

To: COATBRIDGE LOCAL AREA PARTNERSHIP		Subject: NORTH LANARKSHIRE'S YOUTH INVESTMENT PROGRAMME - UPDATE
From: EXECUTIVE DIRECTOR OF REGENERATION & ENVIRONMENTAL SERVICES		
Date: 9 April 2014	Ref: HG/IH	

1. Purpose of Report

1.1 The purpose of this report is to respond to specific requests for information on the performance of the Council's Youth Investment Programme, following a report to the meeting of the Coatbridge Local Area Partnership on the 14th January 2014. The Committee requested further information on:

- The number of NLC Graduate Futures Posts by each Council service
- The overall spend of the Youth Investment Programme within the Coatbridge area
- Outline of actions to target the high level of unemployment within the Coatbridge South area.

2. The Youth Investment Programme

2.1 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 six months
- New Start (18+) – 50% of wages for six months

2.2 The target for the Youth Investment Programme (YIP) 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 (as outlined above).
- The Council's Modern Apprenticeship Programme.

2.3 In addition to YIP the Council also offer work placements to graduates and long-term unemployed as follows:

- NLC Youth Placement Programme (200 x six month paid work experience opportunities for long term youth unemployed).
- NLC Graduate Futures (70 x 12 month paid work experience positions for unemployed or underemployed graduates).

3. NLC Graduate Futures

- 3.1 The NLC Graduate Futures offers 12 month paid work experiences for 70 unemployed or underemployed graduates.
- 3.2 Since the programme was developed in December 2012, there have been 74 requests for graduates from Council services, with 50 of them being filled to date. The balance of requests are being processed by H.R, and the Council is on target to fill all 70 placements.
- 3.3 Requests and allocations to Council Services are as follows:
- Chief Execs – 9 posts requested, 7 filled
 - Corporate Services – 12 posts requested, 11 filled
 - Environmental Services - 26 posts requested, 15 filled
 - Finance and Customer Services – 6 posts requested, 4 filled
 - Housing and Social Work – 11 posts requested, 6 filled
 - Learning and Leisure - 9 posts requested, 6 filled
 - Culture NL – 1 post requested, 1 filled

4. Youth Investment Programme in Coatbridge

- 4.1 In the period 1 February 2013 to 31 January 2014, 250 residents of the Coatbridge Local Area were employed through the Youth Investment Programme. These individuals found employment with 157 local companies.
- 4.2 On average, each company that supports a YIP client receives £3779 in funding, we therefore estimate that the Coatbridge area has received awards to the value of circa £945k.

5. Employability Support in Coatbridge

- 5.1 Between December 2012 and January 2014 the number of people aged 16 to 24 claiming Job Seekers Allowance was reduced by an average of 23% across the three multi-member wards that make up the Coatbridge LAP area. This equates to a reduction of 145 people claiming benefit.
- 5.2 This reduction is the third highest reduction of claimants across the six LAP areas in North Lanarkshire with only Wishaw (a reduction of 25.2%) and Motherwell (a reduction of 27.8%), performing better.
- 5.3 Specific employability services delivered by North Lanarkshire's Working in the Coatbridge area are:
- Routes to Work continue to deliver free, confidential, bespoke key worker services from a variety of local community settings. Details of these have previously being provided.
 - Since November 2013 digital inclusion courses have been running in Sikeside and Kirkshaws through Flexible Support Fund monies awarded by the Department of Work and Pensions aimed at supporting a range of vulnerable groups.
 - Since November 2013. Motivation and confidence courses ("Up For It") and work awareness courses ("Work!") have also been running in Sikeside and Kirkshaws through Flexible Support Fund monies aimed at the digitally excluded, ex-offenders, substance misusers, lone parents and Work Programme returners.

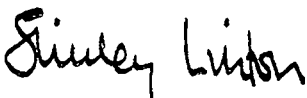
- Residents of Coatbridge have also been targeted through a campaign run by North Lanarkshire's Working which was launched on 10th February 2014 and will run until 17th March 2014. The campaign focused on online and outdoor marketing, with adverts appearing on the Airdrie and Coatbridge section of the Daily Record In Your Area website (this has replaced the online version of the Airdrie and Coatbridge Advertiser), Gumtree's North Lanarkshire area section, s1jobs.com, bus shelters and convenience stores.

6. Conclusions

- 6.1 This report provides additional information as requested. In addition, a six monthly report on YIP will be prepared for future LAP meetings. 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.

7. Recommendation

- 7.1 It is recommended that the Local Area Partnership note the content of this report and refer to the Local Area Team for action to ensure the most disadvantaged communities maximise benefit from the scheme.



Shirley Linton
Head of Planning and Regeneration

For further information on this report please contact Ian Hunter on 01236 638955

6 March 2014