

SLOUGH BOROUGH COUNCIL

REPORT TO: Slough Wellbeing Board

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WARD(S): All

PART I

FOR INFORMATION

Skills, Employment and Enterprise Priority Delivery Group

1. **Purpose of Report**

To update the Board on the Skills Employment and Enterprise Priority Delivery Group's (SEE PDG) key focus and main activities.

The SEE PDG continues to pursue the priorities of developing resident's skills sets and supporting people into employment.

2. **Recommendation(s)/Proposed Action**

The Board is requested to note the report

3. **The Slough Wellbeing Strategy, the JSNA and the Corporate Plan**

The Slough Joint Wellbeing Strategy (SJWS) is the document that details the priorities agreed for Slough with partner organisations. The SWS has been developed using a comprehensive evidence base that includes the Joint Strategic Needs Assessment (JSNA). Both are clearly linked and must be used in conjunction when preparing your report. They have been combined in the Slough Wellbeing Board report template to enable you to provide supporting information highlighting the link between the SWS and JSNA priorities.

3a. **Slough Wellbeing Strategy Priorities –**

- Economy and Skills

The report highlights the work undertaken by SEE PDG that will contribute to the development of the above priority which includes action to attract and retain jobs and businesses, improve the skills of residents and support employers as well as residents to undertake apprenticeships.

Similarly one of the Joint Strategic Needs Assessment's (JSNA) priorities is to increase skills and employment opportunities in recognition of the impact that this can have on wellbeing, through providing individuals and families with income levels to have a good quality of life and to obtain work that is fulfilling.

Cross-Cutting themes:

Slough residents can support the theme of civic responsibility by participating and taking advantage of the support available to them to develop their skills and gain employment

By having a greater number of people in employment and better skills, prosperity levels of the town rise. This enhances the image of the town, where people participate in local amenities, it attracts new employers and enables residents to have greater spending power locally.

4. **Other Implications**

(a) Financial

There are no financial implications of proposed action

(b) Risk Management

Risk	Mitigating action	Opportunities
Legal	none	
Property	none	
Human Rights	none	
Health and Safety	none	
Employment Issues	none	Apprenticeships will provide more employment opportunities for young people. The skills development work will enable residents to be more competitive in the labour market
Equalities Issues	none	It supports residents with lower skills to compete with others on a level playing field
Community Support	none	
Communications	none	
Community Safety	none	

Financial	none	
Timetable for delivery	Ongoing	
Project Capacity	n/a	
Other	n/a	

(c) Human Rights Act and Other Legal Implications

This area does not require consideration

(d) Equalities Impact

This area does not require consideration

5. **Supporting Information**

- 5.1 SEE PDG is the main vehicle that will deliver the priority of Competitive Workforce from the recently published Economic Development Strategic Plan for Growth 2014-18. This is where a range of partners and stakeholders will plan a programme of activity to reduce economic inactivity, raise skills levels and support the reduction of young people not in education, employment or training (NEET) levels.
- 5.2 Skills and unemployment remain an issue for the borough. Claimant count currently stands at 2,681 (Mar 14). Despite the fact that totals have been going down month on month since January 2013, initiatives need to be in place to support those that are unemployed and have low levels of skills to avoid lengthening any time out of the labour market. *(see Appendix A table 1 for fuller data on claimant counts)*
- 5.3 Skills levels amongst the adult population are lower than adult populations in surrounding areas. This often causes an issue of unfair competitiveness in the labour market whereby people out of borough are more likely to secure better paid and higher skilled jobs that exist in Slough. *(see Appendix A table 2 for skills and qualifications data)*
- 5.4 With this in mind SEE PDG have prioritised the work of increasing apprenticeships and employment opportunities through the establishment of task groups for each of these priorities.
- 5.5 SEE PDG is chaired by MP Fiona Mactaggart and has membership from East Berkshire College, SEGRO and SBC
- 5.6 The Apprenticeship task group is chaired by East Berkshire College and consists of members from Slough Borough Council, Learning to Work, National Apprenticeship Service (NAS), QA Apprenticeships and HITZ – a project supported by London Irish Rugby Club.

The group has set itself targets to:

- Increase the number of apprenticeship starts for cohort 16-18 years
- Increase the number of apprenticeship starts for cohort 19 years plus
- Increase the number of apprenticeship starts for cohort 25 years plus

The task group's work is focussed around:

- establishing an effective strategic partnership made up of key apprenticeship providers and stakeholders
- marketing – raising awareness and profile of apprenticeships
- breaking down barriers – supporting learners, parents and guardians and schools to understand the benefits of apprenticeships

5.7 The Job Outcomes Task Group chaired by Aspire and has members from JCP, A4e, Housing Associations and SBC.

The group has set itself targets to:

- Increase the number of people that are economically active
- Decrease the number of people on JSA
- Decrease the number of 18-24 year olds on JSA

Their activities are focused around:

- establishing a construction pathway to prepare local people into jobs in this sector and meet the growing demand for jobs locally
- employer engagement campaign developing clear and concise messages for employers to support the argument of employing local people including those with multiple needs.

5.8 SEE PDG's activities are in line with other initiatives and partnerships that exist in the town, namely Aspire, City Deal and the employment support service of the Council.

6. **Comments of Other Committees / Priority Delivery Groups (PDGs)**

None

7. **Conclusion**

The work of SEE PDG and its tasks groups continues to be of importance in supporting residents and ensuring they are participating in the prosperity the town is capable of generating.

8. **Appendices Attached**

'A' - Unemployment and Skills levels of Slough residents

9. **Background Papers**

'None'