
Meeting	Cabinet
Date	20 June 2012
Subject	Cabinet approval of The Barnet Skills, Employment and Enterprise Action Plan; and a package of targeted support to help young people into employment, including support to local businesses.
Report of	Leader of the Council Cabinet Member for Education, Children and Families
Summary	<p>This report:</p> <ol style="list-style-type: none"> 1. Seeks Cabinet approval of the Barnet Skills, Employment and Enterprise Action Plan 2012-2015. The Plan sets out the actions the council will take, in partnership with the local public sector and community groups, to help tackle unemployment in the borough and create the right conditions to encourage growth and enterprise. 2. Recommends a package of targeted, time-limited programmes to support unemployed 16-24 year olds into employment (including those classified as 'NEET' – Not in Education, Employment or Training). The £1 million package of support, for 2012-13, will directly benefit young people in the borough and local businesses.

Officer Contributors	Stephen Evans, Assistant Director, Strategy Jay Mercer, Deputy Director, Children's Service Jodie Yandall, Skills and Enterprise Manager Carolyn Roche, Skills Development Officer
Status (public or exempt)	Public
Wards Affected	All
Key Decision	Yes
Reason for urgency / exemption from call-in	Not applicable
Function of	Executive

Enclosures

Appendix A: Skills, Employment and Enterprise Action Plan
2012-2015

Appendix B: Supporting young people into employment – a
package of support for 2012-13

Contact for Further
Information:

Jodie Yandall, Skills and Enterprise Manager, 020 8359 7975

1. RECOMMENDATIONS

The Cabinet is asked to approve:

- 1.1 The Barnet Skills, Employment and Enterprise Action Plan 2012 – 2015, as attached in Appendix A.**
- 1.2 The recommended package of targeted, time-limited support, costing £1m in 2012-13, to support 16 – 24 year olds into employment, including those classified at ‘NEET’. The beneficiaries of the package, which has been approved by major public sector partners and discussed with central Government, will be unemployed young people and local businesses.**
- 1.3 That the Leader of the Council be authorised to agree any minor changes to the Skills, Employment and Enterprise Action Plan and proposed support package in order to ensure effective delivery.**

2. RELEVANT PREVIOUS DECISIONS

- 2.1 Cabinet 14 September 2011 (Decision Item 7). Cabinet approved the Regeneration Strategy and agreed the development of a Skills, Employment and Enterprise Strategy for the borough.

3. CORPORATE PRIORITIES AND POLICY CONSIDERATIONS

- 3.1 The Skills, Employment and Enterprise Action Plan for the period 2012-15 sits beneath the council's Regeneration Strategy. It supports the council's Corporate Plan and the Sustainable Community Strategy, by seeking to create the right environment in which business and enterprise can prosper, despite the challenging economic climate.
- 3.2 The proposed package to support young people into employment is aligned with the council's commitment within the Corporate Plan to 'invest additional resources to develop skills and employment programmes for young people, support enterprise and provide opportunities for residents to acquire skills'.

4. RISK MANAGEMENT ISSUES

- 4.1 Without a Skills, Employment and Enterprise Action Plan, the council lacks a strategic framework to guide the delivery and coordination of initiatives to support Barnet's economy. This creates the risk of duplication of provision and poor allocation of resources across partners in the borough. The Action Plan provides the framework for agencies to work together, share expertise and data and tailor both mainstream activity and new initiatives to support this shared agenda.
- 4.2 The success of the Action Plan is dependent on the full cooperation and commitment of all key agencies. As the strategic leader in the borough, Barnet Council will work with its local public sector partners, community organisations and the business sector to drive forward a coordinated approach to skills,

employment and enterprise in order to help us to achieve our shared objective of Barnet remaining a successful London suburb.

- 4.3 An area of immediate concern is the number of Barnet's 16 to 24 year olds who are Not in Education, Employment or Training (NEET) as a consequence of the current economic climate. By working with local partners to deliver a targeted, time-limited package of support for young people, the council can channel limited resources to good effect. The delivery of the programme will be fully evaluated to ensure value for money and accordance with contract procedure rules.

5. EQUALITIES AND DIVERSITY ISSUES

- 5.1 A report presented to Budget and Performance Overview and Scrutiny Committee on 15 March 2012 on the seasonal fluctuations in 16-18 young NEET people revealed that, although figures in Barnet are relatively low, they have increased since January 2008.
- 5.2 Males and white British young people are overrepresented among young people classified as NEET. Vulnerable groups such as children in and leaving care and young mothers are more likely to be NEET. Targeted support as set out in the Skills, Employment and Enterprise Action Plan is expected to increase opportunities for these young people and reduce inequalities.
- 5.3 There are some differences within the Barnet context for the 16-19 cohort (which is the age range we have the most comprehensive information on). In Barnet, as of March 2012:
- 34.3% of NEETs were 'white British' - an overrepresentation in the 16-19 cohort as a whole; and
 - males account for 57.7% of all NEETs
- 5.4 Of particular cause for concern is the fact that 41.6% of the total number of NEETs have been NEET for 1-2 years and 9.2% of NEETs were not ready/willing to work or learn. Targeted marketing and support, particularly in more deprived areas in the west of the borough, will aim to focus on some of these harder to reach groups who have been NEET for a longer period of time.
- 5.5 The wider Skills, Employment and Enterprise Action Plan 2012-15 (see Appendix A) has the main aim of addressing unemployment and deprivation through specific initiatives to support our most vulnerable residents. It also aims to support business growth.
- 5.6 Targeted support packages have been developed for NEET young people aged 16-24 living in Barnet, to suit a range of situations and barriers, including those with disabilities (see Appendix B). Opportunities will be available borough-wide, but the delivery of the package will consider how resources can be targeted to support those young people in traditional 'hotspots' of deprivation.

- 5.7 To test the success of the package of support being proposed, a series of Equalities Impact Assessments will be developed using the council's corporate equalities questions, as set out in the 2012-13 Corporate Plan.

6. USE OF RESOURCES IMPLICATIONS (Finance, Procurement, Performance & Value for Money, Staffing, IT, Property, Sustainability)

- 6.1 The wider Skills, Employment and Enterprise (SEE) Action Plan 2012-15 as set out in Appendix A, will rely on our partners realigning their provision to meet the needs of the borough and will also look at potential funding opportunities which can be bid for to enhance the service offer. As such, there will be no financial or staffing implications as a result of implementing the SEE Action Plan, other than continuing the funding of existing staff resource. The council's role in delivery of the SEE Action Plan will be through a cross-service approach between Children's Service and the Regeneration Service.
- 6.2 **Financial implications** – £1m to be spent by 31 March 2013 for initiatives to support young people into employment, as set out in Appendix B. This will be funded from the £5m 'Service Priorities Fund' which was agreed as part of the council's budget for 2012-13.
- 6.3 **Sustainability** - partnership working is to be further developed through joint working and the pooling of resources to ensure that projects have sustainable outcomes following the funding period ending 31 March 2013. Key partners involved in the development and implementation of the package include Middlesex University, Barnet and Southgate College, CommUNITY Barnet and Job Centre Plus.
- 6.4 **Staffing** - there are additional staffing resources for the delivery of the NEETs package which will equate to around £120k. Any additional posts required to deliver the package will be short-term contract posts for 2012-13 only and will be wound up once the package has been successfully delivered.
- 6.5 **Procurement** – threshold levels for procurement will be adhered to and lead officers for each option will work closely with the Procurement Team to ensure the correct procurement requirements have been met.

7. LEGAL ISSUES

- 7.1 A Skills, Employment and Enterprise Action Plan is not a statutory requirement. However, Section 2 of the Local Government Act 2000 empowers the Council to, amongst other things, incur expenditure, and enter into arrangements and agreements in order to promote and improve the economic, social and environmental well being of its area with regard to its community strategy. The Council's promotion of a Skills, Employment and Enterprise Action Plan will benefit its residents.
- 7.2 Section 1 of Chapter 1 of the Localism Act 2011 was brought into force by the Communities and Local Government Department by means of the Localism Act 2011 (Commencement No.3) Order 2012. This legislation provides local

authorities with a broad power to do anything that individuals may do subject to any specific restrictions on local authorities contained in legislation.

- 7.3 Consequential amendments to the Localism Act 2011, in the form of the Localism Act 2011 (Consequential Amendments) Order 2012, includes the repeal of the “Well Being” powers created by Section 2 of the Local Government Act 2000 and referred to in paragraph 7.1 above. The current proposal is that this will be brought into force later this year.

8. CONSTITUTIONAL POWERS

- 8.1 Constitution (Part 3) – Responsibility for Functions sets out the responsibilities of the Executive and reserves to Cabinet the approval of strategies (section 3.8).
- 8.2 Approval of the Skills, Employment and Enterprise Action Plan and the proposed package of support to help young people into employment is a key decision as it involves expenditure in excess of £500,000 and will have a positive impact on the community, by providing employment and skills initiatives for young people aged 16-24 years old.

9. BACKGROUND INFORMATION

- 9.1.1 Barnet is a successful borough with high employment rates, high levels of entrepreneurialism, a well qualified and economically mobile working age population and comparatively low rates of worklessness.
- 9.1.2 However, the current economic climate has led to challenges for both residents and businesses in Barnet, as it has for the rest of the country:
- Employment growth has been slow, with the borough failing to keep pace with the London economy.
 - Unemployment is growing, the number of Job Seeker’s Allowance (JSA) claimants in Barnet has increased by 5.8% over the last year.
 - The recession has further alienated the long term unemployed, particularly in the hotspots of deprivation in the west of the borough.
 - There are new cohorts of residents joining an increasingly competitive jobs market. Those facing the greatest challenge are young people aged 16 to 24 years. (See NEET figures under immediate issues below)
 - The percentage of recent graduates employed in lower skilled jobs has increased sharply and unemployment rates for new graduates are rising.
- 9.1.3 Although there is already significant provision in the borough, delivered through the local public and community sector and local businesses, the challenges for the economy continue to grow and need to be tackled. Without a common framework for supporting our economy, there remains a risk of uncoordinated provision, duplication and continued gaps in delivery.
- 9.1.4 The need for a Skills, Employment and Enterprise Action Plan – accompanied by a targeted package of support to help young people into employment - is therefore more critical than ever. It will provide a proper evidence base and shared framework which all key agencies are signed up to, enabling agencies

to work together more effectively, share expertise and data, and tailor both mainstream activity and new employment and skills initiatives to the needs of the borough.

9.2 Skills, Employment and Enterprise Action Plan 2012 – 2015

9.2.1 The Skills, Employment and Enterprise Action Plan (Appendix A) recognises the borough's strengths and focuses on the areas that are threatening its prosperity. It sets out priorities that will support Barnet's economy and addresses the challenges faced by residents and businesses that may impact on the economy.

9.2.2 The objectives of the Plan are focused on:

- Better connections between business and education
- Addressing unemployment in the borough, particularly worklessness and young people who are Not in Employment, Education or Training (NEET)
- Enhanced support for our town centres to support their prosperity
- Better coordination of business support and engagement
- Encouraging economic development by exploring growth and inward investment opportunities

9.2.3 In developing the Action Plan, the council has been careful to ensure that it complements and coordinates with the many initiatives that are already being delivered, with a focus on innovative solutions and responding to gaps in delivery. The Plan has been developed in consultation with key partners such as Middlesex University, Barnet and Southgate College, Jobcentre Plus and CommUNITY Barnet as well as in discussion with central government and local businesses to ensure that it is reflective of the needs in the borough.

9.3 Immediate Issues – supporting unemployed young people into work

9.3.1 Although the council's role is generally one of facilitation, there are areas where consideration should be given to further intervention. A particular cause for concern at the moment is the number of 16 to 24 year olds who are classified as 'NEET' (not in employment, education or training) due to the current economic climate, and for which existing provision has not been able to reverse the upward trend. This has been highlighted at a national and local level.

9.3.2 Locally in Barnet:

- The number of JSA claimants aged 18-24 has increased from 1,005 in August 2008 (3.6% of the total cohort) to 1,430 in April 2012 (5.2% of the total cohort), showing that JSA claimant figures for this age group are rising
- NEET figures are below the national average, with 4.0% of 16-19 year olds classed as NEET at November 2011. However, following the end of the academic year there is traditionally a significant increase in the number of young people whose status is 'not known' and at risk of becoming NEET. In November 2011 the figure for 'not knowns' stood at 17.4%, which is above the national average.
- The percentage of JSA claimants in Barnet within the Job Centre Plus age category of 18-24 years holding a degree qualification is 10%.

9.3.3 As such, the Skills, Employment and Enterprise Action Plan places an early focus on priorities around supporting those young people classified as NEET.

9.4 A targeted package to support unemployed young people into work in Barnet

9.4.1 The government has set aside around £1bn over the next three years to support unemployed young people through its 'Youth Contract'. The council is working with local partners to ensure that Barnet receives its share of this funding. But there is scope to do more locally.

9.4.2 When the council's budget for 2012-13 was agreed by Council in March this year, £5m was set aside to fund service priorities during the year. It is from this source of funding that a targeted, time-limited package to support young people into employment across the borough – funding which will also benefit local businesses – will be drawn.

9.4.3 An essential part of the council's response to the skills and enterprise agenda is the need to work with partners, local businesses and young people to coordinate an 'offer' to young people and ensure that the skills needs of employers are addressed by training providers. The borough's response is based around two strands:

- An increased level of engagement – between partners; with businesses and with young people; and
- Targeted support - time-limited support to businesses and to support young people into employment.

9.4.4 The council has worked with local partners to develop projects which plug the gaps in delivery and provide creative and innovative solutions. The council's main role is to coordinate, support and promote new and existing initiatives across the borough. Delivery of the initiatives set out in the Action Plan will be carried out through the council's key local partners, such as Middlesex University, Barnet and Southgate College, Job Centre Plus and CommUNITY Barnet. The intention is that, if successful, at the end of the time limited period, our partners would consider mainstreaming some of these initiatives. However, the package would require a small amount of resource to be funded within the council in order to ensure its success. Full details of the recommended package of support to help young people into employment is set out in Appendix B.

9.5 Delivery and governance

9.5.1 It is proposed that a 'Barnet Skills and Enterprise Project Board' is established to take on responsibility and delivery of the Skills, Employment and Enterprise Action Plan. The Board would be a small, strategic group made up of senior officers from Barnet Council, Middlesex University, Barnet and Southgate College, Jobcentre Plus, CommUNITY Barnet and a representative from Barnet's secondary schools. It is suggested that the Skills and Enterprise Project Board would be accountable to the council's Regeneration Programme Board.

9.5.2 A working group would be established to ensure effective delivery and monitoring of the package to support young people into employment, reporting progress to the Barnet Skills and Enterprise Project Board.

10. LIST OF BACKGROUND PAPERS

10.1 None

Cleared by Finance (Officer's initials)	JH
Cleared by Legal (Officer's initials)	SWS

APPENDIX A:

SKILLS, EMPLOYMENT AND ENTERPRISE ACTION PLAN 2012 - 2015

1. Introduction

Purpose of the Plan

- The aim of the Action Plan is to ensure the continued success of Barnet as a London suburb by providing the opportunities and support for residents and businesses to enable them to actively participate in and contribute to Barnet's economy.
- The Plan provides a strategic framework for the delivery of initiatives to support Barnet's economy. There are many partners in the borough with shared objectives around this agenda. There are also a number of initiatives already being delivered, these are currently not coordinated and are at risk of duplication.
- With our limited and valuable public resources, it is important that any initiatives are based on a proper evidence base which all key agencies are signed up to. The Plan provides the framework for agencies to work together, share expertise and data and tailor both mainstream activity and new initiatives to the needs of the borough.

Background

- Barnet is a successful borough which compares well with London averages with comparatively low rates of worklessness, high rates of self employment and entrepreneurialism, a qualified and economically mobile working age population and generally low levels of deprivation concentrated in small areas and on housing estates.
- The difficult national and local economic conditions have led to challenges for residents and businesses in Barnet. Employment growth has been slow, with the borough failing to keep pace with the growth of the London economy.
- In general, Barnet's town centres have continued to be successful. However, a rise in vacancy rates and an increasing number of certain kinds of stores such as betting shops, discount shops and charity shops indicate that some town centres are facing a decline.
- The recession has further alienated the long term unemployed, particularly in the hotspots of deprivation in the West.
- It has also led to new cohorts of residents joining an increasingly competitive jobs market. Those facing the greatest challenge are young people aged 16 to 24.
- There are also opportunities coming to the borough, with GLA forecasts suggesting that employment within the borough will grow by some 14,000 over the period 2011– 2031 and regeneration forecast to create 22,500 new jobs.

2. Vision and objectives

Our overall vision is to:

“Ensure the continued success of Barnet through ensuring a healthy competitive business environment built on an entrepreneurial culture with improved access to quality employment opportunities for all residents”

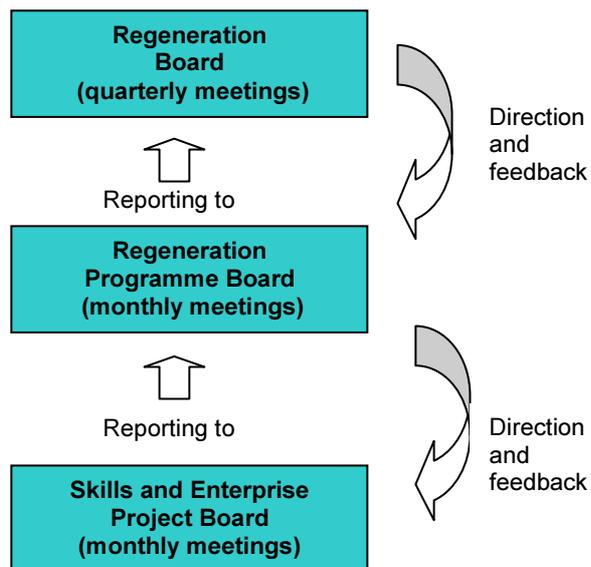
The objectives of this Plan are to:

- Develop better connections between business and education, including tailored skills provision that is reflective of employer requirements; and training opportunities in the workplace (such as Apprenticeships).
- Address unemployment in the borough, particularly for those furthest from the labour market and young people in the borough who are experiencing challenges as a result of the current economic climate.
- Enhance support for town centres to ensure they continue to contribute to the prosperity of the borough.
- Provide better coordination of business engagement, advice and support in order to support entrepreneurs and businesses in reaching their potential.
- Explore growth and inward investment opportunities in the borough to ensure its continuing success.

3. Implementation and governance

- The Plan sets out the high level actions which will cover the period 2012 – 2015. It will be supported by a detailed action plan for delivery. A full review and update of the Plan will be undertaken after 3 years.
- As the strategic leader in the borough, the council will work with its partners to drive forward a coordinated approach in order to help us to achieve our objective of Barnet remaining a successful London suburb.
- The council can also play a strategic role to support the linkage of public service activity and together with our partners we will act as:
 - Strategic leader, facilitator and influencer
 - Commissioner and procurer of services
 - Significant employer, co-ordinator and provider of services
 - Champion for residents and businesses, empowering them to help themselves.
- Responsibility for the Plan will be through the Barnet Skills and Enterprise Project Board which will meet on a monthly basis and report to the Regeneration Programme Board.
- This will be a small, strategic group made up of senior officers from Barnet Council, Barnet and Southgate College, Middlesex University, Jobcentre Plus, CommUNITY Barnet and a representative from Barnet's secondary schools.
- Members of the Skills and Enterprise Project Board will undertake to:
 - agree priorities and deliver their role in the Plan
 - pool resources and joint funding bids
 - establish information and data sharing protocols
 - monitor policy developments
 - conduct monitoring and evaluation
 - agree a quality assurance framework
 - undertake any necessary remedial action

- Members of the Project Board will be at an appropriately senior level within their organisations in order to make decisions at the Board meetings and keep their own organisation and other key partners engaged in the delivery of the Plan.



4. Links to other strategies

- The Plan supports Barnet's aspiration to continue to be a successful London suburb. It sits beneath the Regeneration Strategy and is informed by the Council's Corporate Plan, Sustainable Community Strategy, Local Development Framework and State of the Borough Report 2011.
- It uses the Barnet Economic Insight 2011 as its primary evidence source and will link closely with the Children and Young People's Plan, 14-19 Plan, relevant Town Centre Strategies and the Health and Wellbeing Board. It will also reflect national and regional policy and legislation.

5. Supporting documents and evidence base

- Issues Paper on skills, employment and enterprise, 2011
- Barnet Economic Insight, 2011
- State of the Borough, 2011
- The 'labour market requirements of growth in the London Borough of Barnet' (SQW, January 2006)

6. Funding sources

There are various funding sources available to support the delivery of the Plan:

- **European Social Funding** matched funding (ESF) is available to support the objectives of the Work Programme to fill any gaps in welfare provision and support those hardest to reach in the labour market, with a focus on families into work.

- **Mayor's Outer London fund** is designed to rejuvenate town centres in outer London boroughs. Cricklewood and North Finchley have been successful for Round 2 securing approximately £3m between them.
- **Section 106 employment and training funding** with approximately £8million of section 106 employment and training contributions from development in the borough.
- **Flexible Support Fund** supports innovative projects that assist vulnerable groups into employment and must be additional to the work of Jobcentre Plus.
- **2012-13 Service Priorities fund** will provide £1m of funding for a targeted, time-limited package of support to help young people into employment – with a focus on those classified as 'NEET'.

**SKILLS, EMPLOYMENT AND ENTERPRISE ACTION PLAN 2012 - 2015
LONDON BOROUGH OF BARNET**

Work Area	Timescale	Lead partner	Key partners	Resource implications
1. Work with partners to understand the skills and employment needs of local businesses				
Develop and deliver a Business Engagement strategy	April 2012	LBB Regeneration Service / CES	Middlesex University, Barnet & Southgate College, Jobcentre Plus	Staff resource
Host a series of business engagement events	April 2012 to 2015	LBB Regeneration Service / CES	Middlesex University, Barnet & Southgate College, Jobcentre Plus	Staff resource
Commission a joint survey with Middlesex University and Jobcentre Plus to understand businesses in the borough	July 2012	LBB Regeneration Service / CES	Middlesex University, Jobcentre Plus	Joint funding
2. Targeted support to 16 to 24 year old NEETs and unemployed graduates (2012-13)				
Apprenticeships				
- Support the Barnet Apprenticeship Training Agency model through marketing and communications	June 2012 to 2015	LBB Children's Service	Schools, Barnet & Southgate College, Middlesex University	2012-13 Service Priorities fund
- Create an 'Apprenticeships fund' to subsidise training costs for businesses	August 2012 to 2013	LBB Children's Service	LBB Regeneration Service	2012-13 Service Priorities fund
- Create a council apprenticeship scheme targeted at key areas of demand (i.e. young people in or leaving care)	August 2012 to 2013	LBB Human Resources	LBB Children's Service	2012-13 Service Priorities fund
Internships and work placements				
- Create an 'internships fund' for covering the costs of internships to small businesses	August 2012 to 2013	LBB Regeneration Service	Schools, Barnet & Southgate College, Middlesex University	2012-13 Service Priorities fund
- Create a council paid internship scheme	August 2012 to 2013	LBB Human Resources	LBB Children's Service, Barnet & Southgate College, Middlesex University	2012-13 Service Priorities fund
- Promote the Youth Contract to SMEs	August 2012 to 2013	LBB Regeneration Service	LBB Children's Service, Barnet & Southgate College, Middlesex University	2012-13 Service Priorities fund
- Support funded work placements in the voluntary sector	Sept 2012 to 2013	LBB Children's Service	ComnUNITY Barnet	2012-13 Service Priorities fund
Deliver a programme of support for young entrepreneurs and graduates				
- Deliver a series of graduate enterprise training courses	July 2012 to 2013	LBB Regeneration Service	Barnet & Southgate College, Middlesex University, Jobcentre Plus	2012-13 Service Priorities fund
- Extend Middlesex University's graduate employment support services to non-Middlesex University unemployed graduates	July 2012 to 2013	LBB Regeneration Service	Middlesex University, Jobcentre Plus	2012-13 Service Priorities fund
- Develop a young persons entrepreneurs	July 2012 to 2013	LBB Regeneration Service	Barnet & Southgate College,	2012-13 Service

Work Area	Timescale	Lead partner	Key partners	Resource implications
mentoring scheme			Middlesex University, Jobcentre Plus	Priorities fund
Tailored support for NEETs				
- Deliver support for NEETs with low skills	Ongoing	LBB Children's Service	Prince's Trust, ESF Providers	ESF
- Engage employers in workplace opportunities for young people with learning difficulties and/or disabilities	May 2012 to 2013	LBB Children's Service	Schools	2012-13 Service Priorities fund
Sector Specific initiatives				
- Undertake research for a Studio School	June 2012	LBB Children's Service	Barnet & Southgate college	2012-13 Service Priorities fund
- Create a retail one stop skills shop for Brent Cross shopping centre	October 2012	LBB Regeneration Service	Hammerson	2012-13 Service Priorities fund / s106
Procurement				
- Develop local procurement and supply chain opportunities	Sept 2012	LBB Procurement	LBB Regeneration Service	Staff resource
3. Reduce worklessness across the borough				
Commission a jobs brokerage service to support unemployed residents back into work	Delivery of Workfinder in Colindale / Stonegrove from Jan 2012 to 2014 with potential to roll out to areas	LBB Regeneration Service	Renaisi, Barnet Homes, CommUNITY Barnet, developers, RSLs	Section 106 / ESF / other funding to be identified
Develop tailored initiatives to remove barriers to employment	Ongoing	JCP	LBB Regeneration Service, Barnet Homes	Potential external funding sources
Deliver support for unemployed people seeking to start up a business	Enterprise Surgeries available at Barnet & Southgate College up to 2013	Barnet and Southgate College, Jobcentre Plus, North London Business	LBB Regeneration	New Enterprise Allowance
Develop tailored employment support for clients with learning difficulties, mental illnesses or physical disabilities	Sept 2012	LBB Adults Services, Jobcentre Plus	LBB Regeneration, CommUNITY Barnet, Richmond Fellowship	Potential external funding sources
4. Better coordination of business engagement, advice and support				
Provide a 'one stop shop' council web portal for business	November 2012	LBB Regeneration	LBB Property Services, LBB Environment, Planning and Regeneration	Staff resource
Establish local business hubs for entrepreneurial support and networking	Concepts developed by November 2012	LBB Regeneration Service	LBB Libraries, Middlesex University, Barnet & Southgate college	Mainstream / external funding sources
Explore innovative uses of premises for business incubation or affordable workspace	Outline business case by December 2012	LBB Regeneration and Planning	LBB Property Services	Staff resource

Work Area	Timescale	Lead partner	Key partners	Resource implications
5. Support for town centres				
Support the Town Centre Business Forums	April 2012 to 2015	LBB Regeneration	LBB Environment, Planning and Regeneration, Police	Staff resource
Improve the physical appearance of our town centres through opportunities such as the Mayor's Outer London Fund	North Finchley & Cricklewood April 2012 to March 2014	LBB Environment, Planning and Regeneration	Relevant Town Centre Business Forums	Mayor's Outer London Fund
Support marketing and promotions, shopfront improvements and creative use of vacant shops through opportunities such as the Mayor's Outer London Fund	North Finchley & Cricklewood April 2012 to March 2014	LBB Environment, Planning and Regeneration	Town Centre Business Forums	Mayor's Outer London Fund
Share best practice to mentor other town centres in improving their vitality	July 2012 onwards	LBB Regeneration	Chipping Barnet Town Team, town centre business forums	Staff resource
6. Encourage growth and inward investment				
Explore our approach to inward investment and growth in the borough	Outline business case by October 2012	LBB Regeneration Service	Middlesex University	Staff resource
Develop a proactive approach to respond to the high level of vacant offices	Outline business case by November 2012	LBB Regeneration	LBB Planning / LBB Property Services	Staff resource

APPENDIX B: SUPPORTING YOUNG PEOPLE INTO WORK - A PACKAGE OF SUPPORT TO 16 - 24 YEAR OLDS AND LOCAL BUSINESSES

This paper sets out a recommended package of targeted, time-limited support to help unemployed 16 – 24 year olds, those classed as NEET (not in Education, Employment or Training, in Barnet into work. The recommended package will be limited to 2012-13 and is costed to total around £1m. Resources will be drawn from the £5m 'service priorities' fund which was agreed as part of the council's budget for this year.

The package has been developed in conjunction with local partners and delivery agencies including Middlesex University, Barnet and Southgate College, Community Barnet, Job Centre Plus and representatives from local business groups. Central government has also been consulted through the Department for Business, Innovation and Skills and Department for Education, to ensure consistency with the direction of travel of national policy.

The recommended package of support is diverse and varied, recognising that there are a number of routes and channels that can be utilised to support young people into employment. The ultimate beneficiaries of the package will be young people themselves but local businesses and community groups will also benefit from the funding available. In this respect, the package represents part of the council's renewed focus on growth by supporting skills and employment and also supporting local businesses.

The delivery of the package will be led by the council, in partnership with local skills providers including Middlesex University, Barnet and Southgate College and Community Barnet. All programmes will be delivered in accordance with the council's contract procedure rules.

THE PROBLEM

The current economic climate has led to heightened competition for jobs, with a surfeit of qualified and highly experienced job seekers. This, in tandem with policy reforms such as the removal of the Educational Maintenance Allowance and increased tuition fees, has led to significant challenges for young people. The latest labour market statistics indicate that in Barnet, the number of JSA claimants aged 18-24 has increased from 1,005 in August 2008 (3.6% of the total cohort) to 1,430 in April 2012 (5.2% of the total cohort), showing that JSA claimant figures for this age group are rising.

Overall NEET figures for Barnet are below the national average, with 4.0% of 16-18 year olds classed as NEET (387 young people). Due to the different collection methods of data, it is not currently possible to identify the Barnet 16-24 year old NEET figure. When looking at the wider age definition of NEETs (16-24 year olds), one report suggests that the sub-region of the North East of London has the highest number of NEETs at a level of 20%.¹

Although the NEET figures for London and Barnet are relatively low, there has been a significant increase in the number of 16-19 year olds whose status is 'not known'. In November 2011, this was 17.4% of 16-19 year olds in Barnet. This puts the Barnet 'not known' figures above the national average, indicating that the true number of NEETs could be much greater.

¹ <http://www.theworkfoundation.com/Assets/Docs/Off%20the%20map%20-%20PEF%20snapshot%20FINAL.PDF>

1. RECOMMENDED PACKAGE OF SUPPORT TO YOUNG PEOPLE AND LOCAL BUSINESSES

FUNDING TO SUPPORT THE TAKE UP OF APPRENTICESHIPS IN BARNET

I SUPPORTING A BARNET APPRENTICESHIP TRAINING AGENCY (ATA) – CAPACITY BUILDING AND MARKETING

Proposed cost: £100,000

Proposal:

- An Apprenticeship Training Agency (ATA) is a new, central government-endorsed model for delivering apprenticeships. The ATA is an independent company which directly employs an apprentice and places them into an accredited work placement. The apprentice remains contracted to the ATA but does the job as if working for the employer. The 'experience' felt by the apprentice will be no different to any other apprenticeship.
- Taking on employment liability has been identified as a key barrier to businesses recruiting an apprentice, particularly during the current economic climate. The main benefit of the ATA approach is that the ATA organisation directly employs the apprentice, rather than a business.
- Employment and financial risks are thus transferred from a business to the ATA, for instance, in the case of an apprenticeship placement which ends prematurely. This particularly supports SMEs (Small and Medium Enterprises) who may find employing an apprentice financially difficult.
- Barnet Children's Service and Barnet and Southgate College have already forged a partnership with a well-established ATA. All parties are keen to establish a Barnet ATA brand to encourage take up of the apprenticeship offer and to support local businesses.
- £100k will provide enough funding to deliver up to 75 apprenticeships through the Barnet ATA. The funding and support of the council will enhance the ability of the ATA to reach this ambitious goal within the project's timeframe by effectively promoting and marketing the Barnet ATA to local businesses and young people.

II APPRENTICESHIP TRAINING SUPPORT FUND FOR SMEs

Proposed cost: £125,000

Proposal:

- The Government currently pays 100% of the training costs for apprentices aged 16-18 and 50% of the costs for those aged 19-24.
- Under this proposal, the council will support local SMEs by providing funding for the remaining 50% of training costs for apprentices they take on aged 19-24. This will help to reduce the financial burden on small employers during this difficult economic time. It will also act as an incentive for local businesses to recruit apprentices.
- £125k would cover the 50% additional training costs required for up to 60 apprentices aged 19-24.
- The other strand of this proposal will promote the wider financial incentives available for SMEs taking on an apprentice. Central government has outlined a set of initiatives as part of the Youth Contract. Within this programme,

employers taking on apprentices for the first time are eligible for a wage subsidy grant of £1,500. This incentive, through effective marketing, will ensure a greater take up of apprenticeships among local employers.

FUNDING INTERNSHIP PLACEMENTS IN THE BOROUGH

III SME INTERNSHIP SUPPORT FUND

Proposed cost: £125,000

Proposal:

- Under this proposal, an 'internship fund' will be created to finance the cost of new internship placements in local businesses. A fund of £125k would pay for the costs of up to 35 three-month placements.
- With appropriate marketing the fund would encourage the creation of paid internship opportunities for young people in a range of local businesses. While some businesses pay interns for their time, it is not legally required. However, paid experience will ensure this option is viable for a range of young people, from varying financial backgrounds. Paid work will also act as a more sustainable route into future employment.
- The fund would be open to all business sectors across the borough. However, we would aim to target businesses based in deprived wards to ensure opportunities were based in close proximity to young people from these areas.

IV BARNET COUNCIL INTERNSHIP SCHEME

Proposed cost: £55,000

Proposal:

- With work opportunities shrinking, employers are demonstrating their preference for experienced and job-ready candidates. However, young people are often caught in a cycle of requiring experience before they can start employment.
- This proposal will provide 20, three month internship placements within the council for graduates and school leavers at a centrally funded cost of £55k. This could be reduced to around £30k if the minimum wage is paid.
- Interns will be provided with a programme of work which leads to achievable milestones. They will be supported by a manager who will oversee their work and act as a mentor.
- The project will build on the recent unpaid Barnet Internships scheme and offer a more structured programme, remuneration at the minimum wage and a reference and assessment of skills learned during the placement. Interns will be tracked following their placement to measure the success of the internship in securing them employment. Interns could also become an effective pipeline of talent into the organisation.
- The recruitment and selection of candidates will be managed by a third party provider in partnership with the council in a model similar to an ATA. In this way, the third party would pay the interns' salary and take on employment liabilities, reducing the resource needed and risk to the council.

V SUPPORTING GRADUATES AND YOUNG ENTREPRENEURS

Proposed cost: £100,000

Proposal:

- Barnet residents typically reach a high level of academic achievement. However, due to the economic downturn, the borough has been experiencing a steady rise in unemployment among young people with higher level qualifications.
- This proposal will deliver a series of initiatives (at a cost of £100k) to support unemployed graduates and encourage a greater number of young entrepreneurs. There is currently only a limited employability service targeted at a graduate level. Developing our enterprise offer to young people will ensure self-employment is seen as a viable employment option and will also foster economic development within the borough.
- **Graduate support** – funding to develop graduate employability support through workshops, 1-1 guidance, a graduate job club and coaching
- **Enterprise training and support** – funding to deliver enterprise training and offer ongoing support
- **Young entrepreneurs mentoring scheme** – developing a Barnet mentoring scheme which matches young entrepreneurs with successful business people in the borough
- **'Business Angels'** – developing a scheme to identify and encourage local businesses to become 'Business Angels' through wider mentoring support. This option will also develop relationships and networks with local businesses to enhance employment and skills programmes for the wider benefit of Barnet residents.

VI DEVELOP PROPOSALS FOR A BARNET 'STUDIO SCHOOL'

Proposed cost: £50,000

Proposal:

- Studio Schools are a new type of school which provide 14-19 year olds with a technical education focused on developing employability skills, alongside academic and vocational courses (at a GCSE and A Level standard). They are small schools, typically with around 300 pupils, delivering mainstream qualifications through project based learning.
- Studio Schools offer clear pathways to work. A firm commitment from a range of local employers will provide work experience placements, mentoring and visits, as well as engagement with the students on the curriculum projects related to their sector of work.
- There is a demand from parents and young people in the borough for an education offer which will specifically increase young people's employability, in particular, those suitable to following a more vocational route which will help them embark on a career on leaving school.

- This proposal aims to explore the option of developing a Studio School in the borough through conducting a feasibility plan and submitting a free school application. It is anticipated that there will be another round of invitations to submit applications to open Studio Schools in September 2014. If successful a new Studio School in Barnet, could potentially enrol 80 students at age 14 and more at post 16 years.
- If a local proposal is accepted, the capital development and revenue costs of up to £750k would be available from the DfE through the free schools route to contribute to the refurbishment of a suitable building.

VII DEVELOP A RETAIL ONE STOP SKILLS SHOP

Proposed cost: up to £150,000

Proposal:

- This proposal is to explore the development of a Retail 'One Stop' Skills Shop to service the Brent Cross shopping centre and the wider retail sector in Barnet. The project would provide retail training for young people, tailored to the needs of employers, with the aim of guaranteed interviews on completion of the training.
- The timeframes required to develop this may go beyond that of this package's funding period (up to March 2013). This project therefore may have to be removed from this package of support once the initial exploration phase has been completed.
- Our ambition is to initiate the project through a pilot scheme but to encourage the ongoing delivery of the One Stop Shop by funding through the Brent Cross shopping centre, other retailers in the borough or linked with future section 106 contributions from the Brent Cross Cricklewood development.
- The 'pump priming' funding would enable the development of a partnership board and the commissioning of an external provider to deliver the pilot phase of a Retail One Stop Skills Shop with either a virtual or physical presence. Costs may potentially include the deliverer employing two members of staff, costs of the hire of a venue from which to operate, and marketing and publicity.

VIII EMPLOYMENT THROUGH THE VOLUNTARY SECTOR

Proposed cost: £100,000

Proposal:

- This programme targets support at young people aged 16-18 from areas of deprivation, at risk of not fulfilling their potential, by offering them paid work experience and the opportunity to gain a level 2 qualification.
- The project works to break intergenerational cycles of low skills and unemployment in deprived communities by offering an alternative, inspirational peer group / employer network for young people.
- The objective of the project is to enable young people from Barnet's most deprived areas to become more engaged in their community and thus also supports the council's priority – Sharing opportunities, sharing responsibilities.

- For £100k, the council could fund 20 NEET young people to complete a 9 month employment placement in the voluntary sector. Each young person will be mentored towards developing a 'work ethic' and employability skills and will be supported in finding employment when the placement finishes.
- The extra staff capacity for the voluntary sector will enhance delivery in Barnet at a time when resources are scarce.

IX SUPPORT FOR YOUNG PEOPLE WITH LEARNING DIFFICULTIES

Proposed cost: £50,000

Proposal:

- Historically there have always been difficulties for people with learning disabilities in the transition between school, college and work. For most people with learning difficulties, paid employment is one of the main goals of adult life. Employment is a vital part of promoting social inclusion and the benefits, including confidence and independence, are much more than just financial rewards. This project supports the council's priority – Sharing opportunities, sharing responsibility.
- The project is targeted at young people aged 16-24 years with learning disabilities, the aim is, with the support of parents / guardians and staff, to secure paid work placements for clients to become independent workers and thereby making their own contribution to their communities. The support of a Job Coach will be available to ensure the young person is 'job ready' and able to perform all aspects of the job following their induction.
- A similar scheme has been running in Havering for five years and during that period 67 young people with learning difficulties have been placed into work, of these 80% have remained in employment, through provision of support and mentoring.
- The council is already working with Oak Lodge School and Barnet and Southgate College to develop a programme of support for young people with learning difficulties and/or disabilities, this is being piloted from April 2012. The college will draw down core funding and additional learning support funding to support the learners.
- Additional funding for this project would support the employer engagement activities, such as publicity and promotion, which are vital in stimulating work placements for the programme. In the first twelve months the college would be expected to support 15 young people into sustainable employment; 20 into volunteering; 15 into Internships and 20 to be job ready.

X SUPPORT FOR PRINCE'S TRUST NEET SCHEMES

Proposed cost: £25,000

Proposal:

- The Prince's Trust scheme is targeted at hard to reach young people aged 16 – 24 who are either unemployed, educational underachievers, offenders, or those who are in care or leaving care. This NEET group of young people will typically not be engaging in meaningful opportunities and may lack confidence, motivation and skills.

- Research shows that those with lower educational attainment and lack of formal qualifications find it more difficult to secure full-time employment. Young people leaving care are more vulnerable than most, tending to face multiple barriers such as basic skills and housing issues. Young offenders are at risk of being caught up in a pattern of re-offending.
- Funding for this project will support the Prince's Trust to deliver their schemes in Barnet to support these hard to reach young people aged 16-24 to build skills, gain confidence through personal development, find and sustain employment and fulfill aspirations.
- Prince's Trust deliver three main programmes:
 - **TEAM programme** is run over 12 weeks for a cohort of up to 15 young people. Participants develop skills and learn the importance of teamwork through undertaking a range of activities, including involvement in a community project and completing a work placement. Through this scheme participants gain nationally accredited qualifications.
 - **Get Into Programme** caters for up to 15 participants who undertake intensive training followed by work experience in a specific sector. Trained professionals will then support participants into a job following the course.
 - **Get Started Programme** offers an intensive week of activities supporting young people to develop new skills, gain confidence and motivation and gain a new qualification. Support is then continued after the course has finished.

2. DELIVERY COSTS

Additional staff resource will be required to deliver the programme. These posts would be temporary, time-limited posts for 2012-13 only and will not form part of the council's establishment headcount. Initial estimates suggest that 3-4 posts will be required across HR, EPR and Children's Service.

Table 1: Total estimate costs of NEETs package

	Proposal	Estimated cost (£)
I.	Apprenticeships – ATA capacity building / marketing	100,000
II.	Apprenticeships – training support fund for SMEs	125,000
III.	Internships – SME internships fund	125,000
IV.	Internships – council internship scheme	55,000
V.	Supporting graduates and young entrepreneurs	100,000
VI.	Develop proposals for a Barnet 'Studio School'	50,000
VII.	Develop a Retail One Stop Skills Shop	150,000
VIII.	Employment through the voluntary sector	100,000
IX.	Support for young people with learning difficulties	50,000
X.	Support for Prince's Trust NEETs schemes	25,000
	Resource required to delivery the package	120,000
	TOTAL	1,000,000

