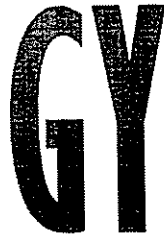


G R E A T Y A R M O U T H



LOCAL STRATEGIC PARTNERSHIP

Working with the Community

ADDITIONAL PAPERS

for the

GREAT YARMOUTH LOCAL STRATEGIC PARTNERSHIP EXECUTIVE

16 May 2008

**in The Buttery, Priory Centre, Priory Plain,
Great Yarmouth**

GREAT YARMOUTH



LOCAL STRATEGIC PARTNERSHIP

Working with the Community

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GREAT YARMOUTH LSP EXECUTIVE

16 May 2008

ADDITIONAL PAPERS

2. MINUTES

The minutes of the meeting held on 18 April 2008 are attached (pages 25-32).

9. EMPLOYMENT AND SKILLS ACTION PLAN UPDATE

(a) Action Plan

The latest version of the Action Plan is attached (pages 33-38).

14. enterpriseGY

The LEGI Programme Manager's report is attached (pages 39-40).

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MEETING OF THE GREAT YARMOUTH LSP EXECUTIVE

18 April 2008 – 10.00 am

PRESENT:

C Congreve (Norfolk Constabulary) (in the Chair), T Aydin (Community Connections), P Cheeseman (Voluntary Sector Partnership), T Cockburn (Norfolk County Council, Education Service), J Cook (Norfolk County Council, Adult Social Services), A Cousins (GY&WPCT), H Foale (Partnership Manager, LSC), A Forrest (Great Yarmouth Community Trust), T Gonzalez (Connexions), B Horner (Norfolk Voluntary Services) and D Martin (Business Link).

Messrs J Dixon and P Medhurst (Norfolk Rural Community Council) attended for item 4.

N Darwish, S Davis, M Hartley, P Wright (GYBC Officials) and T Leonard and D Stannard (LSP Officers).

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from L Blizzard, R Darnell, E Dewsnap, D Glason, S Goodrum, R Gregory, R Leeke and J Ratcliffe.

2. MINUTES

The minutes of the meeting held on 14 March 2008 were confirmed, subject to the second paragraph of item 6 being amended to reflect the fact that Inspire East had invited Trish Aydin to a seminar rather than GO-East, and the first bullet point on the top of page 4 of item 6 to be replaced as follows:-

- A revision of scaling down of services was in progress and consideration was being given to the future direction of Community Connections due to the shortage of community development funds. The point was made however that Community Connections would, as accountable body, ensure it continued to support GYP and the community. CLIP Officers in the Borough had been under review for some time and plans were in place to further develop CLIP Offices as community hubs for increased engagement and involvement.

3. **MATTERS ARISING**

It was noted that there were no matters arising from the above minutes.

4. **NORFOLK RURAL COMMUNITY COUNCIL (NRCC)**

The Executive received a presentation from John Dixon, Chief Officer of the NRCC who explained that this was an independent charity set up in Norfolk in 1986. Members received a copy of the NRCC's prospectus and received details of the eight areas of core work which the charity undertook. He concluded that the NRCC wanted to be on any commissioning lists for the delivery of services in the rural areas.

RESOLVED:

That the NRCC representatives be thanked for their informative presentation.

5. **SUSTAINABLE COMMUNITY STRATEGY**

The Executive received the latest draft of the Strategy, together with a report on the issues coming out of the community consultation exercise. The LSP Consultant explained that further minor revisions would be made shortly following further representations, however, the principle and framework of the document would remain much the same. It was noted that although responses to the community consultation exercise were still being received, five main priorities had emerged from the responses received to date. The LSP Board had endorsed the document in principle but had raised the issue of incorporating milestones to enable more effective measurement of outcomes. The point was made that there was a need to identify short and medium and

long term targets within the document. It was also stressed that the ancillary parts of the LSP, such as the Crime and Disorder Reduction Partnership's Development Plan should be aligned to the SCS. It was also explained that there was a need to understand who would take the lead on which actions and establish a priority list in order to achieve those rather than all the actions identified. The final version of the Strategy would be submitted to the Borough Council in June and the point was made that consideration needed to be given as to how much the final document reflected the contents of the original White Paper and how it aligned with the Local Development Framework once guidance was received.

RESOLVED:

That the latest draft Strategy be noted.

6. NORFOLK LOCAL AREA AGREEMENT

(a) National Indicators Set

The Executive noted the 35 indicators from the National Indicators Set selected by the Norfolk Local Area Agreement Negotiating Team and approved by the Norfolk County Strategic Partnership Board. The LSP Officer reported that 17 of Great Yarmouth's proposed indicators had been included within the final set of 35. He referred to previous concerns that there were not many indicators relating to the economy but stated that the County Council had felt that the ones included were so big that they did not think more specific indicators were needed. The LSP Officer expressed concern that the LAA document did not give a sufficient "sense of place" for Great Yarmouth. Also, the national set of indicators did not include mental health of adults and this was particularly relevant in Great Yarmouth, bearing in mind the high percentage of incapacity benefits claimants with mental health and wellbeing issues. It was explained that each of the 35 indicators would have a Lead Partner and a named accountable person.

(b) Local Indicators and Targets

The Executive noted the proposed local indicators and targets.

7. ITEMS FROM GY PEOPLE/COMMUNITY PARTNERSHIPS

It was reported that the GYP/LSP event had been a great success in engaging well over a thousand people throughout the day. There were high quality displays of local talent demonstrating that Great Yarmouth had talent. A newsletter of the event was distributed.

It was noted that Great Yarmouth People had now completed their action plan after distribution to partners for comments and that training workshops were planned to be delivered in May to the GYP Steering Group to enhance representation on LSP Fora.

8. DRAFT TERMS OF REFERENCE FOR LSP EXECUTIVE

The Executive received the LSP Officer's report proposing a draft terms of reference. A suggestion was made that there needed to be some kind of self assessment or health check against Partners' involvement and decisions made by the Executive. Reference was made to the Norfolk Compact and the need for any part of the LSP to comply with this document. It was suggested that a Working Group be set up to look at this issue in more detail ie whether the terms of reference complied with the Compact and if a health check was required.

RESOLVED:

That a small Working Group comprising David Martin, Trish Aydin, Andrew Forrest and Tim Leonard meet to discuss the proposal for some kind of health check for the LSP Executive meeting.

9. WORKING NEIGHBOURHOOD FUND

The Executive received the LSP Officer's update as considered by the LSP Board on 16 April 2008. The point was made that there was no requirement to spend the money this year as it could be rolled forward. It was suggested that the Needs Analysis Research be used to identify priorities and to determine how much should be allocated to those different priorities. It was stressed that there needed to be co-ordination between WNF and LEGI to ensure there was no duplication. Members were informed that the LSP Board had agreed that the transitional funding would be used for the list of projects included on the agenda which had previously been funded by NRF.

Trish Aydin expressed concern that the Employment & Skills Working Group had concluded that transitional funding should be for six months rather than the 12 months mentioned at the previous Executive. Trish had sent a letter to the relevant people from the Group highlighting the problems and expressing concern but this was disappointingly not properly acknowledged.

10. LSP/GYP JOINT EVENT - 15 MARCH 2008

The Executive received a report produced relating to the above event and it was noted that a video had also been made. The LSP Officer reported several views expressed by attendees on what they liked about Great Yarmouth and what could be done to improve it. The point was made that it might not be possible to hold a similar event next year due to sustainability issues. A suggestion was made that, if the event fed in to the International Cultural Festival, this might generate some support.

11. SECOND HOMES COUNCIL TAX

The Executive received the LSP Officer's report which had been agreed by the LSP Board on 16 April 2008. Following the Board's decision to allocate £50,000 to the Environmental Rangers, it was expected that approximately £80,000 plus the under-spend from the current year would be available. The Board had agreed that the transport project should be considered for further development and support.

Reference was also made to the need for funding to establish an international festival in Great Yarmouth. It was agreed that the terms of reference for using the Second Homes Council Tax should be reviewed. There was no point in requiring expressions of interest due to the small amount of funding available.

RESOLVED:

That the LSP Officer's report be noted and Trish Aydin and Marie Hartley be asked to give a brief presentation on the Community Transport Project and International Festival respectively.

12. EMPLOYMENT AND SKILLS ACTION PLAN UPDATE

(a) Action Plan

The Executive received the latest version of the Action Plan and it was noted that at the last meeting, discussions had mainly centred on WNF and its commissioning. The Economic Development Officer reported that the employers and labour force research had now been completed and the information would be used to create a training programme for the workforce for the jobs available. Howard Foale reported that the LSC had undertaken an East Area Review, engaging a wide range of partners, and the draft report would be made public on 8 May and would feed into the Employment and Skills Working Group's discussions.

(b) Opportunities Week

The Executive received the LSP Consultant's report in relation to the recent Opportunities Week. A discussion ensued on options for holding further events and it was agreed that the LSP Consultant would submit a report for consideration at the next meeting suggesting the composition of a sub-group to progress the options. The Executive also received a briefing paper relating to the Opportunities GY website and it was suggested that the small amount of funding from the recent event be used to help support this website.

RESOLVED:

- (i) That the Executive's thanks be passed to David Stannard, Geoff and Stella Mead for organising the recent Opportunities Week.
- (ii) That David Stannard be asked to submit a report to the next meeting to include a suggested composition of a sub-group to consider options for future events.
- (iii) That the £3,000 under-spend from the recent Opportunities Week be used to help support the Opportunities GY website.

(c) Business Incubator Proposal

The Executive received a briefing note submitted to the IIC Partnership Board for a business incubator adjacent to the Enterprise GY hub.

RESOLVED:

That the proposal for a business incubator be endorsed.

13. NEIGHBOURHOOD RENEWAL FUND

The LSP Officer reported that the date for quarter 4 claims was 21 April and he would report on final expenditure at the next meeting. It was noted that some of the under-spend had been invested in three capital projects and revenue funding for SeaChange but it was still possible some money would have to be returned to GO-East.

14. NEIGHBOURHOOD MANAGEMENT

The Executive received the Neighbourhood Manager's report.

15. ENTERPRISE GY

The Executive received an update relating to the above and it was noted that further funding for Years 4 and 5 had now been confirmed.

16. FORA UPDATES

It was noted that there were no Fora updates available since the last meeting, however, Members received a copy of the latest Cultural Partnership's Directory.

17. DATE AND TIME OF NEXT MEETING

It was confirmed that the next meeting would be held on Friday, 16 May at 10.00 am.

18. POST OFFICE CLOSURES

Concern was expressed in relation to the recent proposals to close a number of Post Offices within the Borough. It was noted that the Borough Council and the LSP Board had agreed to write detailing their

concerns to the Post Office. Trish Aydin informed the meeting that the Community Development Worker for that area had written a letter outlining concerns. Members were urged to write in support of retaining the Post Offices before the consultation deadline of 2 June.

19. CLOSURE OF MEETING

The meeting ended at 12.45 pm.

GREAT YARMOUTH EMPLOYMENT & SKILLS ACTION PLAN (Updated 8 May 08)

Rows that are shaded are now completed actions. New items are listed at rear of document

What	Why	Who	Funding Source	By	Target/ Outcome
To undertake an analysis of Jobcentre Plus vacancies for Great Yarmouth by Occupational area.	To identify five priority occupational areas where we can potentially develop employer led training programmes and consider if they mirror Norfolk priority areas (Retail, Distribution & Logistics, Care, Construction, Leisure & Tourism).	Jobcentre Plus	NA	End December 2006 Completed	
To undertake an analysis of employers and recruitment agencies not using Jobcentre Plus to identify current/future vacancy trends.	To support the analysis by Jobcentre Plus and to provide a complete picture of the vacancy situation.	Consultant	NRF	Report delivered by end March 2007	Received April 07
To develop a detailed map of training providers and funders in Great Yarmouth leading to development of a web page detailing all support available.	To provide employers with a comprehensive overview of providers in Great Yarmouth what they deliver and where funding for training can be found.	Consultant	NRF	Consultant Report delivered by end March 2007	Received April 07
To develop occupational specific routeway training programmes in the key occupational areas targeted	To meet employer needs and to assist workless benefit recipients to enter employment.	Jobcentre Plus: LSC Service Providers: (With support from	New Deal funding (Jobcentre Plus)	liC funded research around employers	Research for community being undertaken by Workhouse (100 face to face client interviews). Employer

AGENDA
ITEM

9(a)

<p>at key employers and sectors. This to include community engagement and address employer perceptions</p>		<p>Chamber of Commerce, Voluntary Community Organisations, employers, GYBC)</p>	<p>Train to Gain (LSC) iic</p>	<p>and community out to tender 19 July. Training programme developed and out to tender by June 08</p>	<p>work via CFE Ltd (400 employer phone contacts, 4 employer workshops and presentatiuon event) Workhouse report received & shared with Employment & skills group Dec 07 CFE report received March 08. Invitations to tender for support programme agreed by group May 08. Programme potential start Sep 08 To move 200 number of people in receipt of Job Seekers Allowance through a program of support resulting in 100 moving into employment within 13weeks of support ceasing</p>
<p>To develop a fund to remove barriers to employment faced by unemployed people that cannot be removed through interventions of other agencies.</p>	<p>To ensure that unemployed people have greater access to employment and are more competitive in the labour market.</p>	<p>Jobcentre Plus via LEGI funding</p>	<p>LEGI (Barriers to Work Fund)</p>		<p>Barriers Fund not to proceed as single entity. Potential for this to be incorporated into the training and support detailed in item above maximising use of both iic & LEGI funding</p>
<p>To identify long term employment opportunities for</p>	<p>To ensure local people have the opportunity and skills to</p>	<p>LA/ JCP/ LSC GYBC EDO to</p>	<p>LA</p>		<p>Construction of port has</p>

local people resulting from East Port and Urban Regeneration targeting suitable employers who are willing to engage	compete for employment opportunities	arrange meeting with Nuttalls, JCP & EDO to discuss construction opportunities both for local businesses and people EDO to contact GY Port Co to discuss issues as above once more details known	Aug 07 Oct 07	been contracted to Nuttalls who are sub contracting Post construction activity falls to Gt Yarmouth Port Co. who are in the process of agreeing next steps LA/JCP have made a joint approach to both organisations to establish coherent strategy around recruitment and use of local employers
To introduce a targeted programme of Work Trials to employers. To undertake consultative work with PCT around support available to those who are incapacitated to move closer to employment	To involve employers more in recruiting people who have been unemployed. To link to the Pathways to Work agenda around this customer group that is due to commence December 2007	Jobcentre Plus Contact with Paul Bryce (PCT) re activities that assist those on IB returning to work	Ongoing Jan 08	27 Worktrial starts with 53% resulting in paid employment Project to go ahead funded by PCT& NRF looking at exercise as a way of enhancing life and reducing worklessness Fit for Work. Funding agreed of £6k to assist 60 people prior to March 08 with agreement to expand this to 180 people once demand established PCT & JCP have agreed referral process in place
To review the provision and	Childcare is perceived as a real	Community	End May	Paper produced by

research reasons for low take up of Childcare in Great Yarmouth to ensure that it meets the needs of parents seeking to return to work. To build upon work currently in progress in some High schools & GYCFE to build links with local employers (for example Ready to Work programme)	barrier to Lone Parents and married couples to taking up employment opportunities but take up in some areas of Gt Yarmouth is very low. To enhance work experience and skills opportunities for children unlikely to obtain non vocational qualifications by establishing pre leaving school links with employers across a wide spectrum of occupations	Connections JCP	Various	2007	Community Connections and Jobcentre Plus identifies take up is not a major issue in Gt Yarmouth compared to other parts of Norfolk Proposal for Opportunities week submitted to NRF for approval by sub group including GYBC, Vol Sector Potential Careers Fayres for all Gt Yarmouth schools Event undertaken with sizable attendance
Raise aspirations of young people and their parents in order for them to understand the employment and skills needs of the future Gt Yarmouth economy by delivery of a set piece event	Young people in Gt Yarmouth are identified as having generally low work and training aspirations due to a number of factors. This needs to be addressed in a coherent way by all relevant agencies if we are to fill the future skills gaps of the local workforce	All partners	NRF	Event by end Feb 08	Development work via sub group of Neighbourhood Manager, Connexions, Voluntary Sector Partnership linked to Comeunity programme Design for one day event (March 08) being formulated but to encompass schools, parents & employers Event undertaken in March 08. Mixed schools attendance
To increase volume of ESOL provision locally for those seeking or recently entering	Increase employability of target group	LSC	LSC	End June 07	There has been an increase in ESOL places available via LSC (throughout the county

employment	not just in Yarmouth) over the past 4 years year-on-year. Skills for Life training includes ESOL. ESOL employability tasters and full courses have been developed in partnership with GMB Union and the Priory Centre/Skills for Life Team in Yarmouth.					
Use the recently announced Working Neighbourhood Fund to meet gaps in current provision of employment & skills support in the borough	To provide an employment & skills focus to current and potential NRF projects to support the delivery of LSP priorities in Gt Yarmouth	To be agreed	Working Neighbourhood Fund over 3 years from April 08	Ongoing	See potential initiatives, supporting activities as listed below	
Engage consultancy support to bring together all recent studies of worklessness agenda in Gt Yarmouth,	To provide over arching framework and make recommendations on way forward that can be included in development of WNF spend	Emp & skills Board	iiC	June 08	Consultant identified, work in progress	
Engage with forum chairs re identified priorities for WNF spend	To gain input and buy in on process	David Baldry	No cost	May 08	Awaiting forum responses due 27 May	
Design overarching process for delivery of WNF initiatives	To enable potential delivery organisations (including those with transitional funding from previous NRF projects) to understand objectives of WNF and how they can contribute	Emp & Skills Board, Paul Cheeseman to supply draft outline LSP Exec to ratify & shared widely		May 08 June 08		

<p>On completion of Invitation to tender for IIC programme to consider using WNF funding to guarantee future of programme for 09/10</p>	<p>To support potential providers by increasing length of programme and potentially number of participants</p>	<p>Emp & skills Board ratified by Exec</p>	<p>To be agreed</p>	<p>June 08</p>	
<p>Repeat successful elements of GY Opportunities Week in 08/09 financial year</p>	<p>To deliver two events Oct 08 for high schools year groups 14-16 to meet employers providers Jan 09 for adults to meet employers providers</p>	<p>Emp & skills sub group</p>	<p>Source to be identified</p>		<p>Initial approval sought from Exec for initial costs preparing for events to be treated as transitional costs and sourced accordingly.</p>

enterpriseGY (LEGI) PROGRESS REPORT TO LSP EXECUTIVE

16 May 2008

1. Building Report

The refurbishment of the enterpriseGY 'hub' building on The Conge – The Novus Centre (ex Futtlers store) – has been completed on schedule. A preview for GYBC Councillors will be held on 13 May, with the official opening being marked by another function on 21 May. The installation of ITC equipment for the co-located Delivery Partners will follow, with the Novus Centre being fully operational by the end of the month.

As previously advised, the 'Market' end of the structure is to be converted into a small office business incubator of 13 units. It is intended that this facility will ultimately be a satellite of the main business incubator, probably to be located at Beacon Park. Refurbishment works on The Conge incubator building are well underway, with an anticipated completion date of early July.

2. Current Outcomes

Whilst, officially, March 2008 marks the end of the second year of enterpriseGY operations, for many of the Delivery Partners involved March 2008 actually marks just the end of the first full year of activity. Nonetheless – based on a 'traffic light' (green/amber/red) assessment of progress – of the 65 reported indicators within the Programme, 47, or almost 70% of those targets, are either marked green or amber with still a year to run. Marketing, and other support, is being provided with the 18 indicators where improvement is required.

3. Promotional Highlights

A local 'Enterprise Week' is being held from 9 to 16 May, with contributions from all eight Delivery Partners ⁽¹⁾, including a marquee event in the Market Place (on 9/10 May).

Enterprise Week will culminate with the enterpriseGY Spirit of Enterprise Awards that are being held on Friday, 16 May at the Great Yarmouth Racecourse.

4. Research

The last report discussed the fact that the first three year tranche of activities will conclude at the end of the current financial year (2008-9), and that there is a need to undertake an in-

depth review of the overall programme. That review will look at issues of alignment, effectiveness, value and sustainability.

To inform that review, and ensure that future decisions are evidenced based, the following research is being undertaken:

- Research into the barriers and opportunities that exist in Great Yarmouth for existing SMEs. (Being undertaken by the UEA.)
- A Needs Analysis for Great Yarmouth in respect of enterprise, skills and worklessness. (Being undertaken by HoldenMcAllister; jointly funded project in conjunction with Investing in Communities.)
- Research into the incentives and disincentives for start up businesses in Great Yarmouth. (Yet to be commissioned.)
- Major Business Incubator Feasibility Study. (Being undertaken by UK Business Incubation.)

Note: The current enterpriseGY Delivery Partners are:

- NWES
- Prince's Trust
- Norfolk Chamber of Commerce & Industry
- Business in the Community
- University of East Anglia
- Norfolk Constabulary
- Great Yarmouth College
- East of England Energy Group