

Phase One – flexible New Deal

Provision Specification and Supporting Information

Revised 1 April 2008

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1. EXECUTIVE SUMMARY

- 1.1. This document outlines the service we would like suppliers to deliver as part of the Government's modernisation of the New Deal. It also provides indicative budgets and customer volumes, an overview of the likely funding model, and information about performance and contract management arrangements.
- 1.2. This version of the Provision Specification and Supporting Information for phase one of the flexible New Deal includes amendments (highlighted in red) to contract packages, indicative budgets and customer volumes, as a result of changes made to contract areas in Wales and the North West of England following consultation with the Welsh Assembly Government.
- 1.3. This information is provided to help prospective suppliers decide whether to compete in the first stage of this competition. A more detailed specification will be made available to those who are short-listed and move onto the second stage of the competition.
- 1.4. Details about bidder events, along with our questions and answer process, can be found in the *Instructions to Bidders* part of this Pre-Qualification Questionnaire pack.

Introduction

- 1.5. In December 2007, the Department for Work and Pensions (DWP) published *Ready for Work: full employment in our generation*. This document set out how the next phase of welfare reform will support the Government's ambition of full employment for all – equivalent to an employment rate of 80 per cent. It also undertook to refresh the Jobseeker's Allowance regime and modernise the New Deal. The publication of the *DWP Commissioning Strategy* in February 2008 marked the first milestone in taking forward these reforms. The flexible New Deal will be the first opportunity to put the new Commissioning Strategy into practice.
- 1.6. The current support regime for those on Jobseeker's Allowance is very successful, with around 60 per cent of jobseekers finding work within three months. The New Deal programme, introduced in 1998, has made a significant contribution by reducing long-term youth unemployment by 90 per cent. The Government now wishes to build on this success.
- 1.7. The labour market has changed since 1998 and the programme, now ten years old, needs to ensure it is ready for the challenges of the next decade. The implementation of the revised Jobseeker's Allowance regime and flexible New Deal should be seen as integral to developments in the Government's skills agenda and wider reforms for lone parents and disabled people.

- 1.8. The Command Paper, *Opportunity, Employment and Progression: making skills work*¹, published in November 2007, outlines how DWP and the Department for Innovation, Universities and Skills (DIUS) will work together to ensure that an ever increasing number of people are able to gain the training and support they need to move from benefits to work and then have access to the ongoing training they need to progress in work. The skills support given to customers within the flexible New Deal regime is a key element of this agenda.

The flexible New Deal approach

- 1.9. The revised Jobseeker's Allowance regime and flexible New Deal will replace the current mandatory New Deals², including the Private Sector Led New Deals, Employment Zones, New Deal 50plus and New Deal for Musicians.
- 1.10. The new regime will be a four-stage process, with Jobcentre Plus delivering stages one to three. The suppliers successful in the second stage of this competition will deliver stage four – the flexible New Deal. This support will be an integral element of the national revised Jobseeker's Allowance regime.
- 1.11. The revised Jobseeker's Allowance regime and flexible New Deal will focus on improving skills and helping customers into sustained employment. When delivering the flexible New Deal, organisations from the public, private and third sector will provide a flexible and innovative package of support to help customers find and keep employment. Within the 12 months of flexible New Deal, jobseekers will undertake a minimum of four weeks of *either* full-time employment or continuous mandatory full-time, work-related activity.
- 1.12. More detail on the new model can be found at Annex 1 of this document.

Implementation

- 1.13. The revised Jobseeker's Allowance regime and flexible New Deal will be introduced across Great Britain in two phases. For the first phase, the Jobcentre Plus delivered stages one to three will be introduced for new customers from April 2009. These customers will enter the flexible New Deal (stage four) from October 2009. Customers referred to the existing New Deal options before April 2009 will complete their participation by October 2009 and thereafter enter the appropriate stage of the revised Jobseeker's Allowance regime.
- 1.14. For the second phase of implementation, delivery will begin from April 2010. There will be a separate two-stage competition to select suppliers for the second phase. This competition focuses only on suppliers who wish to deliver the flexible New Deal in phase one from October 2009.

¹ www.dius.gov.uk/publications/7381-TSO-Skills.pdf

² New Deal for Young People (18-24) and the New Deal 25plus.

The flexible New Deal commissioning cycle

- 1.15. The DWP Commissioning Strategy sets out principles which should be applied to the commissioning of all DWP provision. The Commercial Strategy for the flexible New Deal reflects those principles. It seeks to use competition as the main lever to drive value for money, and strives for a balance between the risks suppliers will carry in terms of working capital and the potential rewards available through outcome focused funding. The intention is that DWP contracts will be appealing to existing suppliers in the market, whilst encouraging new market entrants.
- 1.16. Suppliers should experience a seamless cycle from commissioning strategy to commercial strategy to procurement strategy to performance management arrangements. We will work with suppliers to draw out the implications of implementation of the strategy for the management of flexible New Deal contracts and market development. This will include a review of performance management arrangements.
- 1.17. The customer experience is also at the heart of the commissioning strategy. We expect to implement the capability framework in the course of these contracts, and accordingly adjust the inspection, management and intervention regime.

Contract size and duration

- 1.18. We will be providing longer and larger contracts, seeking bids which reflect proposals for both five and seven year contracts. We will decide which of these terms to offer following the tender evaluation process, depending on which option provides best overall value.
- 1.19. There will be 14 contract packages in this first phase. Each of the following **four** contract packages/areas will be delivered by a single supplier:
 - **North & Mid Wales and South East Wales**
 - **South Wales Valleys and South West Wales**
 - Devon & Cornwall
 - Greater Manchester Central and Greater Manchester East & West
- 1.20. Each of the remaining **ten** contract packages will be delivered by two suppliers:
 - Ayrshire, Dumfries, Galloway & Inverclyde, Lanarkshire & East Dunbartonshire and Edinburgh, Lothian & Borders
 - North East Yorkshire & the Humber and Tees Valley
 - Derbyshire and South Yorkshire
 - Coventry & Warwickshire, The Marches and Staffordshire
 - Leicestershire & Northamptonshire and Nottinghamshire

- Cambridgeshire & Suffolk, Norfolk and Lincolnshire & Rutland
- Birmingham & Solihull
- Black Country
- London Central and Lambeth, Southwark & Wandsworth
- Kent and Surrey & Sussex

1.21. More information about these contract packages, including the number of suppliers per area can be found in Annex 4 of this document.

Customer choice

1.22. The Government wants to ensure that customers are empowered to engage with and influence the quality of the services they receive. We are therefore introducing customer choice in those areas where there will be more than one supplier to encourage competition between suppliers. During the first year of operation we will randomly allocate customers to each supplier in each area and then collect performance information.

TUPE

1.23. As a consequence of these design changes, Transfer of Undertakings (Protection of Employment) Regulations 2006 (TUPE) may apply. Potentially, if TUPE applies there may be a transfer of employees from DWP and from existing service providers to the new suppliers. If TUPE applies, successful suppliers to whom public sector staff may transfer will also be required to comply with the provisions for pensions laid down in Annex A to “Staff Transfers in the Public Sector Statement of Practice”, including the provision of pensions certified by the Government Actuary’s Department as being broadly comparable to those provided by the Principal Civil Service pension Scheme. Annex 5 provides further information relating to these requirements.

Budget and funding model.

1.24. Based on the current process, there will be approximately £190 to £230 million available for these contracts per annum. Indicative budgets for each contract package can be found in Table 1, Annex 4.

1.25. The overall contract value will be split into a service fee and employment outcomes. The service fee will equate to 20 per cent of the price over the life of the contract and will be paid monthly. The unit price for outcomes will be derived from the overall contract value and performance offer within the bids. Figures provided at this stage are indicative. More details on the funding model can be found in Annex 3 of this document.

Procurement approach

- 1.26. We will procure this service via a two-stage procurement exercise:
- The first stage will be via a Pre-Qualification Questionnaire (PQQ) to shortlist a number of bidders, for each contract, against the criteria outlined in the Instructions to Bidders.
 - The second stage will be a full Invitation to Tender (ITT) for those bidders selected following the first stage.
- 1.27. The flexible New Deal will be delivered by a network of prime contractors. We expect all prime contractors to ensure that their sub-contractors, whether in the private, public or third sector are treated fairly.
- 1.28. We expect all prime contractors to develop effective delivery arrangements that ensure they have the capability to meet a wide range of needs from a diverse customer group. The supplier capabilities laid out in the DWP Commissioning Strategy will need to be demonstrated at both bid stage and during live running.
- 1.29. Both stages of the procurement will be supported by a number of bidder events. More information about these and the bidding process can be found in the Instructions to Bidders section of this pack.

Flexibility within the contracts

- 1.30. In addition to the service requirements within this specification, DWP may make available further opportunities during the life of the contract, for instance, extension of provision to other customer groups, changes in delivery model to reflect good practice or changing Ministerial and policy requirements. These could involve substantial increases in the numbers and types of customers to be supported. Such opportunities will be subject to discussion and agreement at the appropriate time.

The Commissioning Strategy

- 1.31. DWP published the Commissioning Strategy on 28 February 2008. We will work with suppliers to draw out the implications of implementation of the strategy for the management of flexible New Deal contracts and market development.

2. THE SERVICE REQUIREMENT

The aim

- 2.1. The flexible New Deal will give suppliers the flexibility to deliver a more personalised and responsive service tailored to the individual employment and skills needs of long-term jobseekers. With this additional flexibility and the mandatory elements of flexible New Deal, suppliers will be expected to deliver a significant increase in the quality of support and the numbers of long-term jobseekers entering and sustaining employment.
- 2.2. More details about Critical Success Factors and performance expectations will be included in the Invitation to Tender.

Service requirement overview

- 2.3. Suppliers will be required to deliver the flexible New Deal. For phase one, this will be available from October 2009 for jobseekers who, during the previous 12 months, have not been successful in finding sustained employment. Some disadvantaged customers may be 'fast-tracked' and will join the flexible New Deal after six months on Jobseeker's Allowance.
- 2.4. Customers who leave their flexible New Deal provider and then subsequently reclaim Jobseeker's Allowance within a defined period (to be determined) will return to the supplier to complete the remainder of their 12 months on the flexible New Deal.
- 2.5. Suppliers are required to provide tailored individualised support for each customer. We are looking for suppliers to deliver an innovative and flexible service. We want suppliers to determine the best method of delivery. However, during the 12 months of flexible New Deal, we expect suppliers to:
 - Arrange all activities and appointments with jobseekers, including the initial appointment;
 - Conduct an initial in-depth assessment of the customer's barriers and needs;
 - Agree and regularly review a work-focused action plan, which is tailored to the individual. Ensuring that every jobseeker receives an equal and stretching service, to maximise each individual's chances of moving into sustained work, which could include self-employment;
 - Ensure customers have a clear understanding of their responsibilities whilst participating with the supplier, for example, to comply with their mandatory, full-time activity and to continue to attend Jobcentre Plus fortnightly;
 - Be in regular contact with every jobseeker;
 - Ensure that within the 12 months of flexible New Deal, jobseekers undertake a minimum of four weeks of *either* full-time employment or continuous mandatory full-time, work-related activity; and

- Ensure all customers who leave the programme have an up-to-date action plan, which will be shared with Jobcentre Plus.
- 2.6. It is for the supplier to determine, in consultation with the customer, the support they require. However, as part of the service requirement and in addition to the service set out above, it will be for the supplier to offer labour market advice and support. For example:
- Providing better off (in work) calculations;
 - Promoting in work benefits; and
 - Assisting with tax credit applications.
- 2.7. Successful suppliers will be required to work with all customers and must be able to demonstrate that they possess, and are able to access and build on experience and expertise in tackling customers' barriers to finding and keeping work, including self employment.
- 2.8. Suppliers are expected to deliver a quality service that focuses on customer experience and gives equal focus to all customers, including those with multiple and complex barriers to work.
- 2.9. Throughout the 12 month flexible New Deal period, each jobseeker will continue to sign fortnightly with Jobcentre Plus.
- 2.10. DWP ministers are exploring options for further interventions for those who remain on Jobseeker's Allowance after completing the flexible New Deal.

Eligibility and target group

- 2.11. Customers participating in the flexible New Deal will be in receipt of Jobseeker's Allowance. Those entering stage four (the flexible New Deal) will normally have been in receipt of Jobseeker's Allowance for 12 months. However, a proportion of customers will be 'fast tracked' through to stage three. These customers will be identified based upon their work-benefit history and specific needs.
- 2.12. Customers who are fast-tracked will join stage three from day one of their claim. If they do not find work during stage three they will therefore join the flexible New Deal after six months, rather than twelve months, on Jobseeker's Allowance.

Sanctions

- 2.13. Once agreed, all aspects of the jobseeker's action plan will be mandatory. Suppliers will be required to inform Jobcentre Plus of any customers who fail to comply with mandatory elements of the flexible New Deal. Jobcentre Plus will then make sanction decisions based on the supplier's information and will be responsible for communications directly with jobseekers as well as any resulting payment actions.

Travel, Childcare, Financial Assistance and Equipment

- 2.14. Suppliers are responsible for ensuring customers have the support they need to move towards employment and to undertake the activities within their action plan. Suppliers will be expected to cover these costs within their organisation. Bidders will need to include these costs within the financial part of their bid at the second stage. Further information about this will be provided in the ITT.
- 2.15. In some circumstances suppliers may need to coordinate childcare arrangements with Jobcentre Plus. Further details will be included in the ITT.

3. QUALITY, PERFORMANCE AND CONTRACT MANAGEMENT

- 3.1. DWP is committed to raising the standards of provision so continuous improvement is an integral part of our contracting arrangements.
- 3.2. Suppliers are required to apply the principles set out in the DWP Quality Framework¹ which provides the foundation to maintaining and improving the quality of DWP contracted employment provision.
- 3.3. Rigorous self-assessment and effective action planning is a key aspect of effective management systems. Suppliers will be required to evaluate their provision against the requirements in the Ofsted Common Inspection Framework² and submit an annual report that feeds into the DWP review process. The report should be supported by an action plan that shows how the supplier will address areas for improvement and build on strengths.

Quality

- 3.4. The supplier will be responsible for ensuring that customers have access to suitable and high quality support in a way that provides a good service and an excellent customer experience.
- 3.5. For the flexible New Deal to offer the most effective support possible to customers a number of key features need to be integral to its delivery. We expect suppliers to:
 - focus strongly on performance;
 - deliver quality support;
 - provide minimum standards of support for all;
 - build strong links with local employers and key partner organisations; and
 - support the Department's Diversity and Equality policy.

Contract management

- 3.6. The flexible New Deal contracts will be managed in line with DWP Contract Management arrangements. Suppliers will need to take responsibility for managing issues and addressing poor performance with sub-contractors. Suppliers will also be responsible for ensuring that sub-contractors meet all performance, quality, equality and legislative standards.

¹ DWP Quality Framework: http://www.dwp.gov.uk/supplyingdwp/what_we_buy/quality_framework.asp

² Common Inspection Framework: <http://www.ofsted.gov.uk/publications/2434>

Performance

- 3.7. Suppliers will be required to give feedback to the Department for Work and Pensions on performance. The Management Information that the department requires from suppliers will be included in more detail in the Provider guidance, including the arrangements for collection of data and the timetables for returns. Where the department requires additional information, suppliers must complete and return this within the agreed time limits.

Ofsted and Estyn inspection

- 3.8. Suppliers of government funded training or education are covered by the Learning and Skills Act 2000 and are subject to inspection by Ofsted in England and Estyn in Wales.¹
- 3.9. External inspection gives a independent, public account of the quality of provision and keeps the funding body and Secretary of State informed of the standards and efficiency of DWP contracted employment provision.
- 3.10. The primary focus of inspection is the experience and expectations of customers on provision, through the evaluation of standards and achievements, quality of training and learning, effectiveness with which provision is managed, quality assured and improved, how efficiently resources are used to ensure value for money and the extent to which provision is educationally and socially inclusive and promotes equality of access to employment and skills opportunities.

Referral and payment systems

- 3.11. By October 2009, the department expects to be using an electronic provider referral and payment system. Suppliers will be expected to use the new payment process and exchange information with Jobcentre Plus using this system, which will replace existing paper-based processes for referring customers and their work action plans to suppliers. Further information will be available in the ITT.

Evaluation

- 3.12. The Department for Work and Pensions will require additional information from suppliers in order to monitor and evaluate the success of provision and their management and delivery of it. Suppliers must co-operate fully with any evaluation activity commissioned by Jobcentre Plus, the Department for Work and Pensions, and the Department for Innovation, Universities and Skills. This may include details of participants' age, gender, ethnicity, disability, progress and achievements. Further details will be included in the ITT.

¹ There is no external inspectorate in Scotland. However, suppliers are still required to apply the principles set out in the DWP Quality Framework, adopting a continuous approach to self-assessment and quality improvement.

Annexes

ANNEX 1. THE REVISED JOBSEEKER'S ALLOWANCE REGIME AND FLEXIBLE NEW DEAL PROCESS

JSA Stage 1 (Self help)

- 1.1. The first three months of a jobseeker's claim will follow the current Jobseeker's Allowance regime. Most customers leave Jobseeker's Allowance quickly – around 60 per cent leave within 13 weeks. These customers need little more than signposting and ready access to job vacancies, reinforced by fortnightly meetings, to review and test their job search as under the current system, in order to find work themselves. We propose to introduce 'back-to-work' group sessions at around week eight of a claim which will set out the customers' rights and responsibilities for finding work, what is expected of them and where to go for help. This stage will also include 'light touch' basic skills screening and referral to adult careers and guidance services for further assessment and training where appropriate.

JSA Stage 2 (Directed Jobsearch)

- 1.2. After three months, if the Jobseeker's Allowance claim continues the customer will, as now, have a formal review of their Jobseeker's Agreement and will be expected to extend their job search based on travel to work distances, wage and working hours rather than by preferred employment or occupation. All customers will be submitted to suitable vacancies. Around 20 per cent of customers, whose benefit history or skills requirements suggest that they need additional help to find employment will receive additional interviews with a personal adviser during this stage.

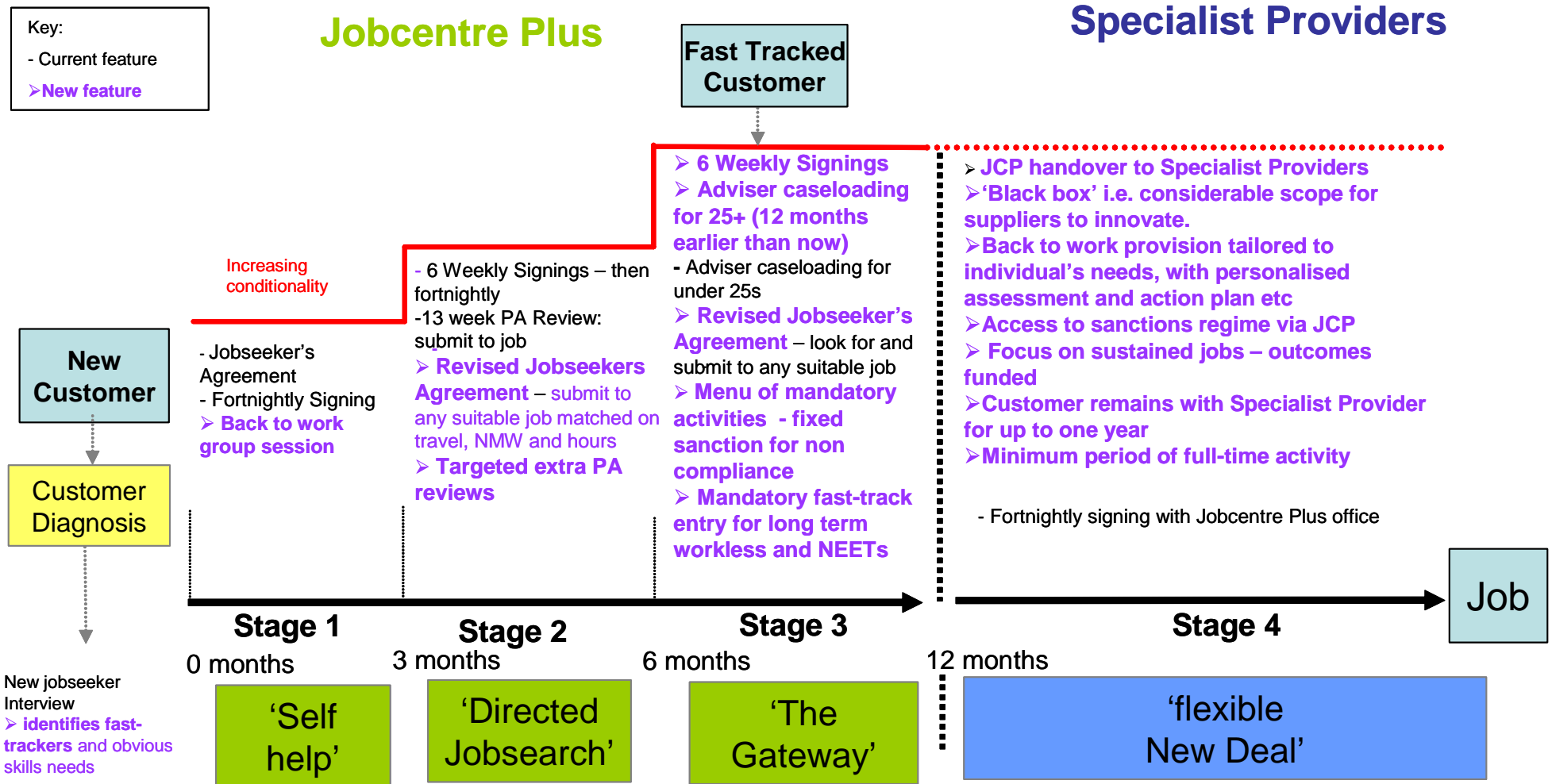
JSA Stage 3 (The Gateway)

- 1.3. After six months on Jobseeker's Allowance, customers will enter the Gateway stage. There will be a formal review with a personal adviser who will draw up a back-to-work action plan. The customer will be required to undertake up to three activities aimed at improving employability and job chances. The activity will be mandatory, balancing the increased employment support with the increased responsibility to make best use of that support.
- 1.4. It is envisaged that in England there will be further opportunity to refer the customer to an in-depth skills assessment and, if appropriate, to training funded by the Learning and Skills Council. In Scotland and Wales, the question of ongoing referral to the all-age Careers Services and appropriate provision will be subject to discussion and agreement with the Scottish Government and the Welsh Assembly Government.
- 1.5. Jobseekers with a history of claiming benefit will be fast-tracked to the Gateway from the start of their claim. Younger customers who have spent significant time out of education, training or employment prior to claiming Jobseeker's Allowance will also be fast-tracked to the Gateway. As now, people in vulnerable groups will be able to volunteer to enter the Gateway early, subject to capacity.

Stage 4 (flexible New Deal)

- 1.6. Customers who complete the Gateway will be required to join specialist return-to-work provision through the public, private and third sectors. This will be made up of intensive and personalised support to meet the needs of the most disadvantaged.
- 1.7. DWP ministers are exploring options for further interventions for those who remain on Jobseeker's Allowance after completing the flexible New Deal.

Figure 1: The revised Jobseeker’s Allowance regime and flexible New Deal process



ANNEX 2. WELFARE REFORMS & THE FLEXIBLE NEW DEAL

- 2.1. The Green Paper *In work better off: Next steps to full employment*¹, published in July 2007 sets out the Government's intention to reform its main employment programmes.
- 2.2. Following a consultation period, the Command Paper, *Ready for Work: full employment in our generation*² was published. It sets out our plans for the flexible New Deal, drawing on the experience of public, private and third sector provision, so that we can harness the strengths of each for jobseekers.
- 2.3. The Government has an aspiration of an 80 per cent employment rate and as part of this are determined to end the cycle of repeated returns to long-term unemployment and benefits that some people experience. We are modernising the New Deal so that it better meets the employment and skills needs of those who have been on benefit for a long time or who have struggled to find a stable pattern of work. The reform principles are:
- **A stronger framework of rights and responsibilities** to move benefit claimants from being passive recipients to being active jobseekers, by giving them the support they need to keep and progress in work and gain relevant skills.
 - **A personalised and responsive approach.** We will empower advisers and give increased discretion both to Jobcentre Plus staff and to public, private and third sector suppliers.
 - **We will maximise innovation in all sectors**, contracting on the basis of what works, leading to more and better outcomes.
 - **Not just jobs, but jobs that pay and offer opportunities for progression.** We will ensure all our customers who need help to develop their skills have access to relevant pre-employment training³.
- 2.4. Jobcentre Plus will remain at the heart of the system, working in partnership with public, private and third sector specialist suppliers, to deliver a flexible and personalised service.
- 2.5. The flexible New Deal will combine the current mandatory New Deal 25plus and New Deal for Young People (including private sector led New Deals and Employment Zones). It will also subsume New Deal 50plus, for Jobseeker's Allowance recipients, and New Deal for Musicians. Other voluntary programmes, such as the New Deal for Lone Parents, will continue to be available to appropriate customers.

¹ DWP (2007) *In work, better off: Next steps to full employment*: www.dwp.gov.uk/welfarereform/in-work-better-off/

² DWP *Ready for work: full employment in our generation*: <http://dwp.gov.uk/welfarereform/readyforwork/>

³ DIUS & DWP (2007) *Opportunity, Employment and Progression: making skills work*: www.dius.gov.uk/publications/7381-TSO-Skills.pdf

- 2.6. Customers who will participate in the revised Jobseeker's Allowance regime and flexible New Deal are Jobseeker's Allowance recipients. Some of these customers will be lone parents who are now no longer eligible for Income Support. The majority of these customers will begin participation at stage one from the beginning of their claim.
- 2.7. Customers will enter stage three after claiming for six months and stage four after 12 months. Some customers, if they are deemed to be disadvantaged in the labour market, will join stage three from day one of their claim and will therefore join stage four after only six months. Customer in receipt of Pension Credit may participate in the new regime, including flexible New Deal, on a voluntary basis.
- 2.8. Jobcentre Plus will work within local strategic partnerships to ensure that there is a wide range of options for employability-focused activity during stage three.
- 2.9. After 12 months with Jobcentre Plus (or six for 'fast tracked' customers) we expect that around 90 per cent of customers will have left Jobseeker's Allowance. Those who remain are likely to have serious and multiple challenges and will be referred to a supplier for support under the flexible New Deal (stage four). This will be a flexible, personalised and responsive service, which is tailored to individual's employment and skills needs. The supplier will have up to a year to work with the customer to find sustained employment or, as a minimum, to undertake a four-week period of mandatory activity.
- 2.10. Customers, who move to an external supplier, will remain on Jobseeker's Allowance during stage four. It will be Jobcentre Plus' continuing responsibility to oversee the jobseeker's journey through flexible New Deal.
- 2.11. More information about the process model can be found in Annex 1 of this document.

Skills

- 2.12. In its response to the Leitch Review of Skills¹ the Government committed to creating a new integrated employment and skills service in England. The aim is to create a seamless customer journey within which Jobcentre Plus is responsible for identifying those jobseekers requiring skills-related help to increase their employability. From 2010 in England, these customers will be referred to a new adult advancement and careers service, which would make a more detailed assessment of need and work with the customer and the Jobcentre Plus adviser to agree an appropriate course of action.
- 2.13. *Ready for work: full employment in our generation*² further announced that skills screening would be embedded within the flexible New Deal.
- 2.14. In almost all cases customers with potential basic skills needs at level one, or without qualifications at level two, will have been referred for a full skills

¹ DIUS (2007) World Class Skills: Implementing the Leitch Review of Skills, Cm 7181 www.hm-treasury.gov.uk/media/6/4/leitch_finalreport051206.pdf

² DWP (2007) *Ready for work: full employment*, Cm 7290 www.dwp.gov.uk/welfarereform/in-work-better-off/

assessment by six months of unemployment. Many will have been referred to training to improve their basic skills (literacy, numeracy, English for Speakers of Other Languages) or to short courses to gain job-specific skills related to the local labour market.

- 2.15. We expect that Jobcentre Plus and appropriate adult advisory careers services will share customers' skills records with suppliers at the point of transfer to flexible New Deal. Jobseekers will still be able to seek skills advice through the adult careers and guidance services and will be able to access training in line with Jobseeker's Allowance requirements.
- 2.16. During the flexible New Deal we would expect that suppliers will continue to identify and address skills needs that customers have, building on work already undertaken as part of stages one to three. We would expect suppliers to deliver their services in a way that supports the Government's aim of a fully integrated approach to employment and skills.
- 2.17. Full implementation of the Integrated Employment and Skills service in England will commence in 2010/11. Prior to this there will be a phased trial of elements of the service in certain locations throughout England. This will mean that local arrangements for the delivery of skills support and the subsequent interaction with flexible New Deal providers will vary. Further information will be made available in the ITT.

Lone parents

- 2.18. The Government is committed to ending child poverty and the Command Paper outlines a number of specific measures to improve support for lone parents in support of that mission. The Command Paper also introduces more expectations of Lone Parents:
 - From October 2008, lone parents with the youngest child aged 12 or over will no longer be entitled to income support on the basis of being a lone parent;
 - From October 2009, lone parents with the youngest child aged 10 or over will no longer be entitled to income support on the basis of being a lone parent; and
 - From October 2010 lone parents with the youngest child aged 7 and over will no longer be entitled to income support on the basis of being a lone parent.
- 2.19. These changes will consequently result in more Lone Parents moving onto other benefits, including Jobseeker's Allowance and therefore joining the revised Jobseeker's Allowance regime and flexible New Deal.
- 2.20. Lone Parents will be subject to the same mandatory requirements as any other Jobseeker when they move onto Jobseeker's Allowance from Income Support. During stages one to three they will be able to access New Deal for Lone Parents on a voluntary basis. Suppliers will need to acknowledge that Lone Parents may

have specific job search requirements and will need to ensure that provision is tailored to these specific requirements.

Child poverty

- 2.21. Children born into poverty are less likely to attend school regularly, get qualifications, or go to college. They are more likely to be forced into the worst jobs, if any job at all – and more likely to be the victims of crime or commit crime themselves.
- 2.22. We know that parental employment is likely to reduce the risk of children growing up in poverty. So, we see supporting parents into work, and once in work supporting them to keep and progress in their role, as central to lifting children out of poverty. This is why our parental employment policy has been and still is at the centre of our child poverty strategy.

Older workers

- 2.23. One million older people will need to be in work if the Government is to achieve its aim of an 80 per cent employment rate. We would expect suppliers to support this aim by helping older jobseekers tackle their specific and often multiple barriers to work, such as lack of skills, caring responsibilities, personal health issues and age discrimination.

Employment and Support Allowance

- 2.24. From October 2008 the new Employment and Support Allowance will replace incapacity benefits for most new and repeat customers. As part of the implementation, the new Work Capability Assessment will be applied to new and, over time, existing customers. This may result in an increase in jobseekers with mild to moderate health conditions with related barriers to work. The ITT will contain more details of how this will affect volumes

Local Employment Partnerships

- 2.25. Local Employment Partnerships were announced in the March 2007 Budget. The Command Paper, *DWP Ready for work: full employment in our generation*¹ set out the principles underpinning the Government's labour market policies, and Local Employment Partnerships are a key part of this reform agenda.
- 2.26. The Department is working in partnership with the Learning and Skills Council (in England), employers and other stakeholders to design a series of measures, to help disadvantaged customers into sustained employment. Jobcentre Plus is also working with the devolved Government's to design Local Employment Partnership training provision in Scotland and Wales.

¹ DWP Ready for work: full employment in our generation: <http://dwp.gov.uk/welfarereform/readyforwork/>

- 2.27. The Local Employment Partnership programme is based on a simple agreement with employers (public and private). The service :
- Helps disadvantaged customers prepare for work; and
 - Gives customers a fair shot at jobs through specific recruitment measures, including: Pre-employment training, and Work Trials.

- 2.28. More information about how Local Employment Partnerships fit with flexible New Deal will be included in the ITT.

Local Strategic Partnerships

- 2.29. Jobcentre Plus will engage its key local partners in the delivery and identification of Gateway support. Successful suppliers will be expected to engage and work with key local partners in the delivery of the flexible New Deal. This could include Local Strategic Partnerships, Working Neighbourhoods Fund and, where appropriate, devolved administrations. More information will be available in the ITT.

City strategy

- 2.30. The City Strategy, also mentioned in the Green Paper, *In work, better off: Next steps to full employment*¹ aims to empower local areas giving them the flexibility to provide local solutions to local problems. By pooling or aligning budgets with some Department for Work and Pensions funding, we aim to get more or better outcomes from existing resource.
- 2.31. It will be important that there is a cohesive service offered in those areas covered by a City Strategy. Bidders will need to ensure that the service they provide enhances and does not replicate existing provision. Working with the consortia they will need to identify gaps in provision and ensure that these gaps are suitably filled where appropriate.
- 2.32. Some of the flexible New Deal contract packages include City Strategy areas and as a result the flexible New Deal specification that will be outlined in the ITT may differ slightly in these areas. DWP will work closely with City Consortia members to develop possible adjustments in order to reflect their priorities.
- 2.33. The City Strategy areas are shown below:
- Birmingham, Coventry and the Black Country
 - Blackburn with Darwen
 - Dundee
 - East London
 - Edinburgh

¹ DWP In work, better off: Next steps to full employment: www.dwp.gov.uk/welfarereform/in-work-better-off/

- Glasgow
- Heads of the Valley
- Leicester
- Liverpool
- Greater Manchester
- Nottingham
- Rhyl
- South Yorkshire
- Tyne and Wear
- West London

European Social Fund

- 2.34. All bidders should note that DWP may choose to use flexible New Deal as match funding to support our ESF co-financed programmes. Any contracts used by DWP as “match funding” cannot be used by suppliers as “match funding” for ESF direct bids to Government Offices. More information will be included in the ITT.

ANNEX 3. FUNDING OVERVIEW

- 3.1. The funding model will be split into elements including a service fee and employment outcomes. The model will comprise of:
- **A service fee** – This will be paid in monthly instalments and will equate to 20 per cent of the contract price. This will provide each successful bidder with a guaranteed contribution to help maintain the infrastructure and deliver the mandatory inputs.
 - **Employment Outcome Payments** – These will form the biggest proportion of the contract value and will be reserved for the achievement of employment outcomes and paid on a unit price basis. 50 per cent of the contract price will be attributable to the achievement of intermediate employment outcomes and 30 per cent to sustained employment outcomes of 26 weeks.
- 3.2. Provider payments will be made against clear definitions and on the basis of evidence as set out in the contract. These definitions will be explained in more detail at the bidder events and in the Invitation to Tender.

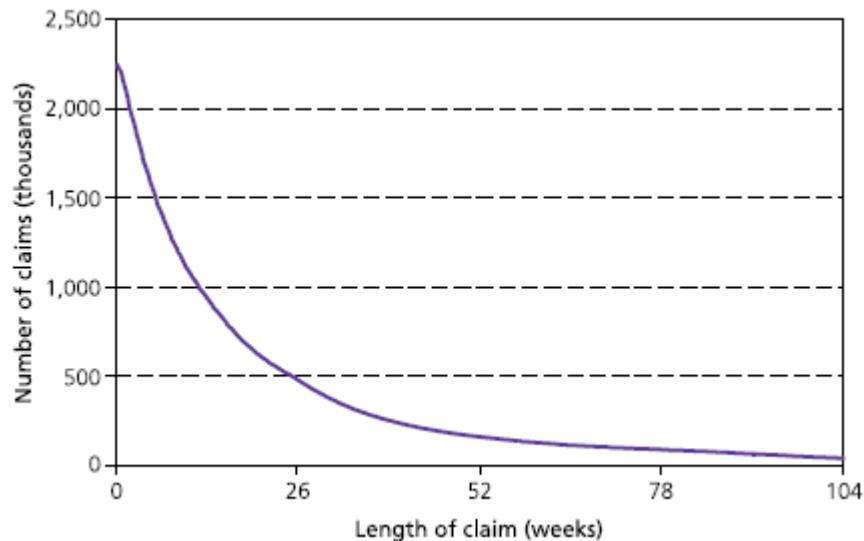
ANNEX 4. INDICATIVE BUDGETS AND CUSTOMER VOLUMES

Flexible New Deal volumes

- 4.1. This section provides estimates on the number of jobseekers expected to start the flexible New Deal during the period October 2009 to September 2014.
- 4.2. The figures presented below in Table 1 are indicative and have been included to provide a guide to the number of jobseekers expected to start the flexible New Deal.

Factors - overview

- 4.3. There are three sets of factors that affect the number of jobseekers forecast to start the flexible New Deal:
 - the expected level of the claimant count and the expected number of jobseekers who will reach 12 months unemployment;
 - the impact of the flexible New Deal reforms and Jobseeker's Allowance intervention regime changes; and
 - the impact of wider policy changes on the number of jobseekers reaching 12 months unemployment.
- 4.4. Beneath these categories there are a number of factors that will affect the volume of jobseekers reaching 12 months unemployment.
- 4.5. To place these factors in context, Figure 2 shows the number of Jobseeker's Allowance claims started in 2004/05 that lasted different durations, for example, 13 and 26 weeks. The figures show there were approximately 2.25 million claims for Jobseeker's Allowance in 2004/05, of which around 60 per cent ended within 13 weeks, 80 per cent within 26 weeks and 90 per cent within 52 weeks.
- 4.6. The high volume of short claims means that even small changes in the speed that jobseekers find jobs and flow off Jobseeker's Allowance could significantly affect the number of jobseekers who will start the flexible New Deal. For example, if the proportion of jobseekers reaching 12 months on Jobseeker's Allowance increases/decreases by just two percentage points then the number of jobseekers starting the flexible New Deal could change by 45,000 nationally.

Figure 2: Length of Jobseeker's Allowance claims for starts in 2004/05***Approach to estimating flexible New Deal starts***

- 4.7. A two step process has been used to estimate the number of flexible New Deal starts. First, the number of flexible New Deal starts at a national level has been estimated. Second, the national flexible New Deal starts have been allocated to Jobcentre Plus districts.
- 4.8. Table 2 provides information on the assumptions made to estimate the number of flexible New Deal starts nationally. The factors affecting the number of estimated flexible New Deal starts include:
- the expected level of the claimant count and the number of jobseekers reaching 12 months unemployment;
 - the impact of removing the current New Deals;
 - the impact of new interventions during the first 12 months of jobseekers claims;
 - the impact of introducing a Gateway linking rule;
 - the impact of fast tracking some jobseekers to the Gateway stage;
 - the impact of working through the stock of adult jobseekers during the transition phase;
 - the impact of introducing the Employment and Support Allowance;
 - the impact of the lone parent conditionality reforms;
 - the impact of the Better Off In Work Credit ;
 - the impact of introducing an Integrated Employment and Skills Service;

- the impact of Local Employment Partnerships; and
- the impact of equalising the state pension age.

4.9. To allocate the estimated number of national flexible New Deal starts to Jobcentre Plus Districts the following assumptions have been made:

- For jobseekers it has been assumed that they will have the same geographical distribution as jobseekers currently reaching 12 months unemployment. This geographical distribution for young jobseekers has been adjusted to control for the removal of the existing New Deals.
- For Employment and Support Allowance claimants, it has been assumed that the geographical distribution will be the same as that for incapacity benefits claimants who currently satisfy the Personal Capability Assessment, but who would not satisfy the Work Capability Assessment in the future.
- For lone parents who previously claimed Income Support, it has been assumed that their distribution will be the same as the current distribution of lone parent Income Support claimants.

Additional information for the ITT

4.10. In addition to reviewing the volume information presented here, for the Invitation to Tender we intend to provide information on:

- the baseline job entry performance for the flexible New Deal; and
- the baseline sustained employment performance for the flexible New Deal.

Factors in detail

Factor	Description
Baseline volumes	
1 Claimant Count	<p>The level of the claimant count and the number of jobseekers currently reaching 12 months unemployment for the baseline for the number of starts on flexible New Deal.</p> <p>We have assumed that the level of the claimant count will be broadly consistent with the level in 2005/06.</p>

Impact of the flexible New Deal reforms

2 Differences to the current New Deals	<p>The flexible New Deal replaces the existing suite of support for the long-term unemployed. To estimate the impact of the new interventions, the impact of similar interventions has been used.</p> <p>A linking rule during the Gateway stage means that jobseekers leaving Jobseeker's Allowance for less than a specified period will return to the stage in the process that they left. To estimate the impact of this on the number of flexible New Deal starts, the linking rule has been applied to jobseekers aged 25+ years. The proportionate increase in the flows through 12 months has then been applied to the estimated flexible New Deal starts to estimate the impact of the linking rule.</p> <p>The flexible New Deal model has been designed to fast track some jobseekers to the Gateway stage. To estimate the impact of this on the number of flexible New Deal starts we have assumed that they flow off Jobseeker's Allowance at the same rate as jobseekers with a significant history of claiming Jobseeker's Allowance.</p> <p>The revised Jobseeker's Allowance intervention regime is expected to reduce the number of jobseekers reaching 12 months unemployment. It has been conservatively assumed that these interventions will have a comparable impact to similar interventions.</p>
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Factor	Description
3 Existing jobseekers (adults)	<p>During the transition from the existing New Deals to the flexible New Deal, there will be a number of existing jobseekers who have been unemployed for between six and 18 months in April 2009.</p> <p>Further detailed work is required to identify how quickly these existing customers will join the Gateway stage and therefore start the flexible New Deal.</p> <p>It has been assumed that:</p> <ul style="list-style-type: none"> • existing jobseekers will join the Gateway stage over a six month period, and will therefore also start the flexible New Deal stage over a six month period from October 2009; and • jobseekers with the longest durations will join the Gateway stage first.

Impact of wider policy changes

4 Employment and Support Allowance	<p>The introduction of the new, more accurate, Work Capability Assessment under the Employment and Support Allowance is expected to increase the number of claimants not qualifying for the Employment and Support Allowance / incapacity benefits. Around half of these are expected to subsequently make a claim for Jobseeker's Allowance.</p> <p>It has been estimated that this change will increase the number of claims for Jobseeker's Allowance by around 15,000 each year, with around a quarter of them remaining on benefit after one year. It has therefore been assumed that these changes will increase the number of jobseekers starting the flexible New Deal by around 4,000 per year.</p>
5 Lone parent conditionality	<p><i>Ready for work: full employment in our generation</i> included proposals to reduce lone parents' eligibility to Income Support on the basis of the age of their youngest child.</p> <p>A proportion of these lone parents are expected to make a claim for Jobseeker's Allowance and potentially start the flexible New Deal. It has been assumed that:</p> <ul style="list-style-type: none"> • The proportion of lone parents making a claim for Jobseeker's Allowance after losing their eligibility to Income Support will be the same as the proportion of lone parents who claim currently after losing their Income Support eligibility when their youngest child reaches 16 years of age.

Factor	Description
	<ul style="list-style-type: none"> Lone parents making a claim for Jobseeker's Allowance are expected to flow off quicker than the rate lone parents currently flow off Income support, but slower than the rate at which women flow off Jobseeker's Allowance. We have therefore assumed they will flow off at the mid point of the two rates.
6 Better Off In Work Credit pilot	<p>The Better Off In Work Credit pilot will ensure that all jobseekers who have been receiving Jobseeker's Allowance for 26 weeks or more will have an in work income that is at least £25 more a week than they received from their out of work benefits. The credit will last for a maximum of 26 weeks.</p> <p>The impact of this intervention is difficult to estimate so they have not been taken into account in the modelling.</p>
7 Skills proposals	<p><i>Opportunity, Employment and Progression: making skills work</i> set out proposals for establishing an Integrated Employment and Skills service. These proposals could further increase the number of jobseekers' flowing off Jobseeker's Allowance and into work before the flexible New Deal stage.</p> <p>Ahead of the Integrated Employment and Skills trials and evaluation it is difficult to estimate the impact of planned skills interventions so they have not been taken into account in the modelling.</p>
8 Local Employment Partnerships	<p>The introduction of Local Employment Partnerships could further increase the number of jobseekers flowing off Jobseeker's Allowance and into work before the flexible New Deal stage.</p> <p>The impact of this intervention is difficult to estimate so they have not been taken into account in the modelling.</p>
9 Equalising the state pension age	<p>Increasing the state pension age for females will increase the number of starts to the flexible New Deal.</p> <p>Modelling estimates are based on JSA flows for current 55 to 59 year olds applied to those likely to be exposed to JSA.</p>

Figure 3: Phase one contract areas

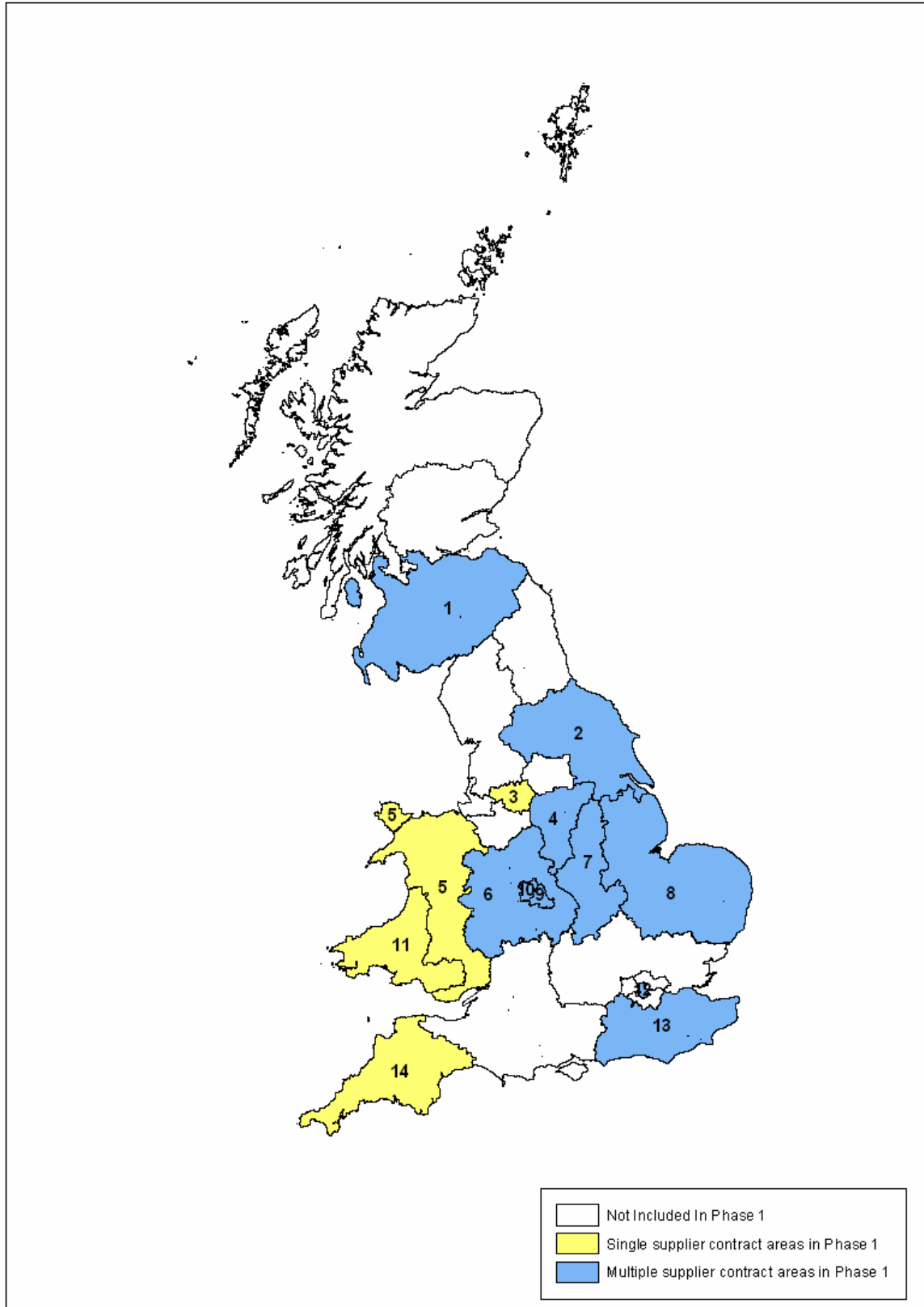


Table 1: Summary of contract packages, Jobcentre Plus districts, indicative budgets and customer volumes

Ref. Number (see map)	Contract package / Jobcentre Plus Districts	Number of suppliers per contract package	Indicative budget per area per year *	Indicative number of flexible New Deal starts **				
				October 2009 to September 2010	October 2010 to September 2011	October 2011 to September 2012	October 2012 to September 2013	October 2013 to September 2014
1	Ayrshire, Dumfries, Galloway & Inverclyde Edinburgh, Lothian & Borders Lanarkshire & East Dunbartonshire	2	£14m to £17m	12,600	9,800	10,400	9,800	9,900
2	North East Yorkshire & the Humber Tees Valley	2	£17m to £21m	15,600	12,100	12,700	12,000	12,000
3	Greater Manchester Central Greater Manchester East & West	1	£16m to £20m	14,900	11,800	12,600	11,600	11,600
4	Derbyshire South Yorkshire	2	£14m to £17m	13,200	10,300	10,900	10,200	10,200
5	North & Mid Wales South East Wales	1	£ 7m to £ 9m	6,900	5,400	5,900	5,400	5,400
6	Coventry & Warwickshire The Marches Staffordshire	2	£14m to £17m	12,700	9,900	10,500	9,800	9,800
7	Leicestershire & Northamptonshire Nottinghamshire	2	£15m to £18m	13,500	10,600	11,200	10,500	10,400
8	Cambridgeshire & Suffolk Lincolnshire & Rutland Norfolk	2	£13m to £16m	11,700	9,200	9,700	9,100	9,100
9	Birmingham & Solihull	2	£18m to £22m	17,200	13,100	13,500	13,100	13,100
10	Black Country	2	£13m to £16m	12,400	9,500	9,900	9,500	9,500
11	South Wales Valleys South West Wales	1	£ 8m to £10m	7,500	6,000	6,400	5,900	5,900
12	London Central Lambeth, Southwark & Wandsworth	2	£19m to £23m	17,300	13,300	14,000	13,300	13,300

Ref. Number (see map)	Contract package / Jobcentre Plus Districts	Number of suppliers per contract package	Indicative budget per area per year *	Indicative number of flexible New Deal starts **				
				October 2009 to September 2010	October 2010 to September 2011	October 2011 to September 2012	October 2012 to September 2013	October 2013 to September 2014
13	Kent Surrey & Sussex	2	£16m to £20m	14,900	11,700	12,500	11,700	11,700
14	Devon & Cornwall	1	£5m to £7m	4,900	3,900	4,300	3,900	3,900
National total			£190m to £230m	175,000	135,000	145,000	135,000	135,000

* These values are estimates expressed as a total value for each contract package in millions. For example, in Kent, Surrey and Sussex between £16 million and £20 million would be shared between two suppliers. These values given are in Pounds Sterling £ (GBP) at current prices. Values quoted here are our best estimates at this point in time and are based on current Jobcentre Plus Districts.

** Indicative customer volumes will be refined and provided in more detail within the Invitation to Tender.

ANNEX 5. TRANSFER OF UNDERTAKINGS (PROTECTION OF EMPLOYMENT) REGULATIONS 2006 (TUPE)

- 5.1. The scope and nature of the work being contracted out will include support for customers to help find and keep work, which is currently being provided, in some instances by Jobcentre Plus staff and in others by staff employed by the external suppliers of the New Deal programme. Suppliers are therefore advised that they will need to consider the likelihood that Transfer of Undertakings (Protection of Employment) Regulations will apply to this transfer of work.

DWP approach to the transfer of staff

- 5.2. Staff working in areas of work covered by new contracts would normally be expected to transfer with their work (subject to the provisions of TUPE) when the transfer of work takes place. Work is currently underway to look at a range of possibilities, including the redeployment of some or all of our people within Jobcentre Plus prior to the transfer date. However, we cannot at this stage rule out the possibility that Jobcentre Plus staff will transfer under Transfer of Undertakings (Protection of Employment) Regulations, and it is expected that staff will also transfer from existing suppliers of the New Deal programme.

Background information on Transfer of Undertakings (Protection of Employment) Regulations and its application in a transfer from the public sector

- 5.3. Transfer of Undertakings (Protection of Employment) Regulations 1981 was the United Kingdom implementation of the EC Acquired Rights Directive. As from April 2006, this was updated by the Transfer of Undertakings (Protection of Employment) Regulations 2006. The purpose of the Directive is to protect employment rights and the terms and conditions of service of people who are transferred from one employer to another when a business or part of a business (“an undertaking”) is transferred. The new employer takes over all rights, duties and obligations of the former employer. It is as though the individual’s contract of employment was originally made with the new employer and not the original employer.
- 5.4. The main purpose of TUPE is to protect people whose jobs have moved to another employer. Suppliers need to be mindful that the courts and tribunals tend to cut across organisational and contractual complexities, when deciding whether TUPE applies or not to individual cases.
- 5.5. Suppliers may wish to note that in the event of a transfer of work from Jobcentre Plus to the private sector the following guidance applies. Suppliers are strongly advised to consult this. This is in addition to, but does not replace the provisions of the TUPE Regulations and or any other related legislation.

Staff Transfers in the Public Sector Statement of Practice

- 5.6. We are committed to ensuring that Jobcentre Plus is a good employer and a model contractor and client. We are committed to ensuring that any staff involved in all transfer of work are treated fairly and consistently and their rights respected.
- 5.7. In January 2000, the Cabinet Office published guidelines for the treatment of staff affected by the transfer of work from the public to private sector. A copy of *Staff Transfers in the Public Sector Statement of Practice* can be obtained from the Cabinet Office. Suppliers are advised that the policies in this framework will be adopted.

Fair Deal for Pensions - Procurement of Bulk Transfer agreements and related issues

- 5.8. Although occupational pensions are not protected in TUPE regulations, (except in so far as the Pensions Act 2004 applies) the Cabinet Office has set out best practice guidelines, initially in “Staff Transfers in the Public Sector “ (2000) and subsequently in 2004, “The Fair Deal for Staff Pensions”. A copy of these guidelines can be obtained from the Cabinet Office (www.cabinetoffice.gov.uk).
- 5.9. The guiding principles are that the new employer must provide relevant transferring staff with the option of membership to a pension scheme, which, though not identical, is certified by the Government Actuary’s Department as “broadly comparable” to the public service pension scheme which they are leaving. Staff should also be given options for the handling of the accrued benefits which they have already earned. It will be a condition of the contract that the successful contractor will comply with these requirements.
- 5.10. Before acceptance of the bid, you will also be required to agree and give details of acceptable arrangements for ‘bulk transfer’ of staff pensions from the Principal Civil Service Pension Schemes into your pension arrangements.
- 5.11. Suppliers should contact the Government Actuary’s Department for further information.¹
- 5.12. Details of the five schemes which make up the Principal Civil Service Pension Scheme (PCSPS) can be found on the Civil Service Pensions website.²
- 5.13. Suppliers should also be aware of the Code of Practice on Workforce Matters³ in Public Sector Contracts. It will be a condition of the Contract that the successful Supplier will be required to comply with the Code of Practice on Workforce Matters in Public Sector Service Contracts. Non-compliance with this requirement means automatic elimination from this procurement exercise.

¹ enquiries@gad.gov.uk

² <http://www.civilservice-pensions.gov.uk/Menu.asp>

³ http://archive.cabinetoffice.gov.uk/opsr/workforce_reform/code_of_practice/index.asp

- 5.14. The intention of DWP, in line with this guidance, will be to select only those suppliers who offer staff a package of terms and conditions which will secure high quality service delivery throughout the life of the contract; and which will prevent the emergence of a 'two tier' workforce dividing any transferees from Jobcentre Plus and new joiners working beside each other on the same contracts. DWP/Jobcentre Plus will support and work with potential suppliers in any TUPE process which may impact on Jobcentre Plus staff, fully participating in any necessary consultation exercises, assisting the transferee in meeting its obligations, and the provision of terms and conditions of employment information and staff details, at an appropriate point.
- 5.15. Information may be available in due course concerning potential numbers of transferees from existing suppliers. We shall expect the transferor and transferee to reach their agreement on compliance with the information provisions of TUPE and will not be offering any warranties as to the completeness of any information where we facilitate exchange.

ANNEX 6. ADDITIONAL INFORMATION

6.1. Further background information can be found in the following:

- DWP Ready for work: full employment in our generation: <http://dwp.gov.uk/welfarereform/readyforwork/>
- DWP Information Directorate Statistical Tab Tool: <http://www.dwp.gov.uk/asd/tabtool.asp>
- DWP Commissioning Strategy: <http://www.dwp.gov.uk/publications/dwp/2008/com-strategy/cs-rep-08.pdf>
- NOMIS Official Labour Market Statistics: <http://nomisweb.co.uk>
- DWP (2007) In work, better off: Next steps to full employment: www.dwp.gov.uk/welfarereform/in-work-better-off
- DIUS (2007) World Class Skills: Implementing the Leitch Review of Skills, Cm 7181: <http://www.dius.gov.uk/publications/worldclassskills.pdf>
- DIUS (2006) Prosperity for all in the global economy: world class skills: www.hm-treasury.gov.uk/media/6/4/leitch_finalreport051206.pdf
- DIUS & DWP (2007) Opportunity, Employment and Progression: making skills work, Cm 7288: www.dius.gov.uk/publications/7381-TSO-Skills.pdf
- Employer Helpdesk: 01256 846414; Email: employerhelpdesk@cabinet-office.x.gsi.gov.uk
- Information on Civil Service Pensions: (<http://www.civilservice-pensions.gov.uk/Menu.asp>)
- The Cabinet Office Code of Practice on Workforce Matters in Public Sector Contracts: http://archive.cabinetoffice.gov.uk/opsr/workforce_reform/code_of_practice/index.asp
- Jobseekers Act 1995, Chapter 18: http://www.opsi.gov.uk/ACTS/acts1995/ukpga_19950018_en_1
- The Jobseeker's Allowance Regulations 1996: http://www.opsi.gov.uk/SI/si1996/Uksi_19960207_en_1.htm
- The Transfer of Undertakings (Protection of Employment) Regulations 2006: <http://www.opsi.gov.uk/si/si2006/20060246.htm>
- Staff Transfers in the Public Sector Statement of Practice, Annex A: http://www.hm-treasury.gov.uk/media/D/C/staff_transfers_145.pdf
- The Disability Discrimination Act 2005, Chapter 13: http://www.opsi.gov.uk/Acts/acts2005/ukpga_20050013_en_1
- Disability Equality Duty (DED): <http://www.dotheduty.org/>

- Data Protection Act 1998, Chapter 29:
http://www.opsi.gov.uk/acts/acts1998/ukpga_19980029_en_1
- City Strategy information:
http://www.dwp.gov.uk/welfarereform/cities_strategy.asp
- DWP Research Report Index: <http://www.dwp.gov.uk/asd/asd5/rrs-index.asp>
- DWP Quality Framework:
http://www.dwp.gov.uk/supplyingdwp/what_we_buy/quality_framework.asp

ANNEX 7. BACKGROUND LABOUR MARKET INFORMATION (by Jobcentre Plus District)

Ayrshire, Dumfries and Galloway, Inverclyde

Ayrshire, Dumfries, Galloway and Inverclyde (ADGI) District covers some 3,700 square miles of South-West Scotland, from the Scotland-England border in the South, as far East as Moffat, and as far North as Port Glasgow on the Firth of Clyde. ADGI also encompasses the Isle of Arran.

Population

The combined population is 600,117 (2001), with a working age population of 361,602. Overall unemployment ranges from 2.8 per cent in Dumfries and Galloway to 4.8 per cent in North Ayrshire and Inverclyde.

Principal Industries / Key employers

Throughout Ayrshire the economy is broad based, with a strong manufacturing sector, a well developed service sector encompassing retail, office and tourism and a growing international freight and passenger airport facility. Particular challenges faced by the local economy include the decline of traditionally important sectors such as engineering, textiles, coal mining and fishing. Certain areas that depended heavily on these industries have suffered particularly noticeable decline with individual areas affected. In Dumfries and Galloway, the local economy is based around a few international companies, clusters of agricultural and forestry related businesses, food processing, tourism, manufacturing (especially in plastics and rubber), engineering and service sectors. In Inverclyde, the traditional economic base of shipbuilding and heavy engineering had given way to electronics and modern technology industries. Service Sectors also are represented.

Local Developments & Initiatives

The District covers five local authority areas, Dumfries and Galloway, South Ayrshire, North Ayrshire, East Ayrshire and Inverclyde. The district consists of both rural and urban areas and the main towns, such as, Greenock, Ayr, Kilmarnock and Dumfries are served well with both rail and road links. However, many of the smaller communities are more isolated, and access to limited transport is seen as a major barrier. International connections can be made at both Glasgow International and Glasgow Prestwick Airports.

Private and Voluntary Sector Provision

Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

There are 12 offices: Annan, Cumnock, Dumfries, Girvan, Ayr, Greenock, Kilbirnie, Irvine, Kilmarnock, Port Glasgow, Stranraer and Salcoats.

Edinburgh, Lothian & Borders

In the East and South East of Scotland, ELB is a widespread district incorporating Scottish Borders, East Lothian, Midlothian, West Lothian and Edinburgh City Local Authorities.

Population

The combined population is in excess of 939,000 (2001 census). The working age population of the district ranges from 1.4 per cent in East Lothian to 2.4 per cent in West Lothian.

Principal Industries / Key employers

Employment across the district reflects it's urban and rural make up with finance, IT, business services, local and central government within Edinburgh with farming, fishing and manufacturing in other locations, retail and tourism are spread across the district.

Local Developments & Initiatives (including skills)

Easy access to the main transport networks makes it the ideal business location for expansion minded firms. International connections can be made at Edinburgh Airport.

A "triangle" of science and technology centres has been created in Edinburgh and the Lothians. The centres are working together to showcase Scotland as a leading force in the science sector. They hope that collectively, they can attract new jobs and investment into their areas. The initiative, which is supported by Scottish Enterprise Edinburgh and Lothian, is a key step towards creating an "ideas and knowledge hub" that will act as a magnet and incubator for world-class research and innovation. Supporters believe the initiative could help create 15,000 new high-value jobs across 500,000m² of campus space - and generate up to £750 million a year for the local economy.

Private and Voluntary Sector Provision

Pathways to Work is led by Work Directions UK.

Local Service Outlets

There are 13 offices: Dalkeith, Leith, Livingston, Edinburgh City, Musselburgh, Wester Hailes, Eyemouth, Hawick, Galashiels, Penicuik, Bathgate, Broxburn and High Riggs.

Lanarkshire & East Dunbartonshire

The district is located in Central Scotland and includes three local authorities – North Lanarkshire, South Lanarkshire and East Dunbartonshire.

Population

The combined population is approximately 738,000. The district consists of both urban and rural areas. The main towns of Hamilton, Motherwell, East Kilbride and Kirkintilloch are served well with both rail and road links. Many of the smaller rural communities however are isolated with access to limited transport.

Principal Industries / Key employers

The main industries in the district are public service, retail and catering and financial and business services. The concentration of manufacturing employment is above the Scottish average. International connections can be made from Glasgow International Airport.

Local Developments & Initiatives

Lanarkshire is the home of the UK's most successful Enterprise Zone and boasts some of Scotland's most innovative and ambitious companies.

Private and Voluntary Sector Provision

Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

There are 10 offices: Cumbernauld, Bellshill, East Kilbride, Motherwell, Kirkintilloch, Cambuslang, Hamilton, Rutherglen, Lanark and Airdree.

North East Yorkshire & the Humber

The District is co-terminus with 12 local authorities: Kingston Upon Hull; York; North East Lincolnshire; North Lincolnshire; East Riding of Yorkshire; Craven; Harrogate; Richmond; Ryedale; Scarborough; Selby and Whitby. The unitary authorities and some of the smaller District Councils are served by Local Strategic Partnerships and their various sub groups. There is a Social Inclusion Partnership that serves the York and North Yorkshire areas. Other partnership working tends to focus on strategy development covering Local Area Agreements, NRF, and Community Strategies etc. There are no major employer coalitions in the District. The diverse geographical area includes rural, coastal, urban and industrial areas and as such the employment characteristics of the District vary greatly.

Population

The combined population is 11,069,00. 76.4 per cent of the working age population of North East Yorkshire and the Humber are in employment. The North Yorkshire area has a relatively low unemployment rate but due to the labour market the register in these areas fluctuates. Although many areas are affluent there are pockets of deprivation, rural isolation and transport can be problematic.

Principal Industries / Key employers

York is the major city in the county with a thriving retail and tourist industry. However, its traditional manufacturing sector has declined significantly. Investment in science and technology developments within the city will be a major growth sector over the next decade as York positions itself as the 'Science City'. Retail developments continue apace in the city with the recently completed Foss Island Road Project and Morrisons, both creating upwards of 500 jobs.

Scarborough is undergoing significant regeneration activity and has secured over £25million of public and private investment. This £9.6million scheme will see the existing business park on the A64 corridor double in size, opening up the area for new industrial and business development which could see over 1,000 new jobs created over the next 10 years. The expansion will build on the success of the current business park and create opportunities for local people and boost the local economy by offering year round employment. The business park is situated within Eastfield, a Jobcentre Plus priority ward.

The area surrounding the river Humber has some large petro-chemical industries, major bio-medical technology companies and a significant proportion of food manufacturing industries. The ports and associated industries around Hull, Goole, Grimsby and Immingham make up the largest ports complex in the UK handling 22 per cent of the UK's total imports. The Humber area occupies a key strategic position on the east coast of the UK facing the continent midway between London and Edinburgh. A number of initiatives are underway to maximise the potential of this unique asset. A recent major study by IBM international consultants identified the following sectors for development as key strengths of Hull and the Humber:

- Renewable energy;
- ports and added value logistics; and
- healthcare and bio-medical technologies.

The city of Kingston upon Hull has the highest unemployment in the Y&H region at 4.8 per cent. The city is now experiencing major investment and regeneration. The 52,000 sq m St Stephens scheme is a unique town centre retail and leisure destination of the kind usually only seen in out of town developments. Opened September 2007, the development created 950 new jobs; 705 benefit recipient customers found employment through the scheme. Further developments in Hull include the Humber Quays, Quay West and the Fruit Market regeneration. In a recent decision by the Casino Advisory Panel Hull was granted permission to offer a licence for a new large casino on one of the city centre Masterplan strategic development sites.

Manufacturing is still a major sector with 17.9 per cent of jobs in the Humber within this sector (compared to 14.6 per cent regionally and 12 per cent nationally). However recent closures in Hull at Birds Eye (loss of 600 jobs) and Youngs Bluecrest (200 jobs) highlight the vulnerability of this sector as a whole.

There are a number of labour market developments and opportunities within the East Riding of Yorkshire. The new Tesco Distribution Centre at Goole will create 300 mainly logistics jobs by March 2008. A mixed-use development at Melton Park by St Modwen Properties will include 150,000sq ft of industrial distribution and office space supported by a new hotel, family pub and crèche. It is estimated this could create 3,000 jobs. Unemployment in the East Riding as a whole stands at 4.1 per cent, with two wards within Bridlington and Goole experiencing unemployment above the national average.

The North East Lincolnshire area comprises the main towns of Grimsby and Immingham with its surrounding villages. Unemployment is above average at 3.6 per cent. New developments for the area are mainly in construction, in particular at Total Lindsey Oil Refinery and at the Conoco CHP Plant (subject to approval). Seasonal jobs are a key feature of the labour market in this area with Thorpe Park and Pleasure Island theme parks in Cleethorpes generating approximately 300 seasonal posts. North East Lincolnshire has recently been awarded £41m through the Local Enterprise Growth Initiative to encourage enterprise and new business among disadvantaged communities.

The North Lincolnshire area comprises the main towns of Scunthorpe and Barton on Humber with its surrounding villages. Unemployment is around the national average at 2.5 per cent. Transfer of the public housing stock is likely to create a number of jobs within the administrative and construction sectors. The Total LOR development will also draw in people from this area. The south bank of the Humber has also been identified as a key area for investment in renewable energy sources such as bio-fuels and wind power.

Private and Voluntary Sector Provision

- Pathways to Work is provider led.
- New Deal is private sector led in South Humber.

Local Service Outlets

There are 20 Jobcentre Plus offices in the district: Hull x 2, Barton on Humber, Bridlington, Beverley, Goole, Grimsby, Hessle, Harrogate, Immingham, Northallerton, Richmond, Malton, Scarborough, Scunthorpe, Selby, Skipton, Whitby and York x 2.

Tees Valley

Tees Valley is situated in the south of the North East region and comprises the Unitary Authority Areas of Darlington, Hartlepool, Middlesbrough, Redcar and Cleveland and Stockton. Although the dominant image of the Tees Valley is urban, 65 per cent of the sub-region is rural.

Population

The combined population is 651,800. In January 2008, Middlesbrough had the highest unemployment proportion at 4.9 per cent, whilst Darlington had the lowest with 3.9 per cent. All boroughs in the sub-region had an unemployment proportion above the national average. Redcar and Cleveland and Hartlepool unitary authorities are included in the worst ten in the country. Within Middlesbrough 66 per cent of the population lives in wards that are ranked as being in the most deprived ten per cent in England (Local Concentration Rank Indices of Deprivation 2000). Ethnic communities are concentrated mainly in the inner city areas such as Stockton and Middlesbrough. High concentrations of unemployment within the 18-24 age group occur in inner city areas, particularly in Hartlepool and Middlesbrough.

The table below shows the distribution of people as a percentage of working age population.

Local Authority	Unemployed	Lone Parents	Sick and Disabled
Darlington	3.6%	2.4%	10.2%
Hartlepool	4.7%	3.4%	13.4%
Middlesbrough	5.6%	4.5%	12.7%
Redcar and Cleveland	5%	3.1%	12.7%
Stockton	4.7%	2.7%	9.8%

Basic Skills

People in Tees Valley tend to have poor Numeracy and Literacy levels. 28.4 per cent of residents of local authority wards have poor numeracy skills and 27 per cent have poor literacy skills compared to national average of 24 per cent per ward (Basic Skills in the Tees Valley report- Tees Valley Joint Strategy Unit).

Principal Industries / Key employers

The Tees Valley economy was traditionally based on heavy industry and is now moving more towards service industries. However, the proportion of people still working in the manufacturing and construction industries is higher than the regional and national averages. Occupational areas, which are expanding within Middlesbrough are Processing, Retail, Hotels/Leisure and Transport & Communications. The predominant economy in Middlesbrough is public administration with 38 per cent of employees in public administration, education or health jobs. This figure is high due to major employers such as the Local Authority, the Health Authority and the Universities of Teesside and Durham.

Local Developments & Initiatives

Easy access to the main transport networks makes it the ideal business location for expansion minded firms. International connections can be made at Durham Tees Valley Airport. There are several large retail parks across the District all with easy access to the motorway infrastructure – A1M, A19 and A66 motorways.

Private and Voluntary Sector Provision

- An Employment Zone operates in Middlesbrough, Redcar and Cleveland.
- ESF provision is available via two prime contractors.
- Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

There are 11 Jobcentre Plus offices:

Billingham, Darlington, Hartlepool, Stockton, Thornaby, Middlesbrough James Cook house, Loftus, Middlesbrough East, Redcar, Eston and Guisborough.

Greater Manchester Central

The Greater Manchester Central District covers the three local authority areas of Manchester, Salford & Trafford.

Population

Manchester, Salford & Trafford has a working age population 492,000 (2006) with an employment rate of 71.6 per cent. The District is the third most deprived in the country. Wards with particularly high levels of deprivation are: Harpurhey, Miles Platting, Newton Heath, Ardwick & parts of Wythenshawe. There are also wards with particularly high Black and Minority Ethnic populations with comparatively poor employment rates (see below). In Salford, Broughton, Little Hulton, Langworthy, Ordsall and Irwell Riverside have high levels of deprivation, as do the Trafford wards of Bucklow and Clifford.

City/town	Employment rates (BME)
Manchester	66.0% (49.6%)
Salford	71.0% (58.8%)
Trafford	77.8% (70.1%)

Principal Industries/Key Employers

The key industrial sectors are Retail, Hospitality, Public Sector and Contact Centre. The largest employers are the local authorities, the NHS, the universities and the Trafford and Arndale shopping centres. Nearly 75 per cent of employment in Manchester is in the service sector, with 25 per cent in manufacturing. The biggest single sector is business services, and within that category banking, finance and insurance. Major employers in Manchester are Manchester City Council, the NHS, Manchester University, Manchester Airport and the Arndale Centre. In Salford and Trafford the major employing industries are: Public Sector (Health and Education), Distribution, Hospitality, Manufacturing and Finance. Major employers in Salford are: Salford City Council, the NHS, the Lowry Outlet and HM Revenue & Customs. Major employers in Trafford are the Trafford Centre, Trafford Council, the NHS and Greater Manchester Police.

Local Developments/Initiatives

There are a cluster of high profile strategies in place to tackle worklessness including the City Strategy pathfinder, New Deal for Communities and Urban Regeneration Areas. City Employment Strategy for all of Greater Manchester.

Private and Voluntary Sector Provision

- ESF funded DWP provision will be available from July 2008.
- Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

17 Jobcentres based in Manchester Airport, Alexandra Park, Altrincham, Cheetham Hill, Chorlton, Didsbury, Eccles, Irlam, Longsight, Newton Heath, Openshaw, Rusholme, Salford, Stretford, Trafford Centre, Worsley and Wythenshawe.

Greater Manchester East & West

The JCP district of Greater Manchester East & West covers the seven local authority areas of Bolton, Bury, Oldham, Rochdale, Stockport, Tameside and Wigan.

Population

The district has a diverse population with Black and Minority Ethnic groups making up 14 per cent of the population in Oldham, 12 per cent in Rochdale and Indian and Pakistani ethnic groups reside in five of the Boroughs of Bolton wards representing 11 per cent of the population. There are pockets of severe deprivation and high unemployment in Bolton and Wigan, with large numbers of Incapacity Benefit claimants in Rochdale. The employment rate for the District is 74.9 per cent. However, it ranges from 70 per cent in Bolton to 80.4 per cent in Stockport and Tameside.

Principal Industries/Key Employers

Major employers include British Aerospace, Georgia Pacific paper mills, Royal Bolton Hospital and Warburtons Bakery. Bury's major employment sectors include many contact centres: O2, PC World, Skydeals, Lloyds/TSB. OMBC is Oldham Borough's single largest employer with a workforce of 12,000 whilst the largest company on the basis of turnover is Dew Construction followed by Zetex and First Manchester. Other major employers include the Royal Oldham Hospital and Park Cake Bakeries. In Rochdale, Marks and Spencer, Woolworths, Littlewoods, Tesco and Dunlop all have goods distributed from bases. Stockport is home to an estimated 16,000 businesses and British Aerospace continues the tradition of aircraft production within the borough. There are many International companies with a presence in Stockport, Adidas, Phillips Semi-Conductors, Cussons International and Hotpoint are just some of these. Wigan is fast developing as both a distribution and retail centre with Asda, Sainsburys and Wincanton having major depots and many of the major High Street stores in evidence – B&Q, Asda, Tesco, and Sainsburys. The Grand Arcade will provide 2,000 more retail jobs by 2007. Of the 305,000 population, Wigan MBC employs 12,500 and the NHS hospital 4,500. Manufacturing is dominated by the food and drink sector and features Pataks, Heinz, Hitchens Foods and Rivington foods amongst the largest.

Local Developments/Initiatives

- City Employment Strategy for all of Greater Manchester
- Oldham and Rochdale have a £600million Housing Market Renewal Pathfinder

Private and Voluntary Sector Provision

Pathways to Work is led by Shaw Trust.

Local Service Outlets

16 local offices based in Ashton-In-Makerfield, Ashton-Under-Lyne, Atherton, Bolton, Bury, Farnworth, Heywood, Hyde, Leigh, Middleton, Oldham, Prestwich, Rochdale, Stalybridge, Stockport, Wigan.

Derbyshire

Derbyshire District encompasses the administrative area of Derby City Council unitary authority area and Derbyshire County Council. The latter includes the boroughs of Chesterfield, Amber Valley and High Peak and the district authorities of North East Derbyshire, Bolsover, Erewash, Derbyshire Dales and South Derbyshire.

Population

Derby is the major industrial city in Derbyshire, with a population in 2001 of 221,708. Derbyshire covers an area of 2,630 sq. km/1,015 sq. miles with a population in 2001 of 956,293. The administrative capital is Matlock. The working age unemployment rate (claimant count) for Derby City unitary authority area is 2.7 per cent and for the administrative county of Derbyshire 1.8 per cent, which compares to Great Britain and East Midlands averages of 2.2 per cent and 2.0 per cent respectively (January 2008). Derbyshire Jobcentre Plus is concentrating efforts to help customers in disadvantaged wards. Unemployment rates in these wards are as high as 7.3 per cent (Arboretum – Derby UA).

Principal Industries / Key employers

The significant industries in Derbyshire are retail, health and social care, public sector, construction and hospitality. Significant employers in the area include Toyota, Rolls Royce, Bombardier, Westfield, NHS, local government, East Midlands Airport and the major retailers.

Developments / Initiatives

Over £1 billion investment is being made in Derby City, starting with major construction work at the former Eagle Centre site, now Westfield-Derby, development of Riverlights area and phase two of Derby's Super Hospital. In the North, areas in and around Chesterfield are also being developed with a £50 million investment project at junction 29A (M1) and the former colliery site at Markham Vale for warehousing and distribution. Chesterfield Town Centre has a further development plan costing £130 million. Further development in the High Peak area includes the Howard Town shopping centre in Glossop and two new Sainsburys stores in Matlock and Ashbourne. It is envisaged that this will result in the creation of approximately 9,9,000 jobs by 2010.

Private and Voluntary Sector Provision

DWP is currently preparing to deliver ESF provision to deliver a Jobmaets (multi-agency employment teams) service in Derbyshire to commence in the summer of 2008 for a three year period. Three contracts will be awarded: Derby City, the geographic north east of the county (Chesterfield, Bolsover and North East Derbyshire Local Authority areas) and High Peak, Central and the South. These correspond to existing or embryonic employment and skills boards. Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

The district has 17 front facing sites: Alfreton, Belper, Bolsover, Buxton, Chesterfield, Clay Cross, Derby Normanton, Derby St Peter's, Derby Wardwick, Glossop, Heanor, Ilkeston, Long Eaton, Matlock, Shirebrook, Staveley and Swadlincote. Incapacity Benefit Personal Advisers are also based in the Benefit Delivery Centre at Becket Street, Derby.

South Yorkshire

The Jobcentre Plus District of South Yorkshire covers the four Local Authorities/ Metropolitan Boroughs of Sheffield, Rotherham, Barnsley and Doncaster. South Yorkshire is one of 15 pathfinder areas chosen to take part in the City Strategy initiative. The City Strategy aims to increase the number of people in work in some of the most deprived areas of Great Britain. It's based on the idea that local partners can deliver more of an improvement in the employment rate if they combine their efforts behind shared priorities, and are given more freedom to try out new ideas and to tailor services in response to local need. South Yorkshire has a consortium in place. This has brought together local government, agencies, employers and the private and voluntary sector with a role to play in getting people off welfare and into work.

Population

The combined population is 1,292,900. 70.2 per cent of the working age population of South Yorkshire are in employment. 2.5 per cent of the population residing in the area are claiming Job Seekers Allowance (nationally 2.2 per cent). Customers in receipt of Income Support comprise 2.3 per cent and those in receipt of Incapacity Benefit 9.1 per cent,

Principal Industries Developments / Initiatives

South Yorkshire has a diverse labour market and although retains a skilled workforce in the engineering sector, the high volume heavy industries of metals and mining have been replaced by jobs in the service sectors. The main occupational sectors are:

- **Construction** – Most of the major towns and cities are undergoing major redevelopment work (Heart of the City – Sheffield, Interchange – Doncaster), which have created skill shortages across most construction occupations.
- **Transportation** – The transportation industry is another area that is experiencing skill shortages with demand for Light Goods Vehicle (LGV)/Public Commercial Vehicle (PCV) driver as well as warehouse operatives. South Yorkshire is strategically well placed in the centre of the UK and is well served by motorways and rail links, Doncaster in particular has high demand for transportation and logistics employees being in close proximity to the A1, M1 & M18, also is on the East Coast main line and has the new Robin Hood Doncaster Sheffield Airport now operational.
- **Business Admin** (Clerical, IT, Contact Centre) – South Yorkshire has significant Contact Centre operations and demand for operatives remains high. Yorkshire forward has recently announced plans to further expand contact centre operations in the Yorkshire and Humber side Region, South Yorkshire is well positioned to take advantage on any further growth in this sector.
- **Customer Service** (Retail & Hospitality) – The redevelopment of the major town and city centres (for example, Heart of the City – Sheffield, Interchange – Doncaster) across South Yorkshire will mean that demand for people to work in the sector is likely to increase over the next few years. The Meadowhall Centre (in Sheffield), the Yorkshire/ Lakeside outlet (Doncaster) and Parkgate (Rotherham) are well-established shopping centres with constant demand for workers.

- **Healthcare** (NHS, Public Services) – Studies show that the Health care sector will be one of the largest providers of job vacancies in South Yorkshire over the next few years.
- **Hospitality** – The hospitality industry is one of the fastest growing sectors. Traditionally recruitment has focussed on young people with 30 per cent of the workforce under 24. The number of hotels restaurants, leisure businesses and visitor attractions throughout South Yorkshire is growing with people coming to the area for business conferences and meetings. The skill shortage areas are Chef's, kitchen and housekeeping.

Private and Voluntary Sector Provision

- An Employment Zone operates in Doncaster.
- Pathways to Work is led by Jobcentre Plus.
- A City Strategy Partnership operates in the District.

Local Service Outlets

There are 16 Jobcentre Plus offices in the district:

Barnsley/Rotherham – Barnsley, Dinnington, Goldthorpe, Hoyland, Maltby, Rotherham and Wombwell.

Doncaster – Doncaster, Thorne, Mexborough.

Sheffield – Bailey Court, Cavendish Court, Hillsborough, Eastern Avenue Woodhouse and Chapeltown.

Cheshire, Halton & Warrington

The Cheshire, Halton & Warrington District is not included in phase one of flexible New Deal implementation.

North & Mid Wales

North and Mid Wales District encompasses the administrative areas of Isle of Anglesey County Council, Conwy County Borough Council, Denbighshire County Council, Flintshire County Council, Gwynedd County Council, Powys County Council and Wrexham County Borough Council.

Population

The combined population is 806,300 (2006). 46 per cent of the working age population of North and Mid Wales Jobcentre Plus District are in employment.

Principal Industries / Key employers

This is one of the UK largest Districts geographically, it is mainly rural and therefore Agriculture is a key Sector. Hospitality Leisure and Tourism is prominent through the District, but especially in North Wales. The area of highest employer density is in North West Wales centred around Wrexham, where Manufacturing and Retail are key sectors. NHS Trusts and Local Authorities are major employers across this District.

Local Developments & Initiatives

The A55 running east to West across the top of this District is a major transportation route, linking into the major Ferry Port of Holyhead with its connection to Ireland. Retail is a booming sector, a notable development Eagles Meadow which will provide an additional 1,500 to 2,000 retail jobs from October 2008.

Private and Voluntary Sector Provision

- Five wards in the District currently have ESF funding for Want 2 Work provision.
- An Employment Zone operates in the Local Authority area of Isle of Anglesey, Conwy, Denbighshire and Gwynedd.
- A City Strategy consortium operates in Rhyl.
- Pathways to Work is led by Action 4 Employment.

Local Service Outlets

There are 22 offices: Amlwch, Bangor, Brecon, Caernarfon, Colwyn Bay, Dolgellau, Flint, Holyhead, Llandrindodd Wells, Llangefni, Machynlleth, Mold, Newtown, Porthmadog, Pwelli, Rhyl, Shotton, Welshpool, Wrexham and Ystradgynlais.

South East Wales

South East Wales Jobcentre Plus District encompasses the administrative areas of Cardiff Council, Monmouthshire County Council, Newport City Council, Torfaen County Borough Council and Vale of Glamorgan Council.

Population

The combined population is 759,800 (2006). 72.7 per cent of the working age population of South East Wales are in employment.

Principal Industries / Key employers

This is Wales' most buoyant District with respect to its employer base. Retail and contact centre employers feature heavily. Public sector employment is prominent, with Local Authorities and NHS trusts, and the Welsh Assembly Government in Cardiff. The M4 corridor running close to Newport and Cardiff is a gateway to Wales and the South West of England, therefore the Warehousing and Distribution Sector is particularly important in SE Wales.

Local Developments & Initiatives

Vale of Glamorgan is mainly rural; however the Wales International Airport and the announcement of the DARA training centre in ST Athan will increase the employer density in this part of SE Wales. The St Davids 2 Retail development in central Cardiff will create large volumes of vacancies. There is also retail redevelopment in Newport city centre. The construction activity associated with this and other key commercial and residential developments has resulted in many construction sector jobs.

Private and Voluntary Sector Provision

- Eight wards in the District currently have ESF funding to fund Want 2 Work provision.
- Pathways to Work is led by Action 4 Employment.

Local Service Outlets

There are 14 offices: Abergavenny, Barry, Caldicot, Alexandra House- Cardiff, Caradog House- Cardiff, Charles St -Cardiff, Chepstow, Cwmbran, Newport, Pontypool, and Penarth. There are also three outreach offices in Cardiff; Ely, Grangetown and St. Mellons.

Coventry and Warwickshire

In the heart of the Midlands, Coventry & Warwickshire is made up of six local authority areas (City of Coventry, North Warwickshire Borough, Nuneaton and Bedworth Borough, Rugby Borough, Warwick District – including Leamington and Kenilworth - and Stratford Upon Avon District).

Population

The combined population is 838,000 (2001). In Coventry, 6.5 per cent of the economically active working age population are unemployed. In Warwickshire the figure is only 3.5 per cent.

Principal Industries / Key employers

The area has played a key role in the Motor Industry in the past; however, with the closure of Agco and Peugeot and the reduction in the workforce at Jaguar this is no longer the most significant industry. In Coventry, the major sectors are Public, Administration and Health (32%) and Manufacturing (19%). Distribution, hotels and restaurants (16%) and Banking, finance and insurance (13%) are in third and fourth position. In Warwickshire, the major sectors in order are Public, Administration and Health (24%), Distribution, hotels and restaurants (20%), Manufacturing (18%) and Banking, finance and insurance (14%)

Local Developments & Initiatives (including skills)

Easy access to the main transport networks makes it the ideal business location for expansion minded firms. International connections can be made at both Coventry and Birmingham International Airports. Coventry has several large retail parks, notably the recent development of the Ricoh Arena which includes Coventry City Football Ground and the Isle of Capri Casino. GAP Clothing has its European headquarters at Central Park, Rugby. On the outskirts of Rugby is DIRFT logistic centre, which includes the Royal Mail Distribution centre, and the Tesco distribution centre. The demand by logistic companies for LGV drivers has led to a skill shortage in this area.

Private and Voluntary Sector Provision

Pathways to Work is led by Working Links.

Local Service Outlets

There are eight offices: Atherstone, Bedworth, Coventry Cofa Court, Coventry Tile Hill, Leamington, Nuneaton, Rugby and Stratford upon Avon.

The Marches

The Marches District comprises three counties, Herefordshire, Worcestershire and Shropshire. The counties are a mixture of rural and urban. There are four local authorities Shropshire, Telford & Wrekin, Herefordshire and Worcestershire. There are the cities of Hereford and Worcester and four other large towns Kidderminster, Redditch, Shrewsbury and Telford as well as a number of market towns.

Population

The combined population of all three counties is 1,181,900 with 81.5 per cent of the working age population of three counties are in employment.

Principal Industries / Key employers

The Public sector which includes education and health and the Service Sector are two of the major employers across the counties. Despite some redundancies manufacturing is still important to Telford, Redditch, Worcester and Kidderminster and the Science Park in Malvern. Tourism hotels, and restaurants are important across all the counties and in particularly in the rural areas of Herefordshire and Shropshire. Retail continues to grow with large shopping centres in all of the main towns and cities and distribution vacancies have risen with more companies basing themselves in Worcester and Telford which both have easy links to the M5 / M6.

Local Developments & Initiatives

- Malinslee and Donnington wards in Telford are part of City Strategy project.
- Redevelopment of Hereford Edgar St, for shops, bars and restaurants.
- Food Technology Business Park is currently in development in Shropshire.

Private and Voluntary Sector Provision

- ESF provision is due to start on 23 June 2008.
- Pathways to Work is led by Remploy.

Local Service Outlets

There are 17 offices: Bridgnorth, Bromsgrove, Evesham, Hereford, Kidderminster, Leominster, Madeley, Malvern, Market Drayton, Oswestry, Redditch, Ross on Wye, Shrewsbury, Telford, Wellington, Whitchurch & Worcester. There are also flexible delivery sites at Bewdley, Bromyard, Droitwich, Ledbury, Ludlow, Pershore, Stourport and University College Worcester.

Staffordshire

Located in the north of the West Midlands region, it is one of the largest Shire counties, covering an area of 2,620km². The unitary authority of Stoke-on-Trent and eight district council authorities of Cannock Chase District, East Staffordshire Borough, Lichfield District, Newcastle-under-Lyme Borough, South Staffordshire District, Stafford Borough, Staffordshire Moorlands District and Tamworth Borough combine to shape Staffordshire's varied environment.

Population

The combined population is 1,047,380 (2001). 61.8 per cent of the working age population of Staffordshire are in employment.

Principal Industries / Key employers

The areas economy is changing rapidly, through public and private sector investment, progress is being made in diversifying the economy in a positive manor by growing employment in various sectors.

With a long industrial tradition the strengths of the county's workforce have always been in the field of manufacturing, particularly the ceramics, steel, brewing and engineering industries. In recent years the county's skill base has expanded significantly into the service sector and high-technology industries. Investment and development is increasing with the current focus being on distribution. 74 per cent of recent new jobs created are within warehouse and distribution.

Local Developments & Initiatives (including skills)

Easy access to the main transport networks makes it the ideal business location for expansion minded firms. Stoke on Trent is one of the top 100 business locations in the UK and is home to over 8000 businesses The M6, M6 toll and the A50 (which connects the M6 to the M1) has made access even easier.

Regeneration particularly in North Staffordshire as a result of initiatives such as Housing Market Renewal will see great demand within the construction sector while developments at Keele Science Park and Trentham Lakes also underline the massive investment underway.

Private and Voluntary Sector Provision

Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

There are nine offices: Burton upon Trent, Cannock, Hanley, Kidsgrove, Lichfield, Longton, Newcastle under Lyme, Stafford, and Tamworth.

Leicestershire & Northamptonshire

This District encompasses the administrative areas of Leicester Unitary Authority (Leicester City), and also all of Leicestershire and Northamptonshire. The District includes: the Leicestershire Local Authorities of Blaby, Charnwood, Harborough, Hinckley & Bosworth, Melton, North West Leicestershire, Oadby & Wigston; and the Northamptonshire Districts of Corby, Daventry, East Northamptonshire, Kettering, Northampton, South Northamptonshire and Wellingborough.

Population

The combined Population of the district is approximately 1,519,175 (Leicester City 279,921; Leicestershire 609,578 and Northamptonshire 629,676). Employment Rates are 68.4 per cent in Leicester City, 80.5 per cent in Leicester County (excluding the UA) and 80.7 per cent in Northamptonshire. In addition to Leicester City, other Local Authority areas currently below the 80 per cent Employment Target mark are Hinckley & Bosworth 78.9 per cent, Oadby & Wigston 77.1 per cent, Corby 79.1 per cent, and Northampton 78.1 per cent.

Principal Industries/Key Employers

Traditional industries such as footwear, textiles and engineering have been in decline in recent years. Sectors that have seen an increase in the district are warehouse and distribution, retail and also business services. Major employers, in addition to Local Authorities and the Health Service include Walkers Crisps, the Alliance and Leicester Building Society, British Gas and Next in Leicestershire; RS Components, Weetabix, Barclaycard and Nationwide Anglia in Northants.

Local Developments & Initiatives

Growth is expected in Leicester City with the opening of the High Cross retail centre in October 2008 which will be anchored by a branch of John Lewis. In Northamptonshire planned growth is expected under the South Midlands / Milton Keynes development plans as well as further growth in distribution and financial seven business services.

Private and Voluntary Sector Provision

- New Deal is private sector led in Leicestershire.
- Pathways to Work is led by Working Links.
- A City Strategy Partnership operates in Leicester.

Jobcentre Plus Offices in the District

Leicester City – Charles Street, New Walk and Wellington Street.

Leicestershire – Coalville, Hinckley, Loughborough, Market Harborough and Melton Mowbray.

Northamptonshire – Corby, Daventry, Kettering, Northampton, Rushden and Wellingborough.

Nottinghamshire

In the East Midlands Nottinghamshire encompasses the administrative area of Nottingham City Council and Nottinghamshire County Council. The district includes the borough and district authorities of Gedling, Rushcliffe, Bassetlaw, Mansfield, Ashfield, Newark & Sherwood and Broxtowe. It also has 16 disadvantaged wards.

Population

The combined population for Nottinghamshire is 769,100 with an employment rate is 74.4 per cent.

Principle Industries

Nottingham has around 20,000 businesses of which 1,100 are retail outlets. Nottingham is reported to be one of the fastest growing cities in the country, creating more jobs than any other city in the UK. Key industries are Retail, Hospitality, Call Centres. Public Sectors - local authorities, Nottingham Prison, NHS Hospitals, Health Care including private homes and hospitals, Tourism, Construction, Logistics, Manufacturing. Nottinghamshire is considered to be on the 'M1 Corridor' and it has good transport links within the city, but less so in the more rural parts of the north of the county.

Local Developments & Initiatives

LEP marketing of employers via sector is being planned. The following will be targeted over the next two quarters:

- health and care
- retail
- hospitality
- some construction

Pathways to Work, an employment programme to support people with health conditions to find suitable jobs, is delivered in Work Directions. The Family Employment Initiative provides support into employment for residents of deprived wards in the Mansfield area. The project employs advisers who work with hard to reach families and individuals to address the difficulties experienced when seeking employment opportunities at strategic employment sites.

Making the Connection - The Nottingham Making the Connection model has been developed by key mainstream partners with a view of mobilising all of their core and discretionary resources to deliver agreed targets. It engages with the most disadvantaged residents using the full potential of the voluntary and community sector, and places business need at the centre of employability provision.

Private and Voluntary Sector Provision

Work Directions UK holds the contracts for the Employment Zone in Nottingham City and for Pathways to Work throughout the county. Nottinghamshire also has two progress2work contracts. The City is run by Working Links and the County by OTR Ltd. DWP works in Partnership with the LSC to deliver Employability Skills, Learndirect, UFI/Learndirect and Skills Coach.

Local Service Outlets

There are 11 offices: Arnold, Beeston, Bulwell, Hyson Green, Mansfield, Newark, Station Street Nottingham, Parliament Street Nottingham, Retford, Sutton in Ashfield and Worksop.

Cambridgeshire & Suffolk

In the East of England Cambridgeshire and Suffolk encompasses the administrative area of Cambridgeshire County Council, Suffolk County Council and Peterborough Borough Council. This includes the district authorities of Cambridge City Fenland, East Cambs, Huntingdonshire, South Cambs, Babergh, Forest Heath, Mid Suffolk, Suffolk Coastal and Waveney and the boroughs of St Edmundsbury and Ipswich.

Population

The combined population is 1,377,258 (2001). The employment rate is 77 per cent (2007).

Principal Industries / Key Employers

Key occupational sectors in the area are construction, health, care, public services, business administration, retail, customer services, hospitality, leisure, tourism, logistics, management and professional. The county has employment opportunities in construction, retail, hospitality, call centres and finance, with high tech and professional key in Cambridge. Peterborough has a variety of employment opportunities including call centre work, finance and retail centres. Peterborough notably has a thriving logistics sector, both IKEA and Tesco have distribution centres there, but manufacturing is in decline. Huntingdon also has opportunities in logistics. Fenland has a number of large food processing factories around Wisbech, March and Chatteris. Rural areas have limited seasonal temporary agricultural work, often filled by migrant workers. Social/residential care is the second largest sector in Fenland. In Suffolk there are three significant ports Ipswich, Felixstowe and Lowestoft. Ipswich has a vibrant legal, financial and business services sector. In Lowestoft retail, tourism, service and construction sectors have seen improved job prospects together with the offshore wind industry. Tourism is a major sector across the county. Further growth has taken place in the construction and hospitality sectors.

Local Developments & Initiatives

The 2012 London Olympics is having an effect on the area, with many companies relocating to the two counties to make space for the various sporting venues and hospitality sites being built. Cambridgeshire and Suffolk are two prime counties for businesses to move to because of the good transport links to the capital city. Haven Gateway (The Port of Felixstowe in Suffolk) is part of the Haven Gateway Partnership which through Investors in Communities EEDA funding is developing projects to support infrastructure and expansion in the ports and associated transportation and construction. Locally significant retail and housing developments are happening across the District. Cambridge's Grand Arcade and Bury St Edmunds's Cattle Market Project are larger retail examples.

Private and Voluntary Sector Provision

- Flexible Routeways and Intermediate Labour Market available through ESF from June 2008.
- Pathways to Work led by Reed in Partnership available from April 2008.

Local Service Outlets

There are 17 offices: Peterborough, Huntingdon, Wisbech, Cambridge, Ely (temporarily located the Hereward Housing Centre in Ely until late March early April) Ipswich, Beccles, Bury St Edmunds, Haverhill, Lowestoft, Felixstowe, Leiston, Newmarket, Mildenhall, Stowmarket, Woodbridge and Sudbury.

Lincolnshire and Rutland District

In the East Midlands Lincolnshire is the fourth largest county in England and covers an area of 2,280 square miles and has a distance of 80 miles between its most northerly and southerly edges. Rutland on the other hand is the smallest county in England. Lincolnshire and Rutland encompasses the administrative areas of Lincolnshire County Council and Rutland County Council. This includes the authorities of East Lindsey, West Lindsey, Lincoln City Council, South Kesteven District Council, North Kesteven District Council South Holland, and Boston Borough Council.

Population

The combined working age population of the District is 384,194 (May 2007).

Principal Industries/Key Employers

Lincolnshire has a very diverse labour market comprised mainly of small and medium enterprises. It is significant in food processing, land work, retail, logistics, engineering and care sectors. It also has many employment opportunities within the hospitality and tourism sectors with the East coast mainly dominated by seasonality. The South of the county, Boston and Spalding, have a large migrant labour force.

Rutland is an affluent county and is comprised of mainly small and medium employers with the majority of opportunities within the tourist industry such as hotels and catering.

There are several large employers within the District including Siemens, The National Health Service and several contact centres within Lincoln. The Public Sector is one of the main employers within the District.

Local Developments/Initiatives

There are several developments planned within the District including an abattoir servicing Morrisons supermarkets, expansion within the logistics industry, development of a casino on the east coast and a large retail outlet at Sleaford.

Private and Voluntary Sector Provision

- Pathways to Work is led by Training Network Group Ltd.
- An ESF programme (flexible route way) will be launched in June 2008.

Local Service Outlets

There are nine offices within Lincolnshire and Rutland: Lincoln, Grantham, Stamford, Sleaford, Gainsborough, Skegness, Louth, Spalding and Boston.

Norfolk

In the East of England Norfolk encompasses the administrative area of Norfolk County Council. This includes the district authorities of Breckland, Broadland, North Norfolk, South Norfolk, the boroughs of Great Yarmouth and King's Lynn & West Norfolk, and Norwich City Council.

Population

The combined population is 796,724 with an employment rate is 76.7 per cent.

Principal Industries / Key Employers

Overall, 23 per cent of employers are production businesses (agriculture, manufacturing, utilities and construction) and 77 per cent are service organisations. However, Norfolk has more wholesale, retail and repair, hotel and restaurant businesses, but significantly less real estate, renting and business activity firms, in comparison with regional averages. Principal employers include Norwich Union, NHS and Bernard Matthews.

Local Developments & Initiatives

Norfolk employers with hard to fill vacancies experience difficulties in terms of literacy and numeracy skills, as reported by 50 per cent of employers in production (manufacturing especially) and construction and 25 per cent of those in the service sector. The Chapelfield retail development in Norwich has placed the city firmly as a leading retail outlet in East Anglia. In Great Yarmouth, the proposed development of an outer harbour will create employment opportunities, as will the urban regeneration plans that are in an early stage of development in the town.

Private and Voluntary Sector Provision

- Flexible Routeways and Intermediate Labour Market available through ESF
- Pathways to Work led by Shaw Trust.

Local Service Outlets

There are ten offices: Dereham, Diss, Thetford, Norwich, Great Yarmouth, Kings Lynn, Hunstanton, Cromer, Fakenham, and North Walsham.

Birmingham & Solihull

Birmingham and Solihull encompasses the administrative area of Birmingham City Council and Solihull Metropolitan Borough Council.

Population

Birmingham is Britain's second largest city and has a population of 1,001,200, with a working age population of 617,500. Birmingham's population is changing. 44 per cent are under age 30. By 2010, it's estimated that Birmingham will have 60,000 fewer white people of working age. At the same time, the population of working age population of ethnic minority origin is expected to increase from 25 per cent to 34 per cent, most noticeably in the 16-24 year old group. The proportion of Pakistani and Bangladeshi young people will rise from 35 per cent to 43 per cent. Over one in five of the population of Birmingham are from ethnic minority groups. Solihull has a population of 200,400 with a working age population of 119,500. 25 per cent of its population is over 65 years old and 25 per cent are below age 19. 16 per cent of its neighbourhoods are amongst the 10 per cent most deprived. Over 40 per cent of worklessness benefit claimants live in three wards in the north of the Borough.

Principal Industries/Key Employers

In Birmingham, the major sectors are Public, Administration and Health (40%) and Banking and Finance (23%). Manufacturing is the fourth largest sector with 18 per cent. Birmingham has a long tradition linked to engineering and metal working industries. However, manufacturing has sharply declined from its peak in 1971 when it made up half of the City's employment, to its current rate of employing 15 per cent of the workforce. The public administration, education and health sectors employ double that proportion at 30 per cent. In Solihull, four sectors (Public Admin and Health, Banking and Finance, Distribution, Hotel and restaurants and Manufacturing) all employ between 19 per cent and 22 per cent of the workforce. Manufacturing remains a significant source of employment, including Land Rover. Business tourism is also a key sector, and Solihull includes the airport and the NEC. There is also a growing retail and leisure sector accounting for over 20,000 jobs. There are some 7,150 businesses in the Borough, and 83 per cent of them employ 10 people or less.

Local Developments & Initiatives (including skills)

The District is involved in a wide range of partnerships and initiatives including the City Strategy, Birmingham Strategic Partnership (BSP), Birmingham Local Area Agreement (LAA), Access to Employment Groups (AEGs), Employment hubs: Building Health; Eastside City Jobs; North West City Jobs; Public Service Compact.

Private and Voluntary Sector Provision

- DWP ESF provision.
- An Employment Zone in Birmingham.
- Private Sector Led New Deal in Solihull.
- Pathways to Work led by Work Directions UK.
- LSC Provision.

Local Service Outlets

There are 14 local offices: Birmingham City, Birmingham South West, Birmingham Broad Street, Chelmsley Wood, Erdington, Handsworth, Kings Heath, Perry Barr, Selly Oak, Solihull, Sparkhill, Sutton Coldfield, Washwood Heath and Yardley.

Black Country

The Black Country District is located to the north west of Birmingham and encompasses the four Boroughs of Dudley, Sandwell, Wolverhampton and Walsall. It is a major urban area with excellent motorway and rail links. There is an international airport at Birmingham which makes the Black Country an ideal Business location.

Population

The combined population is 1,084,000 (working age 653,400). 68.9 per cent of the working age population of The Black Country are in employment.

Principal Industries / Key employers

Traditional industries, manufacturing, engineering and foundry industries are reducing in size, but increasing in their sophistication. Now only 19 per cent of people in the Black country make their living in these occupations. The major growth sectors in the District are now Banking, Finance and Insurance. The area has prestigious business/ science parks and a large shopping complex at the Merry Hill Centre.

Local Developments & Initiatives

Throughout all Local Authority areas in the Black Country there is a wide range of Regeneration Development initiatives on the horizon, which have the potential to create a significant number of job, training and business opportunities. These range from the development of Summer Row, Transport Interchange and I54 Technology corridor in Wolverhampton, the completion of the Public building and development of West Bromwich town centre including a new Tesco store, the Waterfront, College and Tesco developments in Walsall and further development at Merry Hill, Dudley Zoo and the Black Country Museum in Dudley.

Private and Voluntary Sector Provision

- Various intermediary provision including LSC training)
- Pathways to Work is led by Seetec.

Local Service Outlets

There are 14 offices:

Sandwell – West Bromwich, Oldbury, Smethwick and Tipton

Walsall – Bridle Court, Bayard House, Willenhall and Brownhills

Dudley – Dudley, Halesowen and Stourbridge

Wolverhampton – Bilston, Chapel Court and Molineux House

South Wales Valleys

South Wales Valleys District encompasses the administrative areas of Blaenau Gwent County Borough Council, Bridgend County Borough Council, Caerphilly County Borough Council, Merthyr Tydfil County Borough Council and Rhondda Cynon Taff County Borough Council.

Population

The combined population is 662,600 (2006). 41.4 per cent of the working age population of South Wales Valleys District are in employment.

Principal Industries / Key employers

This District has seen a gradual transformation in recent years away from its historical heavy Industry and manufacturing make up. Manufacturing remains a major employer, even given its overall decline. Key employers from this sector include Sony and Ford. Public Sector is a key employer, with NHS and Local Authorities most significant. National Assembly for Wales recently moved a division to Merthyr Tydfil.

Local Developments & Initiatives

Retail has become an increasingly important sector with large new developments in the Bridgend, Llantrisant and Merthyr Tydfil locations. A recent success was the opening of an ASDA Superstore in the Rhondda. The transfer of Local Authority Housing stock may offer significant potential for the Construction Sector in this District.

Private and Voluntary Sector Provision

- 22 wards in the District currently have ESF funding for Want 2 Work provision.
- Manpower deliver the Private Sector Led New Deal provision in this District.
- An Employment Zone operates in the Heads of the Valleys area (i.e. Bargoed, Ebbw Vale and Caerphilly).
- There is a City Strategy consortium within the District.
- Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

There are 18 offices: Aberdare, Abertillery, Bargoed, Blackwood, Bridgend, Caerphilly, Ebbw Vale, Llantrisant, Maesteg, Merthyr Tydfil, Mountain Ash, Pontypridd, Porth, Porthcawl, Pyle, Tonypany, Treorchy and Tredegar.

South West Wales

South West Wales District encompasses the administrative areas of Carmarthenshire County Council, Ceredigion County Council, Neath Port Talbot County Borough Council, Pembrokeshire County Council, Swansea City and Borough Council.

Population

The combined population is approximately 736,700 (2006). 42.5 per cent of the working age population of South West Wales are in employment.

Principal Industries / Key employers

Mainly rural, this District is heavily reliant on agriculture, tourism and hospitality. Prominent in this District is the City of Swansea with its key retail, service and contact centre employers. As with all Welsh Districts, the Public Sector is proportionately very important, Local Authorities, NHS Trusts and the DVLA are all significant employers.

Local Developments & Initiatives

A recent major employer to move into this area is Amazon, with its distribution centre eventually employing approximately 1000 staff. The M4 Motorway runs through the South of this District making this the area of greatest employer density. Other notable developments include the 'Bluestone' leisure development in West Wales. Also the Liquid Nitrogen Gas Pipeline project centred around Pembroke Dock which has created opportunities in petrochemical and construction sectors.

Private and Voluntary Sector Provision

- 19 wards in the District which have ESF funding for Want 2 Work provision.
- Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

There are 13 offices: Aberystwyth, Ammanford, Cardigan, Carmarthen, Gorseinon, Haverfordwest, Llanelli, Milford Haven, Morriston, Neath, Pembroke Dock, Port Talbot and Swansea.

Central London

This District covers the London Boroughs of Islington, Westminster, Camden and the Royal Borough of Kensington and Chelsea. Recent regeneration of St Pancras International station has opened up direct links to Europe. Local residents find it difficult to secure jobs in the area because they have to compete with the large number of commuters who travel into the Central London to work.

Population

The combined population is approximately 837,800. The local population has to compete for jobs with commuters outside of the District.

Principal Industries / Key employers

Main occupations notified to Jobcentres in the District are sales and retail assistants, cleaners and domestics, postal workers/ messengers/couriers, and kitchen/catering assistants and bar staff. Westminster is home to the heart of Theatreland, concert halls and opera houses, the West End cinemas, national and more specialist art collections, museums and galleries. It has an unrivalled range of entertainment facilities including 2,590 bars, pubs and restaurants and casinos. Oxford Street is a major retail centre of regional/national significance.

Local Developments & Initiatives

Kings Cross central – a proposed mixed use development of 67 acres of land between and to the north of King's Cross and St Pancras which during the next ten years is expected to create up to 30,000 jobs and at least 1,800 new homes.

Private and Voluntary Sector Provision

- An Employment Zone operates in parts of the London Borough of Islington.
- Pathways to Work is led by Work Directions UK.
- New Deal is led by the private sector in Westminster and Kensington.

Local Service Outlets

There are seven offices:

Kentish Town, Barnsbury, Finsbury Park, Highgate, North Kensington, St Marylebone and Westminster

Lambeth, Southwark & Wandsworth

This district comprises of the three boroughs of Lambeth, Southwark and Wandsworth.

Population

The combined population is 820,200 of which 590,800 are of working age. Lambeth has experienced continuing growth in jobs in recent years but suffers from a relatively high rate of economic inactivity. It has a highly mobile, diverse population with a higher than average proportion of lone parents and low-skill adults. Both Lambeth and Southwark are well above the unemployment average for London and are ranked nationally at 17th and 23rd respectively, for levels of deprivation.

Principal Industries / Key Employers

There is a high proportion of public sector work as well as construction, retail and hospitality. LB Southwark and three NHS Hospital trusts with vacancies for St Thomas' and Guy's (brokered through the Waterloo Job Shop). There are a number of supermarket chains including four Tesco stores, three ASDA, nine Sainsbury's and four Waitrose. Other business chains with multi outlets include, Boots, William Hill and Mcdonalds. The Home Office, Met. Police, London Central buses, the Royal Festival Hall, Shield Guarding, Sodexho and Federal Express are also key employers.

Local Developments & Initiatives

There are a number of regeneration projects within the district. These include:

- The 38 acre site of Battersea Power Station, which is to be transformed into a new cultural, entertainment and commercial events focus for London. It will include supporting hotel, retail and leisure amenities. An estimated 9,000 new jobs will be created across the construction, hospitality, commercial leisure and retail sectors. JCP resources a Job Shop by the entrance to the Power Station to support local people into local jobs.
- The regeneration of the Elephant & Castle shopping centre and surrounding area.
- The East London Railway Line (1st tier).

Private and Voluntary Sector Provision

- Pathways to Work is led by Work Directions UK.
- Southwark is covered by an Employment Zone.

Local Service Outlets

There are 10 JCP offices within the district:

Brixton, Brixton Hill, Camberwell Green, Clapham Common, Kennington Park, London Bridge, Peckham, Stockwell, Streatham and Wandsworth.

Kent

Kent covers 1,442 square miles and is UK's most populous county. However it has large rural communities with the density of population being higher in the north of the county. Almost one third of people live in coastal districts. Generally transport links are good throughout the county with rail links across the county and Kent County Council supporting a public transport strategy that tries to maintain underused bus routes. The county is split into two distinct parts governed by Kent County Council and Medway Unitary Authority. Kent has 12 District Authorities – Ashford, Canterbury, Dartford, Dover, Gravesham, Maidstone, Sevenoaks, Shepway, Swale, Thanet, Tonbridge & Malling and Tunbridge Wells.

Population

The combined population of Kent and Medway is 1,634,600 (2001) with 60.6 per cent of these being working age. 80.8 per cent are economically active and 77.3 per cent were in employment in 2006. Kent has no individual cities with 100,000+ population. It has areas with high levels of deprivation, with Thanet having the highest ranking Super Output Area from the South East on the Indices of Multiple Deprivation 2007. The worst affected wards are located in the coastal areas, where there are multiple issues with low skills, ill health and low wage rates.

Principal Industries/Key Employers

The largest sectors of employment are public administration, education and health, financial services, wholesale and retail, manufacturing and distribution (together representing 40 per cent of employment). Major private sector employers are relatively few compared to the rest of the South East but include Pfizer and Glaxo SmithKline in pharmaceuticals, P & O Ferries and Eurotunnel in transport, BAE Systems in advanced engineering, AXA PPP and Saga in financial services, Ballast and Ward Homes in construction, Marston Hotel group and Shepherd Neame in hospitality. Employment is more concentrated in lower skill occupations (such as process and machine operatives).

Kent and Medway have particular concerns with skills levels. In Medway only 18.3 per cent hold an NVQ4 or equivalent qualification as opposed to 27.5 per cent nationally. Over 12 per cent of Kent and Medway working age population have no qualifications.

Developments/Initiatives

Two of the Government's Sustainable Communities growth areas are in Kent at the Thames Gateway and Ashford. Exploiting a location between London and Europe, the Kent part of the Thames gateway is expected to create around 84,000 new employment opportunities (by 2021) and Ashford a further 28,000 (by 2031). The 2012 Olympics will also provide unique opportunities in the construction industry and supply chains.

The largest shopping mall in Europe is situated at Bluewater and the Channel Tunnel and Port of Dover provide easy links to Europe. A high-speed rail link from the Channel tunnel to London is nearing completion and two motorways run the length of the county.

Private and Voluntary Sector Provision

Pathways to Work is led by Royal British Legion Industries.

Local Service Outlets

There are Jobcentre Plus offices located at: Ashford, Canterbury, Chatham, Dartford, Dover, Folkstone, Gravesend, Herne Bay, Maidstone, Margate, Ramsgate, Sheerness, Sittingbourne, Tonbridge, Tunbridge Wells and Whitstable. There is also a facility for jobseekers at the Bluewater centre.

Surrey & Sussex

Surrey and Sussex District encompasses the administrative areas of Surrey County Council, East Sussex County Council, West Sussex County Council and Brighton and Hove City Council. This includes the relatively low population density rural area of the Sussex Weald and the larger urban population centres of Brighton, Hastings, Eastbourne, Worthing, Crawley, Guildford and Redhill. Most areas of the district are within one to two hours reach of London by main line railway and motorway links. Expanding airports at Gatwick and Heathrow (on border) provide links with markets further afield. However, the rural areas of East and West Sussex and those towns (e.g. Hastings) furthest from the major road infrastructure do impact on potential business investment/growth.

Population

The combined population is 2,552,770 (2001). The latest reported employment rate is 78 per cent, varying from 74.3 per cent in Brighton & Hove to 81.4 per cent in Surrey. Overall age distribution shows 12 per cent age 18-29, 43 per cent age 30-49 and 43 per cent age 50+.

Principal Industries/Key Employers

Across the district the most significant employers are almost wholly within the public sector – including the county and unitary authorities, health services and education (schools and Further and Higher Education). Sussex has some 55,000 businesses the greatest proportion of which employ less than 10 people and account for nearly a quarter of all employment. This shows the economic dependence on the minority of large business organisations. Recently the Sussex economy has grown faster than the UK economy, in significant part by expansion at Gatwick airport, a high proportion of 'high-tech' manufacturing industry, continued growth in financial services and a cluster of new technology businesses in the Brighton area. Other key business sectors throughout the county are Public Service, Financial Services, Tourism and Leisure, Retail and Health and Social Care

In Surrey the main employment is concentrated in the central towns, the southern half of the county being mainly rural and associated with high-wealth residential/commuter green belt. There are approximately 58,000 companies operating in Surrey. The county is a service-based economy and almost three quarters of the business units in banking, finance and insurance, distribution, hotels and restaurants or other services. Almost half the workforce is employed in organisations employing less than 50 staff and a quarter of organisations employing 10 people or less. Less than a third work for companies employing more than 200 staff and there are relatively few of these organisations in Surrey (around 200). Surrey has a very high proportion of high skill occupations. Sectors employing the largest number of unskilled people are distribution, hotels and restaurants and part of the public sector.

Developments/Initiatives

There are several areas of regeneration throughout the District – largely along the south coast, these including major cities and towns such as Brighton and Hove and Hastings, both of which have a history of attracting discretionary funding e.g. European Social Fund (ESF), including EQUAL, and Neighbourhood Renewal Funds and, in Brighton, New Deal for Communities funding. A significant proportion of this funding has focussed on increasing economic activity rates.

Jobcentre Plus operates a mobile unit, “Out and About”, supporting outreach delivery (especially customer engagement) in both rural and urban peripheral areas, away from Jobcentre Plus offices. The unit targets activity in hot spot areas, where there are concentrations of our highest priority customers, including lone parents and people with health conditions and disabilities. The unit is DDA compliant and is frequently used in partnership with contracted and other 3rd party organisations (e.g. NextStep).

Significant urban/brown-field redevelopment and expansion in Brighton and Hove, Bognor Regis, Eastbourne and Hastings (total investment greater than £3billion over two to eight years) is bringing the construction sector to the fore of local joint Jobcentre Plus and Learning & Skills Council planning, in partnership with the relevant local authorities’ planning and economic development teams. Local Construction sector Partnerships and Charters have been established in Eastbourne and Hastings and, in Brighton and Hove, a sector employer engagement and training/recruitment project (Constructing Futures and First Footings) has been established with the City’s major FE college.

Private and Voluntary Sector Provision

- An Employment Zone operates in Brighton & Hove.
- Pathways to Work is led by Royal British Legion Industries.

Local Service Outlets

There are a total of 21 Jobcentre Plus offices in the district, located in the following towns: Bexhill, Bognor Regis, Brighton, Camberley, Chichester, Crawley, Eastbourne, Epsom, Guildford, Hastings, Haywards Heath, Horsham, Hove, Lewes, Littlehampton, Newhaven, Redhill, Staines, Weybridge, Woking and Worthing.

Devon & Cornwall

Devon and Cornwall are large geographic counties, which include economically vibrant urban patches and places of considerable deprivation. There are rural areas, which are isolated due to a lack of public transport, and others whose economy is regulated by the tourist season. Devon and Cornwall owns spectacular coastal areas of outstanding natural beauty and two National Parks. The environment is a major asset and is a driver of future economic success. Urban areas such as Exeter, Plymouth, Torbay and the key Cornish towns of Newquay, Camborne, Redruth, St Austell and Truro play a critical part in the economic success of Devon and Cornwall. Devon has three prisons and a disproportionate number of offenders opt to resettle in our district.

Population

The 2001 Census shows the combined population of Devon and Cornwall as 1,576,186.

Principal Industries / Key employers

The economy is based on small businesses, 93 per cent of businesses in Devon and Cornwall are small, employing less than 25 people and less than one per cent employs over 200 people. The economic activity rate at 78.7 per cent for Cornwall and 80.1 per cent for Devon is higher than the GB percentage. However there is significant variation across the district. Average earnings in Devon and Cornwall are amongst the lowest in the country. The service sector is one of the main sources of work and key to the economy. The wholesale/retail sector also employs up to one in five and about one in ten is employed in the hospitality industry. About 30 per cent of all employment is on the public sector. Growth sectors are in construction, retail, hospitality, and social care, call centres and business.

Local Developments & Initiatives

The main transport link is via the M5, which ends in Exeter, then continues as the A38 to Plymouth. Torbay is reached by the A380 and North Devon by the A39 or A361. The A30 provides a link from Exeter to West Devon and Cornwall and has recently undergone significant improvements. There are regional airports at Exeter, Plymouth and Newquay.

Private and Voluntary Sector Provision

The South West Region has Competitiveness, European Social Fund investment until 2013 to support the Regional ESF Framework. Cornwall and the Isles of Scilly has Convergence, European Social Fund investment until 2013 to support the aspirations and outcomes of the Cornwall and Isles of Scilly ESF Framework. Exeter and East Devon are covered by a Private Sector Led New Deal contract and Plymouth Employment Zone covers all wards within the City of Plymouth. Pathways to Work is led by Action 4 Employment.

Local Service Outlets

Devon - Barnstaple, Bideford, Brixham, Devonport, Exeter, Honiton, Newton Abbot, Plymouth City, Tiverton, Torquay and Totnes
Cornwall – Bodmin, Bude, Helston, Launceston, Liskeard, Newquay, Penryn, Penzance, Redruth, St Austell and Truro.

ANNEX 8. GLOSSARY OF TERMS

AACS (adult advancement and careers service)	The adult advancement and careers service is a new service being established by DIUS. AACS will not be the name or brand of the eventual organisation who will be invited to deliver it.
Action Plan / Personal Action Plan	A document that describes the specific steps, which are agreed with the customer, to help them move from benefit into sustainable employment.
Better Off Calculation (BOC) / Better off in work calculation	A better off calculation produces accurate estimates of how much better off a customer could be in work. Based on information supplied by the customer, of potential in-work benefits and tax credits, it can be a powerful and valuable tool in influencing a customer to leave benefit and enter paid employment.
Careers Service	Careers Service in England is now known as Connexions. They offer information, advice and guidance to young people and adults about any issues which might affect learning and work.
City Strategy	The City Strategy aims to tackle worklessness in our most disadvantaged communities across the UK – many of which are in major cities and other urban areas. The strategy is designed to empower local areas, giving them the flexibility to provide local solutions to local problems to deliver a significant improvement in employment rates amongst people of working age in their local area.
Common Inspection Framework	Both Ofsted (England) and Estyn (Wales) use a similar Common Inspection Framework (CIF) that sets out the principals of inspection and ensures a uniform approach is applied across the sector.
Contract Package	Successful suppliers will be offered contracts to deliver in specific areas. In some cases Jobcentre Plus Districts have been brigaded. Contract package is the term used to describe the geographic area as well as the total amount of funding available for that area.
Critical Success Factors	The factors (i.e. the positive outcomes or benefits) against which the success of a programme will be judged in order to justify the investment.
Customer	An individual of working age who uses Jobcentre Plus services for the purposes of returning to work or claiming benefits.
DIUS	The Department for Innovation, University and Skills.
DWP	The Department for Work and Pensions.
DWP Quality Framework	The DWP Quality Framework provides the basis of our approach to maintaining and improving quality in DWP contracted employment provision.

Employment Zones	In 2000, Employment Zones were created to provide fresh new ways to help eligible people find and keep a job. The initiative is a three-stage programme offering practical back-to-work support for people living in one of thirteen designated zones.
Estyn	The Office of Her Majesty's Inspectorate for Education and Training in Wales aims to raise standards and quality of education and training in Wales through inspection and advice.
Fast-tracked	A term used to describe the way some customers are given early access to programmes or stages within programmes.
Government Actuary's Department	The Government Actuary's Department (GAD) is an independent actuarial consultancy working within government. GAD provides actuarial advice to a wide range of public sector and private sector organisations, throughout the UK and internationally.
IES / IES service	Integrated Employment and Skills (service)
ITT (Invitation to Tender)	The process whereby departments outline their requirements for particular goods and/or services so that potential suppliers can set out how they intend to meet those requirements.* In this document, ITT is the term used to describe the second stage of a two-stage procurement exercise, where a more detailed service specification and tender documentation are used to select preferred suppliers.
Jobcentre Plus	Part of the Department for Work and Pensions, Jobcentre Plus provides an integrated service to people of working age. It offers help to people looking to move into work and support for people who can't. Jobcentre Plus also provides a range of services to help employers fill their vacancies quickly.
Jobcentre Plus District	A specified area of England, Scotland or Wales within which to deliver services to Jobcentre Plus customers.
Jobseeker's Allowance (JSA)	An allowance payable to customers who are out of work, or working less than 16 hours a week, are aged under 65 (for men) or under 60 (for women) and are actively seeking and capable of work.
Jobmaets	Job multi-agency employment teams
LSC	Learning and Skills Council
Local Strategic Partnership (LSP)	LSPs are non-statutory, multi-agency partnerships, which match local authority boundaries. They bring together at a local level the different parts of the public, private, community and voluntary sectors; allowing different initiatives and services to support one another and work more effectively.
NAO	National Audit Office

New Deal for Lone Parents	A range of support offered to help lone parents overcome barriers to work, such as ongoing support from a Jobcentre Plus personal adviser, financial support, childcare help and training opportunities.
New Deal for Young People	The New Deal for Young People targets people between the ages of 18 and 24. It was implemented as part of New Labour's Welfare-to-Work agenda to address youth unemployment and benefit dependency.
Off-flows	This term is used to describe the volumes of customers leaving benefit. This will include those moving into work and those people who move onto other benefits.
Ofsted	Office for Standards of Education inspects and regulates care for children and young people, and inspects education and training for learners of all ages.
OGC	The Office of Government Commerce is responsible for improving value for money by driving up standards and capability in procurement.
Pension Credit	Pension Credit is an entitlement for people aged 60 and over. It guarantees everyone aged 60 and over a weekly income.
Pre-Qualification Questionnaire	The first stage of a procurement exercise, in which a shortlist of suppliers is selected to move onto the second stage (the Invitation to Tender).
Prime contractor / lead provider	Where an organisation chooses to deliver a service via a network of sub-contractors, the 'prime contractor' is the main contract holder with the buying organisation.
Private Sector Led New Deal	In specific locations across Great Britain, New Deal for Young People, New Deal 25plus, New Deal 50 plus and New Deal for Musicians are delivered by organisations from the private and voluntary sector.
Procurement	The process of purchasing goods and/or services, from identification on need to payment. *
Provider guidance	Detailed guidance and information (including processes) which is provided by DWP/Jobcentre Plus to the successful suppliers to use when delivering the contracted service.
Provision	A term used to describe the services offered to a customer when they are participating in a government programme. These can be services provided in-house, for example, by Jobcentre Plus, or by organisations from the private and voluntary sector.

Sanction	A 'sanction' is a measure that reduces or extinguishes benefit even when there is underlying entitlement. Sanctions can be imposed by a Decision Maker for a fixed period and is imposed as result of an action, for example, misconduct resulting in loss of employment for JSA purposes.
Skills Health Check	A personalised assessment of a customer, undertaken by a careers adviser, to identify any skills issues preventing them from gaining employment. This will be introduced for all new claimants by 2010.
SME	Small and medium sized enterprises – any business employing under 250 staff. *
Supplier(s)	The term used to describe prospective or incumbent service providers.
TUPE	Transfer of Undertakings (Protection of Employment) – The 2006 regulations are now the main piece of legislation governing the transfer of an undertaking. They are designed to protect the rights of employees in a transfer situation, enabling them to enjoy the same terms and conditions, with continuity of employment, as formerly.
Work-benefit history	A customer's employment history and/or benefit claiming history.

* Definition consistent with National Audit Office definitions.