

19th September 2012

REPORT OF THE CHIEF EXECUTIVE

People Board Progress Report

1 Purpose of Report

1.1 The report provides an update of progress against the current year's (2012/13) People Board Work Plan.

2 Background

2.1 At its meeting on 26TH June 2012 West Area Committee agreed its Local Area Plan for 2012/13. In doing so Area Committee agreed how it can most effectively contribute to delivering Sunderland City Council's Corporate Outcome Framework (COF) at a local level and relevant to the Place and People themes.

2.2 Those Local Area Plan priorities associated with People were referred to the People Board. The People Board will action those priorities on behalf of the Area Committee, agree a timeline for activity for the year ahead and update Area Committee on progress based on that timetable of activity. The People Board Work Plan is attached as **Item 3 Annex 1**.

2.3 This report provides Area Committee with a progress update on the People Board Work Plan during period June – August 2012 , including requests for decisions where necessary.

3 Area People Priority: Health and Wellbeing

3.1 Health Champions

3.1.1 At the February Area Committee members were advised that the Teaching Primary Care Trust had commissioned consultants to complete a full evaluation of the 'Health Champions' project and a presentation and summary of the findings would be presented to Committee.

3.1.2 There are a total of 314 Health Champions across the city, 224 of which work on a city wide basis. 23 of those Health Champions are based in, or are residents of, Sunderland West, including 4 councillors. There are 30 organisations across the West area accessing Health Champion training.

3.1.3 A further 848 people across the City are undergoing training, 82 of which are based in, or are residents of, Sunderland West.

3.1.4 New Developments within the Health Champions programme include:

- Disseminating the findings of the Health Champion evaluation
- Planning a Health Champion celebration event for October 2012.
- Delivering cancer awareness training to people who are Health Champions.

3.2 Healthy City Investment Funding

3.2.1 Pennywell Community Centre will act as the Project Lead and has submitted the SIB bid on behalf of the consortium of voluntary and community sector organisations, all of which are members of the West VCS Network.

- 3.2.2 Eleven organisations form the West consortium and will work in partnership and form a working group for the area to achieve the following priorities:
- Projects which address the main lifestyle causes of cancer: tobacco, alcohol and obesity.
 - Projects which promote awareness of the early signs and symptoms of cancer.
- 3.2.3 The organisations involved in delivery will join up their resources, publicity, link up delivery and link into existing provision.
- 3.2.4 Each organisation within the consortium will deliver their element of the bid up to a maximum value of £2,500 and remaining funding will be used to develop small projects or activities identified by the men engaged in the provision.
- 3.2.5 The SIB bid is contained within the financial report providing the full detail of the proposal and costings for consideration and approval by Area Committee.

4. Area People Priority: Activities for Young People

- 4.1 At the March 2012 meeting of Area Committee approval was given to align £75,000 to holiday activities for young people (all ages) over a two year period.
- 4.2 Eight projects across the West have been involved in the development and delivery of holiday play and youth provision across the West Area.
- 4.3 Holiday activities for children and young people aged 5 – 19 years have now been delivered throughout the June half term and 6 week summer holiday period.
- 4.4 152 Activity sessions were delivered in the West area during the 6 week holiday period with 2023 individual places used by young people aged 5 – 19.
- 4.5 A meeting of the People Board recommended that future planning of holiday activities commence immediately to meet the following criteria:
- Maximum value for money
 - Maximum number of sessions and places made available
 - Sunderland based activity
 - Limited number of excursions
 - Utilising the assets within Sunderland to deliver activities.
 - Identify what activities are being delivered and ensure the funding is used to fill the gaps not duplicate activities.
- 4.6 Meetings have commenced with youth providers across the West to develop and plan future holiday activity within the remit defined in the People Board.

5. Area People Priority: Job Prospects for Young People

5.1 Background and Context

- 5.1.1 The proposal from West People Board was informed by a number of pieces of research, as follows:
- Citywide Employment and Skills Survey 2011, which looked at the reasons why local businesses were finding it difficult to recruit more of our young people.

- Questionnaire carried out by Sunderland's training provider network in December 2011, which specifically asked about financial incentives (and the level at which they become meaningful).
- Focus Group with local employers held at the Tansy Centre in April 2012, where members asked what more could be done to encourage local businesses to take on more young people.

The conclusions pointed to the importance of a reasonable financial incentive to encourage employers (particularly smaller SMEs) to offer an apprenticeship opportunity to a young person.

5.1.2 The current context is shaped by the Government's Youth Contract, which was launched in the autumn of 2011 but which began formally in April 2012. This new initiative acknowledges the impact financial incentives can have to help reduce youth unemployment. The Youth Contract has two main elements:

- The National Apprenticeship Service's financial incentive of £1,500 (known as the AGE grant - "Apprenticeship Grant for Employers") to employers who offer an apprenticeship opportunity to a young person aged 16-24.
- The Work Programme's wage incentive for employers who offer a job to an unemployed young person aged 18-24 (up to £2,275).

5.1.3 The West People Board acknowledged the importance of aligning any funding awards to the Youth Contract, in order to add value to the national offer and avoid duplication.

5.2 Proposal – Added Value

5.2.1 The proposal is to make available financial incentives to encourage Sunderland-based SMEs to take on young people aged between 16 – 24 years old and living in the West wards and give them the opportunity to work towards and complete an apprenticeship.

5.2.2 Under the conditions governing apprenticeship delivery, the young person must be paid a minimum of £2.60 per hour. The money can be used by the employer to part cover the salary cost of that young person for 1 year (which is the minimum time it takes to complete an apprenticeship and therefore the minimum duration we expect the employer to agree to employ the young person for).

5.2.3 The West People Board proposes an amount of £78,000 be allocated to this project to be used as financial incentives for employers. This amount is based on a minimum of 30 young people from the West Area, each earning £100 per week, at a rate of £2.60 per hour over 52 weeks. The award will provide up to £2,600 per young person, or roughly 50% of the salary cost.

5.3.3 In order to add value and avoid duplication, it is proposed that if an SME is eligible for the Government's AGE grant, then they could have this topped up to £2,600 by the West's SIB funding. If a significant proportion of the SMEs supported by this project fell into this category, then clearly the overall allocation of £78,000 would be able to support more than the initial 30 young people envisaged.

5.3.4 If the employer is not eligible for the AGE grant, then the full £2,600 would be awarded.

5.3 Proposal - Participants

5.3.1 West Area Committee has already awarded SIB funding to the Pallion Action Group (PAG), in order to provide a service to engage with young people in the West who are

unemployed and to provide employability support to help them improve their skills and training in order to find work. PAG currently supports around 200 young people and the West People Board recommends that clients from this group should be given first consideration to be progressed into the new project.

- 5.3.2 The current PAG clients will be assessed for suitability and be given the necessary advice and guidance, including training in interview techniques, to ensure their success in the recruitment process.
- 5.3.3 Staff working within PAG currently have contacts with local businesses and would be able to assist in identifying and matching together suitable young people from their current cohort with appropriate employers. The Council's Business and Investment Team also has contacts with local SMEs and would promote this opportunity, in order to identify suitable employment opportunities which would continue beyond the one-year funded period.
- 5.3.4 Initial exploratory conversations have already taken place with several local employers and the level of interest is significant. Companies approached include Twin's fruiterers, Kitchen Magic, Thoburn's fruit and vegetable retailer, Hell's Kitchen, Rox hairdressers, a local farm and boarding kennels and youth projects including Youth Almighty.

5.4 Project Management

- 5.4.1 To ensure effective implementation, monitoring and success, a suitable Managing Agent would need to be appointed. The Managing Agent would be responsible for:
- Identifying suitable young people
 - Identifying suitable employers
 - Agreeing contract terms with employers
 - Processing payments to employers
 - Monitoring of ongoing employment status of young person
 - Monitoring and verifying grant conditions
 - Providing regular feedback to Area Committee
- 5.4.2 It is suggested that an additional amount of 5% of the total project cost be allocated to cover the Managing Agent costs. This equates to an additional £3,900. When added to the £78,000, this brings the total amount of SIB required to £81,900.

5.5 Options for Project Management

5.5.1 Internal

By retaining control of this project within the Council, Committee Members would ensure the ongoing management and performance remained open and transparent. There is suitable resource and expertise within the Business and Investment Team to act as Managing Agent for this project. The Council has its own internal apprenticeship training and delivery function (ITEC and Riverside Training), which sits within the Office of the Chief Executive and is line managed by the Business and Investment Team. Officers working within ITEC and Riverside are highly qualified and experienced to manage this type of project effectively and can begin immediately.

5.5.2 External

Should members prefer to appoint an external Managing Agent, then a procurement process would have to be arranged. A tender opportunity would have to be advertised and Expressions of Interest would need to be sought. Applicants would then need to be assessed in order to identify the most suitable organisation. This process would take

approximately 3 months to complete. The ongoing level of control for members under this type of external arrangement would be dependent upon the detail that was written into the procurement tender specification and upon subsequent contract management.

5.6 Involvement of Training Providers

5.6.1 The cost of delivering the apprenticeship is generally fully funded by the Skills Funding Agency (SFA). The SFA awards contracts to training providers to deliver the apprenticeships. The training providers are audited by OFSTED and only those who meet their high standards are given repeat contracts by the SFA.

5.6.2 In Sunderland, we have a Sunderland City Provider Network (SCPN). This network includes all those training providers who have an operational base within the city and who deliver a wide range of apprenticeship frameworks. Membership currently includes:

- Springboard, Sunderland College, Zodiac, Milltech, ITEC and Riverside Training (which are both part of the Council), Team Wearside, the Chamber of Commerce, SETA and Sunderland AFC Foundation.

5.6.3 It is likely that some (or all) of these organisations may be involved in delivering the apprenticeship frameworks to the clients who are going to be supported through this project.

6. Area People Priority: Crime and Community Safety

6.1 At its November 2011 meeting Area Committee agreed that regular updates on Crime and Community Safety would be presented to each Committee meeting.

6.2 An update report from the Police covering the period 1.4.2012 – 31.8.2012, detailing information on an area and ward basis is attached at **Item 3 Annex 2**.

6.3 An update report from Tyne and Wear Fire Service covering the period 25.6.2012 – 27.8.2012 is attached at **Item 3 Annex 3**.

7. Recommendations: Committee is requested to:

- Note the content of the report.
- Agree to receive the People Board's timetable for activity for the year ahead at a future meeting.
- Agree proposals and the funding application for the delivery of the men's health project to achieve the priorities for the Healthy City Investment funding.
- Agree the proposal to deliver an apprenticeship scheme within the West Area as defined within the report.
- Agree to align SIB of £81,900 to the delivery of the West Area Apprenticeship scheme subject to full application consultation and appraisal.
- Select and agree a delivery agent to project manage the West Area Apprenticeship scheme.

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