

NOTICE OF MEETING

Thames Valley Berkshire City Deal Joint Committee

Friday 18 July 2014, 10.30 am

Green Park Conference Centre - 100 Longwater Avenue, Green Park,
Reading RG2 6GP

To: THAMES VALLEY BERKSHIRE CITY DEAL JOINT COMMITTEE

Councillor Stanton, Wokingham Borough Council (Chairman)

Councillor Law, West Berkshire Council (Vice-Chairman)

Councillors Anderson (Slough Borough Council), Brunel-Walker (Bracknell Forest Council),

Kellaway (Royal Borough of Windsor & Maidenhead) and Lovelock (Reading Borough Council)

Co-optees:

Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

Steve Lamb, Thames Valley Berkshire Local Enterprise Partnership

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Published: 10 July 2014

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Park, Reading RG2 6GP

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AGENDA

	Page No
1. APOLOGIES FOR ABSENCE AND SUBSTITUTE MEMBERS	
To receive apologies for absence and to note the attendance of any substitute members.	
2. DECLARATIONS OF INTEREST	
Any Member with a Disclosable Pecuniary Interest or an Affected Interest in a matter should withdraw from the meeting when the matter is under consideration and should notify the Democratic Services Officer in attendance that they are withdrawing as they have such an interest. If the Interest is not entered on the register of Members interests the Monitoring Officer must be notified of the interest within 28 days.	
3. MINUTES - 21 MARCH 2014	
To approve the minutes of the last meeting held on 21 March 2014.	1 - 6
4. URGENT ITEMS OF BUSINESS	
Any other items which, pursuant to Section 100B(4)(b) of the Local Government Act 1972, the Chairman decides are urgent.	
5. THAMES VALLEY BERKSHIRE CITY DEAL PROJECT UPDATE	
To provide the Joint Committee with a progress update on key elements of the project.	7 - 24
6. QUARTER 1, 2014/15 MONITORING	
To provide a progress update to the Joint Committee on performance against the key outcomes of the City Deal.	25 - 34

7. **THAMES VALLEY BERKSHIRE CITY DEAL SPOKE AND HUB UPDATE**

To provide the Joint Committee with a progress update on spoke and hub projects

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Spoke

- Elevate Bracknell
- Elevate Reading
- Elevate Wokingham
- Elevate Slough
- Elevate West Berkshire
- Elevate Windsor and Maidenhead

Hub

- Labour Market Intelligence
- Elevateme
- Business Growth Hub

Arising from this report, Caroline Perkins of the Thames Valley Berkshire LEP will make a short presentation to the Joint Committee on Labour Market Intelligence and Business Intelligence.

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**THAMES VALLEY BERKSHIRE CITY
DEAL JOINT COMMITTEE
21 MARCH 2014
11.00 AM - 12.05 PM**

Present:

Councillor Rob Anderson, Slough Borough Council
Councillor Marc Brunel-Walker, Bracknell Forest Council
Councillor Richard Kellaway, Royal Borough of Windsor & Maidenhead
Councillor Alan Law, West Berkshire Council
Councillor Jo Lovelock, Reading Borough Council
Councillor Rob Stanton, Wokingham Borough Council

Co-opted Members:

Anne Murdoch, Thames Valley Berkshire Local Enterprise Partnership
Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

Apologies for absence were received from:

Steve Lamb, Thames Valley Berkshire Local Enterprise Partnership

1. Apologies for Absence and Substitute Members

The Joint Committee noted that the Thames Valley Berkshire LEP Forum had agreed to nominate its Chairman, Steve Lamb, and Business Director, Tim Smith, as its non-voting co-optees. However, Mr Lamb had tendered his apologies and Anne Murdoch was therefore substituting for him at this meeting.

2. Election of Chairman

RESOLVED that Councillor Stanton be elected Chairman of the Joint Committee.

3. Election of Vice-Chairman

RESOLVED that Councillor Law be elected Vice-Chairman of the Joint Committee.

4. Urgent Items of Business

There were no urgent items of business but a supplementary paper detailing amendments to agenda items 5 and 6 was drawn to the attention of the Joint Committee.

5. Terms of Reference and Constitution

The Joint Committee received a report advising it of its terms of reference and constitution. A supplementary paper was circulated with suggested amendments to



WestBerkshire
COUNCIL



THE ROYAL BOROUGH OF
WINDSOR AND
MAIDENHEAD



WOKINGHAM
BOROUGH COUNCIL

paragraph 1.2 in relation to the outcomes of the Growth Hub. In addition, the decision of the Thames Valley Berkshire LEP Forum to opt for just two places on the Joint Committee, meant that paragraph 2.1 also required amendment. In addition, it was noted that a LEP Grants Panel was to be established to determine the allocation of grants as part of the Growth Hub outcomes.

RESOLVED that the terms of reference and constitution of the Thames Valley Berkshire City Deal Joint Committee be endorsed subject to:

1 The outcomes relating to the Growth Hub being amended to read:

- To set up a one stop shop web site as the single gateway for Berkshire's growth businesses, providing access to information, an overview of grants and business support services that are available, and an open innovation platform.
- To offer a programme of coaching, advice & training, and 'account management' from an experienced team that will assist businesses develop strategies and plans for growth. The Growth Hub will partner with other national offerings such as MAS, UKTI, GrowthAccelerator, TSB, and with the LEP's Funding Escalator.
- To offer a competitive grants programme (determined by a LEP Grants Panel) to directly fund businesses that need between £10k and £40k to develop new products, prove new technologies and get ideas to market.
- To develop a business network delivering relevant events and topical activities across Berkshire, to provide knowledge and information exchange for growth businesses.
- To be located at the University of Reading but ensuring comprehensive coverage across Thames Valley Berkshire through local 'touch points'.

2 The membership in paragraph 2.1 being amended to read:

The Committee will consist of six members with each of the six Berkshire unitary authorities appointing one member to the Committee plus two non-voting co-opted representatives of the Thames Valley Berkshire LEP. A substitute member may be nominated for each voting and non-voting member of the Committee to deputise when necessary.

6. **Thames Valley Berkshire City Deal - Implementation Plans**

The Joint Committee considered a report outlining the approach to the implementation of the Thames Valley Berkshire City Deal. The Joint Committee was reminded that the City Deal covered the six Berkshire Unitary Authorities and had three major elements:

- A coordinated Employment and Skills Gateway for 16-24 year olds which would halve youth unemployment in three years.
- A Business Growth Hub.

- The Development of new techniques for engaging young people and businesses

The report set out:

- A diagram showing the Thames Valley Berkshire Employment and Skills Gateway.
- Details of the six local authority projects (spokes) and LEP (hub) projects.
- The draft funding proposals for the spoke and hub elements.

The Joint Committee noted that the design of the main programme of City Deal activities would:

- 1 Redesign and simplify the “customer journey” in the interests of young people and employers.
- 2 Reduce overlaps and duplications by encouraging co-location of services to young people and businesses.
- 3 Where possible, reduce overheads by pooling budgets, sharing line management and unifying information systems.
- 4 Introduce ElevateMe – a universal website to provide coordinated signposting, access to services and a personal planning tool.
- 5 Provide a coordinated Labour Market Intelligence service bringing more timely information and better analysis.

In addition to these main activities, the City Deal would also:

- Support and develop the Business Growth Hub, operated by Vital Six1, as a resource for high growth companies.
- Work with the Behavioural Insights Team (Cabinet Office) to research and evaluate effective ways of working with 16-24 year old NEETs and businesses.
- Develop a project aimed at encouraging 16-24 year old lone parents into positive destinations.
- Provide a professional development network to improve the levels and effectiveness of support and continuing professional development for IAG staff.

Amongst the main points made in response to issues raised during the ensuing discussion were that:

- At the heart of the proposals was a wish to see schools and colleges delivering young people with the skills actually required by businesses.
- Cabinet Office funding was based on the authorities’ best endeavours to deliver the proposed targets and was not refundable, but EU funding was provided on a payment by results basis and therefore the Cabinet Office

funding was key to work in the first two years, whilst the EU funding would kick in as progress was made, the first payments being expected in January/February 2014.

- A number of authorities had fully developed their proposals and had identified targets to be delivered whilst others were still refining their projects and scoping the projects based on intended outcomes which would be developed into formal targets by 30 June 2014.
- The funding was to be released immediately regardless of whether targets had been finalised.
- The failure of one authority to achieve its targets was not expected to impact on the others but there was an expectation that the officer steering group would seek to ensure that all delivered their intended targets.
- The LEP was in the process of recruiting an Economic Data Analyst who would have a key role to play in the delivery of the City Deal targets.
- Reading Borough Council had recruited a City Deal Project Manager to co-ordinate the work.

RESOLVED that:

- 1 That the outline budget for the Thames Valley Berkshire City Deal as set out in Appendix 3 of the report be approved.
- 2 That authority be delegated to Zoe Hanim, Head of Customer Services and lead officer for City Deal in consultation with the Head of Finance at Reading Borough Council as the accountable body, to implement the transfer of funds summarised in Appendix 3 of the report to the local authorities and the Local Enterprise Partnership for the first year subject to them being satisfied that the projects concerned were fully developed and ready to be implemented.

7. **Thames Valley Berkshire City Deal - Performance Monitoring**

The Joint Committee considered a report seeking endorsement of the proposed performance monitoring arrangements for the City Deal. The Joint Committee noted that it was proposed to produce quarterly performance reports in the form of a grid showing overall progress to date against the Berkshire-wide targets. Detailed progress was to be monitored monthly at the City Deal Officer Steering group via highlight reports for each project and a spreadsheet detailing spend against outputs. Monthly progress updates and a quarterly monitoring and evaluation tracker were also to be submitted to the Cabinet Office.

The Committee noted that the officer steering group would be monitoring progress on at least a monthly basis.

A key concern of the Joint Committee was the work on apprenticeships. It was suggested that, as the economy grew, there were less apprenticeships available as businesses opted to recruit on a permanent basis. Such jobs were more attractive to potential apprentices as they involved payment of the national minimum wage rather than the lower rates payable to apprentices. West Berkshire Council was already paying its apprentices the national minimum wage to make the jobs more appealing. In addition, it was suggested that the amount of paperwork associated with apprenticeships made offering them less attractive, particularly for small businesses

without large HR teams with the capacity to deal with the paperwork. Concerns were also expressed about a change in culture which meant that many businesses managers had grown up in an environment in which apprenticeships were not as common as in the past and therefore were not as likely to offer them as companies in the past. It would therefore be necessary to market the apprentice concept effectively to maximise the number of opportunities, and to encourage schools and parents to recognise their value.

The Joint Committee noted that the LEP's Strategic Economic Plan contained a whole programme aimed at promoting apprenticeships which would link into the City Deal. There were, however, concerns that schools were much more interested in directing young people to degree courses rather than promoting apprenticeships. With this in mind, the LEP was sponsoring an event to which 25 secondary headteachers and further education principals were to be invited to discuss the importance of engaging with business to achieve OFSTED's outstanding category in relation to leadership. The Joint Committee believed that all secondary heads in Berkshire should be invited to this event. In addition, it was suggested that OFSTED should be encouraged to treat engagement with business as being indicative of "good" rather than "outstanding" as many schools were content to achieve "good" and did not aspire to being "outstanding". Such schools would not therefore be so concerned about the importance of engagement with businesses.

RESOLVED that:

- 1 The proposed performance monitoring arrangements for the Thames Valley Berkshire City Deal be endorsed.
- 2 Quarterly progress monitoring reports be provided to the Joint Committee from July 2014.
- 3 That the Thames Valley Berkshire LEP be asked to invite all Berkshire secondary heads to the event in June 2014 with OFSTED to promote the importance of schools engaging with the business community.
- 4 That OFSTED should be encouraged to review whether engagement with business should be regarded as "outstanding" in terms of leadership or only "good" as to treat it as "outstanding" would be a disincentive to engage with business for those schools which were only aspiring to be "good".

8. Date of Next Meeting

The Joint Committee agreed that its next meeting should be held at 10.30am on Friday 18 July 2014 when it would consider:

- 1 The first quarter's performance monitoring report and the final targets for each spoke; and,
- 2 A report on the ElevateMe web site.

CHAIRMAN

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READING BOROUGH COUNCIL

REPORT BY HEAD OF CUSTOMER SERVICES

TO:	THAMES VALLEY BERKSHIRE CITY DEAL JOINT COMMITTEE		
DATE:	18th July 2014	AGENDA ITEM:	
TITLE:	THAMES VALLEY BERKSHIRE City Deal Project Update		
LEAD COUNCILLOR:	CLLR LOVELOCK	PORTFOLIO:	LEADERSHIP
SERVICE:	ECONOMIC DEVELOPMENT	WARDS:	BOROUGHWIDE
LEAD OFFICER:	Paul Gresty	TEL:	07912 068 916
JOB TITLE:	City Deal Project Manager	E-MAIL:	Paul.gresty@reading.gov.uk

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The Thames Valley Berkshire City Deal is focused on increasing the participation of 16-24 year olds in education, training and work, to develop work-related skills and to streamline the pathway to employment for young people. This is linked directly to a broader objective of delivering economic growth locally, and to address local concerns about the number of young people Not in Employment, Education or Training.
- 1.2 This report provides an update on key elements of the overarching City Deal and is provided by the City Deal Project Manager, based at Reading Borough Council.
- 1.3 The Thames Valley Berkshire City Deal aims to address the skills gaps and unemployment and underemployment of the 16-24 year old population. Overall the aim is to deliver employment and skills support for 4,500 young people. The deal will deliver improvements in existing schemes:
 - Generate 1,300 new employment opportunities for young people including helping 800 sustain work for at least six months;
 - 1,500 work experience placements
 - 300 additional apprenticeships
 - 800 new Youth Contract wage incentives

New approaches will also be developed to help more young people into sustainable employment ensuring 900 young people do not make a repeat claim within 9 months of their last, and increasing the earnings of 450 young people.

2. RECOMMENDED ACTION

- 2.1 **That Joint Committee note the progress report, below, and highlight any areas of concern or areas they require further information.**

3. PROJECT UPDATE

3.1 Finance Update

Five unitary authorities as set out below (delivery spokes) have now received year 1 funding from the £2.4m youth contract funding allocated to Thames Valley Berkshire for delivery of agreed outcomes of the City Deal.

Local Authority	Year 1 Funding	Year 2 Funding	Total
Bracknell Forest	£152,500	£72,500	£225,000
Slough	£131,316	£101,317	£232,632
West Berks	£101,500	£50,500	£152,00
Windsor and Maidenhead	£161,045	£35,500	£196,545
Wokingham	£379,700	£11,400	£391,100
Reading	£208,000	£42,000	£250,000

As the accountable body for City Deal, Reading Borough Council has produced contracts for Reading UK CIC and The Local Enterprise Partnership as they are companies rather than public sector organisations and these contracts formalise the relationship for the purposes of audit and highlight the key deliverables around the implementation of the Reading spoke (delivered by Reading UK CIC) and Labour Market Intelligence project (delivered by the Local Enterprise Partnership)

- 3.1.1 Due to a challenge to allocation of funding by Sheffield and Liverpool councils – the decision around European Social Investment Fund (EUSIF) money has been delayed. An update report will be provided to Joint Committee at the next meeting.

3.2 Data Tracking Function

As the accountable body, Reading Borough Council will negotiate directly with a provider to deliver the data tracking function (common reporting framework) – as opposed to the Local Enterprise partnership undertaking a competitive tender. The justification for this decision is based on value for money. It is anticipated that the specification will provide the necessary data to allow the drawdown of EUSIF money. Please see appendix 1 for Data Tracking specification.

3.3 Targets and Definitions

The definitions for the key deliverables have been agreed. This will provide the project with consistency when counting, and reporting, on City Deal outcomes. Please see appendix 2 for the agreed target definitions.

3.4 Collaborative Working

(key partners and providers tasked with delivering City Deal)

After some initial issues around resources and capacity, Job Centre Plus (JCP) are now fully engaged with City Deal and are working closely with all spokes. JCP have committed a resource to each co-located HUB. More widely, spokes have ensured there is a mix of both strategic and operation providers within co-located HUBs / within each locality.

3.5 Memorandum of Understanding (MoU)

An MoU is currently being drafted that articulates the mutual obligations and agreements each spoke has to City Deal and at a more local level; highlights the mutual obligations key partners and providers need to demonstrate amongst themselves within each locality. This aims to provide a framework for delivering the outcomes of the City Deal.

3.6 **Branding and Marketing**

Agreement has been reached, amongst spokes, that the overarching brand for City Deal is to be 'Elevate'. This brand was created by young people who have been involved in the development of the Elevate Me website. (Elevate Slough, Elevate Wokingham, Elevate Bracknell, Elevate Reading, Elevate West Berks and Elevate Windsor and Maidenhead). 'Elevateme' has also been adopted by each spoke. Conversations are on-going around the brand for business / employers. It is anticipated that the brand will most likely be 'Elevate my Business'. A draft marketing plan is being produced to market the brand across Thames valley Berkshire and in each locality. All spokes agree that there needs to be consistent marketing of the brand.

3.6.1 Joint Committee are asked to note that in future correspondences, City Deal will be referred to as 'Elevate Berkshire'.

3.7 **Governance**

Each spoke has a clear governance arrangement in place. Spoke steering groups are meeting on a regular basis and lead on driving forward City Deal across their locality. Ultimately, responsibility for City Deal lies with each Local Authority.

3.8 **Behavioural Insights Team (BIT)**

The BIT, who apply insights from academic research in behavioural economics and psychology to public policy and services, presented to the City Deal Steering Group and a project plan has been developed. The project plan is a live document and will evolve as City Deal evolves; responding to new priorities and national issues. Please see appendix 3. The BIT supported Reading UK CIC with Elevateme, suggesting ways to increase the number of 'hits' the website receives. Please see appendix 4 for results of the project.

3.9 **Pilot projects for particular protected characteristics / cohorts of young people**

With the number of NEETs reducing as the economy improves; it is likely that the young people left will be what some providers and key partners refer to as "hard to reach". With this in mind, it is important that City Deal develops, and implements, creative ways of supporting these young people to move from being NEET to EET.

3.9.1 **Lone Parents**

Although initially identified as a year 2 and 3 project; progress is being made in scoping out possible pilot projects to support Lone Parents who are NEET. With the support of the BIT, the City Deal Project Co-ordinator (PC), is looking to develop three pilot projects focusing on work placements within the various Local Authorities, the use of Social Enterprise and working with Gingerbread – a national organisation focusing on Lone Parents. There will be a particular focus on Reading and Slough (as these locations have the highest levels of lone parents) and the PC will work closely with Reading UK CIC and JCP.

Appendix 1 – Data Tracking Specification

1 Introduction

1.1 The Thames Valley Berkshire City Deal has an overall target of reducing youth (16-24 years old) unemployment by 50% over the three years of the project. The main subsidiary targets are:

- 1.1.1 Contact and deliver information advice and guidance to 4,500 young people who are already NEET or who are underemployed
- 1.1.2 Complete 1,500 new work experience placements for young people as preparation and readiness for permanent employment
- 1.1.3 Achieve 300 new starts for young people in Apprenticeships, and sustain these starts for at least 6 months
- 1.1.4 Achieve 1,300 new starts for young people in Employment, and sustain at least 800 of these starts for at least 6 months
- 1.1.5 Increase earnings of 450 young people by 10%

1.2 A core purpose of Thames Valley Berkshire City Deal is to maximise efficiencies and economies of scale for services working with the same groups of young people. By bringing together the data collection for beneficiaries of Youth Contract, City Deal, National Careers and LA funded work we plan to minimise the number of 16-24 year olds being contacted for similar reasons by different organisations.

1.3 The brief is to provide an accurate and timely Management Information Service across the whole Thames Valley Berkshire City Deal area. The service will be used to create reports on progress towards the targets, for reporting to the Thames Valley Berkshire City Deal Board, to the Cabinet Office and also as the basis for financial claims to the EU SIF project for up to £2.4m based on payment by results.

1.4 The service needs to be operational for the three years of the City Deal (April 2014-March 2017) and an appropriate period after March 2017 to satisfy any monitoring or auditing requirements set by the City Deal funders.

2 Background

2.1 There are currently good systems and practice focussed on recording and reporting data about young people aged 16-18, (and to 25 for young people with Learning Difficulties and Disabilities). This is set out in the DfE's specification for the National Client Caseload Information System (NCCIS), which is available from <https://www.gov.uk/government/publications/nccis-management-information-requirement-2014-to-2015>. Each Borough is required to collect and report this information through their Children's Services responsibilities.

2.2 For young people in the 18-24 age range the DWP routinely collects and reports data that are focussed on its primary role of processing benefits claims. These systems are necessarily closed and lack the flexibility to work well in partnership settings.

2.3 Therefore, the TVB City Deal is working with the local delivery teams to adapt and extend the existing NCCIS recording and reporting systems currently in use for 16-18 year olds to cover the older age groups. Our aim is to reach a point where all Management Information within the Thames Valley Berkshire City Deal project is collected in systems that are NCCIS compliant.

2.4 Responding to this request will require some careful thought, not least in respect of fair data processing obligations and the renewal or extension of data consents.

2.5 For this extension to older age groups, management information will only be required for some young people:

2.5.1 Registered with JCP

2.5.2 Registered with National Careers Service

2.5.3 Registered with Thames Valley Berkshire City Deal

2.5.4 Young people with LDD

2.6 Where local delivery teams partnering TVB City Deal are also National Careers Service contractors, there will be a further assessment of the recording and reporting requirements under that contract, with a view to eliminating any wasteful duplication of efforts.

2.7 The default position of the City Deal arrangements is that any recording and reporting it requires will be in a format and to a definition that is NCCIS compatible. Only in exceptional cases will special arrangements be made.

3 Reporting Requirements

3.1 The successful supplier will make arrangements with TVB City Deal local delivery teams to collate the following data:

	Analysis
As at each 1 September, cohort size for:	Following consultation with the local delivery partners and the successful supplier, a "census day" will be fixed.
Year 12 (16 yr olds who will turn 17 during the year)	The cohort definition for years 12, 13 and 14 will be 100% of all young people
Year 13 (17 yr olds who will turn 18 during the year)	
Year 14 (18 yr olds who will turn 19 during the year)	
Year 15 (19 yr olds who will turn 20 during the year)	The cohort definition for years 15 -19 will be:
Year 16 (20 yr olds who will turn 21 during the year)	All young people registered with JCP, AND
Year 17 (21 yr olds who will turn 22 during the year)	All young people registered with the National Careers Service, AND
Year 18 (22 yr olds who will turn 23 during the year)	All young people who have been in contact with Thames valley Berkshire City Deal, AND
Year 19 (23 yr olds who will turn 24 during the year)	All young people with a s.139 statement or, after 1 September 2014, an Education, Health and Care Plan
For 16-24 year-olds, as at the end of each Calendar month:	
Numbers who are NEET	By Borough
Numbers who are in Employment	By duration of NEET status

Numbers who are in Education	more or less than 6 months By Gender By Ethnicity By LDD By Age Cohort
Numbers who are in Training	
Numbers whose destination is Not Known	
For 16-24 year-olds, during the preceding Calendar month:	
Numbers of NEET joiners, analysed by previous status	By Borough By duration of NEET status more or less than 6 months By Gender By Ethnicity By LDD By Age Cohort
Numbers of NEET leavers, analysed by subsequent status	
Numbers of young people contacted, registered, and given Careers Information Advice and Guidance, who were not previously registered	
Numbers of young people who completed a structured programme of work experience	
Numbers of young people who started an Apprenticeship	
Numbers of young people who sustained their Apprenticeship for one month	
Numbers of young people who sustained their Apprenticeship from one to two months	
Numbers of young people who sustained their Apprenticeship from two to three months	
Numbers of young people who sustained their Apprenticeship from three to four months	
Numbers of young people who sustained their Apprenticeship from four to five months	
Numbers of young people who sustained their Apprenticeship from five to six months	
Numbers of young people who started a new employment	
Numbers of young people who sustained their new employment for one month	
Numbers of young people who sustained their new employment from one to two months	
Numbers of young people who sustained their new employment from two to three months	
Numbers of young people who sustained their new employment from three to four months	
Numbers of young people who sustained their new employment from four to five months	
Numbers of young people who sustained their new employment from five to six months	

3.2 The frequency of reports required is set out below

Data Set	TVB City Deal Officer Steering Group	TVB City Deal Joint Committee	EU SIF Financial Claim	Cabinet Office Monitoring
Cohort sizes	Annual	Annual	Annual	Annual
NEET, EET and Not Knowns	Monthly	Three times a year	Monthly	Monthly
EET young people moving to better paid employment	Monthly	Three times a year	Monthly	Monthly
EET young people moving from part-time to full-time employment	Monthly	Three times a year	Monthly	Monthly
Work Experience starts, abandons and completions	Monthly	Three times a year	Monthly	Monthly
Apprenticeships started, abandoned and sustained	Monthly	Three times a year	Monthly	Monthly
New Employment started, abandoned and sustained	Monthly	Three times a year	Monthly	Monthly
Other Some suggestions have been volunteering, education, engagement on work programme, starting own business.	Three times a year	Three times a year	Three times a year	Three times a year

4 Financial Claims

4.1 As noted in paragraph 1.3 above, one purpose of the Management Information Services is to support financial claims to the European Union Structural and Investment Funds (EU SIF).

4.2 The standard of management information required is that it is robust enough to withstand audit and other routine checks about the probity and the evidential basis of the claims for payment.

4.3 Therefore there will have to be a document and/or electronic trail supporting the new or sustained status of every young person about whom a claim is made. It is anticipated that the source documents will be held in the systems of the local delivery teams in each Borough

4.4 The successful supplier will be accountable for collecting, collating and providing this evidence as and when requested to satisfy routine checks about the probity and the evidential basis of the claims for payment.

4.5 The table below shows the particular categories of information that will be involved in submitting financial claims to the EU SIF.

	Non-Work Programme eligible i.e. NEET for less than 6 months prior to start	Work Programme eligible i.e. NEET for 6 months or more prior to start
New NEET contact registered and given Information Advice and Guidance	yes	yes
Structured Work Experience Placement completed	yes	yes
New Apprenticeship started	yes	yes
New Apprenticeship sustained – checked every month for 6 months	yes	yes
New employment started	yes	yes
New employment sustained – checked every month for 6 months	yes	yes

5 Tracking Services

5.1 In addition to the reporting requirements and the financial claim requirements set out above, the successful supplier may also be required to provide tracking services to local delivery teams.

5.2 In this context, tracking services means specialist staff who are skilled at contacting young people, gaining accurate information and recording their current status in the appropriate NCCIS compliant system. This is sometimes called “Interventionist Tracking’, i.e. not simply calling, asking and recording but actually interacting and discussing individual needs and the support available.

5.3 The priority for any tracking effort that is required under this specification will be to gain information about whether young people recently started in an apprenticeship or employment have sustained their new status or whether they have dropped out.

5.4 A secondary call under this specification would be to try reduce the volume of young people with “not known” status, in order to identify NEET young people who have not engaged with the IAG services.

Appendix 2 – City Deal Baseline Figures

The following table sets out proposed definitions for each KPI and a baseline from which to measure together with comments. All KPIs cover the period April 2014 to April 2017. It is proposed that KPIs are monitored monthly with quarterly reports and case studies presented to the CD Steering Group.

Earlier in the year, task group recommend that the only baseline set is for the 50% reduction in youth unemployment as that is what Cabinet office are going to be measuring the success of the City deal against. For all other KPIs the baseline is 0 and relates to those who are NEET. It will be up to each local authority how they track/claim these targets, but the criteria for claiming needs to be the consistent. It is expected that a common reporting framework (to track outcomes) will be in place by September 2014. In the meantime, each local authority will update on outcomes using the reporting framework.

Goal/KPI (CD outcomes)	Definition / Measurement	Evidence (already collected by providers)	Comments
4500 contacts (IAG)	<p><u>Definition:-</u> Number of 16-24 year olds given initial IAG or Employment brokerage</p> <p><u>Measurement:-</u> -Face to face appointment with a qualified IAG professional Appointments are face to face. Support offered to candidates over the phone or via email if needed but these do not count towards the allocated IAG - just part of the continued learning experience.</p> <p>All of the advisors have completed or are currently working towards completion of a Level 3 NVQ in Advice and Guidance</p> <p>-Appointment to last at least 45 minutes the minimum time for a 1-2-1 session is 45</p>	<p>The customer has received a high quality service that has provided them with relevant advice and identified clear next steps.</p> <p>A declaration as to what IAG has been provided signed by participant and provider</p> <p>There must be a skills action plan signed or confirmed by the customer and the adviser which includes verification from the customer of the following:</p> <p>-the support was relevant to his/her needs and his/her expectations were met -the customer's needs outlined at the start of the interaction have been recorded -the options available</p>	<p>For someone to be considered to be accessing IAG, they would need to have (at the least) an initial appointment at which an assessment of need would be undertaken and, if appropriate some form of action plan, or series of future appointments would be agreed. Generally an initial appointment would be with a qualified IAG professional and would last 45 minutes; subsequent arrangements would be dependent upon individual needs / circumstances</p> <p>The IAG will be based around</p>

	<p>minutes and could be as long as two hours</p> <p>-Assessment of need undertaken Screening process which includes a Basic Skills Assessment which helps the IAG advisors to establish and understand any literacy or numeracy issues the learner might have. Interview where the IAG advisor will go over the candidate's work history, education and current status to get an insight into the learner's long and short term goals</p> <p>-Action plan drawn up Long term and short term targets are drawn up with the full agreement of the learner</p> <p>-Future appointments agreed Candidates are given slots to attend their 1-2-1s either while the training is on or around the training, these are arranged to suit the candidates and also work within the opening hours of the facilities</p>	<p>to the customer were understood -the 'next steps' were agreed, understood and reflect how the expressed needs will be addressed</p> <p>Other- Small group session delivering Information, Advice & Guidance (up to 6 people face to face)</p>	<p>setting goals and targets and identifying possible options, outcomes and pathways for the young person whilst on the programme and beyond</p>
<p>Generate 1,300 new employment opportunities for young people</p>	<p><u>Definition:-</u> Numbers of 16-24 year olds in employment through CD interventions</p> <p><u>Measurement:-</u> Employment is defined as working for 16 hours or more per</p>	<p>Copy of contract of employment signed by the participant and the employer</p> <p>Letter from the employer confirming participants permanent full time employment</p>	<p>16 hours per week is very standard and will almost always be the watershed for employment related outcomes as it is the point where someone is deemed to change</p>

	week	<p>Confirmation of employment, organisation address and contact details.</p> <p>Providers may wish to record this on the Action Plan if they do not currently.</p> <p>Evidence to support placement participation must include weekly attendance and hour's undertaken records endorsed by claimant and placement provider</p>	status in terms of employment and come off the benefits register. It is used in the majority of DWP funded programmes as one of the criteria under which a provider can claim an employment outcome; usually in combination with a duration of continuous employment (4, 13 or 26 weeks are the most common). This has been included in the data tracking specification
Help 800 young people sustain work for at least 6 months	<p><u>Definition:-</u> Numbers of 16-24 year olds sustained in employment through CD interventions</p> <p><u>Measurement:-</u> 16 hours or more per week for 6 consecutive months</p>	As above	As above
Ensure 900 young people do not make a repeat claim within 9 months of their last	Numbers of 16-24 year olds not making a repeat claim within 9 months of last claim		
800 new Youth Contract Wage Incentives	Numbers Youth Contract Wage incentives offered to employers by DWP from April 14 – April 17		
Increase earnings of 450 young people by 10%	10% increase in wages of 450 16-24 year old CD Clients between April 14 – April 17		
1,500 new work experience placements	<u>Measurement:-</u> Number of work placements delivered as a direct result of the CD from April 14 –	Confirmation of placement start endorsed by participant and deliverer of activity,	Definitions of work experience offered (DfE report October 2013) Experiential-

	<p>April 17</p> <p><u>Definition:-</u> Work placement defined as a brokered experience over 5 days. Days do not need to be consecutive but the experience does need to be with the same employer and for meaningful activity</p>	<p>organisation address and contact details. Details of agreed placement hours to be undertaken. If reduced hours agreed, evidence of any existing restrictions provided in referral information, or change of circumstance notified by the provider. Providers may wish to record this on the Action Plan</p>	<p>one or two short periods of work experience or other work-related learning connected to future study or employment options, such as study visits, projects and engagement with local enterprise. The target audience for this is likely to be students taking A levels (level 3, academic-only route).</p> <p>Vocational-work experience focused on a particular vocational area to contribute directly to a study programme. The target audience for this is likely to be students taking larger vocational qualifications.</p> <p>Extended-work experience focused on developing employability skills, with English and mathematics covering the majority of the study programme time. The target audience is likely to be students not taking a larger vocational qualification or studying below level 2.</p> <p>The principal</p>
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			factors contributing to successful work experience placements are:- -effective coordination, -good matching of students to placements, -ensuring students are well-prepared for placements and flexibility in timing of placements.
300 apprenticeships	<p><u>Measurement:-</u> Number of apprenticeships starts for 16-24 year olds delivered as a direct result of the CD from April 14-April 17</p> <p><u>Definition:-</u></p>	Registration with the awarding body and evidence of the participant start on a course, signed by the participant and provider	Number of apprenticeships created with employers by spoke delivery partners from April 14 – April 17.
Traineeships	<p><u>Measurement:-</u> Number of traineeships arranged by spoke delivery partners from April 14 – April 17 for 16-24 year olds delivered as a direct result of the CD</p> <p><u>Definition:-</u> -A focused period of work preparation training, covering areas like CV writing, interview preparation, job search and interpersonal skills</p> <p>-English and maths, as these are seen as crucial employability skills</p> <p>-A high quality work placement to give the young person meaningful work experience and develop workplace</p>	<p>-Choice and relevance Placement matched to the trainee’s areas of interest and aspiration, with young people undertaking high quality work experience rather than observation or mundane tasks</p> <p>-Organisational readiness Commitment from senior managers or owner/manager and a low ratio of trainees to experienced staff</p> <p>-Good preparation Thorough pre-placement preparation by the provider, employer and prospective trainee and an understanding of young people’s circumstances that may affect their</p>	Providers and employers should have the freedom to bring these three elements together in the best way to engage and support individual trainees

	skills	workplace behaviour	
		<p>-Written agreement Made between the trainee, employer and provider setting out mutual expectations and commitments, including the training plan and arrangements for reviews</p> <p>-A planned placement A structured induction, clear objectives and integrated off-the-job training, with an identified mentor or buddy</p> <p>-Feedback and review Regular constructive feedback from managers and formal reviews at key stages with the manager, provider and trainee.</p>	
Underemployed definition	<p>-No set targets</p> <p><u>Definition:-</u> A person is considered underemployed when they are working part time when they would prefer full time work, working at a job they are over qualified for or have a qualification in a different subject or sector and are working in a job with no real progression, or working at a lower paid job when they could, if jobs were available, be working more hours or earning a bigger salary</p>		

Appendix 3 - Elevate and the BIT 2014 – Draft Project Plan

Work stream	Short term milestones	Medium term milestones	Long term milestones
Marketing	BIT to review current marketing approaches and suggest improvements		
Lone parents	EJ to convene meeting for TL at Children's Centre to allow BIT to undertake scoping exercise		Look at broadening work out to other "hard to reach groups"
Apprenticeships -Employers -YP themselves -Parents -Schools	Trial undertaken at EBC (not sector specific) Trial design to be sent to PG & EJ by end of July	Share learning with other spokes and look to broaden the trial out to Wokingham and Reading focusing on construction sector	Undertake a session for those tasked with selling Elevate locally (brokers)
Co-located HUBS / new ways of working – "Is it business as usual?"	BIT to prepare a short note on ideas for how to make the service at the hubs new, different and more effective.	Once the HUBS are established / operating – BIT to review effectiveness.	
Targets		BIT to review progress and support where under-performing	

Appendix 4 – Elevateme BIT Report

Applying Behavioural Insights in Thames Valley Berkshire

Results from the ElevateMe trial

Summary

The Behavioural Insights Team was asked to look at ways to tweak ElevateMe before launch and to attract more users. Members of the team attended the task and finish group as well as working collaboratively with the project manager and web developers. Together, we came up with a number of changes to the application process, content and design of the website. As part of this work, we designed, implemented and evaluated two separate randomised controlled trials. These investigated the best way to attract users by email and also encourage them to register.

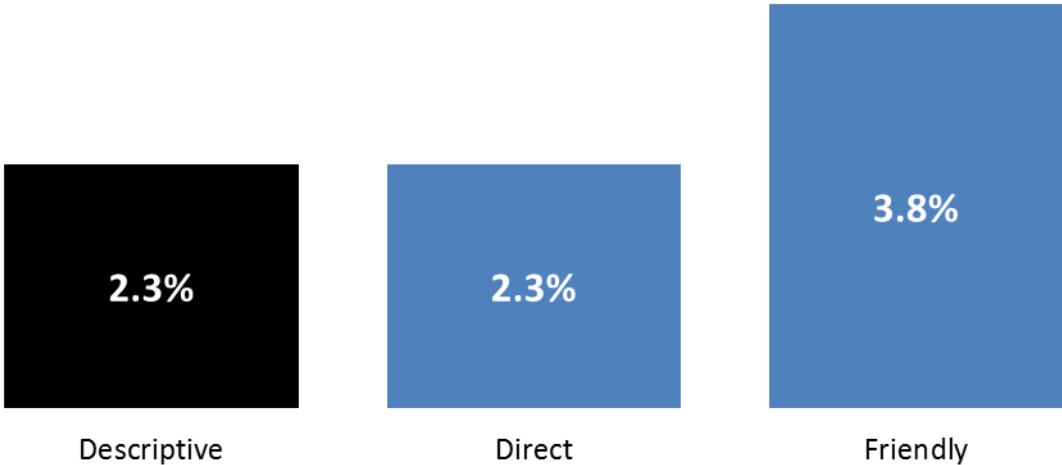
We worked with Adviza and Waters Creative to implement these trials.

Trial 1: Emails to attract users at launch

We worked with Adviza, a local service provider, to send out emails to all young people in the Reading area. We tested three types of emails to encourage people to go to the ElevateMe website. These were all personally addressed to the individual and were sent from the local service manager, who was likely to be personally familiar to the recipients. These are described below:

- 1. **Descriptive:** This email contained an introductory paragraph about the website, followed by an invitation to the site, which stated “Click [here](#) to register on the ElevateMe website!”
- 2. **Direct:** In this email, the introductory paragraph appeared at the bottom of the email, and the instruction to click was presented at the top.
- 3. **Friendly:** In this email, the introductory paragraph was presented at the bottom of the email, but the request was altered to state: “I’d like you to register on the ElevateMe website by clicking [here](#).”

Results – % of people emailed who visited ElevateMe



The chart above shows the proportion of young people emailed that clicked on the link. There was no significant difference between the number of people who clicked on the URL in the descriptive and the direct conditions. **People who received the friendly message were much more likely to click on the link.**

As mentioned above, the only difference between the three emails was a small detail in the text. This finding is supported by our work in other areas – a personal touch and a little social interaction can make a large difference when asking people to undertake a task.

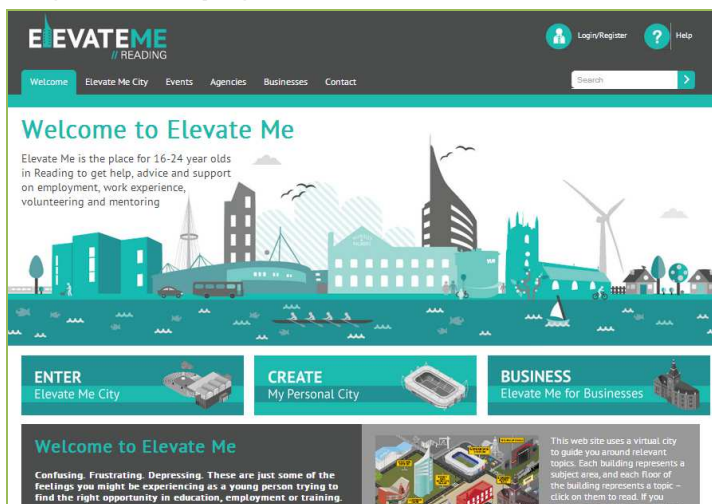
Trial 2: Encouraging registration

The second objective we were set was encouraging those people who did visit the site to register. We made a number of small tweaks with the project team to shorten the application form and remove any unnecessary questions.

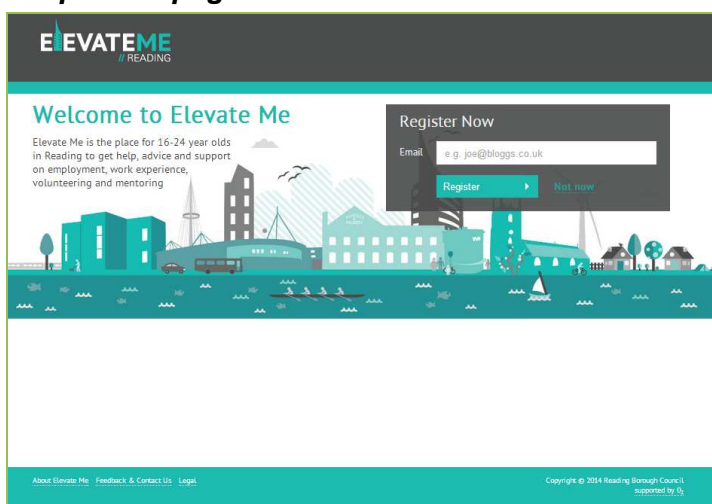
We also ran a second trial, comparing an extremely simplified version of the website against the original. Given that at launch there is only one target behaviour for users (registration) we decided to create a 'splash page' that has two options, "Register" or "Not now". Clicking "Not now" will take users to the original home page.

The two different home pages were as follows:

Original homepage



Simple homepage



Results –% of visitors who registered



The figure shows the proportion of new visitors who registered on the site depending on the landing page they viewed. **People who viewed the simple site were 3.44 times more likely to register.**

We were confident that making it more straightforward to register would have a dramatic impact, but we were surprised that the effect was quite this large. The lesson from this trial extends beyond the design of websites – throughout Thames Valley Berkshire, when we want to change the behaviour of young people, we should ensure that our communications and processes are easy and straightforward. Similarly to other trials conducted by our team, even tiny simplifications can have a dramatic impact on behaviour.

Annex: Randomised Controlled Trials

A randomised controlled trial is a specific type of scientific experiment, and the gold standard for finding out what works.

People are assigned to different interventions by random lot – allowing you to compare the effectiveness of the interventions. In the first example above, we had several hundred people on the Adviza contact list for Reading. We used a spreadsheet to randomly assign each person a 1, 2 or 3. People who were assigned a '1' were sent the Descriptive email, a '2' the Direct email and a '3' the friendly email. Evaluating the trial is as simple as looking at which of the emails received more clicks.

READING BOROUGH COUNCIL

REPORT BY HEAD OF CUSTOMER SERVICES

TO:	THAMES VALLEY CITY DEAL JOINT COMMITTEE		
DATE:	18th July 2014	AGENDA ITEM:	
TITLE:	QUARTER 1 MONITORING REPORT		
LEAD COUNCILLOR:	CLLR LOVELOCK	PORTFOLIO:	LEADERSHIP
SERVICE:	ECONOMIC DEVELOPMENT	WARDS:	BOROUGHWIDE
LEAD OFFICER:	Paul Gresty	TEL:	07912 068 916
JOB TITLE:	City Deal Project Manager	E-MAIL:	Paul.gresty@reading.gov.uk

1.0 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The City Deal is focused on increasing the participation of 16-24 year olds in education, training and work, to develop work-related skills and to streamline the pathway to employment for young people. This is linked directly to a broader objective of delivering economic growth locally, and to address local concerns about the number of young people Not in Employment, Education or Training.
- 1.2 This report provides Joint Committee with a progress update on cumulative outcomes achieved by spokes in the first quarter of City Deal. Appendix 1 breaks down each spoke outputs for quarter 1.
- 1.3 The Thames Valley Berkshire City Deal aims to address the skills gaps and unemployment and underemployment of the 16-24 year old population. Overall the aim is to deliver employment and skills support for 4,500 young people. The deal will deliver improvements in existing schemes:
 - Generate 1,300 new employment opportunities for young people including helping 800 sustain work for at least six months;
 - 1,500 work experience placements
 - 300 additional apprenticeships
 - 800 new Youth Contract wage incentives

New approaches will also be developed to help more young people into sustainable employment ensuring 900 young people do not make a repeat claim within 9 months of their last, and increasing the earnings of 450 young people.

2. **RECOMMENDED ACTION:**

Joint Committee is asked to note the cumulative outputs achieved in quarter 1. Joint Committee members are asked to ensure that their respective organisations are providing accurate and consistent outcomes data on a monthly basis to the City Deal Project Co-ordinator.

3.0 **Quarter 1 Outputs**

3.1 The table below records the outputs achieved in quarter 1 set against the City Deal targets for the first quarter. Appendix 1 highlights the performance of each spoke during quarter 1.

3.2 Joint Committee Members will note the number of gaps in data at a local level (appendix 1). The reason for this is that spokes are at implementation stage and don't currently have the systems and processes in place to collect data. Going forwards, the project will have a common reporting framework and are currently in negotiation with a provider to deliver a data tracking function.

3.3 Highlights:-

- Considerably over achieved on the Information, Advice and Guidance (IAG) target for quarter 1.
- We have exceeded the target for the number of young people that have gained an apprenticeship place.

3.4 Lowlights:-

- The breakdown of outputs by spoke highlights the need for a higher level of consistency in achieving cumulative targets on a quarterly basis.

Appendix 1 - City Deal Quarter 1 Cumulative Outputs

27

Target	Definition	April	May	June	Q1 Actual Total	Q1 Target
IAG Contact	Number of 16-24 year olds offered initial IAG or Employment brokerage	106	163	264	563	375
Work Experience	Number of work placements delivered as a direct result of the CD and not funded from elsewhere. Recipients need to be NEET. Work placement defined as a brokered experience over 5 days. Days do not need to be consecutive but the experience does need to be with the same employer and for meaningful activity.	6	0	5	11	125
Apprenticeship Start	Number of apprenticeships starts for 16-24 year olds delivered as a direct result of the CD. Recipients need to be NEET.	37	33	5	79	25
Apprenticeship sustained 6 months						13

Increase earnings of 450 young people by 10%	10% increase in wages of 450 16-24 year old CD Clients between April 14 – April 17 18-24 year olds 16-18 year olds	35	46	30	111	
New employment Start	Number of 18-24 year olds in employment via CD intervention. Employment is defined as working for 16 hours or more per week	23	40	31	94	108
New employment sustained 6 months	See attrition rate calculations. Number of 16-24 year olds in employment for 16 hours or more per week for 6 consecutive months.					54

Bracknell Forest

Elevate Bracknell Forest Quarter 1					
Target	April	May	June	Q1 Actual Total	Q1 Target
IAG Contact			157	157	46
Work Experience					15
Apprenticeship Start				4	3
Apprenticeship Sustained 6 months					2
Increase earnings of 450 young people by 10%					
New employment start					13
New employment sustained 6 months					7

Reading

Elevate Reading					
Target	April	May	June	Q1 Actual Total	Q1 Target
IAG Contact	68	114	54	240	88
Work Experience	6		4	10	29
Apprenticeship Start	2	1	3	6	6
Apprenticeship Sustained 6 months					3
Increase earnings of 450 young people by 10%	17	23	20	60	
New employment start	11	17	15	43	25
New employment sustained 6 months				0	13

Slough

Elevate Slough					
Target	April	May	June	Q1 Actual Total	Q1 Target
IAG Contact	6	15	18	39	100
Work Experience					33
Apprenticeship Start			1	1	7
Apprenticeship Sustained 6 months					3
Increase earnings of 450 young people by 10%					
New employment start		3	1	4	29
New employment sustained 6 months					14

West Berkshire

Elevate West Berkshire					
Target	April	May	June	Q1 Actual Total	Q1 Target
IAG Contact					48
Work Experience			1	1	16
Apprenticeship Start	29	27	1	57	3
Apprenticeship Sustained 6 months					2
Increase earnings of 450 young people by 10%					
New employment start			1	1	14
New employment sustained 6 months			1	1	7

Windsor and Maidenhead

Elevate Windsor and Maidenhead					
Target	April	May	June	Q1 Actual Total	Q1 Target
IAG Contact			30	30	48
Work Experience				1	16
Apprenticeship Start				57	3
Apprenticeship Sustained 6 months					2
Increase earnings of 450 young people by 10%					
New employment start				1	14
New employment sustained 6 months				1	7

Wokingham

Elevate Windsor and Maidenhead					
Target	April	May	June	Q1 Actual Total	Q1 Target
IAG Contact	32	34	31	97	12
Work Experience					4
Apprenticeship Start	6	5		11	1
Apprenticeship Sustained 6 months					1
Increase earnings of 450 young people by 10%	18	23	10	51	
New employment start	12	20	14	46	4
New employment sustained 6 months					3

READING BOROUGH COUNCIL

REPORT BY HEAD OF CUSTOMER SERVICES

TO:	CITY DEAL JOINT COMMITTEE		
DATE:	18th July 2014	AGENDA ITEM:	
TITLE:	Thames valley City Deal Spoke and Hub Update		
LEAD COUNCILLOR:	CLLR LOVELOCK	PORTFOLIO:	LEADERSHIP
SERVICE:	ECONOMIC DEVELOPMENT	WARDS:	BOROUGHWIDE
LEAD OFFICER:	Paul Gresty	TEL:	07912 068 916
JOB TITLE:	City Deal Project Manager	E-MAIL:	Paul.gresty@reading.gov.uk

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The City Deal is focused on increasing the participation of 16-24 year olds in education, training and work, to develop work-related skills and to streamline the pathway to employment for young people. This is linked directly to a broader objective of delivering economic growth locally, and to address local concerns about the number of young people Not in Employment, Education or Training.
- 1.2 This report provides Joint Committee with a progress update on the spoke and hub projects of the Thames Valley Berkshire City Deal. These projects include:-

Spoke Projects

- Elevate Bracknell
- Elevate Reading
- Elevate Slough
- Elevate West Berkshire
- Elevate Windsor and Maidenhead

Hub Projects

- Labour Market Intelligence
- ElevateMe
- Business Growth Hub

2. RECOMMENDED ACTION:

That Joint Committee Members note the report and progress made during quarter 1

Spoke Projects Update

Elevate Bracknell

Business Engagement

- Recruitment for the Business Engagement Co-ordinator had been completed and a candidate had been selected, they will be starting on September 1st 2014.
- An event for colleagues engaging with Businesses was held on Thursday 8th May.

IAG Hub

- Neville House in Bracknell town centre had been secured as the location for the IAG hub.
- A workshop to engage with young people has been held.

Elevate Me- Bracknell

- A technical brief has been completed work on branding has started with a stag symbol preferred for the customisation of Elevate

Elevate Reading

Partnership Working

A project management team has been developed to coordinate partnership working across the Reading spoke. This project team has agreed to:

- Use of the connexions shop in Friar Street by young people facing teams of Adviza, DWP, NCS, New Directions
- To formulate a joint marketing plan of Elevate Reading and Elevateme Reading.
- Employer engagement staff from CIC, DP and Adviza to develop a joint plan of outreach.
- A process for providing access to mentoring pre and post-employment.
- All party input in updating and developing of the ElevateMe web site.
- To finalise a plan for supported employment to support young people from what the project calls 'hard to reach' groups'.

Co-location Hub

- There have been a number of meetings with partners looking at the detail of the look and feel and layout for an open market place and back office staff. The landlord and tenant draft terms have been discussed.
- Currently seeking endorsement to hub location and with an aim to open the hub by Christmas.

ElevateMe- Reading Website

- Elevate My Business micro site is being constructed and there would be a landing page on ElevateMe with the option of Elevate Reading or Elevate My Business. The Employer facing team would be skilled in giving people all the options available.

Activities:

- A construction Speed Dating event held in partnership with GallifordTry Construction, Muse Developments and DWP, *Routes into Construction* brought together young people interested in careers in construction and a range of sector professionals. The event was well attended and received positive feedback.
- Job Fair – held at Reading College in May, with 1200 attendees, included dedicated supported for CV writing, and over 60 exhibitors/providers offering a wide mix of job opportunities and training.
- Elevate Outreach events – including a breakfast event for training providers to discuss the Elevate project and website, and engagement sessions with community groups working with young people.

Elevate Slough

Slough City Deal Steering group has been established and are meeting regularly.

Partnership Working

- Processes, protocols and arrangements between partners to be fully operation from September 2014.
- Data sharing working arrangements are being developed between key partners.
- JCP Plus are actively involved in Slough resulting in key partners working from JCP offices.

Recruitment

- 19-24 NEET engagement worker is in place
- Data System and Analyst in place.
- Recruitment to Project Coordinator to take place in July/August- an interim Project Coordinator is in place.

Outcomes and Activities

- 60 young people shortlisted for 28 Apprenticeships- recruitment process July/August 2014
- 1 NEET young person moved to a Traineeship
- First Construction Pathway programme completed
- Agreement secured to develop an Apprenticeship Campaign
- Soft launch being scheduled

Elevate Slough- Website

- Elevate Website Operational Group is in place- key tasks are being identified and implemented.

Elevate West Berkshire

Adviza have been commissioned to conduct a scoping exercise for Elevate West Berkshire to identify the likely locations of young people in jobs without training. A final report will be presented back to the West Berks Steering Group on 17th July.

Employer Brokerage

- An event promoting the benefits of employing young people- entitled 'Open Your Mind' was run with 55 businesses attending.
- The technical specification for the Employer Brokerage service was published on the 16th June. The full invitation to tender will be issues in August with a supplier appointed in November.

Elevate West Berkshire Website

Work has begun on the personalisation of 'Elevate West Berkshire' website, where advice, information and support will be available for YP and their families.

Elevate Windsor and Maidenhead

Partnership Working

- RBWM will be working with partners to ensure that there is a collective approach to data collection and co-located working practices being discussed for implementation at soft launch.
- A joint approach to a Graduate Event with Slough across the two authorities.
- Discussions are taking place with partners in order to deliver job coaching.
- Both colleges in East Berkshire are working collaboratively.

IAG Hub

- A one year lease has been negotiated for the Maidenhead Hub in its current location; a new layout is being discussed by partners which involves IAG interview rooms being built.
- A rota for staff co-location to be worked out at the next implementation group.

Soft launch date: 18th August- in order to reach those receiving exam results.

Go-live date: RBWM are currently looking at the last two Fridays in September for a launch in both town centres.

Recruitment

- The role of Partnership Enrolment Officer is being advertised, interviews for the post will take place on 23rd and 24th July.
- The paid for member of staff will be running the Hub for Berkshire College of Agriculture is IAG qualified and has been collecting IAG on NEETs from the college that are dropping into the Hub since the City Deal Funding has been confirmed.

Elevate Windsor and Maidenhead:

- A functional requirement specification has been produced; there will be a final consultation with the implementation group on 16th July.

Elevate Wokingham

IAG Hub

- Refurbishment of the space Wokingham library for the Employment and Skills Hub has started.
- A focus group with young people has taken place to discuss how the hub would look.
- Wokingham Children's services will be funding a gallery space in the hub and young people will be able to work together with artists.

Soft launch: 11th August 2014 with a dry run week before to align protocols.

Go-live: 4th September 2014

Partnership Working

- A workshop and a training session will be held with staff who will be operating out of the hub, to make ensure that procedures are the same.
- A Memorandum of Understanding for partnership staff is being piloted by Wokingham and establish common ways of working in the hub.

Recruitment

- An interim centre manager for the Employment and Skills Hub has been seconded from Adviza.
- Job Descriptions for the positions of Centre Manager for the Employment, Construction Skills Broker and an Apprentices Skills Co-ordinator are being evaluated.

Activities

- Wokingham's Construction hub has gained accreditation for a National Skills Academy from the Construction Industry Training Board.
- Wokingham have established the hub as a council project.

Business Growth Hub

THAMES VALLEY BERKSHIRE BUSINESS GROWTH HUB

Background:

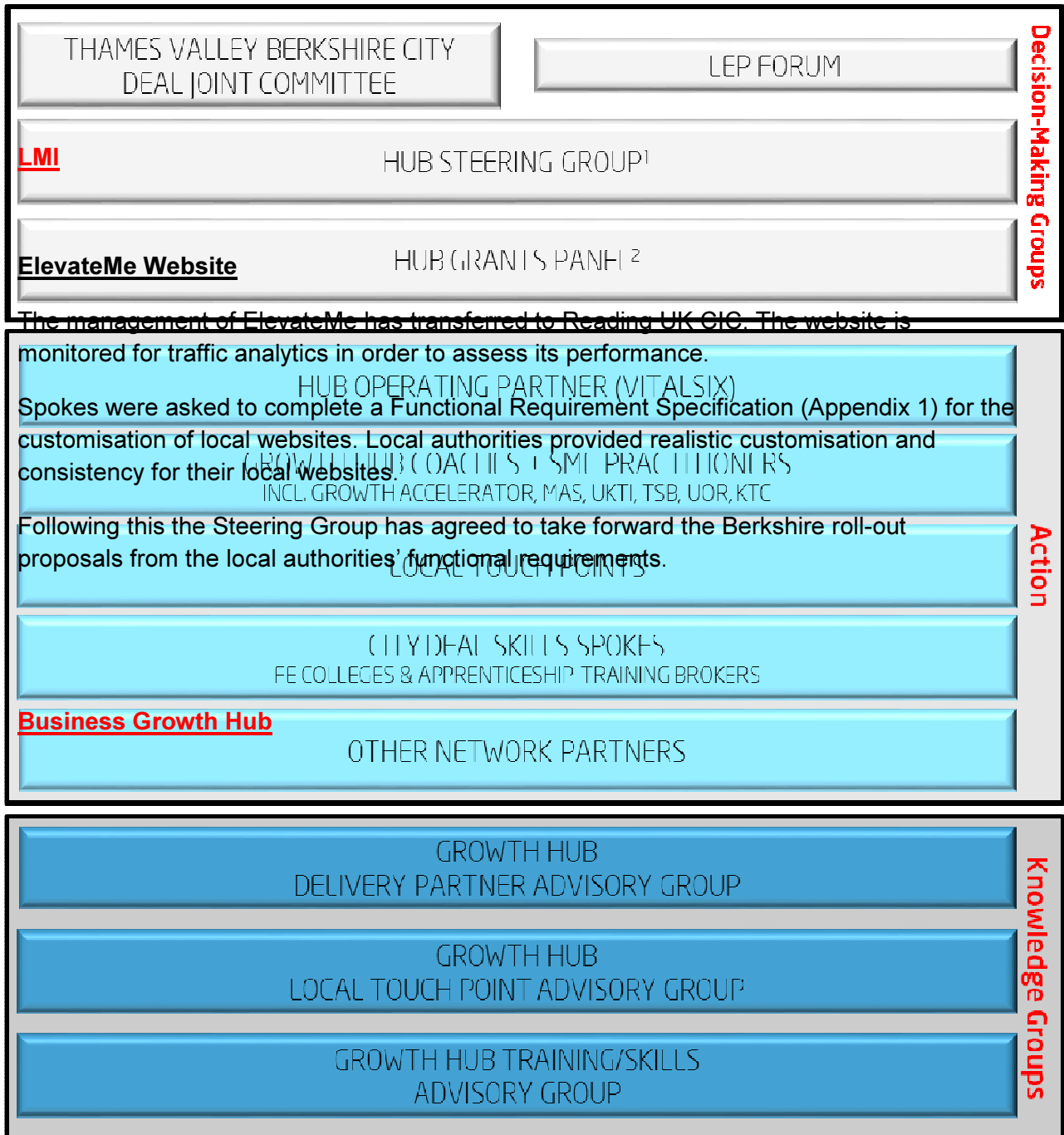
Thames Valley Berkshire Business Growth Hub has 4 main activities:

- A one stop shop web site as the single gateway for all Thames Valley Berkshire's businesses; providing access to information, an overview of grants and available business support services www.berkshirebusinesshub.co.uk
- A programme of coaching, advice and training from an experienced team of business people to develop business strategies and plans for growth. The Hub is partnering with national programmes (MAS, UKTI, GrowthAccelerator, TSB), and with the LEP's own Funding Escalator
- A competitive grants programme to fund businesses that need between £1k and £3k for specialist advice, and between £10k and £40k to develop new products, prove new technologies and get ideas to market.
- A business network delivering relevant events and topical activities across TVB, to provide knowledge and information exchange for growth businesses

Update:

- Key milestones and targets exceeded as at start July:
 - 52 businesses engaged (18 in pipeline): target 44
 - 42 businesses assisted (17 in pipeline): target 33
 - 9 pre start assists (1 in pipeline): target 3
 - 16 prospective clients prepared for intensive support and/or grants
 - 16 business leaders have or are attending Henley Accelerator programme
 - 1 open innovation project underway with Jaguar Land Rover
 - 9 Growth Accelerator common clients
 - 5 MAS referrals
 - 2 TSB applications in hand
- Links have been forged with local Touch Points and national partners
- A 'Rural Spoke' is to be established using EU SIFS EAFRD funds
- A Steering Group and Grants Panel have been established (diagram below)
- Inaugural Grants Panel 20 June. Four businesses applied for grants. Three companies due to receive a total of approx.£40k
- Successes being written up as case studies – in one example, a client business reported back to Growth Hub team that after receiving 1.5 hours of coaching they changed their sales methodology. The resultant sales activity produced £45,000 of new orders for the client
- 10 clients part way through the first Berkshire Business Accelerator
- Growth Hub supporting or delivering events in partnership with partners and local touch points on an on-going basis:
 - Presentations have been made at a number of events to over 250 business people and professionals to introduce them to the Growth Hub.
 - 60 attendees at the Growth Hub / University of Reading joint event – Supporting SMEs to Grow Forum. A series of five more events are scheduled with the Growth Hub as the main supporting organisation.
 - 30 attendees at the Thames Valley Life Sciences food safety and authenticity event
- Open innovation project underway with Jaguar Land Rover who are seeking leading edge software businesses to work with to add value to their core businesses. SMEs in the Growth Hub network will be introduced as potential partners to this corporate in due course. Collaboration with the University of Reading is part of this project.
- The LEP has been awarded £250,000 for 2015/16 to allow a Business Growth Hub to continue as part of the Local Growth Deal.

Thames Valley Berkshire Business Growth Hub



¹ Steering Group:

- LEP Director (Chairman)
- LEP Director (Business)
- Reading JK CIC (co-opted)
- Reading Borough Council (City Deal Lead)
- Thames Valley Chamber of Commerce
- MAS
- UKTI
- Growth Accelerator

² Grants Panel:

- LEP Director (Chairman)
- Reading JK CIC
- LEP Member Representative (Business)
- TSB (Thames Valley)
- CEO of the Berkshire Community Foundation
- CEO of the FSE Group (Funding Escalator)

Wider Growth Hub Partnership includes:

MAS, UKTI, Growth Accelerator, Technology Strategy Board, Thames Valley Chamber of Commerce, University of Reading, Henley Business School, UOR Knowledge Transfer Centre, Six Utility Authorities, FE Colleges, Reading JK CIC, Institute of Directors (Berkshire)

LMI and Business Intelligence Update

LMI and Business Intelligence Outputs

TVB LEP will be producing the following LMI and Business Intelligence Reports to inform the City Deal project.

Output	Target audience
Monthly job market information (real-time job vacancies by occupation and local authority area)	Spokes
Monthly local business intelligence (lists of newly incorporated businesses and business dissolutions / liquidations by local authority area plus businesses moving into or within Thames Valley Berkshire)	Spokes
Quarterly business intelligence report (headline figures from monthly reports)	Joint Committee, Steering Group
Quarterly Labour Market Intelligence reports (employment and unemployment data for the working age population and 16-24 year olds)	Joint Committee, Steering Group, Spokes
Subject specific briefing reports on the following areas (to be produced over next 6 months): <ul style="list-style-type: none">○ Employer skill needs○ The TVB economy○ TVB employers○ Labour market experiences of young people○ Movement of people for work, education and training○ Labour market experiences of groups of special interest○ Skills acquisition	Joint Committee, Steering Group, Spokes

The flowchart in Appendix 1 shows how it is envisaged that the above intelligence will be used.

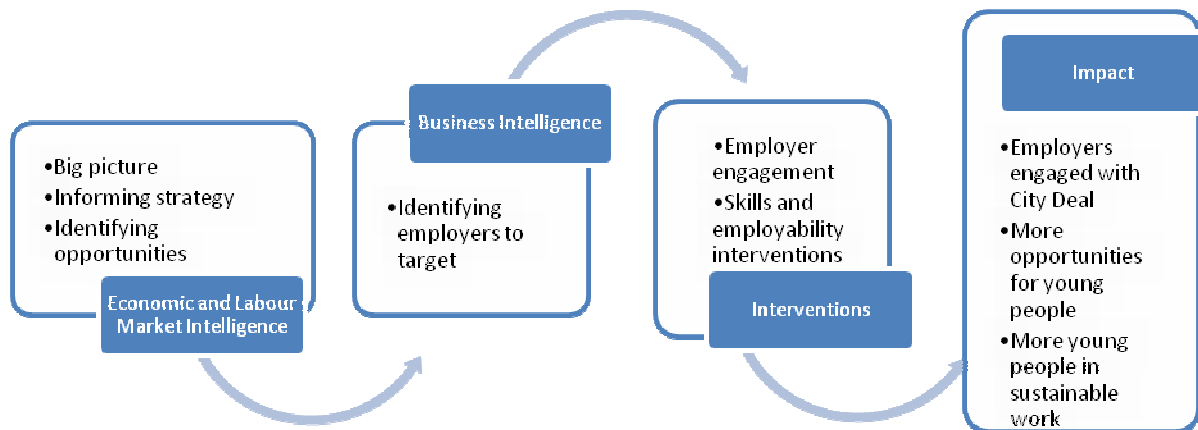
Caroline Perkins, Economic Research Analyst at Thames Valley Berkshire LEP will present the findings from the first quarterly Labour Market and Business Intelligence reports at the City Deal Joint Committee meeting on 18th July.

LMI and Business Intelligence activities May to July 2014

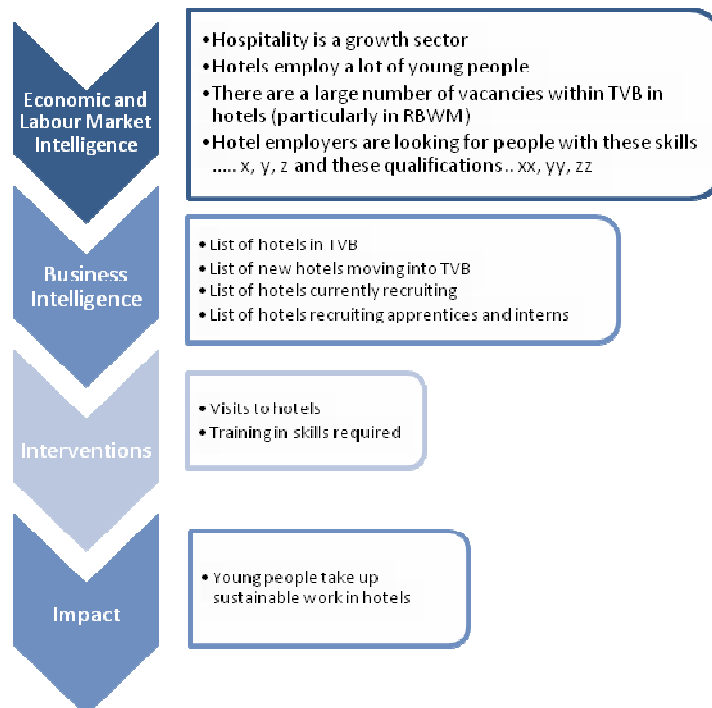
- Delivered a workshop to the six Spokes to discuss their LMI and Business Intelligence requirements.
- Purchased the MINT Business Database and provided associated training to Spokes
- Purchasing Labour Insight (a real-time job vacancy analytics tool) and SPSS (a statistical software package that will enable detailed analysis of government run skills and population surveys)
- The LEP and JCP have begun conversations to ensure a joined up approach to the provision of some elements of LMI to avoid duplication
- Planning for a central deposit for intelligence

APPENDIX 1

City Deal LMI – value / use Flow chart



Example: Hotel industry



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