

To: AIRDRIE LOCAL AREA PARTNERSHIP		Subject: NORTH LANARKSHIRE'S YOUTH INVESTMENT PROGRAMME - UPDATE
From: HEAD OF PLANNING & REGENERATION		
Date: 30 July 2014	Ref: HG/CMcA	

**1. Purpose of Report**

1.1 The purpose of this report is to inform the Area Partnership of levels of unemployment, provide an update on the performance of the North Lanarkshire's Working Employability Services and the council's Youth Investment Programme within the Airdrie area.

**2. Background**

2.1 North Lanarkshire Council launched its new economic strategy, Our Plan for Growth in June 2014 at the North Lanarkshire Partnership. One of the three priorities within the strategy is 'increased employment and improving the skills of our workforce'. As part of this and the on-going commitment to tackle long term and youth unemployment, the council launched the Youth Investment Programme in February 2012 with the aim of supporting 5,000 unemployed people back into work.

2.2 To date the council has committed £6.8m of funding for the Youth Investment programme and a further sum of up to £2.5m has been awarded by the Scottish Government. This is in addition to the funding of North Lanarkshire's Working services which is delivered through the Community Planning Partnership and funded as part of ESF and ERDF funding applications.

**2.3 Airdrie Unemployment profile**

	Total JSA		16-24 year-old JSA	
	No	%	No	%
Airdrie Central	530	5.3	120	6.9
Airdrie North	618	4.7	155	6.9
Airdrie South	499	4.0	145	6.7
<b>Airdrie LAP</b>	<b>1,647</b>	<b>4.7</b>	<b>420</b>	<b>6.8</b>
North Lanarkshire	8,609	3.9	2,250	5.9
Scotland	101,107	2.9	24,830	3.9

Source: Nomis, NLC calculations

2.3.1 The unemployment rate in Airdrie is 4.7% which is higher than both the North Lanarkshire average of 3.9% and the Scottish average of 2.9%.

2.3.2 The youth unemployment rate in Airdrie is 6.8% which is higher than both the North Lanarkshire average which is 5.9% and the Scottish average of 3.9%. However, JSA claimant rates have been falling slowly but steadily during 2013 and 2014 with the number of 16 to 24 year-olds claiming JSA in North Lanarkshire falling by 40.8% between the launch of the YIP in February 2012 and May 2014 which compares favourably with the Scottish decrease of 45.3% during the same period.

## 2.4 The Youth Investment Programme

2.4.1 The programme offers employers an incentive to recruit young, unemployed residents of North Lanarkshire. The programme is designed to support businesses financially to create additional job opportunities. There are three strands to the programme:

- Apprenticeships (16-24 years) – 50% of wages for 12 months.
- Xtra Hands (16-18 years) – 50% of wages for 6 months.
- New Start (18+) – 50% of wages for 6 months.

2.4.2 The target for the Youth Investment Programme is to support 5,000 unemployed residents back to work over three years, which will be a mixture of:

- Those supported into subsidised jobs in the private sector.
- The council's Modern Apprenticeship Programme.
- NLC Youth Placement Programme (200 x 6 month paid work experience opportunities for long term youth unemployed).
- NLC Graduate Futures (50 x 12 month paid work experience positions for unemployed or underemployed graduates).
- Those young people supported into employment without a subsidy paid to employer.

2.4.3 By the end of May 2014 with the programme in its third year, the number of people assisted back into work was 4,070 which is 113% ahead of our pro-rata target and 80% of our total target. Our figures are also showing that 78% of those supported through Y.I.P. remain in work up to 12 months after their initial job start date. At least 68% remain in work up to 18 months after their initial job start date. This varies across the sectors supported with Construction achieving our highest sustainment rate of 97% and 89% respectively. These are strong levels of sustainment and compare well with other employability programmes.

2.4.4 Regeneration Services is managing the Youth Investment Programme and staff promote several key messages to employers:

- There must be the chance of a sustainable job.
- The young person must be unemployed and resident in North Lanarkshire.
- The job needs to be advertised through the council.
- The employer will be expected to appoint a mentor.
- Support is available if there are problems.

2.4.5 Agencies working with young unemployed residents are being asked to promote key messages to young people about the scheme, they should:

- Check the website [www.northlanarkshiresworking.co.uk](http://www.northlanarkshiresworking.co.uk) and register on the jobs portal.
- Apply for jobs online where you meet the criteria.
- Engage with Careers or Routes to Work Ltd.
- Don't rely on this opportunity; it is only part of the solution.

2.4.6 A number of key target groups have been identified for the programme – such as young people leaving school to negative destinations and young people who have progressed from training courses but need that extra help into employment. The objective is to get a balance between helping those most in need and providing employers with job ready candidates.

## 2.5 North Lanarkshire's Working

	Under 16	16 to 18	19 to 25	26 to 49	26 to 49	Over 65	Misc*	Total
Airdrie Central	0	31	66	49	18	0		164
Airdrie North	0	33	99	68	20	0		220
Airdrie South	0	41	86	72	14	0		213
<b>Airdrie LAP</b>	<b>0</b>	<b>105</b>	<b>251</b>	<b>189</b>	<b>52</b>	<b>0</b>		<b>597</b>
North Lanarkshire	4	615	1722	1287	402	1	39	4,070

- 39 filled vacancies that cannot be filled to a LAP area

2.5.1 Since the launch of the Youth Investment Programme in February 2012 a total of 4,070 North Lanarkshire residents have been assisted into employment through North Lanarkshire's Working. Five-hundred-and-ninety-seven of these residents have come from the Airdrie area with the majority being aged 16-25.

## 2.6 Routes to Work

2.6.1 Routes to Work (RTW), jointly owned by North Lanarkshire Council and Voluntary Action North Lanarkshire, delivers a range of free, confidential and bespoke employability support services to residents of North Lanarkshire. Based and working from a variety of community settings throughout the area, Routes to Work is the key locally based delivery mechanism for CPP (Community Planning Partnership) EU funded employability services and in this LAP area services are delivered from: Chapelside Community Centre, Caldercruix, Mount Pleasant Community Centre (Petersburn/Chapelhall/Caldercruix), Airdrie Job Centre, SDS Offices, and Starting Point RTW office in Airdrie Central. Current Partnership initiatives in the area include work with Job Centre Plus, SDS, Remploy, Airdrie CAB, Community Learning & Development, Caldercruix with the local Job Club, and links in to VANL district events and area networks.

2.6.2 The company offers key worker services to unemployed people with various levels of support depending on needs of the individual including support and funding with childcare and training. In addition the company refer clients to other partners for literacy and numeracy, IT, health interventions, and debt and money advice. The company is also involved in supporting young people through the 16+ Learning Hubs and has been involved in delivering support to Work Programme clients since 2011.

2.6.3 Other activities include the delivery of a lottery funded project named ALP (Action: Lone Parents) which targets lone parents who aren't engaging with mainstream services. The service is delivered by a consortium of partner organisations with RTW as lead partner and has six geographic areas of delivery. The project moves to a new area every six months with North Motherwell, Craigneuk, East Carbrain, Airdrie Central, Mossend and Kirkshaws being the target areas.

## 3. Youth Investment Programme/Airdrie Local Area Partnership

3.1 By May 2014, 1,937 unemployed residents have benefited from the vacancies secured from the private sector. In previous partnership reports, we reported by area on the uptake of these new opportunities.

3.2 To date, 343 of the people supported into employment have come from the Airdrie LAP area and the breakdown is as follows:

Ward	Feb-12	Feb-13	Feb-14	May-14	Decrease since Feb-12	Youth unemployment, May-14	Number of people into jobs through YIP
Airdrie Central	205	215	145	120	-85	6.9%	92
Airdrie North	245	205	175	155	-90	6.9%	128
Airdrie South	170	185	145	145	-25	6.7%	123
<b>Airdrie LAP</b>	<b>620</b>	<b>605</b>	<b>465</b>	<b>420</b>	<b>-200</b>	<b>6.8%</b>	<b>343</b>

3.3 The figures show that the Airdrie LAP area as a whole seems to have had an appropriate share of the Youth Investment jobs to date (17.7% of the overall share). The results do show that in Airdrie North area, there remains a higher rate of youth unemployment than the 2 other wards.

3.4 To ensure a good take up, it is important that public services that have contact with young people such as Housing, Social Work, Health and Police promote the Youth Investment Programme to their front line staff who can make referrals. It is proposed that at Local Area Team meetings an offer to provide employability training or presentations to frontline staff is available. Partners are asked to

- Promote Y.I.P. to employers.
- Promote to young people in most need.
- Assist registration and applications.
- Get young people motivated and "job ready".

#### 4. Conclusions

4.1 The Youth Investment Programme has performed very well; however, supporting people back into work remains challenging as new issues and needs emerge linked with the impact of welfare reform. Regeneration Services require the support of all stakeholders and partners to make this a success and are open to feedback from partners on how the programme can be improved.

#### 5. Recommendation

5.1 It is recommended that the Local Area Partnership note the performance and progress made in delivering the employability services detailed.

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