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AGENDA for a Meeting

of the **West Norfolk Partnership LEARNING AND SKILLS GROUP**

on **23rd April 2007**

at **2.00pm**

in **The Boardroom, Principals Suite, College of West Anglia**

1. APOLOGIES

2. INVESTING IN COMMUNITIES – A STRATEGY FOR WEST NORFOLK

3. DATE OF NEXT MEETING

The next meeting of the West Norfolk Partnership Learning and Skills Group will be held on Monday 4th June 2007 at 2.00pm in the Boardroom. Principals Suite, College of West Anglia.

Investing in Communities in West Norfolk

23rd April 2007

Objectives

To identify the opportunities to tackle the issues of employment, skills and enterprise in deprived communities in West Norfolk using EEDA's Investing in Communities (IiC) Programme; and to agree the way forward in developing thematic interventions and individual projects.

Investing in Communities Themes

The key priorities for the IiC programme as set out in the regional framework are:

- Employment
- Skills
- Enterprise

In Norfolk the strategic themes for IiC completely reflect the regional priorities:

- Encourage an enterprising culture in disadvantaged communities
- Raise the skills aspirations and achievements of young people and adults from disadvantaged communities
- Raise the employment prospects of adults and young people from disadvantaged communities

The IiC Partnership has identified the following groups as target groups for the IiC programme. A further piece of work is to establish the evidence base for these target groups in each strategic theme:

- NEET Group 14 – 19 (not in employment, education or training)
- Pre- NEET
- IB and JSA Claimants (long term)
- Looked after children
- People with Learning/Mental Health difficulties
- Women – specifically enterprise, social enterprise and entrepreneurship
- BME groups – targeted across all the priorities
- Lone parents
- Migrant workers/ESOL groups
- Travellers
- Homeless
- Prisoners and ex-offenders
- Drug and alcohol dependency
- Poor families in work

The priority geographic areas are those Norfolk wards and SOAs in the 10% most deprived in the country, according to the Index of Multiple Deprivation (IMD 2004). In Kings Lynn & West Norfolk the wards are:

- Fairstead
- North Lynn
- Gaywood Chase
- South and West Lynn
- St Margaret's with St Nicholas

Further information is set out in the Appendix

Potential Interventions and Projects

Some initial thinking has already taken place, through a small group of LSP partners and at the College of West Anglia, on possible interventions and projects.

Discussions, involving the Borough Council, Children's Services, and West Norfolk CVA, took place around ideas to develop a comprehensive initiative to support the pre NEET and NEET 14 -19 age group into employment and training. This may also require measures to break the cycle of generational unemployment and disengagement evident in some families. The project could require a mix of measures including:

- Keeping Young People in Learning
- Improved and enhanced mentoring for relevant young people
- Intensive Family support programme working with the families of the target groups
- Exclusion support both within and out with school
- Alternative provision for 'non school' shaped youngsters
- Improving experience of and information about employment opportunities

The College of West Anglia have identified an number of possible projects:

- Notcollege: To launch an innovative e-learning initiative launched at the non participation 16+ population, following on from the 'notschools' project.
- Build your own house: Potential to work with Freebridge Community Housing.
- Build a Car/Motorbike/Cycle.
- Community Radio and Film unit.
- Community Gardens/Landscaping.
- Migrant Workers: Charges may be introduced for English as a second language courses due to Dfes policy changes, therefore alternative methods could be looked at.
- Dads and Children.
- Women into Enterprise.
- Music, Media and Dance.
- Family Learning.

Appendix

Strategic Theme

Raise the skills aspirations and achievements of young people and adults from disadvantaged communities

Medium/Long Term Objectives:

- To work with disadvantaged people to maximise their potential in learning and training.
- Increasing the skills and qualification attainment by tackling barriers to engagement
- Increase the capacity of providers to engage in and impact on skills and attainment of people from deprived communities.

Anticipated Long Term Impact:

- To improve the Norfolk deficit in skills and qualification attainment.
- To increase the number of young people from disadvantaged communities achieving better skills and qualifications.
- To increase the capacity of staff and facilities to deliver embedded learning
- Increase in employment rate

Strategic Intervention

- Increase supply side (staff and facilities) to deliver 'contextualised' vocational and skills for life training in key sectors
- Commission alternative forms of embedded learning opportunities for individuals to begin and continue through pathways to further education and employment achievement
- Support families to overcome barriers to learning and achievement
- Create sustainable opportunities for people living in rural communities to access skills training

Delivery Models

- In skills teachers
- Increased in number, quality and location of trained 'contextualised' 'embedded' skills teachers
- Increased capacity in voluntary sector to provide vocational and 'interest' led learning opportunities to hard to reach groups
- Provision of learning catalysts and mentors to work with families in raising learning desire and potential
- Work with statutory agencies to create sustainable solutions for access to skills training in rural communities

Target Groups

- NEET Group 14 – 19 (not in employment, education or training)
- Pre- NEET
- Looked after children
- BME groups
- Lone parents
- Homeless people

Geographic activity in priority order

- King's Lynn and West Norfolk
- Great Yarmouth
- Norwich
- Thetford

Rural to be determined following research

Strategic Theme

Raise the employment prospects of adults and young people from disadvantaged communities

Medium/Long Term Objectives:

- To work with people from disadvantaged communities to maximise their potential in employment
- Supporting the most disadvantaged into employment
- To develop an improved skills base reflecting the needs of employers

Anticipated Long Term Impact:

- To contribute to moving the county employment rate towards the regional average - LAA 4.5.1, 2 & 3
- To improve the opportunity of people in deprived communities to access employment
- To break the cycle of benefits dependency in disadvantaged communities.

Strategic Interventions

- Support people to overcome barriers into employment and retaining a job
- Develop relevant vocational training programmes for unemployed people to meet the needs of existing employers
- Develop clearer knowledge of and a better match in provision of skills required by businesses in Norfolk (This may be an initial research project that would inform mainstream programmes such as 'train to gain')
- Create sustainable opportunities for people living in rural communities to access employment opportunities

Delivery Models

- Offer intensive support to key target groups (families with children, lone parents, people with disabilities, ex offenders) to address barriers to accessing employment opportunities.
- Ready for work programme
- Research
- Work with statutory agencies to create sustainable solutions for access to employment in rural communities

Target Groups

- NEET Group 14 – 19
- IB and JSA Claimants (long term)
- People with Learning/Mental Health difficulties
- Lone parents
- Prisoners

Geographic activity in priority order

- Great Yarmouth
- Thetford
- Norwich
- King's Lynn and West Norfolk
- Rural tba

Strategic Theme

Encourage an enterprising culture in disadvantaged communities

Long Term Objective:

- To reduce the gap in self employment rates between the 10% most deprived areas and the county average
- To increase business start up and survival rate in the most deprived areas
- Increase in social enterprises providing services in deprived communities and employment opportunities for disadvantaged groups

Anticipated Long Term Impact:

- Develop an innovative and bespoke business support infrastructure in disadvantaged communities
- Reduce the regional deficit in self employment and net VAT registrations
- Reduction in benefit claimants from within selected disadvantaged groups

Strategic Intervention

- Provision of tailored pre-business start up and business growth support and advice, targeted at deprived communities
- Promoting access to small-scale finance for those entering self employment
- Improved business skills and sustainability for social enterprises and voluntary organisations

Delivery models

- Mobile outreach facility providing business support
- Roll out of Bizz Fizz model to other targeted areas
- Provision of tailored business support and advice services in the most deprived areas

Target Groups

- IB and JSA Claimants
- People with Learning/Mental Health difficulties
- Women
- BME groups
- Travellers

Geographic activity in priority order

- Thetford
- Rural tba
- Norwich
- King's Lynn and West Norfolk
- Great Yarmouth