

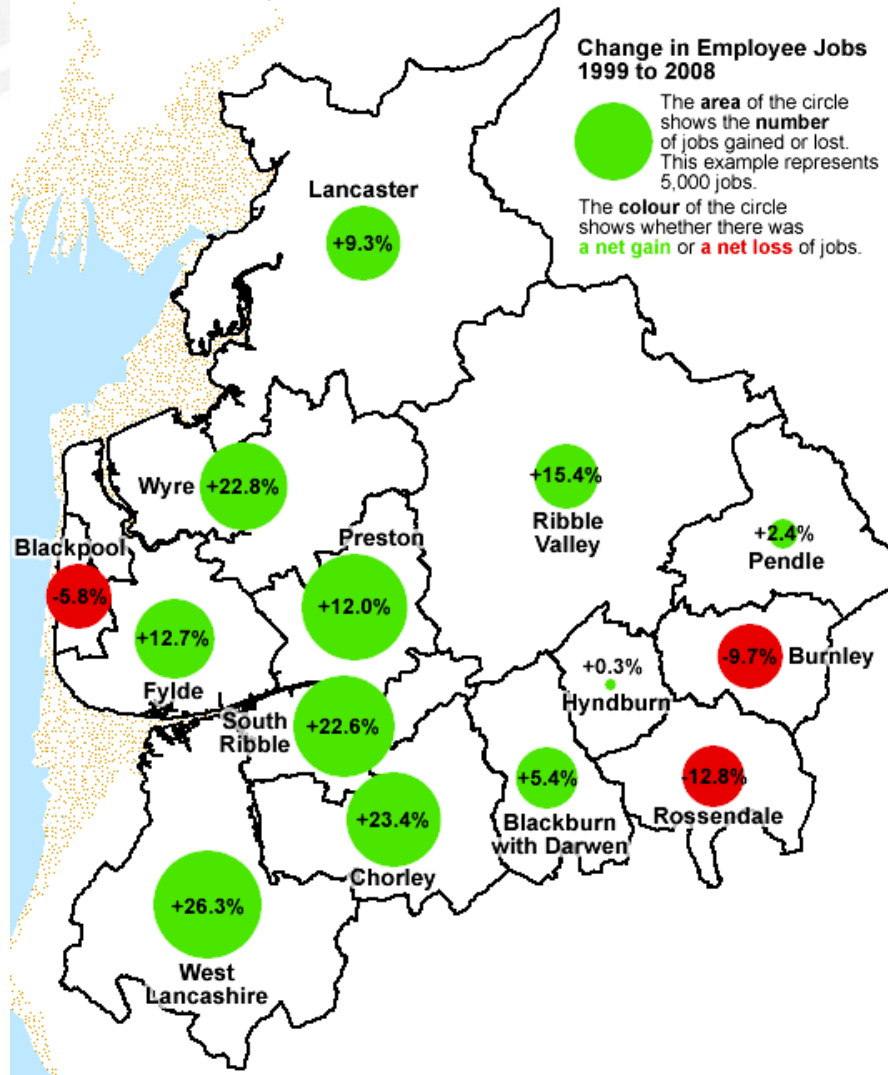
Barrie Moreton
Lancashire Local Area
Agreement
Programme Manager
Economy Theme

Leadership and Vision

“By 2025 a Prosperous Lancashire will be characterised by its innovation and dynamic businesses, social enterprise, training opportunities and skilled workforce with major new developments in key locations creating the conditions for growth across the county.”

(Ambition Lancashire 2004 – Lancashire Partnership)

Lancashire



Lancashire Sub Region:

Population 1.5 million

45,000 VAT

registered businesses

1 County Council

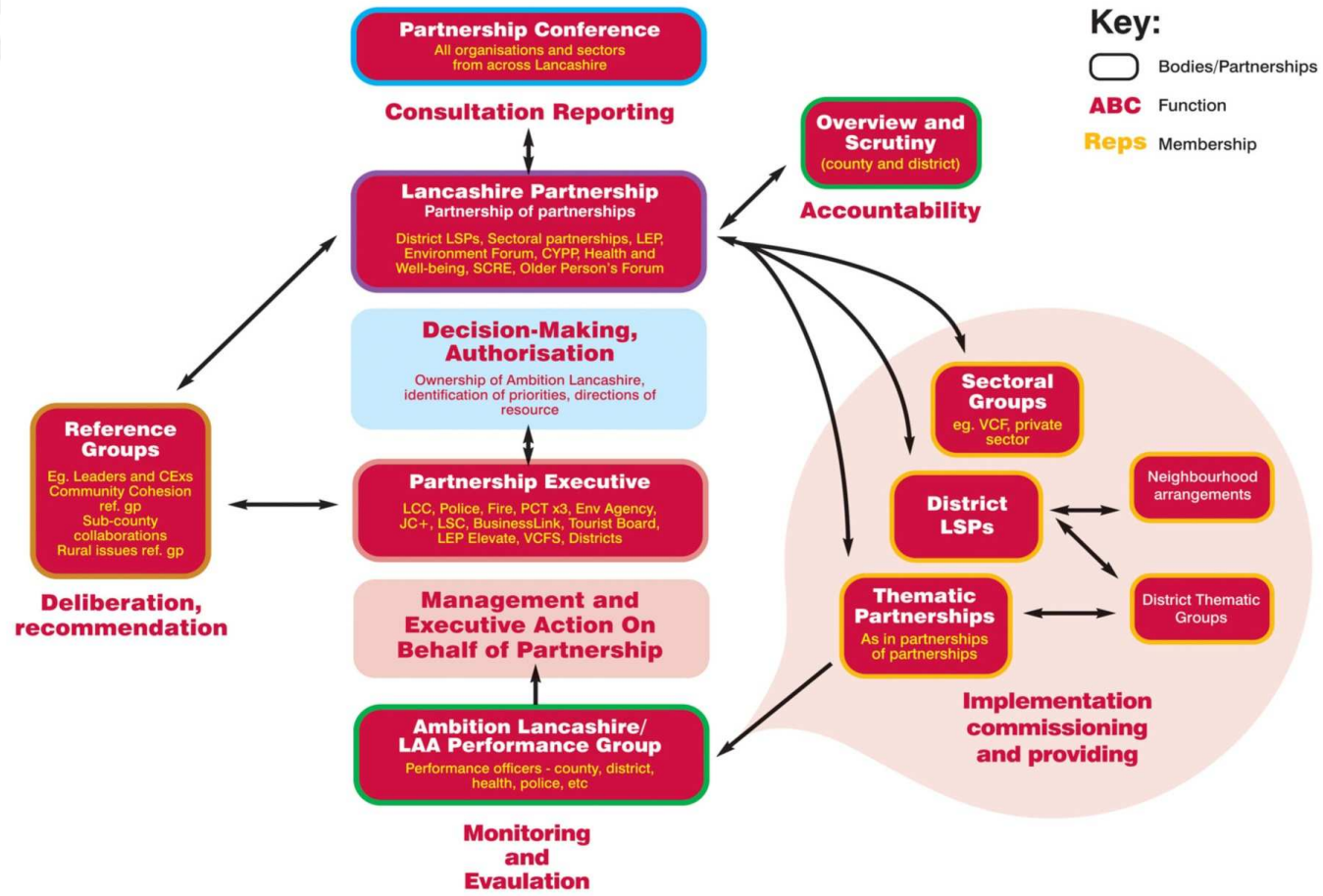
12 District Councils

2 Unitary Authorities

Three MAAs

- Pennine Lancashire
- Mid-Lancashire
- Fylde Coast

**+82% (39,500) Jobs
Created in Mid-
Lancashire over the
last 10 years**



County-wide Local Strategic Partnership

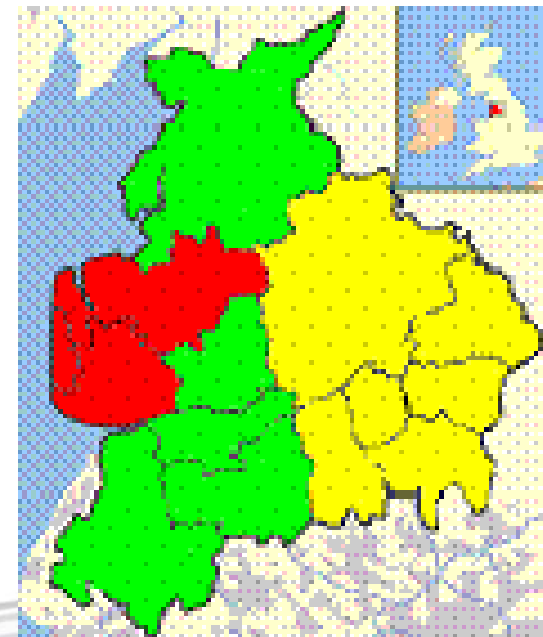
Sophisticated structure

Performing Effectively

Likely to generate in excess of £20 million in Reward Targets in 2010

Making Better Use of Resources

- “Team Lancashire” - Improvement and Efficiency specific to Local Authorities includes procurement, business processes, shared services, asset reviews, sharing information and good practice
- Working Differently – e.g. Re-engineering HR services and Agency procurement to save money, improve services, create opportunities for young people and older benefit claimants and achieve economic and social impact.
- MAAs
 - Pennine Lancashire *A Transformational Agenda*
 - Fylde Coast *Unlocking the Potential*
 - Mid Lancs MAA *Building on Success*



LAA Issues and Priorities 2008 to 2011

LANCASHIRE

	Weekly earnings resident	NI 166	Child Poverty	Employment rate	NI 153 and NI 152			NI 171		Business survival rate	No Qualifications	NI 163	NVQ 3	NI 165
		Weekly earnings workplace			Out of work benefits rate	JSA rate	IB rate	LP rate	VAT registrations			Self employment rate		NVQ 2
Ribble Valley	Green	Yellow	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green	Green
Fylde	Green	Green	Green	Green	Green	Green	Green	Yellow	Green	Green	Green	Green	Green	Green
Wyre	Purple	Purple	Green	Green	Green	Green	Green	Red	Green	Green	Green	Red	Red	Red
Lancaster	Green	Yellow	Green	Yellow	Green	Green	Green	Purple	Yellow	Green	Green	Green	Green	Green
South Ribble	Yellow	Yellow	Green	Green	Green	Green	Green	Red	Yellow	Red	Green	Yellow	Red	Red
Chorley	Yellow	Red	Green	Green	Green	Green	Green	Yellow	Green	Red	Green	Yellow	Red	Red
West Lancashire	Yellow	Red	Green	Yellow	Green	Green	Green	Red	Green	Green	Red	Green	Red	Red
Rossendale	Red	Purple	Green	Red	Yellow	Green	Green	Green	Purple	Purple	Yellow	Green	Red	Purple
Burnley	Purple	Red	Purple	Purple	Purple	Yellow	Purple	Red	Purple	Purple	Red	Yellow	Purple	Purple
Pendle	Purple	Red	Yellow	Purple	Yellow	Green	Red	Green	Red	Green	Yellow	Red	Red	Red
Hyndburn	Purple	Red	Yellow	Purple	Red	Green	Red	Yellow	Purple	Purple	Yellow	Red	Red	Red
Blackburn with Darwen	Red	Red	Red	Purple	Red	Red	Red	Yellow	Red	Purple	Purple	Red	Red	Red
Preston	Purple	Red	Yellow	Red	Yellow	Green	Red	Yellow	Purple	Purple	Red	Purple	Red	Red
Blackpool	Purple	Red	Purple	Purple	Purple	Purple	Purple	Red	Green	Purple	Purple	Purple	Purple	Purple
Lancashire sub region	Red	Red	Green	Yellow	Yellow	Green	Yellow	Red	Yellow	Green	Red	Red	Red	Red

KEY

Green	Better than or equal to English average
Yellow	Better than or equal to NW average but worse than English average
Red	Worse than NW average
Purple	In top ten worst NW districts

updated 27 March 2008

Note: the classifications above are based on a snapshot, using the most recent year for each dataset, within the latest Economic Development & Enterprise Datasets for each Sub Region.

Employability

- 520 long term incapacity and lone parent claimants into sustainable employment saving up to £22m in benefits at a unit cost of £28 per job.
- Created WorkStart – “the first public sector work-trial” which is being extended to 10/12 District Councils in Lancashire
- Working with Jobcentre Plus to create a more “demand led” and “total place” approach to addressing worklessness in our most deprived lower super output areas in Lancashire

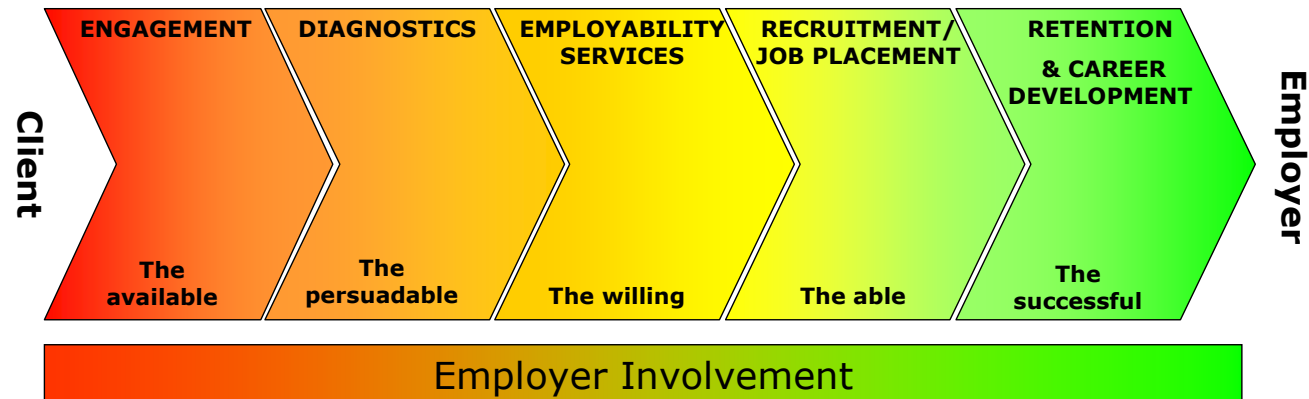
Performance Management

Annual cost of incapacity benefit	£7,750
Average length of claim	8 years
Stretch target 480 into jobs	480
480 x £7750 x 8 years =	£29,760,000
Average length of claim for 480	2 years
480 x £7750 x 2 years =	£7,440,000
Potential Savings of Intervention	£22,320,000
Pump Priming Grant costs	£80,000

From this



LAA1 - What happens now!



Jobcentre Plus, 2007

Supply-side Progression Model

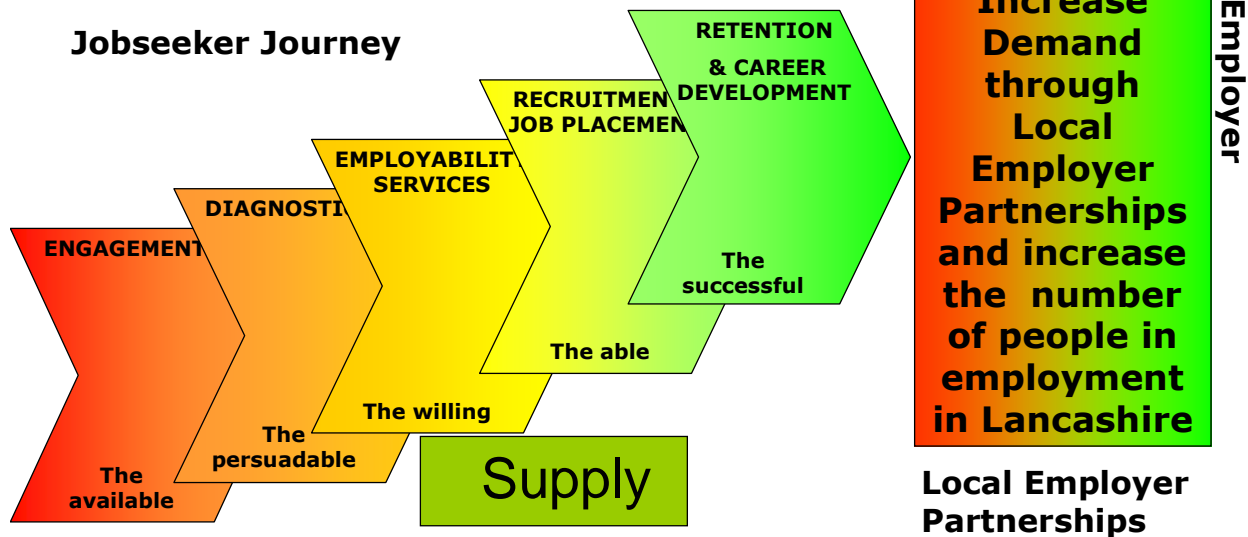
To this!!!!!!

The Lancashire Partnership

Lancashire
County Council



LAA2 – We plan to.....!



Summary of current and future approach

- **Total Place - £11B - £17 B approach Public sector mainstream – service alignment**
- **Demand led – Local Employment Partnerships with Jobcentre Plus**
- **Apprenticeships, WorkStart, Future Horizons to complement “Big Ticket”**
- **Future Jobs Fund**

Worklessness

NI 152/ NI 153 (83 LSOAs)

Partner Involvement

Partnership Actions examples

Big Ticket Issue

District LSPs LAs & county Partners
Coordinating action through Board & Executive

Districts and partners part of County wide / cross boundary thematic action

Direct delivery by partners at local level – targeted at neighbourhoods and communities

County Wide Action

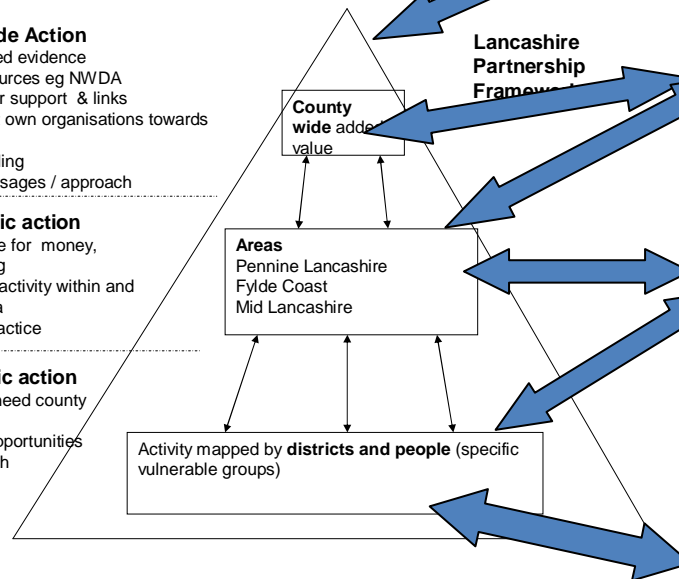
- Research & shared evidence
- Lobbying for resources eg NWDA
- Monitoring partner support & links
- Agreeing to direct own organisations towards common goals
- Coordinating funding
- Coordinating messages / approach

Area specific action

- joining up- value for money,
- delivery planning
- cross boundary activity within and beyond LCC area
- sharing good practice

Local specific action

- ID initiatives that need county wide support
- ID cross district opportunities
- Coordinate through district LSPs



Promote WorkStart and Future Horizons Provision to all public sector partners in Lancashire

To recruit more businesses to Local Employment Partnerships and Skills Pledges

To align training and placement provision to support businesses (transport links) to recruit suitable employees from 83 LSOAs

EPOs to map Health, Police/Probation, Housing, Schools, Children’s and Adult Services etc provision to prevent and reduce worklessness, in each District, and develop joint pilots, projects and programmes locally

The real LAA challenge



**If you want to move people,
it has to be toward a vision that's positive for them,
that taps important values,
that gets them something they desire and
it has to be presented in a compelling way
so that they feel inspired to follow.**

Dr. Martin Luther King, Jr.

Working in Partnership with LCC

Our Future Shared Agenda



Emma Smith, Partnership Manager,
Cumbria & Lancashire District, Jobcentre Plus

jobcentreplus

Part of the Department
for Work and Pensions

Backing Young Britain

- Cross Government campaign targeted at businesses, public sector and voluntary sector organisations.
- Aims to encourage employers and organisations of all sizes to provide more opportunities for young people aged 16 – 24 who are seeking jobs, work experience or to develop their skills.

How you can get involved

- Sign up to a Local Employment Partnership (LEP)
- Future Jobs Fund
- Work Trials
- Work Experience
- Apprenticeships / Internships

What is the picture in Lancashire?

- There are **7,475** young people aged 18 – 24 claiming Jobseekers Allowance in Lancashire.
- **970** of these young people have been claiming for 6 months or longer.
- **6,505** of these young people have been claiming for less than 6 months.

Key Message

- The Secretary of State has encouraged SME's to sign up to Backing Young Britain.
- Jobcentre Plus and Lancashire County Council, working in partnership, intend to make this a reality in Lancashire.

Work in Progress

We are currently considering:-

- Engagement with SME's in Lancashire to further market Backing Young Britain.
- Which areas of Lancashire should be targeted initially.
- Focusing on “Routes into Work”, identification of sector specific recruitment opportunities for 18 – 24 year olds by linking up with appropriate employers.

Work in Progress

We are currently considering:-

- Practical ways in which we can help our 18 – 24 year olds become more work ready, through work trials, work placements, pre employment training etc.
- What we can do together to work with young people whose claims are less than 6 months to stop them from becoming long term unemployed.

Any Questions?