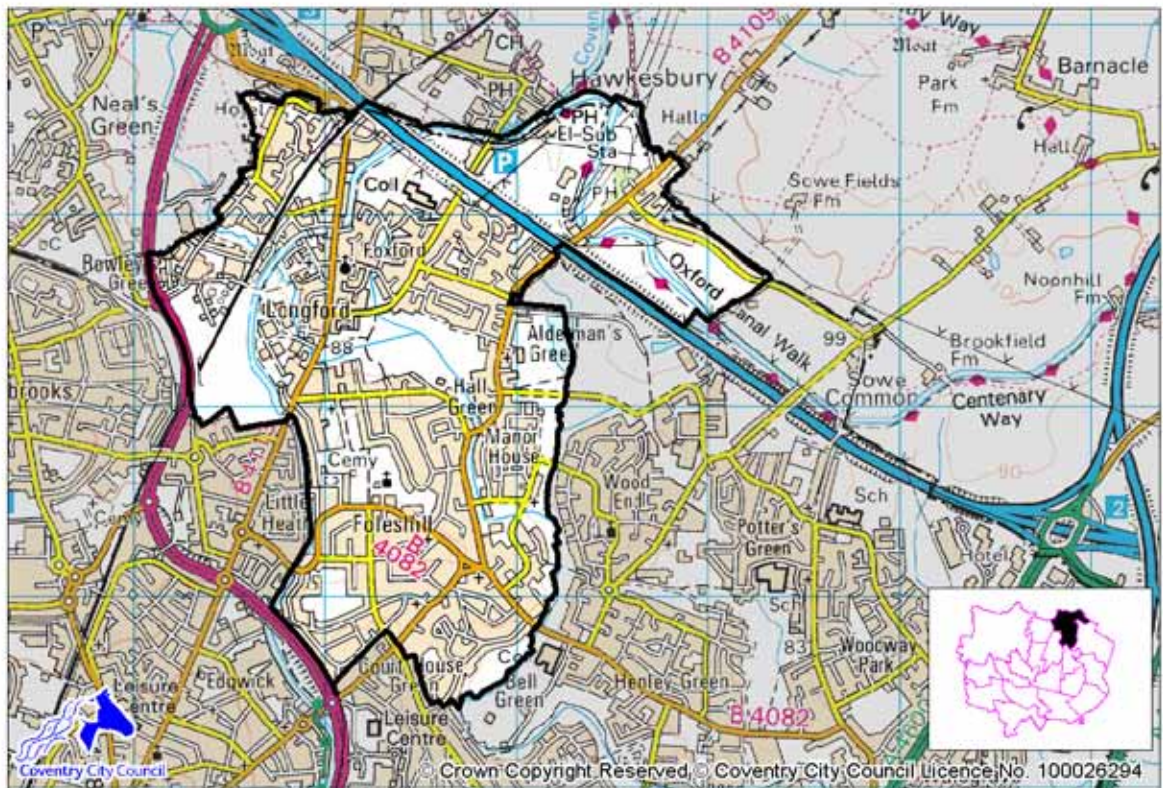


COVENTRY NEIGHBOURHOOD EMPLOYMENT AND SKILLS PLANS:

LONGFORD



1. OVERVIEW ISSUES

The primary objective of this plan is to outline and develop an approach that helps to get people into sustainable employment that is right for them. We have analysed a significant range of data to identify key issues, gaps and areas of development and come to our views of what is needed within the priority wards.

Part of this process involves progression, both of those out of work and in lower skilled jobs and to enable individuals to progress to the next appropriate level of skills of employment. The key issues that need to be addressed are outlined below.

Labour Demand Employment Opportunities

Client engagement

Information, advice and guidance appear to be available on a patchy and inconsistent basis across the priority wards. There is also a gap in the depth of support available to direct and support people into training appropriate for current and anticipated jobs. The **first step of engagement** with those who have been out of the labour market or who need support to maintain their place within the labour market is the most important of all and needs to be handled with the utmost care and consideration.

We identified that the number of young people not in education employment or training (NEETS) is significantly higher than for Coventry overall with nearly half of this group coming from the 6 priority wards. Tackling the issues of disengagement in young people needs to be considered as part of the overall approach. (This is reinforced by levels of attainment well below the City average at Key Stage 4 in all 6 priority wards).

Priority area household income is significantly lower than the rest of Coventry and the opportunity to improve income should be a key part of the message to attract engagement.

Work experience

Incorporating the opportunity to gain **work experience** when combined with improving basic and vocational skills is crucial. Without some work-related experience by an individual, employers appear reluctant to take on a new employee. Those without a recent employment track-record will be seen as less employable in a situation where employers can recruit individuals with up to date skills and experience from the pool of economic migrants.

Therefore, work experience appears to be the critical success factor for those with a long period of worklessness or without basic skills and qualifications. However, people who are still on benefit and who go into work- experience face multiple barriers – reluctance, fear, uncertainty, ill health and perhaps above all, low self-confidence and self-esteem. All of these issues need to be tackled within a holistic approach to engaging the target group and assisting them to progress towards employment.

Skills and the labour market

The boosted household survey samples in priority neighbourhoods within the 6 wards shows that a high proportion of those in those neighbourhoods have low or no skills. There is no reason to suppose that the other priority areas would be different. It is also clear that from statistics regarding recent participants in training, more **women** are achieving higher levels of skills at levels 2 and 3. It may be linked to employment structures or attitudes towards achievement of qualifications amongst young men in the priority areas or existing patterns of qualifications amongst men. However, without further detailed analysis of patterns of existing qualifications amongst men and women, in employment and not working, the exact reasons for this result are not clear.

Basic literacy and numeracy remains a problem for both the unemployed and those in low paid work. New approaches to identifying individuals and attracting those with such needs to access providers delivering basic skills training are needed. Delivering basic skills to individuals who are currently in work is another area that needs additional action.

Lower level and access training is often overlooked for those in poorer paid jobs who will usually receive less training than higher paid employees. This means there is less movement and progression out of lower skills/entry level jobs than is required to free up jobs in these areas for new entrants from the target workless groups.

Whilst the **overall quality and coverage of training providers** and suppliers of jobs brokerage services is thought to be adequate; provision of out reach services to engage 'hard to reach' and workless individuals who have the potential to enter employment is much more limited.

The capacity of providers to engage with employers and to develop techniques for reaching those individuals who have not been involved in training needs to be increased. The need for the 'Widening Participation' agenda to be re-established and re-emphasised is acute.

Engagement in the labour market

A number of the priority wards having some of the highest levels of **unemployment are also located close to areas where there are high levels of jobs**. For example, St Michaels ward includes the town centre, Foleshill is a major enterprise area for the Asian community and there are developments around the Arena close to residents living in Longford Ward and Henley ward contains the new hospital and Walsgrave Triangle developments. However, the evidence shows that engagement with the labour market in these areas remains a problem with barriers to local employment existing within these communities. The question is therefore how do we create a 'bridge' that provides greater emphasis on working with existing employers and providing increasing access to those jobs already located close to the 6 target wards

In work support

A proportion of individuals are hard to engage and liable to drop out after a relatively short time. This means that **aftercare** (when seeking and starting a new job) for many of this group, who have been out of work for some time or in low paid menial jobs, is absolutely essential. And yet, if such provision exists at all it

appears to be unplanned, informal and short-term. Furthermore, the aim should be to sustain employment for well beyond the 13-week target. Jobcentre Plus have estimated the conversion rates from first contact and engagement through to sustained employment and concluded that these rates are very low. In other words a very high number of people not in work need to be engaged to lead to one positive, sustained job outcome. It is suggested that ways of addressing this need to be identified. Bringing in a range of community based support agencies to assist with this, supporting individuals through these stages may be one way of addressing this issue.

Previous research has pointed to the **volume and range of training and jobs brokerage** provision being about right. In other words, there is not a case for more of the same - amongst intermediaries or providers. However, especially amongst Third Sector organisations, there is an identified need for more secure, longer-term funding of their core activities (on a contractual basis, linked to agreed outputs and outcomes) that support their labour market interventions and work with individuals. Part of the reform would be for greater co-operation between organisations and co-operation between providers in order to rationalise some of the provision, increase its effectiveness and fill gaps that act as barriers to employment. For example the evidence may indicate that there a need to provide a WATCH or WEETC in every ward in order to match the achievements of these two organisations. However, it may be better to expand these organisations to provide a service for clients in wards where the level of service is much more limited – West Longford and Radford for example.

The collective response amongst providers in the past to the need for '**Widening Participation**' has been lost and there is a need to once again discover the means to promote learning amongst communities and individuals where participation levels are lowest. This is not about concentrating on new provision but about a longer-term review and change in the focus, funding and management of existing provision to meet the needs of those living and working (and not working) in the City Strategy wards. It emphasises that providers –as key partners in delivering the City Strategy in the 6 wards - can play a major part in encouraging those from the target client groups to become engaged in training and access a range of employment and skills services.

There is also a need to ensure that all funders **understand clearly the characteristics of the target client group** and to adapt funding streams to meet their needs rather than the other way round. Many of the most disadvantaged individuals will not have a clear path to an outcome and yet will need ongoing support throughout their time looking for work or training. For others there are a number of barriers that must be addressed to allow access to opportunities. Those in employment, especially in low paid and part time jobs also have a number of issues that need to be addressed if they are to progress and achieve higher levels of income to improve their circumstances. And for a whole range of individuals, provision of aftercare (once the job output has been achieved) to sustain skill development and employment is seen as essential.

Finally, we see that all of this activity must be linked to the other strands of policy and service delivery. Within the local Community Strategy and Local Area Agreement for example, and importantly the Local Enterprise Growth Initiative.

Enterprise

There are already parallel plans in place through The **Local Enterprise Growth Initiative (LEGI)**. LEGI has an integrated plan to assist in reducing constraints on employers and to provide training to their existing workforce. Those constraints include

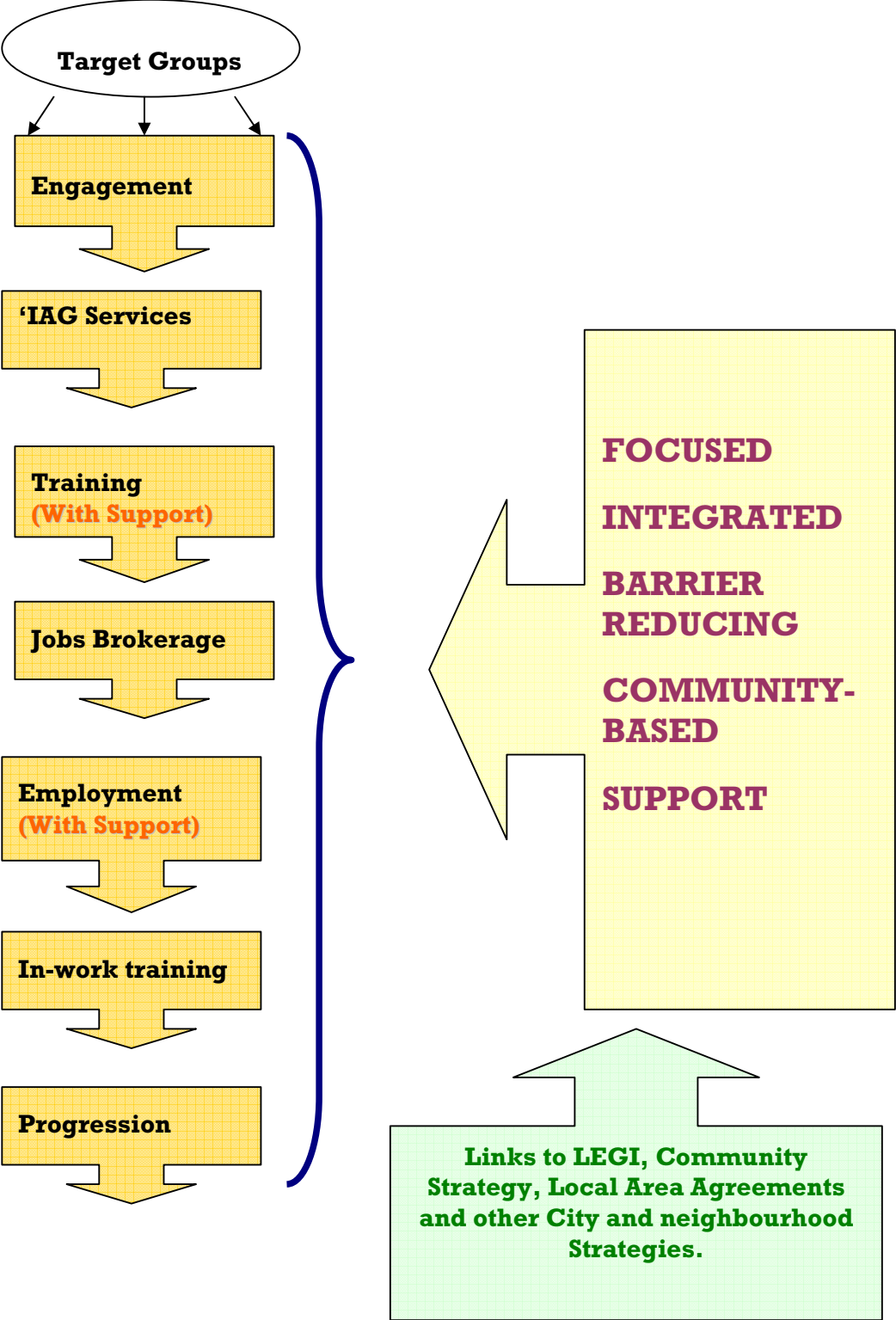
- the costs
- unavailability of staff to cover/lack of time and
- lack of information and support to analyse training needs and deliver upskilling.

The LEGI Plan includes **Business Support Coaches** who will assist businesses to identify training needs in a Training Plan and this will be forwarded through to the Train to Gain Brokerage service. Train to Gain will also be able to identify where free and reduced cost training is available to meet the needs of the plan.

LEGI also includes initiatives to encourage individuals to come forward to access employment and skills services. A **Creative Engagement Fund** will resource events and activities aimed at informing individuals and engaging them with service providers. **Community Engagement Points** will be a source of mainly paper-based information located around the LEGI area – in Community Centres and other places where people meet and visit. **Workmates** are people working in the community to guide people towards, for example, NextStep provision or to agencies such as the Client Support Unit, that is providing '**Barrier breaking**' services.

It will be important that the Employment and Skills Plans dovetail in with LEGI and other existing service provision.

OVERVIEW
CITY STRATEGY GROUP AND LOCAL STRATEGIC PARTNERSHIP
Key Stakeholders: City Council, LSC, JC+



2. ACTIONS FOR CHANGE

Below are recommended Actions for Change' with the types of activities and services that could be commissioned with the aim of addressing the problems identified through the statistical analysis and research review and achieving the targets set for each priority ward and client group.

Barriers to Work and Learning

Description	Comment
Actions that address the difficulties of those with a disability entering employment or learning through supporting individuals and employers with appropriate equipment, counselling, and job-start aftercare	
Innovative actions that target particular gaps in current barrier breaking support and that enable local people to take up employment opportunities, especially those most distanced from job readiness. In particular, actions that incorporate appropriate aftercare for those entering the labour market are being sought.	

Skill Shortages

Description	Comment
Actions that develop existing provision in identified skill shortage area such as childcare (supervision and management), construction (including brick laying, plastering, gas and electrical installation and plumbing). In particular, proposals would be sought that engage those not in work or in very low skill areas to progress into higher skill employment.	

Developing experience

Description	Comment
Actions that mix training and delivery of on-the-job experience with the clear aim to assist individuals where their lack of demonstrable work-based experience restricts job opportunities. Intermediate Labour Market models are an example of the required approach.	
Programmes that address the needs of those wishing to return to the labour market but where qualifications and/or skills need updating and workplace experience is a requirement – in particular older people 50+ and those looking to leave incapacity benefit. Can include advice and guidance services and 'up-front support' to increase access to existing services.	

Basic skills

Description	Comment
Provision of new, engaging and innovative ways of providing basic skills training – especially to those in employment and excluded groups for whom access to BS Centres is not appropriate or difficult.	

Workforce development

Description	Funding/ timing issues
Development of actions that will increase the numbers in employment who can be provided with opportunities for training at an initial or access level - such as NVQ level 1 – with clear progression pathways identified	
Actions to increase the availability of and interaction with information and guidance services for those in employment. Links to and synergy with LEGI provision to be identified.	

Promotion of Lifelong Learning and Training

Description	Comment
Identify opportunities for expanded IAG services, especially in areas where take up of services and number of beneficiaries is low. Priority should be given to proposals that combine IAG for adult individuals and employers and can demonstrate co-operation between providers and links to local community centres, libraries etc.	
Actions to provide life skills and personal skills in a co-ordinated package to run alongside vocational training for those aged 18+. Actions should be able to demonstrate added value to existing programmes.	

Learning innovation

Description	Comment
Actions to maximise the impact of new technology and the use of community based ICT facilities to assist people to be aware of and access job and training opportunities.	

Cross-Cutting Principles

In terms of new or expanded provision it is expected the activities would:

- Offer **community-based solutions** to addressing barriers to employment building on existing networks.
- In looking to remove barriers to employment and training, make provision that goes beyond training for accredited qualifications by fostering “**pathways to employment**”. This recognises and measures the intermediate achievements that are an important part of making progression towards employment. Measurement of the expected ‘soft outcomes’ from their activities and how these contribute towards a pathway to employment remain important. These intermediate stages could, for instance, include take-up of information, advice and guidance; breaking of drug related barriers; or achievement of positive ‘lifeskills’ training outcomes.
- promote **equality of opportunity** to communities within the target wards. Actions should foster diversity in the types of employment and learning opportunities created as well as clearly making specific provision to support under-represented groups in moving towards employment.
- offer longer-term, **sustainable solutions** increasing local capacity and supporting community empowerment and the **development of social enterprises**.
- offer **integrated solutions** with other programmes operating in and adjacent to the 6 priority wards and wider regeneration activity in the City including Neighbourhood Renewal Fund investments, New Deal for Communities, LEGI and the mainstream

activities of stakeholder agencies. In particular, activities should fit with the priorities of the Local Strategic Partnership and Local Area Agreement. .

- support the development of **enhanced infrastructure and innovative partnership action** to support “pathways to employment”. This will include use of new technologies, provision by the voluntary and community sectors, community-based provision, and provision which builds on best practice in working with hard-to-reach groups.

3. LONGFORD

General Description

The Longford neighbourhood sits to the north eastern border of Coventry adjoining the Nuneaton, Bedworth and Rugby local authorities. The Longford Road is one of the main road corridors into the city with close proximity to the M6 motorway.

The Longford neighbourhood is less culturally diverse than some other areas of Coventry, however this is rapidly changing with the community accommodating new residents who have moved to Longford from Poland and other eastern European countries.

The area is mostly residential with terraced and semi detached housing. There has been major development in the ward in the last 4 years with the opening of a major Neighbourhood Shopping Centre including Marks and Spencer and Tesco, and the adjacent Ricoh Arena.

Key statistics

An area with a working age population of approaching 12,500.

In 2001 45% of workers were in low skilled and elementary occupations.

Along with Radford ward, it has the lowest number of business units of the 6 priority wards, 270 or 4% of the City total.

The highest concentration of those in the Working Age Claimant Group (WACG) are in the east of the ward, in Bell Green.

Unemployment rates have remained at a consistent level over the last 12 months, 4.7% in May 2006 and 4.9% in May 2007.

Longford has a low level of IAG Clients compared to other priority wards, especially amongst women.

In the poorest part of the ward, household incomes are estimated to be 81.4% of the average for the City as a whole.

The ward has a much higher proportion (61.3%) of dwellings in the lowest Council Tax Band A than for the City as a whole ((41.9%)

Neighbourhood
LONGFORD



Vision and Purpose

Agencies operating in Longford are determined to help and assist local residents to acquire the skills and knowledge that will give them every opportunity to find employment in good jobs or to develop (by themselves or with others) local economic enterprises.

4. ANALYSIS OF NEED IN THE NEIGHBOURHOOD

Labour Demand Employment Opportunities

4.1.1. Information on Numbers in employment and number of businesses.

Major 3 employer sites in Longford (Office for National Statistics- IDBR) (2004)

1. Henley College
2. Foxford School and Community Centre
3. Aurora Windows LTD

The dynamics of an area are well illustrated by the situation in Longford Ward. Its major employer in 2004 (Henley College) is now part of Henley Ward. The other two large employers were, in comparison with the rest of Coventry, quite small in terms of the jobs they provided. Since the figures for 2004 were prepared the Arena in the north of the ward has been opened along with a major neighbourhood centre including one of the largest Tesco stores in the UK. This is acting as a catalyst for a range of developments in the surrounding area.

Working age population of Longford (Office for National Statistics - Population Survey):

Number of people who are of working age: **12,409**

Employment by sector (2001)

<i>All Industries (2001)</i>	<i>7069</i>
<i>Agriculture, Hunting and Forestry</i>	<i>26</i>
<i>Fishing</i>	<i>0</i>
<i>Mining and Quarrying</i>	<i>4</i>
<i>Manufacturing</i>	<i>1627</i>
<i>Electricity, Gas and Water Supply</i>	<i>46</i>
<i>Construction</i>	<i>385</i>
<i>Wholesale and Retail trade, Repair of Motor Vehicles</i>	<i>1281</i>
<i>Hotels and Restaurants</i>	<i>324</i>
<i>Transport, Storage and Communications</i>	<i>737</i>
<i>Financial Intermediation</i>	<i>245</i>
<i>Real Estate, Renting and Business Activities</i>	<i>690</i>
<i>Public Administration and Defence, Social Security</i>	<i>239</i>
<i>Education</i>	<i>484</i>
<i>Health and Social Work</i>	<i>739</i>
<i>Other community, Social and Personal service Activities</i>	<i>239</i>
<i>Private Households With employed Persons</i>	<i>3</i>
<i>Extra-Territorial Organisations and Bodies</i>	<i>0</i>

Source: Office for National Statistics - 2001 Census (© Crown copyright 2003)

Employment by Occupation (2001)

	<i>Large employers and higher managerial occupations</i>	<i>Higher professional occupations</i>	<i>Lower managerial and professional occupations</i>	<i>Intermediate occupations</i>	<i>Small employers and own account workers</i>	<i>Lower supervisory and technical occupations</i>	<i>Semi-routine occupations</i>	<i>Routine occupations</i>
Coventry	5073	8914	32237	19443	10114	15825	28055	21535
	3.6%	6.3%	22.8%	13.8%	7.2%	11.2%	19.9%	15.3%
Longford	189	304	1528	1028	563	1046	2081	1626
	2.3%	3.6%	18.3%	12.3%	6.7%	12.5%	24.9%	19.4%

Source: Office for National Statistics - 2001 Census (© Crown copyright 2003)

4.1.2. Businesses in the Ward

	<i>Longford</i>	<i>% of City Total</i>
TOTAL	270	3.7%
<i>Agriculture</i>	..	
<i>Production</i>	45	5.7%
<i>Construction</i>	20	3.1%
<i>Motor Trades</i>	15	4.7%
<i>Wholesale</i>	15	3.3%
<i>Retail</i>	50	4.0%
<i>Hotels & Catering</i>	20	3.8%
<i>Transport</i>	5	2.4%
<i>Post & Telecommunications</i>	5	3.7%
<i>Finance</i>	..	
<i>Property & Business Services</i>	50	2.8%
<i>Education</i>	15	6.7%
<i>Health</i>	5	3.4%
<i>Public Admin & Other Services</i>	25	3.9%

Source: National Statistics 2004

<i>Size Band</i>	<i>Ward Totals</i>	<i>Ward Breakdown</i>	<i>City Breakdown</i>
0 – 4 Persons employed	163	60.4%	60.5%
5-9 Persons Employed	52	19.3%	16.0%
10-19 Persons Employed	30	11.1%	10.0%
20+ Persons Employed	25	9.3%	13.4%

Source: National Statistics 2004

Labour Supply – Client profile

4.1.3. Population profile by ward

Population

	All people	Males	Females
Longford	17601	8675	8926

Source: Office for National Statistics - Census (© Crown copyright 2003)

Age Groups (2001)

Under 16	16-24	25-44	45-59	60+	Total
3940	1972	5151	2911	3627	17601

Source: Office for National Statistics - 2001 Census (© Crown copyright 2003)

4.1.4. Unemployment Levels

Claimants	May 2006	April 2007	May 2007
	535	539	559
Unemployment Rate(%) ¹	4.7	4.7	4.9

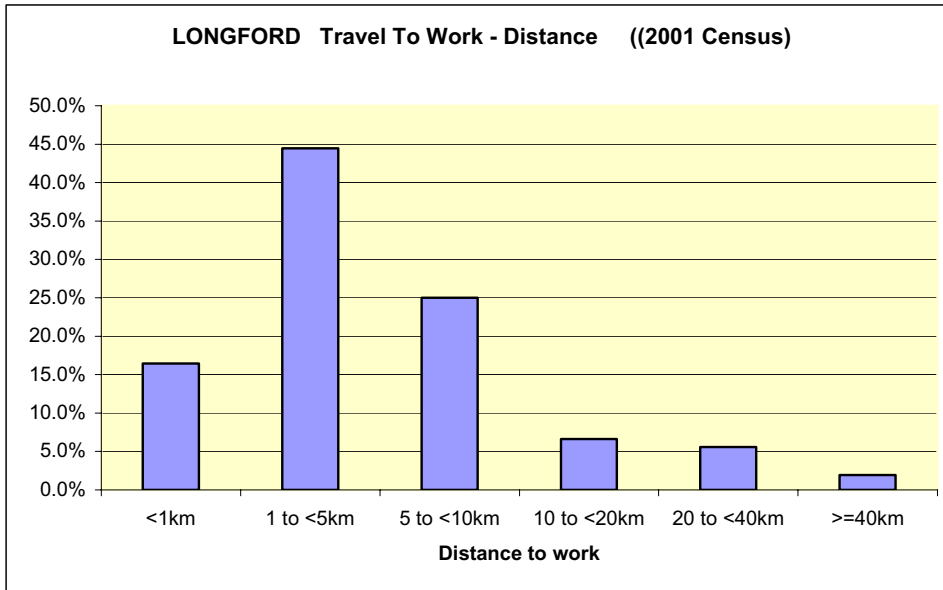
4.1.5. Car Ownership (2001)

Households (number of cars or vans):					
All households	None	One	Two	Three	Four or more
7453	2809	3366	1075	164	39
	37.7%	45.2%	14.4%	2.2%	0.5%
Coventry	33.1%	44.2%	18.7%	3.1%	0.8%

Source: Office for National Statistics - Census (© Crown copyright 2003)

¹ Resident Based, the claimant count as a % of working age residents (16-retirement age)

4.1.6. Distance travelled to Work



Source: Office for National Statistics - Census (© Crown copyright 2003)

4.1.7. Worklessness – from benefits information including disability information

Numbers of benefit Claimants November 2006

Total	Job Seeker	Incapacity Benefits	Lone Parent	Carer	Others on Income Related Benefit	Disabled	Bereaved	Male	Female	16 - 24	25 - 49	50 and over
2,585	505	1,185	470	175	80	135	35	1,245	1,340	395	1,370	820

Percentage Change Nov 2005 – Nov 2006

1.2%	17.4%	-7.4%	0.0%	16.7%	23.1%	12.5%	-12.5%	1.6%	0.8%	14.5%	0.0%	-2.4%
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Age of JSA Claimants

	Under 25 yrs	25-50 yrs	50+ yrs
Number	150	290	65
% of Total	29.7	57.4	12.9

4.1.8. Estimate of those not working and not claiming any benefits.

The estimate of those not claiming benefit but not working² who are of economic working age are :

Male 1,727 Female 1,224.

4.1.9. Information Advice and Guidance (IAG)– client records analysis

Below are tables showing the characteristics of those attending IAG sessions through the NextStep network. The tables show the qualification level of clients at the start of the IAG programme.

Unemployed Males

	01 Level 1	02 Level 2	03 Level 3	04 Level 4	05 Level 5	07 Other qualifications below Level 1	09 Entry Level	99 No Qualifications	Total
<i>Asian</i>	4	0	0	0	0	0	0	0	4
<i>Black</i>	5	0	0	0	0	0	0	2	7
<i>Mixed</i>	0	0	0	0	0	0	0	0	0
<i>White</i>	18	5	1	0	0	5	3	7	39
<i>Total</i>	27	5	1	0	0	5	3	9	50
<i>20-24</i>	7	2	1	0	0	0	1	0	11
<i>25-49</i>	18	1	0	0	0	3	2	6	30
<i>50 - 74</i>	2	2	0	0	0	2	0	3	9
<i>Total</i>	27	5	1	0	0	5	3	9	50

² Including those retired before retirement age, those not eligible for benefits.

Unemployed Females

	01 Level 1	02 Level 2	03 Level 3	04 Level 4	05 Level 5	07 Other qualifications below Level 1	09 Entry Level	99 No Qualifications	Total
<i>Asian</i>	2	0	0	1	0	0	0	0	3
<i>Black</i>	3	1	1	0	0	2	0	1	8
<i>Mixed</i>	0	0	0	0	0	0	0	0	0
<i>White</i>	2	9	3	0	2	1	10	0	27
<i>Total</i>	7	10	4	1	2	3	10	1	38
<i>Age</i>									
<i>20-24</i>	1	0	1	0	0	0	0	0	2
<i>25-49</i>	3	2	3	0	0	2	7	1	18
<i>50 - 74</i>	3	8	0	1	2	1	3	0	18
<i>Total</i>	7	10	4	1	2	3	10	1	38

Source – NextStep Client Records

Your Neighbourhood Matters Survey

Your Neighbourhood Matters is a programme which has been set up using Safer Stronger Communities Funding called the Neighbourhood Element.

The primary outcome is: "to improve the quality of life for people in the most disadvantaged neighbourhoods and ensure service providers are more responsive to neighbourhood needs and improve their delivery."

As part of this programme a boosted sample was derived from the Coventry Household Survey for key priority neighbourhoods in order to obtain valid local statistics on key issues. The survey was undertaken by BMG Research on behalf of the Coventry Partnership. Relevant results are set out below and in other sections of this plan. Tables and charts are reproduced from the BMG Research Report

The results clearly represent only part of each ward but give an indication of the characteristics of those living in identified priority areas.

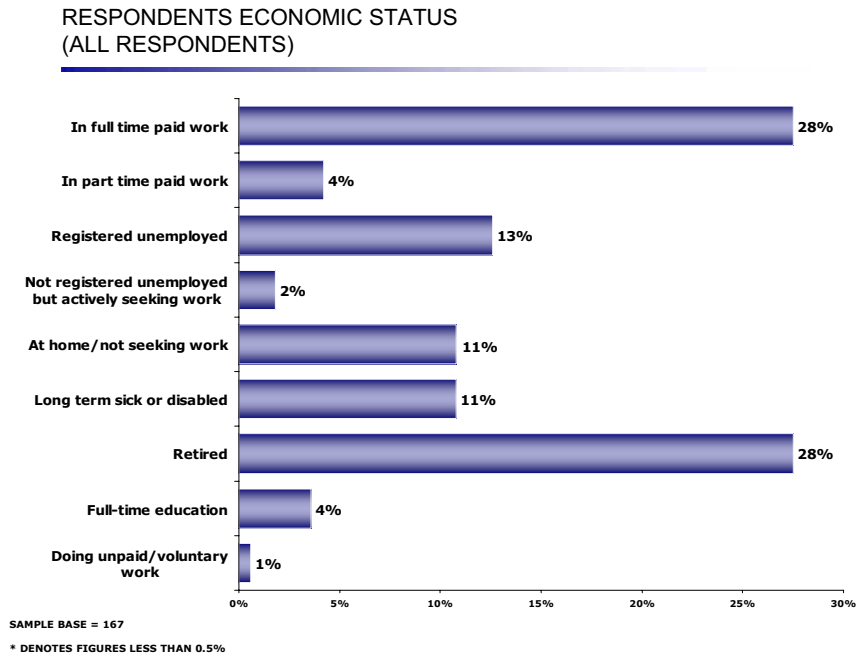
4.1.10. Employment in East Bell Green³

This is a subset of the Longford Ward but concentrates on the most deprived part of that ward.

Just a third of all respondents in East Bell Green are in some form of employment or self-employment (32%), leaving two-thirds who are not in work, either because they are retired (28%), registered unemployed (13%), at home/not seeking work (11%),

³ Information from the Your Neighbourhood Matters Boosted Sample – East Bell Green Research and report produced by BMG Research for Coventry Partnership

long term sick or disabled (11%) or in full-time education (4%). A further 2% of all respondents are not registered unemployed but are actively seeking work.



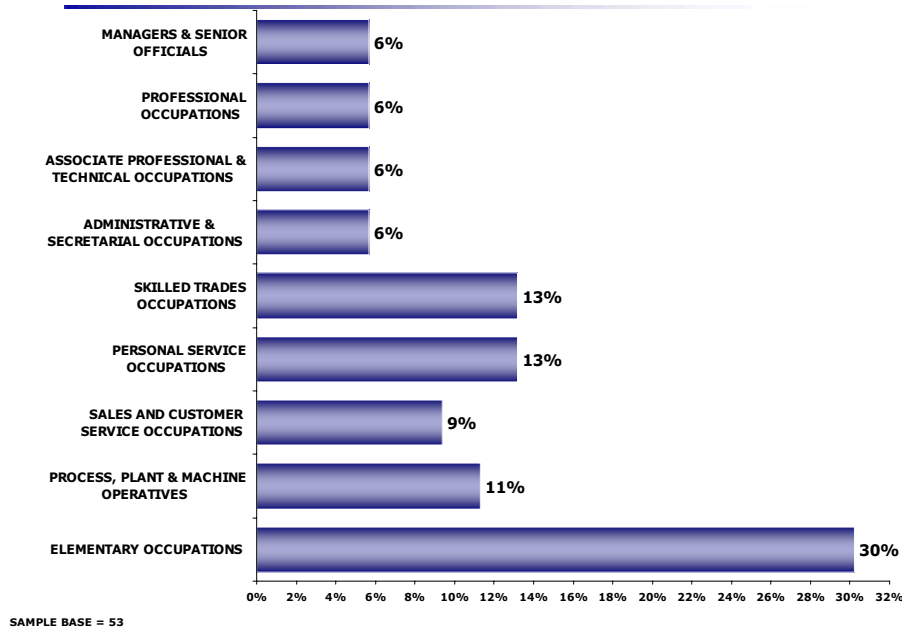
Fewer respondents in East Bell Green are in employment than the sample average across the YNM areas in which the survey was undertaken (37%).

4.1.11. Occupations of those Employed in East Bell Green

When asked about the occupation in which they are employed, 17% of the 32% of respondents in employment/self-employment, work in higher order (managerial and professional) occupations. This compares with a UK average of 41%⁴. More than two-fifths of respondents in work, have jobs or work in lower order occupations (42%) which include process and plant, machine operatives and elementary staff.

⁴ Labour Force Survey figure

MAIN STANDARD OCCUPATIONAL CLASSIFICATION (SOC 2000) OF RESPONDENT'S MAIN JOB (RESPONDENTS IN WORK)



4.1.12. Respondents not in work in East Bell Green

One in six respondents not in work (16%) say they have never had a paid job. The proportion declines as age increases (from 44% of 16-24 year olds to just 2% of 55+ year olds).

Female respondents are far more likely to have been out of work for at least 5 years (64%, compared with 36% of male respondents).

6% of those actively seeking work (including those registered and those not registered as unemployed) are, what would be described as, short term unemployed on this occasion (i.e. last had a paid job less than six months ago). Around one in five job-seekers (21%) last had a paid job five or more years ago.

4.1.13. Obstacles to finding work – East Bell Green Residents

Given the diverse nature of respondent's not in work, (i.e. active job-seekers, carers, disabled people) the perceived obstacles to finding work are varied. The extent to which some obstacles are mentioned reflects the representation of certain groups in the sample, so the most frequently mentioned obstacle to finding work is that of disability (19%) and this reflects the fact that the proportion of respondents in East Bell Green that consider themselves disabled or with a long term health condition or illness is high compared with the sample average across the YNM areas. Having child-care responsibilities' (11%), is next most frequently cited.

The following table presents the prompted responses to this question, showing the differences by gender and by nature of unemployment.

PERCEIVED OBSTACLES TO FINDING WORK – UNPROMPTED, BY GENDER AND NATURE OF UNEMPLOYMENT

	All respondents not in work	Gender		Nature of unemployment	
		Male	Female	Not in work, seeking work	Not in work, not seeking work
		%	%	%	%
Disability	19	15	21	0	24
Child-caring responsibilities (looking after children)	11	0	18	17	9
Illness or infirmity	8	6	9	0	10
Lack of available jobs	5	6	5	21	1
I do not have the required skills and experience	5	11	2	4	6
I do not have the required qualifications	4	6	2	8	2
Employers think I am too old or too young for the jobs I want to do	3	4	2	0	3
Other caring responsibilities (looking after adults)	3	0	5	0	3
A lack of access to advice and guidance	2	2	2	8	0
My ethnic origin	2	4	0	8	0
I am better off on benefits	1	2	0	4	0
I cannot find suitable child-care	1	0	2	0	1
Unable to move to find a (new) job	1	0	2	4	0
Problems with transport/lack of transport	1	2	0	4	0
Other	3	0	5	0	3
No reason	42	47	38	46	40
Don't know	6	9	5	4	7
Sample bases	113	47	66	24	89

Nearly half of all respondents that are not in work (48%) are unable to identify any on the list as a potential obstacle to finding work (including those that 'don't know').

4.1.14. Income earners – East Bell Green

Fewer than half of all respondents in East Bell Green report someone in their household earning an income (46%). Thus as many as 54% of respondents live in a household where no-one is earning an income as such.

It is not just as a result of unemployment, retirement is a major factor in reducing the number of households without an income. The proportion of respondents under the

age of 55 that live in a household with no income earner is lower than average (43%), while having no income is a characteristic shared by 71% of households represented by respondents aged 55+.

A quarter of all respondents (25%) report one income within their household, while the remainder (21%) have more than one income coming into the household. The majority of these are dual income households (16%), but a very small minority report three or more.

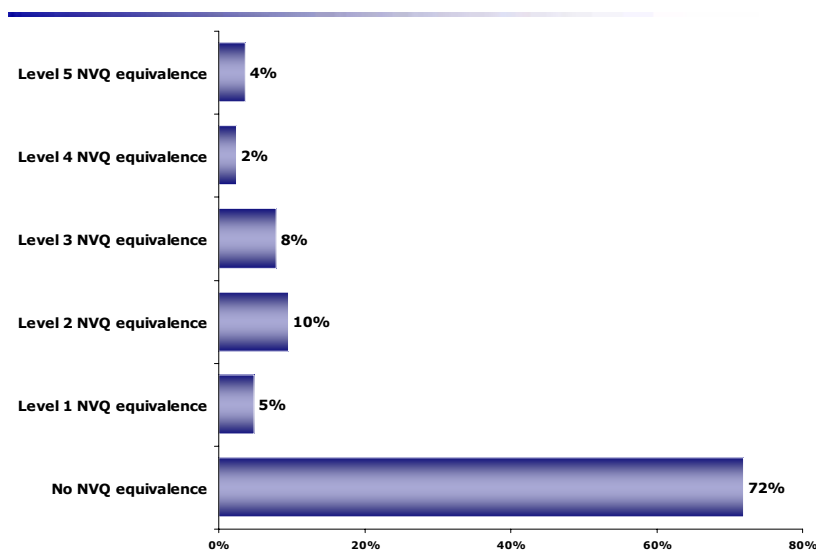
4.1.15. Qualification Level – Residents in East Bell Green

Just over one in four respondents (28%) in East Bell Green has a vocational qualification.

One in seven respondents in the area, has a qualification equivalent to NVQ level 3 or above (14%).

The following figure shows the NVQ equivalence level for all respondents.

RESPONDENTS' QUALIFICATIONS LEVELS (ALL RESPONDENTS)



SAMPLE BASE = 167

4.1.16. Training and learning – East Bell Green

Just over two-fifths of respondents had undertaken any taught learning activities since leaving school (43%). This suggests that the majority (57%) have not.

Job-related, taught courses are cited by just over one in four respondents as a learning activity that has been undertaken (29%). This proportion is considerably higher amongst respondents in work (40%).

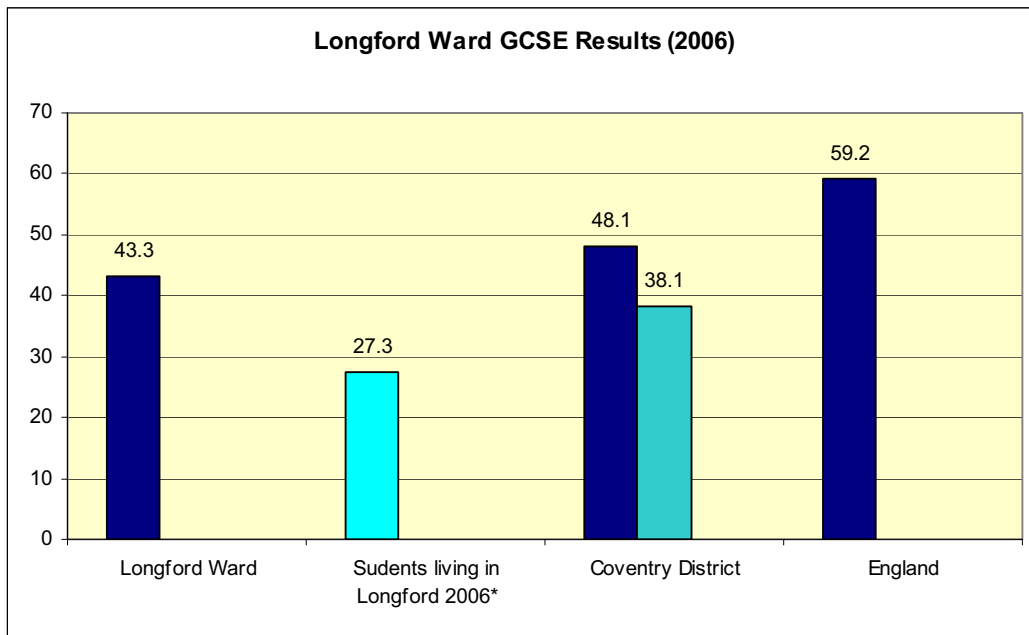
Qualifications-based courses are next most frequently mentioned (11% of all respondents). The proportion of respondents that have undertaken any such courses declines as age increases (from 29% of 16-24 year olds to 13% of 25-54 year olds to 3% of 55+ year olds). The taught learning activities undertaken by respondents are summarised in the table below and comparisons are made between respondents of differing economic status and age.

The barriers to participating in training and learning, as perceived by respondents in East Bell Green, are varied but are most likely to involve age (13% consider themselves too old) and illness/disability (12%). Caring responsibilities (5%, rising to 10% amongst women), whilst simply not having the time is a barrier for one in twenty (also 5%). Nearly two-thirds of all respondents (66%) do not perceive there to be any barriers. Non-learners are nearly as likely to say nothing is preventing them from doing so as learners (64%, compared with 69%).

4.1.17. GCSE Statistics by ward

The figure below shows the latest GCSE achievement levels for students in Longford Ward.

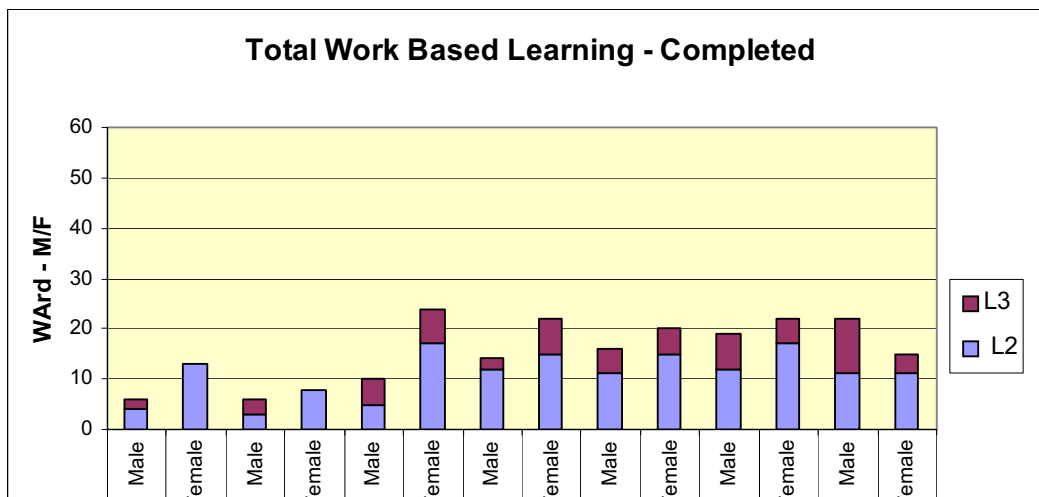
Source DFES and Coventry City Council



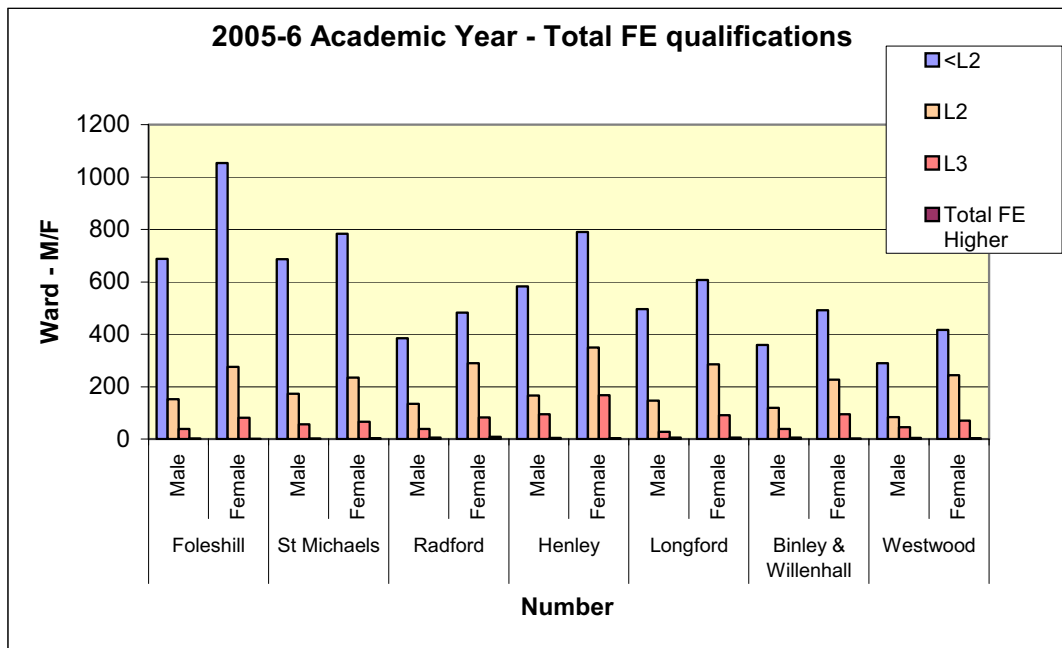
These figures show the differences between DFES figures composed on the basis of students from Longford schools (darker blue) and the figures compiled by Coventry City Council that are based on the address of each student and the ward they live in. (in lighter blue). The latter figures are also based on the new benchmark figure for Key Stage 4 that includes Maths and English GCSE as part of the 5 A*-C.

4.1.18. LSC - skills, qualifications and participation

The charts below illustrate the numbers of individuals achieving qualifications at Level 2 and 3 through Work-based Learning programmes (WBL) and through Further Education (FE).



Source LSC



Other issues by ward

4.1.19. Disability of residents in East Bell Green

Just over one in five respondents (21%) consider themselves to be a 'disabled person'. That is to say they feel they are a person who is excluded from day to day mainstream activities because actions (such as physical access improvements, access to public transport, better job opportunities, better educational opportunities, action to address issues of isolation and prejudice etc) have not been taken which would overcome the effects of any impairment or health condition they might have.

Typically, this proportion increases with age, from none of the under 25s to 11% of 25-54 year olds up to 38% of respondents aged 55 or over.

In terms of how 'excluded' disabled respondents feel, one in five (20%) consider themselves excluded 'a great deal' or 'totally'. The latter by just 3% of those that consider themselves disabled. Both groups account for 4% of all respondents and, this time, the proportion does not increase significantly with age (6% of all 55+ year olds).

The majority of disabled respondents (49%) feel excluded only a certain amount, with the remainder (31%, or 7% of all respondents) saying that it is 'not much'. More than one in five respondents in East Bell Green say they have an impairment (i.e. in respect of mobility, visual or to do with learning) (22%). This is high compared with respondents across all the six YNM areas in which the survey was undertaken (14%). This proportion increases with age, from none of the under 25s to 12% of 25-54 year olds up to 40% of those aged 55 or over.

In the majority of cases, the impairment concerns mobility (75%). Hearing impairment is suffered by one in seven respondents (14%), whilst approximately one in ten respondents (11%) has a visual impairment. None of the respondents in East Bell Green cite a learning impairment.

One in three respondents (31%) has a long term illness or health problem (i.e. not necessarily involving an impairment and it may or may not restrict daily activities). Again, this proportion is high compared with the sample average across the YNM areas (20%).

This proportion increases with age, from none of the under 25s to 17% of 25-54 year olds to 56% of 55+ year olds. The proportion is higher amongst females than males (40%, compared with 19% of males).

Overall, most of those that consider themselves disabled (86%) have an impairment as such, and almost all (91%) have a long term illness or health condition.

4.1.20. Household income

Average Household Income (2005) and 2006(CACI)

	2005	2006
Longford Ward	£23,199	£27,579
Bell Green	£20,877	£25,595
Coventry priority n'hoods	£22,028	£25,425
Coventry	£27,692	£30,225

2006 Ward Average Income as a % of City Average 91.2%

4.1.21. Housing

Council Tax Band of Housing in Longford Ward compared to City of Coventry and England

Dwelling Stock by Council Tax Band, 2004			
	Longford Ward	Coventry	England
Council Tax Band All	8180	128344	
Dwellings in Council Tax Band A	5018	53793	
	61.3%	41.9%	25.6%
Dwellings in Council Tax Band B	2204	38244	
	26.9%	30.0%	19.2%
Dwellings in Council Tax Band C	724	20715	
	8.9%	16.1%	21.5%
Dwellings in Council Tax Band D	167	8097	
	2.0%	6.3%	15.1%
Dwellings in Council Tax Band E	64	4024	
	0.8%	3.1%	9.4%
Dwellings in Council Tax Band F	2	2085	
	0.0%	1.6%	5.0%
Dwellings in Council Tax Band G	1	1215	
	0.0%	1.0%	3.6%
Dwellings in Council Tax Band H	0	163	
	0.0%	0.1%	0.6%

Source: Office for National Statistics (© Crown copyright)March 2004

	Households: Owner occupied:				Rented from:			
	All households	Owns outright	Owns with a mortgage or loan	Shared ownership	Council (now RSL)	RSL	Private landlord	Other
Longford	7453	2081	2776	70	803	807	628	288
		27.9%	37.2%	0.9%	10.8%	10.8%	8.4%	3.9%
Coventry	122353	37153	46687	821	10144	12173	10644	4731
		30.4%	38.2%	0.7%	8.3%	9.9%	8.7%	3.9%

Source – Census

Annex 1: Summary of priorities

Overall Coventry City Strategy Wards

- **Work experience, with basic and vocational skills**
- **Skills supported :**
 - Skills for Life L1 and 2.
 - Addressing skills gaps.
 - Lower level and access training for those in lower paid jobs
- **Working with employers to increase access to jobs.**
- **Job scoping with employers to increase access to jobs with SMEs**
- **Outreach to engage**
- **Promote learning in communities with low participation levels**
- **Support to reduce drop out.**
- **In work skills progression**
- **Post employment in work skills progression**
- **Jobs brokerage and post employment support**
- **In depth skills and employment assessments**
- **Lone parent engagement**

- **Main gap is engagement across nearly all geographic areas – there is a mobile bus for the whole City.**
- **Information, advice and guidance is inconsistent across the city.**
- **There is no activity to support hard to reach workless.**
- **There are lower male achievement levels across all wards**

<p>Binley and Willenhall</p> <ul style="list-style-type: none"> ▪ Priority for benefit dependency on Incapacity benefit ▪ Priority for over 50's ▪ Priority access to transport links ▪ Priority for improving Skills for Life ▪ Claims for all benefits in the 16- 24 year old age groups 	<ul style="list-style-type: none"> ▪ High numbers of lone parents. ▪ Low numbers of IAG sessions for unemployed males and females ▪ High numbers on incapacity benefit, especially 16-24 year females on incapacity benefit ▪ Low number so males in work based learning ▪ 8.1% of Coventry NEETS in Binley and Willenhall
<p>Foleshill</p> <ul style="list-style-type: none"> ▪ Priority for Lone parents and carers ▪ Priority for benefit dependency is Incapacity benefit and long term Job Seekers Allowance ▪ Priority for residents with low qualifications ▪ Priority for BME and economic migrants 	<ul style="list-style-type: none"> ▪ High numbers/ proportion on incapacity benefit ▪ Low numbers of males in work based learning ▪ High proportion of workless – 9.4% m, 11.9% f ▪ High numbers of not on benefit but not working ▪ High transient population ▪ High numbers of refugees, asylum seekers and economic migrants ▪ Low GCSE achievement levels ▪ 8.5% Coventry NEETS in Foleshill

<p>Henley</p> <ul style="list-style-type: none"> ▪ Priority for Lone parents and carers ▪ Priority for benefit dependency on IB ▪ Priority for residents with no level 2 qualification ▪ Engagement with people with health problems and disabilities 	<ul style="list-style-type: none"> ▪ Low number of male IAG ▪ Low numbers of males in work based learning ▪ Low GCSE achievement rates ▪ 10.7% of Coventry NEETS in Henley
<p>Longford</p> <ul style="list-style-type: none"> ▪ Priority for improving Skills for Life ▪ Priority for females on benefit ▪ Priority for over 50's 	<ul style="list-style-type: none"> ▪ Low numbers of IAG sessions for unemployed females and males ▪ Low numbers of males in work based learning
<p>Radford</p> <ul style="list-style-type: none"> ▪ Priority for residents with no level 2 qualification ▪ Priority for benefit dependency on IB and males claiming benefit 	<ul style="list-style-type: none"> ▪ Low numbers of IAG sessions for males. ▪ High proportion of routine and semi routine occupations

St Michaels

- **Priority for Lone parents and carers**
- **Priority for benefit dependency is Incapacity benefit and long term Job Seekers Allowance**
- **Priority for residents with low qualifications**
- **Priority for BME and economic migrants**

- High numbers on benefit
- Move from IB to JSA – help to get into work needed
- Low numbers of males in work based learning
- High numbers on benefit but not working. 13.3% m, 10.4% f
- Barriers to accessing jobs that are in close proximity
- Low GCSE achievement levels
- High transient population levels
- High number s of refugees, asylum seekers and economic migrants.
- High student population and high private rented housing.