

## **Regeneration Scrutiny and Performance Panel**

**4 September 2014**

**Agenda  
Item No. 9**

### **Walsall Works Programme Update**

**Ward(s)**                      All

**Portfolios:** Cllr M Nazir – Portfolio Holder for Regeneration

#### **Executive Summary:**

This report provides a comprehensive performance overview for the last two years, at a ward level, for the Walsall Works programme. The report sets out the current achievement against targets for apprenticeships, pre-apprenticeships and the additional positive outcomes created for the benefit of young people in Walsall.

Members will be updated on the level of employer engagement and the geographical take up on the incentive element of the programme. It draws members' attention to the level of match funding drawn in from employers and other partner resources as well exploring similar national models of delivery for employment related subsidy schemes.

Finally, the report sets out the reduction in youth unemployment and in young people not in education, employment or training (NEET) as a direct correlation to the programme performance.

#### **Reason for scrutiny:**

To update Members on the progress of the Walsall Works programme.

#### **Recommendations:**

**That Scrutiny Panel members;**

- 1. Note the contents of this report and comprehensive update at Appendix 1, commenting and scrutinising as appropriate.**
- 2. Recognise and identify next steps for programme delivery.**

#### **Background papers:**

Comprehensive overview report on Walsall Works attached at Appendix 1

#### **Resource and legal considerations:**

Walsall Works is managed and delivered through the designated budget of £2.2m as approved by Cabinet on 8<sup>th</sup> February 2012.

**Citizen impact:**

The budget is profiled to create and deliver employment, training, apprenticeships and pre-apprenticeships for young Walsall citizens.

**Environmental impact:**

None arising from this report.

**Performance management:**

Outcomes and finances are profiled and a robust programme management function is in place to manage performance and record delivery. Officers are required to deliver programme targets within the budget allocated.

**Equality Implications:**

An equality impact assessment has been carried out to ensure the programme attempts to reach all clients regardless of their characteristics and this fully adheres to the Council's equal opportunities obligations.

**Consultation:**

Extensive consultation with employers, young people and partners has taken place in the design and delivery of the programme.

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## WALSALL WORKS PROGRAMME UPDATE

### Key Achievements

Walsall Works is a multi-million pound investment that has achieved the following successes in the past two years:

- **2343 young people** have spoken to us asking for support with their employability
- **1189 young people** have been supported into positive outcomes i.e. apprenticeships, learning, employment
- **479 employers** have expressed an interest in participating in Walsall Works
- **30 Training Providers** are actively engaged and are working with us to deliver apprenticeship frameworks
- Young People from the borough's **top 9 most deprived wards** have been helped into positive outcomes
- We have demonstrated Value for Money, by ensuring **every £1 we spend leverages in £4 from partners**
- Walsall has the **highest rate of youth unemployment improvement at 4.3% compared to 3.7% for the BC**
- The Walsall borough now has **1390 less Young Jobseekers** claiming benefits
- Young people **recognise** and **trust** the **Walsall Works** programme and our partners **respect** the brand
- Nearly **£2m of funding** has already been fully committed to date

### Background

Walsall Works is a financial investment of £2.2m by Walsall Council designed to tackle youth unemployment. Its key principles are aligned to the Council's key priority of '**supporting business to thrive and supporting local people into work**' and the strategic priorities set within the approved Black Country Strategic Economic Plan.

The scheme aims to raise the ambitions and aspirations of young people from within the borough. In doing so over the past two years, it has already demonstrated the reduction in the number of young people who are not in education, training or employment (NEET). Walsall Works long term ambition is to continue to unlock new jobs and apprenticeship opportunities within micro, small and medium sized enterprises with a focus on those employment opportunities from within the growth sectors suggested by our Local Economic Assessment, outlined below:

- Niche and high value Manufacturing and Engineering
- Building and Environmental Technologies
- Construction
- Financial, Professional and Business Services
- Creative and Digital Services
- Health and Social Care
- Logistics

Local Employers are offered an **incentive payment** to recruit a young people as an Apprentice. They are expected to pay a **Minimum Wage well above the national apprentice wage which is currently only £2.68 per hour**.

The Walsall Works **minimum rates of pay** and employer incentive payments are set out below, but some of our employers pay Apprentices more:

- £3,000 for employers taking on a young person aged 16 or 17 at a rate of £3.00 per hour
- £4,500 for employers taking on a young person aged 18 to 20 at a rate of £4.98 per hour
- £6,000 for employers taking on a young person aged 21 to 24 at a rate of £6.19 per hour

**An apprenticeship is a paid job** and our employers are expected to offer the young apprentice a minimum employment contract of **35 hours per week for at least 12 months and adhere to the agreed minimum hourly rates**. They will also commit to employing the young apprentice for the full duration of the apprenticeship which could last from 1 year to 4 years thus resulting in **sustainable employment**.

The incentive payment is reduced by £1500 to employers if they are eligible to claim the National Apprenticeship Service (NAS) AGE grant, this ensures we maximise on mainstream provision from our partners before utilising our

own funding. The NAS AGE grant is only applicable to employers who have less than 1000 employees, have not employed an apprentice in the last 12 months, and there is an upper limit of 10 grants per employer.

Walsall Works offers young people the opportunity to access an apprenticeship which allows them to undertake work based training and obtain the skills designed to meet the needs of employers. The training leads to a nationally recognised qualification so they **learn while they earn**. Apprenticeships are available at Intermediate (Level 2), Higher (L3) and Advanced (Level 4+). All young apprentices also obtain learning in transferable skills such as communication, employability, time-management, problem-solving and working with others.

In addition we actively support young people who do not meet the entry requirements of a full apprenticeship through a pre-apprenticeship in a range of sector based academies that respond to the needs in the local labour market. We have designed and delivered this model for two years and we are currently recruiting our 6<sup>th</sup> cohort of learners. The government recently announcement Traineeships, a model which replicates the programme we have been delivering successfully for the past two years and we are now in our 6<sup>th</sup> cohort of learners.

## Performance

**Table 1 – Profile Targets and Performance**

<b>Outcome Definition</b>	<b>Two Year Target</b>	<b>Two Year Actual</b>	<b>2014/15 Target</b>	<b>2014/15 Actual</b>	<b>Total Actual</b>
APPRENTICES TOTAL STARTS	350	366	115	57	423
PRE APPRENTICESHIP STARTS	320	331	100	11	342
ADDITIONAL APPRENTICESHIP & BROKERED EMPLOYMENT OPPS	0	245	100	179	424
<b>TOTAL STARTS</b>	<b>670</b>	<b>942</b>	<b>315</b>	<b>76</b>	<b>1189</b>

## Finances

**Table 2 – Financial Overview**

<b>Financial Measures (£)</b>	<b>Two Year Spend</b>	<b>Profile 2014/15</b>	<b>Profile 2015/16</b>	<b>Profile 2016/17</b>	<b>Profile 2017/18</b>	<b>All Year Total</b>
WAGE INCENTIVE TO EMPLOYERS	1,072,925	423,000	-	-	-	1,495,925
PRE-APPRENTICE ALLOWANCE	41,500	21,000	-	-	-	62,500
MARKETING & COMMUNICATION	12,000	3,000	3,000	3,000	3,000	24,000
WALSALL WORKS MENTOR	59,275	38,500	-	-	-	97,775
ENTREPRENEUR DEVELOPMENT	30,000	10,000	-	-	-	40,000
MANAGEMENT & ADMINISTRATION	149,800	80,000	80,000	80,000	80,000	469,800
<b>TOTALS</b>	<b>1,375,500</b>	<b>574,500</b>	<b>83,000</b>	<b>83,000</b>	<b>83,000</b>	<b>2,190,000</b>

The financial overview highlights the funding allocated to key areas of delivery for the programme. The wage incentive element of the programme has nearly all been committed for the current year. The management and administration profiles for future years have been allocated to continue to drive up apprenticeships in all growth sector areas but with a strong focus on roles in the higher value manufacturing and engineering sector as a mechanism to achieve the targets set out in the approved Black Country City Deal.

We are currently in discussions with a number of partners regarding sustainability of the programme as we anticipate in future years, without the wage incentive element it will prove to be particularly challenging to encourage employers to pay the National Minimum Wage and without a subsidy the employers may well decide not to create apprenticeship opportunities or where there are opportunities opt to pay the minimum apprenticeship wage which is currently nationally set at only £2.68 per hour.

### **Grant Incentive Payments**

**Table 3 – Grant Incentives by Ward of Apprentice**

<b>Ward</b>	<b>Age 16-17</b>		<b>Age 18-20</b>		<b>Age 21-24</b>		<b>Total</b>	
	<b>No.</b>	<b>Grant</b>	<b>No.</b>	<b>Grant</b>	<b>No.</b>	<b>Grant</b>	<b>No.</b>	<b>Grant</b>
Aldridge Central & South	9	£21,000	10	£37,500	6	£33,000	25	£91,500
Aldridge North & Walsall Wood	14	£31,500	8	£27,000	1	£4,500	23	£63,000
Bentley & Darlaston North	7	£15,000	8	£34,500	7	£40,500	22	£90,000
Birchills Leamore	12	£28,500	16	£64,500	6	£33,000	34	£126,000
Blakenall	11	£25,500	9	£37,500	10	£51,000	30	£114,000
Bloxwich East	9	£25,500	12	£46,500	3	£18,000	24	£90,000
Bloxwich West	3	£9,000	8	£33,000	6	£34,500	17	£76,500
Brownhills	14	£31,500	7	£25,500	3	£16,500	24	£73,500
Darlaston South	8	£19,500	6	£25,500	2	£12,000	16	£57,000
Paddock	1	£3,000	2	£9,000	2	£10,500	5	£22,500
Palfrey	6	£16,500	5	£19,500	11	£58,500	22	£94,500
Pelsall	14	£34,500	14	£52,500	8	£45,000	36	£132,000
Pheasey Park Farm	3	£9,000	2	£9,000			5	£18,000
Pleck	5	£15,000	7	£27,000	6	£33,000	18	£75,000
Rushall-Shelfield	7	£15,000	10	£40,500	3	£18,000	20	£73,500
Short Heath	5	£13,500	5	£21,000	5	£27,000	15	£61,500
St Matthew's	6	£13,500	13	£48,000	5	£27,000	24	£88,500
Streetly			3	£12,000			3	£12,000
Willenhall North	7	£16,500	5	£19,500	4	£22,500	16	£58,500
Willenhall South	12	£25,500	14	£57,000	12	£61,500	38	£144,000
Other	5	£12,000	1	£3,000			6	£15,000
<b>Grand Total</b>	<b>158</b>	<b>£381,000</b>	<b>165</b>	<b>£649,500</b>	<b>100</b>	<b>£546,000</b>	<b>423</b>	<b>£1,576,500</b>

The table shows the level of grant incentives that have been committed to employers by age of apprentice and the ward they reside in. The grant payment is managed through a contractual agreement between the Council, the employer and their training providers. The incentive payment is made in three instalments:

- 4<sup>th</sup> week of apprenticeship – 25% incentive payment
- Mid Point of the apprenticeship – 50% incentive payment
- End of apprenticeship and on confirmation of 26 weeks sustainable employment – final 25% payment

Our payment model helps monitor and evaluate the performance of our apprentices and acts as a spot check of whether they are still employed. We also contact apprentices on a regular basis and through this process we can establish cases where apprentices have left their host employer or have been dismissed. In these isolated cases, the grant is un-commissioned and put back in the incentive payment budget heading for reallocation to new apprenticeship starts.

## Match Funding

The Walsall Works programme is built on a number of agreed principles, including:

- Maximising the take up and spend of other funding from partner organisations
- Drawing in additional match funding in support of the programme.

**Table 4 – Match Funding for Apprenticeships**

The table sets out the level of match funding that has been drawn into the programme through delivery of training, the NAS AGE grant and employer salary contributions, between April 2012 and March 2014

Age	App Starts	Average SFA Income	Total SFA Training Income	Employer Training Costs*	AGE Grant	Employer Salary Costs	Total Match April 2012- March 2014
<b>15</b>	1	£2,795	£2,795	£0	£1,500	£2,460	<b>£6,755</b>
<b>16</b>	48	£4,374	£209,934	£0	£30,000	£118,080	<b>£358,014</b>
<b>17</b>	60	£4,668	£280,076	£0	£33,000	£147,600	<b>£460,676</b>
<b>18</b>	66	£4,689	£309,466	£0	£30,000	£301,198	<b>£640,664</b>
<b>19</b>	65	£4,272	£277,679	£138,840	£37,500	£296,634	<b>£750,653</b>
<b>20</b>	42	£4,116	£172,882	£86,441	£25,500	£191,671	<b>£476,494</b>
<b>21</b>	34	£4,518	£153,595	£76,798	£21,000	£179,037	<b>£430,430</b>
<b>22</b>	18	£4,368	£78,619	£39,310	£9,000	£94,784	<b>£221,713</b>
<b>23</b>	18	£4,385	£78,924	£39,462	£10,500	£94,784	<b>£223,670</b>
<b>24</b>	16	£4,103	£65,647	£32,824	£9,000	£84,253	<b>£191,723</b>
<b>25</b>	1	£5,439	£5,439	£2,720	£0	£5,266	<b>£13,424</b>
<b>Total</b>	<b>369</b>	<b>£4,431</b>	<b>£1,635,056</b>	<b>£817,528</b>	<b>£207,000</b>	<b>£1,515,767</b>	<b>£4,175,351</b>

\*this calculation is based on the annual costs per apprenticeship framework and an average 50% contribution from employers towards training costs. Note this is a cautious calculation and it does not include staff resource from partners, employer supervision of apprentices or additional learner support funding for disadvantaged learners.

**Table 5 – Match Funding for Pre-Apprenticeships**

The leverage and match funding generated from funding through Skills Funding Agency and DWP for the delivery of the Pre-Apprenticeship academy learners is set out below.

Provider	Starts	On Course	Completed	SFA funding	DWP Training Allowance	Total Match April 2012- March 2014
WACC	271	58	142	£530,797	£140,400	£671,197
PTP	18	0	14	£41,410	£15,750	£57,160
Walsall College	44	0	30	£86,741	£23,625	£110,366
<b>TOTAL</b>	<b>333</b>	<b>58</b>	<b>186</b>	<b>£658,948</b>	<b>£179,775</b>	<b>£838,723</b>

\* SFA funding calculation is based on costs per qualification and only those who have completed the course have been accounted for. This excludes any additional learner support funding for disadvantaged learners. The calculation of DWP training allowance is the number of learners who have transferred from their Jobseeker benefits to an allowance at the rate of £56.25 per week

## Employers

<b>Employers signed up to the Walsall Works programme</b>	<b>- 476</b>
Apprenticeship Opportunities Pledged by employers	- 782
Apprenticeships created	- 423
<b><i>Balance available to be converted</i></b>	<b>- 359</b>

**Table 6 – Profile of Employers by Ward**

<b>Ward</b>	<b>Employer</b>	<b>%</b>	<b>% Strategic Co.</b>
Aldridge Central & South	26	12%	15%
Aldridge North & Walsall Wood	12	5%	1%
<b>Bentley &amp; Darlaston North</b>	<b>11</b>	<b>5%</b>	<b>9%</b>
<b>Birchills Leamore</b>	<b>22</b>	<b>10%</b>	<b>10%</b>
<b>Blakenall</b>	<b>8</b>	<b>4%</b>	<b>1%</b>
<b>Bloxwich East</b>	<b>6</b>	<b>3%</b>	<b>1%</b>
Bloxwich West	4	2%	0%
Brownhills	10	5%	3%
<b>Darlaston South</b>	<b>4</b>	<b>2%</b>	<b>7%</b>
Paddock	3	1%	2%
<b>Palfrey</b>	<b>9</b>	<b>4%</b>	<b>4%</b>
Pelsall	7	3%	1%
Pheasey Park Farm	0	0%	0%
<b>Pleck</b>	<b>13</b>	<b>6%</b>	<b>1%</b>
Rushall-Shelfield	11	5%	11%
Short Heath	6	3%	1%
<b>St Matthew's</b>	<b>45</b>	<b>20%</b>	<b>13%</b>
Streetly	1	0%	1%
Willenhall North	1	0%	0%
<b>Willenhall South</b>	<b>18</b>	<b>8%</b>	<b>16%</b>
Out of borough	3	1%	0%
<b>Grand Total</b>	<b>220</b>	<b>100%</b>	<b>100%</b>

The **wards in bold** highlight **our top 9 most deprived wards** on economic factors. We have 220 employers who have recruited apprentices by accessing the Walsall Works grant incentive payments. In our deprived wards we have supported 136 employers which represent 62% of the total number of employers accessing grants to date.

You will note that we are engaged with employers from all ward areas and there is direct correlation to the wards where our Strategic Companies are located. Where there appears to be a slight differential we are working to capture the interest of employers through our business engagement initiatives across the Strategic Regeneration Service.

Our current Apprentices are based within a large number of employers from a range of sectors and some employers have recruited multiple apprentices with an average of two apprentices per employer.

Map 1 – Employers by Ward

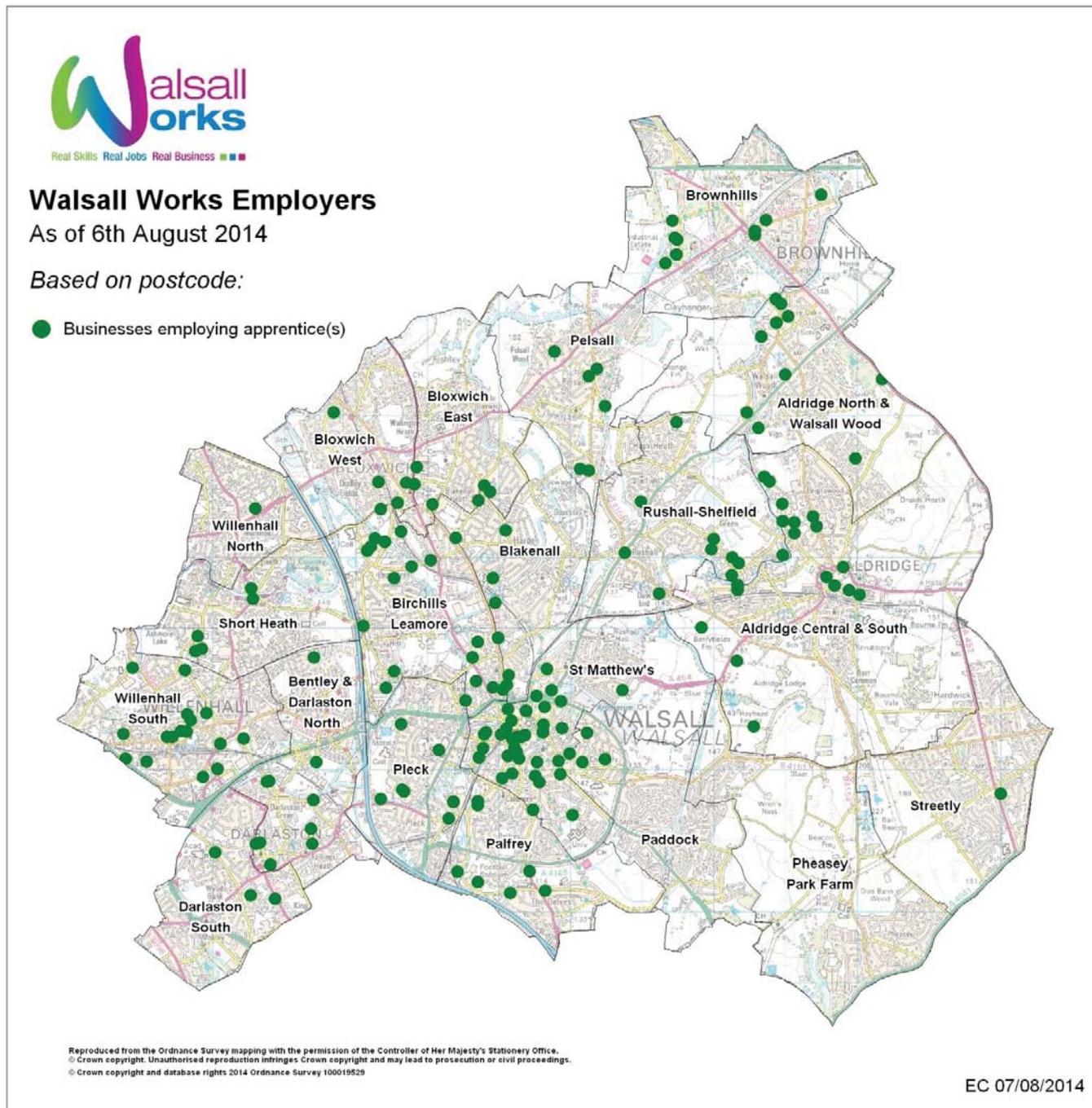


Table 7 – Employers by employment sector

Sector	Employers
Manufacturing & Engineering	80
Financial, Professional & Business Services	33
Health & Social Care	28
Construction & Environmental Technologies	24
Motor Vehicle	17
Other	13
Logistics	10
Education	8
Design & Creative	7
<b>Grand Total</b>	<b>220</b>

## Apprentices

<b>Young People have registered their interest Walsall Works</b>	<b>- 2343</b>
Apprentice Starts	- 424
Pre Apprentice Starts	- 342
Additional Positive Outcomes (set out below)	- 423
Opted out the Walsall Works programme (see reason below)	- 249
<b><i>Balance of young people requesting support</i></b>	<b>- 905</b>

Walsall Works is marketed extensively across the borough through a range of communication portals and methods. This allows young people to register with us by face to face contact, telephone, online, through parents, friends and partners organisations. This has resulted in 2343 registrations of interest from Walsall young people.

We have supported nearly 1200 into positive outcomes as outlined above and 249 have formally opted out of the scheme due to moving out of the Walsall area, are no longer interested as they are staying on at school / college, or because they are now no longer wish to receive information about Walsall Works. Some of these may also have been opted out by the Walsall Works team as they are now above the eligibility criteria i.e. over 25 years old.

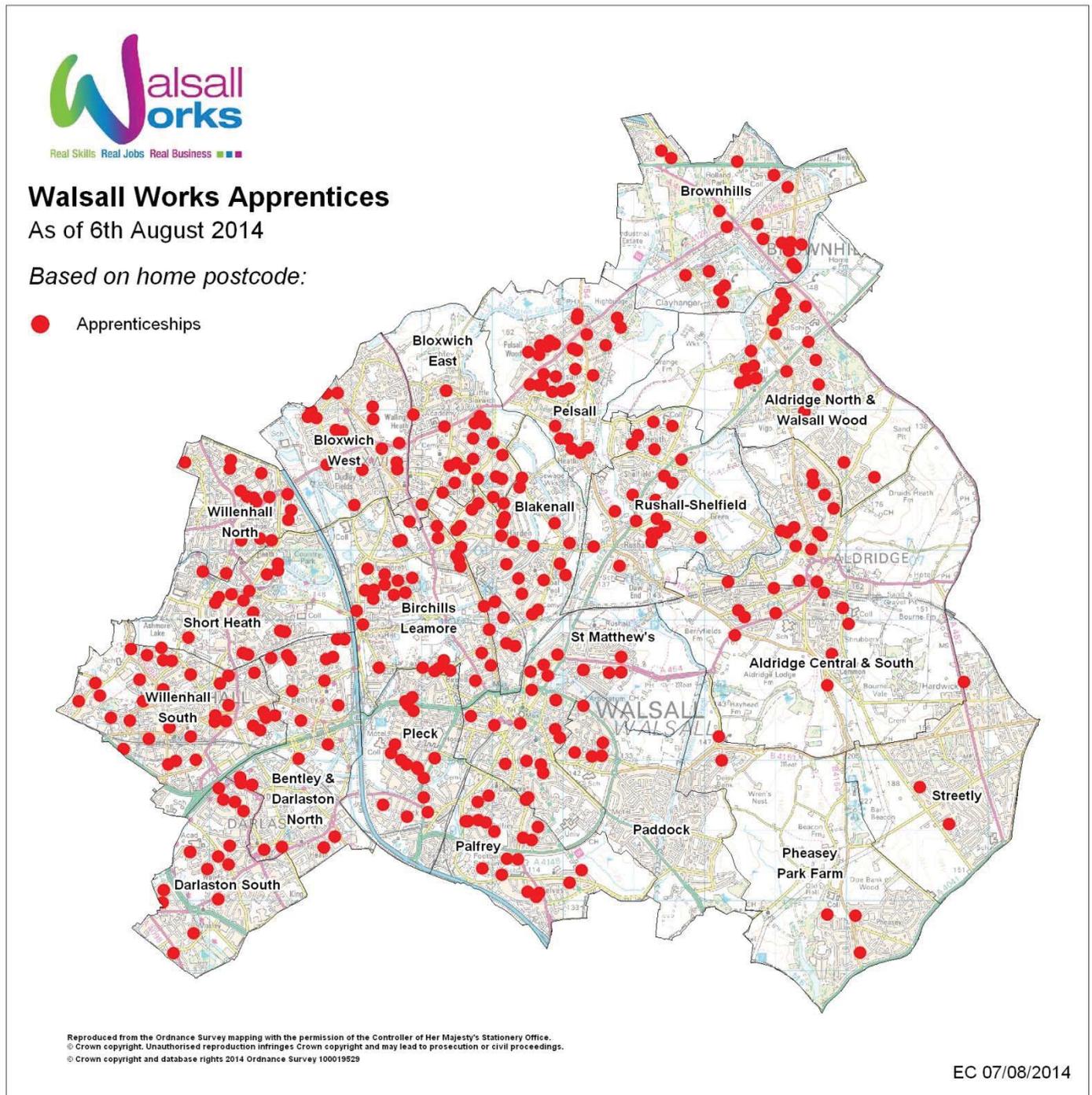
**Table 8 – Apprentices by Ward**

<b>Ward</b>	<b>Apprentices</b>	<b>%</b>
Aldridge Central & South	25	5.9%
Aldridge North & Walsall Wood	23	5.4%
<b>Bentley &amp; Darlaston North</b>	<b>22</b>	<b>5.2%</b>
<b>Birchills Leamore</b>	<b>34</b>	<b>8.0%</b>
<b>Blakenall</b>	<b>30</b>	<b>7.1%</b>
<b>Bloxwich East</b>	<b>24</b>	<b>5.7%</b>
Bloxwich West	17	4.0%
Brownhills	24	5.7%
<b>Darlaston South</b>	<b>16</b>	<b>3.8%</b>
Paddock	5	1.2%
<b>Palfrey</b>	<b>22</b>	<b>5.2%</b>
Pelsall	36	8.5%
Pheasey Park Farm	5	1.2%
<b>Pleck</b>	<b>18</b>	<b>4.3%</b>
Rushall-Shelfield	20	4.7%
Short Heath	15	3.5%
<b>St Matthew's</b>	<b>24</b>	<b>5.7%</b>
Streetly	3	0.7%
Willenhall North	16	3.8%
<b>Willenhall South</b>	<b>38</b>	<b>9.0%</b>
Out of borough	6	1.4%
<b>Grand Total</b>	<b>423</b>	<b>100%</b>

The **wards in bold** highlight our top 9 most deprived wards on economic factors. To date we have supported 423 young people to be recruited as apprentices through the grant incentive element of the Walsall Works programme.

**The table highlights that 228 (54%) of our apprentices reside in our most deprived wards.**

## Map 2 – Apprentices by Ward



### Pre-Apprenticeships

In partnership with three local training providers, Walsall Adult Community College, Walsall College and Performance through People, we have designed and delivered pre-apprenticeships in ten sector based areas. These are designed to support young people who do not meet the entry requirements of a full apprenticeship by supporting them to participate in a 26 weeks learning programme that provides a Level 1 qualifications in Functional Maths, Literacy, ICT, Employability and a Sector Based area i.e. Construction. Dedicated pastoral care, mentoring and financial incentives are offered to keep young people on track.

On completion of learning the young person undertakes a 6 week work placement with a host employer that may offer a guaranteed interview that progresses them into employment or apprenticeships. Our current progression rates for pre-apprentices are 70% completion, 60% into positive outcomes with 50% sustaining this activity for at least 13 weeks post programme.

**Table 9 - Pre-Apprenticeships by Sector Based Academy**

Sector Based Academy	Pre-Apprentices
Sports	60
Information Technology	14
Health & Social Care	71
Construction	92
Childcare	7
Digital Engineering	18
Engineering & Manufacturing	34
Business Admin	21
Creative & Digital	11
Logistics	14
<b>Grand Total</b>	<b>342</b>

**Table 10 - Pre-Apprentices by Ward**

Ward	Pre-Apps	%
Aldridge Central & South	9	2.6%
Aldridge North & Walsall Wood	7	2.0%
<b>Bentley &amp; Darlaston North</b>	<b>23</b>	<b>6.7%</b>
<b>Birchills Leamore</b>	<b>49</b>	<b>14.3%</b>
<b>Blakenall</b>	<b>48</b>	<b>14.0%</b>
<b>Bloxwich East</b>	<b>20</b>	<b>5.8%</b>
Bloxwich West	12	3.5%
Brownhills	10	2.9%
<b>Darlaston South</b>	<b>19</b>	<b>5.6%</b>
Paddock	4	1.2%
<b>Palfrey</b>	<b>22</b>	<b>6.4%</b>
Pelsall	5	1.5%
Pheasey Park Farm	2	0.6%
<b>Pleck</b>	<b>24</b>	<b>7.0%</b>
Rushall-Shelfield	14	4.1%
Short Heath	11	3.2%
<b>St Matthew's</b>	<b>31</b>	<b>9.1%</b>
Streetly	2	0.6%
Willenhall North	13	3.8%
<b>Willenhall South</b>	<b>12</b>	<b>3.5%</b>
Out of borough	5	1.5%
<b>Grand Total</b>	<b>342</b>	<b>100%</b>

The **wards in bold** highlight our top 9 most deprived wards on economic factors. To date we have supported 342 young people to be recruited as Pre-Apprentices through the Walsall Works programme.

**The table highlights that 248 (73%) of our pre-apprentices reside in our most deprived wards.**



Apprenticeship wage of £2.68 per hour. In these instances, they are not eligible for the Walsall Works grant, but never the less, a positive outcome for the young person has still been generated and a job has been created.

**Table 11 - Additional Outcomes**

<b>Positive Outcome</b>	<b>Actual</b>
Full-time study	80
Job outcome	202
Non-WW Apprenticeship	113
Non-WW Pre-Apprenticeship	16
Part-time study	5
Referred to Talent Navigator	6
Referred to specialised support	2
<b>Grand Total</b>	<b>424</b>

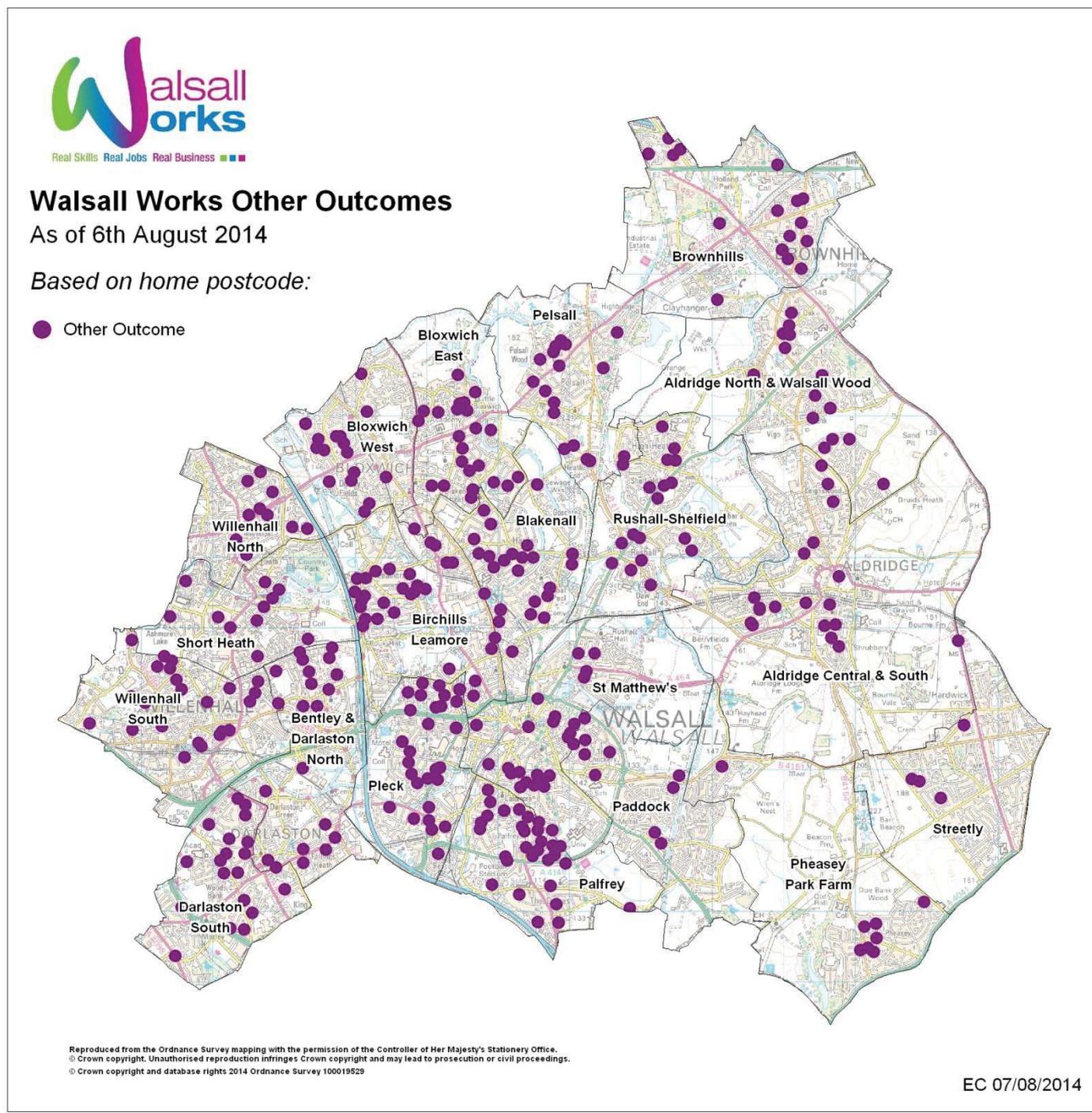
Table 12 – Additional Outcomes by Ward

<b>Ward</b>	<b>Young People</b>	<b>%</b>
Aldridge Central & South	19	4.5%
Aldridge North & Walsall Wood	18	4.2%
<b>Bentley &amp; Darlaston North</b>	<b>21</b>	<b>5.0%</b>
<b>Birchills Leamore</b>	<b>32</b>	<b>7.5%</b>
<b>Blakenall</b>	<b>31</b>	<b>7.3%</b>
<b>Bloxwich East</b>	<b>26</b>	<b>6.1%</b>
Bloxwich West	18	4.2%
Brownhills	21	5.0%
<b>Darlaston South</b>	<b>21</b>	<b>5.0%</b>
Paddock	9	2.1%
<b>Palfrey</b>	<b>33</b>	<b>7.8%</b>
Pelsall	21	5.0%
Pheasey Park Farm	8	1.9%
<b>Pleck</b>	<b>38</b>	<b>9.0%</b>
Rushall-Shelfield	19	4.5%
Short Heath	11	2.6%
<b>St Matthew's</b>	<b>28</b>	<b>6.6%</b>
Streetly	4	0.9%
Willenhall North	10	2.4%
<b>Willenhall South</b>	<b>26</b>	<b>6.1%</b>
Out of borough	10	2.4%
<b>Grand Total</b>	<b>424</b>	<b>100%</b>

The **wards in bold** highlight our top 9 most deprived wards on economic factors. To date we have supported 424 young people into additional positive outcomes outside the scope of the pre-designed Walsall Works programme.

**The table highlights that 256 (60%) of our young people supported in additional positive outcomes reside in our most deprived wards.**

Table 4 – Additional Positive Outcomes by Ward



**Tackling Youth Unemployment**

We closely examine and analyse the rate of unemployment as measured by the young jobseeker claimant figures for the borough, the Black Country and the nationally. We have noted that the rate of youth unemployment in the Walsall borough has dropped disproportionately to other Black Country local authorities and at a higher rate of improvement. Walsall's rate of improvement is 4.3% (1,590 less young jobseeker claimants) compared to an average 3.7% rate of improvement in the Black Country which equates to a 1,257 average per borough area.

There is a direct correlation between the volumes of young people entering our Pre-Apprenticeship and Full Apprenticeship programmes with the reduction of young jobseekers on the Jobseeker Claimant Count month on month. We therefore believe that the programme has had a direct impact on the improvements in Youth Unemployment for the Borough.

**Table 13 - Youth Unemployment in the Black Country**

Date	Dudley		Sandwell		Walsall		Wolverhampton	
	number	rate	number	rate	number	rate	number	rate
June 2011	2,875	8.5	3,900	10.5	3,230	10.2	3,390	10.8
June 2012	3,105	9.3	4,090	11.2	3,115	9.9	3,465	11.1
June 2013	2,785	8.3	3,630	9.9	2,620	8.3	3,190	10.2
June 2014	1,905	5.7	2,360	6.4	<b>1,840</b>	5.9	2,260	7.3
Reduction	-970	-2.8	-1,540	-4.1	-1,390	<b>-4.3</b>	-1,130	-3.5

Note the volume of jobseekers aged 16-24 years old in the Black Country year on year. The key points are:

- Walsall has a higher rate of improvement than its neighbouring authorities (4.3% since June 2011)
- Walsall has a lowest volume of young jobseekers (Nomis June 2014 – 1,840 young jobseekers)

### **Schools Improvement**

We work closely with the Council's Integrated Young Persons Youth Service and Prospects Career Service to provide assistance and advice to those currently still at school making decisions on how to continue to participate in learning as a result of the 'raising participation' agenda.

**Table 14 – Schools Participation**

School	Theme
All Secondary Schools	Walsall Works Literature Presented
The Streetly Academy	Presentation of Walsall Works Yr 11
The Streetly Academy	Apprenticeships Presentation Yr 10-11
The Streetly Academy	World Of Work Yr 11
St Francis of Assisi College	Employability skills Yr11
Queen Mary Boys School	Mock Interviews Yr 10
Aldridge School	A level results Days Yr 12/13
Aldridge School	GSCE Exam Results Day Yr 10/11
Shelfeld Community Academy	A level and GSCE results Days Yr 10/13
Frank F Harrison CA	Jobs Fair
Barr Beacon School	Workshop R.E Apprenticeships
Barr Beacon School	Higher Education Fair Yr 11-12
Thomas Moore College	Careers Day Yr 11
Second Chance School	Apprenticeships
St Patricks Junior	Apprentice Challenge
Great Wyrley School	Careers Day Yr 10-11-12
Great Wyrley School	Apprenticeships Presentation Yr 12-13

A number of Schools (QM High Schools for Girls, Shelfeld Community School, St Patricks Catholic School) have contacted us as employers and have accessed Walsall Works to recruit local young people as Apprentices. A further two schools (Willenhall E-Act Academy, Castlefort Primary School) have completed employer interest forms.

## Tackling NEET's (Not in Employment Education or Training)

In partnership with Prospects Careers Service and the Transitional Leaving Care Team we engage and support our most vulnerable young people by providing that advice and assistance that leads them into positive outcomes.

**Table 15 – Known Number of Vulnerable Young People**

Vulnerable Young People	60
Young Offender	12
NEET	34
Looked After Child	19
Learning Difficulty	1

The table above only provides an indication of those young people who have been referred to us from specialist services i.e. Prospects Careers Service, Transitional Leaving Care Team and have been ranked as vulnerable due to their circumstances.

However, our analysis shows that young people may not have openly informed us of their background and personal circumstances so we expect the actual number of young people who are vulnerable on our database to be considerably higher.

These young people receive intensive support, advice and assistance from us in addition to the provision that they are accessing from their personal advisors and social workers.

**Table 16 – NEETs figures**

The table below shows the quarterly outturn figures for NEETs in the borough and you will note the reduction in the percentage of NEETs over the previous year.

	(Apr-June 2013)	(Apr-June 2014)
NEET 16-18	7.6%	5.4%
Not Known 16-18	2.9%	2.7%
Participation 16-18	85.0%	87.3%

## National Apprenticeship Programmes

We continually engage with other local authorities to learn about best practice in their areas. Set out below are examples of apprenticeship and employment wage incentive schemes managed and funded, in the main, by Council resources. A number of local authorities have contacted us to obtain information about Walsall Works in order to roll out similar schemes in their areas, some of which are set out below:

**Table 17 – National Schemes**

<b>Birmingham City Council - Young Talent for Business</b>
Aim to create 1,000 additional jobs for young people – will pay around 50% of annual wage costs Grants of £3,000 to £4,000 to any business employing a 16-24 year old. Apprenticeship Wage of £2.68 applies Funding: £2m of Council funding
<b>Durham County Council - County Council Apprenticeship Programme</b>
Building on Future Job Funds by providing subsidy of £1,000 to SMEs with under 50 staff Now aimed at “wealth creating sectors” – so far have supported 500 young people Apprenticeship Wage of £2.68 applies Funding: Fully funded by Council funding

<p><b>Essex County Council - Essex Apprenticeships</b></p> <p>Supporting local businesses in key sectors (engineering, energy, STEM, health and creative)  Subsidy of £2,500 to employers – have supported over 2,000 young people  Apprenticeship Wage of £2.68 applies  Funding: Funded by Council Funding, Skills Council, Big Lottery, Industrial Association</p>
<p><b>Liverpool City Council - Liverpool Youth Contract</b></p> <p>Council have control of Youth Contract funding and have set up a subsidy of £3,500 for employers  Low success rate of programme  Apprenticeship Wage of £2.68 applies  Funding: Funded by Youth Contract funding through Education Funding Agency</p>
<p><b>Nottingham City Council - Nottingham Apprenticeship Grant</b></p> <p>Nottingham Job Fund carries on Future Jobs Fund idea with £3,900 - £4,900 available to employers  For taking on 18-24 year olds – supported 400 roles since 2010 – fully funded by Council  Apprenticeship Wage of £2.68 applies  Funding: £4m of Council funding</p>
<p><b>Sandwell Metropolitan Borough Council – Sandwell Guarantee</b></p> <p>Sandwell Guarantee supporting NEETs from 16-24 with 6 weeks training in college before apprenticeships or employment. A wage subsidy of around 50% of annual wage costs  Apprenticeship Wage of £2.68 applies  Funding: Fully funded by Council funding</p>
<p><b>Tees Valley LEP - Tees Valley Jobs &amp; Skills Investment Scheme</b></p> <p>Scheme that provides 50% of wage costs in first year of new job (trainee, apprentice, graduate)  Needs to be in growth sector and includes subsidies up to £11,000 – led to 500 new jobs so far  Apprenticeship Wage of £2.68 – National Minimum Wage  Funding: Funded by Regional Growth Funding</p>

**For further information contact:**

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