

Report of the Strategic Director, Children's Services to the meeting of Regeneration and Economy Overview and Scrutiny Committee to be held on 13 March 2018.

AB

Subject:

Get Bradford Working Update

Summary statement:

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

Michael Jameson
Strategic Director

Portfolio: Education, Employment and Skills

Report Contact: Matt Findull
Education, Employment and Skills
Phone: (01274) 439572
E-mail: matt.findull@bradford.gov.uk

Overview & Scrutiny Area:
Children's Services

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 11th 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 **3,093** individuals into employment.
- 1.4 The Get Bradford Working programme has delivered 7 strands:
 - SkillsHouse
 - The Employment Opportunities Fund (EOF)
 - Industrial Centres of Excellence
 - The Advanced Skills Fund
 - Routes into Work
 - The Apprenticeship Training Agency & Apprenticeship Hub
 - Step up to Business.
- 1.5 The Employment Opportunities Fund is now wholly delivered through the European Structural and Investment Fund (ESIF) funded STEP programme whereas although SkillsHouse also attracts significant funding from STEP it continues to operate as a discrete brand. The Industrial Centres of Excellence is the other strand that remains active.
- 1.6 This report provides an update on Get Bradford Working, with particular reference to STEP developments and provides details of the achievements realised to date and future plans.

2. BACKGROUND

This section provides further detail on SkillsHouse, EOF and ICE as the continuing strands of GBW, as well as the ESIF funded STEP programme which is the basis for much of the current GBW delivery. Appendix 1 gives details on previous strands that have now ceased. Appendix 2 sets out the demographic headlines for participants on all GBW activity to date.

2.1.1 **SkillsHouse**

As a result of Westfield's The Broadway development and the continued regeneration of the City Centre, significant employment opportunities for local people continue to be generated and will accelerate as Broadway Phase 2 opens later this year. In order to maximise these opportunities, SkillsHouse was established to support retail, hospitality and visitor economy businesses and to help local people find jobs.

2.1.2 SkillsHouse was launched on 1st June 2015. The priority is to engage with employers who have vacancies and support unemployed people in the district to compete for these vacancies, by upskilling them and providing them with qualifications in Retail, Hospitality and the 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 are delivered in partnership with a range of providers across the District, including Jobcentre Plus, Aspire-igen, Bradford College, Shipley College, Skills for Work and Interserve.

2.1.4 SkillsHouse essentially operates as a 'finishing school', upskilling 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 has run assessment days in partnership with 70 organisations.

2.1.5 Since launching, SkillsHouse has supported 1,061 unemployed individuals into work in over 110 businesses, and as a result of the adoption of the World Host principles into the programme and the number of people that have completed this we have achieved World Host status for the City Centre. We are currently working towards attaining World Host status for Saltaire (WorldHost recognition can be achieved by a business or destination when 50% of the employees in customer facing roles have completed WorldHost Training).

2.1.8 In addition to continuing the successful pre-employment training and recruitment support, SkillsHouse is undertaking work to upskill underemployed and low paid people in the local workforce having successfully piloted activity within the Council on a project funded through the Joseph Rowntree Foundation researching how to deliver inclusive growth in the economy.

2.1.9 SkillsHouse has also expanded to incorporate delivery in the Care sector, further development plans are being considered with a view SkillsHouse becoming the key agent facilitating 'hiring local' and exploring co-location of staff from other related services – such as DWP and National Careers Service.

The Employment Opportunities Fund

2.2.1 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.

- 2.2.2 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.
- 2.2.3 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.

Industrial Centres of Excellence (ICE)

- 2.3.1 The ICE are innovative education-industry partnerships that have been locally developed and it is an established model that are clearly demonstrating success.
- 2.3.2 ICE are discrete Centres within existing schools or colleges. The Centres have their own Management Board, led by local businesses, which has responsibility for curriculum, quality assurance and other matters pertaining to the Centre delegated from school governing bodies or college corporations.
- 2.3.3 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, of which 40 are a Board Member of one of the Centres.
- 2.3.4 There are currently five industrial centres of excellence that are operational, the Centres of Excellence for:
Business;
Science and Environmental Technologies;
The Built Environment;
Advanced Manufacturing and Engineering; and
Health and Social Care.
- 2.3.5 Across the five ICEs there are 2,974 students on programme of which 924 started on programme this academic year (2017-18), this is approximately 12% of the 14-18 cohort in Bradford. This means the ICE has significantly exceeded original planning targets of 1,500 students by 2017/18. There are 18 schools engaged with one of more of the ICEs along with the three Bradford Colleges and University of Bradford.

2.3.6 In terms of education outcomes there is a positive effect on retention, behaviour and attainment across the ICE programme, for example in 2017: there was a 100% success rate for the students studying Apprenticeship in Engineering; Pass rates for students following the professional technical construction pathways increased by 17%; 92% pass rate for students studying business qualification, with 62% gaining a merit or above.

The ESIF STEP programme

2.4.1 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.

2.4.2 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.

2.4.3 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.

2.4.4 The STEP programme operates across Bradford (72% of delivery) and Leeds (this element is subcontracted to Leeds City Council). STEP is worth £9.8million across the two areas (including match).

2.4.5 In addition to the SkillsHouse and EOF elements, the programmes incorporates specialist support services for the following groups:

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

2.4.5 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.

2.4.6 Despite delays in the contracting process by the managing agent (DWP), starts on the STEP programme are broadly on target and recruitment has been particularly successful with certain demographics. Enrolments from participants over 50, ethnic minority backgrounds (and in particular females from these backgrounds) and long-term unemployed (especially males) have all exceeded the original profiles for these groups.

2.4.7 STEP is a three year contract and is due to run until December 2019.

3 OTHER CONSIDERATIONS

- 3.1 Officers continue work with Leeds City Region and West Yorkshire Combined Authority colleagues to ensure we can benefit from and secure European and other funding streams as and when these may become available, and to use the learning from Get Bradford Working to inform future programme design and delivery in Bradford.
- 3.2 The Council is working with the Local Government Association to promote GBW as a positive example of local leadership and programme design in employment and skills.

4 FINANCIAL & RESOURCE APPRAISAL

As above, GBW secured funding from reserves which has enabled us to secure partner contributions, as well as Leeds City Region, DWP and ESIF funding.

5 RISK MANAGEMENT AND GOVERNANCE ISSUES

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

No legal issues.

7 OTHER IMPLICATIONS

7.1 EQUALITY & DIVERSITY

None.

7.2 SUSTAINABILITY IMPLICATIONS

None.

7.3 GREENHOUSE GAS EMISSIONS IMPACTS

None.

7.4 COMMUNITY SAFETY IMPLICATIONS

None.

7.5 HUMAN RIGHTS ACT

None.

7.6 TRADE UNION

None.

7.7 NOT FOR PUBLICATION DOCUMENTS

None.

8. OPTIONS

None.

9. RECOMMENDATIONS

- That the Committee 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.
- That the Committee commend the work of our partners in delivering Get Bradford Working.
- That the members of the Committee promote Get Bradford Working and STEP within their networks.

10. APPENDICES

Appendix 1: Previous Get Bradford Working strands

Appendix 2: Get Bradford Working Demographic Data

11. BACKGROUND DOCUMENTS

None.

Appendix 1 – Previous GBW strands

Routes into Work

Routes into Work (RIW) 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.

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 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.

Advanced Skills Fund

The Advanced Skills Fund provided 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.

A case study is Borg Warner; a Bradford based engineering company who were successful in securing a multi-million pound contract with Jaguar-Land Rover to manufacture turbo chargers for their new engines. Borg Warner made a commitment to ensure that this contract secures 100 jobs for Bradford residents when accessing support from the Advanced Skills Fund to expand and upskill their workforce.

The legacy is that two of the ICEs Centre of Excellence for Business and the Centre of Excellence for Environmental Technologies are engaged in developing higher education provision, higher level Apprenticeship and other advanced pathways using links with some of the lead partners from the Advanced Skills 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 Demographic Data

GENDER	Number	%age
Male	1554	50.3%
Female	1536	49.7%
Total	3,092	100%

ETHNICITY	Number	%age
White British	1940	62.7%
Mixed	86	2.8%
Indian	55	1.8%
Pakistani	718	23.2%
Bangladeshi	42	1.4%
White Other	87	2.8%
Black	62	2.0%
Black Other	11	0.4%
Asian Other	31	1.0%
Not Provided	60	1.9%
Total	3,092	100%

DISABILITY	Number	%age
No Disability	2803	90.7%
Multiple Disabilities	8	0.3%
Physical Disability	83	2.7%
Mental Ill Health	60	1.9%
Learning Difficulty	46	1.5%
UnSpecified Disability	52	1.6%
Not Provided	40	1.3%
Total	3,092	100%

AGE BAND	Number	%age
16 - 18	154	5.0%
19 - 24	1663	53.8%
25 - 49	812	26.3%
50 Plus	296	9.6%
Not Provided	167	5.4%
Total	3,092	100%

CONSTITUENCY	Number	%age
Bradford East	728	23.5%
Bradford South	524	16.9%
Bradford West	811	26.2%
Keighley	373	12.1%
Shipley	407	13.2%
Not Known	249	8.1%
Total	3,092	100%