

BARNSELY METROPOLITAN BOROUGH COUNCIL**South Area Council Meeting:****28th February 2014****Agenda Item: 6b****Report of South Area Council
Manager.****1. Purpose of Report**

1.1 To inform the South Area Council of progress to date around the development of the Pre Employment proposal for potential commissioning outlined at the Area Council on 20th December 2013.

2. Recommendation

2.1 That the South Area Council approves the discontinuation of any further development of the Pre Employment proposal this year (2014/15). This is because research whilst developing the proposal has revealed extensive existing provision across all age groups which does not require augmentation from Area Council funding at this time.

3. Introduction

3.1 The South Area Council has now held a number of in depth workshops to explore the priorities for its Plan in more detail. At the meeting on 1st August 2013, the three key priority themes for the Plan were identified, and were formally agreed at the Area Council meeting on 6th September. These were:

- Opportunities for young people
- Business and the local economy
- Information and guidance

3.2 At its second workshop on 1st October 2013, the Area Council brought together a number of partners to explore these areas in more detail. The discussions identified:

- Existing provision in the three key areas above, including provision affected by budget cuts
- Key issues or gaps within the three key areas where provision was not currently meeting need
- What role might be played by the Area Council and Ward Alliances
- How the influence of the Area Council could be used to influence provision in the future
- Potential opportunities for commissioning of activity using the Area Council Devolved Budget from 2014.

3.3 Following these workshops, two working groups were established to look at the themes identified in more detail and begin to work up proposals to meet the identified needs for consideration by the South Area Council. These working groups were:

- Young People and the Local Economy (Cllrs Franklin & Lamb, Tom Smith (CYPFS), Gary Leach (Apprenticeships), Andrew Ainsworth (BDA), Kate Faulkes
- Local information, support and advice (Cllr Stowe, Pat Heath (Citizens' Advice Bureau), Pete Francis (BMBC Welfare Rights), Kate Faulkes

It was agreed that these working groups would report back into the Area Council, to inform the development of the full Area Plan, to be in place before April 2014.

3.4 As a result of this, the Young People and Economy working group initially identified a possible need for augmentations to the Apprenticeship programme on offer to Barnsley young people. However, further investigations by the working group into existing Apprenticeship provision found that recent changes meant that there was now extensive good quality training available, and that colleagues within BMBC and Barnsley College were working hard to coordinate and promote this better to young people.

3.5 Following this, the working group agreed to shift its focus onto provision for unemployed 18-25 year olds, as it appeared that this was the period in which many young people became and often remained out of work. This outline proposal was approved in principle as a project for development and commissioning at the South Area Council on 20th December 2013.

4. Progress to date on the Pre-Employment proposal for unemployed 18-25's

4.1 On 20th January 2014, the South Area Council manager met with colleagues from Children, Young People & Families and Human Resources to further explore how an outline proposal might be developed, and to consider how it might work with existing or developing provision. In discussions, it became obvious that a new regionally funded programme starting in the near future was virtually identical to our outline proposal; meaning that that any further development by the South Area Council would be likely to duplicate forthcoming provision.

4.2 The Young People's Employment Support Hub is a project developed by partners of both Leeds City Region (LCR) and Sheffield City Region (SCR) to support young people aged 18-24 who have been out of work for more than 26 weeks but less than 39 weeks with a full 'wraparound' package, including:

- A full skills and needs assessment to identify a young person's aspirations, skills, abilities and gaps
- An individualised training programme to include employability skills and a personalised support package
- A work placement or temporary job for 12 months, depending on the individual's level of readiness
- A guaranteed interview scheme with interview skills support
- A Wage Incentive payment of £2,275 per young person, with employers providing the rest of the young person's salary
- Intensive support in the workplace or successful completion of an interview if they are unsuccessful in gaining a job

- Progression to work through direct employment, a traineeship or an Apprenticeship

4.3 This will bring in £1,083,456 from both City Regions into Barnsley over the next 2 years to provide 681 places across the borough. Young people living in the South Area Council wards will have places available to them if they meet the eligibility criteria.

4.4 This programme is due to go to Cabinet for approval before the end of March 2014.

Full details of the Young People's Employment Support Hub provision are attached at Appendix 1. A summary of existing provision for the 18-25 age group is attached at Appendix 2.

5. Consideration of Pre-Employment approaches for unemployed people over 25

5.1 The South Area Council Manager has also been investigating existing provision for unemployed people over 25 within the borough, as this had also been identified as a potential issue for people living within the South Area.

5.2 Research conducted by Carol Brady whilst working in BMBC Performance & Partnerships in 2013 identified an extensive range of provision across the borough for unemployed people over 25. Because of the short timescales for the development and commissioning of activities for 2014/15, it would not be possible to analyse all of this provision within the time available, to see if it meets local people's needs. For this reason, it is recommended that consideration of pre-employment approaches through commissioning is put on hold until next year (2015/16) to allow ensure that Area Council budgets are spent wisely and do not duplicate existing provision.

5.3 The research into 25+ provision by Carol Brady is attached at Appendix 3.

Appendices:

- Information on Young Peoples' Employment Support Hub (Appendix 1)
- Information on provision for unemployed 18-25's (Appendix 2)

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Appendix 1

Outline of programme to work with 18-24 NEETs - Young People's Employment Support Hub

This report outlines a proposal to approve accepting funding from the Cabinet office via Sheffield City Region and with Leeds City Regions to target Youth Unemployment (18 - 24yrs). The funding will be made available from January 2014 with the project expecting to complete December 2015 but there may be opportunities to continue the activity until March 2016 if further funding is available. As Barnsley is part of both City Regions (Leeds and Sheffield) we have worked with both areas to develop an appropriate delivery model(s) and are therefore fortunate to be able to draw funding from both of the successful bids.

The total amount of external funding available to Barnsley is £1,083,456 with £444,934 allocated from LCR and £638,522 from SCR. This funding also includes a contribution from the BMBC economic growth plan of £330K split equally between LCR and SCR proposals.

The total funding for the project from internal and external monies is therefore £1,413,456.

Youth unemployment is a major challenge facing Barnsley, with approximately 1800 young people between the ages of 18 - 24 claiming Jobseekers Allowance, of which 735 have been on benefit for over six months (NOMIS Nov 2013).

Whilst the economic recovery has begun to show a positive impact on the more recently unemployed young people, with a steady fall of 26% since last year, the 6 months + group remains persistently high and is therefore our focus for this programme (NOMIS Nov 2013).

Experience of the local labour market suggests that this group's key problem has been the lack of entry level jobs available during the recession. Whilst access to training, FE and higher education has been available, the main barrier has been the four to one ratio of jobseekers to vacancies, leaving inexperienced young people at the back of the queue behind better qualified, more experienced workers.

This opportunity will supply the resource to boost job creation in the Barnsley economy, build on the emerging business confidence to begin hiring again and avoid a costly social legacy in the future. In addition, this programme will provide a real opportunity to direct how services are delivered on the ground and improve outcomes for Barnsley young people and the communities in which they live.

There has been a decrease in the number of young people claiming Jobseekers Allowance for less than 6 months, but this trend does not continue into the cohort who have been claiming for 26-39 weeks. Indeed, there has been little change in the claimant count for this group who have claimed for more than six months but are yet to be referred to the Work Programme.

There is a potential "window" in which to target specific support in order to prevent long term unemployment within this cohort. At the 26 week stage of unemployment there is still a further 13 weeks before the young person is referred to the intensive support of the Work Programme.

Characteristics and Leading Indicators of Long Term Detachment

DWP colleagues confirm the leading indicators of long-term detachment in young people from effective engagement with the labour market are a combination of the following factors: low or no qualifications; patterns of truancy and lack of commitment in school or other training programmes; fragmented periods of sporadic employment; often exacerbated by additional social issues including poor housing, drug use, health or crime.

Care leavers and those living in troubled families are particularly at risk, so it is important to make linkages to other local initiatives which already focus on supporting these young people into a more stable working pattern.

In such cases, there is an argument for fast tracking vulnerable young people into the programme earlier than the proposed 26 week trigger, subject to case worker

Tackling 18 - 24 Youth Unemployment in Barnsley (Head Start LCR, Ambition SCR)

As Barnsley is a member of both Leeds and Sheffield City region, BMBC officers have been working closely with both to ensure the following:-

- The programme would be fit for purpose locally and would deliver on objectives defined by the LEP
- Any programme would be deliverable within the partnerships and activities already in place in Barnsley. This is to ensure success and any funds will be used to best effect
- The activity would be locally owned and delivered in a way that added value to both the Barnsley economy and communities
- Any funds allocated to Barnsley would be able to be used to deliver ONE programme rather than two (one from LCR and one from SCR). This is necessary to prevent duplication and confusion for both employers, partners and participants

Both Leeds and Sheffield City region have been successful in a competitive bidding process and Cabinet Office have agreed for both programmes to go ahead. Within this there are some conditions. These are:

- Young people can only participate on the programme if they have been unemployed for more than 26 weeks and less than 39 weeks. Therefore those on the Work Programme or Work Programme returners are not eligible
- Activity cannot displace mainstream DWP activity and local partnerships with Jobcentre Plus are essential to ensure compliance and appropriate delivery
- The programmes must deliver increase uptake of the Wage Incentive and the funding allocated from Cabinet Office cannot be used to pay Wage Supplements to employers
- Funding will be dependent upon 30% of participants entering sustainable employment (more than 6 months) and meeting the milestones and targets agreed with LCR and SCR

Options appraisal

An options appraisal has been carried out. The project described in this report is the preferred option as it is *deemed to be more appropriate to the Economic Growth Plan and the Learning and Skills for Employability Strategy* and therefore more able to meet the needs of young people in the Borough. The following approaches have been considered:

OPTION 1

Description - Doing nothing and relying on the current provision. This would save the cost of delivering additional activity through the Economic Growth Plan, but would mean that there is no coordinated borough – wide employment support for 18 - 24 yr old young people across organisations. It would also result in the loss of £1,083,456 funding to the borough.

Main Outputs, Outcomes and Benefits - The main benefit of doing nothing and relying on current is the saving of BMBC funding for other projects.

Barnsley has a high number of JSA claimants aged 18-24 and this undermines the borough's economic growth prospects. This project aims to create a cultural change in organisations working with young people to help address this issue in the long term.

Funding - £0

OPTION 2 – Preferred Option

Description - The development of Young Persons Employment Support Hub. This activity will provide the best all-round support to organisations and individuals by removing the key identified barriers to employment.

Employability support/in work coaching will be commissioned from existing employability services within BMBC, specifically, the Community Learning and Information Service (CLIS) and Adult and Family Learning Services. This will be a mixture of utilising the current workforce and employing extra capacity to ensure the project is delivered to target. This support infrastructure will provide a different type and level of support to young people that is not available through the current 18 – 24 employment and training system in Barnsley.

This the preferred way forward as the activity is best placed to deal with the multiple barriers to a young person gaining employment. It provides a clear progression into employment route for 18-24 years olds and more intensive support for those not yet ready to enter the labour market. It also embeds a dedicated Employment Zone facility within each community that will continue beyond the life of the project as part of the exit strategy for the project.

This option will also provide employer engagement support which can be aligned to other similar activity such as the LCR Apprenticeship Hub and Job Centre Plus employer facing activity. This will add value to the employer support offer and also minimise duplication.

Within this option there is also potential to offer Wage subsidies will be offered to employers in the area to support them in employing young people and provide further training opportunities

Main Outputs, Outcomes and Benefits - Table 1

	LCR	SCR	Barnsley Total
JSA Claimants (2012)	10,000	14,000	2,000
Number of participants entering the programme	325	228	553
Number in employment triggering the wage incentive	118	69	187
Number of employers accessing tapered wage incentive	N/A	N/A	30
Number of job starts	140	87	227
Number of sustainable jobs	118	69	187
Funding	£444,934	£638,522	£330,000 (BMBC funds)
			Total £1,413,456

OPTION 3

Description - The development of Young Persons Employment Support Hub using LCR and SCR funds only. This activity will provide some support to organisations and individuals by removing some of the key identified barriers to employment.

The employability/ in work support champions will be supplied from current BMBC employees who are currently working with unemployed young people to provide a different type and level of support not available through the current 18 – 24 employment and training system in Barnsley. It will provide some progression into employment options for 18-24 years olds and some intensive support for those not yet ready to enter the labour market.

The funding from LCR and SCR has some constraints which means that there is limited flexibility in the offer to employers and participants. This option will not enable wage subsidies to be offered to employers which may prevent very small employers engaging with the project. In addition, this

option will not meet the expectations of the Cabinet Office and the City Regions that BMBC will provide some 'matched' resource.

Main Outputs, Outcomes and Benefits - Table 2

	LCR	SCR	Barnsley Total
JSA Claimants	10,000	14,000	2,000
Number of participants entering the programme	325	228	553
Number in employment triggering the wage incentive	118	69	187
Number of job starts	140	87	227
Number of sustainable jobs	118	69	187
LEP funding	£444,934	£638,522	N/A
		Total funding	£1,083,456

Recommended Option

The above options have been considered. It is recommended that option 2 is the preferred option as this allows us flexibility in the approach for this project, tailored to the needs of Barnsley. There is also an expectation from City Regions that the local Councils will financially support the project to show their commitment to the programme and strengthen the outcome. Utilising option 2 we will be able to show this commitment through an organised approach which will have a greater impact on the economy.

As a result of an underspend in the Youth Contract nationally as well as a lack of uptake of the Wage Incentive payments, Cabinet Office invited Core Cities/City Region to submit proposals which would explicitly tackle 18 - 24 Youth unemployment.

As Barnsley is a member of both Leeds and Sheffield City region, BMBC officers have been working closely with both to ensure the following:-

- The programme would be fit for purpose locally and would deliver on objectives defined by the LEP
- Any programme would be deliverable within the partnerships and activities already in place in Barnsley. This is to ensure success and any funds will be used to best effect
- The activity would be locally owned and delivered in a way that added value to both the Barnsley economy and communities
- Any funds allocated to Barnsley would be able to be used to deliver ONE programme rather than two (one from LCR and one

from SCR). This is necessary to prevent duplication and confusion for both employers, partners and participants

Both Leeds and Sheffield City region have been successful in a competitive bidding process and Cabinet Office have agreed for both programmes to go ahead. Within this there are some conditions. These are:

- Young people can only participate on the programme if they have been unemployed for more than 26 weeks and less than 39 weeks. Therefore those on the Work Programme or Work Programme returners are not eligible
- Activity cannot displace mainstream DWP activity and local partnerships with Jobcentre Plus are essential to ensure compliance and appropriate delivery
- The programmes must deliver increase uptake of the Wage Incentive and the funding allocated from Cabinet Office cannot be used to pay Wage Supplements to employers
- Funding will be dependent upon 30% of participants entering sustainable employment (more than 6 months) and meeting the milestones and targets agreed with LCR and SCR

Both Leeds City Region and Sheffield City region proposals to use this funding are very similar and have the following components embedded in the delivery. The offer consists of:-

1. A referral from Job Centre Plus of young people aged 18 – 24 years who have been unemployed for more than 26 and less than 39 weeks
2. Each participant will undergo an assessment centre and/or a Sector Based Work Academy (SBWKA) type approach to identify their career aspirations, skills, abilities and gaps.
3. An individualised training programme to include employability skills
4. A voluntary work placement or a temporary employment opportunity depending on skills level and employability
5. Provision of a 'training allowance'/travel support where required
6. A guaranteed interview scheme with interview skill support
7. A tapered wage subsidy plus a Wage Incentive payment of £2,275. Employers will need to contribute the rest of the participants salary
8. Intensive support in the workplace on successful completion of an interview with further support if unsuccessful
9. A sustainable job or Apprenticeship

A diagrammatic representation of the project is attached at the end of this report.

The project will fund 3 posts and 1 Apprentice over the lifetime of the project. These posts will be fixed term for a period of 22 months as the project will run from March 2014 to December 2015

These are:-

- 1 x FTE Project Manager grade 9
- 1 x FTE Support Officer grade 5
- 1 x FTE Employer Engagement Officer grade 6
- 2 x FTE Employability Champions
- 1 x Supernumerary Apprentice

In addition, the funding will be used to commission the employability/in-work support from internal BMBC services, specifically Community Learning and Information Services (CLIS). The 2 Employability Champion posts will be recruited to build further capacity to deliver the programme in line with the deliverables as outlined by LCR and SCR

Funding has been made available to the Council by both the Leeds and Sheffield City Regions (through a Cabinet Office bidding process) to tackle 18 – 24 youth unemployment in Barnsley. The programme will run for 22 months (January 2014 to December 2015), with an opportunity to extend to March 2016. The total allocated funding over this period is £1.0836M, comprised of £0.444m from Leeds City Region and £0.638m allocated by the Sheffield City Region.

The funding allocations from both City Regions over the 22 month period will be based on achievement of milestone targets. The expected outcomes for Barnsley as agreed by the Regions are as follows; number of participants of 553 (i.e. number of young people assessed for the programme), job outcomes of 227 (i.e. number of participants into work) and job sustainment numbers of 187 (number sustained in the workplace for at least 26 weeks).

The table below summarises Barnsley's indicative targets / outcomes under each City Region Programmes and the total allocated funding.

Outcomes / Funding	Leeds City Region	Sheffield City Region	Total
Participants	325	228	553
Job outcomes	140	87	227
Sustained in job for 26 weeks	118	69	187
Total Funding	£0.444m	£0.639	£1.083m

Programme Delivery Costs

The staffing infrastructure outlined to deliver both programmes consists of 5 FTE posts and 1 supernumerary apprentice post. The FYE cost is estimated at £0.176m and is made up of a project manager, project support officer, and employer engagement coordinator. It should be noted that staffing costs also includes funding for 2x employability champion roles that will be sourced internally from the Community Learning & Information Services (CLIS). The above costs are estimates at this stage as it would be subject to grade evaluations by HR.

In addition to staffing costs, it is anticipated that the following programme delivery costs will be incurred:

- Wrap around and in-job support to participants and employers within the scheme. This would cover a range of support (such as assisting participants with travelling to attend interviews, training &

development, etc.) required to enable progression into work opportunities or other education / training. A significant proportion of this cost estimate is variable and would reduce in line with numbers of young people placed in work. The estimated costs over the period of the programme is projected at £451k;

- Communication and marketing – a budget estimate of £185k has been allowed for within the spending plan to cover publicity and marketing related activity over the 22 month period.
- Wage incentives – the programme allows for the take up of wage incentives amongst employers to incentivise the creation of work opportunities for young people on the programme. Such incentives to employers will be funded from the Council's contribution as it is ineligible under the City Regions' funding conditions. The Economic Growth Plan funding of £0.330m has been set aside to cover such payments to employers.

The above spending plan as put forward / submitted to the City Regions compared against available resources will result in a net surplus of £0.095m. This would contribute towards the use of the CLIS and Adult Learning services infrastructure to support the delivery of the programme and to ensure that the project is delivered to target.

Information kindly provided by Sharon Pickering, Children Young People & Families

Appendix 2



Participation in Education, Training and Employment 16 - 24yrs - Reducing NEETs in Barnsley

Purpose of report

The purpose of this report is to provide TEG with an over view as to activity and support available for 16 - 24 yr old young people who are Not in Education, Training and/or Employment (NEET). The report will highlight the progress to participation and identify what support TEG can give to ensuring the young people of Barnsley are able to participate in actively with regard to the local economy and contribute to improved economic development

National Policy Context

DWP have identified that the leading indicators of long-term detachment in young people from effective engagement with the labour market are a combination of the following factors: low or no qualifications; patterns of truancy and lack of commitment in school or other training programmes; fragmented periods of sporadic employment; often exacerbated by additional social issues including poor housing, drug use, health or crime. Care leavers and those living in troubled families are particularly at risk, so it is important to make linkages to other local initiatives which already focus on supporting these young people into a more stable working pattern.

Nationally, MPs have described youth unemployment/non participation as being at 'crisis level'. Experience of the labour market suggests that this group's key problem has been the lack of entry level jobs available during the recession. Whilst access to training, FE and higher education has been available, the main barrier has been the four to one ratio of jobseekers to vacancies, leaving inexperienced young people at the back of the queue behind better qualified, more experienced workers. There is a need to boost job creation in the Barnsley economy, build on the emerging business confidence to begin hiring again and avoid a costly social legacy in the future. In addition, this programme will provide a real opportunity to direct how services are delivered on the ground and improve outcomes for Barnsley young people and the communities in which they live

Raising Participation of 16 - 19 yr olds

Alongside the changes to education and qualification policy, the Department of Education has supported the Raising of the Participation Age which required last years yr 11 to remain in education, training and employment with training/apprenticeships until the end of the academic year in which they are 17, and from 2015 all young people to remain in education until their 18th Birthday. This policy aims to increase the skill level of young people and develop them as employable young people and has gone a significant way to support a reduction in 16 - 19 yr old who are Not in Education, Training and/or Employment (NEET).

Youth Contract 16 - 24 yr olds

In response to the challenge of 18 - 24 youth unemployment the Government announced a £1billion Youth Contract to help young unemployed people get a job. The Youth Contract, which launched in April 2012, will provide nearly half-a-million new opportunities for 18-24 year olds, including apprenticeships and voluntary work experience placements. It also marks a substantial increase in the support and help available to young people through the Work Programme, Jobcentre Plus and sector-based work academies. The Youth Contract also supports business financially by providing a wage incentive if young person is recruited through the Jobcentre Plus or the Work Programme. Youth contract key initiatives:

- [wage incentives](#)

Until April 2015 employers are able to take advantage of 160,000 wage incentives. These are worth up to £2,275 each where they employ an eligible 18 to 24 year old through Jobcentre Plus or from the Work Programme. In addition, a wage incentive scheme is available to employers who recruit a young disabled person from Work Choice in England, Scotland and Wales – a specialist disability employment programme that provides tailored support to help disabled people who have the most complex support needs.

- [work experience](#)

Extra work experience places will be available across Great Britain over the next 3 years ensuring there is an offer of a place for every 18 to 24 year-old who wants one, before they enter the Work Programme.

- [sector-based work academies](#)

A sector-based work academy is run by Job Centre plus and partners and aimed at helping employers recruit and can last up to six weeks and has three key components:

- Pre-employment training- relevant to the needs of the business and sector
- A work experience placement - of great benefit to both the individual and a business
- A guaranteed job interview

The key feature of sector-based work academies is that they offer a flexible approach and can be adapted to meet the needs of your business.

- [Apprenticeship Wage Incentives \(in England\)](#)

Further wage incentives are available to support new apprenticeship pathways for 16-24 year olds in England only and encourage small employers, who have not previously taken on apprentices to benefit from the Apprenticeship programme.

- [Apprenticeships](#)

An Apprenticeship is a real job with training so you can earn while you learn and pick up some recognised qualifications as you go . If you live in England, are over 16 you can apply. Apprenticeships are available to all ages and for older workers they can help with retraining and upskilling. Apprenticeships take between one and four years to complete and cover 1,500 job roles, in a range of industries, from engineering to financial advice, veterinary nursing to accountancy.

- [Additional support for disengaged 16 to 17 year olds](#)

This element of the Youth Contract is for 16- and 17-year-olds 16- to 17-year-olds currently not participating in education, employment or training (NEET) with low levels of attainment (no GCSEs at A*-C). In January 2013 it was announced that the eligibility criteria for the programme should be extended to include 16- and 17-year-olds who are NEET and fulfil 1 of the following:

- have 1 GCSE A*-C
- are in care/have left care (care leavers)
- are young offenders released from custody or serving community sentences

Barnsley Context

Despite the remaining challenges with regard to achievement of level 2 at 16 and level 3 at 19, Barnsley has been very successful over the last 7 years at raising participation and reducing NEETS in the 16 - 19 age group. Participation data is published, via DfE website, from NCCIS data for June (published Sept), December (published March) and March (published June 13) each year; and this provides regular opportunity to monitor Barnsley's performance against targets and in comparison to national and regional figures as identified in the table below.

National and Local Participation figures 16/17 yr Olds Jun-13						
Authority	No of 16/17yr olds	No Participating	June 13 %	June 12 %	Change %	Compared with England
Barnsley	5,500	4928	89.6%	88.7%	0.9%	☺
Doncaster	7,400	6260	84.6%	85.6%	-1.0%	☐
Rotherham	6,470	5596	86.5%	86.3%	0.2%	☐
Sheffield	11,330	9,891	87.3%	84.8%	2.5%	☐
Yorks&Humber	120,450	106,477	88.4%	87.0%	1.4%	☐
ENGLAND	1,162,170	1,027,358	88.4%	87.3%	1.1%	

Data with regard to 16/17 year olds in learning, published for June 13 data, was very positive for Barnsley and we lead the table for all of South Yorkshire as well as for Yorkshire and Humber and the national average. A similar picture is now being reflected within the 18 - 24 cohort and the following

table shows the trends with regard to 18 - 24 youth unemployment in Barnsley and compares it with the South Yorkshire District and national figures. See table below.

18 - 24 JSA Claimant figures	Nov-11	Feb-12	May-12	Aug-12	Nov-12	Feb-13	May-13	Aug-13	Nov-13	% Change from Nov 11
Barnsley LA	2,365	2,790	2,725	2,610	2,410	2,560	2,305	2,095	1,625	-31.3%
SY District	14,275	15,615	14,735	14,500	13,480	14,100	12,850	11,850	9,790	-31.4%
UK	470,295	502,910	452,045	450,205	421,395	435,450	387,320	369,170	312,210	-33.6%

Although, this is a positive picture, the % of the claimant count who are in the 18 - 24 age group remains persistently high at approximately 27%.

Programme activity in place

As it can be seen from the data shown above, participation in young people 16 - 24 is good and improving. This is as a result of robust and focussed work by officers of the Council and key partners and stakeholders including:-

- Raising Participation Team, including Targetted IAG Services, BMBC
- DWP and local Job Centre staff
- Barnsley training and skills organisations, e.g FE, Work Based Learning Providers and schools
- Local Community and Voluntary Groups and Organisations

Examples of partnership activity that supports participation include:

- **DWP/Job Centre Plus** are working with employers and businesses to engage them in employing claimants and working with claimants to ensure they have the right employability skills to be successful in applying for available apprenticeship vacancies
- Local **Skills providers, including BMBC Adult and Family Learning Service**, have developed a local 'skills alliance' that enables them to respond positively and put on provision that improves English and Maths levels of JSA Claimants. JC+ are mandating clients to this provision and over 250 people have accessed support with regard to English, Maths and ICT
- **CYPF Targeted IAG service** work with NEET young people to support them with Information, Advice and Guidance and support young people with identifying appropriate opportunities through TIAG services.
- IAG in schools is supported a **Post 16 IAG network and IAG champions** from both schools and providers. In addition, opportunities such as Ambition Barnsley (Autumn term) and the Employer led IKIC Industry Day (Spring term, funded through the 14 - 19 team and supported by the Work and Skills Board, specifically showcase apprenticeships as a route to sustained employment.
- **First For Apprenticeships Barnsley (FAB)**, funded through Leeds City Region, support employers to identify apprenticeship opportunities in their business and then help source a provider and applicants
- **Talent Match**, funded by the Big Lottery Fund and delivered through Voluntary Action Barnsley, is a programme that aims to support those furthest away from the labour market in to sustainable employment or to set up their own businesses

In addition, to this In addition, Barnsley has been allocated monies from both **Leeds and Sheffield City Regions** to support work around **18 - 24 Youth Unemployment**. The programme will play a significant part in ensuring those who are eligible to participate are able to access sustainable employment. The programme of activity will commence in Spring 2014 and will last for a period of up to 2 years. T

The delivery model for both the programme includes the following:-

1. A referral from JC+ of young people aged 18 – 24 years who have been unemployed for 26 weeks but less than 39 weeks
2. Each participant will undergo an assessment centre to identify their career aspirations, skills, abilities and gaps
3. A Individualised training programme to include employability skills and personalised support packages
4. A voluntary work placement or a temporary employment opportunity of 12 months depending on skills level and employability
5. A guaranteed interview scheme with interview skill support
6. A Wage Incentive payment of £2,275 . Employers will need to contribute the rest of the participants salary
7. Intensive support in the workplace on successful completion of an Interview with further support if unsuccessful
8. Progression to work through either direct employment, Traineeship or Apprenticeship route

Challenges

Despite the good work and significant successes with regard to progressing young people into sustainable employment, there are still a number of issues. These include:-

- Within the 16 -19 yr olds there are a number of groups that are traditionally hard to reach or engage, there are regularly high numbers of Teenage Parents within the NEET Cohort, currently there are 75 teenagers who are either parents or pregnant (Nov 2013)
- There are approximately 357 young people Jobs without Training. These are generally low paid/low skill jobs that are related to seasonal opportunities. These young people tend to move in and out of jobs and are subject to fragmentation in their employment pattern
- There are a high number of young people aged 18 - 24 who are not qualified to level 2 and are therefore not able to access skilled employment. These individuals find themselves in low paid/low skill employment opportunities which are often temporary. As with those 16 - 19 yr olds identified in Jobs without Training, they are often the last in employment and first out.
- As the demand for skills increases from Employers, low skilled individuals are becoming further away from the labour market and find it increasingly hard to find sustainable employment. As such they are subject to periods of unemployment and fragmented employment - this leads to some of the deep seated cultural issues in some communities in Barnsley where many feel disenfranchised and worthless.

Recommendations for TEG

There is little, practically that TEG partners can do with regard to dealing with the current 16 - 24 labour market. However, there are important strategies that impact on the culture and the longer term view.

These include:-

- Ensure that robust parenting and child support strategies are in place, are targeted to areas of high need and are making a positive impact upon attitudes to work/economic activity
- Work together as a partnership to ensure that the vision of resilient and confident communities takes account of the need to ensure young people are prepared for employment
- Continue the challenge to increase educational attainment at KS4, to ensure the maximum number of young people are educated to level 2 at 16
- Increase the number of work experience, volunteering and apprenticeship opportunities for local people available in the organisations that comprise the Childrens Trust

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