DELIVERING RESULTS FROM THE FUTURE JOBS FUND IN BARNSLEY

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THE WAY WE WERE

- An industrial society
  - Dominated all aspects of life
  - A youth employment road map for all career stages of development; at all ports of entry within industry and in career choices
  - Clear, simple, delineated work patterns
  - Cohesive communities

THE ECONOMIC REVOLUTION

- Collapse of traditional economies – a legacy of;
  - Poor infrastructure
  - Low workforce mobility
  - Inappropriate and low skills
  - Low culture of entrepreneurship
  - Low educational values
  - High paternalism and dependency
  - High social costs
  - Small private sector
  - Over dependence on Public Sector employment

WORKLESSNESS - CHARACTERISTICS

- Youth and minorities hardest hit
- Localised and entrenched – an ingrained way of life
  - Benefit dependency
  - Alternative economy
  - Generational ‘early retirement’

TACKLING UNEMPLOYMENT – THE FAILED APPROACH

- Failing to grasp the changes in local economies – ‘reindustrialisation’ schemes
- ‘1980’s training schemes’
  - No end game
  - Cynicism – ‘cheap labour’
  - Unsustainable, ‘revolving door’
- Deprivation funding to address symptoms, not causes
  - Complex, fragmented and diluted
- Unchallenged expectations and aspirations
  - ‘Jobs for life’
  - Instant ‘success’
  - Work – a means to an end, with no intrinsic value

FUTURE JOBS FUND - CONTEXT

- Taskforce Report – A challenge fund for vulnerable economies
  - Future jobs fund announced in advance of Govt's official response
  - Narrower – but capture essence of Task Force Report

FJF – BARRIERS TO ADDRESS

Whilst health and lack of opportunity are important, most people cite:

- Lack of confidence
- Lack of Skills
- Financial disincentives
- Short term programmes
- No experience of ‘real work’
- Lack of opportunities to continue working
- Poor mobility

- FJF must address these issues to have a chance of success

FJF - KEY PRINCIPLES

- **Quality of experience**
  - Vocational training
  - Benefit to the community
  - Additionality
  - Length of time
  - Remuneration
  - Job search: CV and interviews
- **Attractive and well regarded**
  - Range of opportunities
  - ‘Advert to employment’ in 6 weeks
  - Ring fenced vacancies
  - ‘Friendly’ recruitment policies

BARNSLEY'S APPROACH

- Adopt the JC + young persons guarantee
  - FJF
  - Other guarantees of training and activity for 18 – 24 year olds e.g. sector routeways

- FJF scheme – includes young people
  - Built in quality – 614 jobs, 2 year period – one year placement
  - Partnership based – PCT, 3rd Sector, College, Housing, Fire Service
  - In-built training and job search – IT, Literacy, Numeracy
  - Pre and post mentoring – Support critical for transition to 'world of work'
  - 50/50 Young People/hot spot areas

- Recruitment – single simplified process
  - Application Form
  - Interview
  - Skills Assessment

- Hold job fairs – jobs and skills matching
- Free travel for young people (a separate initiative)

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BARNSLEY'S SCHEME – FUNDING

- Up to £10m scheme
- Up to one year placement x 2 years
- £6,500 contribution from FJF x 614 jobs
- £3.6m BMBC contribution
- £0.6m PCT and £0.65m other contribution
- Plus cost of e.g. pre employment training, CRB, medicals, PPE
- Other financial contributions, e.g. ABG, ERDF – application made
- Management of the scheme: programme team

BARNSLEY'S PLACEMENTS

- Neighbourhood Community Workers/Urban Rangers: 5 local areas
- Neighbourhood Engagement Workers/Surveyors: 5 local areas
- Digital Region Support Workers
- Barnsley Town Centre: events, ambassadors, cultural activities
- Enterprise support, incl. Social Enterprise
  - Most importantly – The skills uplift

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BARNSLEY'S DELIVERY PARTNERS

- BMBC (lead body)
- Barnsley Hospital Foundation Trust
- PCT
- Fire Service
- F.E. College
- Third Sector/social enterprise
- Private Sector
- JC+
- Advisers offering in-work mentoring
- Learning resource centres for in-work Job Search Skills
- Trade Unions

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FUTURE JOBS FUND - MESSAGES

- Understand the labour market – moving people on
  - Undertake economic & worklessness assessments, implement work & skills plans
  - Address the jobs and skills mismatches
- Address the demand side
  - Can we 'regenerate' the Private Sector? – Scheme members and placements – Future opportunities
  - Public sector has significant procurement & employment power in the economy
- Address the Supply Side
  - Enhance mobility of labour
  - People do want jobs – changing people's lives
  - Prospect of a real job & a quality experience – is engaging people in a pioneering way
- What is the future role of the state in the economy?

FJF – BARNSLEY'S EARLY LESSONS

- Private Sector Engagement – LA's should have responsibility for constructing private sector programmes; current guidelines too restrictive. Real life experience with real jobs is needed.

- 'Hot Spots' an issue

- NEET's - preparation (pathways) to employment – partnership with education & learning providers & employers;
  - But, need to capture immediately at age 18;

- A Further Bid contemplated

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