

To: BELLSHILL LOCAL AREA PARTNERSHIP		Subject: NORTH LANARKSHIRE'S YOUTH INVESTMENT PROGRAMME - UPDATE
From: EXECUTIVE DIRECTOR OF REGENERATION & ENVIRONMENTAL SERVICES		
Date: 30 July 2015	Ref: HG/PK	

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 (YIP) within the Bellshill area.

2. Background

2.1 North Lanarkshire Council launched the Youth Investment Programme in February 2012 as a response to the high levels of unemployment, particularly youth unemployment, generated by the financial recession. This was in addition to the existing North Lanarkshire's Working programme, which is delivered as part of EU funding awarded to North Lanarkshire. The overall programme had an ambitious target of 5,000 into work to be achieved by March 2015.

2.2 The Youth Investment Programme was supported by significant investment from the Council, £6.9m until March 2015, with an additional £3m from Scottish Government and DWP, and was targeted at businesses looking to expand which committed to taking on an unemployed resident of North Lanarkshire. The programme offers employers an incentive to recruit unemployed residents of North Lanarkshire, with a particular focus on young people. The programme is designed to support businesses financially to create additional job opportunities. There are two strands to the programme:

- Apprenticeships (16-24 years) – 50% of wages for 12 months.
- Employment – 50% of wages for six months.

2.3 The 5,000 target was a mixture of:

- Those supported into subsidised jobs in the private sector.
- The council's Modern Apprenticeship Programme.
- 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).
- Those young people supported into employment without a subsidy paid to employer.

2.4 By the end of March 2015 the Youth Investment Programme had supported 5,292 unemployed residents into employment. Figures continue to show that 78% of those supported through YIP 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. These are strong levels of sustainment and compare well with other employability programmes.

3. Bellshill Unemployment profile

	Total JSA		16-24 year-old JSA	
	No	%	No	%
Bellshill	342	3.6	75	4.6%
Mossend and Holytown	337	3.6	70	4.3%
Thorniewood	287	2.9	65	3.6%
Bellshill LAP	966	3.4	210	4.1%
North Lanarkshire	6,147	2.8	1,410	3.7%
Scotland	77,488	2.2	16,755	2.7%

Source: Nomis, NLC calculations

- 3.1 The total unemployment rate in the Bellshill LAP in May 2015 was 3.4%, which is the same as in October 2014, which is higher than both the North Lanarkshire average of 2.8% and the Scottish average of 2.2%.
- 3.2 The youth unemployment rate in the Bellshill LAP in May 2015 was 4.1%, again the same as it was in October 2014, which is higher than both the North Lanarkshire average which is 3.7% and the Scottish average of 2.7%. However, JSA claimant rates have been falling slowly but steadily since 2013 with the number of 16 to 24 year-olds claiming JSA in North Lanarkshire falling by 62.9% between the launch of the YIP in February 2012 and May 2015 which is only 0.2% lower than the Scottish decrease of 63.1% during the same period.

4. The Youth Investment Programme 2015/16

- 4.1 The Council has committed a further £1.7m for 2015/16 to continue the implementation of the Youth Investment Programme which will again be enhanced with EU funds. The programme will continue to strike a balance between providing employers with job ready candidates and supporting those further from the labour market who have barriers to employment.
- 4.2 However, in the context of the labour market in North Lanarkshire nearing pre-recession levels, there will be a renewed focus on engaging with on those groups who face multiple barriers to employment and moving them toward the labour market. With this emphasis on providing support to those furthest from the labour market the target for 2015/16 is to get 1,000 unemployed residents into work.
- 4.3 In addition an element of the Council's YIP funding will be targeted at inward investors to the area as part of the overall Council offer to new employers to the area. The size of this element would be dependent on factors such as state aid and the nature of support requested by new businesses.
- 4.4 By the end of May 2015 and with the new phase of YIP in its fourth year, the number of people assisted back into work was 5,486. 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
- 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 and register on the jobs portal.
- Apply for jobs online where you meet the criteria.
- Engage with Routes to Work Ltd. and the Careers Service
- Don't rely on this opportunity; it is only part of the solution.

5. North Lanarkshire's Working

5.1 Since the launch of the Youth Investment Programme in February 2012 a total of 5,486 North Lanarkshire residents have been assisted into employment through North Lanarkshire's Working. Eight-hundred-and-sixty-six of these residents come from the Bellshill area with the majority being aged 16-25.

5.2 These are distributed across the Council wards as:

Bellshill - Multi Member Ward	Mossend and Holytown	Thorniewood	Bellshill LAP	North Lanarkshire
316	326	224	866	5,486

*23 filled vacancies that cannot be matched to a LAP area

6. Routes to Work

6.1 Routes to Work (RTW), owned by North Lanarkshire Council, 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: YMCA Main Street, Orbiston Neighbourhood Centre, Bellshill Cultural Centre, RTW office Main St Bellshill, Bellshill Job Centre, Burnhead Community Centre, Focus Youth Project, and Burnhead Library. Current partnerships include: Job Centre Plus, Community Learning & Development, One Parent Families Scotland, and the VANL area network. 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.

6.2 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.

7. Youth Investment Programme/Bellshill Local Area Partnership

7.1 By May 2015, 2,751 unemployed residents have benefited from the vacancies secured from the private sector. To date, 391 of the people supported into employment have come from the Bellshill LAP area and the breakdown is as follows:

Ward	16-24 year-old JSA claimants				Youth unemployment rate May-15	Number of people into jobs through YIP
	Feb-12	Oct-14	May-15	Decrease since Feb-12		
Bellshill - Multi Member	180	85	75	-105	4.6%	131

Ward						
Mossend and Holytown	195	65	70	-125	4.3%	162
Thorniewood	155	60	65	-90	3.6%	98
Bellshill LAP	530	210	210	-320	4.1%	391

7.2 The figures show that the Bellshill LAP area as a whole seems to have had an appropriate share of the Youth Investment jobs to date (14.2% of the overall share). The results show that in Bellshill ward, there remains a higher rate of youth unemployment than the two other wards.

7.3 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 YIP to employers
- Promote to young people in most need.
- Assist registration and applications.
- Get young people motivated and "job ready".

8. Conclusions

8.1 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.

9. Recommendation

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

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For further information on this report please contact Paul Kane on 01236 632867
25 June 2015