

# PROJECT BRIEF



## Section 1 Project Overview

Project Title	<b>Job Connect in Clifton</b> <b>As part of the wider 'One City – Clifton Community Action Programme'</b>
Lead Authority/Partner/ Sub Region	<b>Sub-Region:</b> York & North Yorkshire  <b>Lead Authority &amp; Accountable Body:</b> City of York Council  <b>Lead Delivery Partnership:</b> Learning City York (accountable to the York Without Walls Local Strategic Partnership and responsible for developing and co-ordinating this multi-agency programme with city-wide partners)
Lead Officer Contact Details	<b>Name:</b> Roger Ranson <b>Address:</b> Assistant Director, Economic Development City of York Council, 9 St Leonards Place, York <b>Telephone:</b> 01904 551 614 <b>Email:</b> Roger.ranson@york.gov.uk
Partners Involved/ Beneficiaries	<b>Core Partners:</b> <ul style="list-style-type: none"> <li>- Learning City York (Strategic Programme Management)</li> <li>- Economic Development Unit (City of York Council – Contractual Management &amp; Operational Co-ordination)</li> <li>- Communities and Neighbourhoods (City of York Council)</li> <li>- Future Prospects</li> <li>- York CVS (Volunteer Centre)</li> <li>- Job Centre Plus</li> <li>- Local Employers via York Economic Partnership</li> <li>- York College</li> </ul> <b>Beneficiaries:</b> <ul style="list-style-type: none"> <li>- Workless adults (in particular, lone parents, older age 50+ and mental health clients)</li> <li>- Families</li> <li>- 14-19 year olds (in particular 16-18 year olds that are NEET)</li> </ul>
Project Description	<b>The Clifton neighbourhood</b> has the 2 <sup>nd</sup> and 4 <sup>th</sup> most deprived SOAs in York (both falling within the 20% most deprived in England), and higher concentrations of the longer term unemployed, those on health related benefits, lone parents, those who are inactive, NEET, those with lower level skills and groups of people who are most excluded or at risk of exclusion (i.e. those with mental health issues, learning difficulties/disabilities and from BME communities).  Working as a multi-agency delivery team from the statutory, voluntary and private sector, the ' <b>One City – Clifton Community Action Programme</b> ' is seeking to work with residents to facilitate transformation change for adult individuals and families in a deprived neighbourhood, at Super Output Level, that is characterised by low aspiration, intergenerational worklessness and multiple barriers to work.  The <b>Job Connect in Clifton</b> campaign (as part of this overall community action programme) is seeking to engage with residents at a grass-roots level, to better understand the needs and priorities of moving adults closer to and back into work and empower and support three priority groups to take responsibility for their journey back into work.  The 3 priority groups (based on claimant benefit data) are: <ul style="list-style-type: none"> <li>• Lone parents</li> <li>• 50+</li> <li>• Mental health clients</li> </ul>

The model of working collaboratively with residents to fill gaps and avoid duplications in services, builds on the success of learning from other local authorities who have initiated an Intensive Neighbourhood Management approach at Super Output Area Level e.g.: Rotherham and Leeds, as well as a York 12-month pilot action programme (November 2008 – November 2009) in the Kingsway West SOA in the Westfield Ward which continues to be placed in the top 10% most deprived areas in England.

**Note: It is intended that mental health clients will be supported by the already approved Job Connect programme to be delivered by Future Prospects and lone parents and the older age clients 50+ will be supported through additional RIEP funding as outlined below. All strands of activity will be monitored, reviewed and assessed through the Learning City Skills for Employability and Economic Inclusion Group that reports into the Learning City Board and wider Local Strategic Partnership.**

There will be 5 strands of activity to the 6-month 'Job Connect in Clifton' programme:

1. **Grass-roots engagement, consultation and communication with adults and families** in the two most deprived SOAs of the Clifton Ward (circa 750 households in each); to better understand their needs and priorities, including perceptions of and barriers to work, volunteering and self employment.
  2. **Specialist Outreach 1-2-1 Advisers to support individuals back into learning, volunteering, work and self employment:**
    - a Future Prospects outreach Learning & Work Adviser will 'door knock', take referrals from other community based agencies and provide drop-in Job Club sessions at the Children's Centre in order to develop Personal Development Plans for individual clients, link & sign-post to existing employability / volunteering programmes; support with job search & applications and provide at home mentoring support both before & post a successful job outcome
    - a York CVS Volunteer Adviser will be based at the Children's Centre 1 day a week to work with the Learning & Work Adviser to set up volunteering tasters and broker supported placements (it is hoped that we can align support from the Regional Yorkshire & Humber programme to support those aged 50+, albeit this programme does not cite York as a target area)
- Note:** This 1-2-1 specialist outreach support will be in addition to the Future Prospects Work Adviser working with mental health clients on the 'Job Connect' programme
3. **Formation of a Clifton Job Club** (run by Future Prospects and JCP) – that will provide:
    - programme of employability, skills assessment, IT and confidence building workshops, with a particular focus on sessions for lone parents and older age 50+
    - mentoring / peer support sessions
    - Community Development Training from City of York Council Communities and Neighbourhoods Team to help shape activity and develop a group of community learning & work champions
  4. **Options and Opportunities Event / Discovery Week in February 2011:**
    - supported by local employers, agencies and a pool of local role models
    - the opportunity to 'do it, try it, apply for it'; targeting 16-19 year olds, as well as lone parents, older age and mental health clients
  5. **Evaluation, Impact Assessment & Sustainable Community Development Plan**
    - To include both quantitative & qualitative impact measures for individuals, families / households and stakeholders (service providers & agencies) related directly back to the primary objectives of the programme and emerging targets and measures for the specific neighbourhood
    - Impact assessment will also seek to pilot a model to calculate a social

## Annex 1

	<p>return on investment for supporting individuals and families into employment, as well as the impact on emerging anti-child poverty measures</p> <ul style="list-style-type: none"> <li>➤ Sustainable Community Development Plan (worked up through a facilitated workshop between the Job Club, existing residents association and agencies) will assume no working budget post end March 2011 and will seek to align multi-agency mainstream services to deliver priorities, fill gaps and avoid duplication</li> </ul> <p>In summary, and in line with the emerging 'One City Strategy for Communities and Neighbourhoods in York':</p> <p>"This Community Action Programme will test a model that draws data, information and local opinion together to give us greater understanding of the strengths and aspirations of local communities and the challenges they face. It will provide the opportunity to shape engagement and encourage participation in ways that are relevant to the area. It will draw partners together at a local level to focus support and services that respond to local need and provide the mechanism for focussing delivery of mainstream services at a ward and super output level."</p>
<p>Project Key Objectives/ outcomes</p>	<p><b>Primary Objectives:</b></p> <ul style="list-style-type: none"> <li>• To reduce worklessness (particularly amongst lone parents, older age 50+ residents and mental health clients)</li> <li>• To tackle the embedded intergenerational culture of worklessness</li> <li>• To raise aspirations and a better understanding of the labour market opportunities (including volunteering and self employment) and support available</li> <li>• To pilot a model to calculate the social cost benefits of supporting individuals and families into employment</li> </ul> <p><b>Primary Outcomes:</b></p> <ul style="list-style-type: none"> <li>• 100 adults supported</li> <li>• 30 adults referred into accredited training</li> <li>• 12 adults referred into non-accredited training and other programmes</li> <li>• 12 adults progress into volunteering</li> <li>• 15 adults getting jobs</li> <li>• Other measures to assess impact on culture of worklessness and aspirations</li> </ul>

### Section 2 Finance

<p>Total Project Costs</p> <p><b>£15k in addition to the circa £17k for the Future Prospects Job Connect programme working with mental health clients</b></p>	<p><i>Please provide a total cost for the project including an indication of non-financial resources i.e. officer time:</i></p>	
	<p>External Costs (Additional)</p> <ul style="list-style-type: none"> <li>• <b>Household, resident, local employer &amp; stakeholder research</b>, consultation, evaluation to establish issues and priorities for improvement and support, and track progress against agreed key</li> </ul>	<p>Internal Cost (Authority In-Kind Contribution)</p> <p><b>From City of York Council:</b></p> <ul style="list-style-type: none"> <li>• Contract Management</li> <li>• Steering Group (secretariat / organisation)</li> <li>• Task &amp; Finish Implementation</li> </ul> <p><b>Partner In-kind Contributions:</b></p>

## Annex 1

	<p>performance indicators - <b>£3k</b></p> <ul style="list-style-type: none"> <li>• <b>Outreach Learning &amp; Work Adviser</b> (additional 2 days a week from Future Prospects, matched by 3 days in-kind from Future Prospects) - <b>£5.5k</b></li> <li>• <b>Volunteer Broker</b> (1 day a week from York CVS) - <b>£3k</b></li> <li>• <b>Clifton Job Club</b> – formation, delivery of Community Development Training for participants &amp; on-going venue and refreshments for meetings every 2 weeks- <b>£1k</b></li> <li>• <b>Options &amp; Opportunities Discovery Week</b> - <b>£2k</b></li> <li>• <b>Childcare &amp; Transport</b> - <b>£200</b></li> <li>• <b>Marketing materials</b> - <b>£300</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Outreach Learning &amp; Work Adviser</b> (3 days a week from Future Prospects to make this a FTE) - <b>£7.5k</b></li> <li>• <b>JCP Peripatetic Adviser</b> (1 day a week at the local Children’s Centre)</li> <li>• <b>Employability &amp; confidence building workshops / training sessions</b> for individuals provided by             <ul style="list-style-type: none"> <li>➢ Future Prospects</li> <li>➢ ESF WorkAge Programme for 50+ (delivered by York College)</li> </ul> </li> <li>• Employers (pool of role models to support events, interview workshops, tours of premises etc)</li> </ul>
--	---	---

### Section 3 Project Management

	<ul style="list-style-type: none"> <li>▪ <b>Accountable Body for contract &amp; contract management</b> = City of York Council, Economic Development Unit</li> <li>▪ <b>Strategic Steering Group</b> = Learning City York Skills for Employability &amp; Economic Inclusion Group will oversee and monitor both strands of the Clifton Job Connect Programme ie: the Future Prospects ‘Job Connect’ programme with mental health clients and the additional activity to support lone parents &amp; those 50+. The group is chaired by Learning City Partnership Manager and is accountable to the Learning City Board and thereafter the Local Strategic Partnership.</li> <li>▪ <b>Scrutiny, Reporting, Data Sharing</b> = to Learning City Board &amp; thereafter to the ‘Without Walls’ LSP Executive Delivery Board and shared with Inclusive York and Thriving City themed Partnerships</li> </ul>
--	---

Key action/task	Target Date
<ul style="list-style-type: none"> <li>• Initial research &amp; consultation with households &amp; individuals</li> <li>• Stakeholder ‘Task &amp; Finish’ Implementation Group set up (meet every two weeks and reports to the Learning City Programme Steering Group)</li> <li>• Publicity material produced and delivered / visible in community</li> <li>• Formation of residents association and community development training (meet every two weeks)</li> <li>• Results of household survey, on-going resident consultation and business survey shared with residents association &amp; stakeholders group</li> <li>• On-going programme of employability skills &amp; confidence building workshops – including those targeting lone parents &amp; older age 50+</li> <li>• Clifton specific high profile event / activity during York Business Week</li> <li>• Options and Opportunities Event / Discovery Week</li> <li>• Closing household survey &amp; evaluation</li> <li>• Locality based Dissemination, Celebration &amp; forward planning event between local residents and agencies/ stakeholders</li> <li>• Final evaluation report</li> </ul>	<ul style="list-style-type: none"> <li>• September 2010</li> <li>• September</li> <li>• September +</li> <li>• October</li> <li>• October</li> <li>• October / November onwards</li> <li>• November</li> <li>• February 2011</li> <li>• March</li> <li>• March</li> <li>• April</li> </ul>
Output/deliverable	Target Date
<ul style="list-style-type: none"> <li>• Learning, Work &amp; Benefits Adviser starts work with individuals in the locality</li> </ul>	<ul style="list-style-type: none"> <li>• September +</li> </ul>

## Annex 1

<ul style="list-style-type: none"><li>• Volunteering Adviser starts drop-in session at Children's Centre</li><li>• See other actions / deliverables above</li><li>• 1<sup>st</sup> monitoring report for activity and outcomes to end September (for GO &amp; York Local Strategic Partnership)</li><li>• 2<sup>nd</sup> monitoring report for activity and outcome to end December (as above)</li><li>• Final evaluation for activity, impact and outcomes to end March (as above)</li></ul>	<ul style="list-style-type: none"><li>• September +</li><li>• October</li><li>• 13 October</li><li>• 19 January</li><li>• April (TBC)</li></ul>
---	---

**Julia Massey**  
**Learning City York | Partnership Manager**  
**September 27 2010**