

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

GY

LOCAL STRATEGIC PARTNERSHIP

Working with the Community

ADDITIONAL PAPERS

for the

GREAT YARMOUTH LOCAL STRATEGIC PARTNERSHIP EXECUTIVE

15 June 2007



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

GREAT YARMOUTH LSP EXECUTIVE

15 June 2007

ADDITIONAL PAPERS

2. MINUTES

The minutes of the meeting held on 18 May 2007 are attached (pages 8-14).

8. 2006/07 PERFORMANCE MANAGEMENT ASSESSMENT

The LSP Officer's report is attached (pages 15-20).

9. EMPLOYMENT AND SKILLS PLAN

The latest version of the plan is attached (pages 21-24).

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

MEETING OF THE GREAT YARMOUTH LSP EXECUTIVE

18 May 2007 – 10.00 am

PRESENT:

J Ratcliffe (GYBC) (in the Chair); T Aydin (GYP), L Blizzard (GY&W PCT), M Burns (GYBC), P Cheeseman (GYP), C Congreve (Norfolk Constabulary), T Gonzalez (Connexions), R Gregory (Neighbourhood Management Board), J Holt (Job Centre Plus), B Horner (NVS), R Leeke (NCC – Children's Services).

M Hartley, P Wright and S Davis (GYBC Officials), and T Leonard (GYLSP Officer).

J Drinkill (Community Connections/Fair Share), R Allen and T Abbott (Corporate Connect) attended by invitation.

1. APOLOGIES FOR ABSENCE

Apologies for absence were received from H Foale, D Glason, M Smith, S Mutten, D Bartlett, N Darwish, J Cook, G Empson, A Lipp, N deJong and B Johnston.

2. MINUTES

The minutes of the meeting held on 10 April 2007 were confirmed subject to the address of the new Neighbourhood Management Centre being amended to 143 King Street.

3. MATTERS ARISING

(a) Community Legal and Advice Network (CLAN)

The LSP Officer reported that discussions were ongoing particularly as to whether a CLAN would be set up along County lines or sub-regionally. He added that the possible impact if Norwich and Ipswich's applications for unitary status were approved would also be taken into account. It was noted that Simon Baker was the LSP's lead officer and a further report would be made to a future meeting.

4. CORPORATE CONNECT

The Executive received a presentation from Tim Abbott and Rob Allen in relation to Corporate Connect. It was noted that this was an Independent Charity which linked the Business Sector with the Voluntary and Community Sector with the aim of helping businesses to establish a corporate social responsibility. It was clarified, however, that the Voluntary and Community Sector needed to be responsive to what companies expected. Members received details of several projects operated by Corporate Connect which include the formation of a HR Focus Group, one to ones with businesses and skills exchanges which lead to employment. Corporate Connect also linked in and supported Local Government and other organisations.

Clarification was sought as to whether Corporate Connect's aims and objectives accorded with the LEGI Business Broker proposal, however, the point was made that the LEGI Manager was currently working with Business in Communities on the remit of the Business Broker. A suggestion was made that gaps should be identified and then further discussions could be held with Corporate Connect to ascertain if they could help deliver the priorities.

RESOLVED:

(i) That Tim Abbott and Rob Allen be thanked for their presentation.

(ii) That a Sub-Group comprising Brian Horner, Paul Cheeseman, Teresa Gonzalez, Rob Gregory and Peter Wright/Richard Percy be established to identify gaps and further discussions then be held with Corporate Connect.

5. RUNHAM VAUXHALL FAIR SHARES

The Executive received the LSP Officer's report setting out the background to the Runham Vauxhall Fair Shares Scheme and the need for the LSP to endorse the revised priorities which would then be submitted for approval to the National Lottery Fair Shares Board. John Drinkill reported that, although Runham Vauxhall was the smallest Fair Shares area in the Country, all the areas had received £800,000. He explained that the priorities had been agreed following consultations with the community over the last few years and these had recently been revised. Discussions had also been held with 1st East in relation to their aims and objectives for the area. He added that the majority of the funding was still available and requested anyone with any suggestions for projects to contact him as soon as possible.

Suggestions were made that the Children and Young People's Partnership should be involved bearing in mind that they focused on geographical areas and that the housing issue be revisited as the Council had recently identified that 1,500 homes needed to be improved. In relation to the latter suggestion, John Drinkill stressed that funding could not be given to individuals to improve their houses.

RESOLVED:

That the LSP Board be recommended to approve the revised priorities for the Runham Vauxhall Fair Shares Scheme.

6. REVIEWING LEARNING INTERVENTIONS TO REDUCE INEQUALITIES

The Executive received Ray Leeke's briefing paper detailing the role of Children's Services in Raising Educational Attainment in the East of Norfolk. The document also set out a vision for schools and the five key priorities of Children's Services. It was stressed that Children's Services and other service providers needed to work differently and focus resources in order to achieve the priorities. The Children and Young People's Partnership would be the accountable body and identified eight priorities. Ray Leeke acknowledged that, unfortunately, all the funding received in Great Yarmouth had not had the impact that he would have liked. He pointed out, however, that there had been some significant successes in Great Yarmouth schools and we were very strong on collaboration and partnership working. He added that there was a need

to assess how outcomes of priorities were measured and to performance manage in a robust way.

Ray Leeke was asked why there had been little progress in Great Yarmouth bearing in mind the large amount of NRF which had been invested. He responded that, in his opinion, the main reason was that there was not enough joined up working. He acknowledged that there were weaknesses in some schools that needed to be addressed and those schools in particular needed supporting. He suggested that a multi-agency workshop be held to ensure providers had a key focus on the priorities. It was agreed that Community Connections and Marie Hartley join the workshop.

RESOLVED:

That Ray Leeke organise a multi-agency workshop in July to devise a strategy with clear outcomes.

7. NEIGHBOURHOOD RENEWAL FUNDING

(a) NRF Spend 2006/07

The Executive received the NRF Manager's report which summarised the spend for the 2006/07. Members were informed that the sub-group meeting to discuss top-slicing an amount of NRF underspend for activities for children and young people would be held on 18 June.

RESOLVED:

That the NRF Manager's report be received and the position noted.

(b) Formation of NRF Board

Members were reminded that it had previously been agreed that an NRF Board would be created to speed up the process for allocating NRF. The LSP Officer suggested, however, that the Board be asked to delegate NRF decisions to this Executive as several key members of the NRF Team had now left and this was an easier process to administer.

RESOLVED:

That the Board be asked to delegate responsibility for NRF decision-making to this Executive.

8. NEIGHBOURHOOD MANAGEMENT

Rob Gregory reported that he was now the Acting Manager and the Management Centre was on track to be launched on 7 June. The Centre would be the base for representatives from the CAB, Safer Neighbourhood Teams, Credit Union and CLIP. He added that an Action Plan needed to be developed and a Working Group formed for each of the four identified themed groups.

9. EMPLOYMENT AND SKILLS PLAN

The LSP Officer reported that, at the Sub-Group meeting on 9 May, it had been agreed to try to pursue the direction of IIC funding to improve the jobs/economy performance. It was noted that a proposal document for a project targeting in particular Job Seekers Allowance claimants was being produced and would be circulated to the Sub-Group and then the IIC Board on 31 May. It was hoped that the £300k project would commence in October for between 2-3 years. A JobCentre Plus project to commence towards the end of the year would tackle those people claiming Incapacity Benefit.

RESOLVED:

That the position be noted.

10. 2006/07 PERFORMANCE MANAGEMENT ASSESSMENT

The Executive received a letter from DCLG in relation to Local Area Agreement Performance Reviews 2007/08. The LSP Officer explained that this guidance did not show how districts would be assessed and, in particular, NRF receiving Districts such as Great Yarmouth.

11. LOCAL ENTERPRISE GROWTH INITIATIVE (LEGI)

The Economic Development Officer reported that Service Level Agreements had been developed with grant recipients delivering projects. The Programme Manager was currently working with a marketing company to produce a strategy for delivery and discussions were ongoing with the UEA in relation to their role. The LEGI Board was also pursuing several options for the LEGI hub. It was noted that there

were two projects which had outcomes in 2006/07 and had resulted in 106 business start-ups with 184 jobs created.

12. ITEMS FROM GYP/COMMUNITY PARTNERSHIPS

It was reported that several Partnerships (including Waterside and Magdalen) had been amalgamated for a trial period of one year which would hopefully make it easier for cross cutting issues to be discussed. In relation to the consultation on the role and remit of the Social Forum, it was noted that a report would be made to a future meeting. Paul Cheeseman reported that, at a recent GYP Steering Group meeting, the need to directly access people accessing services had been identified as a priority and he indicated that a report on this would be made to a future meeting.

13. FORA UPDATES

Members were informed that there had not been any further Forum meetings since the last Executive.

It was noted that the 2007/08 Directory for the Cultural Partnership had been updated and would be distributed shortly. Marie Hartley reported that a proposed Road Race would be held on 12 October 2008 and would embrace the four cultural sectors, namely art, heritage sports and tourism. The race would be linked in with an existing Great Yarmouth Roadrunners event and the King John's Charter event in the Market Place. It was hoped that, if successful, it would become an annual East Coast Run. Members were informed that funding and sponsorship was needed and a decision on whether the Race was viable would be taken in December.

14. REFRESHING NORFOLK AMBITION

The Executive received a briefing sheet in relation to the above and the point was made that Great Yarmouth's Sustainable Community Strategy would need to be consistent with this document.

15. DATE AND TIME OF NEXT MEETING

It was agreed that the next meeting would be held on Friday, 15 June 2007.

16. ANNUAL LSP CONFERENCE

A nomination to attend the above Conference was sought as the LSP Officer was unavailable.

RESOLVED:

That John Drinkill represent the LSP at the above Conference.

17. NRF MANAGER

The Executive was informed that Amanda Burke, the NRF Manager, had resigned and it was agreed that this Executive's thanks be recorded in relation to Amanda's hard work and dedication over the last few years.

18. VOLUNTARY AND COMMUNITY SECTOR UPDATE

The Executive received a document giving details of a research project undertaken by Community Connections in relation to Great Yarmouth's migrant population. A Volunteers Week would be held between 1-7 June and it was hoped that a flagship event would be held on 5 June.

19. CLOSURE OF MEETING

The meeting ended at 12.10 pm.

2006/7 Performance Management Assessment

Background

When the 2006/7 Performance Management Assessment was completed, it was expected to be the last that Great Yarmouth would need to carry out. The reason for this expectation was that it was being stated that The Norfolk Local Area Agreement (LAA) review would incorporate all district based schemes including NRF targets set for Great Yarmouth. This may not, however, be the case.

Latest Guidance

At previous meetings of the Executive, clarification has been sought on whether or not we were, after all, required to carry out an assessment for 2006/7 and if so, what form it should take.

Government Office have advised: "that there is a requirement to address the Mandatory NRF Outcomes that are graded Red at this reporting stage. As we discussed, this relates to Employment." They go on to say that "you may want to have a think around certain strands Health and Learning mandatories, those that are scored Red-Amber. The assumption would be that these have not changed since November. If there is evidence to the contrary, i.e. that they are now Red, then an explanatory comment would be in order. I can confirm that there is no template that GO East provides, but you may wish to contact Norfolk LAA to determine if they have a preferred format".

Last year, our Performance Management Assessment, over all, was amber/green. But there were theme elements within the assessment, that were adjudged to have room for improvement. As well as a red "traffic light" on Jobs, referred to above, there were amber/red traffic lights for Health and Learning.

Recent Performance

Health performance is being closely monitored and although up to date performance data is not available, direction of travel has been computed. At a recent meeting with Dr Paul Cosford, Regional Director of Public Health, it was concluded that progress was being made. The initiatives, interventions and investments were agreed to be plausible and appropriate. The performance on Health is improving. Dr Alistair Lipp will be presenting a paper to the next LSP Board on health trends and performance.

Learning performance shows improvement in some areas but inequalities are still apparent. There is no deterioration in learning performance in the Borough.

This leaves Jobs/Economy as the one theme that needs reviewing. Last year's framework has been used and a draft of the assessment is attached. The headline statistic, the percentage of the working age population in employment, shows an increase to 69.2% from 64.6% reported in 2006. As has been stated on a number of occasions, this statistic, which is based on a survey, is not considered to be accurate.

Whatever the accuracy of the data, there is widespread acknowledgement of the need to take action to improve the employment performance in Great Yarmouth. This has led to drafting of the Employment and Skills Action Plan, involving much collaborative working, notably with Jobcentre Plus.

Will the Executive:

- 1. Agree there has been no deterioration in health and learning performance.**
- 2. Note the draft Performance Management Assessment for Jobs, appended to this paper.**
- 3. Agree an amber/red traffic light for Jobs in 2006/7.**

TEL 7 June 2007

Reviewing Delivery

Progress on theme : Jobs

| | |
|---|---------------------------------------|
| Lead Person (s) Peter Wright, Economic Development Officer, Great Yarmouth Borough Council | Review Date : April 2007 |
| Other Partners/People Involved Great Yarmouth Economic Forum, Great Yarmouth Marketing Initiative, Great Yarmouth Learning Store, Norfolk Learning & Skills Council, Norfolk & Waveney Enterprise Services. | LSP Group(s) Economic Forum |

Strategic objective:

The development of sustainable economic activity to create socially inclusive wealth

Performance overview for this theme in 2005/06

Total score for this theme: Red

LSP overall :

There has been a lot of good partnership working which has now produced a successful Local Enterprise Growth initiative (LEGI) bid, one of only ten out of fifty five applications in the country. Delivery of LEGI now underway. There has been good joined-up working between the Economic and Learning Forums to bid for NRF in the latest round.

NRF funded areas: (are the gaps narrowing?)

Additional effort in former Regent Ward through the Working Neighbourhoods Project. LEGI ideas in the deprived areas are being developed to increase entrepreneurship and employment.

17

Performance against key targets

| Key issue | Baseline | Target 05/06 | Actual 05/06 | Target 06/07 | Latest Actual | NRF y/n | Comments (regarding data) | Target 07/08 | Scores O/P |
|------------------------------------|----------|--------------|------------------|--------------|-------------------|---------|---|--------------|------------|
| Working age employment rate (%) | 67.6 | 73.5 | 69.2 | 67.0 | 69.2 (05/06) | Y | This data is based on as survey which due to the methodology and small sample size could be out by+/- 9%. There could, in fact, have been an improvement. | 69.5 | ?? |
| Average total income (£ per annum) | - | 17,500 | 18,438 (2005) | 18,000 | 18,792 (2006) | Y | Replaces Gross weekly pay - see above | 19,000 | ?? |
| VAT stock per 10,000 population | 250 | 255 | 254 | 255 | Not yet available | Y | Actual 2005 figure published October 2006 | 256 | ?? |

18

Key targets/ action plans for 06/07

| | |
|--|---|
| <p>Areas of strong performance/ progress</p> | <p>Areas of underperformance/ lack of progress</p> |
| <p>Average total income continues to increase New business support schemes through LEGI New Business Byte training scheme underway to encourage use of new technology</p> | <p>Fall in employment rates now followed by an increase (though data continues to be very unreliable at district level)</p> |
| <p>Reasons for underperformance/ learning points</p> | <p>Key actions taken to address underperformance.</p> |
| <p>Ageing workforce 46.9% aged 45 and above compared to 40.1% for England and Wales High inactivity rates – More than quarter of working age population economically inactive compared to a fifth nationally</p> | <p>Working with JobcentrePlus to refine data quality which is being followed up by research to address the issue Create all year round employment Provide better quality jobs through initially LEGI and in the long term through inteGREAT, Urban Regeneration Company (URC) and Eastport</p> |
| <p>Any specific comments on performance against floor targets / NR mandatory outcomes.</p> | <p>Comments on plausibility of approach. Are longer term/ strategic targets likely to be met?</p> |
| <p>No reliable data.</p> | <p>Working age employment rates vary significantly and have done so in the past reflecting seasonal imbalances in unemployment However, the current trend seasonally adjusted is downwards. Actions to increase the number of jobs in the economy and the employability of the working age population are required.</p> |

19

Moving forward

Theme : Jobs

| Priority areas for improvement in 06/07 | Rationale |
|---|--|
| Working age in employment | Seasonally adjusted trend shows an increase in employment rates following the previous decline though data could be out by 9 percentage points. |
| Options for action | Key actions for inclusion in improvement plan |
| Improve employment rate through research and LEGI initiative Working to anticipate demand/requirements for major local projects (eg Eastport, URC and LEGI) to improve skills and raise aspirations Working with Job Centre Plus and other partners to draft an employment plan for the Borough. | Implementation of LEGI programme has commenced Ensure major projects drive the skills agenda |

08

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 |

20

9

AGENDA
ITEM

| | | | | | |
|--|--|---|------------------------------|---|--|
| This to include community engagement and address employer perceptions | | Commerce, Voluntary Community Organisations, employers, GYBC) | Gain (LSC) IIC | be submitted to IIC 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 |

22

| | | | | | |
|--|---|---------------------------|------|-------------|---|
| 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 their 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?

24
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.