

NORTH LINCOLNSHIRE COUNCIL

CABINET

ACTION STATION UPDATE

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To update Cabinet on the activities of the Action Station since its official opening on 2 October 2015.
- 1.2 The report sets out key performance management information to track the usage of the service via the following:
 - Postcode
 - Age
 - Initial enquiry
 - Referral process
 - British/Non-British
- 1.3 Arrangements for the delivery of services by partner organisations are also included.
- 1.4 Since the opening of the Action Station, there has been the announcement of likely redundancies at the Tata Steelworks. This report briefly outlines how the Action Station can contribute to the response towards supporting those potentially facing redundancy.

2. BACKGROUND INFORMATION

- 2.1. Through the Community Investment Partnership, the council and our partners are making significant progress to tackle the number of people that are economically inactive in North Lincolnshire. The number of people claiming Job Seekers Allowance fell by a further 4% from August to September 2015. This represents a 25.5% reduction in claimants over the last 12 months.
- 2.2 Some key challenges and barriers to employment remain for some sectors of the population. Particular areas of concern include growing numbers of our population claiming Employment Support Allowance, young people who are not in education employment or training, people struggling to find sustainable housing and low skills levels particularly in Maths, English and Computer Literacy.
- 2.3 In addition to those struggling to access the labour market, there has traditionally been a gap in provision for those looking for advice and

guidance about how to improve their employability and take the next step up the career ladder.

2.4 The Action Station was launched on 2 October 2015 as the *'one stop shop for employment, skills and training'*. With its prominent location in Scunthorpe Town Centre, the Action Station is open to anyone, from those simply looking for advice and guidance right through those who need more intensive support to overcome multiple barriers to work or training.

2.5 **Footfall to Date (see attached graphs at appendix one)**

2.5.1 In the first month of operation, 104 people accessed the Action Station. There have been a mix of ages with largest proportion of customers being aged 19- 24, closely followed by those aged 25-40.

2.5.2 Of the initial 104 customers accessing the service, the largest proportion were seeking careers advice, followed by job search assistance and then short courses and CV advice. We have signposted 46 of these for further assistance through partner organisations for such things as interviews for employability courses, Job Club signposting, CV information and guidance.

2.5.3 As we anticipated, most, although not all of customers are coming from the Scunthorpe area. In order to support those living in other areas, a programme of mobile action station services has been developed using venues such as libraries and local links to deliver the same service as that offered in Scunthorpe.

2.5.4 We will continue to monitor the use of the service and the nature of enquiries on a monthly basis. The service aims to be flexible in meeting the needs of customers' in a timely and responsive manner.

2.6 **Partnership Working**

2.6.1 A number of partners are already using the Action Station regularly with other Training Providers and Colleges assessing their own staffing commitments with a view to offering regular time slots within the Actions Station itself. Regular contact by email/phone is made with partners.

2.6.2 The contribution by partners includes the following:

- IAG Careers Team now offer their drop in sessions from the Action Station on a daily basis.
- McArthur Dean Training provide a two hour session on a Thursday to look at CV's and offer appointments for their Apprenticeship and Traineeship programmes.
- The Army and Navy offer weekly recruitment sessions from the Action Station for both their regular and reserve occupations.

- The North Lincolnshire Small Business Advisor offers interviews for those interested in starting their own business.
- The Springboard Advisors and Move On advisor are regularly based at the Action Station and have used the information available regarding courses and training etc. for the guidance of their clients.
- Adult Education will soon be offering weekly appointment sessions for those interested in employability skills and literacy and numeracy qualifications.

2.6.3 Times and dates for the Action Station to visit other settlements across North Lincolnshire have now been agreed and this will start in December. They will work from local libraries and this is being advertised in The Local Community Hub Magazine and contact has been made with those involved in Town and Parish Councils to advertise within Parish Magazines.

2.7 **Tata Steel Taskforce**

2.7.1 Since the Action Station service commenced, Tata Steel has announced their intention to reduce their local workforce by around 900 employees. The Action Station as a front line service is working with the Tata Steel Taskforce. It is suggested that the Action Station can be utilised by those made redundant from Tata or the associated supply chain to access advice, guidance and practical support with employability skills and training needs. The opening hours of the Action Station will be regularly reviewed in order to deliver a service that meets the needs of customers.

2.7 In terms of next steps for the Action Station, the following are key areas for potential future development:

- Marketing including social media
- Continuing to develop the partner presence within the Action Station
- Develop further the working relationship with Job Centre Plus
- Working with ESA claimants in partnership with Job Centre Plus to bring this client group through the Action Station as a starting point on their journey back into work.

3. **OPTIONS FOR CONSIDERATION**

3.1 Cabinet is asked to note the success of the Action Station since its opening on 2 October 2015 and the contribution it can make in supporting local workers facing redundancy as a result of the recent announcement by Tata Steel back into work with training and/or employment opportunities including apprenticeships.

3.2 Cabinet is also asked to approve the key areas for future development of the Action Station as detailed above.

4. **ANALYSIS OF OPTIONS**

4.1 Not applicable.

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

5.1 There are no current resource implications directly associated with this report.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 An Integrated Impact Assessment (IIA) was completed to inform the original decision by the Cabinet Member for Regeneration covering this initiative with no negative issues emerging. The IIA identified that the proposals will have a positive impact on some sectors of the population particularly related to age and disability as they will enable the needs of these residents to be better addressed.

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

7.1 Not applicable to this report.

8. RECOMMENDATIONS

8.1 That Cabinet notes the success of the Action Station since its opening on 2 October 2015 and the contribution it can make in supporting local workers facing redundancy as a result of the recent announcement by Tata Steel back into work with training and/or employment opportunities including apprenticeships.

8.2 That Cabinet endorses the four areas for further development of the Action Station, as follows:

- Marketing including social media
- Continuing to develop the partner presence within the Action Station
- Develop further the working relationship with Job Centre Plus
- Working with ESA claimants in partnership with Jobcentre Plus to bring this client group through the Action Station as a starting point on their journey back into work.

DIRECTOR OF PLACES

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Date:02.11.2015

Background Papers used in the preparation of this report:

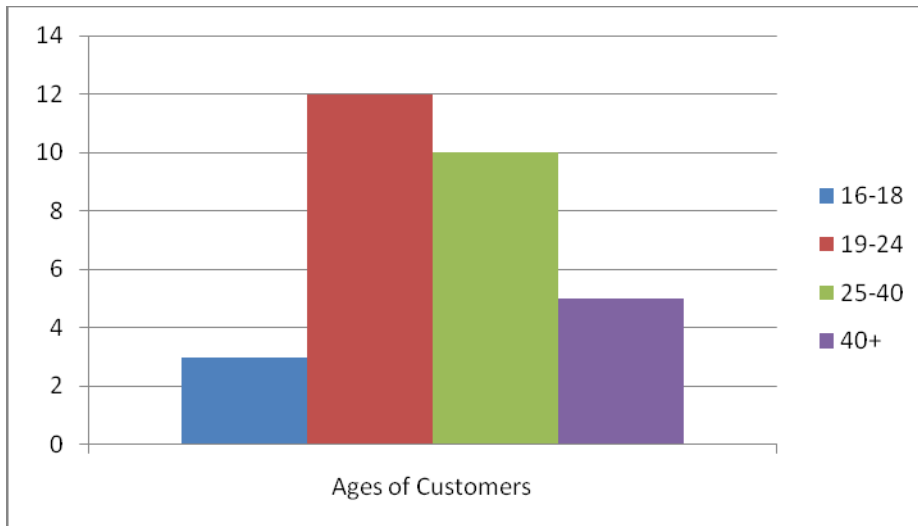
- Minute No 111 (26) of the Regeneration Cabinet Member, dated 23 March 2015 – Action Station North Lincolnshire

APPENDIX ONE

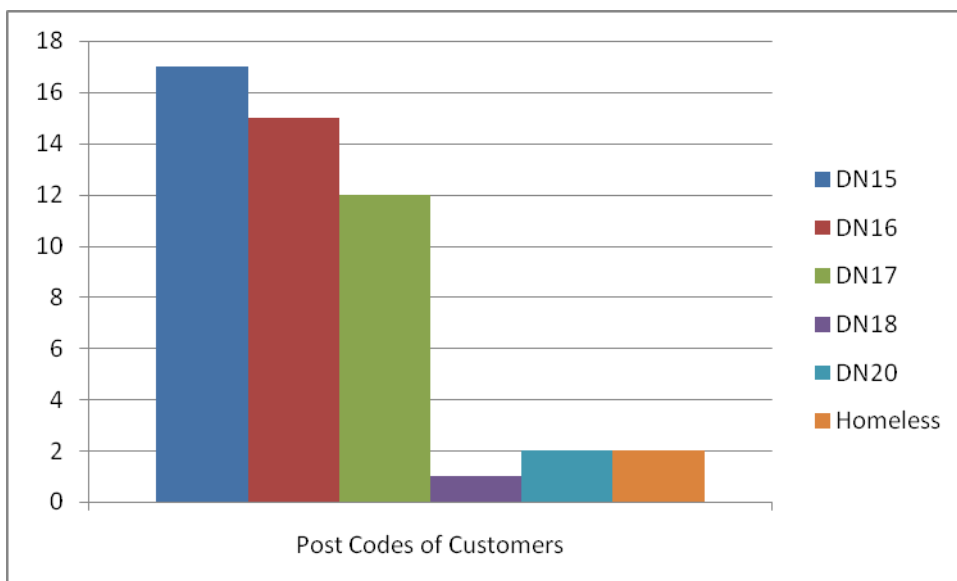
ACTION STATION PERFORMANCE INFORMATION

02/10/2015 to 30/10/2015

1. Age of customers

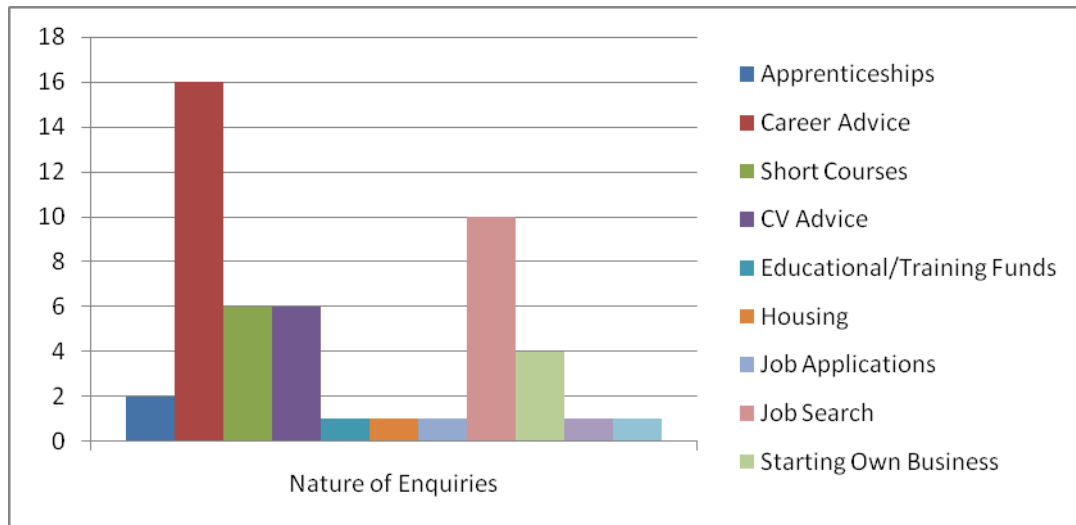


2. Postcodes of customers



APPENDIX ONE

3. Nature of enquiry



4. Signpost / referrals

