Sunderland UK Shared Prosperity Fund Programme

People and Skills – Call for Evidence: Stakeholder workshop

Thursday 9 February 2023

Introduction
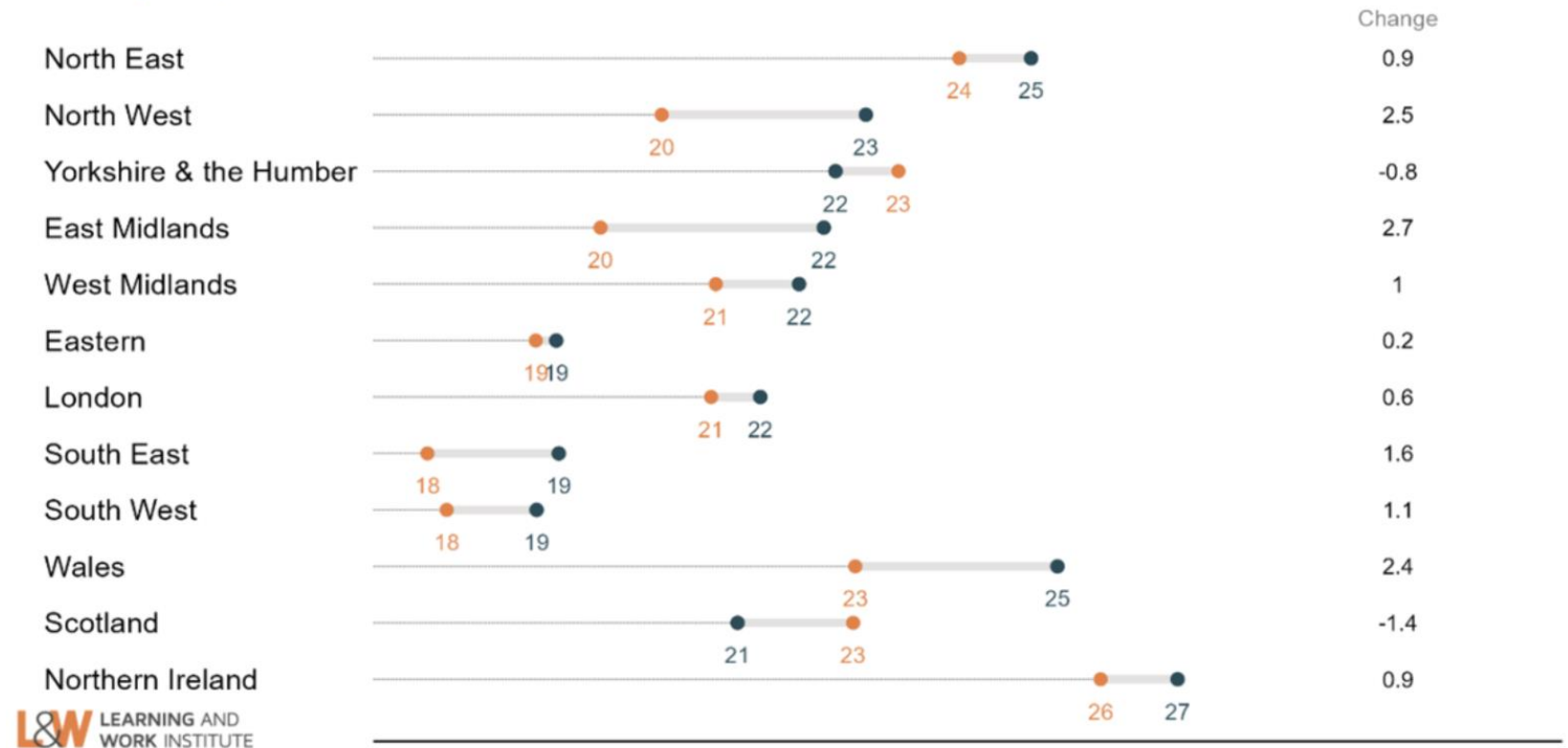
Alex Stevenson

9 February 2023

Aims of this session

- share our thematic analysis of the call for evidence

- comment on the research and emerging themes

- identify further priorities for action

- hear about future processes.

L&W LEARNING AND WORK INSTITUTE

Economic inactivity is at 25% in our region

This varying picture, which is even **greater at sub-regional** level, shows the importance of tackling inequalities so everyone has a fair chance in life wherever they live.

### Economic inactivity rate in UK nations and regions:
This year, 2019

Region			Change
North East	24	25	0.9
North West	20	23	2.5
Yorkshire & the Humber	22	23	-0.8
East Midlands	20	22	2.7
West Midlands	21	22	1
Eastern	19	19	0.2
London	21	22	0.6
South East	18	19	1.6
South West	18	19	1.1
Wales	23	25	2.4
Scotland	21	23	-1.4
Northern Ireland	26	27	0.9

LEARNING AND WORK INSTITUTE

LEARNING AND WORK INSTITUTE

Involuntary inactivity in Sunderland

Top and bottom 10 involuntary inactivity, June 2022 (%)

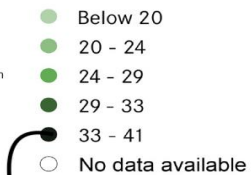|		
1	Barnsley	13.4
2	Sunderland	13.4
3	Hull	13.3
3	Middlesbrough	12.9
5	Blackburn	12.8
6	Mansfield	12.7
6	Newport	12.6
8	Doncaster	12.4
9	Swansea	12.3
10	Birkenhead	12.3
49	Oxford	6.8
50	Chatham	6.6
51	Brighton	6.4
52	Bristol	6.2
53	York	5.8
54	Edinburgh	5.6
55	Gloucester	5.3
56	Norwich	5.0
57	Basildon	4.8
58	Reading	4.7

Involuntary inactivity rate, June 2022 (%)

- 4.7 - 6
- 6 - 7.9
- 7.9 - 9.8
- 9.8 - 11.7
- 11.7 - 13.4
- No data available
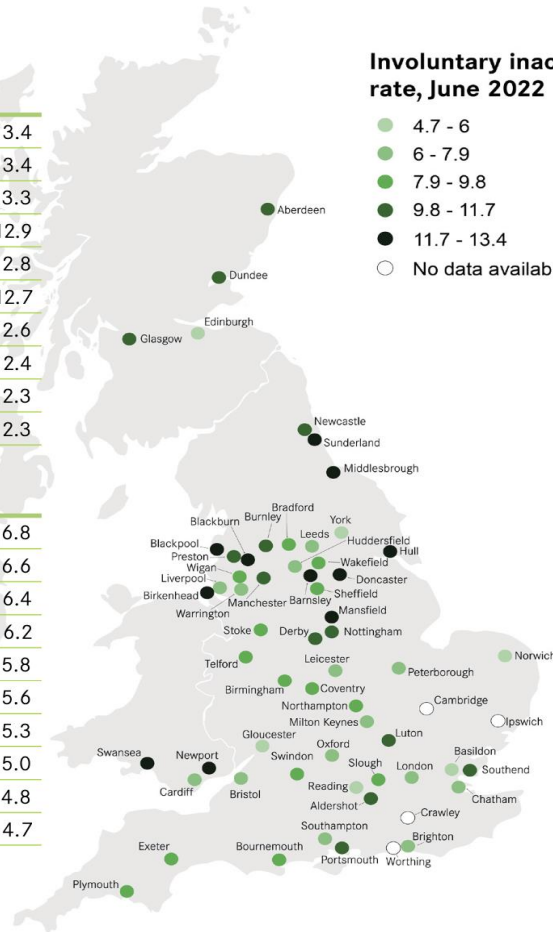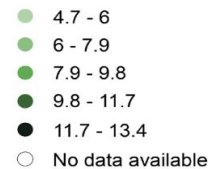
Share of inactivity due to long-term sickness, June 2022 (%)

- Below 20
- 20 - 24
- 24 - 29
- 29 - 33
- 33 - 41
- No data available
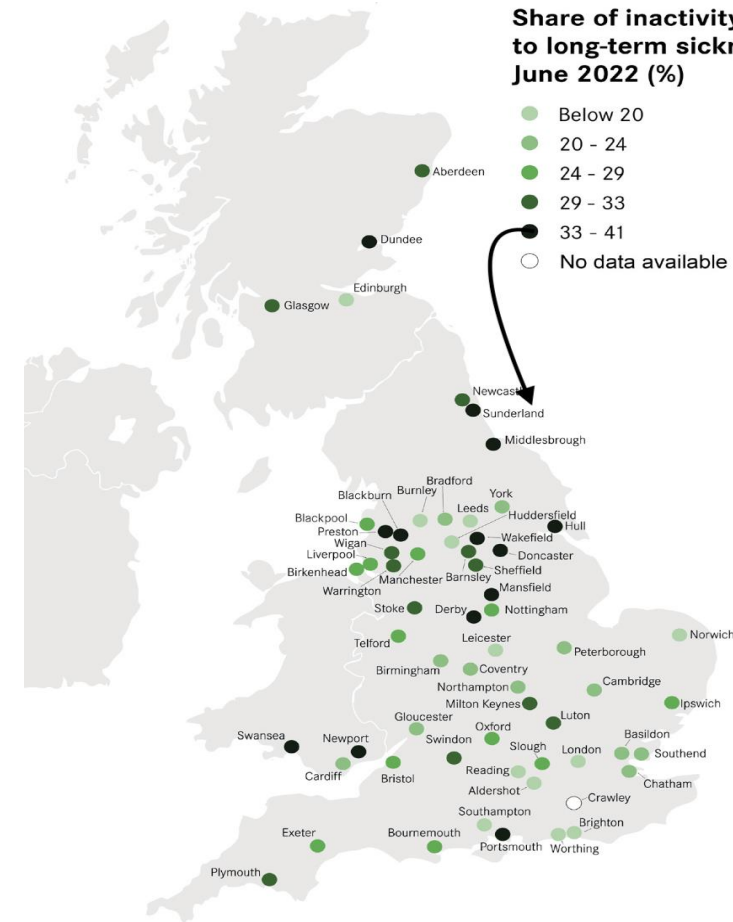
Hidden unemployment in Sunderland

Unemployment and hidden unemployment, June 2022
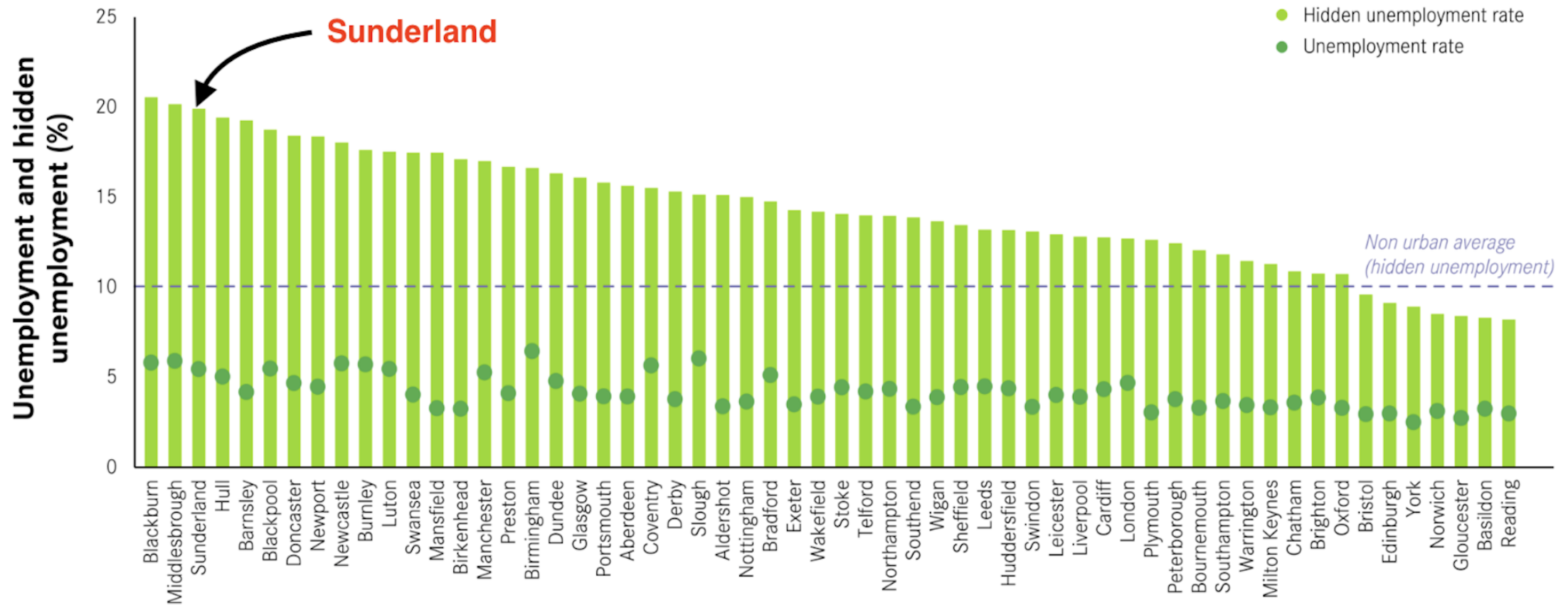
Economic inactivity differs by age group (UK)

Increase in EI has been primarily driven by those **aged 50 and over and people with long-term health problems and disabilities.** The number of people aged 50 and over who are economically inactive has **increased by almost 5%** since the pandemic started.

Economic inactivity levels by age-group
Change from December 2019 to February 2020 level

— Age 18-24 — Age 25-34 — Age 35-49 — Age 50-64 — Age 65 and over

400,000
300,000
200,000
100,000
0

Jan 2020   Jan 2021   Jan 2022

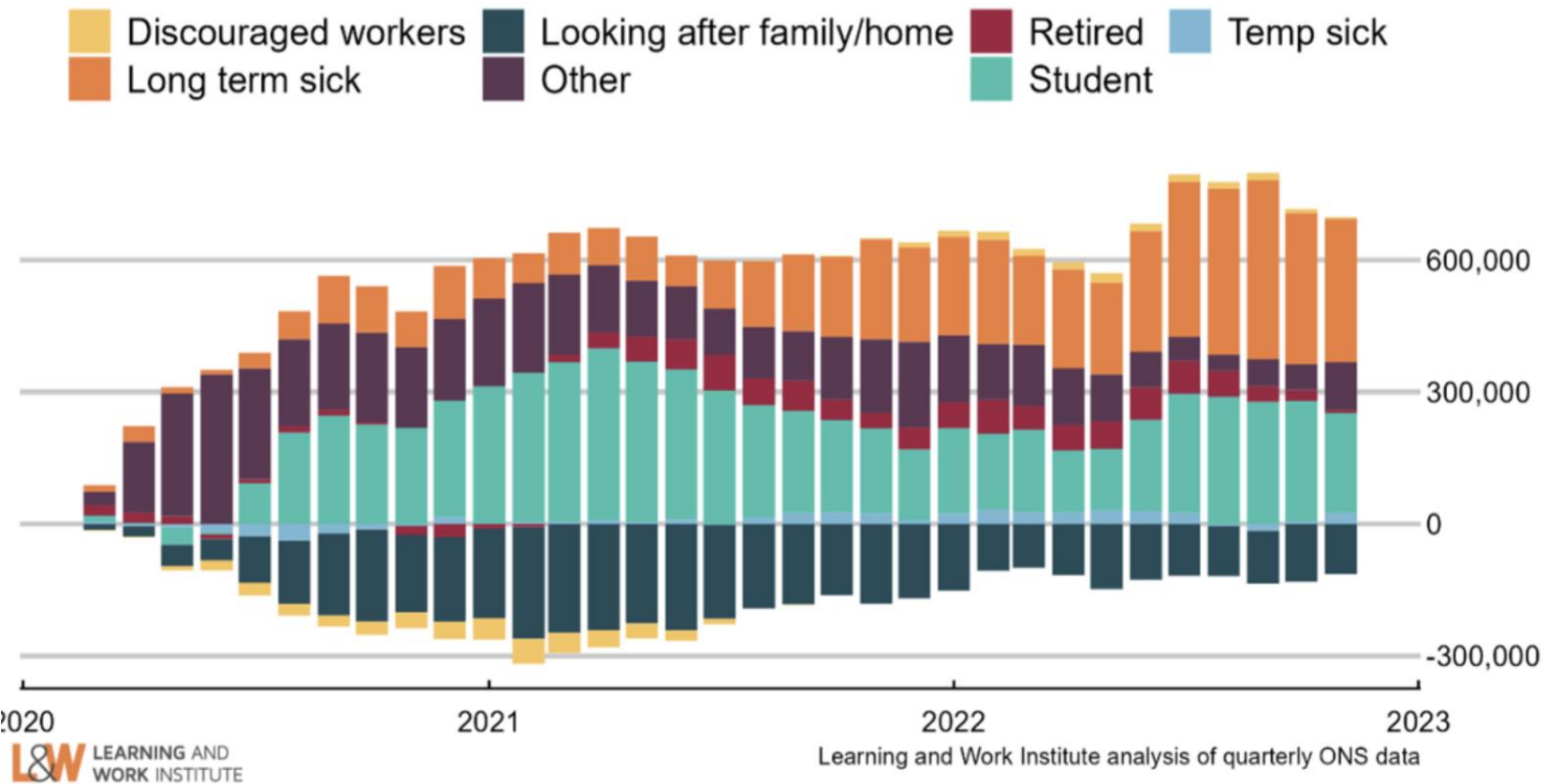Learning and Work Institute analysis of ONS quarterly data
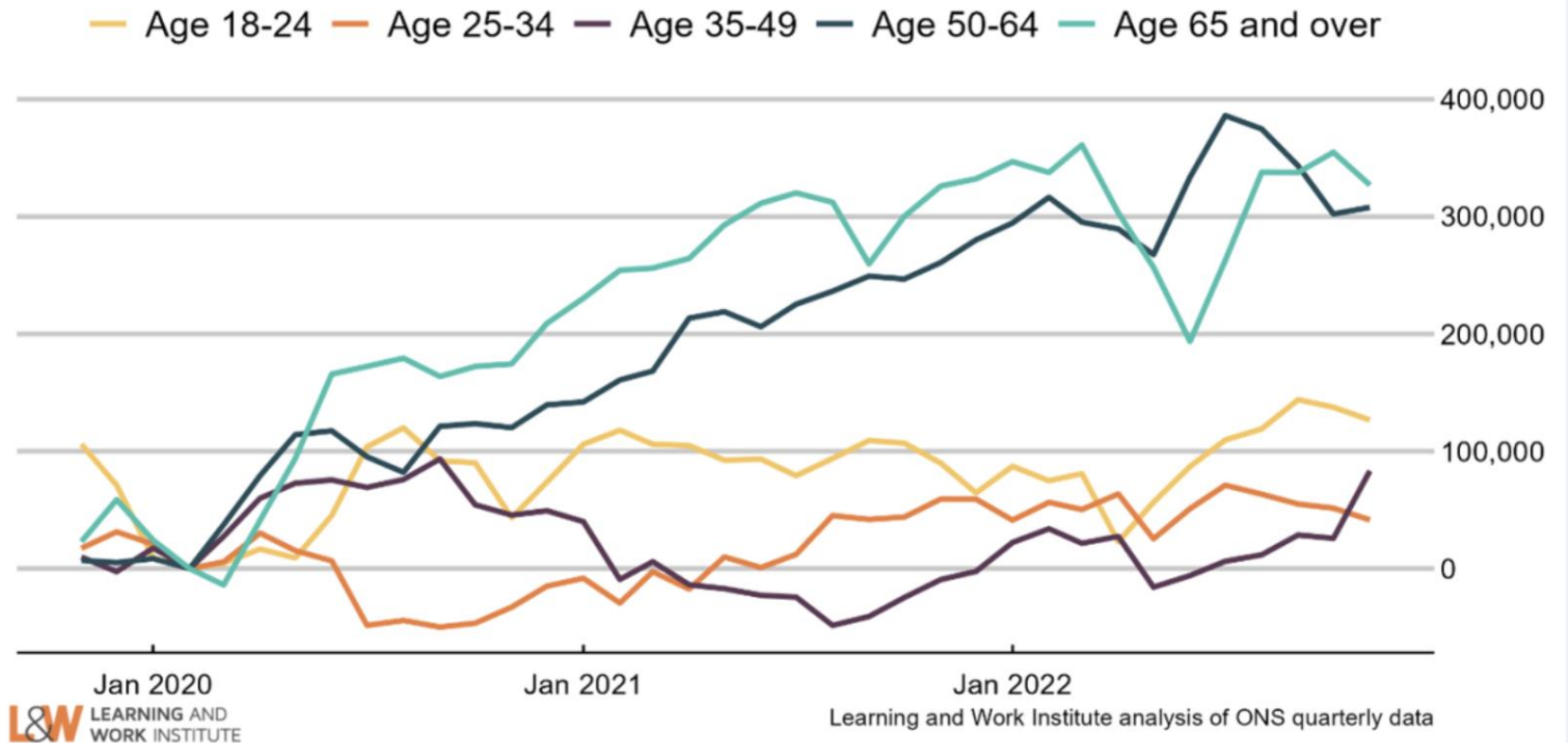
Reasons for economic inactivity (UK)

Nearly **9 million** people aged 16-64 are economically inactive, **2.7 million** of whom say this is due to sickness or disability, **20% higher than pre-pandemic**.

Economic inactivity - by reason given
Change on December 2019-February 2020

Legend:
- Discouraged workers
- Long term sick
- Looking after family/home
- Other
- Retired
- Student
- Temp sick

600,000
300,000
0
-300,000

2020   2021   2022   2023

LEARNING AND WORK INSTITUTE

Learning and Work Institute analysis of quarterly ONS data

L&W LEARNING AND WORK INSTITUTE

Voluntary Community Social Enterprises-- part of the solution

Over 75 percent of VCSEs deliver public services where they are based, with strong links to that locality. Their place-based solutions can create a greater impact for those most in need, who are hard for the traditional public sector to reach. VCSEs contribute to economic growth, making the economy more innovative, resilient and productive. They can open up opportunities for people to engage with their community, foster belonging and enrich lives.

Therefore the VCSE sector's unique role in public services is vital, more now than ever.

Claire Dove CBE, VCSE Crown Representative, August 2022

L&W LEARNING AND WORK INSTITUTE

UKSPF - Setting the context

- Sunderland UKSPF Investment Plan - £14.94m programme submitted in July 2022 and approved by DLUHC in December 2022 (36% in Years 1 and 2 / 64% in Year 3).
- UKSPF allocation is mainly revenue funding, with ~21% capital funding amounting to £3.16m.
- Multiply Investment Plan - £1.63m programme submitted in June 2022 and approved by DfE in September 2022.
- Multiply commissioning took place in Sept/Oct 2022 with 11 providers selected and delivery started.
- Sunderland's first UKSPF targeted call for projects under Communities and Place was published on 18/11/22 and closed on 27/01/23.
- People and Skills call for evidence was launched on 19/12/22 and closed on 20/01/23.
- Targeted local calls for the People and Skills and Supporting Local Business investment priorities are being developed for publication shortly.
- Sunderland's UKSPF Investment Plan Executive Summary, Evidence Base Review and guidance documents can be found on the Council's UKSPF website.

Sunderland City Plan: 2023-2035

Sunderland's UKSPF Investment Plan is strongly aligned to the City Plan and other key local strategies

Key themes ➔ Priorities and outcomes

- by 2030 Sunderland will be a **dynamic smart city with** more and better jobs, a low-carbon economy and a great choice of housing. It will be a leading digital city, deploying smart and sustainable technologies for the benefit of residents, businesses and visitors.

- it will be a **healthy smart city** where people will live healthier, independent lives for longer. It will be a clean and attractive city with great transport and travel links.

- and it will be a **vibrant smart city** with more resilient people feeling safe in their homes and neighbourhoods. There will be a range of opportunities for people to participate in their communities and in cultural events and activities.

A DYNAMIC SMART CITY	A HEALTHY SMART CITY	A VIBRANT SMART CITY
A lower carbon city with greater digital connectivity for all	Reduced health inequalities enabling more people to live healthier longer lives	More resilient people
More and better jobs	Access to equitable opportunities and life chances	More people feeling safe in their homes and neighbourhoods
More local people with better qualifications & skills	People enjoying independent lives	More residents participating in their communities
A stronger city centre with more businesses, housing & cultural opportunities	Great transport links with low carbon and active travel opportunities for all	More people visiting Sunderland and more residents informing & participating in cultural events, programmes & activities
More and better housing	A cleaner and more attractive city and neighbourhood	

Investment Plan - Local priority interventions

Communities and Place £4,232,418 (28%)	Supporting Local Business £5,911,260 (40%)	People and Skills £4,792,483 (32%)
• E1. Improvements to town centres and high streets • E4. Enhancing existing cultural, historic and heritage institutions offer • E5. Built and landscaped environment to 'design out crime' • E6. Local arts, cultural, heritage and creative activities • E11. Capacity building and infrastructure support to local groups • E13. Community measures to reduce the cost of living • E15. Digital connectivity for local community facilities	• E19. Investment in research and development at the local level • E23. Strengthening local entrepreneurial ecosystems • E24. Training hubs, business support offers, incubators and accelerators • E25. Bid for and host international business events and conferences • E26. Growing the local social economy • E29. Supporting decarbonisation and improving the natural environment whilst growing the local economy	• E33. Employment support for economically inactive people • E34. Courses including basic, life and career skills • E35. Enrichment and volunteering activities • E36. Increase levels of digital inclusion, essential digital skills • E37. Tailored support for the employed to access courses • E38. Support for local areas to fund local skills needs • E39. Green skills courses • E41. Funding to support local digital skills

Summary of the outputs and outcomes to be achieved

1,500

500

Businesses supported

Jobs created

1,000

800

People helped into employment

People helped to get work ready

980

110

1,800

Number of households and businesses supported to reduce carbon emissions

VCSE organisations supported

People engaging in activities and events

Investment Priority 3: People and Skills

- Strategic objective 3.1: Supporting economically inactive people and those furthest from labour market to overcome barriers to accessing sustainable work and learning

- Strategic objective 3.2: Improving skills to progress in work and responding to local skills needs

- Addressing key <u>challenges</u> and bringing forward new <u>opportunities</u>:
  - High levels of economic inactivity and unemployment, especially among young people, reducing overall workforce productivity and economic prosperity.
  - In-work poverty and deprivation, due to more low wage, low skilled, insecure work in the area.
  - Low skills and qualification levels in the workforce, including lack of basic and technical skills, limiting opportunities for people to progress into better paid, higher skilled, more secure work.
  - Growing recruitment and skills shortages for businesses across many sectors, as the labour market recovers from the pandemic and more people leave the full-time workforce.
  - Changing nature of jobs and employers' skills requirements, driven by growing use of digital technologies, automation of some basic job roles (e.g. retail, distribution), and higher skilled job opportunities growing faster than low skilled occupations.

Investment Priority 3: People and Skills – Call 1

- The first targeted People and Skills call - <u>focused on support for the economically inactive</u> - is in development, and will be informed by the call for evidence key findings and workshop discussions today.

- It will be designed to meet the UKSPF *local voluntary and community provision* enabling targeted interventions, previously supported by the ESF, to be delivered.

- Activities will need to meet local needs, build on 'what works', demonstrate strong progression routes into training, education and employment and complement existing local provision.

- The focus of activity, outputs and outcomes will be on intervention:

   E33: Supporting economically inactive people to work by providing cohesive, locally tailored support including access to basic skills.

- Applicants may also record outputs / outcomes under interventions:

   E34: Courses including basic skills, and life skills and career skills (where not met through DWP provision) for people who are unable to access training through the adult education budget or wrap around support detailed above.

   E35: Activities such as enrichment and volunteering to improve opportunities and promote wellbeing.

Investment Priority 3: People and Skills – Call 1

- Activities which could be supported may include, but are not limited to:
  - Personalised and intensive support delivered through keyworkers, including referrals to relevant local training, skills and specialised support
  - Areas investing in the keyworker function may also procure additional services, offering life skills and basic skills support, where there are gaps in local provision.
  - Supported employment provision and placements for individuals with health and disability needs.
  - Support to enrol onto courses and qualifications, debt advice to help manage money, housing support, financial support for clothes or travel, and childcare support.
  - Enrichment activities for the socially isolated delivered in community centres such as sports, arts and other interactive activities.
  - Volunteering and work experience opportunities to improve opportunities, motivation and confidence, and promote wellbeing.
  - Person-centred emotional, practical or financial support for carers, and advice on how to balance caring and work responsibilities, where this presents a barrier to work.
- Provision should have a focus on face to face support but will consider a 'blended deliver model' of in-person and digital support to meet individual need.

UKSPF Investment Plan – key milestones

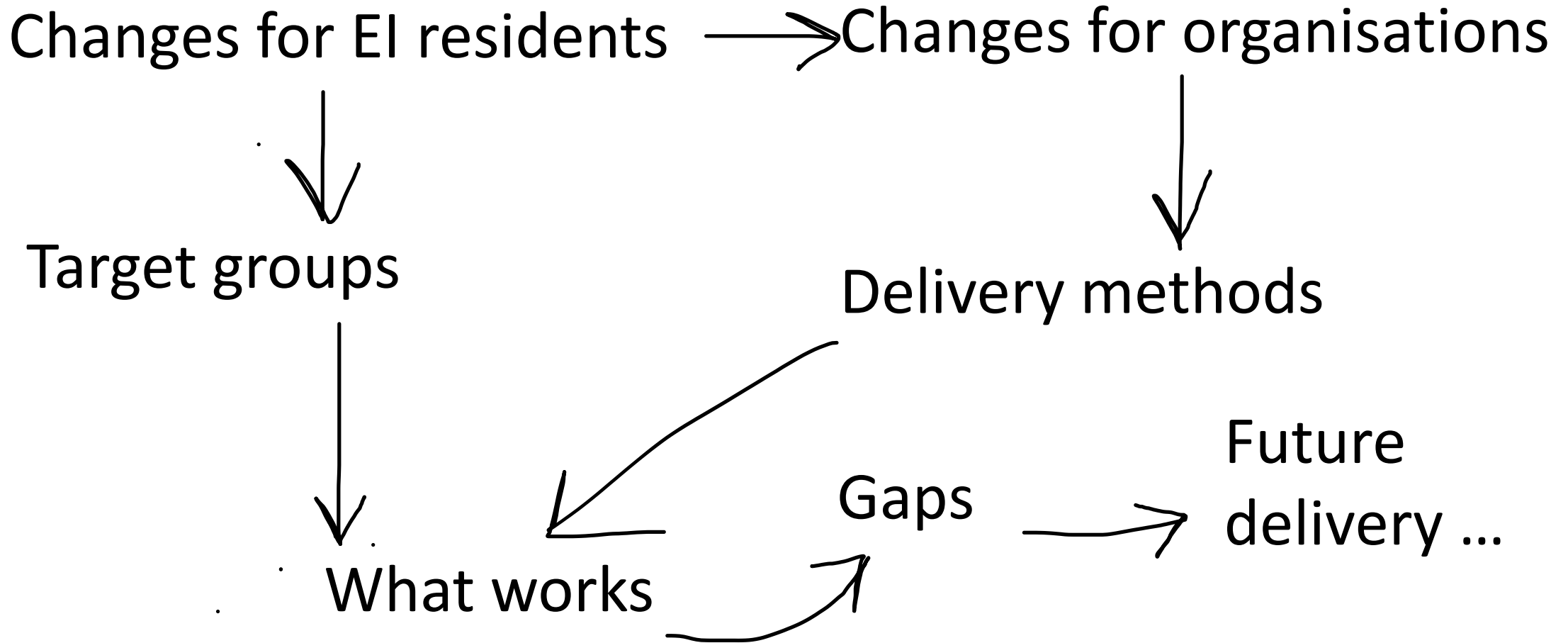| DATE	ACTIVITY
Apr 2022	Launch of the UKSPF Prospectus and guidance
Apr-Jul 2022	Development and submission of the Sunderland UKSPF Investment Plan
Aug-Dec 2022	Government assessment and approval process
18 Nov 2022-27 Jan 2023	<u>First</u> local call for projects (Communities and Place)
Dec 2022-Mar 2023	Call for evidence/workshop, preparation and launch of <u>second</u> local call for projects (People and Skills)
Feb-Mar 2023	Preparation and launch of <u>third</u> local call for projects (Supporting Local Business)
Feb-Apr 2023	First round of assessment and contracting, review of project pipeline and preparation of future calls/commissioning plans for Years 2 and 3
Mar 2025	Three-year funding period ends

Process to date

- Online survey [closed on 20th January]
- 37 responses totalling 30,000 words (ave 810 words)
- 12 additional sources of evidence submitted

- Deductive reflexive thematic analysis
- Salience and componential analysis
- Generate themes for testing at this workshop

Survey question themes

Changes for EI residents → Changes for organisations

Target groups

Delivery methods

What works

Gaps

Future delivery ...

Typology of changes for EI residents

- **Mental health & social isolation**– severe mental illness to recovery, anxiety, low-self-esteem, and low confidence

- **Physical health & disability**— long-term sickness, long Covid, awaiting treatment, clinically vulnerable, barriers to access

- **Work readiness & skills**—discouraged, disillusioned, nature of work, LM understanding, outdated quals, experience, skills

- **Family & support:** caring responsibility, family breakdown, childcare, transport, lack of safe spaces, lack of IAG beyond careers

- **Multiple & systemic**–digital public services (and employers), benefits trap, disincentives, lack of community resources

Groups and communities cited

- Residents in social housing
- Disabled young people
- Unemployed (aged over 19)
- Young people and families
- BAME women and communities
- EI adults with disabilities
- Asylum seekers
- Parents, guardians, carers
- Refugees
- Young adults (aged under 35)
- 'NEETS'

- Adults with learning difficulties
- People wanting work in H&S care
- Over 50's, with additional needs
- Range of mental health issues
- Women (aged over 30)
- Eastern Europeans, other migrants
- Long-term unemployed
- Single parents
- Disadvantaged communities
- Women suffering domestic abuse
- Ex-offenders

Typology of changes for organisations

- **Strategy-related:** hybrid / blended delivery, targeted provision, partnerships, customer feedback, advocacy, evaluation

- **Staffing & resource-related:** recruitment issues, new venues, digital equipment, invest in websites, learning platforms, new roles

- **Skills & work related:** training for clients, staff and volunteers (inc. digital skills / social media / soft skills), more holistic, assessment, work placements, job readiness, mix of face-to-face and online

- **Support-related:** wellbeing (clients, staff, volunteers), practical (travel etc.), counselling, digital kit, advice to 'navigate the system'

Questions for now (part 1)

- Do these **themes** and **groups** seem right to you?

- Anything missing?

- Are some issues more important for some groups?

- What are the implications for future planning (1) ?

Delivery methods

- **Partnership and collaboration:** with employers, agencies, other providers, cross-referral, signposting, co-location, outreach, establishing trust
- **Operational:** databases, community bases / venues, engagement strategies, needs assessment, action planning, on-programme tailored delivery, progression data, social media, drop-ins, open days, work-experience, [initial and embedded]information, advice and guidance
- **Practical support**: providing IT kit, health, financial, navigating the system
- **Sustaining outcomes:** follow-up with employers, peer support networks

- Responses reflected a 'learner', 'client', 'customer' or **individual journey approach ...** from 'engagement' to 'sustainability'

What works (1)

PROVISION THEME				
ENGAGEMENT	**PLANNING**	**ON-PROGRAMME**	**PROGRESSION**	**SUSTAINABILITY**
• Non-judgemental approach • Building positive relationships • [Community project] as a means to engage • Clear route to employment (line of sight) • Courses designed on what clients want / need • Starter courses leading to referrals • Targeted age range • Targeting clients • Provide a range of options • Confidence/wellbeing as a starter	• Flexible delivery model • Client centred • Bespoke employer targeting • Initial assessment and action planning • Adapt provision to meet identified needs • [Embed] functional skills • Bespoke & individualised • Face-to-face in community settings	• Developing confidence-- soft skills teamwork • Tasks fun and practical • Contextual basic skills • Contextual confidence & employability skills • Group sizes to ensure clients' need met • Community delivery • Exploring all options not straight to employment • Basic skills inc. digital to access info • Soft skills –confidence, health, well-being • Interview techniques • ESOL support for employment • Time limited provision (optimal interventions) • Job search and CV workshops • Holistic approach inc. social skills • Flexible delivery model	• Clear progression routes • Clients moving into volunteering • Volunteering and work experience • Networking events for clients • Preparation for next step • Evaluation of impact • Construction card of H&S cert.	• Continue support once client employed • Volunteer transition to work

What works (2)

SUPPORT THEME				
ENGAGEMENT	**PLANNING**	**ON-PROGRAMME**	**PROGRESSION**	**SUSTAINABILITY**
• Local delivery • IAG workers • Case worker approach • Support for being 'IT savvy' • Residential opportunities • One-to-one in local venue or own home • Building trust • Use of informal settings • Client consultation • Address additional needs • Mental health support, signposting	• One-to-one, contextualised support • Case worker / ongoing relationship • Experienced qualified staff • Tailored one-to-one support • Client profiling / assessment • Health and financial support • Self-identified needs	• A safe working space with trusted staff • Support: interview clothes, banking, ID documents • In-work support (follow up) • Additional support for people with extra needs • LMI for clients • Flexible delivery model • Bespoke and individualised • Job search	• Progression planning	• Personalised employability support • Volunteers valued

PARTNERSHIP THEME				
• Multi agency time limited projects • Integrated work and health support	• Accessed in local community	• Multi-disciplinary team • Specialist partners to support specific needs	• Guaranteed interview • Work experience • Work placements and work trials	• In work support with employers • Volunteer work placements

L&W LEARNING AND WORK INSTITUTE

Gaps to be addressed in future

Commissioning process: common approaches (use one 'journey' tool), provider directory, sharing best practice, career fairs, client forums, funding flexibility, future proofed for emerging demand

Target groups: homeless, EI not wanting job but volunteering, short and long term EI, returners to LM, carers, single parents, those experiencing multiple issues, discouraged workers, young people NEET

Provision: digital inclusion (50+), bite-size awards, community-based, soft skills, flexible offer, support (travel, childcare, health), skills ('green', digital, literacy, ESOL, numeracy, 'one-to-one'), advice (IAG)

Questions for now (part 2)

- Do these themes seem right to you?

- Anything missing?

- How useful is the concept of the '**individual journey**'?

- What are implications for future planning (2) ?

LEARNING AND WORK INSTITUTE

Plenary session

Now we would like to spend some time looking at **implications for future planning …**

What should our **joint priorities be** for:

- **Commissioning**
- **Delivery**
- **Review**

Next steps

- Thank you for your feedback so far….

- We shall collate all responses for inclusion in final report