

# **ENTERPRISE EMPLOYMENT & MAJOR PROJECTS CABINET MEMBER MEETING**

## **Agenda Item 11**

Brighton & Hove City Council

**Subject:** Update on work of City Employment Initiatives Team  
**Date of Meeting:** 15<sup>th</sup> June 2010  
**Report of:** Director of Housing, Culture and Enterprise  
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**Key Decision:** No  
**Wards Affected:** All

### **FOR GENERAL RELEASE**

#### **1. SUMMARY AND POLICY CONTEXT:**

- 1.1 This report is to highlight key elements of the work that the council is leading in terms of tackling unemployment and creating a diverse workforce that reflects the community in which it serves

#### **2. RECOMMENDATIONS:**

- 2.1 To note the work of the City Employment Initiatives team particularly in terms of reducing youth unemployment and supporting the needs of disadvantaged communities in the city.

#### **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 The City Employment Initiatives Team began in July 2008 by employing one member of staff to deliver the Local Employment Partnership. It moved over to the Culture & Enterprise Directorate in May 2009 and has expanded to take on board a wider range of initiatives designed to tackle unemployment.
- 3.2 Entirely externally funded, it currently consists of 14 members of staff, and operates out of 3 offices across the city.
- 3.3 **Local Employment Partnership**  
The Local Employment Partnership programme was originally established to achieve a target of 80 local residents placed into sustainable council jobs, with

support. To date, the team have actually supported the achievement of 141 job placements for local disadvantaged residents, with only 2 people not achieving a least 6 months in a wide range of roles.

### 3.4 **Apprenticeships and Work Experience**

The team took over responsibility for **Council Apprenticeships** in November 2008 alongside work experience for schools, and launched the citywide strategy in January 2010. Figuring in the ten pledges made by the Leader of the Council in 2009, the continued support and development of apprenticeships in the city is a priority and a scheme that can deliver benefits for individuals and businesses.

Work experience has sat in the CEI team also since November 2008 and has increased from 25 opportunities last year to over 50 opportunities this year. Focussed on year 10 school pupils, work experience is a vital part of career planning. It can provide the opportunity for pupils to experience a preferred job role, to gain a better understanding of that role and whether it is a path they wish to go down. This can be an important deciding factor as to which education path is subsequently chosen.

For the future, this co-ordination role might sit more appropriately with Children and Young People's Trust and the Business Education Partnership.

### 3.5 **Futures Jobs Fund**

In May 2009, the team put in a bid to the Department of Work & Pensions for the **Futures Jobs Fund** and was successful in September, with programme delivery starting in October 2009. In December 2009, a joint national bid for the same fund was written and submitted in partnership with **New Deal of the Mind** to deliver a futures jobs fund scheme for creative and cultural industries. This was successful in February 2010, with £1 million allocated to Brighton & Hove City Council.

With the successful bids of both the local and national programmes, the council will create an additional 730 jobs by March 2011. This equates into a value of £4.75 million, and alongside the apprenticeship programme aims to support the reduction of youth unemployment by 50%.

To date the programme has created 224 additional job opportunities across the city in a number of wide ranging and innovative roles. 50% of the roles have been match funded into year long opportunities, with either an apprenticeship or NVQ qualification being provided free of charge by its main partner, City College Brighton & Hove. This includes 70 apprenticeships that were recently created in the NHS.

Part of the scheme has been the creation of a special careers centre the 'e-centre' for participants in the Futures Jobs Fund. This is a small scale premise in the city centre for young people coming to the end of their Futures Jobs Fund role where there is careers advice and guidance and information

on job opportunities. The atmosphere is professional and modern and the resource is targeted at those young people who have just successfully completed their Futures Jobs Fund role. As one of our major partners, Jobs Centre Plus have seconded a member of staff to act as the centre manager for the duration of the scheme, with a background in employer relations.

With the change in government, there may be a change to this programme in the short to medium term. However, the commitment to funding the existing programme stands.

### **3.6 City Futures Jobs Fair**

In 2009, in partnership with Jobcentre Plus, the council put together a new annual jobs fair called **City Futures**, to bring together employers and potential employees in one area, and promote a business as usual feel to the city during a time of recession. The event was very well attended with around 1,200 participants and a dynamic atmosphere, with workshops on recruitment very well attended. For 2010, the event is set to be bigger, with a current total of 30 employers attending advertising around 1,000 jobs plus 24 training provider organisations.

3.7 The City Employment Initiatives Team Manager also plays a key role in terms of advice and guidance at a regional and national level that feeds into the shaping of programmes.

3.8 Looking to the future, the team is currently lead partner of writing a £1 million INTERREG bid for a Graduate & Apprenticeship Placement Scheme. Given the constraints on public finance and the projected cuts to local authority, the need to source external funds for programme delivery are increasingly important.

## **4. CONSULTATION**

4.1 There has been consultation with the Executive Member for Enterprise and Major Projects and senior officers.

## **5. FINANCIAL & OTHER IMPLICATIONS:**

### **5.1 Financial Implications:**

All actions proposed in this executive response are within the scope of current grant funding to March 2011 but new commitments are restricted until financial risks are fully assessed in line with Cabinet recommendations in the light of potential grant cuts. Any additional activity would need to be subject to additional external funding raised. Government funding from April 2011 is uncertain and medium and longer term plans will be dependent on confirmation of funding.

*Finance Officer Consulted: Anne Silley*

*Date: 01/06/10*

### **5.2 Legal Implications:**

There are no legal implications arising from this report save for the final form of the documentation relating to the funding for the New Deal of the Mind, which is a registered charity and a company limited by guarantee.

*Lawyer Consulted: Bob Bruce*

*Date: 01/06/10*

5.3 Equalities Implications:

Job creation schemes such as the Futures Jobs Fund would prioritise those in long term unemployment and skills development opportunities would be accessible to a full range of people including those facing barriers to employment and training. The City Employment Initiatives Team was set up to address equalities, and support the council to fulfil its commitment to creating a diverse workforce representative of the city, and ensuring opportunity to all its local residents.

5.4 Sustainability Implications:

The sustainability of the city's economy is improved by the work of this team.

5.5 Crime & Disorder Implications:

Any initiatives or programmes implemented that reduce unemployment and benefit the city's economy would be likely to have a positive impact in reducing the likelihood of crime and disorder.

5.6 Risk and Opportunity Management Implications:

Risk and opportunities are evaluated as part of the process of bid development for the various funding streams

5.7 Corporate / Citywide Implications:

The work of the City Employment Initiatives Team is citywide in its reach.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

6.1 Detailed analysis and planning with partners including the evaluation of different modes of delivery go into the shaping of bids and delivery programmes.

**7. REASONS FOR REPORT RECOMMENDATIONS**

7.1 Levels of unemployment and in particular long term unemployment are still an issue for Brighton and Hove. There are funding streams available nationally and internationally to support programmes that tackle worklessness and the City Employment Initiatives Team are well placed to bring in that funding and shape and deliver programmes such as those described above.

## **SUPPORTING DOCUMENTATION**

**Appendices:**      None

