

Report of the Strategic Director, Children's Services to the meeting of Bradford East Area Committee to be held on Thursday 30 March 2017

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Subject:

Employability and Skills Update

Summary statement:

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

Michael Jameson
Strategic Director, Children's Services

Portfolio: Education, Employment and Skills

Report Contact: Phil Hunter
Interim Head of Employment and Skills
01274 439575
phil.hunter@bradford.gov.uk

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



INVESTORS
IN PEOPLE



2009-2010
Positive engagement
of older people
2006-2007
Improving Rural Services:
Empowering Communities



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 East Area, outlining support available for residents and gives details of future plans for the area.

2. BACKGROUND

- 2.1 In December 2016 the unemployed claimant rate in Bradford was 2.7 % of residents aged 16-64. The annual change in the Bradford District saw a 0.8 % increase in claimants equating to 70 more people claiming unemployment benefits when compared to the same month last year. In November 2016 East Bradford had an unemployment rate of 3.5 % (2525 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 1.9% and the national rate of 1.8%.
- 2.2 In December 2016 there were 2875 18- 24 year olds claiming unemployment benefits in Bradford. This has increased by 195 in the past year, however the increase may relate to the transfer from Job Seekers Allowance to Universal Credit.
- 2.3 The December 2016 figures show that there are 2,200 people claiming JSA for longer than 12 months, in Bradford, a claimant rate of 0.7%.

Table 1: East Bradford Unemployment rates by ward Nov 2016

Area	Ward	Claimant numbers	Rate
East Bradford	Bolton & Undercliffe	270	2.6%
	Bowling & Barkerend	625	4.6%
	Bradford Moor	465	3.6%
	Eccleshill	360	3.1%
	Idle & Thackley	160	1.5%
	Little Horton	645	4.9%
Total		2525	3.5%

2.4 As of 1st September central government has changed the reporting format for NEET and this will now be a combined figure for NEET and Not Known. The DfE believes this gives a fuller picture and also indicates the strength and efficiency of local tracking processes. NEET plus Not Known is their headline indicator in the annual NEET and Not Known Scorecard. For November 2015 to January 2016 the figures were:

- Bradford 7.3% (split into 2.8% NEET and 4.5% Not Known)
- England 7.1% (split into 2.7% NEET and 4.4% Not Known)

As shown in table 2 below, the NEET plus not known rate for East Bradford in December 2016 is higher than the District rate at 8.5%, at 11.9% Eccleshill has one of the highest combined rates in the District.

Table 2: East Bradford Academic Age 16/17 NEET rates by ward December 2016

Area	Ward	Total	% of Total	Not Known	%	NEET	%	Not known + NEET %
East Bradford	Bolton & Undercliffe	465	3.4%	17	3.7%	12	2.6%	6.3%
	Bowling & Barkerend	678	4.9%	39	5.8%	21	3.1%	8.9%
	Bradford Moor	747	5.4%	42	5.6%	23	3.1%	8.7%
	Eccleshill	497	3.6%	32	6.4%	27	5.4%	11.9%
	Idle & Thackley	350	2.5%	13	3.7%	8	2.3%	6.0%
	Little Horton	723	5.3%	36	5.0%	24	3.3%	8.3%
East Total		3460	25.2 %	179	5.2%	115	3.3%	8.5%

2.5 For additional demographic data please see the report of the Strategic Director of Place to the meeting of Bradford East Area Committee held on 12th January 2017.

3. OTHER CONSIDERATIONS

3.1 Get Bradford Working in East 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 31st December 2016 Get Bradford Working programmes have supported over 2780 individuals into employment across Bradford and 678 in East Bradford (24% 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 East 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 was been piloted with a number of schools and began in earnest from September 2016. A number of schools from the East 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 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 1st 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.

3.2.2.2 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.

3.2.2.3 Last year the Council re-commissioned the Connexions 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.

3.2.2.4 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.

- 3.2.2.5 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 Eccleshill can be tackled.
- 3.2.2.6 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 bid as lead applicant, with Leeds City Council, 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 the report and the future plans to continue support in East Bradford be noted.

9. APPENDICES

- 9.1 Get Bradford Working Overview
- 9.2 Get Bradford Working Equality & Diversity Data for East Bradford
- 9.3 ESIF Funding in the Leeds City Region

10. BACKGROUND DOCUMENTS

- 10.1 Report of the Strategic Director, Place, to the meeting of the Bradford East Area Committee held on 12th January 2017.

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 1st 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 is 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 770 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 over 950 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 31st March 2016, at which time the Hub and ATA had supported 541 young people to commence apprenticeship within SMEs. The ATA continues to support businesses and young people across the District.

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 East Bradford

Programme Registrations in East Bradford

GENDER		
Male	781	50.3%
Female	772	49.7%
Total	1553	

ETHNICITY		
White British	742	47.8%
Mixed	53	3.4%
Indian	38	2.4%
Pakistani	473	30.5%
Bangladeshi	38	2.4%
White Other	82	5.3%
Black	45	2.9%
Black Other	17	1.1%
Asian Other	42	2.7%
Mixed - Black Other	0	0%
Unknown	23	1.5%
Total	1553	

DISABILITY		
No Disability	1307	84.2%
Multiple Disabilities	16	1.0%
Physical Disability	55	3.5%
Mental Ill Health	88	5.7%
Learning Difficulty	34	2.2%
UnSpecified Disability	53	3.4%
Total	1553	

AGE		
16 - 18	118	7.6%
19 - 24	665	42.8%
25 - 49	542	34.9%
50 Plus	184	11.8%
Unknown	44	2.8%
Total	1553	

ETHNICITY		
BAME Group	788	50.7%
Non-BAME Group	765	49.3%
Total	1553	

DISABILITY		
Disabled	246	15.8%
Non-Disabled	1307	84.2%
Total	1553	

Job Starts in East Bradford

GENDER		
Male	347	51.2%
Female	331	48.8%
Total	678	

ETHNICITY		
White British	391	57.7%
Mixed	25	3.7%
Indian	13	1.9%
Pakistani	184	27.1%
Bangladeshi	11	1.6%
White Other	14	2.1%
Black	14	2.1%
Black Other	2	0.3%
Asian Other	8	1.2%
Mixed - Black Other	0	0%
Unknown	16	2.4%
Total	678	

DISABILITY		
No Disability	610	90%
Multiple Disabilities	1	0.1%
Physical Disability	17	2.5%
Mental Ill Health	20	2.9%
Learning Difficulty	7	1.0%
UnSpecified Disability	23	3.4%
Total	678	

AGE		
16 - 18	77	11.4%
19 - 24	340	50.1%
25 - 49	177	26.1%
50 Plus	50	7.4%
Unknown	34	5%
Total	678	

ETHNICITY		
BAME Group	271	40%
Non-BAME Group	407	60%
Total	678	

DISABILITY		
Disabled	68	10%
Non-Disabled	610	90%
Total	678	

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 nd stage application Marginalised & Vulnerable Migrants Programme delivery across Leeds City Region, value £2,817,200; currently at 2 nd stage application
Skills Support for In-Work claimants	£2m ESF	ESF	One project will deliver across Leeds City Region. Delivery to 31 March 2018.
Skills Support for Redundancy	£0.92m (Skills Funding Agency Opt-in)	ESF	One project will deliver across Leeds City Region. 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. Delivery to 31 March 2018.
Apprenticeship Hub Programme	£2.5m (Skills Funding Agency Opt-in)	ESF	One project will deliver across Leeds City Region. Delivery to 31 March 2018.

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 and Full application submitted by Bradford Council as lead partner for delivery covering Bradford & Leeds Bids now in appraisal.
Widening Participation in Higher Level Skills Programme	£3.5m ESF	ESF	One project will deliver across Leeds City Region	Outline bids now in appraisal.
Skills Hub – Skills Service	Approx. £7m	ESF	Leeds City Region	Outline bids now in appraisal

Other	Indicative value	ERDF / ESF	Delivery level	Comment
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
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