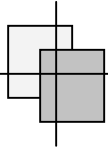


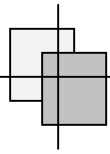
Tyne and Wear City Region  
Employment Consortium

Delivery Plan

March 2007



Contents	Page
1. Progress to date	3
2. Employer Engagement	6
3. Client Engagement	10
4. Governance and Management	15
5. 2007/08 Delivery	16
6. Objectives template	19
7. Performance Management Framework	22
8. Statistical Analysis Examples	25
9. Appendix	29



### Progress To Date

- 1.1 The consortium has made good progress to date. With the appointment of the executive team the progress has been rapid in the last few weeks providing clear direction and support to the partnership.

### Appointment of Executive team

- 1.2 The delivery manager was appointed on February 5<sup>th</sup> and the Programme Officer (Performance) commenced employment on February the 19<sup>th</sup>. A further two members of the Executive Team will be recruited shortly.
- 1.3 In addition to these two members of the executive team partners have provided additional members of their teams to support the work of the consortium. This includes two Local Authorities providing two days per week of cover, a Local Authority assisting on the statistical analysis, Jobcentreplus providing a temporary officer and the Employer Coalition providing an officer for employer engagement.
- 1.4 The North East Employers Coalition has identified a potential Employer Engagement Officer to be assigned to the executive team.

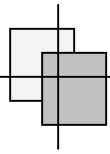
### Governance

- 1.5 Governance arrangements are in place. It is anticipated that at the first meeting, on the 17<sup>th</sup> April, of the wider City Region Board there will be formal adoption of the Consortium Board.
- 1.6 A memorandum of Understanding has been developed and will be signed by all partners detailing the role and responsibilities they have as part of the consortium.
- 1.7 The Steering Group partners, (Interim Board) and the sub-groups are meeting regularly to ensure delivery takes place across the city region.
- 1.8 Two task groups have been meeting to formulate the client and employer model of delivery. See sections 3 and 4.
- 1.9 The Advisory and Implementation group are in the process of reforming and the first meeting of the formal arrangements will take place in late April.
- 1.10 Work is progressing on target setting. Proposals will be discussed at Steering Group on 30<sup>th</sup> March. Further details in section 7.

### Additional Progress

#### Voluntary and Community Sector

- 1.11 Consultation and close working with the key lead organisations has commenced.
- 1.12 One example of progress has been to scope the possible establishment of a C+VS support organisation, through funding from Future Builders led by Acumen Trust in Easington.



- 1.13 Whilst at the early stages of development it is feasible that this new organisation will exist to build C+VS organisations to be fit for competitive tendering and possibly prime contractor status.
- 1.14 A recent report produced by Newcastle Council for Voluntary Service highlighted potential roles for the Voluntary and community sector. These roles included:
- Information and Advice
  - Signposting and referral
  - Peer Support provision
  - Development of a social model of disability
  - Measurement of productivity outside paid work
  - Building self-confidence of clients
  - Delivery of life skills
- 1.15 It is widely accepted that the voluntary and community sector require support to continue to play a crucial engagement and personal development role within the consortium.
- 1.16 Support for “Building Social Capital” requires recognition in it’s own right –the benefits of this within the employment agenda would be to ensure individuals that are engaged often for non-employment activity have access to employment support when appropriate. The non-employment activity is often a pre-cursor that builds confidence and motivates individuals to progress.

### LSP's

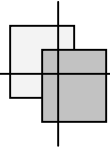
- 1.17 Consultation of the Local Strategic Partnerships (LSP's) is taking place to ensure their full involvement and direction of local delivery.

### Regional Employability Framework

- 1.18 The consortium has been fully included in the development of the Regional Employability Framework and will be the test bed for delivery of the framework. Tracking Progression, developing a universal assessment toolkit, Case management, in work support and implementing agreed processes across the city region are key areas of development.

### Delivery Contracting

- 1.19 Work has commenced to consider contracting arrangements. These will be built on the successful delivery of Tyne and Wear Together, details in section 4.
- 1.20 This will ensure delivery is responsive to the short -term funding availability.



### **2. Employer Engagement**

2.1 As part of the business case for Tyne and Wear Employment Consortium Employer Engagement is a key area for development. It is agreed that employer challenge and direction is required to ensure a demand led approach is implemented.

2.2 Whilst the long term development of employment and skills boards is currently being considered a group of active employers is required to drive the delivery and sustainability of the consortium.

2.3 Currently the North East Employer Coalition (NEEC) is providing this input and linkage to employers.

2.4 There is a need for a more formal and specific role for employers and therefore a small group will be set up to move this forward.

2.5 Engagement of these employers has commenced and is being led by the Coalition in partnership with Business Link and Jobcentreplus.

2.6 This Employer Board will:

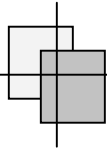
- Be tasked with providing immediate and forecasted vacancies for target clients from the identified communities
- Challenge the supply side to provide work ready clients
- Support the supply side by providing person specifications and occupational competencies for vacancies
- Play an active role in directing the development of strategies that ensure employment interventions are adequately addressing individual and employer needs
- Provide information of future recruitment drives
- Employers on the Board will act as ambassadors for the work of the consortium encouraging new employers to come forward.
- Advise the consortium of recruitment issues they and others are facing
- Lead by example in demonstrating active recruitment from target groups
- Lead on the Employer directed Media Partnership

2.7 An external communications strategy is being implemented that will ensure employers are fully informed of the consortium partner's provision.

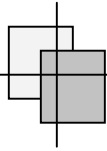
2.8 A media partnership programme-Passionate about Employment, led by the NEEC, has commenced that will ensure media coverage of the consortium's work.

2.9 The first article will appear in a twelve-page supplement to be distributed in early April to all employers in the North East.

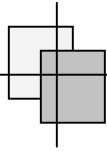
2.10 Examples of best practise of employers recruiting in partnership with the consortium will be championed.



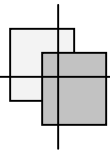
<b>Employer Engagement Action Plan</b>				
<b>Aim:</b> Helping Employers - To help employers fill their vacancies, recruiting from our target groups, whilst minimising the recruitment risks and costs of doing so.				
<b>Objective:</b> To implement an employer strategy that will both strengthen existing partnerships with employers to identify current and future labour market needs and increase the number and range of employers participating in the consortium.				
<b>Action</b>	<b>Task</b>	<b>Target Date</b>	<b>Measure of success</b>	<b>Progress</b>
Place employers at the heart of employment strategies	Agree terms of reference and membership of a Employer Board	End of April	Group established and regular meetings held	NEEC progressing-two employers currently in discussion
	Develop linkages with existing SME support agencies to determine recruitment challenges both short and long term	By September	Improved understanding of SME requirements and agree strategy for future involvement	Employer Engagement sub-group established.  Initial meetings taken place with Business Link
	Identify sector requirements by developing links with key employer organisations including relevant Sector Skills Councils, Chamber of Commerce, etc to access and develop customised training to meet employers needs	Ongoing	Sector specific customised training programmes developed and delivered	NEEC leading –Construction and Contact Centres routeways implemented



Work with employers to develop long term relationships and identify ongoing recruitment needs	Identify key local employers and organisations to provide indicators of both current and future employment and work placement opportunities.	April 2007	Employers providing recruitment plans as early as practical  Employers engaged with consortium as recruitment partnership of choice	Passionate about employment Campaign to be launched in April
	Identify, develop and promote the benefits of recruiting local residents to employers	Ongoing	Improved understanding of employers concerns relating to the recruitment of inexperienced employees leading to opportunities to work collaboratively to build long term relationships	
	Develop a strategy with Public Sector employers to develop recruitment pilots for target groups of residents	Sept 2007	Employment and training opportunities secured for local disadvantaged residents within Public Sector	Pilots are in place to a limited degree across some public sector organisations. Further review is required
	Develop a SME strategy that identifies potential in SME's for recruitment of target clients	Sept 2007	SME's recruiting from target groups as identified by the consortium	



Identify and communicate skills needs for individual vacancies	Research employers skills needs for agreed identified vacancies	Ongoing	Person specifications forwarded to consortium	Several DLS are in place and require reviewing in order to ensure geographical cross boundary delivery
	Present the skills required to appropriate providers and individuals and review against current provision to identify gaps or changes required	Ongoing	Employment interventions implemented related to employers needs	
	Specific demand led Strategies( DLS) piloted	July 07	DLS delivered	
Shape support services for individuals to address employer needs (both short and long term)	Research available employer support services supplied in local area	Sept 2007	Directory of current employer support services collated	
	Work with employer groups to identify gaps in services that would support employability agenda for disadvantaged residents	Ongoing	New or changes to existing services to be identified and developed	
	Implement a supply side model to address employer recruitment needs	June 2007	Increased provision of customised training for employers including "in work" support for new employees  Access to skills initiatives ie Train 2 Gain improved for more employers	



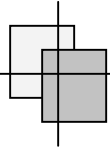
### 3 Client Engagement

#### Model of Delivery

- 3.1 The client engagement group are developing a model of the journey that a client takes when returning to work. The first draft of this model is attached as appendix 1-further discussion has taken place and the model will be adapted to take into consideration the differing levels of intervention at each stage of the journey and greater emphasis on engagement in it's own right. It is the aim of the consortium that all employment support measures implemented in Tyne and Wear City Region will fit within this model.
- 3.2 All partners will refer to the model when developing projects and allocating funding.
- 3.3 The model provides key elements that ensure partners can measure progression and identifies points of potential reward for successful delivery. This will be an area of work to be pursued as part of reward payment from DWP.

#### Engagement strategy

- 3.4 Work has begun on developing a co-ordinated engagement strategy with Local Strategic Partnerships.
- 3.5 Identification of best practise will inform future delivery.
- 3.6 There are examples of clear engagement strategies in place at very local levels that could easily be replicated across the City Region.
- 3.7 The client engagement group will examine these to agree an engagement strategy for wider implementation.
- 3.8 The engagement strategy to be adopted across the city region will contain the following elements;
  - Clear targeting methodology-geographical and client
  - A comprehensive assessment toolkit, designed to consider the individuals starting point, identify barriers to be resolved and identify actions to be taken to assist the individual into work
  - Case Management-every individual will be case managed and tracked by an agreed organisation. This will provide a mentor contact for any issues that may arise. The tracking will be in place for a timescale suitable for each individual-likely to be at least 1 year after commencing work.
  - Progress chasing-continuous assessment of progress made will be assessed. Performance Management information will be used to measure this and results will direct reward funding.
  - A range of flexible solutions will be in place for addressing individual needs. It is recognised that there is wide variation in the level of flexibility offered in geographical locations, where possible the consortium will endeavour to develop individual, tailor made, flexible solutions. Initially this will be across the targeted communities as identified in the business case.
  - Development of greater in work support will be a key element of this strategy. This is identified a huge gap and if addressed would result in clients staying in work longer. This will be addressed both by offering

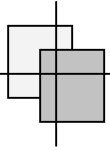


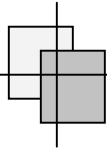
the employer support to adopt flexible approaches and supporting the individual when issues arise.

- 3.9 The consortiums executive team will ensure implementation of the above strategy and monitor progress rigorously.
- 3.10 Regular management reports will be submitted to both the sub-group and the board.

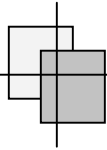
### **Evaluation**

- 3.11 Full evaluation will take place on the delivery of the client engagement strategy.
- 3.12 An independent evaluation will be commissioned.
- 3.13 Evaluation will be central to the delivery of the strategy and from the start of the implementation phase. Assessments will be carried out at every level and at key trigger points in the strategy delivery. For example, partners, delivery organisations, individuals and employers will complete evaluation documents.
- 3.14 Statistical evaluation will also take place in order to measure local, sub-regional and regional impact of this work.
- 3.15 Close linkages will be made with the evaluation team DWP are setting up to ensure full, robust and complimentary evaluation takes place.

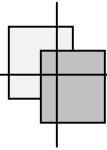




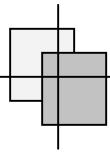
<b>Client Engagement Action plan</b>				
<b>Aim:</b> Helping Individuals - To increase the number of job ready recruits from disadvantaged areas and groups, ensuring equality of opportunity for jobless residents.				
<b>Objective:</b> To ensure residents from our target communities are aware of training and support available and how they can access it.				
<b>Action</b>	<b>Task</b>	<b>Target Date</b>	<b>Measure of success</b>	<b>Progress</b>
Identify local needs including those of the most disadvantaged groups.	To engage with LSPs to identify local need.	30 April 07	Local Action Plan agreed.	LSP Event arranged for 26 March 07.
	Collate and analyse appropriate statistics to determine need by ward and identified customer groups	April 07	MI collated to inform local action plan activities to address identified customer groups	
Provide appropriate support in each neighbourhood to meet identified needs	Client Engagement Group to design Employability Framework for DAF allocation to provide seamless transition from engagement to sustained employment.	May 2007	Production of Employability Framework to be adopted by service providers including: - agreed diagnostic tool - assessment/progress measurement - caseload management	Client Engagement group established and meetings scheduled
	Agree and implement quality standards for the delivery of all employability support and services for disadvantaged customers	May 2007	Quality Assurance standards produced  Agreed Quality Assurance standard implemented by all delivery organisations	Matrix standard adopted by Tyne and Wear Together



	Record current support services and outcomes achieved by participants for disadvantaged customers	June 2007	Report of current services produced to support employability journey	
Develop and provide innovative solutions including cognitive behavioural therapy	Design a client caseload management model to provide a seamless progression into sustained employment	May 2007	Production of caseload management model	Hanlon client management system implemented widely across City Region-Review underway to consider how to co-ordinate
	Establish working group to agree implementation model to pilot	Mid April 2007	Pilot of new model in designated ward areas	
	Design and implement employability services to provide customised support for local residents	June 2007	Range of services piloted and evaluated	



Engage with increasing numbers of individuals from our identified targeted communities to take up relevant development and training opportunities	Identify local organisations to identify existing good practice	April 2007	Partnership working to document and share best practice	
	Develop engagement models to promote the culture of employment	May 2007	Engagement model produced and implemented	
	Develop communication routes to raise awareness of the benefits of securing sustainable employment to individuals, families and local communities	June 2007	Improved awareness of the benefits of work within local communities	
	Provide opportunities for visiting employers, accessing training premises to gain insight into working/training environments		Register of suitable provision established with completed H&S risk assessments completed	
	Set Targets for targeted client numbers engaged	April 2007	Client Engagement targets set and agreed by all partners.	
Provide access to skills for employment	Match training provision to meet employers needs	Ongoing	Range of provision available to meet employers needs	
	Provide access to appropriate training and employability experiences to develop work ready residents	June 2007	Flexible solutions in place that ensure no client can not access provision required	
Self employment highlighted as a realistic alternative to mainstream employment	Develop a self-employment routeway	Sept 2007	Increasing numbers of clients accessing self employment as an option to mainstream employment	



### **4 Governance and Management**

4.1 It is agreed that North Tyneside Council will act as the lead body on behalf of the consortium, taking responsibility for implementation and management of delivery.

4.2 North Tyneside, on behalf of the consortium will continue and expand the role previously developed as the lead authority for Tyne and Wear Together.

#### **4.3 Tyne and Wear Together (T+WT) Summary**

4.3.1 Tyne and Wear Together is a partnership that came together to deliver a joint approach to addressing worklessness across Tyne and Wear. It is delivered across five local authority areas and adds value to existing mainstream delivery.

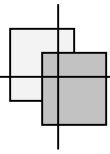
4.3.2 Information, Advice and Guidance is delivered in a uniform manner across Tyne and Wear to agreed quality standards, (Matrix accreditation).

4.3.3 Individual Action Plans are completed and where required access to further support provided in order to remove barriers to accessing work.

4.3.4 Across the five local authority areas joint delivery of Demand Led Strategies for recruiting employers and Redundancy response teams is in place.

4.3.5 North Tyneside Council as the accountable body:

- Submits funding applications on behalf of T+WT
- Manages these funds appropriately in accordance with legislative requirements
- Distributes by agreed means these funds e.g. commissioning or sub-contracting funding as agreed by the partnership
- Implements Service Level Agreements between partners i.e. Local Authorities enabling where appropriate local delivery to be sub-contracted to the voluntary and community sector.
- Ensures financial management procedures are in place to monitor and report progress regarding joint delivery to appropriate funding bodies



## 5 2007/08 Delivery

### 5.1 Funding Available 07-08 (as at March 07)

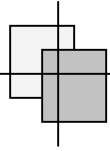
Funding Stream	Sum
DWP DAF 06/07	£1.2m
DWP DAF 07/08	£3.5m
DWP Seedcorn	£0.21m
ONE	£0.15m
ONE-SP-skills	£0.9m
<b>Total</b>	<b>£5.96m</b>

### 5.2 DAF delivery

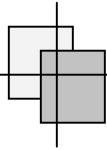
- 5.2.1. Building on the success of Tyne and Wear Together it is now proposed that the DAF will be implemented in a similar process. North Tyneside Council will continue the lead roll as in place for Tyne and Wear Together for delivery across the city region.
- 5.2.2 North Tyneside will then contract directly with the Local Authorities on behalf of the Local Strategic Partnerships. This will be in the form of a Partnership Agreement or Service Level Agreement, as is currently in place with Tyne and Wear Together.
- 5.2.3 The consortium, through North Tyneside Council will ensure that the legal agreements implemented will define the Local authority and the LSP's role. All local delivery will be contracted in agreement with the LSP in line with the overall agreed strategy and performance targets set by the consortium.
- 5.2.4 Each Local Authority will then sub-contract or commission local delivery on behalf of the LSP in line with local need.
- 5.2.5 Regular monitoring and performance management will be implemented at local level reporting to LSP's and then ultimately to the Consortium.
- 5.2.6 As decisions are awaited regarding the allocation and distribution of DAF it is envisaged that existing delivery managed through the LSP's will be extended or added to. This will enable responsive implementation and to add value to existing delivery thus avoiding duplication.
- 5.2.7 The new/added delivery will be to test the approaches as agreed in the client journey model e.g. engagement, tracking and assessment and post employment support.
- 5.2.8 Work is taking place to produce specifications for this delivery.

### Alternative Proposal

- 5.2.9 An alternative delivery model could be implemented where North Tyneside Council would contract with partnerships, e.g. a Northumberland Partnership possibly Wansbeck Works, Tyne and Wear Together and a Durham Partnership.
- 5.2.10 This would cover the three main geographical splits within the city region.
- 5.2.11 These partnerships would be an alternative to contracting with each LSP.

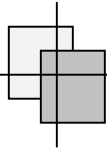


- 5.2.12 The role of the partnerships and the procurement arrangements etc would be as described above for the LSP's.
- 5.2.13 Consideration will be made as to whether these partnerships have a constitution that enables them to fulfil this role.
- 5.2.14 Each LSP and agreed partnership would work closely together to ensure co-ordinated delivery.
- 5.2.15 This model could also be implemented quickly for 2007/08.
- 5.2.16 Further development work regarding sustainability and new partnership arrangements would have to be made for areas in the City region not covered by these partnerships.
- 5.2.17 Both models are deliverable and will be discussed by steering group on 30<sup>th</sup> March.



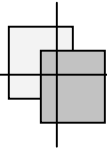
**2007/08 Delivery Implementation**

<b>Aim:</b> To implement delivery of a range of initiatives to address worklessness in the targeted communities, in particular delivery for 2007/08.				
<b>Objective:</b> To ensure delivery takes place at local level to address local needs in line with national, regional and sub-regional policy.				
<b>Action</b>	<b>Task</b>	<b>Target Date *</b>	<b>Measure of success</b>	<b>Progress</b>
Ensure adequate funding in place to deliver outcomes	Clarify DAF funding availability	31 March 2007	DAF funding formally secured	Awaiting decisions from DWP,
			DAF payment structure formally agreed with DWP	Awaiting decisions from DWP Representation made regarding preferred option on ??02.07 and 16/03/07
	SP funding secured	30 April 2007	SP funding formally secured	Agreement in principle for funding to be directed to the consortium for delivery, subject to full appraisal by ONE.
	Development funding from DWP seedcorn and ONE secured	31 Jan 2007	Funding formally secured	Achieved 31 Jan 2007
Employers actively engaged in shaping delivery	Employers engaged formally to develop strategy and delivery	31 April 2007	Employer group in place	NEC currently engaging informally with employers
Employers providing vacancies to the consortium earmarked for target clients	Engage employers to provide earmarked vacancies and/or guaranteed interviews	June 2007	Vacancies earmarked  Target clients successful in gaining vacancies earmarked	
Ensure all partners agree to delivery strategy	Sub group agreement	15 <sup>th</sup> March 2007	Decision made at sub-group to support implementation	Agreed 15 <sup>th</sup> March 2007

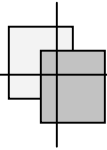


**6.Objectives**

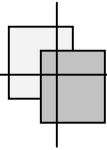
Aim	Objective	Milestones			
		Year 1	Year 2	Year 5	Year 10
To help employers fill their vacancies, recruiting from our target groups, whilst minimising the recruitment risks and costs of doing so	To implement an employer strategy that will both strengthen partnerships with employers to identify current and future labour market needs and increase the number and range of employers participating in the consortium	Development of a co-ordinated Demand led Strategy	Continued refinement and implementation		
		Implementation of the Demand Led Strategy in 5 new employers	Implementation of the Demand Led Strategy in 20 new employers	All recruiting employer accessing a multi-agency one stop shop approach to addressing their recruitment needs	The T+W city Region identified and accepted as a location of choice for the availability of a suitable workforce
		Establish the Consortium Employer Board-10 members	Increase membership of Employer Board-30 members	100 employers engaged	500 employers engaged
		Establish linkage with existing	communication channels in place	All employer groups considered as an	



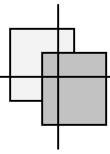
		employer groups	between all interested groups	integral part of the consortium	
		Develop a SME engagement strategy	SME's engaged in implementation that ensures their recruitment and workforce development needs are addressed	SME's growth rate improved	
		Establish current labour market needs across the City Region			Recruitment needs of City Region employers addressed through clear provision
		Analyse potential for identifying future labour market needs	Develop and implement a toolkit that establishes future labour market needs		
To increase the number of job ready recruits from disadvantaged areas and groups, ensuring equality of opportunity for jobless residents.	To ensure residents from our target communities are aware of training and support available and how they can access it.	Increased numbers of job ready clients available for work  Targets to be set  Employment rate increase	Targets to be set	Targets to be set	Targets to be set
		Employment support measures widely marketed	Agreed approach accepted and delivered by	One offer encompassing all delivery available to	One stop provision for client engagement



		Multi-Agency Marketing campaign in place	providers for engagement and referral	clients	
		Aligned funding for joint development of employment support measures	Pooled funding for joint development of employment support measures	Flexible and Mainstream funding pooled for delivery of employment support measures at city region level	
To implement delivery of a range of initiatives to address worklessness in the targeted communities, in particular delivery for 2007/08.	To ensure delivery takes place at local level to address local needs in line with national, regional and city region policy.	Employment Consortium Partnership established at all levels across the City Region	Employment Consortium adopted as a partnership of choice across all sectors		
		Pilot approach to aligning national policy, city region strategy and local delivery via the Consortium and the LSP's in targeted communities	Embed the year one approach across wider city region	Tyne and Wear City Region Employment consortium viewed as example of best practise nationally	Model implemented by Tyne and Wear City region adopted nationally
		Review the skills register ICT software currently in place	Implement the agreed system across all externally	Development of one system across all mainstream and	



		across the City Region.  Develop and implement one software package with agreed criteria and activities across the DAF areas.	funded employment programmes  Implement data sharing agreements that ensure compatibility and added value to mainstream systems, e.g. Jobcentreplus and LSC.	external funded provision	
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## 7. Performance Management Framework

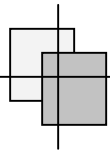
The Consortium will develop and implement a Performance Management Framework, which will be used to measure progress and performance against agreed key performance indicators.

Examples of the types of performance indicators that will be used by the Consortium are demonstrated below along with some recommendations on further work required to provide a clearer picture of the demographics of the area in which the Consortium will work. This analysis will enable the Consortium to implement SMART indicators with which to measure its progress and impact on the Tyne and Wear City Region.

Once these indicators have been developed then partners will be asked to ratify them and they will be built into the Delivery Plan for the Consortium. This work will be completed by *30 April 2007*.

### Client Engagement – Examples of PI's

- Increase the employment rate across all priority wards from XX% to XX% by XXXX.
- Employment Rate increase in the Tyne and Wear City Region to 75% by 2015 / Decrease numbers of residents claiming key benefits by (XX)
- Employment Rate increase of XX% for (insert ward areas) / Decrease numbers of residents claiming key benefits by (XX)
- Employment Rate increase of XX% for (insert client groups) / Decrease numbers of residents in client group claiming key benefits by (XX)
- % increase in take-up of childcare places.
- To increase the percentage of working age residents living in the priority wards in 'good' health to the North East Region average (an increase of 1.3%) by 2010.
- Skills targets?
- Proportion of the population achieving Level 2 by 19
- Proportion of the working age population qualified to Level 2 or above.
- Proportion of the working age population qualified to Level 3 or above.



### **Client Engagement – Recommendations**

Further Analysis required in the following areas:

- Sub-Regional Employment Rates to determine targeting of resources to particularly deprived wards
- Reductions required in the levels of benefit claims and their impact upon the employment rate at a Regional and sub-Regional level.
- Breakdown of employment rates to particular client groups to set specific targets.
- Analysis of availability, take-up and geography against employer vacancies of Childcare places.
- Relationship between health inequalities and high levels of IB claims and a breakdown of illness types to enable measurements on health to be developed and assist targeting to relevant areas.
- Skills levels and qualification attainment to identify geographical patterns, impacts on benefit dependency and employment rates, enabling targeting of specific areas.

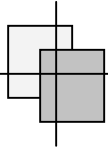
### **Employer Engagement – PI's**

- 'Business Offer' in operation and demand-led strategy in place for 5 new employers in 2007-08.
- Demand-led strategy implemented for 20 new employers in 2008-09.
- Demand-led strategy implemented for XX new employers in 2009-10.
- Retention rate for clients finding employment through the use of the 'Business Offer'.

### **Employer Engagement - Recommendations**

Further analysis required in the following areas:

- Current provision and employment initiatives across the City Region
- Industry / Occupation Analysis to determine targeting of future provision

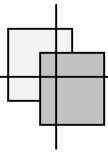


- Level and location of employment intelligence to identify potential and secured inward investment and expansion plans and opportunities across the City Region area.
- Current retention rates for clients moving from benefits to employment broken down to sub-Region and client group levels.

### **Performance Management**

Data for the agreed indicators will be collected, analysed and reported by the Consortium Executive Team. Regular reporting will be made to the Consortium's Executive Board, all related implementation and steering groups, and to all partners participating in the Consortium.

The various partners commissioned to undertake work on behalf of the Executive Board will be tasked with addressing under performance and will be asked to report back on their actions.



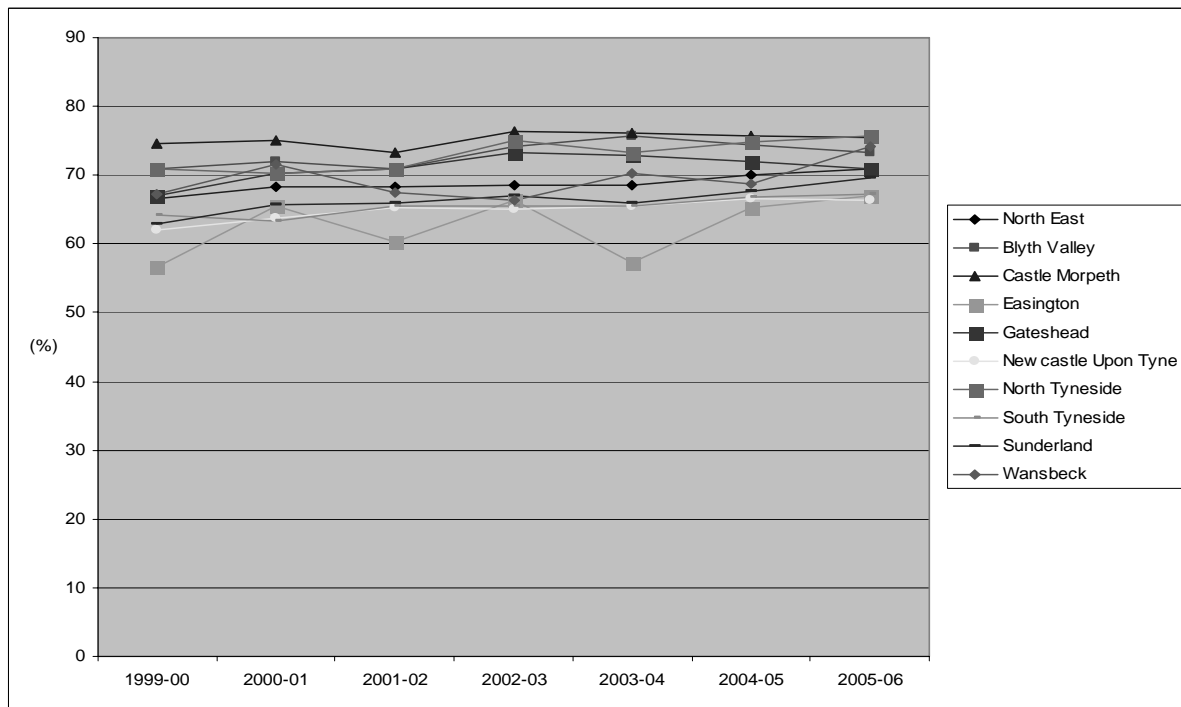
### 8. Statistical Analysis Examples

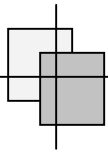
Source-NOMIS web and Office of National Statistics

#### Employment Rate by Local Authority Area

Area	Employment Rates - (% of Working Age Population)						
	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06
<b>North East</b>	<b>66.6</b>	<b>68.4</b>	<b>68.4</b>	<b>68.6</b>	<b>68.5</b>	<b>70</b>	<b>70.9</b>
Blyth Valley	70.9	72	70.9	74.1	75.7	74.4	73.4
Castle Morpeth	74.5	75	73.4	76.3	76.1	75.6	75.5
Easington	56.7	65.6	60.3	66.3	57.3	65.2	67.0
Gateshead	67.1	70.3	70.9	73.3	72.8	72.1	71.0
Newcastle Upon Tyne	62.1	63.7	65.2	65.1	65.6	66.6	66.3
North Tyneside	70.9	70.3	70.9	75.1	73.4	74.8	75.7
South Tyneside	64.1	63.4	65.4	65.4	65.5	66.8	67.2
Sunderland	62.8	65.8	65.9	67	66	67.7	69.7
Wansbeck	67.3	71.5	67.4	66.4	70.2	68.8	74.2

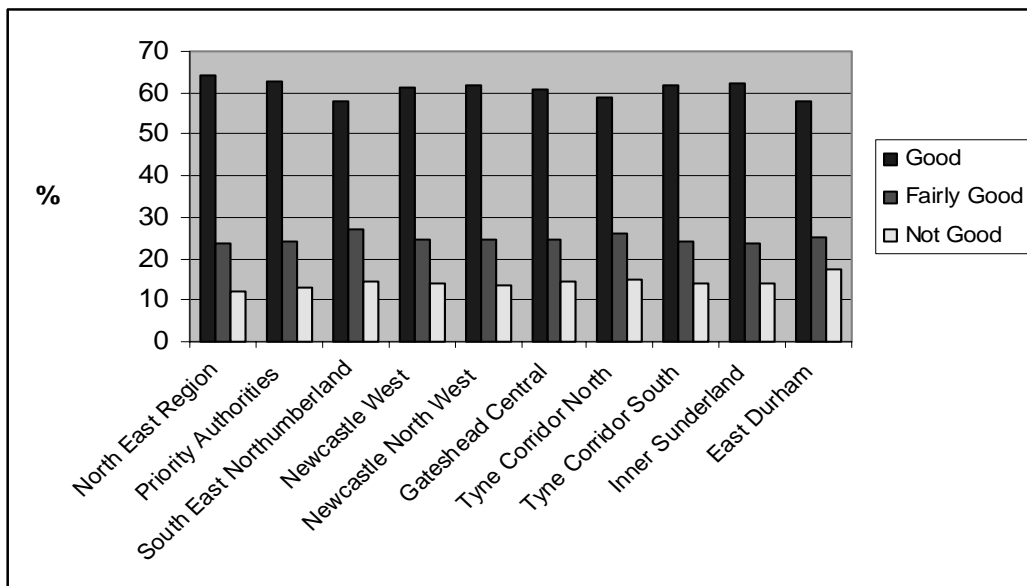
#### Employment Rate –showing fluctuations

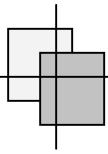




**Health quality**

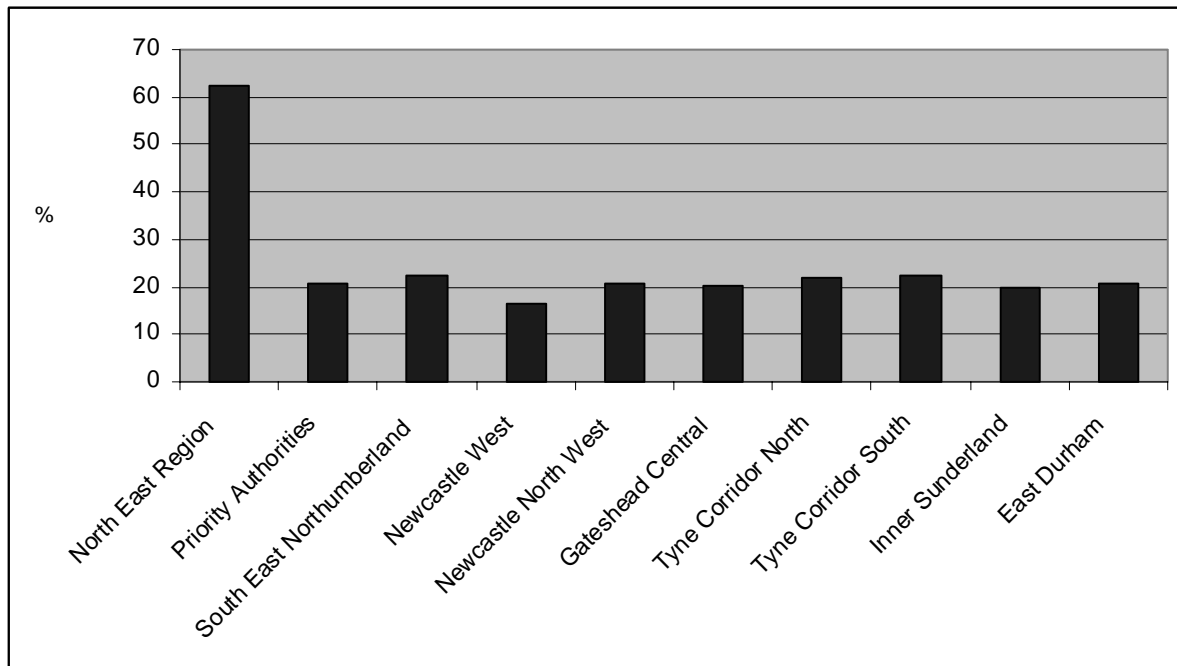
Area	Health (% of Working Age Population)		
	Good	Fairly Good	Not Good
North East Region	64.3	23.7	12
Priority Authorities	63	24.1	12.9
South East Northumberland	58.1	27.2	14.7
Newcastle West	61.3	24.5	14.2
Newcastle North West	61.7	24.7	13.6
Gateshead Central	60.7	24.8	14.5
Tyne Corridor North	59	26.1	14.9
Tyne Corridor South	62	24.2	13.8
Inner Sunderland	62.4	23.6	14
East Durham	57.7	24.9	17.4

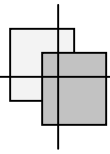




## Qualifications

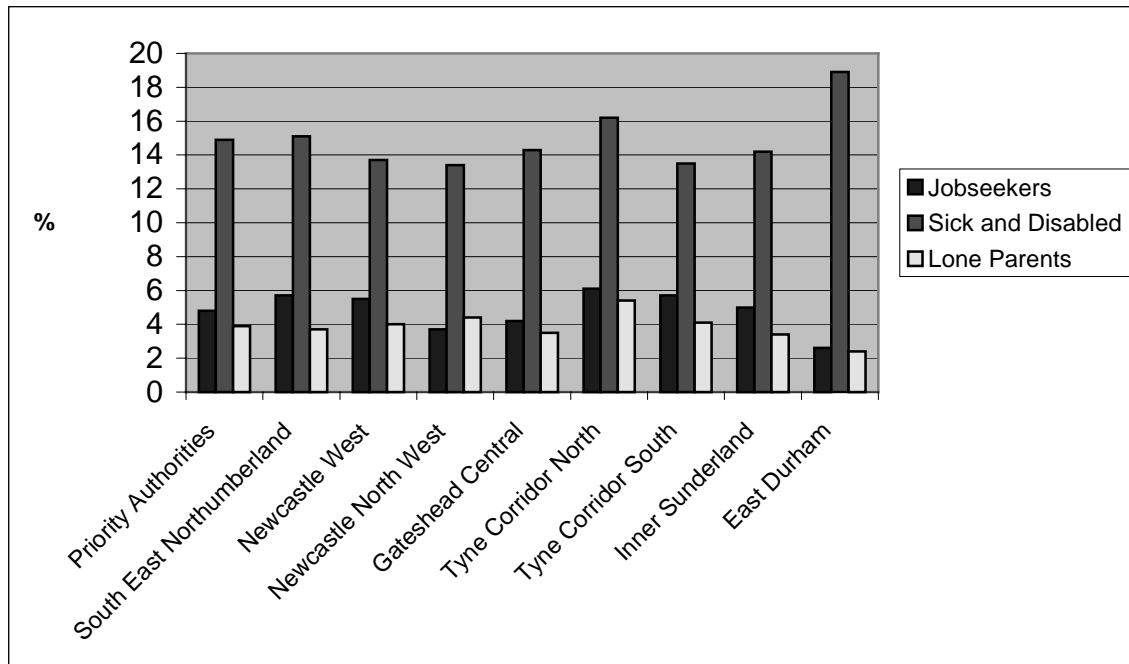
Area	Qualifications - NVQ Level 2 or above (% of Working Age Population)
North East Region	62.2
Priority Authorities	20.6
South East Northumberland	22.4
Newcastle West	16.3
Newcastle North West	20.8
Gateshead Central	20.3
Tyne Corridor North	21.8
Tyne Corridor South	22.5
Inner Sunderland	19.9
East Durham	20.8

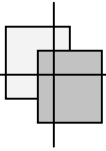




**Key Benefits- Jobseekers Allowance, Incapacity Benefit, Income Support (lone parents)**

Area	Key Benefits - % of Working Age Population		
	Jobseekers	Sick and Disabled	Lone Parents
Priority Authorities	4.8	14.9	3.9
South East Northumberland	5.7	15.1	3.7
Newcastle West	5.5	13.7	4
Newcastle North West	3.7	13.4	4.4
Gateshead Central	4.2	14.3	3.5
Tyne Corridor North	6.1	16.2	5.4
Tyne Corridor South	5.7	13.5	4.1
Inner Sunderland	5	14.2	3.4
East Durham	2.6	18.9	2.4





Client Journey Model

