



NOTICE OF MEETING

Thames Valley Berkshire City Deal (Elevate Berkshire) Joint Committee

Friday 22 January 2016, 11.00 am

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

To: THAMES VALLEY BERKSHIRE CITY DEAL (ELEVATE BERKSHIRE) JOINT COMMITTEE

Councillor Munro, Wokingham Borough Council (Chairman)

Councillor Law, West Berkshire Council (Vice-Chairman)

Councillors Anderson (Slough Borough Council), Bicknell (Royal Borough of Windsor & Maidenhead), Brunel-Walker (Bracknell Forest Council) and Lovelock (Reading Borough Council)

Co-optees:

Katharine Horler, Thames Valley Berkshire LEP

Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

EMERGENCY EVACUATION INSTRUCTIONS

- 1 If you hear the alarm, leave the building immediately.
- 2 Follow the green signs.
- 3 Use the stairs not the lifts.
- 4 Do not re-enter the building until told to do so.

If you require further information, please contact: Derek Morgan

Telephone: 01344 352044,

Email: derek.morgan@bracknell-forest.gov.uk

Published: 13 January 2016

Thames Valley Berkshire City Deal (Elevate Berkshire) Joint Committee
Friday 22 January 2016, 11.00 am
Green Park Conference Centre - 100 Longwater Avenue, Green Park, Reading RG2 6GP

Sound recording, photographing, filming and use of social media at meetings which are held in public are permitted. Those wishing to record proceedings at a meeting are however advised to contact the Democratic Services Officer named as the contact for further information on the front of this agenda as early as possible before the start of the meeting so that any special arrangements can be made.

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

Members are asked to declare any personal or disclosable pecuniary interest in respect of any matter to be considered at this meeting.

Any Member with a Disclosable Pecuniary 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 Disclosable Pecuniary Interest is not entered on the register of Members interests the Monitoring Officer must be notified of the interest within 28 days.

3. MINUTES AND MATTERS ARISING FROM THE LAST MEETING

To approve the minutes of the last meeting held on 10 November 2015 and receive updates on any issues not covered elsewhere on the agenda.

3 - 8

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. EUROPEAN STRUCTURAL INVESTMENT FUND (EUSIF)

To provide Joint Committee with an update on next steps with regard to the EUSIF funding

9 - 28

6. GENERAL PROGRAMME UPDATE

To provide the Joint Committee with an update on the programme.

29 - 52



**THAMES VALLEY BERKSHIRE CITY
DEAL (ELEVATE BERKSHIRE) JOINT
COMMITTEE**

10 NOVEMBER 2015

10.30 - 11.25 AM

Present:

Councillor Stuart Munro, Wokingham Borough Council
Councillor Marc Brunel-Walker, Bracknell Forest Council
Councillor Sohail Munawar, Slough Borough Council
Councillor Tony Page, Reading Borough Council

Co-opted Members:

Katharine Horler, Thames Valley Berkshire LEP
Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

Also Present:

Paul Gresty, Reading Borough Council
Shanzeeda Chowdhury, Slough Borough Council
Mark Browne, West Berkshire Council
Laura Davis, Royal Borough of Windsor & Maidenhead
Rhian Hayes, Wokingham Borough Council
Harjit Hunjan, Royal Borough of Windsor & Maidenhead
Emelye Janes, Reading Borough Council
Robert Jolley, Bracknell Forest Council
Peter Kennedy, Department of Work & Pensions
Anneken Priesack, Bracknell Forest Council

Apologies for absence were received from:

Councillor Alan Law, West Berkshire Council
Councillor Rob Anderson, Slough Borough Council
Councillor Phillip Bicknell, Royal Borough of Windsor & Maidenhead
Councillor Jo Lovelock, Reading Borough Council

35. Apologies for Absence and Substitute Members

The Committee noted that apologies had been received from Councillors Bicknell, Law and Lovelock.

Councillor Page was substituting for Councillor Lovelock.

36. **Urgent Items of Business**

There were no urgent items of business.

37. **Minutes and Matters Arising from the Last Meeting**

RESOLVED that the minutes of the meeting of the Committee held on 17 July 2015 be approved as a correct record and signed by the Chairman.

38. **European Structural Investment Fund (EUSIF)**

The Committee considered a report on progress with the EUSIF application as well as practical considerations around the operational delivery of the EUSIF element of the wider Elevate Berkshire programme. It also summarised compliance considerations and work undertaken to date to mitigate risks around non-compliance with EU regulations

The Committee noted that since submission of the EUSIF application, the Department of Work and Pensions had asked for further information. The Committee was advised that feedback had now been received from the DWP which had sought further information. Responses to their questions were being prepared.

As the project was already up and running, the intention was to carry on with a start date of 1 November from which it was intended to be claiming the match retrospectively. It would therefore be necessary to ensure compliance with EU requirements from that date. In effect, an EU programme was running but without any formal agreement in place. The lack of a funding agreement was causing an issue as it was not possible to firm up agreements with partners. Whilst it had been a coup to get the Prince's Trust to commit to partnering, they like the other partners were in limbo. As an added concern, the response from the DWP seeking confirmation that the match could be claimed back to 1 November 2015 once the agreement had been completed had been ambiguous. It had also become apparent that the operational programme had been revised but without any notification. The new results and indicators were different to what had originally been expected requiring some further work.

Tim Smith added that the LEP Executive Board had had representatives from the ESIF Managing Authority and Cities & Local Growth Unit at its meeting to discuss its refreshed strategy. Elevate was one of its key projects. The deadline for a refreshed strategy had moved twice. Currency exchange rates had had an impact reducing potential funding from £25m to £20m. As such, the LEP wanted to see a point at which the uncertainty stopped and everyone knew exactly where they were. The Science Park project was similarly in limbo.

Peter Kennedy of the DWP advised that the uncertainties were simply the nature of European funding. There would always be a need to ensure that actual claimed costs were real. He added that decisions on national funding allocations should be made by 17 November 2015 but the Berkshire allocation would follow sometime after that, probably within a month or so. All of the LEPs in England were in the same position. Whether there would be enough for everyone was in doubt. It had however been confirmed that spend on the youth contract was eligible as part of the match funding.

There was concern about the present position and it was suggested that if everyone had known that the issues would still be outstanding at this point, some might not have signed up. There remained disappointment that no-one could say if or when the funding would be confirmed, but the six authorities were still trying to deliver a vital service for young people.

Whilst it had been hoped that this meeting would confirm the successful implementation of the EUSIF funded programme, this was not the case and the Committee agreed to meet again on Tuesday 10 December 2015 at 10.30am to review the latest position or, depending upon the situation, discuss the way forward via a conference call.

In order to expedite the process, it was agreed that all should aim to provide Paul Gresty with the information he required to respond to the DWP by 20 November 2015.

Having noted that positive progress was being made in the course of the discussion, the Chairman invited each authority's representative to provide an update for Members. The following points were made:

Bracknell

- The Hub was to move from the Open Learning Centre to Breakthrough.
- Analytics were developing well, enabling the officers to see if young people were accessing the site.
- Social media had been launched with 56 likes and a Twitter feed.
- Part of the aim of the project was to get council services to work better together.
- Mace, who were developing Bracknell town centre, was to employ a minimum of 10 apprentices and offer work experience opportunities.
- A social care employer was keen to visit to schools to brief them on opportunities.
- The team was working with schools and would attend assemblies to advise them of what it offered.
- Partnership working had been key with more than ten working out of the hub,

Reading

- Good progress was being made.
- A partners event had been held at the Reading hub; this had been the first shared learning event.
- The aim was to work with co-located partners to create a person-centred approach to help.

- Employment and skills plans had been developed.
- Efforts were being made to knit together services to create a more holistic approach.
- Elevate's business pages had been launched.

Slough

- An employer-led approach working with large employers had been adopted.
- Outcomes-focused events for young people in softer skills were being arranged.
- The team was working closely with the LEP to use the local labour market information.
- Headteachers and Adviza were working together.
- A sector profile tool was to be provided on the web site showing vacancy levels to help young people make real career choices.
- More efforts were being made to provide work experience opportunities.
- Two weeks' work experience was being offered to Job Centre Plus clients, with some then moving into work afterwards.
- More pathways were being created for young people including some hard to reach NEETs – 50% had ended up in jobs.
- A project to prioritise lone parents had met the Cabinet Office's target within six months.
- Although Slough was not part of the EUSIF funding bid, it had developed an ambitious plan to work with lone parents and NEETs.

West Berkshire

- The number of NEETs was low.
- The team had adopted different approaches to suit the individual.
- There had been some successful projects with young parents.
- Partners were working closely with the DWP to offer job clubs and the like.
- Links were being developed to adult skills and community learning budgets to see how they could be better targeted at employability courses.
- Health issues were being taken into account particularly to address deeper anxiety issues which were hindering some young people.

Wokingham

- There were very few NEETs,
- The team had recently celebrated the first year of the hub.
- Elevate had run the careers fair for the borough's secondary schools.
- 500 people had attended the evening session at the careers fair.
- The Facebook page had had 524 hits after the careers fair.
- Employment skills plans were being developed.
- Work was underway on shared apprenticeships and working with SMEs.
- The Council was providing 7 apprenticeships and 58 work experience opportunities.
- Lots of work experience opportunities were being developed in Wokingham town centre.
- Elevate had been a very key story during the recent OFSTED inspection.

Windsor

- Targeted work was continuing on a particular cohort, including youth offenders, care leavers and those with disabilities
- Footfall had increased at the hub, but had dipped again so more work was being done in the community.
- Work was being undertaken with SMEs.
- Work was underway to increase the size of the highway maintenance workforce.
- The co-location of partners was working well.
- It was still a struggle to provide work experience, particularly for young people with disabilities who could not always do five consecutive days, therefore a more person-centred approach had been adopted to enable them to do their five days over a longer period more suited to their disability.
- More work was being done to get young people into work-related courses.

Elevate as a whole:

- The Princes Trust and other partners were working pan-authority.
- All hubs were using labour market intelligence.

- A joint bid had been made for DfE funding to support skills and employment.
- The Elevate brand was beginning to take off.
- Partners were now part of the elevate family rather than providers.
- The project had become much more partner orientated.
- All were working really well in hubs co-located with partners.
- Work was being undertaken with gingerbread to help lone parents.
- All were working creatively pan-Berkshire to help the clients.

CHAIRMAN

TO: THAMES VALLEY BERKSHIRE ELEVATE (CITY DEAL) JOINT COMMITTEE

DATE: 22nd January 2016 **AGENDA ITEM:** 4

TITLE:
ELEVATE THAMES VALLEY BERKSHIRE (City Deal)
EUROPEAN STRUCTURAL INVESTMENT FUND UPDATE (EUSIF)

LEAD COUNCILLOR: CLLR MUNRO (WBC)

WARDS: BOROUGHWIDE

LEAD OFFICER: Paul Gresty **TEL:** 07912 068 916

JOB TITLE: Programme Manager **E-MAIL:** Paul.gresty@reading.gov.uk
– Elevate Berkshire

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 A paper was tabled at the Joint Committee meeting in November 2015 – updating Members on the City Deal Berkshire EUSIF Application and clarifying compliance considerations with key aspects of the EUSIF programme.
- 1.2 The papers from the meeting held in November 2015, and a summary of commitments made in the resolution, can be accessed here – <http://democratic.bracknell-forest.gov.uk/ieListMeetings.aspx?CId=658&Year=0>
- 1.3 This report provides City Deal (Elevate) Joint Committee with a further update on progress with our EUSIF application and recent conversations with the Department of Work and Pensions, the Managing Authority for the EUSIF programme.

2. **RECOMMENDED ACTION**

- 2.1 That Joint Committee note progress around our full EUSIF application and clarification and additional information needed from each Elevate partner they represent. That members note the amount of additional information requested and risks around outputs and retrospective claims in practice (evidencing of).

3.0 **EUSIF UPDATE – FULL APPLICATION (Funding Agreement)**

- 3.1 Our 'Full' EUSIF application was submitted to the Department for Work and Pensions (DWP - the Managing Authority for the EUSIF programme) on the 14th August 2015. The full application mirrored the delivery structure and expression of interest agreed by Joint Committee in July 2015.
<http://democratic.bracknellforest.gov.uk/ieListMeetings.aspx?CId=658&Year=0>
- 3.2 Since submission, we have received a request for further information from DWP. This information was given on 5th October 2015. In the email response back to DWP – we posed a number of questions with regard to the need for additional clarity around process / match and also requested a draft funding agreement – as to make the necessary arrangements with regard to compliance and partnership agreements.
- 3.4 In late December, the Programme Manager for Elevate Berkshire finally spoke, verbally, with DWP regarding the additional information that had been sent previously and the status of our collective application.
- 3.6 In discussion with DWP – the proposed outputs and results for the EUSIF element of our wider programme have been revised. Please see Appendix 1. However, on the 11.01.2015 we received an email from DWP stating - "Please can you send me your updated outputs and results indicators. As discussed the last version sent to me did not have the 50/50 split for Male and Female and although there was an increase from 1650, it is still lower than would be required overall – given the amount of proposed funding. (Although I am unable at this stage to share with you the final agreed Indicators for Thames Valley Berkshire – we do know that for this Investment priority we anticipate that the total number of participants should be over 3000)"
- 3.7 In response – The PM for City Deal has asked DWP to clarify how they have worked this no' out, and the unit cost, bearing in mind the call asks us to work with those furthest away from the labour market with multiple barriers to employment

With regard to our collective application – Our application is being discussed with the relevant committee but DWP have again asked for clarification and for some additional information to be provided. The Programme Manager for Elevate Berkshire has set this information out, in detail, for each partner. The deadline for this information to be returned to the Project Coordinator for Elevate Berkshire is Monday 18th January. Copies of the emails have been attached in Appendix 2.

3.7 Appendix 3 sets out this additional information and the summary email sent to partners, highlighting what information they must provide. As per previous briefings to Joint Committee – the information and granularity required by DWP and guidance information was not set out to us at the beginning of the application process and it is clear that our full application that was sent in August (supplementary evidence in October) last year is only now being reviewed. Moreover, key aspects of the original call, and additional guidance, was implemented at the end of last year, after we had submitted our application.

4.0 NEXT STEPS AND OTHER BUSINESS

6.1 Partners must provide the additional clarity and information requested by Monday 18th January. The Programme Manager for Elevate will then compile the additional information and liaise with DWP. Members will note the amount of work needed centrally as part of the application.

→ Appendix 1

Please note – DWP want to see the figure increased to 3000 (ID 02 below)

Elevate Berkshire – EUSIF Outputs and Results - for the categories under IP1.2 of the Operational programme

Page 50 to 55 - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/461596/ESF_Operational_Programme_2014_-_2020_V.01.pdf

- Participants (below 25 years of age) who are unemployed or inactive – is the total number of participants
- Unemployed, including long term unemployed - is definitely both of these categories and **not just** the 6 month unemployed

OUTPUTS - Common and programme-specific output indicators

Priority axis: 1 - Inclusive Labour Markets
Investment priority: 8ii - Sustainable integration into the labour market of young people (ESF) in particular those not in employment, education or training, including young people at risk of social exclusion and young people from marginalised communities, including through the implementation of the Youth Guarantee.

2.A.6.5 Output indicators by investment priority and, where appropriate by category of region				
Priority axis: 1 - Inclusive Labour Markets				
ID	Indicator	Total Target Value	Men target value	Women target value
O2	Participants (below 25 years of age) who are unemployed or inactive	1,770	885	885
ESF - CO01	Unemployed, including long-term unemployed	1,350		
ESF - CO03	Inactive	420		
O5	Participants from ethnic minorities	220		
ESF - CO16	Participants with disabilities	250		
O6	Participants without Basic Skills	300		
ESF - CO14	Participants who live in a single adult household with dependent children	160		

RESULTS - Common result indicators for which a target value has been set and programme-specific result indicators corresponding to the specific objective (by investment priority and category of region) (for ESF)

Priority axis: 1 - Inclusive Labour Markets		
Investment priority: 8ii - Sustainable integration into the labour market of young people (ESF) in particular those not in employment, education or training, including young people at risk of social exclusion and you people from marginalised communities, including through the implementation of the Youth Guarantee.		
Priority axis: 1 - Inclusive Labour Markets		
ID	Indicator	Total Target Value
R3	Participants gaining basic skills	40
13 R5	Participants (below 25 years of age) in employment, including self-employment, or education/ training upon	1,275
ESF-CR06	Participants in employment, including self-employment, 6 months after leaving	459

Actions to be supported under the investment priority

Unemployment can have a long-term scarring effect on young people, so this group remain a high priority as the recovery strengthens. A range of help is already available, but ESF will be used to support additional and complementary measures to increase the number of young people who are in education, employment and training, and to reduce the number who are NEET or at risk of being NEET. This investment priority will not support activities that duplicate or replace existing provision.

Of particular concern is that some of the NEET population are marginalised and disconnected from the mainstream activity which is available. One of the challenges for ESF will be to find and engage these young people (e.g. through outreach work) so they can benefit from the support on offer. Innovative approaches, customised training and support and volunteering activities can be provided. Where necessary specific activities will be

designed to address the needs of target groups such as: young lone parents; looked after children and care leavers; carers; ex-offenders; those involved in gangs; and young people with learning difficulties and disabilities.

Traineeships and apprenticeships are an important part of the offer for young people, and ESF can help make them more successful. ESF will be able to support traineeships so long as it is not displacing already planned (and funded) provision and it adheres to the traineeship Framework for Delivery. Any activity on apprenticeships must comply with relevant legislation. The investment priority will be able to complement apprenticeships including supporting improvements to recruitment, assessment and training (but not provide direct funding of training or wage costs).

Actions in this investment priority will be able to complement traineeships by enhancing or building on existing and planned traineeship provision through wrap-around activity. It will also be able to provide additional support for disadvantaged young people beyond the core elements of training (work preparation, English and maths) and work experience. Support for both traineeships and apprenticeships may include increasing uptake through dedicated marketing or outreach work and supporting individuals to remain on the programme (e.g. mentoring and paying trainees' costs such as transport).

Actions in this investment priority will enhance local careers guidance services for young people, including where appropriate providing education, training and careers guidance professionals with information on local job options, business developments and local skills shortages. This will help ensure that young people's choices (e.g. about their training) are informed by the available jobs; and that their expectations about types of jobs and wages are realistic.

It will broker opportunities with local employers to take on young people who are NEET (including those with complex barriers) e.g. through traineeships, apprenticeships, work experience, supported internships for young people with learning difficulties, and support for employers to take on young people NEET. ESF funding for young people can be used to help those aged 15 to 24 on starting provision, including providing more advice to women to enable them to make important career choices. Any interventions targeting young people still at school must not substitute 53 for provision that schools or local authorities would be expected to provide and must be targeted at those who are at risk of being NEET

Guiding principles for selection of operations

See text at Investment priority 1.1

Planned use of financial instruments (where appropriate)

The use of financial instruments is not planned in this investment priority.

Planned use of major projects (where appropriate)

Not applicable to ESF

DEFINITIONS

Unemployed - are persons usually without work, available for work and actively seeking work. Persons considered as registered unemployed according to national definitions are always included here even if they do not fulfil all three of these criteria.

Inactive - "Inactive" are persons currently not part of the labour force (in the sense that they are not employed or unemployed according to the definitions provided).

Long term unemployed - Youth long-term unemployed (<25 years of age) = more than 6 months continuous spell of unemployment

Participants from ethnic minorities – The ESF Managing Authority has agreed with the European Commission that the England ESF programme, will use the national definition of 'ethnic minority group' in-line with guidance from the Office for National Statistics. This indicator will be used as a 'proxy' for the indicator 'migrants, people with a foreign background, minorities (including marginalised communities such as Roma)' as set out in Annex I of the ESF Regulations.

Participants with disabilities - "Participants with disabilities" are persons who are registered disabled according to national definitions Disability: The main national definition is as defined in the Equality Act 2010. See link. <https://www.gov.uk/definition-of-disability-under-equality-act-2010>. You're disabled under the [Equality Act 2010](#) if you have a physical or mental impairment that has a 'substantial' and 'long-term' negative effect on your ability to do normal daily activities.

Without Basic Skills - This programme-specific output indicator relates to participants who do not have entry level, level 1 or level 2 in English, maths or ESOL at the time they join the ESF operation.

Participants who live in a single adult household with dependent children - "Jobless" and "households" are defined as in the indicator "Participants who live in jobless households" of which the indicator "Participants who live in jobless households with dependent children" is a sub-group. Dependent children refers to individuals aged 0-17 years and 18-24 years if inactive and living with at least one parent. Jobless households are households where no member is in employment, i.e. all members are either unemployed or inactive.

- "employed" is defined as in the indicator "Employed, including self-employed".
- "inactive" is defined as in the indicator "Inactive".
- A household, is defined as a housekeeping unit or, operationally, as a social unit:
 - having common arrangements;
 - sharing household expenses or daily needs;
 - in a shared common residence.

A household includes either one person living alone or a group of people, not necessarily related, living at the same address with common housekeeping, i.e. sharing at least one meal per day or sharing a living or sitting room.

Appendix 2 – Recent emails between the MA and PM for City Deal

Thank you Maureen - very helpful. I have added the below to the action note I shared with you and will endeavour to get the information you have asked for.

-The LEP are keen to discuss the Research post and that it needs to be funded via TA.

-Re information asked of the MA around compliance (claims and evidencing results) - we need this info asap as we are claiming back to 1st November 2015 as you know. Do you have any drafts you can share? (partners are taking an informed view based on previous EU programmes)

-Re outputs - how have the MA worked out the figure of 3,000? (taking into consideration the no's in Berkshire linked to your definitions and unit costs - bearing in mind we are working with the most hard to reach yp people and those with multiple barriers to employment)

9
Thanks,

Paul

From: Stafford Maureen DWP EUROPEAN SOCIAL FUND [<mailto:MAUREEN.STAFFORD@DWP.GSI.GOV.UK>]

Sent: 11 January 2016 16:32

To: Gresty, Paul

Subject: RE: Re City Deal Berks EUSIF Application

Hi Paul

Here is the link to the guidance - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/482379/ESIF-GN-2-004_ESIF_Full_Application_Form_Guidance_v2.pdf

This is the link to the Guidance homepage, which you may also find useful for reference to the Eligibility Rules etc.
<https://www.gov.uk/guidance/england-2014-to-2020-european-structural-and-investment-funds>

And I have also attached the State Aid manual – as the section on State Aid Law has not been completed sufficiently.

As mentioned earlier - please confirm the applicant and partners position with regards to backfill and the additionality which ESF funding will now bring. Will work from existing job roles be re-distributed, or will the current work/role of staff be ending prior to their move onto the ESF project e.g. are they at risk of redundancy?

With regards to section 10 of the application - Procurement, More information will be required. In section 10.3 and 10.4 you have indicated that Annex 2 3 and 2F have been completed – but this does not appear to be the case.

Please can you send me your updated outputs and results indicators. As discussed the last version sent to me did not have the 50/50 split for Male and Female and although there was an increase from 1650, it is still lower than would be required overall – given the amount of proposed funding. (Although I am unable at this stage to share with you the final agreed Indicators for Thames Valley Berkshire – we do know that for this Investment priority we anticipate that the total number of participants should be over 3000.)

With regards to your questions/ask of me – I will need to come back to you with the information you require – most of which will be covered at the Funding Agreement stage and Project Inception Visit, should the application be successful.

Thanks very much

Maureen

Maureen Stafford

ESF Operations Manager | European Social Fund Division| Finance Group | Department for Work and Pensions | Ground Floor Rusholme Jobcentre | 96 Wilmslow Road| Manchester | M14 5BJ |0161 248 2880 | 0797 601 7387 | www.dwp.gov.uk | Please consider the environment before printing @socjusticegov on Twitter | www.dwp.gov.uk



From: Gresty, Paul [<mailto:Paul.Gresty@reading.gov.uk>]
Sent: 11 January 2016 14:12
To: Stafford Maureen DWP EUROPEAN SOCIAL FUND
Subject: Re City Deal Berks EUSIF Application
Importance: High

Hi Maureen,

Thank you for speaking with me earlier – I'll await an email re additional requirements / information (in addition to the summary I sent you composed from your previous 2 emails). I appreciate you sending me the two guidance docs discussed also.

- As an aside – please can you set out the evidence the MA will want to see as part of the retrospective claim process, based on resource?
- In terms of outputs and results – please can you also clearly set out the evidence the MA will also require, so this can be shared with partners. For example, operational evidence for the YP that are participants of the Elevate programme (ie, sign-up sheets / job start forms / learning logs etc)

Partners are asking for clear and concise information from the MA on the above – to ensure compliance - and that they are providing all the evidence the MA will expect around financial claims and outcomes.

Kind regards,

Paul Gresty
Elevate (City Deal) Programme Manager

Based at:-
Reading Borough Council
Floor 1, Civic Offices,
Bridge Street,
Reading,
RG1 2LU

07912 068 916

<http://berkshire.elevateme.org.uk/>



Email to Elevate Leads

From: Gresty, Paul [<mailto:Paul.Gresty@reading.gov.uk>]

Sent: 08 January 2016 14:19

To: Anneken Priesack; Rhian Hayes (rhian.hayes@wokingham.gov.uk); 'Laura Davis'; 'Mark Browne'; 'Michael Beavan'; 'Harjit Hunjan'; 'Amy Lenderyou'; Horton-Baker, Nigel

Cc: Janes, Emelye; Hanim, Zoe; Thornton, Grant; 'Shanzeeda.Chowdhury@slough.gov.uk'

Subject: Re EUSIF - Final call for information

Importance: High

Hi,

I have finally spoken with DWP and have been asked to provide some additional information. In the attached overview, I have summarised what we each need to provide by - **Monday 18th January**

An email will follow to each of you from Emelye containing a Zip folder with all of your project documentation for EUSIF, that we have been sent centrally, for amendment / revision – in line with the attached summary document.

ACTION - Each partner needs to work through the additional info section of the word document putting answers to each question on a new tab within your excel profile doc, and making each action green once completed on the attached word doc.

Your updated profile doc (providing answers to each question on a new tab), a copy of this word doc (with all actions ragged) and your revised documents and additional info - then needs to be sent back to Emelye and I in a Zip folder.

The conversation with DWP was positive and it seems... that the risks around outputs and results (which I have had to tweak), match and retrospective claim have been addressed – which is incredibly positive (but this was only verbally discussed over the telephone). We are nearing the end of the process now and our documentation has been passed by DWP to the SIF Committee (with conditions... that the additional info will be sent by the 18th Jan). At this moment, things are looking positive; but we are technically still in application stage!

Finally, as always, happy to come out and meet people / discuss.

Thanks,

Paul Gresty

Elevate (City Deal) Programme Manager

Based at:-

Reading Borough Council

Floor 1, Civic Offices,

Bridge Street,

Reading,

RG1 2LU

0

07912 068 916

<http://berkshire.elevateme.org.uk/>

Appendix 3 - EUSIF Action Paper – January 2015 v1 11.01.16

- **EU Guidance** - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/482379/ESIF-GN-2-004_ESIF_Full_Application_Form_Guidance_v2.pdf
- **This is the link to the Guidance homepage, which you may also find useful for reference to the Eligibility Rules etc.** <https://www.gov.uk/guidance/england-2014-to-2020-european-structural-and-investment-funds>

- **State Aid guidance has been attached**

Additional info that relates to all of us – FOR ACTION

Action 1 - The job descriptions which have been provided do have the correct logo on but they also need to state clearly that the post is part funded by ESF – each JD needs to include a sentence attached to the Elevate ‘bit / sentence” that specifically says “this post is part funded, or funded, by the European Structural Investment Fund (EUSIF)”. THIS APPLIES TO ALL JOB DESCRIPTIONS.

Action 2 - The letter provided by HR to individuals has been provided by each partner – however, they are not all clear in saying that the post is now ESIF funded. Please can you revise these

Action 3 – ‘Other Costs’, spokes and partners need to break down for each project, where applicable, the ‘other costs’ they have included as part of the direct costs tab. This is discussed in more detail below under you respective section

Action 4 - “Please confirm the applicant and partners position with regards to backfill and the additionally which ESF funding will now bring. Will work from existing job roles be re-distributed, or will the current work/role of staff be ending prior to their move onto the ESF project e.g. are they at risk of redundancy?”

We require a statement from each partner saying how nay posts will be backfilled (as from 1st Nov 16 – it is technically a new programme).

Action 5 – Each activity needs to be considered for State Aid. It is not enough to say that as Public Bodies, it is NA. We are required to provide a comprehensive answer in relation to each local project.

Additional info that relates to Elevate centrally

Action 1 - Develop a Sustainable Development Policy and Implementation Plan (see guidance)

Action 2 – Develop an Equality / Gender equality Policy and Implementation Plan (see guidance)
(Details in the Full application guidance and in the full application form under Annex3(a) and Annex 3(b))

-Explained tom DWP that Equality Act and PSED takes holsiitc approach to equality and we don't have

Action 3 - A copy of each organisations timesheet template where required – is also needed. (send generic template)

Action 4 – State Aid (see guidance document)

Action 5 - Section 10 of the application – Procurement. More information will be required. In section 10.3 and 10.4 you have indicated that Annex 2 3 and 2F have been completed – but this does not appear to be the case.

Action 6 - PG and EJ – Maureen email re two questions – compliance

“With regards to your questions/ask of me – I will need to come back to you with the information you require – most of which will be covered at the Funding Agreement stage and Project Inception Visit, should the application be successful.”

We need to know now... as delivering from November 2015. PG to discuss again.

Action 6 – Outputs

“Please can you send me your updated outputs and results indicators. As discussed the last version sent to me did not have the 50/50 split for Male and Female and although there was an increase from 1650, it is still lower than would be required overall – given the amount of proposed funding. (Although I am unable at this stage to share with you the final agreed Indicators for Thames Valley Berkshire – we do know that for this Investment priority we anticipate that the total number of participants should be over 3000)”

PG – how have they worked this out?

PARTNERS – Additional Info required

Spoke	Finance (profile)	Additional Information (as requested by DWP) PLEASE PROVIDE FULL DETAIL FOR EACH QUESTION ON A SEPARATE TAB IN YOUR EXCEL PROFILE DOCUMENT – MARKING AS GREEN ON THIS DOCUMENT ONCE COMPLETE. How have the costs been determined? You have to clearly evidence the additionally
--------------	--------------------------	--

<p>Elevate West Berkshire</p>	<p>Profile correct - 08.01.16</p> <p><i>"At the bottom of the page separate to the total amount of £612,612.00 there is an amount for £88,500.00 – please can you explain what this is and if relevant to the application" - This has been revised</i></p>	<ol style="list-style-type: none"> 1. Figures on tab 1 and 5 and claim profile do not marry. 2. 15 posts have been profiled and there are 15 posts identified in the organogram. 6 job descriptions are missing however for the following post (covering of points in 1 above):- <ul style="list-style-type: none"> -Post 16 adviser -Chief Executive -Work experience manager -Project officer -Manager – 01.FTE -Intensive PA 3. Please clearly explain in detail (narrative) exactly how the £111,000 'other direct costs' has been calculated, and what it will pay for. Please include this on a separate tab within your profile (excel doc)
<p>Elevate Wokingham</p>	<p>Profile correct - 08.01.16</p> <p><i>"The spread sheet will need to be amended in two places:-</i></p> <p><i>Overview Page currently shows £84,064.20 – which should be £84,104.20.</i></p> <p><i>Direct and Indirect Costs page needs to be amended to reflect the salaries - £183,818.96 + 15% (indirect costs) 27,572.84 = £211,391.80. (Coincidentally the three figures quoted for Travel, Website and Training all add up to the figure of £27,572.84).</i></p> <p><i>Are these costs shared costs and therefore are included in the 15% calculation, or are they separate Direct costs and not shared? If they are shared then they do not need to be shown separately as they are on this page"</i></p>	<ol style="list-style-type: none"> 1. 4 posts included in the profile and those 4 are on the Organogram – however there are 2 additional posts on the Organogram not included elsewhere. Please annotate these posts if not ESF funded or part of Match. (Senior Strategy officer & Policy officer). 2. Travel & Subsistence - £5000.00 - Please indicate how this amount has been calculated and what it will be spent on in detail on a separate tab 3. Website/Social Media £10,000.00 – Please indicate how this has been calculated and what it will be spent on in detail on a separate tab 4. Training - £12,572.84 – please explain what this training is for – how many people etc. and the justification for why this would be included in the application – bearing in mind the eligibility rules for funding staff training. If this is not for staff training – but part of the participants costs – then it should be included under participant costs and the excel profile revised accordingly. 5. Participant costs - £84,104.20 – Please provide a full breakdown of how these costs have been calculated, including how many participants and detailing what the costs are etc.

	Answer - They are indirect costs e.g. 15%	
Elevate Windsor and Maidenhead	<p>Profile correct - 08.01.16</p> <p><i>"The 15% calculation for staff salaries is inaccurate and out by a total of £18.75 – please can you re-calculate for each of the partners to rectify. £5.75 for delivery partner 1, £5.15 delivery partner 2, £7.95 delivery partner 3 = total £18.75. This will then bring the total for staff costs to £386,398.85."</i> - Revised</p>	<ol style="list-style-type: none"> 7 posts in total included in the profile and on the organogram. Job descriptions however are missing and some which have been provided do not relate to the job titles on the organogram or profile. – These will need to be amended so that organogram and job descriptions are the same. Under RBWM there is no job description for:- <ul style="list-style-type: none"> Administration Assistant – please provide. I am assuming that the Grow Co-ordinator is the Grow our own Manager – but they should have the same title(s) in the staff section and organogram – please amended. Ways in to work – the job descriptions provided do not relate to the posts profiled – please provide job descriptions for the following posts:- <ul style="list-style-type: none"> -Specialist Employment adviser -Senior Employment adviser -Employment adviser -East Berkshire College – there is no Job description for the Engagement officer – please provide. With regards to the breakdown for other Direct Costs:– <p>Other Revenue – Utility & service charges £30,576.00 - I will need confirmation that the are all direct ESF costs i.e. wholly used for ESF activity and not shared costs?</p> <p>Rent - £21,667.00 - I will need confirmation that if this is rent of premises that the premises are all direct ESF costs i.e. wholly used for ESF activity and not shared. If not rent of premises then what is it the rent of?</p> <p>Consultancy Costs - £6,000.00 – what exactly is this for, a detailed explanation and rationale is required.</p> <p>Marketing - £2,257.00 – How has this figure been determined</p> <p>Other Staff Costs - £1,970.00 – what are they and how have they been calculated.</p> <p>Professional Fees – please explain what the fees are for and how determined.</p>
Elevate	Profile correct - 11.01.16	<ol style="list-style-type: none"> 6 posts profiled and 6 job descriptions provided, however the Social Media Apprentice is not included

<p>Reading</p>	<p><i>" I don't understand the claim profile – so would appreciate a discussion about that." - Complete</i></p>	<p>on the Organogram – please include.</p> <ol style="list-style-type: none"> 2. The organogram also includes additional posts which are not on the profile (presumably as they are not being funded or Matched for ESF?)- if these are <u>not matched</u> please highlight in the organogram 3. <i>There are no indirect costs included at all i.e. the 15% of staff salaries – is this right? (Yes they are not charging 15%)</i> 4. <u>I have queries around following other Direct costs. Please explain in detail costs and added value:-</u> <ul style="list-style-type: none"> - Outreach and Jobclub - £30,527.00 - Marketing and events - £20,000.00 - Rent - £13,000.00 (needs to be "wholly" for Elevate / EUSIF) 5. <u>Other Costs:-</u> <ul style="list-style-type: none"> - IAG 16-18 services - £401,801.00 - Contracted training programmes and work experience - £115,000.
<p>Elevate Bracknell</p>	<p>Profile correct - 08.01.16</p> <p><i>"The Total Staff costs figure is inaccurate and should be £159,090.09 (currently shows £159090.06)" - This has been corrected</i></p> <p><i>"The Overview page shows the wrong staff costs figure and needs to be amended"- Complete</i></p> <p><i>"Unsure why the Website/social media maintenance cost of £1800 is included as a staff cost – this should be a direct cost" - this has been moved.</i></p> <p><i>'Events/meetings/seminars –</i></p>	<ol style="list-style-type: none"> 1. <i>2 posts profiled, both job descriptions provided and both included on organogram.</i> 2. Both letters of appointment are dated wrong – as showing 26th October 2016, and should also say funded by ESF, as should job descriptions. Please amend. 3. Details of how the Travel and subsistence and the Training costs have been calculated are required. 4. Project costs/Participant costs - £247,479.34 – full details of what these costs entail and how they have been calculated are required.

	<p><i>breakdown of how calculated – how many etc.</i></p> <p><i>Publicity/marketing - £3,533.26 – as above</i></p> <p><i>Elevate Hub/Main delivery Hub - £21,100.00 – detailed breakdown of what these costs are and how calculated. It may be that some of this information is included in the claim profile – but I need to talk through that with you to try to understand it” – This info is included and has been revised</i></p>	
Ways into Work	<p>Profile correct - 08.01.16</p> <p><i>“The total staff salary Costs = £232,960.00 – however 15% of those costs are £34,944 – which is a £5 discrepancy as the spread sheet shows this amount to be £34,939.00. Please amend the spread sheet (and profile)” - Complete</i></p>	<p>1. 6 posts are listed on the organogram and form part of the profile claim for salary costs. Only 3 job descriptions have been provided for this organisation – Managing Director, Job Coach and Work Experience officer – however they do not relate to the titles of the 6 posts listed on the organogram. Please can you send revised job descriptions for the following 6 posts so the titles on the staffing tab marry with those on the organogram:-</p> <ul style="list-style-type: none"> -Ways in to Work manager -Senior Employment adviser (West) -Senior Employment adviser (East) -Employment adviser X 3, i.e. 0.5 fte, West & East. <p>2. Re £32,101.00 ‘other costs’ - please explain in detail how the following costs have been identified:</p> <ul style="list-style-type: none"> -Consultancy - £11,800.00 – what exactly is this for, a detailed explanation and rationale (narrative) is required. (you may wish to refer to guidance which is strict on consultancy) -Other staff Costs = £10,500.00 – what are these specifically and how has that figure been determined (narrative needed) -Office Costs £2,801.00 – as above -Other Revenue £7,000.00 – as above (this needs explaining in detail_
Princes Trust	Profile correct - 08.01.16	<p>1. 22 posts are identified on the profile, however there are only 20 posts on the organogram – please amend the organogram to include the following posts:-</p>

		<ul style="list-style-type: none"> -Head of Public Sector partners -Programme manager. <p>There are only 12 Job descriptions included, therefore the following posts also need Job Descriptions:-</p> <ul style="list-style-type: none"> -Regional Director -Head of Finance -Finance Executive -Head of contracts -Contracts manager -Contracts Executive -Head of Public Sector Partners -Programme Support Manager <p>2. Please also provide an explanation with regards to how the following costs have been calculated (a narrative / rational is needed to show how this figure has been worked out and what the money will be spent on:-</p> <ul style="list-style-type: none"> -Travel costs - £9,113.00 -Participant costs - £149,830
Adviza	Profile correct - 08.01.16	<p>1. 14 posts in total comprising of:-</p> <ul style="list-style-type: none"> -2 X Team Leader, 6 X Personal Advisers, 6 X Employment and training advisers. -3 job descriptions for the roles and all included in profile. <p>3. No organogram provided - Please arrange. PG and EJ to look at this (flow diagram x2 team leaders and posts sat beneath operating across LAs</p> <p>4. Travel and subsistence costs - £3,000.00 – please indicate how this amount has been calculated.</p> <p>5. Project costs/participant costs etc. = £15,981.08 – please provide a full breakdown of how these costs have been calculated and what they will be spent on. PG and EJ to look at this with Adviza</p>
HUB	Need to re-profile – once all other EJ removed Caroline and re-profiled PC Post Added some to direct costs	<p>1. 4 posts on the organogram, profiled and Job descriptions provided.</p> <p>2. Query regarding why the Project co-ordinator role is only until 2016 and not for the full period – revised and profiled over full programme</p>

3. Queries with regards to the Labour Market Analyst post – Job description is headed – Economic Research Analyst – but also this job role would normally be funded via Technical Assistance. Please remove this post from the application. – post removed
4. Queries with regards to the following projects :- Please provide detail as to exactly what ESF will be funding in relation to each of these projects and how they have been calculated:-
 - LMI Project - £123,241.00 – removed and money re-profiled as central direct costs
 - Compliance project - £49,388.82
 - Disability project £100,000.00
 - Lone Parents Project - £100,000.00
 - Supported employment project - £54,283.15
 - Looked after children project - £41,674.16
 - £123,241.00 (as above) – re-profiled to xxxxxxxx**
 - Organisation Costs £10,000.00 – please provide details of what this includes and how calculated.
 - Other Direct costs = £13,009 this is in a different column to the rest on the Direct/Indirect Costs page of the spread sheet – not sure if this is an error as it isn't included in the total figure of £484587.13 – removed was an error.

READING BOROUGH COUNCIL

REPORT BY HEAD OF CUSTOMER SERVICES

TO:	THAMES VALLEY BERKSHIRE ELEVATE (CITY DEAL) JOINT COMMITTEE		
DATE:	22nd January 2016	AGENDA ITEM:	5
TITLE:	ELEVATE THAMES VALLEY BERKSHIRE – PROGRAMME UPDATE		
LEAD COUNCILLOR:	CLLR MUNRO	PORTFOLIO:	
SERVICE:		WARDS:	BOROUGHWIDE
LEAD OFFICER:	Paul Gresty	TEL:	07912 068 916
JOB TITLE:	Elevate Programme Manager	E-MAIL:	<u>Paul.Gresty@reading.gov.uk</u>

1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report provides an update on key activity / elements of the Thames Valley Berkshire Elevate programme locally, and is provided by the Elevate Programme Manager, based at Reading Borough Council.
- 1.2 The Thames Valley Berkshire City Deal (known as Elevate Berkshire) 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 who are NEET (Not in Employment, Education or Training).
- 1.3 Elevate Berkshire 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 to 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
- 1.4 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.
- 1.5 More information on the 'Deal' can be found here - https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/25323

2.0 RECOMMENDED ACTION:

2.1 That Joint Committee Members note the report and progress made within their own Authorities.

2.2 Joint Committee is asked to note the local, and collective, outputs achieved to date.

3.0 PROJECT UPDATE

3.1 Aims of the City Deal

The aim of the City Deal is to have joined up provision for young people in one place, bringing together fragmented services and partners, in order to simplify the journey from NEET to EET and to reduce youth unemployment and to better meet labour market needs.

3.2 Elevate Outputs to Date

The table set out in Appendix I shows outputs achieved to date set against the collective Elevate targets, broken down to local level.

Please see Appendix i for Elevate Outputs to Date.

Highlights:

- Collectively met and surpassed the three year target for Apprenticeship starts and sustained apprenticeships for 6 months.
- Over 50% of three year project target reached for IAG contacts, new employment starts and sustained employment.

Lowlights:

- Underachievement of work experience target.

4.0 Local Authority (spoke) update

Elevate Berkshire is the physical place for 16-24 year olds in Berkshire to seek help, advice and support on employment, work experience, volunteering and mentoring. This is part of a Berkshire wide project supporting young people on their journey to employment.

Implementation of the local spoke projects began in April 2014; local spokes continue to make progress in implementing their project.

4.1 **Bracknell – Progress Update**

- Annual Bracknell careers event took place at Coppid Beech Hotel. Over 80 exhibitors from a wide range of sectors offered information and advice to over 900 students and 300 afternoon visitors. A variety of “have a go” activities were organised by businesses in addition to personality and psychometric testing and virtual reality games that were offered. The event was organised by Bracknell Forest Council and Learning to Work with support from Elevate Bracknell Forest and other partners.
- **Construction Work-** Elevate Bracknell Forest is working closely with Mace (principal contractor for the town centre regeneration) to deliver a Construction Apprenticeship Pathway offering construction apprenticeships with Mace and its sub-contractors for young people in the local area. The first opportunity will be with Mace followed by at least 9 other apprenticeships in a variety of construction areas.
- **Care Sector Work-** Elevate Bracknell Forest is working closely with a local care provider to raise the profile of the care sector locally. Links with the college, specifically the sector based work academy for health and social care, have been facilitated with Elevate staff around careers in Social care.
- **Schools work-** Elevate Bracknell Forest has visited all secondary schools in Bracknell and the local college to build links and discuss support that Elevate can provide. In close collaboration with the Council’s Transition Co-ordinator Elevate will have a presence at school results days and will do presentation at year 9 assemblies to inform students about Elevate and introduce Elevate Me. Schools have been encouraged to use Elevate Me as tool in lessons and the website is being used by the Transition coordinator in advice sessions with students at risk of becoming NEET.

4.2 **Reading – Progress Update**

- **‘Routes Into’-** the Employer Engagement team with Reading UK CIC are running three ‘Routes Into’ events in February, covering care, hospitality and construction. The events are informal, and are being supported by a range of employers (Walkabout, Novotel and Hilton) who will be able to tell attendees about the range of work on offer in their sector-as well as having live vacancies to fill.
- **Social Media Campaign-** Elevate Reading has continued to use social media to push out skills and employment messaging. Campaigns around specific events and activities (the Christmas job fair and Reading job fair) have been by far the most successful. The October Construction event reached 5,234 people with 191 likes. The Christmas Temp Fair reached 21,000 people with 1300 likes. Reading will push Elevate through January on a New Year, New Start jobs campaign, followed by promotion of the three ‘Routes Into’ events and the pop-up business school in Feb/March.
- **Reading Jobs Fair 2016-** Held at Hexagon in early November, and produced in partnership with the office of Rob Wilson MP and DWP. The event included over 80 stands of employers and providers, including many recruiting for Christmas. This year the Elevate team also organised sector based talks for attendees including retail (provided by Ikea), care and the armed forces.

Supported Employment Outcomes:

- Job Clubs are now run every Thursday at the Elevate Hub and in Whitley
- London Irish have run a succession of courses for up to 12 young people per course, all based at Elevate Reading
- Employability Courses for DWP clients aged 18-24 - being run in partnership with New Directions at the Reading hub.
- Ikea have been using the Elevate Hub to run a succession of recruitment workshops and interview session at the hub.

4.3 Slough – Progress Update

- **Prioritising Work Readiness and Soft Skills-** Based on LMI, employer feedback and analysis from employment that young people lack soft skills which is a key barrier to employment, Elevate Slough has established outcomes focused Employability Sessions (soft skills and traineeship events) with multiple providers. Two sessions were held in 2015 which led to engagement with 30 NEETS, 11 of whom have progressed onto traineeships. The opportunities element of these events will focus in 2016 on engaging with employers e.g. mini careers fairs.
- **Lone Parents-** Since the establishment of a Lone Parents task group 115 lone parents have received IAG with a qualified adviser leading to progression into maths and English provision and others into employment. Three areas were priorities including confidence building' basic skills training and IAG/employability training as key engagement areas. Slough has taken the opportunity to develop more integrated approach to the delivery if City Deal activity through better integration of Skills Funding Agency Community Learning funding.

4.4 West Berkshire Progress Update

- **Young families-** Some successful projects with young parents including a project to support 16-24 year old parents through Children's centres to access employability, maths, English and parenting skills. also targeting family learning in Children's Centre's for young families
- The DWP employee working on Turnaround families has been referring young people to Elevate providers.

4.5 Windsor and Maidenhead-Progress Update

- **Getting into Line Painting- Ways into Work** has facilitated a getting into event aimed specifically at Young People Youth Offending and Care leavers teams. The event is in partnership with Elevate Slough, Elevate RBWM, Ways into Work and Wilson and Scott. The line painting industry is growing and there is a need for increased numbers of young people into work.
- **RBWM-** has launched a new round of Work Experience Opportunities aimed at the most disadvantaged young people accessing good quality experience. Three placements have been supported since September and further placements will be identified in 2016.

- **Job Club-** Grow our Own started a new job club aimed at young people aged 16-24 in September which is based at the Hub. This enabled the staff team to focus on the needs of this cohort in the co-located environment so a more holistic approach can be taken.
- **Schools-** Elevate RBWM has continued to build positive relationships within Schools with a further workshop being run at Cox Green in November. There are discussions with another two schools for the Elevate Me workshops and Lesson plans being introduced; this area of work is growing.

4.6 Wokingham – Progress Update

- **Create and Elevate Art Commission-** This is encouraging young people from Wokingham Borough to create artwork to chance in the Elevate gallery at the Wokingham hub. The commission will be announced in January.
- **Work Experience-** Elevate Wokingham is working with a local business ‘Code Boutique’ to support work experience and skills development opportunities. Elevate are continuing to support young people with work experience opportunities within the Council and at Elevate.
- **Employability Course-** Two employability courses have been successful run by Elevate Wokingham on the topic of CV writing skills and Interview Skills.

5.0 Hub Projects Update - Pan Berkshire

5.1 Elevate Me

Local spokes are responsible for monitoring and maintenance of local sites, as a result there have been some additions made locally to Elevate Me sites to ensure they are meeting local needs.

Local changes to Elevate Me:

- **Opportunity Search-** the Children and Young people department of Bracknell Forest Council in collaboration with Elevate Bracknell Forest has commissioned Waters Creative to include an opportunity search function on Elevate Me. The new feature allows website visitors to search for local entry level opportunities, volunteering opportunities and apprenticeships in Bracknell Forest Council and the surround areas.
- **Vacancy Search-** Elevate runs a fortnightly vacancy service, identifying local vacancies for users, this is updated regularly on the Elevate Wokingham website
- **LMI Pages-** A new LMI page has been added to the Elevate Slough website; the page includes 10 local sector profiles for Slough as part of an LMI project with the LEP’s Economic Research Analyst.

Analytics

All local projects have access to the analytics for their website which are monitored locally. Website analytics have shown that visits to the websites have increased or remained consistent in Reading, Bracknell and Wokingham. There will be a review of the Elevate Me website in March.

During January project officers from Elevate Reading and Elevate Wokingham were invited to BBC Radio Berkshire to discuss the Elevate Me Website and promote the service.

Elevate Business

The employer facing website for Elevate is nearing completion and expected to launch in early 2016 across Berkshire, the site includes links to the Business Growth Hub, as well as content on the benefits of employing a young person as an apprentice or employee, case studies and other business support information.

5.2 Pilot project for 'hard- to- reach' Groups

In anticipation of a decision around EU funding we are scoping out a number of creative projects with 'hard-to-reach' groups; focusing on lone parents, SEN young people, and looked after children or care leavers. The EU Structural and Investment Fund (EU SIF) project and outcomes aligns with the current Elevate outputs and seeks to work more specifically with particular cohorts of young people. EU funding will fund these creative employment programmes with these cohorts of young people.

Please see European Structural Investment Fund (EU SIF) report for an update.

5.3 Thames Valley Berkshire Business Growth Hub

Background

Thames Valley Growth Hub's Main Activities

- A web portal for Thames Valley Berkshire's Business (www.berkshirebusinesshub.co.uk)
- A business network to bring together Thames Valley Berkshires businesses to benefit from events, short training workshops, topical activities across the year to provide knowledge and information for growth businesses.
- Network activity is delivered in partnership with local touch points such as Slough Aspire Centre, Henley Centre for Entrepreneurship at the University of Reading and Buzz network in West Berkshire to ensure the Growth Hub can be accessed easily through local points of contact.
- A programme of business clinics, advice and coaching and support from an experienced team of business people to develop business strategies and plans for growth. The growth hub delivers support directly to eligible high growth business and partners with national programmes (UKTI, Innovate UK), and with the LEP's funding escalator.
- Business leadership training is delivered through the Berkshire Business Accelerator at Henley Business School.

Phase one (April 2014 to June 2015) funded by the Regional Growth Fund, concluded in June 2015 with all funding fully defrayed. All key milestones and targets were met.

Phase two (from July 2015), primarily funded by the Local Growth Deal, continues to deliver the core services outline above.

All KPIS and project targets are on track as at end of November 2015.

Please see Appendix ii Business Growth Hub Update.

5.4 Labour Market and Business Intelligence Update

- The LEP's Economic Research Analyst (ERA) support Elevate by providing regular LMI and Business Intelligence reports to inform the work of Elevate and ensure that it addresses the need in Thames Valley Berkshire. The latest reports are available to download from the LEP's website- <http://thamesvalleyberkshire.co.uk/Data-Research>
- In November 2015 the LEP produced a Skills Priority Statement for Berkshire that provides more granular information on the nature of Berkshire's skills gaps this will be used to further refine the offer.
- Elevate Slough and the Economic Research Analyst at the LEP have created a number of key sector profiles based on the Slough economy these sectors include ICT, logistics, retail manufacturing. These pages bring together information from a number of different sources and will be reviewed on a six monthly basis. These profiles are available via a LMI page which has been launched on the Slough Elevate Me website, here: <http://slough.elevateme.org.uk/labour-market-intelligence.htm>. If the LMI pages have a positive impact similar pages may be rolled out on other Elevate Me web pages.

Please see Appendix iii Labour Market and Business Intelligence Update

This page is intentionally left blank

APPENDIX I- ELEVATE BERKSHIRE LOCAL & CUMULATIVE OUTPUTS YEAR 2 TO DATE

Cumulative Outputs to Date

Target	Cumulative Outputs to Date						
	Bracknell	Reading	West Berks	Wokingham	Slough	RBWM	Berkshire Cumulative Outputs to-date
IAG Contact	294	962	631	299	451	372	3009
Work Experience	57	55	81	71	37	44	345
Apprenticeship Start	44	77	145	32	111	44	545
Apprenticeship sustained 6 months	20	23	129	21	103	18	314
New Employment Start	252	327	82	134	72	46	913
New Employment sustained for 6 months	113	106	63	65	90	3	361

Bracknell Forest

Target	Year 2				Cumulative Outputs to-date
	Quarter 1	Quarter 2	Quarter 3 (to date)	Year 2 total-to-date	
IAG Contact	29	49	12	90	294
Work Experience	1	4	3	8	57
Apprenticeship Start	7	7	4	18	44
Apprenticeship Sustained 6 months	7	2	5	14	20
New employment start	52	26	17	95	252
New employment sustained 6 months	17	24	23	64	113

Reading

Target	Year 2				Cumulative Outputs to-date
	Quarter 1	Quarter 2	Quarter 3	Year 2 total-to-date	
IAG Contact	72	86	13	171	962
Work Experience	2	1	3	6	55
Apprenticeship Start	10	14	5	29	77
Apprenticeship Sustained 6 months	2	9	5	16	23
New employment start	41	18	25	84	327
New employment sustained 6 months	14	33	22	69	106

Slough

Target	Year 2				Cumulative
	Quarter 1	Quarter 2	Quarter 3	Year 2 total-to-date	
IAG Contact	111	82	33	226	451
Work Experience	3	13		16	37
Apprenticeship Start	33	80	18	131	203
Apprenticeship Sustained 6 months	48	32	0	80	103
New employment start	39	20	2	61	72
New employment sustained 6 months			11	11	11

West Berks

Target	Year 2				Cumulative
	Quarter 1	Quarter 2	Quarter 3	Year 2 total-to-date	
IAG Contact	19	28	33	80	631
Work Experience	24	7	2	33	81
Apprenticeship Start	8	9	3	20	145
Apprenticeship Sustained 6 months	5	3	6	14	129
New employment start	38	24	12	74	82
New employment sustained 6 months	16	16	23	55	63

Royal Borough Windsor & Maidenhead

Target	Year 2				Cumulative
	Quarter 1	Quarter 2	Quarter 3	Year 2 total-to-date	
IAG Contact	74	58	23	155	372
Work Experience	19	9	1	29	44
Apprenticeship Start	2	8	1	11	44
Apprenticeship Sustained 6 months	2	0	0	2	18
New employment start	12	12	4	28	46
New employment sustained 6 months	0	0	1	1	3

Wokingham

Target	Year 2				Cumulative
	Quarter 1	Quarter 2	Quarter 3	Year 2 total-to-date	
IAG Contact	33	28	8	69	299
Work Experience	4	0	4	8	71
Apprenticeship Start	5	3	1	9	32
Apprenticeship Sustained 6 months	3	4	4	11	21
New employment start	22	7	10	39	134
New employment sustained 6 months	13	15	6	34	65

This page is intentionally left blank

APPENDIX II-**THAMES VALLEY BERKSHIRE BUSINESS GROWTH HUB****General Background:**

Thames Valley Berkshire Business Growth Hub's main activities:

- A web portal (www.berkshirebusinesshub.co.uk) for Thames Valley Berkshire's businesses. The web site directs enquirers to information and sources of business advice and support including national programmes such as UKTI, hosts an events calendar, and includes an overview of grants, debt and equity finance for growing businesses.
- A business network to bring together Thames Valley Berkshire businesses to benefit from events, short training workshops topical activities across the area to provide knowledge and information exchange for growth businesses.
- Network activity is delivered in partnership with local touch points such as Slough Aspire Centre, the Henley Centre for Entrepreneurship at the University of Reading and the Buzz Network in West Berkshire to ensure the Growth Hub can be accessed easily through local points of contact.
- A programme of business clinics, advice, coaching and support from an experienced team of business people to develop business strategies and plans for growth. The Growth Hub delivers support directly to eligible high growth business and partners with national programmes (UKTI, Innovate UK), and with the LEP's Funding Escalator.
- Business leadership training is delivered through the Berkshire Business Accelerator at Henley Business School.

Growth Hub update – December 2015:

Phase one (April 2014 to June 2015), funded by the Regional Growth Fund, concluded in June 2015 with all funding fully defrayed. All key milestones and targets were met namely:

- 250 businesses engaged
- 154 businesses assisted
- 15 pre start/start ups assisted
- £488k invested in 34 projects through a competitive grants process.
- The minimum of £1.8m match funding required was exceeded. Private equity investment into client companies was £2.782m plus a commercial loan of £180k. Leverage of other public funds into Growth Hub clients totals £779k – this includes loans from the LEPs Funding Escalator.
- 126 business leaders trained through Berkshire Business Accelerator (partly funded through the Growth Hub) and other short workshops.

Phase two (from July 2015), primarily funded by the Local Growth Deal, continues to deliver the core services outlined above. No cash grants are available for phase two.

All KPIs and project targets are on track as at end November 2015:

Growth Hub Delivery Plan numbers			
	Outputs as at 30.11.15	Target/KPI	Comment
Web visitors, referrals, tel enquiries	4,366 unique web visitors 177 enquiries, referrals (132 web enquiries, 45 tel & referral)	1000	On track

Network events programme, workshops and seminars	389	250	On track
Growth Hub clinics	33	60	On track
Advisory input	39	50	On track
Coaching input	42	50	On track
Henley leadership training	18	36	On track

Local Partnerships

Touch Points

The six Berkshire unitary authorities are represented on the Growth Hub Steering Group by the chair of the Berkshire Economic Development Officers' Group (BEDOG). The Growth Hub operating partner updates BEDOG each month and reports to the City Deal Skills Steering Group monthly. Continued dialogue with all partners is a priority for the Hub operating partner. The latest joint activity & partners working together includes:

- Bracknell - a progress meeting with Anneken Priesack, one of economic development team in Bracknell, resulted in a renewed agreement to plan a programme of joint activity
- Reading – continued close cooperation with Henley Business School, University of Reading. The Growth Hub supports an on-going programme of events under the headlines Enterprise Talks and the SME Forum. The Growth Hub is also in dialogue with Reading UK CIC with regards to supporting a forthcoming Pop Up Business School in Reading.
- Slough – a programme of joint activity has been agreed and the details are being finalised. For the Slough Business Support Group this project is being led by Fiona Jones at Slough Aspire Centre in conjunction with the Growth Hub. Activity includes twice monthly drop in clinics, attendance at regular networking, delivery of Growth Hub hosted events and events supported by the Growth Hub.
- West Berkshire – further discussion is needed to confirm a plan of action for joint events and workshops delivered by the Growth Hub in West Berkshire or delivered jointly with partners incl the BUZZ Network.
- Windsor & Maidenhead – BCA is used occasionally s a venue for events when appropriate. The Growth Hub will begin a dialogue with the recently recruited economic development officer in RBWM to plan a programme pf activity for 2016.
- Wokingham – monthly business advice clinics have been held at GROW @ Green Park, a LEP supported facility, since spring 2015. This increased to twice each month since September 2015. Regular events are held at the Science & Technology Centre, University of Reading, Earley Gate.

Signposting

Since its inception, the Growth Hub team has actively referred clients to and received referrals from the national business support services including Business Growth Service (GrowthAccelerator and Manufacturing Advisory Service), UKTI and Innovate UK.

With the unexpected closure of the national Business Growth Service from 1 December 2015, the Growth Hub needs to re-assess its signposting and diagnosis role. At the time of writing, there is no further information to indicate whether additional funding will be available to expand Growth Hub activity.

[A post Spending Review Growth Hub Network Workshop held on 6 Jan confirmed £12m funding over 2016/17 and £12m 2017/18 for all Growth Hubs. BIS is working on plans for Hubs to draw down funds from April 16 to provide continuity; the exact mechanism is to be confirmed but there are no indications that this will be on a competitive basis.

As a result of the BGS closure the LEP has delayed the ERDF Call until the position on government funding of Growth Hubs is clearer and the call out can be shaped appropriately. Subject to Board agreement, the LEP will extend the Growth Hub contract with VitalSix beyond the current term end (31 March 2016) to allow time to shape the ERDF Call Out appropriately once government funding is clarified.]

The Berkshire Growth Hub is already being contacted by businesses wanting to know what support is still available; unlike other Growth Hubs, Thames Valley Berkshire has always had in its delivery plan the capacity of deliver advice and support to an extent but consideration needs to be given to avoid setting unrealistic expectations about the hands on/one-to-one support now available.

The challenge now faced by the Growth Hub is to manage resources with a potential increase in demand for advice and support, in particular from start up an early stage business that do not have the financial capacity to pay for private sector support.

Marketing Communications and Web Site

The Growth Hub's refreshed web site will be live from January 2016. The latest news about the Business Growth Service has delayed the go live date because content and signposting to BGS services is available through the site. The aim of the new web site is to enable more effective 'self-serve' for business visitors.

A partner/touch point package of collateral will be available in January 2016 comprising pop-up banner for permanent display at touch points, collateral including A5 postcard and explanatory leaflet, web site package including logo & one liner to enable reciprocal links between web sites.

A communications plan is being agreed with partners to enable our extended networks of business contacts to raise awareness of the Growth Hub, its services and support.

In partnership with the six Local authorities, summary information about the Growth Hub is included in a one page flyer that will be included in the January 2016 mailing of rates demands to all business across Thames Valley Berkshire.

Events and Workshops

A forward plan of events and workshops for 2016 is being developed. An evaluation of past activity in discussion with local touch points will inform the future plan.

Events scheduled for 2016 will include:

- Twice each month – Growth Hub clinics at Slough Aspire Centre and GROW @ Green Park. The principle of regular open clinics delivered by the Growth Hub advisory/coaching team is being discussed with other touch points.
- Each month – Breakfast Briefings around the area with short topical briefings and/or case study presentations by client companies
- Quarterly – Business Model Canvas half day strategy workshops
- Regular topical half day workshops including Finance for non-financial managers, LinkedIn for Business, Protecting and managing your intellectual capital.
- Regular SME Forum events in partnership with Henley Centre for Entrepreneurship at the University of Reading

December 2015



Past clinics, events, workshops, networking delivered, hosted or supported by the Growth Hub include:

Twice each month - open drop in business clinics at Slough Aspire Centre and GROW @ Green Park

Four three day Berkshire Business Accelerator programmes delivered in phase two of the Growth Hub project during 2015

- 26.11.15 Business Model Canvas strategy workshop, Wokingham
- 23.11.15 UoR SME Forum - Growth Hub supported
- 12.11.15 UKTI/TV Chamber event incl Growth Hub, presentation & two seminars
- 10.11.15 Berkshire Business Accelerator taster workshop, Wokingham
- 6.11.15 SME 100 Event (BusMag) Growth Hub supported, presentation made
- 30.10.15 TV Chamber - J6 Business Club - Growth Hub supported, presentation made
- 14.10.15 Berkshire Business Accelerator taster workshop, Newbury
- 16.9.15 LinkedIn for Business, Slough
- 4.9.15 Advanced LinkedIn clinics with the Growth Hub
- 11.8.15 SEO from the coalface, Reading
- 30.7.15 Berkshire Business Accelerator taster workshop, Reading
- 15.7.15 LinkedIn for Business, Maidenhead
- 9.7.15 Berkshire Business Accelerator taster workshop, Slough
- 3.6.15 LinkedIn for Business, Newbury
- 28.5.15 Food Network interest group, Reading
- 19.5.15 Food & Life Sciences Networking Event, Reading
- 22.4.15 Business Model Canvas Workshop, Newbury
- 21.4.15 Berkshire Business Accelerator taster workshop, Bracknell
- 17.4.15 Making your Company's Intangible Assets Work Harder, Reading
- 8.4.15 Finance for Non-Financial Managers, Maidenhead

Other observations and comments

Helping businesses develop apprenticeship programmes remains an on-going challenge. For the ambitious growing businesses working with the Growth Hub there is not a straightforward way to service their need to understand and manage the process to establish an apprenticeship programme and recruit appropriate apprentices.

With an historic focus on the supply side for apprenticeships (young people) rather than the demand side, the smaller businesses serviced by the Growth Hub who will be creating new jobs, a review and refreshed emphasis on working with local businesses is still needed.

Ideally a single point of contact to account manage businesses through the process is required with an independent viewpoint not aligned to a particular college or training provider and with knowledge of courses outside Berkshire that may be relevant to the innovation and technology led business that often require higher apprenticeships to meet their skills needs for the future.

-//-

Susan Elliott

Thames Valley Berkshire Business Growth Hub

16 December 2015

This page is intentionally left blank

Elevate Joint Committee Meeting - 22 January 2016

Labour Market and Business Intelligence Update

1. Thames Valley Berkshire Skills Priority Statement

About the Statement

- An overview of the skills required in Berkshire to support and grow the economy.
- Published in December 2015
- Executive summary and detailed evidence base
- Informed by quantitative and qualitative intelligence (the latter from a Call for Evidence)
- Identifies priority sectors and job families for skills interventions (see table 1 below)
- Includes key messages for different partners (including local post-16 education and training providers, career advisers, employers and local authorities)
- Report can be downloaded here: <http://thamesvalleyberkshire.co.uk/NewsDetails/talent-will-drive-future-growth-in-thames-valley-berkshire-23430>

Headline findings

- Digital technology skills are in very high and growing demand
- STEM skills remain in high demand
- Communication skills are in high demand at all levels
- Entrepreneurialism, innovation and business development skills are vital for future growth
- SMEs often find it most difficult to recruit and retain skilled staff
- International companies face particular challenges
- Some sectors', recruitment difficulties are compounded by them having a low profile amongst young people (e.g. warehousing, care, community pharmacy)

Table 1: Priority sectors and job families

	Priority sectors	Priority job families for skills interventions
High priority sectors for local economy (GVA and employment growth)	Digital technologies	Digital technologies
		Sales and customer service
	Financial, professional and business services	Business and finance
		Digital technologies
	Life sciences and healthcare	Engineering and science
		Health, care and welfare
	Construction and the built environment	Construction
		Engineering and science
	Logistics	Transport and Logistics
	Energy and environment	Engineering and science
Other sectors with acute skills issues	Education	Education
	Care	Hospitality
	Hospitality	Health, care and welfare

2. Labour market conditions

Headlines from the October 2015 Labour Market Update report -

<http://thamesvalleyberkshire.co.uk/Data-Research>

After a period of stability, we are now seeing a clear trend of rising employment and falling unemployment across Berkshire. Employment rates have risen and unemployment rates fallen for the last three quarters. Within Berkshire, the labour market fortunes of Slough residents appear to have improved to the greatest extent over the last 12 months, with total unemployment dropping considerably from just under 8% to 5% over this period. In comparison, unemployment in Reading has fallen marginally (by less than 1 percentage point) over the same time period.

There is good news in terms of youth unemployment. After a period of stability the proportion of young people (aged 16-24) who are unemployed is estimated to have fallen over the last two quarters and now stands at 12.1% across Berkshire as a whole. The number of young people claiming JobSeekers Allowance in Berkshire (approximately a quarter of all those who are unemployed and not studying) fell from 1,175 to 840 between September 2014 and September 2015.

In terms of employer demand for skills, digital technology talent continues to be in greatest demand. Software developer roles remain the most frequently sought positions to fill, and demand for people to fill these roles has increased substantially over the last 12 months. In line with this, many of the skills in most (and in increasing) demand from local employers are IT-related (including SQL, JavaScript, LINUX, Microsoft C# and Oracle).

In addition to digital technology talent, demand for sales representatives and sales skills is high (although not as high as 12 months ago) and demand for Registered General Nurses remains high and is increasing.

3. Business conditions

Headlines from the October 2015 Business Intelligence report -

<http://thamesvalleyberkshire.co.uk/Data-Research>

There were 6,400 more enterprises operating in Berkshire in 2015 than five years ago. Much of the growth (nearly two-thirds) has been in micro businesses (employing fewer than five people) in the Information & Communication and Professional, scientific & technical sectors. Over the last five years, the proportion of enterprises operating in Berkshire's two dominate sectors (Professional, scientific & technical and Information & Communication) has increased (from 35% to 39%).

Over the last five years, the proportion of enterprises in Berkshire whose legal status is 'company' has increased from 71% to 78%. Over the same period, the proportion of enterprises that are classified as 'sole proprietors' fell from 18% to 14%.

4. Future reports

The next quarterly reports will be circulated in February 2016