

# Report of the Strategic Director, Children's Services to the meeting of Regeneration and Economy Overview and Scrutiny Committee to be held on 28<sup>th</sup> March 2017

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## Subject:

Get Bradford Working Update

## Summary statement:

This report provides an update on Get Bradford Working, with particular reference to SkillsHouse and provides details of the achievements realised to date and future plans.

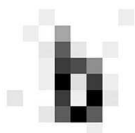
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**Overview & Scrutiny Area: Regeneration**



## 1. SUMMARY

- 1.1 The implementation of Get Bradford Working (GBW), an Employment Investment Programme for the District, was initially approved at Bradford Council's Executive Committee on 22 June 2012. Further funding was also allocated to GBW in the 2013 and 2014 budgets. The development of this additional funding was approved at Bradford Council's Executive Committee on 18 June 2013 and 11<sup>th</sup> March 2014 respectively.
- 1.2 Get Bradford Working draws together key initiatives which tackle the issues and barriers facing Bradford's residents in the labour market. GBW represents in excess of £13.5 million of investment, by Bradford Council and partners including: Jobcentre Plus; Incommunities; and Leeds City Region. 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 developing better skills, more good jobs and a growing economy as detailed in the District Plan, as well as building on Bradford's role as a partner within the Leeds City Region.
- 1.3 To date Get Bradford Working programmes have supported **2812 individuals into employment**.
- 1.4 The Get Bradford Working programme currently consists of 7 strands:
- SkillsHouse
  - The Employment Opportunities Fund
  - Industrial Centres of Excellence
  - The Advanced Skills Fund
  - Routes into Work
  - The Apprenticeship Training Agency & Apprenticeship Hub
  - Step up to Business
- 1.5 This report provides an update on Get Bradford Working, with particular reference to SkillsHouse and provides details of the achievements realised to date and future plans.

## 2. BACKGROUND

### 2.1 SkillsHouse

- 2.1.1 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.
- 2.1.2 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.
- 2.1.3 Though the core team members who work within SkillsHouse are Bradford council staff, assessments, support and training is delivered in partnership with a range of providers across the District, including Jobcentre Plus, Aspire-i, Bradford College,

- 2.1.4 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.
- 2.1.5 Since launching, SkillsHouse have supported over 780 unemployed individuals into work. A number of these clients have also successfully gained workplace promotions since beginning employment.
- 2.1.6 775 individuals have completed pre-employment training since SkillsHouse commenced in June 2015. During this training, participants complete a level 1 qualification in either retail or hospitality and also complete WorldHost customer service training. WorldHost is a world renowned customer service package, which has been used to train over one million people worldwide. It was used as part of the training for volunteers and staff who worked at the London 2012 Olympic and Paralympic games, which was widely praised for the fantastic welcome visitors were given.
- 2.1.7 To date SkillsHouse has engaged with and supported a range of retail and visitor economy businesses across the District to recruit and up skill staff. Employer engagement remains a priority and the SkillsHouse team have been working with colleagues from the Economic Development Team to keep up to date with new developments, share intelligence and undertake targeted employer engagement.
- 2.1.8 In addition to continuing the successful pre-employment training and recruitment support, SkillsHouse are also working toward engaging businesses within retail and visitor economy (this includes hospitality, transport, leisure and tourism) to up skill their current staff in a range of the qualifications. The qualifications offered through SkillsHouse include, short courses such as WorldHost, Digital Business Skills, Management Skills and a range of apprenticeships and longer courses.
- 2.1.9 Building on Bradford's success as Curry Capital and City of Film, SkillsHouse have been working towards gaining WorldHost Destination Status for the District, with the initial focus of Bradford City Centre. WorldHost is a key factor in bringing people together to continue to drive the economy and increase visitor spend by welcoming visitors and tourists to our district time and time again. Across the District, over 880 individuals have completed WorldHost qualifications to date. This includes staff at the Science and Media Museum, the Visitor Centres, Cliff Castle, Broadway Centre Management Team, Street scene and Waste Management teams and North Parade.
- 2.1.10 WorldHost recognition can be achieved by a business or destination when 50% of the employees in customer facing roles have completed WorldHost Training.
- 2.1.11 Bradford City and ultimately Bradford District will achieve WorldHost City Status when 25% of the businesses in the postcode areas have undertaken training, and 50% of the employees in those businesses have completed training.
- 2.1.12 With the support of People 1<sup>st</sup> and the City Centre Management Team a coordinated face to face, telephone and email marketing campaign has taken place since February 2016 for Bradford employers who have already expressed an interest in their employees achieving the WorldHost Badge. A range of courses

have been run and it is anticipated that Bradford City Centre will gain WorldHost Destination Status in Spring 2017.

- 2.1.13 Following Bradford City Centre the expected timescales for achieving WorldHost Destination Status in other areas of the District are:

*Keighley Town Centre – Autumn 2017.* A large amount of work has already taken place in Keighley with Cliffe Castle currently applying for Destination Status. Further work needs to be undertaken to target destinations such as Worth Valley Railway and East Riddlesden Hall.

*Shipley and Saltaire – Spring 2018.*

*Bradford District – Summer 2018.*

## **2.2 The Employment Opportunities Fund**

- 2.2.1 The Employment Opportunities Fund (EOF) is a partnership between CBMDC, Incommunities, Jobcentre Plus and associated partners. It uses £4.521m of Council resources, alongside £1m of funding from Incommunities, £792k from Job Centre Plus and £1.3m 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

- 2.2.2 Since it commenced in December 2012, the EOF has supported over 969 individuals into sustained employment. The roles are within a range of sectors including horticulture, catering, ICT, community development and childcare.

- 2.2.3 An external evaluation of the programme was undertaken in 2015, which identified that 84% of Participants who leave the provision after undertaking a work placement with a local employer, do not sign back onto unemployment benefits, and that in May 2015 £12.8m of social value had been achieved from a £6.48m investment based on 812 Job Outputs and 1,337 training achievements but excluding wellbeing outcomes.

## **2.3 Industrial Centres of Excellence**

- 2.3.1 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.

- 2.3.2 There are currently four ICE operational: Centre of Excellence for Business; Centre of Excellence for Environmental Technologies; Centre of Excellence for the Built Environment; and Centre of Excellence for Advanced Manufacturing & Engineering. With a Health ICE currently being considered.

- 2.3.3 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.

- 2.3.4 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.

## **2.4 Advanced Skills Fund**

- 2.4.1 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.
- 2.4.2 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.
- 2.4.3 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.

## **2.5 Routes into Work**

- 2.5.1 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.
- 2.5.2 Routes into Work ended 31/3/16 in total 509 individuals were supported into employment through RIW programmes.

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

- 2.6.1 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.
- 2.6.2 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.

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

2.6.4 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. The ATA now forms part of the Bradford College Group and continues to support businesses and young people across the District.

## **2.7 Step up to Business**

2.7.1 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 were:

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'.

## **3. OTHER CONSIDERATIONS**

### **3.1 Future Plans**

3.1.1 In October 2016, Bradford Council in partnership with Leeds Council submitted a full application to the DWP seeking a funding allocation of £4.9m from the European Social Fund (ESF) element of ESIF, creating a £9.8m programme to deliver employability provision which will include specialist services to meet specific needs of the target group. DWP are currently processing the application and we are expecting a contract imminently.

3.1.2 Delivered over three years, the contract will focus on delivery of a package of tailored support to address worklessness of unemployed disadvantaged individuals aged over 25. The provision aims to engage with the individual, identify and address barriers to work, using a range of specialist support/provision to move Participants into sustained work at the earliest opportunity.

3.1.3 72% of the total budget is allocated to delivery within Bradford District, this will be undertaken through SkillsHouse, the Employment Opportunities Fund and procurement of specialist support services for the following groups:

- Disabilities and Mental Ill-Health
- BAME and ESOL
- Drug and Alcohol Dependency
- Over 50s

3.1.4 In total the programme will support:

- Over 5000 individuals with job search and employability
- Over 1500 individuals into employment

- Over 700 individuals will sustain employment at 6 months

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

- 4.1 Employment and Skills has seen significant cuts in base budget over recent years with the total budget now less than £1.5m per year.
- 4.2 Funding associated with GBW has been used as last resort funding, with officers ensuring that national and regional funding is exhausted in the first instance.
- 4.3 The remaining funds held in reserves for GBW have been used alongside partner contributions and staffing as match for European Social Funds, details of this bid are provided above in section 3. If successful this will enable the remaining funds to be matched by ESF, therefore doubling the funding available and extending GBW to March 2020.

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

- 5.1 Risks associated with the delivery and proposals in this report are primarily reputational should Get Bradford Working be unsuccessful. This risk is mitigated by stringent contract monitoring procedures, undertaken by the Education, Employment and Skills Team.

#### **6 LEGAL APPRAISAL**

- 6.1 Full legal appraisals were undertaken prior to the reports to the Executive detailed in paragraph 1.1.

#### **7 OTHER IMPLICATIONS**

##### **7.1 WARD IMPLICATIONS**

- 7.1.1 Details in relation to the constituency that job outcome data relates to is provided in Appendix 1

#### **8 NOT FOR PUBLICATION DOCUMENTS**

None

#### **9. RECOMMENDATIONS**

- 9.1 That members note the content of this report and welcome the continued success of Get Bradford Working in providing access to employment opportunities for those living within Bradford and the District.

#### **10. APPENDICES**

- 10.1 Get Bradford Working Equality & Diversity Data

#### **11. BACKGROUND DOCUMENTS**

None

## Appendix 1: Get Bradford Working Equality and Diversity Data

### Job Starts

GENDER	Number	%
Male	1424	50.6
Female	1388	49.4
<b>Total</b>	<b>2812</b>	

ETHNICITY	Number	%
White British	1774	63.1
Mixed	79	2.8
Indian	50	1.8
Pakistani	655	23.3
Bangladeshi	36	1.3
White Other	84	3.0
Black	50	1.8
Black Other	11	0.4
Asian Other	30	1.1
Not Provided	43	1.5
<b>Total</b>	<b>2812</b>	

ETHNICITY	Number	%
BAME Group	911	32.4
Non-BAME Group	1901	67.6
<b>Total</b>	<b>2812</b>	

DISABILITY	Number	%
No Disability	2551	90.7
Physical Disability	77	2.7
Learning Difficulty	44	1.6
Mental Health	58	2.1
Multiple Disabilities	8	0.3
Unspecified Disability	50	1.8
Not Provided	23	0.8
Other Disability	1	0.0
<b>Total</b>	<b>2812</b>	

DISABILITY	Number	%
Disabled	238	8.5
Non-Disabled	2574	91.5
<b>Total</b>	<b>2812</b>	

AGE BAND	Number	%
16 - 18	154	5.5
19 - 24	1563	55.6
25 - 49	688	24.5
50 Plus	269	9.6
Not Provided	138	4.9
<b>Total</b>	<b>2812</b>	

CONSTITUENCY	Number	%
Bradford East	687	24.4
Bradford South	491	17.5
Bradford West	768	27.3
Keighley	363	12.9
Shipley	389	13.8
Not Known	114	4.0
<b>Total</b>	<b>2812</b>	



	<b>Ward</b>	<b>Job Outcomes</b>
Bradford East	Bolton and Undercliffe	103
	Bowling and Barkerend	181
	Bradford Moor	129
	Eccleshill	95
	Idle and Thackley	47
	Little Horton	132
Bradford South	Great Horton	96
	Queensbury	58
	Royds	97
	Tong	108
	Wibsey	66
	Wyke	66
Bradford West	City	250
	Clayton and Fairweather Green	94
	Heaton	94
	Manningham	148
	Thornton and Allerton	74
	Toller	108
Keighley	Craven	28
	Ilkley	5
	Keighley Central	136
	Keighley East	87
	Keighley West	83
	Worth Valley	24
Shipley	Baildon	39
	Bingley	84
	Bingley Rural	65
	Shipley	102
	Wharfedale	3
	Windhill and Wrose	96
	Not Known	114
	Total	2812

## Registrations

GENDER	Number	%
Male	3041	52.3
Female	2763	47.6
Not provided	5	0.1
<b>Total</b>	<b>5809</b>	

ETHNICITY	Number	%
White British	3337	57.4
Mixed	187	3.2
Indian	99	1.7
Pakistani	1515	26.1
Bangladeshi	87	1.5
White Other	238	4.1
Black	134	2.3
Black Other	46	0.8
Asian Other	89	1.5
Not Provided	77	1.3
<b>Total</b>	<b>5809</b>	

DISABILITY	Number	%
No Disability	4920	84.7
Physical Disability	258	4.4
Learning Difficulty	151	2.6
Mental Health	271	4.7
Multiple Disabilities	67	1.2
Unspecified Disability	89	1.5
Not Provided	52	0.9
Other Disability	1	0.0
<b>Total</b>	<b>5809</b>	

AGE BAND	Number	%
16 - 18	173	3.0
19 - 24	2831	48.7
25 - 49	1882	32.4
50 Plus	733	12.6
Not Provided	190	3.3
<b>Total</b>	<b>5809</b>	

CONSTITUENCY	Number	%
Bradford East	1578	27.2
Bradford South	1102	19.0
Bradford West	1534	26.4
Keighley	776	13.4
Shipley	669	11.5
Not Known	150	2.6
<b>Total</b>	<b>5809</b>	

ETHNICITY	Number	%
BAME Group	2157	37.1
Non-BAME Group	3652	62.9
<b>Total</b>	<b>5809</b>	

DISABILITY	Number	%
Disabled	837	14.4
Non-Disabled	4972	85.6
<b>Total</b>	<b>5809</b>	

	Ward	Registrations
Bradford East	Bolton and Undercliffe	171
	Bowling and Barkerend	415
	Bradford Moor	339
	Eccleshill	194
	Idle and Thackley	87
	Little Horton	372
Bradford South	Great Horton	227
	Queensbury	107
	Royds	194
	Tong	310
	Wibsey	144
	Wyke	120
Bradford West	City	439
	Clayton and Fairweather Green	176
	Heaton	190
	Manningham	342
	Thornton and Allerton	156
	Toller	231
Keighley	Craven	57
	Ilkley	12
	Keighley Central	327
	Keighley East	155
	Keighley West	177
	Worth Valley	48
Shipley	Baildon	69
	Bingley	151
	Bingley Rural	103
	Shipley	156
	Wharfedale	4
	Windhill and Wrose	186
	Not Known	150
	Total	5809