

# Report of the Director of Regeneration and Culture to the meeting of the Bradford East Area Committee to be held on 21<sup>st</sup> November 2013

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**Subject:*****Get Bradford Working in the Bradford East Area.***

**Summary statement:** *Get Bradford Working (GBW)*, an Employment Investment Programme for the District for 2012/13 was approved at Executive Committee on 22<sup>nd</sup> June 2012. *GBW* is creating new jobs and apprenticeships, and is providing work experience placements, and qualifications and will use in excess of £9 million of Council resources alongside £1.5 million government funding, plus partner and private business contributions.

The programme will provide at least 400 new jobs, 500 new apprenticeships, 300 work experience placements, 600 qualifications, 525 sustained job outcomes and 5 new centres of excellence providing 1500 school places linked to business.

This report gives an update of the programme and the achievements realised to date, with particular reference to how providers and partners from Bradford East have been, and can continue to be engaged with GBW.

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**Portfolio:**  
**Leader of Council & Strategic Regeneration/  
Employment Skills & Culture**

**Overview & Scrutiny Area:**

**Regeneration and Culture**



## 1. SUMMARY

1.1 *Get Bradford Working (GBW)*, an Employment Investment Programme for the District for 2012/13 was approved at Executive Committee on 22<sup>nd</sup> June 2012. *GBW* is creating new jobs and apprenticeships, and is providing work experience placements, and qualifications and will use in excess of £9 million of Council resources alongside £1.5 million government funding, plus partner and private business contributions.

1.2 The programme will provide over 400 new jobs, 500 new apprenticeships, 300 work experience placements, 600 qualifications, 525 sustained job outcomes and 5 new centres of excellence providing 1500 school places linked to business.

1.3 Following the Bradford East Area Committee held on 27/06/13 it was resolved:

**(1) That members thank officers and note the content of Document “D” and welcome the continued success of Get Bradford Working in providing opportunities for employment and skills for those living within Bradford East.**

**(2) That officers bring a further report to the Committee in three months time.**

1.4 This report gives a further update of the programme and the achievements realised to date, with particular reference to how providers and partners from Bradford East have been, and can continue to be engaged with *GBW*.

## 2. BACKGROUND

2.1 *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 £9 million of investment to provide employment opportunities by creating; jobs, apprenticeship places, a transformational curriculum for 14-19 year olds, and a range of support measures for 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.

2.2 *Get Bradford Working* seeks to provide the following skills and labour market interventions, which, in conjunction with key partners, will:

- Meet the gaps in provision identified in the Employment and Skills Strategy
- Wrap around the mainstream provision offered by Department for Work and Pension, the Skills Funding Agency and Job Centre Plus
- Create jobs for local people with local employers
- Work alongside regeneration initiatives such as the Regional Growth Fund
- Increase the number of employers involved with Apprenticeship provision
- Decrease the number of District residents claiming job seekers allowance
- Increase the skills level of Bradford residents to ensure that they are well placed to meet the needs of employers when they recruit
- Establish an employer-led curriculum for 14-19 year olds

- Meet the skills gaps that have been identified in key growth sectors

2.3 The programme originally consisted of 4 key strands:

- The Employment Opportunities Fund
- The Apprenticeship Training Agency
- Routes into Work
- Industrial Centres of Excellence

However, the Advance Skills fund was recently added to GBW, by the Council's Executive Committee on 18<sup>th</sup> June (see 2.8 below).

## **2.4 The Employment Opportunities Fund**

2.4.1 The Employment Opportunities Fund (EOF) is a partnership between CBMDC, In Communities, Job Centre Plus and associated partners including local Work Programme providers. It uses £4.521m of Council resources, alongside £1.8m of matched funding and resources from Incommunities. In seeking to align this programme alongside other national priorities, funding from Jobcentre Plus has recently been secured which will add in the region of £560,000. The EOF specifically targets Bradford residents who are unemployed, claiming active benefits and are aged 18-24 or over 50 years or people with a disability or work limiting health condition. The main aim of the fund is to provide a bridge into work for these individuals and to support them towards sustainable employment. It is anticipated the programme will engage up to 900 residents and place 400 residents into jobs created through the ILM.

2.4.2 Referrals onto the EOF are made by Job Centre Plus through their Advisor or Work Programme Work Coach.

## **2.5 Routes into Work**

2.5.1 The £1.4m Routes into Work fund is a commissioned fund that seeks 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. Routes into Work has also attracted £175,000 investment from Job Centre Plus.

2.5.2 Following consultation with the portfolio holder, the Employment and Skills Board, key partners, capacity building workshops and soft market testing with prospective providers, it was decided to split the fund into 8 contracts.

2.5.3 The eligibility criteria for each contract under the Routes into Work is different, therefore referrals are made from a range of providers and stakeholders including community centres, Job Centre Plus and Work Programme providers. Individuals who wish to be referred onto the provision should speak to their Job Centre Plus provider or contact the provider direct. A list of the providers that deliver the Routes into Work provision and an overview of each contract is provided in Appendix 2.

## **2.6 Bradford Apprenticeship Training Agency (ATA)**

2.6.1 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.

2.6.2 The Apprenticeship Training Agency 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. It is estimated Bradford could, if start up funding is secured, establish an Apprenticeship Training Agency that creates 400 new apprenticeships. These apprenticeships will be targeted at growth sectors of the local economy. This targeting will ensure employees of the agency are better able to secure permanent work in Bradford's businesses, and so strengthen the local economy.

2.6.3 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", a proposal was submitted to the Department of Business Innovation and Skills (BIS) to establish a Bradford ATA.

2.6.4 This proposal has been approved and the Council has now formally established a jointly owned company to run the ATA.

2.6.5 The ATA was formally launched in May 2013 and is has started to engage with employers. The ATA has received 58 employer commitments to take on an apprentice, 17 of which are within Bradford East, and has recruited 26 Apprentices, 3 of whom are from Bradford East.

2.6.6 In addition, other funding has been made available to Bradford for "Hub" arrangements. The Apprenticeship Hub provides a dedicated resource to co-ordinate and actively promote apprenticeships to SMEs and other businesses, schools, and young people and their families/carers. This will help raise the profile of apprenticeships across LCR by undertaking business development activities in order to engage more companies and increase take up of Apprenticeship provision.

2.6.7 The Hub works:

- To increase the market penetration of apprenticeships being delivered in the SME market to raise the overall level of apprenticeship demand to create new and a greater number of apprenticeship opportunities available to young people;
- To ensure that the appropriate teaching and support professionals have the appropriate knowledge of apprenticeships so they are able to provide advice and guidance to young people on apprenticeship opportunities;
- To ensure that young people and their families/carers have appropriate information to make a fully informed choice on apprenticeship as a learning/career pathway.

2.6.8 At the end of October 2013, the Hub had engaged with 446 businesses, generating 115 new Apprenticeships against a profiled target to date of 107.

## **2.7 Industrial Centres of Excellence**

2.7.1 The Centre of Excellence for Business became the first ICE to become fully operational and opened in September 2013. Recruitment to the to the Centre has been very successful and 102 students are currently on ICE provision compared to a planned

opening figure of 80; the focus in this phase of the development of this ICE has been very much on the post-16 element so the majority of students are presently 16-19.

2.7.2 The Centre of Excellence for Business is currently talking with another school from elsewhere in the District about becoming involved in the programme.

2.7.3 Both the Centre of Excellence for Environmental Technologies and Centre of Excellence for Design, Engineering, Manufacturing and Technologies have started pilots of the 14-16 curriculum.. The Centre of Excellence for Environmental Technologies is actively looking to recruit additional education partners for their ICE at the moment; this dialogue will take place through the Bradford Partnership. Following the success of the 14-16 work, which started in June, the Centre is now developing components of the post-16 curriculum.

2.7.4 At present, Oakbank School and Leeds City College are the lead partners on Design, Engineering, Manufacturing and Technologies, but they are planning to expand the education element of the partnership early in 2014

2.7.5 Carlton Bolling College are the lead educational partner for the Centre of Excellence for Retail Management and Logistics, and the sole school involved in this ICE at this stage. The school are working with Morrison's, who are confirmed as a lead business partner on this ICE. Carlton Bolling and Morrison's will work with CBMDC to expand the range of partners from business and education for this ICE in the New Year.

2.7.6 Carlton Bolling are also one of the three education partners on the Centre of Excellence for Construction and the Built Environment (with Bradford College, which is the lead, and Tong High School). At launch, which is planned for September 2014, we anticipate that the 14-16 element of the ICE will be delivered predominantly by Carlton Bolling and Tong, with post-16 students enrolled at Bradford College but potentially accessing provision across a number of sites, including Carlton Bolling's construction centre.

2.7.7 Clearly, at present, four of the five ICEs are looking to expand the number of schools involved so there is potential for other schools from Bradford East to have greater involvement in the programme.

2.7.8 The targeting of businesses for the ICEs is on a sectoral rather than geographical approach given the obvious requirement for employers to engage with the most relevant ICE to meet their workforce demands. The 'E3 Bradford' partnership, a CBMDC and Bradford Chamber of Commerce initiative to embed an enterprise curriculum across all education and training providers in Bradford, has been a key source of referrals to the programme.

2.7.9 There are two types of role a business can fulfill in an ICE, 'lead' or 'associate' partner. At this stage we currently have 18 lead and 60 associate partners engaged with the whole programme, including some of the largest employers in the District such as Morrison's through to a number of SMEs such as Beaumont Robinson.

## **2.8 The Advanced Skills Fund**

2.8.1 The Advanced Skills Fund will provide support to businesses in key growth sectors

to enable them to recruit skilled staff. It will work to strengthen Bradford’s economy by providing the advanced skills Bradford’s businesses need, opening up employment opportunities for Bradford’s residents.

2.8.2 The Advanced Skills Fund will be included in, and build on the success of Get Bradford Working which is already delivering real economic benefits for some of our most disadvantaged people.

2.8.3 The Advanced Skills Fund is still in developmental stages, but the first opportunity to use the Fund will be 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.

2.8.4 The Centre of Excellence for Business and the Centre of Excellence for Environmental Technologies are both engaged in discussions with CBMDC around the Advanced Skills Fund and specifically how the University, which is on the Board of both Centres, can develop higher education provision, higher level apprenticeship and other advanced pathways using links with some of the lead partners working on the programme.

### **3. OTHER CONSIDERATIONS**

#### **3.1 Get Bradford Working in Bradford East**

3.1.1 The first 4 strands of the GBW programmes are now operational. GBW is a District wide programme, and is accessible to unemployed Bradford residents. To date, there has been good progress made in securing additional funding to enhance GBW programmes.

3.1.2 As programmes have become operational, opportunities to engage with the residents and organisations within Bradford East have increased. In order to target areas of economic disadvantage, programmes have targeted Bradford East residents, with particular emphasis being given to helping those furthest away from the labour market gain access to employment and skills opportunities.

#### **3.2 Routes into Work**

3.2.1 Of the 1004 clients currently registered with Routes into Work providers 31% (316) reside in East Bradford, this is broken down as follows:

Ward	No of clients engaged with RIW
Bradford Moor	76
Bolton and Undercliffe	15
Bowling and Barkerend	92
Eccleshill	24
Idle and Thackley	6
Little Horton	103
Total	316

3.2.2 Of the 316 clients from Bradford East who have engaged with Routes into Work providers, 32 have jobs at this time. However, this output will rise as people complete their learning programmes and take advantage of the high level of support and assistance for placing individuals into employment.

### 3.3 Employment Opportunities Fund

3.3.1 Of the 559 clients who have been referred to the Employment Opportunities Fund and have taken part in the assessment days 25% (138) reside in Bradford East, this is broken down as follows:

Ward	No of clients engaged with EOF
Bradford Moor	28
Bolton and Undercliffe	19
Bowling and Barkerend	28
Eccleshill	18
Idle and Thackley	14
Little Horton	31
Total	138

3.3.2 Of the 138 clients from Bradford East who have engaged with the Employment Opportunities Fund, 61 (44%) have successfully started employment within the Intermediate Labour Market.

3.3.3 Although it was initially anticipated the EOF would create 400 ILM jobs, the final figure is likely to be much higher. The increase of jobs being created is mainly as a result of individuals securing sustainable employment outside the programme earlier than anticipated, and other funding streams being levered in to extend the scope of the EOF. This includes national wage incentive funding being generated as a result of specific support in assisting unemployed 18-24 year old individuals into employment, as well as investment from partners outlined at 2.4.1 above.

3.3.4 As a result, additional ILM jobs will be created for the programme. It is anticipated that a further round for employers to apply for an EOF job will be advertised in early 2014. Employers can engage with the EOF by completing an Expression of Interest (EOI) and submitting this through YORtender. As previously reported, there is a due diligence exercise to ascertain the suitability of the employer. EOIs are evaluated against set criteria to ensure that employers pass due diligence and that the employees would gain transferable skills that would enable them to sustain employment outside of the ILM.

3.3.5 To mark the one year anniversary of the EOF programme, an event will be organised on the 31<sup>st</sup> of January 2014. The event will include showcasing successes of the programme both from long term unemployed job seekers who have benefited from the project as well as employers who have been involved in the scheme.

## 4. OPTIONS

4.1A full options appraisal was undertaken as part of the Executive Committee process. This resulted in the decision to enter a partnership with Bradford College and Incommunities to run the ATA and Employment Opportunities Fund respectively.

## **5. FINANCIAL & RESOURCE APPRAISAL**

5.1 The financial resources were allocated in the budget paper dated 23<sup>rd</sup> February 2012. This committed the Council to the strategic commissioning involved (in line with internal Council procedures and Public Procurement Legislation) for the £1.4m allocated for Routes into Work projects. Internal resource capacity from the Employment and Skills staff within the Climate, Housing, Employment and Skills service within Regeneration and Culture will manage the fund in addition to support from Commissioning and Procurement staff.

5.2 The sum of £4.521 million for the Employment Opportunities Fund was also allocated in the budget paper dated 23<sup>rd</sup> February 2012.

5.3 The allocation of £1.8 million from Council reserves was allocated to kick start Industrial Centres of Excellence development.

5.4 A grant of £4.5 million has been awarded to the Leeds City region as part of the “Skills Ask”. The government’s Business, Innovation & Skills department is now in the process of awarding a contract to Bradford to establish the Apprenticeship Training Agency.

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

6.1 GBW contracts are primarily output based to minimise Council risk. However, it has been identified that there is some reputational risk to the Council should contracts be unsuccessful should output targets not be fully met, and resources remain unallocated. This risk is shared with partners as the Employment and Skills Strategy is jointly owned by the Council, Employment and Skills Board, Employment and Skills Partnership and Prosperity and Regeneration Partnership. This risk is mitigated by stringent contract monitoring procedures, undertaken by the Employment and Skills Commissioning Team in line with the Employment and Skills Contract Management Framework and the Education Employment and Training team.

6.2 However, specific measures are also in place to provide governance and also to manage the risk associated with the operating elements of GBW. These vary according to each individual strand as follows:

### **6.3 EOF**

6.3.1 The EOF is the subject to monitoring visits at least monthly from Commissioning Officers. A monthly Steering Group meeting is also held and is attended by Council Officers and senior representatives from Incommunities, Jobcentre Plus and other partner agencies. Regular performance data is presented to the Group. An operational Group is also held monthly to consider referral data, programme developments and actions passed down from the Steering Group.



## **6.4 RIW**

6.4.1 All RIW programmes are subject to monthly contract monitoring visits from Commissioning Officers. In addition, monthly desktop monitoring exercises are undertaken to enable progress against profiled outputs to be checked.

## **6.5 ATA**

6.5.1 The ATA is now a formally constituted company registered with Companies House. There is a Board of Directors in place which has responsibility for monitoring progress towards Leeds City Region targets, finances and the policies and procedures for the ATA

6.5.2 Representation on the Board is as follows:

- Bradford College: 2 positions (Chair of the Corporation and College Principal/Chief Executive)
- Bradford Council: 2 positions, and current Chair. (Portfolio Holder, Employment and Skills, and Principal Manager, Employment and Skills).

## **6.6 ICE**

6.6 Each Centre of Excellence will have separate governance arrangements in place that are determined by the project board which is established at the start of the developments. The Council, lead employers and educational establishment are represented on the project board. An ICE Reference Group, which is chaired by the Strategic Director of Children's Services and reports to the Children's Trust, oversees the development of the ICE programme as a whole.

6.7 As an additional governance measure, all GBW strands are reported to a 6 weekly Employment and Skills Development Board chaired by the Assistant Director, Climate Housing Employment and Skills who receives update reports on the progress and performance of all GBW programmes.

## **7. LEGAL APPRAISAL**

7.1 Legal advice has been taken to ensure that the Council complies with its legal obligations and duties under public procurement law in relation to the procurement and delivery of the key strands outlined, and as to the implications of establishing the formal entity to run the Apprenticeship Training Agency.

7.2 In order to remain compliant with public procurement law, employment and skills issues need to be objectively justifiable as part of the solution(s) being sought and the process needs to be fair, transparent and non-discriminatory in relation to the selection of providers. Accordingly, Officers from both Legal Services and Commissioning and Procurement have provided advice in relation to the procurement and delivery of these proposals.

## **8. OTHER IMPLICATIONS**

### **8.1 EQUALITY & DIVERSITY**

8.1.1 An equality impact assessment has been provided by the Employment and Skills

Strategy and economic assessment in terms of impact to individuals and businesses in the district. These outline the economic profile of the district and raise issues for prioritisation which, with appropriate actions, will have explicit positive impacts on specific groups by redressing inequalities by increasing employment opportunities for those aged 18-25, over 50 and people with a disability or work limiting health condition.

## **8.2 SUSTAINABILITY IMPLICATIONS**

8.2.1 The Employment and Skills Strategy was produced alongside the Economic Strategy and Housing Delivery Plan and the 14-19 Strategy in order to help develop and secure a sustainable and resilient economy for the District, which is able to move from recession to recovery in a way that makes most effective use of its resources and assets. This work also directly supports the implementation of the Sustainable Community Strategy for the District. Every effort is being made to maximise the impact and value of public and private investment in skills and employment to bring whole life and lasting improvement

## **8.3 GREENHOUSE GAS EMISSIONS IMPACTS**

None.

## **8.4 COMMUNITY SAFETY IMPLICATIONS**

8.4.1 The state of the local economy and employment market can significantly influence crime figures. Likewise, high levels of crime and anti-social behaviour can adversely affect an area's ability to attract inward investment and jobs.

## **8.5 HUMAN RIGHTS ACT**

None.

## **8.6 TRADE UNION**

None.

## **8.7 WARD IMPLICATIONS**

8.7.1 The Employment and Skills Strategy presents the key worklessness and skills issues for the district. There is a significant variance across wards and the strategy seeks to inform priority areas for activity to address worklessness and skills at the SOA (super output area) and ward level. We seek to introduce provision that meets employment and skills needs at ward level. Strong working relationships will need to be fostered with all partner agencies within East Area, and as the programmes become established it is expected that this will continue and links will strengthen.

## **8.8 AREA COMMITTEE ACTION PLAN IMPLICATIONS**

8.8.1 The GBW measures included in this report are in line with the "Education and Skills" elements of the Bradford East Action Plan (2011-14). GBW will specifically contribute to the following measures:

- ES01 – Raise attainment levels of children and young people.

- ES02 – Reduce numbers of young people not in education employment and training.
- EC03 – Raise skill levels in local communities.

## **9 NOT FOR PUBLICATION DOCUMENTS**

None

## **10. RECOMMENDATIONS**

- 10.1 That members note the content of this report and welcome the continued success of Get Bradford Working in providing opportunities for employment and skills for those living within Bradford East.
- 10.2 That the forthcoming marketing activity undertaken by the ATA and the Hub specifically targets young people and schools from areas where young people may face the most significant barriers to work, including Bradford East.

## **11. APPENDICES**

None

## **12. BACKGROUND DOCUMENTS**

None.