



2015-18

# Getting People into Work



March 2015

Chichester District Council

Chichester in Partnership

## **Getting People into Work Strategy 2015-2018**

### **1. Foreword**

Chichester District benefits from having a very attractive natural and built environment, a diverse and healthy employment base and a choice of good quality housing making it a desirable place to live and work. For many it is seen as a “rich” place where everyone is employed and lives in a beautiful rural home.

Chichester in Partnership’s aspiration is for all of Chichester District’s residents to be able to benefit from these quality-of-life factors and to be able to fully participate in all aspects of living in the District. While many are able to do so, there are individuals, and in some cases families, within the District who are less able to for a number of reasons. The image of the rural idyll where everyone has a job and has money is false; there is poverty, unemployment and deprivation in our district that is masked by the apparent wealth and rurality of our district.

Not being in employment can have a major impact on a person’s quality of life, where they are able to live, whether they can travel, and whether they can afford food and clothing. In an expensive area such as Chichester these problems can be magnified.

Not being in work can also result in acute lack of confidence which can make the challenge of getting a job feel very daunting. Mental health issues, having drug or alcohol problems or not having family support can all affect a person’s ability to get into work. In many cases individuals require a great deal of support before they feel able to return to work or become employed for the first time.

We know that assisting people into work has a range of benefits and knock-on effects for the economy and society as a whole. Securing paid employment is also one of the biggest factors in helping address health inequalities and improving a person’s wellbeing

Over the past three years we have had a lot of success with the delivery of this strategy, something that I and the partners of CIP are very proud of. I would also like to acknowledge the good work that is already being done by many private, public and voluntary sector organisations involved and to thank them for their commitment and contribution to delivering this strategy.

**Josef Ransley**  
**Chair, Chichester in Partnership**

### **2. The Original Strategy**

Three years ago when the economy was on a downhill spiral and the threat of large scale unemployment was imminent, the number of people unemployed nationally increased to 2.7 million, its highest level since 1994. Although Chichester has never suffered large amounts of unemployment we wanted to ensure that we were not detrimentally impacted by the recession. Chichester in Partnership agreed that they wanted to develop a strategy to mitigate the effects and to support people to stay in and get work. The strategy was developed by Chichester District Council’s Economic Development Service and the Partnership’s officer in consultation with numerous partner organisations including Job Centre Plus, Selsey Town Council, Chichester College, West Sussex County Council, Royal British Legion Industries, Coast to Capital LEP and Chichester Chamber of Commerce and Industry.

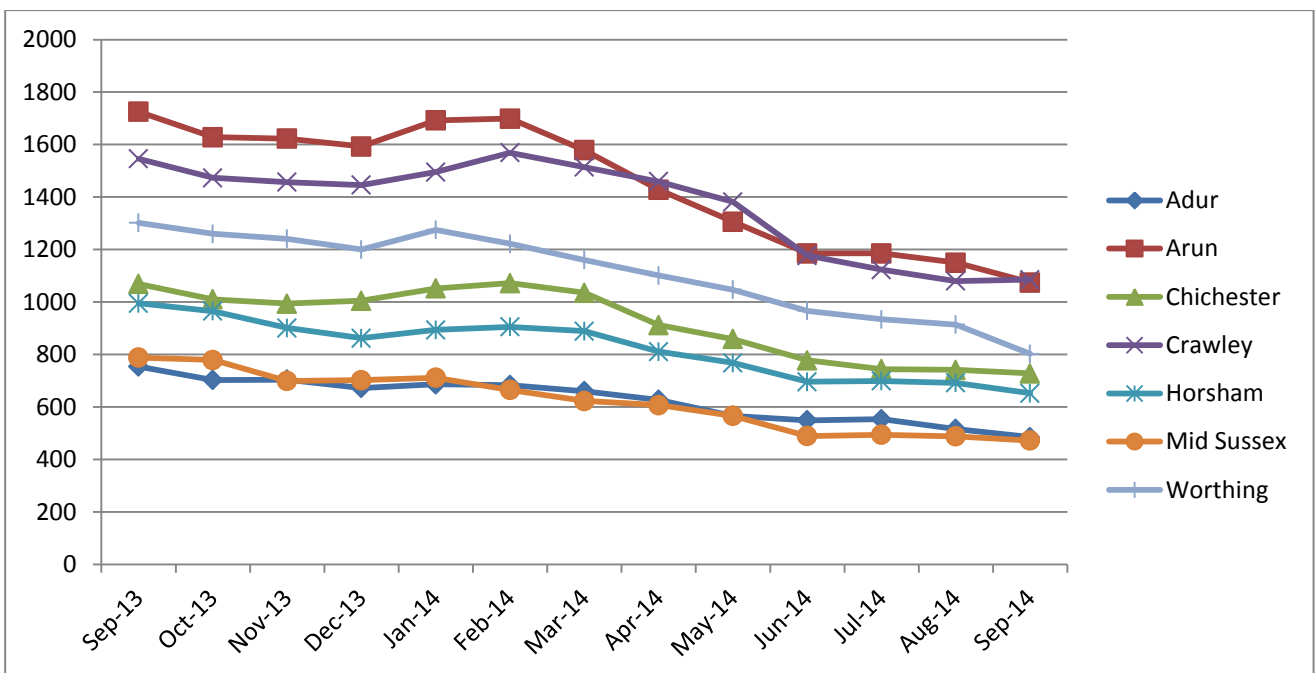
The main priorities for our original strategy were to address the barriers to work by:

1. Reducing the length of time people are out of work
2. Increasing the employment rate amongst those who are out of work
3. Supporting local employers to recruit the people they need to keep their businesses successful

### 3. Progress of the strategy

In terms of the general unemployment figures, the table below shows the number of Job Seeker's Allowance claimants in the age group 16-64, in the District. When analysing these figures we need to consider the current economic climate and acknowledge that this strategy may not be able to reduce unemployment in the District but can help to mitigate a potentially growing problem.

Graph 1: Job seekers allowance claimants aged 16-64, Jan 2011 – Sept 14



The development and delivery of this strategy has led to new, stronger relationships being built with the local Jobcentre Plus, Chichester College, Chichester Chamber of Commerce and Industry, Chichester University and Royal British Legion Industries. By working together we have developed new, innovative projects that help those most in need in our district. These are summarised below:

#### **Work Experience Project (Choose Work)**

In 2012, the partnership was successful in applying for a Department for Work and Pensions (DWP) grant of £20,000 to employ a part time Work Experience Coordinator for two years. Emulating a successful scheme in Horsham, the Work Experience Coordinator works closely with the local Jobcentre Plus to create good quality work experience for the unemployed across the District. We have named this project 'ChooseWork'. This part of the strategy is monitored by Chichester in Partnership and the Department for Work and Pensions.

The outcomes planned for the first year of this project were:

- At least 15 work experience placements created within the District Council in the first year
- Five local businesses/organisations recruited to offer a minimum of two work placements

- At least 25 young people supported into a work experience placement

In the first year of the project (2013) 49 people have officially been on the programme and a total of 120 people have had some form of interaction with the work placement coordinator. Initially the project was only allowed to help 18-24 year olds. This limit was removed half way through the year in order for us to help more people. 47% of people who have been on the programme have found a job. Only 14 are still claiming JSA. 30 companies have been involved in offering work placements. This project was far more successful than we originally envisaged, and an independent evaluation by the University of Chichester found that our methods of helping people was invaluable in getting people back to work.

#### Case Study: ChooseWork Miss W

Miss W was unemployed and needed work experience to help boost her confidence and improve her prospects of finding employment. Following an eight weeks work experience programme through Choose Work, she was successfully appointed as a Customer Services Assistant at Westgate Leisure Centre. The employer was also able to benefit from a Wage Incentive funding support from Department of Works and Pensions of a total of £2,275 towards employing her

Since January 2014, 44 more people have been supported into work placements and nearly half have now found work and a brighter future. The Choose Work Coordinator has also engaged with 99 people; all have benefitted from 1-1 mentoring and coaching within the Choose Work programme.

Two Choose Workers placed within the Economic Development Service after long periods of unemployment have now successfully found full-time jobs in the District. One is now a Food and Beverage Manager, and the other is an Administration Officer. Many other Choose Workers have been successful in gaining paid employment and apprenticeship vacancies in the District.

From April 2014 a part time 'Choose Work Coordinator' has been employed in SelseyWorks with the aim to help 10 people into work experience. We have also found through this project that it is not just the work experience that is helping the participants. The Choose Work Co-ordinator also offers mentoring and coaching to the individuals as and when they need it and it is this extra effort that really makes the difference.

In 2014 the Healthier Chichester Partnership funded a number of Choose Work workshops. Both of the Choose Work Coordinators have found that a number of the people they are dealing with are suffering from low level mental health problems (e.g. anxiety, depression, confidence issues). Such issues prevent them from getting work but are not bad enough to receive medical assistance. These workshops (led by the Choose Work Coordinators) help people with these issues and provide a kind of peer support network.

### **Case Study: ChooseWork Miss M**

After a very long time struggling to find work, Miss M was introduced to the Choose Work scheme by the Job Centre. After a short interview to help discover what sort of fields of work she might be interested in, she was put in contact with the customer service team at the Council. The team were very friendly and welcoming and within her first week there she felt very at home. The work gave her experience with actually interacting with members of the public and the work environment. It was a huge confidence booster and helped her learn how to deal with tricky situations under pressure. Ultimately the 8 week work placement was cut short at 6 weeks as within two weeks of joining the Council she was actually offered a temporary position at a local school as a library assistant. The skills she developed on the Choose Work scheme proved invaluable in helping her in the new job, as it has not only given her confidence, but she now knows how to present herself, build good relationships within the workplace, and it has given her a passion for helping people.

### **Service Provider Network**

The Chichester Service Provider Network ran for a year. However, at the same time Hyde Martlet set up a similar group that meets more frequently and was better attended. It was agreed to end the Chichester Service Provider Network in favour of the Hyde Martlet network. This network is currently developing a directory of services for use by frontline workers.

### **Apprenticeships**

The Apprenticeships task and finish group is led by Chichester College and includes CDC, WSCC, National Apprenticeship Service(NAS) and Chichester Chamber of Commerce and Industry. The aim of the group is “to reduce unemployment in the local area by supporting young people within Chichester, to access the apprenticeship scheme and work with local employers to ensure there are enough places available”. Planned outcomes were:

- At least 25% of those young people secure a permanent job at the end of their apprenticeship
- 250 16-18 year olds become apprentices in 2012-2013

CDC hosted an Ambassador’s Event to seek potential ambassadors as apprentices and to encourage young people to consider apprenticeship as future options. A number of events also took place across the county in National Apprenticeships Week. We staged a successful business event to promote apprenticeship on 17 January 2014 which was attended by over 100 delegates. The lunch event was supported by Chichester in Partnership, Federation of Small Businesses, Chichester College, West Sussex County Council, Chichester Chamber of Commerce & Industry, National Apprenticeship Service and Chichester District Council. As well as hearing from businesses and young people who benefited from apprenticeships, delegates were able to hear about the grants and other support that they could claim when employing a young person. Relevant exhibitors were also available at the event to provide advice and support.

The Economic Development Service partnered with WSCC, Chichester College and the National Apprenticeship Service to promote an apprenticeship jobs fair on 22 October 2014 to bring together local young people looking for apprenticeship opportunities and the businesses who can provide them. It was well attended where local opportunities were realised and accessible.

The Economic Development Service also actively promoted apprenticeship scheme to other departments within the Council and has enabled recent recruitment of four apprentices, including the appointment of an administration apprentice within its own service.

The total achieved for 12/13 was 596 (Not all these will be from Chichester District) and 190 businesses have signed up and pledged to take on apprentices.

### **Targeted Support Work - Selsey**

This work covered a number of issues but this summary only covers those that dealt with unemployment in the area. Working in partnership with Selsey Town Council, Chichester College, WSCC and DWP we developed the concept of 'SelseyWorks'

SelseyWorks is a local facility in Selsey town centre that offers job search advice, the Choose Work initiative, training courses and business set-up advice all in one place, thereby reducing the need for local residents to travel into Chichester for services. The planned outcomes for this project are:

- To assist 600 people over an 18 month period on their customer journey with a real focus on overcoming barriers, such as transport, which are major issues to securing work
- To assist 600 people in using Universal Job Match, and will engage at least 50% of them in a programme of training and one to one sessions to ensure they can access both Universal Job Match and the new on-line benefits systems
- Get at least 10% back in to work
- Open up 50 work experience placements with further opportunities afterwards for 75% of these
- Support the DWP digital agenda so that 85% of people from the area are given the skills to access our services digitally
- Grow 15 new businesses through entrepreneurship and mentoring
- Offer financial and debt advice to coincide with the introduction of Universal Credit and changes to the benefits system to ensure that people are helped to manage their money and budget effectively

The project successfully engaged a group of unemployed people to help with the decorating of this facility. This garnered very positive responses from the participants. The facility opened on the 3<sup>rd</sup> February 2014. A sizeable number of people have used the facility with many of these were looking for job advice/training of some kind. The Choose Work coordinator in Selsey initially found that people are not ready for work experience and they need a lot of support with basic skills like job searching, CV's and interview skills. However, feedback we are receiving about the facility is very positive. The local, independent, friendly service is proving to be the ideal facility for engaging those that are difficult to reach.

#### **Case Study: Selsey Works**

**Client Miss H:** Mother of 4, looking to get back into work and wanted to access training.

- We arranged for her to meet Chichester College during our Friday drop in session.
- She is now at Chi College undertaking a Book Keeping course and was looking to start another accountancy related qualification

#### Case Study: Selsey Works

**Client Mrs S:** Client was currently unemployed, had no qualifications and two young children.

- We assisted in getting her CV up to date and assisted her with using our website to access local job opportunities. We assisted her with an application to a local leisure company and she was successful in gaining employment with this company.

#### Case Study: Selsey Works

- **Client Mrs B:** Working mother has recently been dismissed unlawfully, required advice regarding employment law as well as support in possible business venture.
  - Directed to ACAS and employment law details, also advised to visit job centre to discuss signing on.
  - Arranged meeting with George Smith to discuss business opportunity.
  - Assisted in logo development, business paperwork and creation of social media site.
  - Client now has sufficient customers and is only claiming working tax credits as a result.

#### 4. What have we learnt?

Through the development of these projects over the past 3 years we have learnt a good deal about what the barriers to work are for our local community.

- Transport and Distance to work- If you are unemployed the Job Centre says that you should apply for jobs within 90 minutes travelling time (on public transport). However this is unrealistic to a number of our residents due to the lack of frequency of public transport, child care or caring issues, and the expense of such travel. Generally people want a job close to their home.
- Multiple issues – Generally we are finding that the people that need help in getting into work have more than one issue/barrier affecting them. Overcoming these multiple issues can be resource intensive.
- Low level mental health needs - We are finding that a large number of unemployed are suffering from undiagnosed mental health issues such as depression, anxiety and low confidence. This has meant that one-to-one support through SelseyWorks and ChooseWork can be more resource intensive than expected. However, both projects have had success with these people. Both projects have been set up with a supportive, non-judgemental, friendly approach to accessing services. This is proving to be a successful way of helping people either into work or at least to a better place in their lives.

### Case Study: SelseyWorks

- **Client Mr E:** Client has long term mental health issues and associated social issues, currently not in employment and finds it very difficult to engage socially; he has been previously excluded from accessing certain services due to his often abusive/aggressive nature.
  - We were able to offer bespoke assistance to reduce social engagement.
  - Updated CV and assisted with accessing benefits.
  - We have got him engaged with First Steps to Fitness and with Chichester College to gain his CSCS card.

- Red tape – The benefits/support system can sometimes work against people. Because someone is on a certain benefit or on the work programmes they cannot use services offered by our projects and we are limited in helping people who may have work but want to improve their situation. Unemployed individuals are moved from scheme to scheme without a consistent form of support that is needed.
- Sometimes it's not about getting work – sometimes it's about getting a person into a better place in life, be it helping them overcome depression or able to deal with their finances better. This is still seen as a positive outcome even though it cannot be included in performance figures.
- Underemployment – Within Chichester unemployment is low. However the number of people on low wages is high. Where these people want to improve themselves and get into better paid employment the amount of support is limited.
- Expectations – Not everybody wants a career or a job with a lot of responsibility. Some people just want a job they can enjoy that is close to home, so when working with people we have to not just keep their expectations in check but our own too. There will also be a percentage of our population on low level wages and claiming benefits. Actually it is a necessity of a functioning society that we do have people to work in retail shops, care homes and hotels.

## 5. What has changed?

### National Policy Context

Since the development of the last strategy a lot has changed and developed, in particular the overall economy. Although we no longer face a severe credit crunch and recession, and the economy has stabilised, living costs are still high and wages have remained below the inflation rate. The unemployment rate is now low but the wage levels are also low. Government is overhauling the benefits system while piloting new ways of supporting people into work. Set out below are some of the major issues that we will need to consider in the next three years.

- **The economy**  
Economic conditions since the banking crisis in 2008, the subsequent credit crunch and global recession have been very challenging. The UK economy has seen very moderate growth rising from a recession time low in 2009 to just above 1% in 2010 and slowing down again since. Financial institutions remain cautious about lending, many businesses have



contracted and those that are ready to expand are waiting for improved economic conditions before committing themselves to grow.

Government measures, introduced since May 2010 in an effort to reduce the UK's financial deficit, have impacted very heavily on public sector jobs, public sector contracting and the voluntary sector. In turn, many private sector businesses have also been affected as public sector organisations have had less funding and have had to cut back on services and spending.

- **Universal Credit**

In the next couple of years universal credit will be introduced across the country. Universal credit is a welfare benefit launched in the United Kingdom in 2013 to replace six means-tested benefits and tax credits. These six benefits are: Income-based Jobseeker's Allowance, Income-related Employment and Support Allowance, Income Support, Working Tax Credit, Child Tax Credit and Housing Benefit. Unlike some existing benefits, such as Income Support, that have a 100% withdrawal rate, the Universal Credit will be gradually tapered away, as is the case with the existing tax credits and Housing Benefit so that, in theory, people can take a part-time job and still be allowed to keep some of the money they receive. The claiming system will mainly be online. The introduction of a whole new system will initially put a lot of pressure on frontline services as it is bedded in and we will have to consider how it will work in rural areas where internet connections are unreliable.

- **Supervised Job Search Pilot**

Sussex is the pilot area for a new supervised job search pilot. This involves Jobsearch activity for 35 hours a week for 13 weeks supervised in a training Centre by a contracted provider. Claimants will get help in searching and applying for jobs, writing covering letters, job application skills and interview techniques. When on this pilot they will be unable to take part in any other schemes or projects.

- **The Election**

Following the General Election, over the next 3 years national policy will change. However, the focus to get people off benefits and into work is likely to remain no matter who is in government.

- **Help to work: drive to help long term unemployed**

Government have developed the 'help to Work' initiative. This is a nationwide drive to help the long term unemployed into work. This includes new intensive measures to help the long term unemployed including intensive coaching, meeting the job advisor every day and mandatory community work placements

- Youth Contract/ Apprenticeships
- Careers advice / employability website
- Post Work Programme

- **Fuller Working Lives: A framework for action**

The Department for Work and Pensions introduced this framework for action to help people who have an unplanned exit from the labour market. To help people stay in work they have removed the default retirement age and the introduction of the new state pension. Within this framework there are a number of actions planned including:

In 2015 there will be a national strategy published for supporting older people to remain active in work, self-employment, and participation in civic society, by seeking to reduce the number of people who feel unable or unsupported to work because of ill or declining health. This will include:

- Extending the right to request a flexible working to all employees
- Creation of the Centre for Ageing Better
- Testing new and tailored provision for older job seekers
- Pilot to fund assistive technology to support carers who are in employment.

### **Local Policy Context**

Chichester District's economy has remained relatively buoyant despite the difficult economic conditions over the last four years. The District has a number of high profile national and internationally renowned private businesses employing 250 people or more, including Rolls Royce, Wiley, Mercers and Natures Way.

The majority, however, are small businesses employing fewer than 10 people. The majority of larger organisations are in the public sector including West Sussex County Council, Chichester District Council, St Richard's Hospital, Chichester College and the University of Chichester. In total, there are 6,700 businesses providing 67,000 jobs. Public Administration and Health employ 15,400 or 30% of the of the entire employment base in the District.

Employment is concentrated around the main centres and infrastructure in the District - Chichester, Midhurst, Petworth, along the coast and along the A27. We have identified access to and the cost of travel as one of the primary barriers to employment meaning that those who live more remotely might find it harder to travel to work than those living in and around the main centres.

- **Chichester District's Sustainable Community Strategy – A Very Special Place**

This document sets out the overarching 20-year vision for the District and its communities. One of the five main themes in the vision is the **Economy**, which provides the context for the Getting People Into Work Strategy, its primary aim being to provide the environment for a strong local economy where businesses can thrive and grow and local people have skills relevant to local employers. We need to ensure that we are supporting local businesses to create the type of jobs people aspire to and will need during the economic recovery and beyond.

We are focussed on the need, not just to safeguard existing jobs but to assist businesses in the creation of new jobs to replace those that have been and are being lost. Businesses have told us there is a skills-match issue – that is to say, local employers who are recruiting find that many of the people applying for work do not necessarily have the skills and experience to match the jobs available.

- **Creating a Prosperous and Sustainable Economy - An Economic Strategy for Chichester District 2013-2019**

Chichester District Council's strategy for the economy sets out a number of priorities that relate to employment, these are:

**Priority 1: Attract and Retain Working Age Talent**

Better understand and respond to working age people's housing needs and attract and retain more students to the District. Find new and innovative ways of providing residential accommodation that is affordable and attractive to working age households. Increase work

placement opportunities for young people and to develop their business and entrepreneurial skills.

**Priority 3: Match Skills to Business and Economic Needs**

Develop strong links with education-business networks and strengthen the links between the District's schools and Further and Higher Education providers.

Maximise internship and apprenticeship opportunities.

Develop procurement policies that encourage employer investment in education/training

- **West Sussex Public Health Plan**

Within the County Health plan they prioritised 'influences on our health'. This includes the aim "to improve access to good jobs and reduce long term unemployment across communities". The Plan aims to:

- Help vulnerable adults to access and maintain employment
- Develop a diverse workforce amongst local employers without significant additional financial investment
- Improve opportunities for young people to access training, education and employment (through apprenticeships, internships and work experience)

- **Coast to Capital Strategic Economic Plan and Coast to Capital Skills Strategy**

The overall aim of the Coast to Capital Skills Strategy is for businesses to be able to access the skills they need to compete internationally and to deliver the exceptional growth and productivity gains set out in the Coast to Capital Strategic Economic Plan. There are three strategic priorities

- Stimulate the demand for skills by encouraging business ambition
- Ensure skills provision meets the needs of Coast to Capital businesses, focusing on it priority sectors
- Ensure people make informed decisions about their learning and career choices

- **Coastal West Sussex Partnership**

Linking to the above strategy, the Coastal West Sussex Partnership also wants to raise the quality of jobs and skill levels of the local population in order to broaden and strengthen its economic base. It has two priorities

- Support local people to acquire the skills that the economy needs
- West Sussex will have a well respected programme of enterprise education in all its schools, colleges and universities and a coordinated approach to apprenticeships and the workforce development that supports local business needs.

They wish to do this by embedding enterprise in the educational curriculum and supporting businesses to influence and contribute to the curriculum.

## 6. What next?

### Priorities

When assessing what we should focus on in the next 3 years, we have taken into consideration the available data, what our partners and current projects are telling us, national and local issues that are arising, and what the priorities are for our partner organisations. With this in mind we have developed six priorities that we believe we can deliver upon in Chichester District in the next 3 years:

1. To help those facing social injustice into work e.g. ESA claimants, lone parents, and older people in rural areas, by developing local support for residents seeking work or setting up their own businesses

2. To help those living in the Think family neighbourhoods to access employment support and to improve their skills
3. Helping people into full-time and better paid employment by getting them access to training and improving their work based skills
4. Using the opportunities that new technologies present, helping people with caring responsibilities to stay or return to work
5. To increase workplace skills (such as interview skills, confidence and work place etiquette) in school leavers by embedding skills into the local curriculum
6. To investigate solutions to transport barriers in the district and influence relevant partners to help deliver these

An Action Plan explaining how we will deliver upon the priorities is below at Appendix 1.

### Appendix 1 - Getting People into Work – Action plan 2015

This plan sets out the actions that Chichester in Partnership members and key partners will take to address barriers identified in the Getting People into Work Strategy 2015-2018.

This is a rolling annual action plan which will evolve as some actions are completed and new actions are identified. Progress on delivering the actions will be reviewed by the Steering Group and reported to Chichester in Partnership every six months.

Action	Output	Outcome	Lead	Delivery Partners	Target Date
<b>Objective 1: To help those facing social injustice into work</b>					
<p><b>1.1</b></p> <p>Continue to provide good quality work experience opportunities for all residents within Chichester with a focus to help those that are “difficult to reach”</p> <p>Work with key employers to identify and adopt best practice models of providing good quality work experience for young people</p>	<p>Expand the ChooseWork project to cover a larger geographical area (to exclude the Manhood Peninsula)</p> <p>Identify key employers</p> <p>A good practice guide for employers</p>	<p>In the first year of project</p> <ul style="list-style-type: none"> <li>To engage <b>120</b> customers from all working age benefits referred to the programme</li> <li>Chichester District Council offering at least <b>50</b> work experience placements to customers across all benefits who are not on Work Programme</li> <li>Recruiting <b>5</b> local businesses/organisations to offer a minimum of 2 work placements each</li> </ul>	Chichester District Council	<p>Department of Work and Pensions</p> <p>Chichester College</p> <p>Job Centre Plus</p>	February 2016

<p><b>1.2</b></p> <p>Through workshops and peer support help those most in need to feel better and be better able to engage with services.</p>	<p>Delivery of ChooseWork Workshops which offer a form of life coaching</p>	<p>Number of people who find the workshops have helped them</p> <p>Number of people on ESA engaged with project</p>	<p>Chichester District Council</p>	<p>Job Centre Plus</p> <p>West Sussex Public Health</p> <p>SelseyWorks</p>	
<p><b>1.3</b></p> <p>Stonepillow Restore Trainees</p> <p>Trainees come from many sources including our own client base, Job Centre Plus, Mandatory Work Activity and The Aldingbourne Trust.</p>	<p>The target for 2015/16 is 240 participants</p>	<p>Trainees develop new transferrable skills and build self-confidence making them more job ready</p>	<p>StonePillow</p>	<p>Job Centre plus</p> <p>Aldingbourne Trust</p>	
<p><b>1.4</b></p> <p>Springboard</p> <p>Helping people who have been long term unemployed and returning from the Work Programme</p>	<p>30% of people who go on the course come off the JSA register with a percentage returning to work</p>	<p>Help the long term unemployed with life skills and build self confidence in order for them to be in a better position for job searching or setting up their own business.</p>	<p>Chichester College</p>	<p>Job Centre Plus</p>	
<p><b>Objective 2: To help those living in “Think family” neighbourhoods/ rural areas to access employment support and to improve their skills</b></p>					

Action	Output	Outcome	Lead	Delivery Partners	Target Date
<p><b>2.1</b></p> <p>To ensure that local residents can access the services they need to improve their employment chances or skills.</p>	<p>Working with local Registered social Landlords to provide mini community hubs or outreach services in the identified areas.</p>	<p>Reduction in JSA figures</p> <p>Number of residents engaged</p> <p>Number of people referred to other support services.</p>	<p>Chichester District Council</p>	<p>RSLs</p> <p>Department of Work and Pensions</p> <p>Job Centre plus</p>	
<p><b>2.2</b></p> <p>For SelseyWorks as our pilot project, to continue offering support services to the whole of the District and develop its local offer</p>	<p>To get the project classified as a charitable status</p> <p>Get counselling training for staff members</p> <p>Promote pop up shop more, therefore increasing the income</p> <p>Develop project to help carers/ ex carers into employment</p> <p>Increase signposting to other services</p> <p>Develop local recruitment business</p>	<p>Get 25 people into work experience</p> <p>Help 20 people into employment</p> <p>Help the development of 5 new businesses</p> <p>Engage with and support or signpost 500 local people</p> <p>Generate £7,000 from pop up shop facility</p> <p>To help 10 young people with the young persons project</p>	<p>Selsey Town Council</p>	<p>Job Centre Plus</p> <p>Chichester College</p> <p>Selsey Youth Dream</p> <p>Chichester District Council</p> <p>Selsey Academy</p>	

<b>Objective 3: Helping people to full/ better paid employment by getting them access to training that can improve their work based skills.</b>					
<b>Action</b>	<b>Output</b>	<b>Outcome</b>	<b>Lead</b>	<b>Delivery Partners</b>	<b>Target Date</b>
<b>3.1</b> To create accessible training for those on low wages to increase their skills	Investigate if there is any funding available for projects that aim to improve skills for those not on benefit.  Investigate the feasibility of such a project.	Increase the number of people in the District with qualifications  Increase in the average wage salary	Hilary Strong	Chichester District Council, WSCC, Affinity Sutton	
<b>3.2</b> Support young people to access the Apprenticeship/ Traineeship scheme and work with employers to ensure there are enough places available	To create local apprenticeships events that encourages local businesses to take on apprentices.  To encourage local organisations to develop charters that supports the development of apprenticeship roles.	At least 25% of those young people secure a permanent job at the end of their apprenticeship  Create at least 15 traineeship opportunities	Chichester College/ Chichester District Council	Employers including Chichester in Partnership members and support providers	



<b>3.3</b>	Encourage people to gain qualifications through work experience in the community	To deliver a community work experience project	Deliver 10 community projects a year for two years  Upskill 150+ individuals through the project	Chichester College	Chichester District Council  Job Centre Plus	July 2016
<b>Objective 4: Through the use of new technologies help people with caring responsibilities to stay or return to work</b>						
<b>Action</b>	<b>Output</b>	<b>Outcome</b>	<b>Lead</b>	<b>Delivery Partners</b>	<b>Target Date</b>	
<b>4.1</b>	To develop a project that support carers back into employment, through the use of new technology and the other project such as SelseyWorks and ChooseWork	Research, development and pilot of a project that helps carers back into work	Number of carers in work increases  Number of carers engaged.	Chichester District Council/ SelseyWorks	Carers Support  MIND  West Sussex Prevention Assessment Team	2018
<b>Objective 5: To increase work based skills in school leavers by embedding skills in the local curriculum</b>						
<b>Action</b>	<b>Output</b>	<b>Outcome</b>	<b>Lead</b>	<b>Delivery Partners</b>	<b>Target Date</b>	
<b>5.1</b>	With Coastal West Sussex investigate ways to embed work place skills into the	Research of successful projects. Discussions with schools as to willingness	Number of children with increased work place skills	Chichester District Council/ Coastal West		

schools of Chichester	to be involved		Sussex Chichester District Council	West Sussex County Council	
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**Objective 6: To investigate solutions to transport barriers in the district and influence relevant partners to help deliver these solutions**

<b>Action</b>	<b>Output</b>	<b>Outcome</b>	<b>Lead</b>	<b>Delivery Partners</b>	<b>Target Date</b>
Investigate the Transport barriers to accessing employment	Research to identify barriers, and to identify comparable solutions in other districts and counties	i) WSCC & partners engaged with alleviating worklessness through overcoming transport barriers; ii) Pilot project launched	Chichester District Council	West Sussex County Council  Local Town Councils  Membership Organisations	2018

## Appendix 2 - Economic Data

Below we set out some of the data available that supports our strategy. This was prepared in September 2014. Unfortunately local data is not available for some of the issues we would like to look at such as zero hour contracts, true number of NEETS, etc.

### **Skills and Qualifications**

The number of people with no qualifications has grown in Chichester District by 635 to 18,566 which is almost 1 in 5 people (over 16), this is third highest in West Sussex.

In 2012, of the six secondary schools in the District, only three were above the national average for GCSE attainment measure of 5 A\*-C including English and Maths. These are Bishop Luffa CofE School, Midhurst Rother College and Chichester High School for Boys.

People qualified to degree level have increased by 13,309 or 76% since 2001, 4<sup>th</sup> highest in West Sussex. This shows the District is becoming more knowledge led and may lead to a greater expectation in the job market.

Chichester District has the highest number of full time students in West Sussex with 6,266, this has grown by 1,353 since 2001 and remains the only district or borough in West Sussex with a University.

### **Earnings and Housing Affordability**

The mean average salary by **place of residence** (people who live in the district) in Chichester District for 2012 is £27,369 (Source: Average Survey for Hours and Earnings Office for National Statistics 2013 Provisional).

- Male full time: £42,222
- Female full time £28,672
- Male part time £10,668
- Female part time £9,394

Housing affordability is an issue in the District. The average house price in the District (April – June 2013 more up to date information is unavailable) is £351,261 (Source: BBC/Land Registry).

Comparing the average house price to average salary gives a ratio of 12.8/1. In other words a person living locally on an average annual full-time salary of £27,369 would need to be able to access more than twelve and half times that salary, to be able to afford an average priced house in the district.

### **Employment and Economic Activity in the District – Facts and Figures**

Useful headline indicators relating to worklessness include: economic activity, employment and unemployment. This section sets out these headline indicators for the District.

Chichester District has a residential population of 113,794<sup>1</sup> with a working age population of 67,267, 59% of the district's total population. The age group with the highest number of people is people aged 45-59

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<sup>1</sup> Source: Census 2011 – Office for National Statistics

with 23,286 or 20.4% of the total population. People aged 60-64 have increased the most since 2001 with an additional 2,260 people. The mean average age of the population as at Census 2011 is 44.5 years.

56,102 people aged 16-74 are economically active in the District, this is 69.2% of all people aged 16-74 (81,037). This includes part-time, full-time, self-employed, unemployed and Full-time students (in work), this is in line with regional and national averages.

24,935 people aged 16-74 are economically inactive in the District, this is 30.8% of all people aged 16-74 (81,037). This includes retired, students (not in work), looking after home or family, long-term sick or disabled and other. This is in line with regional and national averages.

Chichester District has a high percentage of people who are self-employed - 14.5%. This is the highest in West Sussex and is higher than county, regional and national averages. Chichester District is ranked 26th out of the 326 local authorities in England for the percentage of people self-employed.

Women who are self-employed increased by 1116 or 37.86% (3<sup>rd</sup> highest in West Sussex) from 2001 and men increased by 907 13.33% (4<sup>th</sup> highest in West Sussex). There are also 1,369 more one person businesses than there was in 2001.

N.B. Job seekers allowance claimant information is taken from September 2013; claimant data for total claimants, employment support allowance, lone parents and carers are taken from February 2013 and are both from Nomis.

## **Unemployment and Economic Inactivity**

There are individuals in the District who, for reasons such as taking early retirement, choose not to work, and are therefore, economically inactive. Equally, there are households where one individual's income is sufficient to support others in the household who do not then need to work.

Unemployment figures are collected by the Department for Work & Pensions (DWP) each month. These figures are based on the number of people who are claiming **Jobseeker's Allowance**. These are people of working age, 16-64, who are out of work but are actively seeking work. Jobseeker's Allowance is a benefit paid by the Government to people who are out of work and who can demonstrate that they are actively looking for work.

The Jobseeker's Allowance figure does not include those who are out of work for reasons such as disability, long-term illness or because they are a carer looking after someone else. People in those situations who are not able to take up employment are usually eligible for other forms of benefit such as Employment Support Allowance or in some cases, Incapacity Benefit.

### **Jobseeker's Allowance claimants – people aged 16-64**

The total number of people in Chichester claiming Jobseeker's Allowance in September 2013 was 1,069 which is 1.6% of the working age population. This compares to 2.0% in the South East and 3.2% in Great Britain. This figure has fallen from a peak of 1,409 in August 2010.

668 were men and 401 were women

Of the 1,069 people unemployed:

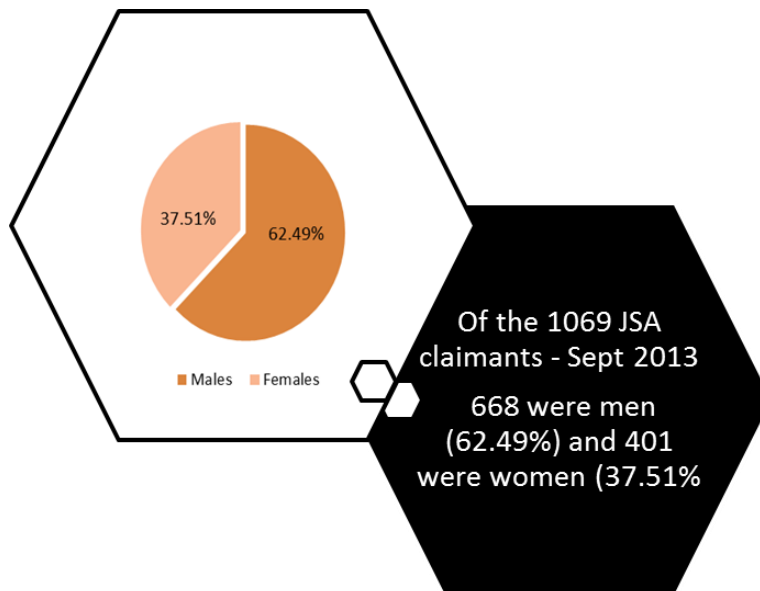
- 600 had been unemployed up to 6months
- 195 had been unemployed over 6 and up to 12 months; and

- 270 had been unemployed over 12 months

*These figures are rounded and are estimates.*

The higher number of short-term versus long-term unemployed would indicate that we have a proportionately large number of people who should be relatively work-ready. Those aged 25-49 form the largest number of claimants overall with 560.

**Male and female split – Job seekers allowance claimants September 2013 (Nomis)**



JSA claimants over 12 months May 2011 v September 13/14				number change	% change since 2011
	May-11	Sep-13	Sep-14		
Adur	150	180	100	50	-33.3
Arun	290	405	255	35	-12.1
Chichester	230	270	190	40	-17.4
Crawley	340	335	235	105	-30.9
Horsham	280	235	115	165	-58.9
Mid Sussex	170	115	75	95	-55.9
Worthing	290	350	195	95	-32.8

**Long term Job seekers allowance claimants May 2011 Vs. September 2014 local authority level.**

JSA Claimants by Age and Duration - Sept 13 v Sept 14									
	18-24			25-49			50-64		
	Sep-12	Sep-13	Sep-14	Sep-12	Sep-13	Sep-14	Sep-12	Sep-13	Sep-14
Total	345	250	150	715	560	385	265	250	190
6 months	245	180	105	425	300	220	115	120	90
6-12 months	50	40	20	125	105	65	65	50	40
over 12 months	50	30	20	165	155	105	85	80	65

**Jobseeker's Allowance claimants by age/ duration (September 2014 v 2013v 2012)**

**Employment support allowance and incapacity benefit**

**Employment Support Allowance (ESA)** is available for people whose ability to work is limited by ill health or disability. Employment Support Allowance replaced both **Incapacity Benefit (IB)** and **Income Support (IS)** paid on the grounds of incapacity for new claims from 27 October 2008.

As at February 2013, there were 2,620 claimants for Employment Support Allowance and Incapacity Benefit in the district, this figure has only reduced slightly to 2,570 in February 2014.

These figures, despite remaining relatively stable over time, are likely to decrease going forward. Nationally the number of Incapacity Benefit claimants has fallen and we could see a corresponding effect in the district. The Government's Welfare to Work reforms requires all people claiming Incapacity Benefit to have their fitness for work re-assessed.

As a result, some benefit claimants are being assessed as fit to work and are no longer able to claim Incapacity Benefit but are instead registered as unemployed and able to claim Jobseeker's Allowance. At the same time we may see therefore, an increase in the number of Jobseeker's Allowance claimants but overall, little change in the total numbers claiming these benefits.

ESA and IB claimants May2011 v February 2013 v February 2014						
	May-11	Feb-13	Feb-14	Number Change	% change	
Adur	2190	2150	2140	50	-2.28	
Arun	5080	4970	4950	130	-2.56	
Chichester	2650	2620	2570	80	-3.02	
Crawley	3590	3450	3470	120	-3.34	
Horsham	2610	2590	2570	40	-1.53	
Mid Sussex	2920	2760	2740	180	-6.16	
Worthing	4030	3840	3930	100	-2.48	

**Employment support allowance and Incapacity benefits at local authority level compared from May 2011 to February 2014**

All local authorities have seen a reduction in employment support allowance and incapacity benefit claimants in the period from May 2011 to February 2013. Worthing and Mid Sussex have seen the most significant reductions, whilst Chichester has only seen a reduction of 30. This is in line with Horsham and Adur.

## Not in Education, Employment or Training

The number of people in Chichester and Arun Districts who are **Not in Education, Employment or Training (NEETs)** in March 2011 was 273, Chichester had 91 and Arun had 182. Some of the reasons why a person may find themselves in this position include suffering a long-term illness; being a carer, being a teenage parent or being pregnant.

In addition, more than half of the 274 individuals have **Special Educational Needs**. This is a significant number and we need to examine the reasons why, for example whether individuals have basic skills needs or specific learning difficulties. It will be important to make sure that the right type of specialist support is provided for these individuals to address the issues they are dealing with.

Around 50% of individuals Not in Education, Employment or Training live around the more densely populated areas along the A27. The rest are spread across the district with concentrations in Selsey and Midhurst. A primary source of support, particularly careers advice, for people not in education, employment or training has been the Connexions service, that in order to reach those individuals has visited clients directly as the most effective method of providing support tailored to individual's needs.

A small number of those Not in Education, Employment or Training have been so for 12 months or more. Amongst the rest, there is quite a lot of churn with some doing training and getting into work but finding it hard to hold down a job over a length of time. There are a number of reasons for this but a common factor is Special Educational Needs. The number of NEET's who are female is slightly higher than male and a significant number of both have an academic attainment lower than Level 2.

Chichester District is ranked 5<sup>th</sup> out of 7 in West Sussex District and Boroughs with an average of 3.70%, which is below the overall West Sussex rate of 5%. The five wards in the district with the highest numbers of NEETs (West Sussex County Council - August 2011) are:

- Chichester South            18
- Chichester East            17
- Selsey North                16
- Chichester West            10
- Tangmere                    6

An issue for those with lower level or no qualifications is that if they are interested in taking up a college course to help train and make them work-ready, they might not have the entry-level qualifications for the course. We know that having to re-take exams can be nerve-racking and demoralising and can put people off.

An option in this instance could be to look at integrating core competencies such as basic Maths and English into foundation level learning as a more constructive approach to help those individuals. Vocational taster courses could also be one way for those people to try out different types of work to see what they are most suited to, thereby improving their chances of getting a job in that field.

## Lone Parents

Chichester East ward had 85 people claiming lone parent's benefits; this is more than double than any other ward in the district. There were 510 people claiming lone parent benefits as at February 2014.

Chichester East, Chichester South, Chichester West and Selsey North wards are all in the top five for employment support allowance, incapacity benefit and lone parent's claimants.

Organisations such as the Daycare Trust have highlighted the cost of child care in the UK as a major concern for parents, both those who are in work or those who want to work but think they cannot as they

are worried that they will not be able to afford child care. This is a particular challenge for lone parents who want to work but working does not appear a viable option if they are not able to get a job that pays enough or is sufficiently flexible to their needs.

Informal child care and support, often provided by local family can be an important factor for those who do work.

This issue can be further compounded for those living in areas with limited or no public transport services due to the time it can take to travel between home, child care facilities and work and the cost involved.

There are some facilities and services available that can help, including breakfast and after school clubs as well as some child care provision through the district's Children and Family Centres. In some cases Jobcentre Plus or Work Programme providers might be able to provide some initial help with covering child care costs.

#### Lone parent's benefits top four wards May 2011 Vs. February 2013v February 2014

Lone Parent claimants May 2011 v February 2013 v February 2014					
	May-11	Feb-13	Feb-14	Number Change	% change
Adur	520	470	420	100	-19.2
Arun	1010	920	870	140	-13.9
Chichester	620	510	510	110	-17.7
Crawley	1140	930	930	210	-18.4
Horsham	550	450	430	120	-21.8
Mid Sussex	540	470	450	90	-16.7
Worthing	780	570	590	190	-24.4

All authorities have seen a reduction in lone parent's claimants, most notably Worthing and Crawley. Chichester has the 2<sup>nd</sup> highest reduction with 110 fewer claimants than in May 2011.

As a percentage, all authorities have seen a reduction. Worthing have seen the largest reduction of -26.9%, Chichester reduced by -17.7% and Arun reduced the least with -8.9%.

#### Child Poverty

We know from government research that lone parent families are amongst those most likely to experience social exclusion and have complex issues to deal with. Those who are on low incomes and benefits can find the financial challenge to support their families particularly difficult to overcome. There are children living in poverty in each ward in the District. Data provided by HM Revenue & Customs (HMRC) indicates high rates to the West, South and East of the City as well as other settlements such as: Tangmere, East Wittering; Selsey North and South, Midhurst, Petworth and Sidlesham.

The impact of growing up in poverty can have lifelong effects including poorer health, poor academic attainment, diminished economic prospects and on-going social exclusion. Supporting parents, particularly lone parents to get into work could have far-reaching benefits by helping lift children out of poverty.

#### Carers



Care responsibilities can involve many types of care for all sorts of needs. Health, mobility and disability issues are often the reason a person will be looking after another person. Depending on individual circumstances, carers can feel that they have little prospect for working.

As at February 2014 there were 650 residents claiming carer's benefit. However, this only accounts for claimants; it is unknown how many other claimants there are in the district. Chichester East, Southbourne, and Selsey North are the top three wards.

In some cases, carers are able to balance being a carer and being in work. In other cases people who have been working but then need to care for someone might feel it is too challenging to achieve that balance and they stop working. Other carers who have been caring for a long time and might never have had a job or have not been working for a long time can feel as though they do not have skills that are relevant in the workplace and lack the confidence to try getting a job.

However, if carers have some hours free in a day or a week, the opportunity to work

Part-time, possibly even as a form of respite from their caring responsibilities, could bring benefits by developing their skills and giving them a chance to interact with people in a work environment. A critical aspect of creating such opportunities hinges on employers' allowing individuals the flexibility they need to work around their caring responsibilities.

<b>Carers claimants May 2011 v February 2013 v February 2014</b>					
	<b>May-11</b>	<b>Feb-13</b>	<b>Feb-14</b>	<b>Number Change</b>	<b>% change</b>
Adur	420	450	470	-50	11.9
Arun	860	920	1000	-140	16.3
Chichester	580	620	650	-70	12.1
Crawley	610	690	740	-130	21.3
Horsham	530	590	610	-80	15.1
Mid Sussex	480	560	580	-100	20.8
Worthing	590	650	680	-90	15.3

**Carer's at local authority level compared from May 2011 to February 2014**