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Cabinet Member for Business, Enterprise and Employment

1 December 2014

**Name of Cabinet Member:**

Cabinet Member for Business, Enterprise and Employment - Councillor K Maton

**Director Approving Submission of the report:**

Executive Director of Place

**Ward(s) affected:**

City-wide

**Title:**

Delivering the Jobs and Growth Strategy - Half Year Progress (April 2014- September 2014)

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**Is this a key decision?**

No - Although the matter within the report can affect all wards in the City it is not anticipated that the impact will be significant and it is therefore not deemed to be a key decision

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**Executive Summary:**

The Jobs and Growth Strategy for Coventry was endorsed by the Council in May 2014. The Strategy supports the vision and priorities of the Council's Plan – Coventry Open for Business: Globally connected and locally committed. It articulates how the council will use its resources to make Coventry a city open for business and growth, providing jobs and prosperity for local people

The Jobs and Growth Strategy is in its first year of delivery. This report summarises the progress made to deliver the strategy in the past six months from April 1<sup>st</sup> 2014 to September 30<sup>th</sup> 2014. The news is very positive, with many performance measures on track to meet or exceed the readjusted higher targets set for the year.

Key achievements include:

The Council's services have directly contributed to creating 1206 new job opportunities within Coventry against a target of 1270 set for the year.

Over £48.9 million pounds of business investment has also been secured for the benefit of the city. The Council's services have already supported 292 businesses to grow and develop.

The number of people engaging with the Council's Employment Team is far exceeding targets set. In the past 6 months 4618 people have accessed employment support. 1011 people who have engaged with the services provided have progressed into work. This is a significant achievement. The majority of these individuals are engaging through the Council's city centre Job Shop located in Bull Yard.

**Recommendations:**

The Cabinet Member for Business, Enterprise and Employment is recommended to:

- (1) Consider and endorse the progress made by the Jobs Strategy for Coventry between April-September 2014.

**List of Appendices included:**

Appendix 1: A Jobs and Growth Strategy for Coventry including Action Plan (April - Sept 14)

**Other useful background papers:**

None

**Has it been or will it be considered by Scrutiny?**

Yes – SB3 – 17 December 2014

**Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

**Will this report go to Council?**

No

**Report title:** Delivering the Jobs and Growth Strategy (April - September 2014) Half Year Progress

**1. Context (or background)**

- 1.1 This three year strategy builds on the significant outcomes achieved from the previous strategy and sets out how the Council is “open for business” and how it will drive growth and investment in the local economy that can be shared by all of its citizens.
- 1.2 The key objectives of the strategy remain unchanged from the first strategy: securing jobs through investment; helping people get jobs; and helping improve the skills levels of residents. The focus on supporting young people who are not in education, employment or training (NEETs) remains as well.
- 1.3 The Jobs and Growth Strategy for Coventry was endorsed in May 2014, The Jobs and Growth Strategy is the second 3-year strategy the Council has published. When the first strategy was endorsed in March 2011, covering the period 2011-2014, the impact of the 2009 recession was being felt across the City. Unemployment was high, businesses were struggling and jobs were being lost. It wasn't until 2013, during the final year of the first strategy, that signs of growth in the local economy were seen and economic conditions began to improve.

Long-term trends in the Coventry labour market show a pattern of falling levels of unemployment and an increasing number of jobs in the city. Despite this, levels of employment amongst Coventry residents have stayed static suggesting that residents are moving from unemployment to economic inactivity and newly created jobs are being taken by non-residents (creating more commuters). In contrast, national figures show falling levels of unemployment and increasing levels of employment.

After some positive signs of recovery in 2013, short-term labour market trends (first half of 2014) are worryingly negative, with resident employment levels and the number of jobs in the city both falling.

The overall employment situation is still challenging, particularly for those who have been out of work for some time and groups such as young people who continue to find it difficult to gain sustainable employment, given the competitive nature of the labour market.

Coventry	Number	Short-term trend (6 months)	Long-term trend
Residents in employment	134,100	Falling	Static
Jobs in the city	165,300	Falling	Increasing
Residents unemployed	12,000	Falling	Falling
JSA claimants*	5,953	Substantially falling	Substantially falling
Key out-of-work benefits	26,160	Falling	Falling

\*Note: Evidence suggests that substantial falls in JSA claimant numbers are a reflection of Welfare Reforms rather than a healthy labour market.

- 1.4 The Council plays both a strategic and delivery role in all of the key objectives. Its strategic role is particularly important. In this role the Council actively supports the Coventry and Warwickshire Local Enterprise Partnership (LEP). The Council has been instrumental in assisting the LEP in developing both the Strategic Economic Plan and the European Investment Strategy.
- 1.5 The Council is delivering the Jobs and Growth Strategy, primarily led through the work of the Place Directorate and the City Centre and Development Division. Services include Economy and Jobs. Other areas of the Council also contribute to delivering the aspirations of the Strategy. For example, Workforce Development in Resources Directorate, Adult Education and Education and the Education and Inclusion Service in the People Directorate.
- 1.6 The Council is driving the strategy's progress through the excellent partnership working that already exists, whilst forging new partner relationships where opportunities emerge. Key partners include CSWP, Investors, Jobcentre Plus, The Chamber of Commerce, Warwickshire County Council, Universities, FE Colleges, Third Sector Agencies, Training providers, Coventry Partnership and the Coventry & Warwickshire Local Enterprise Partnership,

## 2. Options considered and recommended proposal

- 2.1 If the Council chose not to implement its Jobs and Growth Strategy a steeper decline in the economic wellbeing of the city and its residents would be likely. Also, by not acting proactively to seize investment opportunities, these would be lost to other areas, and Coventry would lose out on the positive benefits of job creation. The strategy plays a key role in reducing inequalities across Coventry, actively linking job creation to local residents looking for work. .
- 2.2 Appendix 1 contains details of the progress made against the specific actions which will deliver the Jobs and Growth Strategy.

The table below shows performance for April – Sept 14, compared to the target for the year. Targets have been set at a similar or higher level compared to previous years.

People	Actual	Target
	Apr - Sep 2014	2014-15
a) Customers Assisted	18000	32000
b) People engaged/ registered	4618	5000
c) People into work	1011	1200
d) NEETS into work, education or training	169	250
<b>Investors and business sectors</b>		
d) Investment into the city (£million)	£48.9m	£75m
e) Jobs created in the city and across the sub-region	1206	1270
f) Businesses and enquiries assisted	292	430

- 2.3 Over £48.9million pounds of business investment has also been secured for the benefit city. These services have already supported 292 businesses to grow and develop during 2014. A broader service footprint, a growing economy and input from colleagues seconded to the Growth Hub has resulted in an output rich half year with over 60% of annual key investment targets met. The team has assisted 292 local businesses and is well placed to surpass the target of 430. These 292 businesses have invested nearly £50m in expansion projects and created 1206 new quality jobs. At the same time the team has been leading on crucial broadband wifi and 4g projects to ensure the city has the very best 4th utility and the infrastructure necessary to attract investment. This work dovetails with a new approach to international trade and investment directly supported by the leadership and by the Lord Mayor.
- 2.4 Our Skills 4 Growth project that supports SMEs in the advanced manufacturing and engineering sector has seen some fantastic success in the graduate strand. We have successfully placed 17 graduates into new opportunities with local companies against a target of 12. Of the 17 graduates employed 8 (47%) were new graduates, and 6 (35%) were unemployed or were undertaking casual work thereby underutilising their skills level and qualifications.



- 2.5 Over 4600 workless, unemployed and vulnerable adults and young people have engaged with the Council's Employment Services over the past 6 months, well on the way to exceeding the target of 5000 set for the year. Our primary engagement route is through the city centre Job Shop. The shop continues to experience high demand for its employment services and has helped 1011 people into employment in the past 6 months out of a yearly target of 1200, this is already a significant achievement. The Employment Team is over-achieving on targets and is beginning to see the benefit from new services created such as the Employer Hub. The Hub has actively worked to promote over 350 job opportunities to the customers of the Job Shop.



- 2.6 The Council is committed to supporting young people into employment, particularly those who fall into the NEETS category (young people not in education, employment or training). Work to tackle youth unemployment, has resulted in 689 young people accessing careers advice, training on CV writing, IT skills and employability skills. 169 NEETS have been supported into a positive destination as a result, which includes work, apprenticeships, further education and self-employment. Over 60 young people will be supported into a paid-placement this year with a range of businesses across the city. For those who've completed their placement at least 84% of them are sustaining employment with either their placement employer or another business. Further opportunities are being jointly considered by officers and partners to see what more can be done to reduce the number of NEETS in the City.
- 2.7 Some of Coventry's most vulnerable families have been engaged and in the last six months 401 of them supported to tackle complex social issues as part of the Support for Families programme. 134 individuals from these families have been helped by one of our Employment Advisors to find work. One way of achieving has been by offering a Job Interview Guarantee Scheme (JIG) in which young people receive a 10-week intensive programme of support and a guaranteed interview with a business.
- 2.8 Coventry has also become a national Centre of Excellence through its TESS service providing individual placement and support to residents with severe and enduring mental ill-health. Young disabled people can now access an easier route to work through the 'Employment Pathway' established across Coventry. Through this pathway we are increasing the number of people with learning disability, physical or sensory impairments, severe mental ill-health and autism, getting and keeping paid employment. Over the past 6 months 15 people have been supported into or enabled to sustain work. This work with disabled people has also been recognised nationally. The work of the TESS team has a corporate impact by directly contributing to outcomes in the annual City Council's Joint Health & Social Care Health Self-Assessment and the Adult Social Care Outcomes Framework. The saving to the exchequer and to local services of supporting this client group into sustained employment is significant.
- 2.9 The Council's Construction Shared Apprenticeship Scheme was voted Apprenticeship Scheme of the year by National Federation of Builders. It was a shortlisted Finalist in the LGC awards and one of the apprentices has been shortlisted for Young Builder of the Year award. The scheme has taken on 34 young people so far and is on schedule to achieve its target of 60 before the end of March 2017. A total of 16 apprentices have achieved their apprenticeship framework, the majority of which have gone on to employment, self-employment or further learning.



2.10 The “Think Local” work that supports the Council’s commitment to Social Value won the Federation of Small Business “small business friendly” award for the work that we have been doing particularly with Costain. We have supported Costain to hold a “meet the buyer” event where a total of 26 companies attended and registered with Costain to be considered for the opportunities that were arising from the Friargate Bridge project as well as the Whitley Junction project. In total 50% of the companies that attended the event are either now on Costain’s approved supplier list, working with them already or will be invited to tender for other works which we feel is a real positive success.

2.11 Over the next six months services delivering the Jobs and Growth Strategy will focus on the following strategic actions:

- Managing the impact on services of ER/VR and the fall-out of reserves – see paragraph 5.1 below.
- Income Generation - Maximising the opportunity to secure funding for services through new contracts and grants. The main opportunity to be pursued is the new round of European Funding which is due to come on stream late 2015.
- Cross Directorate Working within the Council - In order to make effective use of limited resources, opportunities for joined up working with other Directorates will continue. Work is on-going with the People Directorate to link education and employment closer to ensure young people leaving education are given information on the range of options available to them including employment. For example the Employment Team and Education and Inclusion Team ensure that secondary schools are aware of the services of the Job Shop and any careers focused events suitable for year 11 pupils.
- Maximising the benefit of the Social Value Act for local people and businesses. Extensive work on community clauses to ensure that as a Local Authority we are maximising the economic impact our commissioning and procurement processes have. An example of this is making schools aware of employers who have won council contracts and who have agreed to host school visits as part of their contractual obligations through a skills and employment plan.



- Partnership Working - Work will continue to identify opportunities to influence and shape the work of the Coventry and Warwickshire Local Enterprise Partnership (LEP), officers are playing key roles in delivering LEP priorities and developing the new European Funding Strategy.

### **3. Results of consultation undertaken**

- 3.1 A key element of delivering the strategy is to engage and consult with stakeholders and partners, and secure joint commitment with partners in its delivery. This happened through the range of strategic partnerships we Chair or are part of.

### **4. Timetable for implementing this decision**

- 4.1 The *Jobs and Growth Strategy for Coventry* is a three year strategy from April 2014 to March 2014. Progress against the strategy is reported at half year intervals.

### **5. Comments from Executive Director of Resources**

#### **5.1 Financial implications**

There are no direct financial implications from the recommendations in this report.

The *Jobs and Growth Strategy for Coventry 2014 -17* is funded from a number of sources amounting to approximately £28.9 million for the 3-year period. This includes core revenue funding from the Council for the Economy and Jobs Service, currently £1.2m per annum (plus £500k for 2014/15 only income reserves), Capital Programme funding of £23m and anticipated/achieved grant and contract income for the delivery of projects estimated at £1.8m.

However, funding available to the service will fall significantly in 2015/16. This is as a result of both the fall-out of the one-off resources, which will end during 2015/16 and the reduction in core funding from 2015/16 as a direct impact of the recent ER/VR round. Core funding will reduce from £1.2m to £990k. This will result in reduced capacity to provide some services. We will work with members to decide which services need to be scaled back or closed.

The Jobs and Growth Strategy has always required the service to raise new income to support some of the costs of service provision, external funding is even more crucial given the financial situation the Council and the service finds itself in. Core revenue funding is critical in enabling external funding to be secured, as match funding is nearly always required when funds are being bid for competitively.

#### **5.2 Legal implications**

The pursuit of economic well-being is strongly aligned with the core functions of local authorities, with the mandate for local authorities to promote economic well-being provided by the Local Government Act 2000. Section 4 of the Act requires local authorities to join with other bodies to establish a sustainable community strategy for promoting or improving the economic, social and environmental well-being of their area. The power in the 2000 Act for local authorities to take any steps they consider likely to promote or improve the economic, social or environmental well-being of their area and its residents (the "well-being power") has now been repealed and replaced by the new general power of competence for local authorities in the Localism Act 2011.



## 6. Other implications

*Any other specific implications*

### 6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

The *Jobs and Growth Strategy for Coventry* is integral to the delivery of Coventry City Council's priorities within its Council Plan, **Coventry Open for Business : Globally Connected and Locally Committed**. It supports the delivery of the Council's Social Value Policy (2014) by applying community clauses to contracts to ensure local companies and local people benefit from the work the Council procures.

The strategy strongly aligns to delivering the priorities of the Coventry and Warwickshire Local Enterprise Partnership Strategic Economic Plan and European Investment Strategy. The *Jobs and Growth Strategy for Coventry* also aligns strongly with the Coventry Sustainable Communities Strategy 2011-14, particularly in delivering its Economy, Learning, Skills and Employment theme to create "A prosperous Coventry with a good choice of job and business opportunities for all the city's residents."

### 6.2 How is risk being managed?

The key risks associated with the *Jobs and Growth Strategy for Coventry* are:

- The reduction in funding to the service as described in 5.1 above. Alternative local authority budgets e.g. public health funding and external funding will be sought. However, changes within the funding landscape should be noted. There are increasingly limited funding opportunities, with more funding being based on a payment by result model. The Council is proactively responding to these changes through identifying more innovative ways of funding priorities, and developing more partnership approaches to delivery.
- Stakeholders could be reluctant to commit to work jointly on the delivery of the strategy - Stakeholders continue to respond very positively to the strategy, and given the pressure on public resources across a number of sectors, partners are increasingly coming together to ensure that resources are used as productively as possible to meet local needs.

### 6.3 What is the impact on the organisation?

The Council has given a financial commitment to the delivery of the Jobs and Growth Strategy. This contributes towards the cost of staff. Consequently, as funding reduces or increases there will be an effect on the number of staff working in this service area.

### 6.4 Equalities

One of the key objectives of the Jobs and Growth Strategy aims to have a significant positive impact on people within Coventry who are identified as more vulnerable in terms of economic wellbeing and gaining sustainable employment. Services offered are tailored to meet the needs of the following groups: workless people not supported by the Government's Work Programme; priority client groups such as families with complex needs, offenders, those lacking relevant skills and experience; the most vulnerable in society including those with

severe mental health problems and people with learning disabilities; and young people not in education, employment and training (NEETS).

Services within the Place Directorate play a key role in contributing towards the aims and objectives of the Corporate Equality Strategy, and its key priorities around Economy Learning, Skills and Employment. Equality Impact Assessments are completed for various parts of our service

In the absence of the Strategy, we would expect there to be more inequalities across the city in terms of employment. The current economic climate is making it more difficult to enter employment, and those who are more vulnerable in securing employment fare even worse as a result.

The strategy also makes a positive contribution to Coventry as a Marmot City, in terms of having a positive impact on an individual's health and wellbeing when they find work.

Proactively encouraging investment by existing business and businesses looking to locate in the city brings new jobs to the area and creates wealth in the local economy.

### **Implications for (or impact on) the environment**

6.5 The Jobs and Growth Strategy supports investment in key sectors including energy and low carbon vehicles. The Council supports the adoption of emerging technologies that in turn create entirely new markets and support additional jobs. The Strategy also aims to improve the skills match between Coventry's local residents and the emerging job opportunities.

### **6.6 Implications for partner organisations?**

The Strategy explicitly calls upon partner organisations and other stakeholders in the city to make a commitment to work with the Council to deliver its aims. Within the strategy it sets out the clear premise that "Coventry City Council cannot deliver a Jobs and Growth Strategy on its own. It is looking to engage with and draw on the work, skills and resources of other partners and stakeholders" to ensure its successful implementation.

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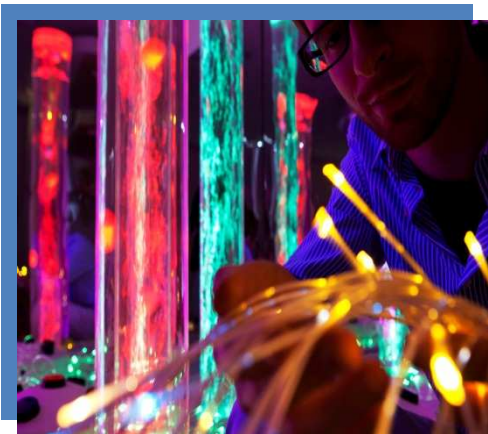
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<b>Names of approvers for submission:</b> (officers and Members)				
Finance: Phil Helm	Finance Manager	Resources	10/11/14	13/11/14
Legal: Julie Sprayson	Principal Legal Executive - Commercial Team	Resources	10/11/14	13/11/14
Human Resources: Jaz Bilen	Human Resources Business Partner	Resources	10/11/14	11/11/14
Director: Martin Yardley	Executive Director	Place	13/11/14	14/11/14
Member: Councillor K Maton	Cabinet Member for Business Enterprise and Employment	-	18/11/14	18/11/14

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# A JOBS and GROWTH STRATEGY FOR COVENTRY April 2014 - March 2017

## Action Plan Progress April 14 –Sept 14



## Objective 1: Secure Job Opportunities through Investment

Action	Service Area	Expected Outcome	Progress April – Sept 14	Contribution Towards Headline Target & Priorities
Delivery of business support activities	Business Investment Team	<ul style="list-style-type: none"> <li>• Individual businesses assisted to develop and grow</li> <li>• Business collaboration networks supported</li> <li>• Well Being Charter delivered in line with service contract</li> </ul>	<ul style="list-style-type: none"> <li>• 292 local businesses have been assisted by team members in the first 6 months of the year</li> <li>• These businesses have created 1206 new jobs</li> <li>• the team supports 6 local business networks including the newly created Coventry Mash group covering digital media</li> <li>• 31 local businesses are actively engaged in improving the well-being of their staff with a further 25 expressing an interest in registering with the Charter</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs created</li> </ul>

<p>Delivering investment grant and loan schemes</p>	<p>Business Investment Team</p>	<ul style="list-style-type: none"> <li>• Regional Growth Fund, ERDF, and other initiatives delivered as contracted</li> <li>• CIF supported</li> </ul>	<ul style="list-style-type: none"> <li>• All grants programmes are proceeding well. The ERDF programme has created 237 new jobs meeting the key output target 18 months ahead of profile</li> <li>• Private sector investment of £48.9m has been secured</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs created</li> <li>• Investments secured</li> </ul>
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<p>Developing the local economy</p>	<p>Business Investment Team</p>	<ul style="list-style-type: none"> <li>• Influence and support CWLEP's strategies and Business Groups</li> <li>• Engage with and support the Coventry and Warwickshire Growth Hub</li> <li>• Engage and support the work of the Employer Hub in Coventry</li> <li>• Exchange intelligence with other local authority economic development teams</li> </ul>	<ul style="list-style-type: none"> <li>• Engaging with, supporting and informing CWLEP continues to be a key element of the team's work</li> <li>• BIT jointly set up and managed the Growth Hub to end Aug 14. 3 team members are currently seconded</li> <li>• The team is working closely with the Employer Hub to assist investors eg Sitel</li> <li>• BIT meets formally with representatives of each LA in the sub-region every 6 weeks. The session is crucial in maintaining common approaches at operational level to economic development</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs created</li> <li>• Investments secured</li> </ul>
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<p>Delivering key infrastructure initiatives that directly benefit businesses and/or showcase technology</p>	<p>Business Investment Team</p>	<ul style="list-style-type: none"> <li>• Deliver Super Connected Coventry project – ultra high speed broadband</li> <li>• Support the Future Cities model to create the data necessary to introduce new delivery mechanisms</li> <li>• Licence open access wireless and 4g Capability</li> </ul>	<ul style="list-style-type: none"> <li>• Coventry is recognised by DCMS as the leader in supplying ultra-fast broadband to its businesses. Over 120 have been signed up</li> <li>• ‘Innovative Coventry’, the theme for ensuring the city has the infrastructure and profile to attract future investment is being rolled out as a key priority. Working with British Gas, Ricardo, TSB and others</li> <li>• Coventry should start to benefit from open wifi and 4g in 15 16</li> </ul>	<ul style="list-style-type: none"> <li>• Profile and reputation of the city raised</li> <li>• Competitive advantages for Coventry business secured</li> </ul>
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Attracting new investors	Business Investment Team	<ul style="list-style-type: none"> <li>• Maintain web based, social media, App and hard copy materials to publicise Coventry as a place to invest</li> <li>• Secure new investors to Coventry from the wider industrial and technology sectors</li> <li>• Proactively engage with targeted overseas locations and businesses to secure investments</li> <li>• Further develop the on line property enquiry system</li> <li>• Work with partners including the Growth Hub and UKTI to secure new investments</li> </ul>	<ul style="list-style-type: none"> <li>• Now working with new Council web site to rationalise and standardise investment aids</li> <li>• 4 new investors including Sitel (600 jobs) attracted</li> <li>• 5 incoming delegations hosted. Schedule of ambassador visits in place. Outgoing delegation to NW India planned for Mar 15</li> <li>• Changes to updating mechanism agreed. Business Directory will be launched Dec 14. Rationalising with web and app</li> <li>• Key on-going element of the team's work</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs created</li> <li>• Investment secured</li> <li>• Profile and reputation of the city raised</li> </ul>
International Trade	Business Investment Team	<ul style="list-style-type: none"> <li>• Seek agreement for an International Trade strategy</li> <li>• Work with the Leadership, the Lord Mayor and senior executives to maximise the impact of incoming and outgoing trade missions and civic visits</li> </ul>	<ul style="list-style-type: none"> <li>• Strategy agreed. Finalising funding and implementation</li> <li>• Excellent progress being made and impacts noticeable. Liaison officer and monthly meetings in place</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs created</li> <li>• Investment secured</li> <li>• Profile and reputation of the city raised</li> </ul>

Secure external funding to support this objective	Business Investment Team	<ul style="list-style-type: none"> <li>• Search out and secure project funding to further the work of the Team from local, national and European sources</li> <li>• Work with colleagues and partners to secure programme funding</li> </ul>	<ul style="list-style-type: none"> <li>• Funding secured for Coventry Cloud, Super Connected Cities and Growth Hub support. ERDF grants programme extended</li> <li>• Working with colleagues and partners to attract ESIF and Growth Deal Plus fund</li> </ul>	<ul style="list-style-type: none"> <li>• New jobs created</li> <li>• Investment secured</li> <li>• Profile and reputation of the city raised</li> </ul>
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## Objective 2: Help People get Jobs

Action	Service Area	Expected Outcomes	Progress April – Sept 14	Contribution Towards Headline Target & Priorities
Delivery of advice and employment support to the unemployed	The Employment Team	Yearly Targets: <ul style="list-style-type: none"> <li>• Employment Support to 5,000 people</li> <li>• 1,200 people supported into work</li> </ul>	The Employment Team is significantly over-achieving on these targets. The Job Shop in particular continues to engage with large numbers of customers and still receives a footfall of approximately 150 people each day. Over 4,600 residents have been engaged across the Employment Team and over 1000 have been supported into work.	People into jobs

Delivery of Coventry's flagship employment service at the Job Shop	The Employment Team	<ul style="list-style-type: none"> <li>• Delivery of flexible partnership services to meet customer need</li> <li>• Holistic support including triage, careers, employability skills and employment advice.</li> </ul>	Over 18,000 customer assists have been delivered at the Job Shop and new partners continue to offer services as required. For example, Adult Education are now delivering flexible literacy and numeracy support.	People into jobs
Delivery of a range of employment programmes	The Employment Team	<ul style="list-style-type: none"> <li>• Delivery of employment provision for vulnerable families</li> <li>• Delivery of advice and support for offenders on a probation order</li> </ul>	<p>The Families project continues to support vulnerable workless residents with 401 individuals developing their skills for work. 650 progress measures have been achieved by clients since April and 134 individuals have been supported into work over the last year.</p> <p>The NOMS ESF project is extremely successful and ahead of contractual target. It is providing support towards work, with 61 customers currently working with an Advisor and 32 having secured employment this year</p>	<p>People into jobs</p> <p>Protecting and supporting the most vulnerable</p>
Developing equality of access to work	The Employment Team	<ul style="list-style-type: none"> <li>• Tailored employment provision for customers with a learning disability, autism or severe</li> </ul>	The team have achieved National Centre of Excellence for their work	<p>People into jobs</p> <p>Reducing the impact of</p>

<p>through support for the most vulnerable</p>		<p>mental ill health</p> <ul style="list-style-type: none"> <li>• Further develop the identification of health barriers to work and deliver solutions to manage these barriers to work</li> <li>• Provision of employment related money advice to remove debt, benefit and financial barriers to work</li> </ul>	<p>securing employment with customers experiencing severe and enduring mental ill-health. A further 40 customers have newly engaged with the service and 15 have been supported into work and 2 into training placements. On-going support is being provided to 214 people enabling them to sustain work outcomes. A new partnership has been developed with Hereward College and Alice Stevens Special School to improve employment outcomes for young disabled people and a supported internship model is being developed, which will be launched this year.</p> <p>Following the successful delivery of CHIP's work &amp; health project, we continue to offer access to psychotherapy for clients with 25 residents accessing this service. We are also working with Public Health &amp; Rethink to provide mental health</p>	<p>poverty</p> <p>Protecting and supporting the most vulnerable</p> <p>Reducing health inequalities</p>
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			<p>support in the Job Shop and all staff have received Mental Health Lite training.</p> <p>Money advice and support has been delivered to 467 new customers this year.</p>	
Further develop services to help young people into work	The Employment Team	<ul style="list-style-type: none"> <li>• Develop the Youth Zone at the Job Shop, delivering in partnership a distinct offer to young people</li> <li>• Delivery of the young people's placement programme and other paid placement opportunities</li> <li>• Further develop the education to employment pathways for young people, including enhanced careers activity, schools participation within the Youth Zone, the disabled young people's pathway and a range of other transition activities.</li> <li>• Partnership delivery of training and vocational learning opportunities, including apprenticeships, traineeships, paid graduate internships, supported internships,</li> </ul>	<p>Information sessions for young unemployed people making a claim for benefit are held at least twice daily with around 8-15 participants at each session. This year 280 sessions have been held with over 1,500 young people participating.</p> <p>46% of customers in the Job Shop are under 24 and are now accessing the Youth Zone services. We are also working closely with schools and Education to improve young people's access to employability services.</p> <p>The YPEPS programme has been refreshed to set targets for financial contributions from employers and to strengthen training support</p>	Local people into jobs  NEETs into work, education or training

		employability workshops and bespoke training for NEETS (e.g. Bootcamp)	<p>for young people. 17 young people started work with a range of employers across the city and the programme continues to be extremely effective at supporting young people to sustain work. Currently 84% of those finishing placements are entering sustained employment as a result of the additional skills, knowledge and experience they have gained.</p> <p>One Boot Camp has been delivered providing intensive help to 12 young people and a further one is planned for November.</p> <p>385 young people have been provided with advice and guidance</p>	
Develop our Employer Partnerships to create access to work	The Employment Team	<ul style="list-style-type: none"> <li>• Further develop the Employer Hub to provide local business with skills and employment solutions, on behalf of key strategic partners</li> <li>• Engage with and support the Coventry and Warwickshire</li> </ul>	<p>The Employer Hub is expanding the range of businesses it supports significantly and over 350 jobs have been created as a result.</p> <p>It is now actively working with 38 local businesses to</p>	<p>People into jobs</p> <p>Business Assisted</p> <p>People helped to improve their skills</p>



		<p>Growth Hub</p> <ul style="list-style-type: none"> <li>• Deliver Employer Events at the Job Shop, promote use of recruitment and interview facilities on site and engage young people into jobs with training (apprenticeships / paid placements etc)</li> </ul>	<p>recruit, adapt recruitment practices, support apprenticeships etc.</p> <p>A number of Employer Events have been held for example, Sitel now hold a weekly recruitment event which has seen 25 residents secure work.</p>	
Developing inclusive economic growth	The Employment Team	<ul style="list-style-type: none"> <li>• Influence and support the CWLEP Strategies and Business Groups</li> <li>• Engage and influence Coventry and Warwickshire Growth Hub skills and employment activities</li> <li>• Engage and influence the growing private sector market in employment and welfare provision</li> <li>• Influence the local response to national reform of rehabilitation services</li> </ul>	<p>Developing an Employment &amp; Social Inclusion Group to work with the CWLEP &amp; advise on appropriate strategies.</p> <p>The Employer Hub is working closely with the Growth Hub and deals with all business enquiries relating to employment &amp; skills.</p> <p>Working with a number of private sector providers and helping to shape provision for some offender groups</p>	People into jobs
Secure external funding to support this objective	The Employment Team	Work collaboratively with partners, including Public Health, Prime Contractors and others to develop and fund local employment and skills solutions	Working together with Public Health secured funds to improve mental health services in the Job Shop. Also working with a number of Prime	

		Guide, shape and seek to attract funding for employment initiatives through the European Social Fund	Contractors and exploring the possibility of future funds.  Working closely with the CWLEP to help shape the European Social Investment Strategy. Currently supporting the development of Commissioning Frameworks and continue to work closely with a number of organisations on this agenda	
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### Objective 3: Help People Improve their Skills

Action	Service Area	Expected Outcomes	Progress April- Sept 14	Contribution Towards Headline Target & Priorities
Developing a clear evidence base for skills data and information.	Skills & Growth	Understanding national and local data around: <ul style="list-style-type: none"> <li>• Qualification and progression levels</li> <li>• Sector skills forecasts</li> <li>• Local skills provision</li> <li>• Funding for skills provision</li> </ul>	Information being updated for:-  Qualification levels of residents in city – broken down by ward/ethnicity/ gender/age/ employment status  Skills networks being updated	People into jobs  People helped to improve their skills

			Sector Skills being updated	
Disseminate skills data widely.	Skills and Growth	<p>To influence skills funding provision with Skills Funding providers such as Skills Funding Agency, National Apprenticeship Service.</p> <p>Influence local training providers to deliver courses that meet the needs of the local economy i.e. providing courses in skills gap areas.</p>	Website pages for skills now includes downloads and links for Skills Data	People helped to improve their skills
Utilising the Social Value Act and ensuring the Authority's Social Value Policy is maximised to harness economic development and business growth initiatives for employment outcomes.	Skills and Growth	Think Local for Coventry clauses to be included wherever possible in the procurement process.	<p>Contractual</p> <ul style="list-style-type: none"> <li>• Costain – Friargate Bridge</li> <li>• Costain – Whitley Junction</li> <li>• Motor museum extension developers</li> <li>• Motor museum fit out contractor</li> </ul> <p>Voluntary/non contractual</p> <ul style="list-style-type: none"> <li>• Barratts – City Wharf</li> </ul> <p>Leading on “economy” for Social Value for all Council procurement contracts</p> <p>Developing the “economy” accreditation element of the business charter for social responsibility</p> <p>Much closer links between Council services (eg</p>	<p>Jobs Created</p> <p>Business Assisted</p> <p>People into jobs</p> <p>People helped to improve their skills</p>

			<p>disposals and acquisitions team working with employer hub)</p> <p>Winner of FSB small business friendly award for the "Think Local" work with Costain</p> <p>Established referral route into Employer Hub</p>	
Skills Development of NEETs	Skills & Growth	Deliver the Construction Shared Apprenticeship Scheme as a route way into work with a clear focus on skills	<p>4 starters this year (34 in total)</p> <p>4 completers this year (16 in total)</p> <p>4 frameworks completed this year (16 in total)</p> <p>Report on 1st 3 years of programme completed</p> <p>Supporting 7 local construction businesses this year (17 in total)</p> <p>Working with training providers to encourage more flexible technical training</p> <p>Supported City College to set up Construction Employer Board</p>	<p>People into jobs</p> <p>Supporting businesses to grow</p> <p>Business Assisted</p> <p>People helped to improve their skills</p>
Encouraging a skilled qualified future workforce ( <i>higher level skills/Graduate retention</i> )	Skills & Growth	Work with agencies to ensure that we are producing the right skills in the right occupations for students to stay in the City once their studies are complete.	Skills 4 Growth graduate programme has supported 17 graduates into AME companies encouraging the skills to stay in the City and local area.	<p>People helped to improve their skills</p> <p>People into jobs</p>

		To break down barriers and provide support for under-represented groups particularly those entering the Advanced Manufacturing and Engineering Sector.	Bursary work has been developed but funding needed to pursue further	
Working with those in employment to up-skill ( <i>medium level skills - workforce development</i> )	Skills & Growth	<p>Deliver the City Deals Skills 4 Growth programme</p> <p>Work to identify funding to support companies to encourage low qualified employees to upskill and turn skills into qualifications.</p>	<p>74 graduates registered 17 graduates placed into 1 year employment placements with SME AME's 13 companies supported</p> <p>Skills element of Skills 4 Growth will support companies to training lower qualified employees. To date 19 people received skills training (profile 60 until June)</p>	<p>People into jobs</p> <p>Supporting businesses to grow</p> <p>Business Assisted</p> <p>People helped to improve their skills</p>
Raising the skills levels of those with no skills and low skills ( <i>lower level skills - unemployed</i> ).	Skills & Growth	<p>Equipping our residents with skills which are in demand in the labour market.</p> <p>Encourage partners to support residents to turn skills into qualifications.</p> <p>Work to negotiate flexible Funding to deliver more accessible provision.</p>	<p>Working with schools to link education to employment.</p> <p>Encouraging young people to achieve qualifications to enable them to aspire to careers that the education to employment work is highlighting.</p> <p>School visits organised for:-</p> <ul style="list-style-type: none"> <li>•Costain – Friargate Bridge</li> <li>•Costain – Whitley Junction</li> <li>•Motor museum extension</li> </ul>	<p>People helped to improve their skills</p>

			developer •Barratts – City Wharf  Careers events	
Secure external funding to support this objective	Skills & Growth	<ul style="list-style-type: none"> <li>• Work collaboratively with partners including Skills Funding Agency, National Apprenticeship Service, training providers and others to develop and fund local skills solutions</li> <li>• To influence, guide and seek to attract funding such as European funding to support skills initiatives.</li> </ul>	Working with CWLEP to support the writing of the specifications for ESIF European funding	People helped to improve their skills