

NORTH LANARKSHIRE COUNCIL

REPORT

To:	Economic Development Committee	Subject:	Programme for Partnership: EDU Action Programmes
From:	Director of Planning & Development		
Date:	28 May 1996	Ref:	ct/pfp

1. Purpose of report

This report seeks approval for the undernoted recommendations in respect of the proposed economic development input to the council's regeneration strategy, with particular reference to the council's submission to the Scottish Office regarding Programme for Partnership.

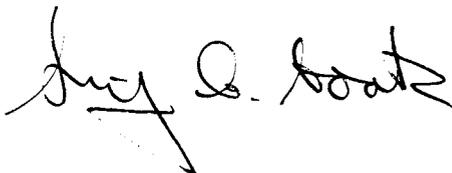
2. Considerations

- 2.1 As members will know, the Scottish Office has invited councils to submit their regeneration strategies and bids for Priority Partnership areas by the end of June 1996.
- 2.2 To assist in this process this department's Economic Development Unit has prepared a paper on the Unit's Programme for Partnership Action Programmes(see appendix one).
- 2.3 This paper includes outline proposals which could be implemented immediately or at a later date(subject to the availability of resources) as part of the council's regeneration strategy and as the EDU's continuing economic development activity in the district.
- 2.4 The paper outlines the contribution each new proposal would make to the council's Programme for Partnership objectives and seeks to assess the proposal's priority value in terms of policy and operational criteria.

3. Recommendation

It is recommended that committee approve:

- i) the Action Programmes and outline proposals outlined in appendix one for immediate or future implementation as part of the council's economic development activity in the district; and
- ii) the attached document at appendix one for inclusion in the council's regeneration strategy and its submission to the Scottish Office of its Programme for Partnership bid.



**ECONOMIC DEVELOPMENT UNIT
PROGRAMME FOR PARTNERSHIP
EDU ACTION PROGRAMMES
PROPOSALS PAPER**

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1. Introduction

This paper sets out the Economic Development Unit's proposed initial input to the Council's Regeneration strategy and its submission on Programme for Partnership to the Scottish Office in June 1996.

The paper refers to the report on Programme for Partnership approved by the North Lanarkshire Council (shadow) in November 1995.

The new proposals contained within the EDU's PFP Action Programmes relate specifically to strategic objectives numbers 2, 3, 5 and 7.

2. To ensure that the benefits of economic development activity are shared by the residents of North Lanarkshire in both urban and rural settlements, particularly the unemployed residents, those on low incomes and other residents suffering social and economic exclusion.
3. To provide quality services and support to residents in pursuit of education, training, employment and self employment opportunities.
5. To overcome environmental dereliction and improve amenities, enhancing and promoting North Lanarkshire as an attractive, safe and healthy place to live and work.
7. To enhance the overall quality of life of residents by providing information and facilitating access to economic, social and cultural services and activities.

In relation to these strategic objectives the EDU offers the undernoted PFP Action Programmes comprising existing economic development initiatives and new proposals for immediate or future implementation. Information on current initiatives has been provided to the Chief Executive's department for inclusion in the Council's submission to the Scottish Office.

These new proposals are being considered for possible further development by the EDU and its partners in economic development initiatives viz. Summerlee Training Resource Unit, Community Enterprise Motherwell, Employee Ownership Scotland, Monklands Enterprise, MEDCO, Wellwise and others.

It should be noted that much of the work of the EDU is strategically focused on a district-wide basis and that the new proposals contained within this paper continue to reflect that approach. It is anticipated that the delivery of the majority of Urban Programme funded economic development services through Programme for Partnership would be targeted across the district at all areas eligible for Urban Programme funding.

2. PFP Action Programmes

Action Programme A: Business Development

This action programme comprises current and proposed activities relating to the undernoted business development objectives.

i Attraction of businesses to designated areas of deprivation

measurable outcomes

- numbers of business start ups
- new businesses locating in designated areas
- residents employed by local businesses

action includes

- financial incentives
- training programmes
- business development support services
- property location schemes
- information and advice and signposting
- environmental improvements

ii Support for existing businesses and business growth

measurable outcomes

- number of business expansions
- number of residents employed by businesses
- company development into new areas of business

action includes

- financial incentives
- training programmes
- property services
- assistance with targeted recruitment
- information, advice and signposting services
- environmental/property improvement schemes

Action Programme B: Human Resource Development in the economy

This Action Programme comprises current and proposed initiatives to assist existing and new businesses in recruiting skilled staff and maintaining relevant skills levels within the business and to assist local residents in taking advantage of the opportunities available.

i Training of existing workforces

measurable outcomes

- range of training programmes for company employees
- business development outcomes as a result of training
- staff receiving skills training

action includes

- financial incentives
- assistance with design and provision of training programmes
- provision of training resources/facilities

ii Training and Employment Access for unemployed and low income residents

measurable outcomes

- information, advice and counselling services
- residents participating in prevocational training
- residents participating in vocational training
- self employment/business start ups
- recruitment of residents into jobs

action includes

- design and development of training and training support services
- design and development of employment access initiatives
- local access to training and employment support
- provision of staff, resources and facilities
- financial assistance to unemployed job applicants/business start ups
- financial incentives for businesses for targeted recruitment

Action Programme C: Quality of Life

This Action Programme comprises the economic development activities which contribute to other council initiatives in enhancing North Lanarkshire as an attractive place in which to live and work.

measurable outcomes

range of employment and training opportunities arising as a result of inward investment, international trade, business development

range of amenities in the private sector developed as a result of enhanced economic activity in North Lanarkshire

training and business development opportunities arising as a result of activities in other policy areas e.g. environmental work; heritage development, tourism etc.

action includes

- business property services
- Enterprise Zones
- international trade activity
- development of skills training in newly developing areas of the local economy (arts, heritage etc)
- area based regeneration schemes (SURI's)

3. Outline proposals

Appendix one lists the new proposals drafted by this department and its partners for consideration as part of the department's contribution to Programme for Partnership.

Each proposal reflects the relevant objective of the Council's Regeneration strategy and the previous and existing initiatives upon which that strategy was developed as indicated in the EDU's Action Programmes (see above).

4. Outline Proposals: EDU assessment

Appendix two indicates the scoring value of each proposal as it was assessed against the undernoted criteria:

- i the number of PFP objectives to which the proposal would contribute;
- ii the number of EDU PFP Action Programmes to which the proposal would contribute;
- iii the potential of urban programme funding to attract additional outside resources;
- iv the potential for integration with existing strategies and initiatives;
- v the cost effectiveness and efficiency of the proposed delivery mechanism;
- vi involvement of other partners.

5. Recommendations

On the basis of the above information and in relation to the proposals and scoring values detailed in Appendix two, it is recommended that the undernoted proposals are submitted to the council for approval for inclusion in the PFP regeneration strategy and PPA bid to the Scottish Office.

appendix 1

PLANNING AND DEVELOPMENT DEPARTMENT
ECONOMIC DEVELOPMENT UNIT
PROGRAMME FOR PARTNERSHIP
OUTLINE ACTION PROPOSALS

1. Lady Anne Training Centre, Airdrie

proposed outcomes:

- delivery of further education
- increase in skills levels amongst unemployed residents of the designated areas
- unemployed people becoming employed or starting up in business
- small businesses and potential employers using the facility
- child care facilities

summary

This project would provide running costs for a training centre and managed workspaces to provide training and business start up facilities for unemployed residents of the district, particularly in the central area.

Under Monklands District Council's sponsorship, this project attracted ERDF capital funding and finance from the LDA and the capital work is now underway.

This department is currently in discussions with Coatbridge college to consider appropriate means of managing the facility. To date no revenue funds have been identified.

2. Employment support: crèche facilities

proposed outcomes

- unemployed people entering employment linked training programmes
- unemployed people becoming employed/self employed

summary

This project would provide crèche resources to support child caring individuals on employment related courses and/or who are beginning employment or self employment after a period of unemployment. There would be two sites for the crèche, Dalziel Workspaces and Lady Anne Training centre and managed workspaces.

The Lady Anne Training centre has a dedicated child care facility currently being prepared as part of the conversion work to the buildings.

3. Childcare with Enterprise**proposed outcomes**

-unemployed people entering and completing certificated training

unemployed people finding employment as a result of project

-unemployed people entering further education/training as a result of the project

summary

This project would offer child care and business skills training to unemployed adults with a view to employment in crèche facilities, child-minding etc.

The project would link with quality child care facilities offered at the Lady Anne Training centre and other sites and the existing Women's Placement project and would be developed in conjunction with the proposed "employment support: crèche provision" project (above).

4. Newsletter for Unemployed residents**proposed outcomes**

increased awareness of employment and training opportunities amongst residents of designated areas of need

increased uptake in training and employment support initiatives

increase in skills levels as a result of participating in training

number of people entering employment, self employment or full time training.

Summary

This project would offer facilities and running costs to produce a newsletter to be targeted at all unemployed residents in areas of need, expanding the service currently offered through Community Enterprise Motherwell's newsletter.

The project would include an element of training opportunities for unemployed residents to participate in the production and distribution of the newsletter with proposed links with local colleges and current educational and training opportunities offered through employment and training projects.

5. Community Funding Advice project

proposed outcomes

community groups and local organisations gaining access to information and support in preparing funding packages for economic development projects

full range of training packages and training literature available through the district on funding preparation

increase in the number of projects receiving funding from a variety of sources for economic development projects

increase in the amount of European funding in the district for employment and training initiatives

increased skills in community and voluntary groups in leading partnership projects, particularly in relation to economic and social cohesion projects.

summary

This project would provide a co-ordinator, with administrative support, to provide funding advice to community groups and voluntary organisations throughout North Lanarkshire, designing and providing tailor-made training and support in preparing funding packages, particularly in relation to European funding for economic and social cohesion initiatives.

This latter aspect is considered particularly significant in relation to the anticipated emphasis on community-led economic and social cohesion projects in future European funding schemes.

6. Reskilling the workforce

proposed outcomes

number of individuals in target group taking reskilling opportunities

skills gaps in the market being addressed

unemployed people from the target group finding employment/ self employment

summary

This project would address the issue of structural changes in the Lanarkshire economy which has resulted in unemployment amongst males in the 25 year + age group.

The project would identify skills gaps in the labour market and offer reskilling opportunities to the target group. Early indications are that areas such as electronics, warehousing and the heritage industry will offer future employment opportunities. The Lady Anne Training centre will offer an electronics training facility to meet this need and there are current projects addressing warehousing and heritage work which can be developed on a wider strategic scale.

7. Town centre improvements

proposed outcomes

enhanced business performance

increase in employment and self employment opportunities

enhanced environment for business development and "quality of life" measures

summary

This project would offer financial assistance to improve the physical environment of specific retail areas and consequently reduce the amount of retail leakage from the areas, improve competitiveness and viability in the areas and ultimately enhance the local multiplier effect. It would complement other proposals (see below) in developing training packages for unemployed residents.

8. "Brightside" initiative: environmental improvements and training

proposed outcomes

unemployed people receiving training and work experience

unemployed people receiving employment support services

unemployed people entering further education, employment or self employment

environmental improvements enhancing business development opportunities and quality of life for residents

Summary

In conjunction with Wellwise, local partnerships and the Town Centre management staff, this project would continue to develop employment and training initiatives in the intermediate labour market within which training and employment agencies address issues such as the "employability" of people on long term unemployment, and provide work of social and environmental value to the community.

The project would provide district-wide area improvement and maintenance schemes offering training and employment opportunities, particularly in the undernoted categories:

- Priority Partnership areas and other Urban Programme eligible areas
- villages e.g. Kilsyth, Plains etc.
- town centres

9. Environmental improvements and training: enhanced prevocational training

proposed outcomes

unemployed people receiving training and work experience

unemployed people receiving prevocational and employment access counselling and support

provision of a local training support centre (extension of current Wellwise base)

summary

This project would offer enhanced prevocational training and facilities for unemployed residents, building on the existing provision.

10. Market research training project**proposed outcomes**

employment and training opportunities

increased skills levels

summary

This project would develop a market research training scheme, based on the business established in Forgewood, offering both training and employment in market research work.

11. Construction industry Liaison project**proposed outcomes**

enhanced training opportunities for unemployed people in construction projects in the district

enhanced employment opportunities in the construction industry

liaison mechanisms between construction industry, local training agencies and local employment and training support projects

summary

This project would provide a liaison mechanism between the construction industry, local training agencies and unemployed residents through local employment and training initiatives. The project would provide a selective recruitment service to construction industries to encourage local employment and training and assistance to companies in designing training initiatives as part of the development work which can be targeted on local residents.

12. Social Care Training project**proposed outcomes**

certificated training for unemployed residents in the provision of community care services in the district

unemployed people entering employment in the community care services area

summary

This project would seek to identify the skills required in the local labour market for the provision of services required in the community care sectors of the economy and offer certificated training and employment access support to unemployed people to assist them into employment in these areas.

The project would target particularly although not exclusively men who are under-represented in this sector of the economy and the project would link with the "Reskilling the Workforce" proposal outlined above.

13 Multi media training programme**proposed outcomes**

certificated training in multi media IT equipment

work placements experience for unemployed people through participation in multi media training

unemployed people entering further education

unemployed people entering employment/self employment

summary

The project would offer a creative training package in new technology linked with work experience and links with further education. The new technology training will address predicted skills needs in the labour market, enhancing the participants' attractiveness to employers. The project would build on existing initiatives.

14. First Link Programme**proposed outcomes**

training and support programmes undertaken by long term unemployed people

long term unemployed people undertaking prevocational training as preparation for re entry to the labour market or training.

summary

This project would offer intensive one to one support to long term unemployed people who may have "dropped out" of the labour market as employment opportunities seem to diminish. This project would build on existing initiatives.

15. Business Training Data base**proposed outcomes**

NLC-wide data base on training needs and opportunities in local businesses

enhanced access to employment opportunities for local unemployed people

enhanced skills levels within local businesses

Summary

This project would provide and maintain a data base on companies' training needs and opportunities to allow for long term planning in addressing skills gaps and skills levels in the labour market. This project would build on existing databases.

16. Employee ownership: sector initiatives**proposed outcomes**

training in business management for unemployed people

employment/business opportunities in co-operative development

development of co-operative businesses in the local economy

summary

This project would build on existing work to provide training and business development support to unemployed and low income residents in employee ownership options in business development and the creation of employment opportunities in co-operative businesses.

17. Community Enterprise Motherwell: expansion of services**proposed outcomes**

increased training opportunities

enhanced training and employment support services

increase in number of users taking up education, training and employment opportunities

summary

This proposals seeks to enhance the services provided by Community Enterprise Motherwell by extending opening hours and offering courses and services beyond "office hours". It includes proposals to offer short term "taster" courses to unemployed residents in vocational and prevocational areas of training.

18. Extensions to existing Urban Programme funded economic development projects

proposed outcomes

The continuance of existing Urban Programme funded economic development projects as undernoted currently providing services and facilities in employment and training and eligible for further urban programme funding.

summary

This proposal would continue and expand to operate on an NLC-wide basis the undernoted projects:

- i) Skillstart into Business (self employment training)
- ii) Wellwise (training and environmental improvements)
- iii) Women's Placement project (training)
- iv) Training Resource Bank (financial assistance for training)

OUTLINE PROPOSALS

To assist in assessing the priority of each new proposal contained within this paper, a "scoring" value was assigned to each in line with the undernoted criteria.

It should be noted that the assessment of some of these criteria against each proposal was to some extent a "guesstimate" provided to give a broad view of the economic development impact of the proposals and that such assessment could change as proposals are developed in more detail.

A recommended priority rating was assigned to each proposal in categories A,B and C to allow for further consultation prior to the submission of the PFP strategy to the Scottish Office.

Programme for Partnership objectives (max 4)

Each proposal was assessed according to the number of PFP objectives to which it could contribute.

EDU PFP Action Programme (max 3)

Each proposal was assessed according to the number of EDU PFP Action Programmes to which it could contribute.

Integration with existing initiatives and strategies (max 3)

Each proposal was assessed according to its potential contribution to existing strategies and initiatives. Three broad areas were considered:

- previous/existing council strategies
- strategies of partner agencies
- links with existing projects

Partnership potential (max 4)

Each proposal was assessed according to its potential for Partnership involvement. Four broad areas were considered:

- NLC involvement only
- NLC and council-sponsored projects
- NLC, other projects and other agencies e.g. LDA, colleges
- all of the above and community partners

leverage potential (max 3)

The potential of each proposal to attract funding from other sources was assessed. Three broad areas were considered:

- total funding from NLC (including urban programme)
- potential to attract European funding
- contributions from other agencies

cost effectiveness of delivery mechanisms (max 3)

The cost effectiveness of the proposed delivery mechanisms for each proposal was considered on the assumption that:

- a) delivery by existing NLC mechanisms was most cost effective;
- b) delivery through existing or future partnership mechanisms offered a "medium" level of cost effectiveness;
- c) appointment of additional staff was least cost effective (although potentially more efficient).

Proposal		PFB Objectives (max 4)	EDU Action Programme (max 3)	Integration Other Initiatives' Strategies (max 3)	Partnership Potential (max 4)	Leverage Potential (max 3)	Efficiency of delivery mech. (max 3)	Score (max 20)	Resource Implications	Priority
1	Lady Anne Training Centre & Managed Workspace	4	2 (B,A)	3	3	3	2	17	Revenue Required	A
2	Employment Support: Creche Provision (A)	3	2 (B,A)	3	3	3	3	17	Primarily Revenue Required	A
3	Employment Support: Creche Provision (B)	3	2 (B,A)	3	3	3	3	17	Primarily Revenue Required	A
4	Newsletter for Unemployed Workers	3	3 (A,B,C)	3	3	2	2	16	Capital Resource Primarily	B
5	Funding Advice Support	3	3 (B,C,A)	3	4	2	2	17	Primarily Revenue	A
6	Reskilling Programme	3	3	3	3	2	2	16	Some Capital Primarily Revenue	A
7	Town Centre Improvements	3	3	2	3	2	3	16	Capital	B
8	Environmental Improvements & Training A: Brightside Initiative	4	2 (B,C)	3	4	2	2	17	Capital & Revenue	A
9	Environmental Improvements & Training B: Enhanced Prevocational Training	3	2 (B,C)	3	4	2	2	16	Revenue Primarily	B

Proposal		PFB Objectives (max 4)	EDU Action Programme (max 3)	Integration Other Initiatives' Strategies (max 3)	Partnership Potential (max 4)	Leverage Potential (max 3)	Efficiency of delivery mech. (max 3)	Score (max 20)	Resource Implications	Priority
10	Market Research Training Scheme	3	1 (B)	3	3(4)	2	2	14	Revenue	B
11	Construction Liaison Project	4	3	2	3	2	1	15	Revenue	B
12	Social Care Training Project	2	2 (B,A)	3	3	2(3)	2	14	Primarily Revenue	B
13	Multimedia Training	1	1 (B)	2	2	2	2	10		C
14	First Link (Employment)	2	2 (B,C)	3	3	2	2	14	Primarily Revenue	C
15	Business Training Database	2	2 (A,B)	3	3	1	2	13	Capital & Revenue	C
16	Employee Ownership	2	2 (B,A)	3	3	2	2	14		B
17	Community Enterprise Motherwell: Expansion of Services	3	2 (B,C)	3	4	2	2	16		B
18	Extensions & Widening to existing UP Funded Schemes									
A:	Skillstart	3	3	3	3	1	2	15		B
B:	Wellwise	3	2 (B,C)	3	4	2	2	16		B
C:	Training Resource Bank	2	2 (B,C)	3	4	2(3)	3	16	Capital	A
D:	Women's Placement	2	2 (B,A)	3	4	2	2	15	Revenue	A