
Report to Enterprise and Environment Committee

Date of Meeting: 6th June 2013

Subject: Clackmannanshire Works Update

Report by: Director of Services to Communities

1.0 Purpose

- 1.1. Clackmannanshire Works is part of the Council's economic development service. It brings together traditional employability functions, aimed at helping people into work, with job creation and training activities. Until the establishment of Clackmannanshire Works in its current form in mid-2011 these functions had been delivered through different parts of the Council. Restructuring created a synergy between employer needs and residents looking to progress in the labour market. A successful bid for European funding, made by the Council on behalf of the Community Planning Partnership, adds value to core services including the enhancement of partner projects.
- 1.2. This report responds to a request from the Committee at its January meeting. It provides a summary of activities and performance for financial year 2012/13 It also updates members on an extension of European funding support from the original intended end date of March 2013 to June 2014.

2.0 Recommendations

- 2.1. The Committee is asked to:
 - (a) Note the performance of Clackmannanshire Works since its establishment in mid 2011
 - (b) Welcome the recent announcement of an extension of European funding to June 2014

3.0 Considerations

Performance

- 3.1 Clackmannanshire is one of only 13 Community Planning partnerships in Scotland eligible to apply for the full range of European Social Fund

(ESF) priority 5 resources. These are aimed at tackling high levels of unemployment and enhancing the skills of the local workforce. We have also been able to access European Regional Development Fund (ERDF) assistance to support businesses with a view to creating new job opportunities and to match these with residents looking for work as well as working with unemployed clients looking to set up their own business. As well as working in partnership with a number of other Council services, Clackmannanshire Works also delivers activity to enterprises and the voluntary sector through the Clackmannanshire Third Sector Interface (CTSI) and local businesses through Ceteris. European Structural Funds Programme activity is summarised in Table 1 below:

TABLE 1. SUMMARY OF ACTIVITIES DELIVERED THROUGH EUROPEAN STRUCTURAL FUNDS PROGRAMMES		
EU Structural Funds Programme Delivery	Delivered by Clackmannanshire Works Team	Enhanced Partner Projects
ESF Priority 5 - Strategic Skills Pipeline	<ul style="list-style-type: none"> • Key Worker Service • Work Placements • Support for Council Modern Apprentices (ends May 2013) 	<ul style="list-style-type: none"> • Activity Agreements (CC Education) • Rural and Urban Training Scheme (CC Education) • Money Advice (CC Housing - ended March 2013) • Volunteer Development programme (CTSI) • Social Enterprise Programme (CTSI) • Young Parent's Project (CC Performance and Partnership Support)
ERDF Priority 3 - Urban Regeneration	<ul style="list-style-type: none"> • Job Brokerage Service • Business Development and Liaison Service 	<ul style="list-style-type: none"> • Business Development Joint Working (Ceteris)

3.2 Clackmannanshire Works brings together job creation and measures to get people into work. The service therefore, works with local businesses looking to grow as well as unemployed residents looking for work. This fully integrated approach has subsequently been highlighted as good practice by the Scottish Government's refresh of

the employability framework for Scotland *Working for Growth* published in September 2012.

- 3.3 Progress against estimated targets for the full programme period (2011-14) and to the end of March 2013 is shown in Appendix 1. We are currently behind target for two of the indicators (number of participants receiving support and number of participants entering education or training). This is, in part due to the late start of the project and we expect to achieve full targets by June 2014. Performance for all other targets is ahead of profile and, in the case of number of participants gaining a partial qualification and number of enterprises supported, has already been fully achieved.
- 3.4 Of those clients who moved into employment over one third went into the construction sector. Other important sources of private sector employment were the manufacturing and leisure sectors. The public sector provided 7% of job opportunities. The types of jobs that clients go into are dominated by elementary occupations (eg labourers and cleaners) and process, plant and machine operatives.
- 3.5 A number of factors has made performance reporting through Covalent a challenge this year.
- The programmes run operate across differing time frames (39 months) that do not always fit well into the annual approach dictated by the Covalent system
 - The European Structural Funds Programmes are subject to change as the programme develops
 - As well as presenting information to monitor the performance of the Clackmannanshire Works team the programme as whole also requires us to include data from partners

As a result of these complexities, and in an attempt to make information more meaningful as well as easier to understand, a review of how Clackmannanshire Works activities are reported through Covalent is underway

- 3.6 The team also delivers a range of other programmes, funded through various sources, which complements European supported activity. These are:
- (a) **Skills Development Scotland Funded Programmes** - the Service secured 2 contracts for the delivery of Modern Apprenticeship and Get Ready for Work contracts in 2012-13. The Council's performance for the delivery of Modern Apprenticeships has been consistently well in excess of the Scottish benchmark figure and we are recognised as an exemplar in this respect. Performance for 2012/13 is shown in Table 2 below.

TABLE 2 PERFORMANCE OF SKILLS DEVELOPMENT SCOTLAND CONTRACTS 2012-13			
	Level 2 Modern Apprenticeships	Level 3 Modern Apprenticeships	Get Ready for Work
Forecasted starts	16	10	32
Actual starts	16	10	32
Forecasted vocational qualifications achieved	10	9	Not Applicable
Actual vocational qualifications achieved	10	9	Not Applicable
Other trainees from previous programmes	16	20	4

We have recently made successful bids for 2013-14 for continuation of our Modern Apprenticeship programme as well as the newly introduced Employability Fund that has replaced the Get Ready for Work and other SDS programmes.

(b) **Clackmannanshire Apprenticeship Initiative** - launched in late 2012, this is an initiative to help more Clackmannanshire young people into apprenticeships (40 over 3 years) by assisting local businesses in the private sector to create additional apprenticeship places. This approach has been developed by the service in partnership with Skills Development Scotland (SDS) and local employers. Under the initiative, eligible businesses qualify for up to £50 per week for up to two years towards the costs of recruiting additional apprentices. This is in addition to the contribution towards training that SDS will support. From January to March 2013 7 additional Modern Apprenticeships have been recruited by local businesses

(c) **Support for the Implementation of Community Benefit Clauses** - the service continues to support contractors who are fulfilling Council capital expenditure projects such as the Kilncraigs Campus, Council House New Build project, the Bathroom Replacement contract and others to implement their community benefit clauses, particularly in relation to targeted recruitment and training. From April 2012-March 2013 the following outcomes have been achieved:

- 14 local people have obtained jobs with Council contractors
- 15 have undertaken work experience placements
- 3 apprenticeships have been created

(d) **Coastal Communities Fund** - working alongside the Council's Sustainability team and other partners, the service has been successful in its bid to the Coastal Communities Fund for the Clackmannanshire Forth Coastal project. This is a 2 year initiative, due to start in June 2013, which aims, amongst other things, to provide up to 20 employment and training opportunities in nature conservation, and coastal and land management. The project will be delivered in support of the Inner Forth Landscape Initiative, a partnership project to conserve, improve and celebrate the landscape of the Inner Forth Estuary; and the RSPB Inner Forth Futurescape, which aims to deliver the restoration and creation of large-scale wetland habitats in the Inner Forth Estuary.

Customer Satisfaction

- 3.7 Clackmannanshire Works uses the Customer Satisfaction Measurement Tool to assess how happy clients are with the services they deliver. The tool was developed and tested nationally and is designed to be consistent with other performance improvement tools the Council uses, i.e. the Clackmannanshire Improvement Model and Customer Service Excellence.
- 3.8 Clients who had received a service from April 2012 to December 2012 have been surveyed with another survey due to take place to cover the last quarter of 2012/13. Results are shown in Appendix 2. The results are very positive and show an improvement on the 2011/12 results. Work is ongoing to maintain and improve these results where possible.

European Funding

- 3.9 The 2011-13 European Programme was originally due to end in March 2013. However, as a successor programme is unlikely to be in place until mid 2014 the Scottish Government has recently agreed to use underspend from 2011-13 to fund programme extensions to mid 2014. Additional European funding of £543,000 has now been confirmed towards a total budget of £1,390,900. On a like for like basis funding levels are at a lower level than for the first two years of the Programme. Revised targets and activities have, accordingly, been negotiated and agreed with Scottish Government officials.

4.0 Sustainability Implications

- 4.1 Clackmannanshire Works has a positive impact on the following issues identified through the Best Value and Sustainability Checklist::
- Achieve sustainable economic development
 - Target skills and training and reduce unemployment
 - Reduce social exclusion

- Fully consider the economic, social and environmental consequences of procurement decisions

5.0 Resource Implications

5.1 Financial Details

5.2 Funding for Clackmannanshire Works activities is through the Council, European programmes, Coastal Communities Fund and contracts with Skills Development Scotland. Activity for 2012/13 was delivered on budget. European grant levels for European funding for 2013/14 have now been established, match funding identified and programmes redesigned to reflect a reduction in overall levels of support in the final 12-15 months of the programme

5.3 The full financial implications of the recommendations are set out in the report. This includes a reference to full life cycle costs where appropriate.

Yes

5.4 Finance have been consulted and have agreed the financial implications as set out in the report.

Yes

5.5 Staffing

5.6 Future activity will be delivered through existing staff resources.

6.0 Exempt Reports

6.1 Is this report exempt? Yes (please detail the reasons for exemption below)
No

7.0 Declarations

The recommendations contained within this report support or implement our Corporate Priorities and Council Policies.

(1) **Our Priorities** (Please double click on the check box)

- | | |
|--|-------------------------------------|
| The area has a positive image and attracts people and businesses | <input checked="" type="checkbox"/> |
| Our communities are more cohesive and inclusive | <input checked="" type="checkbox"/> |
| People are better skilled, trained and ready for learning and employment | <input checked="" type="checkbox"/> |
| Our communities are safer | <input type="checkbox"/> |
| Vulnerable people and families are supported | <input type="checkbox"/> |
| Substance misuse and its effects are reduced | <input type="checkbox"/> |
| Health is improving and health inequalities are reducing | <input type="checkbox"/> |

The environment is protected and enhanced for all
 The Council is effective, efficient and recognised for excellence

(2) **Council Policies** (Please detail)

Building Clackmannanshire - Economic Development Framework 2008-2018

Clackmannanshire Employability Strategy and Framework for Action 2011-2014

Clackmannanshire Single Outcome Agreement 2013 - 2023

8.0 Equalities Impact

8.1 Have you undertaken the required equalities impact assessment to ensure that no groups are adversely affected by the recommendations?
 Yes No

8.2 Clackmannanshire Works activities deliver benefits and opportunities to unemployed residents in the area.

9.0 Legality

9.1 It has been confirmed that in adopting the recommendations contained in this report, the Council is acting within its legal powers.
 Yes

10.0 Appendices

10.1 Please list any appendices attached to this report. If there are no appendices, please state "none".

Appendix 1 : Progress Against European Structural Funds Programme
 Appendix 2 : Clackmannanshire Works Customer Satisfaction

11.0 Background Papers

11.1 Have you used other documents to compile your report? (All documents must be kept available by the author for public inspection for four years from the date of meeting at which the report is considered)
 Yes (please list the documents below) No

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PROGRESS AGAINST EUROPEAN STRUCTURAL FUNDS PROGRAMME				
	Project Target		Achievement (2011-13)¹	Progress²
	2011-14	2011-13		
Number of participants receiving support	1600	950	830	Currently behind target. Full programme target expected to be achieved by June 2014
Number of participants entering employment	325	200	187	Near target
Number of participants entering education or training	675	415	302	Currently behind target. Full programme target expected to be achieved by June 2014
Number of participants gaining a full qualification	399	236	269	Ahead of target
Number of participants gaining a partial qualification	66	39	182	Target exceeded
Increase in the number of individuals gaining employment through supported job brokerage schemes	240	140	173	Ahead of target
Number of enterprises supported	185	110	189	Target exceeded
Number of social enterprises supported	20	11	15	Ahead of target

1.1. _____

¹ These are estimates All data is subject to audit of partner projects and verification by the Scottish Government and is, therefore, provisional, at the time of this report

² Full European Structural Funds Programmes (ESF and ERDF) April 2011-June 2014. Project start July 2011.

CLACKMANNANSHIRE WORKS CUSTOMER SATISFACTION				
Factor	Very Satisfied	Fairly Satisfied	2012 (April - December) Total	2011/12 Result
Delivery - Did we do what we said we would?	89.0%	8.5%	97.5%	97.9%
Timeliness - Could you contact us when you needed to and did we respond in a reasonable time?	89.5%	9.6%	99.1%	93.6%
Information - Did we give you the information you needed in a way you could understand?	84.7%	11.6%	96.3%	93.0%
Professionalism - Did our staff do their jobs well, treated you fairly and respect your privacy?	91.8%	4.5%	96.3%	96.3%
Staff Attitude - Were our staff polite, friendly, sensitive to your needs and spend the time with you that you needed?	94.5%	5.2%	99.7%	97.8%
Overall Satisfaction with the Service and the Final Outcome	85.0%	7.7%	92.7%	92.7%