

**REPORT TO:** Employment, Learning, Skills and Community Performance Board

**DATE:** 08<sup>th</sup> June 2011

**REPORTING OFFICER:** Strategic Director – Policy & Resources

**SUBJECT:** Sustainable Community Strategy 2010 – 11 Year-end progress report.

**WARDS:** Borough-wide

## **1.0 PURPOSE OF REPORT**

1.1 To provide information on the progress in achieving targets contained within the Sustainable Community Strategy for Halton.

## **2.0 RECOMMENDED THAT:**

- i. The report is noted
- ii. The Board considers whether it requires any further information concerning the actions taken to achieve the performance targets contained within Halton's 2006 – 11 Sustainable Community Strategy (SCS).

## **3.0 SUPPORTING INFORMATION**

3.1 The Sustainable Community Strategy, a central document for the Council and its partners, which provides an evidenced-based framework through which actions and shared performance targets can be developed and communicated.

3.2 The current Sustainable Community Strategy included targets which were also part of the Local Area Agreement (LAA). In October 2010 the coalition government announced the ending of government performance management of local authorities through LAAs. Nevertheless, the Council and its partners need to maintain some form of effective performance management framework to:-

- Measure progress towards our own objectives for the improvement of the quality of life in Halton.
- Meet the government's expectation that we will publish performance information.

3.3 Following extensive research and analysis and consultation with all stakeholder groups including Elected Members, partners and the local community and representative groups, a new SCS (2011 – 26) was approved by Council on 20<sup>th</sup> April 2011.

- 3.4 The new SCS will be accompanied by a separate 'living' 5 year delivery plan. This approach will provide sufficient flexibility to evolve as continuing changes within the public sector continue to emerge, for example the restructuring of the NHS and public health delivery, implementation of Local Economic Partnerships and the delivery of the 'localism' agenda.
- 3.5 Work is presently underway to determine a range of performance information that will allow the systematic monitoring of the progress being made in achieving desired community outcomes over time.
- 3.6 Attached as Appendix 1 is a report on progress of the SCS (2006-11) for the year ending 31<sup>st</sup> March 2011. This includes a summary of all indicators within the existing Sustainable Community Strategy and additional information for those specific indicators and targets that fall within the remit of this Policy and Performance Board.
- 3.7 In considering this report Members should be aware that:-
- a) The purpose of this report is to consolidate information on all measures and targets relevant to this PPB in order to provide a clear picture of progress.
  - b) As the requirement to undertake a centrally prescribed Place Survey has now ceased the development of a localised perception based methodology is currently underway with a likely implementation date of autumn 2011.

#### **4.0 CONCLUSION**

- 4.1 The Sustainable Community Strategy for Halton, and the performance measures and targets contained within it will remain central to the delivery of community outcomes. It is therefore important that we monitor progress and that Members are satisfied that adequate plans are in place to ensure that the Council and its partners achieve the improvement targets that have been agreed.

#### **5.0 POLICY IMPLICATIONS**

- 5.1 The Sustainable Community Strategy for Halton is central to our policy framework. It provides the primary vehicle through which the Council and its partners develop and communicate collaborative actions that will positively impact upon the communities of Halton.

## **6.0 OTHER IMPLICATIONS**

6.1 The publication by Local Authorities of performance information is central to the coalition government's transparency agenda. This has been accompanied by a commitment to reduce top down performance management, with the pre-existing National Indicator Data Set (NIS), being replaced from April 2011 with a single comprehensive list of all data that Local Authorities are required to provide to Central Government.

## **7.0 IMPLICATIONS FOR THE COUNCIL'S PRIORITIES**

7.1 This report deals directly with the delivery of the relevant strategic priority of the Council.

## **8.0 RISK ANALYSIS**

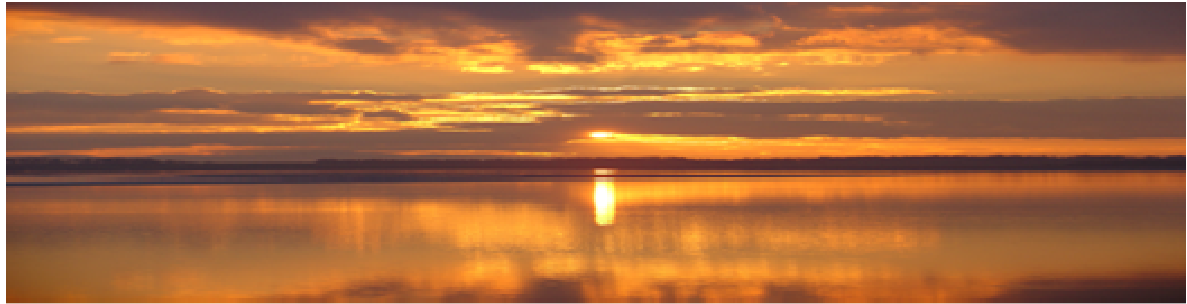
8.1 The key risk is a failure to improve the quality of life for Halton's residents in accordance with the objectives of the Sustainable Community Strategy. This risk can be mitigated through the regular reporting and review of progress and the development of appropriate actions where under-performance may occur.

## **9.0 EQUALITY AND DIVERSITY ISSUES**

9.1 One of the guiding principles of the Sustainable Community Strategy is to reduce inequalities in Halton.

## **10.0 LIST OF BACKGROUND PAPERS UNDER SECTION 100D OF THE LOCAL GOVERNMENT ACT 1972**

Document	Sustainable Community Strategy 2006 – 11
Place of Inspection	2 <sup>nd</sup> Floor, Municipal Building, Kingsway, Widnes
Contact Officer	Hazel Coen



# **The Sustainable Community**

## **Strategy for Halton**

**2006 - 2011**

### **Year -end Progress Report**

**01<sup>st</sup> April 2010 – 31<sup>st</sup> March 2011**

**Employment, Learning, Skills &**

**Community Policy &**







**Performance Board**

<b>Document Contact (Halton Borough Council)</b>	Hazel Coen, Divisional Manager Performance & Improvement Municipal Buildings, Kingsway Widnes, Cheshire WA8 7QF <a href="mailto:hazel.coen@halton.gov.uk">hazel.coen@halton.gov.uk</a>
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This report provides a summary of progress in relation to the achievement of targets within Halton’s Sustainable Community Strategy 2006 - 2011.

It provides both a snapshot of performance for the period 01<sup>st</sup> April 2010 to 30<sup>th</sup> September 2010 and a projection of expected levels of performance to the year-end.









The following symbols have been used to illustrate current performance as against the 2011 target and as against performance for the same period last year.

	Target is likely to be achieved or exceeded.		Current performance is better than this time last year
	The achievement of the target is uncertain at this stage		Current performance is the same as this time last year
	Target is highly unlikely to be / will not be achieved.		Current performance is worse than this time last year

## EMPLOYMENT, LEARNING AND SKILLS



Page	NI	Descriptor	2011 Target	Direction of travel
	153	<u>Working age people claiming out of work benefits in the worst performing neighbourhoods</u>		
	163	<u>Working age population qualified to at least Level 2 or higher.</u>		
	171	<u>VAT Registration rate</u>		

### *Non Local Area Agreement Measures / Targets*

	ELS1	<u>Reduce the proportion of adults with no qualifications</u>		
	ELS2	<u>Increase the proportion of adults qualified to Level 3</u>		
	ELS3	<u>Increase the rate of self-employment</u>		
	ELS4	<u>Ensure unemployment in any Lower Super Output Area is less than 20% above the borough average</u>		

**NI 153**

**Reduce the proportion of working age people claiming out of work benefits in the worst performing neighbourhoods**

Baseline (Year)	09 – 10 Actual	2011 Target	2010 – 11 Cumulative outturn data				Current Progress	Direction of Travel
			Q1	Q2	Q3	Q4		
31.5% (2007/8)	<b>32.8% (Feb 2010)</b>	28.5%	-	-	<b>33.3% (May 2010)</b>	<b>32.8% (Aug 2010)</b>		

**Data Commentary**

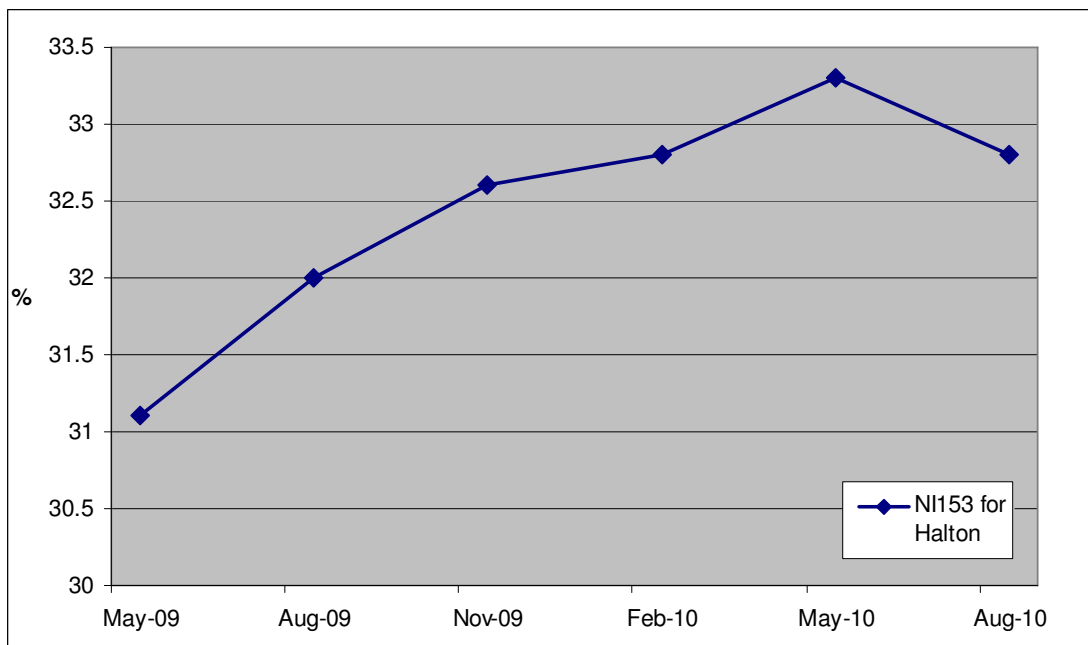
The data supplied is taken from the Department for Work and Pensions claimant figures via the Office for National Statistics NOMIS reporting system. The data is available on a quarterly basis and is released six months in arrears.

The out-of work benefits included are Job Seekers Allowance, ESA (Incapacity Benefit), Lone Parents and Others on income related benefits.

The worst performing neighbourhoods included are the 25 most deprived LSOAs in Halton, taken from the Index of Multiple Deprivation.

Previously the target was set by Government Office North West to maintain a 0.4% gap below the North West average.

**General Performance Commentary**



The above graph illustrates the impact of the onset of the recession from early 2009, which had a disproportionate sustained impact on those neighbourhoods with existing high levels of economic inactivity.

However, by early Summer 2010 the 'gap' between the rates for the worst performing neighbourhoods and the rest of Halton started to close, albeit marginally. The August 2010 worklessness rate for the whole of Halton was 18.9%.

### **Summary of key activities undertaken during the year**



A programme of projects and services, supported by the Working Neighbourhoods Fund has been heavily promoted throughout our most disadvantaged neighbourhoods. Examples of activities undertaken during the year includes;

- The Neighbourhood Employment & Engagement Service, working in the three former neighbourhood management areas, engaged over 500 residents during the year through a range of community events, door knocking and working in partnership with local social landlords and other service providers. This resulted in over 200 progressing into either, paid employment, some for of adult learning or enterprise.
- A total of 260 residents (achieving 100% of the target) entered the Future Jobs Fund programme, co-ordinated through the Halton People into Jobs Service. The project performed well focusing on paid employment opportunities towards 18 – 24 year old jobseekers.
- The 'Inspiring Women' programme also targeting a group often viewed as 'difficult-to-reach' living in our most disadvantaged neighbourhoods. A total of 76 women were engaged in the programme during the year with 22 progressing into paid work.
- The local Job CentrePlus offices continued to deliver their Focused Partnership Delivery ('FPD') programme, offering flexible intensive support to long-term unemployed Job Seekers Allowance claimants, the majority of which live in neighbourhoods with high levels of unemployment. Experienced Job Centre Advisors have worked intensively with claimants together with a range of partners to help to identify and address issues and barriers the claimants may be experiencing, and thus help to reduce their barriers to work.

FPD is now being wound down as JCP now has greater flexibilities at local level.



**NI 163****Increase the proportion of the working age population qualified to at least Level 2**

Baseline (2006)	09 – 10 Actual (2008)	2011 Target	2010 – 11 Cumulative outturn data				Current Progress	Direction of Travel
			Q1	Q2	Q3	Q4		
55.9%	57.6% (2008)	67.5%	-	-	-	60.4% (2009)		

**Data Commentary**

This measure is taken from the ONS Annual Population Survey and refers to calendar year (the latest being 2009). The initial measure of the NI stated that a population of 19-59/64 should be used in the measure; this isn't available as a breakdown from the Annual Population Survey anymore (upon the demise of the NI set) so 16-64 (working age) is now used. The ONS population estimates have also been revised in May 2010. Figures for previous time periods have been recalculated to reflect these changes and the baseline has also been recalculated.

These revised figures have been used to provide the most accurate measure.

**General Performance Commentary**

As stated above there has been a significant change to how the data for this indicator is recorded and reported.

Using the revised data the percentage increase of the working age population qualified to at least level 2 has increased by 2.8% comparing 2008 to 2009.

**Summary of key activities undertaken during the year**

An ongoing co-ordinated programme of services and projects targeting residents for whom a traditional 'talk & chalk' classroom-based approach may not be appropriate continues to be delivered by a wide range of partners from the public and voluntary sectors. Examples of the work over the past year includes;

Adult Learning and Skills Development

436 Skills for Life assessments were completed and, from these, 119 learners were referred to a Skills for Life learning programme, 28 to the Employability Skills Programme, 80 to the HEP Award programme (20 of which completed the HEP Award programme)

88 City and Guilds Literacy and Numeracy qualifications were achieved in this quarter

During Q4, 1349 individual learners (equating to 1847 enrolments) were on an adult learning programme. Of these, 18.24% had no previous qualifications; 2.37% had not been involved in learning in the previous two years; 15.86% had disclosed a disability; 6% reported they wanted additional help with literacy, number and/or ICT; 31.95% were male; 3.85% were BME learners; and 31.43% of all enrolments came from residents from Halton's LSOAs.

### Family Learning

During Q4, 292 parents or carers (equating to 373 enrolments) were on a family learning programme.



18 schools, including 2 secondary schools hosted family learning programmes.

5 Children's Centre tutors delivered a wide range of programmes, attracting new parents to adult learning.

40 learners were registered for the Award in Supporting a Child's Learning & Development.

There were also several small projects, delivered by a range of partners from the statutory and voluntary sectors that offered co-ordinated help targeted at some of Halton's residents that were currently excluded for some reason from accessing mainstream education, employment, or training opportunities.

## **NI 171 | Maintain the VAT registration rate**

Baseline (Year)	09 – 10 Actual	2011 Target	2010 – 11 Cumulative outturn data				Current Progress	Direction of Travel
			Q1	Q2	Q3	Q4		
47.3 (2007)	<b>43.9 (2008)</b>	42.8	-	-	-	<b>39.1 (2009)</b>		

### **Data Commentary**

This data is taken from the Business Demography 2009 dataset provided by ONS: <http://www.statistics.gov.uk/StatBase/Product.asp?vlnk=15186>

This replaces the previously used VAT registrations dataset from BERR. The ONS population estimates used in the denominator for this measure have also been revised.

These figures have been used to provide the most accurate measure. Figures for previous time periods have also been re-calculated to reflect these changes. The figures shown are rates per 10,000 for the age 16+ population.

## General Performance Commentary

Historically, Halton has had low levels of new VAT registrations, but equally has also seen relatively low levels of 'de-registrations'. This is reflective of the fact that once a business is set up in Halton it tends to continue as a self-sustaining business.

The most up to date data is from 2009, during the worst period of the recent recession. Therefore, it is hoped that future figures will show an increase in the rate of new registrations. Figures to date for the rate of self-employment show a positive direction of travel.

## Summary of key activities undertaken during the year

The thriving Enterprising Halton business start-up programme has operated since 2007, with the aim of developing a culture of enterprise within the Borough to promote self-employment as a realistic option, and to provide 1-to-1 business advice and support to potential entrepreneurs. It delivers a range of projects including:

Business start up support (the local scheme has been integrated with the regional programme under the management of HBC into one programme operating under the new business simplification programme.

Start up centre – at the health business and technical park for people who need a desk and business address to help launch their business.

Next generation – enterprise in schools



Aftercare Academy – workshop sessions to help businesses on topics of importance to new businesses e.g. how to network.

Business mentors – new project commenced early 2010.

Construction Halton – aimed at increasing local contracting/tendering opportunities for local businesses in the construction and also general procurement systems of major public and private sector organisations in the borough.

## Annual Performance Statistics

	2009 Actual	10-11 Target	10-11 Actual
New Start up enquiries	565	420	<b>555</b>
New Business Start Ups	154	110	<b>148</b>
New Jobs Created	61	46	<b>22</b>
Sustainability Grants	7	50	<b>33</b>
Kickstart Courses Delivered	10	10	<b>11</b>
New VAT Registrations	13	10	<b>6</b>
Business Survivability (%)	68	50	<b>69</b>

Baseline (Year)	09 – 10 Actual	2011 Target	2010 – 11 Cumulative outturn data				Current Progress	Direction of Travel
			Q1	Q2	Q3	Q4		
15,000 (2007)	<b>15,300 (2008)</b>	12,240	-	-	-	<b>13,100 (2009)</b>		

**Data Commentary**

This measure is taken from the ONS Annual Population Survey and refers to calendar year (the latest being 2009).

**General Performance Commentary**

Whilst the number of adults in Halton without any formal qualifications continues to fall, the December 2009 total of 13,100 still represents 16.8% of our working age population (16-64) against figures of 13.8% for the north west region and 12.3% for Great Britain.

This is a significant improvement from 2008 to 2009 falling by 2200 adults with no qualifications. Previously the working age population used to be counted from 16 – 64 males and 16 – 59 females. By now counting 16 – 64 females the 2009/10 comparative actual was revised from 13,800 to 15,300 adults with no qualifications.



**Summary of key activities undertaken during the year**

An example of the practical application of programmes to help residents acquire basis skills and knowledge is the work of the Halton Employment Partnership that undertook the pre-recruitment programme for Tesco at the 3MG site.

A total of 31 pre-recruitment sessions were organised to support local people into work. The sessions included tips on making job applications and preparing for interviews. Tesco Human Resources staff set up a recruitment centre at the Stobart Stadium, Halton, with the help of Halton Borough Council and Halton Employment Partnership. Halton Employment Partnership staff then spent a number of weeks at the Stadium supporting the Tesco interview process while other staff organised the interview schedules.

The final figures for this innovative project are impressive;

- **422** new starts in total.
- **73% (308)** of which were Halton residents
- A 60:40 split between Widnes and Runcorn).
- Of the 422 starters, 36 were female and 386 male.

Baseline (Year)	09 – 10 Actual	2011 Target	2010 – 11 Cumulative outturn data				Current Progress	Direction of Travel
			Q1	Q2	Q3	Q4		
10,200 (2007)	<b>10,400 (2008)</b>	15,875	-	-	-	<b>11,500 (2009)</b>		

**Data Commentary**

This measure is taken from the ONS Annual Population Survey and refers to calendar year (the latest being 2009). Only people who have NVQ Level 3 (but not level 4 or above) are counted. This exact figure has only recently been made available as an output. These revised figures have been used to provide the most accurate measure and figures for previous time periods have also been re-calculated to reflect these changes.

**General Performance Commentary**

The latest (December 2009) figure of 11,500 represents 14.6% of Halton’s working age population (16 – 64).

Again, whilst the situation is continuing to improve, Halton remains some way behind the rates recorded for both the north west region (15.5%) and Great Britain (15.7%).

**Summary of key activities undertaken during the year**

In addition to the wide range of learning opportunities already offered, an exciting project recently developed is the Science Halton (formerly called ‘STAM’ (Science Technology Advanced Manufacturing) Routeway, which was formally launched early in 2011.

This is a web-based resource to enthuse young people about learning and careers in new and growing sectors of the economy which they may have formerly not seriously considered, and are under-represented in Halton’s workforce. It offers a wide range of information on clubs, activities, careers, local employers in the sector and qualification requirements.



It can be accessed here; [Halton Science - Where Science and Innovation Succeed](#)

During 2010/11 a total of 48 new apprenticeships were secured with a wide range of local employers, who could, in turn, receive up to £3,000 towards the employment and training costs of employing the new apprentice.

Within the above total, 10 care leaver apprenticeships were created and filled.

It was also apparent that there was demand for around 100 more apprenticeships through this project if access to additional funding had been available.

### ELS 3 Increase the rate of self-employment

Baseline (Year)	09 – 10 Actual	2011 Target	2010 – 11 Cumulative outturn data				Current Progress	Direction of Travel
			Q1	Q2	Q3	Q4		
4.1% (Apr 08 – Mar 09)	5.7% (Apr 09 – Mar 10)	6.8%	-	-	5.8% (Jul 09 – Jun 10)	5.8% (Oct 09 – Sep 10)		

#### Data Commentary

This measure is taken from the ONS Annual Population Survey and is reported on a quarterly basis (the latest being Oct 2009 – Sep 2010), with a rolling annual time period.

#### General Performance Commentary

The maintenance of a generally positive direction of travel during a period of economic recession is notable, but Halton is still some way behind the regional and national self employment rates. In 2010 – 11 the Enterprising Halton programme has supported 148 business start ups against a target of 110.



Given that this measure is 6 months in arrears and VAT registration rates are 2 years in arrears (latest data 2009) it is anticipated that the VAT registration rate will increase further as data becomes available.

#### Summary of key activities undertaken during the year

In addition to the work of the Enterprise Board detailed under NI 171 earlier in the report the Department for Work and Pensions New Enterprise Allowance Scheme was piloted in Halton and the other city region authorities from 1<sup>st</sup> February 2011, being rolled out nationally from 1 April 2011.

This scheme is available to Jobcentre Plus customers aged 25 years and over who have been claiming JSA for between 6-12 months and who move into self-employment with an allowance of £65 per week for 26 weeks, £32.50 for following 26 weeks. Those new businesses that remain trading after 52 weeks will be able to access a low interest loan to be repaid in a period of 3 years

**ELS 4****Ensure unemployment in any Lower Super Output Area is less than 20% above the borough average**

Baseline (Year)	09 – 10 Actual	2011 Target	2010 – 11 Cumulative outturn data				Current Progress	Direction of Travel
			Q1	Q2	Q3	Q4		
-	29 LSOAs (Out of 79) More than 20% above the Borough average	Ensure unemployment in any Lower Super Output Areas are less than 20% above the borough average	25 (Jun 10)	28 (Sep 10)	31 (Dec 10)	30 (Mar 11)		

**Data Commentary**

The data supplied is taken from the Department for Work and Pensions claimant figures via the Office for National Statistics NOMIS reporting system. The data is available on a monthly basis (the latest available is for March 2011).

**General Performance Commentary**

Currently (March 2011), 30 (38%) out of the 79 Lower Super Output Areas ('LSOA's) in Halton have unemployment rates over 20% higher than that for the borough as a whole.

This echoes the picture with regard to NI 153 above, in that the level of 'Worklessness' in neighbourhoods suffering high levels of multiple deprivation is continuing to remain stubbornly high, and in some places is increasing. In Windmill Hill the rate is now approaching 40% of adults aged 16-64 being categorised as 'economically inactive'.

**Summary of key activities undertaken during the year**

As noted with regard to NI 153 earlier in the report, a programme of projects and services, largely supported by the Working Neighbourhoods Fund was heavily promoted throughout all of Halton's most disadvantaged neighbourhoods, with the Neighbourhood Employment & Engagement Service working exclusively in the three former neighbourhood management pilot areas.

Additional a portfolio of projects primarily delivered by local voluntary sector partners including Halton Credit Union, Halton Citizens Advice Bureau, Halton YMCA and the Halton & St Helens CVS has delivered a range of initiatives to help residents move closer to full time employment by removing some of the 'barriers' to employment. Examples include supporting residents to move into the adult education programmes mentioned elsewhere in this report, access to employment advice outside 'office hours' and access to affordable credit and independent advice of both out of work and in-work welfare benefits etc.