

# Report of the Strategic Director, Children's Services to the meeting of Bradford East Area Committee to be held on 14<sup>th</sup> September 2017.

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**Subject:**

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**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.

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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 2017 the claimant count in Bradford was 8820 , this was 140 fewer people than the previous month, Bradford's claimant rate is 2.7 % of residents aged 16-64. The annual change in the Bradford District is a decrease of 440 claimants which is a 4.8 % reduction. Although 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 2017 there were 2015 young people aged 18-24 claiming unemployment JSA. This is 20 less than last month and 85 less than the same month last year representing a 4% fall in youth claimants.
- 2.3 The July 2017 figures show that there were 2075 people claiming JSA for longer than 12 months in Bradford. This is a long term claimant rate of 0.6%. The long term claimant rate for Leeds City Region is 0.4%, Yorkshire and Humber is 0.5% and the UK is 0.4%.
- 2.4 In July 2017 Bradford East had an unemployment rate of 4.8 % (2,420 individuals). Although high (amongst parliamentary constituencies the claimant rate is the 56<sup>th</sup> highest), this is a decrease of 240 (9%) compared to a year ago.
- 2.5 From March 2014 onwards the combined number of young people (16 and 17 years old) not in education or training (NEETs) and 'not knowns' has been low and consistently below that for the same month in the previous year. The June figure was 737; 273 below the figure for June 2016. This equates to a rate for June of 5.3% -

2.1 percentage points below the figure for June 2016 and a record low for the District in July.

2.6 The NEET rate for Bradford East was marginally higher than the District rate at 5.5%, however Eccleshill had the highest Ward rate in the District at 8.3%.

### **3. OTHER CONSIDERATIONS**

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

3.1.1 Get Bradford Working is an Employment Investment Programme for the Bradford District, drawing 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 developing better skills, more good jobs and a growing economy and 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 2,900 individuals into employment across Bradford and 706 in Bradford East (24% of total jobs).

3.1.3 Get Bradford Working programme has had 7 main 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 Bradford East 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 The Bradford Pathways programme to date has engaged 12 primary and 15 secondary schools to both support the development of the model and support pilot activity in these schools. Additionally there has been considerable interest and response from other partners across the District; for example Bradford College taking significant steps to align its curriculum with the approach, in particular by developing the new 'Bradford College Plus' programme which is based on the Bradford Pathways approach. This marks a significant development and a key milestone in the roll out of Bradford Pathways with almost 40% of our 16-19 provision at the College.

### 3.2.2 **NEET**

3.2.2.1 Eccleshill, Bradford Moor and Bowling & Barkerend wards all have a higher rate than the District average.

3.2.2.2 As part of this year's budget setting process it was agreed that Connexions service contract would reduce in value by £150k (15%) this financial year and a further £150k next financial year. However, 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 the budget reduction.

3.2.2.3 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.

3.2.2.4 The contract is 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 is also an expectation that the service provider will continue 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, Bradford Moor and Bowling & Barkerend can be tackled.

### 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 The Council has been successful in leading a partnership bid to deliver ESF Local Flexibilities for the Unemployed Contract, this secures matched funding therefore maximising the remainder of the partner funding that had been allocated for SkillsHouse and the Employment Opportunities Fund within Get Bradford Working (see also Appendix 1).

This contract is called Skills Training and Employment Pathways or STEP. STEP is voluntary for participants and will focus on delivery of a package of tailored support to address worklessness of unemployed disadvantaged individuals. 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.

In total the STEP programme will support:

- Over 5000 individuals with job search and employability;
- Over 1500 individuals into employment; and
- Over 700 individuals will sustain employment at 6 months.

#### **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 East 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 852 unemployed individuals into work and as a result of the adoption of the World Host principles into the programme, we have achieved World Host status for the City Centre.

### **The Employment Opportunities Fund**

The Employment Opportunities Fund (EOF) is a partnership between CBMDC, Incommunities, Jobcentre Plus and associated partners with funding from CBMDC, Incommunities, JCP and Leeds City Region as well as now the ESIF funding that has been secured. 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.

SkillsHouse and EOF will both deliver STEP outcomes going forward.

To date 969 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.

### **Industrial Centres of Excellence (ICE)**

The ICE are innovative education-industry partnerships that have been locally developed and it is an established model that are clearly demonstrating success. The four ICE that are open provide learning and career pathways for young people to experience a confident, lasting transition into work, improve job-quality, and enable employers to find talented employees.

The ICE enable partners to better identify demand for particular occupations and skills, ensuring that the curriculum, equipment and learning pathways that students experience remain relevant, therefore addressing current and future skills gaps in the sector specialism

of that ICE. Over 300 businesses have engaged with the ICE programme to date and 1,280 students have benefitted from their input to date through a range of exciting activities, and in academic year 2016/17 we are on track to have 2,000 students on programme.

The 'Advanced Skills Fund' has provided further support to businesses in key growth sectors to enable them to recruit skilled staff. Building on the ICE approach, two of the Centres of Excellence are using funding to engage in developing higher education provision, higher level Apprenticeship and other advanced pathways using links with some of the lead partners working on the programme.

### **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. The successor contract to the Hub was let to Interserve and is due to finish in March 2018, officers are working within the WYCA framework to influence the next iteration of this provision to ensure it better meets Bradford's needs.

### **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 Bradford East

GENDER	
Male	52%
Female	48%

ETHNICITY	
White British	63%
Mixed	3%
Indian	1%
Pakistani	23%
Bangladeshi	3%
White Other	2%
Black	2%
Black Other	0%
Asian Other	1%
Mixed - Black Other	0%

DISABILITY	
No Disability	90%
Multiple Disabilities	0.5%
Physical Disability	3%
Mental Ill Health	2%
Learning Difficulty	2%
Unspecified Disability	2%

AGE	
16 - 18	6%
19 - 24	54%
25 - 49	25%
50 Plus	10%
Unknown	5%