This is the agenda pack for a meeting of the Economic Inactivity Scrutiny Inquiry Panel taking place on 24 June 2015. The main item being discussed is the impact of the Panel’s report. Background reports, including the original inquiry report and the cabinet response, are included.

Date: 24 June 2015
Time: 4.00pm
Venue: Committee Room 2, CIVIC CENTRE

Members of the Panel:
Councillor Chris Holley (Convener)                Councillor Cheryl Philpott
Councillor Jeff Jones (Deputy Convener)          Councillor Fiona Gordon
Councillor David Cole                            Councillor Mandy Evans
Councillor Hazel Morris

Copy of Agendas for information to:
Christine Richards, Cabinet Member for Services for Children and Young People,
Jennifer Raynor, Cabinet Member for Education, Steve Marshall – Business
Development Manager, Phil Holmes – Head of Regeneration and Planning, Sarah
Crawley, Head of Poverty and Prevention.

AGENDA

1. Economic Inactivity Impact Report – Follow up on progress
   In attendance to discuss progress will be:
   Cllr Robert Francis-Davies (Cabinet Member Enterprise, Development and
   Regeneration), Steve Marshall (Business Development Manager)
   
   Attached are:
   1. Impact Report from Cabinet Member
   2. Cabinet Response to the Inquiry Report
   3. Original Scrutiny Inquiry Report

2. The Panel will discuss the report and agree conclusions and any
   further recommendations. Feedback to the Cabinet Member will be
   via a letter.

***Please note members should declare personal and prejudicial interests and party whipping in the usual manner

Contact: Dave Mckenna, Scrutiny Manager, 01792 636090, Dave.mckenna@swansea.gov.uk
IMPACT REPORT:

<table>
<thead>
<tr>
<th>Purpose</th>
<th>To help the Scrutiny Inquiry Panel to assess the impact of their report into: How The Council and Its Partners Reduce Economic Inactivity in Swansea.</th>
</tr>
</thead>
</table>
| Content | This report deals with three questions related to the impact of the inquiry:  
1. What has changed since the report was presented to Cabinet?  
2. Have the agreed recommendations been implemented?  
3. What has been the impact of the scrutiny inquiry? |
| The Scrutiny Inquiry Panel are being asked to | • Consider the contents of the report  
• Reach conclusions about the impact of the inquiry |
| Lead Councillor(s) | Robert Francis-Davies, Cabinet Member for Enterprise, Development and Regeneration |
| Lead Officer(s) | Phillip Holmes Head of Economic Regeneration and Planning. |
| Report Author | Steve Marshall, Business and Economic Development Manager |
| Legal officer | Patrick Arran |
| Finance officer | Sarah Willis |

1. Introduction

1.1 The Economic Inactivity Scrutiny Inquiry Panel undertook an in-depth inquiry and gathered evidence between March and July 2013. This final report is attached at Appendix A. The Cabinet Member response and action plan are attached at Appendix B.

1.2 The reporting timeline of the inquiry is as follows:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commenced</td>
<td>27/03/2013</td>
</tr>
<tr>
<td>Agreed by the Scrutiny Programme Committee</td>
<td></td>
</tr>
<tr>
<td>Presented to Cabinet</td>
<td>12/03/2013</td>
</tr>
</tbody>
</table>
1.3 The purpose of this report is to assist the panel as it seeks to answer the following three questions, each of which will be dealt with in detail below:

- What has changed since the report was presented to Cabinet?
- Have the agreed recommendations been implemented?
- What has been the impact of the scrutiny inquiry?

1.4 The inquiry report made the following recommendations:

1. Take steps to extend apprenticeships beyond the traditional to include office based and to encourage local employers.

2. Raises the following with the Department of Work and Pensions around employment services:

(a) Accessibility of employment opportunities for disabled people;
(b) Support and availability of services for the generational and long-term unemployed group;
(c) Issues raised by participants highlighted in this report

3. Investigates the possibility of incentives and increased support being offered to businesses in relation to recruitment and employment issues

4. Enters into discussions with the Department of Work and Pensions to develop a ‘Single point of Entry’, in relation to employment opportunities, so that all groups have equal access to available jobs/ training and apprenticeships.

5. Works with schools to develop initiatives with young people who are considered to be at risk of becoming NEETs from an earlier age.

6. Works to raise aspirations of young people in schools by encouraging the promotion of further and higher education at an earlier stage (e.g. in Primary School).

7. Investigates the possibility of holding regular entrepreneurship events to encourage young people.

2. Changes since the report was presented to Cabinet?

2.1 Since the inquiry concluded there have been changes to the wider environment particularly in relation to the funding of regional and national schemes designed to tackle economic inactivity:

A new 7 year funding cycle of European funding for the period 2014-2020 is now beginning. In particular, preparations for the next round of European Structural Funds are now underway. Over the period, EU Funds will allocate £1.6bn to West Wales and the Valleys.
Programmes in Wales will focus on investment in Research and Innovation, Small and Medium Enterprise Competitiveness, Renewable Energy and Efficiency, Connectivity and Urban Development, Tackling Poverty through Sustainable Employment, Skills and Youth Employment and Attainment.

With the ending of the former programme (Convergence) there was not the continuity with some projects such as Workways, transitioning between structural funds as had been hoped. This inevitably led to the ending of Workways, the emergence of other Welsh Government defined “Backbone projects” and the need to consequently redesign what had been successful projects so that they fit the new set of WEFO priorities. Some momentum has been lost therefore in developing locally led initiatives and mobilization periods will be necessary once projects have been finally approved.

2.2 Backbone Projects that are designed to reduce economic inactivity and tackle poverty through sustainable development and support Youth Employment and Attainment have been approved and include the following:

- Jobs Growth Wales
  The operation is aimed at unemployed young people aged 16-24, giving them valuable work experience for a 6 month period paid at or above National Minimum Wage between 25 and 40 hours per week

- Communities 4 Work
  This operation will provide opportunities to deliver creative and innovative models of intensive mentoring and employment support in Communities First Areas, engaging long term unemployed and economically inactive “hard to reach” groups, supporting them into work.

- ReACT III
  This project will address the needs of people who have been made redundant, or are under notice of redundancy, through a series of measures designed to remove barriers to obtaining new employment.

- Active Inclusion Fund
  This operation will reduce the number of economically inactive and long term unemployed people across West Wales and the Valleys.

2.4 The same aims are being applied to projects that are under development and in the business Planning stages:

- Workways +
  The project will deliver a co-ordinated engagement and assessment provision, outside of Community First areas using established links with existing and proposed provision and innovative outreach work reflecting the needs of each Local Authority area.

- Parents, Childcare and Employment (PaCE)
  The Operation will help economically inactive parents aged 25 plus into sustainable work, where childcare is their main barrier.
• **Skills for Employment Wales**
  This is the Welsh Government adult employability programme which aims to support individuals’ progress from non-employment into employment.

• **Apprenticeships**
  Provide an increased number of opportunities for those of working age to acquire skills at least at intermediate level across the range of vocational sector. The priority will be those undertaking learning at level 4 and above.

• **Achieve Wales**
  This will concentrate on groups that sit outside mainstream provision. The operation will take a focussed approach to support young people who are NEET and sit within specific target groups: Lone Parents, Work Limiting Health Conditions, ex-offenders and BME. They will receive support and up to 26 weeks paid opportunity.

• **Traineeships**
  Those that have left compulsory education, who are undecided on a post 16 learning opportunity and/or do not have the skills and aptitudes to secure employment.

2.5 The emergence of “Backbone” projects has dictated to a great extent the scope and depth of support that will become available to combat economic inactivity. There does seem to be scope for more localised projects such as Workways + to tackle specific activity but only in certain geographical areas (i.e. outside of C1st areas), effectively limiting their impact and our own ability to innovate.

3. **Have the agreed recommendations been implemented?**

3.1 In responding to the inquiry an action plan was drawn up showing what steps would be taken to implement all of the scrutiny recommendations agreed by Cabinet (Appendix B).

3.2 The table at Appendix C shows progress against each recommendation and specifically:

- the Cabinet decision in respect of each recommendation
- the action taken / proposed to implement the recommendations
- the responsible officer(s)
- timescales involved

3.3 Most of the recommendations have been completed, others have been and/or are being addressed within other strategies and workstreams. Recommendation 1 continues to be a work in progress given the emerging economic landscape with UK Government austerity measures impacting upon the Council’s ability to create jobs, apprenticeships etc. Other ways of achieving the same result are being sought.
3.4 Welsh Government and its subsidiaries (e.g. DFES) dominate the agenda for combating economic inactivity. The delays experienced in acceptance of the European Structural Fund programmes and especially the European Social Fund has also meant that projects are not yet at the stage of delivery that would have been expected and we along with all other stakeholders are obliged to wait for an opportunity to engage. This is a fluid situation.

4. **What has been the impact of the scrutiny inquiry?**

4.1 The Scrutiny Inquiry has helped raise the profile of the many issues relating to tackling economic inactivity and provided a basis for further exploring how the Council and its partners can work together to identify the specific aims, barriers and possible solution to each segment.

4.2 This has been achieved in part by producing a “Driver Diagram” for reducing ‘worklessness’ in Swansea. A Driver Diagram is a tool that helps translate a high level improvement goal into a logical set of underpinning goals (‘drivers’) and projects. Driver Diagrams are usually prepared by a group of subject matter experts involved in the topic area.

4.3 The Worklessness Driver Diagram (see Appendix D) was prepared by the Economic Equity Delivery Team (a sub group of the Swansea Economic Regeneration Partnership) as part of the Local Service Board’s 2014 Needs Assessment. It sets out the high level factors that impact on worklessness and corresponding actions.

4.4 The Economic Equity Delivery Team (EEDT) is now using the driver diagram as the basis for developing a “Worklessness Action Plan” to guide its future work (see Appendix E). The first stage has been to map out the existing and planned activities that deliver against the drivers/ actions. This has built on the recommendations of the Scrutiny Inquiry and factored in more recent activity such as developments within the City Centre and Tidal lagoon. The next stage is for the EEDT to identify where it can add value and/or fill gaps in activities.

4.5 The Scrutiny Panel’s recommendation for a single point of entry to pool together information for job seekers has been echoed by other stakeholder groups and the Panel’s subsequent support for the “Inform Swansea” initiative has encouraged the establishment of the website and it is now operational.

4.6 The Youth Engagement Priority Framework Implementation Plan sets out actions that are taking place and will continue in to 2016:

- Co-ordinate a practitioner led approach to identifying those at risk of becoming NEET via VAP and a multi-agency caseload approach for both KS3 and KS4 (Schools, Careers Wales, YP Service)
- Identify other organisations / professionals that can feed into the brokerage conversations
• Identify gaps in support provision and monitor the effectiveness of interventions

4.7 DfES is working with Careers Wales to develop an ESF project bid aimed at reducing the number of those at risk of becoming NEET, amongst 11-16 year olds. The project, entitled 'Activate your Potential', will provide employer-linked activities and opportunities, supplemented with enhanced careers information; advice and guidance to individuals aged 11-16. These individuals will typically demonstrate patterns of attendance, levels of attainment, general conduct and deficiencies in their broader employability skills that place them at risk of disengaging from education, employment and/or training.

4.8 The project will include:

• Phase One – 11-13 year olds: Awareness
  For many young people, a failure to understand the relevance of their school education to future work and prosperity is a barrier to successful engagement and progression. This phase will, therefore, focus on raising individuals' awareness and knowledge of the sectors, employers and potential careers within the labour market. It will stimulate their interest in work and highlight the relevance of education to their future and allow individuals to access role models and mentors.

• Phase Two – 14-16 year olds: Application
  This phase will focus on providing opportunities to gain hands on experience of the workplace and to practice and refine their ‘work ready’ skills. Activities will demonstrate how schoolwork relates to occupational choices and therefore to lifestyle and income. Individuals will increase their awareness of the labour market, the skills required for different types of jobs and the types of jobs available locally and beyond. Individuals will also be offered a work experience placement that is tailored to their particular needs.

4.9 Since Recommendation 7 was made, the Council along with Gower College was successful in Swansea receiving the prestigious “Enterprising Britain” award for its work in encouraging entrepreneurship throughout young people’s educational journey from primary to college years. The “Young Business Dragons” competition continues to showcase young talent and a consortium has been formed involving two major banks, the universities, Gower College and the Council to create a “Swansea Seed Capital Fund” that will provide small amounts of funding but large levels of mentoring support to young people wishing to create their own businesses.

6. Legal Implications

6.1 There are no specific legal implications arising from this report

7. Financial Implications

7.1 There are no financial implications associated with this report.
Background Papers:
None

Contact Officer: Steve Marshall
<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Action Taken / Proposed</th>
<th>Timescale</th>
<th>Responsible Officer</th>
</tr>
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</table>
| 1. Takes steps to extend apprenticeship schemes beyond the traditional, to include office based and to encourage local employers. | This is already a CCS policy commitment and work has begun in conjunction with the Council’s Poverty Forum.  
1. Engage with Service areas/Departments, formalise and present proposals for additional apprenticeships and work experience  
2. Engage with and present to LSB members on them joining the effort  
3. Launch a Swansea wide scheme | April – December 2014 | Steve Marshall |
<p>| 2. Raises the following with the Department of Work and Pensions around employment services: a. Accessibility of employment opportunities for disabled people; b. Support and availability of services for the generational and long-term unemployed group; c. Issues raised by participants | Recommendation is agreed and the framework for raising those issues exists and the Council can use them to continue on-going engagement and discussions with DWP through the various working groups already identified and established. | | |</p>
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<td>3</td>
<td>Investigates the possibility of incentives and increased support being offered to businesses in relation to recruitment and employment issues</td>
<td>Recommendation is agreed and it has also been established that a significant number of incentives currently exist for employers. The new programmes of European structural funds will also have this as a priority and regional projects under the new programmes will have the creation of employment as a key theme.</td>
</tr>
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</table>
| 4 | Enters into discussions with the Department of Work and Pensions to develop a ‘Single point of Entry’, in relation to employment opportunities, so that all groups have equal access to available jobs/ training and apprenticeships. | As part of the Council’s Poverty Forum we have developed the e-portal platform ‘Inform Swansea as a front of house’ client interface for promoting opportunities and will:
1. Engage with Job Centre Plus via the Economic Equity Delivery Team (SERP) and the work of the Regional Learning Partnership (RLP) on joint use,
2. Determine what DWP initiatives are also being developed in this context |
| 5 | Works with schools to develop initiatives with young people who are considered to be at risk of becoming NEETs from an earlier age. | Recommendation is agreed and discussions are already taking place via the Local Service Board and Children and Young People’s Board that includes representatives from our schools |
| 6 | Works to raise aspirations of young people in schools by encouraging the promotion of further and higher education at an earlier stage (e.g. in Primary School) | Recommendation is agreed although this is not the sole responsibility of the Council. Raise the matter at a future meeting of the Swansea Learning Partnership |

Steve Marshall

Cabinet member for Opportunities for Children and Young People

Cabinet member for Opportunities for Children and Young People
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<tr>
<td>7.</td>
<td>Investigates the possibility of holding regular entrepreneurship events to encourage young people.</td>
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<tr>
<td></td>
<td>Recommendation is agreed and work is already taking place and co-ordinated by the Building Enterprise Education in Swansea (BEES) Group. The Council has recently funded two Enterprise Support Officers to increase interest and take up of enterprise education activity in schools and among young people</td>
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### Scrutiny Inquiry of Economic Inactivity – Cabinet Action Plan

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Action already being undertaken</th>
<th>New Action Proposed</th>
<th>Timescale</th>
<th>Responsible Officer</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td>Take steps to extend apprenticeships beyond the traditional to include office based and to encourage local employers.</td>
<td>Beyond Bricks &amp; Mortar Policy works with employers to create apprenticeships and traineeships when social benefit clauses are included in contracts. BB&amp;M being extended into other activities</td>
<td>The City Centre Regeneration Programme, and other development projects (e.g. Tidal Lagoon) will provide further opportunities to deliver this action.</td>
<td>2015-2020</td>
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**COMPLETED – NO Progress:** The Council’s Corporate Building and Property services department has been running a highly successful and well recognised apprentice programme for over 8 years. The Sustainable Swansea programme will result in considerable numbers of job losses in future years as the model for local government services is redesigned. As such, the compatibility and timing for the introduction of a wider apprenticeship scheme within the Council needs careful consideration. Work continues to be developed on other fronts however in increasing opportunities and making them available to the economically inactive.

| 2.              | Raises the following with the Department of Work and Pensions around employment services: (a) Accessibility of employment opportunities for disabled people; (b) Support and availability of services for the generational and long- term unemployed group; (c) Issues raised by participants highlighted in this report | Access to Work scheme can help employers with costs involved in making adjustments for disabled workers The Enterprise Allowance scheme supports disabled people with equipment and support to get their business started | Increase awareness of employment and training opportunities Develop Workways + to complement Communities 4 Work scheme, both being developed under ESF A “Disability Confident” network event supported by the Council takes place at the end of June | 2015-2020 | Economic Regeneration and Planning. Poverty and prevention |

| | | | | | |
**PROGRESS: The City & County of Swansea engages with the Department of Work & Pensions (and other partners) through a number of regional and local fora, such as the Economic Equity Delivery Team and the Regional Learning Partnership. One effective approach employed to date has been to “guarantee” interview placements from candidates for Council positions who come via schemes such as BB&M and C1st, Shaw Trust and this has the benefit of obtaining value from attendees whilst also giving “life skill” experiences and develops a readiness for the application and interview process. The Disability Confident initiative is a Department of Work and Pensions endorsed campaign to encourage employers to hire disabled people, and reduce the percentage of disabled people that are able to work but unemployed. Disability Confident employers are those who have identified and removed barriers in the recruitment of disabled people, have tapped into the support available and successfully hired local disabled job seekers. The intention is to create a Swansea Disability Confident network to pass on relevant information, share best practises and celebrate successes.**

| 3. | Investigates the possibility of incentives and increased support being offered to businesses in relation to recruitment and employment issues | A significant number of incentives already exist for employers via DWP. Jobs Growth Wales will continue to provide work experience for a 6 month period paid at or above National Minimum Wage between 25 and 40 hours per week | Workways + will provide paid work experience opportunities for its participants. 2015-2020 | Economic Regeneration and Planning |

**PROGRESS: Many of the incentives provided to employers originate from DWP and other Government sources and the majority are focussed on providing incentives for employers to give participants who are either unemployed or economically inactive a job opportunity. Workways + will be a regional scheme in which the Council will be a joint sponsor with the Counties of Pembrokeshire, Carmarthenshire and Neath Port Talbot. There is an emphasis however on assisting those people with significant barriers to unemployment. This operation will work with participants aged 25+ to find opportunities that deliver mentoring and employment support outside of Communities First Areas, engaging long term unemployed and economically inactive “hard to reach” groups, by supporting them into work.**
4. Enters into discussions with the Department of Work and Pensions to develop a ‘Single point of Entry’, in relation to employment opportunities, so that all groups have equal access to available jobs/ training and apprenticeships.

Inform Swansea is now operational and is a core funded activity within Economic Regeneration and Planning.

**COMPLETED – YES**

**Progress:** ‘Inform Swansea’ forms part of the Beyond Bricks & Mortar portfolio and as well as promoting Council regeneration activity it liaises with other stakeholders such as members of EEDT and SERP to promote all opportunities. It is unlikely that it will remain the only “single point of entry” however as Welsh Government plans for nation wide projects such as “Skills for Employment Wales” an adult employability programme which aims to support individuals’ progress from non-employment into employment particularly in the training element of their journey back to work. Discussions have taken place and their development team are well aware of Inform Swansea and acknowledge that the products are different in many respects but do/will overlap in others.

5. Works with schools to develop initiatives with young people who are considered to be at risk of becoming NEETs from an earlier age.

Coordination of a practitioner led approach to identifying those at risk of becoming NEET

**COMPLETED – YES**

**Progress:** Youth Engagement and Progression Framework Implementation Plan

6. Works to raise aspirations of young people in schools by encouraging the promotion of further and higher education at an earlier stage (e.g. in Primary School).

An ESF project bid is being developed aimed at reducing the number of those at risk of becoming NEET, amongst 11-16 year olds.

**COMPLETED – YES**

**Progress:** The project, entitled ‘Activate your Potential’, will provide employer-linked activities and opportunities, supplemented with enhanced careers information; advice and guidance to individuals aged 11-16. These individuals will typically demonstrate patterns of attendance, levels of attainment, general conduct and deficiencies in their broader employability skills that place them at risk of disengaging.

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from education, employment and/or training. Phase one targeted at 11-13 year olds will provide awareness in order to understand the relevance of their school education to future work and prosperity. Phase two for 14-16 year olds will concentrate on the workplace experience and the skills required to become work ready and how curriculum choices affect work related opportunities.

<table>
<thead>
<tr>
<th>7.</th>
<th>Investigates the possibility of holding regular entrepreneurship events to encourage young people.</th>
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<tbody>
<tr>
<td></td>
<td>The Young Business Dragons Competition 2015 is about to be launched</td>
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<tr>
<td></td>
<td>The Swansea Seed Capital Fund is also being formed to encourage young people to start their own business</td>
</tr>
<tr>
<td>2015</td>
<td></td>
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</tbody>
</table>

**COMPLETED – YES**

**Progress:** The Council has recently funded two Enterprise Support Officers to increase interest and take up of enterprise education activity in schools and among young people. These have been seconded to Gower College Swansea. This resulted in Swansea winning the Enterprising Britain award for 2014.
Challenge: Reduce Worklessness in Swansea

Indicators:
- Worklessness rate
- Economic Inactivity rate
- Unemployment rate
- Others to be determined...

Increase number of people entering employment & training opportunities
- Work with employers to ring-fence employment opportunities/ offer guaranteed interviews
- Work with employers to ring-fence apprenticeships and traineeships
- Include BB&M social benefit clauses in contracts
- Deliver the Co-operation, Enterprise, Earning & Learning project
- Facilitate Job Clubs, job search activities
- Provide high quality advice & guidance based on current labour market intelligence
- Develop career management skills

Increase availability of apprenticeships, traineeships and training opportunities

Increase levels of entrepreneurship/ self employment
- Provide tailored support through Workways, LIFT Project, DWP funded provision etc
- Increase referrals from organisations engaging with workless individuals

Increase awareness of employment & training opportunities
- Potential ESF Childcare workforce training initiative
- Actions: Increase vaccination levels, reduce smoking prevalence, reduce alcohol consumption and substance misuse, reduce obesity, increase physical activity & healthy eating, increase emotional wellbeing

Increase number of people accessing tailored support/ mentoring to identify and overcome barriers
- Provide flexible basic skills support that meets the needs of employers and individuals
- Work with education and training providers to provide flexible provision that meets the needs of employers and the individual

Increase availability of high quality, affordable childcare
- Subsidised local bus routes
- Free bus passes for working age people with disabilities
- Pilot Wheels 2 Work scheme

Improve access to transport

Improve population health and wellbeing and reduce health inequalities
- Work with employers to create work experience and pre-employment training courses
- Provide volunteering opportunities

Improve soft skills / work readiness

Increase skill levels
- Work with education and training providers to provide flexible provision that meets the needs of employers and the individual

Improve basic skill levels (literacy, numeracy, ICT)

Increase vocational skills

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APPENDIX D

<table>
<thead>
<tr>
<th>Secondary/ Tertiary Driver</th>
<th>Action(s)</th>
<th>Activity</th>
<th>Organisation</th>
<th>Target Client Group</th>
<th>Geographical location</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase Availability of Sustainable Well Paid Jobs</td>
<td>Work with employers to ring fence employment opportunities/ offer guaranteed interviews</td>
<td>The City Centre Regeneration Programme, and other development projects (e.g. Tidal Lagoon) will provide opportunities to deliver this action</td>
<td>CCS Economic Regeneration &amp; Planning</td>
<td>Economically inactive &amp; unemployed</td>
<td>Swansea</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JCP contact new business in the area to offer free recruitment services</td>
<td></td>
<td>JobCentre Plus</td>
<td>Economically inactive &amp; unemployed</td>
<td>National</td>
<td>ongoing</td>
</tr>
<tr>
<td></td>
<td>As part of the vacancy matching service Career Wales offers free recruitment, with a focus on apprenticeships, Jobs Growth Wales and other opportunities</td>
<td></td>
<td>Careers Wales</td>
<td>16 - 24</td>
<td>National</td>
<td>ongoing</td>
</tr>
</tbody>
</table>

<p>| Increase availability of apprenticeships, traineeships and training opportunities | Work with employers to ring-fence apprenticeships and traineeships | The City Centre Regeneration Programme, and other development projects (e.g. Tidal Lagoon) will provide opportunities to deliver this action | CCS Economic Regeneration &amp; Planning (ER&amp;P) | Economically inactive &amp; unemployed | Swansea               |            |
| Include social benefit clauses in contracts | Beyond Bricks &amp; Mortar |                                                                                                                                          | CCS ER&amp;P                                         | Economically Inactive &amp; Unemployed                 | Swansea               | Ongoing    |
| Employment &amp; Skills Initiatives | Coastal Housing |                                                                                                                                          | Employment &amp; Skills Initiatives                  | Economically Inactive &amp; Unemployed                 | Swansea/ Regional     | Ongoing    |
| Employment &amp; Skills Initiatives | Grwp Gwalia |                                                                                                                                          | Employment &amp; Skills Initiatives                  | Economically inactive &amp; unemployed                 | Swansea/ Regional     | Ongoing    |</p>
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<thead>
<tr>
<th>Secondary/ Tertiary Driver</th>
<th>Action(s)</th>
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<th>Geographical location</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Widen range of apprenticeship opportunities</td>
<td>Extend BB&amp;M into non-construction activities</td>
<td>CCS ER&amp;P</td>
<td>Inactive &amp; Unemployed</td>
<td>Swansea</td>
<td>Ongoing</td>
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<tr>
<td></td>
<td><strong>Possible third sector apprenticeship &amp; traineeship marketing project?</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Sourcing traineeship and apprenticeship opportunities</td>
<td>Careers Wales employer engagement staff along with training providers actively look to find new opportunities with employers. Many small employers go to CW for information on how to take on a young person</td>
<td>Careers Wales</td>
<td></td>
<td>National</td>
<td>ongoing</td>
</tr>
<tr>
<td>Increase levels of entrepreneurship / self employment</td>
<td>Deliver the Co-operation, Enterprise, Earning &amp; Learning project</td>
<td></td>
<td>CCS Poverty &amp; Prevention</td>
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<td></td>
<td><strong>New Enterprise Allowance (financial support allowance to support jobseekers in the initial months of self employment) available to all Jobseekers within Jobcentre</strong></td>
<td>New Enterprise Allowance information given to jobseekers considering self employment. Referred to mentor via A4E</td>
<td>JobCentre Plus</td>
<td>Jobseekers</td>
<td>National</td>
<td>ongoing</td>
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<tr>
<td></td>
<td>Self Employment Information Events for general public &amp; job seekers</td>
<td>Self Employment Information Event set up with JCP &amp; relevant partners</td>
<td>JobCentre Plus</td>
<td>Jobseekers/ All</td>
<td>Swansea</td>
<td>Ongoing</td>
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<td></td>
<td>Development of social enterprises</td>
<td>Western Bay Partnership wellbeing social enterprise development support service</td>
<td>Western Bay Partnership</td>
<td></td>
<td>Swansea/ NPT/ Bridgend</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Regional enterprise projects being developed through RLP</td>
<td></td>
<td>Regional Learning Partnership</td>
<td>All</td>
<td>Central &amp; South West Wales</td>
<td>Under development</td>
</tr>
<tr>
<td>Secondary/Tertiary Driver</td>
<td>Action(s)</td>
<td>Activity</td>
<td>Organisation</td>
<td>Target Client Group</td>
<td>Geographical location</td>
<td>Timescales</td>
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<tr>
<td></td>
<td>New business start up support</td>
<td>Business Wales have a regional presence to support new businesses</td>
<td>Welsh Government Business Wales</td>
<td>All</td>
<td>National</td>
<td>2015-2020</td>
</tr>
<tr>
<td>Increase awareness of employment &amp; training opportunities</td>
<td>Facilitate Job Clubs, job search activities</td>
<td>Certain aspects of the next phase of Get Swansea Online project over the next year will include the potential to engage with people who are economically inactive, e.g., through job clubs.</td>
<td>CCS</td>
<td>Economically inactive</td>
<td>Swansea</td>
<td>Currently being planned</td>
</tr>
<tr>
<td></td>
<td>Job club time table attached</td>
<td>JobCentre Plus &amp; various partners (see attached document)</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td></td>
<td>Job Clubs delivered in each of the 5 Communities First Clusters</td>
<td>CCS-Communities First</td>
<td>Jobseekers</td>
<td>East, West, North West, North East and South Clusters</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Provide high quality advice &amp; guidance based on current labour market intelligence</td>
<td>Careers Wales offer professionally trained careers information, advice and guidance via face-to-face, telephone and the web</td>
<td>Careers Wales</td>
<td>16+</td>
<td></td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td>Information visits to employers Group sessions with employers</td>
<td>JobCentre Plus</td>
<td>Jobseekers</td>
<td>Swansea</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Establish new Swansea Operational Group for practitioners (to replace Workways Employer Support Group)</td>
<td>Careers Wales</td>
<td>Previous ESG members and any other relevant operational</td>
<td>Swansea</td>
<td>By June 2015</td>
<td></td>
</tr>
<tr>
<td>Secondary/ Tertiary Driver</td>
<td>Action(s)</td>
<td>Activity</td>
<td>Organisation</td>
<td>Target Client Group</td>
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<td>Timescales</td>
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<tr>
<td></td>
<td>Develop career management skills</td>
<td>Graduate Job clubs</td>
<td>JobCentre Plus</td>
<td>Graduate job seekers</td>
<td>Swansea</td>
<td></td>
</tr>
<tr>
<td>Increase number of people</td>
<td>Increase number of people accessing tailored support/ mentoring to</td>
<td>Provide tailored support through LIFT Project, DWP funded provision etc</td>
<td>Workways +</td>
<td>Economic Inactive &amp; Unemployed 25+ with complex barriers to employment</td>
<td>Non-C1st areas</td>
<td>WEFO Business Plan under development</td>
</tr>
<tr>
<td></td>
<td>accessing tailored support/ mentoring to identify and overcome barriers</td>
<td></td>
<td>CCS ER&amp;P (&amp; Regional partners)</td>
<td>Individuals in workless households</td>
<td>Penderry</td>
<td>To end 2017</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>CCS Poverty &amp; Prevention</td>
<td>Inactive &amp; Unemployed 25+ with complex barriers to employment</td>
<td>C1st areas</td>
<td>Anticipated start Sept 2015</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Dept for Work &amp; Pensions/ Welsh Government/ Communities 1st</td>
<td>Inactive &amp; Unemployed 25+ with complex barriers to employment</td>
<td>WW&amp;V</td>
<td>WEFO Business Plan under preparation</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Welsh Government</td>
<td>25+ with substance misuse or mental health issues</td>
<td>WW&amp;V</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>JobCentre Plus</td>
<td>Unemployed/ Inactive</td>
<td>Swansea</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Individual Skills Gateway programme</td>
<td>Unemployed 25+</td>
<td>national</td>
<td>2015-2020</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Inform Swansea e-portal website</td>
<td>Inactive &amp; Unemployed</td>
<td>Swansea</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Increase referrals from</td>
<td>Increase referrals from organisations engaging with workless individuals</td>
<td></td>
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</tbody>
</table>

Scrubtini Report on Economic Inactivity June 2015 FINAL VERSION
<table>
<thead>
<tr>
<th>Secondary/ Tertiary Driver</th>
<th>Action(s)</th>
<th>Activity</th>
<th>Organisation</th>
<th>Target Client Group</th>
<th>Geographical location</th>
<th>Timescales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase availability of high quality, affordable childcare</td>
<td>Potential ESF Childcare workforce training initiative</td>
<td>Proposed WG Parent, Childcare &amp; Employment (PACE) project will provide workforce development for childcare sector</td>
<td>Welsh Government</td>
<td>Economically inactive parents aged 25+ with childcare as their main barrier</td>
<td>West Wales &amp; Valleys</td>
<td>WEFO Business Plan Under Development</td>
</tr>
<tr>
<td>Improve access to transport</td>
<td>Subsidised local bus routes</td>
<td>WG/ CCS fund unviable routes across Swansea that are socially necessary</td>
<td>CCS Highways &amp; Transportation</td>
<td>All</td>
<td>Swansea</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Free bus passes for working age people with disabilities</td>
<td>WG/ CCS funded bus passes for working age people with disabilities that prevent driving</td>
<td>CCS Highways &amp; Transportation</td>
<td>Working age people with disabilities that prevent driving</td>
<td>Swansea</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Pilot Wheels 2 Work scheme</td>
<td>Wheels to Work Feasibility Study</td>
<td>CCS Highways &amp; Transportation</td>
<td>N/A</td>
<td>Swansea, NPT, Carms</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Wheels 2 Work pilot Scheme</td>
<td>CCS Highways &amp; Transportation</td>
<td>Those who cannot access employment, education or training through lack of transport</td>
<td>Clydach &amp; Craig Cefn Parc</td>
<td>Starting early 2015</td>
<td></td>
</tr>
<tr>
<td>Improve population health and wellbeing and reduce health inequalities</td>
<td>Increase vaccination levels, reduce smoking prevalence, reduce alcohol consumption and substance misuse, reduce obesity, increase physical activity &amp; healthy eating, increase emotional wellbeing</td>
<td>Conditioned Management Programmes delivered to long term sick/unemployed customers</td>
<td>JobCentre Plus</td>
<td>Long term Sick / Unemployed</td>
<td>National</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Healthy Cities Network programme of activities</td>
<td>ABMU Local Health Board</td>
<td>Swansea</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Western Bay Health and Social Care Programme</td>
<td>Western Bay Partnership</td>
<td>Swansea/ NPT/ Bridgend</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
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<tr>
<td></td>
<td></td>
<td>Healthy Communities projects</td>
<td>CCS - Communities First</td>
<td></td>
<td>East, West, North West, North East and South Clusters</td>
<td></td>
</tr>
<tr>
<td>Improve soft skills / work readiness</td>
<td>Work with employers to create work experience and pre-employment training courses</td>
<td>The City Centre Regeneration Programme, and other development projects (e.g. Tidal Lagoon) will provide opportunities to deliver this action</td>
<td>CCS ER&amp;P</td>
<td>Economically inactive &amp; unemployed</td>
<td>Swansea</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>JCP target local &amp; national employers to participate in Work Experience Programme</td>
<td>JobCentre Plus</td>
<td>Job seekers</td>
<td>national</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pre employment training courses delivered via Princes Trust &amp; other organisations</td>
<td>JobCentre Plus</td>
<td>Jobseekers</td>
<td>national</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Training on competency based application forms and interviews</td>
<td>Careers Wales/ JobCentre Plus</td>
<td>25+</td>
<td>National</td>
<td>Ongoing</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Work readiness support via the Learning and Prosperous Communities Themes</td>
<td>CCS - Communities First</td>
<td></td>
<td>East, West, North West, North East and South Clusters</td>
<td></td>
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<tr>
<td>Provide volunteering opportunities</td>
<td></td>
<td>CCS employer supported volunteer programme</td>
<td>CCS</td>
<td></td>
<td>Swansea</td>
<td></td>
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<td></td>
<td></td>
<td>Strategic approach to appropriate use of volunteers in local authority</td>
<td>CCS</td>
<td></td>
<td>Swansea</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Volunteering opportunities within Communities First Clusters’ projects</td>
<td>CCS Communities First</td>
<td></td>
<td>East, West, North West, North East and South Clusters</td>
<td></td>
</tr>
<tr>
<td>Secondary/ Tertiary Driver</td>
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<tr>
<td>Improve basic skill levels (literacy, numeracy, ICT)</td>
<td>Provide flexible basic skills support that meets the needs of employers and individuals</td>
<td>Incorporate into new Workways+ project</td>
<td>CCS ER&amp;P &amp; regional partners</td>
<td>Economically Inactive &amp; Unemployed</td>
<td>Non-C1st areas</td>
<td>WEFO Business Plan under preparation</td>
</tr>
<tr>
<td>Essential Skills courses delivered in job centres to jobseekers</td>
<td></td>
<td>JobCentre Plus</td>
<td>Jobseekers</td>
<td>Swansea/ national</td>
<td>Ongoing</td>
<td></td>
</tr>
<tr>
<td>Learning and Prosperous Communities projects within Communities First Clusters</td>
<td></td>
<td>CCS – Communities First</td>
<td></td>
<td>East, West, North West, North East and South Clusters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase vocational skills</td>
<td>Work with education and training providers to provide flexible provision that meets the needs of employers and the individual</td>
<td></td>
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</tbody>
</table>
Purpose: To outline the response of the Cabinet Members to the scrutiny recommendations and to present an action plan to address these.

Policy Framework: None

Reason for Decision: To comply with the requirements of the Council Constitution.

Consultation: Legal Services, Financial Services

Recommendation(s): It is recommended that:

1) The Cabinet Members responses as outlined in the report and related action plan be agreed.

Report Author: Steve Marshall

Finance Officer: Kim Lawrence

Legal Officer: Nigel Havard

Access to Services Officer: Kirsty Roderick

1. Introduction

1.1 The report of the Economic Inactivity Scrutiny Inquiry Panel was submitted to Cabinet on the 12 November 2013 after a detailed inquiry into how the Council and its partners could reduce economic inactivity in Swansea.

1.2 The response and whether Cabinet agree, or not agree, with each recommendation is detailed in this report. The report also highlights where in the context of a recommendation work is already taking place and the issues raised are being addressed.
2. Response to Scrutiny Recommendations

<table>
<thead>
<tr>
<th>Recommendation 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Takes steps to extend apprenticeship schemes beyond the traditional, to include office based and to encourage local employers.</td>
</tr>
</tbody>
</table>

**Cabinet Member Response:**
This is already a CCS policy commitment established and augmented by the current administration. Work has already begun as part of the Council's Poverty Forum to work with others to set up a Swansea wide apprenticeship scheme. The Authority via the Lifelong Learning & Employment Training Service (LLETS) manages a large Apprenticeship and Traineeship programme funded by the Welsh Government. The South West Workways Project managed within the Economic Regeneration & Planning Division provides the support for unemployed and economically inactive people to acquire the skills and confidence to gain employment or engage in higher level training. Beyond Bricks & Mortar works with employers and contractors to provide jobs, training and apprenticeship opportunities.

This authority is already recognised as leading the way in developing both the skills and opportunities for apprenticeships in the region.

Moving forward the intention is to integrate these three Council activities and introduce a programme of employment, education, enterprise and training opportunities for 18-24 year olds that includes an enhancement of the Council’s current apprenticeship programme. Organisations on the Local Service Board will be asked to join this programme. The aim is to increase the number of apprenticeship opportunities available in Swansea overall and to broaden the range of apprenticeships to include higher level posts (i.e.; legal, financial, planning etc.) and areas such as Business Administration. Social and domiciliary care. This would help to meet the needs of a greater number of people from a diversity of backgrounds.

**Recommendation is already Council policy**

<table>
<thead>
<tr>
<th>Recommendation 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raises the following with the Department of Work and Pensions around employment services:</td>
</tr>
</tbody>
</table>

a. Accessibility of employment opportunities for disabled people;
b. Support and availability of services for the generational and long-term unemployed group;
c. Issues raised by participants highlighted in this report. |

**Cabinet Member Response:**
As part of the Council’s anti-poverty agenda we have established that DWP has several schemes to ensure that disabled people and long term unemployed are able to access employment opportunities, for example;

- The UK Government’s Work Programme lies at the heart of the UK
Government’s welfare reform agenda. It provides a single platform for support to Jobseekers Allowance (JSA) and Employment Support Allowance (ESA- formerly Incapacity Benefit) claimants who need additional help in securing employment.

- Work Choice is a DWP programme providing specialist employability, work entry and supported work opportunities to unemployed and economically inactive disabled people (as defined by the Equality Act 2010) with complex employment support needs.
- Access to Work scheme can help employers with some costs involved in making adjustments for disabled workers
- Disabled people enrolled in the New Enterprise Allowance scheme can now receive additional support through Access to Work to help pay for necessary specialised equipment, support workers and travel costs to get their business started.

The City & County of Swansea engages with the Department of Work & Pensions (and other partners) through a number of local fora – such as the Economic Equity Delivery Team, Universal Credit Task & Finish Group, Workways Employer Support Group – which provide opportunities to discuss strategic and operational issues relating to employability support in Swansea.

Recommendation has been completed

Recommendation 3
Investigates the possibility of incentives and increased support being offered to businesses in relation to recruitment and employment issues.

Cabinet Member Response:
This a clear Council priority and there are a number of schemes already in place to incentivise employment, for example:

- **JobCentre Plus Wage Incentive** - Available for 18-24 year olds that have been unemployed 6 months or more. The incentive is paid to the employer, although eligibility is based on the individual and paid at a rate of £1,137.50 for part time work (16-29 hrs) or £2,275.00 for full time (30 hrs or more).

- **JobCentre Plus Work Trials** - Available for up to 1 week (can be longer in exceptional circumstances). Individuals are able to claim travel costs to and from the place of work in addition to continued benefit.

- **JobCentre Plus New Enterprise Allowance (NEA)** – for Jobseeker’s Allowance claimants aged 18 and over who want to start their own business. It gives participants access to a volunteer business mentor to provide guidance and support to develop their business plan and through the early months of trading. Following approval of business plan, the end of their benefit claim and start of trading, individuals can access a package of support worth up to £2,274 in weekly allowances and a loan.
• **ReAct II Redundancy scheme** - provides support that helps people gain new skills, overcome obstacles and improve their chances of returning to work in the shortest time possible following redundancy. The package is additional to, and offered in collaboration with, a wide range of support from the Welsh Government and their partner organisations such as Careers Wales and Jobcentre Plus. There are three parts to the scheme: a vocational training grant for people who need to update their skills to return to work; extra support to help remove any barriers to vocational training; a wage subsidy and help with training costs for recruiting employers.

• **Employer Training Support** - a discretionary fund of up to £1,500 that may be available towards the cost of each new recruit’s job related training.

• **WG Young Recruits Programme** – offering a wage subsidy of £3,900 (over 52 weeks) to businesses to take on additional apprentices aged 16-24 years.

• **WG Jobs Growth Wales** - Supports 16-24 year olds to gain work experience and secure employment by covering the participants wage costs for 26 weeks

• **Traineeships** - Available to individuals who are unfocussed or unsure of the career path they would like to take. Level 1 training provided for up to 1 year with the individual paid a minimum of £50 per week via the training provider.

• **Workways Temporary Job Opportunities** – available to eligible participants and employers. Employers receive a subsidy equal to the minimum wage for duration of the placement and participant’s training and travel are paid, along with a contribution to childcare costs (if applicable).

• **GO Wales** – Up to £1000 funding for SMEs to offer a work placement for a graduate of up 10 weeks.

• **Skills for Industry** – offers subsidised, accredited training to meet the needs of employers in South West Wales.

Recommendation is **already Council policy**

**Recommendation 4**

Enters into discussions with the Department of Work and Pensions to develop a ‘Single point of Entry’, in relation to employment opportunities, so that all groups have equal access to available jobs/training and apprenticeships.

**Cabinet Member Response:**

As I stated at the scrutiny panel the City & County of Swansea in conjunction with the Regional Learning Partnership is leading on a new initiative designed to highlight job and training opportunities as part of its strategy to reduce poverty in Swansea. The vision is to increase the number of job and training opportunities for young people and those wishing to return to work and to create an accessible single point of entry, detailing future opportunities and the skills and learning routes that will help individuals to achieve their goals. Awareness and contact with the initiative is being created via the e-portals “Inform Swansea,”...
providing a one-stop shop-frontage for those opportunities created. Inform Swansea holds real time information on what is available and the route-ways for people to avail themselves of those opportunities. Discussions are underway and almost complete with Job Centre Plus (Department of Work & Pensions) and others in Swansea on linking with Inform Swansea.

**Recommendation is Council policy and is almost complete**

<table>
<thead>
<tr>
<th>Recommendation 5</th>
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<tbody>
<tr>
<td>Works with schools to develop initiatives with young people who are considered to be at risk of becoming NEETs from an earlier age.</td>
</tr>
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</table>

**Cabinet Member Response:**

The Children and Young People’s Board along with the Local Service Board have started discussions around the expansion of the 16-18 NEETS agenda to include children and young people from a younger age and to include those beyond 18. This work is ongoing and is inclusive of school representatives that sit on the CYP Board.

**Recommendation is complete and an example of best practice**

<table>
<thead>
<tr>
<th>Recommendation 6</th>
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<tbody>
<tr>
<td>Works to raise aspirations of young people in schools by encouraging the promotion of further and higher education at an earlier stage (e.g. in Primary School)</td>
</tr>
</tbody>
</table>

**Cabinet Member Response:**

We can work to support HE and FE institutions to raise the profile and ambition in our schools and as a result of it being raised in this report the relevant cabinet members will ensure that the item is discussed at a future Swansea Learning Partnership meeting. However, responsibility for this also lies with the HE and FE institutions themselves and is not a sole responsibility of the Council.

**Recommendation is AGREED**

<table>
<thead>
<tr>
<th>Recommendation 7</th>
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<tbody>
<tr>
<td>Investigates the possibility of holding regular entrepreneurship events to encourage young people.</td>
</tr>
</tbody>
</table>

**Cabinet Member Response:**

As I stated in my detailed response at Scrutiny we are actively encouraging and promoting enterprise education among young people is currently being co-ordinated by the Building Enterprise Education in Swansea (BEES) Group. Reporting into the Swansea Economic Regeneration Partnership (SERP) Board, the BEES Group members (comprising local authority Members, staff and educational practitioners) have for a number of years contributed to the delivery of entrepreneurship initiatives (Young Business Dragons, Enterprise Troopers) and conferences (ELVIS, IEEC) in schools and colleges. In addition the local authority has in partnership with local HE institutions and businesses supported entrepreneurship weekends.
which have been recognised on a global stage and have encouraged the formation of new start up businesses. In addition The local authority has funded two Enterprise Support Officers to increase interest and take up of enterprise education activity in schools and among young people, these Officers, based at Gower College Swansea, are regular contributors to the BEES Group agenda and meetings.

The BEES Group is already delivering on this recommendation.

Recommendation is being delivered

3. Equality and Engagement Implications

3.1 An Equalities Impact Assessment (EIA) screening of the report has been undertaken which confirms that a full EIA screening is not required, as the report has a low direct impact on the general public. However, individual actions in the action plan may have a more significant direct impact on the public and it may be appropriate for them to undergo the EIA screening process during their development, to assess if they require a full EIA.

4. Legal Implications

4.1 There are no specific legal implications at this stage.

5. Financial Implications

5.1 There are no financial implications associated with this report.

Background Papers:
None

Appendices
Appendix A – Cabinet Action Plan – Scrutiny Inquiry of Economic Inactivity
## Scrutiny Inquiry of Economic Inactivity– Cabinet Action Plan

<table>
<thead>
<tr>
<th>Recommendation</th>
<th>Action Taken / Proposed</th>
<th>Timescale</th>
<th>Responsible Officer</th>
</tr>
</thead>
</table>
| 1. Takes steps to extend apprenticeship schemes beyond the traditional, to include office based and to encourage local employers. | This is already a CCS policy commitment and work has begun in conjunction with the Council’s Poverty Forum.  
1. Engage with Service areas/Departments, formalise and present proposals for additional apprenticeships and work experience  
2. Engage with and present to LSB members on them joining the effort  
3. Launch a Swansea wide scheme | April – December 2014 | Steve Marshall |
| 2 Raises the following with the Department of Work and Pensions around employment services:  
   a. Accessibility of employment opportunities for disabled people;  
   b. Support and availability of services for the generational and long-term unemployed group;  
   c. Issues raised by participants highlighted in this report. | Recommendation is agreed and the framework for raising those issues exists and the Council can use them to continue on-going engagement and discussions with DWP through the various working groups already identified and established. | | |
| 3 Investigates the possibility of incentives and increased support being offered to businesses in relation to recruitment and employment issues | Recommendation is agreed and it has also been established that a significant number of incentives currently exist for employers. The new programmes of European structural funds will also have this as a priority and regional projects under the new programmes will have the creation of employment as a key theme. | | |
| 4. Enters into discussions with the Department of Work and Pensions to develop a ’Single point of Entry’, in relation to employment opportunities, so | As part of the Council’s Poverty Forum we have developed the e-portal platform ‘Inform Swansea as a front of house’ client interface for promoting opportunities and will: | April – December 2014 | Steve Marshall |
that all groups have equal access to available jobs/training and apprenticeships.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Engage with Job Centre Plus via the Economic Equity Delivery Team (SERP) and the work of the Regional Learning Partnership (RLP) on joint use, 2. Determine what DWP initiatives are also being developed in this context</td>
</tr>
<tr>
<td>5.</td>
<td>Works with schools to develop initiatives with young people who are considered to be at risk of becoming NEETs from an earlier age. Recommendation is agreed and discussions are already taking place via the Local Service Board and Children and Young People’s Board that includes representatives from our schools</td>
</tr>
<tr>
<td>6.</td>
<td>Works to raise aspirations of young people in schools by encouraging the promotion of further and higher education at an earlier stage (e.g. in Primary School) Recommendation is agreed although this is not the sole responsibility of the Council. Raise the matter at a future meeting of the Swansea Learning Partnership</td>
</tr>
<tr>
<td>7.</td>
<td>Investigates the possibility of holding regular entrepreneurship events to encourage young people. Recommendation is agreed and work is already taking place and co-ordinated by the Building Enterprise Education in Swansea (BEES) Group. The Council has recently funded two Enterprise Support Officers to increase interest and take up of enterprise education activity in schools and among young people</td>
</tr>
</tbody>
</table>
“Workless, not Worthless”

How can the Council and its Partners Reduce Economic Inactivity in Swansea?

A Report by the Economic Inactivity Scrutiny Inquiry Panel
Sept 2013

City and County of Swansea
Dinas a Sir Abertawe
Why This Matters

Councillor Chris Holley (Convener)  Councillor (Vice Convener)

Foreword

The Panel found that economic Inactivity is a major concern, locally, regionally and nationally. The ONS’ Annual Population Survey (APS) indicates that economic inactivity rates in Swansea are above both the Wales and UK rates.

A number of key groups were identified, who we felt would benefit from receiving additional focus and support. These include disabled people, young people and those who are not in education, employment or training (NEETs), as well as the generational long term unemployed. This group also includes people who are coming back into the job market after a long time out of it (for example a mother after having children, long term sick and people with chronic life styles, drugs, etc.).

We appreciate that the problem in respect of economic inactivity cannot be easily resolved and we are keen to point out that we do not underestimate the extent of the problem. However, we hope that the recommendations we have made will help to take measurable steps towards improving the situation and encouraging partnership participation. At the very least we hope that this report will be thought provoking and lead to further discussions and reviews.

To arrive at the conclusions and recommendations contained within this report, we spoke with professionals (partner agencies and Council officers), as well as a number of service users, all of whom are effected in some way by economic inactivity.

On behalf of the Panel we would like to express our gratitude to all those who participated and contributed to our inquiry. We have carefully considered everything we have heard and we hope that this is accurately reflected in our report and does justice to all those who have kindly given up their time to assist the Panel.
Summary

1. Aims of the Inquiry

The inquiry key question:

*How can the Council and its Partners reduce economic inactivity in Swansea?*

The main lines of inquiry:

1. What is the current situation in Swansea?
2. What is being done at national, regional and local level?
3. How effective are initiatives in Swansea compared with elsewhere?
4. What are the gaps and opportunities for new initiatives?
5. What does the evidence suggest could be done differently?
6. How well has European Funding been used?

2. Evidence Considered

- Roundtable meeting with providers/specialists.
- Presentation from Service Manager, Communities First and Cabinet Member for Target Areas.
- Question and answer session with Communities First Programme Manager in respect of Communities First sites.
- Roundtable discussion with Director of Regeneration, City and County Of Swansea (CCOS), Assistant Director Core Services, Swansea Economic Regeneration Partnership (SERP)
- Roundtable discussion with representatives working with disabled members of the community.
- Participation Forum with service users of Penlan Job Club, The Phoenix Centre Townhill and the Action Resource Centre, Blaenymaes.
- Meeting with representative of Job Centre Plus, to discuss projects carried out by JCP in Swansea and the role of Consultancy Services.
- Results from questionnaire sent out to disabled people associated with SAIL, SAFE and COASTAL.
3. **Conclusions**

3.1 Improve Public transport for those seeking employment.

3.2 Increase the number and diversity of apprenticeships.

3.3 Target specific groups to offer practical support.

3.4 Encourage businesses to take on extra staff by offering incentives and training.

3.5 Ensure that all groups have a fairer opportunity to access jobs, training and apprenticeships.

3.6 Ensure all employment services provide high quality information and accessible services.

3.7 Intervene earlier with young people at risk of becoming NEETs.

3.8 Raise the aspirations of young people.

4. **Recommendations**

The Panel recommends to Cabinet that it:

4.1 Takes steps to extend apprenticeship schemes beyond the traditional, to include office based and to encourage local employers.

4.2 Raises the following with the Department of Work and Pensions around employment services:

   a. Accessibility of employment opportunities for disabled people;
   b. Support and availability of services for the generational and long-term unemployed group;
   c. Issues raised by participants highlighted in this report.

4.3 Investigates the possibility of incentives and increased support being offered to businesses in relation to recruitment and employment issues.

4.4 Enters into discussions with the Department of Work and Pensions to develop a ‘Single point of Entry’, in relation to employment opportunities, so that all groups have equal access to available jobs/training and apprenticeships.

4.5 Works with schools to develop initiatives with young people who are considered to be at risk of becoming NEETs from an earlier age.

4.6 Works to raise aspirations of young people in schools by encouraging the promotion of further and higher education at an earlier stage (e.g. in Primary School).

4.7 Investigates the possibility of holding regular entrepreneurship events to encourage young people.
1. **Aim of the Inquiry**

1.1 The key question for this inquiry was:

> ‘How can the Council and its Partners reduce economic inactivity in Swansea?’

1.2 The Panel agreed on a number of lines of inquiry:

1. What is the current situation in Swansea?
2. What is being done at national, regional and local level?
3. How effective are initiatives in Swansea compared with elsewhere?
4. What are the gaps and opportunities for new initiatives?
5. What does the evidence suggest could be done differently?
6. How well has European Funding been used?

1.3 The inquiry was chosen for the following reasons:

1. The current economic climate is impacting heavily on communities, especially in relation to economic inactivity.
2. The promotion of economic well-being in communities with a focus on improving economic inactivity is important.
3. There are potential social and economic benefits from the Council’s procurement and regeneration activity.
4. The need for more in-depth scrutiny and formal reporting of the Council’s projects relating to economic inactivity was highlighted by the Wales Audit Office.
5. Tackling worklessness is a key improvement objective for the Council. The Corporate Improvement Plan 2012-13 states that Improvement Objective 5 is to: “Improve people’s employability by maximising the impact of the Council’s regeneration programme to offer and facilitate training and work placements.”

2. **Evidence Considered**

2.1 The evidence gathering for the inquiry was carried out between March to July 2013. This report provides a summary of the key findings from the evidence gathering. The full findings from the inquiry can be found in a separate findings report.
<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting</th>
<th>Evidence Considered</th>
</tr>
</thead>
</table>
| 27 March 2013 | Evidence gathering | **Overview – Briefing**  
  • Overview of subject area  
  • Scoping/ planning the Inquiry |
| 9 April 2013 | Evidence gathering | **Engaging with Service Providers**  
  • Steve Lewis (Partnership Manager, DWP, Job Centre Plus)  
  • Steve Marshall, (Business Development Manager, Regeneration, CCOS)  
  • Steve Phillips (Economic Development Team Leader, Regen, CCOS)  
  • Clare James (Economic Development Officer, CCOS) tbc  
  • Kelly Owen (Workways Project Manager) – local project to address unemployment |
| 23 April 2013 | Evidence gathering | **Hearing about Communities First**  
  • Caroline Carter (Service Manager, Communities First)  
  • Cllr Ryland Doyle (Cabinet Member Target Areas) |
| 16 May 2013 | Evidence gathering | **Site Visits to witness work carried out**  
  • Visit to a Communities First Centre (Action Resource Centre, Blaenymaes) |
| 20 May 2013 | Evidence gathering | **Visit to Communities First Centre**  
  • Visit to a Communities First Centre - Job Club, Penlan Library, Penlan. |
| 6 June 2013 | Evidence gathering | **Seeking the views of Higher & Further Education Providers**  
  • Swansea University - Professor David Blackaby  
  • Swansea Metropolitan University – Kathryn David, Head of Commercial Services  
  • Further Education Provider – Gower College – Brian Vines, Director of Skills, Innovation and Enterprise  
  • Training Provider – Careers West Wales – Emma Pike  
  • Info-Nation – Andy Edwards |
| 13 June 2013 | Evidence gathering | **Visits to Community Based Centres**  
  • 11 am - Site visit to Phoenix Centre, Townhill  
  • 2 pm – Site visit to Canoldre Centre, Gorseinon |
| 20 June 2013 | Evidence gathering | **Innovation in Economic Regeneration**  
  Beyond Bricks and Mortar – Phil Roberts (Director of Regeneration, CCOS)  
  Swansea Economic Regeneration Partnership (SERP) – Ali Bond, Assistant Director Core Services (Support and Development) |
| 9 July 2013 | Evidence gathering | **Hearing about what is being done for the disabled members of the community**  
  Representatives working with disabled members of community:  
  • Elinor Evans – Disability Development Officer  
  • Amanda Carr – Manager SCVS  
  • Lily Bidmead, Project Coordinator ‘The Patient’s Council’ Cefn Coed Hospital  
  • Gemma Lelliott, Coastal Service Development Officer  
  • Peter Collins – Manager Create Solutions |
| 15 July 2013 | Focus Group | **Engaging Service Users in the Community**  
  • Participation forum attended by service users of Penlan Job Club, The Phoenix Centre Townhill and the Action Resource Centre, Blaenymaes. |
| 25 July | Evidence gathering | **Hearing from Job Centre Plus**  
  • Erin Tyler, Partnership Manager, DWP, JCP |
The purpose of this report is to look at how the Council and its partners can reduce economic inactivity in Swansea in respect of all groups, which include: long-term unemployed, NEETs (Not in Education, Employment or Training) and disabled. Before sharing the Panel's conclusions, it is important to set out the context for these conclusions.

At the start of the inquiry the Panel agreed upon a suitable definition for ‘Economic Inactivity’ as described by the Department of Work and Pensions (DWP).

a) Definition of Economically Inactive:

‘Economically inactive’ people are not in work and do not meet the internationally agreed definition of unemployment. They are people without a job who have not actively sought work in the last four weeks and/or are not available to start work in the next two weeks.

Having clarified our definition and following our evidence gathering we now offer as a Panel a number of conclusions below.

3.1 Improve Public Transport for those seeking employment

The Panel acknowledges the Council’s Policy Commitment to ‘Stand Up for Strong Transport links’.

3.1.1 The Panel identified that improvements need to be made to the current public transport system to make job opportunities accessible to a larger group.

3.1.2 During discussions held with service users and professionals a number of barriers were identified. It was clear that the public transport system in Swansea is causing problems for residents, who are restricted from taking up certain job opportunities, as many jobs are inaccessible.

3.1.3 The Panel met with a number of job seekers who explained that the main issues identified were the cost of transport, infrequency in travel times and lack of and inconsistency of available bus routes. It was suggested that a community transport system could be introduced, making mini buses and coaches available throughout the day and evening, at a very low cost, or no cost to the service user.

3.1.4 The recent Transport Inquiry identified many of the same issues, resulting in a number of recommendations being made to the Cabinet Member\(^1\).

Issues also identified by Transport Inquiry:

3.10.1 The panel learned that groups such as young parents and disabled people relied heavily on public transport for large parts of their lives such as support services, access to health care services, education and employment opportunities, leisure and cultural activities and shopping.

The young parents and disabled people both reported to the panel that there

\(^1\) Transport Inquiry [link](#)
was often inconsistency across routes in how parents and pushchairs and wheelchairs and wheelchair users were accommodated on buses. Some buses lowered the bus at the kerbside, some did not. Disabled people also reported that sometimes they had been refused travel on the bus because their wheelchairs had been mistaken for mobility scooters.

3.10.2

Young parents reported a lack of congruence between shift patterns of large employers such as Amazon and bus timetables. It was also reported to the panel that access to education and training opportunities and health services was often hampered by the number of buses that young parents needed to catch to reach their destination. It often meant a journey into the city centre to change for a second bus out to the final destination.

3.10.3

Recent service reductions at evenings and weekends meant that young parents often had to take taxis at these times for family visits or social activities, which was considered an expensive form of transport. Frequency was also highlighted as an issue, with one participant who reported that she often spent weekends with family in Blaenymaes because of the infrequent bus services from Three Crosses over the weekends.

3.2

**Increase the number and diversity of apprenticeships**

3.2.1 The Panel heard evidence to demonstrate that steps need to be put in place to increase the number and diversity of apprenticeship schemes. Currently, those available tend to be in relation to manual labour (e.g. plumbers, electricians, builders, carpenters, etc). We believe that there is a need for office based apprenticeships, such as in Finance or Personnel Departments.

3.2.2 The Panel learned that some large organisations used to offer a number of work/training opportunities, but these have now declined almost to the point of non-existence. It was also noted that there are many large organisations, which have never actively participated of schemes to encourage people to get back into the workplace.

3.2.3 **Work being carried out locally:**

The Panel supports the Economic Equity strategic aim of Swansea’s Economic Regeneration Strategy (Swansea 2020), which focuses on tackling economic inactivity and looks at employment, training and apprenticeship schemes. Swansea 2020 is being implemented by the Swansea Economic Regeneration Partnership (SERP), which reports to the Local Service Board.

3.2.4 The Panel also heard from a number of projects during the inquiry, each offering work placements, apprenticeship schemes and training opportunities in Swansea. These schemes have contributed to reducing economic inactivity, but there is concern as to their longevity as both have been scheduled to close.

3.2.5 **The Genesis Project**

The Panel heard about the Genesis Project, which is currently a Wales-wide project and is partly European funded. It received a notable amount of funding for childcare. It was due to finish in 2014 but it is expected to finish early, in 2013. This project concentrates on individuals who are ‘further away
from the labour market’. They link heavily with Social Services. Upon their closure ‘Workways’ is expected to take on many areas of their business in a Pilot Project. Aspects of this project will then inform content of new ESF funded projects for 2014-2020. It is thought very likely that this project will continue to receive further funding for 2014-2020, as it fits with the ESF priorities of Employment and Skills. Genesis staff are currently looking at live caseloads in order to refer previous clients to Workways.

3.2.6 The Panel also heard from ‘Workways’, which has been running for 3 years and acts as a gateway to other provisions as well as delivering direct support. It is very client focused and offers financial support, including childcare, clothing, training, CV writing, preparation for job interviews, etc. Workways acts as a support mechanism to help people to move on, by providing training and work opportunities, as well as support and funding. South West Workways is a regional project across Swansea, Neath Port Talbot, Carmarthenshire and Pembrokeshire. The new pilot project is likely to include Bridgend as well. Workways was due to finish on 31st March 2013, but has been given an extension until March 2014. To-date no substitute scheme or agency has been identified.

3.2.7 The Panel felt that work being carried out by organisations such as Workways is fundamental and increasingly important. Panel is concerned that if these discontinue, they will not be replaced and the situation in respect of work placements and apprenticeships will worsen. It is for this reason that the Panel recommends to the Cabinet that consideration should be given to increase the number and diversity of apprenticeship schemes.

3.3 Target specific groups to offer practical support

3.3.1 The Panel concluded that there are specific groups of people, all of whom are economically inactive, who should be specifically targeted. This should consist of people with physical disabilities, mental health issues, young people who are NEET, single parents, the 50+ cohort, those with substance misuse issues and chaotic lifestyles and so on.

3.3.2 It was noted, that in addition to the pool of economically inactive people, there were 10,300 people who were classified as unemployed (according to the ILO definition) in September 2012. This equals 9.5% of Swansea’s working age population, and is higher than the equivalent rates for both Wales and the UK.

<table>
<thead>
<tr>
<th>Economic Inactivity and Unemployment in Swansea, Wales and UK</th>
<th>SWANSEA</th>
<th>WALES</th>
<th>UK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Inactivity (inc students)*, year ending Sept 2012</td>
<td>45,000</td>
<td>29.9%</td>
<td>26.6%</td>
</tr>
<tr>
<td>Economic Inactivity (excl students)*, year ending Sept 2012</td>
<td>31,700</td>
<td>24.3%</td>
<td>22.3%</td>
</tr>
<tr>
<td>ILO Unemployment†, year ending Sept 2012</td>
<td>10,300</td>
<td>9.5%</td>
<td>8.4%</td>
</tr>
<tr>
<td>JSA Claimant Count Unemployment**†, Feb 2013</td>
<td>5,670</td>
<td>3.7%</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
3.3 The Panel learned that most income support/ benefit claimants between the ages of 18 – 24 are reportedly young, singles females, who are often young mothers, yet there appears to be little work being carried out to target this group. There have been key initiatives, such as those carried out in Stafford, to enrol young expectant women or young mothers onto NVQ childcare courses, so that they not only learn about childcare, but have a potential career option. The Panel felt that agencies should encourage volunteering and mentoring schemes, which would provide economically inactive people with an opportunity to experience the workplace and gain confidence. It is felt that this could be an important landmark for a person who has never worked, or has been unemployed for a long time, to ease them into the workplace and onto the employment ladder.

3.3.4 The Marmot Review (link)

The Panel agreed with the principles outlined in the Marmot Review (2010), which looked into health inequalities in England. The report proposes a new way to reduce health inequalities and argues that, traditionally, government policies have focused resources on only some segments of society. It concluded that to improve health for all and to reduce fair and unjust inequalities in health, action is needed across the social gradient.

The Marmot Review – Summary of Findings and Recommendations:

The detailed report contains many important findings, some of which are summarised below.

- People living in the poorest neighbourhoods will on average die seven years earlier than people living in the richest neighbourhoods;
- People living in poorer areas not only die sooner, but spend more of their lives with disability - an average total difference of 17 years;
- The Review highlights the social gradient of health inequalities - put simply, the lower one's social and economic status, the poorer one's health is likely to be;
- Health inequalities arise from a complex interaction of many factors - housing, income, education, social isolation, disability - all of which are strongly affected by one's economic and social status;
- Health inequalities are largely preventable. Not only is there a strong social justice case for addressing health inequalities, there is also a pressing economic case. It is estimated that the annual cost of health inequalities is between £36 billion to £40 billion through lost taxes, welfare payments and costs to the NHS;
- Action on health inequalities requires action across all the social determinants of health, including education, occupation, income, home and community.
Support Services for Disabled People

3.3.5 The Panel met with a group of professionals who work with disabled people and they expressed concern that there is very little support for people with physical disabilities, learning difficulties and/or mental health problems. Also a training need was identified for business owners, because there is often a lack of understanding and a fear of mental health issues.

3.3.6 The Panel was interested to explore the views of disabled people. As a result a questionnaire was sent out and feedback was received from a number of agencies, establishing their experiences in respect of obtaining work, the support (or lack of) they receive and any barriers they had identified.

<table>
<thead>
<tr>
<th>Barriers faced by disabled people when seeking employment – result of questionnaire:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Not being able to find any proactive help in finding employment that takes account of the difficulties in working with a disability;</td>
</tr>
<tr>
<td>• Being actively discouraged to find work because of disability;</td>
</tr>
<tr>
<td>• Inaccessible and infrequent public transport;</td>
</tr>
<tr>
<td>• Lack of training e.g. Job Centre staff;</td>
</tr>
<tr>
<td>• Swansea (particularly the city centre) is unsafe for blind people – there is no enforcement of access laws e.g. parking on pavements and parking in bus stops;</td>
</tr>
<tr>
<td>• Lack of confidence;</td>
</tr>
<tr>
<td>• There are no suitable job vacancies where I can use my skills, experience and expertise (which I built up before being diagnosed with a disability), that are suitable for my condition.</td>
</tr>
</tbody>
</table>

Effect of the closure of major projects, such as the COASTAL Project, on disabled job seekers

3.3.7 The Panel heard about the COASTAL Project. The aim of this Project is to promote employment and training opportunities for individuals experiencing serious illness, disability and/or social disadvantage. The Project is part funded by the European Social Fund, as part of the 2007-2013 West Wales & The Valleys Convergence Programme. There are currently around 1,000 disabled persons on COASTAL’s books and referrals are made from family members, physiotherapists, GPs, as well as the individuals themselves.

3.3.8 Currently the COASTAL Project offers guidance and ongoing support to service users in the disabled community. With the imminent closure of this project, many feel that they will be unable to obtain the skills required to be able to seek employment, nor indeed the opportunities to obtain work. The Project also offers support, advice and guidance to employers, in order to raise awareness of illness and disability issues and to assist them in engaging with and, hopefully employing, project participants.

3.3.9 The City and County of Swansea (CCoS) is the Lead Sponsor for the Project and has worked across multiple services and with various external partners, to offer opportunities to participants currently economically inactive and are looking to move towards or into paid work.
3.3.10 Due to the challenges which the Project has faced with regards to the economic climate and the welfare context which has changed significantly since the Project was originally conceived, the targets for the whole of COASTAL were renegotiated with Welsh European Funding Office in December 2012. These targets span all six local authority areas and include all partners:

<table>
<thead>
<tr>
<th>As at March 2013</th>
<th>Project Target</th>
<th>Target to March 2013</th>
<th>Achieved</th>
<th>Excess/ (Shortfall) against target</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>7500</td>
<td>5567</td>
<td>5600</td>
<td>33</td>
<td>1%</td>
</tr>
<tr>
<td>Part’s gaining a qualification</td>
<td>4500</td>
<td>1575</td>
<td>1535</td>
<td>(40)</td>
<td>(3%)</td>
</tr>
<tr>
<td>Part’s Entering Employment</td>
<td>750</td>
<td>137</td>
<td>141</td>
<td>3</td>
<td>2%</td>
</tr>
<tr>
<td>Part’s Entering Further Learning</td>
<td>1875</td>
<td>220</td>
<td>148</td>
<td>(72)</td>
<td>33%</td>
</tr>
<tr>
<td>Part’s gaining Other Positive Outcomes</td>
<td>4500</td>
<td>2276</td>
<td>2291</td>
<td>15</td>
<td>1%</td>
</tr>
</tbody>
</table>

CCoS current performance against target is as follows:

<table>
<thead>
<tr>
<th>Swansea COAST Statistics</th>
<th>Aug’13 Reported Total</th>
<th>Profile Total - Target</th>
<th>Total Remaining</th>
<th>Swansea COAST Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. Of Referrals Received</td>
<td>1120</td>
<td></td>
<td></td>
<td>No. Of Referrals Received</td>
</tr>
<tr>
<td>No. Of Participants Awaiting Enrolment</td>
<td>7</td>
<td></td>
<td></td>
<td>No. Of Participants Awaiting Enrolment</td>
</tr>
<tr>
<td>No. Of Participants Enrolled</td>
<td>1110</td>
<td>1414</td>
<td>304</td>
<td>No. Of Participants Enrolled</td>
</tr>
<tr>
<td>No. Of Participants Aged 50+</td>
<td>186</td>
<td></td>
<td></td>
<td>No. Of Participants Aged 50+</td>
</tr>
<tr>
<td>No. Of Workstar Reviews Completed (2 reviews)</td>
<td>486</td>
<td></td>
<td></td>
<td>No. Of Workstar Reviews Completed (2 reviews)</td>
</tr>
<tr>
<td>No. Of Participants Gaining A Positive Outcome</td>
<td>627</td>
<td>861</td>
<td>234</td>
<td>No. Of Participants Gaining A Positive Outcome</td>
</tr>
<tr>
<td>Swansea COAST Statistics</td>
<td>Aug’13 Reported Total</td>
<td>Profile Total - Target</td>
<td>Total Remaining</td>
<td>Swansea COAST Statistics</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-----------------------</td>
<td>------------------------</td>
<td>----------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>Total No. Of Positive Outcomes Gained</td>
<td>1626</td>
<td></td>
<td></td>
<td>Total No. Of Positive Outcomes Gained</td>
</tr>
<tr>
<td>No. Of Participants Gaining A Qualification</td>
<td>261</td>
<td>751</td>
<td>490</td>
<td>No. Of Participants Gaining A Qualification</td>
</tr>
<tr>
<td>No. Of Participants Currently Working Towards A Qualification</td>
<td>53</td>
<td></td>
<td></td>
<td>No. Of Participants Currently Working Towards A Qualification</td>
</tr>
<tr>
<td>No. of Participants without a Qualification</td>
<td>698</td>
<td></td>
<td></td>
<td>No. of Participants without a Qualification</td>
</tr>
<tr>
<td>Total No. Of Qualifications Gained</td>
<td>461</td>
<td></td>
<td></td>
<td>Total No. Of Qualifications Gained</td>
</tr>
<tr>
<td>No. Of Participants Entered Further Learning</td>
<td>30</td>
<td>354</td>
<td>324</td>
<td>No. Of Participants Entered Further Learning</td>
</tr>
<tr>
<td>No. Of Participants Entered Employment 16hrs +</td>
<td>14</td>
<td>141</td>
<td>127</td>
<td>No. Of Participants Entered Employment 16hrs +</td>
</tr>
</tbody>
</table>

N.B: The achievements against target are based on the quarterly claim, the data used here is the most up to date complete dataset (Apr – Jun 13). Also the greyed out rows indicate the core targets for the Project as indicated in the table above.

3.3.11 Since targets have been renegotiated, the funding from Welsh Government (WG) and European Social Fund (ESF) has been reduced to reflect this and ensure continued value for money. Overall funding for the project has reduced by 16% since Project inception, which is evenly spread across ESF and match funding.

3.3.12 Lisa Banks, a planning officer, provided the Panel with information that the Panel found invaluable. The Panel was informed that employment is an issue for people with a learning disability and most people tend not to work. Also, if people with a learning disability do work it often tends to be part time at best, or for a few hours a week so as to retain benefits. The numbers are low. Some people engage in work experience and there are specialist services that support people with a learning disability, to gain the skills and experiences that can hopefully lead them into the world of work.

3.3.13 The Panel learned that some of the key barriers facing people with a learning disability are:
- The benefits trap is a real issue;
- Competition for the sorts of jobs people with a learning disability would be
Parental concerns that their son/daughter may be made fun of or may not cope in the world of work;

- Travel – the ability to get to work independently – public transport can hinder this;
- Perceptions of employers – a lot of work is carried out to engage employers to consider the benefits of employing someone with a learning disability.

3.3.14 It was suggested that the Council should consider how it could promote the employment of people with a learning disability within the Local Authority and some good examples of this on which this could be built were highlighted (e.g. the NEAT team where people with a learning disability have worked with the environment department cleaning up areas of Swansea). These individuals are on work experience, but some have gone on to be employed within the Local Authority following this experience.

3.3.15 Another group identified which needs to be focused upon are the long-term economically inactive families, whereby generations of family members do not work and are in receipt of benefit payments.

3.3.16 The Panel heard from Councillor Ryland Doyle, Cabinet Member for Target Areas (which encompasses Communities First) and Caroline Carter, Community Regeneration Co-ordinator, in respect of the work being carried out by Communities First in Swansea, to find out about the Target Area approach.

3.3.17 The Communities First Programme in Swansea is managed by Community Regeneration. From February 1st 2013, Communities First became a community focused programme that supports the Welsh Government's Anti-Poverty agenda. It helps the most disadvantaged people in the most deprived areas with the aim of contributing to alleviating persistent poverty. The programme aims to contribute, alongside other programmes, to narrowing the education/skills, economic and health gaps between the most deprived and more affluent areas.

3.3.18 The programme achieves this by:
- Supporting those individuals, families and groups of people who have the poorest education/skills, economic and health outcomes, especially in places where deprivation is most concentrated;
- Increasing individuals' life skills, self esteem and self reliance, including financial capability;
- Supporting and strengthening local activity which contributes most to tackling poverty and deprivation, with community organisations and communities themselves as key partners.

3.3.19 Communities First aims to increase sharing and participation with partnership agencies. It was noted that there has been an increased level of discussion with other projects and service deliverers. Most individuals involved with Communities First have involvement with and are sign posted from, or can be referred to, one of the partnership agencies/ service providers (e.g. Health,
Job Centre Plus, etc). The aim is to bring something to each of the partner organisations involved (Job Centre Plus, Workways, Play Development, Sports Development, etc), to reach out to people who really need help and to support service providers with engagement.

3.3.20 Issues Identified:
- It was agreed that it was difficult to evidence the benefit of the Communities First Programme, but it is understood that this will be addressed under the new programme, which commenced on 01/02/13.

- Areas of deprivation are targeted, to include part of the Communities First Programme and these are described as ‘clusters’. However, the borders of these ‘clusters’ are described as being ‘fuzzy’ (i.e. not strict borders), so there is concern that many underprivileged people will not be reached. When the ‘cluster areas’ were formed, areas not previously included could only be added if they were adjoined to an existing cluster area. Areas chosen had to have been involved previously in community regeneration and identified by Communities First over a number of years. Consequently there is growing concern that many people, who would benefit from the Communities First Programme, are not being reached due to their location.

- The Council cannot create jobs; it can only help create conditions for people to work in, to help to up-skill the community, so that they are better able to compete for the reduced number of jobs available.

- Welsh Government is very strict in respect of the Communities First Training Budget. Therefore it is currently not possible to offer training to non-Community First areas.

- In the North West area Daniel James Secondary School and Afryn Primary School have closed, resulting in children from those schools having to attend as many as 7 schools, 5 of which are outside the target areas.

- Communities First has noted a lower level of engagement by people from ethnic minorities. There is concern that they are not being reached. However, funding for a Communities First worker to specifically engage with this group across the 5 clusters has been obtained, with a view to encourage community involvement, especially in relation to growing.

- In the next financial year the intention is for Council land to be looked at, with a view to putting it to good use in combating poverty.

3.3.22 The Panel agreed that the introduction of the new Welfare Reform Acts and the corresponding ‘Bedroom Tax’ is causing many economically inactive people to actively seek employment, even if they do not really want to work. Also there are not enough incentives for people to come off benefits.

3.3.23 The Panel feels that there is still a need for further work to be carried out in respect of these groups; namely disabled people and generational long-term unemployed and suggests that this tasked to the Local Service Board.
3.4 Encourage businesses to take on extra staff by offering incentives and training

3.4.1 The Panel identified a number of obstacles facing businesses, in respect of taking on additional staff. This is usually due to limited finances, so it was suggested that incentives could be offered, such as a reduction in rent or fees, or the cost of the employees wages being covered for a number of months. The view is that there should be incentives to encourage business owners to take on more staff.

3.4.2 Another obstacle facing the economically active is that in many large organisations existing staff are given priority when positions become available. Where jobs are lost within an organisation, employees will take up posts elsewhere within the organisation (if they are available) via ‘redeployment’ opportunities.

3.4.3 The Local Authority is easily the largest employer in Swansea and it has always generated a good number of work places for disabled persons. However, as a result of the current economic climate and consequent cutbacks, available work places have lessoned considerably. However Local Authority does guarantee disabled people an interview, providing they meet the minimum criteria, under the Equality Act (they have to choose a person in the minority group if they possess the same skills), although it is still felt that the interview process is subjective.

3.4.4 There has also been a notable decline in host employers. For example, representatives from organisations working with disabled people advised the Panel that there is a decline in the number of organisations who offer employment or training opportunities to disabled persons.

3.4.5 Previously ‘tasters to return to work’ were available to encourage people back into the workplace, but these opportunities no longer exist. There is, therefore, far more pressure to find alternative in-house solutions. The main reasons given were:
- Lack of work places
- Cost implications to employers (transport, meals, NI contributions, tax)
- Lack of space for supernumerary staff

3.4.6 It was suggested to the Panel that many employers do not take on disabled employees due to elements of fear and/ or ignorance. This could be resolved, in part, by offering training opportunities and subsidies of wages.

3.4.7 The Panel identified that there is a need for incentives to be provided to business owners, so that they want to and can afford to take on staff and improve their facilities. Additionally, training could be offered to businesses, so that business owners and their current staff could learn about certain groups, such as the disabled, helping to remove prejudices to demonstrate how this group could fit into their organisation.
3.5 Ensure that all groups have a fairer opportunity to access jobs, training and apprenticeships

The Panel acknowledges the Council’s Policy Commitment to ‘Stand up for Jobs and Regeneration’.

3.5.1 The Panel members agreed with the suggestion that a ‘Single Point of Entry’ would result in a fairer opportunity for jobs/ training/apprenticeships. With this system all applicants would apply for jobs/ training and apprenticeships via a single entry point, such as an E-Portal. Currently disabled people fight for jobs with able bodied participants and this system is often unfair and discriminatory. High levels of unemployment results in many people chasing the same jobs, including disabled people.

3.5.2 The view is that with a ‘single point of entry’ all job seekers would be pooled together and a fairer system would be used to determine the most appropriate person to take up an employment opportunity.

3.5.3 The Panel supports ‘Inform Swansea’, which is an initiative developed by the Regional Learning Partnership – They propose introducing an E-Portal and this is about to be piloted. It is a web resource/platform that will provide a “shop-window” for jobs and work experience opportunities in Swansea, ultimately offering a real-time facility enabling access to a range of opportunities by our engagement teams and partners who will be in a position to nominate/refer clients to positions that we may have “ring-fenced” for people from priority areas.

Responses of disabled people to question asked in questionnaire:

Have you ever used any services/initiatives to help you gain employment? If so, what are your thoughts on the service?

- Swansea Vale Resource Centre
- COASTAL Project team – Without the help of this team I would never have considered seeking employment after my accident. I received fantastic support and encouragement from the team and I was supported in believing that one day I could be employable, which was once an unrealistic progression.
- Shaw Trust – This service was more set up for people with disabilities or learning problems who have not been in work for a long period of time, or had not had a job to try and gear them up for employment.
- Job Centre (disability officer)

What support do you receive/have you received in trying to find a job?

- Swansea Vale Resource Centre
- COASTAL Project team
- Confidence building
- CV and interview techniques
- Training courses
- Help enrolling on online courses
- I am a self employed trainer. It seems to be the only way – to do it yourself!
The Panel feels that although this scheme is good, it should target all groups, including disabled job seekers and long-term and generationally long-term unemployed people.

3.6 **Ensure all employment services provide high quality information and accessible services**

3.6.1 The Panel met with a group of job seekers during a focus group discussion. The participants consisted of people of different ages and from a variety of backgrounds (single mothers, nearing retirement age, long term unemployed, disabled, etc). Also, participants came from three centres: Job Club Penlan, Action Resource Centre (ARC), the Phoenix Centre, Townhill and the Canolfan Centre, Gorseinon.

3.6.2 The participants discussed their concerns and identified a number of barriers within the current system and most of all conflicting and sometimes incorrect information received between employment services, although they were keen to point out that Job Clubs have been useful and they have received a lot of advice and support at times.

3.6.3 One of the barriers mentioned was that currently the job seeking facility at the Centres is not available every day and the number of staff available to support job seekers at the centres is limited. As all job applications have to be made online, the process can be daunting and laborious, especially for those who are not IT literate. The group explained that an application form can take up to forty five minutes to complete and often requires assistance. This process then ties up the member of staff for a considerable time with one service user.

3.6.4 Participants reiterated the need to be computer literate in order to access the list of available jobs. The Panel identified that many job seekers were not used to using computers and felt intimidated with this method of online jobs searching, writing and uploading CVs, etc. They also admitted to struggling at times to understand job descriptions and requisites, which often used complicated and technical language, which was not familiar to the job seekers.

3.6.5 During site visits to the three Job Clubs Panel members identified a need to display available jobs in a more accessible way, as a supplementary measure. For example, the old fashioned method of displaying cards on a board is used at the Phoenix Centre and job seekers appreciate the ease by which they can observe and access information. Another option would be to advertise jobs on a large screen, or bill board at the job clubs. Additionally, members agreed that jobs should be advertised on screens in key venues, such as in the Civic Centre Reception, LC, Community Centres, Employment Agencies, etc. During discussions with Board Members of the Canolfan Centre, Gorseinon, this idea of showing available jobs on a screen was endorsed and they also suggested encouraging a closer relationship between their Centre and the local Job Centre Plus.
3.6.6 Participants of the focus group were keen to advise Panel members that they found the evidence gathering session to be very rewarding and informative. They suggested that it would of great benefit to arrange regular sessions in the future, so that job seekers may meet up with other job seekers, to share their experiences, learn from each other and socialise with people in the same situation as themselves. Also, it was suggested inviting a professional (e.g. from JCP) to attend their meetings on a regular basis, so that job seekers’ questions and concerns could be answered. It would also provide the professional with an opportunity to be able to explain about the introduction of any new laws which may affect the service users, as well as to guide them in respect of work issues.

3.6.7 As a result of discussions held with job seekers, Panel members were advised about what appears to be a lack of communication between employment services. For example, job seekers initially ‘sign on’ at the Job Centre (JCP) and they are often then transferred to an employment company, such as TBG Learning®. Often agents are unable to answer service user’s queries, so they are sent to the JCP office. When they arrive at JCP they are informed that they are unable to offer them any assistance and send them back to TLG. This is both frustrating as well as confusing.

3.6.8 As well as this, job seekers reported a lack of clarity by employment agency staff, especially when they attempted to obtain information in respect of benefit claims and the introduction of new laws and regulations. Participants of the focus group highlighted the ‘Zero Based Contracts’, which were of great concern to them. With this type of contract there is no guarantee of the number of hours that will be worked from one week to the next, as these can fluctuate greatly. Panel members were informed of situations whereby job seekers had taken up employment opportunities, on zero based contracts, only to discover that they could sometimes only obtain a couple of hours work per week. They explained that this type of contract would not warrant coming off benefits. Also, if they did take the risk and the work was not available, it could take weeks for their benefits to be reinstated. They simply could not afford this risk!

3.6.9 Job seekers told the Panel that they have issues with Job Centre Plus, such as:

- Job Seekers do not have the chance to speak to JCP advisors anymore. When ‘signing on’, forms are presented to the security guard at the door;
- Job Seekers can only speak with JCP advisors if an appointment is made;
- Advisors are often dismissive;
- Job Seekers only hear from Job Centre Plus when they are threatening to take away benefits;
- When Job Seekers have a query, or want something done, they get sent back and forth between Job Centre Plus and TBG, with each saying that the other supplies that service;
- Unless specifically requesting information in respect of what is available, such as free transport or a clothing allowance, this information is not freely supplied. It was agreed that Job Seekers should be made aware of these services without having to find out from other claimants; Specialist advisors
are supposed to be provided in specific situations such as those coming off long term sick. Within the group it was ‘hit and miss’ whether these specialist advisors were provided;

- It would be helpful if the Job Centre could explain what its role is and what claimants are allowed and not allowed to do.
- The group felt they benefited from the focus group because it gave them a chance to sit down informally and chat with others in the same situation as them. It also gave a chance to learn from others and get feedback or certain things. They thought that it would be a good idea to set up discussion groups in the future for people in the job club.

Summary:
Job seekers who attended the focus group identified the following barriers for gaining employment:

- Age – participants felt that the older they were, the more difficult it became to find work;
- Transport – The majority of the participants depended on public transport. Participants spoke of issues around cost, availability and frequency;
- Inconsistent information – employment advisors and companies give out different information, which is confusing;
- Ignorance of Benefit System – participants agreed that it was difficult to determine what benefits they were entitled to receive. Also, not knowing which courses and/or volunteering schemes could be accessed without risk of losing benefits;
- Childcare - the cost is expensive;
- ‘O’ based contracts and commission work do not always warrant coming off benefits;
- Job Clubs are only available on certain days, so these days are popular with many job seekers fighting to use the computers and obtain office support;
- Panel was informed that many jobs advertised ask for qualifications (even the lowest paid jobs);
- Applications forms are becoming longer, more complicated and thus harder to complete;
- Some business owners abuse work placements. Whereas people are taken on for work experience, they often work in excess of 30 hours per week.

3.6.10 Panel invited Erin Tyler, Partnership Manager of Department for Work and Pensions, Job Centre Plus, to a meeting to discuss the concerns raised by the focus group. Ms Tyler took onboard the concerns and promised to take them away and investigate further and responded to each of the issues raised by the focus group survey point by point and in some depth in front of the Panel. She also invited Panel Members to visit the Job Centre and provided Panel with relevant and up to date statistics for CCS on various benefits, JSA for 18-64, JSA 18-24 only and inactive benefits, taken from NOMIS which demonstrated that the majority of job seekers move on to employment opportunities, or apprenticeships quite quickly. Additionally a guide for parents on the Department for Work and Pensions website was distributed and Panel was informed that most of the information provided is

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2 TBG Learning is a company helping people to find work and/or training opportunities
3 NOMIS [link](http://www.dwp.gov.uk/docs/dwp1030.pdf)
4 Department for Work and Pensions [link](http://www.dwp.gov.uk/docs/dwp1030.pdf)
still relevant. Erin Tyler talked about support available depending on age, benefits such as work experience, wage incentives and work clubs.

3.6.11 The Panel concluded that the information provided by employment services is often conflicting and there is a need for this system to be improved. The current provision of job seeking at job clubs is insufficient, as this is limited to one or two days per week and there is not enough support to benefit everyone who attends these. Additionally, it would benefit job seekers if employment opportunities were advertised in a clearer way and in key places.

3.7 **Intervene earlier with young people at risk of becoming NEETS.**

The Panel acknowledges the Council’s Policy Commitment to put poverty and unemployment, especially amongst young people, at the top of its agenda for the next five years.

3.7.1 Another group it was felt there was a need to be targeted was young people. It was agreed that work should be carried out in schools, on young people who are considered to be ‘at risk’ of becoming a person considered to be ‘Not in Education Employment or Training’ (NEETs), at an earlier age. Also that schools could do more to install a sense of high aspiration to all children, but especially to those who they feel are less likely to receive the support and encouragement at home. However, Panel members were mindful that research has recently been carried out in respect of young people in Swansea (specifically the NEET group) by Kafka Brigade UK.

3.7.2 In 2012, the Swansea 14-19 Learning Partnership engaged the Kafka Brigade UK to explore the current state of services and support for young people who have turned 18 and are formally adults but who remain outside employment, education or training. The project was instigated by the team who had engaged the Kafka Brigade to explore the situation for young people 16-18 NEET in 2008 – and who then used the insight generated by the Kafka Brigade to transform local services.

3.7.3 As a result of the research carried out, Kafka Brigade were able to produce a report of their findings, which highlighted some issues facing young people who are NEET (link). The Panel agreed during the scoping of the inquiry that they would not focus too much on this group, to avoid duplication. The following suggestions were made:

- Courses should be well advertised for all levels of academia;
- People with limited mobility should be encouraged and helped to enrol on distance learning courses (e.g. Open University);
- Colleges and Universities should be encouraged to hold open days and educational institutions should encourage their clients/ children to attend open days;
- Remove fear of further and higher education by making it more accessible for economically inactive people to come back to or enter the
workplace.

3.7.4 Currently the process starts in year 11 with the early Identification of those at risk of becoming NEET at 16. An Information Sharing Agreement between Careers Wales and the Education Department helps ensure that all young people within the cohort are identified, including their history and characteristics. Service Level Agreements linked Careers Wales, the Young People's Service and all secondary schools to enable early identification of 'at risk' of NEETs and allocation of appropriate support. This includes case-load meetings between school, careers staff and youth every 8 weeks. The risk factors to aid the early identification of NEET young people include those educated outside of mainstream provision, Looked After Children, young people with offending behaviour, young parents, young carers, travellers and those with housing issues, additional learning needs, lack of parental support, low attendance, exclusions or in receipt of free school meals.

Summary of issues identified:
- Little support for young persons with chaotic lifestyles
- Lack of tracking mechanisms for 18 to 24 year olds
- Disjointed and inconsistent communication between agencies
- Lack of knowledge, skills and poor attitude
- Unrealistic expectations and/or poor aspirations
- Low levels of self-esteem and confidence
- Work Programmes do not monitor 16 to 24 year olds effectively
- Most income support/ benefit and ESA claims made by single mothers
- Reluctance by business owners to take on young persons

3.7.5 Responding to the Welsh Government's flagship youth policy 'Extending Entitlement' (2000), the City and County of Swansea and Careers Wales West developed a 'Keeping in Touch (KIT) Strategy'. This was to clearly document that, to the best of their knowledge they know the location of all young people aged 16-18 year's in Swansea and whether they were in education, employment or training.

3.7.6 A KIT Strategy Manager was employed in June 2005 and carried out research through pilot phase during 2005/06. In 2005, Swansea was 21st out of 22 local authorities in Wales with 12.5% (352) NEET 16 year olds on leaving school made up 8.3% (234) known to be NEET and 4.2% (118) destination unknown. As part of the pilot these figures reduced to 10.8% (305) NEET, 8% (226) known and 2.8% (79) unknown in 2006.

On the basis of this success, the Corporate Director (Education) sought strategic support from Swansea's Local Service Board (LSB) with membership from the Council, the Police, Health, Further & Higher Education, the Voluntary Sector, other key agencies and the Welsh Government. The LSB committed to improving services to young people and a NEET Project Board with membership of the Principle of Gower College Swansea (Champion), Head of Education Effectiveness (Sponsor) and the KIT Strategy Manager, was established.
A project brief was established with two main objectives (i) to keep in touch with all young people aged 16 to 18 years, and, (ii) to prevent young people becoming NEET at 16 years, and re-engaging those who fail to sustain EET throughout the period 16 to 18.

Key elements offered by KIT:
- Early support for the ‘at risk’ group
- Ongoing support where needed
- Influencing core provision
- Flexibility and work placements

Welsh Government is about to launch the Youth Engagement and Progression Framework, with the implementation plan in October 2013. With this there is a 5 tier model of engagement with accountability at each tier. This is bound by the DWP and is linked with Job Centre Plus, when people sign on.

After considering the evidence, the Panel felt that there is a need for new initiatives to be introduced into schools, to specifically target those young people considered to be ‘at risk’ of becoming NEETs, at an earlier age, so that there is enough time to make a difference before they leave full time education. The Panel agrees that schools could do more to address this issue – attainment of the most deprived – with minimal cost but training on ensuring high expectations for all pupils and some creativity as to how to make ethos change, as well as real commitment to making the life prospects of these pupils a priority. It was noted that there are schools recognised by Estyn as having leading practice on reducing NEETs, poor attendance and on improving partnerships; these should be shared.

**Raise the aspirations of young people**

The Panel recognises the Council’s Policy Commitment *‘Standing Up for a City of Learning’*, which states that everyone should be able to access learning throughout their lives and outlines the priorities.

The Panel heard from representatives of Swansea University, Swansea Metropolitan University, Gower College Swansea, Careers Wales and Information as part of their enquiries.

University representatives were keen to point out that there are many young people who do not aspire to having a university education, because they believe that this is not affordable. However, it was pointed out that in many cases adequate financial support is available, together with the advantage of no fee payment in Wales. In some cases childcare costs are also covered and there are additional support measures, including loans, which can be accessed as and when needed.

During the meeting held with professionals from local higher and further education institutions, the Panel learned that there was a strong indication that poorer families cannot afford to send their children to university. However, it was noted that sometimes this is based on lack of knowledge, as many prospective students from these families could obtain loans and
bursaries, which would enable them to attend university. Also, a student loan would only have to be paid back once a student has found employment and receives a wage of over £16,365 pa.

3.8.4 The Panel members agreed with the suggestion that higher and further education should be promoted at a younger age in school, so that children learn from an early age that ongoing education is not just available to the wealthier members of society. It is hoped that by instilling the knowledge that success is attainable for everyone and encouraging education beyond the school fence, as well as promoting entrepreneurship amongst young people, many young people, who are currently jobless, or in poorly paid employment, will gain satisfying careers and play an important part in society in the future.

3.8.5 The Panel felt that it would benefit school children if representatives from universities and colleges attended schools to talk to the children about attending these educational establishments and, more importantly, that they are informed about all aspects so that they realise that further education and higher education are not beyond their reach, so that they can aspire to this when they leave school. Also, the Panel felt that better communication between schools, colleges and universities should be encouraged.

3.8.6 The Panel also heard about under-employment. The view is that students are training now for when the economy picks up (e.g. ‘there may not be any work for me now, but when employment opportunities become available, I’ll be suitably qualified and prepared to take up the posts’). It is still felt that with a higher level of skills there is more chance of finding employment.

Participants identified the following Gaps and issues:
- Non-affordability
- Under-employment
- Poor schooling

3.8.7 Currently more students are attracted to, or choose to remain, in Swansea as a result of the University fees (previously many prospective students from Swansea would travel over the boarder into England, but the cost of fees inhibits this). In Wales the Welsh Assembly subsidizes the fees, but this system is not followed in England, making it more expensive to study and, in many cases, not affordable.

Swansea University - Comments made at round table discussion with professionals involved:

Summary of opportunities identified:
- No fees makes Swansea University an attractive option
- Course tailoring to meet needs
- New Campus on outskirts of Swansea – more jobs & students
- £32m invested in Engineering Manufacturing Centre
- £20m from EU regional funds
- Campus is estimated to contribute more than £3bn to the region
- New teaching facilities and residential accommodation
3.8.8 The Panel was advised that in some of the schools, in what are considered to be the ‘poorer areas’, the level of attainment is lower than elsewhere. Unfortunately there does not appear to be much support for students in these areas and there is very little encouragement to do well and move on to further or higher education.

3.8.9 Another innovative project, which successfully encourages young people to aspire to great things is ‘Project Olion’. This is led by Swansea Metropolitan, with delivery by the University and four principal partners, namely: Oyster Education, Swansea YMCA, TAN Dance and Theatr Fforwm Cymru. The City and County of Swansea Council provided guidance on where provision would be most effective and assisted the University in making links with key organisations that work with NEET young people in the local area. Project Olion is a £499,944 project, delivered between January 2012 and January 2013, with the aim of reducing the number of young people in South West Wales who are not in education, employment or training (NEET).

3.8.10 This initiative provided creative projects and workshops to 289 young people between the ages of 11 and 19. They focused on a range of theatre, drama, film, dance, music and visual arts-based techniques to engage young people, develop their skills and broaden their experience of learning. Schemes such as Project Olion are helping to educate and train young people. However, it was agreed that if the accessibility of further and higher education was explained to young children at an earlier age, there would be an increased likelihood of them aspiring to attend these institutions.

3.8.11 Another suggestion heard by the Panel was to encourage entrepreneurship and help to raise the aspirations of young people. It was suggested that the Council hold a regular ‘Entrepreneurship Day’ event, at which a local celebrity or successful business person will speak with a target audience about their experiences and offering words of encouragement to any prospective entrepreneurs.

4. **Recommendations**

The Panel commends Cabinet to consider all issues and ideas raised by this inquiry and, in particular, the recommendations set out below.

The Panel recognises that the Authority

(a) will need to ensure that any subsequent actions are legal and meet the requirements of any relevant legislation;

(b) has a responsibility to make the best use of limited resources and that any additional costs will need to be considered carefully as part of the annual budget setting process.

The Panel has kept these principles in mind in the course of its investigations.
The Panel recommends to Cabinet that it:

4.1 Takes steps to extend apprenticeship schemes beyond the traditional, to include office based and to encourage local employers.

4.2 Raises the following with the Department of Work and Pensions around employment services:
   a. Accessibility of employment opportunities for disabled people.
   b. Support and availability of services for the generational and long-term unemployed group.
   c. Issues raised by participants highlighted in this report.

4.3 Investigates the possibility of incentives and increased support being offered to businesses in relation to recruitment and employment issues.

4.4 Enters into discussions with the Department of Work and Pensions to develop a ‘Single point of Entry’ in relation to employment opportunities, so that all groups have equal access to available jobs/training and apprenticeships.

4.5 Works with schools to develop initiatives with young people who are considered to be at risk of becoming NEETs from an earlier age (e.g. in primary school).

4.6 Works to raise aspirations of young people in schools by encouraging the promotion of further and higher education at an earlier stage (e.g. in Primary School).

4.7 Investigates the possibility of holding regular entrepreneurship events to encourage young people.

Acknowledgements

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Steve Lewis, Partnership Manager, DWP, Job Centre Plus
Steve Marshall, Business Development Manager, Regeneration, City & County of Swansea
Steve Phillips, Economic Development Team Leader, Regeneration, City & County of Swansea
Clare James, Economic Development Officer, Regeneration, City & County of Swansea
Kelly Owen, Workways Project Manager
Caroline Carter, Service Manager, Communities First
Councillor Ryland Doyle, Cabinet Member for Target Areas
Kathryn David, Head of Commercial Services, Swansea Metropolitan University
Professor David Blackaby, Swansea University
Brian Vines, Director of Skills, Innovation and Enterprise
About the Economic Inactivity Inquiry Panel

The Economic Inactivity Scrutiny Inquiry Panel was made up of Councillors who are not members of the Cabinet. As scrutiny councillors their role is to look at policy and service areas in depth, scrutinise the performance of Council Services and to make recommendations about how services can be improved.

Members of the Panel

Councillor Chris Holley (Convener) Councillor Cheryl Philpott
Councillor Jeff Jones (Deputy Convener) Councillor Fiona Gordon
Councillor David Cole Councillor Mandy Evans
Councillor Hazel Morris Councillor Jane Harris

Panel Support

The panel received support to conduct this Inquiry from the Council’s Scrutiny Unit including for:

- Project Management
- Research
- Communications
- Report Drafting

The support officer for this Panel was:

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