



NOTICE OF MEETING

Thames Valley Berkshire City Deal (Elevate Berkshire) Joint Committee

Tuesday 21 May 2019, 10.00 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 Page, Reading Borough Council (Vice-Chairman)

Councillors Brunel-Walker (Bracknell Forest Council) and Swindlehurst (Slough Borough Council)

Co-optees:

Katharine Horler, Thames Valley Berkshire LEP

Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

Agenda

Item	Description	Page
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. <i>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.</i>	
3.	Minutes and Matters Arising from the Last Meeting	3 - 8
	To approve the minutes of the last meeting held on 25 September 2018 and	

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	receive updates on any issues not covered elsewhere on the agenda.	
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.	Elevate Berkshire ESF Update	9 - 28
	<p>To provide the Joint Committee with an update on the Elevate Berkshire European Social Fund Programme.</p> <p>Key Updates:</p> <ul style="list-style-type: none"> • Item 1 - Update From Central Team on Key Projects • Item 2 - Partner Updates • Item 3 - Performance and Funding • Item 4 - Future Plans <p>Reporting: Joanna Flaxman</p>	

Elevate Evaluation

At the conclusion of the formal meeting, which will be the final meeting of the Joint Committee, there will be an opportunity for those who are able to stay, to evaluate Elevate in discussion with Adam Jeffery from Chimera.

Sound recording, photographing, filming and use of social media is permitted. Please contact Derek Morgan, 01344 352044, derek.morgan@bracknell-forest.gov.uk, so that any special arrangements can be made.

Published: 13 May 2019

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**THAMES VALLEY BERKSHIRE CITY
DEAL (ELEVATE BERKSHIRE) JOINT
COMMITTEE**
25 SEPTEMBER 2018
10.25 - 10.50 AM

Present:

Councillor Phillip Bicknell, Royal Borough of Windsor & Maidenhead
Councillor Tony Page, Reading Borough Council
Councillor Wayne Smith, Wokingham Borough Council

Co-opted Members:

Tim Smith, Thames Valley Berkshire Local Enterprise Partnership

Also Present:

David Bolam, Elevate Central Team
Mark Browne, West Berkshire Council
Joanna Flaxman, Elevate Central Team
Hilary Hall, Royal Borough of Windsor & Maidenhead
Rhian Hayes, Wokingham Borough Council
Rebekah Malcolm, Elevate Central Team
Kashif Nawaz, Bracknell Forest Council

Apologies for absence were received from:

Councillor Marc Brunel-Walker, Bracknell Forest Council
Councillor Stuart Munro, Wokingham Borough Council
Councillor James Swindlehurst, Slough Borough Council
Katharine Horler, Thames Valley Berkshire LEP

12. Apologies for Absence and Substitute Members

The Joint Committee noted that apologies had been received from Councillor Munro, for whom Councillor Smith was substituting. In addition, it was advised that Councillor Rankin would no longer be representing the Royal Borough of Windsor & Maidenhead. Councillor Bicknell would be taking on the role he had previously held on the Joint Committee.

13. Appointment of Vice-Chairman

RESOLVED that Councillor Page be appointed Vice-Chairman of the Joint Committee.

Councillor Page in the Chair

14. Election of Chairman

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

15. Declarations of Interest

There were no declarations of interest.

16. Urgent Items of Business

There were no urgent items of business.

17. Minutes and Matters Arising from the Last Meeting

RESOLVED that the minutes of the meeting of the Committee held on 22 May 2018 be approved as a correct record and signed by the Chairman.

18. Elevate Berkshire ESF Project Update

The Joint Committee considered a report providing an update on the Thames Valley Berkshire Elevate programme since its last meeting.

The report included:

- An update from the Central Team on Key Projects
- Partner Updates
- An update on Performance and Funding
- Future Plans

The topics covered included

- Slough Project 1- A contract for £170,000 to engage and support 390 eligible young people into employment, education or training or to gain basic skills. With a particular focus of supporting those from an ethnic minority (B&ME) background.
- Slough Project 2- A contract for £40,000 to engage and support 40 lone parents into education, employment or training.
- Digital Marketing – Recruitment of a Digital Marketing Assistant, who, once in post, would provide some digital marketing training for Elevate staff so all partners could become more proactive in this area. Although only a temporary post, 40 applications had been received.
- Employment is Everyone's Business Project
- Dynamic Purchasing System

Partner updates were included in the report from:

- Bracknell Forest
- The Prince's Trust
- Royal Borough of Windsor & Maidenhead
- Adviza - Reading

- Ways Into Work
- West Berkshire Council
- Wokingham Borough Council
- Slough Borough Council

The reports were supported by some case studies. Other points made during the discussion were that:

- The Office of National Statistics' records showed that, in Bracknell Forest, 85 young people had signed up for job seekers allowance in the 18-24 age range.
- There were 25 NEETs in Bracknell Forest.
- Capacity was an issue so Bracknell Forest was engaging virtually with its partners, but the arrangement was remaining strong.
- West Berkshire was aiming to identify those who had not gone on to college or work.
- Wokingham was close to achieving its target and was working out how to take the work forward.
- 1% were unknown in Slough.
- There were 40 plus NEETs in the looked-after cohort in Slough.

With regard to performance, the Joint Committee was advised that:

- The partnership had engaged 1624 young people since November 2015, of these 358 had been supported into employment education or training.
- The partnership had already delivered against the disability target for the programme, supporting 488 participants who had declared a disability against a target of 280.
- The partnership had supported 31 young people to gain basics skills; this was against a 3 year target of 24.
- Good progress was being made against the ethnic minority target, as delivery of Slough Project 1 had made a positive start this would make a considerable contribution to this target being met.

The Joint Committee was advised that the current priorities were:

- Ongoing work to ensure that evidence was collected for results where they had been achieved.
- Work by all partners to ensure that the lone parents target was met, although the delivery which had begun in Slough by Kennedy Scott would make a considerable contribution to this target.

- Continued effort to engage with eligible young people, particularly via outreach.

The DWP had paid seven claims covering the period from November 15 to September 17, the last since the agenda had been published, but the programme was awaiting payment of claim 8 (£296,111.27), claim 9 (£232,265.28) and claim 10 (£261,476.04).

The Joint Committee was concerned to learn that DWP payments were a year in arrears as this made managing the project harder. It was noted that there was to be a consultation regarding the UK Shared Prosperity Fund which was intended to replace EUSIF funding. This would provide an opportunity to highlight the challenges posed by the detail currently required to substantiate claims, the time lag between expenditure and payment of claims, and the implications for the project's cash flow. It was hoped the new fund would be more user friendly.

In response to a question, the Joint Committee was advised that the funds withheld by the Central Team due to under-performance by some partners, would be released in June 2019.

The Joint Committee was advised that the central team was looking for opportunities for funding that would bring longevity to the Elevate Berkshire 16 to 24 project, to continue the system change and support new models and ways of working it had introduced. The DWP was keen for 'Berkshire' to continue the project beyond June 2019 and had spoken positively of the way in which Elevate Berkshire had striven to knit the skills and employment system together across Berkshire. It was noted, however, that the partners were still finalising how the work initiated as part of the project would be taken forward beyond June 2019. In Bracknell Forest, efforts had been made to embed Elevate in its services, working with partners, to ensure its sustainability.. It was becoming more self reliant and the increased digital marketing and brand awareness should aid this process. The Joint Committee was reminded that the authorities would continue to have a duty to support the 16-18 year-olds. There was, however, more uncertainty over the capacity to continue the work with 18-24 year-olds.

The Joint Committee noted the success of the collective Elevate Berkshire programme and endorsed the actions, proposals and agreements within the briefing paper; to ensure the programme continued to be delivered in-line with ESF processes.

It also noted that although the project would conclude in June 2019, the Central team would remain in place until October 2019, to wrap up all outstanding matters. At this stage, it was not clear whether a further meeting to deal with any matters would be needed beyond June 2019. A decision on this would be taken at the next meeting in May 2019.

On behalf of the Joint Committee, the Chairman thanked the officers for the very good work that had and was being done across the County.

19. Date of Next Meeting

The Joint Committee was advised that its next meeting would be held at 10.30am on Tuesday 21 May 2019, following the meeting of the Thames Valley Berkshire LEP Forum that morning..

With the project due to end of 30 June 2019, this should also be the last meeting of the Joint Committee. However, if any issues arose between this meeting and 21 May which required formal input from members, an additional meeting would be arranged. In addition, the meeting on 21 May 2019 would determine whether there was a need for a further meeting.

CHAIRMAN

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TO:	ELEVATE BERKSHIRE JOINT COMMITTEE				
DATE:	21st May 2019	AGENDA ITEM:			
TITLE:	Elevate Berkshire Update				
LEAD COUNCILLOR:	CLLR MUNRO (WBC)				
WARDS:	BOROUGHWIDE				
LEAD OFFICER:	Joanna Flaxman	TEL:	0118 937 2177		
JOB TITLE:	Project Manager – Elevate Berkshire	E-MAIL:	<u>Joanna.flaxman@reading.gov.uk</u>		

1.0 PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 This report provides Elevate Berkshire Joint Committee with a progress update on the pan-Berkshire 'Elevate' programme, specifically focusing on:-
 - Item 1 – Update From Central Team on Key Projects
 - Item 2 – Partner Updates
 - Item 3 - Performance and Funding
 - Item 4 – Future Plans
- 1.2 Elevate Berkshire is an employability and skills programme funded by the European Social Fund (ESF). The Elevate Berkshire partnership is made up of a number of key stakeholders including the 6 Berkshire local authorities, The Prince's Trust, Ways into Work and Adviza. The partnership also has a number of delivery partners – delivering activity on behalf of the key stakeholders.
- 1.3 The programme is led by a central Elevate Berkshire team based at Reading Borough Council, the accountable body, and brings together a range of other partners, as above, to support young people aged 16-24 in Berkshire who are hard-to-reach or have barriers to employment

2.0 RECOMMENDED ACTION

- 2.1 That Joint Committee note the success of the collective Elevate Berkshire programme and endorse the actions, proposals and agreements within the briefing paper; to ensure the programme continues to be delivered in-line with ESF processes.**

ITEM 1 – UPDATE FROM CENTRAL TEAM ON KEY PROJECTS

3.0 Slough delivery

- 3.1 In November 2017 a procurement exercise was undertaken by Reading Borough Council, as the accountable body, for two projects – one to engage and support 390 eligible young people into employment, education or training with a focus on BAME young people; and the second to engage and support 40 lone parents into education, employment or training. Kennedy Scott have been delivering under both of these contracts.
- 3.2 Project 1 went live in May 2018 and Project 2 in September 2018. Kennedy Scott have reported 279 outcomes and 146 results up to the end of March 2019 over both contracts. Further detail of delivery is reported in section 15.0.
- 3.3 The contract will end on 30th June 2019 in line with all Elevate delivery.

4.0 Digital Marketing

- 4.1 Prior to October 2018 each partner had their own localised website in the form of ElevateMe and some partners used social media sites such as Facebook and Twitter to promote the service and support available. However, Elevate online presence was not particularly strong.
- 4.2 A Digital Marketing Assistant, part funded by Elevate Berkshire and part by Bracknell Forest Council was employed in October 2018. Their role for Elevate Berkshire has been to build the online presence and improve the content of the ElevateMe local websites and work with partners to increase outreach via social media.
- 4.3 Elevate Berkshire now has a presence on Facebook (having taken over the existing Elevate Reading Facebook page which already had 1400 followers), Twitter, LinkedIn and Instagram. Posts are tailored according to the audiences for each platform and are also scheduled so they can go live during the weekend and evenings as well as working hours.
- 4.4 A timetable of monthly themes was produced with social media posts focussing on those themes, such as Supported Employment, B&ME groups and lone parents. Partners are asked to contribute material based on the themes as well as upcoming events and ongoing support available.
- 4.5 The ElevateMe website has had a complete overhaul and is now up to date. Local Authority partners are being asked whether they can take responsibility for their sections of the site following the end of the project in June.

4.6 Appendix A outlines the most recent analytics for the Elevate Me Websites.

5.0 Extended Support

- 5.1 In early 2018 options were considered to intensively support participants with a mental health problem. Initially a Dynamic Purchasing System was investigated but advice from Reading Borough Council procurement resulted in a simpler spot purchase scheme which has been live since October 2018.
- 5.2 Elevate partners have been able to identify participants who need individualised support over and above the standard delivery such as counselling or 1:1 support, to allow them to take steps in the right direction towards the labour market.
- 5.3 To date, ten participants have received support from the scheme, which has included travel training, specific family and individual counselling for a young person with autism and other needs, resilience training for job coaches and 1:1 work placement support.

6.0 Evaluation

- 6.1 Chimera Consultants have been commissioned to carry out an evaluation of Elevate Berkshire. Field work will be carried out during May 2019 including interviews with stakeholders and participants. A report will be produced in mid June, followed by an event to present the findings.

7.0 Employment is Everyone's Business Project

- 7.1 Employment is Everyone's Business - Stage 2' commenced delivery in March 2017. The aim of the project is to support Elevate Berkshire and the six Berkshire areas to improve life chances and employment outcomes for young people with Special Educational Needs SEND. The project includes 20 days of targeted support based on the outcome of phase 1 and the action plans and outcomes desired across Berkshire.
- 7.2 Two days support have been provided to Bracknell Forest - one day with SEN staff on careers and enrichment in schools and what good looks like. The connections between Kennel Lane and schools connection now improved. Some careers guidance practices pulled against good practise so this has improved. A day was also spent wth Kennel Lane school and they are now in a position to join the schools supported employment alliance. They were also linked with the DWP schools worker.
- 7.3 Support has been provided to Thames Valley Berkshire LEP on their call around apprenticeships and ensuring material was fully inclusive and also on their a webinar for providers interested in the call, ensuring providers understand the inclusivity aspect.
- 7.4 Two events for carers around employment are being held at Newbury College and Bracknell in June / July.
- 7.5 A shared learning event will be held on 18th July at Newbury College. The morning is for senior leaders and includes information impact that good practice in employment has on Ofsted rating. In the afternoon operational staff,are invited and will hear a young person's experiences, about the World of Work programme and avaialble resources.

ITEM 2 - PARTNER UPDATES

8.0 Bracknell Forest

8.1 The key details of recent delivery are:-

- 1 Client applied for University and travelling independently
- 1 Client supported with Disability allowance for Tertiary Education
- 2 Clients actively leaving supported housing and attending sessions with coach independently
- Attended External Agent Networking Event to promote services at supported housing
- Reached out to Involve, Prince's Trust and Youth club for Volunteering Opportunities
- 1 Client linked with Catch 22 and referral made
- 4 Clients interviewed by Prince's Trust Get Started Programme and invited to Taster Day.
- 1 Client supported with referral to CAMHS
- 2 Clients supported with interview preparation for Apprentice Interview
- 2 Clients supported with Advanced Apprenticeship applications
- 1 client supported with college application
- Youth Obligation clients contacted and 3 to be followed up as may require additional support

8.2 Considerable work has been carried out to contact non-compliant client records. This has been carried out as part of on-going tracking and all attempts are being recorded on IYSS. They are using telephone calls, email messages, text messages and will now be carrying out some door knocking, to gain the relevant information. Ensuring full programme compliance remains an on-going priority. Discussions taking place with Elevate Berkshire to ensure pan-Berkshire compliance. This will be an on-going process, to ensure correct and accurate compliance. The Elevate Bracknell Forest Recovery Plan updated for this quarter's claim provides further details against this area

8.3 Issues / Barriers

- Participants not attending meetings arranged directly with them, there are various reasons but in most of these cases, they are able to get hold of the young people again to rearrange.
- Non engagement of young people who have been referred.
- Meetings arranged with other professionals being cancelled at the last minute

9.0 Prince's Trust

9.1 The following courses were delivered in the period, in line with the project plan:-

- Get into Retail with Marks and Spencer – Reading
- Get Started with Music – Reading
- Get into Security - Reading
- Get Started with Photography – Reading

9.2 A whole new staff team started in the period, so time was needed for inductions and training prior to them being able to deliver. However, the team was fully trained on the project in the early stages of their induction and were able to work on the project quickly.

9.3 Despite considerable efforts to reach out to young people in the area, they continue to face substantial challenges in the recruitment of eligible participants to the project. They regularly review their offer of programmes, the selection of themes and the location of

the course to maximise recruitment, but they continue to see low uptake and their courses continue to run under capacity.

10.0 RBWM

- 10.1 Delivery by RBWM ceased on 31st March 2019. This early end date was accepted by DWP as mitigation actions were proposed by the central team, i.e. other existing delivery partners will be able to operate in the RBWM area and claim participants up to project end.
- 10.2 Up to project end, the active period has seen a continuing delivery cycle with focus on a number of areas:-
 - Weekly Job Club: Grow our own provides a drop-in session to enable young people to get help with applying and searching for employment and education. This is well attended and allows new young people to come along and sign up without an appointment.
 - Attended local Employment Forum
 - Regular social media activity
 - Supported employment by Ways into Work for clients with disabilities or other barriers to work
 - Google digital garage event.
 - School delivery
 - Reaching out to the One Borough group in RBWM these meetings are held quarterly and a range of diversity groups within.
 - Careers fair at Windsor Forest Group, Windsor campus.

11.0 Reading

- 11.1 Delivery in Reading by Adviza ceased as planned on 31st October 2019.
- 11.2 The Prince's Trust and Ways into Work have continued to deliver in Reading, and addition a member of the Central team has an Information, Advice and Guidance qualification so has been able to provide a skeleton service in addition to his usual duties and ensure no young person is turned away.

12.0 Ways Into Work

- 12.1 Ways into Work have continued to use the supported employment model with individual job coaching as their primary focus for each participant. 90% of their participants have vocational profiles and development plans. They are now actively supporting 81 individuals across Berkshire. (119 across the lifetime of the project) of which 67 are currently eligible to be claimed under Elevate.
- 12.2 Ways into Work have engaged with in excess of 10 new employers in the period and attended several employer engagement events. This includes work with Kier towards a second work experience week and BUPA regarding roles in their care home division.

13.0 West Berkshire

- 13.1 Delivery of Elevate has continued to be through two external partners (Adviza and WBTC) and internal direct delivery working with internal services such as the Youth Offending Team (YOT), Leaving Care Team, SEND (additional needs) Team and the Turnaround Families Team. Activity continues to be supporting young people with

careers advice and guidance, procuring work related opportunities, such as work experience, enabling access, such as procuring travel.

13.2 Specific activity this period has been:

- Meeting with Newbury Town Council to explore better ways of linking up local employment opportunities with available to work young people
- Linking with Castle special schools to target employers who already take young people with additional needs, to explore capacity building
- Starting a Young Mums club / drop-in in Calcot to support a cohort of young mums identified by Family Worker
- Identifying and targeting those young people in alternative provisions (PRU) who are at risk of becoming NEET
- Attending EHCP reviews to provide careers advice and ensure employment is a focus of the plan
- Reviews of young people being support through YOT, offering careers advice
- Reviews of young people being supported through LAC team, offering careers advice
- Attending Culture Club for asylum seekers (with right to remain) to devise employment pathways
- Advocacy work with Social Workers to support out of work expectant teenage parents – with four young people identified and now being supported through Elevate
- Site visits to Cottesmore Garden Centre and Newbury Resource Centre to link up with other youth engagement work and look areas to ass employability additioanlity
- Continued outreach to support young people in their homes.

14.0 Wokingham

14.1 Specific activity this period has been:-

- The Elevate Wokingham team have continued to promote the Elevate service to all those young people being tracked and home visited as part of their ongoing tracking processes.
- The team have links with local schools and colleges and continue to highlight their service and offer their support to any students leaving mid-year, without completing their course.
- Continued to use Social Media to promote support offered and opportunities available.
- Weekly group job searching sessions at the Elevate hub facilitated by Optalis
- Continued social media and event publicity by Optalis (recently DWP job fair in Reading)
- Exceeded basic skills output this period by reviewing all files / documentation.

15.0 Slough

15.1 Workshops have been delivered in small groups on interviews, transferable skills, motivation and confidence building and job search. The workshops are tailored to the cohort of individuals attending the session to ensure they are able to access all the resources, they are also use their SEN computes for any participants who require additional support during the sessions.

15.2 The below programmes also ran– offering additional skills and qualifications to the participants

- Cooking Food and Hygiene Course
 - Customer Service
 - Retail traineeship
 - Employability and first aid at work course
 - Construction and warehouse traineeship
- 15.3 Staff attend the faith centres fortnightly to increase the BAME community and this is evident in the increased Roma relationship.
- 15.4 There has been an increase in the outreach work to secure referrals but lone parents are more challenging due to housing and money issues which they want to address before taking the steps to EET, so in many cases it is training that they are wanting to look at as this can be fitted around the children as some of the children are very young.
- 15.5 Lone parent advice sessions take longer due to the children needing attention and the wellbeing section does tend to be the main focus – English, Maths and Mental health seem to be an issue within the cohort so additional funding requests are being put in. Those lone parents that are engaging really want to pursue EET but just lack confidence so staff are looking to hold group outreach sessions so they can pair up for additional support which will encourage them to engage. The flexi hours change to the office with the lone parents has also seen an increase in them attending the centre which is felt what has contributed to the six outcomes this quarter.

ITEM 3 – PERFORMANCE AND FUNDING

16.0 PERFORMANCE

- 16.1 The programme has a set of collective outputs (3380) and collective result (43% result on overarching outcome target). Each partner has been assigned an output and result target – that collectively meet the pan Berkshire programme targets.
- 16.2 The most recent performance table is set out in Appendix B.

17.0 Highlights

- The partnership have engaged 2258 young people since November 2015, of these 498 have been supported into employment education or training.
 - The partnership has already delivered against the disability target for the programme, supporting 721 participants who have declared a disability against a target of 280.
 - The partnership has supported 49 young people to gain basics skills; this is against a three year target of 24.
 - Good progress being made against the ethnic minority target, assisted by the specific project in Slough, and performance is exceeding for this point in the project.
 - There is a good upward trend in the number of lone parents receiving a service, although there is still work to do to meet the target.
- 17.1 In January 2017, the programme was underperforming against the indicative profile of outputs and results. As ESF money can be withheld or clawed-back for underperformance, it was agreed that local Elevate projects could not continue to draw down ESF funding when the necessary outputs and results weren't being achieved. It was also agreed that if performance did not improve then funding released back to partners, by the central team, would need to be looked at in relation to performance (i.e., outputs and results delivered, not just resource spent); as set out in section 13.10

of the pan Berkshire Partnership Agreement. Withheld funds will be released back to partners at the end of the project (30th June 2019).

18.0 FUNDING- CLAIMS AND PAYMENTS

- 18.1 Since the November 2017, the central team have been using the DWP systems E-claims for all activity in relation to claims- this includes claim submission, evidence checking and claim payments from DWP.
- 18.2 To date, DWP have paid 11 claims (covering the period Nov 15 to Sept 18). Following a backlog of payments which caused significant difficulty, payments were brought up to date by DWP in December 2019. The claim Oct-Dec 2018 is now the only one awaited (claim Jan – Mar 19 was only submitted on 8th May 2019).
- 18.3 Appendix C sets out the claim payments broken down by partner.

ITEM 4 – FUTURE PLANS

- 19.1 The central team look for opportunities for funding that will bring longevity to the Elevate Berkshire 16 to 24 project – to continue the system change and support new models and ways of working it has introduced.
- 19.2 An opportunity has arisen to apply for funding with DWP and applications have been submitted or plan to be submitted shortly for three projects – Supported Employment, Extended Support / IAG and Your Move (a project which uses sport to engage participants). Existing partners have made proposals for remaining Elevate Berkshire underspend and future projects will be finalised once the outcome of the funding application is advised.



Appendix A - ElevateMe Analytics Review

ElevateMe Reading

The total pageviews for the period August 1st 2018 to 1st May 2019 was 10,487. 2,663 users account for these views (of which 2,632 were new). There was a bounce rate of 64.76%

The most accessed **My City** pages were around work experience and lists of external agencies.

Most sessions were accessed by those searching organically, but of those site entries referred from other sources, the highest proportion were referred from the Reading Borough Council website. 79 users came to the site via Facebook.

25.27% of all views in the period provided data to compile age statistics and 27% of all views provided data to compile gender statistics.

Of this percentage;

- 15.45% of all recorded traffic was from users in the project's scope. This bolsters the idea that parents, advisers and teachers are more likely to show the site as a resource, rather than be a site that is used independently.
- As covered in the last report, males are more likely to use ad-blocking software than females, so the true figure will be higher (by how much is impossible to tell). This also applies to the female numbers.
- The largest percentage of recorded traffic came from 25-34 year olds, at 28.53%. This is a common trend across all ElevateMe sites, and may explain part of the gender disparity in site access. For ElevateMe Reading, the difference in usage can be clearly seen in the target age group.
- Something to note as a limitation of these figures, is that Google Analytics does not collect data from users under 18, so two years of Elevate-eligible site users are not accounted for in any of the statistics.

ElevateMe Bracknell

The total pageviews for the period was 7,642.

1,077 users account for these views (of which 1,065 were new). There was a bounce rate of 56.70%. The most accessed **My City** pages were around apprenticeships and ESOL.

The site was accessed most by those searching organically, with the most referrals from other sources coming from *getreading* and various Bracknell Forest council agencies. 39 users came to the site via social media, with 29 from Facebook, 9 from Twitter and one from the now-closed Google+.

A combination of age and gender data could be derived from 26.37% of views – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, the 18-24 age range made up 9.51% of recorded traffic. Again, the majority of those users were female.



ElevateMe Wokingham

The total pageviews for the period was 8,577.

1,441 users account for these views (of which 1,405 were new). There was a bounce rate of 46.78%.

The most accessed city page was a local vacancy search.

The site was accessed most by those searching organically, with the most referrals from other sources coming directly from the Elevate Berkshire landing page. 46 site visitors came via social media, 40 of which came via Facebook, and 6 from Twitter.

A combination of age and gender data could be derived from 30.40% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 8.52% of recorded users were in the 18-24 age group for the project.

This also bolsters the idea that parents, advisers and teachers are more likely to show the site as a resource, rather than be a site that is used independently. Indeed, advisers and volunteers produce vacancy lists from the site's vacancy search function to send to participants.

As covered in the last report, males are more likely to use ad-blocking software than females, so the true figure will be higher (by how much is impossible to tell). This also applies to the female numbers.

ElevateMe RBWM

The total pageviews for the period was 2,543, shared between 843 users (of which 834 were new). There was a bounce rate of 65.07%.

The most accessed city page gives information on local employers.

Most sessions came from organic searches, with most referrals coming from the landing page, Ways Into Work and RBWM's service directory. 23 users came to the site through social media, with 15 from Facebook and 8 from Twitter.

A combination of age and gender data could be derived from 17.20% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 8.28% were in the 18-24 age range.

ElevateMe West Berkshire

The total pageviews for the period were 2,246, shared between 612 users (608 of which were new). There was a bounce rate of 57.65%.

The most accessed city page gives information on work experience.

Most traffic came from organic searches. Most referrals came from the landing page and West Berks services portal (though I can't locate the link myself), though this link may benefit from greater prominence on the services portal.

8 users came to the site via social media, with 7 from Facebook and one from Twitter.



None of the users that provided age and gender information fell in the 18-24 age bracket, with 35-44 year olds visiting in greater numbers.

ElevateMe Slough

The total pageviews for the period was 5,065, shared between 1,116 users (of which 1,103 were new). There was a bounce rate of 53.70%.

The most accessed ‘resources’ were the agency list, in particular the Young People’s Service. None of the ‘My City’ pages, aside from the main page, appear in the top 10 pages on the analytics report.

Most sessions came from organic searches, with most referrals coming from the Slough.gov and Adviza websites. A significant number of users visited the page directly. 7 users came to the site through social media, with 6 from Facebook and 1 from Twitter.

A combination of age and gender data could be derived from 23.92% of users – some may only have provided one of the above, and will not have been counted in this percentage. Of the included percentage, 12.73% of users fell into the 18-24 age bracket.

General Notes

As with previous reports, there are significantly more female users than male users. This has previously been attributed in large part to prevalent use of ad-blocking software among males aged 18-24.

Review: June 2019

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Appendix B – Performance table

Please note that due to timings of Joint Committee papers and the Elevate ESF claim, only the collective performance shows latest figures and they have not yet been broken down by partner up to March 2019, but to December 2018.

Partner Outputs and Results		Outputs & Results as per Q2 '18 Claim (Apr-Jun)		Outputs & Results as per Q3 '18 Claim (Jul-Sept)		Outputs & Results as per Q4 '18 Claim (Oct-Dec)		Outputs & Results as per Q1 '19 Claim (Jan-Mar)	
Partner		Outputs as of Jun 18	% performance against target Nov '15- Jun 18	Outputs as of Sept '18	% performance against target Nov '15- Sept '18	Outputs as of Dec '18	% performance against target Nov '15- Dec18	Outputs as of Mar '19	% performance against target Nov '15- Mar 19
Collective	O2- Participants (below 25 years of age) who are	1624	52%	1892	61%	2082	67%	2258	73%
	C001-Unemployed	1050	48%	1223	56%	1325	61%	1425	65%
	C003-Inactive	574	73%	666	85%	750	96%	826	106%
	O6-No basic skills	286	52%	359	65%	396	72%	442	80%
	C014-Single parents	31	26%	37	31%	51	43%	56	47%
	C015-Ethnic minorities	366	70%	442	84%	478	91%	536	102%
	C016-Disabilities	488	Achieved target	575	Achieved target	643	Achieved target	721	Achieved target
	R3-Gaining basic skills	31	Achieved target	49	Achieved target	49	Achieved target	49	Achieved target
	R5-Entering employment or training	357	27%	449	34%	498	37%	498	37%
	Collective Result Rate (Outputs into results)			24%	24%	24%	24%	22%	22%

Partner Outputs and Results		Outputs & Results as per Q1 '18 Claim (Jan-Mar)		Outputs & Results as per Q2 '18 Claim (Apr-Jun)		Outputs & Results as per Q3 '18 Claim (Jul-Sept)		Outputs & Results as per Q4 '18 Claim (Oct-Dec)	
Partner		Outputs as of Mar '18	% performance against target Nov '15- Dec '17	Outputs as of Jun 18	% performance against target Nov '15- Jun 18	Outputs as of Sept '18	% performance against target Nov '15- Sept '18	Outputs as of Dec '18	% performance against target Nov '15- Dec 18
Reading Adulza	O2- Participants (below 25 years of age) who are	234	84%	267	88%	347	114%		
	C001-Unemployed	113	56%	139	65%	195	92%		
	C003-Inactive	121	172%	128	168%	152	Achieved target		
	O6-No basic skills	46	92%	58	107%	79	Achieved target		
	C014-Single parents	2	20%	5	44%	9	79%		
	C015-Ethnic minorities	92	235%	103	113%	127	Achieved target		
	C016-Disabilities	23	100%	28	112%	58	Achieved target		
	R3-Gaining basic skills	5	Achieved Target	5	Achieved target	20	Achieved target		
	R5-Entering employment or training	15	27%	15	11%	15	11%		
	Reading result rate (Outputs into results)	9%		6%		4%	4%		
Wokingham	O2- Participants (below 25 years of age) who are	214	140%	271	115%	296	Achieved target	315	Achieved target
	C001-Unemployed	167	168%	201	Achieved target	217	Achieved target	234	Achieved target
	C003-Inactive	47	131%	70	Achieved target	79	Achieved target	81	Achieved target
	O6-No basic skills	18	72%	21	50%	24	58%	27	65%
	C014-Single parents	4	85%	4	43%	5	53%	5	53%
	C015-Ethnic minorities	26	108%	31	81%	40	105%	42	110%
	C016-Disabilities	62	Achieved target	87	Achieved target	95	Achieved target	100	Achieved target
	R3-Gaining basic skills	0	0%	0	0%	1	59%	1	59%
	R5-Entering employment or training	65	103%	82	83%	91	92%	101	102%
	Wokingham Result Rate (Outputs into results)	30%	38%	30%		31%	31%	36%	36%

Partner Outputs and Results		Outputs & Results as per Q1 '18 Claim (Jan-Mar)		Outputs & Results as per Q2 '18 Claim (Apr-Jun)		Outputs & Results as per Q3 '18 Claim (Jul-Sept)		Outputs & Results as per Q4 '18 Claim (Oct-Dec)	
Partner		Outputs as of Mar '18	% performance against target Nov '15- Dec '17	Outputs as of Jun '18	% performance against target Nov '15- Jun 18	Outputs as of Sept '18	% performance against target Nov '15- Sept '18	Outputs as of Dec '18	% performance against target Nov '15- Dec 18
West Berks	O2- Participants (below 25 years of age) who are	132	42%	166	34%	213	44%	271	55%
	CO01-Unemployed	86	55%	97	38%	115	45%	131	51%
	CO03-Inactive	46	61%	69	56%	96	78%	140	114%
	O6-No basic skills	46	88%	50	58%	65	75%	77	89%
	CO14-Single parents	2	22%	2	11%	3	16%	6	32%
	CO15-Ethnic minorities	3	7%	6	9%	10	15%	12	18%
	CO16-Disabilities	36	Achieved Target	49	Achieved Target	64	Achieved Target	85	Achieved Target
	R3-Gaining basic skills	19	Achieved Target	19	Achieved Target	21	Achieved Target	21	Achieved Target
	R5-Entering employment or training	53	27%	74	35%	102	49%	107	51%
	West Berkshire Result Rate (Outputs into results)	55%	44%	44%		48%	48%	39%	39%
Bracknell	O2- Participants (below 25 years of age) who are	237	68%	253	47%	271	50%	286	53%
	CO01-Unemployed	182	80%	189	50%	204	54%	219	58%
	CO03-Inactive	55	66%	64	47%	67	49%	67	49%
	O6-No basic skills	55	95%	65	68%	69	72%	72	75%
	CO14-Single parents	4	36%	5	24%	6	28%	6	28%
	CO15-Ethnic minorities	22	46%	24	32%	25	33%	26	34%
	CO16-Disabilities	85	Achieved Target	96	Achieved Target	100	Achieved Target	105	Achieved Target
	R3-Gaining basic skills	1	26%	2	47%	2	47%	2	47%
	R5-Entering employment or training	29	19%	30	11%	32	12%	32	12%
	Bracknell Result Rate (Outputs into results)	13%		27%		12%	12%	12%	12%

Partner Outputs and Results		Outputs & Results as per Q1 '18 Claim (Jan-Mar)		Outputs & Results as per Q2 '18 Claim (Apr-Jun)		Outputs & Results as per Q3 '18 Claim (Jul-Sept)		Outputs & Results as per Q4 '18 Claim (Oct-Dec)	
Partner		Outputs as of Mar '18	% performance against target Nov '15- Dec '17	Outputs as of Jun '18	% performance against target Nov '15- Jun 18	Outputs as of Sept '18	% performance against target Nov '15- Sept '18	Outputs as of Dec '18	% performance against target Nov '15- Dec 18
RBWM	C001-Unemployed	106	70%	109	43%	115	46%	119	47%
	C003-Inactive	109	Achieved Target	113	Achieved Target	115	Achieved Target	116	Achieved Target
	O6-No basic skills	8	21%	8	13%	8	13%	8	13%
	C014-Single parents	0	0%	0	0%	0	0%	0	0%
	C015-Ethnic minorities	41	95%	46	68%	50	74%	50	74%
	C016-Disabilities	74	Achieved Target	77	Achieved Target	80	Achieved Target	82	Achieved Target
	R3-Gaining basic skills	1	64%	1	39%	1	39%	1	39%
	R5-Entering employment or training	39	49%	42	28%	44	30%	44	30%
	RBWM Result Rate (Outputs into results)	19%		19%		19%	19%	19%	19%
WIV	O2- Participants (below 25 years of age) who are	36	54%	40	39%	45	44%	47	46%
	C001-Unemployed	16		17		21		22	
	C003-Inactive	20		24		24		20	
	O6-No basic skills	4		4		4		5	
	C014-Single parents	1		1		1		1	
	C015-Ethnic minorities	5		7	39%	9	50%	10	56%
	C016-Disabilities	35	50%	40	52%	44	58%	46	60%
	R3-Gaining basic skills	1		1		1		1	
	R5-Entering employment or training	9	22%	12	27%	16	36%	18	41%
	WIV Result Rate (Outputs into results)	28%		29%		36%	36%	38%	38%

Partner Outputs and Results		Outputs & Results as per Q1 '18 Claim (Jan-Mar)		Outputs & Results as per Q2 '18 Claim (Apr-Jun)		Outputs & Results as per Q3 '18 Claim (Jul-Sept)		Outputs & Results as per Q4 '18 Claim (Oct-Dec)	
Partner		Outputs as of Mar '18	% performance against target Nov '15- Dec '17	Outputs as of Jun '18	% performance against target Nov '15- Jun 18	Outputs as of Sept '18	% performance against target Nov '15- Sept '18	Outputs as of Dec '18	% performance against target Nov '15- Dec 18
Prince's Trust	C001-Unemployed	136	119%	149	78%	168	88%	177	93%
	C003-Inactive	46	184%	49	Achieved target	51	Achieved target	53	Achieved target
	O6-No basic skills	37	Achieved target	46	Achieved target	57	Achieved target	62	Achieved target
	CO14-Single parents	3	116%	3	59%	3	59%	3	59%
	CO15-Ethnic minorities	57	106%	63	74%	66	78%	68	80%
	CO16-Disabilities	55	Achieved target	58	Achieved target	67	Achieved target	72	Achieved target
	R3-Gaining basic skills	0	0	0		0		0	
	R5-Entering employment or training	55	43%	71	30%	73	31%	73	31%
	PT results Rate (Outputs into results)			36%		33%	33%	32%	32%
	O2- Participants (below 25 years of age) who are			46	13%	110	30%	189	52%
Kennedy Scott (1&2)	C001-Unemployed			28	12%	67	29%	107	46%
	C003-Inactive			18	22%	43	52%	82	98%
	O6-No basic skills			7	12%	26	44%	39	66%
	CO14-Single parents			4	12%	5	15%	16	47%
	CO15-Ethnic minorities			22	20%	51	46%	79	71%
	CO16-Disabilities			10		24		52	
	R3-Gaining basic skills			0	0%	0	0%	0	0%
	R5-Entering employment or training			0	0%	45	28%	77	49%
	KS results Rate (Outputs into results)					41%	41%	41%	41%

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Appendix C – Budget table

	Claim Number	Claim 5	Claim 6	Claim 7	Claim 8	Claim 9	Claim 10	Claim 11	Claim 12 *outsta	Claim 13 *ou	Running totals	
	Claim Quarter	Q1 '17	Q2 '17	Q3 '17	Q4 '17	Q1 '18	Q2 '18	Q3 '18				
Collective	Claim	£ 471,640.64	£ 287,245.12	£ 371,391.12	£ 236,111.23	£ 232,265.20	£ 250,571.77	£ 340,004.89	£ 137,554.46	£ 323,906.00	£ 4,258,604.98	
	Claim Payment from DWP	£ 235,638.54	£ 143,622.58	£ 186,014.86	£ 148,055.64	£ 116,132.64	£ 129,010.90	£ 174,313.24	£ 68,777.23	£ 161,953.00	£ 2,135,393.42	
	Claim Payment to partners	£ 125,392.32	£ 71,537.17	£ 120,305.82							£ 820,107.82	
	Total held back from partners	£ 67,116.57	£ 31,188.09	£ 26,304.46	£ 44,385.55	£ 42,321.68	£ 45,606.68	£ 47,048.04	£ -		£ 376,319.53	
Central	Claim	£ 57,844.51	£ 47,849.57	£ 42,510.35	£ 43,165.74	£ 27,451.72	£ 33,430.65	£ 53,284.08	£ 38,346.67	£ 75,057.44	£ 663,813.87	
	Actual Claim Payment	£ 28,922.26	£ 23,924.73	£ 21,255.48	£ 21,582.87	£ 13,725.86	£ 16,745.33	£ 23,642.04	£ 19,473.33	£ 37,528.72	£ 331,906.90	
West Berkshire	Claim	£ 70,804.40	£ -	£ 83,218.37	£ 33,542.55	£ 38,306.73	£ 25,164.67	£ 42,191.47	£ -	£ 68,346.24	£ 598,350.33	
	50%	£ 35,402.20	£ -	£ 41,609.19	£ 16,771.27	£ 18,453.37	£ 12,582.34	£ 21,035.74	£ -	£ 34,173.12	£ 239,475.17	
	Actual Claim Payment	£ 24,781.54	£ -	£ 31,206.30	£ 6,708.57	£ 7,781.35	£ 5,032.34	£ 10,547.87			£ 137,502.42	
	Withheld	£ 10,620.66	£ -	£ 10,402.90	£ 10,062.70	£ 11,672.02	£ 7,549.40	£ 10,547.87			£ 67,800.40	
Reading	Claim	£ 125,561.24	£ 22,336.51	£ -	£ -	£ -	£ -	£ -			£ 506,029.45	
	50%	£ 62,780.62	£ 11,198.26	£ -	£ -	£ -	£ -	£ -			£ 253,014.73	
	Actual Claim Payment	£ 43,946.43	£ 6,718.95	£ -							£ 203,939.76	
	Claim Payment to RUK CIC (see tra	£ 15,454.77		£ -							£ 39,535.28	
	Withheld	£ 28,491.66	£ 4,479.30								£ 52,306.15	
Adur	Claim		£ 44,144.51	£ 41,247.77	£ 41,500.37	£ 41,603.34	£ 57,639.03	£ 43,264.02	£ 211.13		£ 275,671.44	
	50%		£ 22,072.25	£ 20,623.89	£ 20,750.43	£ 20,801.37	£ 28,849.52	£ 24,632.01	£ 105.60		£ 137,835.72	
	Actual Claim Payment		£ 22,072.26	£ 17,530.42	£ 14,521.38	£ 14,561.38	£ 20,194.66	£ 17,242.41			£ 106,123.10	
	Withheld		£ 3,093.47	£ 6,228.51		£ 6,240.59	£ 8,654.66	£ 7,389.60			£ 31,607.03	
Wokingham	Claim	£ 26,452.58	£ 11,943.68	£ 11,953.70	£ 4,545.00	£ -	£ -	£ 62,908.00	£ -	£ 21,637.00	£ 281,237.58	
	50%	£ 13,226.29	O/paid	£ 5,974.84	O/paid	£ 5,976.85	£ 2,272.50	£ -	£ 31,454.00	£ -	£ 10,818.50	£ 140,618.73
	Actual Claim Payment	£ 11,685.03	1320.56	£ 5,377.36	537.48	£ 5,376.85	£ 2,307.83	£ 635.39	£ 635.39	£ 31,454.00		£ 123,408.56
	Withheld	£ 2,641.12		£ 537.48	-£ 0.00	-£ 635.39	-£ 635.39	-£ 635.39	-£ 483.43			£ 5,290.19
RBWM	Claim	£ 57,576.86	£ -	£ 78,173.37	£ 25,346.10	£ 7,786.25	£ 3,628.31	£ 17,089.21	£ 8,117.33	£ 45,206.71	£ 450,538.45	
	50%	£ 28,788.43	O/paid	£ -	£ 33,086.68	£ 12,973.05	£ 3,893.12	£ 4,814.46	£ 8,544.60	£ 4,058.99	£ 22,503.36	£ 225,269.22
	Actual Claim Payment	£ 21,709.50	7236.50	£ -	£ 33,223.67	£ 3,081.15	£ 2,725.18	£ 2,407.23	£ 4,272.29			£ 163,304.68
	Withheld	£ 7,078.83		£ -	£ 5,863.01	£ 3,891.90	£ 1,167.34	£ 2,407.23	£ 4,272.31			£ 28,065.68

Classification: OFFICIAL

	Claim	£ 36,874.39		£ 23,818.42		£ 22,285.43		£ 26,727.94		£ 18,298.62		£ 23,165.63		£ 16,540.88		£ 18,524.28		£ 19,555.41		£ 287,554.76
	50%	£ 18,437.20		£ 11,909.21		£ 11,142.71		£ 13,363.97		£ 9,149.31		£ 11,582.81		£ 8,270.44		£ 9,262.14		£ 9,777.71		£ 143,777.38
	Actual Claim Payment	£ 18,437.20		£ 11,909.21		£ 11,142.71		£ 13,363.97		£ 9,149.31		£ 11,582.81		£ 8,270.44						£ 115,524.77
	Withheld	-£ 0.00		-£ 0.00		£ 0.00		-£ 0.00		£ 0.00		£ 0.00		£ -						£ 9,212.78
	Bracknell Forest																			
	Claim	£ 30,383.26		£ 65,282.43		£ 43,614.11		£ 61,813.37		£ 52,103.59		£ 61,832.72		£ 47,500.61		£ 42,381.14		£ 47,015.28		£ 538,714.18
	50%	£ 15,194.63	O/paid	£ 32,641.21	O/paid	£ 24,807.06		£ 30,306.63		£ 26,066.80	O/paid	£ 30,316.36		£ 23,750.30		£ 21,190.57		£ 23,507.64		£ 263,357.09
	Actual Claim Payment	£ 11,395.37	3798.66	£ 24,480.31	8160.30	£ 21,086.00		£ 18,478.17		£ 12,333.40		£ 15,368.18		£ 11,875.15						£ 143,648.92
	Withheld	£ 3,798.66		£ 8,160.30		£ 3,721.06		£ 12,426.52		£ 12,333.40		£ 15,548.18		£ 11,875.15						£ 65,043.21
	Prince's Trust																			
	Claim	£ 66,137.40		£ 71,803.39		£ 42,987.42		£ 58,869.63		£ 46,029.38		£ 45,788.02		£ 53,786.50		£ 40,282.86		£ 47,087.32		£ 680,387.27
	50%	£ 33,068.70	O/paid	£ 35,302.00	O/paid	£ 21,493.71		£ 23,434.81		£ 23,014.63		£ 22,894.01		£ 26,833.25		£ 20,141.43		£ 23,543.36		£ 340,433.63
	Actual Claim Payment	£ 21,728.31	3371.86	£ 23,829.63	11878.50	£ 18,263.63		£ 17,660.83		£ 11,506.96		£ 11,447.01		£ 13,446.71						£ 216,621.28
	Withheld	£ 14,485.54		£ 17,351.00		£ 3,224.02		£ 11,773.92		£ 11,507.73		£ 11,447.01		£ 13,446.54						£ 79,958.21