

LAA Quarter 3 (2009/10) Performance Update

Jobs and the Economy Theme

Theme Lead Officer: Patrick Wilson

Community Strategy Aim

Develop a more enterprising, vigorous and diverse local economy that will attract new investment, enable local enterprises and entrepreneurs to be globally competitive and create more employment opportunities for local people

Overall Theme Update

Since September 2008, the global economic climate has negatively impacted at a local level with most sectors across the town reporting on downturns on previous activity. The recession has had a destabilising effect on businesses and has resulted in companies advertising fewer vacancies, making compulsory redundancies, and reducing employees working hours and/or pay.

This economic downturn has had an adverse effect on all of the LAA Jobs & the Economy Themed targets over the past three quarters. In particular, the increase in the unemployment rate from 4.5% in April 2008 to 7.3% in December 2010 has had implications on achieving targets NI 152 Working Age People On 'Out of Work' Benefits and NI 153 Working Age People On 'Out of Work' Benefits in the Worst Performing Neighbourhoods. In part, this is due to the increase in Jobseeker Allowance (JSA) claimants and also due to the continued high numbers of adults who are classified as workless (currently 33.7% - 18,870 adults). It is clear that key priority groups such as the long term unemployed, lone

parents and those on sickness related benefits will find it more difficult to compete for jobs within a shrinking labour market.

The key challenge for partners has been to work closely with businesses to provide intensive support for those companies at risk of being affected by the recession and to maximise the opportunities available through major programmes such as Working Neighbourhood Fund, Future Jobs Fund (FJF) and Flexible New Deal which will have a significant impact in removing barriers to employment.

Over the past year there have been excellent examples of partnership working and improved joined up approaches to tackling worklessness, skills and enterprise issues. For instance, on behalf of Hartlepool Borough Council and its partners, Economic Development is leading on the FJF project which will create approximately 720 jobs for young people who are unemployed and those who are long term unemployed from our most disadvantaged wards. Currently there are 189 adults employed through FJF and Hartlepool is one of the best performing projects in the Country. The

Department for Work and Pensions (DWP) who funds FJF has contacted Economic Development and has arranged a visit in February 2010 to share good practice on the successful implementation of this project in Hartlepool.

The FJF provision will also add value to existing services such as New Futures and activity including engagement strategies to encourage businesses to recognise their responsibilities to their workforce and recognise that a highly skilled and motivated workforce is essential to compete in a global economy.

The additional services and resources which have been made available to support local businesses affected by the recession include:

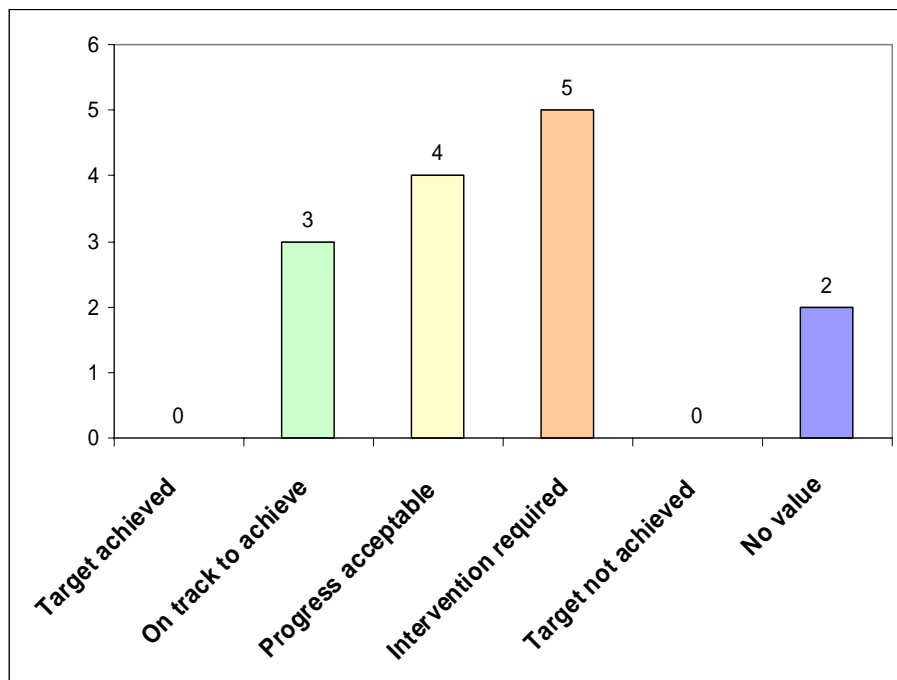
- The Council's Economic Development and Business Rates Teams offering a tailored package of support including general advice and guidance as well as more specialised HR, Marketing, efficiency and any financial assistance available from the Council or other support agencies.
- The establishment of a Town Centre Partnership Steering Group which will aim to develop future investment opportunities, increase visitors foot-fall throughout the town centre partnership boundary and enhance environmental management within the area.
- A pilot project with Business & Enterprise North East is being developed to look at pro-active business support

predominantly with businesses in the Southern Business Zone.

- Further support for businesses within the deprived areas of Hartlepool. This is a new project funded through WNF and a Business Support Officer has been employed to target and directly assist those businesses located in the neighbourhood renewal areas and in particular those based in local shopping precincts, targeting the economic vitality of these businesses and subsequently improving neighbourhoods.

Finally, within the past quarter, the Economic Forum has been involved with considering the consultation documentation issued by the Government in relation to the National Power Statement for Nuclear Power Generation. This consultation document has nominated a site in Hartlepool as a suitable location for the deployment of a nuclear power station by the end of 2025. A public consultation event took place in January 2010 with representatives such as Green Peace and EDF in attendance.

Jobs and the Economy Theme
Quarter three Summary of progress against Improvement and Local Priority Targets



The targets that require PI intervention or are not expected to be achieved are (Designated Improvement Targets are in Bold):

Indicator	Notes
NI 151 Overall Employment rate (working-age)	Data refers to June 2009. The economic recession has impacted negatively on employment rates although there is a confidence level of +/- 2.9% therefore the outturn could vary from 60.4% to 66.2%. A broad range of interventions are assisting in slowing the decline and in the longer term hopefully will positively impact on this indicator.
NI 153 Working age people claiming out of work benefits in the worst performing	Data refers to average of four quarters to May 2009. The economic recession continues to impact on this indicator and mirrors increases in the unemployment and worklessness indicators. A range of activities including Future Jobs Fund are being undertaken which should impact positively in helping to stem the increases in benefit take up.
NI 152 Working age people on out of work benefits	Data refers to average 4 quarters to May 2009. The economic recession continues to affect the local economy and the rise in worklessness is driving benefit take up. The ramping up of the Future Jobs Fund should positively impact on this indicator in the medium term.

RPD P045 Employment Rate (16-24) (LAA H9)	Data set relates to June 2009. The negative trend has continued due to economic recession. Confidence level is +/- 7.2%.The Future Jobs Fund is now running with over 140 placements and this should positively impact on this outturn from November 2009.
RPD P052 Unemployment rate (Hartlepool) (LAA JE5)	The data relates to November 2009.Continued economic uncertainty has had a particularly negative impact on unemployment rates. At the current time the rate of increase appears to have declined. The delivery of the Future Jobs Fund is being ramped up and will have a positive impact over the coming months.

LAA Performance Update - Quarter 3 (2009/10)

Outcome 1 Attract investment

Owner and Organisation – Diane Martin, Hartlepool Borough Council

Key Partners (*denotes overall lead) - Jobcentre Plus*, One North East , Learning & Skills Council, Business Link, Hartlepool College of Further Education, Hartlepool Skills Partnership, Hartlepool Borough Council, Economic Forum.

Over the last decade there has been considerable investment in a series of capital projects that have improved the physical infrastructure of the town. This investment and the associated job creation related to these developments has seen unemployment in the town significantly reduce from a high of over 10,000 working age adults in 1985. However, due to the current economic climate there has been an increase in the unemployment rate to 7.3% in December 2010 (equating to 4,122 residents) which is the highest rate the town has witnessed in the last decade.

The unemployment rate will be partly improved through job opportunities created within major regeneration programmes including Victoria Harbour, Queens Meadow, Building Schools for the Future and Hartfields Care Village.

In the period 2007-08, projects funded by the Economic Forum have assisted 751 unemployed residents into training, 131 into volunteering, 563 to achieve a qualification, 568 to progress into employment, assisted 801 businesses and created 130 new jobs. The Economic Forum has also taken a lead role in the development of projects delivered through the Sub-Regional Partnerships Single Programme including Building Futures and Tees Valley Works.

However there is still a large proportion of working age adults that are economically and socially excluded from the increasing prosperity that the town has experienced and which impacts on the local rates as shown below:

- The youth unemployment percentage rate has increased to 33.9% (count of 1,350) claimants
- Hartlepool has the second highest number of adults with no qualifications at 16.7% which is above the sub-region (15.4%), region (13.4%) and GB rate (12.4%).
- 18,900 (33.7%) of working age adults in Hartlepool are classified as workless (people without work for whatever reason including those not seeking work and residents who are economically active) which is above the GB rate (27.9%).
- Unemployment in Hartlepool is currently at 7.3%
- The number of working age adults on out-of-work benefits in the worst performing wards in the town is 33.8% which compares unfavourably to the Hartlepool rate of 21.6% (with the GB rate currently standing at 12.8%).

2.0 Update on Target Areas and Groups

General - Benefit Eligibility will determine eligibility of Job Centre Plus mainstream and co-financed provision. However freedoms and flexibilities sought to allow WNF and DAF residents to have day one access.

Pathways to Work – Eligibility initially is restricted to new Incapacity Benefit Claimants

Neighbourhood Renewal Area Residents are specifically targeted through WNF funded projects

Deprived Area Fund Targeted provision at the seven most deprived neighbourhoods.

Specific Groups

- Care leavers and looked after children
- Young people who are not in education, employment or training (NEET)
- Homeless
- Long term Unemployed
- Young people
- Ex-offenders
- Drug users
- Carers

3.0 Latest Developments

Town Centre Partnership Steering Group

On 27 April 2009, a Town Centre Partnership Steering Group was established through the Economic Forum. The group's aim is to look at developing future investment opportunities, increase visitors foot-fall throughout the town centre partnership boundary and enhance environmental

management within the area. There will be three working groups – Development, Management and Marketing & Promotion - to review these key issues.

Initial meetings have taken place of the three working groups with representation from local businesses, HBC, Police, Middleton Grange Shopping Centre.

New Futures

New Futures (previously Building Futures) which is a partnership between the five local authorities within the Tees Valley area has secured Single Programme Funding for two years. New Futures has been re-designed to develop ILMs and apprenticeships in potential growth areas such as the Chemicals Industry. HBC Economic Development Department is leading on this project and continue to bring key partners together including the LSC and JCP to review skills shortage areas and potential growth sectors. Since August 2009 the project has funded 87 local residents to enter into work placements through offering job subsidies to employers and through Intermediate Labour Market (ILM) placements. This includes jobs retained by apprentices who would otherwise have lost their employment status so that they can complete their full qualification and training. To date, 233 residents have been provided with Information, Advice and Guidance (IAG) and where necessary referred to other organisations for specialist support.

Regional Improvement & Efficiency Partnership/Local Authority's

Economic Development are working with the above to develop and promote Local Authority procurement and

planning processes to include targeted recruitment and training for local residents which will lead to the improvement in business supply side activity. This proposed activity will link to supply side activity of New Futures and will also develop processes in planning applications for new hospital developments for Tees Valley (Wynyard) and the Building Schools for the Future (BSF) projects in Hartlepool.

Employer Gateway

The Jobsmart Consortium, VisitTeesValley and other key stakeholders continue to develop the 'Employer Gateway' for the Hospitality, Tourism and Leisure sector for the Tees Valley area. The gateway will provide support to local employers and will act as a route for residents wishing to enter into employment within these sectors. Current activities include:

- The appointment of a Development worker to support residents seeking training and employment in these sectors
- Representatives from HBC attended the Tourism Passport group meetings and have met with key businesses / agencies in sector to discuss business needs.
- HCFE keen to work with partners on developing a pre-employment sector pathway and are offering their College facilities to provide tasters/ work experience. Local businesses including The Grand Hotel also keen to be involved in this.

- A Small to Medium Sized (SME) Cluster group for this sector was established through funding from the LSC. The group met to feed into the gateway to provide an insight into the demands of local employers around Diagnostic Assessments (and training). The Cluster Group will provide key businesses with improved knowledge of how and where to access Workforce Development support. This group are also looking at investment in training in anticipation of demands on good customer service as events such as 'Tall Ships' will encourage significant numbers of visitors to the town.

In preparation of the Tall Ships Event, through Hartlepool's Passport Group, Hartlepool's Tourism Team continue to work very closely with representatives from businesses and organisations such as hotels, guesthouses, restaurants as well as major players such as Hartlepool's Maritime Experience, VUE Cinema, Hartlepool United FC, Middleton Grange Shopping Centre and Summerhill.

The Passport Group convenes every two months to share good practice as the 'visitor economy' brings an estimated £46.9 million into the town and supports 967 direct and indirect jobs (Steam 2006) each year making 'tourism' a crucial economic driver for Hartlepool.

In addition, since 2003, hotel and guest house owners have worked together with each other and the Tourism Team to ensure that every visitor to the town has a memorable experience. The businesses work together to encourage repeat stays and a greater chance of word of mouth referrals.

This partnership working is vital to ensure that the hospitality and tourism sector is fully prepared for the estimated 1 million visitors to the Tall Ships event in August 2010. The Tourism Team is an integral part of this process and this will ensure that the business community are better placed to maximise opportunities after this event.

Southern Business Zone

As part of the strategy to attract new investment to the town, an SBZ action plan has been completed. The action plan identifies a portfolio of proposals which will improve the SBZ, both in terms of its ability to secure new private investment and in relation to helping the indigenous business community in the SBZ to grow and prosper.

It is estimated that 1,250 new jobs will be created in the future through this action plan, by employing sector specialists to help firms in the energy and chemicals sector to grow and by helping local firms to link into key supply side chain opportunities within the SBZ. A total of 900 jobs will be safeguarded by this action plan through improving the physical landscape of the SBZ which will encourage companies in the area to remain. It is expected that an additional 500 new business start ups and 150 businesses supported

The project has been identified within the Tees Valley Investment Plan but as yet funding has not been approved to implement the strategy. Also, pilot activity across the SBZ companies will take place around skill demand through the New Futures project. It is anticipated that training provision and SME cluster engagement activities will occur within the

next financial year. Funding is still being sought for the programme, however, Hartlepool Borough Council's Economic Development Department Team has started to implement some of the scheme from within its current staff resource.

Wind & Sea Turbine developments

This is a new area of development to take place in 2010/2011. Economic Assessment and impact studies identify an opportunity for Hartlepool to attract investment in this sector. Hartlepool is geographically placed to take advantage of the key requirements to develop this sector, being situated on the North Sea, with deep water harbour facilities combined with a strong history in the offshore and specialist engineering sectors.




4.0 Risk Update

Risk	Rating	Who	Date to be completed	Update
Failure to maximise economic advantage to the town	Medium - likely	Antony Steinberg - HBC	31 March 2010	Ongoing activity is being undertaken to attract and maintain investment within Hartlepool including Victoria Harbour and the emerging Southern Business Zone opportunities.

5.0 Update on Strategic Targets and Progress

Improvement Targets							
Code	Indicator	Assigned To	Annual Target 2009/10	Current Value	Last Update	Expected Outcome	Latest Note
NI 151	Overall Employment rate (working-age)	Antony Steinberg	67.8%	63.3%	2010/11	PI Intervention required	Data refers to June 2009. The economic recession has impacted negatively on employment rates although there is a confidence level of +/- 2.9% therefore the outturn could vary from 60.4% to 66.2%. A broad range of interventions are assisting in slowing the decline and in the longer term hopefully will positively impact on this indicator.

Local Priority Targets							
Code	Indicator	Assigned To	Annual Target 2009/10	Current Value	Last Update	Expected Outcome	Latest Note
RPD P045	Employment Rate (16-24) (LAA H9)	Antony Steinberg	54.1	46	Q2 2009/10	PI Intervention required	Data set relates to June 2009. The negative trend has continued due to economic recession. Confidence level is +/- 7.2%. The Future Jobs Fund is now running with over 140 placements and this should positively impact on this outturn from November 2009.
RPD P052	Unemployment rate (Hartlepool) (LAA JE5)	Antony Steinberg	3.9	7.2	Q3 2009/10	PI Intervention required	The data relates to November 2009. Continued economic uncertainty has had a particularly negative impact on unemployment rates. At the current time the rate of increase appears to have declined. The delivery of the Future Jobs Fund is being ramped up and will have a positive impact over the coming months.

Actions for Improvement					
Code	Action	Assigned To	Due Date	Expected Outcome	Latest Note
CORP JE06.4	Expand the Tees Valley wide Building Futures project, supporting employers with labour force skills development to incorporate a broad range of sectors	Diane Martin	30 Nov 2009	 Action Completed	New Futures progressing against profile, new sectors being development for intervention - Tourism & hospitality, Renewables. Progressing the piloting of new training courses around renewables with specialist providers. Contact and consultation with SSC's on future opportunities.
CORP JE01	Continue to work with partners to provide key manufacturing and service sector infrastructure including appropriate sites and premises including the development of the Southern Business Zone	Antony Steinberg	31 Mar 2010	 Action Progress acceptable	Reasonable progress particularly set against the current economic climate.
LAA D32	Establish the Town Centre Management Steering Group to effectively co-ordinate and develop the various town centre interests	Antony Steinberg	31 Mar 2010	 Action On track	Final action plans being completed after consultation on draft proposals. The official plans will be submitted to the Town Centre Steering Group for endorsement in March.

LAA Performance Update - Quarter 3 (2009/10)

Outcome 2 Be Globally Competitive

Owner and Organisation – Antony Steinberg, Hartlepool Borough Council

Key Partners (*denotes overall lead) - Jobcentre Plus*, One NorthEast, Learning & Skills Council, Business Link, Hartlepool College of Further Education, Hartlepool Skills Partnership, Hartlepool Borough Council, Economic Forum.

1.0 Update on Key Focus of Activity for 2009/10

Hartlepool's economic underperformance today is a legacy of the changing industrial landscape from the 1960's through to the early 1990's. Heavy industry was the life blood of the town, particularly in ship building, steel fabrication and high volume manufacturing. Declining market opportunities however, resulted in a severe constriction of these sectors, resulting in high levels of unemployment and occupational skills that were obsolete.

Furthermore, global economic uncertainty and world financial instability is causing undue pressure on Hartlepool to continue to globally compete. However, Hartlepool has led the way on increasing entrepreneurship and currently has the joint best self-employment rate of working age adults in the Tees Valley sub-region. There are also long term regeneration strategies to increase the number of businesses and the productivity of existing companies in the local area as well as improving the provision of quality business sites.

For example, a study has been completed on the Southern Business Zone which has evaluated the key economic issues

that prevent the area from successfully expanding and will provide a clear strategy for the area which could lead to further inward investment, supply chain development within the sub region, and move on accommodation for new start and small businesses. This strategy could provide massive potential to create significant job creation and increase new business start ups which will contribute towards the LAA targets.

The new method to calculate business start up statistics has changed to include vat and paye figures per 10,000 head of population. The current data released relates to 2002 to 2007 and Hartlepool has shown an increase from 24.70 to 47.90 which demonstrates an average annual increase of 3.87.

Hartlepool has a good record of working age adults in self-employment at 7.3% which is above the Tees Valley rate of 5.6% and the North East at 6.6%. However, the town still compares unfavourably to the national average of 9.2%

In order to improve the average earnings of employees in the local area it will require continued investment in workforce development. There are generational issues relating to low educational attainment within Hartlepool which has led to the area having the poorest performing rate of adults without a qualification within the sub-region. Whilst up-skilling the workforce remains of paramount importance there is clearly a need to ensure that established strategies to improve the educational attainment of the local population continues.

2.0 Update on Target Areas and Groups

All WNF residents with the potential to develop business ideas provided with additional support through the Incubation system.

- All individuals living within the Hartlepool area and thinking of setting up a business.
- All businesses and employees from all sectors.
- **General** - Benefit Eligibility will determine eligibility of Job Centre Plus mainstream and co-financed provision

3.0 Latest Developments

Support for Businesses in the Deprived Areas of Hartlepool

The above project has commenced with a Business Support Officer employed to target and directly assist those businesses located in the neighbourhood renewal areas of Hartlepool. In particular those based in local shopping precincts, targeting the economic vitality of these businesses and subsequently improving neighbourhoods.

This builds on the work already identified in the NAPS to engage with local businesses with the aim being to develop neighbourhood shopping areas and encourage more use by local people, as well as developing links between local residents and the businesses located close by.

Local, independent shops in these areas have not been targeted before in this manner for any type of support. Through the proactive initial engagement with some of the businesses in the North Hartlepool NAP's areas the common themes of crime, environment and business support in the current economic climate are being raised.

Work is now underway with extensive consultations with Businesses based in the King Oswy, Catcote, and Lower Owton Manor shopping areas. This has led to the identification of the local issues faced by businesses on a day to day basis with the results being used to develop appropriate improvement plans for each of the precincts.

Funding has now been identified to start to implement programmes within the various areas across the Town and priorities being developed in other areas for future activities.

Market Hall Initiative

A new initiative has been launched to encourage self employment opportunities using the underused Market Hall. Individuals have the opportunity to test trade their business ideas by taking on space in the Market Hall at subsidised rent and rates.

The Market Hall has been given a makeover with assistance from HCFE students and lots of publicity has been gained through backing by the Mayor and MP.

Businesses have operated within the market for three months which has been entirely successful in terms of new business creations and increasing footfall through the Shopping Centre. The initial pilot aspect of the scheme ends in March and plans are being developed to continue to progress the project in the future.

Hartlepool College - Redevelopment

Hartlepool College of Further Education has had confirmation of funding from the LSC for the redevelopment of the College. The redevelopment will commence in November 2009 on the Stockton Street site and will have a transformational effect in the town centre, with the College looking for an inspirational building at a key site in the town. It is expected that Section 106 agreements will be implemented with new build contractors which will provide employment opportunities for local residents (including apprenticeships).

'Response to Redundancy' project

Hartlepool College of Further Education is now delivering the LSC 'Response to Redundancy' project which will boost skills. This intervention is aimed for individuals under notice of redundancy, those made redundant recently, and those that are unemployed and further from the labour market, but could be made ready for work with this skills development support package. The funding for this activity will provide additional support for employers and will up skill the workforce in preparation of the eventual upturn in the economy.

New Ways of working with Business Enterprise North East

A pilot project with Business & Enterprise North East is being developed to look at pro-active business support predominantly with businesses in the Southern Business Zone.

Joint visits are planned by HBC staff and BENE staff to businesses to talk about any aspect of business support that can be offered from a variety of organisations.

Support for Business during recession

The Councils Economic Development and Business Rates sections have developed a package of support aimed at supporting businesses affected by the economic downturn.

The Councils ED and Business Rates Team will work together and support those businesses experiencing hardship in the current economic climate with officers undertaking an initial diagnostic interview from which a tailored package of support will be developed. This support can include general advice and guidance as well as more specialised HR, Marketing, efficiency and any financial assistance available from the Council or other support agencies.

Rivergreen

Another unit has been occupied on the Rivergreen development bringing occupancy up to two units. Hart Biologicals have expanded from Newburn Bridge Industrial Estate into a 10,000sqft unit. They are looking to increase their workforce from 6 to 9 people initially.

Hartlepool Enterprise Centre and the Innovation Centre

Hartlepool Enterprise Centre and the Innovation Centre remain at capacity with no current lettings available. Demand from Small to Medium Sized Enterprises (SMEs) remains reasonably steady.

UKSE Extension



Funding has been approved from ONE North East for the proposed 17,500 sqft extension by UKSE at Queens Meadow Business Park. This funding will significantly contribute to assisting new start-ups and existing businesses.

4.0 Risk Update

Risk	Rating	Who	Date to be completed	Update
Failure to maximise economic advantage to the town	Medium - likely	Antony Steinberg - HBC	31 March 2010	Ongoing activity is being undertaken to attract and maintain investment within Hartlepool including Victoria Harbour and the emerging Southern Business Zone opportunities.

5.0 Update on Strategic Targets and Progress

Improvement Targets							
Code	Indicator	Assigned To	Annual Target 2009/10	Current Value	Last Update	Expected Outcome	Latest Note
NI 166	Median earnings of employees in the area	Antony Steinberg	£480.00	£486.00	2009/10	PI Progress acceptable	Data relates to 2009 survey and there is a 7.9% confidence rate .The increase in earnings although will not hit target is appreciably better than the GB performance. Hartlepool has seen a £25 increase with GB showing an £11 increase.
NI 171	New business registration rate	Antony Steinberg	41.1	48.0	2008/09		The raw data has just been received and is currently being analysed and will be reported for the next quarter.

Actions for Improvement					
Code	Action	Assigned To	Due Date	Expected Outcome	Latest Note
LAA D33	Support for Businesses in the worst performing wards. A new WNF project will target and assist businesses, particularly those based in shopping precincts, targeting the economic vitality and subsequently improving neighbourhoods	Mick Emerson	31 Mar 2010	 Action On track	Priorities agreed - implementation being procured
CORP JE06.1	Continued development of Jobsmart including the implementation of the "Employer Gateway" providing sector specific support	Caron Auckland	31 Mar 2010	 Action Completed	New Terms of Reference agreed by Consortium, a new Chair has been appointed.

LAA Performance Update - Quarter 3 (2009/10)

Outcome 3 Create more employment opportunities for local people

Owner and Organisation – Patrick Wilson, Hartlepool Borough Council

Key Partners (*denotes overall lead) - Jobcentre Plus*, One NorthEast, Learning & Skills Council, Business Link, Hartlepool College of Further Education, Hartlepool Skills Partnership, Hartlepool Borough Council, Economic Forum.

1.0 Update on Key Focus of Activity for 2009/10

The number of working age adults on out-of-work benefits in the worst performing wards in the town is 33.8% which compares unfavourably to the Hartlepool rate of 21.6% (with the GB rate currently standing at 12.8%). Within the town there remain key client groups who require intensive support to move closer to the labour market including adults on incapacity and other sickness related benefits, people with mental health problems, young people who are not in education, employment or training (NEET), offenders, homeless and carers.

There is a co-ordinated approach to tackling worklessness in Hartlepool through the Hartlepool Works Consortium which consists of 40 employment and training providers. This combined support service is complimented through major employability, skills and enterprise programmes through Working Neighbourhood Funding, Flexible New Deal and the Future Jobs Fund which will create 720 jobs in the town between October 2010 and April 2011.

There is still a need to target particular groups. For example, homeless people face a complex range of problems exaggerated by chaotic lifestyles that prevent them from

realising their full potential in society. Many face a range of problems that make them particularly vulnerable including substance and alcohol misuse, mental health, victims and perpetrators of crime, educational underachievement and unemployment. The aim of the STEP project is to provide an increase level of integrated support mechanisms that assist in the rehabilitation of offender behaviour, enable tenancies to be secured and assist in the transition to independent living with clear pathways to training, education and employment.

There are also over 2,600 people in Hartlepool who are defined as being a carer, providing over 50 hours per week of unpaid care, whilst nearly 12,000 local people provide some sort of unpaid care. The implications of caring are significant in relation to income, employment prospects and physical and mental wellbeing. The aim of the Positive Choices for Carers project is to provide the support necessary to enable jobless carers and those people whose caring responsibility have now ended to enter training, education or employment. Thereby enabling them to contribute towards the economic prosperity of Hartlepool. The project will also provide help for carers who are in employment to continue with their caring role through

receiving appropriate support and promoting carer friendly employment practices.

Mental health remains a key challenge and it is anticipated that 40% of all adults on an incapacity benefit will suffer from stress, anxiety, or depression. To tackle this issue Hartlepool Borough Council is working closely with key stakeholders to identify innovative programmes to encourage the unemployed residents with mental health issues to access employment and training services. For example, MIND has been commissioned through WNF to deliver a pre-employment project for long term incapacity benefit claimants who are not eligible for the Pathways to work - Condition Management programme - as they are not new claimants of incapacity benefit.

2.0 Update on Target Areas and Groups

- Carers of adults and children with health problems and disabilities
- Homeless people without permanent tenancies
- Drug users who are accessing treatment
- Offenders on Community Orders from the Court
- Adults with mental health problems.

3.0 Latest Developments

Future Jobs Fund

On 28 July 2009 Hartlepool Borough Council and its partners received confirmation that their FJF application had been successful.

On behalf of the Council, Economic Development is the accountable body for the project and will work in partnership with the public, private and third sector to create jobs within identified future growth sectors including Hospitality and Tourism, Renewable Energy, Health and Social Care and Green Jobs.

The bid proposes that there will be **720** extra jobs created with **75%** of jobs sustained beyond the initial six month period. **£4,680,000** of FJF was requested with **£1,530,116** additional funding matched.

Initially the Department for Work and Pensions (DWP) have contracted with the Council for 500 starts over the period of October 2009 to 31 March 2010. DWP have confirmed that the additional 220 starts will be re-negotiated once the project commences.

To date there are 195 employed with a further:

- 15 to start on 4 February 2010
- 15 to start on 8 February 2010
- 156 still to be interviewed by partners

Also, on 22 February 2010 representatives from DWP FJF Implementation Team will be visiting Economic Development to explore why Hartlepool's FJF project has been so successful to date. DWP wish to explore areas of good practice with Economic Development which they can then inform other partners currently delivering the programme.

The Opportunities Programme

Through Working Neighbourhood Funding, the above project has been designed to prepare local residents who are thinking about returning to work and who are on Incapacity Benefit, Employment Support Allowance or Job Seekers Allowance. Intensive training has been designed to assist residents to self assess, identify their own potential and identify their skill gap to prepare individuals fully for the world of work.

The main target group are residents who have already been referred from Jobcentre Plus to a Condition Management Programme (CMP). CMP supports the individual with pain management, anxiety management and life coaching. As the client nears the end of CMP they are referred to Hartlepool Working Solutions (HWS) Project Officer who will consider their suitability for a place on the Opportunities Programme.

The Opportunities Programme is a Pilot project running for two sessions per week over 4 weeks. This Pilot works with small groups of people who need time to develop personally and time to adapt to being with larger numbers of people. The instructors on the course are tasked to work with the individual and meet their needs. If the Pilot is successful the aim is then to run an extended version of the programme with a more tailored focus to meet personal requirements.

Community Justice Project

The Community Justice Court and Innovation project is being developed - in partnership with Economic Development - to deliver offender focused problem solving for those attending court hearings.

There will now be a pre-court meeting which should identify potential cases to which a new 'problem solving approach' can be applied. This will hopefully assist the offender to identify reasons as to why the offence was committed. By using appropriate referrals, signposting, and one to one support we will be able to assist the offender not to re-offend and hopefully ease the offender into a stable lifestyle. Economic Development Officers will be available for these pre-court meetings to advise individuals on employment, training and additional support services (including coaching support).

It is worth highlighting a number of major programmes commissioned by the Department of Work and Pensions (DWP) which will contribute to tackling worklessness and the affects of poverty including:

Flexible New Deal

The FJF coincides with the Flexible New Deal programme which commenced in October 2009 and will provide intensive support for adults who have reached the 12 months stage of unemployment. A4E and Working Links are the prime providers for FND in Hartlepool and Economic Development has been working closely with both organisations to ensure that this new provision adds value to existing activities.

Young Persons Guarantee

The 2009 Budget announced the Young Person's Guarantee. This guarantees all 18 to 24 year olds who are coming towards the 12 month stage of their claim to Jobseeker's Allowance (JSA):

- An offer of a job (either a new job through the Future Jobs Fund or an existing job in a key employment sector).
- Work focused training.
- A place on a Community Task Force.

The December White Paper, [Building Britain's Recovery: Achieving Full Employment](#), announced that from January 2010, 18–24 year olds will be guaranteed a job, work placement or work related skills training from the **six** month point of their claim to JSA.

From April 2010, young people reaching 10 months on JSA will be required to take-up one of the offers from the Young Persons Guarantee, the six month offer or from the Backing Young Britain menu. This will ensure that no young adult is permanently disadvantaged by the recession.

4.0 Risk Update



Risk	Rating	Who	Date to be completed	Update
Failure to deliver local economic objectives as a result of shifts in policies and priorities of external partners	Medium Possible	Antony Steinberg - HBC	31 March 2010	The current challenge will be to achieve the agreed objectives in the current economic climate which will impact on the employment opportunities of local residents.



5.0 Update on Strategic Targets and Progress

Improvement Targets							
Code	Indicator	Assigned To	Annual Target 2009/10	Current Value	Last Update	Expected Outcome	Latest Note
NI 153	Working age people claiming out of work benefits in the worst performing	Christina Blaney; Trevor Mortlock; Antony Steinberg	28.0%	33.8%	May 2009	PI Intervention required	Data refers to average of four quarters to May 2009. The economic recession continues to impact on this indicator and mirrors increases in the unemployment and worklessness indicators. A range of activities including Future Jobs Fund are being undertaken which should impact positively in helping to stem the increases in benefit take up.
NI 152	Working age people on out of work benefits	Christina Blaney; Trevor Mortlock; Antony Steinberg; Patrick Wilson	19.7%	21.6%	June 2009	PI Intervention required	Data refers to average 4 quarters to May 2009. The economic recession continues to affect the local economy and the rise in worklessness is driving benefit take up. The ramping up of the Future Jobs Fund should positively impact on this indicator in the medium term.

Local Priority Targets							
Code	Indicator	Assigned To	Annual Target 2009/10	Current Value	Last Update	Expected Outcome	Latest Note
NI 146	Adults with learning disabilities in employment	Chris Horn	18.5%	15.5%	Q3 2009/10	PI Progress acceptable	<p>The target 18.5% of 343 people known to the department which equates to a target of 62 people.</p> <p>As of December 2009 the number of People in paid work stands at 52 This is an increase of 4 people</p> <p>This is made up of 39 males and 13 females</p> <p>The Number of people in voluntary placements is currently 24. This is a reduction of one person</p> <p>The number of People undertaking job tasters/vocational profile is 11</p> <p>One person has just been referred to the service</p> <p>Total number people with a learning disability the team works with is 88</p>
RPD P054	Youth Unemployment rate (Hartlepool) (LAA JE7) [A]	Patrick Wilson	32.9	33.9	Q3 2009/10	PI Progress acceptable	<p>Data set relates to November 2009. There appears to have been a reduction in the rate of decline of youth unemployment and the actual numbers relate to an increase of 15 additional young unemployed since Sept 2009. It is expected that the Future Jobs Fund will specifically benefit performance on this indicator. Since November 2009 we have placed well over 100 individuals into employment.</p>

RPD P055	Youth Unemployment rate (Neighbourhood Renewal narrowing the gap) (LAA JE8) [A]	Patrick Wilson	33.4	34.1	Q3 2009/10	PI Progress acceptable	Data relates to November 2009. The economic recession continues to adversely affect this indicator. The delivery of the Future Jobs Fund is being ramped up and since November 2009 well over 100 young people have been placed into employment.
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Actions for Improvement						
Code	Action	Assigned To	Due Date	Expected Outcome	Latest Note	
CORP JE06.1	Continued development of Jobsmart including the implementation of the "Employer Gateway" providing sector specific support	Caron Auckland	31 Mar 2010	 Action Completed	New Terms of Reference agreed by Consortium, a new Chair has been appointed.	
LAA D01	Develop the Personal Best programme which will enable 350 unemployed and economically inactive residents aged 19+ to gain a qualification and access volunteering opportunities. Linked to major sub-regional events including Tall Ships Race in 2010	Maggie Heaps; Craig Taylor	31 Mar 2010	 Action On track	New learners are continuing to participate on the Personal Best programme, and partners are now arranging more training sessions to improve uptake	

LAA D34	Establish the Employer Gateway for the Hospitality & Tourism sector. Co-ordinate activity to meet business support needs including recruitment & training, marketing advice, inward investment, employment legislation, business growth, funding & procurement	Caron Auckland	31 Mar 2010	 Action On track	The Gateway continues to effectively progress. Business engagement is being undertaken in February 2010 to formalise recruitment and training needs of local employers.
LAA D78	Develop the Flexible New Deal (FND) programme to maximise employment and training opportunities for residents within Hartlepool who are unemployed over 12 months.	Patrick Wilson	31 Mar 2010	 Action Completed	The Flexible New Deal project is now live and the two prime providers - A4E and Working Links - have moved their operations to Park Towers and Bovis House respectively so that they can effectively engage with eligible clients. Hartlepool Works continues to engage with both partners to ensure that their activity contributes to the wider worklessness agenda.

LAA Performance Update - Quarter 3 (2009/10)

Outcome 4 Achieve economic wellbeing for all children and young people ensuring that they are prepared for working life

Owner and Organisation – Tom Argument, Hartlepool Borough Council

Key Partners (*denotes overall lead) - Children's Services *, Schools, Colleges and Work based learning providers, Community and Voluntary Sector, Connexions, Higher Education, Economic Development, Job Centre Plus

1.0 Update on Key Focus of Activity for 2009/10

This outcome is a key cross cutting theme with many facets contributing to this outcome including housing, environment, and social issues such as substance abuse, crime, education and economic activity.

In Hartlepool our vision for this outcome is that all children and young people will achieve economic wellbeing therefore ensuring they are prepared for working life. By accessing the appropriate qualifications, developing the skills and experiences they should be enabled to lead full and active adult lives. This outcome is important to young people because it gives access to high-level qualifications, well-paid employment and provides a strategic approach to the creation of wealth.

To this end, Children's Services across Hartlepool are working through the Children & Young People's Strategic Partnership (CYPSP) and the 14-19 Strategic Board to:

- ensure that education and training is planned in a coordinated manner involving all partners;

- ensure that all young people are prepared for working life;
- ensure that childcare opportunities are available for all residents of Hartlepool;
- ensure that all Key Stage 4 pupils have opportunities for vocational studies and work experience;
- ensure that all young people aged 13-19 have impartial careers advice and guidance.
- continue to support looked after children to achieve economic well-being;
- continue to support children who have learning difficulties and or disabilities to achieve economic well being
- continue to support regeneration initiatives which support the needs of children and young people;

To advance this outcome the CYPSP will oversee the delivery of the national and local priorities for children and young people and contribute to the delivery of the Hartlepool Community Strategy. These are:

- Reduce the number of young people classified as not in education, employment or training (NEET). (CYPP Ref

5.3.4)

- Improve the number of young people engaged in education, employment or training from disadvantaged groups. (CYPP Ref 5.3.3 JAR Ref Para 19)
- Increase the number of young people having the opportunity to access higher education. (CYPP Ref 5.3.6)

A range of activities and innovative projects, have been put into Place in the town to address issues in targeted areas and groups. New activities include:-

- Targeted support for underachieving boys, (we have appointed a dedicated member of staff to challenge and support schools to work with underachieving boys.
- The appointment of 5 Integration Support Managers to develop integrated working which will ensure all young people receiving the support they require from multi agency teams.
- Support young people who were disaffected or in danger of being permanently excluded from school using the going forward project which works with young people aged 14-16 and is also working with 16-18 year olds who are currently not in employment or education (NEET)
- Young people aged 14-19 who live in NDC wards are being supported by the Raising Aspiration project to support them in education and training

2.0 Update on Target Areas and Groups

Groups and target areas include:

- All young people aged 13-19 in Hartlepool, there is likelihood that young people will reside in NRF wards

- NRF wards –all young people with an emphasis on under achieving boys
- NDC area - targeting all young people as part of the general educational achievement programme including the employment and education themes
 - Vulnerable young people including those who are:
 - Looked after
 - Leaving care
 - Special education needs and or disabilities,
 - Young offenders
 - Black and minority ethnic
 - Mobile
 - Have English as additional language
 - Disaffected and disengaged –at risk of exclusion and becoming NEET (not in education, employment or training)
 - Permanently excluded
 - Priority target group is underachieving boys across all phases of education

3.0 Latest Developments

Ensure that education and training is planned in a co-ordinated manner involving all partners:

In line with recommendations in the DCFS guidance documentation Partnership and Planning the 14-19 Strategy and Action Plan have both been refreshed. Currently all Hartlepool partners play an active role in planning provision and are working with the local authority and Learning and Skills Council to manage the Machinery of Government changes. There will be a transfer of five positions three of which are filled with effect from April 1st 2010.

There has also been a reorganisation of the 11-19 Partnership. We are hosting the Diploma Roadshow for Year 9 pupils and this will be followed up by specific conferences on each Diploma line prior to pupils applying to take part in a Diploma.

Ensure that all young people are prepared for working life and that all Key Stage 4 pupils have opportunities for vocational studies and work experience:

All young people in Hartlepool are entitled to 10 days work related learning and useful work experience. The work experience is organised by the EBP on behalf of the schools. As part of the monitoring process the EBP have returned the records of all pupils who took part in work experience in Hartlepool schools, the 14-19 co-ordinators are checking with schools to determine why certain pupils were unable to attend.

The full breakdown indicates that 916 of 975 attended work experience on approved placements, in addition 26 other young people attended an unauthorised placement or extended work experience, which represents a figure of 96.6 % receiving some work experience in 2009. Of the students who did not attend some were on holiday, some were ill and other were not released from schools because of behavioural issues. This data is supplied from the EBP who are responsible for the collation of the data and organising work experience, pupils who have left a school are removed from the statistics. In addition a series of activities have taken place to promote work related learning. A new database has been developed for KS4.

A new SLA has been agreed between Hartlepool and A4e who provide the EBP service this has been extended to cover the period August to March 2010. This is going to be extended until August 2010

Impartial Careers education and guidance is provided to all young people aged 13-19:

All young people receive impartial advice and guidance (IAG) in school and colleges. This support includes work with Connexions, Personnel Advisors (PA), school and college mentors and tutors. The balance of the support varies depending upon the individual young person needs. It will be on the continuum from specialist careers advice to life counselling.

An audit of IAG provision took place in December 2007 to check the quality of provision against the new national standards for IAG provision; this is being supported by the developments of common application process and an individual learning plan, to ensure all young people receive impartial advice and guidance. Additional resources have been secured from WNF funding to support the area wide prospectus and common application process. John Stafford is a part time consultant who is also supporting the process. Provision is planned to ensure the number of young people classified as Not in Education Employment or Training (NEET) is reduced. Ensuring childcare is available, looked after and young people who have learning difficulties and or disabilities are supported to achieve economic well being:

Connexions staff work closely with schools, colleges and work based training providers to target young people at danger of becoming classified as NEET. This includes monthly meetings to ensure the smooth operations of the referral process from Connexions to training providers. A weekly drop in session is provided to support vulnerable groups, the co-location of the leaving care team in the Connexions building has further facilitated interdepartmental working and is helping, to ensure that they are supported to make positive progress.

The September 09 three month average figure indicates that the NEET figure is currently 11.8%. As young people move into education and training it is expected that this figure will drop. A range of new initiatives have been introduced which have impacted on the NEET reduction statistics, including the ESF funded Going Forward project which has impacted on this figure. In addition new funding has been secured to support a teenage parenting programme via JHP and leaving care project from the Learning and Skills Council.

Both the Learning and Skills Council and the local authority currently monitor the September Guarantee regularly. Recently there have been plans announced to build on the September guarantee approach by offering a place in learning to all 16 and 17- year- olds who are Not in Employment, Education or Training (NEET) in January 2010.

This guarantee will be backed by £40m of additional investment from the Department and provides an excellent opportunity to help these young people to reengage quickly in positive and productive learning, and reduce the risk of long term disengagement.

The commitment of the local authority and partners has ensured that we have been able to identify, track and support vulnerable young people over the summer period and due to the effective sharing of information, intervene early where young people had not taken up the offer. Current data indicates that 97.1% of 16 year old Year 11 leavers and 86.7% of year 12 leavers have had an offer of further learning. Continued implementation and monitoring of the Hartlepool NEET Reduction Strategy has resulted in further reductions in the numbers of 16-18 year olds not in education, employment or training. Hartlepool continues to compare favourably with both statistical and regional; neighbours and remains on track to meet the key local agreement targets for 2010.

A new transition plan has been developed to support young people who are identified as having specific learning and disabilities, this will provide a person centred approach to planning and will support the year 9 transition planning process

Continue to support regeneration initiatives which support the needs of children and young people:

The local authority submitted a series of proposals to DCSF to requested additional funding to support work with worklessness households. The proposal were unsuccessful which has placed additional capacity issues on departments as they attempt to build a child poverty strategy, which is aimed at targeting families who need additional support to return to work. For the action plan and strategy to succeed it is envisaged that the plans will need to impact on child poverty by raising the level of family income and help to alleviate poverty. The local authority strategy, action plan and

pledge have been shared with the Hartlepool Partnership. Partners have been requested to indicate what actions they carry out which contribute to the reduction in Child Poverty. The responses are currently being collated by Patrick Wilson from Economic Development who is the strategic lead for the Child Poverty Strategy.

4.0 Risk Update



Risk	Rating	Who	Date to be completed	Update
Failure to gain approval of Hartlepool Borough Council's Child Poverty Pledge, Strategy and Action Plan by key partners may impact on NI 116 being achieved.	Red	Economic Development/ Children's Services	September 2009	

5.0 Update on Strategic Targets and Progress

Improvement Targets

Code	Indicator	Assigned To	Annual Target 2009/10	Current Value	Last Update	Expected Outcome	Latest Note
NI 117	16 to 18 year olds who are not in education, employment or training (NEET)	Mark Smith	8.0%	7.9%	2008/09	PI On track to achieve target	Quarter 3: Percentage of young people NEET is 7.8%. This represents strong progression towards the key 2010 Target of 7.6% and compares favourably with regional neighbours (9.3% North East) and Statistical Neighbours (10.6% Halton).
NI 116	Proportion of children in poverty	Sue Johnson	23.6%		2008/09		No data available - published by the Department of Work & Pensions.

Local Priority Targets							
Code	Indicator	Assigned To	Annual Target 2009/10	Current Value	Last Update	Expected Outcome	Latest Note
CSD P006	All key stage 4 pupils undertake work related learning and useful work experience (LAA JE14)	Tom Argument	99	99	2008/09	PI On track to achieve target	All schools have a work related learning plan which demonstrates that work related learning is available for all key stage 4 pupils.
CSD P007	Careers education & guidance is provided to all young people aged 13-19 (LAA JE15)	Tom Argument	99.5	100	2008/09	PI On track to achieve target	A comprehensive audit of careers education has been completed, which indicates that all young people have access to careers` advisor; this audit is the bases of new work which will ensure that all schools, colleges and work related learning meet the new national IAG standards.

Actions for Improvement					
Code	Action	Assigned To	Due Date	Expected Outcome	Latest Note
LAA D16	Enhance the core offer to those 14 to 19 year olds who are at risk of disengagement from mainstream provision or who are currently not in education, employment or training (NEET).	Mark Smith	31 Mar 2010	 Action On track	Quarter 2: ESF funded 'Going Forward' continues to coordinate input from local 3rd Sector providers to enhance the core offer to those 14 to 19 year olds who are at risk of disengagement from mainstream provision or who are currently not in education, employment or training (NEET). Foundation Learning Tier pilot continues to make progress and will rolled out in 2010. 14 -19 Database continues to provide an overview of all young people at risk of disengagement to ensure reengagement activity is appropriate, coordinated and provides a clear pathway to accreditation and post 16 progression.
CORP JE08	Reduce the proportion of children in poverty	Sue Johnson	31 Mar 2011	 Action On track	Activity in place, but economic downturn means target figures being renegotiated as part of LAA.