



Coventry City Council

9

Public report

Report to

Cabinet
Scrutiny Board 3

26th February 2008
5th March 2008

Report of

Director of City Development and Director of Finance and Legal Services

Title

Deprived Area Funding (DAF)

1 Purpose of the Report

- 1.1 To inform Cabinet of the successful bid for Deprived Area Funding (DAF) of over £1million for the city and to seek their support and approval for the project to go ahead.

2 Recommendations

- 2.1 To note the success in attracting Deprived Area Funding for the city for the first time, and to support the project.
- 2.2 Agree to the Council's roles, in a multi-agency partnership, as lead partner, project manager and deliverer of some services.
- 2.3 Authorise officers to complete a contract with the funding body, the Learning and Skills Council which governs the use and availability of resources and delivery of the service
- 2.4 Authorise officers to complete agreements with other partners for the delivery of their respective elements of the service.

3 Background

- 3.1 This report relates to services which support people into employment and specifically an opportunity to use Deprived Area Funding to achieve this in parts of the city. It is targeted at the areas with higher levels of unemployment and offers an ability to improve services within these areas.
- 3.2 The City Council is part of the City Strategy partnership which brings together a number of organisations across the region including local authorities, the Learning and Skills Council (LSC) and Job Centreplus (JC+), to bring a focus on employment issues within the area. A key part of the strategy is to focus services and resources in particular into areas with higher levels of unemployment, and 55 wards across the region have been identified.

- 3.3 As part of our involvement in City Strategy we have successfully negotiated that six wards in Coventry should be included for the first time. These are the wards of Foleshill, Henley, Longford, Radford, St Michaels, and Binley and Willenhall. For each of these wards a Neighbourhood Employment and Skills Plan (NESP) has been completed by the partners, which analyses the key evidence and issues concerning employment, and identifies specific priorities for action in each ward. These have been used to inform the proposals for the use of DAF resources.
- 3.4 The Deprived Area Fund is part of a resource that is now made available through the City Strategy partnership and is available for the first time in the city. In October 2007 there was an opportunity to bid for DAF resources, which we have now been informed has been successful. An important part of the bid is that it was developed collaboratively with partners and could be seen as a 'city based partnership response' to the opportunity which was available.
- 3.5 We have now negotiated with the funders around the bid and agreed adjustments, and they have now confirmed that we can proceed. Within the last two weeks they have confirmed that they wish to sign a contract by the end of February 2008, backdated to the end of January 2008. If we are unable to achieve this, some of the funding may be at risk.

4 The DAF Proposal

4.1 DAF resources are available only on the following criteria:

- The six eligible wards
- Support for people on working age benefits for 12 months or more
- It is available for the 15 month period from 1 January 2008 to 31 March 2009, although delays with the commissioning are likely to mean there is a later start of 30 January 2008
- It has 2 strands
 - Client Engagement and Tracking
 - Pre-Employment and Personal Support

4.2 Our bid was founded upon the following:-

- It aligns closely with the employment model agreed within the city which supported the development of the Local Enterprise Growth Initiative (LEGI) programme, although it applies to some different areas
- It is a multi-partner bid led by the city council and crucially involving delivery through the community based employment initiatives – community and private sector
- It locates many of the services physically within the wards
- It supports and is aligned to other programmes within the city

The successful bid, as adjusted by the commissioner, is for:

Strand 1 – Client Engagement and Tracking - £517,726

Stand 2 – Pre-Employment and Personal Support - £554,160

4.3 The Service for Customers

The services have been designed to support customers as follows:

Strand 1 – Client Engagement and Tracking

- Job Brokers will be based in each of the DAF areas to work specifically with people who have been on working age benefits for 12 months or more, to:
 - Engage with them
 - Undertake a personal Employment & Skills Assessment
 - Agree and review a Personal Action Plan
 - Work with them to secure a job
- A single specialist employment worker will support this work for those with specific health issues
- Post Employment Support Workers (PESW) are already in four wards, and two more will be provided to ensure this covers all six. They will work with people once they are in employment, to continue to support and sustain the work.
- A new community location will be established in Radford
- 800 people engaged, 275 into sustainable jobs

Strand 2 – Pre-employment and Personal Support

This service to customers will include:

- Personal support around childcare, confidence building etc
 - Financial and debt advice
 - Training in areas such as construction, hospitality and leisure and retail, plus bespoke training for individuals
 - Work preparation
 - Vocational post employment training
 - 700 people engaged
- 4.4 The majority of the delivery of services has been placed in the wards themselves and in a range of established partners and networks, so that we can engage well with the client groups e.g. Willenhall Employment, Education and Training Centre (WEETC), John White Community Centre, Working Actively to Change Hillfields (WATCH), Coventry Bangladesh Centre, The Workshop Riley Square (Henley and Longford), Remploy and Local Colleges. A new facility will be established in Radford which will be operated by the City Council.

5 Roles, Responsibilities and Risk Management

- 5.1 The Council's principal roles in this project will be:
- Lead partner
 - Project Management
 - Service delivery in Radford

Our partners will be delivering the majority of the services, and will be required to deliver specific outputs for their area.

- 5.2 The DAF wards and client groups will present a challenge for all partners, which is the very reason for the availability of the DAF resources. The outputs are challenging, as they have to be in the context of the procurement process, but considered to be achievable, although they will be 'stretch' targets.
- 5.3 The funding profile and payment method for Strand 1 in particular makes 40% payable on delivery of sustained job and training outputs, which presents a risk of committing resources before achieving outputs, or not fully achieving them. The risk management proposals include:
- Predicting stretch but achievable outputs

- Requiring community partners to achieve individual output targets
- A cash-flow and risk management resource of £200,000 to be available from the LEGI programme, which is already identified within the LEGI programme spend profile and will have been considered by the LEGI Board before your meeting
- Agreements with partners will make clear that part of the resource is only available provided outputs are achieved, and to this extent there is a risk factor for all partners in the programme
- Providing active project management through a dedicated DAF Project manager located in the Community Employment and Skills Team within City Development, together with technical and administrative support, a DAF Steering Group of key partners which will have collective responsibility for delivering the services and achieving outputs, and a shared tracking system.

6. Other Specific Implications

	Implications (See below)	No Implications
Best Value	✓	
Children and Young People		✓
Climate Change & Sustainable Development		✓
Comparable Benchmark Data		✓
Corporate Parenting		✓
Coventry Community Plan	✓	
Crime and Disorder		✓
Equal Opportunities		✓
Finance	✓	
Health and Safety		✓
Human Resources	✓	
Human Rights Act		✓
Impact on Partner Organisations	✓	
Information and Communications Technology		✓
Legal Implications	✓	
Neighbourhood Management		✓
Property Implications	✓	
Race Equality Scheme		✓
Risk Management	✓	
Trade Union Consultation		✓
Voluntary Sector – The Coventry Compact		✓

6.1 Best Value

The DAF proposal is founded on locating these new services in organisations and facilities that already exist, and as such the need for and cost of setting up a new

infrastructure is avoided, and the services are aligned to others in the area. In this way, best value and value for money are strong elements of our proposal.

6.2 Coventry Community Plan

A key focus of City Strategy and DAF resources is on wards where employment evidence shows greatest need, and in this way the proposal will help to narrow the gap between these wards and the city average.

6.3 Finance

The resources available for this project will be fully funded through the DAF fund as part of an agreement with the LSC, as follows -

Client Engagement and Tracking - £517,726

Pre-Employment and Personal Support - £554,160

The partners will be responsible for many of the services, and we will have agreements with them governing DAF spend and outputs, and further details are identified in paragraph 5.3 above.

6.4 Human Resources

The City Council will need to recruit to six time limited posts to ensure effective Project Management together with service delivery in Radford.

6.5 Impact on Partner Organisations

The DAF proposal has been developed and delivered collaboratively with local partners as a city based response to this opportunity. Services and posts are located within wards and within community based organisations, wherever possible, as they are able to respond positively based on their track records of delivery and an ability to add resource to deliver the DAF proposal.

6.6 Legal implications

The City Council as lead provider will need to sign a contract with the LSC which governs the use and availability of resources and delivery of the service. In turn we will complete formal agreements with each partner covering the same elements.

6.7 Property Implications

There are few property implications, due to services being placed in existing organisations and facilities. The exception is that a new facility will need to be located in the Radford Ward, for the period from April 2008 to March 2009, which is the period of project activity in that Ward, for which planning is well advanced. It is important also that services are offered from as many locations as possible within the wards on a sessional basis.

6.8 Risk Management

The risk management issues and proposals are contained in paragraph 5.3 above.

7. Monitoring

The delivery of the project will be actively managed locally as detailed at paragraph 5.3 above, will be the subject of formal reports to the DAF Steering Group, and subject to at

least quarterly reports to the LSC. Individually and collectively partners will be required to monitor performance against the specification, and take actions which will deliver the required outputs.

8. Timescale and Expected outcomes

The timescales for delivery of the project are now likely to be 30 January 2008 to 31 March 2009, with the need to complete a contract with the LSC urgently. The outcomes and outputs are specified within the bid, and included in headline terms in paragraph 4.3 above.

	Yes	No
Key Decision	✓	
Scrutiny Consideration (if yes, which Scrutiny meeting and date)	✓ 5 th March 2008	
Council Consideration (if yes, date of Council meeting)		✓

List of background papers:

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Description of paper

DAF Strand 1 and 2 Proposals

Location

West Orchard House Floor 1