

**ECONOMIC PARTICIPATION INVESTMENT PLAN 2010/11**

*To:* **Cabinet**

*Date:* **24<sup>th</sup> November 2009**

*From:* **Executive Director: Environment Services**

*Electoral division(s):* **ALL**

*Forward Plan ref:* **2009/048**

*Key decision:* **Yes**

*Purpose:* **To consider and approve the Economic Participation Investment Plan for Cambridgeshire for 2010/11.**

*Recommendation:* **Cabinet is recommended to approve the Investment Plan and submit it to the East of England Development Agency (EEDA) for approval in January 2010.**

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## **1. BACKGROUND**

- 1.1 This report sets out the proposal for the Economic Participation Cambridgeshire (EP) Programme (known sub regionally as Investing in Communities (liC)) for 2010/11.
- 1.2 The EP Programme is a programme from the East of England Development Agency (EEDA). EEDA has delegated the management and accountability of the EP programme to Cambridgeshire County Council which is the Accountable Body. The Council has sub-contracted the delivery of this programme to the Greater Cambridge Partnership (GCP) since April 2008 reflecting the fact that GCP had been delivering it directly for EEDA for 4 years previously, and had achieved excellent performance from projects in terms of spend and outputs. The GCP's Partnership Board on behalf of Cambridgeshire Together, approved the EP Investment Template for 2010/11 at its meeting on 15 October 2009.
- 1.3 The EP programme supports disadvantaged people and communities across the county to improve their confidence and skills, to assist them to get a job or work for themselves. At a time of economic recession, the liC funding is offering the extra help they often need to gain the right skills or to enter employment.
- 1.4 The provisional budget for 2010/11 is £724,419, which is all revenue. 2010/11 will be the first year without any capital funding because of the widely reported budget cuts that EEDA has faced. In previous years annual budget was for the EP Programme in Cambridgeshire between £1.4 million and £2.6 million. It is likely that 2010/11 will be the last year of EEDA funding for the EP programme and therefore a key focus of 2010/11 activity will be on working towards sustainability of the projects.

## **2. MAIN ISSUES**

- 2.1 The proposed key priorities for the 2010/11 EP Programme are:
  - Support for the growing number of people claiming out-of-work benefits, focusing on the increased Not in Education, Employment or Training (NEET) population and people without qualifications, with training to improve their skills and work prospects. Special attention will be given to supporting these groups to gain the skills that are needed for jobs in the growth sectors of Cambridgeshire.
  - Addressing barriers to employment, skills and enterprise for communities that struggle more than average, with finding work in the current recession, such as Black & Minority Ethnic Communities and people with a work limiting illness.
  - Supporting self-employment, enterprise and social enterprise development through work with disadvantaged groups and in the more deprived communities that struggle most in the current economic climate.
- 2.2 All the activities that have been chosen are contributing to one or more of the following designated National Indicators (NI): NI 152 (working age people on out of work benefits in Fenland), NI 163 (working age population qualified to at least Level 2 or higher), and NI 171 (new business registration rate).

### 2.3 The proposed activities in the 2010/11 EP programme are:

- **Skills and employability support for disadvantaged communities (including Travellers, Black Minority Ethnic groups and migrant workers): £284,419**

#### **Delivery in deprived areas of Fenland, Huntingdon North and north Cambridge)**

This activity will equip people with the right skills to find a job or help them to access the appropriate mainstream support services. Each of the mentioned vulnerable groups will have different issues and the support they will receive will be tailored. For example English for Speakers of Other Languages (ESOL) classes for migrant workers, and advocacy support for the Traveller community to remove barriers to employment.

- **Learning Communities in the most deprived wards: £210,000**

#### **Delivery in Oxmoor, East March and King's Hedges**

This activity will help to improve aspirations and ambitions, supporting accessible local facilities that help to widen participation, support progression and learning pathways, and break down traditional barriers. It will help to broker between educationalists/employers/job opportunities and the community. The sustainable Learning Communities in Wisbech, Ramsey, Littleport, Eynesbury and Chatteris have demonstrated that the learning communities approach is very successful (Review of Learning Communities, 2008).

- **Enterprise start up, mentoring and advice: £90,000**

#### **Delivery in deprived areas of Fenland, Huntingdon North and north Cambridge**

The enterprise coaching activities will help 240 people who are unemployed to decide if self employment is really an option for them. If that is the case they will be supported in starting up their own business.

- **Engineering skills: £60,000**

#### **Delivery in Fenland**

A severe skills shortage in engineering and manufacturing is limiting business development and depressing growth in this sector to the detriment of the local economy. This activity will help young people in gaining qualifications and pursuing a career in engineering. This activity has been proposed as a direct response to specific needs identified by local employers and business leaders as articulated in the Fenland Economic Development Strategy 2007-2027. The Engineering Skills Centre is based at Stainless Metalcraft Ltd. in Chatteris.

### 2.4 The activities are either gap filling, improving the quality or standards of service within existing provision (such as JobcentrePlus, Business Link East, Learning and Skills Council, and Nextstep), or providing new ways of working.

- 2.5 The overhead costs to manage the EP programme will be £80,000, allowing for staff costs and training, project evaluation and a small contingency for additional project funding. All the activities together will lever in a total of £1million.
- 2.6 The investment template for Cambridgeshire's EP Programme in 2010/11 is attached as Annex 1

### **3. SIGNIFICANT IMPLICATIONS**

#### **3.1 Resources and Performance**

The following bullet points set out details of significant implications for the Council:

- The Council is the 'accountable body' for the programme involving £724,419 of revenue funding.
- EEDA offers the Council a one-year contract to manage the programme, which is sub- contracted to the GCP to deliver.
- Financial management and practices will comply with the Council's policies and be subject to Audit by the Council.
- Due diligence is maintained with all the EEDA processes for application and appraisal being undertaken prior to issuing any contracts.

#### **3.2 Statutory Requirements and Partnership Working**

The following bullet points set out details of significant implications identified:

- Procurement policies of the Council are used in tendering and commissioning works to be undertaken to deliver and monitor the programme.
- Strong partnership working is inherent throughout the programme involving all district councils and key agencies like JobCentrePlus, the Learning & Skills Council and Cambridgeshire ACRE. All are represented on the LiC Strategic Board which monitors programme delivery.
- The GCP's Partnership Board which is responsible for the Economic Prosperity theme of the Local Area Agreement (LAA), has approved the EP Investment Template for 2010/11.

#### **3.3 Climate Change**

There are no significant implications for any of the headings within this category but it is worth mentioning that less travel should result as the programme will help create more local service, training and employment opportunities.

#### **3.4 Access and Inclusion**

The whole programme tackles differing social exclusion issues and is subject to a full Equality Impact Assessment.

### 3.5 Engagement and Consultation

The following bullet points set out details of significant implications:

- The Investment Template is built upon partnership working and matching resources and hence is inherently inclusive.
- For the programme's consultation event on 7<sup>th</sup> July 2008 some 350 stakeholders were invited and 75 organisations were represented. They provided feedback on the business plan for 2009/10 and 2010/11. Because it was known at that time that the programme would only run for another two years, this consultation session focused on identifying multiple year investments based on the fact that projects generally need longer than one year of investment to make a significant impact.
- The liC Strategic Board has re-evaluated the activities for 2010/11. The activities will be delivered differently compared with 2009/10, by focusing more on helping people in the recession and their contribution towards the LAA National Indicators.

Source Documents	Location
Economic Participation Investment Template 2010/11	RES 1219, 42 Castle Street Shire Hall, Cambridge CB3 0AP
Equality Impact Assessment 2010/11	
Learning Communities Review, July 2008	
Fenland Economic Development Strategy 2007-2027	www.gpc.uk.net

**1. Set out a snapshot of the economic performance of your sub-region and identify the key EP challenges in your locality, with a focus particularly on:**

- **Any EP challenges for the local area in relation to the impact of the recession**
- **Skills and employability**
- **Enterprise**

Cambridgeshire is classified as an Engine of Growth in the Regional Economic Strategy because of its worldwide reputation as a centre of learning and innovation. However the Sub Regional Economic Strategy (SRES) 2009-12 (launched in May 2009) identifies that there is a clear North/South divide in the county, with the south of the county being relatively prosperous, but the north having significant pockets of deprivation. The third objective of the SRES is therefore to address the low skills and high levels of unemployment in Fenland, East Cambridgeshire and parts of Huntingdonshire.

The Greater Cambridge Partnership (GCP) is monitoring the impact of the recession and delivering an action plan for the upturn. The key trends are that the recession has had a proportionally greater impact on the north of the county, on youth unemployment and across sectors such as construction, retail and manufacturing.

The challenges below highlight issues that are of local concern and show the impact the recession has on the economic performance of the county.

**Skills challenges:**

- 13.2% of the working age population in Fenland does not have any qualifications, compared with 11.8% in the East of England. Fewer people in Fenland have a level 2 qualification compared with the East of England (52% vs. 63%). Also in East Cambridgeshire this level is quite low (60%) (December 2008, Nomis). Working age adults with no qualification are 50% more likely to be unemployed and these people will have an extra disadvantage in the current recession with less vacancies available. The number of claimants per job vacancy (Nomis, August 2009) is high in Fenland (11.2) compared with the regional figure (5.6).

- In the current recession many people have been made redundant after many years of being employed at the same company. Often they don't have any qualifications, the skills they have are often not transferable, and their confidence levels are low. This makes it harder to find new employment.
- Engineering sector in Cambridgeshire has a skills shortage and not enough young students are encouraged to have a career in manufacturing and engineering. The manufacturing industry in Cambridgeshire is important, with 12.6% of the people working in this sector compared with 10.7% in the East of England (Nomis, 2007). In Fenland this is as high as 17.8%. However the manufacturing and engineering sector has a negative imagery and a low awareness of what this industry actually is.

#### **Employment challenges:**

- The level of unemployment in Cambridgeshire (4.4%) is better than the East of England (4.9%), but looking in more detail this is mainly due to the prosperous South Cambridgeshire and some areas in Cambridge. The northern part of the county has pockets with high levels of unemployment. E.g. in Fenland the unemployment rate is 6.4% (December 2008).
- Some wards have extremely high numbers of out-of-work benefit claimants. The average rate in the East of England is 9%. Fenland's is 12.2%, but for some wards such as Waterlees this is as high as 21.4%. In Cambridge the wards of King's Hedges, Abbey, East Chesterton and Arbury are all between 9.9 and 13%. In Huntingdonshire, Huntingdon North has a rate of 14.4%. In East Cambridgeshire the Littleport West rate is 9.7% (Nomis, July 2009).
- Since October 2008 the levels of people claiming Jobseekers allowances have all gone up, having previously remained generally steady.

#### **Enterprise challenges:**

- The levels of self employment in Cambridgeshire (10.1%) are lower than in the East of England (10.4%) and are very low in Fenland (6.8%), Cambridge City and Huntingdonshire (both 9.1%) (Nomis, 2008)
- With the recession more people are out of work and struggle to find employment. Self employment could be a solution for many and since 2009 more and more people are contacting business start up programmes for support in becoming self employed.

Looking more in depth at specific groups the following challenges can be identified:

#### **Black Minority Ethnic (BME) groups:**

- The recession has hit BME workers harder than other groups. BME groups are less likely than white people to be employed and more likely to be unemployed (Trade Union Congress (TUC), Black workers in the recession, 2009).
- Only 26% of Pakistani & Bangladeshi women in Cambridgeshire are economically active
- Bangladeshi groups have a higher proportion of adults with no qualifications than the sub-regional and national averages with

almost half of all the Bangladeshi's in Cambridgeshire (48.9%) having no qualifications.

- Bangladeshi, Pakistani and Black Caribbean groups are disproportionately located in the most deprived areas of Cambridgeshire (liC Evidence base, 2006).
- Heath and Cheung (2006) in their national research found that Pakistani, Bangladeshi, Black Caribbean and Black African men experience much higher unemployment rates, are more likely to be in low skilled professions, and are more likely to have lower hourly earnings than British or White Groups. Black Africans experience the highest ethnic penalties in the labour market, showing high unemployment rates. In Cambridgeshire there are 2,651 Black African and Black Caribbean people.
- Travellers are the largest ethnic minority group across Cambridgeshire (7,500 Travellers in Cambridgeshire). Travellers have the lowest educational attainment of any group. As a result they have a lack of literacy and other qualifications especially in the over 30s. They have a lack of awareness of mainstream services that are available that will help them into employment. Travellers have high levels of unemployment and homelessness (Cambridge Subregion Needs Survey, 2006).
- Self employment rates are lowest among Black and Mixed African ethnic groups (liC Evidence base, 2006)

#### **People with a work limiting illness:**

- In Cambridgeshire there are 15,750 people claiming incapacity benefits (February 2009, Nomis), this is 4.2% of the working age population. Only 20% of people with mental health problems are employed. Between 2000 and 2007 the working age disabled population has grown by 14% (Papworth Trust, 2007). For Cambridgeshire the unemployment rate of people with a long-term work limiting illness is twice as high as for people without long-term work limiting illness (Census, 2001).
- Adults with no qualifications are more than twice as likely to be permanently sick or disabled than adults as a whole (liC Evidence base, 2006).

#### **NEET group**

- Staying in education or training to 18 does not only support young people to get a better job, it also improves their life chances and equips them with the personal and social skills they need to thrive throughout their lives (NEET strategy, department for children, schools and families, 2008).
- Cambridgeshire has 1,036 NEET 16-19 year olds, 5% of the 16-19 population (236 in Fenland – 7%).
- The groups of children and young people who are most at risk of not achieving their potential are children from some BME groups and those living in areas of deprivation (Cambridgeshire's Children and Young People's Plans 2009-12).
- The 16-24 year old age group has been hit hard by the recession. The number of 18-24 year olds across Cambridgeshire claiming Job Seekers Allowance (JSA) almost doubled between August 2008 and August 2009. This rapid increase follows a more gradual but consistent increase from 2001 onwards. (Nomis, August 2009)



- Various hotspots of 18-24 JSA claimants exist across the county. In June 2009, the proportion of JSA claimants aged 18-24 was over 33% in Fenland - several percentage points higher than the eastern average (29%).

#### **Migrant workers:**

- Research commissioned by EEDA states the following “While local people are given support to find jobs or learn new skills, migrant workers are needed to plug employment gaps and help the East of England beat the recession.” It also concludes that: “It is important in order to keep the migrant population in the UK, that they feel secure and are able to integrate into the wider society.” And “Migrant workers make up of 12% of the region’s labour force. In Cambridgeshire, most migrant workers are based in Fenland, especially the Wisbech area. In the current recession the arrival of new migrant workers started to decline. Still migrant workers are needed in the current recession, particularly in some sectors that are likely to see persistent gaps or hard-to-fill vacancies.”
- One of the recommendations of this report was better provision of ESOL to help migrants make the most of their skills.
- Cambridgeshire has around 9.000 migrant workers.

#### **Growing sectors in Cambridgeshire**

- **Administration.** Over 30% of Cambridgeshire's workforce are employed in public administration, education and health. However we do need to be aware of political future of public sector spending cuts, which could impact upon future job growth. Due to the growth agenda for Cambridgeshire and the rising population this will bring, employment in public administration is forecast (by the East of England Model) to continue to gradually increase, even against forecasts of a severe recession. Some of the strongest growth is forecast to occur in the business services and financial intermediation sectors, both of which are sectors that require a high proportion of administrative staff.
- **Health.** Health employment is one of the few sectors forecast to witness significant growth in 2009 onwards, even against forecasts of a severe recession. The expansion of Addenbrookes hospital to form the Cambridge Biomedical campus is a significant part of that increase, with approximately 8000 additional jobs due to be created. A growing and ageing population means that demand for health sector jobs will only continue to increase. Health and Social care vacancies are consistently reported as 'hard to fill' vacancies and Health Skills East, the Sector Skills Partnership for the East of England describe a situation of a reducing supply of workers and a rapidly increasing demand for care, and state that this gap is widening more rapidly in the East of England than any other region.
- **Tourism and leisure.** A recent study of the Greater Cambridge tourism sector, identified that 66% of businesses had difficulty with staff recruitment. The research specifically pointed to the need to actively promote careers in leisure and tourism to young people, to try and address the gap between supply and demand - a gap which is only likely to increase in the coming years.
- **Community.** Community based jobs are vital in building social capital, increasing levels of cohesion and raising local aspirations. In addition, the third sector is going to play an increasingly important role in supporting public service delivery due to tightening

public sector budgets coupled with increased demand for public services, particularly in light of Cambridgeshire's growing and ageing population. Therefore, growing the awareness and appetite for community based and third sector employment opportunities is vital in both building social capital at the grass roots level and supporting the third sector to increase its role in public service provision in the coming years.

Analysing the statistics and challenges above it is clear that the recession has hit the following areas in Cambridgeshire the hardest: Fenland, Huntingdonshire (especially Huntingdon North, Ramsey and St. Neots), East Cambridgeshire and Cambridge (especially King's Hedges and Abbey). Looking at target groups, the following groups have been identified being the most vulnerable in the economic recession and therefore have been chosen as priority groups for the 2010/11 investment plan: BME groups (especially Bangladeshi, Pakistani, Afro-Caribbean and Travellers), People with a work limiting illness, migrant workers, and NEET groups.

**2. What are the skills/employment and enterprise priorities for 2010-11? In addition explain:-**

- **How the priorities have been shaped locally and in partnership with other mainstream providers**
- **Whether there will be any spatial or thematic focus to the programme priorities**
- **How the priorities will help the sub-region to respond to the economic downturn and prepare for the upturn?**
- **What will be delivered with the EEDA funding to address the challenges? e.g. Information Advice and Guidance( IAG)? Enterprise coaching? Basic skills training? Volunteering?**

The Economic Participation priorities for Cambridgeshire in 2010/11 are:

1. Support for the growing number of people claiming out-of-work benefits, focusing on the increased NEET population and people without qualifications, with training to improve their skills and work prospects.

Special attention will be given to supporting these groups to gain the skills that are needed for jobs in the growth sectors of Cambridgeshire.

2. Address barriers to employment, skills and enterprise for communities that struggle more than average, with finding work in the current recession, such as Black & Minority Ethnic Communities and people with a work limiting illness.

3. Support self-employment, enterprise and social enterprise development through work with disadvantaged groups and in the more deprived communities that struggle most in the current economic climate.

In April 2008 Roger Tym & Partners carried out an independent evaluation on the liC Cambridgeshire programme. Their identification of issues and recommendations have been brought forward and have shaped how the activities of investment are going forward:

- The lack of clarity on next steps for beneficiaries was a weakness in the programme, meaning that many people received support but that after this had finished they are not sure what other support they could receive. Every activity that has been supported by the programme since May 2009, has to make a clear statement at the beginning what their support is going to provide to the beneficiary and what the mainstream support is they can have access to. During the running of a project this is monitored and suggestions are made how this can be improved. This process will be continued in 2010/11 and has also been improved by organising meetings for the project managers with mainstream service providers who provide updates on what their services are providing and how the economic participation activities can link to them.
- Problems with projects that start late in the financial year and therefore reduce the impact they make on the individuals. It was agreed to support activities for multiple years to make the greatest impact on the beneficiaries, to embed the project fully in the communities, to make successful linkages with mainstream service providers, and to get the projects sustainable. Lessons learned from previous funded projects are that it takes at least 18 months before it is fully implemented and links with partner organisations are fully utilised.

An independent evaluation on the learning communities was carried out in July 2008 and their lessons have helped shaping the learning communities activities in 2009/10 and 2010/11:

- The duration of the support should be longer. The learning communities are set up in the most deprived areas and the needs of the community there are high. By longer involvement before the project workers move on to the next area, the continuity should be improved. This has been taken into account and is one of the reasons why for 2010/11 the Oxmoor Learning Communities is planned to receive another year of support.
- The conclusion of this evaluation was that learning communities make a significant positive impact in the communities regarding learning and employment. This statement confirms the benefit of rolling learning communities out to other deprived areas. In 2010/11 this will be Oxmoor (Huntingdonshire), March-East (Fenland) and King's Hedges (Cambridge).

What the local issues were (based on the evidence of need) and how best to address them, have been decided via a consultation

session in July 2008, attended by 80 people. Attendees included Jobcentre+, Local Skills Council (LSC), Nextsteps, FE institutions, voluntary and community sector organisations, and economic development officers from local authorities. All the ideas that came out of that meeting have been discussed with the liC Strategic Board. An Annual Delivery Plan was developed in October 2008 stating all the planned activities for 2009/10 and 2010/11. The liC Strategic Board has re-looked at all the activities for 2010/11 in February 2009, again in July 2009, and in October 2009. Their first conclusion was not to identify any new activities in 2010/11 because of the likelihood that this year would be the last year of Economic Participation investment for these projects. Starting up new one-year projects would cost much time and resources to get the projects running and not enough time to deliver the actual projects. This would not show value for money. Also most of the current activities need another year of investment to work further towards their sustainability. However the liC Strategic Board has looked in detail to the existing activities and assessed if these are still addressing the priorities of the Economic Participation programme and are responding to the recession. Concluded was that the activities are still very appropriate, but changes have to be made how the activities are helping their beneficiaries and who they will support. For example one of the target groups is Bangladeshi women. Experience from the existing activity is that still many of the women that received support are not actively looking for employment. The scope of this activity will change in 2010/11 to make sure it will only help the people that would primarily need support to remove barriers to employment. Compared with the previous two years, it will not include any community cohesion activities. It will only focus on specific skills training that have proven to remove any barriers to employment such as confidence training, and vocational training. Furthermore it will have clearer arrangements with mainstream support such as FE institutions, Jobcentre+ and Nextstep.

Represented on the liC Strategic Board are LSC, Jobcentre+, Economic Development Officers of the local authorities in Cambridgeshire, Cambridgeshire Action with Communities In Rural England (ACRE), Business Link East, CityLife and Nextstep. The role of this board is to help shape the strategic direction of the Cambridgeshire Economic Participation programme and equally importantly use their influence to align other funding programmes and mainstream support services, in order to build sustainability and optimise impact.

Based on the main challenges in section 1 of this template, the following priorities have been identified for the 2010/11 Economic Participation programme in Cambridgeshire:

Activity	How this activity will help the local area to respond the current recession	Spatial dimension
	Thematic dimension	What will the activity deliver
Skills and employability support for vulnerable communities (such as people with a work limiting illness, BME communities, Migrant workers)	BME and people with a work limiting illness are harder hit in the recession than the White British population. Having the right skills and qualifications is key to become employable and this activity supports the learners in gaining these.	

The experience and life skills of disabled people are valuable assets. They have a wealth of information which can bring significant (commercial) benefits to an organisation.

Still some sectors have skills gaps or hard-to-fill vacancies and therefore there is still a high demand for migrant workers. For those sectors to beat the recession migrant workers are essential Recommended in EEDA's report that we have to make sure that migrants make the maximum economic and social contribution to the region. Countywide

Migrant worker support in Fenland (focus on Wisbech and rural hinterland) BME groups (Bangladeshi and Pakistani women, African and Caribbean communities, Travellers), NEET group, migrant workers. This activity will equip people with the right skills to find a job or helping them to access the appropriate mainstream support services. Each of the mentioned vulnerable groups will have different issues and the support they will receive will be tailored. For example ESOL classes for migrant workers, and advocacy support for the Traveller community to remove barrier to employment.

The activity will include liaison with Further Education (FE) facilities to adapt their provision for the special needs of the BME communities, working together with Jobcentre+ and Nextsteps, and liaison with employers. Learning Communities in the most deprived areas The learning communities activity will offer first steps in re-skilling, up-skilling and employment support together with confidence in skills owned or gained. This will be particularly important in the atmosphere of redundancies and low employment rates. The activity works together with employers in the areas to investigate what their skills needs are and in this way help those organisations to beat the recession. Oxmoor, March East and King's Hedges Unemployed and people without qualifications

NEET This activity will embed learning communities in Oxmoor, East March and King's Hedges. This will make them aspiring and ambitious communities, creating accessible local facilities that widen participation, support progression and learning pathways, breaking down traditional barriers. It will broker between educationalists/employers/job opportunities and the community. Enterprise start up mentoring and advice For many people self employment is a good alternative to employment. Many people have been made redundant and by starting up their own business they can utilize their skills in their own business.

An increase in new businesses will stimulate the economy.

Countywide, but focus on most deprived areas.

Disadvantaged communities

The enterprise coaching activities will help people to make

the decision if self employment is really a future for them. If that is the case they will be supported in starting up their own business.

**Engineering skills** A severe skills shortage in engineering and manufacturing is limiting business development and depressing growth in this sector to the detriment of the local economy.

This activity will help young people gaining qualifications and pursuing a career in engineering.

This activity has been proposed as a direct response to specific needs identified by local employers and business leaders as articulated in the Fenland Economic Development Strategy 2007-2027

Fenland NEET Setting up of a vocational skill centre around engineering in partnership with private sector organisations. The result will be practical space needed as part of the Engineering Diploma lines, offering work experience places, offering apprenticeships with local engineering employers.

This activity will also offer opportunities for people who are (at risk of becoming) NEET.

**3. Additionality – Explain how EEDA’s investment in an activity will add value to current provision in the local area and continue to best support delivery of the key economic indicators within the LAA.**

- **Set out clearly whether an activity proposed to meet a challenge will be:**
  - **‘gap filling’**
  - **extending existing service provision**
  - **improving the quality or standards of service within existing provision**
  - **changing ways of working**
- **Explain how an activity will be sustained beyond EEDA funding?**

All the investment described in this template will have an additionality to mainstream support. Also sustainability after Economic Participation (EP) ends is essential in each of the activities. Described below the additionality of each activity and how the activities will be sustained.

**Skills and employability support for vulnerable communities (such as BME, migrant workers and people with a work limiting**

**illness: 'gap filling' and 'improving the quality or standards of service within existing provision'**

This activity is providing outreach support to engage with the BME and migrant workers communities. This is done via ESOL classes, vocational training, CV writing support, confidence building, IT training support etc. The added value of this programme is that these learners are often not aware of available mainstream support, don't have the confidence to contact service providers, or don't have the right skills to enter employment or undertake qualification linked courses. This activity provides in a non-threatening environment a diverse range of courses that are all aimed to remove barriers to employment. It will help beneficiaries to access the relevant mainstream services in the area, such as Home Start, Business Start up, Volunteer Bureaus, FE colleges, and Jobcentre+. The project leaders will also raise awareness amongst service providers of what the specific issues are the BME and migrant communities face, and working with them to adapt their services to become better accessible for people from BME and migrant workers communities.

Working alongside other service providers, this activity aims to enhance the effectiveness of services available to clients with a work limiting illness. This activity will work closely with Workstep Providers to offer as much support to those clients at risk of losing jobs because of their illness and to offer additional in-work support to those clients who move into employment. Furthermore this activity will assist clients who are furthest from the labour market and will support them until they are ready to enter the Pathways to Work project.

EP investment will be used for the co-ordination of this activity and for the skills courses.

**Sustainability**

BME groups: there are two ways how the work of this activity will sustain after EP funding ends:

1. The development workers will train peer mentors within the local communities who will be trained to encourage other people in their community to enter learning activities provided by mainstream providers.
2. Mainstream services have adapted their service and this will have a long lasting effect.

Migrant workers: the support for migrant workers will include support for the Centre Manager's post of the Migrant Worker's centre in Wisbech, whose role it is to get the activities in the centre running and look for alternative sources of funding. The centre will get income from businesses, community groups and voluntary organisation hiring their venue, running different projects (e.g. ESOL classes), and organising community events.

Work limiting illness: a legacy will be left by this activity after funding from EEDA ends, which will contribute to future success of similar provision via:

- Establishment of referral protocols, strengthened relationship and networking activities between providers including mainstream

as well as smaller community sector providers.

- Lasting changes to employer's policies and practices particularly in relation to recruitment and a reduction in the stigma attached to disabilities and health conditions on the work force.

**Learning Communities in the most deprived areas: 'new ways of working' and 'gap filling'**

Mainstream support services are working together in this activity. In 2010/11 Learning Communities will be set up in March East and King's Hedges (Cambridge), and the Oxmoor Learning Community will become sustainable in 2010/11. The project workers are recruiting learning champions in each of the learning communities. Learning Champions are residents and community representatives who have the confidence of their peers, being able to champion learning. For example they identify local needs, promote activities and drive up participation. The learning champions contact people living in the community to convince them to participate in the learning activities. With support from the project development workers, a Neighbourhood Learning Partnership (NLP) is set up, led by residents and key community representatives that the potential learners will know and trust. The aim of the NLP is to engage with potential new learners, organise and develop first step learning opportunities and longer training programmes, provide Information, Advice and Guidance, and signpost and refer to other services.

Furthermore each learning community has a steering group who overlooks and provides guidance to the NLP. Represented on the steering group are the key mainstream service providers such as Nextsteps, Connexions, Housing Societies, Library Learning Services, Schools, Colleges, Jobcentre+.

The additionality of the Learning Communities activities are:

- The mainstream service providers are working together in a local area to identify the specific needs and will adapt some of their services to meet the local needs (additionality "new ways of working").
- The project gets many new learners involved in training and employment support activities, who would otherwise not have the confidence to enter mainstream services.

## **Sustainability**

In order to achieve sustainability the Steering Groups will develop a Sustainability Action Plan. EP funding is paying for the salaries of the development workers who recruit learning champions, set up an NLP and steering group, and fund some training courses. After the NLP and steering group are set up and running, they don't require support anymore from development workers to continue. This has already proven to be successful in Wisbech, Ramsey and Littleport where the learning communities are still very active and running well.



**Enterprise Mentoring and Advice: 'gap filling'**

This activity will assist Business Link East in meeting contractual commitments by linking its complementary programmes into the overall offering for potential new businesses.

The emphasis of this activity is on the individual and preparing them to access mainstream support. The approach under this project will mean substantial amounts of 1-1 advice and support *prior* to training, whereas the BLE model principally allows 1-1 after undergoing full training and preparation of a Business Plan. The training modules under this activity are designed to complement those under BLE and generally allow delegates more time to consider their own situation and are interactive as opposed to the BLE lecture style to aid in the development of personal skills.

In addition to BLE this activity will link with providers such as Princes Trust, local colleges and Chamber of Commerce as appropriate. The decision of when to signpost the client and whom to will be made mutually by the client and advisor. Referral mechanisms are in place for this for the most likely referral partners and structures will be agreed with new partners.

This activity fits with the Solutions for Business Framework and focus on the coaching and intensive start up products.

This activity has seen a rapid increase in demand since the start of the recession, now more people are seriously thinking about becoming self employed.

**Sustainability:**

Intensive support like this activity will always require public sector monies to function. This activity will in 2010/11 enter its fourth and final year of delivery. Because of being now well established in Cambridgeshire a higher percentage of EP funding will be devoted to front line delivery and less to outreach. Lessons learned and good practice will be disseminated and included in this project. In 2010/11 the project will bring all partners together to devise an exit strategy that provides ongoing sustainability to the main aspects of the project and may include a handover to a number of other (mainstream) support providers.

**Employability and skills support for people with a work limiting illness: 'gap filling' and 'extending existing service provision'****Engineering skills facility: 'change ways of working'**

This activity improves the linkages between schools and the private sector. The schools need businesses to get the knowledge about what type of training they have to offer their students and the private sector need high skilled people in engineering. EP funding has

contributed to the building of the Fenland Engineering Skills Centre at the Stainless Metalcraft site in 2009/10 and makes it possible for the students to do part of their engineering diploma in a business environment. The centre is a partnership with the engineering businesses in the area. EP funding for 2010/11 will make it possible to get the centre running for the first year and to develop the longer term strategy. Partners in this project are: Fenland Partnership (comprising four Fenland high schools and one FE college), and Stainless Metalcraft Limited and other engineering companies, along with representation and active involvement of Fenland District Council, Cambridgeshire County Council and Jobcentre+.

#### Sustainability:

The partner organisations (Fenland Partnership, Stainless Metalcraft, Fenland District Council and Cambridgeshire County Council) have committed to maintain the Fenland Engineering Skills Centre as an ongoing resource and intend to seek sponsors and additional partners to sustain and then to expand the facility after April 2011. EP funding will be used for revenue funding that will support this, including initial funding for teachers and costs to get the centre running.

#### Supporting the LAA

All the investments are contributing to one or more of the following designated National Indicators:

- NI 152 Working age people on out of work benefits in Fenland. Getting people into work is the main aim of the Programme and is achieved in different ways. Via outreach work, people who are unemployed, will be motivated to take part in training activities. The programme will improve their skills through a variety of training (including gaining qualifications) and employment related courses. Migrant workers and people from BME communities are supported to get into employment by increasing their English skills and linking in to Jobcentres, local recruitment agencies and registered labour providers. The enterprise start up programme will provide pre-start advice and training to individuals who are unemployed and considering starting up their own business. The programme also assists existing businesses to improve their performance, which can lead to more viable businesses and more jobs.
- NI 163 Working age population qualified to at least Level 2 or higher. Most beneficiaries being supported by the programme are still some distance from achieving a full level 2 qualification and the help is for the critical first step into learning with hopefully a progression to level 2 qualifications. This is achieved by working with partners to deliver accredited and non-accredited qualification to offer a range of positive experiences to increase individual skills sets, or by supporting the clients so they are ready to enter mainstream education.
- NI 171 VAT registration rate. The programme is indirectly contributing towards this indicator by helping people to start up their own business and refer them to BLE.

<b>4. Table capturing activities, financials and outputs planned for 2010/11</b> * for LA's taking part in the ESF pilot in 2010/11 please identify the activity which will be used to match							
Activity name and description	What LAA indicator targets will this activity contribute to the delivery of?	Are there any spatial or thematic priorities for this activity?	Will the activity be competitively tendered or grant funded?	EEDA Core outputs that are expected to be delivered	Other outputs that are expected to be delivered	EEDA spend on this activity £	Leverage (how much and from whom)

Setting up of learning communities	NI 152, NI 163	Spatial priority: setting up of learning communities in the March East, King's Hedges and Huntingdon North	Directly commissioned (continuation project)	<ul style="list-style-type: none"> <li>• 60 people assisted to get a job</li> <li>• 230 people assisted in skills development</li> <li>• 50 people gaining basic skills</li> <li>• 8 people gaining full level 2 qualification</li> </ul>	<ul style="list-style-type: none"> <li>• 12 voluntary organisation and community groups supported</li> <li>• 40 capacity building initiatives organised</li> <li>• 40 courses organised</li> <li>• 50 people referred to mainstream education</li> <li>• 15 people into voluntary work</li> <li>• 4 referrals to business start up programme</li> <li>• 50 referrals to IAG</li> </ul>	£210,000	£15,000 Cambridgeshire County Council
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Skills and employability support for vulnerable communities	NI 152, NI 163	Thematic priority: Travellers, Bangladeshi, Pakistani and Afro-Caribbean communities, migrant workers community, people with a work limiting illness	Part of it directly commissioned (continuation activities) and work limiting illness support will be the second year of a tender.	<ul style="list-style-type: none"> <li>• 240 people assisted to get a job</li> <li>• 330 people assisted in skills development</li> <li>• 39 people gaining basic skills</li> <li>• 28 businesses assisted</li> </ul>	<ul style="list-style-type: none"> <li>• 55 (mainstream) service providers supported</li> <li>• 35 voluntary organisations supported</li> <li>• 13 capacity building initiatives organised</li> <li>• 65 people into work</li> <li>• 23 courses organised</li> <li>• 60 people referred to mainstream education</li> <li>• 12 positive activities organised for young people and 40 young people engaged.</li> <li>• 10 people referred to BLE</li> <li>• 5 people referred to IAG</li> <li>• 15 people participating in regular volunteering</li> </ul>	£284,419	£49,000 Cambridges hire PCT and Cambridges hire Children's Fund £18,000 Cambridges hire County Council, £20,000 Rosmini Centre Trust. £15,000 Shaw Trust
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Enterprise Advice and Mentoring Support	NI 171, NI 152	Thematic priority: support in starting up businesses	Tendered in 2007/08 (continuation project)	<ul style="list-style-type: none"> <li>• 30 jobs created</li> <li>• 243 people assisted to get a job</li> <li>• 28 businesses created</li> <li>• 16 businesses supported</li> <li>• 16 people assisted in skills development</li> </ul>	<ul style="list-style-type: none"> <li>• 60 courses organised</li> <li>• 60 people referred to BLE</li> <li>• 8 people referred to IAG services</li> <li>• 400 enterprise counselling sessions held</li> <li>• 26 business start ups</li> </ul>	£90,000	
Engineering skills support	NI 171, NI 152 and NI 163	Thematic and spatial priority: focussing on Fenland, addressing skills shortages in engineering sector, supporting young people to gain level 2 and 3 qualifications.	Directly commissioned (continuation project)	<ul style="list-style-type: none"> <li>• 3 jobs created</li> <li>• 24 people assisted to get a job</li> <li>• 8 businesses supported</li> <li>• 60 people assisted in skills development</li> </ul>	<ul style="list-style-type: none"> <li>• 12 people into work</li> <li>• 20 courses organised</li> <li>• 30 people into formal education or training</li> <li>• 20 people gained a qualification</li> </ul>	£60,000	£82,955  Fenland District Council, Cambridgeshire county Council, Fenland Partnership, Stainless Metalcraft.

EEDA funded project in previous years that still deliver outcomes and investment levered.				<ul style="list-style-type: none"> <li>• 9 jobs created</li> <li>• 437 people assisted to get a job</li> <li>• 28 businesses assisted to improve performance</li> <li>• 550 people assisted in skills development</li> <li>• 27 people gaining basic skills</li> </ul>		£0	£64,713 Fenland Partnership  £4,674 Cambridgeshire County Council  £586,105 Future Builders Fund £2,500 Citizens Advice Bureau £163,803 Big Lottery
<p>The local targets for the LAA national indicators for 2010/11 are:</p> <ul style="list-style-type: none"> <li>• NI 152 (working age people on out of work benefits (Fenland only)): 11.1% (11.9% in September 2008)</li> <li>• NI 163 (working age population qualified to at least level 2 or higher): 76% (73% in 2006)</li> <li>• NI 171 (new business registration rate per 10,000): 101% over regional average (2007: 100.7% over regional average in 2007)</li> </ul>							

## **5. What outcomes will be delivered through the programme?**

- **Also set out the key strategic added value (SAV) benefits from the 2010/11 programme (e.g. collaborative working with other LA's; joining up provision and/or delivering in a more efficient way; improving the quality of service provision etc)**
- **Explain how the SAV benefits will be achieved**

### **Outcomes**

The Cambridgeshire Economic Participation programme in 2010/11 will help mitigate some of the effects of the recession. The specific outcomes of the programme in 2010/11 are:

- Improved self-employment, business start-up and business survival rates in deprived areas of Cambridgeshire
- Aspirations about self employment increased
- Improved skills base of the working population. People who are currently unemployed will have enhanced employability skills, gained more confidence, greater self-esteem and mental well being which will help them to enter employment.
- The establishment of sustainable Learning Communities in Oxmoor, King's Hedges and March East, with the ability to influence local strategic planning and the direction of mainstream funding.
- Mainstream organisations working together and addressing local needs better
- New courses delivered to areas where core funded programmes are not currently being run as outreach from local providers such as local skills for life provision.
- Increased and better referral processes to and between core funded delivery: Train to gain, Skills for Life delivery, Learndirect provision through Cambridgeshire County council Libraries, IAG, BLE and mainstream services are better aware of the needs of specific groups such as migrant workers and BME groups.
- Reduction of numbers of young people NEET
- Successful engagement of migrant workers and other new arrivals.
- Improved contact with local employers that has made it possible to identify and meet gaps in skills.
- (Mainstream) service providers adapting their services to become better accessible for people from a BME background
- A growth of the potential labour pool for jobs in engineering amongst young people which will support the continued growth of engineering employers in Fenland on a long-term basis.
- Better relationship with colleges and schools and private sector employers in Fenland and young people having a better awareness of what working in a commercial manufacturing environment means.



**Strategic Added Value on programme level:**

- The investments planned for 2010/11 (but all are already delivering since 2009/10 or before) have addressed identified gaps in provision, built capacity in some communities and have enhanced mainstream investment which has helped build an infrastructure to enable more individuals to pursue courses to improve their skills or get a job.
- The different activities in the programme have been encouraged to work together via the LiC Operating Group where all project managers are represented. This is proving to be very successful. For example projects refer their learners to each others courses and develop courses together.
- The programme is leveraging in significant levels of public and private sector leverage, namely £1,021,750.
- By having an LiC Strategic Board, where the main service providers are represented, the programme has made it possible to influence key service providers. The Economic Participation Manager of Peterborough is a member of the LiC Strategic Board which makes it possible to strengthen the relationships with other Local Authorities. This is also achieved by members of the board who are representing both Peterborough and Cambridgeshire, e.g. Cambridgeshire ACRE, Jobcentre+ and LSC.
- The LiC Stakeholder list (containing almost 400 stakeholders) is used to update the stakeholders with important information. For example this list was used to inform them about the Future Jobs Fund and to ask for their input in developing the Future Jobs Bid. Because of this list, more than 150 jobs have been included in the bid. The stakeholders are also receiving quarterly Project Delivery Summaries which includes how the programme is developing, how the different projects are working together, and contact information on the project which stimulates partnership working. Every year a celebration event is organised for all stakeholders where the key economic participation challenges are discussed including how the programme has addressed these.

**Specific Strategic Added value items on activity level:**

- Support for BME and migrant workers communities:
  - Working together with FE institutions to align their courses to be adoptable for the specific needs of the different communities (e.g. Travellers, Bangladeshi and Pakistani women, Afro-Caribbean men).

- Jobcentre+ people are attending a couple of sessions a year where the beneficiaries could sign up during the course.
- The Rosmini Centre is participating in the Future Jobs Fund: it is creating three jobs that will help to run the centre.
- The Fenland Volunteer Bureau and Homestart are based in the centre, and deliver a range of work together with the Rosmini Centre, both voluntary and statutory service providers.
- Support for people with a work limiting illness:
  - Organisations that work with people with a work limiting illness are more aware what they are offering compared with other organisation and this increases partnership working (including improved referral processes) and avoids duplication in the type of services delivered.
  - More clients will be ready to enter Pathways to Work.
- Enterprise support:
  - Improved referral processes between business support service providers, such as Business Link East.
- Learning Communities:
  - In the most deprived wards of Cambridgeshire, service providers and representatives of the local community are working together to identify and address the needs of the local community.
  - The Learning Communities approach is now taken into Germany and Denmark to share ideas, experiences and good practice. The LiC Cambridgeshire Programme Manager has received requests from partner organisations asking 'why there are no learning communities in the Cambridge area' because of its success in other wards.
- Fenland Engineering Skills Centre:
  - Colleges and Schools can better align their courses to the needs of businesses and this activity also creates direct employment routes for young students.

## 6. Programme or project evaluation in 2010/11

- **Explain how any evaluation lessons have been used to shape the programme of investment going forward**
- **Also identify any key lessons from your previous programme activity which is of regional significance or which would be valuable to share more widely.**
- **Identify any examples of best practice (attaching any case studies if available)**

The programme is planning to undertake an independent evaluation in 2010/11 to measure how far the programme has met its aims and objectives, and how effective the projects were that have been supported. The evaluation will furthermore focus in providing advice to projects on how they can enhance their sustainability after EP funding ends, and on any lessons learnt that can be used in running a similar programme and individual projects.

There is an evaluation framework for 2010/11 for the Programme.

**Lessons learnt:**

- It is important to create opportunities for the project managers to meet in order to make referral links and to share best practice. All project managers meet quarterly. Projects are working together – have set up referral routes and organised courses together. This gives a higher return on investment and provides better services for the target groups.
- Have an up to date stakeholder list, and provide the stakeholder with regular updates on how the programme is going. Also involve them when new decisions have to be made. The quarterly delivery summaries, regular newsletters and the celebration event are all very successful. Because of this regular communication with stakeholders, the programme is well known and linkages are made with other service providers.
- Having a Strategic Board represented by the key stakeholders, makes it possible to align the activities with mainstream support. Give them clear tasks to do, for example providing recommendations on what activities to support and provide advice on sustainability issues or problems in the programme.

The following case studies give a flavour of what type of support the activities will provide in 2010/11:

- Business Start up Support: Splashtime Swimming school. This is a successful business started up by Deannah Stocker, a lone parent who had financial troubles. With support of the business start up programme, she became self employed by opening her own swimming school, specialised to offer coaching to people with special needs. Her business has won the best business start up award from NWES and is named one of the UK's top 100 businesses, in the 2009 Barclays Trading Places award.
- Learning Communities: Carla, a mum without any qualifications, was supported by the learning communities project worker to undertake a skills check session. As a result she entered level 2 qualifications, passed and got support from Nextsteps on what type of work she would like to do. She is for the first time in her life confident about looking and applying for other jobs.
- Migrant worker support: the story how Mrs T. from Poland enrolled on a Family Learning course with her whole family and is taking part in the centre's activities. With encouragement and support from staff and volunteers at the centre, Mrs T. is now employed full-time by Cambridgeshire County Council as a Parent Support Advisor. She is still an active volunteer at the centre.

## **7. Cross Cutting Themes**

An equality impact assessment has been completed for the programme.

Each project has undertaken an equality impact assessment which includes an assessment of how they make sure their project is accessible for beneficiaries living in rural areas.

Using EEDA's claim form, all projects report on a quarterly basis to measure the number of people supported from different target groups. The impact made on the target groups is measured by submitting case studies and annual evaluation reports, and will also be measured by the independent evaluation planned for 2010/11.

#### **8. Governance – set out the governance arrangements for the programme in 2010/11 e.g. template development and approval process, ongoing monitoring and reporting arrangements**

##### **Approval process programme:**

- This investment template will be approved and signed off by the LiC Strategic Board, the GCP partnership board, Cambridgeshire County Council Cabinet, and EEDA Board.
- An Annual Delivery Plan will be developed which includes detailed information on the activities mentioned in this investment template. This Annual Delivery Plan has to be signed off by the LiC Strategic Board, Cambridgeshire County Council and an EEDA Director (Rachel Bosworth).

##### **Approval process projects:**

- See attached diagrams.

##### **Monitoring and reporting arrangements:**

- LiC Strategic Board is overseeing the programme and meets quarterly. Terms of Reference available.
- Exception reporting policy that is sent to all project managers that states what will happen if they are under performing and what the monitoring procedures are.
- Each project manager submits a quarterly claim form showing achievements on spend, outputs and milestones. The Programme Manager checks this claim form and supporting documentation (evidence of expenditure).
- The LiC Programme Manager undertakes quarterly monitoring visits to each project to discuss progress of the project, to discuss any problems arising and looking for solutions, to undertake an evidence check of outputs, and to update the risk register.
- All project managers submit an end of year evaluation report showing the impact the project has made and how far the objectives of the project have been made.
- At the end of EEDA funding the project managers submit a project completion report.
- If a project is not receiving any EEDA funding anymore, the project manager still has to submit post monitoring forms to capture and report on any outputs achieved related to the project.

**Risk management:**

- The programme has an overall risk register incorporated in the Greater Cambridge Partnership's (GCP) risk register. The GCP currently delivers and manages the programme on behalf of Cambridgeshire County Council.
- Each project has its own risk register. This is included in their application form or tender and has to be approved before an offer letter will send out. This risk register is updated quarterly.

**Sustainability:**

- At the approval stage of the project, the project has to set out how it will become sustainable after EEDA funding ends. The project managers have to submit a sustainability plan including an action list, in the final year of receiving EEDA funding. This sustainability has to be agreed by the liC Programme Manager.

**Signature required of County LSP to give confirmation of final approval of the template for submission to EEDA**

Name:

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Position within County LSP:

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Date of LSP approval of the investment template:

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**Documents to be submitted with the final investment template:-**

1. Equality Impact Assessment
2. Any refreshed evidence base

3. Any evaluation work completed at a programme or project level
4. Any case studies or examples of best practice
5. A diagram which sets out the programme governance arrangements for 2010/11