

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.

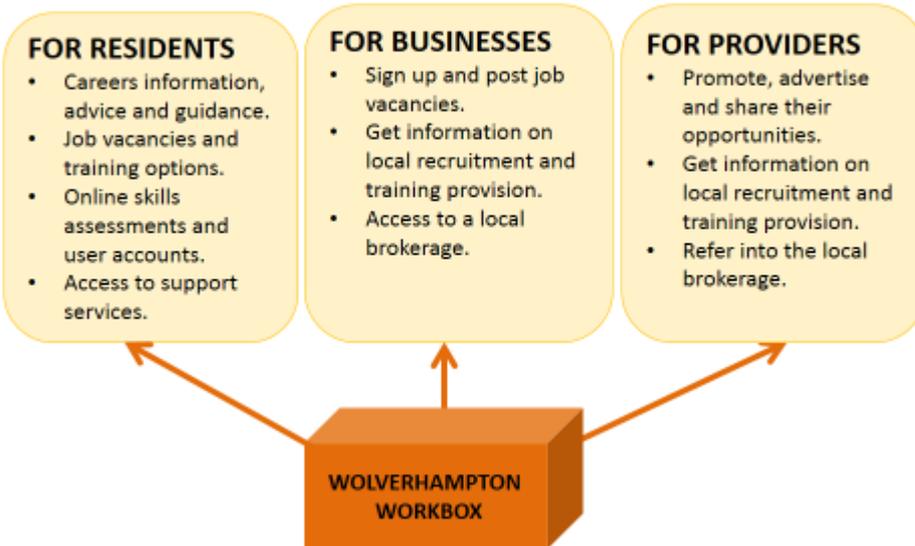
Programme 2, the City Work Box: aims to create a virtual system that makes it easier for local people to obtain information, advice and guidance, resulting in more local people accessing local employment and progressing in the workplace.

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

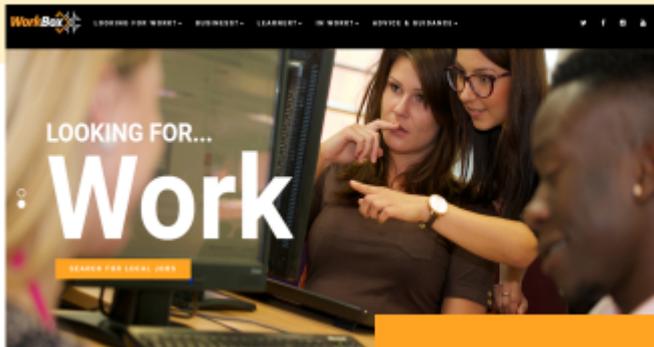
Although these areas will be covered in more detail in January's Stronger City Economy Scrutiny which is focusing on employment and skills, we have highlighted some initiatives below:

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.

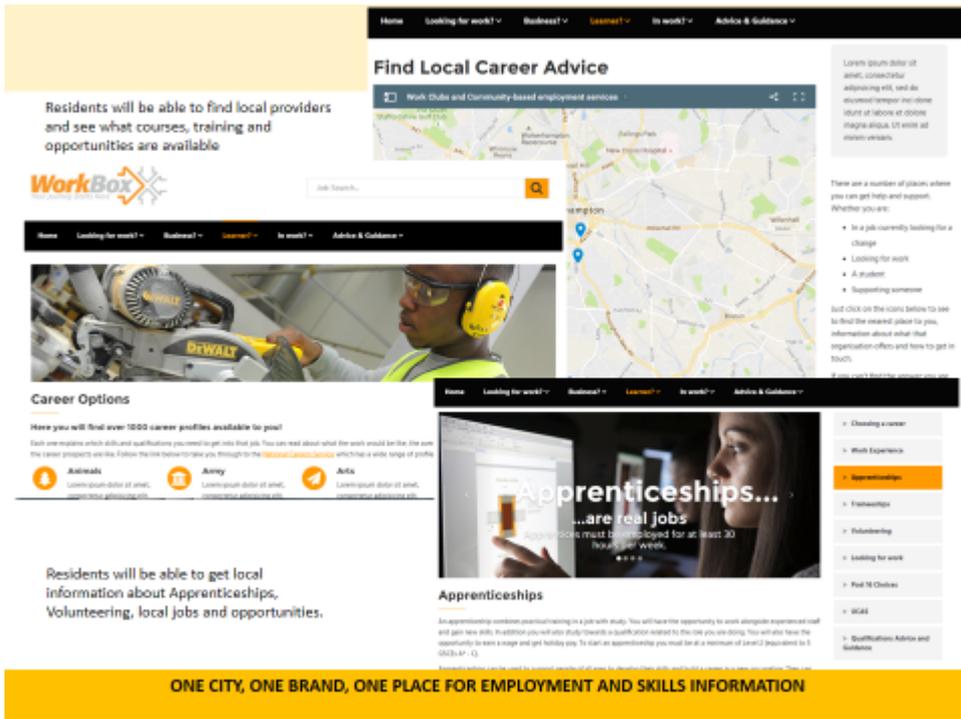
It will provide local people, businesses and providers direct access to information, advice on training, employment and job opportunities.

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
-----------------------------	------------------	----------	-----------------

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			
<p>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.</p> <p><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></p>			

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