

## **BRIEFING/UPDATE ON:**

### **AAP NB/AB FUNDED PROJECTS 2012-13 'YOUNG PEOPLE & EMPLOYMENT'**

#### **BASH AAP**

##### **Business Advisors - South Durham Enterprise Agency (NB and AB)**

The business advisor project was designed and commissioned to be a two year partnership between 2D, DCC Employability Team and South Durham Enterprise Agency. The first year of the project has been a great success and has exceeded targets in all areas.

The second year (12/13) funding will be directed at supporting businesses in the area create employment through business development and business support. The businesses brought into the project will continue to be supported, however new businesses will be targeted for this new round of funding.

In conjunction with the business development side of the project, business start up services will also be provided via targeted coaching to those individuals who are considering self employment.

Continued focus will be provide to key sectors - i.e. Construction, Tourism, Manufacturing, Engineering, Retail, Financial, Business and Professional Services, Creative and Digital industries.

Full employment and support costs are included in the bid meaning the provision of two trained, qualified and experienced Business Advisors will be provided to work in the BASH AAP area only. Both business advisors are based at SDEA head office, Innovation House and will work across the area where needed. There has been only limited demand for client appointments in community locations, but the advisors are active in the communities they serve and get involved with projects as the need arises. The continuation of this element of their work will be a major part of the year two activity.

The demand led approach has meant that the majority of activity, and subsequently outputs, have focused on those looking at self employment. it is expected that this trend will continue, although sector focused work will bring in new business support clients.

Work across business start up involves:

- Business Planning
- Financial Forecasting
- Specific Advice and Guidance on Business Sector or Business Speciality (marketing etc)
- Coaching and Mentoring
- Work with business development may involve:

- Marketing
- HR advice
- Coaching and Mentoring
- Specific industry expertise

### **Employability Project - DCC, RED (NB and NB)**

This project seeks to improve the economic performance of the Bishop Auckland and Shildon area by reducing the number of workless residents through complimenting and enhancing existing mainstream efforts to tackle economic inclusion. This project will achieve this by helping to remove the barriers to employment faced by residents in the area.

This proposal is to extend the delivery of the Employability Project to 31 March 2014 employing a full time Mentoring Officer to provide one to one tailored support for unemployed people in the Bishop Auckland and Shildon AAP area to achieve sustained employment through an integrated approach and REF model of delivery appropriate to the needs of the area. The principals of this local model is to co-ordinate a programme of pathways into employment; enable workless people to access opportunities and build the skills that lead to sustainable employment; work with local employers to identify staffing needs to help fill vacancies from unemployed residents of Bishop & Shildon Area Action Partnership area (BASH AAP)

To achieve the objectives it is proposed that funding is used to support the following elements:

- grass root engagement of clients providing initial individual engagement and specialist support to help individuals wishing to undertake volunteering as a pathway to employment - delivered by 2D
- mentoring and progression support - delivered by Durham County Council Mentoring Officer
- financial incentives - to breakdown barriers to employment - managed by Durham County Council

The projects have not been specially targeted at Young People but rather anyone that needs the support.

### **CHESTER-LE-STREET AAP**

#### **Chester-le-Street Apprenticeship Programme**

The Chester-le-Street & District AAP has supported the RED Team to deliver 15 Apprenticeship opportunities within the AAP area.

#### **CAB Support and Volunteer programme**

To try and tackle the issue of NEETs and improve young people's chances of gaining key business / employment skills, the AAP has worked with the local CAB to deliver a volunteer programme for young people to support the increasing work of the CAB linked to Welfare Reform changes by training 15-20 local volunteers to fulfil various roles including administration support, benefits advisors and supporting other young people looking for advice.

## **EAST DURHAM AAP**

As part of the Governments “Big Society” agenda is a national program of recruiting and training 5,000 community organisers. As part of this process Locality and East Durham AAP have funded East Durham Trust to become a host organisation to employ five community organisers for one year. The Community Organisers program is primarily about training and development and five local people will be empowered to become involved in their community and will obtain employment for one year.

East Durham AAP has funded a development officer for East Durham Employability Trust (EDET) to oversee the management, development and implementation of a project to support local unemployed people in East Durham and surrounding areas to successfully make the transition to further education and employment in the local manufacturing and related industries and to create a platform for local employers to access appropriate skills. EDET has strong links with East Durham Engineering Forum which allows it to create pathways to employment with local industries.

Another key project for East Durham AAP is the Infinite Weld Academy Expansion, *(John Tindale already has appropriate information on this project and this will be included within the Cabinet Report)*  
*(Please be advised the Infinite project is not an AAP funded project)*

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## **DURHAM AAP**

Durham AAP have never had an employment themed priority so we have not supported any schemes using AB or NB aimed at increasing young people’s employment opportunities.

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## **GAMP**

### **Apprenticeship Awareness Challenge**

Firms including EBAC, Finley Structures and Stiller Transport have joined forces to launch an Apprenticeship Awareness Challenge, working with Aycliffe’s two secondary schools.

The project involved companies giving a brief demonstration to Year 9 students at both Woodham Academy and Greenfield Community College during a series of workshop carousels, dubbed “speed networking”, to give young people a flavour of the work they do.

The young people were then split into groups during site visits to six different companies and got to learn more about their chosen industry, from manufacturing to IT and HR. As part of the project the young people also put together a presentation on apprenticeship opportunities within the company they visited. A recent ‘dragons den’ style competition was held at Woodham Academy with the winning group selected by a judging panel.

The programme, funded through the Great Aycliffe and Middridge Partnership (GAMP) and in partnership with the town's two secondary schools is designed to get school-leavers interested in apprenticeships. The project is being led by Woodham Academy with input from EDT (Engineering Development Trust) the largest provider of Science, Technology, Engineering and Mathematics enrichment activities for young people in the UK.

### **Employability Skills and Discretionary Fund**

Almost £150,000 (NB & AB) is being used to fund a programme of training to help people in Newton Aycliffe and the surrounding area into work.

Funding is being spent on both an Employability Skills Fund which can respond to specific training needs and a discretionary fund which will remove the barriers that prevent young people from accessing training.

Examples of specialist training include:

- Fork lift truck training
- Specialist Gas training
- Tiling, plumbing and plastering
- Hazardous off-shore training
- HGV Training

Further funding has come from Bishop Auckland College, Sedgefield Borough Homes, South Durham Enterprise Agency and MEARS bringing the total to £147,910.

### **Apprenticeship Bursaries Scheme**

Great Aycliffe and Middridge Area Action Partnership and Durham County Council's Employability Team is delivering an apprenticeship programme for young people living in the GAMP area.

The scheme will offer a wage subsidy of £2,500 and supervision costs of up to £350 to smaller companies, preferably with less than 50 employees, to create opportunities that focus on giving a boost to unemployed 16 to 24-year-olds. The project will create 11 apprenticeships in the GAMP area.

### **Co Durham Engineering Apprenticeships**

Great Aycliffe and Middridge Partnership and Durham County Council's Employability Team is delivering another apprenticeship programme for young people living in the GAMP area. The project will specifically target the Engineering sector and create 20 apprenticeship opportunities.

A grant of £1,500 is available to SME's from the National Apprenticeship Service AGE 16-24 initiative coupled with funding (£1,000) from DCC to offer local companies an incentive of £2,500.

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## **EAST DURHAM RURAL CORRIDOR**

### **Young Enterprise**

This project is scheduled to commence in January 2013, and involves work with ten primary schools and one secondary school in the EDRC AAP area, with the objective of improving the employability skills and key life skills of students to assist them in the future. The programmes will be delivered with the use of quality materials and volunteers from the local community through fun interactive sessions.

Young Enterprise's mission statement is "to inspire and equip young people to learn and succeed through enterprise". Its guiding principle is to do this through 'learning by doing'. The programmes cover a whole range of topics exploring the world of work, saving, earning, decision making, teamwork, presentations, skills needed for certain jobs, interview techniques, entrepreneurship and raising aspirations.

### **Healthy Hubs**

This project aims to build strong, resilient, sustainable communities through increasing confidence, motivation, knowledge and skills. Using asset based community development approaches (i.e. focusing on a community's strengths/ assets not deficits) the Pioneering Care Partnership will engage with local people (including young people), explore community needs, establish additional provision in communities and increase local residents skills. Local residents are fully involved in the development of the service and activities for their community; encouraged to progress onto accredited learning and become community volunteers or health trainer champions and supported to maintain the healthy hub independently after one year. This approach will leave a lasting legacy of skilled local people empowered 'to pass it on' in their community.

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## **DERWENT VALLEY PARTNERSHIP**

### **Routes in to Employment**

This project has a number of elements aimed at supporting the development of skills and accessing employment. It targets those individuals who fall outside the eligibility of other training / schemes including longer term unemployed, 16/17 year olds and those with disabilities. It includes providing individuals with work placements/training in such as building maintenance, grounds maintenance and administration and at the same time gaining valuable qualifications. The qualifications include Emergency First Aid, Manual Handling, Health and Safety and Food Safety. Support will also be provided with job searches, developing CVs, interview preparation, team working, confidence building and raising self esteem – all of this is aimed at helping individuals to be more 'job ready'. The project also supports the set-up costs for the CSCS testing centre (IT equipment etc), training courses and employability support.

### **Engineering Apprenticeships**

This project builds on the success of our previously funded Apprenticeship Programme by offering Apprenticeship opportunities specifically related to engineering. It will work with local SME's to create 20 apprenticeships in the area that are sustainable for a 2 year period and which will include a wage subsidy package. The project is targeted at young people aged between 16 and 24 and involves a range of organisations including Derwentside College, Job Centre Plus etc.

### **Neighbourhood Budget**

No 'Young People and Employment' projects funded in 2012/13 (please note that YMCA Apprenticeships were funded in 2011/12 by two Elected Members).

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## **STANLEY AAP**

### **Team Programme Stanley (NB)**

A Prince's Trust Team Programme was set up in October 2012 in the Stanley area. The 12 week course was open to 16-25 year olds who are disengaged with the local labour market or are Not in Education, Employment or Training (NEETs).

The programme focused on four hard to reach disadvantaged groups including; those who have struggled at school, have been in care, are long term unemployed or have been in trouble with the law.

### **Objectives**

The programme assisted three out of every four young people on the programme move into work, education or training.

The programme gave young people the opportunity to improve their confidence and for those whose lack of qualifications holds them back.

The Team Programme also enabled young people who are currently employed the chance to develop new interpersonal skills to improve their long-term career prospects.

### **Outcomes**

The Team Programme gave young people:

- A better chance of moving into a job, education or training
- Practical skills that will help them find a job and in their everyday life
- Gain a nationally recognisable qualification
- Career advice and help with job hunting and their CV
- The chance to make a difference in their local community

*(If you would like any further information, please contact Stanley Area Action Partnership on 03000 265 323 or Sara-Jane Heslop, Consett YMCA on 01207 502680)*

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## **TEESDALE AAP**

### **Rural Employability**

Delivered by RED, provides mentors to unemployed people looking for work. The project includes young people. Over the last 5 ½ months the project has helped 19 people into employment (which includes 6 apprenticeships), 22 into volunteering and 15 into training. The project also provides incentives to employers to support them in taking on new staff and apprentices.

### **Cockfield Youth Work**

The AAP is supporting youth work in the Cockfield Area. Although it's not specifically a 'employability' project a number of the young people accessing the youth work have received information and advice on getting work.

### **Local Business Survey**

This has been carried out by South Durham Enterprise Agency. Collated results show that a good proportion of businesses would like to be able to take on apprentices and work experience students.

### **Teesdale School Science Festival**

NB funding to support the school in putting on a science festival aimed at increasing young people's interest in science based industries.

### **Schools Engineering Challenge**

Run by the South Durham Engineering and Manufacturing Forum, the challenge involves young people in an engineering project. The overall aim is to get young people interested in engineering but also covers issues such as marketing, finance and business planning.

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## **MID DURHAM**

Two projects in development and going to the Board in January 2013 are:

'**SHED**' sponsored by Derwentside Homes is a social enterprise project which provides training and work placement opportunities for unemployed residents and young disaffected people who are not in employment, education or training (NEETs). Mid Durham will sponsor a years cohort which will be approx 12 trainees and a supervisor. Employees gain hands on experience whilst working towards an NVQ that is relevant to the work that they are carrying out. All individuals accessing training undertake an initial assessment of their needs and are involved in the development of their own action plan. These are reviewed at regular intervals to determine progress. Each individual is asked to complete a full evaluation at the end of each programme. The project is designed to assist individuals in choosing a career path and increasing their abilities and confidence to pursue that path.

**Business Advisor programme** will be managed by the CDC Enterprise Agency and supported by Mid Durham and Chester-le-Street AAPs along with contributions from several Cllrs NB. This will be a years pilot which will provide support to those small businesses that are already up and running with regard to growing sustainability, creating employment opportunities and maximising the support services and resources available to them.

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## **4 TOGETHER PARTNERSHIP**

### **Haggrid Chilton**

The project has two elements to it; the first will develop the physical appearance of part of the school grounds aiming to develop it into a community garden/outside learning area; the second will implement a horticulture/agriculture alternative learning programme ran in conjunction with Durham Agency Against Crime.

As requested by the 4 Together AAP task and finish group, we have broken down the project to incorporate the elements of the project that they would like to potentially fund.

The physical development side of the project will see the fencing off of a large area to the west of the school grounds to enable a variety of environmental, landscape, learning and eventually energy saving projects to be developed over the next few years. This will all be done in conjunction with the pupils, teachers, local residents, connected secondary schools and specialist colleges and relevant partners.

The alternative learning programme which will run alongside this is called Haggrid, which is managed through the Durham Agency Against Crime and supported by local police and S&D Training. The training programme will work with secondary age pupils from nearby secondary/specialist colleges and provide them with practical education in agriculture and horticulture leading to various accredited learning stages.

### **Capture Films Keep Safe Project**

Local priorities from the forum identified the need to alleviate and combat fear and presence of crime and antisocial behaviour in relation to neighbourhood issues, needs and concerns.

Issues raised include drug awareness and alcohol related crime, more diversionary activities to keep young people off the streets, and training opportunities that could up skills levels, the project will cover issues such as, legal highs, domestic violence, internet safety-cyber bullying, grooming etc, but will be flexible depending on needs identified as the project progresses.

Through this project we will be identifying the most prominent issues relating to young people in relation to those mentioned above, and adjusting the topics of the DVD and the young people will be involved in accordingly to meet local need.

To produce four films and a website with young people from Ferryhill, West Cornforth, Chilton, Bishop Middleham.

The films will look at several criminal issues facing young people in these areas.

The Project aims to engage with over 2000 young people.

The young people involved in the project will come from the Four Together areas of Ferryhill, Chilton, West Cornforth and Bishop Middleham.

Young people from the anti bullying intervention group at FBEC will be offered the opportunity to participate, the students in the group live within the 4 together area not just Ferryhill. The young people who originally identified a need for the project. Young people from West Cornforth and Chilton could be involved through contact with their youth worker or detached. Detached workers will target Bishop Middleham to engage young people in the project.

It is envisaged that via the project the young people will have opportunities to achieve both an Arts and Asdan Award, which are GCSE equivalents.



## **Chrysalis Project**

We are looking to run a project with women from the 4 Together area who either are, or have been, in abusive intimate relationships. The project aims to build confidence and friendships between the women as a group as well as with support staff to help the women to make decisions and achieve personal goals.

The first part of the project will be the Freedom programme. This is a programme that will be run over one half day per week. It looks at the aspects of abusive relationships and helps people to understand the issue and how many people it affects in the UK, helping the group to realise that they are not alone in dealing with this.

After Freedom the group will move on to STEPS for success confidence building. This is a programme, again run over half a day per week, that enables the participants to reflect on their lives and look at what has held them back from achieving their goals. They then look at setting their own goals and learn basic principles to help them to achieve them.

The last element is the peer mentoring. We will be working with Children North East to deliver a peer mentoring qualification with those members of the group who are interested in training as mentors to support future groups and programmes supporting women in abusive relationships, to aid the sustainability of the project and leave a legacy from this particular project.

As the participants progress through the programmes we will be able to sign post them to the appropriate support services run by The Cornforth Partnership and partner agencies. We will offer them one to one mentoring from our employment mentor to help them look at training, volunteering and employment opportunities as part of the programme, but also have the youth project, catering and community garden projects that could offer support where appropriate.

## **Reach Project**

A range of structured training, personal mentoring support and opportunities for volunteering and work placements. The aim of this project is to increase the number of young adults securing employment, moving into mainstream training provision and volunteering in local communities. Levels of training include AG levels 3&4 and mental Health First Aid.

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## **SPENNYMOOR AAP**

Please see below the projects that we have funded so far in relation to employment & job prospects (bearing in mind we have only had employment and job prospects starting this financial year);

### **South Durham Engineering Challenge 2011 & 2012**

Spennymoor AAP joined together with three other AAP's (Great Aycliffe and Middridge AAP, Bishop Auckland & Shildon AAP and 4 Together AAP) to contribute to the financing of this exciting project. The aim of the project was to raise student's aspirations by providing an awareness of the potential for a career in engineering or manufacturing within local companies.

Pupils from Tudhoe Grange and Spennymoor School took part in a competition and competed against other schools in other AAP areas to design a car and bridge system, with assistance from local mentors and companies.

The project launched on October 20th 2010 with the final taking place on 9th March 2011 at the Excel Centre in Newton Aycliffe.

The project received £3,000 from each of the participating AAP's and was developed by South Durham Engineering & Manufacturing Forum.

In 2012 the project also received further funding of £5,800 to run the scheme in 2012. The 2012 project is being run in conjunction with the Weardale AAP and the 3 Towns AAP.

Principal contact: South Durham Schools Enterprise 07780978235

### **REACH Project**

The Cornforth Partnership obtained funding from the AAP to deliver its comprehensive Community Learning/Job Search/Mentoring Scheme in the Spennymoor AAP area.

The project was able to offer intensive support to the most vulnerable of clients including those with mental health issues, learning disabilities, ex-offenders, young people who are NEET and those most removed from the labour market including long term unemployed and Incapacity Benefit claimants.

The project engaged with 81 clients through the delivery of the scheme and they were able to access a wide range of support along with training which included CSCS Site Safety, Health & Safety, Anger Management, First Aid, Basic IT, SIA Security and Youth & Community Work. The training programme was extremely popular and 43 clients were successful in achieving accreditation. The project also supported 2 clients to become self employed by setting up their own businesses, with other clients going on to take up volunteering roles.

One comment received from a client in the first few months of the scheme said "Thank you very much for all that you are doing for me, it really means a lot that there are people like you out there to help us".

The AAP contributed £10,000 to the scheme with the project being managed by the Cornforth Partnership

Principal contact: Karen Lynn 01740 652000

### **Duke of Edinburgh**

The aim of the project is to establish a Duke of Edinburgh Award scheme within the Spennymoor AAP area, to engage with 60 young people between the ages of 14 and 24 and to link opportunities for volunteering and hands on experience within the DurhamGate Development.

Developers at DurhamGate are enthusiastic to support the scheme and will be committing financial contributions for the staffing cost over a period of 18 months, with a review in 12 months and a view that the scheme will sustain delivery beyond this.

The first year's contribution will be made by Carillion who are developing at Durham Gate. It is their intention to set up a 'friends of' for the Durham Gate site where future businesses will participate and support such projects in the future.

The AAP contributed £8,930 to the scheme with the project being managed by Bishop Auckland College.

Principal contact: Rob Richardson 01388 825840

We have also just approved the following:

### **County Durham Apprenticeship Programme**

The aim of the project is to tackle the high levels of youth unemployment currently being experienced by incentivising businesses to create additional apprentice opportunities that otherwise would not have existed. The introduction of the National Apprenticeship Service (NAS) initiative - Apprenticeship Grant for Employers (AGE) 16-24, has given the Council an opportunity to complement the availability of funding and develop a new successor programme of assistance to SME's. The programme will aim to create additional apprenticeship opportunities (up to 30 in the Spennymoor AAP area) for unemployed 16-24 year olds who are residents of the AAP area to support them to identify and access these apprenticeship opportunities. By concentrating on apprenticeships this project will address the priorities that were identified by the AAP Board of Employment & Job Prospects and supporting Young People.

The AAP have contributed £30,000 to the scheme with the project being managed by Durham County Council Employability Team.

Principal contact: Adam Richardson 03000 262004

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