



# **The Sustainable Community Strategy**

**for Halton**

**2011 – 2016**







**Year-end Progress Report**  
**01<sup>st</sup> April 2012 – 31<sup>st</sup> March 2013**

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This report provides a summary of progress in relation to the achievement of targets within Halton’s Sustainable Community Strategy 2011 - 2016.

It provides both a snapshot of performance for the period 1<sup>st</sup> April 2012 to 31<sup>st</sup> March 2013 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 2012 / 2013 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

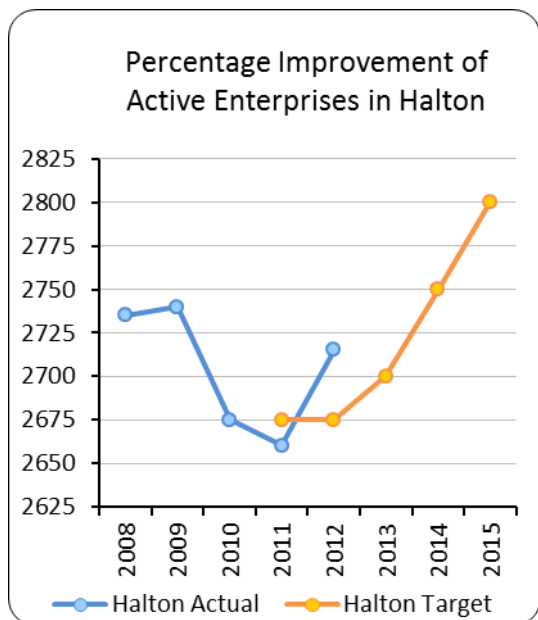
## Employment, Learning and Skills in Halton

Page	Ref	Descriptor	2012 / 13 Progress	Direction of Travel
4	<b>ELS 1</b>	Increase the number of active enterprises within the Borough (NEW 2011)		
6	<b>ELS 2</b>	Increase the proportion of business diversity (NEW 2011)		
8	<b>ELS 3</b>	Increase the number of people classed as self-employed (NEW 2011)		
9	<b>ELS 4</b>	Reduce the proportion of people with no qualifications		
11	<b>ELS 5</b>	Increase the percentage of people achieving NVQ Level 4 and above (Revised NI 165)		
12	<b>ELS 6</b>	Increase the percentage of adults using a library (NI 9)		
14	<b>ELS 7</b>	Reduce the percentage of people registered unemployed and seeking employment (JSA claimants) (NI 152)		
17	<b>ELS 8</b>	Reduce the percentage of the working age population claiming out of work benefits (Revised measure)		
19	<b>ELS 9</b>	Increase the gross weekly earnings by residents (NI166)		
20	<b>ELS 10</b>	Increase the number of residents accessing welfare rights/ debt advice at a casework level (Local Measure)		
		<ul style="list-style-type: none"> <li>a) Debt</li> <li>b) Welfare Rights</li> </ul>		
				

SCS / ELS1

Increase the number of active enterprises within the Borough (New measure)

	2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
	2660	2675	2715	<b>2715</b>		
<b>Data Commentary:</b>						
<p>Used to show growth of active enterprises within the Borough.</p> <p>Information from Table B1.1:  <a href="http://www.ons.gov.uk/ons/rel/bus-register/uk-business/index.html">http://www.ons.gov.uk/ons/rel/bus-register/uk-business/index.html</a>                      (2012) and NOMIS website</p> <p>Targets based on current information and subject to known funding level. Targets will require review should funding or priorities be changed.</p> <p>Data for 2011 released on 05/10/2012, via the above link.</p>						
<b>Performance Commentary:</b>						
<p>Quarter four figure is the latest available data reported for 2012/13.</p>						



**Summary of Key activities taken or planned to improve performance:**

In the twelve months to March 31 2013 Halton Borough Council’s Business Improvement and Growth Team managed 246 inward investment or company expansion projects of which 38 were ‘converted’ into tangible projects which either led to the creation or safeguarding of local jobs.

In total the activities of the Economy, Enterprise and Property Department contributed to the creation of 145 jobs and the safeguarding of a further 225 jobs in 2012/13.

The Employment, Learning & Skills Division work with a range of partners to deliver both a business start-up service and post-start service in Halton.

Halton Borough Council, together with the Cheshire and Warrington local authorities and partners Blue Orchid, Dane Plus Housing, Warrington Ventures and the Princess Trust, deliver start-up and post start-up support, under ERDF Priority 4. The ‘Start Up Cheshire’ programme is available across the sub-region, including Halton. The programme is delivered in Halton by Blue Orchid.

In 2012/13 the Priority 4 (Blue Orchid) Start-up provision resulted in start-up support being delivered to pre-start businesses.

Halton Borough Council’s Enterprise Team also worked directly with pre-start and post-start companies. The Enterprise Team deliver one-to-one business start-up advice to Halton residents through Halton People into Job’s Enterprising Halton Service. The Team also provide practical support to individuals with business

planning, cash flow forecast, access to funding/grants, networking, banking, marketing, insurance and HMRC advice.

Halton People into Jobs to continue to deliver the bespoke 'Kick Start' course which provides participants with a more detailed overview and understanding of what is involved in running their own business or becoming self-employed. Similarly, the New Enterprise Allowance scheme are available to Halton residents who are interested in self-employment

Halton Borough Council's Employment, Learning & Skills Division delivers the Work Programme on behalf of Ingues and A4E in Halton. In 2012\13 the division are still on target for achieving the minimum performance levels. The team was the 2nd highest performing provider on Job Outcomes for the period up to end of March 2013. On the Ingeus contract, we have exceeded our targets in the last quarter. This is a real achievement and sets us up well for the remainder of the contract

### Business Support in Halton

#### ▪ ERDF 4.2 Merseyside Business Support Programme

The Liverpool City Region Local Authorities jointly brought forward a funding bid under ERDF 4.2 to address a number of the gaps in current and future business support provision in the City Region. The subsequent programme, entitled 'The Merseyside Business Support Programme' will be delivered across the City Region by 13 partner agencies including the local authorities (excluding St Helens) and voluntary sector organisations.

Delivery in Halton will be by Halton Borough Council (for profit organisations) and St Helens and Halton CVS (social enterprises). The programme will deliver a comprehensive business support service for local SME's which have been trading for 12 months + 1 day. Halton Borough Council provision will deliver an initial evaluation followed by more specific intervention which meets the particular needs of individual businesses.

The service will :-

- provide detailed and tailored support to understand their wider business needs
- provide a broad ranging advice and guidance
- support businesses to make the job opportunities created available to residents in deprived communities
- work with **HEP** to enable local residents to access those job opportunities.

The programme will, therefore, focus upon **second stage growth** and as such will seek to engage with established SME's who have the ambition and capability to grow and expand. The programme will complement existing start-up provisions (Blue Orchid Priority 4.1 + Enterprise Team), Growth Accelerator (Winning Pitch, PERA & Grant Thornton) and others.

It is anticipated that the following outputs will be achieved :-

- |  |            |
|--|------------|
| ○ Businesses assisted to improve their performance | <b>146</b> |
| ○ Number of businesses with improved performance   | <b>94</b>  |
| ○ Jobs created                                     | <b>115</b> |
| ○ Jobs safeguarded                                 | <b>60</b>  |

For the purposes of the project 'support' or intervention will be defined as '2 days active consultancy advice or non-financial assistance (1 day = minimum of 6 hours activity i.e. it excludes lunch and other breaks)'

Rollout of the Halton element of the ERDF 4.2 Business Support Programme began in earnest in January 2013.

Initial enquiries were received from 83 potential SME clients. Of that total 48 local SME's were eligible for support and were referred to the private sector diagnostic provider for the initial action planning phase of the project

To date 19 eligible SME clients have made significant progress towards the production of an Action Plan which will identify additional specialist support required. 4 SMEs have been assisted for more than 12 hours and counted as outputs

### **Regional Growth Fund Round 3**

The Liverpool City Region (LCR) Local Enterprise Partnership (LEP) was successful with a £10m bid to the government's Regional Growth Fund Round 3. The scheme, entitled 'The Liverpool City Region Business Growth Grant', applies only to the Merseyside Local Authority areas, excluding the City of Liverpool, and will last for three years.

RGF 3 can support businesses that plan to invest in capital or equipment that will directly create or safeguard jobs and increase business output. RGF is designed to unlock private sector investment. The grant ratio is 5:1, in other words every £5.00 invested by a business can potentially lead to £1.00 of support from RGF. Businesses can apply for RGF 3 grant between £50,000.00 and £1,000,000.00

Individual Local Authorities will be the application appraisers and key decision makers on award of grant from the fund to businesses in their geographical area

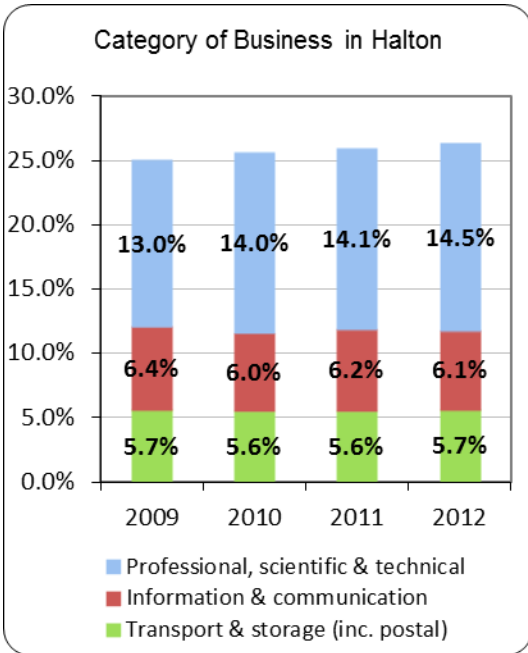
Individual Local Authorities will, therefore, formally contract with applicants and pay grant to the company, once a series of agreed milestones have been reached and expenditure defrayed. The Local Authority will then submit evidence and claim the full amount of the grant paid to the company from the LEP.

It will, therefore, be necessary for the Local Authority to undertake a comprehensive project appraisal and due diligence exercise for each application. It is proposed that an administration fee of £1,500.00 is paid to the Local Authority for each 'successful' application to support the cost of project appraisal and due diligence

SCS / ELS2

Increase the proportion of business diversity in the following sectors: ( New Measure)

- Knowledge / Economy,
- Super port
- Low Carbon/ green
- Visitor Economy



2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
25.94% (2011)	24% (2012)	26.34% (March 2012)	26.34% (October 2012)		

**Data Commentary:**

The measure is in line with the Liverpool City Region priority agreed sectors for growth.

Standard categories are used to classify businesses, which enables diversity of business within the local area to be measured. These particular categories have been chosen as areas of focus for growth and as representative of the four larger sectors within the local area. The following standard categories have been chosen as a proxy for these priorities:

- Professional, Scientific and Technical
- Information and Communication
- Transport and Storage

Targets based on current information and subject to known funding level. Targets will require review should funding or priorities be changed.

**Performance Commentary:**

October 2012/13 figures are the latest available to report.

**Summary of Key activities taken or planned to improve performance:**

**Knowledge / Economy**

The Business Improvement and Growth (BIG) Team work across the Authority and with external partners to develop the science, technology and advanced manufacturing (STAM) sector locally. Specifically, the BDT work with colleagues from the Employment, Learning and Skills Team to address the latent need for skilled and competent employees within the sector locally.

For example, information from a study completed by PEAT has been used to influence the Further Education sector to modify their curriculum in order to ensure that local young people are able to access the training they need in order to gain employment in the STAM sector.

The BIG Team have also developed a suite of web resources to promote science business investment and growth;

- [www.wheresciencesucceeds.co.uk](http://www.wheresciencesucceeds.co.uk) to provide an information resource for businesses in the science, technology and advanced manufacturing sector
- [www.scipodonline.co.uk](http://www.scipodonline.co.uk) to enthuse young people about science
- [www.sciencehalton.com](http://www.sciencehalton.com) to provide young people and careers professionals with an online 'careers route way' illustrating available support, opportunities and useful courses and qualifications

The BIG Team have also made numerous presentations to local schools and colleges about careers in science and technology, worked with Careers Academies UK to promote the development of science, technology, engineering and maths (STEM) Career Academies in Halton at, for example, St Chad's Catholic and Church of England High School and supported Bankfield School's five Primary feeder schools to obtain PSQM (Primary Science Quality Mark).

The Economy, Enterprise and Property Department continue to work with JV partners Langree Group and the Science, Technology and Facilities Council (STFC) to deliver a thirty year master plan to develop 'big science' and 'open innovation' at Daresbury Science and Innovation Campus. DSIC has recently been awarded Enterprise Zone (EZ) status and a considerable amount of funding has been secured from Growing Places Fund, Regional Growth Fund and the DFT Pinch Point Programme to facilitate infrastructure development at DSIC

The Technology Strategy Board (TSB) has recently announced that a 'Materials and Manufacturing North West Launchpad' will be centred at DSIC and The Heath Business and Technical Park. The TSB will invest £2 million in the programme to facilitate the development of a material and advanced manufacturing cluster in Halton

The BIG Team are also working with Liverpool City Region Local Enterprise Partnership to roll out the Advanced Manufacturing Supply Chain Initiative (AMSCI) in Halton

The £125 million AMSCI scheme seeks to upscale supply chains of aerospace and automotive industries. Stream 1 is for projects over £1 million from consortia seeking to make sectoral-level impact and collaboration to create world supply chains while Stream 2 is for bids over £200,000 from manufacturing organisations operating as part of an aerospace or automotive supply chain

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### **Super Port**

The BIG Team work closely with the SuperPort Sector Manager from Liverpool City Region Local Enterprise Partnership to provide detailed and up to date information about sites and properties within the Borough of Halton which complement the wider LCR SuperPort portfolio of sites. The BDT also work with colleagues from Major Project and the Employment, Learning and Skills Teams to facilitate the development of 3MG and associated sites and work closely with specific inward investing companies within the logistic sector who want to locate to Halton.

### **Low Carbon/ Green**

The BIG Team work closely with the Low Carbon Sector Manager at Liverpool City Region Local Enterprise Partnership to identify opportunities for local companies in, for example, the growing off shore wind market

The Business Improvement District or BID programme at Astmoor and Halebank industrial estates has introduced numerous energy efficiency measures, for example an estate wide recycling team. The Business Parks Manager is also working with a number of agencies, for example Enviolink, Groundwork Cheshire and the major utilities provides, particularly e.on and Scottish Power, to bring forward Smart Grid, micro-generation and PV technologies at Astmoor and Halebank

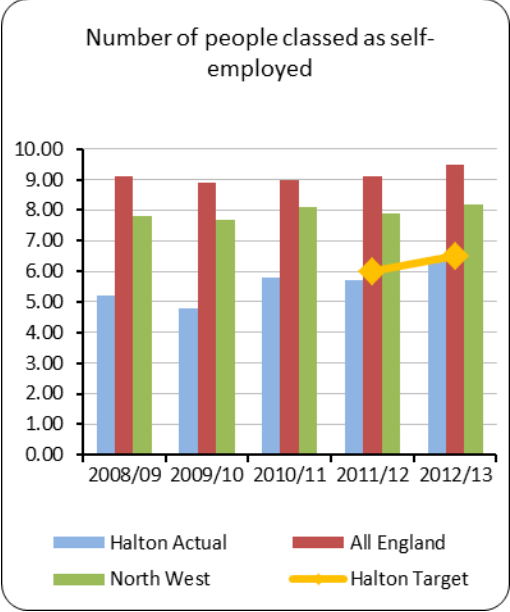
### **Visitor Economy**

The BIG Team supports the visitor economy in Halton through the management of the Tourism Business Network which brings together representatives from the Borough's hotels and visitor attractions to share information and develop activities of mutual benefit, the management of the web site [www.visithalton.com](http://www.visithalton.com), tourism blogs and four public information kiosks across the Borough. The 'Visit Halton' web site is currently benefiting from a major upgrade funded by the Borough Council and Liverpool City Region Local Enterprise Partnership

The Team also facilitate the management, in partnership with Halton Chamber of Commerce and Enterprise, of the annual Halton Business and Tourism Awards. The 2013 awards took place on Friday 26 April.

SCS / ELS3



Increase the number of people classed as self-employed ( New measure)

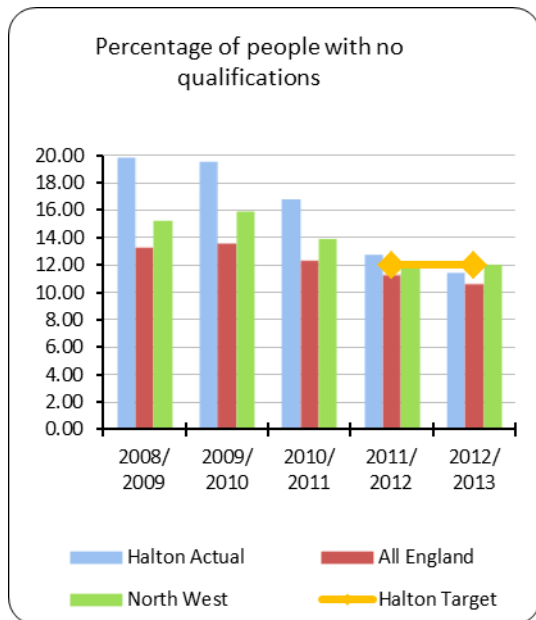
	2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
 <p>Number of people classed as self-employed</p>	5.7% (October to September 11)	6.5%	6.4% (July 11 - June 12)	5.9% December 2012		
<b>Data Commentary:</b>						
<p>To show that the authority is supporting entrepreneurship by showing how much Halton has increased the number of people classed as self-employed.</p> <p>Source NOMIS: % self-employed of those aged 16-64.</p> <p>Self-employed information for the borough is available from the NOMIS website via the annual Business Register and Employment Survey (BRES). This measure is reported between September and December for the previous year.</p> <p>Targets based on current information and subject to known funding level. Targets will require review should funding or priorities be changed.</p>						
<b>Performance Commentary:</b>						
<p>HBC does not own this NI data. The latest data available from ONS relates to 2011/12. However, 19 learners accessing HPIJ's Enterprising Halton service have become self-employed during quarter 4. Actual data for 2012/13 will not be available from ONS until June 2013.</p>						
<b>Summary of Key activities taken or planned to improve performance:</b>						
<ul style="list-style-type: none"> <li>• Start-up Cheshire and the DWP's New Enterprise Allowance scheme continue to be available to Halton residents who are interested in self-employment</li> <li>• HBC's Enterprise Officers continue to deliver one-to-one business start-up advice sessions to Halton residents through Halton People into Job's Enterprising Halton Service</li> <li>• HBC's Enterprise Officers to work in partnership with Blue Orchid to provide practical support to individuals with business planning, cash flow forecast, access to funding/grants, networking, banking, marketing, insurance and HMRC advice</li> <li>• HBC's Enterprise Officers to work with Council's Investment and Development Services to source appropriate premises for new starts up to deliver their new business from</li> </ul>						

- HBC's Enterprise Officers to work closely with the Council's Trade and Liaison/Regeneration Officer to promote Widnes/Runcorn Markets as being suitable venues for new start ups
- A series of workshops to be delivered to provide practical advice around Procurement (The Chest) and Health and Safety (Risk Assessing Premises)
- Completion of an Enterprise mapping exercise to take place in April 2013 to gather up to date information in services and support available to Halton residents
- HBC's Enterprise Officers to continue to work in partnership with key organisations that provide Enterprise services across Halton i.e. Princes Trust, Blue Orchid, Riverside College and Halton Chamber of Commerce to ensure that local residents receive the most appropriate service to meet their individual needs
- The Riverside College curriculum offer includes a course designed to support individuals aiming to start their own business. Entrepreneurship is also embedded into the vocational curriculum with units on customer service and business essentials.

SCS / ELS4

Reduce the proportion of people with no qualifications.

2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
12.8% (Jan to Dec 2010)	12%	11.5% (Jan to Dec 2011)	11.5% (Jan to Dec 2011)		



**Data Commentary:**

To show that Halton is fostering a culture where learning is valued this indicator would assist by showing the number of residents without any qualifications decreasing.

Source: ONS annual population survey (latest survey 2010)

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

Targets based on current information and subject to known funding level. Targets will require review should funding or priorities be changed.

**Performance Commentary:**

HBC does not own this NI data. However, 138 learners accessing HBC Skills for Life & Employability courses have achieved Literacy/Numeracy qualifications between Q1 to Q4.

**Summary of Key activities taken or planned to improve performance:**

HBC's Employment, Learning and Skills Division has delivered 132 Skills for Life and Employability programmes from April to March 2013, broken down as follows:


- 41 Literacy
- 52 Numeracy
- 39 Employability/HEP courses

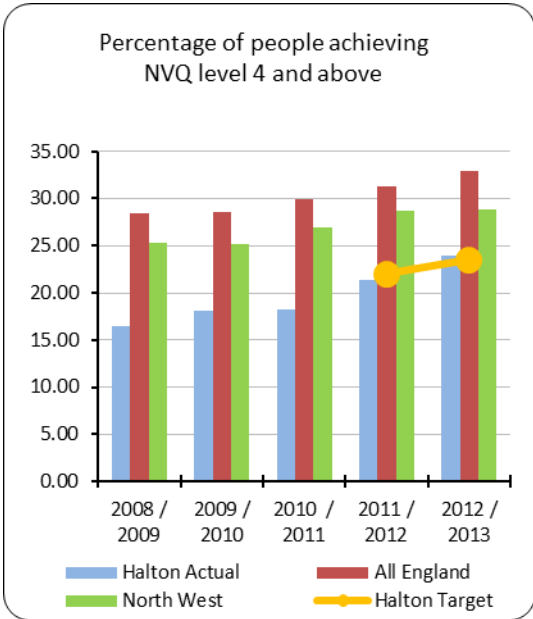
Following the withdrawal of funding for the Adult Literacy and Numeracy qualifications from August 2012, the Skills for Life and Employability team has introduced Functional Skills in English and Maths. It is expected that learners will take longer to achieve the new qualifications. In the main, Functional Skills learners in English and Maths have expected end dates of July 2013. However, 21 learners have achieved unit accreditations as they progress towards the achievement of the full qualification by July 2013.

Riverside College has embarked on several projects designed to target areas of the community with a history of low engagement in education and training. Partnership working (with Halton Borough Council, Job Centre Plus, and social housing organisations) has been central to this approach so that people who otherwise wouldn't travel to undertake training, or who would otherwise be NEET, have access to education and training. Partnership work remains a central element of the college's strategic plan and widening participation postcodes are used in curriculum planning and support for student processes so that the proportion of people with no qualifications within Halton can be reduced.

SCS / ELS5

Increase the percentage of people achieving NVQ Level 4 and above (Revised NI 165)

2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
21.3% (Jan to Dec 2010)	23.5%	<b>24.0%</b> (Jan to Dec 2011)	<b>24.0%</b> (Jan to Dec 2011)		



**Data Commentary:**

Showing the number of people achieving NVQ Level 4 and above qualifications show that residents within the borough are reaching a high level of educational attainment. NVQ4 equivalent and above: e.g. HND, Degree and Higher Degree level qualifications or equivalent

Source: ONS annual population survey

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

Targets based on current information and subject to known funding level. Targets will require review should funding or priorities be changed.

**Performance Commentary:**

HBC does not own this NI data which is only available from the Skills Funding Agency 18 months after learners achieve the qualification

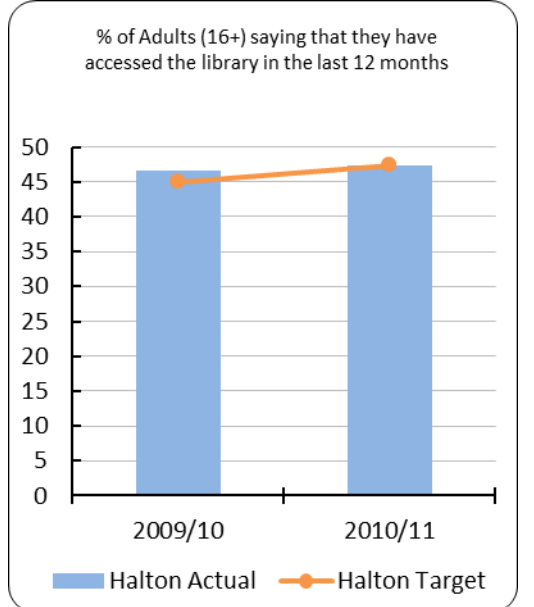


**Summary of Key activities taken or planned to improve performance:**

Riverside College has set challenging widening participation targets for recruitment to its Higher Education provision. It is aiming to recruit 280 individuals onto its Higher Education provision and has produced a marketing plan with a focus on recruitment from the local population to courses at level 4 and above.

A sales force has been established at Riverside College to promote Higher Education courses to local employers, and to members of the community. Sessions have also been delivered to existing students exploring the benefits of further study and the increased opportunities that come with achievement at level 4 and above.

SCS / ELS6

Increase the percentage of adults using a library ( NI 9)

	2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel									
 <p data-bbox="151 470 518 526">% of Adults (16+) saying that they have accessed the library in the last 12 months</p> <table border="1" data-bbox="68 582 603 1052"> <thead> <tr> <th>Year</th> <th>Halton Actual</th> <th>Halton Target</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>~45%</td> <td>~45%</td> </tr> <tr> <td>2010/11</td> <td>47.3%</td> <td>~48%</td> </tr> </tbody> </table>	Year	Halton Actual	Halton Target	2009/10	~45%	~45%	2010/11	47.3%	~48%	47.3%	Maintain position in Top Quartile in the Region for Satisfaction	Satisfaction rate - Adults 94%	Satisfaction rate - Adults 94%		
Year	Halton Actual	Halton Target													
2009/10	~45%	~45%													
2010/11	47.3%	~48%													
<b>Data Commentary:</b>															
<p>As NI 9 – the Use of public libraries which was collected through the Sport England Active People Survey was discontinued in 2010, a replacement measure “Public Library User Satisfaction” has been agreed.</p> <p>The CIPFA Public Library Users Survey (PLUS) measures user satisfaction levels of various aspects of the service ranging from opening hours, standard of customer care, computer facilities, book stock and is undertaken for Adults and Children once every three years.</p> <p>The Adult survey was undertaken in October 2012 and the last Children’s survey was undertaken in 2010. The survey’s will be repeated in Autumn 2013 (Children’s) and Autumn 2015 (Adults)</p> <p>The indicator to be used is the proportion, who view their library as Very Good/Good (Over 16’s) / proportion who view their library as Good (Under 16).</p>															

**Performance Commentary:**

No targets are to be set against this data as the data source is no longer available.

Public Library User Satisfaction - Performance will be reported first in 2013 and then again in 2016 and therefore this is a placeholder measure where the target will be to improve performance from 2012/13 to 2015/16.

**Summary of Key activities taken or planned to improve performance:**

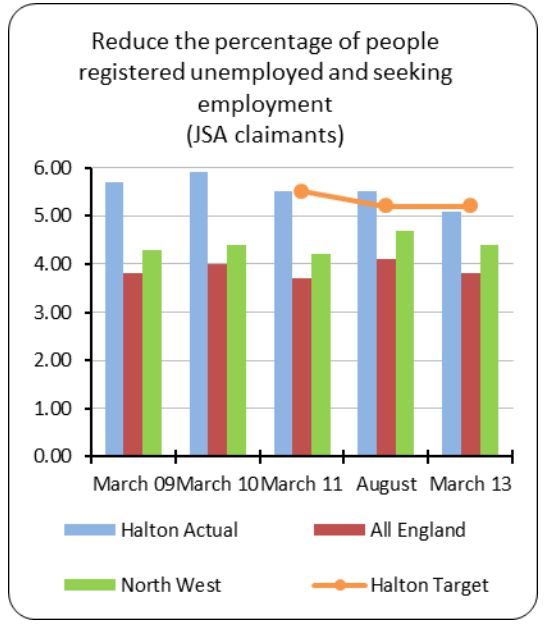


To increase the percentage of people using a library an number of initiatives have been undertaken during the year to date:

- Library Strategy being developed which will define the priorities of the service over the next 3-4 years including standards of service
- Delivering Lottery Project at Halton Lea Library which focusses on older people and has established the building as a key facilitator for access to information, support for IT and a hub for social interaction – IT and Biscuits, Dementia Café, Reading Groups to support mental wellbeing.
- Reading Families Project – national project working with publishers to promote and encourage reading as a family activity, improving digital skills and exploring the use of social media to raise the profile of the service and to promote reading for pleasure
- Delivered new library facility in Runcorn; self-service library resource facilities established at Castlefields Community Centre

- Delivered the Summer Reading Challenge which encourages children to continue reading over the summer
- Community Pathfinders signposting to help and support for employment and training
- Digital Job Hubs now being delivered at Halton Lea and Widnes Libraries
- Continued delivery of story time, Class Visits and other reading activities and events for children and young people.

SCS / ELS7

Reduce the percentage of people registered unemployed and seeking employment (JSA claimants) NI 152

 <p>Reduce the percentage of people registered unemployed and seeking employment (JSA claimants)</p>	2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
	5.8% (March 2012)	5.2% (March 2013)	5.5% (August 2012)	5.2% (Feb 2013)		
<b>Data Commentary:</b>						
<p>JSA claimant count records the number of people claiming Jobseekers Allowance (JSA) and National Insurance credits at Jobcentre Plus local offices. People claiming JSA must declare that they are out of work, capable of, available for and actively seeking work during the week in which the claim is made.</p> <p>The percentage figures express the number of claimants resident in an area as a percentage of the population aged 16-64 resident in that area. Data is available one month in arrears.</p> <p>Targets based on current information and subject to known funding level. Targets will require review should funding or priorities be changed.</p>						

**Performance Commentary:**

The JSA count up to February 2013 is 4271 which is 5.2% of the working age population. This is a decrease of 8.1% on the JSA count during February 2012.

**Summary of Key activities taken or planned to improve performance:**



- Jobcentre Plus is an active member of all ELS & SSP sub-group
- The Governments 'Get Britain Working' measure have seen an increase from January 2013 to March 2013 with:
  - Work Experience – 373 starts for the operational year.
  - SBWA that have been hosted during the operational year – 167 across Merseyside.
  - Work Clubs – 9 (2 specialist for Ashley House & Probation).
  - Digital Job Hubs – 2 (Library Service).
  - Enterprise Clubs – 3.
- Jobcentre Plus utilise New Enterprise Allowance for customers who are interested in self employment.
- JCP are working with local partners including RSL's to look at the digital agenda for residents in readiness of the Welfare Reform.
- JCP are issuing Wage Incentive vouchers to eligible customers, to self market themselves to prospective employers.

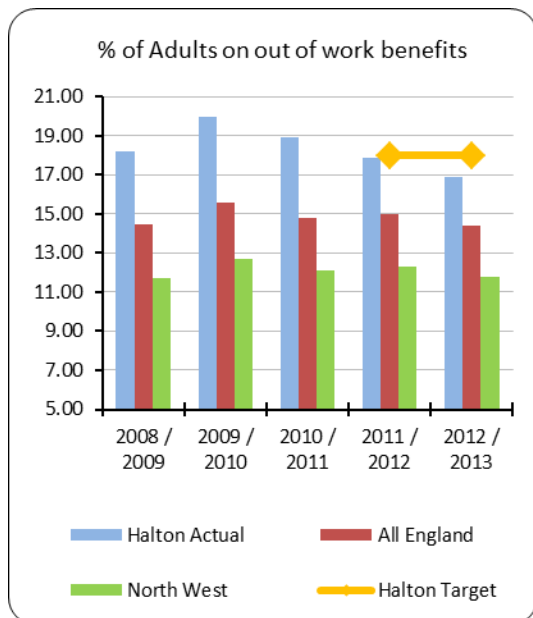


- JCP have 7 Internet Access Devices (P.C. with Internet access) across the Halton JCP offices for customers to access to jobsearch and to make claims to benefit.
- JCP are working with NAS promoting Apprenticeships with employers
- JCP sit on the strategic NEET Groups to support vulnerable customers
- JCP has had approval for NEET Data Sharing with the Local Authority.
- Supporting 50+ customers with Jobsearch advice and IT skills with referrals to SFA Provision and none contracted provision.
- JCP hosted an event with SFA Providers to look at the Skill Conditionality offer across the Borough to ensure training is demand led cross referencing against Local Labour Market
- Halton Borough Council via HEP will start hosting CV Workshops for customers from April 2013.
- Working with HBC transport team to try to improve access to employers boarding outskirts of Halton.
- Data Sharing Protocol being established to allow more freedom & flexibility of JCP sharing customer details to support moving customers closer to the Labour Market
- JCP Advisers are in Children's Centres to offer advice and support to customers
- National Careers Service are collocated in each of the Jobcentres to offer careers advice
- A youth event will be undertaken in Runcorn targeting 16-24 year olds informing them about training and employment opportunities. The event will take place on 20/05/13 at Halton Lea Library.
- Jobcentre Plus refers eligible customers to the ESF Support for Families with Multiple Problems programme to enhance customers' skills\jobsearch and to move them closer to the Labour market.
- JCP sit on the Inspiring Families Strategic Board.
- JCP have awarded ad-hoc flexible support fund monies to Liverpool Community College to host training provision with a sports theme for customers.
- JCP have hosted 9 events in partnership with Halton Children Centre's targeted at families to inform them about Welfare Reforms and support for training\employment.

SCS / ELS8

Reduce the percentage of the working age population claiming out of work benefits ( Revised measure)

	2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
	18.9% (August 2011)	18% (March 2012)	18.23% (August 2012)	16.9% (March 2013)		
<b>Data Commentary:</b>						
<p>Out of work benefits includes Job seekers allowance, ESA (Incapacity Benefits), Lone parents and other income related benefits.</p> <p>Data is taken from the Department for work and Pensions claimant figures via the office of National statistics NOMIS reporting system.</p> <p>Data is available quarterly and is released six months in arrears.</p> <p>Targets based on current information and subject to known funding level. Targets will require review should funding or priorities be changed.</p>						



**Performance Commentary:**

The Employment Support Allowance and Incapacity Benefit statistics for August 2012 is 7660.

The Income Support (Lone Parents) statistics for August 2012 is 1700.



**Summary of Key activities taken or planned to improve performance:**

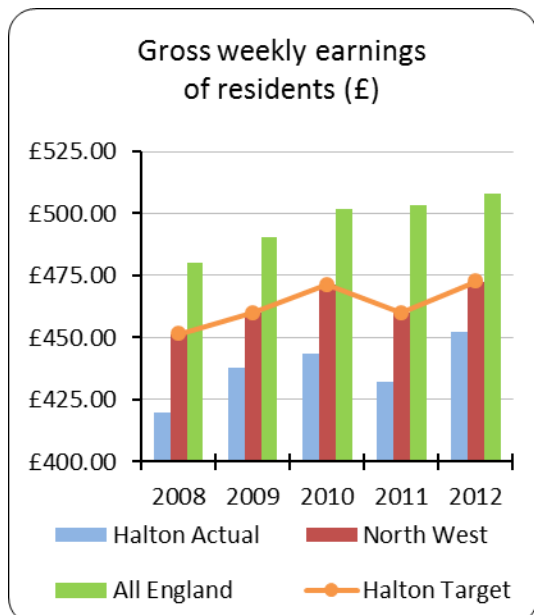
- JCP work closely with all Halton Children Centres to support lone parents and families with jobsearch advice and support. Personal Advisers are currently undertaking outreach work in Runcorn\Widnes Children Centre's.
- JCP have hosted 9 events in partnership with Halton Children Centre's targeted at families to inform them about Welfare Reforms and support for training\employment.
- Jobcentre Plus sit on the Advisory Boards of the Children Centre's to support Economic agenda.
- Jobcentre Plus is working with the NHS on training provision for customers with health conditions.
- Jobcentre Plus has membership of the Local Authorities Child Poverty Groups.
- IB reassessment is currently under way and will be completed by 2014. Customer moving onto the ESA (Work Related Activity Group) will be assigned a named Personal Adviser who will support customers to move them closer to the Labour market.

- Jobcentre Plus has a Disability Employment Adviser in each site to support customers who require additional support to move closer to the labour market. There are programme such as Work Choices which support customers with the highest needs and helps move them into employment.
- Access to Work can support customers with equipment requirements to support a return to employment for customers with disabilities.
- The Governments 'Get Britain Working' measure have seen an increase from January 2013 to March 2013 with:
  - Work Experience – 373 starts for the operational year.
  - SBWA that have been hosted during the operational year – 167 across Merseyside.
  - Work Clubs – 9 (2 specialist for Ashley House & Probation).
  - Digital Job Hubs – 2 (Library Service).
  - Enterprise Clubs – 3.
  - Jobcentre Plus utilise New Enterprise Allowance for customers who are interested in self-employment.
- JCP have 7 Internet Access Devices (P.C. with Internet access) across the Halton JCP offices for customers to access to jobsearch and to make claims to benefit.
- Jobcentre Plus refers eligible customers to the ESF Support for Families with Multiple Problems programme to enhance customers' skills\jobsearch and to move them closer to the Labour market.
- JCP sit on the Inspiring Families Strategic Board.

SCS / ELS9

Increase the gross weekly earnings by residents ( NI166)

	2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
	£432.30p (Dec 11)	Close gap with NW average	£432.30p (Dec 11)	£452.20p (Mar 12)		
<b>Data Commentary:</b>						
<p>The gross median weekly earnings of residents showing an increase would show that people are able to maximise their potential and rise out of poverty. Data obtained from NOMIS.</p> <p>Suggested target should be to close the gap to the North West average.</p>						
<b>Performance Commentary:</b>						
<p>Compared with the previous survey the gap between gross average weekly pay of full-time workers in Halton has narrowed by £6 but interestingly there has been a narrowing of the gap at a national level, by 2.5%”</p>						



**Summary of Key activities taken or planned to improve performance:**

**Economic Growth** – Work continues to attract new employers and support the expansion of existing ones in sectors of the economy likely to see sustained growth. Examples include the recently launched Sci-Tech Enterprise Daresbury Zone and The Hive in Widnes which are attracting new employers to Halton.

**Fostering Entrepreneurship** - The provision of new services and signposting towards expert information and advice for new and growing SME’s (Small & Medium sized Enterprises) continues, led by local partners with knowledge and experience in this specialised area of work.

**Maximising incomes** – Equipping our local labour force with the skills, knowledge and confidence to compete for new jobs, both in Halton and across the city region. Examples include the delivery of the Single Work Programme and the Inspiring Families project by local partners, promotion of careers in science, technology and advanced manufacturing (STAM), promoting apprenticeships and work by HEP with new and expanding employers all contributes towards maximising the proportion of new jobs filled by Halton residents.

**Reducing poverty** – Partners are preparing for the start of the new means-tested benefit system to be introduced from April 2013 – Universal Credit, and the significant potential impact upon the income of households in employment, especially those in rented accommodation.

**SCS / ELS10**

**Maintain the number of residents accessing welfare rights/ debt advice at a casework level (Local Measure)**

**a) Debt**

**b) Welfare Rights**

<p>Maintain the number of residents accessing welfare rights/ debt advice at a casework level (Local indicator)</p>	2011/12 Actual	2012/13 Target	2012/13 Qtr 2	2012/13 Qtr 4	Current Progress	Direction of Travel
<p>a) 92</p> <p>b) 839</p>	To maintain 2011/12 performance	a) 44 b) 421	a)65 b)899			
<p>b) 839</p>						
<p><b>Data Commentary:</b></p>						
<p>The number of people accessing a welfare benefits or debt advice agency and receiving a specialist casework service.</p> <p>This is a numeric indicator, taken as a simple total which will reflect the level of uptake of specialist services to assist an individual to better their economic circumstances. To assist an individual to manage their income, both debt and benefits advice will be necessary and neither service in isolation is sufficient to address the needs of most individuals who need to access support. Much specialist welfare rights casework involves “in work” benefits such as Disability Living Allowance and Tax Credits and income maximisation.</p> <p>Target is to maintain the performance from 2011/12 through to 2015/16. Chart details HBC information only.</p>						

**Performance Commentary:**

The demand for Welfare Rights and Debt advice services remains high and all services are at capacity. The number of advisers in large part determines how many people are assisted. There is a fall in casework figures from 2010/ 2011 to 2011/12 due to a reduction in the number of advisers. However, it is expected that if the number of advisers is maintained then 2011/12 will be an effective baseline year to measure performance and that the number of local residents given specialist help will broadly stabilise. There will always be small variations reflecting the fact that cases vary in complexity.

However, we have seen an increase in demand for specialist advice linked into the welfare reform agenda. This is especially from those who are receiving Incapacity Benefit and need to be assessed by Jobcentre Plus against the harsher criteria for Employment Support Allowance. This increase is essentially for more complex casework advice. Debt cases have increased in complexity with an unprecedented demand for assistance with Debt Relief Orders. Therefore overall case numbers have reduced but the demand remains extremely high.

The welfare reform agenda is radical and the introduction of a Personal Independence Payment and a Universal Credit is expected to have a significant effect locally. It is predicted the demand for complex casework will increase further in both welfare benefits and debt advice and it may be the number of specialist advisers that determine to what degree this need is met. Substantive impending reform will see changes to service delivery as the team attempts to serve those most in need as reforms affect different client groups and gather pace.

### **Summary of Key activities taken or planned to improve performance:**

This indicator measures the uptake of relevant advice services at a specialist level. It is necessary to draw a distinction between the provisions of advice via a leaflet, self-completed pro forma, or lower level tier assistance. This has a value but a distinction must be made between this and specialist work. This may involve as examples, financial negotiation for a client, court representation, a Debt Relief Order or appeal tribunal representation. It is not possible to gain a full picture of the advice sector with a single statistic and to be comprehensive would entail numerous performance indicators measures being measured and undue complexity. Commentary will be provided on key developments/ initiatives undertaken on a six monthly basis to provide further detail in monitoring reports.

It is therefore necessary to focus on a clear, easily measurable statistic, which avoids undue complications in definition. This statistic also largely avoids “double counting” which can easily happen with lower tier advice. Anecdotally, all specialist advice services have been working at capacity and the definition will illustrate reductions and increases in advice provision.

It is recognised that not all cases counted are equal in terms of content, but this does not matter because the indicator is measuring service access, and not being used as a method of inter-agency comparison. The statistics given have a value for comparative work within Halton, but external benchmarking has previously been found to be both complex and potentially very misleading.

This links to objective to maximise an individual’s potential to increase and manage their income, including access to appropriate, supportive advice services in the Sustainable Community Strategy. Also, the statistic provided will link into both the advice required to fulfil obligations under the Child Poverty Strategy.