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Template

This first page is intended to be a short Exec Summary of the Chapter and should be no more than 1-2 sides

Introduction

Addressing inequalities in skills, employment and working conditions is key to improving the social determinants of health. The Marmot review (an independent review carried out in 2008 to propose the most effective evidence based strategies for reducing health inequalities from 2010 onwards) identified that the lower a persons social position the worse their health would be and that reducing health inequalities would require action on six policy objectives, one of which is relevant to this profile; *'to create fair employment and good work for all and reduce inequalities of access to labour market opportunities'*.

The benefits of reducing health inequalities are economic as well as social with strong links between increased income and improved life chances. As a consequence getting people into sustainable good quality work is critical to achieving this goal as insecure and poor quality employment can often be associated with increased risk of poor physical and mental health. The associated priority objectives the review recommended are as follows:

- Improve access to jobs and reduce long term unemployment across the social gradient
Make it easier for people who are disadvantaged in the labour market to obtain and sustain working arrangements
- Improve the quality of jobs across the social gradient

In Sunderland the Economic Masterplan has been developed to provide the strategic framework needed to create the necessary economic opportunities for the city. The purpose of the plan is threefold:

- To help set the direction of the city's economy over the next 15 years.
- To establish how Sunderland will earn its living over that period and what it will look like on the ground.
- To set out the actions private, public and voluntary sector partners across the city need to take to ensure Sunderland has a prosperous and sustainable future.

The masterplan vision will be achieved through five key aims that set the context for this JSNA profile in that they will inform necessary commissioning intentions to increase access to good quality work. In particular Aim 4: 'An inclusive city economy for all ages'. This aim provides the direction for the development of an Employment Strategy for the city within existing partnership structures, such as the Sunderland Partnership, the Economic Leadership Board and the North Eastern Local Enterprise Partnership to build on previous successes of getting people back into work. The priorities for the Strategy, are to:

- work with employers and jobseekers to match the right people with the right jobs
- tackle issues that inhibit people from working
- support people once they have a job
- encourage enterprise at a neighbourhood level

Key issues and gaps

The Profile discusses the challenges facing Sunderland, which is more disadvantaged than the overall England position including in terms of worklessness. Although there are some positive messages, with generally improving employment rates and improved health and other outcomes to 2010, the city as a whole is at risk of worsening outcomes largely due to the impact of the economic downturn. However, the city has a number of assets that it will need to be built upon to such as the well-established advice, information and support available from a wide range of Third-, private- and public-sector agencies and the newly established Work Programme to support people into work; and the development of future strategies such as the city's Economic Masterplan.

Key issues identified that will inevitably impact on the employment situation in Sunderland are;

- Sunderland has high levels of deprivation, ill health and a large proportion of claimants of key out of work benefits;
- The success of initiatives to get people back into work are reliant on a supply of local and sustainable jobs;
- There are a significant number of people in Sunderland who are not in receipt of any form of out-of-work benefits and have traditionally been supported by the City's Job Linkage network. There is a need to examine how employability and enterprise support can continue to be provided for this cohort in the future;
 - There is a risk that current expertise in supporting 'hard to help' clients within the VCS in Sunderland will be lost, as a result of proposed changes to central processes;
 - As described in the Economic Masterplan, Sunderland has a high dependency on a small number of employment sectors, and is therefore vulnerable to fluctuations in employment demand and global market conditions.

Recommendations for Commissioning

The above analysis suggests a set of recommendations for commissioning including:

- The need to progress the city's Economic Masterplan and Employment Strategy to help address the impact of the economic downturn and welfare reform;
- Promote the health and well-being benefits of the work to encourage a culture change to break the cycle of poor aspiration

- Need to support those people who are not eligible for mainstream employability support, but who still need help to move into sustainable employment or self-employment;
- Enhance/add value to mainstream provision which is available to support individuals who are in receipt of out-of-work benefits, to help them move off benefits and into sustainable employment or self-employment. This must recognise that some individuals face complex and multiple barriers to be overcome so that they can move to the world of work. In some cases, mainstream provision is not able to offer the intense lengthy support needed by such clients

1) Who's at risk and why?

Some 33% of Sunderland LSOAs are amongst the 10% most deprived in England, 52% are in the 20% most deprived area. This analysis of employment deprivation constructed through an analysis of the proportions of people in each LSOA who are claimants of: Incapacity Benefit; Jobseekers Allowance; Severe Disablement Allowance; Claimants of Employment; Support Allowance; and participants in New Deal not claiming Jobseekers Allowance and lone parents.

Access to good quality work is not an issue which is limited to one particular group; it is a crossing cutting issue. There are a number of groups who could be identified as being of risk, and this often includes some of the city's most vulnerable people. Groups most at risk include: young people, older people; adults with mental health and physical health problems, some groups from black & ethnic minorities, carers, those at risk of homelessness or those homeless, ex-offenders.

The people listed above, often referred to as hard to help, are particularly at risk because of the work programme contract and funding model. The model is based on payment-by-results principles, and service providers will only receive outcome payments if a client moves into, and sustains a job, in some cases for up to six months. The risk is that the hard-to-help clients are much less likely to achieve this, therefore the providers may prioritise clients who are more job ready and therefore, easier to progress to work and deliver an outcome payment.

Those with no or limited qualifications can also be identified as being at risk. A recent Skills and Employment Demand Study 2011, identifies the strong correlation between the skills of the workforce and the vitality of the labour market. Areas with high concentrations of higher level skills tend also to have high levels of employment, and vice versa.

Sunderland's Economic Masterplan states, 'Despite the creation of new jobs in the city in recent decades, Sunderland still suffers from high unemployment and a low skill base.'....'Many of the better paid jobs that do exist in Sunderland are taken by people who commute in from the surrounding areas.'....'The relatively low skills and aspirations of the population mean that in general residents earn less than incoming commuters. Relatively few are highly qualified and an unacceptably large proportion of people of working age is not in work and therefore are not benefiting from the growing economy.'

There is also some role for employers in progressing and developing their staff. If this progression into higher skilled and higher paid work is not facilitated, there will be limited entry level opportunities for those seeking employment.

2) The level of need in the population

Labour supply

Employment and unemployment (Jan 2010-Dec 2010)

	Sunderland (numbers)	Sunderland (%)	North East (%)	Great Britain (%)
All people				
Economically active [†]	134,500	71.4	73.4	76.2
In employment [†]	120,500	63.9	66.1	70.3
Employees [†]	110,600	59.0	59.7	60.8
Self employed [†]	8,500	4.2	5.9	9.1
Unemployed (model-based) [§]	14,500	10.7	9.8	7.7
Males				
Economically active [†]	72,500	77.1	78.9	82.6
In employment [†]	63,900	67.9	69.8	75.4
Employees [†]	56,400	60.4	60.9	62.1
Self employed [†]	6,600	6.5	8.4	12.8
Unemployed [§]	8,500	11.8	11.3	8.5
Females				
Economically active [†]	62,100	65.9	68.0	69.9
In employment [†]	56,600	60.0	62.5	65.2
Employees [†]	54,200	57.7	58.5	59.4
Self employed [†]	2,000	1.9	3.5	5.3
Unemployed [§]	5,500	8.9	8.1	6.6

Source: ONS annual population survey

[†] numbers are for those aged 16 and over, % are for those aged 16-64

[§] numbers and % are for those aged 16 and over. % is a proportion of economically active

The employment rate for Sunderland has deteriorated significantly since the recession began. In December 2008 it was 68.6% and it has decreased by 4.7 % in December 2010 to 63.9%. In comparison with the rest of the North East (2.4% decrease) and the UK (1.9% decrease), the rate of decrease has been much greater and is almost twice that of the UK figure.

Employment by Occupation

Employment by occupation (Jan 2010-Dec 2010)

	Sunderland (numbers)	Sunderland (%)	North East (%)	Great Britain (%)
Soc 2000 major group 1-3	43,000	35.9	38.4	44.6
1 Managers and senior officials	14,000	11.6	12.6	15.7
2 Professional occupations	12,000	10.0	11.6	14.0
3 Associate professional & technical	17,000	14.1	14.0	14.7
Soc 2000 major group 4-5	25,400	21.2	22.1	21.1
4 Administrative & secretarial	14,000	11.6	11.7	10.8
5 Skilled trades occupations	11,400	9.5	10.3	10.2
Soc 2000 major group 6-7	23,400	19.5	18.2	16.5
6 Personal service occupations	12,300	10.2	9.2	9.0
7 Sales and customer service occs	11,100	9.2	8.9	7.4
Soc 2000 major group 8-9	28,200	23.5	21.3	17.8
8 Process plant & machine operatives	12,200	10.1	8.2	6.6
9 Elementary occupations	16,000	13.3	13.0	11.1

Source: ONS annual population survey

Notes: Numbers and % are for those of 16+

% is a proportion of all persons in employment

The table above shows that there are relatively fewer people in Sunderland employed in higher level management and professional jobs and skilled trades compared to the NE and GB averages and there are relatively more people employed in sales, service, process plant and machine operatives and elementary occupations.

Consideration needs to be given to the definition of “good quality” work and to question the detrimental effect of relative “poor quality” work can have on a person’s physical and mental health. The definition should not necessarily be based on levels of pay; the importance of a healthy workplace and a safe and secure working environment must also be acknowledged.

Out of Work Benefit Claimants

Working-age client group - key benefit claimants (February 2011)

	Sunderland (numbers)	Sunderland (%)	North East (%)	Great Britain (%)
Total claimants	37,880	20.2	18.7	14.7
By statistical group				
Job seekers	9,330	5.0	4.8	3.7
ESA and incapacity benefits	17,990	9.6	8.4	6.6
Lone parents	3,550	1.9	1.8	1.6
Carers	3,110	1.7	1.5	1.1
Others on income related benefits	1,430	0.8	0.7	0.5
Disabled	2,060	1.1	1.1	1.0
Bereaved	410	0.2	0.2	0.2
Key out-of-work benefits [†]	32,300	17.2	15.8	12.3

Source: DWP benefit claimants - working age client group

[†] Key out-of-work benefits includes the groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits. See the **Definitions and Explanations** below for details

Note: % is a proportion of resident population of area aged 16-64

- JSA numbers have decreased from 10,627 in July 2009 (5.7% of claimants) to 9,909 in July 2011 (5.3%).
- Long term JSA claimants (12+ months) fell from 755, down to 575, the lowest it has been for over 4 years. Again, Sunderland out-performed all its comparator areas within the

scope of the S4W report. Claimants over 12 months now represent just 6% of all JSA claimants.

- In stark contrast, there is a worrying picture regarding young people aged 18-24 claiming JSA, which shows very little change. Although numbers dropped in 2010 with the introduction of the Future Jobs Fund programme, they climbed steeply once again when the programme ceased. It now stands at 11.8% of the 18-24 yr old working age population. The regional rate is 9.9% and the national rate is 7.5%.
- Lone Parents claiming Income Support showed a downward trend, with 3,550 (1.9%) people claiming this benefit in Feb 11, a reduction from 4160 (2.2%) in Feb 09. The reason behind this mainly relates to changes in the way benefits are allocated and the reduction in the age of the youngest child down to 7 yrs old, at which point the parent is transferred onto JSA.
- Looking at impact in most deprived neighbourhoods, it was seen that 46% of Lone Parents on Income Support came from neighbourhoods of greatest deprivation, showing that effective targeting of provision was taking place for this client group.
- In terms of Incapacity Benefit/Employment Support Allowance, the period showed a continual reduction of clients in receipt of these benefits, from 19,160 in February 2009, down to 17990; in Feb 11. This is better than the regional rate of reduction and the national picture which showed an overall slight increase in numbers.
- There was also a downward trend for long term IB/ESA claimants (2+ years on benefit), which despite the recession, continued, albeit at a slower rate. The numbers have fallen by 8% since the baseline, compared to only 6.5% regionally and a 1% increase across England. This trend is expected to continue, due to the policy of 'IB migration' whereby all people in receipt of sickness-related benefits will be medically assessed to see whether they are capable of carrying out some form of work. A high percentage of these assessments result in people being found 'fit for work'.

Skills

It is estimated that around 89,000 adults in the City have a problem with Literacy or Numeracy. 21% of local residents have skills lower than Level 1 in Literacy compared to 18% nationally and 65% of residents are below Entry Level 3 in Numeracy compared to 36% nationally.

13.3% or 24,600 people within Sunderland's working age population have no qualifications, compared with 11.3% in Great Britain.

(see Learning & Attainment JSNA profile)

3) Current services in relation to need

The citywide network of neighbourhood-based Job Linkage services was sustained, t at a reduced level, to end of March 2012 to cover the implementation phase of the National Work Programme, using a combination of rolled-forward underspend from the Working Neighbourhoods Fund and other area-based strategic funding (Coalfields Regeneration Fund in the Hetton and Houghton area). During this 3 year delivery period 2009- 12, over 12,000 residents received advice and support to look for work and of these, 2875 people moved into employment(of over 16 hours). This gives a clear indication of the scale of need for this type of support across the city however now that WNF Funding has ceased, the service has been further reduced, funded through a mixture of area based funding where it is available and/or income generated as a sub contractor, delivering government funded payment by results programmes including Work Programme and FamilyWise.

The Work Programme, introduced as part of the Coalition Government's Welfare to Work reform, was launched in June 2011, as an integrated package of support, providing personalised work-focused help for a wide range of customers. Both Jobseekers' Allowance (JSA) and Employment

and Support Allowance (ESA) customers are eligible at various stages of their claims, depending on their circumstances. Incapacity Benefit (IB) and Income Support (IS) claimants are also eligible for the Work Programme. The Work Programme is delivered by public, private and voluntary sector organisations working under contract to DWP. These organisations will tailor services to what works best for individual customers in helping them back into sustained work. The two Work Programme providers in the North East are Avanta Enterprise Ltd and Ingeus UK Ltd. In Sunderland, Avanta has sub-contracted over 60% of its delivery to the Job Linkage network, in recognition of its high quality delivery model, infrastructure and successful track record. In contrast, Ingeus has elected to deliver the programme largely themselves, with only a small percentage of sector-based routeway activity being allocated to Sunderland College for delivery.

In December 2011 the Government announced a further commitment of £200M of European Social Fund (ESF) over three years, aimed at Families with Multiple Problems, overcome barriers to move into employment. In the North East, The Wise Group was awarded the Prime Contract by DWP to deliver the programme, known locally as 'FamilyWise'. In Sunderland, the delivery of FamilyWise has been sub-contacted to Sunderland North Community Business Centre (SNCBC), through the Job Linkage Service.

It is expected that 1101 Sunderland families will access provision over the 3 year period. A key eligibility of the programme is that at least one family member must be in receipt of a working age benefit to passport other family members, including those not in receipt of benefit to qualify for support. Unlike previous DWP funded programmes, Sunderland LA has a crucial role to play in identifying and directly referring suitable families to through the various LA internal and external services. A voluntary programme, this is new approach to employability support and has required agreement by the LA and our partners to develop agreements and processes to target suitable families, this includes a single point of contact managed via Children's Services. However, complicated eligibility and referral processes are impeding the implementation of this provision and both nationally and locally it is experiencing difficulties, with far fewer families accessing support than anticipated.

Area based funding has enabled some additional coverage targeting specific local needs identified by the priorities of the Area Committees funded through their Strategic Initiative Budgets (SIB). In the East area, SIB has sustained Employability and Enterprise support targeted at families in receipt of working age benefits or individuals not in receipt of any benefits, for whom there is a gap in mainstream provision. In the Washington area, SIB is providing specific support targeted at increasing apprenticeships for young people aged under 19 years and in the West, the Area Committee has approved in principle a proposal aimed at supporting Enterprise Creation. The Coalfield's Regeneration Trust is sustaining a small level of support in the Hetton and Coalfield's area until March 2013 from a rolled forward underspend from 2011/12, this is targeted at Family Employability intervention's and will not duplicate but complement the Work Programme or FamilyWise Provision.

4) Projected service use and outcomes in 3-5 years and 5-10 years

In recent years, analysis of worklessness and 'economic inactivity' has focused on various cohorts of clients, based on the type of benefit they claimed. With the move towards the Government's introduction of a Universal Credit by 2013, this method of client segmentation is rapidly changing. From the spring of 2011, people who were in receipt of Incapacity Benefit (IB) are being required to undergo a Work Capability Assessment (WCA), to see if they are capable of carrying out some form of work. This policy of "IB migration" will affect 1.5 million people nationally and is expected to take 3 years to complete. Its aim is to shift the focus from what a person can't do, to what a person can, in terms of work, driven by the belief that work is good for a person's health and wellbeing. This policy will result in the number of people claiming IB decreasing, whilst those actively seeking employment rising (i.e. those claiming Jobseekers' Allowance or being put into the 'work related activity group' (WRAG) of Employment Support Allowance (ESA)).

The Council is currently providing a comprehensive analysis of the impact of Welfare Reform in the city. This analysis suggests although there will be people who gain from the reforms, there will be more people in Sunderland are likely to lose benefits, particularly in specific geographical areas of the city, and that Sunderland is likely to be one of the authorities most affected by the reforms. A key objective for the city will be to ensure there is a greater degree of job readiness of individuals affected and there are sufficient job opportunities for individuals that map with their skills.

In relation to Welfare reform, the Government has confirmed it's intention to increase its provision at targeting support at families, especially those with multiple problems and impacting on local services. Additional funding of up to 40% of the cost of extra interventions (aimed at complementing the FamilyWise Provision) will be made available to LA's for three years on a direct payment by results basis for the period 2012- 2014 to help find different ways of working to align services and reduce costs. Department of Communities and Local Government will make available up to £4,000 for each family accessing support. A Strengthening Families Board is leading on the scoping exercise to focus this cross cutting theme of the 'Whole Family Approach' and identify the 805 families in Sunderland with whom this work is to be focused over the three year intervention, which will offer outcomes against Crime, Education and Employment . An expectation from this provision is that an end destination for some of these families will be to volunteer for either Work Programme or FamilyWise for which there is an outcome payment

Evidence suggests there will be changes to the longer-term socio-demographics of the population, with an increase in the number of people aged 50 and over and the number of people with learning or physical disabilities and consequently an increase in the number of carers. For example, the number of people likely to have physical disabilities aged 20+ years is projected to increase by 20% to 63,000 between 2010 and 2025, whilst the proportion of carers is expected to increase by 15% over the next 15 years. These demographic changes will have consequences for employment practise and opportunities for the future.

5) Evidence of what works

Through the implementation of the Economic Masterplan

This vision for the Sunderland economy will be achieved through 5 aims describing what we want Sunderland to be:

Aim 1 'A new kind of university city' We want Sunderland to be a vibrant, creative and

attractive city, with a strong learning ethic and a focus on developing and supporting enterprise, with the University of Sunderland at its heart.

Aim 2 ‘A national hub of the low carbon economy’ We want to use the opportunities offered by new low carbon technologies to stimulate economic activity in Sunderland. This Aim emphasises the city’s national potential and the need to showcase projects such as electric vehicles.

Aim 3 ‘A prosperous and well connected waterfront city centre’ The city centre is important to Sunderland and the wider region. It will fulfil its purpose only when more people work in it and more people spend time and money there. The city’s position on the waterfront is an important part of its sense of place and enhances Sunderland city centre’s distinctive role in the region

Aim 4 ‘An inclusive city economy for all ages’ We want to improve opportunities for people of all ages and sections of the community, targeting unemployment in particular. “Inclusive” means not just physical accessibility to the city’s economic centre but addressing social exclusion. Sunderland should also concentrate on tackling the decline in the number of younger people working and living in the city.

Aim 5 ‘A one city approach to economic leadership’ We want to improve economic leadership in the city. We have deliberately chosen this as a central Aim to emphasis its importance, rather than relegating it to a “governance” section in the Masterplan.

A plan containing projects, timescales and responsibilities is being developed for each of the aims.

The Economic Masterplan states the outcomes that will be achieved in terms of developing ‘**An inclusive city economy for all ages**’ and these are as follows:

Outcome	How will we know?
Lower unemployment, especially in what were previously black spots	Increase in the overall employment rate (the proportion of people of working age who are in work)
People finding jobs and staying in work, supported by their city	Reduction in the numbers of working age people on benefits across the city and particularly in the worst performing neighbourhoods.
A larger proportion of the local community engaged in the economy of the city and region	
People getting into work and out of the bottom earnings quartile	Average residence-based weekly earnings
More entrepreneurial neighbourhoods	More business start-ups in deprived areas; enterprises being established or assisted through the programmes – and surviving
More entrepreneurship across the city	New businesses in all areas

The Employment Strategy sets out how the above outcomes will be achieved and summarises this as follows, in the section **Extending Employment Opportunities**

- Raise the employment rate;
- Reduce the number of people on out-of-work benefits;
- Increase the numbers of young people working and living in the City;
- Narrow the gap between the priority neighbourhoods and the City average;

- Increase the numbers of new businesses formed, particularly in the more deprived areas;
- Improve the survival rate of business start-ups and help existing businesses to expand.

To achieve this, the priority actions are:

Delivering the Work Programme - moving towards explicitly rewarding providers based on the savings that the state makes by having people in work rather than receiving benefits. The anticipated inclusion of Incapacity Benefit (IB) and Employment and Support Allowance (ESA) claimants alongside Jobseeker's Allowance (JSA) claimants on a single programme for all unemployed adults and a greater focus on sustainable jobs.

Support for individuals with severe, complex or higher level support needs - current programmes include Work Choice, for adults with physical and mental disabilities, the ESF funded programme through the National Offender Management Service (NOMS) which works with offenders and ex-offenders, as well as the Work Programme which is required to support clients who may have had a history of health problems but are now assessed as 'fit for work'. In addition, the DWP ESF Families programme will be available from December 2011.

Provision for people who are 'not in receipt of benefits' and so not eligible for DWP-funded mainstream support - in Sunderland, the Working Neighbourhoods Strategy recognised that such people still valued the support, advice and guidance from employability services and so ensured that this provision was available to this cohort of clients through the Job Linkage service. In the 2 year period from 1 April 2009 to 31 March 2011, approximately 2,000 people who were 'not in receipt of benefits' registered for support to look for work. This cohort was made up of different groups, including those who were partners of wage-earners, or people who chose not to make a claim for benefits, as well as some who were in low-skilled, low-paid jobs and who wanted to move into a better job. Whilst helping to move these people into work will not reduce the UK's benefits bill, there is a strong fiscal business case for providing this support. The more people that are economically active in the city, the stronger the city's economy will become.

Work Clubs – these are one of the series of 'Get Britain Working' measures, which are now being implemented by Jobcentre Plus, to support clients before they become mandated to join the Work Programme. A Work Club is intended to provide unemployed people with a place to meet and exchange skills, share experiences, find opportunities, make contacts and get support to help them in their return to work. The Clubs are expected to be community-based and run by non-Government bodies (ideally led by Third Sector organisations, to utilise their ability to engage with priority groups), which will offer a friendly, non-threatening environment for clients, however, no funding will be made available to set up and run them.

Work Together - Volunteering is recognised as a way of developing work skills through 'Work Together', which is one of the 'Get Britain Working' measures. Volunteering is an important strand of the Big Society agenda, which champions the premise that communities should be more proactive in helping themselves, with policies being developed that will give communities more powers to become more active. The Work Together initiative will help unemployed people who are interested in volunteering so that they can find suitable opportunities

Enterprise Support - enterprise activity in the form of pre-start up business support will be required to bridge the gap in the period from April 2011, until the 'Working for Yourself' strand of the Work Programme is fully implemented in Autumn 2011. It is envisaged that this activity will be delivered through a variation and extension of the current Talent Scouts and Neighbourhood Advisor project, delivered by the Sunderland Enterprise Consortia. The 'Work for Yourself' strand of the Work Programme will provide clients who have been unemployed for 6 months and who are interested in self employment with access to a business mentor who will provide guidance and support as they develop their business ideas and through the early stages of trading.

NEET agenda - a further strand under the Government's 'Get Britain Working' measures involves "Youth Action for Work". Young people have been badly affected during the recession and for many, despite being job ready and work focussed, it is still very difficult to find suitable employment. The Work Programme will provide support for young people aged 18 and over, but additional provision is required for people in the 16-18 age range, who are NEET (not in employment, education or training).

European funding is currently available to provide specific support for the period 2011 to 2013. This funds activities (under Sunderland's "ESP project") which will contribute to a reduction in the number of NEET young people in the City. It is crucial that a succession strategy is developed to ensure that capacity towards the NEET agenda is still available post 2013, when the current ESF provision ends.

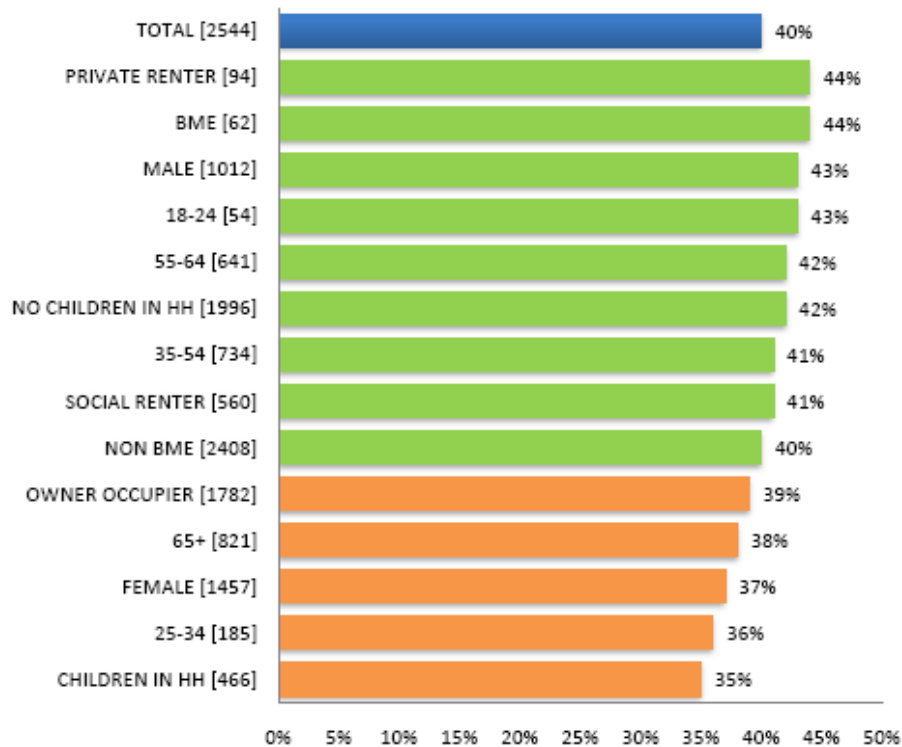
Management Information (MI) - a key aspect of Sunderland's Working Neighbourhoods Strategy has been the introduction of a single, common MI system, which all service providers use for client tracking, monitoring and recording of performance. The approach was advocated by the REF and its implementation in Sunderland has provided valuable information on the impact of the WNS and allowed for more informed decision-making during the last two years. In the short term, post March 2011, there is a requirement for any 'transition' activities to provide management information for monitoring purposes. However, despite widespread acknowledgement of its suitability and value, there are a number of uncertainties about the system's use in the future.

A range of secondary actions are also being implemented aimed at people in employment who require re-skilling or up-skilling to keep them in employment and not return to out of work benefits.

6) User Views

The 2009/10 Place Survey highlighted that the **relative importance** to residents of job prospects in making somewhere a good place to live has risen significantly to 30% (+8% since 2008/09) to be the fifth most important factor. In addition Job prospects are seen as the local aspect **most in need of improvement** by two fifths of respondents (40%). From the figure below, it is apparent that those who are privately renting (44%), BME (44%), 18-24 year olds (43%) and male (43%) are most likely to feel that job prospects in the local area are in need of improvement

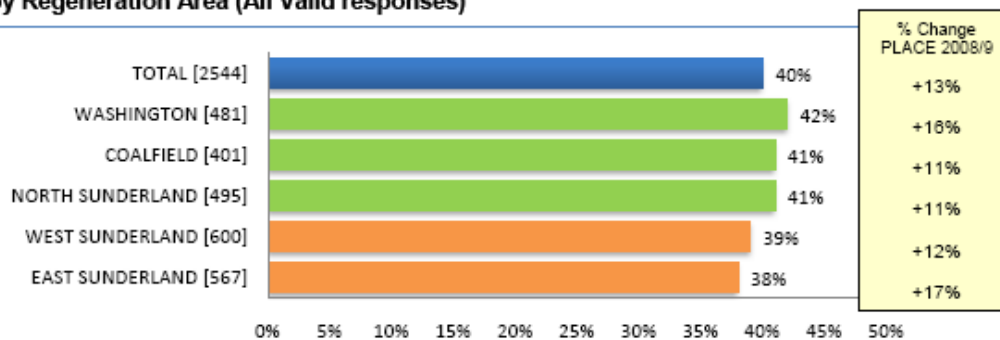
Figure 7: Proportion of respondents that feel job prospects need improvement by key demographics (All Valid responses)



UNWEIGHTED SAMPLE BASES BY LABEL

Spatially, it is apparent that job prospects as a priority across the Regeneration Areas has only marginal variation (4-percentage points); from 42% in the Washington Regeneration Area to 38% in the East Sunderland Regeneration Area. East Sunderland and Washington areas have gained the largest increases in endorsement of job prospects needing improvement since the 2008/9 Place survey (+17% and +16% respectively).

Figure 8: Proportion of respondents that feel that job prospects needs improvement by Regeneration Area (All Valid responses)



The Third Sector Forum drawn together to review this JSNA Profiles highlighted the need to better consider how best statutory agencies could work together with the Third Sector to make the best use of the sector to reach-out to specifically vulnerable groups to tackle worklessness. This validated a number of challenges that were described above including:

- The need to provide young people need more opportunities for work experience, and the

difficulty in finding employers in Sunderland willing to offer sustainable and useful work experience that will prepare young people for the world of work and open up potential job opportunities. The Forum highlighted that young people are finding it increasingly difficult to find jobs that match their skills, having some work experience that is meaningful and relevant to their qualifications;

- The need to improve mandatory programmes to prepare people with the necessary confidence, training or skills to become more attractive to employers. This includes addressing underlying barriers preventing people getting into employment, e.g. their lifestyles or circumstances, reflecting the fact people become unemployed due to a lack of training and appropriate advice and guidance. The revised Work Programme may be an opportunity to refresh this approach;
- The need to better support small business start-up and early sustainability with suggestions such as Business Rate holidays for new businesses to ease their financial burden; helping suitably skill-matched local people into employment in these SME; reducing parking charges in the city centre; and lowering travel costs for newly employed individuals or those seeking work; or the need to consider public transport for (often lowly-paid) shift workers working at unsocial hours;
- The need for better integration across support services in Sunderland, not just employment related schemes, but also health and social care, housing and community-based services;
- The need to ensure discrimination in the work or employment marketplace is minimised and addressed, with a number of groups feeling that they can be discriminated against because of their ethnicity, sexual orientation, disability, gender and/or age. Groups representing migrants felt particularly discriminated against, reporting poor relationships with job-finding services, and lack of access to translation and ESOL provision as barriers to looking for and finding work;
- The need to improve work and career opportunities for vulnerable individuals, including those with disabilities, people aged 50 and over and carers. For example, The Third Sector Forum highlighted that:
 - Department of Health-led research suggests people with disabilities and those with mental illness are more likely to be excluded from the job market than the general population. Local and national research suggests vulnerable individuals, particularly those with complex needs, need to be supported to develop a greater sense of self-confidence and self-esteem to help them become “job-ready” to enter or re-enter employment that’s suited to their skills, experience and preferences;
 - X% of the adult population aged under 65 years was aged 50 – 64 years in 2010, with a further x,xxx aged 65 – 74 years. Partly due to demographic pressures and changes in retirement practise in the UK, including people working longer before retiring, the workforce is ageing, with older people having as much right to employment as younger people;
 - A significant number of carers gave up employment to fulfil their caring role or are not able to access good quality work. Regional research suggests that of the 32,000 reported carers in Sunderland, 73% are aged 16 – 59 years and that these working age carers in the North East are less likely to be in employment or have formal educational qualifications. Furthermore, there are over 1,000 young carers aged under 18 are much less likely to have any qualifications or be in employment or education. The city has invested heavily in training and development schemes for vulnerable individuals to provide opportunities and maintain employment in conjunction with partners, e.g. through support through the Carers’ Centre;

A number of agencies and the Third Sector Forum highlighted the need for more sustained support to allow individuals to progress their independence, including as part of the Work Programme; and the opportunities to work with a small number of large employers in Sunderland to influence them to adopt disability-friendly and carer-friendly employment schemes to support people into paid work and to be flexible enough to enable people to remain in employment and also have support in daily living or with their caring responsibilities. National research suggests

such approaches benefits vulnerable individuals, carers and families, as well as employers themselves (e.g. Employers for Carers/Carers UK).

7) Equality Impact Assessments

Needs to be completed

8) Unmet needs and service gaps

The Work Programme itself brings a number of challenges which will inevitably impact on the employment situation in Sunderland and which the Employment Strategy must address:

- Sunderland has high levels of deprivation and therefore high numbers of 'hard-to-help' clients who, because they have more complex needs, require more resource. The city also has high levels of people who have a history of ill health and have been on sickness-related benefits for many years, but many of these will be 'migrated' onto active benefits in due course. Although the Work Programme's payment model has 'differential payments', it is yet to be seen whether the Prime Contractors will ensure sufficient resource is made available to pay for the intensive, tailored support these 'hard to help' individuals need.
- The success of the Work Programme is dependant on there being a supply of local, sustainable jobs in order to move people into employment. The tentative recovery from the 2008 recession means that there are still not enough suitable entry-level jobs to match the number of job seekers in Sunderland.
- The planned time lags between moving clients into employment and output payments from DWP will have massive impacts on the ability of local Voluntary and Community Sector organisations to be involved as sub contractors in delivery. This will mean current expertise in supporting 'hard to help' clients within the VCS in Sunderland could be lost, if Prime Contractors are not able to put in place suitable funding mechanisms to suit the cash flow needs of the voluntary sector.
- There are a significant number of people in Sunderland who are not eligible for mainstream Jobcentre Plus support, but who do want to work and who have traditionally been supported by the City's Job Linkage network. These are people who are not in receipt of any form of out-of-work benefits. In the period of Working Neighbourhoods Funding from 1 April 2009 to December 2010, 1,750 such clients registered with and received support through the Council's Working Neighbourhoods Strategy and 638 such clients moved into work, boosting the employment rate for the City. Consequently, a key focus of the Employment Strategy will be to examine how employability and enterprise support can continue to be provided for this cohort in the future.

9) Recommendations for Commissioning

Interventions that will:

- The need to progress the city's Economic Masterplan and Employment Strategy to help address the impact of the economic downturn and welfare reform;
- Promote the health and well-being benefits of the work to encourage a culture change to break the cycle of poor aspiration
- Need to support those people who are not eligible for mainstream employability support,

but who still need help to move into sustainable employment or self-employment;

- Enhance/add value to mainstream provision which is available to support individuals who are in receipt of out-of-work benefits, to help them move off benefits and into sustainable employment or self-employment. This must recognise that some individuals face complex and multiple barriers to be overcome so that they can move to the world of work. In some cases, mainstream provision is not able to offer the intense lengthy support needed by such clients

10) Recommendations for needs assessment work

Key contacts