

# Area 2 Jobs Plan

**Lead Organisation: Right Track – Nick Parr**  
**Employment & Skills Officer: Danny Goodwin**

## Priorities 2014/15

- 1 Reduction in youth unemployment
- 2 Reduction in long term unemployment
- 3 Increase profile of E&S provision in Area 1&2
- 4 Increase Employer Engagement enabling more opportunity
- 5 Incorporate financial inclusion debt and benefit advice in provision
- 6 Deliver programme of community recruitment and information events
- 7 Delivery of Community Coordination activity
- 8 Support 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 1 &2
- Right Track Needs analysis 2014
- Insight and local knowledge from Area 1 & 2 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 (May 14)	
Bulwell	655	<u>6.5%</u>	185	<u>9.4%</u>	105	<u>3.9%</u>	365	<u>56%</u>	1,210	<u>12%</u>
Bestwood	630	<u>5.9%</u>	155	<u>7.2%</u>	120	<u>4.7%</u>	355	<u>56%</u>	1,120	<u>10%</u>
Basford	470	<u>4.4%</u>	130	<u>6.1%</u>	85	3.3%	255	<u>54%</u>	915	<u>8.5%</u>
Bulwell Forest	295	3.5%	80	<u>5.5%</u>	55	2%	150	<u>51%</u>	665	<u>7.8%</u>
<b>City</b>	<b>9,165</b>	<b>4.2%</b>	<b>2,305</b>	<b>3.3%</b>	<b>1,550</b>	<b>3.6%</b>	<b>4,700</b>	<b>51%</b>	<b>16,560</b>	<b>7.6%</b>
England	703,700	2%	168,005	2.7%	140,550	1.5%	314,815	45%	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	Updates																																																	
Priority 1. Reduction in youth unemployment																																																					
1.1 Successful delivery of Youth Contract	Right Track	ESO & YDS, Bestwood Patnership, Bestwood Estate Community Centre, Mellish Sports Centre, Vision of Health & CHE Barbers	<u>Area 1</u> £114,000 DWP  <u>Area 2</u> £114,000 DWP	Targeted Outcomes  <u>Area 1</u> 48 into work 84 into training  <u>Area 2</u> 49 into work 85 into training  <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #cccccc;"> <th></th> <th colspan="2">Futures</th> <th colspan="2">RTSE</th> <th colspan="2">Combined</th> </tr> <tr style="background-color: #cccccc;"> <th>Area</th> <th>1</th> <th>2</th> <th>1</th> <th>2</th> <th>1</th> <th>2</th> </tr> </thead> <tbody> <tr> <td>Ref</td> <td>74</td> <td>64</td> <td>33</td> <td>17</td> <td>74</td> <td>64</td> </tr> <tr> <td>Self Ref</td> <td>2</td> <td>3</td> <td>8</td> <td>4</td> <td>10</td> <td>7</td> </tr> <tr> <td>Starts</td> <td>23</td> <td>16</td> <td>33</td> <td>18</td> <td>56</td> <td>34</td> </tr> <tr> <td>Leavers</td> <td>12</td> <td>10</td> <td>11</td> <td>4</td> <td>22</td> <td>14</td> </tr> <tr> <td>Number into Work</td> <td>8</td> <td>5</td> <td>3</td> <td>2</td> <td>11</td> <td>7</td> </tr> </tbody> </table> <p>We are working with Futures with a combined approach where we all work together to improve outcomes. This involves weekly caseload management meetings and a pooling of resource to increase opportunity for our learners.</p> <p>The target is 40% into sustainable employment, currently we have as a combined approach achieved 50% moving into a job of those leaving the programme.</p> <p>RTSE have put together an outreach and engagement strategy to engage self-referrals onto the project. Involved in this is going out into the community to promote the provision and link into local groups to offer provision as sign posting. Referral Incentive of £50 per referral per Community group</p>		Futures		RTSE		Combined		Area	1	2	1	2	1	2	Ref	74	64	33	17	74	64	Self Ref	2	3	8	4	10	7	Starts	23	16	33	18	56	34	Leavers	12	10	11	4	22	14	Number into Work	8	5	3	2	11	7
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				RTSE & Futures to contact the failed to attend both the DWP Work group sessions and futures referrals.
1.2 Increase 18-24 Referrals to NJF and Nottingham Jobs Hub	Right Track	ESO, YDS Area 1& 2 consortium & additional partners	YC	<p>Ensure all vacancies &amp; opportunities are available to the community, this is through Job Clubs, marketing and through our community links</p> <p>Within our fortnightly meeting with Danny, he will update on up and coming opportunities and learners can be sign posted directly, this is also communicated via regular email update.</p>
1.3 Increasing 18-24 opportunities into work with local employers	Right Track			<p>We currently offer Apprenticeships, Traineeships, SBWA's and other short courses which support young people into employment.</p> <p>We have developed a Roofing Academy which is now up and running this delivers construction based qualifications and apprenticeships.</p> <p>We run quarterly Traineeship programmes</p> <p>We run regular SBWA, from February we will be running a monthly care course for Comfort Care, we also have links with numerous local employers for example Nando's who we will be delivering SBWA's for all their recruitment across Nottingham.</p> <p>Through our delivery of SBWA's in October through to December we achieved 45% of people progressing into work, this put 26 people into work.</p> <p>Nando's following the success of the Nottingham recruitment drive have used our services in Derby and Leicester.</p> <p>In addition to our Roofing Academy we have planned development in Lock Smiths and Barbering Academies enabling the creation of local entry level jobs.</p>

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Priority 2. Reduction in long term unemployment				
2.1 Specific activity to support 50+	Right Track			<p>Work with partners, Bestwood Directions to offer support through our Job Clubs where they will also be able to gain valuable advice about employment</p> <p>Linked into local Work Programme Providers to open access to our training courses.</p>
2.2 Delivery of work clubs across area and including a network of digital inclusion work clubs	Right Track	Consortium	<p><u>Area 1</u> DI funding £21,428</p> <p><u>Area 2</u> DI funding £21,428</p>	<p>We deliver 3 job clubs/careers advice. 1 is held at RTSE, 1 currently from Mellish Sports Centre and 1 running from Bestwood Estate Community Centre.</p> <p>Each Job club is delivered by a tutor.</p> <p>We have in place 2 mobile IT suites which have a bank of 10 Laptops and accompanying printers</p>
Priority 3: Increase profile of E&S provision in Area 1 & 2				
3.1 Promote E&S activities across area and generic offerings from range of providers inc work clubs, surgeries, accessible training	Right Track	NCC/Bestwood Directions		<p>Work with supporting agencies in Area and provide information so they can signpost to E&amp;S activity. These supporting agencies are NDO's, Bestwood Directions, Police and Probation and Mellish Sports Centre and any future agencies we will work with.</p> <p>We promote this through our Website, local community meetings, partnership meetings and our own marketing.</p>
Priority 4: Increase Employer Engagement enabling more opportunity				
4.1 Increase opportunity within local employers	Right Track			<p>We offer skills support to the employed, this enables us to upskill workers currently employed, opening new opportunities as it improves the skill base of the employer.</p>

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				<p>We are working with over 25 local employers delivering apprenticeships and SSW</p> <p>Together with Groundworks we will be developing improved employer relations across the North, the first part has already been agreed with LEP's Better for Business initiative, this provides support growth and development in local business leading to the creation of jobs.</p> <p>Linking with NVB Enterprise in Nottingham to create start up businesses.</p>
<b>Priority 5: Incorporate financial Inclusion, benefit and debt advice in activity</b>				
5.1 Build links to Advice providers in Area for mutual signposting and joint activity	RT & ESO	Bestwood Directions		Developing networks to identify the support in area that is in place
5.2 Financial inclusion to be essential element of youth contract delivery and all IAG	RTSE			<p>We offer support and sign posting to better improve the understanding of in work financial commitments such as rent, rates, shopping etc</p> <p>Embedded within our own delivery we look at budgeting, banking and financial awareness</p>
<b>Priority 7: Deliver programme of community recruitment and information events</b>				
7.1 Employer Hub recruitment events around key sectors e.g Care Road shows	RT & ESO	Jobs Hub		<p>We ran an event held in December at Riverside, planned in:</p> <ul style="list-style-type: none"> <li>• January citywide Jobs Fair</li> <li>• February, March &amp; April local events to be developed</li> <li>• March North Jobs Fair at Riverside</li> <li>• Summer events in planning stage</li> </ul>

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7.2 Preparation activities for major recruitment drives, e.g ASDA magic application support and in lead up to City jobs fair in	RTSE	Nando's, Asda & Comfort Care		<p>We deliver SBWA for:</p> <ul style="list-style-type: none"> <li>• Nandos</li> <li>• Monthly Care Sector SBWA</li> <li>• Asda</li> </ul> <p>We are always working with NCC and local employers to find solutions to recruitment.</p>
<b>Priority 8: Deliver Community Coordination Strategy</b>				
6.1 Engage with local schools to support the employability in schools agenda	Right Track			<p>We currently attend Assemblies and are engaging with schools to improve employability, this is a pilot approach for which we are seeking support from schools.</p> <p>In the summer we ran an Enterprise project for 70 students at Bulwell Academy where they got to look at starting their own business.</p>
6.2 Promote the Nottingham Jobs Pledge to local employers	Right Track	ESO		This is promoted through our employer engagement with employers through placement and apprenticeships
6.3 Engage with work programme providers to explore local activity solutions	Right Track	ESO		We link directly into Avanta, 4e and Framework to offer our employability provision to learners.
6.4 Improving Community cohesion	RTSE	NCC/ESO/NDO's/Bestwood Directions		<p>We are developing 3 forums to run quarterly, these will be focused in improving cohesion and communication across the area:</p> <ul style="list-style-type: none"> <li>• Community – Together with NDO's we have held our first meeting where we look at the support available to Community Associations and how we can best support future sustainability</li> <li>• Youth – Together with Jean Case we are developing a group where we can identify provision across the area and have in one place all activity to enable improved planning, this will also directly develop area Youth Forums ran by young people where we can support further funding opportunities</li> <li>• Lifelong Learning – this was previously started and we will now</li> </ul>

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				be leading this, here we pull together all providers across the area to look at what is available to our residents and will improve cohesion and communication and increased signposting
<b>Priority 8: Support ESA claimants who are able to work to find suitable employment</b>				
8.1 Initial information gathering around ESA in area, provision and barriers	Public Health & ESO			A Health & Work ESA Workshop was held last year to explore improving links between Public Health and Employment, with the Health & Work Strategy bringing this together. Since then the Core Cities Health & Wellbeing Sub-Group has picked this agenda up and a joint meeting is to be held in Spring 2015.