

# Report of the Strategic Director, Children's Services to the meeting of Bradford South Area Committee to be held on 22<sup>nd</sup> September 2016.

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## Subject:

**Employability and Skills Update**

## Summary statement:

This report provides an overview of employability and skills in the Bradford South Area, outlines support available for residents and gives details of future plans for the area.

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**Overview & Scrutiny Area:  
Regeneration/Children's Services**



## 1. SUMMARY

- 1.1 Across the Bradford District recovery from recession has slowed following an initial bounce back in 2011. The employment rate has levelled off at around 65% which is below the rates seen prior to recession that reached 69%, the gap with regional and UK employment rates has also widened in last two years.
- 1.2 The number of businesses has increased significantly in the last two years rising from 15,145 in 2013/14 to 17,050 in 2015/16. This was an increase of 12.6% that was higher than Leeds City Growth of 12.1% and UK growth of 10.7%. Retail, Hospitality, Professional & Scientific Services and Business Administration saw the largest increases. Growth in businesses is not however, reflected by jobs growth. The number of private sector jobs increased by 2,300 between 2013 and 2014 – a 1.6% rise that was lower than UK growth of 5.1%. Job density has fallen over the last decade and remains below Regional and national rates.
- 1.3 Skills are still a key issue for Bradford District despite low predicted jobs growth due to replacement demand. Whilst Manufacturing is the only major sector currently forecast to see an actual fall in employment, replacement demand as workers retire and move jobs will see a big demand for labour across all sectors over the next ten years with Health and Social Care and Financial and Business Services requiring 16,900 and 10,500 new employees respectively.
- 1.4 This report provides an overview of employability and skills in the Bradford District, with specific reference to the Bradford South Area, outlining support available for residents and gives details of future plans for the area.

## 2. BACKGROUND

- 2.1 In July 2016 the unemployed claimant rate in Bradford was 2.8 % of residents aged 16-64. The annual change in the Bradford District saw a (0.1 %) fall in claimants equating to (1,065) fewer people claiming unemployment benefits when compared to the same month last year. In July 2016 South Bradford had an unemployment rate of 2.9 % (1845 individuals) please see Table 1 below for further information. Though unemployment in the District has improved, it still remains higher than the Leeds City Region rate of 2.5% and the national rate of 2.3%.
- 2.2 In July 2016 there were 1,125 18- 24 year olds claiming JSA in Bradford. This is down from 2,345 in July last year representing a 52 % fall in youth claimants. When looking at the Yorkshire and Humber region there was a similar fall of 49.7% in youth JSA claimants in the same period of time.
- 2.3 The July 2016 figures show that there are 2,405 people claiming JSA for longer than 12 months, in Bradford. This is 20 less claimants than the previous month.

**Table 1:** South Bradford Unemployment rates by ward July 2016

Area	Ward	Claimant numbers	Rate
South Bradford	Great Horton	360	3.2%
	Queensbury	175	1.6%
	Royds	350	3.3%
	Tong	530	4.0%
	Wibsey	205	2.3%
	Wyke	225	2.4%
Total		1845	2.9%

- 2.4 From March 2014 onwards the number of young people not in education or training (NEETs) has been low and consistently below that for the same month in the previous year. The July figure was 686; 213 below the figure for July 2015. The adjusted NEET rate for July was low at 3.7%; 1.8 percentage points below the figure for July 2015 and a record low for the District in July. The NEET rate for South Bradford was slightly higher than the District rate at 4.6%, however Tong had one of the highest rates in the District at 5.7%. Please see table 2 below for further information.

**Table 2:** South Bradford NEET rates by ward July 2016

Area	Ward	Total	Unknown	%	NEET	%	% of NEET total
South	Great Horton	683	23	3.4%	33	4.8%	4.8%
Bradford	Queensbury	543	19	3.5%	13	2.4%	1.9%
	Royds	640	32	5.0%	33	5.2%	4.8%
	Tong	715	46	6.4%	41	5.7%	6.0%
	Wibsey	529	19	3.6%	24	4.5%	3.5%
	Wyke	429	34	7.9%	19	4.4%	2.8%
Total		3539	173	4.9%	163	4.6%	23.8%

- 2.5 For additional demographic data please see the report of the Interim Assistant Director, Policy, Programme and Change to the meeting of Bradford South Area Committee to be held on 22nd September 2016.

### 3. OTHER CONSIDERATIONS

#### 3.1 Get Bradford Working in South Bradford

3.1.1 Get Bradford Working is an Employment Investment Programme for the Bradford District. It draws together key initiatives which tackle the issues and barriers facing Bradford's residents in the labour market. Get Bradford Working represents in excess of £13.5 million of investment, by Bradford Council and our partners, to provide employment opportunities by creating: jobs; apprenticeship places; a transformational curriculum for 14-19 year olds; and a range of support measures for employers and those furthest from the labour market. These measures endorse the Council's commitment and contribution to addressing the underpinning issues outlined in the Employment and Skills Strategy (ESS), the 14-19 strategy and the Economic Strategy, as well as building on Bradford's role as a partner within the Leeds City Region.

3.1.2 As at 30<sup>th</sup> July 2016 Get Bradford Working programmes have supported over 2500 individuals into employment across Bradford and 441 in South Bradford (17% of total jobs).

3.1.3 The Get Bradford Working programme consists of 7 strands:

- SkillsHouse – Bradford's retail academy
- The Employment Opportunities Fund
- The Apprenticeship Training Agency & Apprenticeship Hub
- Routes into Work
- Industrial Centres of Excellence
- The Advanced Skills Fund
- Step up to Business

3.1.4 Details in relation to each strand are provided in Appendix 1. Data relating to the job outcomes achieved in South Bradford are provided in Appendix 2.

## **3.2 Future plans**

### **3.2.1 Bradford Pathways**

3.2.1.1 Bradford Pathways is a model that will be embedded in the education, skills and employment infrastructure in Bradford District and is intended to prepare individuals for changing business and economic needs. It will support young people and adults into a wide range of high-wage, high-skills and high demand careers in sectors that are important in Bradford and the surrounding economies. It combines academic, employability, leadership and technical skills and allows participants to explore different career pathways designed around high-demand sectors and occupations. It helps them gain the real-world experience needed to compete and achieve success in education and life.

3.2.1.2 The model works by facilitating collaboration between education, businesses and industry partners to provide support and activities aimed at meeting the needs of both employers and job-seekers. Ultimately it helps to fill positions that are available today, whilst closing skills gaps and preparing a flexible and skilled workforce for the changing needs of the 21st Century, including jobs that do not yet exist.

3.2.1.3 In the academic year 2015/16 the Bradford Pathways model has been piloted with a number of schools and will begin in earnest from September 2016. A number of schools from the South Bradford area have shown interest in the model and we will continue to work with them to develop pathways for young people.

### **3.2.2 NEET**

3.2.2.1 As of 1<sup>st</sup> September central government has changed the reporting format for NEET and this will now be a combined figure for NEET and Not Known. In terms of the District as a whole as at July we are below the national rate for Not Known as well as NEET (as set out at 2.4) and both figures represent an improvement on July 2015.

3.2.2.2 When combined Royds, Tong and Wyke wards will all have a higher rate than the District average, although the whole South area combined rate is on a par with the District rate.

3.2.2.3 As part of this year's budget setting process it was agreed that the Tier 1 NEET service would become part of the Connexions service and that a reduction of 30% would be made to the contract value. Also as of 1<sup>st</sup> September the tracking requirements on the Council have been changed by the Department for Education and the Council is no longer obliged to track academic age 18 and 19 year olds as it was previously. This will help mitigate any impact from the budget reduction.

3.2.2.4 There are certain vulnerable groups of young people which are more likely to be NEET or Not Known. The Council has taken the decision to continue to track and monitor these groups at academic age 18 above and beyond the new requirement.

3.2.2.5 The Council has recently undertaken an exercise to re-commission the Service. The specification for this process was clear in requiring that the Service continue to meet statutory duties of the Council and schools that opted to jointly commission the service with us, improve outcomes for young people, meet requirements set out in the Ofsted framework. The Key Performance Indicators in the specification were in respect of increasing participation and reducing NEET and Not Known.

3.2.2.6 The specification was also clear that we needed to prioritise those vulnerable groups that are at higher risk of NEET without being prescriptive as to how this is achieved.

3.2.2.7 There was also an expectation that the Service provider would review how NEET hotspots are targeted. In the past year there was a very successful focus on Keighley and the reduction of NEET there through partnership working, use of data and promotion of positive role models in the area. The Council is keen to explore how other areas with consistently high NEET and Not Known such as Tong and Royds can be tackled

3.2.2.8 The Council was also clear that it expects that the service provider will identify good practice from elsewhere to further drive down NEET and Not Known rates and identify other resources and funding to maximise the impact of the Council funding for the Service.

### **3.2.3 European Funding**

3.2.3.1 Around £338m is available from European Structural and Investment Funds for the period 2014 to 2020 to support the Leeds City Region [ESIF strategy](#).

3.2.3.2 The programme launched in March 2015. There is a two-stage application process. Intervention rates are 50% apart from opt-in programmes which are co-financed by Skills Funding Agency, Department of Work & Pensions and Big Lottery Fund.

3.2.3.3 Projects which respond to calls and pass the outline stage are invited to work up full applications. Geographical coverage of calls depends on the particular programme activity, ranging from delivery across the entire city region to provision at individual local authority area.

3.2.3.4 Details of all the projects which have been approved, those which are awaiting sign-off or are at risk for the Bradford District are provided in Appendix 3. Officers are currently working with successful organisations to ensure that delivery within the District meets needs. CBMDC have submitted a number of bids for funding alongside partners and are the lead applicant for Local Flexibilities for the Unemployed. If successful this funding will enable elements of Get Bradford Working to run until 2020.

## **4. FINANCIAL AND RESOURCE APPRAISAL**

4.1 There are no financial issues.

## **5. RISK MANAGEMENT AND GOVERNANCE ISSUES**

5.1 Risks associated with this report are primarily reputational should programmes be unsuccessful. This risk will be mitigated by stringent contract monitoring procedures, undertaken by the Education, Employment and Skills Team.

## **6. LEGAL APPRAISAL**

6.1 There are no legal issues.

## **7. NOT FOR PUBLICATION DOCUMENTS**

None

## **8. RECOMMENDATIONS**

8.1 That members note the content of this report and the future plans to continue to

support South Bradford.

## **9. APPENDICES**

9.1 Get Bradford Working Overview

9.2 Get Bradford Working Equality & Diversity Data for South Bradford

9.3 ESIF Funding in the Leeds City Region

## **10. BACKGROUND DOCUMENTS**

None

## **Appendix 1: Get Bradford Working Programmes Overview**

### **SkillsHouse**

As a result of Westfield's The Broadway development and the continued regeneration of the City Centre, significant employment opportunities for local people are being generated. In order to maximise these opportunities, SkillsHouse has been established to support retail, hospitality and visitor economy businesses and to help local people find jobs.

SkillsHouse was launched on 1<sup>st</sup> June 2015. Its priority is to engage with employers who have vacancies and support unemployed people in the district, by up skilling them and providing them with qualifications in Retail, Hospitality and World Host Principles of Customer Service. Individuals undertaking pre-employment training with SkillsHouse are also guaranteed an interview and additional support in order to secure employment in the district.

Though the core team members who work within SkillsHouse are Bradford council staff, assessments, support and training are delivered in partnership with a range of providers across the District, including Jobcentre Plus, Aspire-i, Bradford College, Shipley College, Skills for Work and Interserve.

SkillsHouse operates as a 'finishing school', up skilling individuals to ensure they are ready to meet the specific needs of employers. As such the model is reliant on stakeholders referring suitable clients onto the Assessment days. SkillsHouse is currently working with around thirty organisations from across the District who refer individuals to the assessment days.

Since launching, SkillsHouse have supported over 617 unemployed individuals into work.

### **The Employment Opportunities Fund**

The Employment Opportunities Fund (EOF) is a partnership between CBMDC, Incommunities, Jobcentre Plus and associated partners. It uses £4.521m of Council resources, alongside £3m of funding from Incommunities, £561k from Job Centre Plus and £1.038m from the Leeds City Region Headstart programme. The fund specifically targets Bradford residents who are unemployed, claiming active benefits and have been out of work for at least six months. The main aim of the fund is to provide a bridge into work for these individuals and to support them towards sustainable employment

To date 912 jobs have been created and filled within the EOF. The roles are within a range of sectors including horticulture, catering, ICT, community development and childcare.

### **Bradford Apprenticeship Training Agency (ATA) & Apprenticeship Hub**

As a response to the allocation of £4.6 million funding awarded to the Leeds City Region (LCR) as part of the Cities Deal "Skills Ask", the Department of Business Innovation and Skills (BIS) approved the proposal to establish an ATA and Apprenticeship Hub within Bradford. The funding allocated to Bradford was £958,128.

The Apprenticeship Training Agency acts as a recruitment agency and seeks out organisations to employ apprentices on an agency basis, thereby helping them to minimise the risk associated with employing staff more permanently. The model provides the opportunity to grow apprenticeships in businesses to help develop their workforce and also to reduce youth unemployment at a faster pace than planned.

The main aim of the Apprenticeship Hub is to raise the profile of apprenticeships and increase take up of Apprenticeship provision across the District.

The original City Deal contract ended on 31<sup>st</sup> March 2016, at which time the Hub and ATA had supported 541 young people to commence apprenticeship within SMEs. Both the ATA and Hub have continued to support businesses and young people.

### **Industrial Centres of Excellence**

Industrial Centres of Excellence (ICE) are discrete Centres within existing schools or colleges. The Centres have their own management Board which has responsibility for matters such as curriculum, quality assurance and finance of the Centre delegated from school governing bodies or college corporations. Ultimately, the target is that each centre will have at least 300 14-19 year olds accessing their provision.

A Board of an ICE typically, though not prescriptively, comprises of at least five lead business partners, at least two 14-19 education and training providers (schools or colleges) and at least one Higher Education partner. This enables employers to help provide vision, leadership and commitment through direct investment & support, and shape the ethos, key policies and practices in the Centre. There is further scope for more businesses to be involved at a more operational level as associate partners helping to deliver key elements of the ICE curriculum.

The ICE model therefore enables employers to take an increased leadership role in the design and delivery of 14 to 19 learning in their sector and articulate and stimulate the demand for skills. Each ICE aims to address the future strategic workforce needs of local businesses through learning, training and work experience that provides outstanding preparation for entry into employment in our priority sectors, either directly through Apprenticeships or indirectly via higher education. The curriculum integrates real-life business-led project activities that foster team working, problem-solving and creative skills as part and parcel of developing technical knowledge and expertise.

### **Routes into Work**

Routes into Work (RIW) fund is now complete but was a commissioned fund that sought to meet the gaps in the Employment and Skills provision in the District that were identified in the Employment and Skills Strategy and offer additionality to National and Regional Programmes. RIW contracts targeted those furthest away from the labour market such as individuals with a disability, mental ill-health and drug and alcohol dependency.

In total 509 individuals were supported into employment through RIW programmes.

### **Advanced Skills Fund**

The Advanced Skills Fund provides support to businesses in key growth sectors to enable them to recruit skilled staff. It works to strengthen Bradford's economy by providing the advanced skills Bradford's businesses need, opening up employment opportunities for Bradford's residents.

The first opportunity to use the Fund is to support Borg Warner, a Bradford based engineering company who have recently been successful in securing a multi-million pound contract with Jaguar-Land Rover to manufacture turbo chargers for their new engines. Borg Warner have made a commitment to ensure that this contract secures 100 jobs for Bradford residents. The Advanced Skills Fund will also support other employers in the District who are developing their businesses and are looking to recruit skilled employees.

The Centre of Excellence for Business and the Centre of Excellence for Environmental Technologies are both engaged in developing higher education provision, higher level Apprenticeship and other advanced pathways using links with some of the lead partners working on the programme.



## **Step up to Business**

The Step up to Business project engaged with 16-24 year olds who were working in the shadow economy, its aim was to support them to establish legitimate business enterprises. The programme commenced in November 2013 and ended in March 2015. The project outcomes are provided below.

### **Project Outcomes: Supporting Bradford's Young Entrepreneurs**

- 23 young entrepreneurs progressed in their business activities;
- 50 young people attended 'how to start your own business' workshops
- 18 young people received training on presentation skills
- 13 young people won awards for their ideas or business activity

### **Project Outcomes: Building Capacity across Bradford's Youth Professionals**

- 101 youth practitioners (from 14 different organisations) received training in supporting young people in basic business 'start up'.

## Appendix 2: Get Bradford Working Equality and Diversity Data South Bradford

GENDER		
Male	242	55%
Female	199	45%
Total	441	

ETHNICITY		
White British	349	79%
Mixed	14	3%
Indian	8	2%
Pakistani	50	11%
Bangladeshi	1	0%
White Other	6	1%
Black	5	1%
Black Other	2	0%
Asian Other	3	1%
Mixed - Black Other	1	0%
Unknown	2	0%
Total	441	

DISABILITY		
No Disability	385	87%
Multiple Disabilities	3	1%
Physical Disability	18	4%
Mental Ill Health	15	3%
Learning Difficulty	10	2%
UnSpecified Disability	10	2%
Total	441	

AGE		
16 - 18	34	8%
19 - 24	215	49%
25 - 49	118	27%
50 Plus	61	14%
Unknown	13	3%
Total	441	

ETHNICITY		
BAME Group	90	20%
Non-BAME Group	351	80%
Total	441	

DISABILITY		
Disabled	56	13%
Non-Disabled	385	87%
Total	441	

### Appendix 3: ESIF Funding in the Leeds City Region

The tables below provides an update of the Leeds City Region European and Structural Investment Funds and gives details of the projects which have been approved, and those which are awaiting sign-off or at risk for the Bradford district.

Approved projects	Value of ESIF grant	ERDF / ESF	Delivery level
Construction Training Programme	£500,000	ESF	Leeds City Region; delivery started, ends 31 July 2017
NEET programme	£2.9m ESF (via Skills Funding Agency Opt-in)	ESF	Separate projects for each LA area in Leeds City Region; delivery started, ends 31 March 2018
Export for Growth	£ 5,077,000	ERDF	Leeds City Region
Manufacturing Growth Programme	£ 500,000	ERDF	Leeds City Region
Digital Infrastructure Expansion Programme	£ 8,000,000	ERDF	WYorks & York
Ad:Venture enterprise programme	£ 6,161,084	ERDF	Leeds City Region
Digital Business Support Programme	£ 4,231,475	ERDF	Leeds City Region
Resource Efficiency Fund Programme	£ 1,140,000	ERDF	Leeds City Region
Back to Work programme	£9.48m total (DWP opt-in, including ESF & match) covering Bradford, Leeds, Calderdale, Kirklees & Wakefield	ESF	Maximum budget Leeds & Bradford £5,767,000; payment by results model. Delivery planned to commence in October 2016.
Building Better Opportunities: Early Intervention with Troubled Families Programme & Marginalised and Vulnerable Migrants Programme	£8.9m total (Big Lottery Fund Opt-in, including ESF & match)	ESF	Early Intervention programme covering Leeds & Bradford value £3,501,200; currently at 2 <sup>nd</sup> stage application Marginalised & Vulnerable Migrants Programme delivery across Leeds City Region, value £2,817,200; currently at 2 <sup>nd</sup> stage application

Recent calls	Value	ERDF / ESF	Delivery level	Comments
Community Led Local Development	£6m – Bradford Central, including match £6m – Keighley, including match	ERDF & ESF	Bradford Central covers 20% most deprived areas in Manningham, Great Horton & City wards;  Keighley covers 20% most deprived areas in Keighley wards	5 year local development strategies to be submitted 26 August 2016 and assessed during September. If approved, indicative timetable states Accountable Body (in Bradford & Keighley this will be BMDC) will be invited to submit full applications for the ERDF & ESF funding by end October. No indication that this would be subject to accelerated process for submissions prior to Autumn Statement
Local Flexibility for Reducing Unemployment programme	£11.19m ESF in total for Leeds City Region	ESF	Projects to operate across one or more of following geographies Leeds / Bradford, Kirklees / Calderdale / Wakefield, Craven / York / Harrogate / Selby	Outline application submitted by Bradford Council as lead partner for delivery covering Bradford & Leeds  Bids now in appraisal. Not known whether these will be subject to an accelerated process for full application submission before Autumn statement
Widening Participation in	£3.5m ESF	ESF	One project will deliver across Leeds	Outline bids now in appraisal. Not known whether these will be subject

Higher Level Skills Programme			City Region	to an accelerated process for full application submission before Autumn statement
Skills Support for In-Work claimants	£2m ESF	ESF	One project will deliver across Leeds City Region	Outline bids now in appraisal. Not known whether these will be subject to an accelerated process for full application submission before Autumn statement
Skills Support for Redundancy	£0.92m (Skills Funding Agency Opt-in)	ESF	One project will deliver across Leeds City Region	Bids now being appraised by SFA. Delivery to 31 March 2018
Promoting Enterprise and Innovation in Young People Programme	£4.259m (Skills Funding Agency Opt-in)	ESF	One project will deliver across Leeds City Region	Bids now being appraised by SFA. Delivery to 31 March 2018
Apprenticeship Hub Programme	£2.5m (Skills Funding Agency Opt-in)	ESF	One project will deliver across Leeds City Region	Bids now being appraised by SFA. Delivery to 31 March 2018

<b>Other</b>	<b>Indicative value</b>	<b>ERDF / ESF</b>	<b>Delivery level</b>	<b>Comment</b>
Tour de France Legacy Support Programme – support for small and micro businesses in the Visitor Economy	£ 2,000,000 EAFRD	N/A	Rural areas within Leeds City Region	Not known if / when this may be issued
SME Competitiveness – further manufacturing SMEs supply Chain	£ 2,000,000	ERDF	Leeds City Region	Not known if / when this may be issued
Skills Hub – Skills Service	Approx. £7m	ESF	Leeds City Region	Not known if / when this may be issued
Sustainable Urban Development (SUD) Call to develop ecologically sound and resilient site development	Approx. £19.6m for SUD and separate open call	ERDF	West Yorkshire and York for SUD; Leeds City Region for open call	Not known if / when this may be issued
Third Sector Infrastructure Support Programme – Social Inclusion Agenda	To be confirmed	ESF	To be confirmed	Not known if / when this may be issued