

## **AREA6: EMPLOYMENT AND SKILLS AREA PARTNERSHIP**

### **ACTION PLAN 2016-18**

**CHAIR:** Cllr Lesley Ayoolah

**ESAP Membership:** City College Nottingham, Community Employment & Skills (NCC), DWP, Enable, Experian, Epic Partners, Futures Advice, Metropolitan Housing, Neighbourhood Development Officers (NCC), Nottingham Citizens, Nottingham City Homes, Nottingham Libraries, Notts Refugee Forum, Priority Families (NCC), REAL Education, Renewal Trust, Remploy, Salvation Army, St Ann's Advice Centre, Stone Bridge City Farm, YMCA

#### **Local Narrative**

The national unemployment rate has been relatively stable at around 1.8% since May 2015. Over the same period, Nottingham's rate has fallen from 3.6% to 3.1%, meaning the gap between the local and national unemployment rates has fallen to 1.3 percentage points.

Area 6 in Nottingham consists of 3 wards; Mapperley, Dales and St Ann's. The working age population is 37,924 of which, JSA/UC claimants account for 3.6% (1,375 residents) as of April 2016. This is 0.5% higher than the average for the whole of Nottingham. Claimant rates in the Dales (3.7%) and St Ann's (4.1%) are significantly higher than Mapperley (3.1%). Almost a third of all JSA/UC claimants in Area 6 have been unemployed over 1 Year and almost 1 in 5 young adults under the age of 24 are unemployed, despite GCSE attainment being higher than the average for Nottingham. See Table 5 for Super Output Areas most affected by employment deprivation in Area 6.

Residents with qualifications below level 2, including no qualifications, account for 31.4% in Mapperley, 36.7% in St Ann's and 43.3% in Dales. For comparison, the average number of residents in Nottingham with qualifications below Level 2, including no qualifications, is 37.8%.

The predominant employment sectors in Area 6 include Retail, Education, Health & Social Care and Hospitality (see table 4).

## **Agreed Priorities**

To address unemployment in Area 6 the following priorities have been agreed:

- a) Engage with economically inactive residents, including those not claiming benefit
- b) Increase the number job opportunities, including entry level jobs, for Area 6 residents
- c) Raise awareness and increase access to local support groups
- d) Reduce the numbers of long-term unemployed jobseekers

**Table 1. Summary of local Population living in Area 6**

Wards	Population	Working Age Population	Population Aged 20-24	Population Aged 25-29	Pupils achieving 5 or more GCSEs (A* - C)	Pupils achieving 5 or more GCSEs (A* - C) inc. English & Maths	Numbers of NEET (aged 16-18)
Nottingham	318,900	69.8%	15.5%	8.5%	79%	49%	446 (6.9%)
Dales	16,845	65.5% (11,038)	7.6% (1,275)	8.7% (1,466)	93%	54%	29 (7.3%)
Mapperley	15,821	69.3% (10,967)	8.0% (1,257)	9.1% (1,441)	89%	58%	18 (6.2%)
St Ann's	20,944	76.0% (15,919)	23.4% (4,901)	10.3% (2,146)	82%	45%	37 (11.1%)
<b>Total for Area 6</b>	53,610	70.3% (37,924)	13% (7,433)	9.4% (5,053)	88%	52%	84 (8.2%)

**Table 2. Ethnicity of Population living in Area 6 (Census 2011)**

	White British	White: non British	Mixed/Multiple Ethnic Groups	Asian / Asian British	Black / African / Caribbean / Black British	Other Ethnic Group	Black Minority Ethnic
Nottingham	65.4%	6.1%	6.6%	13.1%	7.3%	1.5%	34.6%
Dales	55.6%	8.9%	7.5%	20.1%	6.7%	1.4%	44.4%
Mapperley	65.0%	9.2%	8%	9.0%	7.7%	1.0%	35.0%
St Ann's	49.6%	8.2%	9.6%	15.7%	13.9%	2.9%	50.4%

**Table 3. Summary of Claimant Rates (JSA & Universal Credit) living in Area 6 (April 2016)**

	JSA & UC Claimants	City Average	Aged 16-24	Aged 25-34	Aged 35-49	Aged 50-64	Claiming for more than 1 year	All out of work benefits*
Dales	410 (3.7%)	3.2%	75	130	130	80	120	1,760 (15.9%)
Mapperley	335 (3.1%)		65	80	115	75	100	1,450 (13.2%)
St Ann's	630 (4.1%)		110	170	205	140	190	2,430 (15.3%)
<b>Total for Area 6</b>	1375 (3.6%)		250	380	450	295	410	5,640 (14.9%)

\*May 2016 – JSA, ESA, IB, Lone Parents & other income support

**Table 4. Employment by Sector for Area 6**

Sector	Dales	Mapperley	St Ann's
<b>A Agriculture, forestry and fishing</b>	0.1 (7)	0.2 (15)	0.3 (18)
<b>B Mining and quarrying</b>	0.2 (11)	0.0 (2)	0.0 (3)
<b>C Manufacturing</b>	8.5 (603)	7.1 (553)	7.5 (516)
<b>D Electricity, gas, steam and air conditioning supply</b>	1.5 (109)	1.6 (123)	1.2 (80)
<b>E Water supply; sewerage, waste management and remediation activities</b>	0.7 (48)	0.7 (53)	0.6 (42)
<b>F Construction</b>	6.6 (467)	5.6 (430)	4.3 (295)
<b>G Wholesale and retail trade; repair of motor vehicles and motor cycles</b>	<b>17.9 (1,271)</b>	<b>15.7 (1,218)</b>	<b>19.8 (1,369)</b>
<b>H Transport and storage</b>	6.8 (482)	3.9 (299)	5.2 (359)
<b>I Accommodation and food service activities</b>	8.0 (565)	5.9 (454)	<b>13.2 (912)</b>
<b>J Information and communication</b>	3.4 (243)	4.8 (369)	2.9 (200)
<b>K Financial and insurance activities</b>	2.6 (184)	2.5 (192)	2.0 (136)
<b>L Real estate activities</b>	1.5 (105)	1.8 (137)	1.5 (102)
<b>M Professional, scientific and technical activities</b>	4.5 (317)	6.9 (531)	3.7 (254)
<b>N Administrative and support service activities</b>	7.1 (504)	5.7 (439)	8.0 (553)
<b>O Public administration and defence; compulsory social security</b>	5.2 (366)	5.2 (399)	3.5 (243)
<b>P Education</b>	<b>9.6 (682)</b>	<b>12.3 (951)</b>	8.6 (593)
<b>Q Human health and social work activities</b>	<b>11.2 (795)</b>	<b>15.4 (1,193)</b>	<b>12.7 (881)</b>
<b>R, S, T, U Other</b>	4.8 (344)	5.1 (395)	5.2 (357)

*Bold red text indicates three highest employment sectors/ward*

**Table 5: Super Output Areas Most affected by Employment Deprivation**

	Dales	Mapperley	St Ann's
Super Output Areas most effected by Employment Deprivation by ward  (See Appendix 1 for maps of SOAs for Area 6)	E01013920 E01013916 E01013921	E01013940 E01013942	E01013960 E01033411 E01013959 E01013954 E01013958

## Area 6: Action Plan

Ref.	Priority Area	Actions	Milestones	Success Indicator	Timescale	Lead	Progress To date
1	a, c, d	Promote <b>Nottingham Jobs Hub</b> opportunities to employment advisers and local residents.	<ul style="list-style-type: none"> <li>Develop new job searching tool for advisers to be used with jobseekers to promote local opportunities including sbwas &amp; NJF</li> <li>Nottingham Jobs Hub to promote vacancies</li> <li><b>Nottingham Jobs Hub</b> to promote vacancies at local jobs fairs</li> <li>Manage client caseloads by matching local talent to local vacancies</li> <li>Marketing action plan to promote Nottingham Works activities e.g. NJF, Step into Work, Traineeships</li> </ul>	<ul style="list-style-type: none"> <li>New job search tool rolled out to Renewal Trust and City College Nottingham</li> <li>Area 6 job clubs to promote Nottingham Jobs Hub opportunities to jobs seekers</li> <li>Nottingham Jobs' staff attend community jobs fairs in Area 6 to promote vacancies</li> <li>Visible marketing of <i>Nottingham Jobs Hub</i> activities promoting services to local residents</li> </ul>	<p>December 2016</p> <p>Feedback findings on a quarterly basis to Area 6 ESAP</p>	<p>Employment &amp; Skills NCC</p> <p>Nottingham Jobs Hub</p>	<ul style="list-style-type: none"> <li>Pilot version released November 2016</li> <li>New Job Search Tool went live December 2016</li> <li><i>Nottingham Jobs Hub</i> attended Life Event 27/10/16</li> <li>Nottingham Jobs Hub opportunities are shared with Area 6 advisers/partners weekly</li> <li>Nottingham Jobs Hub employed to Caseloading Officers to support job matching Oct 16</li> </ul>

2	a, c, d	Continually evaluate local employment programmes to ensure they meet local needs of Area 6 residents and jobseekers	<ul style="list-style-type: none"> <li>• Monitor Area 6 claimant figures on a quarterly basis</li> <li>• Review referrals and performance onto all employment programmes</li> <li>• Review local support meets local demand</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback Area 6 claimant figures to ESAP members on a quarterly basis</li> <li>• Feedback programme performance to the Area 6 ESAP members on a quarterly basis to include: stiw/YEI, ABG, Talent Match</li> <li>• Feedback locality of provision on a quarterly basis eg Work Clubs, sbwas, Jobs Fairs etc</li> </ul>	Feedback findings on a quarterly basis to Area 6 ESAP	<p>Employment &amp; Skills NCC</p> <p>Renewal Trust</p> <p>City College Nottingham</p> <p>Metropolitan Housing</p>	<ul style="list-style-type: none"> <li>• Local intelligence and Performance reported to ESAP Mtg July 16</li> <li>• Local intelligence and Performance reported to ESAP Mtg Nov 16</li> </ul>
3	a, b, c, d	Improve local intelligence on barriers preventing long term unemployed residents accessing the jobs market	<ul style="list-style-type: none"> <li>• Commission research project to assess barriers to local employment</li> <li>• Conduct a review of Area 6 employment services</li> <li>• Draft report submitted to lead organisation</li> <li>• Final Report produced</li> <li>• Findings to be considered by local stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Final report presented to the Area 6 ESAP</li> <li>• Area 6 ESAP to make recommendations on local activity based upon findings of the report</li> </ul>	February 2017	Renewal Trust & Nottingham University	<ul style="list-style-type: none"> <li>• Interviews with residents conducted autumn 2016</li> <li>• Draft report produced February 2016</li> </ul>

4	c, d	Create a local directory of organisations supporting the jobseekers journey towards employment	<ul style="list-style-type: none"> <li>• Conduct a review of local employability services offered across Area 6</li> <li>• Produce a service document offering employability services in Area 6</li> </ul>	<ul style="list-style-type: none"> <li>• Online directory of local service (AskLion) to be launched by NCC Libraries</li> <li>• Employment services document listing Area 6 provision to be published and shared with Area 6 ESAP</li> </ul>	March 2017	Community Employment & Skills (NCC)  NCC Libraries	<ul style="list-style-type: none"> <li>• <a href="http://www.asklion.co.uk">www.asklion.co.uk</a> went live January 2017</li> </ul>
5	b	Engage with local businesses to create new job opportunities in Area 6	<ul style="list-style-type: none"> <li>• Engage with local employers and create new opportunities through Section 106 agreements.</li> <li>• Identify future developments through NCC Planning Dept. and share with Area 6</li> <li>• Raise awareness of services available to employers who are considering recruiting eg. Nottingham Jobs, NJF+, Apprenticeships</li> </ul>	<ul style="list-style-type: none"> <li>• New developments / opportunities shared at quarterly ESAP meetings</li> </ul>	Ongoing to be reviewed at quarterly ESAP meetings	Community Employment & Skills (NCC)	<ul style="list-style-type: none"> <li>• CCN held breakfast club for employers during Sept 16</li> <li>• CCN held breakfast clubs for employers during Nov 16</li> <li>• CCN held breakfast clubs for employers Jan 17</li> </ul>

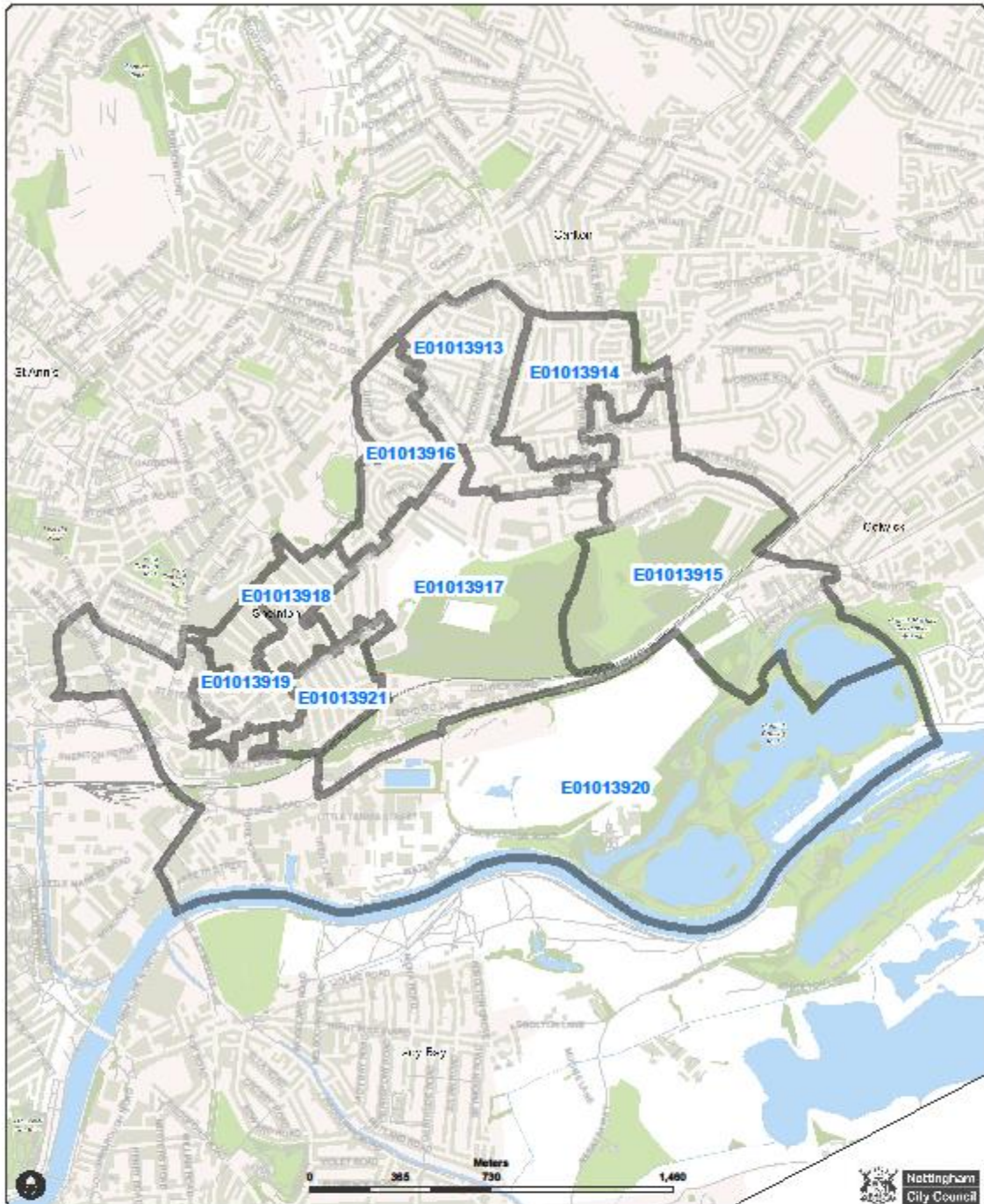
7	b, d	Continually improve the quality of employment provision through staff training, peer support and quality reviews	<ul style="list-style-type: none"> <li>• NCC to conduct monthly monitoring reviews with Stiw/YEI partners</li> <li>• NCC to conduct monthly caseload reviews with stiw/YEI partners</li> <li>• Deliver peer support sessions to promote good practice</li> <li>• Raise awareness of staff training opportunities</li> </ul>	<ul style="list-style-type: none"> <li>• Stiw/YEI partners have a quality improvement plan</li> <li>• Actions/minutes from review meetings are shared with stiw/YEI partners and implemented</li> <li>• Peer support sessions are delivered to partners</li> <li>• Staff training opportunities are identified and shared with the group</li> </ul>	Ongoing to be reviewed at quarterly ESAP meetings	Community Employment & Skills (NCC)	<ul style="list-style-type: none"> <li>• Universal Credit training delivered at CCN Sept 16</li> <li>• Priority Families training delivered Oct 16</li> </ul>
8	a, c, d	Market and deliver employment support services to residents living in Area 6	<ul style="list-style-type: none"> <li>• Market employability support available to local residents</li> <li>• Meet with at least 6 local providers to promote stiw/YEI</li> <li>• Share good news stories from jobseekers accessing local employability programmes</li> <li>• Market ABG programmes to residents and key stakeholders</li> <li>• Share good news</li> <li>• Deliver weekly work clubs</li> <li>• DWP to refer Area 6 residents on to local programmes</li> </ul>	<ul style="list-style-type: none"> <li>• Referrals increase on all employability programmes</li> <li>• Two community job fairs / year are delivered in Area 6</li> <li>• At least two Jobs clubs a week are delivered in Area 6</li> </ul>	Ongoing to be reviewed at quarterly ESAP meetings	City College Nottingham, Employment & Skills (NCC) DWP Renewal Trust Metropolitan Housing	<ul style="list-style-type: none"> <li>• 1 Jobs Fair (LIFE Event) delivered on 27/10/16 at the Brendan Lawrence Sports Hall</li> <li>• City College Nottingham shared a good new story of stiw/YEI participant</li> <li>• New stiw/YEI marketing materials produced through NCC and shared with CCN Nov 16</li> <li>• Jobs fair planned for March 17 at City College Nottingham</li> </ul>



9	a, d	Increase training opportunities for residents living in Area 6 to improve their skills and/or qualifications	<ul style="list-style-type: none"> <li>• Ensure jobseekers have access to sbwas</li> <li>• Work with <i>Nottingham Jobs Hub</i> to increase the number of sbwas available to residents living in Area 6.</li> </ul>	<ul style="list-style-type: none"> <li>• Area 6 employability providers are promoting sbwas to jobseekers</li> <li>• Ring fenced sbwas for stiw/YEI participants</li> </ul>	Ongoing to be reviewed at quarterly ESAP meetings	Nottingham Jobs Hub  Employment & Skills (NCC)  City College Nottingham  Renewal Trust  Metropolitan Housing	<ul style="list-style-type: none"> <li>• 10 Ring fenced Betfair sbwas offered Nov 16</li> <li>• Sbwases promoted to local employment advisers</li> </ul>
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# Appendix 1: Maps of Super Output Areas for Area 6

2011 Census SOAs in **Dales Ward** | Nottingham City

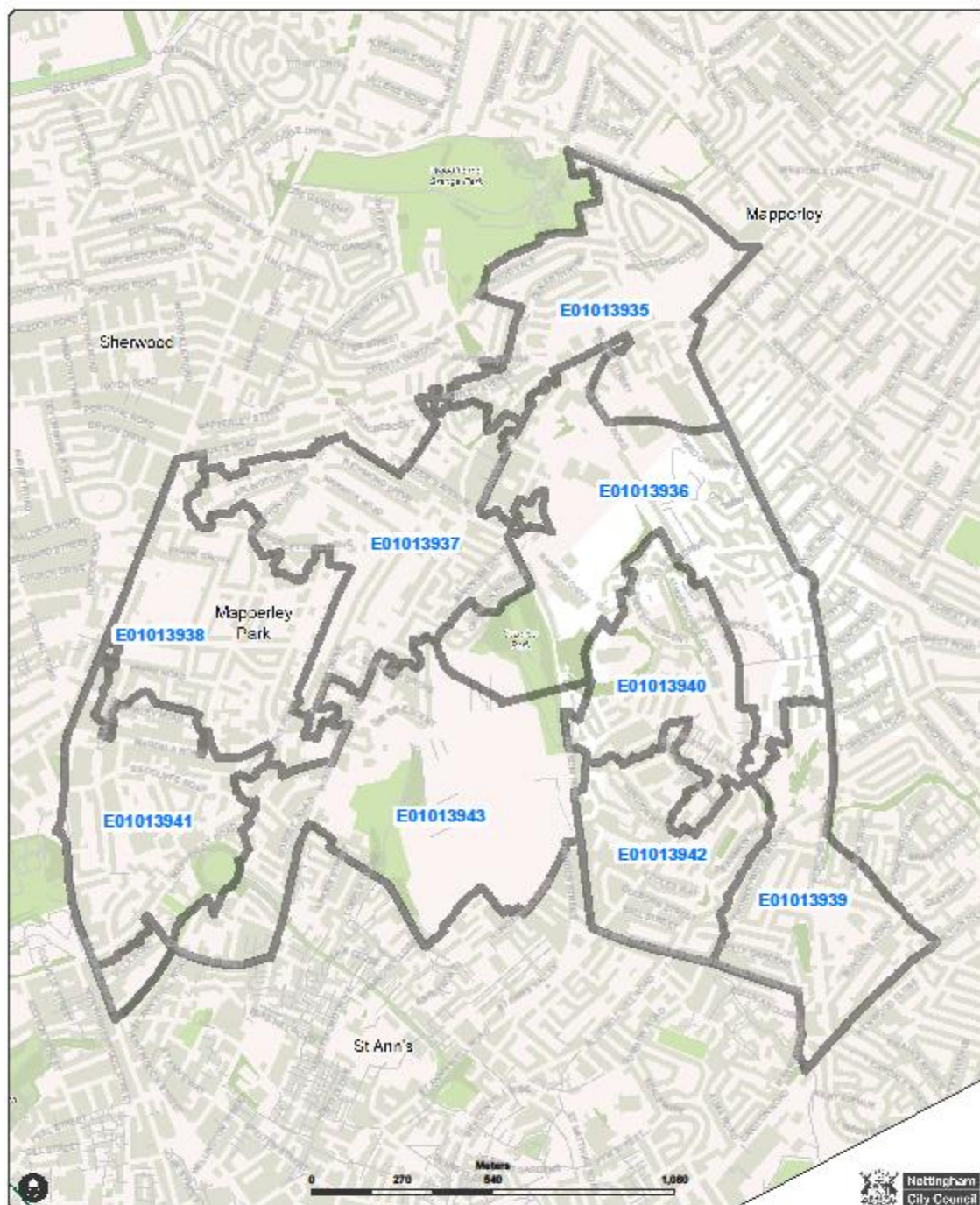



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 Census Super Output Area (SOA) boundaries in this ward  
**E01234567** = Super Output Area code

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## 2011 Census SOAs in Mapperley Ward | Nottingham City

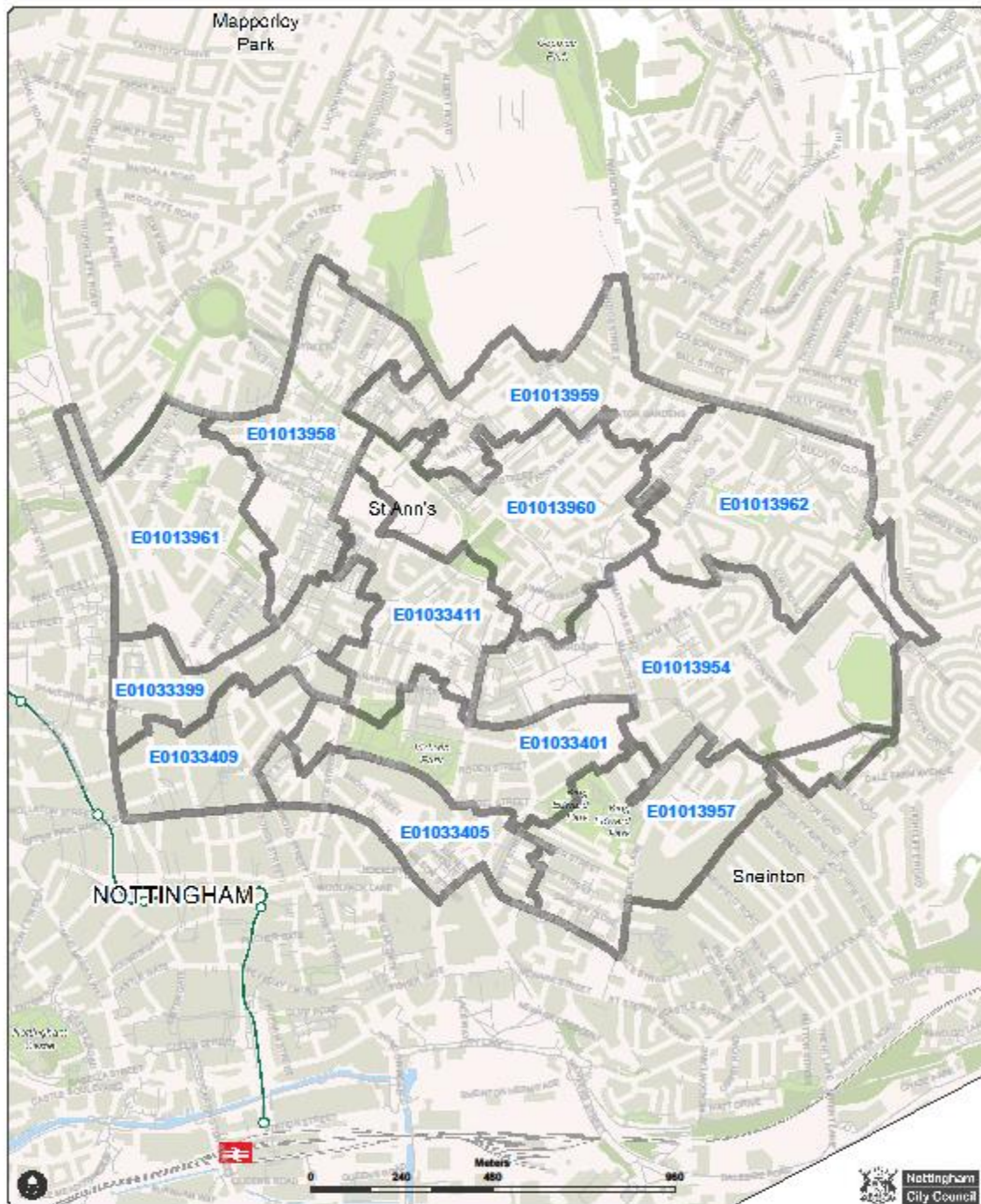


 Census Super Output Area (SOA) boundaries in this ward

**E01234567** = Super Output Area code

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2011 Census SOAs in **St Ann's Ward** | Nottingham City



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**Census Super Output Area (SOA) boundaries in this ward**

**E01234567** = Super Output Area code

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## Appendix 2: Glossary of Terms

<b>Abbreviation</b>	<b>Description</b>
<b>ABG</b>	Area Based Grant
<b>CCN</b>	City College Nottingham
<b>ESA</b>	Employment Support Allowance
<b>ESAP</b>	Employment & Skills Area Partnership
<b>ESF</b>	European Social Fund
<b>IB</b>	Incapacity Benefit
<b>JSA</b>	Job Seekers Allowance
<b>NCC</b>	Nottingham City Council
<b>Sbwa</b>	Sector Based Work Academy
<b>Sitw</b>	Step in to Work
<b>SOA</b>	Super Output Area
<b>UC</b>	Universal Credit
<b>YEI</b>	Youth Employment Initiative