ and Women Returners (monitoring figures not broken down in Wards or Categories in Quarter 1, Generic figures only until July. • Q2 – Aspley = 2 Job Starts, Bilborough = 1 Job Start, Leen Valley = 0 Job Starts • From April 2015 we will implement more robust way of meeting outcomes

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	Lead Partner	Additional Partners	Funding	Outcomes	Updates
				or above	
2.2 Specific Activity to support female returners to the labour market <ul style="list-style-type: none"> As above – BEST are our sole delivery partner and will achieve identified outcomes through regular work clubs 	Groundwork Greater Nottingham	BEST – sole provider	£10,000 (£5,000 Aspley ward, £4,000 Bilborough ward, £1,000 Leen Valley ward) ABG Funding	12 Aspley residents into employment 10 Bilborough residents into employment, 3 Leen Valley residents into employment. 75 Local residents to gain qualifications at L2 or above	<ul style="list-style-type: none"> Q1 = 14 Job Starts but monitoring figures not separated out for female returners, 50+ or Wards until Q2 Q2 – Female Returners – Aspley = 8, Bilborough = 4, Leen Valley = 1 From April 2015 we will implement more robust way of meeting outcomes
2.2 Delivery of work clubs across area and including a network of digital inclusion work clubs <ul style="list-style-type: none"> Named partners will provide at least weekly work clubs offering job searching, welfare advice, and IT training opportunities within wards as identified Empleo CIC will provide responsive community outreach activity within community venues conducting 1:1 and small group activities within each locality. 	Groundwork Greater Nottingham	Aspley Bells Lane Partnership Strelley Social Club Empleo CIC The Hope Centre 504 Squadron West Nottingham Air Cadets	<u>Area 3</u> DI funding £21,428	Weekly Work Clubs run: Aspley 4 Bilborough 3 Leen Valley 1 Digital Technology training Sessions run: Aspley 28 Bilborough 21 Leen Valley 7 People Accessing Support Through Work Clubs: Aspley 77 Bilborough 60 Leen Valley 25 People creating a universal	<ul style="list-style-type: none"> Delays in tendering process- first reporting date due in January 2015

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<ul style="list-style-type: none"> Twice weekly Works Clubs for YP at ACTC as part of delivery for YC and Dig in Stay Out 			ABG £20,000	jobs match account: Aspley 62 Bilborough 47 Leen Valley 20 People securing work: Aspley 31 Bilborough 24 Leen Valley 10	<ul style="list-style-type: none"> From January 2015 twice weekly Job Clubs held at ACTC to support YP on YC, Talent Match and 'Dig In Stay Out'.
2.3 Delivery of outreach employment surgeries <ul style="list-style-type: none"> Delivered through ABG and other programme activities as detailed above A GGN worker will be available for outreach support every day of the week at ACTC. 	Groundwork Greater Nottingham	GGN, and Partners as outlined above	ABG, DI, YC	Contribute to outputs detailed in sections above.	<ul style="list-style-type: none"> Community outreach employment event in partnership with Aspley Bells Lane Partnership held at Minver Crescent on Wednesday 29th October 7-8pm. From January 2015 a timetable is in place to ensure availability of employment support from a member of GGN staff every day of the week at ACTC. In planning – Jobs Day to be held at Minver Crescent in Spring 2015
Priority 3: Increase profile of E&S provision in Area 3					
3.1 Promote E&S activities across area and generic offerings from range of providers inc work clubs, surgeries, accessible training	Groundwork Greater Nottingham	Consortia, ESO & NDO's	ABG DI YC	Contribute to outputs detailed in sections above.	<ul style="list-style-type: none"> GGN Mentors undertaking regular outreach work in Area 3 Outreach activity engaging with local employers 'Kemet FM' promoting the employment event Employment GGN Twitter Feed established

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<ul style="list-style-type: none"> Street based and community facility outreach within all wards in Area 3 Participation in community events Press and media releases 					<ul style="list-style-type: none"> Employment Facebook page established Community outreach employment event with Aspley Bells Lane Partnership in October 2015 Attendance at other local and city wide events. Upcoming event – NCC YP Fair 22nd Jan 2015
3.2 Identify supporting agencies in Area and provide information so they can signpost to E&S activity <ul style="list-style-type: none"> Networking and meeting with supporting agencies to raise awareness and provide information Establish database of city wide and local supporting agencies 	Groundwork Greater Nottingham ESO	NDO	ABG DI YC TM	Contribute to outputs detailed in sections above	<ul style="list-style-type: none"> Representation at Neighbourhood NAT meetings to inform of opportunities available. Database established through Talent Match programme to identify sources of support Information provided at meetings with Youth Offending Team and Probation Access Team. Meetings with agencies working in HMP Nottingham and HMP Glen Parva to increase signposting for YP on release from custody. Upcoming event : information talk and provision of promotional material at Priority Families Seminar, 21st Jan 2015
Priority 4: Incorporate financial inclusion, benefit and debt advice in activity					
4.1 Build links to Advice providers in Area for mutual signposting and joint activity <ul style="list-style-type: none"> Establish links with advice providers in the area and across the city Enable all participants on the 	Groundwork Greater Nottingham & ESO	St Ann's Advice Centre Credit Union Travel Right Sustrans	YC and other funding already available to external partners through other	No specific targets set although service will be open to all clients across Area 3	<ul style="list-style-type: none"> Links built with the Credit Union, "Sound as a Pound" and The St Ann's Advice Centre. From January 2015 the St Ann's Advice Centre will be providing twice a week sessions at ACTC for individual financial inclusion support sessions to those living in Area 3.

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YC to open a bank account <ul style="list-style-type: none">• Enable outreach surgeries for benefit and debt advice		Wheels To Work	programmes		<ul style="list-style-type: none">• All YP given mentor support to open bank accounts and funding provided for relevant ID documentation if required.• All participants given individual “Better Off” calculations comparing “out of work” and “in work” benefits.• Specific links established with Sustrans, Travel Right and Wheels to Work to provide financial support of transport both pre-employment, and in the initial stages of working. Travel Right gave a training session to GGN mentors in December 2015 so they were fully aware of all financial travel support available to unemployed participants.• Advice Champions training at NCVS in January 2015 for GGN Staff (training on benefits and debt advice).
4.2 Financial inclusion to be essential element of youth contract delivery and all IAG					
4.3 Identify key partners engaged FI activity					
Priority 5: Deliver programme of community recruitment and information events					
5.1 Employer Hub recruitment events around key sectors e.g. Care Road shows	ABG DI	Jobs Hub	ABG	<ul style="list-style-type: none">• Direct links maintained with Hub to gain daily information on emerging opportunities.• Opportunities disseminated throughout team to be explored with clients	<ul style="list-style-type: none">• All outcomes achieved and continue to be addressed in the next period. We need to maximise the benefit to clients by ensuring their better attendance and better access to te information.• In planning: Jobs Day to be held at Minver Crescent in Spring 2015
5.2 Preparation activities for major recruitment drives, e.g. ASDA magic application support and in lead up to City jobs fair in			DI		

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September <ul style="list-style-type: none"> Mentoring , Group Work support and Mock interviews in preparation for events IAG support around skills identification for specific recruitment events 				<ul style="list-style-type: none"> Details of opportunities available to clients IAG worker and mentors offer direct support in making applications and preparing for events 	
Priority 6: Deliver Community Coordination Strategy					
6.1 Engage with local schools to support the employability in schools agenda <ul style="list-style-type: none"> Deliver “Achievement Coaches” programme to prevent YP to be NEET Offer support to 16/17 year olds who have 1 GCSE or less 	Groundwork Greater Nottingham	Bluecoat Beechdale Academy Nottingham University Somwort Academy (NUSA)	Achievement Coaches £56,000 DFE Youth Contract £20,000 EFA	<ul style="list-style-type: none"> Improve YP attendance and attitude to learning and education 15 YP seen weekly by trained GGN mentors 	<ul style="list-style-type: none"> From November 2014 Achievement Coaches being delivered in two Area 3 academies Funding secured until April 2015 with further fundraising from various sources
6.2 Promote the Nottingham Jobs Pledge to local employers <ul style="list-style-type: none"> Outreach work to engage with local employers SLAs for employment targets with partner organisations 	Groundwork Greater Nottingham	ESO Local employers Empleo PATRA	ABG DI YC TM	<ul style="list-style-type: none"> Increased number of the local employers Increased number of local job vacancies 	<ul style="list-style-type: none"> GGN Employment Support Officer promoting Nottingham Jobs Pledge to local employers
6.3 Engage with work programme providers to explore local activity		Ingeus		<ul style="list-style-type: none"> Better working relationship with the 	<ul style="list-style-type: none"> Working relationships established with Ingeus, Futures and DWP

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solutions <ul style="list-style-type: none"> Networking and meeting with work programme providers 		A4e		WP and improved access to the support services available through the WP	
Priority 7: Support ESA claimants who are able to work to find suitable employment					
7.1 Initial information gathering around ESA in area, provision and barriers	Public Health & ESO	Local GPs and DWP	N/A	<ul style="list-style-type: none"> Improved access to intelligence needed to shape delivery, inform future funding allocation and future development activities for work within the area. 	<ul style="list-style-type: none"> GGN links with ESO at City Council