

READING BOROUGH COUNCIL
REPORT BY MANAGING DIRECTOR

TO:	CITY DEAL JOINT COMMITTEE		
DATE:	21 st March 2014	AGENDA ITEM:	
TITLE:	THAMES VALLEY BERKSHIRE CITY DEAL IMPLEMENTATION PLANS		
LEAD COUNCILLOR:	CLLR LOVELOCK	PORTFOLIO:	LEADERSHIP
SERVICE:		WARDS:	ALL
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1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 The Thames Valley Berkshire City Deal scope covers the six Berkshire Unitary Authorities; and it is aimed at simplifying and improving the confusing and often overlapping array of services aimed at supporting 16 - 24 year olds NEETs (Not in Employment Education or Training) into a positive and sustained destination.
- 1.2 The Thames Valley Berkshire City Deal has three major elements:
- A coordinated Employment and Skills Gateway for 16-24 year olds which will halve youth unemployment in three years (see diagram at Appendix 1)
 - A Business Growth Hub
 - The Development of new techniques for engaging young people and businesses

The report outlines the implementation plans for the City Deal and the associated budget and funding streams.

- 1.3 A one page diagram showing the Thames Valley Berkshire Employment and Skills Gateway is included at **Appendix 1**. The six local authority projects (spokes) and LEP (hub) projects are summarised at **Appendix 2**. The draft funding proposals for the spoke and hub elements are attached at **Appendix 3**.

2. RECOMMENDED ACTION

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

3. POLICY CONTEXT

- 3.1 City Deals are special arrangements negotiated between the Government and urban areas in England, by which the Government gives the City Deal area powers and tools to drive local economic growth. They invite urban areas to make and compete for deals with the Government by which the Government will devolve powers in exchange for the City Deal partners taking responsibility for delivering growth locally.
- 3.2 The Government concluded the first wave of City Deals in 2012, for eight larger city regions in England. Each was invited to put forward a proposal to boost economic growth in their area, based on their assessment of what was needed in the area, with specific focus on skills, infrastructure, and business support.
- 3.3 City Deals are a key part of the Government's objectives of rebalancing the economy and boosting private sector growth. City Deals aim to accelerate the pace of decentralisation and unlock new and innovative ways to drive growth. The deals represent a transaction between cities and Government, with 'asks' and 'offers' from both sides.
- 3.4 In the second wave, the Government invited 20 cities and their wider areas to compete for deals that will see the Government devolve powers in exchange for responsibility for delivering growth locally. This is part of the Government's wider localism agenda, and parallels its decisions on the Single Local Growth Fund.
- 3.5 For both waves, the Cabinet Office made a key requirement to set up governance arrangements for the City Deal - a decision-making body across the boundaries of the participating local authorities, linked to the relevant LEP and with decision-making powers bestowed on it by the participating local authorities.
- 3.6 Following the experience of the first wave of City Deal negotiations, and the publication of the Heseltine Review, 'No Stone Unturned: In Pursuit of Growth', in February 2013, the Cabinet Office indicated a change of approach with regard to the governance of City Deals, with the following key features:
 - The City Deal will have a lead local authority which will be the accountable body;
 - Any resultant Central Government funding will be directed to the lead local authority as accountable body; and
 - Each City Deal will have a formal governance arrangement for the exercise of decision-making, with a joint committee of local authorities as the de minimis requirement
- 3.7 The Thames Valley Berkshire City Deal was accepted by government and launched on 28 October 2013 with the signing of the Deal document by all six unitary authorities and the Thames Valley Local Enterprise Partnership (LEP).
- 3.8 The City Deal agreement specified arrangements for governance of the Deal, including the establishment of a Joint Committee of the six Berkshire Unitary Authorities, set up under Sections 101(5) and 102(1) (b) of the Local Government Act 1972, to take decisions on behalf of the six Berkshire Unitary Authorities in respect of managing and delivering the outcomes of the City Deal initiative as agreed through the LEP Board. A report setting out the governance arrangements should have been taken through the decision-making processes of each Berkshire Unitary Authority during January / February 2014 to establish this Joint Committee and to appoint one Member per authority to it, this being the Councillor who represents that authority on the LEP Board.

4. THE PROPOSAL

4.1 Current Position Challenges

- 4.11 The existing provision is fragmented, inefficient, confusing and disjointed for young people, parents and employers. There is a major transition in funding and outlook of services at 18, as young people move from children's services to adult services. Different sections of the service chain are managed by different agencies and funding streams, and that there is a confusing array of offers.
- 4.12 The service offer to young people is variously concerned with:
- a. The young person up to age 18
 - b. Education provision - both short and long courses
 - c. Apprenticeship provision
 - d. Employment
 - e. Work experience
 - f. Tackling underlying barriers (e.g. Youth offending, substance misuse, lone parenting, poor mental health, family circumstances, housing)
 - g. Rural circumstances
 - h. Access to and eligibility for benefits while NEET
 - i. Employers
- 4.13 The service offer to employers is also fragmented between:
- a. College or school contacts
 - b. Intermediary organisations (Education business partnerships for example)
 - c. Apprenticeship service
 - d. Job centre plus
 - e. Economic development officers
 - f. Local enterprise partnership
 - g. Others

4.2 Targets and activities

Headline Targets

- 4.21 To reduce youth unemployment by 50% and
- a. Contact and **deliver information advice and guidance to 4,500 young people** who are already NEET or are underemployed
 - b. Complete **1,500 work experience placements** for young people as preparation and readiness for permanent employment
 - c. Achieve **300 new starts for young people in Apprenticeships**, and sustain these starts for at least 6 months
 - d. Achieve **1,000 new starts for young people in Employment**, and sustains these starts for at least 6 months

City Deal Activities

- 4.22 The design of the main programme of City Deal activities will:
- a. Redesign and simplify the "customer journey" in the interests of young people and employers
 - b. Reduce overlaps and duplications by encouraging co-location of services to young people and businesses
 - c. Where possible, reduce overheads by pooling budgets, sharing line management and unifying information systems
 - d. Introduce Elevate Me - a universal website to provide coordinated signposting, access to services and a personal planning tool
 - e. Provide coordinated Labour Market Intelligence service bringing more timely information and better analysis
- 4.23 In addition to these main activities, the City Deal will also:

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

Implementation

- 4.24 Hub services: provided centrally to unify and coordinate across TVB area
 - a. Data Tracking and Counting Rules
 - b. Labour Market Intelligence
 - c. Elevate Me - development and roll-out
 - d. Professional Development Network
 - e. Lone Parents pilot

- 4.25 Spoke services: provided in each local authority area, responding to the local circumstances there will be an offer for:
 - a. Information Advice and Guidance
 - Coordination/integration with existing services
 - Roll-out of Lone Parents groups after pilot
 - Support to sustain at risk young people in new destinations
 - Services for under employed young people

 - b. Employment Brokerage
 - Encouragement to take on young people
 - Support for work experience placements
 - Development of apprenticeships

- 4.26 The six local authority projects (spokes) and LEP (hub) projects are summarised at Appendix 2, co-location of IAG, Information, Advice and guidance, Employer Brokerage and outcomes are highlighted in the table

5. CONTRIBUTION TO STRATEGIC AIMS

- 5.1 The focus on NEET and skills fits with the Council's strategic aim of establishing Reading as a learning City and a stimulating and rewarding place to live and visit.
- 5.2 The City Deal directly links to the Reading 2030 Sustainable Community Strategy key priority 'skills for all'.

6. COMMUNITY ENGAGEMENT AND INFORMATION

- 6.1 In developing the City Deal proposal stakeholder groups have been involved in a number of workshops to identify the key priorities which will support economic growth and develop the City Deal proposal.
- 6.2 In the development of ElevateMe website included involvement of young people in the design and content.

¹ A team of experienced hands on business experts delivering high growth business support - the team has created, managed, grown and sold both large and small businesses

7. EQUALITY IMPACT ASSESSMENT

- 7.1 Under the Equality Act 2010, Section 149, a public authority must, in the exercise of its functions, have due regard to the need to—
- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
 - advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
 - foster good relations between persons who share a relevant protected characteristic and persons who do not share it.
- 7.2 The City Deal agreement has a specific focus on addressing the skills gap and employment chances of young people, aged 16-24 years. In this and other regards, it will be the responsibility of the Joint Committee - including the Councillor Representatives on it - to ensure that decisions on individual proposals coming before the Board are taken in compliance with all aspects of the public sector equality duty, as contained in the Equalities Act 2010, wherever this is applicable.

8. LEGAL IMPLICATIONS

Legal Powers

- 8.1 Section 1 of the Localism Act 2011 established a power of general competence for local authorities in England, to do anything that individuals generally may do. Section 2 sets the boundaries of this general power. This replaced the former power of wellbeing under Section 2 of the Local Government Act 2000, which was cross-referred directly to the economic, environmental and social well-being of the area.

Governance

- 8.2 A successful City Deal will involve the devolution by the Government of powers - and funding - to the city area covered by the Deal, Thames Valley Berkshire. This will involve a partnership of all six of the unitary authorities in Berkshire, working with the Thames Valley LEP.
- 8.3 The Government requires each City Deal to include effective governance arrangements, to enable decisions to be taken lawfully about devolved Government and functions and budgets, across the City Deal area. The Government sees a joint committee set up by the participating authorities as the minimum requirement for governance.

Joint Committees

- 8.4 Local authorities may delegate the discharge of any of their functions to a joint committee. This may be done under Sections 101(5) and 102(1) (b) of the Local Government Act 1972. The Local Authorities (Arrangements for the Discharge of Functions) (England) Regulations 2000 and 2012 also apply to authorities which operate executive arrangements.
- 8.5 As a general rule, economic development functions are not listed in Schedule 1 of the Local Authorities (Functions and Responsibilities) Regulations as being functions that cannot be exercised by an authority's executive. Therefore the working presumption should be that the functions covered by the City Deal agreement will be the responsibility of the authority's executive, unless the authority has adopted a committee system form of governance (as in Reading).
- 8.6 Joint Committees are Committees of Councillors with equal voting rights. Co-opted Members may be appointed under Section 102(3) of the 1972 Act. However, Co-opted

(non-Councillor) Members cannot have voting rights under Section 13 of the Local Government & Housing Act 1989.

- 8.7 The Thames Valley Berkshire City Deal is underpinned by the deal document which is a joint arrangement between all the participating local authorities and the Thames Valley LEP. Each partner formally entered into this agreement when representatives from each of the six Berkshire Unitary Authorities and the LEP formally signed the document on 28 October 2013.
- 8.8 The Local Authorities (Arrangements for the Discharge of Functions)(England) Regulations 2012, prescribe the process by which local authorities may set up a joint committee for the discharge of any of their functions under Section 102(1)(b) of the Local Government Act 1972. Regulation 11(5) requires such decisions to be made in relation to the authority by the authority. In the case of Reading, which has adopted a committee system form of governance, this means the decision has to be taken by full Council and cannot be exercised by a committee. This requirement has been continued into Article 4 of the Council's constitution ("The Full Council"), which states that only the Council may enter into joint arrangements with other local authorities under Sections 101 and 102 of the local Government Act 1972.

Governance Resolution

- 8.9 The resolution drafted for agreement by all six Unitary Authorities, and passed by Reading Borough Council at its meeting on 28 January 2014, was in the following terms:

That, as part of the implementation of the governance arrangements in the City Deal agreement, a Joint Committee of the six Berkshire Unitary Authorities be set up under Section 101(5) and 102(1) (b) of the Local Government Act 1972 to take decisions on behalf of the six Berkshire Unitary Authorities in respect of managing and delivering the outcomes of the City Deal initiative as agreed through the LEP Board, and in this regard:

- (i) Each of the six Berkshire Authorities appoints one Member to the Joint Committee, this being the Councillor who was their representative on the LEP Board; and that for Reading Borough Council, Councillor Lovelock is appointed to the Joint Committee;
- (ii) Reading Borough Council is recognised as the Accountable Body for the purposes of the City Deal initiative, and providing financial and legal advice to both the LEP Board and the Joint Committee in relation to the City Deal initiative;
- (iii) Bracknell Forest Borough Council is appointed to the role of Secretariat to the Joint Committee on behalf of the six unitary authorities;
- (iv) The Berkshire-wide officer group set up to steer the development of the City Deal Proposal continue in this role, reporting to the Joint Committee, and being responsible for:
 - Updating the Joint Committee on progress with the City Deal;
 - Implementation and delivery of the City Deal on agreed priorities;
 - Appropriate advice and guidance to the Joint Committee on cross-boundary decisions on spending, based on agreed priorities and criteria for dispersal of funding.

9. FINANCIAL IMPLICATIONS

9.1 The City Deal proposal has provided an opportunity either to ask for additional funding to pump prime activity or to ask for local control of existing funding which will remove barriers to economic growth.

9.2 The following funding streams will apply to delivery of the City Deal:

- i) Provision of grant funding (£2.4m) to support proposed single access points for employment and skills opportunities from the national budget for Youth Contract wage incentives (that is under spending);
- (ii) Provision of match funding of £2.4m from Berkshire's allocation of the EU Structural and Investment Funds;
- (iii) Growth Hub - the Government has committed to provide investment funding for the Thames Valley Berkshire Business Growth Programme;
- (iv) The Cabinet Office's Behavioural Insights Team will work with Thames Valley Berkshire to develop and test new techniques to engage young people and businesses. This support will be provided to the value of £150,000 per year over two years (again funded from the Youth Contract wage incentive under spend).

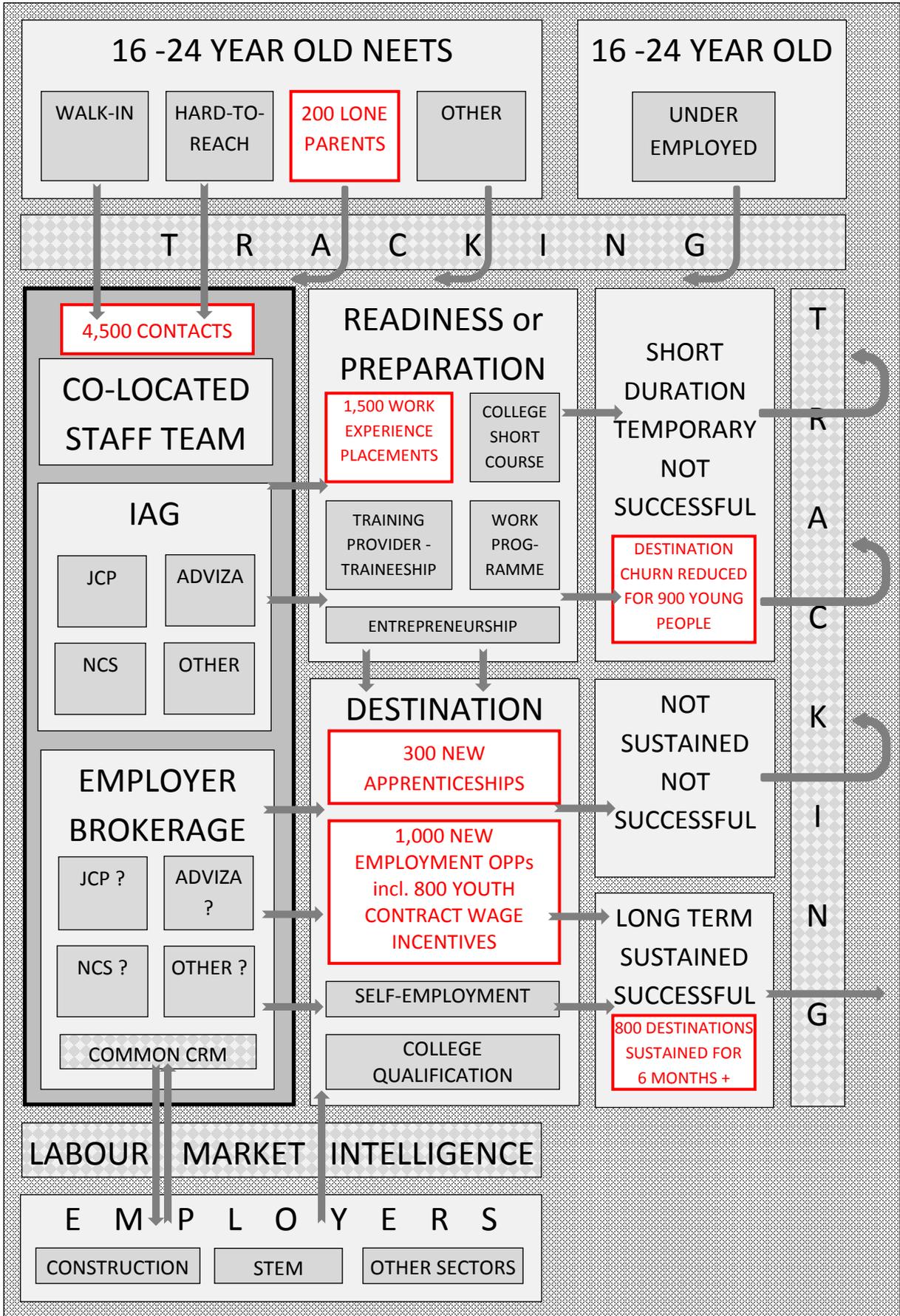
9.3 The Youth Contract funding will be held by and dispersed by Reading Borough Council as the accountable body in accordance with decisions made by the City Deal Joint Committee.

10. BACKGROUND PAPERS

10.1 Thames Valley Berkshire Local Enterprise Partnership City Deal, October 2013

THAMES VALLEY BERKSHIRE CITY DEAL

Employment and Skills Gateway



Appendix 2

	Co Location of IAG	Employer Brokerage	Outcomes
Bracknell Forest	<p>Independent, impartial advice, based in 'one stop shop' premises in Bracknell town centre but populated with multiple agencies (Nacro, NCS, Adviza¹, BFC, JCP, Bracknell and Wokingham College etc Outreach capacity is essential). This proposal offers reduced duplication, improved co-ordination and use of resources, simplified and shared delivery.</p>	<p>Bringing together employer facing representatives from a variety of agencies such as JCP, Learning to Work², BFC, Adviza. Under a single <i>unified management</i> (new post) approach. This service and branding could possibly be based within the council's new Business and Enterprise Team or partner organisation, but with a single line of accountability into the Economic, Skills and Development group; a sub-group of Bracknell Forest's Economic, Skills and Development Partnership.</p>	<ul style="list-style-type: none"> • Reduced duplication of services offered • Collaborative use of resource • Improved co-ordination of services • Simplified customer journey, shared delivery • More unified management of field workers • Increased impact measured with KPIs • Single line of accountability • Economic prosperity • Social cohesion • Inward investment • Reduced unemployment of 16-24 year olds • Increases in apprenticeship participation • Reduced number of benefit claimants

¹ Formally known as Connexions

² Formally East Berkshire Education Business Partnership

Appendix 2

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Reading</p>	<p>Town centre based hub facility which provides IAG facilities through a joined up service team Focus on supporting the needs of young people through a single service team led by Adviza but including JCP, National Careers service, New, Directions, Reading B.C (Young people with Learning Difficulties (working with Optimas Single tracking system and joint planning providing Single multi Agency outreach and marketing plan and joint commissioning of employability provider support utilising existing funding streams. Providing gap filling finance for material, equipment, clothing certification, travel etc needed by individual to begin work experience, a job or training. Development of a third sector provider network for those working with young people on social issues to allow two way referral mechanisms</p>	<p>Single, multi agency team developing a relationship management, employer responsive and hand holding approach based on extensive consultation led by Reading UKCIC, including JCP, Adviza, Connect Reading. Co-located in the hub to allow swift employer/ young person match working closely with the IAG team. An employer outreach which will involve the management of employment and skills plans and sector led activity initially focused on hospitality, retail/logistics, care and construction. Will engage the 500 companies in Readings Business Improvement District. An employer engagement programme linking with College, training providers and private sector recruitment agencies. To support work experience, traineeship, Apprenticeships etc. To include employer training (to develop skills in supporting young people in the work place, jobs fairs and other informal contact opportunities for employers to talk to young people about the world of work</p>	<p>The Reading Spoke will: Engage with young people: IAG contact: 945 Work Experience: 315 Apprenticeships: 63 Apprenticeships lasting > 6 months: 63 Employment starts: 210 Lasting 6 months: 150 Employers supported: 500</p>
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Appendix 2

<p style="text-align: center;">Slough</p>	<p>The City Deal implementation in Slough will be enhanced by this partnership as employers on the Directors' Board (SEGRO, UCB, Mars UK,) and employers on the Slough Aspire Supporters' Network (SEGRO, Mars UK, UCB, Lonza Biologics, O2, Polycom, Federation of Small Businesses) will be able to directly influence the activities for the project. In addition Slough Aspire Supporters commit to providing enhancements to activities such as work experience, attendance at key events, mentoring etc.</p> <p>Moreover, the existing structure of Slough Aspire brings significant private sector funding and investment to enhance the project.</p>	<p>A unified approach to entering the workplace, involving structured pre-employment training, work experience and/or guaranteed interviews in a range of sectors including:</p> <ul style="list-style-type: none"> ○ Construction ○ Hospitality ○ Retail ○ IT ○ Engineering <p>These sector training opportunities are already in place run by different organisations, primarily EBC and SBC but are not coordinated. We will work with existing strategic Aspire partners e.g. Learning to Work and JOG members, particularly JCP who are vital to the success of the programme. We will also bring on board new partners, for example the Princes Trust, Heathrow Ltd (who already run the successful Heathrow Academy), Haybrook College (which includes the Pupil Training Centre) and local Children's Centres</p>	<p>A key identified issue in Slough is skills mismatch rather than lack of vacancies</p> <p>IAG contacts 1,530 Work experience : 510 Apprenticeship starts: 95 Sustained apprenticeships: 95 New employment starts: 88 Sustained employment: 81</p>
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Appendix 2

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">West Berkshire</p>	<p>There are, therefore, 3 groups which West Berkshire Futures seeks to support, as part of City Deal Berkshire, by providing a simplified customer journey through careers advice, work related training, business support and entrepreneurship skills :</p> <ol style="list-style-type: none"> 1. Young people aged 16-24 who have removed themselves from post 16 education prior to attaining a meaningful qualification and are likely to be in part-time or temporary jobs without training. 2. The older generation of the group in (i) above who are adults in their 20s or older who have still not attained meaningful employment or the skills to gain meaningful employment. A proportion of this group will be job seekers. 3. Adults who are either working in SMEs or would like to start their own businesses and who need both generic and specific skills to help them function more effectively in the West Berkshire economy. This group would also gain from the City Deal Growth Hub opportunities. 	<p>West Berkshire Futures will provide both training and support for business start-ups, networking opportunities for self-employed people and future entrepreneurs and work related training for 16-24s and adults for whom current training cannot be publicly funded.</p> <p>There will also be offered some publicly supported training to support longer training programmes, apprenticeships and higher education and training, which can be funded through a partnership of providers using their own Skills Funding Agency funded offer.</p> <p>Employer Support will be developed through the principles of an 'Apprenticeship Training Agency' which offers young people work trials and 'try before you buy' arrangement for employers.</p>	<ul style="list-style-type: none"> • Year 1, phase 1 from April 2014: Initial scoping phase to establish baseline position • Year 1 - from May 2014 recruit or commission employer/client Brokers (2). • Year 1/2 - commission advice and guidance service focussed initially on year 11 and year 12 students. • Year 2 - from July 2014 - having identified young people in the target group we will, via the Brokers, undertake the initial assessment of training needs, train mentors, rollout the full programme and build capacity. We will also track individuals. • Year 3 - Ensure project is sustainable going forward. Raise profile of project, seek longer term funding
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Appendix 2

<p style="writing-mode: vertical-rl; transform: rotate(180deg);">Windsor and Maidenhead</p>	<p>Partnership of providers extended to engage with business networks, to provide co-ordinated approach locally. Emphasis on ensuring LMI informs IAG actually provided to young people.</p> <p>Co-location of services in delivery hubs in both Windsor and Maidenhead town centres, provided by Berkshire College of Agriculture and East Berkshire College.</p> <p>Co-ordinated assertive outreach by partners to young people who find it difficult to engage with a formal facility (e.g. from Traveller communities, with learning disability, facing gendered role restrictions, lone parents), leading to further support as required to overcome barriers.</p>	<p>City Deal partnership will co-ordinate employer engagement work and encourage greater collaboration. Activities will include:</p> <p>Providing taster courses and encouraging work experience in hard to fill vocations including social care, hospitality and constructions sectors.</p> <p>Encouraging better fit for employers in recruiting young people through strength based assessment, to identify suitable candidates who would not be identified by traditional means.</p> <p>Extending national award-winning supported employment practice of Ways into Work to other young people with disadvantage, providing in-work support to sustain employment and to assist the employer to meet business needs.</p>	<p>The Windsor & Maidenhead spoke will deliver</p> <p>IAG contacts: 630 Work Experience: 210 Apprenticeship Start: 42 Sustained Apprenticeships :27 New Employment start: 138 Sustained employment: 84</p>
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Appendix 2

<p style="text-align: center;">Wokingham</p>	<p>We will set up a physical centre where co-located Staff agencies can work alongside each other to provide IAG, job brokerage, business engagement and entrepreneurship skills. Whilst the focus will be on 16 to 24 year olds the centre will be available to people of all ages looking to find employment in construction. This centre will provide a single point of contact in Wokingham where young people can go for support. As Wokingham borough does not have a Job Centre Plus this centre will be of real importance particularly to unemployed young people in the borough who are not signing on.</p> <p>Agencies co-located will be: Adviza; WBC NEET reduction programme; Local Voluntary Sector Support WBC; National Careers Service; Job Centre Plus; Optalis; Central Berkshire EBP; ;</p>	<p>CONSTRUCTION BROKERAGE SERVICE WBC plans to set up a construction skills hub. We propose that this pilot be initiated in the Wokingham City Deal spoke and if it proves successful be rolled out across Berkshire. This will involve implementing Employment and Skills Plans negotiated through the WBC planning and procurement processes, facilitating construction employment and training opportunities. We have ready-made link to the employers such as developers and construction companies. We will work with LMI, training providers and the CITB to ensure that the most appropriate courses are delivered at the right time. We will work with schools and young people to promote apprenticeships as a route into employment. We see this brokerage and business engagement model as important in helping to shape and kick start the Wokingham City deals Hub. Wokingham Borough Council is in the process of applying for National Skills Academy for Construction Status.</p>	<p>The physical centre will enable many organisations to co-locate and work together to realise efficiencies and reduce duplication</p> <p>A shared space will make it easier to provide a one stop shop for young people</p> <p>Provide a much needed point of contact in Wokingham and a source of IAG job brokerage to those in the borough who currently do not have access because they are not signing on</p> <p>The Centre will be in the heart of the town centre regeneration and so can act as a recruiting centre for the development sites</p> <p>The Construction Brokerage service will engage with developers and construction companies to ensure that we use the £2.5 billion of construction in Wokingham borough to generate as many apprenticeships and employment opportunities as possible. From house building alone, we expect to generate 19,500 direct jobs and many more indirect jobs. These placements will provide work across Berkshire, not just in Wokingham.</p>
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Hub Services

LMI/ Business Intelligence Data Function

An outline specification for a Data function for Thames Valley Berkshire has been prepared. In order to meet the requirements of the City Deal two separate data sources are required:

- A. Labour Market Intelligence (LMI)
- B. Business Intelligence and contact data

Outline specification

LMI

Three different types of LMI required:

1. Free data from government sources e.g. NOMIS and ONS which gives examples of Labour Market Trends
2. 'Real time' data- systems which report on current job adverts and can potentially provide real-time information on vacancies by occupation and sector
3. Forecast data- which can provide projected labour market requirements by industry and projected employment and output growth rates.

Business intelligence and contact data

Two types of systems have been identified:

1. A real time Business Database such as MINT. A central licence would be held at the LEP with each local authority / user having access to the system
2. A Customer Relationship Management (CRM) system. This could allow data from the business database to be downloaded to a common CRM.

This is required to:

- a. Support the employment brokerage functions of the City Deal in each local authority spoke and link to LMI needs.
- b. Support business engagement/inward investment by BEDOG.
- c. Inform TVB's Strategic Economic Plan (SEP) and monitor the ongoing impact of the SEP, including the City Deal and the Business Growth Hub.
- d. allow targeted marketing of the City Deal Growth Hub to specific SME groups/sectors

A business intelligence platform will allow TVB to:

- Understand the strengths and weaknesses of individual industry sectors within TVB
- Improve economic understanding of the region to justify funding and attract inward investment
- Calculate business survival rates
- Calculate gross value added for companies in the region.
- Understand Foreign Owned Companies (FOCs) within the region
- Identify newly incorporated start-up businesses in the region
- Identify growing and declining companies and largest employers; both for job creation schemes and to strengthen areas of weakness
- Identify top revenue generating companies
- Populate & update business directories

Appendix 2

- Undertake business surveys on Labour Market requirements
- Promote targeted new initiatives and opportunities to TVB businesses

In order to make use of LMI and business data the LEP has advertised for an Economic Research Analyst (closing date 7 March) who will be responsible for establishing and managing a central and up-to-date set of economic, labour market and business intelligence data in order to inform TVB's Strategic Economic Plan (SEP) and monitor the ongoing impact of the SEP, including the City Deal and the Business Growth Hub.

ElevateMe:

- The ElevateMe website is close to completion, Version 2 user testing of the Website will be completed in preparation for the launch on the 27th March.
- During April and May the management of ElevateMe will transfer to Reading UK CIC as part of the establishment of the Reading 'spoke'. The website will be monitored for traffic and analytics in order to assess its performance
- The Behavioural Insights Team has begun its involvement with the development of the website.

Current Version of Elevate Me:

Version 1: a wide range of pooled information, tips and links covering a number of topics: *Worksearch - Skills - Work experience & volunteering - Money & benefits - Mentoring - Apprenticeships - Starting a business*

Version 2: Adds a personal planning tool to enable users to set specific actions to help with their progress.

Version 2 user testing will be completed in time for the launch.

Berkshire-wide roll out:

a. During April & May 2014 the day-to-day management of ElevateMe will transition to Reading UK CIC as part of the establishment of the Reading "spoke", and there will be close monitoring of traffic and analytics to assess the performance and use of various pages and components of the website.

b. A feasibility Study will be commission to:

- i. Identify, examine and appraise the technical options for rolling out ElevateMe across multiple locations but with particular emphasis on Thames Valley Berkshire LEP area.
- ii. Review with the 5 other unitary authorities within the TVBLEP City Deal how ElevateMe can be adapted for their locality and provide the guidance that they need to adapt it.
- iii. Cost and propose recommended best option for Berks based on technical options and results of LA discussions, with outline timeline for implementation.
- iv. Review and cost additional functionality identified to date but not yet in Version 2
- v. Identify the functional requirements for the business community. (Some of this work may be in place through the Growth hub strand)
- vi. Review ongoing staffing needs to ensure successful roll-out.

Appendix 2

Lone Parents

City Deal will pilot a new approach to targeting lone parents to help them develop their skills and move them into, or closer, to employment. A lone parent 'traineeship' will be developed which will combine IAG and help build skills and confidence; this will also include a work experience placement. Additional support will be offered to deal with childcare commitments and other challenges faced by lone parent. This project will aim to secure employment outcomes for 40% of the pilot group and move a further 60% closer to the labour market. The Behavioural Insights Team has begun its involvement with the project and will be working with officers and lone parents on the design of this pilot.

Professional Development Network

A Berkshire wide network of employers and advisors will share experience of young people in the workforce and develop a 'young person friendly work place'. A coordinator will work with existing employer networks to identify successful models and practice and share them widely.

Appendix 3

£000's	Cabinet Office			EU SIF			3-year Project Total
	2014-15	2015-16	2016-17	2014-15	2015-16	2016-17	
Hub Projects							
LMI	61,314	61,314	61,314				183,942
Data Tracking	50,000	50,000	50,000				150,000
Lone Parents	0	100,000	100,000				200,000
Elevate Me	150,000	0	0				150,000
Professional Network	10,000	10,000	10,000				30,000
Project Management	56,389	56,389	56,389				169,167
Balancing Figure			69,613			4,038	73,651
Spoke Projects							
BFC	152,500	72,500	0	112,311	142,312	199,812	679,435
RBC	208,000	42,000	0	166,000	166,000	205,000	787,000
SBC	131,316	101,317	0	110,000	140,000	241,317	723,950
West Berks	101,500	50,500	0	100,000	130,000	186,500	568,500
Windsor and Maidenhead	161,045	35,500	0	0	131,720	166,990	495,255
Wokingham	379,700	11,400	0	0	93,300	104,700	589,100
Spoke total	1,134,061	313,217	0	488,311	803,332	1,104,319	3,843,240
Whole Project Total	1,461,764	590,920	347,316	488,311	803,332	1,108,357	4,800,000

	Cab off	SIF	Tot
hub	952,722	4,038	956,760

	2,400,000		2,400,000		Cab Off Total	2,400,000	2,400,000	4,800,000
	Cabinet Office	EU SIF	Total		Cab Off limit	2,400,000		
2014-15	1,461,764	488,311	1,950,075		surplus	0		
2015-16	590,920	803,332	1,394,252			0		
2016-17	347,316	1,108,357	1,455,673			0		
Total	2,400,000	2,400,000	4,800,000			0		