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CITY OF
WOLVERHAMPTON
C O U N C I L

Stronger City Economy Scrutiny Panel Meeting

Tuesday, 22 November 2016

Dear Councillor

STRONGER CITY ECONOMY SCRUTINY PANEL - TUESDAY, 22ND NOVEMBER, 2016

I am now able to enclose, for consideration at next Tuesday, 22nd November, 2016 meeting of the Stronger City Economy Scrutiny Panel, the following reports that were unavailable when the agenda was printed.

Agenda No	Item
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6	<u>Skills and Employment Update and the Wolverhampton Workbox (Pages 3 - 18)</u>
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[To receive an update in relation to skills and employment in the City.

The report will be sent to follow].

If you have any queries about this meeting, please contact the democratic support team:

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Briefing Note

Title: Stronger City Economy Panel - Skills and Employment Update

Prepared by: Heather Clark **Date:** 22 November 2016

Intended audience: Internal Partner organisation Public Confidential

Purpose or recommendation

To update the Stronger City Economy Scrutiny Panel on skills and employment activities in Wolverhampton.

Overview

To provide an update on key skills and employment activities within Wolverhampton building on the last update which focused on statistics. The next Stronger City Economy Panel meeting in January 2016 will provide a detailed update on these and other initiatives.

Background and context

People develop the skills to get and keep work is an integral part of achieving our corporate objective Place: Stronger Economy. Stronger City Economy Scrutiny Panel requested regular updates on skills and employment activities at meetings throughout 2016/17.

Supporting local residents into jobs

As outlined in the previous update, Wolverhampton's Employment and Skills Plan outlines three key programmes for addressing skills and employment issues within Wolverhampton in response to recommendations from the Skills and Employment Commission:

Programme 1, the City Work Place: aims to improve the support given to businesses to help them recruit, grow and retain skilled local people, resulting in more jobs and more successful enterprise.

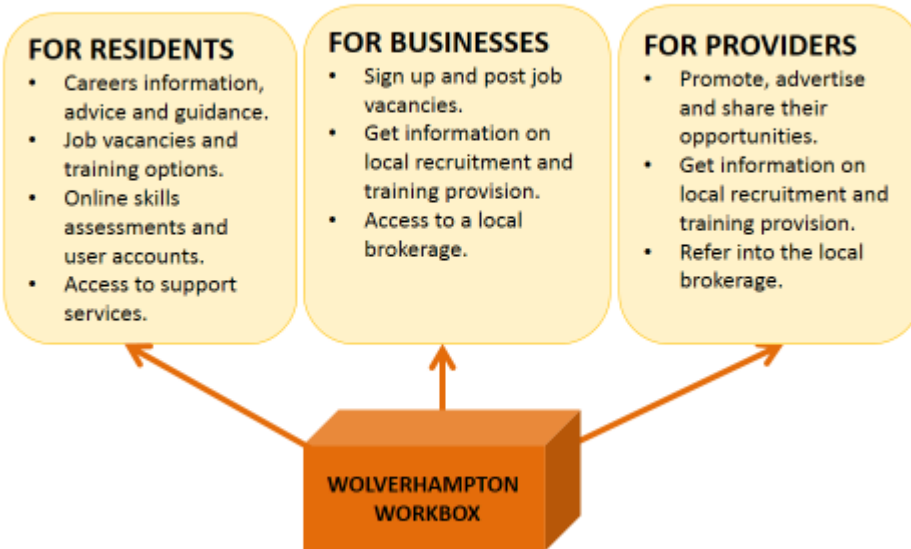
Programme 2, the City Work Box: aims to create a virtual system that makes it easier for local people to obtain information, advice and guidance, resulting in more local people accessing local employment and progressing in the workplace.

Programme 3, the Learning City: initially aims to create a dynamic learning environment across the city centre, with strong connections into local communities. This is the first step in putting learning at the heart of our city's overall development

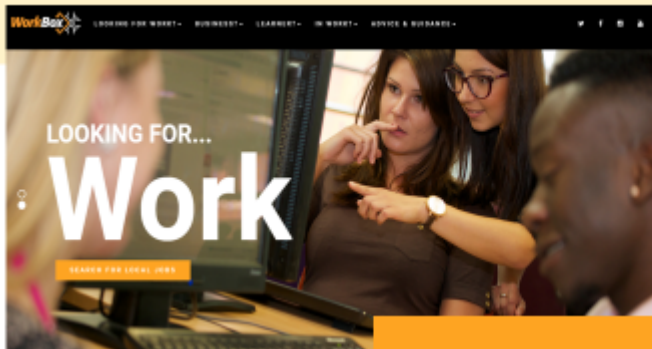
Although these areas will be covered in more detail in January's Stronger City Economy Scrutiny which is focusing on employment and skills, we have highlighted some initiatives below:

The **City Work Box** will act as an online interactive site that makes it easier for local people to obtain information, advice and guidance. Some screen shots from the site are shown below. A full demonstration of the site will take place at January's meeting:

BEHIND THE WEBSITE



ADVICE AND GUIDANCE WILL BE BASED ON ROBUST STATISTICAL EVIDENCE AND LOCAL BUSINESS INTELLIGENCE



The Wolverhampton Workbox is a front door and intensive support system that gives opportunities to residents to access employment and skills through a one city website.

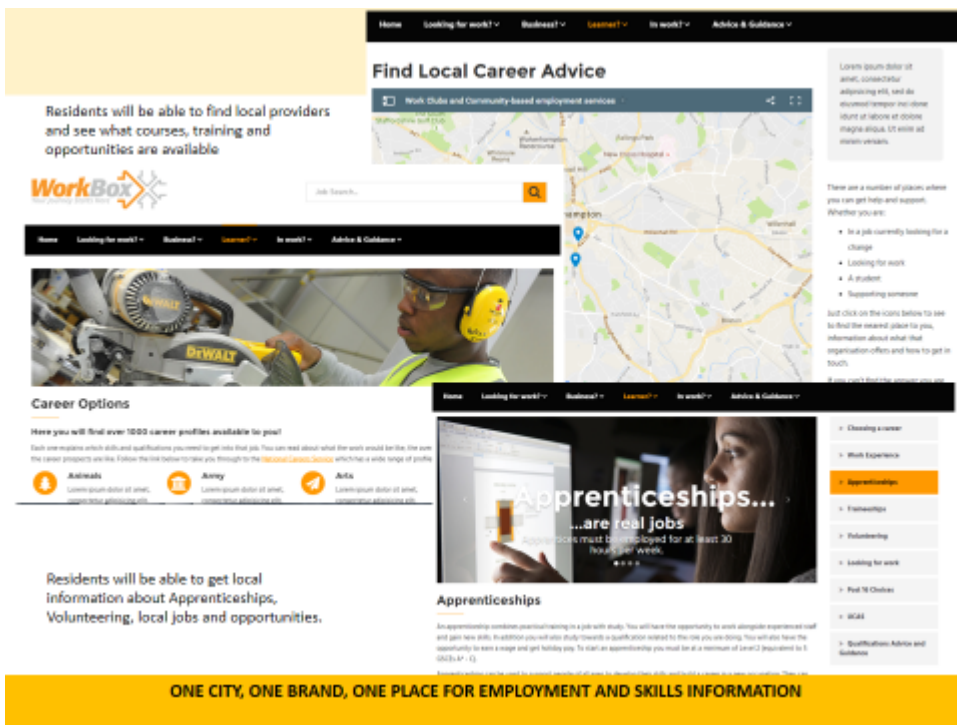
It will provide local people, businesses and providers direct access to information, advice on training, employment and job opportunities.

The strongly branded and interactive work box will be used by a number of target audiences including young people, unemployed adults, graduates, those looking to progress in work and improve earnings as well as businesses seeking staff.

The workbox is due to be launched later this year.



IMPROVING OUR OFFER TO RESIDENTS, BY CREATING A VIRTUAL SYSTEM THAT MAKES IT EASIER FOR LOCAL PEOPLE TO OBTAIN INFORMATION, ADVICE AND GUIDANCE.



Wolverhampton has 13,200 people claiming Employment and Support Allowance (ESA). 46% of the ESA claim group have mental health barriers to work. In recognition of the high proportion of people claiming Employment Support Allowance with mental health barriers to work, a **mental health workshop** was held 20 September and recommended the following:

- Collate information on mental health and employment support services / providers
- Wolverhampton Work Box: include information on mental health services and providers on pages with links to providers and include self-assessment
- Dedicated worker with in Job Centre: early identification of clients needing support
- Pilot support programmes: deliver targeted employability and confidence building programmes which support access to work.

The **One Skills Conference** on 30 November 2016 aims to develop a shared vision of the opportunity and the challenges around skills and employment for the city. The November event is the first of a series of three city events in 2016/17 and will focus primarily on providers and 19+ and adult provision. The agenda is attached as appendix 1. To date 90 attendees have confirmed from a range of providers. A further event in February will focus on schools, careers education and enterprise and in May we will consider the links between skills and employment and wider services such as mental health, family services and drug and alcohol. Feedback from the conference will be provided at the detailed review in January 2017.

Wolverhampton has consistently higher levels of youth unemployment than WM and England average, with 1,255 unemployed young people. **Impact in the Black Country:** the city of Wolverhampton Council's project is funded by £7.9 million made up on one third European Social Fund (ESF), one third Youth Employment Initiative (YEI) funding and one third local match (including contribution from Talent Match). The project aims to support young people between 15 and 29 who are not in employment education or training. The project is funded until July 2018.

To date, the project has engaged with 433 young people, supporting 224 with customised support and 49 into a positive outcome. The project is ahead of profile as outlined below:

ESF/YEI Outputs and Results	Quarterly Target	Achieved	Lifetime target
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No. engaged onto the programme	300	433	3342
No. receiving customised support	150	224	1733
No. supported into a positive outcome	20	49	856

Key workers are based in a range of host organisations in order to target the particular age groups e.g. Connexions targeting 16-18 year olds and Looked After Children. We have Key Workers based in all Job Centre Plus offices and in Wolverhampton Homes targeting social housing tenants correlating with deprived areas and Children Centres targeting young parents and lone parents.

Customised support packages are also being designed targeting certain issues including emotional support for 16-18 year olds, youth offending team, lone parents and people with mental health problems.

Case study: On Kyles first visit to his keyworker he wished to work in a Retail setting, he had previously worked in Marks and Spencer over the Christmas period in 2015. Kyle just needed a little support and direction, after a lengthy discussion about how he could enhance his job searching skills and profile to employers with his keyworker his agreed journey began. Kyles keyworker rang a local provider for a referral to a Retail Level 1 Course, embedded into this was Customer Service and employability skills. Kyle was keen to attend and went for an interview and started the course the following week. After checking up on Kyle over the week he was excited to tell me he had secured a work experience opportunity at a large toy shop in the town centre. He informed me that if this went well he may be offered a job!!!

Wolverhampton hosted 12 cities as part of an URBACT funded ‘Gen-Y City’ project which focuses on developing, attracting and retaining Gen-Y (under 30’s) creative tech talent in European cities. The Wolverhampton workshop focused on retaining creative talent on 27 September hosted at the University of Wolverhampton SPARK creative and digital incubator at the Science Park hearing about what the University are doing to retain talent. They later met Scott Thompson, a Business Champion, at his technology event as part of Business Week, to receive the employer perspective as to the importance of retaining local talent. Wednesday’s workshop was hosted by the Grand Theatre and included a tour of their new facilities following refurbishment followed by lunch at the Art Gallery and a visit to Jaguar Landrover’s Education Centre in the afternoon to learn about what Wolverhampton is doing to develop skills of its young people.



Appendix 1: One City Skills and Employment Event

30 November 2016 – 9.30 am – 4 pm

Proposed Timetable

Arrival, welcome and scene setting	9.30 am	Registration and Networking	
	10 am	Welcome to the One City Skills and Employment Conference	Councillor John Reynolds
	10.05 am	Setting the Scene – an Introduction from the Chair of the Skills and Employment Board	David Danger
	10.15 am	An Apprentice's Journey – apprentice/s talk about being an apprentice – how they got there, challenges and opportunities	TO'C to identify
	10.25 am	The Journey into training – and ESOL learner and their journey through skills.	SK to identify
	10.35 am	The Journey into work – newly employed adult talks about the challenges of finding their way into work	AH to identify
	10.45 am	Business perspective – local recruitment, links with schools, access to work force development	AH to identify
	11 am	Refreshments and Networking	
	11.15 am	A One City Work Box Website	Jo Grocott /Young Person
	11.45 am -12 pm	Plenary and Discussion at Tables	All
Networking Lunch 12 pm until – 2 pm There will be a networking lunch where you will have an opportunity to meet with other providers and discuss key elements of the Work Box. <i>Prince Albert 150 is a public event taking place in recognition of the 150th anniversary of the unveiling of Wolverhampton's famous statue of Queen Victoria's husband and consort, Prince Albert. As part of the celebrations, a Freedom Parade is taking place in Queen Square from 1 pm – 2 pm where there will be a performance from Central Youth Theatre on stage and a toast to Queen Victoria. Queen Square is a 5 minute walk from the Molineux Stadium. For those providers and businesses who wish to attend you will be more than welcome to participate.</i>			

PROVIDER WORKSHOPS 2 pm onwards

A series of **workshops for providers** in the afternoon which will help drive forward key elements of the City's Skills and Employment Action plan. Attendees will be able to attend 2 out of 3 workshops on the following themes. Workshops will be repeated twice during the afternoon starting at 2 pm and 3 pm respectively.

2 pm – 2.45 pm

Workshop themes	
Workshop 1 Job Readiness Lead - Sue Knottenbelt	Developing a high quality, consistent and portable skills diagnostic for adults (English, Maths, ESOL, Job Readiness)
Workshop 2 Business Perspectives Lead – Angela Hoyle	Business experiences of use of local skills providers and employment support provision
Workshop 3 Information, Advice and Guidance (IAG) Lead – Rosemary Robbins Dawn Bennett – Job Change	Developing a whole systems approach to the delivery of advice and guidance. (MATRIX accreditation, Continuous professional development (CPD), access to labour market information)

Tea and coffee will be served in the Main Area after the workshop – please take your drinks to the next workshop room.

3 pm – 3.45 pm

Workshop themes	
Workshop 1 Job Readiness Lead - Sue Knottenbelt	Developing a high quality, consistent and portable skills diagnostic for adults (English, Maths, ESOL, Job Readiness)
Workshop 2 Business Perspectives Lead – Angela Hoyle	Business experiences of use of local skills providers and employment support provision
Workshop 3 Information, Advice and Guidance (IAG) Lead – Rosemary Robbins Dawn Bennett – Job Change	Developing a whole systems approach to the delivery of advice and guidance. (MATRIX accreditation, Continuous professional development (CPD), access to labour market information)

3.45 pm Feedback and Closing Remarks

4 pm CLOSE

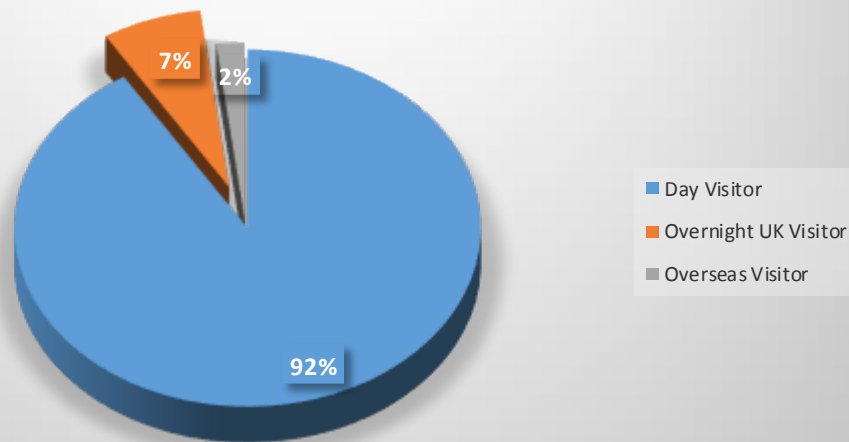
WOLVERHAMPTON VISITOR SURVEY 2016 SUMMARY REPORT

The Research Solution was commissioned by Wolverhampton City Council in 2016 to undertake a survey of visitors, both leisure and business, visiting Wolverhampton during July, August and September 2016. This survey aims to provide a snapshot of visitors to the City Centre increasing understanding of where they are coming from; what activities they undertake and to identify the importance of visitors in terms of levels of spend in the City by the different market segments. Interviewing was carried out at many locations across the City including Wolverhampton Art Gallery, The Wulfrun Centre, Molineux, Wightwick Manor, Moseley Old Hall as well as on-street locations such as Bilston High Street, Dudley Street and Queen Street. 27 days of surveying was carried out during a ten week period, during weekdays, weekends, term time and holidays.

Types of Visitor

The majority of visitors to Wolverhampton were on a day visit from home (92%). Domestic overnight visitors accounted for 7% of all visitors with only 2% of visitors from overseas.

Figure 1: Type of Visitor



Main Motivation to Visit Wolverhampton – Leisure and Business

When asked what the main motivation for leisure visitors to visit Wolverhampton was, almost a third (31%) gave “other” reasons which included; visiting family and friends, a visit to a tourist attraction and for a specific event. A quarter of all visitors had visited before and a further 16% were in Wolverhampton to attend a specific festival or event.

Around 10% of business visitors didn't organise/make the decision to visit Wolverhampton. 25% cited the attractions and easy to get round as their main motivation to visit Wolverhampton (25% respectively)

Origin of Visitor

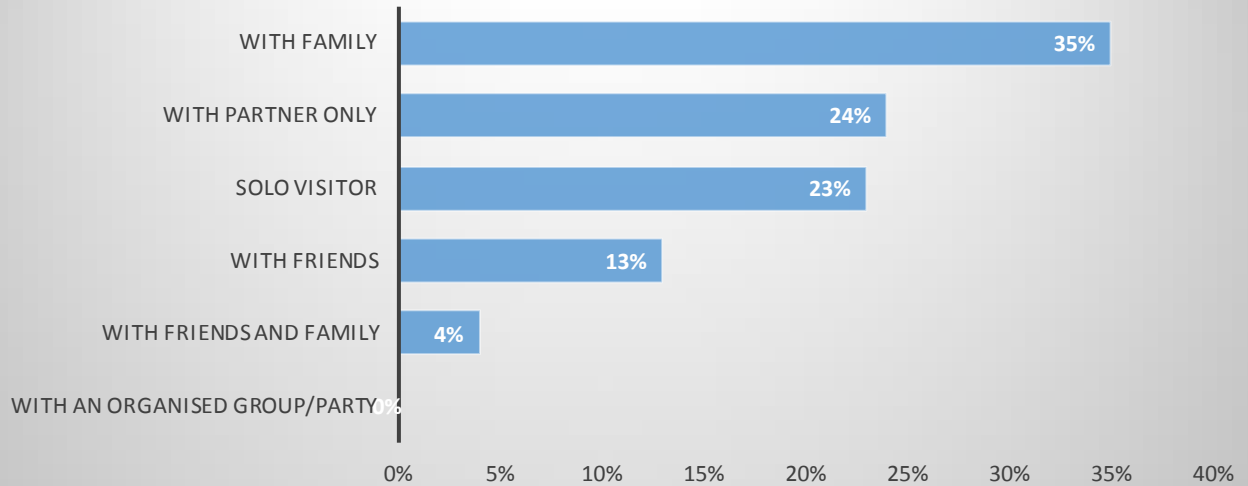
The Heart of England Region is the leading provider of day visitors to Wolverhampton. Over eight out of ten (85%) of all day visitors were from within the Region. The main overnight visitor market is predominantly drawn from a diverse base with the most popular single origin being Staffordshire (9%). The number of overseas visitors is too small for analysis purposes.

Table 1: Origin of Visitors (530)			
	Total	Day Visitor	Overnight UK
West Midlands Metropolitan Area	49%	52%	8%
Staffordshire	17%	18%	9%
Shropshire	8%	9%	-
Worcestershire	4%	4%	6%
Warwickshire	2%	2%	-
Cheshire	1%	1%	6%
Leicestershire	1%	1%	-
London/Middlesex	1%	1%	6%
Lancashire	1%	1%	-
Derbyshire	1%	1%	-
Essex	1%	1%	-
Berkshire	1%	1%	3%
Devon	1%	1%	3%
South Wales	1%	1%	-

Party composition

A total of 538 parties of visitors were surveyed. All respondents provided demographic data on their group. The average (mean) number of people per group was approximately 2.4 giving a total of at least 1,309 people included in the survey sample, including large party groups. Travelling with family (35%) was the highest recorded followed by just under a quarter (24%) were on a visit with their partner and 23% who were travelling on their own.

Figure 2: Party Composition



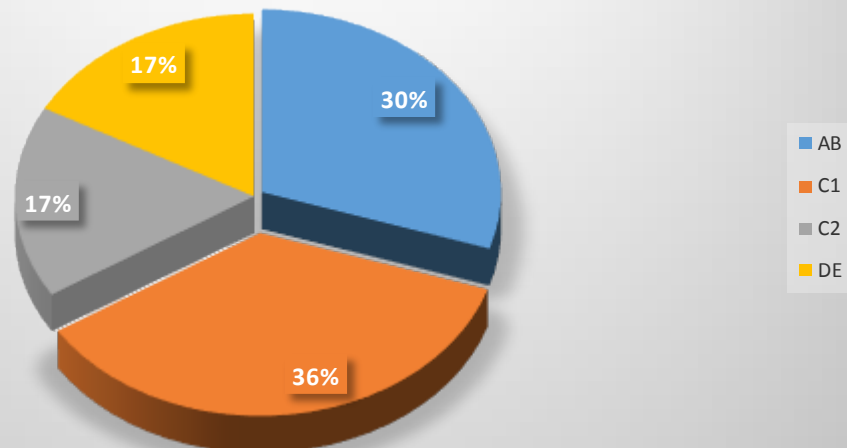
Age Profile of Visitors

Half (50%) of all visitors were over 45 years of age. The largest age groups recorded were the 65+ age group (22%), followed by 45-54 (15%) and 55-64, (13%).

Socio-economic groups

Across the whole of Wolverhampton City, two thirds (66%) of visitors are in the ABC1 groups. There was an even split between the C2 and DE categories (17% respectively). Business visitors had a higher percentage of AB groups (72%) compared with 66% of leisure visitors.

Figure 3: Social Grade



Chief Income Earner

Over half (54%) of all respondents were in full time employment (30+ hrs per week). A further 19% of respondents stated they were retired with a company/private pension.

New/Repeat Visitors

88% of visitors to Wolverhampton are repeat visitors. The remaining 12% were making their first trip to the city. Of those that had visited before, 91% had visited more than 3 times.

Length of Stay

Visitors were asked how long their whole trip was and how long they envisaged staying overnight in Wolverhampton. On average, overnight UK visitors spent 4.2 nights in Wolverhampton and overseas overnight visitors spent 11.0 nights in the City which included 2 visitors from Spain and South America who were staying with friends and relatives for a month.

The average length of stay for day visitors was approximately **3 hours 53 minutes**; this included all visitors at all locations and attractions.

Accommodation

Visitors staying with friends/relatives was the most popular form of accommodation used by overnight visitors (78%). Commercial accommodation accounted for only 22% of all accommodation used, with hotels (14%) the top response.

Staying outside of Wolverhampton

Visitors who were on an overnight trip but not staying within Wolverhampton were asked why they did not stay in the city. The majority were staying with family and friends who lived outside Wolverhampton and had come to the city on a day out. Cost and location were also mentioned by smaller numbers of visitors.

Booking of Accommodation

The majority of visitors who had booked their accommodation in Wolverhampton did this online (63%), 25% had pre-booked via the telephone and 13% booked in person on arrival in the city.

Mode of Transport

Two thirds of all visitors to Wolverhampton arrived by car (66%). Public transport accounted for 31% of all travel usage with 12% using a regular bus service, 11% arriving on a train and 8% by Tram. Use of public transport in Wolverhampton is above the England average of 22% (GBTS 2015).

Activities Undertaken

Shopping was the main activity undertaken by 23% of visitors, with heritage noted by 16% of visitors.

Attending an event/festival accounted for 13% of respondents followed by 11% visiting an attraction. The most popular other activity undertaken was having something to eat and drink at a restaurant/café (63%).

Ratings of Service/Facilities

Overall, the majority of services and facilities in Wolverhampton received scores of 3.5 and above, with the exception of shopping, 3.32 and street food, 3.48.

Satisfaction Scores							
	Base	Mean Score	Very Good	Good	Average	Poor	Very Poor
Shopping	376	3.32	6%	36%	43%	12%	9%
Restaurant/café	350	3.56	7%	50%	37%	5%	1%
Attractions	319	3.61	9%	51%	32%	8%	-
Music	165	3.61	12%	46%	36%	4%	2%
City Centre Canals	117	3.59	11%	50%	28%	9%	2%
Theatre	213	3.84	14%	62%	19%	5%	0%
Pubs & Bars	234	3.65	9%	56%	28%	6%	1%
Heritage	302	3.87	17%	55%	26%	2%	0%
Museums	274	3.92	18%	58%	21%	1%	1%
Arts & Culture	248	3.83	15%	57%	26%	1%	1%
Sports- Watching	192	3.81	14%	60%	22%	3%	2%
Sports – Participating	102	3.75	13%	58%	24%	4%	2%
Events / Festivals	172	3.60	12%	49%	28%	9%	2%
Cinema	143	3.62	9%	55%	27%	8%	1%
Street Food	116	3.48	4%	55%	29%	7%	4%
Religious Event/Festival	53	3.53	4%	53%	36%	8%	-
Business/Conference Facilities	49	3.55	10%	51%	29%	4%	6%
Other	16	4.06	19%	69%	13%	-	-
Ease of Finding Way Around City							
Road Signs	384	3.47	7%	49%	33%	9%	3%
On-Street Pedestrian Maps/Signs	358	3.55	5%	54%	34%	5%	2%

Overall enjoyment of visit to Wolverhampton

Visitors were asked to rate the overall enjoyment of their visit to Wolverhampton. There was a positive response from visitors with seven out of ten (70%) rating their visit as high/very high.

Sources of information used in Wolverhampton

Overall, 53% of visitors indicated that they had not used any sources of information before their trip and 36% did not intend to use any sources of information whilst on their trip. 16% of pre-trip visitors had used other sources of information for their trip whilst a further 16% had used other websites which included; National Trust properties, attraction websites and Google. Of the small numbers who intended to use information whilst on their trip, Facebook, tourism leaflets were noted by respondents.

Respondents were also asked to provide details of how they accessed information pre and during their trip. The majority had used either a mobile phone or tablet both before and during their visit to access information.

Influence on reason for Visit

Almost half of visitors (46%) cited a previous visit as the main influence on their decision to visit Wolverhampton, followed by almost a quarter (23%) who said there was nothing in particular that had influenced their reason for visiting. A personal recommendation was mentioned by 6% of visitors and 15% gave “other” reasons including; visit family/friends, an event/festival, National Trust member, use tram, passing through, poster on ring road and on business.

Advance Booking

Over a third of visitors (38%) had decided to visit Wolverhampton within the last 7 days. With the large number of day visitors to Wolverhampton, it is not surprising that 37% of day visitors made their decision to visit on the day they were interviewed.

Visits to Attractions in Wolverhampton

The Mander Centre was the top attraction for a visit across all markets, followed by the City of Wolverhampton Art Gallery (18%) and Wightwick Manor (17%). Although the Mander Centre was the top attraction, it received the lowest mean score of 3.49 for all attractions with only 44% rating it good/very good and 50% rating it as average.

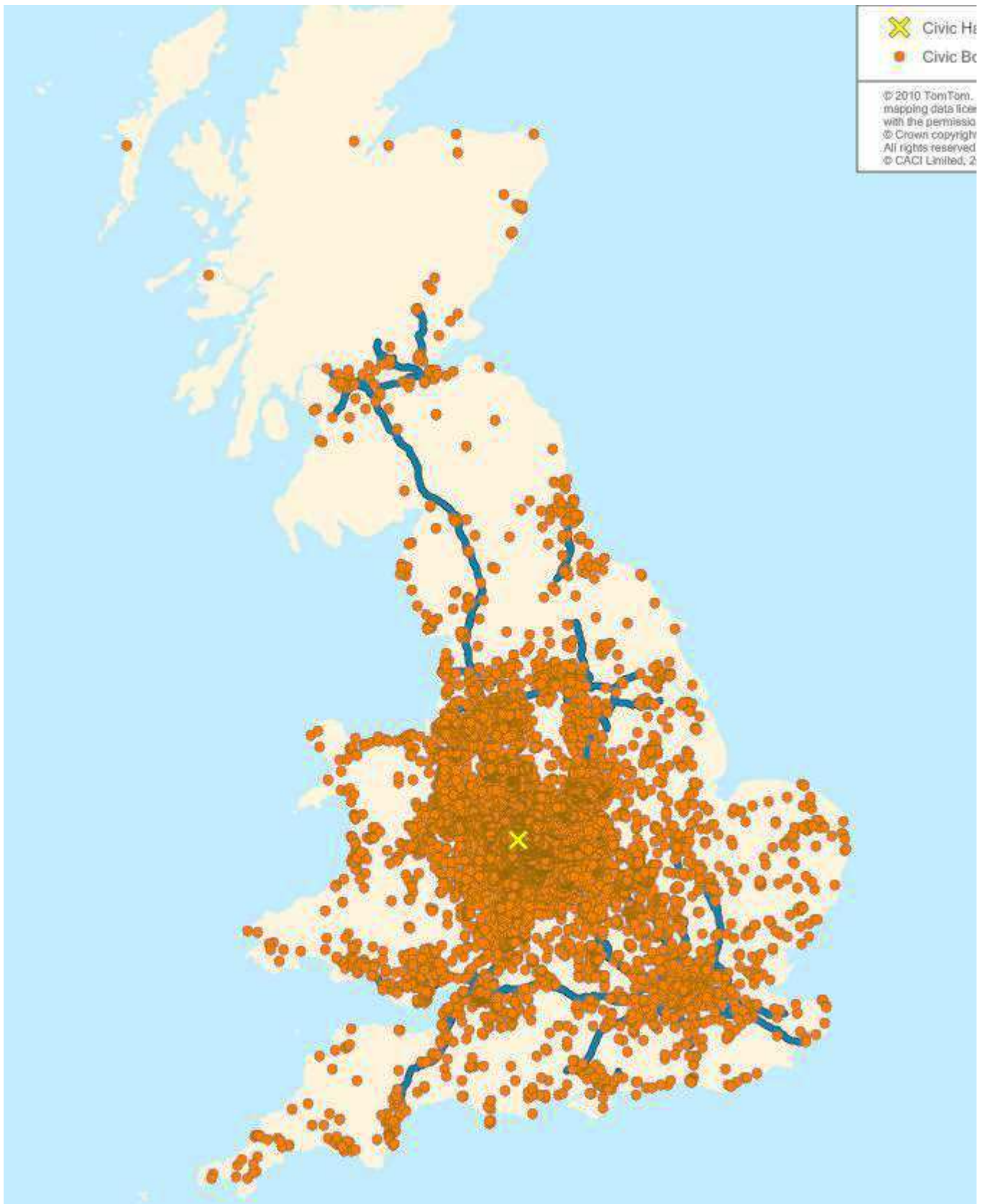
Visitor Expenditure

Shopping has the highest expenditure for visitors (39%) followed closely by eating and drinking (35%) and accommodation (10%). Total spend by all visitors was £54.19 with an average party size of 2.4, equating to £22.24 per person per trip.

- On average, a party of day visitors in Wolverhampton spent £40.66. With an average day visiting party size of 2.5 people, the average expenditure rate per person is £16.55 during the day.
- An approximate level of spend can be seen amongst the overnight party sample, staying for less than 2 months, based on all visitors using either commercial accommodation or staying with friends and relatives. This equates to an average party size of 2.0 people. A total of £91.00 was spent per party or £44.86 per person per trip.
- With only a small number of overseas visitors staying overnight, all staying with friends and relatives and not using any form of commercial accommodation, spend estimated for all overnight overseas visitors is calculated to be £351.67 per party. With an average party size of 3 people, £117.22 was spent per head per trip by overseas visitors.

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Ticketed audience for Wolves Civic in 2011



Each orange dot represents a ticket buying household (UK audience only)
22% of the audience come from WV postcodes, 78% do not

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