

LAA TARGET - ACTION PLAN

LAA Indicator No.	NI 152
Lead Partner Organisation	Job Centre Plus
Technical Data Expert	Myles Mackie
Indicator Owner (Sign Off)	Jane Beaver/ Carl Pearson
Reporting Frequency	Quarterly

SCS Theme:	Economy, Learning, Skills and Employment. A prosperous Coventry with a good choice of jobs and business opportunities for all the city's residents.	SCS Priority:	Local people will benefit from economic growth of the city – they will have been supported to develop the skills needed to access jobs, to progress to higher skilled jobs and to increase their household income. Increase entrepreneurship by expanding and developing the Local Enterprise Growth Initiative (LEGI) model.
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1: LAA Target** Need to confirm with GO any revisions to baseline & targets & data definitions

Indicator Definition	Baseline & Year	Target 2008/09	Target 2009/10	Target 2010/11	Success Criteria
Working age people on out of work benefits.	14.8% May 2007	14.3%	14.0%	13.8%	Reduce the number of people claiming Job Seekers Allowance and other worklessness benefits.

LAA Target information

These targets reflect a 1% reduction over the 3 years (required by DWP). The first year decrease reflects expected improvement from a high baseline caused by Peugeot (and other) redundancies.

We will measure the profile of people coming of benefit and those coming onto benefit and link this to interventions which will look at reducing the amount of time people stay on benefits.

2: Equalities Implications

Summary of overall negative/ positive impacts on target groups/areas:

NI 152 relates to people of working age claiming out of work benefits, including Jobseekers Allowance, Incapacity Benefit, Lone Parents on Income Support and others on income related benefits*. This incorporates the most disadvantaged, including: residents of deprived communities, ex-offenders, people suffering ill-health, refugees, specific communities by neighbourhood and ethnicity, young people aged 18 years and over within the NEETS and drugs & alcohol users. Although targeting these groups is not a specific requirement of the LAA, 'narrowing the gap' is a local priority * in relation to significant numbers in priority neighbourhoods and communities. The targets for this indicator will not include disabled people, full time carers, the bereaved, illegal immigrants, those not claiming benefits e.g. the informal economy etc.

Worklessness and Neighbourhoods - The nine lower layer super output areas with the highest rate of worklessness are; Willenhall Wood – Middle ride, Aldermans Green - Deedmore Road, Stoke Aldermoor – North and West, Bell Green - Roseberry Avenue, Willenhall – Robin Hood and Marty Slessor, Willenhallhall Chace Stretton, Wood End – Hillmorton Road, Foleshill Paragon Park red Lane, Paradise Awson Street.

JSA Claimants And Ethnicity - The Claimant Count Rates are below average for the White, Mixed White and Asian, Indian and Chinese ethnic groups. The rates for Bangladeshis and other Asians are just above the citywide average. The rates for Mixed White – Black African and Pakistani are relatively high being between 4 and 5%. The remaining groups have very high rates well over 5% . This may reflect the relative small size and the newness of their communities.

New mainstream services are being introduced to address the needs of a number of groups – IB, LPs, drugs & alcohol dependency, refugees. We need consider the extent to which the LAA should focus on intensive support to the groups not currently represented.

NI 152 by definition excludes substantial volumes of people who are unemployed but not claiming any benefit. This has been highlighted as a potential issue and further evidence gathering and analysis has been suggested to inform strategic decisions about the priority to be attached to this group outside of the LAA.

NI 153 will be tracked alongside NI 152 to monitor progress in priority neighbourhoods

3: Strategic Summary

Description of key activity or activities that may contribute towards achieving target

Section 4 is split into 3 areas

- **Details of services that are currently contributing to NI 152 – these are split into the following categories**
 - **On-Flow – reducing the numbers of people that are coming on to the JCP register**
 - **Flow-time – reducing the amount of time people stay on the JCP register**
 - **Off-Flow – increasing the number of people that come off the JCP register**

Some services will contribute to more than one category.

Although we have grouped actions according to their contribution to the above categories the strategy for this LAA indicator is about service redesign that achieves joint working to achieve strategic objectives that will contribute to 152 and other related indicators – particularly the links with housing and health.

As detailed in section 4 under strategic actions To achieve a strategic impact, working directly across a range of partners wider than the ELSE theme will be the preferred method for organising delivery – interventions will be designed specifically to achieve designed and measurable interventions

Please note Output figures which are listed are targets and may be subject to revision.

4: Delivery Plan – Performance Monitoring of Actions

Ref Nr	Planned Action(s)	Targets			Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		2008/09	2009/10	2010/11			
	DAF (Deprived Area Fund) - OFF FLOW/FLOW TIME Unemployed for more than 12 months City wide	275	0	0	City Strategy	LSC/CCC	
	European Social Fund Adults - OFF FLOW/FLOW TIME Unemployed for more than 12 months		412	0		LSC/CCC	Note that the collective figure is 412 to be achieved by March 2010 – programme will be live as of October 2008
	Local Enterprise Growth Initiative - OFF FLOW/FLOW TIME Unemployed across Coventry into employment and self employment	973			LEGI BID	CCC – Andy Williams, LEGI Delivery Manager	Subject to finalised 09/11 programme

Ref Nr	Planned Action(s)	Targets			Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		2008/09	2009/10	2010/11			
	New Deal for Communities Strategic Employment OFF FLOW/FLOW TIME All NDC unemployed residents	200	0	0	NDC Delivery Plan	NDC	
	Probation Employment Team, Coventry City Council - ON FLOW Offenders who are on a probation order	30	0	0		CCC	
	Job Centre Plus Flexible Routeways - OFF FLOW - ESF - BISCOP	246	318	372		JCP	
	JCP New Deals - OFF FLOW - Working Links	1532				JCP	
	JCP Mainstream provision - OFF FLOW/FLOW TIME - anyone as a result of those signing off going into jobs	9505				JCP	

Ref Nr	Planned Action(s)	Targets			Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		2008/09	2009/10	2010/11			
	JCP Programme Centre - OFF FLOW - BISCOP	170				JCP	
	JCP Pathways to Work DWP funding (Working Links) - OFF FLOW	320	720	720		JCP	Figures confirmed by Working links
	JCP Progress to Work South Warwickshire PCT - OFF FLOW	49				JCP	
	<u>Integrated support actions</u>						Target milestones are to be discussed by ELSE strategic group – 17.10.08
	*Welfare Rights Advice: <ul style="list-style-type: none"> Seek advice & design effective interventions that help those claiming out of work benefits to make informed choices and support the 					CCC is currently reviewing Advice Services	

Ref Nr	Planned Action(s)	Targets			Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		2008/09	2009/10	2010/11			
	inclination to choose work						
	<p>*Develop integrated Housing, Employment & Skills Pathways :</p> <ul style="list-style-type: none"> • Develop holistic working amongst Health, Housing, Employment & Skills to explore the benefits of integrated services supporting stable employment opportunities 				City Region Integrated Employment and Skills Offer	Multiple Leads	
	<p>Improve MI systems:</p> <ul style="list-style-type: none"> • Integrate performance management systems for NI 152 and target groups • Review what partners collect in terms of information & performance data 					CCC	

Ref Nr	Planned Action(s)	Targets			Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		2008/09	2009/10	2010/11			
	<p>Preventative interventions:</p> <ul style="list-style-type: none"> • Find out more about the reasons for people coming onto benefits & how it could be prevented • Explore ideas around specific service delivery for early intervention during 0-6 months unemployment to prevent flow into LTU 					JCP	
	<p>Review current service delivery & aim to create the a client journey that partners share</p> <ul style="list-style-type: none"> • Map provision of services that contribute to reducing this indicator across the City including mainstream offer • Simplify the service & integrate where 					CCC/JCP/LSC	

Ref Nr	Planned Action(s)	Targets			Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		2008/09	2009/10	2010/11			
	<p>appropriate</p> <ul style="list-style-type: none"> Identify and address unmet need 						
	<p>Better communicate the partners collective customer offer to clients:</p> <ul style="list-style-type: none"> Raise the profile of the service Communicate an integrated city wide employment offer 					Multiple Leads	
	<p>Understand and address issues for deprived communities eg:</p> <ul style="list-style-type: none"> Drug & Alcohol users Ex-offenders Specific client groups/neighbourhoods where the evidence suggests further work is required 			<ul style="list-style-type: none"> 		CCC	
	<p>Generate employer demand:</p> <p>Ensure new employers coming</p>				NI – Level 4	CCC/ LEGI/Chamber/JCP	

Ref Nr	Planned Action(s)	Targets			Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
		2008/09	2009/10	2010/11			
	<p>to the city are aware of local supply of labour, and are encouraged to recruit locally.</p> <p>Ensure the supply of trained applicants is linked to growth sectors in the economy.</p> <p>Ensure that service provided to employers is efficient, timely and therefore is seen as a benefit to employers</p>						

5. Performance Indicators

Indicators - Performance Monitoring of Indicators								
Ref Nr	Definition	Baseline	Target 08/09	Q1	Q2	Q3	Q4	Target Met Yes/No
LAA NI 152	Working age people on out of work benefits.	14.8% May 2007	14.3%					
Other indicators that will be used to track progress, including disaggregated measures for target groups.								
	NI 117 – 16-18 year olds who are not in education, training or employment	8.7% 2006/07	6.9%					
	NI 79 - Achievement of a Level 2 qualification by age 19	68.8%	72.9%					
	NI 164 - Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher	47.7%	52.5%					
	NI 165 - Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher	28.4%	30.8%					
	NI 40 – Number of drug users recorded as being in effective treatment	836 2007/08	886					
	Social Return On Investment – Impact on public sector treasury – this is an evaluation being carried out on the LEGI programme which measures the							

Indicators - Performance Monitoring of Indicators							
	social and financial value created.						

6: Funding & Planned Spend

Funding & Planned Spend	2008/09	2009/10	2010/11	Total	Comment/Rationale
DAF	£1,070,000				
JCP Flexible Routeways	£462,600				
JCP New Deals	£2,340,000				
JCP Mainstream Provision	£6,360,000				This accounts for all JCP overheads, staffing costs
JCP Programme Centre	£102,000				
JCP Pathways to Work	£1,200,000				
JCP Progress to Work	£138,645				
NDC Strategic Employment	£300,000				
Client Support Unit, CCC	£234,406				
LEGI	£650,000	tbc	tbc		
ESF Adult	£88,237	£221,355			
No funding identified at the moment for strategic actions					Working neighbourhoods Fund under Area Based Grant would be the logical funding stream for strategic actions.
Not all funding streams apply to the same client group - see Section 2					
TOTAL	£12,945,888				

7: Risk Assessment

Ref No.	Risk	Mitigating action
	Economic Recession	At a local level we cannot control the macro economy; however, building links with local employers to deal with small scale redundancies in the economy will assist in a small way.
	Lack of influence over large regional DWP contracts	ELSE Strategic group will be developing a process whereby appropriate information is shared and will explore joint

Ref No.	Risk	Mitigating action
		commissioning
	Data Sharing - Performance data is not collated and analysed in a single system	It is unclear whether planned interventions will be sufficient without further analysis of the implications of duplicate service interventions – support will be required on developing a system to integrate performance management information for partners to contribute to. Learn from CLYP data sharing
	It is unclear without further analysis of the difference between on and off flow rates whether the predicted level of job outcomes will be sufficient to deliver the target reduction	JCP are leading on research into this
	No obvious source of funding to deliver preventative work and invest in client improvement and retention	