

Area 3 Jobs Plan

May 2015

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 2015/16

- 1 Reduction in youth unemployment
- 2 Reduction in long term unemployment
- 3 Increase profile of E&S 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 ESA claimants who are able to work to find suitable employment
- 8 Increase Support to unemployed people aged 50+ in returning to work
- 9 Increase support to female returners to the labour market in returning to work

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 (November13)	
Aspley	905	<u>8.5%</u>	260	<u>10.6%</u>	105	<u>5%</u>	505	<u>56%</u>	1,195	<u>11%</u>
Bilborough	615	<u>6.1%</u>	200	<u>10%</u>	110	3.9%	310	51%	1,385	<u>14%</u>
Leen Valley	240	3.6%	65	<u>4.7%</u>	45	2.8%	125	<u>52%</u>	470	7%
City	10,845	5%	2,725	4.0%	1,710	4%	5,685	52%	16,610	7.7%
England	873,680	2.5%	205,780	3.3%	168,225	1.8%	412,270	47%	2,019,330	5.9%

Source: Nomis July 2014

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Priority 1. Reduction in youth unemployment					
<p>1.1 Successful delivery of Youth Contract</p> <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 CIC Embrace Business in the Community The Princes Trust. TBac Consultants Switch UP CIC Dream CIC Youth Offending Team	<p><u>Area 3</u></p> <p>£164,000 NCC/DWP</p>	<p><u>Area 3</u></p> <ul style="list-style-type: none"> • 295 YP to start on the Youth Contract by May 2016 • 40% of YP who start on the Youth Contract with GGN to gain employment 	<ul style="list-style-type: none"> • To date GGN has had 129 YP start on the programme of which 107 are still "live" • 30 YP are in jobs and 4 YP have gone in to Apprenticeships • 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. • A Facebook page has been started for the Employment team and Recruitment on to the Youth Contract is actively promoted on the page • 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

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		NACRO Nottingham City Homes			<p>other support opportunities for local young people.</p> <ul style="list-style-type: none"> • GGN is working with NCC Parks and Open Spaces Department to develop additional work experience opportunities in the locality.
<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 for referrals but 295 YP to start on the programme	<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. <ul style="list-style-type: none"> • Weekly Job Clubs are being held at Aspley Community Training Centre with further venues being identified for weekly Jobs Clubs in Bilborough and Leen Valley • Mentors support YP to attend SBWA and Jobs Fairs held by Nottingham Jobs Hub rather than holding separate events • An “Opportunities Day” , attended by a representative from Nottingham Job Hub was held at Aspley Community Training Centre in March and a further one is planned in May 2015with a representative from the Jobs Hub attending

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					<ul style="list-style-type: none"> • GGN attended the at NCC Jobs Fair on 2nd Sept, the NCH Community Event on 27th September and the NCC Leen Valley Event on the 27th September, the Youth Jobs Fair at the Albert Hall on the 22nd January and the Nottingham North Jobs Fair on 27th March. • GGN attendance at the next Youth Jobs Fair on the 11th June • GGN have created eight vacancies utilising NJF, both through internal role creation, and creating placements with partner employers, and we will seek to continue to do so with the next round of NJF funding. • We provide potential employers with information and support on applying for funding with NJF. • In the last quarter over 20 Referrals have been made to the Nottingham Jobs Hub
<p><u>1.3 Contribution of other programmes</u></p> <ul style="list-style-type: none"> • GW UK YC – 16- 17 year old 	Groundwork Greater	ESO	Payment by	<p><i>Area 3 recruitment is now prioritised across all programmes</i></p> <p>This programme has now</p>	<ul style="list-style-type: none"> • Young people from Area 3 who are about to

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<p>NEETS supported to access and sustain training or apprenticeships.</p> <ul style="list-style-type: none"> Talent Match “Young and Successful Programme” – supporting 18-24 YP who have been unemployed for 12 months or more into employment. 	Nottingham & ESO	BEST	<p>results</p> <p>Talent Match = BLF £190, 152 (to 31/12/2015). There is a break in the funding contract in December 2015 but if the funding is renewed it is expected that the funding will be increased to £220,000. Personal Budget of £800 per YP</p>	<p>closed for new recruits but we continue to support existing YP on programme to gain employment or move in to full time education</p> <p>73 young people supported and 23 6 month job outcomes by 31/12/2015</p>	<p>turn 18 and have not yet gained employment have been referred on to the A3 Youth Contract so they can continue receiving support.</p> <ul style="list-style-type: none"> 43 YP have been supported to date and 13 have gained employment Fortnightly meetings are held with the Talent Match Coordinator at BEST to ensure all relevant joint referrals and outcomes are tracked.

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<ul style="list-style-type: none"> • 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. 		Probation, REACH, Nacro, HMP Glen Parva, HMP Nottingham, HMP RAnby	DISO = BLF £999,680 between April 2012 and 31 June 2015	Recruitment for the programme has now closed although existing participants continue to be supported	<ul style="list-style-type: none"> • 45 Young ex-offenders gained employment in the past year against a target of 40 • A total of 86 qualifications were gained • An application has been made to the BLF to utilise the existing underspend to fund continuing work in prisons which will enable Area 3 YP in custody to work with a mentor and be recruited on to the programme
<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 Utilised £100,000 Talent Match funding to develop Bilborough Academy	1 FTE post of the Area Warden and 10 apprenticeships for local young people	<ul style="list-style-type: none"> • Operational plan agreed • Utilised Talent Match funding to develop Bilborough Academy which will start shortly • Pending application to Reaching Communities for 3 years funding

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Priority 2. Reduction in long term unemployment					
<p>2.1 Specific activity to support jobseekers age 50+</p> <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 or above 	<ul style="list-style-type: none"> Tailored support to job seekers aged 50+, and female returners to the labour market to support them identify, address and overcome their barriers to employment. The provision of training at L2 or above to local people, creating volunteering and work experience opportunities, and the creation of at least 1 job club within each ward. GGN chasing further details for full monitoring
2.2 Specific Activity to support	Groundwork	BEST – sole	£10,000	12 Aspley residents into	<ul style="list-style-type: none"> Tailored support to job seekers aged 50+, and female returners to the labour market

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<p>female returners to the labour market</p> <ul style="list-style-type: none"> As above – BEST are our sole delivery partner and will achieve identified outcomes through regular work clubs 	Greater Nottingham	provider	(£5,000 Aspley ward, £4,000 Bilborough ward, £1,000 Leen Valley ward) ABG Funding	employment 10 Bilborough residents into employment, 3 Leen Valley residents into employment. 75 Local residents to gain qualifications at L2 or above	to support them identify, address and overcome their barriers to employment. The provision of training at L2 or above to local people, creating volunteering and work experience opportunities, and the creation of at least 1 job club within each ward. GGN chasing further details for full monitoring
<p>2.2 Delivery of work clubs across area and including a network of digital inclusion work clubs</p> <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 ABG £20,000	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 jobs match account: Aspley 62 <i>Bilborough 47</i> <i>Leen Valley 20</i>	<ul style="list-style-type: none"> Empleo CIC have provided Weekly Work Clubs flexible to client needs with 11 users per week and 11 UJM accounts opened The Hope Centre have had 13 users per week at Weekly Work Clubs and opened 6 UJM accounts The 504 Squadron West Nottingham Air Cadets have had weekly work clubs with 30 users per week. Strelley Social Club – partial reporting on weekly work clubs has been received and GGN is chasing full information BEST have run Weekly Work Clubs with 3 users per week and have created 53 UJM accounts

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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 				<i>People securing work:</i> <i>Aspley 31</i> <i>Bilborough 24</i> <i>Leen Valley 10</i>	<ul style="list-style-type: none"> Weekly group Job Clubs have been held at ACTC with additional individualised support available on a daily basis plus twice weekly Drop In sessions to provide advice on housing, budgeting and benefits.
2.3 Delivery of outreach employment surgeries	Groundwork Greater	GGN, and Partners as	ABG, DI, YC	Contribute to outputs detailed in sections above.	<ul style="list-style-type: none"> From January 2015 a timetable has been in place

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<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. 	Nottingham	outlined above			<p>to ensure availability of employment support from a member of GGN staff every day of the week at ACTC. This includes employability training, personal skills development and specific advice as detailed above.</p> <ul style="list-style-type: none"> A Jobs Day was held at Minver Crescent in March A further Jobs/ Opportunities Day is planned for the 19 May 2015
Priority 3: Increase profile of E&S provision in Area 3					
<p>3.1 Promote E&S activities across area and generic offerings from range of providers inc work clubs, surgeries, accessible training</p> <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 	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' promotes activities and events Employment GGN Twitter Feed established Employment Facebook page established Attendance at other local and city wide events Flyers promoted programme distributed door to door in the local area and to all community centres, health centres, children's centres and other venues where young people or their families likely to attend. Promoted Nottingham City Homes Apprenticeship Open Day held on 29 April and supported a group of participants to

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					attend
<p>3.2 Identify supporting agencies in Area and provide information so they can signpost to E&S activity</p> <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. GGN staff and beneficiary gave information talk and provided of promotional material at Priority Families Seminar, 21st Jan 2015 Attended Information Sharing and Networking Activity at Hope Centre on 5 February 2015 Attended Easter Event at Phoenix Adventure Playground on 21 March and provided information Attended information and networking event at Skills Exchange on 23 May 2015
Priority 4: Incorporate financial Inclusion, benefit and debt advice in activity					
<p>4.1 Build links to Advice providers in Area for mutual signposting and joint activity</p>	Groundwork Greater Nottingham & ESO	St Ann's Advice Centre Framework	YC and other funding already	No specific targets set although service will be open to all clients across	<ul style="list-style-type: none"> Links built with the Credit Union, "Sound as a Pound" and The St Ann's Advice Centre.

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<ul style="list-style-type: none"> Establish links with advice providers in the area and across the city Enable all participants on the YC to open a bank account Enable outreach surgeries for benefit and debt advice 		Credit Union Travel Right Sustrans Wheels To Work	available to external partners through other programmes	Area 3	<ul style="list-style-type: none"> From January 2015 the St Ann's Advice Centre and Framework have provided twice a week sessions at ACTC for individual financial inclusion support sessions to those living in Area 3. 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 to attend Opportunities Day on 19th May to signpost participants to travel support Two staff members completed Advice Champions training at NCVS in January 2015 for (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. 	<ul style="list-style-type: none"> All outcomes achieved and continue to be addressed in the next period. Mentors support participants to attend events
5.2 Preparation activities for			DI	<ul style="list-style-type: none"> Opportunities 	<ul style="list-style-type: none"> Jobs Day held at Minver Crescent in Spring 2015

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<p>major recruitment drives, e.g. ASDA magic application support and in lead up to City jobs fair in September</p> <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 				<p>disseminated throughout team to be explored with clients</p> <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 	<ul style="list-style-type: none"> • In planning – Opportunities Day at Minver Crescent on 19 May
<p>Priority 6: Deliver Community Coordination Strategy</p>					
<p>6.1 Engage with local schools to support the employability in schools agenda</p> <ul style="list-style-type: none"> • Deliver “Through the Gate” programme to reduce risk factors associated with becoming NEET 	Groundwork Greater Nottingham	Bluecoat Beechdale Academy	Charitable Trust	<ul style="list-style-type: none"> • Improve YP attendance and attitude to learning and education • 20 YP seen weekly by trained GGN mentors 	<ul style="list-style-type: none"> • Funding secured till January 2016 • Link with Area 3 targeted work to continue work outside school hours through group sessions
<p>6.2 Promote the Nottingham Jobs Pledge to local employers</p> <ul style="list-style-type: none"> • Outreach work to engage with local employers • SLAs for employment targets 	Groundwork Greater Nottingham	<p>ESO</p> <p>Local employers</p> <p>Empleo</p>	<p>ABG</p> <p>DI</p> <p>YC</p> <p>TM</p>	<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 Coordinator promoting Nottingham Jobs Pledge to local employers

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with partner organisations		PATRA			
6.3 Engage with work programme providers to explore local activity solutions <ul style="list-style-type: none"> Networking and meeting with work programme providers 		Ingeus A4e		<ul style="list-style-type: none"> Better working relationship with the WP and improved access to the support services available through the WP 	<ul style="list-style-type: none"> Working relationships established with Ingeus, Futures and DWP
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