

**Merged programme based on
progress2work and
progress2workLinkUP and 2010 Problem
Drug Users' Employment Support Pilots**

District Information



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

Contents

Click on the hyperlink in the CPA name to take you to the relevant supporting information for each area.

- CPA 1: [Ayrshire, Dumfries, Galloway & Inverclyde, Highlands, Islands, Clyde Coast and Grampian](#)
- CPA 2: [Glasgow, Lanarkshire and East Dunbartonshire](#)
- CPA 3: [Forth Valley, Fife and Tayside, Edinburgh, Lothians & Borders](#)
- CPA 4: [North and Mid Wales, South East Wales](#)
- CPA 5: [South Wales Valleys, South West Wales](#)
- CPA 6: [North & North East London, City and East London, Central London West London, South London, Lambeth, Southwark & Wandsworth](#)
- CPA 7: [Essex, Norfolk, Cambridgeshire & Suffolk, Bedfordshire & Hertfordshire](#)
- CPA 8: [Berkshire, Buckingham and Oxfordshire, Hampshire & Isle of Wight, Surrey & Sussex, Kent](#)
- CPA 9: [Devon & Cornwall](#)
- CPA 10: [Dorset and Somerset, Gloucestershire, Wiltshire & Swindon, West of England](#)
- CPA 11: [Birmingham and Solihull, Black Country](#)
- CPA 12: [Coventry and Warwickshire, Staffordshire, The Marches](#)
- CPA 13: [Lincolnshire and Rutland, Nottinghamshire, Derbyshire, Leicestershire & Northamptonshire](#)
- CPA 14: [West Yorkshire](#)
- CPA 15: [South Yorkshire](#)
- CPA 16: [North East Yorkshire & the Humber](#)
- CPA 17: [Cumbria & Lancashire, Greater Manchester Central, Greater Manchester East and West, Cheshire, Halton & Warrington](#)
- CPA 18: [Merseyside](#)
- CPA 19: [Tees Valley, Northumbria, South Tyne & Wear Valley](#)

Contract Package Area 1

Ayrshire, Dumfries, Galloway & Inverclyde Highlands, Islands, Clyde Coast and Grampian

Ayrshire, Dumfries and Galloway, Inverclyde

Ayrshire, Dumfries, Galloway and Inverclyde (ADGI) Jobcentre Plus 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 4.0 per cent in Dumfries and Galloway to 7.1 per cent in North Ayrshire.

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. 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.

Local Service Outlets

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

Private and Voluntary Sector Provision

- Pathways to Work is led by Jobcentre Plus
- The District is included in phase 1 of Flexible New Deal

There are a variety of organisations across the District who can help individuals with drug and alcohol issues. Listed below are a range of organisations that provide assistance.

Support in Ayrshire:

Alcohol & Drug Partnerships

(Formally known as Ayrshire & Arran Alcohol & Drug Action Team)

This group has been recently formed as a Scottish Executive directive and will take a strategic lead rather than providing a direct service to customers. Different organisations within the group will fulfil different criteria because of their varied approaches & philosophies. South, East & North Ayrshire are in the process of setting up their own partnership sub group. A useful website that provides information, stats and research on drugs misuse in Scotland is as follows: www.drugmisuse.isdscotland.org

Addaction Scotland

Helps individuals & communities manage the effects of drug and alcohol misuse. Open to adults aged 16 and over who are moving towards stability. Referrals must come through appropriate agencies including Jobcentre Plus.

Addiction Services Team (Ayrshire & Arran)

Counsellors assess clients' drug use to establish needs and complete an action plan.

Turning Point

Provides specialist drug assessment, advice/information etc.

Momentum

To assist individuals who are misusing/or who have misused drugs. Key objective is to introduce activities/support to progress from chaotic lifestyle.

Drug Abuse – Townhead Centre (Irvine)

Counselling, drug & alcohol assessment, substitute prescribing, advice, needle exchange etc.

Vernon Centre (Saltcoats)

Day Centre with a variety of activities available, counselling and facility for onward referral to other projects.

Support in Dumfries & Galloway:

Alcohol & Drug Partnership

(Formerly D & G Alcohol & Drug Action Team)

Provide the same service as the Ayrshire Team as outlined above.

Alcohol & Drug Support South West Scotland

Full range of services for anyone with drug problem e.g. Counselling, Home Support etc.

Substances Misuse Centre

The team includes four Community Psychiatric Nurses who offer a drugs service throughout area.

Turning Point

Provides specialist drug assessment, advice/information etc.

Support in Inverclyde:

Inverclyde Community Drugs Team

Outreach work. Offer One-to-One counselling and a range of other services.

Inverclyde Problem Drug Service

Provide psychiatric assessment, detox facilities, in-patient facilities are also available.

Moving On

Programme for stable drug users

Additionally providers in the Jobcentre Plus District delivering a range of customised courses for customers of with a history of drug misuse include:

- Volunteer Centre North Ayrshire
- Port Glasgow Community Regeneration Centre
- Skills, Development & Employability Service
- The Trust Employability Services, Inverclyde

Highlands, Islands, Clyde Coast and Grampian

Highland, Islands, Clyde Coast and Grampian (HICC&G) Jobcentre Plus District crosses 11 Local Authority (LA) areas: - Shetland, Orkney, Comhairle nan Eilean Siar (previously Western Isles), Highland, Moray, Aberdeenshire, Aberdeen City, Renfrewshire, East Renfrewshire (part), West Dumbartonshire and Argyll and Bute.

Population

Although HICC&G covers approximately 60% of the landmass in Scotland it is home to only 1,262,400 (24.5%) of total population. The employment rate is 82% but there is a wide variation across LA's from 76% in West Dumbartonshire to 92% in the Shetland Islands. There has been an influx of migrant workers over the last few years. This group has mainly gone into entry level jobs and the service industry.

Principal Industries/Key Employers

The main sources of employment across HICC&G are Public Sector, NHS, Service, Contact and Call Centres and Retail. However because of the huge geography of the District there is variation in the local labour markets. Tourism forms a large part of the economy particularly in the Highlands and Islands whilst in Aberdeen the Oil, Gas, Admin and Construction industries form an important part of the labour market.

In the South of our district the Care Sector is one of the Key Sectors - Domiciliary Care are keen to utilise Jobcentre Plus initiatives including LEP Pre-employment Training, we are

also in the early stages of pulling together a care package in conjunction with East Renfrewshire Council and local care homes.

In the Highlands we are working closely with a number of employers in different sectors: Lifescan, 3 Tesco Stores and Contact Centres, industries include Service, Retail, Medical Testing kits, Manufacturing, Development of Biomedical & Life Sciences Research facilities. Other employers include Isleburn Mackay & Macleod, Global Manpower; these employ people in Fabrication & Construction, Fish Processing, Call Centres and Nursing Homes. In the northern highlands there is also some growth in Wind farm & Tidal Energy. Within the Moray area Baxter's and Walkers are two major employers in Food Processing. In the Western and Northern Isles Fishing, Contact Centre and Harris Tweed are a large part of the local economy.

Local Developments & Initiatives

Key partners on each of the LAs in Renfrewshire, East Renfrewshire and West Dumbarton Employability Strategy including Employer Engagement Strategies and MCMC. Renfrewshire WF+ is the biggest employability programme attracting £11.4m ESF/ FSF funding JCP have contributed DAF funding to the wider employability programme. Represented at CPP level and relevant thematic groups. Paisley JCP is the Renfrewshire trial for the joint JCP/ SDS Careers Scotland Integrated and Employment Support. Close partnership working with North Strathclyde Criminal Justice Authority. Initiative developed to bring closer working relationships with CP PA and CJ Social Workers. New pre-employment motivation and confidence building programme being piloted in Renfrewshire to help Lone Parents affected by new Lone Parent Obligations (LPO).

Local Service Outlets

In HICC&G there are currently 29 Jobcentre Plus offices located in Aberdeen (2), Alexandria, Banff, Barrhead, Buckie, Campbeltown, Clydebank, Dingwall, Dumbarton, Dunoon, Elgin, Forres, Fort William, Fraserburgh, Helensburgh, Invergordon, Inverness, Johnstone, Kirkwall, Lerwick, Oban, Paisley, Peterhead, Portree, Renfrew, Rothesay, Stornoway and Wick.

Private & Voluntary Sector Providers

- Pathways to Work is led by Jobcentre Plus
- The District is included in phase 2 of Flexible New Deal

progress2work is currently not in place across all of the District, but there is a need for this service particularly in Orkney & Shetland along with Wick and the Western Isles. These areas are currently serviced by non contracted provision. Rural communities are often disadvantaged due to transport links but this is something that needs to be addressed for customers who require a service. There are numerous drug agencies in Aberdeen and customers prefer to be seen away from "drug premises" to avoid falling back into drug misuse by meeting with previous accomplices.

Contract Package Area 2

Glasgow Lanarkshire and East Dunbartonshire

Glasgow

The Jobcentre Plus District covers the area within the Glasgow City Council Boundary.

Population

Glasgow's population is 580,000, 11% of Scotland. The make-up of the City's population is diverse with substantial Pakistani, Indian, Chinese, African and Caribbean communities and an increasing number of people from Eastern Europe. People from minority ethnic groups' account for over 6% of the City's population. The working age population is around 388,500. Of the working age population 14% are Incapacity Customers, 3% are Lone Parents. There are a high number of deprived areas with rates of unemployment between 30 – 60%. The employment rate for the district is 68.4%. 8% of working age is unemployed.

Principal Industries/Key Employers

The key sectors in Glasgow are Financial and Business Services, Health, Education, Retail, Tourism and Hospitality. Key Employers are NHS, Strathclyde Police, Glasgow City Council, BT, Scottish Power, National Australia Group, Lloyds TSB and the BBC. Glasgow is Scotland's largest city and is the commercial capital of Scotland. There are 13,000 employers supporting 400,000 jobs. It is the UK's largest retail centre after London. Most of the job growth is predicted to be in administrative, professional (teachers, nurses etc), care occupations and service occupations. Most new jobs are in the business services, public admin, health and retail. Fewer than 1 in ten jobs are in the Manufacturing and Utilities industry. Retail & Hospitality remain two of the largest sector for employment (55,000 & 25,000 respectively).

Local Developments & Initiatives

Glasgow City and Parkhead offices are trialling the joint JCP/ SDS Careers Scotland Integrated and Employment Support. City Strategy - brings together the public, private and voluntary sectors into a consortium to improve the way support for jobless people is co-ordinated and delivered in the most deprived areas of Glasgow.

Local Service Outlets

There are 17 Jobcentre Plus local offices in total. **14 local offices** offering the full range of Jobcentre Plus services are – Anniesland, Bridgeton, Castlemilk, Drumchapel, Easterhouse, Govan, Langside, Laurieston, Maryhill, Newlands, Parkhead, Partick, Shettleston, and Springburn. **Three local offices**, Glasgow City, Hillington and Shawlands are job shops.

Private & Voluntary Sector Providers

Glasgow is a Multiple Employment Zone district. This programme is delivered by Working Links, Reed in Partnership and The Wise Group. The District is included in phase 2 of Flexible New Deal. There are a number of organisations across the Glasgow District who can help individuals with drug and alcohol issues. Listed below are a range of organisations that provide assistance.

Support in Glasgow:

Coach House Trust

Provide a holistic service for people from any background including: confidence building, stress, anger management and providing support individuals with mental health, drug and alcohol issues. The range of help includes psychiatric, forensic, housing, advocacy services and includes support for families as well as the individuals.

Addiction

Provides a Community Rehabilitation Service to individuals, families and communities experiencing problematic drug/alcoholic misuse and includes confidence building and life/social skills courses.

218 Project – Turning Point Scotland

218 is a Criminal Justice Service working with women who have drug, alcohol and/or mental health problems. The main aim is to address the root cause of their offending. The service includes a day support programme and a residential unit.

Lanarkshire & East Dunbartonshire

The Jobcentre Plus 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. In recent times Lanarkshire and East Dunbartonshire District has experienced a very high number of redundancies approximately one third of the Scottish total.

Local Service Outlets

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

Private and Voluntary Sector Provision

- Pathways to Work is led by Jobcentre Plus
- The District is included in phase 1 of Flexible New Deal

The following organisations across the District provide support and assistance to individuals with addiction problems.

Support in East Dunbartonshire:

Addiction Service Kirkintilloch

Offers services to anyone living in East Dunbartonshire who is experiencing difficulties related to their own or a family member's alcohol or drug use.

Support in North Lanarkshire:

Addiction Support Project Airdrie

Provides comprehensive information and help for people with addiction problems in North Lanarkshire.

Community Addiction Team Motherwell

Provides comprehensive information and help for people with addiction problems in North Lanarkshire.

Bellshill Cross Drug & Alcohol Project

Provides comprehensive information and help for people with addiction problems in North Lanarkshire.

Community Addiction Team (Monklands) Coatbridge

Provides comprehensive information and help for people with addiction problems in North Lanarkshire.

Cumbernauld Counselling Services

Provides comprehensive information and help for people with addiction problems in North Lanarkshire.

Lanarkshire Drug Services

Provides comprehensive information and help for people with addiction problems in North Lanarkshire.

Support in South Lanarkshire:

Substance Misuse Team Social Work Resources

Offers services to anyone living in South Lanarkshire who is experiencing difficulties related to their own or a family member's alcohol or drug use –teams based in Blantyre, East Kilbride, Hamilton, Lanark, Larkhall and Rutherglen.

Contract Package Area 3

Forth Valley, Fife and Tayside Edinburgh, Lothians & Borders

Forth Valley, Fife and Tayside

The Jobcentre Plus District of Forth Valley, Fife & Tayside covers the seven local authority areas of Falkirk, Stirling, Clackmannanshire, Perth & Kinross, Fife, Dundee City and Angus. The District has three Operational Clusters, Forth Valley & Perthshire, Fife, Dundee & Angus – each led by a Customer Service Operations Manager.

Population

The population of this District is 1,043,500, with a working age total of 641,400. 510,100 of these are in employment. 3.64% are claiming Jobseeker's Allowance (23,400) however 12.3% (78,843) are on other benefits. (Figures obtained from NOMIS Feb 2009).

The main population centres around Stirling, Falkirk, Perth and Dundee however there are a number of rural areas in Fife and Tayside where travel can be a barrier to work.

Principal Industries/Key Employers

Principal industries include call centres, public sector (DWP, NHS, and Local Authorities), some manufacturing, care, finance and retail. Key employers include Prudential/Capita in Stirling, Alexander Dennis (Coachbuilders) in Falkirk, INEOS in Grangemouth, Norwich Union in Perth, Scottish & Southern Energy in Perth, DWP in Dundee, HBOS in Dunfermline. Businesses, Industries and employers within the District have, of course, been affected to varying degrees, by the current economic downturn.

Local Developments & Initiatives

- FVF&T offices are trialling the joint JCP/ SDS Careers Scotland Integrated and Employment Support
- Support Employment in Falkirk, Raith Rovers, Dundee
- Dundee City Strategy including the Discover Opportunities Centre with Dundee Employability team
- Fife Works
- Dundee Healthcare Academy
- Perth & Kinross Health & Social Care academy
- Support Employment Plus – Polmont YOI
- Solve IT in Falkirk and Arbroath
- School Learning Assistant Programme in Stirling
- Security guard initiative in Dundee

Local Service Outlets

18 Jobcentre Plus local offices based in Grangemouth, Falkirk, Stirling, Alloa, Perth, Blairgowrie, Dunfermline, Cowdenbeath, Kirkcaldy, Glenrothes, Leven, Cupar, St Andrews, Dundee Wellgate, Dundee Gellatly St, Montrose, Arbroath, Forfar.

Private & Voluntary Sector Providers

- Forth Valley is Private Sector New Deal delivered by Triage Central Limited
- Pathways to Work is led by Triage Central Limited and their sub contractors, Working Links
- Other Providers include: JHP, DEAP, Claverhouse, Wise Group, Fife Council, Falkirk Solutions, APEX, Adam Smith College, Carnegie College and SCVO
- The District is included in phase 2 of Flexible New Deal

Edinburgh, Lothians and Borders

In the East and South East of Scotland, Edinburgh, Lothians and Borders (ELB) is a widespread Jobcentre Plus District incorporating Scottish Borders, East Lothian, Midlothian, West Lothian and City of Edinburgh Local Authorities.

Population

The combined population is in excess of 939,000 (2001 census). Overall unemployment rates within the district ranges from 2.4% in East Lothian & City of Edinburgh to 3.5% in West Lothian.

Principal Industries/Key employers

The economy of Edinburgh is dominated by the service sector, particularly financial services and tourism. The public sector plays a central role in the economy with many departments of the Scottish Government located in the City as well as the Scottish Parliament. Other major employers include NHS Lothian and the City of Edinburgh Council. East Lothian is a mainly rural area, with tourism an important developing industry; however the Council remains the largest employer in the area. Midlothian has emerged as an international centre for developing biotechnologies and life sciences, the area had experienced growth in the retail sector but the Council remains the biggest employer. West Lothian is dominated by business services, retail and manufacturing, but the two largest employers are NHS Lothian and the Council. The Scottish Borders is a rural area with the two largest employment sectors being hospitality and the public sector.

Across the district the economic downturn is impacting all sectors. The financial sector is experiencing a number of redundancies which will have an effect on supporting sectors.

However, on a more positive note, recent job announcements for the district include Tesco Finance moving to the Haymarket area, recruiting 200 new staff. Several new hotel developments are planned for late 2009 along with an extension at Edinburgh airport, supporting a further 200 jobs.

Local Service Outlets

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

Private and Voluntary Sector provision

- Pathways to Work is led by Work Directions UK
- The District is included in phase 1 of Flexible New Deal

There are a range of organisations across the District including the statutory bodies e.g. drug treatment services, housing associations, voluntary organisations and the prison service. Edinburgh has the largest concentration of treatment services and there are fewer facilities available to residents in Lothians and Borders.

Contract Package Area 4

North and Mid Wales South East Wales

North and Mid Wales

Area

The North & Mid Wales Jobcentre Plus District covers the seven local authorities of Wrexham, Flintshire, Denbighshire, Conwy, Gwynedd, Powys and Isle of Anglesey. The District covers two thirds of the landmass of Wales and is mainly rural with many remote communities.

Population

The total population is 805,200 with a working age population of 475,900 with 373,800 (78.5%) in employment. Recent years have seen a significant population shift as the pressures of economic change have forced many younger residents to leave rural locations within the district in search of employment. Welsh is widely spoken – as much as 70 per cent of the population in some areas.

Principal industries / key employers

The District supports a wide range of industries and commercial interests. Over the last decade there has been a decline in heavy industry. Employment is now predominantly within the service industries, particularly: public sector (23%), health and education (30%) and tourism and retail distribution (27%). These continue to be the main growth sectors.

The District has large areas of industrial conurbation (particularly on Deeside in Flintshire and in Wrexham). However, the majority of private employers are generally small and medium sized enterprises, with approximately 85 per cent of registered employers employing ten people or less. In Gwynedd, Powys and Anglesey, manufacturing accounts for less than ten per cent of the labour force, as does construction. However, in Wrexham and Flintshire manufacturing (food and light industries) has been a growth area.

Although future trends are difficult to predict, statistical data suggests that the best potential for our customers are within Retail, Clerical, Tourism, Cleaning & Care Work.

Local developments / initiatives

- Developments within North & Mid Wales continue to be mainly in the retail and leisure sectors with various developments planned over the whole of the District
- The Welsh Assembly Government plans to transfer work to its new development within Llandudno Junction in 2010
- Refurbishment of social housing – tenders being put in for the whole of the District.
- Communities First projects are in place in deprived areas throughout the District
- All Community First areas have put in funding proposals for 2009/10 and the following three years

Local Service Outlets

There are 21 Jobcentre Plus offices: Amlwch, Bangor, Brecon, Caernarfon, Colwyn Bay, Dolgellau, Flint, Holyhead, Llandrindodd Wells, Llandudno, Llangefni, Machynlleth, Mold, Newtown, Porthmadog, Pwelli, Rhyl, Shotton, Welshpool, Wrexham and Ystradgynlais.

Private and voluntary sector provision

Jobcentre Plus is leading on the Welsh Assembly supported Want2Work initiative. The project will focus on Priority Wards in Gwynedd and Anglesey and the two wards in Rhyl.

- Pathways to Work is led by A4e
- The District is included in Phase 1 of Flexible New Deal

A Sub Regional Partnership operates in Rhyl.

WBLa/Skillbuild provision is delivered by various providers under contract to DCELLS (Department for Children, Education and Lifelong Learning Skills) and is funded by the Welsh Assembly Government.

Within the District there are a number of initiatives supporting customers. Due to the various funding stream available, initiatives are constantly changing. Some projects currently in place are:

Genesis 2

Provides a comprehensive package of customer centred activity focusing on 'hard to reach' individuals and additional support for women.

Disability Wales

Supports self-employment for disabled people and people with health conditions.

DAWN Project

Addresses the needs of individuals who are currently substance misusers, or those who might be at risk of substance misuse, criminal behaviour and/or social exclusion.

Deprived Area Fund

Encourages more flexibility and partnership working at a local level to enable unemployed people to move into work.

Want2Work

An ESF project aimed at helping economically inactive customers from targeted communities within designated Local Authorities to find and sustain work. This is run in partnership with the Welsh Assembly Government.

South East Wales

South East Wales Jobcentre Plus District encompasses the Local Authority 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 the eastern part SE Wales district.

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 (Circa 4000) when it opens late 2009. Newport also has major redevelopment happening in and around the city centre riverside area involving retail/commercial office space and a new university campus. The construction activity associated with this and other key commercial and residential developments has resulted in many construction sector jobs and will continue to do so even though some of the proposals have been shelved for the time being. Newport will also host the Ryder Cup in Oct 2010, one of the largest sporting events in the world. This will have economic spin-offs for Newport and the surrounding area.

Local Service Outlets

There are 11 Jobcentre Plus 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.

Private and Voluntary Sector Provision

Nineteen wards in the District have Deprived Area Funding of which 16 currently have ESF funding to fund Work 2 Work provision. A further 3 wards have Heads of the Valleys City Strategy funding.

- Pathways to Work is delivered by A4E Wales
- The District is included in Phase 1 of Flexible New Deal

Some of the support projects available in the District are:

Genesis 2

Provides a comprehensive package of customer centred activity focusing on 'hard to reach' individuals and additional support for women.

Disability Wales

Supports self-employment for disabled people and people with health conditions.

Freshstart

This provision supports ex offenders, offering new jobseeker interviews in order to claim Jobseekers Allowance. A Jobcentre Plus adviser is permanently based at Park Prison.

Deprived Area Fund

Encourages more flexibility and partnership working at a local level to enable unemployed people to move into work.

Want2Work

An ESF project aimed at helping economically inactive customers from targeted communities within designated Local Authorities to find and sustain work. This is run in partnership with the Welsh Assembly Government.

Contract Package Area 5

South Wales Valleys South West Wales

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). 68% cent of the working age population of South Wales Valleys District are in employment as at June 2008. However, recent economic downturn has had an impact in term of claimant count, with estimated JSA live load of 19,000.

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, but district has experienced a recent bout of sustained Large Scale Redundancy notifications including Hoovers, L'Oreal, Novelis and Bosch. 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. The district is hoping to capitalise on good links formulated with St Davids 2 development in Cardiff. 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.

Local Service Outlets

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

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
- The District is included in Phase 1 of Flexible New Deal

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 resident population is approximately 740,500 (2009). 72.9 per cent of the working age population of South West Wales are in employment.

Principal Industries / Key Employers

This District is heavily reliant on Contact Centre, retail, 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 1200 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 (LNG) Pipeline project centred around Pembroke Dock, which has created opportunities in petrochemical and construction sectors. LNG is now being brought into Milford Haven and being transported through the pipeline and most of the construction work has reached it's conclusion with some construction staff still on site to continue the finer construction points. Construction of Pembroke Power station is due to commence in the next six to nine months, opportunities will therefore arise in the construction industry and support functions and may have some positive impact on local business e.g. catering companies.

Local Service Outlets

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

Private and Voluntary Sector Provision

64 out of 236 wards in the District have ESF funding for Want 2 Work provision. Pathways to Work is led by Jobcentre Plus and as part of the choices package the Condition Management Programme is one of the choices. The Conditioned Management Programme (CMP) is part of the Pathways to Work choices package. The principle aim of CMP is to help as many IB/ESA customers as possible, back to sustainable employment. The CMP service is provided by the Local Health Board and is an effective partnership working between Jobcentre Plus and the National Health Service. The district's DEAs have strong links with non contracted providers, who specialise with customers suffering from Mental Health/Sensory and homelessness problems, as well as Self Employment awareness providers. The District is included in Phase 1 of Flexible New Deal.

Contract Package Area 6

**North & North East London
City and East London
Central London
West London
South London
Lambeth, Southwark & Wandsworth**

North & North East London District

Area

North & North East London Jobcentre Plus District covers seven London local authorities : Waltham Forest; Redbridge; Havering, Barking & Dagenham; Haringey; Enfield; Barnet.

Population

The total population of the area is 1,711,500 with a working age population of 1,093,400 (mid 2007 Office for National statistics figures).

The District is culturally diverse with a large refugee population, particularly in Haringey. A significant number of customers within this group have no English language skills, and many are illiterate in their own language. Countries of origin include: Eastern Europe, Somalia and South Asia. Customers also have multiple barriers, which prevent immediate employment.

The labour market in the district is likely to increase in diversity over the next couple of years as Jobcentre Plus work focused interview activity and the range of employment support and programmes increases, bringing previously inactive benefit recipients and their adult dependents into the labour market.

Infrastructure

North and North East London have excellent transport links. This includes British Rail, London Underground and numerous bus routes. The M25 London Orbital, M11 and M1 motorways are all within easy reach, while mainline rail networks provide services to London, Liverpool Street and King's Cross, as well as localities throughout the boroughs and inter-city links. A direct rail connection to Stansted, London's third airport, runs from the key rail and tube interchange of Tottenham Hale in the borough of Haringey, reaching Stansted in half an hour. The airport is also easily accessible by car. Heathrow can be reached via the M25, and London's City Airport is also accessible via various transport links. Throughout the boroughs London Underground stations provide rapid access to the heart of the City and the West End.

Principal industries / key employers

North and East London has an historic association with manufacturing and distribution. However, the largest expanding service sectors in the past 5 years have been in the financial services sector with significant employment growth in retail, tourism and leisure, creative and cultural industries and new media technologies. Our 7 boroughs will have the

potential to meet labour demand in two key future growth corridors - the Thames Gateway to the East and the Upper Lea Valley, Stansted-Peterborough-Cambridge growth corridor to the North. Both growth corridors intersect directly into our sub-region and will see inward investment, housing growth (equivalent to an extra London Borough, up to 200k people), improved transport links and infrastructure over the coming decades. The Stratford City development immediately to the south of Waltham Forest and the proximity to the Olympic Park and other Lower Lea Valley regeneration programmes will also create an estimated 30,000 job opportunities.

With the exception of large national retail chains and companies, a large public sector (predominantly the Local Authorities and NHS) the local labour market is characterised by very high numbers of small to medium enterprises (under 200 employees) with the vast majority (nearly 75%) being micro's (1-4 employees) and only less than 1% having more than 199 employees.

Local developments / initiatives

Major development within North & North East London includes;

- London 2012 Olympics - The geographical proximity of Waltham Forest to the Olympic Zone presents a unique opportunity for the borough in terms of employment, business development, training, tourism, environmental, sporting and cultural strategies.
- Waltham Forest straddles two of the corridors earmarked to accommodate London's growth – in the Lower Lea Valley part of Thames Gateway and in the Upper Lee part of the London-Stansted-Cambridge-Peterborough growth corridor. In each growth area, a population increase equivalent to a whole new London Borough is anticipated over the next twenty years.
- The Barking Riverside development is one of the largest development sites in London (324 hectares). It is situated in the borough of Barking & Dagenham between the A13 and the Thames. The vision of Barking Riverside is to create a model for sustainable living in the 21st century with best practice used throughout.
- Graham Park development scheme - a radical rebuilding programme to demolish 1,300 Council owned homes and replace them with 3,000 new multi-tenure homes. By 2012 this number is expected to increase to 5,000. The aim is to create a vibrant new community with major infrastructure improvements, improved transport links and community health facilities.
- The regeneration of Cricklewood, Brent Cross and West Hendon is a £4 billion scheme with a vision to “create a new gateway for London and a vibrant urban area in Barnet”. The plans for a whole new town centre based around Cricklewood and Brent Cross will create 27,000 jobs, 7,500 homes, 3 schools, new health facilities, high quality parks and open spaces, with investment of more than £400 million in improving transport.
- The plan merger of Enfield College & the College of North East London (CONEL) to create a new college will serve the communities of Enfield, Haringey and North East London better. The merger will contribute to the sustainable and successful regeneration legacy of the 2012 Olympics. It will enhance the provision of education

and training for skills, both for adults and young people in North London. It will particularly benefit Haringey communities in Tottenham and Enfield residents in Ponders End and Edmonton.

Jobcentre Plus work closely with the local authorities and other key stakeholders to move forward projects supporting the Local Area Agreements (LAA). They have proactive relationships with the Learning Skills Council (LSC), Connexions, Business Link, Chambers of Commerce, employers, Learn Direct, Princes Trust, IAG, local/national voluntary organisations (including Citizens Advice Bureau), Probation Service and many others.

Local Employment Partnership agreements have been signed with over 2360 employers which includes Tesco, Marks & Spencer, Asda, Sainsbury, Toys R US, TK Maxx, Next, Argos, Currys and First Choice.

Jobcentre Plus uses the LSC Employability Skills provision to help customers with literacy, numeracy and employability skills needs. Skills for Jobs, provides pre-employment training tailored to Local Employment Partnership recruitment. Sustainable jobs and workforce development are key to labour market and community improvements.

Local Service Outlets

There are 13 Jobcentre Plus offices: Barking, Dagenham, Romford, Hornchurch, Leytonstone, Redbridge, Enfield, Wood Green, Tottenham, Edmonton, Palmers Green, Hendon, Edgware, Walthamstow, Barnet and Finchley.

Private and voluntary sector provision

Within North and North East London district there many private and voluntary sector organisations which are funded by the LDA, LSC, ESF, IAG and others. The provisions are available to Jobcentre Plus customers in support of skills development and employment.

Barking and Dagenham, Havering, Redbridge and Waltham Forest areas of the District are included in phase 2 of Flexible New Deal.

Barnet, Enfield and Haringey will pilot the Personalised Employment Programme from March 2011.

Provisions available to customers in North and North East London include:-

- Employment zone
- Princess Trust- Team programme
- Advice & Guidance
- Women into the Construction Industry
- Childminding Business Start up training

There is a range of childcare available in the district, through private nurseries, Sure Start/Children's Centres.

City & East London District

The Jobcentre Plus District of City and East London covers three London Boroughs, Newham Tower Hamlets, and Hackney, and the City of London Borough. There is a population of over half a million people broken down as follows, City of London- 8,100, Hackney -161,900, Newham – 190,400 and Tower Hamlets – 167,600.

These Boroughs possess three of the lowest employment rates in rates in London, the lowest being Newham at 57%. With Tower Hamlets at 60.8% and Hackney at 63.3%.

Breakdown of ethnic groups across the three main boroughs:

- Hackney has the highest White percentage population with 59.4% and highest Black percentage population with 24.66%
- Tower Hamlets has the highest Asian percentage population with 36.62%
- The lowest Black population is in Tower Hamlets (6.49%), while the lowest Asian population is in Hackney (8.59%)
- Newham has the lowest white population with 39.41%
- Across the three boroughs, we have the Chinese population ranging from 3% - 3.17%
- Hackney has the highest number of mixed white & Black (2.3%), and mixed white Asian / other mixed 1.89%
- There are 37,000 IB customers of which 50% have mental health issues
- There are 19,900 lone parents

Local developments/ Initiatives

- East London City Strategy pathfinder. The District has three of the 5 Boroughs featured in the Pathfinder including Newham, Tower Hamlets, Hackney, Greenwich and Waltham Forest
- Canning Town Regeneration Project
- Crossrail
- Olympic Park and Athletes village
- Royal Docks Sliver Town Quays
- Stratford City, DLR Extension , Stratford International Station

Principal Industries/Key Employers

The district has a concentration of financial service businesses (within City of London and Tower Hamlets). At present the sector is making significant redundancies which are starting to have a ripple effect on the Service Sector. The district is characterised by SMEs - in Hackney SMEs account for 9 in 10 employing units. The two main retail clusters in the district are Beckton (2 retail parks) and Canary Wharf. There is also a significant hospitality sector with hotels clustered in Newham and Tower Hamlets and bars, restaurants and leisure centres throughout the district. Key Employers in the district include the Local Authorities, NHS, Metropolitan Police, a number of retail sector employers including Asda, Morrisons, Sainsbury's, Tesco, Game and Next. The district has 569 employers signed up to Local Employment Partnerships (LEP), 85 of these are large/national employers.

Local Service Outlets

9 Jobcentre Plus offices in, LB Hackney: Hoxton Dalston Hackney
LB Newham: East Ham Plaistow Stratford Canning Town
LB Tower Hamlets: City Poplar

What provision is in place

- New Deal Prime Contract (Newham/Tower Hamlets)
- PSL (Hackney)
- Employment Zones (District Wide)
- LSC ESP Basic Skills Provision (District Wide) Skills for Jobs
- ESF ESOL, Post New Deal support and In Work Support (June 2008)
- The District is included in phase 2 of Flexible New Deal

Central London

This District covers the London Boroughs of Camden, Islington (the most deprived of the four), Royal Borough of Kensington and Chelsea, and the City of Westminster. The District is characterised by pockets of genuine affluence (the Royal Borough is the most affluent borough in the country) sitting side by side with pockets of multiple deprivation. Recent regeneration of St Pancras International station has opened up direct links to Europe and the national rail terminuses at King's Cross, Euston, St Marylebone, Paddington, and Victoria are all within the District. Local residents can find it difficult to secure jobs in the area as they are in competition with the large number of commuters who travel into Central London. Added to this, there are some issues with the cost and availability of childcare and extended school hours provision for lone and coupled parents. Furthermore, the familiar inner city issues of relatively high numbers with English as a second language, with low qualifications, with alcohol and drug abuse problems, etc, are in existence, as well as high housing costs.

Population

The combined population of the four boroughs is approximately 832,400 with the Working Age Population at 605,100 (both mid-year estimates 2007). The employment rate is 69.6% against the London rate of 70.6% and the Great Britain rate of 74.5% (as at June 2008). The rate of those on Key Out of Work Benefits is 11.8% against the London rate of 12.3% and the Great Britain rate of 11.9% (as at August 2008).

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 the unrivalled home to entertainment with (the national) Theatreland, concert halls and opera houses, West End cinemas, national and more specialist art collections, museums and galleries, and thousands of bars, pubs and restaurants. Oxford Street, Regent Street, and Bond Street are a major retail centre of international renown. Famous sporting venues such as Lord's, the Emirates Stadium, and Stamford Bridge can also be found within the District. There are a significant number of universities and (university) hospitals across the four boroughs and many national employers have Head Offices in the area. Other large employers are the Local

Authorities, Metropolitan Police, the Civil Service, and creative media giants such as ITV, Channel 4, 5, and MTV, national and international newspapers such as The Guardian and the Financial Times, and publishers such as Penguin and Harper Collins. There remain a number of construction jobs working on regeneration projects.

Local Developments & Initiatives

Kings Cross central is a 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 25,000 jobs and at least 1,800 new homes. The third and final phase of the Arsenal Football Club regeneration project is set to provide hundreds, perhaps thousands, of new jobs. The London CrossRail Project has been given the green light and this will include major regeneration and job creation in the Tottenham Court Road area. Proposals for the regeneration of Victoria Station are currently under consideration. The 2012 London Olympics will also provide significant employment opportunities for local residents given the proximity of the east London sites.

Local Service Outlets

There are seven Jobcentre Plus offices across the four boroughs, all of which are located near to those areas with the greatest concentration of customers furthest away from the Labour Market: Kentish Town in Camden; Barnsbury, Finsbury Park, and Highgate in Islington; St Marylebone and Westminster in Westminster; North Kensington in Kensington and Chelsea. There is also a dedicated Employer Engagement Team established at Denmark Street in (the south/West End area of) Camden.

Private and Voluntary Sector Provision

- An Employment Zone operates in parts of the London Borough of Islington
- Pathways to Work/ESA is delivered by Work Directions UK for all four boroughs
- The New Deal programmes are also delivered by Work Directions but in Kensington and Chelsea and Westminster only
- The District is included in phase 1 of Flexible New Deal

Additional information for Central London

There are two prisons within the Jobcentre Plus District and prison advisers estimate that 70% of prisoners leave prison with a drug misuse problem.

The homeless organisations within the District including hostels and drop-in centres estimate that between 50% to 70% of their service users also have a problem with drugs.

West London District

The Jobcentre Plus District of West London covers the six local authority areas of Brent, Ealing, Hammersmith and Fulham, Harrow, Hillingdon and Hounslow.

Population

The district has a diverse population with Black and Minority Ethnic groups making up 71 per cent of the population in Brent, 55 per cent in Ealing and Harrow, 44 per cent in

Hounslow, 42 per cent in Hammersmith and Fulham, and 28 per cent in Hillingdon. There are pockets of high unemployment in Brent and Hammersmith & Fulham, with large numbers of Incapacity Benefit claimants in Brent and Hammersmith & Fulham. The employment rate for the District is 74.1 per cent. However, it ranges from 71.7 per cent in Hammersmith and Fulham to 76.3 per cent in Harrow.

Principal Industries/Key Employers

West London has a diverse economic base, with over 87,000 businesses, with 2/3rds of the workforce employed in small and medium enterprises. It has a large scale service sector; with major employers include Heathrow Airport, and services associated with the airport. This includes British Airports Authority, over 90 major airlines, numerous hotels, and both chains such as Travelodge, Hilton, and Arora International Group, and independents, and airport support services such as airline catering. There are large scale warehouse developments in and around the airport. There are major retail outlets in Westfields and Brent Cross; Westfields, located in White City/Shepherds Bush, is the largest city centre retail outlet in Europe, with over 260 stores, including a number which are exclusive to Westfields, and employing some 7,000 staff. West London has 10 of the UK's most prestigious business parks, including Park Royal, which is the largest in Europe. There are large scale food and drink manufacturers, including Hazelwood Foods in Willesden, McVitie's Biscuits in Harlesden and Noon Products in Southall. There are many international companies based in West London, including CISCO Communications, British Airways, Glaxo Smith Kline (GSK), Sky Discovery Channel, and the BBC.

Local Developments/Initiatives

- West London has a Sub-Regional Partnership

Local Service Outlets

- 16 Jobcentre Plus local offices based in West London - Acton, Ealing, Southall; Harlesden, Kilburn, Wembley, Willesden; Fulham, Hammersmith, Shepherds Bush; Harrow Kings House, Harrow Station Road, Hounslow, Heathrow; Hayes, Uxbridge.

Private and Voluntary Sector Provision

- West London is a Provider Led Pathways to Work district, led by Reed in Partnership
- The District is included in phase 2 of Flexible New Deal

South London District

South London District is the largest district geographically, in London and covers 9 Local Authorities.

Population

South London has a population of over 2 million of which 65% are working age. 1,081,300 are regarded as being economically active, of which 1,017,600 are in employment.

As of January 09 the district has 37,209 JSA recipients; this compares to 25,896 in January 08 – a register increase of 43%, which is a steeper increase than other London districts.

As of August 2008 South London had 77,830 Income Support recipients, of which 34,900 were lone parents.

Principal industries/Key employers

The largest sectors of employment within this District are Elementary Administration & Service Occupations, Sales and Caring Services.

Croydon is one of the largest offices and retail centres in the South East outside Central London and has attracted a number of domestic and international companies. Kingston has now become our largest source of job vacancies in the South London District. The area includes one of a number of premier shopping centres in the South East area. Richmond is a diverse economy, with over 2/3 of businesses sole traders or independents and large multinationals. Richmond has many elements of a 'seaside economy'. Vacancies within care work are fast becoming an area of expansion. Sutton has successfully attracted a number of domestic and international companies; however, Sutton's position within the London retail league table has fallen in the past few years. Bromley is another large retail centre with significant business involvement in the travel industry and call-centres. Lewisham, Greenwich and Bexley all have pockets of real deprivation and areas of prosperity. The development of the O2 Centre at the Greenwich peninsular and cross-rail will be central to these London boroughs.

Local Developments & Initiatives

Throughout the district there are various projects, these include: The regeneration of Croydon Gateway, New Addington, Tolworth Broadway, Sutton Town Centre, Kingston Town Centre, Merton Town Centres, Erith Town Centre, Thames Gateway, Woolwich and Greenwich Peninsular.

There are plans for East London Line Extension, Tramlink Extension, Cross Rail, South Thames Trains and various Health Care Projects. There will also be benefits from the 2012 Olympic Project.

Local Service Outlets

There are 14 Jobcentre Plus offices in South London; Bromley, Croydon, Purley, Thornton Heath, Sutton, Mitcham, Kingston, Twickenham, Eltham, Deptford, Forest Hill, Woolwich, Lewisham & Bexleyheath

Private & Voluntary Sector Providers

- South London is a Provider led Pathways to Work District – this programme is delivered by Reed in Partnership
- The District is included in phase 2 of Flexible New Deal – Greenwich is part of the Olympic Host Boroughs

Lambeth, Southwark & Wandsworth

This District covers the three London Boroughs of Lambeth, Southwark and Wandsworth (LSW).

Population

The combined population is 829,400 of which 599,200 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-skilled adults. Both Lambeth and Southwark are well above the unemployment average for London and are ranked nationally at 19th (Lambeth) and 26th (Southwark) for levels of deprivation (Sources: ONS mid-year estimate 2007 and Index of Multiple Deprivation 2007).

Principal Industries / Key Employers

There is a high proportion of public sector work, with the three Councils and NHS placing vacancies via Jobcentre Plus. Other key sectors include Retail, Construction, Hospitality and Security. There are a number of supermarket chains including four Tesco stores, three ASDA, nine Sainsbury's and four Waitrose. The Royal Mail, Metropolitan Police and London Central Buses are also key employers.

Local Developments & Initiatives

There are a number of exciting regeneration projects planned within the District including the redevelopments of the Elephant & Castle Shopping Centre and Battersea Power Station and the "Shard of Glass" at London Bridge. We are also heavily involved in working with the major contractors on the East London Railway Line (1st tier).

This year LSW will be piloting initiatives to move customers closer to the labour market. From April 2009 Flexible New Deal (FND) will be a refreshed Jobseeker's Allowance regime for all new customers. For longer-term customers this will be followed by a provider-led Flexible New Deal, which from October 2009 will replace the contracted provision of the current mandatory New Deal for Young People and New Deal 25 Plus, including the private-sector-led New Deals and Employment Zones. A new Integrated Employment and Skills (IES) service is being introduced in response to the Leitch Review of skills, to better help customers obtain the skills required to enter and progress in sustainable work. Jobcentre Plus advisers will work closely with careers advisers in trials across 8 areas including LSW by March 2009. Nextstep advisers under IES provide advice about jobs and training along with access to a skills 'Health Check' which identifies potential skills needs. Careers advisers will give advice about a wide range of flexible, labour market focused, training options, for customers to pursue before and after finding work, helping develop and agree action plans. These action plans are then shared with Jobcentre Plus advisers and a joint working approach facilitates a better customer experience.

Local Service Outlets

There are 9 Jobcentre Plus offices within the District: Brixton, Camberwell Green, Clapham Common, Kennington Park, London Bridge, Peckham, Stockwell, Streatham

and Wandsworth. In addition to the nine Jobcentre Plus offices we have the Battersea Jobshop: an outreach site specialising primarily in servicing vacancies generated by the redevelopment of Battersea Power Station. The District also has a centralised Employer Engagement Team which conducts Account Management for the majority of key large employers. The Employer Engagement Team is based in the Battersea Jobshop.

Private and Voluntary Sector Provision

- Pathways to Work is led by Work Directions UK
- Southwark is covered by an Employment Zone. (However due to the introduction of Flexible New Deal the Employment Zone is being phased out gradually and will cease by the end of September 2009)
- Skills 4 Jobs Phase 2 is delivered by the College Consortium, with project management by Lambeth Council
- ESF contract is delivered by Work Directions
- The District is included in phase 1 of Flexible New Deal

Contract Package Area 7

**Essex
Norfolk
Cambridgeshire & Suffolk
Bedfordshire & Hertfordshire**

Essex

Population

Current Labour Market Overview

Many of the Jobcentre Plus offices within Essex have a high client turnover with the highest concentration of long term unemployed centred around Basildon, Southend and Grays in the South. There are small pockets of clients from ethnic minority groups – there are growing numbers of asylum seekers in Southend and Westcliff areas. High rate of incapacity benefit customers around the Tendring area in North Essex.

Essex, public transport is relatively accessible from East to West & vice versa but travel from North to South is poor e.g. there is no direct link between Rayleigh & Basildon – a distance of only 15 miles. Harlow is very difficult to access by public transport from the rest of the District – to do this journey by public transport would involve commuting into London and travelling back out.

The South is almost totally urban with major centres being Grays & Southend and Basildon – it would best suit the Districts needs if provision could be delivered from a permanent site with outreach provision in the smaller areas. North Essex has excellent transport links.

Basildon - Through Thames Gateway the district is the commercial and business centre of South Essex and accounts for nearly a quarter of the manufacturing output of Essex. With substantial industrial, office, and retail floorspace, the district is a major centre for business and employment. While some 30 per cent of the district's workforce commutes into London every day, just as many people enter the district to work every day as leave it.

Grays - Much of the riverside area of Thurrock is highly industrialised, particularly to the west of the Port of Tilbury and in the extreme east of the Borough, the oil refineries at Coryton and Shell Haven. The Borough has a number of main settlements including Grays, Stanford/Corringham, South Ockendon and Tilbury, together with a number of villages. Lakeside regional shopping centre and the developing community of Chafford Hundred are located west of Grays and East of the M25.

Harlow - Harlow is home to approximately 1,500 businesses employing over 33,000 people. Businesses are based primarily in the industrial areas of The Pinnacles and Templefields, and within the Town Centre. Smaller industrial and retail sites are situated throughout the town. Harlow is a high-tech centre for innovation in the East of England. Glaxo Smith Kline has centralised its European Research and development activities here. Nortel Networks has invested in its premises here to enhance its largest research and development facility in Europe.

Southend - Southend-on-Sea is the largest town in Essex, with a population of around 176,000. Located at the mouth of the Thames Estuary, the town is the closest resort to London, being only 40 miles east of the capital. Southend Town Centre provides most of the town's 1.3 million square feet of retail floor space.

Colchester - Colchester is located in an important position in the East of England region. Just 20 from Harwich International Port, 62 miles north east of London and 30 miles of Stansted Airport. Stansted is just 50 minutes away by road. There is good access to Colchester from all parts of the country via the A12, M25 and A14. Via A12/A120. Regular coach transfer services are available between Colchester and the airport.

Chelmsford - Chelmsford, County Town of Essex for almost 750 years, has a population of almost 156,000, which will make it one of the largest non-unitary authorities in England following the local government reorganisation. Maldon District covers an area of over 36,000 hectares in East Essex. The landscape and character are dominated by the District's 60 miles of coastline that includes the estuaries of the rivers Blackwater and Crouch. The District has a population of 59,418 in 2001. The main towns are Maldon, Heybridge and Burnham on Crouch. Local bus services and a number of taxi operators make travelling throughout the Maldon District easy.

Principal Industries/Key Employers

Major employers in Essex include Glaxo Smith Klein, Fords and BAE systems, E2V, Olympus Keymed, Britvic, Konica Minolta, Nortel, Selex Communications, Raytheon. Stansted airport is the third busiest airport in UK, and one of the UK's largest airfreight terminals. Essex has 2 major ports at Harwich and Tilbury, and the new London gateway container port (a £1.5 billion investment at a former oil refinery) will become one of the UK's most important hubs.

Local Developments & Initiatives

Essex District has been recognised as the business hub within the Thames Gateway South Essex initiative.

Jobcentre Plus Essex has worked in partnership with the 3 top tier local authorities (Essex, Southend and Thurrock) on Local Area Agreements and using Economic Participation funding to plug gaps in mainstream provision.

Local Service Outlets

Jobcentre Plus delivers services from offices across the county in the following locations; Basildon, Braintree, Brentwood, Canvey Island, Chelmsford, Clacton On Sea, Colchester, Grays, Harlow, Harwich, Maldon, Rayleigh, Southend On Sea, and Witham.

Private & Voluntary Sector Providers

New Deal for Disabled People
Programme Centre
New Deal –

Shaw Trust & SEETEC
SEETEC
Harlow & Southend YMCA
Grays & Basildon TNG

Mid & North Essex
ESF – Flexible Routeway

SEETEC
Intraining

ESF – Intermediate Labour Market	Shaw Trust
Progress 2 Work	C.O.A.S.T
Get Into....	Princes Trust
Workprep	Mencap, Papworth Trust & Salvation Army
Mentoring	Armstrong Learning
New Deal Self Employed	NWES
The District is included in phase 2 of Flexible New Deal	

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 75.1 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.

Local Service Outlets

There are nine Jobcentre Plus offices: Dereham, Diss, Thetford, Norwich, Great Yarmouth, Kings Lynn, Cromer, Fakenham, and North Walsham.

Private and Voluntary Sector Provision

- Flexible Routeways and Intermediate Labour Market available through ESF
- Pathways to Work led by Shaw Trust
- The District is included in phase 1 of Flexible New Deal

Norfolk is very rural and public transport is not always adequate due to the length of time it takes and frequency of the services. Therefore the best private and voluntary sector

provision is delivered on an outreach basis (as opposed to providing transport services to bring customers in to Norwich/Kings Lynn/Gt Yarmouth).

The Matthew Project is a well established support organisation for customers taking class A drugs.

Suffolk & Cambridgeshire

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 80 per cent (July 2007 to June 2008).

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.

High tech and professional are key in Cambridge, but there are many care opportunities there too, and large employers such as Addenbrookes Hospital that offer a wide range of employment opportunities. Peterborough has a variety of employment opportunities including call centre work, finance and retail centres. Peterborough notably has an active 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. Some growth in retail, for example new Tesco store planned for Haverhill and an Aldi in Ely.

In Suffolk there are three significant ports Ipswich, Felixstowe and Lowestoft. Ipswich has a vibrant legal, financial and business services sector. In Lowestoft tourism, service and construction sectors have seen improved job prospects together with the offshore wind industry, but retail has reduced with about 18% of shops in the town currently empty. However there is an expectation that retail work will increase summer 2009 with over 100 vacancies already identified for August store openings. 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' Cattle Market/ARC development are larger retail examples. The latter is still under completion with units to let, but over 20 retail outlets opened on the 5 March 2009 creating 300 jobs.

Local Service Outlets

There are 17 Jobcentre Plus 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.

Private and Voluntary Sector Provision

- Flexible Routeways and Intermediate Labour Market became available through ESF from June 2008
- Pathways to Work led by Reed in Partnership became available from April 2008
- The District is included in phase 1 of Flexible New Deal

Bedfordshire and Hertfordshire

Administrative Area

Bedfordshire and Hertfordshire Jobcentre Plus district comprises the following local authority areas: Luton Borough Council, and from April 2009, Bedford Borough Council and Central Bedfordshire (the latter formed from the existing South Beds and Mid Beds District Councils). Luton and Bedford are unitary authorities. For the purposes of this document references to Bedfordshire will include Luton BC, Bedford BC and Central Bedfordshire, unless otherwise stated. Hertfordshire remains as a county council with 10 borough council or district authorities listed below: Three Rivers, Hertsmere, Broxbourne, Dacorum, East Hertfordshire, St Albans, Welwyn & Hatfield, North Hertfordshire, Watford BC and Stevenage BC.

Population

Authority	Total Popn	Working Age Popn
Bedfordshire	40700	255500
Luton BC	18800	119700
Hertfordshire	1066100	660000

(Source: NOMIS 2007)

Unemployment January 2009

Authority	Total JSA Claimants	%
Bedfordshire	6709	2.6
Luton BC	4586	3.8
Hertfordshire	14215	2.2
East of England	95475	2.8

(Source: NOMIS Jan 2009)

Numerically the highest unemployment figures are Luton and Bedford. In Hertfordshire Watford and Hemel Hempstead are the locations with the largest registers. The total number of JSA claimants in Beds & Herts is 25443 (Jan 2009).

There are 4 disadvantaged wards within Bedfordshire. Three of these wards are in Luton (Biscot, Dallow and Northwell) the other is in Bedford (Cauldwell).

In Luton and Bedford there are sizable ethnic minority populations. Those from Afro Caribbean and Asian backgrounds are well established in the community. In the past few years a large number of eastern Europeans have come to work and live in Bedfordshire.

Hertfordshire is a mix of small to medium sized towns and one city, St Albans. By population Watford, Hemel Hempstead and Stevenage are the largest centres. Some of the towns are long established, including the first garden city in Letchworth. Stevenage, Hemel Hempstead and Hatfield are products of the post war expansion in new towns and of moving people from London.

Hertfordshire is generally regarded as a prosperous county but it does have some areas that require additional support.

Infrastructure

There are good road (motorways - M1 in the west and A1 (M) centrally and M11 in the east) and rail (West Coast, East Coast and East Midlands/S Yorks) routes that provide north to south communication for both counties. Together with the commuter lines that run into London these routes enable the workforce to travel to work outside the district.

East to west routes, especially for users of public transport, are less favourable. The major east west road links are M25 in the south of the district and A505 and A507 that cross from mid Bedfordshire into Hertfordshire.

Buses provide good local services in and around the main towns. Routes in the more outlying, rural areas are less well served. This does affect travel to work patterns for some jobseekers reliant on public transport especially if an industrial estate or retail area is on the outskirts of a town. Cross district rail routes are very limited. International Airports are located at Luton and Stanstead, near Bishops Stortford on the Herts /Essex border.

Principal Industries / Key Employers

Hertfordshire

The service sector features strongly in Hertfordshire to provide employment opportunities. Over 70 % of employees work in distribution, hospitality, banking and finance and the public sector (local authorities, health authorities and education).

The largest employer is the County Council. Other major employers include GlaxoSmithKline, Fujitsu, and T Mobile, DSG (Head Office in Hemel Hempstead, Ocado, Tesco (stores and Head Office) JD Wetherspoon (Head Office,) and the University of Hertfordshire.

Bedfordshire

In Bedfordshire it is a similar picture with the service sector providing the majority of the jobs. Distribution, public administration, education and health, and finance feature strongly.

Luton retains some vehicle production (IBC) and the Luton Airport site provides both permanent and seasonal vacancies - 5000 jobs across a range of employers including retail, security and aircraft servicing. Three large airlines Thomson, Monarch and EasyJet are based at the airport.

Around the rest of Bedfordshire Superdrug has based a large distribution warehouse in Dunstable. Near Bedford, there is an Asda distribution centre and Amazon has a warehouse by the M1 junction 13. Other distribution and warehouse sites are situated close to the main routes.

Both counties have the nationally known supermarkets and outlets of other major retail companies.

In the district over 1900 companies have signed up to the Local Employer Partnership (February 2009.) Employers in most sectors are involved the partnership.

Local Developments / Initiatives

Planning permission has been granted for a Centre Parcs village in mid Bedfordshire near Flitwick and this will provide in jobs in the hospitality & associated sectors. In Luton the former Vauxhall car plant site, now known as Napier Park, has planning permission to develop a mix of residential and employment units. The latter are for use as retail and a hotel development. Most of towns have plans in place to ensure they have a viable infrastructure to support growth. Housing development is planned across the district linked to providing employment opportunities for small and medium employers.

Local Service Outlets

There are 14 Jobcentre Plus offices in the district: Bedfordshire: Bedford, Biggleswade Dunstable Leighton Buzzard, Luton, Hertfordshire: Borehamwood, Hatfield, Hemel Hempstead, Hertford, Letchworth, St Albans, Stevenage, Waltham Cross, Watford.

Private and Voluntary Sector Provision

There are 3 New Deal providers in the district based in the following locations

TNG	Luton, Bedford and Waltham Cross
Kennedy Scott	Watford and Hemel Hempstead
North Hertfordshire College (NHC)	Hitchin and Stevenage

- Programme Centre provision is contracted out to Seetec and is run from their centres in Luton, Bedford, Watford and Stevenage. Seetec also run Lone Parent Programmes Centres in these locations
- Shaw Trust provides the Pathways to Work programme across the district. It also has contracts for two ESF funded programmes
- NHC also provides the Work Preparation Programme for customers with disabilities.
- The main Workstep provider is Bedfordshire County Council
- Jobcentre Plus (JCP) works closely with a number of non contracted organisations who can provide employment support and / or training to help customers back into work. These include the local colleges across the district, learn direct providers
- Customers with health problems or disabilities can be helped by Healthy Steps in Bedfordshire and Work Solution in Hertfordshire
- Jobcentre Plus has links with over 96 children's centres across the district
- The District is included in phase 2 of Flexible New Deal

Contract Package Area 8

Berkshire, Buckingham and Oxfordshire Hampshire and Isle of Wight Surrey & Sussex Kent

Berkshire, Buckingham and Oxfordshire (Thames Valley)

Berkshire, Buckinghamshire and Oxfordshire (Thames Valley) Jobcentre Plus District comprises of 9 Local Authority Districts (Cherwell, West Oxfordshire, Vale of the White Horse, South Oxfordshire, Oxford, Aylesbury Vale, Wycombe, Chiltern and South Buckinghamshire) and 7 unitary authorities (Milton Keynes, Reading, Slough, Wokingham, Bracknell Forest, Windsor and Maidenhead and West Berkshire).

Population

The working age population is 1,245,900 of which 1,079,900 are currently economically active. Berkshire, Buckinghamshire and Oxfordshire are affected by the economic downturn and the current trend is a decrease in those who are economically active. In January 2009, 28,584 are claiming Jobseekers Allowance this was an increase in month of 15.5% against a National average of 10.2%.

Established ethnic minority communities in Reading (20%), Slough (36%), Milton Keynes (8%), Oxford (14%) and High Wycombe (13%). These areas have migrant workers, asylum seekers and refugees. ESOL and Basic skills support is required.

Principal Industries/Key Employers

Recent developments since December 2008 have hit the local economy with large employers e.g. Honda, BMW, and Land Rover, Royal Mail laying staff off. The local manufacturing industries are in decline. Finance and IT (e.g. Microsoft) are making staff redundant. There are also closures in the retail sector (e.g. Woolworths, etc.). The future is uncertain even for some smaller high technology companies that had been thriving (e.g. biotech, motor racing (Williams & Renault)).

We did expect the main labour market in a large part of the District to be in the Retail, Hospitality and Construction Industries but with the impact of the economic downturn affecting this District more than most we are unable to comment at this present time. The most recent NOMIS data (2007) showed that district wide, the majority of employment was in the Service Sector (86.1%, compared to 83.0% nationally), followed by public administration, education and health.

Local Developments & Initiatives

Many construction/town centre regeneration projects have been put on hold or are being revised though there remains high pressure throughout the South East for additional housing development.

- **Bicester** proposal for a hospital announced on 09/02/09
- **Windsor** will host the Olympic Rowing at Dorney Lake in 2012 and is attracting investment in reduced traffic congestion and increased car parking
- **Maidenhead** should benefit from the planned £5 billion Crossrail plan which would link it with Central London, Essex and Kent

Local Service Outlets

There are 15 Jobcentre Plus offices in Abingdon, Aylesbury, Banbury, Bletchley, Bracknell, Chesham, Didcot, High Wycombe, Maidenhead, Milton Keynes, Newbury, Oxford, Reading, Slough and Witney.

Private & Voluntary Sector Providers

- Provider led Pathways to Work – Shaw Trust
- Progress to Work and Link Up – Turning Point
- The District will pilot the Personalised Employment Programme from March 2011

Hampshire

The north of Hampshire is in the London commuter area, while the south has its own travel to work area along the M27/M3 corridors. The southern coastal area also has leisure and tourism as a significant part of the labour market. There are four main administrative divisions; Hampshire County Council has eleven district councils and there are three unitary authorities in Portsmouth, Southampton and the Isle of Wight.

Population

The combined population is 1.8 million (2001 census). 80.3% of the working age population of Hampshire is in employment. For the unitary authorities the figures are Portsmouth-74.6%, Southampton- 73.1%. In line with the rest of the country, the number of Jobseeker Allowance claimants has risen steadily in the last six months to: Hampshire 15,059, Southampton 5,230, and Portsmouth 4,494. There are 62,035 businesses registered for VAT, employing 814,400 people.

Principal Industries/Key employers

Hampshire has a diverse industrial base. The largest sectors in terms of employment are Wholesale and Retail, Business Services and Manufacturing. There are also significant employment levels in Public Administration and Education. Recent years have seen new retail developments in Fareham, Portsmouth, Southampton, Basingstoke and Newport. These have brought additional employment opportunities and brought other economic benefits to the area. Even in the current difficult economic climate a new IKEA has recently opened in Southampton. However the expansion in the retail sector has now come to a halt. The marine sector is a growth area due to the nature of our location and this is an area that we will continue to build upon. Palmer Johnson are also looking for premises in Southampton.

Developments / Initiatives

There continues to be some growth in the service sector growth particularly around public health and care work. The recent decline in the manufacturing, construction and finance sectors is expected to continue. There are major projects in hand including the redevelopment of the Vosper Thornycroft site in Woolston and the new hospital in Portsmouth. The second of these is currently producing lots of opportunities in support jobs through Carillion.

Local Service Outlets

Portsmouth Area: Cosham, Fareham, Gosport, Havant, Portsmouth.

Southampton Area: Eastleigh, Hythe, Lymington, Ringwood, Southampton.

Mid/North Hants Area: Aldershot, Alton, Andover, Basingstoke, Bordon, Farnborough, Petersfield, Winchester.

Current Jobcentre Plus provision

Prime Contractors:-

- New Deal and Programme Centre are delivered by Careers Development Group
- New Deal self employment is delivered by Avanta Ltd
- Pathways to Work is delivered by Shaw Trust
- There is also an ESF Contract to engage disadvantaged customers. This is delivered by VT Southern Careers Ltd
- The District will pilot the Personalised Employment Programme from March 2011

Other provision:

The District has other specialist contracted provision and there is an extensive use of a wide range of Learning Skills Council (LSC) training (PET'S). This includes an Integrated Employment and Skills pilot which starts in February 2009 and will be delivered by VT Southern Careers under contract to the LSC.

Additional Information for Hampshire

The District has four Drug Action Teams in place, one for each unitary authority – Southampton, Portsmouth, Isle of Wight and one for the rest of Hampshire.

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 2,719,600 (2007). The latest reported employment rate is 79.6 per cent, varying from 74.2 per cent in Brighton & Hove to 80.6 per cent in West Sussex. Overall age distribution shows 12.6 per cent age 18-24, 41.9 per cent age 25-49 and 19.4 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 fewer than 10 people and account for nearly a quarter of all employment. 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.

Public Service employers have been largely unaffected by the current economic downturn.

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). A significant proportion of this funding has focused 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).

Local Service Outlets

There are 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.

Private and Voluntary Sector Provision

- Pathways to Work –under the choices model of delivery, this is led by Royal British Legion Industries and Action for Employment (A4E)
- European Social Funded provision to support unemployed people is delivered by Shaw Trust and Working Links
- The District is included in phase 1 of Flexible New Deal

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, and Shepherd Neame in hospitality. Thanet Earth, part of the Fresca group has recently moved into Thanet (Birchington), creating approximately 550 new jobs. They are part of the Fresh Produce Consortium (FPC) which is the trade association for the fresh produce sector in the UK. Overall employment is more concentrated in lower skill occupations (such as process and machine operatives).

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.

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.

Private and Voluntary Sector Provision

- Pathways to Work is led by Royal British Legion Industries
- The District is included in phase 1 of Flexible New Deal

Contract Package Area 9

Devon & Cornwall

Devon & Cornwall

Devon and Cornwall are large geographic counties, which include areas of considerable deprivation – generally at ward and neighbourhood level. There are rural areas, which are isolated due to a lack of public transport, and coastal outlets where economy is heavily dependant on tourism. Devon and Cornwall has a spectacular coastline, 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 are predominantly Exeter, Plymouth, and Torquay in Devon. In Cornwall the Camborne-Pool-Redruth and St Austell areas have been highlighted as areas with potential for significant economic development. Truro is the administrative centre. 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 average, but there is significant variation across the district. Average earnings in Devon and Cornwall are amongst the lowest in the country. The service sector remains one of the main sources of work with around one in ten employed in the hospitality industry. About 30 per cent of all employment is on the public sector. The economic downturn has hit the construction, retail and manufacturing sectors along with a large number of small redundancies across a range of sectors. Hospitality and social care continue to recruit strongly.

Transport

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.

Local Developments & Initiatives

The South West Region receives investment from the European Union Competitiveness and Employment Programme which includes both European Social Fund (employment and skills) investment and European Regional Development Fund (economic regeneration) until 2013. Cornwall and the Isles of Scilly is the only area in England to qualify for Convergence Investment (ESF and ERDF) due to the poor performance of the economy measured by Gross Domestic Product (GDP) per head. This means that

Cornwall and Scilly receive a much higher level of investment from the EU than the rest of the South West. Details of the Convergence Programmes can be found at www.convergence@cornwall.gov.uk and the Regional ESF Frameworks for the South West (includes Devon) and Cornwall and Scilly can be found at www.swrsp.org.

Cornwall has a well developed strategy to reduce worklessness and raise employment rates developed through the Local Area Agreement. "Cornwall Works" provides the overarching strategy, a unifying brand for delivery, a hub for information and central referral point and a vehicle for pooled funding to deliver the strategy. More information can be found at www.cornwallworks.org.uk.

There are worklessness forums in Plymouth, Torbay and Devon led by Jobcentre Plus Partnership Managers.

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.

Private and Voluntary Sector Provision

Pathways to Work is delivered by A4e and the District is in the first phase of delivery for the Flexible New Deal.

In Cornwall there is a vibrant voluntary sector and around 80% of DWP ESF activity is delivered through VCS organisations. Cornwall Voluntary Sector Forum is the umbrella organisation and Cornwall Centre for Volunteers co-ordinate volunteer bureaux.

In Devon, the Plymouth Guild offers a range of support and activities for people with disabilities as well as a volunteer bureau in Plymouth. The Torbay Advice network co-ordinate advice services in Torbay and Devon Rural Community Council co-ordinate activities across the Devon area.

Contract Package Area 10

Dorset and Somerset Gloucestershire, Wiltshire & Swindon West of England

Dorset and Somerset

Dorset & Somerset consists of 4 local authority areas: Somerset, Dorset, Bournemouth and Poole.

Population

Of the total population of 1.2 million, 43% live in Somerset; 33% in Dorset.

Principal industries / key employers

The District has major firms like AgustaWestland, Honeywell Aerospace. Clarks Shoes, Relvon Beds and Yeo Valley Organics all have their headquarters in Somerset. International companies such as Numatic, Gaymers (cider producers) and small specialist manufacturers like Ariel are in the District. BAE Systems (British Aerospace), Cobham plc and Bournemouth Airport's Aviation Park make Dorset a centre of aviation excellence. In Poole there is Sunseeker International. Poole supports Brittany and Condor Ferry operators as well as providing offshore/onshore support for BP Exploration and various bulk cargo ships. This harbour, alongside an impressive and diversified range of countryside, national park areas and heritage coastlines make Somerset and Dorset a very popular tourist destination. This has generated multiple holiday parks in the form of Butlins - Minehead, Warner - Cricket St.Thomas, Haven – Rockley/Weymouth Bay Seaview/Littlesea/Burnham-on-sea and Doniford Bay amongst others.

Other companies with a strong presence are JP Morgan, Barclays, Liverpool Victoria, RIAS, Lush Manufacturing Ltd, Ryvita, Kerry Foods Ltd, Unisys, Hamworthy Combustion Engineering Ltd, Penny+Giles, Revvo and Farrow+Ball to name but a few who give Dorset a varied and extensive blend.

Local developments / initiatives

Somerset Private and Voluntary Sectors

- Business Start Up programmes
- SCC and the Pluss organisation
- Princes Trust Team
- Nextstep
- Citizens Advice Bureaus
- Housing Associations

Local Service Outlets

There are 6 Jobcentre Plus offices in Somerset – Taunton, Bridgwater, Yeovil, Frome, Wells, and Minehead

There are 6 Jobcentre Plus offices in Dorset – Bournemouth, Poole, Weymouth, Bridport, Blandford and Winton.

Dorset Private and Voluntary Sectors

- Bridge2 Work (B2w)
- LSC/ESF Skills 4Jobs Programme
- Single Gateway Pilot for Information Advice & Guidance
- The District is part of phase 2 of Flexible New Deal

Gloucestershire, Wiltshire and Swindon

The JCP district of Gloucestershire, Wiltshire & Swindon covers the two County Council areas of Gloucestershire and Wiltshire along with the Swindon Unitary Authority area.

Population

The District has relatively small numbers of Black and Ethnic Minority groups and these tend to be concentrated in Gloucester and Swindon. Unemployment rates have been historically low across the District with small pockets of deprivation within certain rural and urban wards. The economic downturn has had a marked impact on the District with significant increases claimant totals. In January 2009, claimant count and economic inactivity figures are:

Area	Claimant count %	Economic inactivity %
Gloucestershire	2.7%	14.7%
Wiltshire	1.9%	17.5%
Swindon	3.6%	14.2%

Principal Industries/Key Employers

The table below reflects the principal industries and Key employers within the District

Industry	Area	Employer
Construction	Gloucester/Swindon	Major construction companies
Hospitality and Tourism	Throughout the District	Jurys hotel
Finance and Business	Cheltenham Gloucester Swindon and Salisbury	Nationwide, Zurich, Cheltenham and Gloucester, Endsleigh Insurance
Care/Home care	Throughout the District	
Distribution	Tewkesbury and Swindon	Swindon/ Tewkesbury – Wincanton, and Swindon Royal Mail sorting office
Retail	Swindon Salisbury Cheltenham and Gloucester	Designer outlet village – M&S in Orbital park, Asda Walmart, Major

		supermarkets, Major retail development in Gloucester with various retailers, and a wide range of retail outlets in Cheltenham
NHS Local authority	Throughout the district	
Manufacturing	Swindon,	Honda, Kenbrey Wiring, Biomet, Smiths - defence, Messier Dowty defence industry.

In Cheltenham GCHQ attracts approximately 6000 jobs covering various aspects of Defence work. Manufacturing within the Cheltenham and Gloucester district is made up defence contracts. There is planned large scale regeneration work in Swindon within the next couple of years; some work is under way with Jurys Hotel currently under construction and a possibility of 80 jobs available from May.

Local Developments and Initiatives

Gloucester City is undergoing extensive regeneration and “Gloucester Works” is the organisation that is coordinating activity to ensure that local people are able to access the jobs that are being created. In Swindon, the New Swindon Company is responsible for a 10 year programme of work to improve the Town Centre area. This £1bn investment is expected to generate over 6000 jobs.

Local Service Outlets

There are 12 Jobcentre Plus offices based in Tewkesbury, Cinderford, Coleford, Gloucester, Cheltenham, Stroud, Cirencester, Swindon Chippenham, Devizes, Trowbridge, and Salisbury.

Private and Voluntary Sector Provision

The District was part of the phase 2 rollout of Pathways to Work and the provider is Working Links.

The District offers a full range of provision under a Prime Contract and includes, New Deal Gateway, New Deal Options – ETF, VSO, FTET, Basic Skills, Work experience, Self Employment both for 18-24 and 25+ customers.

The District is included in phase 2 of Flexible New Deal.

The District offers the following Provision for customers on Incapacity Benefit:

- Pathways
- Workstep
- Workprep
- Job Introduction Scheme
- Access to Work
- ESF contracts will also be available to these customers.

West of England

The West of England District covers an area of 730 square miles and covers the local authority areas of Bristol, Bath and North East Somerset, North Somerset and South Gloucestershire.

Population -

The total population of the District is 1 million and has a working population of approx 522,000. The district has a diverse population with Black and Minority Ethnic groups making up 10.7% of the population. It has a long established African-Caribbean, Pakistani, Indian and Chinese population and a more recent influx from Somalia and Eastern Europe.

There are areas of severe deprivation and higher than average unemployment these include the local authority wards of Weston Super Mare, South and Central, Filwood, Ashley and Lawrence Hill. The economic downturn has impacted greatly on the financial sectors within the District, leading to a higher than average level of executives using Jobcentre Plus services to access employment.

Principal Industries/Key Employers

Major employers include Rolls Royce, Bristol, Bath & North East Somerset Council, South Gloucestershire Council, NHS, Lloyds / TSB, Axa Sun life, HBOS, RBS - Call centre, Airbus, RAC, Orange - call centre, Computershare and the Ministry of Defence - 5000 staff. Bristol has a number of out of town retail parks which are often linked with major supermarkets and hospitality chains offering many opportunities for employment. The extension of the central shopping area through the building of Cabot Circus in 2008 has attracted new high level retail outlets to the city. Construction opportunities exist with the building of Bath Southgate Shopping Mall and expansion of NHS services in Hengrove and Southmead. Further opportunities will become available through the building of several hi-tech Business Parks. Avonmouth Dock area is predominantly made up of commercial and distribution depots due to its motorway links. North Bristol, Aztec West area has a large number of Call centres supporting national organisations.

Local Developments/Initiatives

- Bath Southgate – Retail and Leisure, Phase 1 opening Autumn 2009
- Spark – Bristol and Bath Science Park (Hi-tech), Phase 1 (hub and embryonic units) to start 2009
- Bristol International Airport expansion, planned start 2009.
- Locking Parklands (Weston Super Mare) Hi Tech business Park

Local Service Outlets

There are 11 Jobcentre Plus offices based in Central Bristol, Bedminster, Bishopsworth, Easton, Horfield, Kingswood, Shirehampton, Yate, Bath, Clevedon and Weston Super Mare.

Private and Voluntary Sector Provision

- Pathways to Work is led by Working Links
- ESF JCP delivery is led by Tomorrows People Trust
- The District is included in phase 2 of Flexible New Deal

Contract Package Area 11

Birmingham and Solihull Black Country

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 1,010,200, with a working age population of 629,700. 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 203,600 with a working age population of 121,300. 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 occupational sector is Services employing 85.1% of the workforce. This percentage is higher than that for the West Midlands (79.4%) and Great Britain (83.0%). There are some 34,165 businesses in the City, and 27,195 of them employ 10 people or less. There are 30 businesses in Birmingham that employ more than 1,000 people each. The city has a long tradition linked to engineering and metal working industries. However, Manufacturing has declined from its peak in 1971 when it made up half of the City's employment, to its current rate of employing 10.6% of the workforce. The Public Administration, Education and Health Sectors employ 31.2% whilst Finance employs 22.6% of the workforce and Distribution, Hotels and Restaurants employ 22%.

In Solihull, three occupational sectors - Public Administration, Education and Health; Finance and Distribution, Hotel and Restaurants each all employ between 20% and 25.6% of the workforce. Manufacturing, although declining, remains a significant source of employment, providing employment in the car industry in particular with companies such as Land Rover. Business tourism is also a key sector; Solihull is home to Birmingham International Airport and the National Exhibition Centre. There is also a growing leisure sector accounting for over 8,100 jobs. There are some 8,355 businesses in the Borough, and 6,935 of them employ 10 people or less. There are 5 businesses in Solihull that employ more than 1,000 people each.

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), Local Area Agreements in Birmingham

and Solihull (LAA), Access to Employment Groups (AEGs), Employment Hubs: Building Health; Public Service Compact.

Local Service Outlets

There are 14 Jobcentre Plus 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.

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
- The District is included in phase 1 of Flexible New Deal
- Birmingham has 34 treatment providers

Black Country

Area

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 1,083,300 (working age 652,300). 69.1% 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. Under 20% of people in the Black Country make their living in these occupations. The major growth sectors in the District are now care, health and retail. 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 the Transport Interchange and I54 Technology sites in Wolverhampton, the development of West Bromwich town centre including a new Tesco store, the Waterfront, College and Tesco developments in Walsall town centre and further retail/leisure development at Merry Hill in the Dudley Borough.

Jobcentre Plus within the Black Country operates out of 14 Jobcentre sites as detailed below:-

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

Levels of worklessness in the Black Country are rising rapidly, with Jobseekers Allowance registers increasing by over 12,000 in the last 12 months.

The District is included in Phase 1 of Flexible New Deal.

There are eight main drug treatment providers across the District, two in each borough. Some take general referrals and others deal with specific customers such as those referred from the criminal justice system. In addition there are a number of smaller treatment providers.

Contract Package Area 12

Coventry and Warwickshire Staffordshire The Marches

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, 7.2 per cent of the economically active working age population are unemployed. In Warwickshire the figure is only 5.1 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 Daventry International Rail Freight Terminal (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.

Local Service Outlets

There are 8 Jobcentre Plus offices: Atherstone, Bedworth, Coventry Cofa Court, Coventry Tile Hill, Leamington, Nuneaton, Rugby and Stratford upon Avon.

Private and Voluntary Sector Provision

- Pathways to Work is led by Working Links
- The District is included in Phase 1 of Flexible New Deal

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). 2.17% of the population residing in Staffordshire are claiming Job Seekers Allowance. The latest JSA count for Staffordshire is 23,217 as of February 2009.

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) have 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.

Local Service Outlets

There are 9 Jobcentre Plus offices: Burton upon Trent, Cannock, Hanley, Kidsgrove, Lichfield, Longton, Newcastle under Lyme, Stafford, and Tamworth.

Private and Voluntary Sector Provision

- Pathways to Work is led by Jobcentre Plus
- The District is included in Phase 1 of Flexible New Deal

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 recent redundancies manufacturing is still an important sector in Telford, Redditch, Worcester and Kidderminster, with the Science Park in Malvern and a new IT Business Park in Ross-on-Wye providing opportunities in the IT/Science sectors. Tourism including the West Midlands Safari Park, hotels, B&B and restaurants are important across all three counties and in particular in the rural areas of Herefordshire and Shropshire. Retail sector employment is available in the large shopping centres present in all of the main towns and cities, with distribution vacancies particularly dominant at companies basing themselves in the M5 / M50/ M54 and M6 corridors.

Local Developments & Initiatives

- Malinslee and Donnington wards in Telford are part of City Strategy project
- Planning for a major redevelopment of central Hereford continues , this will include retail outlets, bars, restaurants and major residential schemes
- A Food Technology Business Park is currently in development in Shropshire
- Telford is planning the complete re-development of its town centre
- In Worcester the local University is building new facilities, including a major student accommodation block

Local Service Outlets

There are 17 Jobcentre Plus offices: Bridgnorth, Bromsgrove, Evesham, Hereford, Kidderminster, Leominster, Madeley, Malvern, Market Drayton, Oswestry, Redditch, Ross on Wye, Shrewsbury, Telford, Wellington, Whitchurch & Worcester. There are flexible service delivery sites situated in partners' premises in Bewdley, Bromyard, Droitwich, Hereford, Ledbury, Ludlow, Pershore, Stourport and Worcester University. The District also operates mobile services delivered from its Jobs Bus which visits many small villages and Market towns.

Private and Voluntary Sector Provision

- Pathways to Work is led by Remploy
- The District is included in Phase 1 of Flexible New Deal

Contract Package Area 13

Lincolnshire and Rutland Nottinghamshire Derbyshire Leicestershire & Northamptonshire

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 care, hospitality and tourism sectors with the East coast mainly dominated by seasonality. The South of the county, Boston and Spalding, has 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.

The past few months have seen significant changes to the national economy. Lincolnshire and Rutland, whilst not experiencing as many large scale redundancies as less rural areas, has seen an increase in redundancies in general. These have been mainly in the Food and Drink, Manufacturing and Retail sectors.

Local Service Outlets

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

Private and Voluntary Sector Provision

- Pathways to Work is led by Training Network Group Ltd
- An ESF programme (flexible route way)
- The District is included in Phase 1 of Flexible New Deal

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 working age population for Nottinghamshire is 673,600 with an employment rate of 69.3 per cent.

Principle Industries

Nottingham has around 20,000 businesses of which 1,100 are retail outlets. Pre economic downturn, Nottingham was 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 by 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.

Local Service Outlets

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

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
- The District is included in phase 1 of Flexible New Deal

Additional Information for Nottinghamshire

There are two Drug and Alcohol Action Teams (DAAT) within Nottinghamshire. They have both published Adult Drug Treatment Plans for 2009/10. The first is the City Partnership, the City working in conjunction with the Nottingham Crime and Drugs Partnership and Nottingham City Primary Care Trust. The second is the County working in partnership with Safer Nottinghamshire Board, NHS Bassetlaw and NHS Nottinghamshire County Primary Care Trust.

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 4.1 per cent and for the administrative county of Derbyshire 3.2 per cent, which compares to East Midlands and UK averages of 3.3 per cent and 3.4 per cent respectively (January 2009). Derbyshire Jobcentre Plus is concentrating efforts to help customers in disadvantaged wards. Unemployment rates in these wards are as high as 7.9 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 9,000 jobs by 2010.

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.

Private and Voluntary Sector Provision

ESF provision is in place to deliver a Jobmaets (multi-agency employment teams) service in Derbyshire from mid 2008 for a three year period. Three contracts are in place with 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. The District is included in phase 1 of Flexible New Deal.

Additional information for Derbyshire

- The District has several homeless hostels, mainly in the city and there is a real shortage of affordable housing across the whole of the District
- There are two prisons in the District – Derbyshire Foston Hall – a female training prison and Sudbury – a male open prison. Very few offenders from these prisons are released into the District
- From next year Nottingham prison will become a local prison and it is expected 80% of the prisoners will be from Derbyshire or Nottinghamshire

Leicestershire and 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 1,591,400 (Leicester City 292,600; Leicestershire 641,000 and Northamptonshire 657,800). Employment Rates are

65.5 per cent in Leicester City, 79.4 per cent in Leicester County (excluding the UA) and 80.4 per cent in Northamptonshire.

Principal Industries/Key Employers

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

Local Developments & Initiatives

There has been growth in Leicester City with the opening of the High Cross retail centre in October 2008 which is anchored by a branch of John Lewis.

Local Service Outlets

Leicester City: Charles Street, New Walk and Wellington Street
Leicestershire: Coalville, Hinckley, Loughborough, Market Harborough and Melton Mowbra
Northamptonshire: Corby, Daventry, Kettering, Northampton, Rushden and Wellingborough

Private and Voluntary Sector Provision

- New Deal is private sector led in Leicestershire
- Pathways to Work is led by Working Links
- A Sub Regional Partnership operates in Leicester
- The District is included in phase 1 of Flexible New Deal

Contract Package Area 14

West Yorkshire

West Yorkshire is part of the Yorkshire and Humber region and comprises the clusters of Bradford, Calderdale, Kirklees, Leeds and Wakefield. It is a vibrant mix of ethnic cultures and includes almost half of the regions economic output. It is the largest Jobcentre plus District and falls under the administrative area of 5 local authorities – Leeds City Council, Bradford Metropolitan District Council, Wakefield Metropolitan District Council, Kirklees Council and Calderdale Council.

Population

The population of West Yorkshire is 2,181,200. The working age population is 1,378,300. 72.4% of the working age population are in employment, 3.9% are claiming Job Seekers Allowance, 7.14% are claiming incapacity benefits and 2.08% are claiming as lone parents.

Principal Industries / Key Employers

West Yorkshire's economy has been relatively buoyant over the last few years. With the decline of its traditional textile and heavy engineering industries the district is now a major centre for finance, manufacturing and commerce and has a large presence of public services including health, education and government. However the impact of the economic down turn has to be taken into consideration impacting on Distribution and warehouse, Manufacturing and Retail.

Key growth sectors include communications industries, health and social care, Care assistants and home carers hospitality, logistics and agencies.

Local Developments / Initiatives

Leeds is seen as the fastest growing city outside London. The Aire Valley Regeneration initiative in the city has opened the largest employment site in Northern England. It is estimated that over 30,000 jobs will be created within the city over the next 20 years.

Wakefield's economy is moving forward and the city is taking advantage of its strategic location and development opportunities: Wakefield Waterfront project, Marsh Way development and Westgate re-development.

Smaller scale regeneration initiatives and mill redevelopments have been focused in the areas of Halifax, Dewsbury and Keighley. Huddersfield also has a number of opportunities based upon its University, strength in the creative industries, and development potential in the Lower Colne Valley.

Bradford has LEGI funding over three years to fund enterprise and self-employment activities. They have also been successful in securing working neighbourhood funds. The business led Urban Regeneration Company (URC) will transform Bradford's city centre. This will increase the city's competitiveness and generate job growth especially in retail and hospitality.

The District has good transport links via rail, road and air making it an ideal location for business start-ups and relocations.

Local Service Outlets

There are 25 Jobcentre Plus offices in West Yorkshire:

Leeds: Eastgate, Guiseley, Harehills, Morley, Park Place, Pudsey, Seacroft, South Leeds, Southern House

Bradford: Eastbrook Court, Westfield House, Keighley and Shipley

Wakefield: Castleford, Hemsworth, Pontefract and Wakefield

Calderdale: Brighouse, Huddersfield Castle House, Halifax Crossfield House Halifax Horton Street, Todmorden

Kirklees: Batley, Dewsbury, Spennings Valley

Private and Voluntary Sector Providers

West Yorkshire has one contract to deliver the current New Deal provision and a contract for Pathways to work, delivered by BEST and A4e respectively. Throughout West Yorkshire there are numerous organisations that form part of the VCFS who deliver support to worklessness individuals and families. Local authorities also take responsibility for the worklessness agenda and this is reflected in the work been delivered to meet the LAA Targets.

West Yorkshire is included in phase 2 of Flexible New Deal.

Contract Package Area 15

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. City Strategy invites the key stakeholders from the public, private and voluntary sectors to come together into a concerted local programme – a ‘consortium’ – to improve the way support for individual jobless people is co-ordinated and delivered on the ground. This is about agencies coming together with the ability and willingness to use the resources at their disposal flexibly, in ways that reflect local needs, support the consortium’s overall plan, and combine effectively with the money being spent by partner agencies.

Population

The combined population is 1,299,400. 70.9 per cent of the working age population of South Yorkshire are in employment. 4.2 per cent of the population residing in the area are claiming Job Seekers Allowance (nationally 3.4 per cent). Customers in receipt of Income Support comprise 6.3 per cent and those in receipt of Incapacity Benefit 6.9 per cent.

Principal Industries Developments / Initiatives

South Yorkshire has a diverse labour market the high volume heavy industries of metals and mining have been replaced by jobs in the service sectors. The current principal occupational areas are ever changing due to the current economic climate. However, the main occupational sectors are listed below:

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 Humberside Region, South Yorkshire is well positioned to take advantage on any further growth in this sector.

Construction – Most of the major towns and cities are undergoing major redevelopment works.

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 focused 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 Chefs, kitchen and housekeeping.

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.

Local Service Outlets

There are 15 Jobcentre Plus offices in the district:

Barnsley:	Dinnington; Goldthorpe; Maltby; Rotherham; Wombwell;
Doncaster:	Thorne; Mexborough; Sheffield – Bailey Court; Sheffield - Cavendish Court;
Sheffield:	Hillsborough; Sheffield - Eastern Avenue; Sheffield - Woodhouse; and Sheffield - Chapeltown

Private and Voluntary Sector Provision

An Employment Zone operates in Doncaster. Employment Zones is a three stage programme which offers practical support to help customers back into work.

Pathways to Work is a programme run by Jobcentre Plus and provides extra support to help customers with a health condition or a disability to move in to work or to be able to work in the future. Pathways to Work in South Yorkshire is delivered solely by Jobcentre Plus.

The District is included in phase 1 of Flexible New Deal.

Contract Package Area 16

North East Yorkshire and the Humber

The Jobcentre Plus 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 11,069,000. 73.3 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;
- healthcare and bio-medical technologies.

The city of Kingston upon Hull has the highest unemployment in the Y&H region at 8.8 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. Construction of a mixed use development, The Boom, on the east bank of the River Hull corridor is now underway with construction of a 129 bed premier Inn. Further planned construction of apartments, offices restaurants, cafes and a new foot bridge have now been put on hold.

The ambitious £100m facelift plans for the fruit market are currently on hold and the Princes Quay shopping centre has been put up for sale. The potential sale of the centre leaves a question mark over the future of the proposed £300m Quay West extension project, which included plans for two department stores and up to 60 new shops. 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). Recently however manufacturing has suffered due to the economical downturn, particularly the caravan industry and its supply chain. There have also been closures in Hull at Birds Eye (loss of 600 jobs) and Young's Bluecrest (200 jobs) highlight the vulnerability of this sector as a whole.

Hull has also been impacted with the closure of the Welcome finance site in Willerby with the loss of 400 jobs.

There are a number of labour market developments and opportunities within the East Riding of Yorkshire.

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 3.8 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 6.3 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 5.3 per cent.

The Total Lindsey Oil Refinery (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.

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.

Private and Voluntary Sector Provision

- Pathways to Work is provider led
- New Deal is private sector led in South Humber
- The District is included in phase 1 of Flexible New Deal

Contract Package Area 17

Cumbria & Lancashire Greater Manchester Central Greater Manchester East and West Cheshire, Halton & Warrington

Cumbria and Lancashire

Area

In the North West of England lies the Cumbria and Lancashire Jobcentre Plus District. It comprises of the administrative areas for the two county councils of Cumbria and Lancashire. Within these there are two unitary authorities - Blackburn with Darwen and Blackpool - along with eighteen local councils. The district is sandwiched between city and rural idyll. In total the district footprint covers 71% of the North West region meeting the Yorkshire Dales in the East, Scotland in the North, Greater Manchester in the South and bound by the Irish Sea in the West.

Population

The total population of the area is 1.9 million people (2001 Census), the majority of these (75%) live in the Lancashire county area. The total working age population of the district is just over 1.1 million (GONW Information Team 2009). There are established ethnic minority communities in many parts of the district but mainly centred in East Lancashire and the city of Preston where some areas have twice the national average of ethnic minority residents. Throughout the District 35,811 people were claiming Job Seekers Allowance (JSA) at the end of January 2009 whilst in Aug 2008 102,230 people were claiming Incapacity Benefit (IB).

Infrastructure

The M65 runs through the central belt of East Lancashire linking the main towns of this area. It connects with the M6 and M61 to the west, whilst the M66 provides a direct route through to Manchester, the M60 and the M62. The M55 connects the west of the district with the M6 as does the M58 which provides a link into Merseyside. The road network is more limited in the north of the district as a large part of the area is covered by the Lake District National Park. The A66 forms one of the main arterial routes across the north of Cumbria linking the M6 with the coastal towns of Workington and Whitehaven.

The rail network services most of the main towns, with the exception of the Lake District. The rail network links into the west coast main line which runs services to London, Birmingham, Glasgow and Edinburgh.

Bus transportation is inconsistent across the district with the urban areas having a greater coverage than some of the more rural parts i.e. the Ribble Valley and Skelmersdale are poorly served by local bus routes.

Travel to work patterns are not restricted to Cumbria and Lancashire alone as in the south of the district residents commute into the cities of Manchester and Liverpool.

The district boasts four universities: University of Central Lancashire (UCLAN), University of Cumbria, Edge Hill University and Lancaster University, together with a host of Colleges of Further Education.

Principal industries and key employers

Cumbria

The largest employer in the county is the public sector employing 52,000 people whilst around 43,000 work in retail. The manufacturing industry employs 37,000 - this figure, while declining in recent years, has not fallen to the same extent as it has in other parts of Europe. Tourism provides an important boost to the county's economy and 21,000 people work in hotels and restaurants across Cumbria. Perhaps surprisingly for a county where farming is so important, only just over 3,000 people are directly employed in agriculture. However the industry supports a further 10,000 jobs and the sector is crucial because the farmed areas tend to be the most sparsely populated.

Lancashire

With a £21bn per annum economy and home to more than 41,000 businesses, Lancashire is one of the largest sub-regions in Britain in respect of its contribution to national output. Within the North West alone, Lancashire provides about a fifth of the region's total economic production of goods and services.

The districts employment opportunities vary according to locations. Blackpool and the Lake District have a high percentage in tourism, East Lancashire has a manufacturing base, and Preston and Barrow are host to BAE systems offering high level engineering careers. West Cumbria is at the forefront when it comes to the global nuclear industry and boasts considerable expertise in renewable energy, including offshore wind farms, oil and gas. It's an integral part of Britain's Energy Coast™ Masterplan.

Local developments and initiatives

Sub Regional Partnership – Blackburn with Darwen

The aim of the sub regional partnership initiative is to develop a significant role in increasing local employment rates, ensuring those most disadvantaged in the labour market receive the help and guidance they need. In doing so, it should contribute to the government's long-term aims of increasing the number of people in work and tackling child poverty. It should ensure provision is more attuned to the needs of local employers so individuals gain the skills and attributes they need to access the particular jobs that employers have to fill.

Jobcentre Plus works closely with all the county councils, unitary and local authorities through Local Area Agreements. Local Area Agreements (LAA) set out the priorities for a local area agreed between them and central government (the local authority and Local Strategic Partnership) and other key partners.

LAAs simplify some central funding, help join up public services more effectively and allow greater flexibility for local solutions to resolve local circumstances.

The 4 LAAs in the district are:

- Cumbria County, with 6 non unitary authorities
- Lancashire County, with 12 non unitary authorities
- the unitary authority of Blackburn with Darwen
- the unitary authority of Blackpool

There are also 2 Multi Area Agreements (MAA) in Lancashire

- Pennine Lancs MAA, with 5 non unitary authorities and Blackburn with Darwen
- Fylde Coast MAA, with 2 non unitary authorities and Blackpool

Jobcentre Plus has a proactive relationship with both Cumbria and Lancashire Learning and Skills Council (LSC), CXL, Business Link, Princes Trust, and various national/local voluntary organisations including Citizens Advice Bureau and the Probation Service. Jobcentre Plus has an excellent relationship with the local Primary Care Trusts who are our partners in the delivery of Pathways to Work.

Local Service Outlets

There are 27 Jobcentre Plus offices in the District: Accrington, Bacup, Barrow, Blackburn, Blackpool X 2, Burnley, Carlisle, Chorley, Cleator Moor, Clitheroe, Colne, Darwen, Fleetwood, Kendal, Lancaster, Leyland, Maryport, Morecambe, Nelson, Ormskirk, Penrith, Preston, Rawtenstall, Skelmersdale, St Annes, Whitehaven, Workington.

Private and Voluntary Sector Provision.

The district is proud of its vibrant voluntary sector which offers a wide range of diverse opportunities for people to engage in. The Jobcentre Plus European Social Fund (ESF) contract is delivered across the district by one provider covering four different elements of support: customer engagement, community projects, introduction to construction and work skills.

The District is included in phase 2 of Flexible New Deal.

Working closely with the LSC providers on the Local Employer Partnership (LEP) agenda the District offers both employers and customers pre employment training to LEP vacancies.

In April 2003 East Lancashire was one of only seven districts nationally to introduce a new initiative to help those customers claiming Incapacity Benefit to return to work. Now nationally available, Pathways to Work revolutionises the way Jobcentre Plus interacts with customers on IB and since the launch has been operating very successfully in conjunction with our partners in the National Health Service.

Delivering the new agenda has been achieved by close liaison and joint working with the training Primary Care Trust (tPCT). The whole programme of help has been designed to be flexible and delivered to meet individual customer need. Incapacity Benefit Personal Advisers (IBPAs), employed by Jobcentre Plus, work alongside NHS trained Occupational Therapists to identify and action those needs.

Single Point of Contact Drug Treatment Providers are:

Burnley, Pendle and Rawtenstall – Lancashire Care NHS Foundation Trust Substance Misuse Services

Blackburn with Darwen – Evolve;

Hyndburn and Ribble Valley – Lancashire Care NHS Foundation Trust Substance Services

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 of 586,000 (June 2008) with an employment rate of 68.9%. 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 (BME) 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	61.1%	(44.4%)
Salford	74.5%	(60.7%)
Trafford	81.6%	(69.1%)

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 across Greater Manchester including the City Strategy, New Deal for Communities and Urban Regeneration Areas. Greater Manchester LAs have come together under a Multi Area Agreement to address worklessness issues.

Local Service Outlets

There are 17 Jobcentre Plus offices 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.

Private and Voluntary Sector Provision

- ESF funded DWP provision has been available from July 2008.
- Pathways to Work is led by Jobcentre Plus.
- The District is included in phase 1 of Flexible New Deal

Additional Information for Manchester Central

The three Local Authority areas within the District are distinct:

- Trafford is relatively affluent and problem drug use is limited, though alcohol issues are prevalent. There is provision for drug and alcohol treatment and recovery services in Stretford
- Salford has a large number of drug users in treatment and many customers have problems with alcohol misuse. Drug treatment provision is available in Eccles, Little Hulton and Central Salford and rehabilitation available in Pendleton
- Manchester has a large number of drug users many of which live in B&B accommodation within the inner city. Many have multiple barriers such as drug and alcohol addiction, criminality issues and mental health problems

There are several treatment providers based around the city and suburbs, which include needle exchange services and programmes and activities for service users in treatment and recovery.

Greater Manchester East and West

The Jobcentre Plus district of Greater Manchester East and 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 11 per cent in Bolton. There are pockets of severe deprivation and high unemployment in Bolton, Oldham, Rochdale and Wigan, with large numbers of Incapacity Benefit claimants in some areas. The employment rate for the District is 75.6 per cent (2008).

Principal Industries/Key Employers

Major employers within Bolton include Bolton Council who employ 13,000, Royal Bolton Hospital and Warburtons Bakery.

Bury's major employment sectors include many contact centres, for example O2, DSGI, Lloyds/TSB. A major manufacturer is Tetrosyl.

Oldham Metropolitan Borough Council (OMBC) is Oldham Borough's single largest employer and The Spindles and Town Square shopping centres are amongst the largest in the North West. Major employers include First Manchester, The Royal Oldham Hospital, Littlewoods Home Shopping Group, Diodes Incorporated and Park Cake Bakeries.

In Rochdale they are working on the Kingsway Business Park aiming to employ 7,000 people in the next 10 to 15 years. The largest employers are Rochdale MBC, Minky, JD Sports, Boots, Argos, McBrides Chemicals and Express Gifts.

Stockport's largest employers are Stockport Council, Stockport NHS and British Aerospace who are continuing the tradition of aircraft production within the borough. There are international companies with a presence in Stockport, for example Adidas and NXP Semi-Conductors. Call centres include British Gas and The Automobile Association.

The Wigan and Leigh area is home to The Grand Arcade Shopping Centre, which opened in 2007 and is a major retail employer; it was also the world's first Carbon Neutral Centre. Leigh Sports Village is the biggest investment in public sports, recreational and educational facilities within Wigan Borough for many years and is transforming Leigh into one of the finest hubs of activity in the North West. Wigan MBC, employing 12,500, and the NHS Trust are the largest employers. Manufacturing is dominated by the food and drink sector and features the renowned Pataks, Heinz and Hitchens Foods.

Tameside Borough incorporates the towns of Ashton-under-Lyne, Audenshaw, Denton, Droylsden, Hyde and Stalybridge. The largest employers are Tameside MBC and Tameside NHS Trust and large retail and leisure areas include Ashton Moss, Snipe Business Park and Arcades shopping centres. There is an Ikea store in Ashton and Asda, Morrisons, Tesco, Aldi and Lidl are flourishing in most of the towns. Food processing firms include Grampian Pork and Dalehead Foods. Kappa Packaging is a large packaging manufacturer in Stalybridge and the British Gas Call centre is a major employer in Hyde.

Local Developments/Initiatives

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

Local Service Outlets

There are 16 Jobcentre Plus offices based in Ashton-in-Makerfield, Ashton-under-Lyne, Atherton, Bolton, Bury, Farnworth, Heywood, Hyde, Leigh, Middleton, Oldham, Prestwich, Rochdale, Stalybridge, Stockport, Wigan.

Private and Voluntary Sector Provision

- Pathways to Work are led by Shaw Trust
- The District is included in phase 1 of Flexible New Deal

Single Point of Contact Drug Treatment providers:

Oldham – Addiction Dependency Solutions
Rochdale Heywood Middleton - Community Drugs Outreach Team
Bury and Prestwich – Bury Community Drugs Team
Bolton & Farnworth – Phoenix Futures

Wigan and Ashton in Makerfield – Wigan Community Drugs Team
Leigh and Atherton – Leigh Community Drugs Team
Stockport – Criminal Justice Support Workers
Tameside – Tameside Substance Misuse Service

Cheshire Halton and Warrington

From the 1st April 2009 the Jobcentre Plus District of Cheshire Halton and Warrington will be covered by the new unitary authorities of Cheshire East, Cheshire West and Chester joint authority.

Both Halton Borough Council and Warrington Borough Council remain.

Geographically Cheshire Halton and Warrington covers a large geographical area. Demographically the District has its contrasts with areas of significant affluence together with wards of marked deprivation.

The parts of Cheshire covered by the District include the larger towns of Crewe, Warrington and Macclesfield together with the City of Chester.

Halton includes the towns of Runcorn and Widnes Transportation links within the District are generally good, Motorways M6, M56, M53 and M62 passing through parts of the District. The main West Coast rail line passes through Crewe and Warrington, with further good rail links at Chester and Macclesfield.

Population

The population of Cheshire and Halton number 808,200. Unemployment levels currently stand at 16,580 (NOMIS January 09) for customers claiming Job Seekers Allowance, proportionally towns with the highest rates of claimants are Warrington 21.4%, Crewe 12.8%, Runcorn 11.7%.

Principal Industries/ Key Employers

Manufacturing accounts for no more than 14% and construction just under 5%, just over 81% of industry is covered by services, largest of which are over 25% in distribution, hotels and restaurants and over 22% in finance, IT and other business activities with a further 23% in public admin, education and health.

Major supermarkets have large distribution centres at Middlewich (Tesco) and Northwich (Morrisons). Warrington have multiple large organisations distributing from its Hardwick Grange Industrial Estate adjacent to the M6 and M62 Motorways.

The automotive sector is of major importance to Cheshire with over 60 companies and 9,000 skilled personnel, from large to small scale suppliers, major motor manufacturers include Vauxhall and Bentley Motors in Ellesmere Port and Crewe.

The Biotechnology and Pharmaceuticals sector is of key importance to Cheshire's economy, with 50 companies employing 8,500 staff, Astra Zeneca in Macclesfield being the world's second largest manufacturing plant.

Tourism in Cheshire is worth over £800 million annually.

Local Developments/Initiatives

The Major Projects Department of Halton Borough Council are currently managing the Castlefields Regeneration, Widnes Waterfront Economic Development Zone and Mersey Multimodal Gateway.

Local Service Outlets

Chester, Congleton, Crewe, Ellesmere Port, Macclesfield, Nantwich, Northwich, Runcorn, Warrington, Widnes, Wilmslow, Winsford.

Private and Voluntary Sector Provision

- Cheshire and Warrington is a provider led Pathways to Work Choices District, this provision is delivered by In-Training and TNG
- Halton Pathways is covered by Jobcentre Plus
- Our ESF contract covers Cheshire Halton and Warrington and is delivered by TNG
- The District currently have 2 p2w providers EASE and Social Partnership
- The District is included in phase 2 of Flexible New Deal

Contract Package Area 18

Merseyside

Area

An impressive recent renaissance has seen the area become a significant driver of growth within the North West economy, with a total value of over £17bn, 540,000 jobs and nearly 40,000 businesses.

The Merseyside District of Jobcentre Plus is located on the northwest coast of England and covers Southport in the north to as far south as South Wirral. Merseyside is a predominantly urban area, but has some farming areas and some excellent beaches; with very good motorway and rail links and an excellent public transport infrastructure. The area has an economically diverse history with industries as different as mining and car manufacturing once being leading employers. Now services industries, care, hospitality, manufacturing and the civil service now being some of the leading employers. Merseyside Jobcentre Plus district covers five Local Authority Areas of: Knowsley, Liverpool, Sefton, St Helens and Wirral. The District is one of five in the North West Region.

Population Demographic

The North West Region of Jobcentre Plus serves a community of almost 7 million, with over 1.46 million being resident in the area covered by Merseyside District. Merseyside has a working age population of over 0.8 million and as with the rest of the country has an aging population with over 0.25 million being over retirement age.

Unemployment has risen in the District as it has in the rest of the country and the sectors most effected such as construction and banking have been hit hard in Merseyside. Employment rates (%) for the District are as follows: Knowsley 70.6; Liverpool 73.8; Sefton 72.7 St Helens 71.1 and Wirral 75.0. The North West Region had a Jobseekers Allowance (JSA) register of 195119 in April 2009 equating to 4.6% of it' working age population, 393610 people claiming Incapacity Benefits (IB) which is 9.3% of the population and 94,150 lone parents on benefit equating to 2.2% of the population. Merseyside District mirrors or is slightly above average in all of these categories with Liverpool having the highest percentage of JSA customers (11%) and Knowsley the highest IB (13.2%).

Figures from the Office of National Statistics published in 2007 Merseyside residents in work had an average hourly pay of £10.50. Compared with £11.10 for the North West region and a national average of £12.00, breaking this down into boroughs St Helens fairs worst at £10.00 per hour and Wirral has the highest hourly rate of £11.30.

Infrastructure

In the run up to the European Capital of Culture calibrations in 2008 the City of Liverpool massively invested in a redevelopment the city centre highways and the city's main road arteries. Though disruptive at the time traffic now follows smother in the city centre. Liverpool, Knowsley and St Helens are all served by the M62 giving excellent links to the M6, as does the M57 and M58 for Sefton. Merseyrail's northern line train service links all boroughs together on an efficient electric rail service. Plan to improve the north west main

line at a cost of £2.3 billion has been approved which will further improve passenger transport by 2012.

The M53 motorway on the Wirral gives access to Chester, and the M56 to Manchester. The Wirral area is separated from the remaining part of the district by the river Mersey. Merseyside is also serviced by Liverpool John Lennon airport in Speke connecting with more than 60 destinations. Liverpool Lime Street station offers regular, direct services to London and other major conurbations. An excellent transport infrastructure also includes an underground rail network, regular bus services, hackney cabs, commuter ferries across the River Mersey and relatively congestion-free motorways. Merseyside also benefits from the historically important port area including the new passenger terminal.

Principal industries and Major Employers

Merseyside's traditional industries of dock work, manufacturing have both experienced a contraction in numbers and coal mining in St Helens has ceased. However, although now only employing a fraction of the numbers of people they once did Jaguar Land Rover in Knowsley and The Mersey Docks and Harbour Company in Liverpool and Sefton are two of Merseyside's largest employers. Unilever still employ over one thousand people in manufacturing, warehousing and logistics in the Wirral as do Pilkington's Glass manufactures in St Helens and with the recent increase in Merseyside's tourist trade the hospitality industry has seen a substantial growth especially in Liverpool and with a large resurgence in Southport. The growth in telephone shopping and banking had seen a huge growth in local employment in this sector. Although the industry has experienced some recent losses it still boasts some of the largest employers in the District especially in the Kirkby area of Knowsley.

The Public Sector in Merseyside contains a number of large employers the five local authorities, The Child Maintenance Enforcement Commission and Her Majesty's Revenues and Customs being major players. The Local Health Authorities and Primary Care Trust have also increased the numbers employed in recent years and are now some of the districts larger employers as are the universities and colleges.

Liverpool City Centre's £920 million regeneration led to the opening of the shopping area Liverpool One providing over three thousand retail jobs being created. Combined with supermarkets such as Morrison opening in the south of the city and new Tesco Super store proposed in Sefton the retail sector still shows growth.

Local Service Outlets

23 Jobcentre Plus Support local offices in Aintree, Belle Vale, Birkenhead, Bootle, Bromborough, Crosby, Edge Hill, Everton, Garston, Huyton, Kirkby, Newton Le Willows, Norris Green, Old Swan, Southport, St Helens, Toxteth, Upton, Hoylake, Wallasey, Wavertree, West Derby, Williamson Square

Provision and Labour Market Initiatives

Main stream provision in Merseyside is supplied by: Training Network Group (TNG);A4e; Crosby Training; Sencia; Working Links; Inbiz; Tomorrow's People; Interactive Training Management. European Social Fund (ESF) Provision being provided by Working Links and Working Solutions.

The District is included in phase 2 of Flexible New Deal.

There are nine progress2work (p2w) and progress2work LinkUP (p2wLinkUP) contracts in Merseyside. The Social Partnership (TSP) is the provider for six contracts and the remaining three are run by Alternatives who are a branch of The Lighthouse Project.

In recent years Merseyside has completed some high profile activity in the areas on Ambition Health and Ambition Energy with real success. The District's LMRA and Sales Team are continually engaging with LEP employers to push the employment of "harder to help customers".

Local Employment Partnerships (LEPs) are partnerships between JCP and employers where employers will sign up to offering disadvantaged people opportunities. JCP will in turn, offer a package of support to help customers become ready for work. The national target with LEPs is to secure 250,000 opportunities by December 2010. As of December 2008 more than 90,000 customers nationally have found employment via LEP.

Service Level agreements (SLAs) are in place with many LSC and Learn direct providers, and with Princess Trust making their provision more accessible to New Deal for Lone Parents (NDLP) and New Deal for Partners (NDP) customers.

In joined up working between JCP and the LSC Merseyside the District have Employability Training which is available with day one eligibility to non New Deal customers.

Within the District there are many examples of private and voluntary sector provision that is available to support all Jobcentre Plus customers and help them to move into employment. The projects available are funded through various sources of funding which means that what is available is constantly changing.

All Jobcentre Plus offices have good links with local employers and regular events with both contracted providers and local service providers to advertise and arrange access to a wide range of support for customers.

Contract Package Area 19

Tees Valley Northumbria South Tyne & Wear Valley

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 659,700 including 322,300 males and 337400 females. In June 2008, Hartlepool had the highest unemployment proportion at 9.3 per cent, whilst Darlington had the lowest with 5.8 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	5.8%	2.3%	9.7%
Hartlepool	9.3%	3.0%	13.4%
Middlesbrough	8.9%	3.7%	12.2%
Redcar and Cleveland	6.9%	2.6%	11.1%
Stockton	6.5%	2.3%	9.0%

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 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. Redcar and Cleveland will see an increase in the numbers of vacancies in the Warehousing and Distribution Sectors with the completion of the Tesco Distribution Centre at Tees Port when approximately 400 Operators will be required before Dec 2009.

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).

The District is included in Phase 1 of flexible New Deal.

Northumbria

Northumbria District is wide and varied in its make up and encompasses both urban areas such as Newcastle City and Gateshead stretching through Blaydon, Felling, South East Northumberland, North Tyneside and the more rural areas of Berwick in the North and Hexham and Prudhoe in the West of Northumberland.

Travel to work patterns differ widely across our District. Customers in Newcastle, North Tyneside, Gateshead, Blaydon and Felling have good public transport links via buses plus the Metro system and are generally able to travel throughout the Tyneside area with relative ease as part of their travel to work pattern. However, there are issues with public transport in large parts of Northumberland, especially within the far West and North West part of the County, where most customers rely heavily on car travel.

Population

Local Authority	Population	Unemployed JSA Claimants
Alnwick	32300	582
Berwick-upon-Tweed	26000	486
Blyth Valley	81300	2342
Castle Morpeth	49800	810
Gateshead	190500	5454
Newcastle upon Tyne	271600	7908
North Tyneside	191600	5345
Tynedale	59500	791
Wansbeck	61700	2156

Principal Industries / Key employers

The main sectors identified within Northumbria District are Transport, Retail, Hospitality, Public Sector, Business and Finance, Construction, Health Care, Leisure and Tourism, Agriculture, Engineering and Manufacturing.

Some of the largest employers with the District include: DWP, National Health Service, Arriva, Barratt, Dunlop, Formica, Greggs, Nestle, Northern Rock, Orange, Procter & Gamble, and Sage, although some of these organisations and employment sectors have been adversely affected by the economic downturn.

Northumberland

More than half the population live in the urban southeast corner in an area covering less than 5% of the total land area. The last ten years has seen decline in the mining and manufacturing industries. However retail, tourism, public and business services have all seen major growth over the same period.

North Tyneside

Previously heavily reliant on the manufacturing industry, the area survived the previous downturn by expansion of retail, education, government and leisure sectors.

Newcastle

There has been a resurgence of marine engineering and stability of financial and professional services. There is a growth of universities and colleges as businesses in their own right, developing new businesses and supplying graduates to local labour market.

Gateshead

The Gateshead conurbation which includes the Blaydon and Felling sites has one of the most integrated transport systems in the UK, combining a network of bus operators, the Metro and good road and motorway links. The local economy is dominated by small to medium employers operating mainly in the service sector. Work is currently underway to completely redevelop Gateshead Town Centre.

Local Service Outlets

There are 18 Jobcentre Plus local offices: Newcastle City, Newcastle East, Newcastle West, Gateshead, Blaydon, Felling, Alnwick, Ashington, Morpeth, Bedlington, Berwick, Blyth, Cramlington, Hexham, Killingworth, North Shields, Wallsend, Whitley Bay,

Private and Voluntary Sector Provision

- Within our District we have Private Sector Led New Deal for North Tyneside and one Prime Provider delivering New Deal for the remainder of our District. ESF provision is available via a Prime Provider contract
- The District is included in Phase 2 of Flexible New Deal
- Jobcentre Plus works closely with external organisations to improve employability within our District. These include: LSC, Tyne and Wear City Region Employment Consortium, Newcastle Futures, Wansbeck Works, The Local Authorities covering our District

South Tyne & Wear Valley District

The District of South Tyne and Wear Valley was created in April 2006, incorporating the areas of South Tyneside, City of Sunderland and County Durham. The boundary to the north is the south bank of the River Tyne; to the South it is Tees Valley, the North Pennines to the West and the coast of the North Sea to the East. There are 16 Jobcentre Plus offices within the new District.

County Durham

County Durham occupies an area of around 860 sq miles in the heart of the North East Region and is mostly rural, with the largest urban centre being Durham City with a population of just over 87,000. The settlement pattern is unique with over 60% of population living in settlements of less than 10,000 people. Despite its attractive setting, many of the County's settlements suffer from high levels of deprivation, coupled with severe difficulties in terms of accessing jobs, learning and services e.g. to help address this we have introduced Local Employment Partnerships to bring local jobs to local people. County Durham is classified as having low density of population with medium unemployment. The more rural Areas in Teesdale and Wear Valley Districts were affected by transport issues, however Durham County Council have developed a local transport plan. The plan is to increase access to rural areas and major links in the county by getting rural areas better connected to the main highway network in the county, this will enable Jobseekers in rural areas to seek employment in a wider area.

April 2009 sees County Durham Unitary Authority's structural change, replacing the 2 tier system of local government and amalgamating the former 7 District Councils spanning County Durham. The highest numbers of Jobseekers Allowance customers seeking work are concentrated in the former Local Authority Areas of Durham City, Derwentside (Stanley and Consett), Sedgefield (Spennymoor and Newton Aycliffe), Easington (Peterlee) and Wear Valley (Bishop Auckland and Crook).

Durham has one of the highest levels of Incapacity Benefit (34,240) claimants in England, accounting for approximately 11% of the workforce within Durham.

County Durham had a tradition of deep coal mining. All of the coalmines have now closed and despite financial investment there remain high pockets of unemployment, social deprivation and economic inactivity within the county.

Over the last two years Jobcentre Plus has introduced Pathways to Work and plays a lead role delivering the Local Area Agreement which has resulted in a significant reduction of Incapacity Benefit customers from 36,200 in May 2005 to 34,200 in Aug 2008.

The County of Durham has a strong reliance on the manufacturing sector (24.5%) for all employment within the County; with 30.5% of employees in the County being employed in Public Administration, and Education and Health (indicating a 5.9% increase over the past two years). Although the latter part of 2008 saw many large scale redundancies particularly affecting the manufacturing sector.

South Tyneside

South Tyneside covers 25 sq miles with six areas – South Shields, Jarrow, Hebburn, Boldon, Whitburn and Cleadon. This being the smallest part of the District with a population of approximately 151,000.

Through the 19th Century and first half of the 20th Century, South Tyneside built up world-renowned shipbuilding, coal mining and heavy engineering industries. The area suffered industrial decline in the 1970s and 1980s with severe social and economic consequences and in December 2001 had the worst unemployment rate in England and Wales.

After significant efforts by Jobcentre Plus and its partners to tackle the problems of unemployment and economic regeneration, South Tyneside had climbed 12 places up the list by December 2004 of index of multiple generation and a further 5 places by December 2005 (Source NOMIS Job Seekers Allowance claimant count rate). A partnership project 'Making Headway' programme led by Jobcentre Plus and South Tyneside Council has recently been implemented in the borough. Making Headway is a community-based holistic service which takes mainstream Jobcentre Plus programmes into local community settings alongside a new Support Worker service.

City of Sunderland

The City of Sunderland has a population of 280,300. Historically, the City of Sunderland has relied heavily upon manual industries, such as shipbuilding and coal mining, for its economic prosperity. Following the demise of these manual industries, the City of Sunderland is being transformed to an area that provides high quality service-delivery outlets and large scale automated manufacturing. There has been a rise in the number of call centres and some automated manufacturing companies are following the example of Nissan, by locating their businesses here. With the development of hi-tech offices and purpose built industrial units there has been a change to the traditional work with a vast majority of the workforce undertaking training to pursue a different direction within their employment.

In the last 10 years the City of Sunderland's economy has been improving as it has performed better than the North East as a whole. Employment gains have come mainly from the expansion of existing firms, particularly among the larger ones. The largest five industrial sectors account for 72% of the city's manufacturing employment. These are motor vehicles (22%) mechanical engineering (17%) electrical engineering (16%) followed by paper, printing, clothing and textiles. Within recent months, redundancies within the motor manufacturing industry (Nissan and the Nissan supply chain) along with redundancies within the Financial sector (Northern Rock) have impacted greatly the local economy.

The unemployment rate of 5.2% is higher than the average rate of 3.4% for England, and the rate of 10.9% for customers in receipt of Incapacity Benefit (average rate 7.2% for England). Since the implementation of Pathways to Work in 2006 in Sunderland the number of customers claiming IB in has been significantly reduced from 20,270 to 19,140 (Aug 2008).

Sunderland has been allocated a share of the national £1.5 billion Working Neighbourhoods Fund (WNF), part of the government's drive to reduce long term unemployment and benefit dependency now and in the future in our most disadvantaged communities. The WNF strategy focus is achieved through a strategic expansion of the Job Linkage network throughout the City. The delivery of services will be based at a wide range of outreach locations across the city, in neighbourhood venues within the communities of greatest need. The main aim is to engage with those individuals who do not currently engage with JCP and support them into mainstream services.

South Tyne & Wear Valley Labour Market

- As a District there were 119 redundancy notifications resulting in 9000 redundancies from April 08 – Feb 09

- Community Status Rapid Response has been approved for the following Geographical areas: Easington District, Derwentside, and Chester Le Street. This method of Status covers Employers and their Employees living within these areas, however this also allows access to Rapid Response support for any other **individual resident in these areas made redundant within those Communities due to the impact on the local Labour Market. ** (from an employer with 20 employees or more)
- Cluster Status Rapid Response has been approved for the following Jobcentre Plus Offices: Crook, Bishop Auckland, Newton Aycliffe, Spennymoor, Washington, Houghton Le Spring and Southwick. This method of Status covers all customers being made redundant who would sign at the above offices. Nissan and their Supply Chain companies (20 First Tier companies) have also been awarded Cluster Status Rapid Response

Local Employment Partnerships

- Within South Tyne & Wear Valley Jobcentre Plus has engaged with 1700 employers who have signed up to Local Employment Partnership agreements. The retail sector is increasing with large scale recruitments currently in place for new stores for Asda, Tesco Morrisons, Wilkinson, New Look and KFC
- South Tyne & Wear Valley is a Jobcentre Plus led Pathways to Work District
- Working Neighbourhoods Fund for local councils and communities to develop more concentrated, concerted, community-led approaches to getting people in the most deprived areas of England back to work, has been allocated to 4 Local Authority areas in Durham: (Derwentside, Easington, Sedgefield and Wear Valley), South Tyneside and Sunderland. The 2008/2009 allocations within the boundaries of South Tyne and Wear Valley District represent 7% of the national allocations

Local Service Outlets

There are 16 Jobcentre Plus offices within the District: Bishop Auckland, Chester-le-Street, Consett, Crook, Houghton, Jarrow, Newton Aycliffe, Peterlee, Seaham, South Shields, Southwick, Spennymoor, Stanley, Sunderland, Washington and Durham

Proportion of claimant count identified by geographic cluster:

South Durham 18%	Bishop Auckland, Crook, Newton Aycliffe, Spennymoor
East Durham 10%	Peterlee, Seaham
North Durham (Derwentside) 8%:	Consett, Stanley
Central Durham 11%:	Chester le Street, Durham

The District is included in phase 2 of Flexible New Deal