

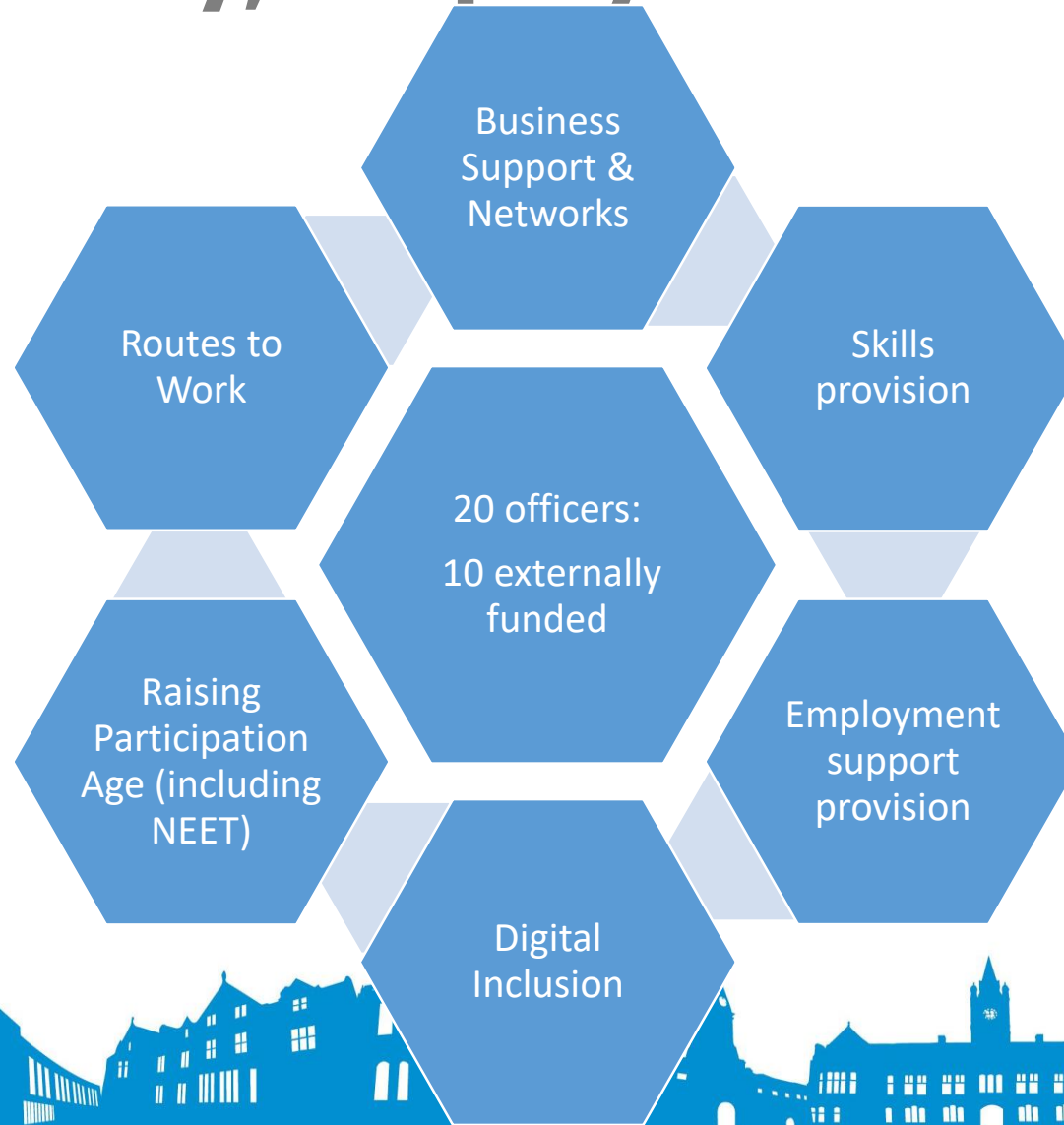
# Economy, Employment & Skills

## PLACE AND EXTERNAL RELATIONS SCRUTINY PANEL

7 NOVEMBER 2023



# Economy, Employment & Skills



# Why do we need Economy, Employment & Skills?

Tameside has the lowest level of attainment of NVQ Level 4 (or equivalent) in GM and the highest percentage of residents paid below the living wage (not minimum wage)

Unemployment is relative to UK figures 3.7% vs 3.8% however this remains a significant number of working age adults (over 5,000)

Economically inactive residents are 10.2% vs UK 11.6% (however Manchester is 8.3%)

A recently commissioned survey of 1,200 residents, asked about employment, provided the following insight:

- One-quarter of respondents say they find it difficult to access employment in their local area
- A lack of jobs, and a lack of jobs that match their skills are the main reasons people feel accessing employment is difficult
- Salaries of jobs that are advertised that would not cover expenses/cost of living is also seen as a barrier
- **Disabled respondents, those earning less than £30,000 per year and those who are unemployed** are more likely to feel there are barriers to accessing higher paying employment opportunities.
- **The majority of those lacking the skills to access better employment have not accessed any related support services**
- 60% of respondents are doubtful they will be able to access a role that offers a higher salary within 12 months

# Business Support

## Linking businesses to support and developing networks

- Project Manager & Partnership and Engagement Officer (funded by UKSPF until March 2025) work directly with businesses and providers including:
  - Business Growth Hub
  - MIDAS
  - Build a Business
  - Enterprising You
  - GM Chamber of Commerce
- An events schedule is being delivered, with networking in Tameside previously being an issue this has grown in the last 12 months from approx. 5 businesses attending to 100 at the last Medium & Large Business event with Andy Burnham addressing the group.
- Events include:
  - Monthly SME business drop in (last Thursday of every month in the People Place)
  - Quarterly Medium & Large business networking
  - Net Zero event
  - Creative Industries sub group



[www.tameside.gov.uk/tamesidemeansbusiness](http://www.tameside.gov.uk/tamesidemeansbusiness)

# Business Support

## Case Studies

### **Funded recruitment:**

- Having established a positive working relationship with Ashton-under-Lyne-based Candy's Cupcakes, the team liaised with co-owner Candice Bannister and played a prominent role in the ever-growing cupcake business utilising the Youth Employment Support scheme and taking on one of our cared for young leavers

### **Apprenticeships:**

- Following extensive discussions with Jonny Turner, owner of Ashton Old Baths-based Brand Twelve, they were supported to put together a job specification for a Content Writer apprentice role at the organisation.
- Having worked alongside one of the Council's external partners Business Growth Hub to get Jonny the ideal candidate, the apprentice will start with Brand Twelve week commencing 4<sup>th</sup> September 2023.

### **Networking Engagement:**

- After visiting Stalybridge-based Stamford Group, one of the largest employers in the borough, they signed up to our Tameside Means Business Networking Event.
- With Stamford targeting improvements in their staff wellbeing area following an employee survey, the Council's Active Workplace & Health and Wellbeing Officer, Marie Hare, is working alongside them following my introduction.

# Employment & Skills Support

## Direct delivery and local stewarding of provision

- Employment support for residents is wide ranging and delivered by a range of providers, funded in different ways but primarily under DWP national provision or GMCA devolved monies such as AEB (Adult Education Budget) and UKSPF (UK Shared Prosperity Fund)
- GM Work & Skills Local Leads meet bi monthly to discuss provision, share challenges, celebrate success and review gaps in support
- The Tameside Work & Skills Integration Board, chaired by Economy, Employment & Skills, has 130 members, meeting monthly to reduce duplication and ensure professionals can navigate the provision available.
- Events to support residents to access employment include:
  - Bi annual Jobs Fairs (Spring & Autumn)
  - Employer lead events – eg Co-Op Live recruitment on 7 November in the Restaurant at Tameside One
  - Joint events with Libraries & Culture, eg TechKnow digital event
- Direct delivery includes
  - Routes to Work
  - Tameside In Work

# Autumn Jobs Fair

## Hundreds attend Tameside Jobs Fair

Over 300 jobseekers came through the doors at Dukinfield Town Hall to pursue the next chapter in their employment journey at this autumn's Tameside Jobs Fair.

With over 60 local employers and providers in attendance, across a range of sectors, residents had a wealth of vacancies and opportunities to explore and consider. There were also lots of opportunities to look into volunteering and community work as well as finding out more on different training avenues, like apprenticeships and work placements. As usual the local education and council teams were on hand to support residents with skills, job application support and CV advice.

One employer who is an avid supporter of the jobs fair said on the day that they had unearthed some "gems" who they would actively look to recruit.



**For further information please contact:** Aaron Middlehurst (Project Manager), Economy, Employment & Skills. Email: [aaron.middlehurst@tameside.gov.uk](mailto:aaron.middlehurst@tameside.gov.uk)

# Digital Skills Support

## Reducing digital exclusion

Our Digital Inclusion Officer is funded by GMCA Local Authority Grant Programme through AEB funds.

This role works across the Borough and across our teams to support residents to overcome digital barriers

Events include:

- Digitober (October Digital Skills events across our Libraries)
- TechKnow Summer Festival

The officer has built links and embedded support included the establishment of Databanks which are now available across Tameside for residents to access. These are points which can support people who do not have data to get online and are aged 18+ from a low income household. Sim cards are pre-loaded with 6 months' worth of data. Databank points in Tameside include Hattersley Hub, Tameside Community Computers CIC, Ingeus, The Bread and Butter Thing.

All Tameside Libraries are also now Databanks.



National  
Databank



Good Things  
Foundation



# Tameside In Work

## Support for employed residents

Funded by DWP as a Proof of Concept, running since January 2022, with a team of 4 (1 admin support) delivering across the Borough

- 315 residents supported to date, with 206 interviews and 124 accepted job offers
- Average salary increase from £9.17ph to £11.06ph
- Average weekly working hours increase from 21pw to 33pw
- Offer is flexible to the participant with outreach support

### Challenges:

- Funding ends in January 2024
- A waiting list is in place due to team capacity

### Learning:

- Confidence to tackle overwhelming application forms is often an 'unseen' barrier, support to consider jobs above current pay grades and to work through application forms is a common need.
- DWP perception of skills gaps is challenged by our feedback which shows under-utilised existing skills are more common than a lack of skills



The graphic features a central circular logo with the text 'TAMESIDE IN WORK' in blue and green, and the hashtag '#inworkprogression' below it. To the right, three green callout boxes contain text: 'Are you a Tameside Resident?', 'Are you in employment on low pay or are self-employed?', and 'Would you like free professional support to upskill or increase your earnings?'. Below these is a white box with a green border containing contact information: 'If you are interested in this opportunity sign up now! Email [tamesideinwork@tameside.gov.uk](mailto:tamesideinwork@tameside.gov.uk) Call 07849310786 Sign up at [www.tameside.gov.uk/tamesideinwork](http://www.tameside.gov.uk/tamesideinwork)'. At the bottom, there is a silhouette of a town skyline and logos for 'Tameside Metropolitan Borough' and 'NHS Tameside and Glossop Clinical Commissioning Group'.

**TAMESIDE IN WORK**  
#inworkprogression

**Are you a Tameside Resident?  
Are you in employment on low pay or  
are self-employed?  
Would you like free professional support  
to upskill or increase your earnings?**

If you are interested in this opportunity sign up now!  
Email [tamesideinwork@tameside.gov.uk](mailto:tamesideinwork@tameside.gov.uk)  
Call 07849310786 Sign up at [www.tameside.gov.uk/tamesideinwork](http://www.tameside.gov.uk/tamesideinwork)

**Tameside**  
Metropolitan Borough

**NHS**  
Tameside and Glossop  
Clinical Commissioning Group

# Tameside In Work

## Case studies

- A Kickstart participant is working less hours than in the initial 25 hour placement (now 18 pw) however as a parent of 3 young children her new role has allowed her to reduce her childcare costs and fits around school times resulting in a better financial position for her.
- A move into an apprenticeship has been supported, which in the long term will support future career progression.
- A 54 year old working in care, with unsociable long hours over 40 per week on minimum wage and with safety fears travelling on two buses late at night to get home, was supported to find a role closer to home. She then recontacted the service, feeling inspired to progress her career further, and is now awaiting a start within the NHS in a role close to home
- The team offered on site support to Pilgrims employees when 542 staff were notified of redundancy and replicated this in each Wilko store in the borough

# Routes to Work

## Supported Employment for residents living with disabilities who want to work

- Routes to Work provide enhanced person centred, one to one support to residents living with disabilities such as a Learning Disability, Autism or ADHD.
- Often they are assessed by Department for Work and Pensions as having limited capability for work and do not attend Job Centres, they engage completely on a voluntary basis.
- The Supported Employment model is to place the individual with the right employer suited to their strengths, train on the job and sustain in employment.
- The team are trained in Systematic Instruction, a structured approach to teaching individuals with learning disabilities with an emphasis on empowering the individual to make decisions themselves.
- Support is delivered on a person centred basis and will, if needed deliver 100% support to an individual, with a plan to carefully reduce this, enabling full independence in the workplace.
- Provision can include travel training to the place of work, on the job training, practical support and guidance to employers, and liaison with DWP to ensure smooth transition from benefits to paid employment.

# Routes to Work Impact

## Tameside Routes to Work Team outcomes

*Lead by Joanne Spurgeon, the team consists of 2 employment officers and 1 employment support worker*

- **23** Job starts in period April 22 – March 23
- **34** residents receiving support to achieve paid employment
- **27** residents receiving support to sustain paid employment
- **61** residents currently receiving support

*The success levels can be compared against GMCA funded provision, ending this year, which supported people with Learning Disability and Autism to move into employment – achieved 5 job starts in period April 22 – March 23*

## Challenges & areas for development

- **23** waiting for support with a minimum wait time of 6 months – this is with minimal marketing
- Application & interview processes can be difficult to negotiate
- Work more closely with Adult Day Services and potentially reduce the pressures on that service through supporting more residents into employment

# Routes to Work Case Study

<https://www.tameside.gov.uk/routestowork/casestudies>

Jack, 29, is delighted with his role as a Document Controller at BLM law firm and says the scheme has changed his life.



Jack said, “I have more confidence since working at BLM. It has given me a purpose to get up in the morning. Before having a job, I was bored at home. Now I am more independent and I love it.”

When asked about their experience in hiring through the Routes to Work Scheme, Christine Cheetham, Head of Corporate Services at BLM said: “As employers, we need to recognise the benefits that diverse talent can bring to our teams. It is key to understand the level of support required to ensure that the individual receives the right level of training and support they need. I would have no hesitation hiring through the scheme again. It has been a positive and rewarding experience.”

Jack’s newfound confidence is not limited to his working life; with help from his Employment Officers, he has also found new independence in his ability to travel to the office on public transport.

# Raising Participation Age

## Reducing young people Not in Education Employment or Training (NEET)

- Our statutory duty to track young people aged 16 & 17 or up to 24 with an Education Health & Care Plan (EHCP) is currently externally commissioned to Positive Steps, who also provide careers guidance in schools and to our priority cohorts including care experienced young people. The team contract manages this support.
- Work is delivered with a cross Directorate approach, working with colleagues from Childrens Services including Virtual School & College; Leaving Care; Youth Justice; as well as Greater Manchester wide services such as GM Bridge, our schools and Further Education colleges
- Additional delivery is provided by the team including:
  - Digital Skills events for young people, such as the Tameside Hack coding event
  - Young People's Job Fairs
  - Employer specific events, such as the Co-Op Live event
  - The weekly Young Person's Drop In, every Wednesday afternoon in the People Place at Tameside One
- Tameside Futures is due to launch imminently, funded by UKSPF to support a minimum of 258 young people who are NEET or at risk of NEET to progress

IF YOU ARE 16-24 YOU ARE INVITED TO OUR

## YOUNG PERSON'S DROP IN

- FREE FOOD AND REFRESHMENTS
- SUPPORT AVAILABLE FOR 16+

- » LOOK AT EDUCATION OPTIONS
- » SORT YOUR BENEFITS & UC
- » GET TRAINING
- » FIND WORK
- » BE HEALTHY

EVERY WEDNESDAY 1-4 PM

PEOPLE PLACE, TAMESIDE ONE, MARKET PLACE, ASHTON-UNDER-LYNE, OL6 6BH

Get in touch if you would like to meet us first at [employmentandskills@tameside.gov.uk](mailto:employmentandskills@tameside.gov.uk)



# Raising Participation Age

## Youth Employment Support

- Working cross Directorate with the DfE (Department for Education) and the Staying Close project, funding is available from COVID monies to reimburse employers who employ a care experienced young person, to a maximum of 6 months employment
- To date, 87 job interviews have been arranged, 70 attended with 60 job offers and 26 successful starts
- This model will be extended through Tameside Futures to all NEET young people who want to work and can demonstrate positive commitment to their aspirations. This will run until March 2025.

# What's Next?

## Call to Action

- Too many residents find it hard to navigate the support available, we'd like to continue to raise awareness of our events and support to address this
- The pandemic showed us we never know what's around the corner, we aim to continue to provide a flexible, approachable and professional team who will take on whatever challenge we face ... in the past few years this has included disbursing c£10m of business grants to supporting with large redundancies.
- Please make your residents and networks aware of our team or contact me directly for any support or advice
  - [Work, Skills and Business \(tameside.gov.uk\)](https://www.tameside.gov.uk/work-skills-business)
  - [employmentandskills@tameside.gov.uk](mailto:employmentandskills@tameside.gov.uk)