



Report to:	EXECUTIVE CABINET
Date:	15 December 2021
Executive Member:	Councillor Brenda Warrington
Reporting Officer:	Tracy Brennand, Assistant Director People and Workforce Development
Subject:	KICKSTART SCHEME
Report Summary:	This reports sets out the opportunities for the Kickstart Scheme in Tameside from both an internal and external perspective.
Recommendations:	That Executive Cabinet be recommended to agree that: <ul style="list-style-type: none"> (i) The Kickstart initiative is implemented in the organisation. (ii) In doing so, a number of opportunities are identified from different directorates which can be offered for the Kickstart Scheme.
Corporate Plan:	The Kickstart Scheme supports the Living Well section of the Corporate Plan, specifically providing opportunities for people to fulfil their potential through work, skills and enterprise.
Policy Implications:	Effective use of the Kickstart Scheme in Tameside supports the reduction of NEET rates and supports delivery of the Corporate Plan, specifically the living well aspects.
Financial Implications: (Authorised by the statutory Section 151 Officer & Chief Finance Officer)	As set out in section one of this report the Kickstart Scheme provides funding to employers to create new 6-month job placements for young people. Government funding covers most costs for up to 25 hours per week over a six month period (as set out in paragraphs 1.3 to 1.6 below) plus a contribution towards administration costs. There will be small cost to the Council in respect of employer pension contributions as the government funding only covers employer pension costs up to the minimum automatic enrolment rate of 8%. The Council employer rate is currently 21% which for a six month placement at national living wage rates (based on 25 hours per week) is a total cost of less than £800 per job. It is expected that this cost can be absorbed within existing revenue budgets. Any hours worked above the funded 25 hours per week will need to be met in full by the relevant service revenue budget
Legal Implications: (Authorised by the Borough Solicitor)	This scheme provides an opportunity to increase capacity for an insignificant sum. Whilst the individuals are unlikely to be experienced – this will be an invaluable opportunity to give, young people work experience and opportunities to help them enter the job market which will have significant benefits for the Borough..
Risk Management:	The delivery of the Strategy will require the Council in particular to manage high-level risks effectively in transforming our economy through an inclusive growth approach.
Background Information:	The background papers relating to this report can be inspected by

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1. INTRODUCTION & BACKGROUND

- 1.1 The Kickstart Scheme provides funding to employers to create new 6-month job placements for young people aged 16 to 24 who are claiming Universal Credit (UC) and are at risk of long-term unemployment. This scheme was announced in July 2020 as part of the government's [Plan for Jobs](#) and aims to create thousands of new, fully funded jobs across England, Scotland and Wales. Kickstarts placements can commence at any point up until 31 March 2022, therefore meaning that the maximum end date of the scheme is 30 September 2022, with £2bn of the Plan for Jobs fund committed specifically to Kickstart.
- 1.2 Available opportunities are advertised within the relevant Jobcentre Plus (JCP) and JCP Work Coaches will match eligible candidates to the positions.
- 1.3 Funding will cover 100% of the relevant National Minimum Wage for 25 hours a week, the associated employer National Insurance contributions and employer minimum automatic enrolment pension contributions.
- 1.4 Should the organisation wish to engage with the placement for more than the prescribed 25 hours per week, up to the organisations full time equivalent, it would be a cost to the employer. Enrolment into the organisation's occupational pension scheme will also incur a cost to the employer for the employer contribution rate over and above the government funding level.
- 1.5 The funding schedule can be viewed on the table below:

Funding type	When we usually process the funding	When you'll usually receive the funding
Setup costs	After you or your gateway employer has told DWP the young person has started	Up to 11 working days after it's been processed
First wage payment	6 weeks after the start date	Up to 11 working days after it's been processed
All other wage payments	30 days after the previous wage payment	Up to 11 working days after it's been processed

- 1.6 An additional payment of £1,500 is made at the start of the employment period for set up costs, support and training.
- 1.7 Employers sign up to the scheme via an online government portal. Once set up, jobs can be added using the form found in Appendix A. These roles can be added at different times, therefore not all jobs need to be confirmed before moving forward.
- 1.8 Within the proposed job role submitted, there must be a job description and person specification. In addition to the job role details, an explanation of the training that will be provided to participants to develop their skills and experience and the timeframe in which this will occur, e.g. half way through. This must include (but is not limited to): support to look for long-term work, including career advice and setting goals; support with CV and interview preparations; and supporting the participant with basic skills, such as attendance, timekeeping and teamwork.

2. POTENTIAL PARTICIPATION

2.1 Data provided by the JCP in August 2021 shows 2775 UC claimants eligible for Kickstart Scheme roles:

Universal Credit claimants in scope by age / location	UC 16-19	UC 20-24	UC 16-24 Total
Ashton JCP	258	1045	1303
Hyde JCP	285	1187	1472
Total	543	2232	2775

2.2 The JCP also highlighted the numbers who have commenced Kickstart placements, as at 24 September 2021:

Job Centre	Numbers who have commenced Kickstart placements
Ashton JCP	109
Hyde JCP	84
Total	193

This shows that there is plenty of interest from young people, with regards to Kickstart placements. Therefore, any placements put forward from the organisation should be well-received from our young residents.

2.3 Any organisation, regardless of size, can apply for Kickstart funding. The role(s) must fit within the criteria set by the scheme:

- The job placements created must be new jobs. They must not replace existing or planned vacancies and they must not cause existing employees or contractors to lose or reduce their employment
- The roles must be a minimum of 25 hours per week, for 6 months paid at least the National Minimum Wage for the age group of the successful young person. National Minimum Wage levels can be found in the table below:

National Minimum Wage rates effective from 1 April 2021	
National Living Wage	£8.91
21-22 Year Old Rate	£8.36
18-20 Year Old Rate	£6.56
16-17 Year Old Rate	£4.62

- The role should not require people to undertake extensive training before they begin the job placement
- The roles must be entry level and not require too much prior experience or skills, e.g. a degree; a driving licence.

3. SUPPORTING KICKSTART IN TAMESIDE

3.1 All opportunities are required to be submitted to DWP who then liaise with JCP Work Coaches to match potential candidates to roles. Communication takes place between DWP and the applying organisation via the online government Kickstart platform. This platform supports messages sent between the two organisations. When the JCP coaches alert the DWP to a job role match, the DWP informs the Council who can then facilitate interviews for the roles.

- 3.2 The required element of employability skills training can be supported by Workforce Development; Tameside Adult Community Education (ACE), through courses such as Essential Digital Skills for Work; or other partners including Skills Support for the Workforce, delivered by the Growth Company.
- 3.3 Workforce Development will liaise with managers from across the organisation to devise new job roles which can fulfil the Kickstart criteria. From this, job descriptions and person specifications will be devised and posts will be filled, via the online government platform.
- 3.4 The role holders will be treated as employees and will be subject to monthly probationary meetings in order to identify their areas of strength and any areas of improvement. These employees will be inducted through normal processes and be offered all relevant training.
- 3.5 It is also advised that to support the Kickstarters, specific cohort workplace/team mentors are identified to support the individual within their placement. This support is in addition to the formal management arrangements to ensure this cohort have the best chance of success in their role and ability to secure future employment.

4. BENEFITS

- 4.1 This scheme provides opportunities for candidates to gain employment in an entry level position for 6 months. Through these experiences, the employees will gain valuable skills which they could use to apply for internal roles within the organisation including apprenticeships, upon completion of their six month term.
- 4.2 The scheme provides the organisation with the possibility to further support care leavers who meet the criteria by signposting them to Kickstart roles which they could apply for via the JCP.
- 4.3 The scheme could be used to develop skills in individuals which are difficult to find, thereby having a sufficiently trained person in the future who is able to apply for roles which require those same skills.
- 4.4 Young people account for 39% of the fall in employment across the pandemic despite accounting for just 12% of total employment, “as a result, the number of unemployed 16-24 year olds has risen 16,000 since the last pre-pandemic figure and 412,100 18-24 year olds are claiming unemployment-related benefits, 75% up on pre-crisis levels” (The Learning & Work Institute). Therefore, supporting the Kickstart Scheme is a chance to reduce these levels of unemployment by providing short-term opportunities to young people. Not only will these fixed-term roles reduce unemployment they will provide skills which mean that the chances of those same young people finding work beyond the Kickstart placements are improved.

5. LEARNING AND NEXT STEPS

- 5.1 Benchmarking from other GM authorities has shown that:
 - job approval can be a lengthy process and therefore completing a timely application is essential via the government portal
 - practical jobs such as ground maintenance and highways have been the most popular with young people, as well as entry-level administration work
 - maintaining contact with the local JCP is important in order to keep the recruitment process running smoothly
 - there is now excellent movement from the Kickstart placements in to sustained employment including apprenticeships.

- 5.2 With 31 March 2022 as the deadline, it is important that progress is now made to ensure that job descriptions and person specifications are in place and that approval is achieved online so that the JCP can source appropriate candidates for roles and recruitment processes can be conducted and completed in time. First, it is proposed that job roles are identified which are entry level positions and are either practical or administration positions which can be put on the online system for approval. Additionally, it may be worth considering creating similar roles to those which are currently difficult to fill, e.g. support worker.
- 5.3 It is proposed that as many opportunities as possible are identified across the organisation. Some directorates may not be appropriate to use for this scheme, whilst other directorates may be able to offer several positions.
- 5.4 As at 1 December 2021, 12 Kickstart positions have been submitted to the DWP for approval. These positions are:
- HR Operations Support Assistant x 2
 - Workforce Development Support Assistant
 - Assistant Project Officer (Employment & Skills)
 - Social Media Assistant (Employment & Skills)
 - Museum Support Assistant
 - Administration Assistant (Greenfield Children's Centre)
 - Administration Assistant (St Peter's Children's Centre)
 - Homemaker Support Clerk (Long Term Support)
 - Homemaker Support Clerk (Long Term Support)
 - Property Management Team Clerk (Long Term Support)
 - Business Support Clerk (Long Term Support).

6. CONCLUSION

- 6.1 The Kickstart Scheme represents an opportunity to build on the successes achieved by the Youth Employment Scheme and to create more opportunities for young people to gain experience.
- 6.2 Local steering and integrated work will be important to develop sustainable job roles and to avoid the Kickstart participants returning to unemployment at the end of the 6 month period.

7. RECOMMENDATIONS

- 7.1 As set out at the front of the report.



Department
for Work &
Pensions

KICKSTART SCHEME

APPENDIX A

DWP Bid Unique Identifier

Job Placement title

Job Placement summary

Essential skills, experience and
qualifications

Job category (DWP use only)

Number of hours per week

Working pattern and contracted hours (including any shift patterns)

Hourly rate of pay

National minimum wage

Details of employability support (training opportunities/mentor)

Company name

Closing date for applications

Using the table on the next page please provide details for each Job Placement by location.

Employer Job Placement reference (where applicable)	Job Placement location and address (including post code)	Contact details for the Job Placement Name Email address Telephone	How to apply for the Job Placement	Number of Job Placements at location	Maximum number of referrals per Job Placement	Is public transport available? Yes/ No/ Don't know	Anticipated start date/s (if known)