

## NI 151/NI 152/NI 153 – ‘Worklessness indicators’

### Responsible Owner

*Alan Lazell – Head of Skills, Learning and Employment*

### National Indicator Rationale

These indicators all capture aspects of worklessness and the project actions are in large measure identical. They are therefore presented jointly.

#### **NI 151 – Overall employment rate**

This is the proportion of the working age population (16-59 for females and 16-64 for males) who are in employment according to the International Labour Organisation (ILO) definition.

In combination with measuring the numbers of people on out of work benefits (NI 152), this indicator will help measure progress on reducing worklessness.

#### **NI 152 – Working age people on out of work benefits**

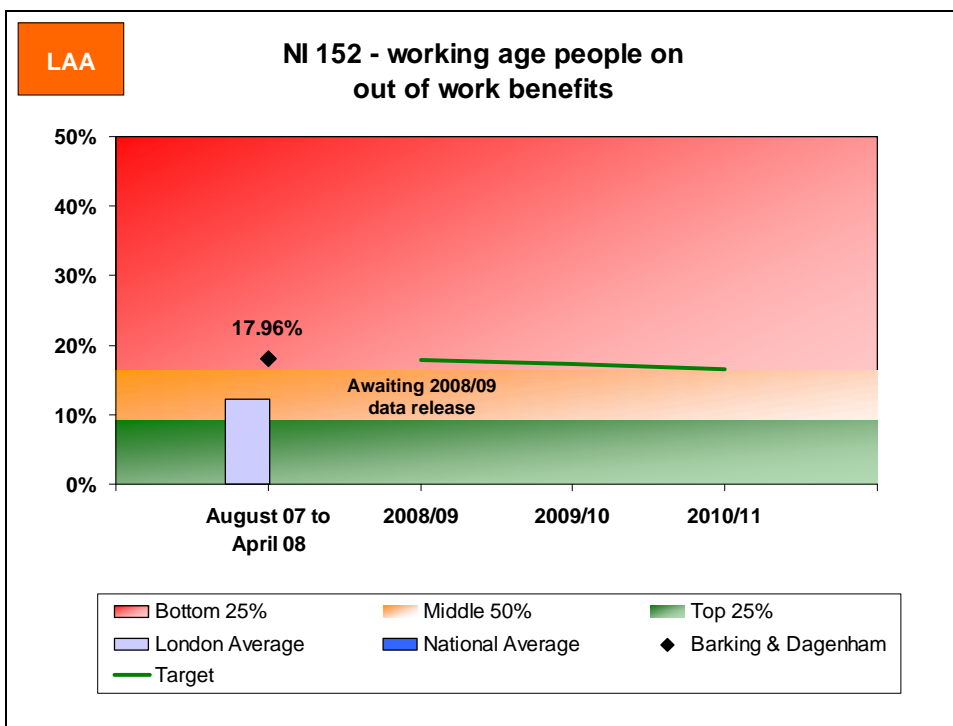
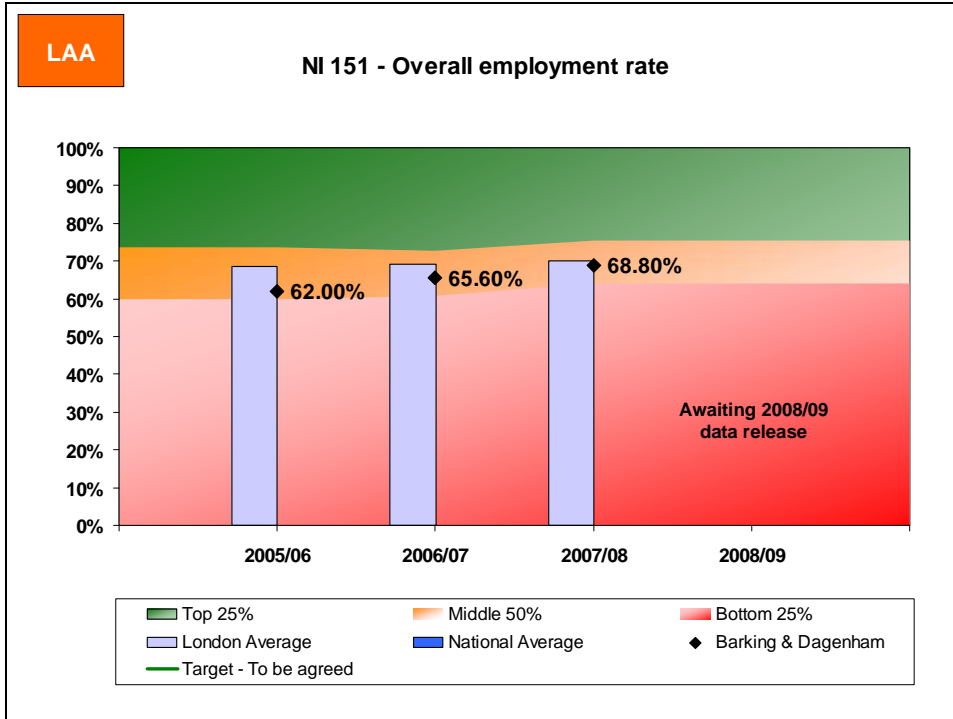
This indicator will measure progress on reducing worklessness and, in combination with the indicator on the overall employment rate (NI 151), assesses a local area’s contribution towards the Government’s aspiration to achieve full employment.

#### **NI 153 - Working age people on out of work benefits in the worst performing neighbourhoods**

This indicator will measure progress on reducing concentrations of worklessness within each LAA.

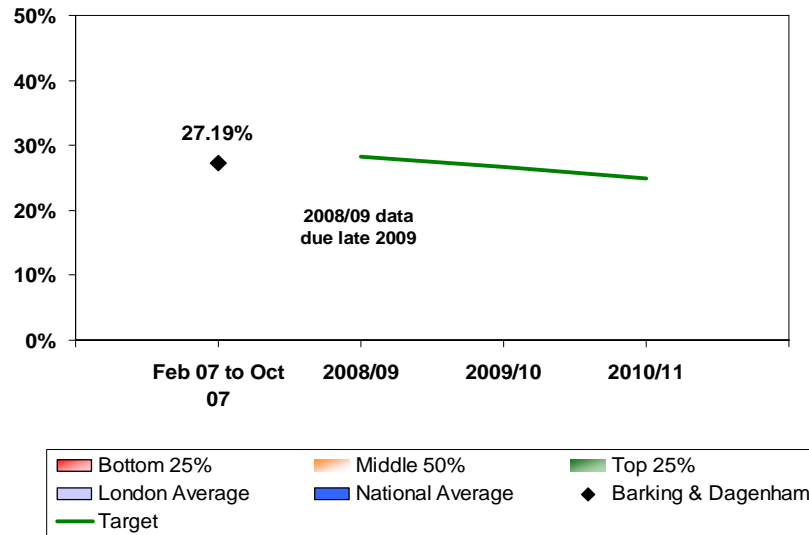
It will be particularly useful where local authorities are in receipt of the Working Neighbourhoods Fund (WNF), eligibility for which was partly determined by the levels of neighbourhood employment deprivation within them. Areas might also wish to consider whether NI 151 or 152 are more appropriate, for example, where the majority of the LAA is made up from worst performing neighbourhoods, or where the gap between the worst neighbourhoods and the rest is not very wide.

Worst performing neighbourhoods are defined as Lower Super Output Areas (LSOAs) with a benefit claim rate (as defined above) of 25% or more based on a 4 quarter average between May 2006 and February 2007. The areas covered will remain the same throughout the lifetime of the indicator.



LAA

### NI 153 - Working age people claiming out of work benefits in the worst performing neighbourhoods



### Current Performance Commentary

NI 151 Comparable figures are not yet available for April 2008-March 2009 but the latest estimate indicates a figure of 66.1%, suggesting that the upward trend has been reversed.

NI152 & NI153 – up to date figures not available but expected to reflect the increasing number of claimants as a result of the recession.

### Key Issues:

#### *Specific reasons for underperformance, including equalities / area issues where relevant*

1.	Need to improve vocational and functional skills levels in the local population
2.	Imperfect information held by residents on the range of employment, skills and business start up support available and the range of job vacancies.
3.	Imperfect information held by businesses in how to effectively recruit the workforce they need locally and take up training opportunities
4.	Other barriers to work – childcare, fear of coming off benefits, health and well-being, aspirations etc.
5.	Need to put in place better linkages between employers and local recruitment services through planning system, procurement and Council recruitment policies
6.	Support the continued growth of the local business base

## Key Projects:

*Areas of current /planned projects should focus on reasons for underperformance and link to the Key Issues listed above*

Key Issue No.	Project Title	Key Milestones / Date	Project Lead	Project Details
1-5	<u>Job brokerage service/Job Shops</u>	Late 2009 – network of 3 commonly branded job shops in place	Alan Lazell	<p>A significant increase the volume and scope of our <b>job brokerage service</b>. This brings added-value to the provision made by Job Centre Plus as it:</p> <ul style="list-style-type: none"> <li>Engages with sections of the community who may not do so through Job Centre Plus</li> <li>offers voluntary engagement without the prospect of benefit sanctions – an important element part of the marketing offer to employers</li> <li>Provides local employers and new companies relocating to the borough with applicants closely matched to their recruitment needs.</li> <li>Commissions employer-led vocational training for residents to help remove barriers to employment.</li> <li>Ensures that residents are referred onto the most appropriate programmes of support in order to gain employment, or move to a better job.</li> </ul>
1,2,3,5,6	<u>Apprenticeship development unit</u>	By March 2012	Alan Lazell	Support the creation of 750 apprenticeship opportunities over the next 3 years, maximising LSC and Future Jobs Fund income
1,2	<u>ESF project - Passport to Employment</u>	Start April 2009	Alan Lazell	Job Brokers in 9 children's centres delivered by Lifeline Community Projects. Focuses on those with parental or caring responsibilities.
1,2	<u>ESF project – Shaping your Future</u>	Start April 2009	Alan Lazell	Targeting support at residents of social housing and including a range of training options. Delivered by East Potential.
1,2,4	<u>ESF project – Working for Health</u>	Start April 2009	Alan Lazell	Targeting intensive support on the stock of incapacity benefit claimants. Delivered by Tomorrow's People

Key Issue No.	Project Title	Key Milestones / Date	Project Lead	Project Details
4	<u>Welfare benefits advice service</u>	Funded until March 2010	Alan Lazell	Support with benefit claims and better off in work calculations. Delivered in Children's Centres and links to HMRC tax credit uptake and Council's own benefits outreach service.
4	<u>Childminding brokerage</u>	Funded until March 2010	Alan Lazell	Support in accessing Ofsted registered childminders at short notice.
2	<u>Steps back to Work events</u>	Regular programme	Alan Lazell	Advice and assistance on public sector recruitment processes and the completion of personal statements. Tied to events giving residents access to Council managers in process of recruitment.
3,5,6	<u>Barking and Dagenham Enterprise programme/Growth of the local business base</u>		Jeremy Grint	A range of actions and support for existing businesses to enable them to grow. Create conditions for further inward investment. Will provide more local work opportunities.
2,6	<u>Business start up programme</u>		Jeremy Grint	Enhanced support for business start ups. Links to job brokerage and Jobcentre Plus as a route out of unemployment.

### Key Risks:

*Risks may relate to specific projects or to performance in general*

- Adverse impact of the recession on the number of benefit claimants and businesses.
- Continued mismatch between the skills of local residents and local and sub-regional opportunities.
- Linkages to local developers, existing and new businesses not fully exploited

## **Actions for Improvement (To be used for Quarterly Reporting):**

***Plans for further interventions must be robust and show clear prospects for improving performance***

### **o New projects being developed for 2009-2011:**

- o Childcare Affordability Programme – to help workless parents into employment. Up to £1m in LDA funding available. **Scheduled for early December start.**
- o Village Ward Worklessness project – pilot an innovative local method of employment and skills support targeted at women. Model developed with the Cabinet Office Capability Building Programme. **Project now underway.**
- o Working with drug and alcohol users – up to £400k of LDA funding to be drawn down to provide employment and skills support. **LDA funding now doubtful.**
- o Intensive community-based outreach – up to £640k in LDA money to be drawn down to target wards with a high proportion of benefit claimants. **LDA funding now doubtful.**
- o **School gates employment support project – funding is being received to engage parents via schools, working with Jobcentre Plus. Free school meals data being used to target schools and will work with parent support advisors. To be linked to Village Ward project.**

### **o Employer Accord**

- o Use findings from the Business Survey to promote local recruitment, including apprenticeships, take up of the Skills Pledge/Train to Gain and work placements for young people
- o Launch Employer Accord along with a statement of Council actions as an exemplar local employer
- o Ensure local employment and skills support agencies are aware of the skills required by local businesses, including soft skills.

### **o Review of the Council's Economic Development Service**

- o Will provide greater clarity and focus for the service and allow the Council to better perform 'place-shaping' and leadership functions
- o Will oversee production of Local Economic Assessment, Work and Skills Plan and updated Economic Development Strategy
- o Will better enable linkages to be made into Thames Gateway/2012 opportunities
- o Will better enable Council to influence mainstream employment, skills and economic development programmes

### **o Improved co-ordination of local services tackling worklessness**

- o Continued development of Job Brokerage Provider Forum
- o Work to further join up local services to ensure a co-ordinated approach to tackling barriers to employment (e.g. childcare, mental health, drug use, debt/benefits etc)
- o Closer working with Jobcentre Plus and influencing of mainstream provision

### **o Targeted activities**

- o Better management information to monitor take up of employment and skills services at ward level

- Target events at ward and super output area
- Village ward and community-based outreach pilots (see above)
- Regular calendar of events to be widely promoted.

### **Actions for Improvement continued...**

- **Secure gains from local developments and council procurement**
  - Maximise opportunities presented by Barking Riverside and other developments
  - Consistently promote apprenticeships and local recruitment to local developers and Council suppliers
  - Actively support local supply chain development