

Great Yarmouth Borough Council



ADDITIONAL PAPERS

for the

ECONOMIC FORUM

14 June 2007

at 4.00pm

**in the Council Chamber, Town Hall,
Great Yarmouth**

**LARGER PRINT COPY AVAILABLE
PLEASE TELEPHONE: 01493 846325**

ECONOMIC FORUM

14 June 2007

ADDITIONAL PAPERS

8. NEIGHBOURHOOD RENEWAL FUNDING - UNDERSPEND

The LSP Officer's report is attached (page 33).

12. EMPLOYMENT AND SKILLS ACTION PLAN

The latest version of the Plan is attached for information (pages 34-37).

15. UPDATES ON MAJOR PROJECTS/SCHEMES

The updates are attached for information.

* * * * *

Neighbourhood Renewal Fund

Background

When we became aware that NRF money was being made available in the current round, the Economic Forum decided that their allocation would be invested into a composite project, "Building a Better Future".

This project was subsequently broken down into its three component parts to aid monitoring and control. The three lead organisations are Norfolk and Waveney Enterprise Services (NWES), Norfolk Guidance Service and CTS Ltd. CTS is a company involved in training for the construction industry.

Current Progress

Although progress against 06/07 spending profiles was acceptable, NWES have identified an underspend for their element in the current year. They have calculated that £35,000 will not now be spent.

Decision Required

Rather than hand the money back to DCLG, it clearly makes sense to invest the money for the benefit of Great Yarmouth.

The forum is asked to identify the best way of doing this. NWES have discussed it with CTS, and are of the opinion that additional tasters, off site safety inductions, CSCS training and testing, mobile tower scaffolding abrasive wheels training should be offered to up to 36 extra candidates per year.

CTS have agreed that they can deliver this extra training.

Will the Forum:

Decide which of the following three courses of action should be followed:

- 1. Commission a wholly new project**
- 2. Reallocate the predicted shortfall of £35,000 to fund additional construction training as offered by CTS.**
- 3. Reallocate the predicted shortfall of £35,000 to other economic projects approved by the Forum.**

GREAT YARMOUTH EMPLOYMENT & SKILLS ACTION PLAN (Updated 11 June)

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 at key employers and sectors.	To meet employer needs and to assist workless benefit recipients to enter employment.	Jobcentre Plus: LSC Service Providers: (With support from Chamber of	New Deal funding (Jobcentre Plus) Train to	Dependent on IIC funding processes. Detailed proposal to	To move x number of people in receipt of Job Seekers Allowance through a program of support resulting in x moving into employment

34

This to include community engagement and address employer perceptions		Commerce, Voluntary Community Organisations, employers, GYBC)	Gain (LSC) liC	be submitted to liC Board meeting June 2007	within 8 weeks of support ceasing
To develop a fund to remove barriers to employment faced by unemployed people that cannot be removed through interventions of other agencies.	To ensure that unemployed people have greater access to employment and are more competitive in the labour market.	Jobcentre Plus via LEGI funding	LEGI (Barriers to Work Fund)	End July 2007	Process applications for funding up to a maximum of £150k in financial year. Anticipated x applications and x people entering employment
To identify long term employment opportunities for local people resulting from East Port and Urban Regeneration targeting suitable employers who are willing to engage	To ensure local people have the opportunity and skills to compete for employment opportunities	LA Economic Forum	LA possibly via consultancy	End June 07?	See attached
To introduce a targeted programme of Work Trials to employers.	To involve employers more in recruiting people who have been unemployed.	Jobcentre Plus	Jobcentre Plus	Ongoing	20 Worktrial starts with 60% resulting in paid employment
To undertake consultative work with PCT around support available to those who are incapacitated to move closer to employment	To link to the Pathways to Work agenda around this customer group that is due to commence December 2007	Contact with Paul Bryce (PCT) re activities that assist those on IB returning to work	PCT	End Sept 2007 (further details awaited)	
To review the provision and research reasons for low take up of Childcare in Great Yarmouth to ensure that it	Childcare is perceived as a real barrier to Lone Parents and married couples to taking up employment opportunities but	Community Connections JCP		End May 2007	Paper produced by Community Connections and Jobcentre Plus identifies take up is not a major issue in Gt

35

meets the needs of parents seeking to return to work.	take up in some areas of Gt Yarmouth is very low.				Yarmouth compared to other parts of Norfolk
Research above shows a high drop out rate from formal childcare provision once in employment. Further research required to ascertain why and provide solutions	Lack of affordable childcare is a barrier to retaining employment	Community Connections JCP		Oct 07	
To build upon work currently in progress in some High schools & GYCFE to build links with local employers (for example Ready to Work programme)	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	, GYCFE	DfES	End June 07	
To increase volume of ESOL provision locally for those seeking or recently entering employment	Increase employability of target group	LSC	LSC	End June 07	There has been an increase in ESOL places available via LSC (throughout the county 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.

To identify long term employment opportunities for local people resulting from East Port and Urban Regeneration targeting suitable employers who are willing to engage.

In Order to progress work around the item above the Employment & Skills group have identified a number of key questions that need to be resolved in order for the benefits of these initiatives to be maximised for local people. Any assistance that the Economic Forum can give in answering the questions below would be most useful

1. What is the latest position with regard to the outer harbour and port development?
2. What is the timeline for this development?
3. We have seen press reports of 1000 jobs being created, is there any breakdown of in what occupational areas and skills levels these vacancies are likely to be?
4. Are developers in place, if so who are they and have any approaches been made to them with regard to vacancies for local people?

This group does not wish to duplicate any work that is already being undertaken but feels it is vital that developers and future employers are aware of the employment and skills plan and their recruitment needs are taken into account in the development of the plan at the appropriate stages.

EF
3

GREAT YARMOUTH ECONOMIC FORUM

14 June 2007

UPDATES ON MAJOR PROJECTS/SCHEMES

(a) URBAN REGENERATION COMPANY

A verbal report will be provided at the meeting.

(b) LEARNING AND SKILLS COUNCIL

(1) SKILLS PLEDGE

On 14 June, the Skills Pledge will be launched in London by the Chancellor, Alan Johnson and Sir Digby Jones, as the centrepiece of the Government's response to the Leitch report.

Employers who make the Skills Pledge commit themselves to encouraging and supporting **all** of their employees to train to achieve at least their first Level 2 qualification, and if possible to go beyond that to higher level skills.

The LSC will be one of many public and private sector organisations including large businesses like McDonalds, Ford, the First Group, Centre Parcs and Superdrug who will be making their commitment.

The Skills Pledge was a key recommendation of the Leitch report, which proposed that, because the outlook for the UK's position in global markets was so poor, if employers did not make significant progress in investing in their people's skills by 2010, the Government should force them to do so through legislation.

In the LSC, our role is to respond to employer interest in the Skills Pledge through our Train to Gain service. After the launch, the contact number for enquiries will be the national call centre for Train

to Gain on **08000 15 55 45**. The regional broker teams and providers will convert the enquiries into Skills Pledge commitments, and those commitments into Train to Gain learners and achievements registered on the ILR (Individual Learner Record).

Following the recent Train to Gain stocktake, Mark Haysom's (LSC Chief Executive) regional review of Train to Gain performance and the recent joint LSC/DfES FE Policy Session, we have developed a high level action plan to further improve the service. At the core of the Action Plan are four thematic reviews:

1. Skills Brokerage – led by Chris Roberts, LSC Regional Director for the North East
2. Provision, including capacity building – led by Verity Bullough, LSC Regional Director for the East Midlands
3. Sector – jointly led by Ian Hetherington from Skills for Logistics (SSC) and Jaine Clarke, LSC Director, Skills for Employers
4. Bureaucracy Review – commissioned by David Way and scrutinised by the Bureaucracy Reduction Group

The Action Plan should be seen as the starting point of a considerable change programme to ensure that Train to Gain is able to deliver on the challenges presented in the Leitch Report.

(2) NATIONAL SKILLS ACADEMY FOR FINANCIAL SERVICES

Leading industry employers turned out in force to support the launch of the National Skills Academy for Financial Services at HM Treasury last month. The NSA for Financial Services is initially based in four regional centres in London, Leeds, Manchester and Norwich, with three more regions in the pipeline. It is set to cater for nearly 150,000 learners by 2009 and is one of the first of the new network of skills academies led and managed by the LSC, sponsored by employers, and designed to set new standards for excellence in training and skills education.

(3) GREAT YARMOUTH EMPLOYMENT & SKILLS ACTION PLAN – Scoping document for Vocational Training & liC Bid

David Bawdry of Jobcentre Plus is leading on a liC submission for funding to (1) offer vocational and soft skills training for the 25 -59 age group who are unemployed between 6 – 18 months, focussing on residents of the following wards: Nelson, Central and Northgate,

Southtown and Cobholm, Magdalen, Yarmouth North and Claydon, to be aimed at key occupational areas of retail, care, construction and distribution; (2) to commission an employment needs study of the above group in order to shape the final design of the programme of vocational and soft skills training (including consideration of engagement barriers such as timing, length, venue, childcare etc) and (3) to commission an employer survey and engagement programme to ensure employers are engaged and supporting those on the training programme. Other activities will be to fund employer events to promote the joined up services of New Deal, Train to Gain and this project and to shape these to the future needs of the local economy; to enhance this employers will need to agree to short work trials (up to 3 weeks) to try out potential employees and potential employees to re-engage with the work environment. If the work trial is successfully completed then the employer is to make a job offer, supported by LSC Train to Gain as appropriate. Key partners are Great Yarmouth LSP, Great Yarmouth Borough Council, Job Centre Plus, Learning and Skills Council and Norfolk IIC.

(4) REGIONAL ESF FRAMEWORKS

Regional Skills Partnerships (EESCP in our region) have been tasked by Ministers to lead on the development of Regional ESF Frameworks. The Regional ESF Frameworks will align the National Operational Programme with key regional priorities.

EESCP are currently in the process of writing the ESF Regional Framework for the new Competitiveness and Employment programme (2007-2013). The ESF Regional Framework is subject to a three week consultation, underway now, from 29 May to 15 June 2007.

For any further information of the ESF Framework development process please contact Anna Bosworth, EESCP Partnership and Performance Manager, annabosworth@eeda.org.uk.

(c) EUROPEAN FUNDING 2007-2013

A verbal update will be provided at the meeting.

(d) **REGENERATION SCHEMES –
*inte*GREAT, PARKWAY SCHEME & PROGRESS OF
CASINO AND GOLDEN MILE**

Golden Mile Investment Opportunity

The Working Party shall be reconvening to coordinate a comprehensive selection criterion to appoint private developers to redevelop Golden Mile site.

Casino

No real news as yet, although Developers continue to express an interest.

Mini Prospectus

More physical renewal around the seafront, town centre, Gorleston and out of town areas have been suggested as part of the Mini Prospectus proposal, responding to EEDA. A number of new interventions on areas in need of investment have been identified.

(e) **EAST PORT**

Agreement was reached between Great Yarmouth Port Authority (GYPA) and International Port Holdings Ltd (IPH) on 25 May 2007. As part of the deal, IPH's subsidiary company, Great Yarmouth Port Company (GYPC) will construct the new outer harbour which will provide enhanced port facilities to cater for larger vessels and a wider range of trades, and take over the operation of the port.

Using powers that were put in place by the Great Yarmouth Outer Harbour Act in 1986, the Port Authority has transferred most of its assets, staff and functions to the Great Yarmouth Port Company at the same time as the new company has received private finance from its owning company, International Port Holdings Ltd, together with a package of public sector grants amounting to some £18m. In return the new company has contracted to construct the outer harbour. The company will also carry out most of the Port Authority's statutory functions on its behalf, including operating the facilities in the existing river port. The only exception is the specialist pilotage function, which

operates under separate legislation and which will, remain with the Port Authority. The Port Authority cannot transfer certain of its core statutory functions without fresh legislation. Agreement has been reached with Great Yarmouth Port Company that new legislation should be promoted in order to enable these functions to transfer in due course. The exact form of this will be determined after consultation with interested parties.

So what is going to change from the perspective of the Port users and its other stakeholders? At one level, aside from the very obvious construction works, it will be largely business as usual - familiar faces but a new corporate entity.

IPH also announced that it has entered into a joint venture with PSA International to develop and operate a short sea container terminal in the new harbour at Great Yarmouth. PSA will hold 60% of the shares, IPH 40%. The operational rights of the terminal have been granted for a period of 30 years, extendable for another 30 years. PSA International and IPH, through the joint venture company, plan to invest over £30M to develop the first phase of the terminal. This first phase is projected to be operational in late 2008. The terminal will then have a quay length of 200 metres and a terminal area of 12 ha. The yearly capacity will be 250,000 TEU. In a second phase, the quay length and the terminal capacity can be doubled. The joint venture will become effective after approval by the relevant competition authorities.

(f) **HERITAGE**

No update has been provided.

(g) **GYMI**

An up date will be provided at the meeting.

(h) **TRANSPORT ISSUES**

Please see item 10 of the main agenda.

(i) **INTEGRATED SERVICE CENTRE**

No up to date information has been provided.

(j) INVESTING IN COMMUNITIES

An update will be provided at the meeting.

(k) EAST OF ENGLAND PLAN

No up to date information is available at present.

(l) SHAPING NORFOLK'S FUTURE

No up to date information is available at present.