# TACKLING WORKLESSNESS THROUGH PARTNERSHIP

# Working Neighbourhoods Fund in Great Yarmouth

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# Summary

- Great Yarmouth – background
- Partnership arrangements
- Commissioning arrangements
- Range of activities
- Case studies

# Aerial View of Great Yarmouth

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# Unemployment Statistics

Wholly unemployed claimants : March 2005 (ONS Data)
Proportion of resident working age population

| | Local Authority Area | Proportion of Working Age Residents (%) |
|---|---|---|
| 1 | Great Yarmouth | 5.5 |
| 2 | Hackney | 5.5 |
| 3 | Tower Hamlets | 5.5 |
| 4 | Lambeth | 5.3 |
| 5 | Liverpool | 5.3 |
| 6 | Southwark | 5.2 |
| 7 | Birmingham | 5.1 |
| 8 | Kingston upon Hull | 5.1 |
| 9 | Haringey | 5.0 |
| 10 | South Tyneside | 4.8 |
| 11 | Leicester City | 4.7 |
| 12 | Islington | 4.6 |
| 13 | Middlesborough | 4.6 |
| 14 | Lewisham | 4.5 |
| 15 | Newham | 4.5 |

# Health Profile

## Health summary for Great Yarmouth

The chart below shows how people's health in this local authorty compares to the rest of England. The local result for each indicator is shown as a circle, against the range of results for England which is shown as a bar. A green circle may still indicate an importart public health problem.

- Significantly worse than England average
- Not significantly different from England average
- Significantly better than England average
- No significance can be calculated

* relates to National Indicator Set 2009

| Domain | Indicator | Local No. Per Year | Local Value | Eng Avg | Eng Worst | England Range | Eng Best |
|---|---|---|---|---|---|---|---|
| Our communities | 1 Deprivation | 26040 | 27.9 | 19.9 | 89.2 | | 0.0 |
| | 2 Children in poverty * | 4645 | 27.5 | 22.4 | 66.5 | | 6.0 |
| | 3 Statutory homelessness | | | 2.8 | 8.9 | | 0.0 |
| | 4 GCSE achieved (5A*-C inc. Eng & Maths) * | 497 | 43.6 | 48.3 | 26.5 | | 73.3 |
| | 5 Violent crime * | 2039 | 21.9 | 17.6 | 38.4 | | 4.8 |
| | 6 Carbon emissions * | 543 | 5.8 | 7.2 | 15.7 | | 4.6 |
| Children's and young people's health | 7 Smoking in pregnancy | | | 14.7 | 37.8 | | 3.7 |
| | 8 Breast feeding initiation * | 735 | 68.1 | 71.0 | 32.5 | | 92.2 |
| | 9 Physically active children * | 10585 | 87.9 | 90.0 | 77.5 | | 100.0 |
| | 10 Obese children * | 89 | 11.4 | 9.6 | 16.2 | | 3.9 |
| | 11 Children's tooth decay (at age 5) | n/a | 1.5 | 1.5 | 3.2 | | 0.0 |
| | 12 Teenage pregnancy (under 18) * | 112 | 63.5 | 41.2 | 79.1 | | 15.0 |
| Adults' health and lifestyle | 13 Adults who smoke * | n/a | 29.0 | 24.1 | 40.5 | | 13.7 |
| | 14 Binge drinking adults | n/a | 15.4 | 18.0 | 28.5 | | 9.7 |
| | 15 Healthy eating adults | n/a | 23.6 | 26.3 | 15.6 | | 45.8 |
| | 16 Physically active adults | n/a | 12.3 | 10.8 | 4.4 | | 17.1 |
| | 17 Obese adults | n/a | 28.1 | 23.6 | 31.2 | | 11.9 |
| Disease and poor health | 18 Over 65s 'not in good health' | 3882 | 21.5 | 21.5 | 32.5 | | 13.5 |
| | 19 Incapacity benefits 'or mental illness * | 1980 | 36.4 | 27.7 | 59.4 | | 8.7 |
| | 20 Hospital stays for alcohol related harm * | 2108 | 1692.3 | 1472.5 | 2615.1 | | 639.9 |
| | 21 Drug misuse | 829 | 14.1 | 9.8 | 27.5 | | 1.3 |
| | 22 People diagnosed with diabetes | 4308 | 4.6 | 4.1 | 6.3 | | 2.6 |
| | 23 New cases of tuberculosis | n/a | n/a | 15.0 | 102.1 | | 0.0 |
| | 24 Hip fracture in over-65s | 110 | 432.5 | 479.8 | 699.8 | | 219.0 |
| Life expectancy and causes of death | 25 Excess winter deaths | 100 | 29.1 | 17.0 | 30.3 | | 4.0 |
| | 26 Life expectancy - male * | n/a | 77.0 | 77.7 | 73.2 | | 83.7 |
| | 27 Life expectancy - female * | n/a | 81.8 | 81.8 | 78.1 | | 87.8 |
| | 28 Infant deaths | 3 | 2.9 | 4.9 | 9.6 | | 1.3 |
| | 29 Deaths from smoking | 188 | 221.9 | 210.2 | 330.2 | | 134.4 |
| | 30 Early deaths: heart disease & stroke * | 102 | 83.6 | 79.1 | 130.5 | | 39.6 |
| | 31 Early deaths: cancer * | 142 | 119.4 | 115.5 | 164.3 | | 75.7 |
| | 32 Road injuries and deaths * | 39 | 41.8 | 54.3 | 188.3 | | 18.4 |

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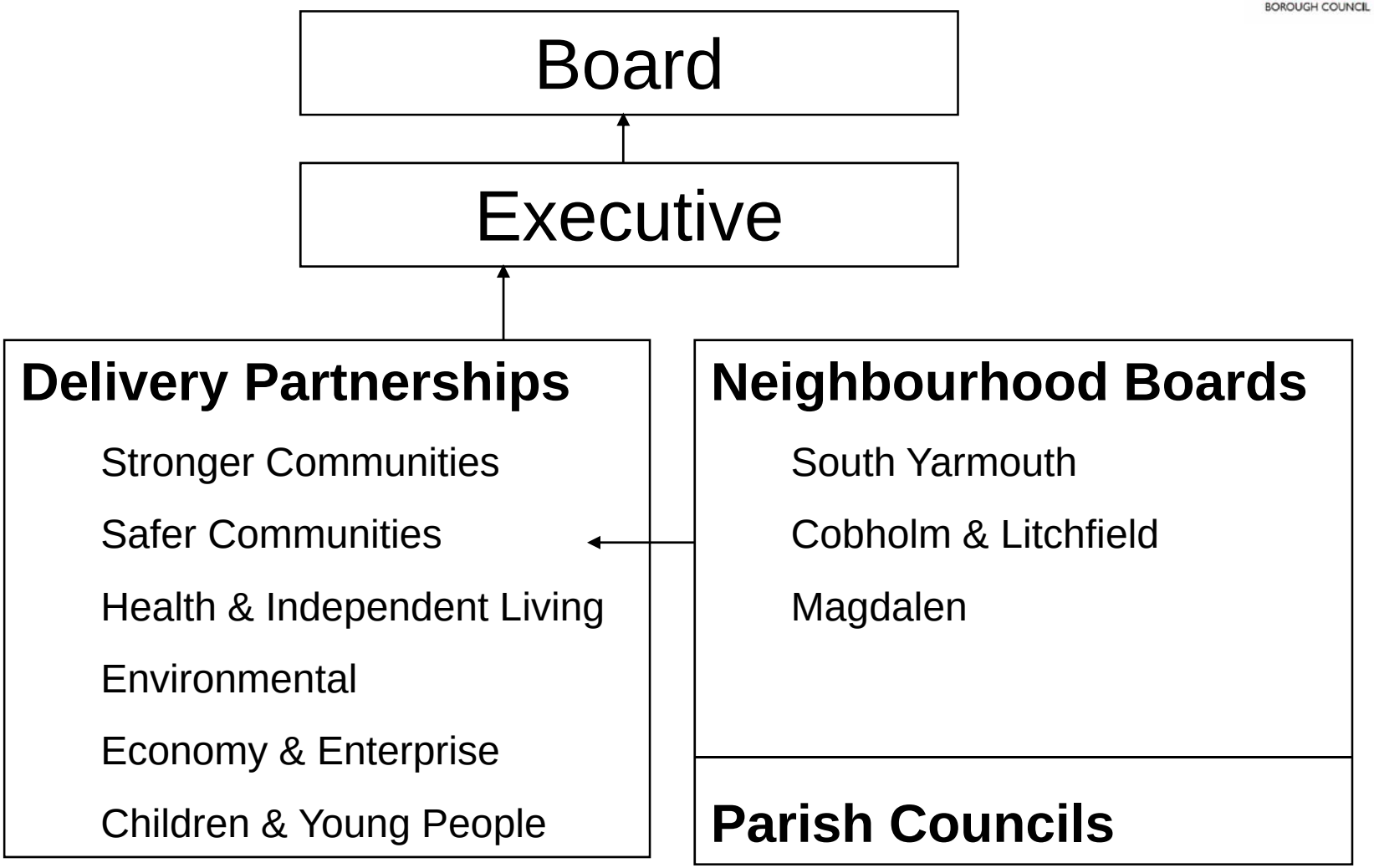
# Partnership Development

- 1995 - Multi-agency needs assessment
- 1996 - Informal ‘LSP’ emerging
- 1998 - Community Strategy
- 2003 - Neighbourhood Renewal Funding
- 2007 - Local Area Agreement
- 2008 - Refreshed LSP
  - Working Neighbourhoods Fund
- 2009 - Commissioning Framework for ABG

# LSP Structure



# Funding Streams

- Neighbourhood Renewal Fund (to 2008)
- Working Neighbourhoods Fund
- Cohesion Funding
- Local Enterprise Growth Initiative
- Neighbourhood Management
- Investors in Communities (EEDA)
- Futures Jobs Fund (NCC)

# Commissioning Arrangements 1

## LSP Working group (advisory)

- Job Centre Plus
- Borough council
  - Economic Development
  - Executive Director
- County Council
  - Economic Development (IiC)
  - Connexions
  - Adult Social Services
- Learning and Skills Council
- Business Link
- Chamber of Commerce
- FE College
- Third Sector (Several)
- GoEast

# Commissioning Arrangements 2

- Evidence-based – research commissioned
- Key Challenges
  - Linking low-skilled to labour market
  - Attracting/retaining higher skills
  - Increasing enterprise
  - Tackling work-limiting illness
  - Increasing aspiration
  - Improving outcomes for young adults

# Commissioning Arrangements 3

Strategy addressed labour supply and demand

- Supply – moving people towards work readiness
- Demand – enterprise, work placements and job creation

Challenges weighted to take account of existing funding allocations

# Commissioning Arrangements 4

Underpinning principles

- Looking for innovation
- Small and local works best
- Encouraging third sector suppliers
- Encouraging collaboration
- Dovetailing with existing locality, enterprise and cohesion projects

# Commissioning Arrangements 5

Desired outcomes

- More jobs available locally
- More local take-up of those jobs
- Lower unemployment
- Sustainable support network for people with disabilities and learning needs
- More aspirant young people
- Culture that values work
- Thriving third sector
- Sustainability

# Commissioned Activities - Supply

- Pre-employment support pathways (consortium of third sector org's)
- Community Library garden and related life skills (NCC Library Service)
- Community drop-in facility tackling isolation (Local Church)
- Business support for disadvantaged and unemployed (Business in the Community)
- English as an additional language (FE College)
- Life Skills and work experience for vulnerable people (MIND)
- Small grants fund to tackle skills gaps and unemployment (Voluntary Norfolk)

# Commissioned Activities - Demand

- Jobs fair for pupils, parents and employers (Private Sector)
- ‘Out  There’ street art festival (SeaChange Arts Trust)
- Key Sector study to identify future skills needs (Private Sector)
- Key Sector marketing support for small businesses (Great Yarmouth Marketing Initiative)
- Intermediate labour market/training hotel (Schools/Colleges consortium)
- Enhanced Marketing of the Borough (Private Sector)

# Other Commissioning Features

- Around 90% of Funding to third sector organisations
- Careful co-ordination with FJF, LEGI and IiC

# Riding out the recession….

JSA count Aug ’08 – Aug ’09

| Area | %age change in count year on year |
|---|---|
| Norfolk | 67.5% |
| Breckland | 77.5% |
| Broadland | 104.1% |
| Great Yarmouth | 49.5% |
| King’s Lynn & West Norfolk | 67.4% |
| North Norfolk | 75.9% |
| Norwich | 54.2% |
| South Norfolk | 93.7% |

# Target Opportunities Project 1

- Providing improved access to employment support services
- Need identified and project designed by local residents
- Funding from NM and WNF
- Delivery by Third Sector working across a range of service providers
- Contract value £30,000 over April 2008 – March 2009

# Target Opportunities Project 2

Outcomes

- 292 people had at least one support session
- 50 people supported into paid employment
- 113 people supported into volunteering
- 135 people supported into training
- 58 people supported into other services (housing, health, etc)

# Target Opportunities Project 3

## Unit Cost

- £590 for each person supported into a job

## Social Return on Investment

- Every £1 invested produces an additional £3.45 of value

## Social Balance Sheet

- Every £1 invested produces £4.15 of investment in Great Yarmouth

# Out There Festival

- 2 days of street and circus performers
- European and WNF Funding
- High level of Community involvement
- 50,000 people attended