

NORTH LINCOLNSHIRE COUNCIL

**REGENERATION
CABINET MEMBER**

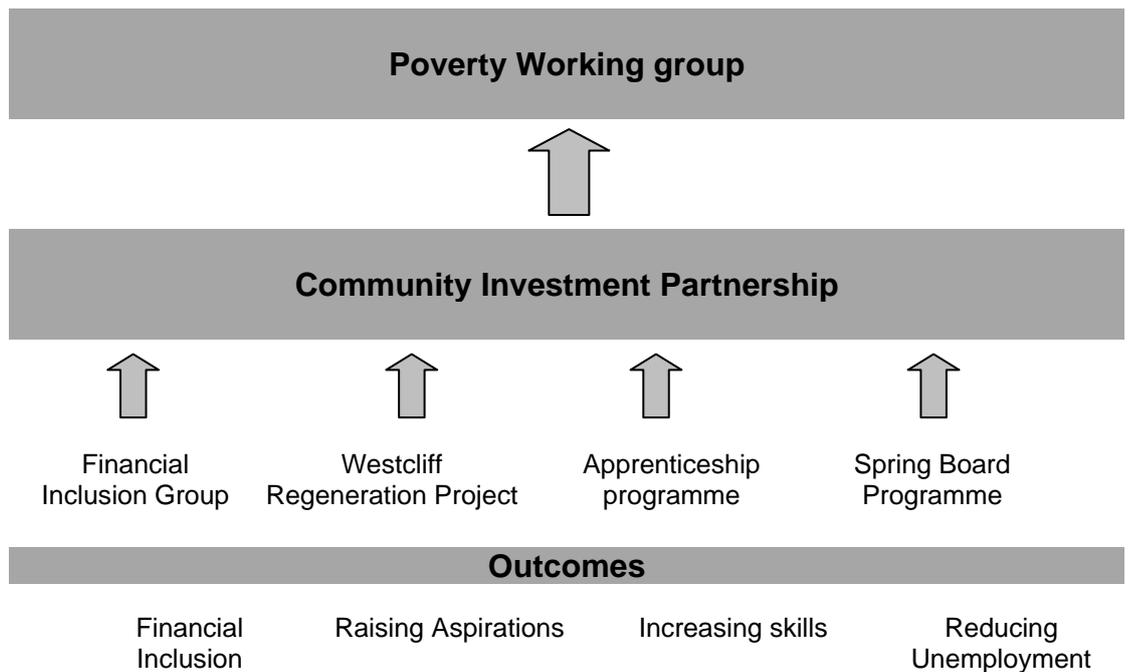
COMMUNITY INVESTMENT PARTNERSHIP – UPDATE REPORT

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 This report provides information on the activities and progress of the Community Investment Partnership (CIP) over the last year.
- 1.2 Key points in this report are:
- Community Investment Partnership steering group established.
 - Partners in the Community Investment Partnership have participated in a number of events aimed at reducing youth unemployment and raising aspirations.
 - Activities have taken place to achieve the Community Investment Partnership objectives, including the council's apprenticeship and wage incentive programme, a speed networking event, Barton Employment Advice Fair, attending Ongo's buzz events, Catzero project and consultation as part of the Westcliff regeneration project.

2. BACKGROUND INFORMATION

- 2.1 Members agreed to set up a North Lincolnshire Community Investment Partnership (CIP) in September 2013. This was after work that took place on the Westcliff Precinct in summer 2013.
- 2.2 The aims of the CIP are to:
- Contribute to the sustainable growth of the economy of North Lincolnshire
 - Address barriers to economic growth including unemployment, aspirations and skills
 - Inform the priorities of the Regeneration Strategy
 - Deliver the key objectives within the Regeneration Strategy
- 2.3 The diagram below shows the structure of the CIP. It also includes the outcomes the partnership is hoping to achieve.



- 2.4 A development day was held in February 2014. It was attended by 53 people. They represented a number of different organisations. They provided their views on the local situation regarding unemployment, barriers to economic growth, gaps in provision. They also commented on proposed actions to address these issues.
- 2.5 A number of key issues emerged from the CIP development day. These include a need to use intelligence to plan interventions; increased communication to share what is happening across North Lincolnshire to support people into training and employment; and, a need to take action. All of these ideas and issues will now feed into the work of the CIP.
- 2.6 We have set up a CIP steering group. Members include representatives from North Lincolnshire council (Adult Community Learning, Strategic Regeneration, IAG team, Stronger Communities, Safer Neighbourhoods), PHASE, North Lindsey College, Job Centre Plus, Ongo, Crosby Employment Bureau and Voluntary Action North Lincolnshire.
- 2.7 The steering group agreed three key objectives for the CIP:
- Strategic use of intelligence to inform interventions
 - Utilise members of the partnership to take responsive action
 - Establish an information hub and network
- 2.8 The number of people claiming Job Seekers Allowance (JSA) in North Lincolnshire has fallen by 32.7% over the last 3 years. The overall JSA claimant rate in North Lincolnshire is 2,985.
- 2.9 There are, however, variances in levels of JSA claimants across different areas of North Lincolnshire and when looking at age profiles.

The level of youth unemployment remains at a higher rate in North Lincolnshire than both the region and nationally. The percentage of 18-24 year olds claiming JSA in North Lincolnshire is 5.5% compared to 4.9% regionally and 3.6% nationally as of July 2014.

- 2.10 CIP partners are looking at the intelligence available and will undertake further research to explore the barriers to employment.
- 2.11 Officers have contributed to the CIP objectives of raising aspirations and increasing skills and employability via a number of activities. Many of these activities aim to reduce the levels of young people claiming JSA.
- 2.12 Participation has taken place at the Job Centre Plus recruitment event for unemployed young people. This event increased interest in the council's apprenticeship scheme. It also helped develop further links with the Job Centre Plus.
- 2.13 Officers attended the Raising Aspirations event for young people at Cafe Indie. Involvement in the event promoted potential opportunities within North Lincolnshire, including the University Technical College, the South Humber Bank Development and the council's apprenticeship and wage incentive schemes.
- 2.14 The CIP has also attended careers events at both North Lindsey College and John Leggott College. The aim was to promote career opportunities within the council, the council's apprenticeship scheme and to raise awareness amongst young people about future careers opportunities.
- 2.15 The council's apprenticeship scheme directly contributes to the CIP objectives. In April 2014, 19 new apprentices joined those who have already finished or are currently undertaking an apprenticeship within the council. September 2014 intake of 15 new apprentices took the total number of apprentices past 100.
- 2.16 The wage incentive scheme offers young people who have been unemployed for 6 months or more to gain work experience. The first group of young people working in the council under the wage incentive scheme finished in March 2014. Of the 10 who participated in the scheme 8 have gone onto further employment. A second cohort of young people began work under the wage incentive scheme in March 2014 and have recently finished. From this cohort 6 have gone into employment and we are working with the others to secure employment. A further 10 posts started in July 2014.
- 2.17 The Catzero programme also aims to reduce the number of young people accessing Job Seekers Allowance. Following the success of the first Catzero programme, further funding was secured from a range of partners. These included; North Lincolnshire Council, Clugston, UK Steel Enterprise and Ongo. This enabled an additional 14

unemployed young people to participate in the CatZero scheme in March 2014.

- 2.18 Under the CIP, two young people's advisors have been appointed. This is part of the Humber Local Enterprise Partnership funded 'Spring Board' programme. The advisors are working with young people aged 18 who are not in employment, education and training and unemployed 18-24 year olds. Our recently appointed young ambassador provides a young person's voice within the 'Spring Board' programme.
- 2.19 The Westcliff regeneration project reports into the CIP. The project has made good progress over the last year. Identification of development and delivery plan partners is in place. Consultation is ongoing with the most recent one taking place in August 2014 seeking the views of residents on the suggested plans.
- 2.20 A speed networking event was held in May 2014. Thirty partners took part in the event. This was aimed at increasing information and communication between partners on work taking place around skills, aspirations and employability. This is an aim for the CIP. The event was well received. Many people fed back that they had made contact with new people or increased their understanding and awareness of what other CIP partners are doing.
- 2.21 An Employment Advice Fair was held in Barton in July in partnership with the Job Centre Plus. CV surgeries, CV workshops, mock interviews and health checks were offered along with partner agencies offering advice and guidance. The event was used to promote the September 2014 apprentice cohort.
- 2.22 The CIP attended Ongo's buzz events through August visiting various parts of North Lincolnshire. We used the events to promote both the primary careers event and October's career event at the Baths Hall. We also promoted internal Council vacancies and those being offered by the Job Center Plus. The event also acted as marketing tool for Springboard and Talentmatch.

3. OPTIONS FOR CONSIDERATION

- 3.1 There are no options as this report is for information only.

4. ANALYSIS OF OPTIONS

- 4.1 Not applicable

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

- 5.1 This report is for information only.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

- 6.1 Officers have completed an integrated impact assessment.

7. **OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED**

7.1 Consultation has taken place with CIP members. The outcomes have contributed to the objectives of the CIP and the actions undertaken.

7.2 Consultation as part of the Westcliff Regeneration Project has taken place on the Westcliff Precinct.

8. **RECOMMENDATIONS**

8.1 That the Cabinet Member notes the information contained in this paper.

DIRECTOR OF PLACES

Civic Centre
Ashby Road
SCUNTHORPE
North Lincolnshire
DN16 1AB
Author: Cheryl Smith
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Background Papers used in the preparation of this report:

- *“Report on the Community Investment Partnership Development Day”* North Lincolnshire Council, February 2014
- *“Monthly Unemployment Report”* North Lincolnshire data observatory, July 2014