

---

## Decision Session - Executive Leader

7 December 2010

Report of the Director of City Strategy

### **“Job Connect Clifton” – a project to tackle worklessness**

#### **Summary**

1. Members have requested that officers consider ways of extending the successful work undertaken through the Kingsway West Action Project to other areas of disadvantage in the City.
2. This report sets out a proposal, with funding through the Regional Improvement and Efficiency Programme (RIEP), to tackle worklessness in Clifton - the next area to be considered based upon the Index of Multiple Deprivation.

#### **Background**

3. The Kingsway Project has been a small multi-agency action learning project aimed at improving the index of Multiple Deprivation score in one small area. An evaluation of this activity was reported to the Leaders decision making session in July this year. Through the Learning City Partnership, a range of partners have been working to develop proposals to connect local residents in Clifton to local job opportunities. An extensive programme was developed seeking funding from Yorkshire Forward, but due to in-year cutbacks, Yorkshire Forward have not been in a position to agree a contract to deliver this programme.
4. Having raised a commitment among partners and expectations within the area, a more focused and time limited approach has been adopted with support from the RIEP programme. This will target three specific priority groups in the area: lone parents; older age residents over 50; and mental health clients. The overall aim will be to connect local residents in these priority groups with local job opportunities. A multi-agency approach will be adopted to support these priority groups overseen by the Learning City Partnership. The project brief is attached as an annex to this report. A key outcome from this multi-agency programme will be to measure the economic and social return on the RIEP investment; this will also help to examine the potential to lever in additional funding to help sustain activities in the draft programme.

## Consultation

5. Local consultation has taken place around this programme with groups in Clifton. A range of partner organisations have also been consulted and are actively engaged, particularly through the Learning City Partnership. Through the Learning City partnership there has been engagement with local primary and secondary schools.

## Options

6. Ward level statistics often hide neighbourhood problems. The evaluation of the Kingsway West project highlighted that the basic principle of tackling IMD issues in a small area with partnership working is worthwhile. Members, with partner organisations, may wish to discuss if they want to continue and/or expand this approach to other areas.
7. In Clifton, there now seems little opportunity to seek funding for a more expansive approach to supporting local residents into work. The option of a more targeted approach, focussed on particular priority groups, is recommended as the best way of drawing down external funding.

## Corporate Priorities

8. The “Job Connect Clifton” Project supports a number of corporate priorities, Healthy City  
Inclusive City  
Learning City  
Safer City  
Thriving City  
and supports the development of the Effective Organisation.  
It will actively support the “One City” strategy for York in seeking to address fairness and inclusion issues through tackling worklessness and financial inclusion in a specific disadvantaged community. This will link to the Sustainable Community Strategy through the Learning City Partnership.

## Implications

9. This report has the following implications:
  - **Financial:** This programme is fully funded through sources external to the Council, namely the RIEP.
  - **Human Resources (HR):** There are no HR implications for the Council.
  - **Equalities:** It will actively support the “One City” strategy for York in seeking to address fairness and inclusion issues through tackling worklessness and financial inclusion in a specific disadvantaged community.

- **Legal:** There are no legal implications for the Council.
- **Crime and Disorder:** There are no Crime and Disorder implications for the Council.
- **Information Technology (IT):** There are no IT implications for the Council.
- **Property:** There are no property implications for the Council.
- **Other:** Nil

## Risk Management

10. In compliance with the Council's risk management strategy, there are no risks associated with this report.

## Recommendations

11. That the Leader endorses the "Job Connect Clifton" project to support local residents from specific priority groups into work.

Reason: To address fairness and inclusion issues in the City through a targeted approach to worklessness in a specific disadvantaged community.

## Contact Details

### Author:

Roger Ranson,  
Assistant Director – Economy  
and Asset Management,  
Directorate of City Strategy,  
Tel : (01904) 551614

### Chief Officer Responsible for the report:

Bill Woolley  
Director of City Strategy and Deputy Chief  
Executive

Report Approved



Date 23 November 2010

## Specialist Implications Officer(s)

There are no specialist officer implications.

Wards Affected:

All

For further information please contact the author of the report.

## Annexes

Annexe 1 – Project Brief