

**EUROPEAN SOCIAL FUND PROGRAMME
2007-2013**

LOCAL SPECIFICATION

SOUTH EAST

HAMPSHIRE and ISLE of WIGHT DISTRICT

REF NO: SE 03

TITLE: COMMUNITY OUTREACH SERVICE



European Union
European Social Fund
Investing in jobs and skills

DWP Department for
Work and Pensions

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1. Introduction

Hampshire and Isle Of Wight Jobcentre Plus District are looking for an innovative package of tailored support that addresses the worklessness of disadvantaged customers. To engage with this group, address their barriers to work, and improve their chances of securing employment within key employment sectors.

Delivery will address the South East Regional Framework Document (2007-10), Priority Axis 1 (A) which is to 'Reduce Worklessness amongst Disadvantaged People facing Multiple Barriers to Work' and 'Improve Rates of Economic Activity by promoting Flexible Working and influencing Employer Attitudes' to address the needs of disadvantaged groups. The programme also relates to national welfare reform proposals, which acknowledge the need to tackle highly localised pockets of worklessness, poverty, inequality, and low skills.

This specification sets out the criteria for the provision to be delivered through ESF in the Hampshire and Isle of Wight Jobcentre Plus District. Prospective bidders will be required to submit full and detailed proposals, meeting the specific criteria below.

2. Aims and Objectives

DWP will co-finance activity in the Workless Adults part of ESF Priority 1. This focuses on economically inactive people in the South East who are not fully supported by existing employment programmes. Through flexible and personalised packages of support, it will enhance engagement and work readiness activity, as well as help to ensure sustained employment outcomes for disadvantaged people facing multiple barriers to work.

The range of activities that will be delivered to support the priorities contained within the South East Framework Document and the Operational Programme include:

- helping unemployed and economically inactive people with disabilities or health conditions to enter and remain in work, and providing support to retain in employment people who become disabled or develop health conditions;
- helping lone parents, economically inactive recipients with children and other disadvantaged parents enter and make progress in the workplace, including access to childcare;
- tailored and personalised packages of support by providing pathways to employment such as mentoring and advocacy support, pre-vocational, access and practical soft skills training, job-related customised training (including qualifications for employability), labour market orientation and work experience, work trials and post employment support;

- active and preventative measures which ensure early identification of the needs of disadvantaged people, including individual action plans and personalised support, work search activities, information, advice and guidance including financial management advice, and access to childcare and care for dependent people where caring responsibilities are a barrier to labour market participation;
- activities to extend working lives by re-engaging inactive older workers, including those who become disabled or develop health conditions;
- improving access of women to employment and increasing sustainable participation and progress of women in employment and to help men and women access occupations or sectors where they are underrepresented;
- activities to support Local Employment Partnerships (LEPs), including brokering work trials and delivering pre-employment training programmes;
- helping disadvantaged people who persistently return to Jobseekers' Allowance, and addressing barriers to their retention in sustainable employment;
- increasing the participation by people from ethnic minorities in employment including, where appropriate, training to meet basic English language skills needs;
- developing the skills and employability of offenders and ex-offenders to help them enter the labour market;
- activities to tackle specific barriers to work faced by unemployed inactive people in rural areas including community-based activities and outreach.

3. Design and Content

Minimum Requirements

At the heart of the concept of the community outreach initiative is the concept of 'key workers' who have the ability use their mentoring/advocacy skills to gain the trust of workless people and to be able to give professional advice tailored to meet their individuals' needs and personal circumstances. Key workers must have knowledge of employment issues, the local labour market and local training provision. Whilst bidders are encouraged to bring their own ideas/innovation to the implementation of the initiative in the context of the objectives set out above, it is envisaged that the service will encompass one-to-one mentoring centered on:-

- Identifying and addressing particular barriers to work, including childcare;
- Understanding and influencing motivation and attitudes;
- Identifying transferable skills;
- Considering and exploring employment options;
- Finding and keeping work;
- Referral to DWP provision, community learning, Skills for Life including literacy and numeracy, vocational and workplace skills training and educational establishments;

- Discussing and promoting work experience (tasters/trials) and training options;
- Discussing opportunities for self-employment and referral to enterprise start-up programmes;
- Identifying what practical support may be available to help these workless customers secure and retain a job;
- Where appropriate, accompanying the customer when accessing other services;
- Contributing to their personal development including reducing any sense of isolation and stress, assisting them in becoming more independent;
- Structured volunteering linked to progression and sustained employment;
- Ongoing 'aftercare' to customers who secure work to assist them to remain in employment and plan for progression.

The provider should also deliver as required, individual or group sessions on:

- Motivation and confidence building;
- Jobsearch skills, including electronic channels;
- Money and debt management;
- Work skills specific to, and in partnership with, local employers

These options are not exhaustive, and will vary across locations according to customer needs. The sessions delivered by the Provider will need to evolve throughout the duration of the contract, to meet the changing needs of the target groups, the local economy and labour market.

Delivery may also vary according to location. The ESF project must not duplicate existing provision in a locality.

The on-going development of the programme will be part of a regular dialogue with DWP and/or Jobcentre Plus Teams.

Action Planning

All customers who are engaged onto the initiative should be supported to complete an individually tailored Action Plan. The Action Plan should set out the agreed steps to assist the customer to move closer or into work. Finally the Action Plan should act as a reference framework for discussions with the customer in the interests of tracking their progress towards agreed actions/ goals.

Indicative Contract Value: £4,800,000-£6,000,000. Indicative value of any potential extension up to £3,000,000.

Indicative Volumes: a minimum of 2615 starts, and 575 (22%) job outcomes over three years.

Indicative numbers of participants by locality (see specified wards in para 6) –

Portsmouth	705
Southampton	642
Havant	331
IOW	247
Basingstoke	213
Gosport	166
Rushmoor	157
New Forest	154
Total	2,615

These figures are not prescriptive and are for use by bidders for resource and planning purposes.

4. Definition of activity requirements

The programme will be delivered for at least 2 days a week (10 hours) in each delivery location.

Maximum length of participant time on programme – 40 weeks.

5. Target Groups

South East Region priority groups for DWP support are:

- People on incapacity benefits (particularly existing claimants, and those with children);
- Lone parents;
- Other people with children, including those not on benefit;
- Most disadvantaged (eg ex-offenders, people from black and ethnic minority communities, homeless people, persistent returners to JSA);
- People with Basic Skills needs;
- Jobseeker’s Allowance customers unemployed 6 months+ or with a disability
- Unemployed people aged 50+

Expected % of target group participants for the Community Outreach Service:

% of participants who are unemployed	55
% of participants who are inactive	45
% of participants who with disabilities or health issues	22
% of participants who lone parents	12
% of participants who are 50 or over	18
% of participants from ethnic minorities	11
% of female participants	51

6. Geographical Coverage

Delivery area will include all of the wards listed below. Providers must prove their capability to deliver in all of the specified delivery areas.

New Forest – Fernhill; Milton; Furzedown & Hardley; Holbury & North Blackfield

Havant – Warren Park; Battins; Bondfield; Barncroft

Basingstoke – Norden; Popley East & West; South Ham

Rushmoor – Heronwood; Mayfield; North Town

Portsmouth – Charles Dickens; St. Thomas; Nelson; Paulsgrove

Southampton – Bevois, Woolston, Redbridge, Millbrook

Isle of Wight – Ryde (all); St Johns East & West; Newport Pan; Newport North; Osborne

Gosport – Town; Rowner & Holbrook; Grange

The list of locations is not exhaustive. Delivery locations may change in line with economic inactivity and increasing/decreasing customer groups. Any proposed change in delivery areas will be instigated by DWP and Jobcentre Plus Teams and agreed with the Provider.

The emphasis with the community outreach service is on engagement with customers in their own neighbourhoods. The Provider is expected to deliver from premises within the delivery areas above, and have the capacity to provide outreach services. These may be existing premises, at partner organisations or community facilities.

Any travel costs incurred by the customer in accessing the Provider's premises should be reimbursed by the Provider.

7. Eligibility

Unemployed and economically inactive people living within the District. Referrals should match the eligible target groups in section 5.

8. Referrals

Providers should describe in their tender how they will generate sufficient referrals to ensure performance targets are achieved. The aim of the project is to reduce economic inactivity and this can only be achieved by engaging with people who do not already engage with Jobcentre Plus.

DWP requires the majority of the proposed volumes to be directly generated by the provider. There will still be the option for DWP and other organisations to refer customers to the provision, but this cannot be guaranteed nor numbers committed to.

9. Coherence and context with other provision

Customers on this programme may be referred to and participate in other Jobcentre Plus mainstream programmes, or other non-DWP ESF programmes. They can also undertake further education courses, community learning, Learndirect and Next Steps courses, Skills for Life including literacy and numeracy and vocational and workplace skills training. This list is not exhaustive.

10. Networking Links

The successful Provider must build partnerships with existing local provision and organisations who are active in either the employment or training arena or in related support to workless individuals and households (eg. in the area of neighbourhood management, housing, health, debt management etc). These partnerships will span the public, private, voluntary and community sectors.

The Provider must build links with local employers to broker work tasters, work trials, pre-employment programmes and employment opportunities for their customers.

11. Marketing

Providers will be expected to do their own marketing. The Provider will need to demonstrate how they will market this provision to promote effective recruitment. This must be in consultation with the JCP District Marketing Manager.

12. Funding Model Ratio/Volumes

- Funding on this contract will be based on a ratio of 60% of contracted value for the staged payment of a delivery fee, and 40% for job outcomes. Standard DWP job outcome definitions will be used
- Indicative volumes are a minimum of 2615 starters and 575 (22% of starts) indicative job outcomes over three years.

13. Non-Paid Outcomes

Management information is to be provided on a monthly basis to DWP. Bidders will need to demonstrate they have systems in place to collate and store this information effectively and in compliance with the Data Protection Act.

Management information will include (by location):-

- Numbers of customers joining and leaving the project
- Details of customers activity in the month
- Numbers of job referrals, interviews, job starts, and job tasters/trials
- Numbers of training referrals and training starts

- Numbers achieving accredited qualifications
- Networking activity undertaken
- Marketing activity undertaken (employer and customer)

This is to be supported by a monthly performance narrative report.

14. Evaluation

At the end of the project, Providers are required to carry out an assessment of all aspects of delivery. The successful Provider will detail their plans to evaluate this.

The assessment must include what the aim, objectives, and target groups were, what numbers were expected and actually accessed the provision, where the referrals came from, and what outcomes (in terms of work, qualifications and soft outcomes) were achieved.

The report should also include an analysis of what worked well; identify obstacles to success and how these were tackled. There should be detail on any changes from the original delivery proposal. You will also need to consider the wider ramifications of delivering this project in terms of:

- Responsiveness to client and labour market needs
- Equality of access
- Tackling Social Exclusion
- Environmental impacts
- Impact of delivery on your organization
- Your working relationship with DWP and Jobcentre Plus

Annex 1

Hampshire & IOW District

Hampshire and the Isle of Wight is a key sub region of the South East economy, providing about one fifth of the regional output and important gateway functions with a total workforce of some 944,000. It is a very diverse area with significant concentrations of employment and people in the urban areas of Southampton and Portsmouth, large rural areas in parts of Hampshire and on the Isle of Wight, and a relatively prosperous economy in Mid and North Hampshire.

The sub region is by no means homogenous. Throughout the area, and especially in some coastal and urban locations (including Southampton, Portsmouth, Gosport, Havant, the Isle of Wight, Farnborough, Aldershot and Basingstoke), there are areas of real disadvantage. In such areas, a significant proportion of adults have basic skill needs or low levels of qualifications and high proportion of young people are not in education and training.

The South East England Assembly's draft plan, will heavily impact on the demand for skills. The importance of developing the region's infrastructure, including learning and skills, has increasingly been recognised as critical to supporting such growth. Much of the growth will be in designated areas, one of which is South Hampshire (a 'growth point') where 4,000 homes per annum are proposed over the period 2006 – 2026. Basingstoke and Farnborough (part of the Blackwater Valley) are also cited.

Hampshire and the Isle of Wight has a total population of nearly 1.8 million¹, with some 900,000 people in employment. The ethnic minority population is relatively low at around 3.1%, the largest of which is in Southampton (7.6%). An overall population increase of 2.3% is forecast between 2003 and 2008 (above the national average but below the regional one). The 16-18 population is forecast to increase from 69,600 in 2003 to 72,400 by 2008 but to fall back again to 66,900 by 2013. Economic activity rates are relatively high at an average of 79.6% across the 4 authorities, as below, compared with an Great Britain average of 78.4%.

- Hampshire County Council - 84.5%
- Isle of Wight County Council – 77.1%
- Portsmouth City Council – 80.7%
- Southampton City Council – 76.1%

JSA Claimant for Great Britain is 2.3% England. In Hampshire and Isle of Wight the rate varies across the 4 authorities: -

- Hampshire County Council – 2.9%
- Isle of Wight County Council – 4.2%
- Portsmouth City Council – 6.6%
- Southampton – 4.9%.

Employment projections for Hampshire and Isle of Wight indicate a continuation of the strong trend towards service sector growth and a decline in the manufacturing sector. Between 2004 and 2014 it is forecast that there will be an average annual increase of 6,000 jobs in the service sector and a decrease of 1,000 jobs in the manufacturing sector. Over the same period the largest growth in occupations is forecast in managers and professionals (27.9%), personal services (26.9%) and sales and customer service (16.8%).

There are major projects in hand including the redevelopment of the Vosper Thornycroft site in Woolston and the new hospital in Portsmouth. On the Island there are big plans for Cowes waterfront and the East Cowes Project to regenerate that area.

Deprived Areas/ business closures in the District

There are two wards in the worst 1043 in the country, which have been given Deprived Area Fund money. These are Ryde North East and Portsmouth Charles Dickens Ward.

There are no very major business closures in the district at this time.

Local Authorities in the District

There are four main administrative divisions; Hampshire County Council with a large number of district councils and the three unitary authorities of Portsmouth, Southampton and the Isle of Wight.

Local external partnerships in the District

There are many different partnership networks in the area. Some of the most significant are the 4 Local Area Agreements [Hampshire, Portsmouth, Southampton and the Isle of Wight] and the Local Strategic Partnerships. Skills Alliance. Equality and Diversity groups. There are also multiple links with appropriate voluntary sector organisations

Childcare coverage in the District

Phase One Children's Centres opened = 24

Anticipated Phase two Children's Centres = 69

By 2008 it is anticipated that H & IOW will have a minimum of 93 Children's Centres offering Childcare for 0-5 year olds, they will also offer family support,

parental outreach, some health services, also general information & advice to parents.

There are gaps in childcare for special needs provision & also in some rural areas. But in general, the County is well served by general childcare, provided by Nurseries, Childminders, Children's Centres & holiday / out of school clubs etc.

Local Service Outlets

Isle of Wight: Newport, Ryde.

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

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

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

Annex 2

Customer figures for ESF specified areas

Local Authority	Ward Name	Total Population	16 - 59 Population	All Claimants	Unemployed Claimants
Portsmouth	Charles Dickens	15,256	8,861	3,360	500
Portsmouth	Nelson	14,556	9,021	1,775	265
Portsmouth	Paulsgrove	14,177	8,119	1,885	265
Portsmouth	St Thomas	12,694	7,998	1,585	265
Southampton	Bevois	13,621	10,050	2,180	455
Southampton	Millbrook	14,502	8,713	1,720	245
Southampton	Redbridge	14,432	8,158	2,035	280
Southampton	Woolston	13,684	8,178	1,875	280
Isle of Wight	Newport North	2,426	1,371	390	35
Isle of Wight	Osborne	2,071	1,036	325	45
Isle of Wight	Pan	2,770	1,477	470	45
Isle of Wight	Ryde North East	3,062	1,866	565	125
Isle of Wight	Ryde North West	2,981	1,589	395	65
Isle of Wight	Ryde South East	3,245	1,845	435	60
Isle of Wight	Ryde South West	2,974	1,605	425	55
Isle of Wight	St Johns East	2,671	1,377	350	60
Isle of Wight	St Johns West	2,860	1,672	500	75
Basingstoke and Deane	Norden	8,166	4,764	850	130
Basingstoke and Deane	Popley East	5,410	3,418	665	105
Basingstoke and Deane	Popley West	3,750	2,322	370	50
Basingstoke and Deane	South Ham	7,449	4,154	820	115
Gosport	Grange	6,006	3,697	925	125
Gosport	Rowner and Holbrook	4,915	3,043	515	70
Gosport	Town	4,282	2,375	750	115
Havant	Barncroft	6,073	3,367	805	125
Havant	Battins	6,594	3,633	1,060	155
Havant	Bondfields	6,931	3,884	1,050	145
Havant	Warren Park	6,951	3,766	1,185	165
New Forest	Fernhill	5,746	2,923	545	25
New Forest	Furzedown and Hardley	3,207	1,832	290	30
New Forest	Holbury and North Blackfield	6,995	3,961	665	55
New Forest	Milton	5,460	2,176	400	30
Rushmoor	Heron Wood	6,161	3,485	655	65
Rushmoor	Mayfield	6,736	4,038	730	120
Rushmoor	North Town	7,074	4,293	600	60

Local Authority	Ward Name	Sick and Disabled Claimants	Lone Parents	Other
Portsmouth	Charles Dickens	1,415	695	745
Portsmouth	Nelson	800	305	405
Portsmouth	Paulsgrove	815	375	430
Portsmouth	St Thomas	690	280	350
Southampton	Bevois	1,090	195	440
Southampton	Millbrook	810	305	355
Southampton	Redbridge	945	435	370
Southampton	Woolston	865	355	370
Isle of Wight	Newport North	210	55	95
Isle of Wight	Osborne	145	45	90
Isle of Wight	Pan	255	60	105
Isle of Wight	Ryde North East	245	55	145
Isle of Wight	Ryde North West	215	35	85
Isle of Wight	Ryde South East	220	60	95
Isle of Wight	Ryde South West	215	55	100
Isle of Wight	St Johns East	175	40	80
Isle of Wight	St Johns West	225	90	110
Basingstoke and Deane	Norden	370	135	220
Basingstoke and Deane	Popley East	275	120	160
Basingstoke and Deane	Popley West	180	50	90
Basingstoke and Deane	South Ham	405	125	175
Gosport	Grange	300	245	250
Gosport	Rowner and Holbrook	255	80	110
Gosport	Town	355	115	170
Havant	Barncroft	350	125	200
Havant	Battins	480	170	260
Havant	Bondfields	500	185	220
Havant	Warren Park	495	220	305
New Forest	Fernhill	285	85	145
New Forest	Furzedown and Hardley	150	45	70
New Forest	Holbury and North Blackfield	335	120	155
New Forest	Milton	225	60	85
Rushmoor	Heron Wood	355	95	140
Rushmoor	Mayfield	275	145	185
Rushmoor	North Town	255	130	155

Local Authority	Ward Name	Total Claim Rate	Unemployed Claim Rate	Sick and Disabled Claim Rate	Lone Parent Claim Rate
Portsmouth	Charles Dickens	37.9%	5.6%	16.0%	7.8%
Portsmouth	Nelson	19.7%	2.9%	8.9%	3.4%
Portsmouth	Paulsgrove	23.2%	3.3%	10.0%	4.6%
Portsmouth	St Thomas	19.8%	3.3%	8.6%	3.5%
Southampton	Bevois	21.7%	4.5%	10.8%	1.9%
Southampton	Millbrook	19.7%	2.8%	9.3%	3.5%
Southampton	Redbridge	24.9%	3.4%	11.6%	5.3%
Southampton	Woolston	22.9%	3.4%	10.6%	4.3%
Isle of Wight	Newport North	28.4%	2.6%	15.3%	4.0%
Isle of Wight	Osborne	31.4%	4.3%	14.0%	4.3%
Isle of Wight	Pan	31.8%	3.0%	17.3%	4.1%
Isle of Wight	Ryde North East	30.3%	6.7%	13.1%	2.9%
Isle of Wight	Ryde North West	24.9%	4.1%	13.5%	2.2%
Isle of Wight	Ryde South East	23.6%	3.3%	11.9%	3.3%
Isle of Wight	Ryde South West	26.5%	3.4%	13.4%	3.4%
Isle of Wight	St Johns East	25.4%	4.4%	12.7%	2.9%
Isle of Wight	St Johns West	29.9%	4.5%	13.5%	5.4%
Basingstoke and Deane	Norden	17.8%	2.7%	7.8%	2.8%
Basingstoke and Deane	Popley East	19.5%	3.1%	8.0%	3.5%
Basingstoke and Deane	Popley West	15.9%	2.2%	7.8%	2.2%
Basingstoke and Deane	South Ham	19.7%	2.8%	9.7%	3.0%
Gosport	Grange	25.0%	3.4%	8.1%	6.6%
Gosport	Rowner and Holbrook	16.9%	2.3%	8.4%	2.6%
Gosport	Town	31.6%	4.8%	14.9%	4.8%
Havant	Barncroft	23.9%	3.7%	10.4%	3.7%
Havant	Battins	29.2%	4.3%	13.2%	4.7%
Havant	Bondfields	27.0%	3.7%	12.9%	4.8%
Havant	Warren Park	31.5%	4.4%	13.1%	5.8%
New Forest	Fernhill	18.6%	0.9%	9.8%	2.9%
New Forest	Furzedown and Hardley	15.8%	1.6%	8.2%	2.5%
New Forest	Holbury and North Blackfield	16.8%	1.4%	8.5%	3.0%
New Forest	Milton	18.4%	1.4%	10.3%	2.8%
Rushmoor	Heron Wood	18.8%	1.9%	10.2%	2.7%
Rushmoor	Mayfield	18.1%	3.0%	6.8%	3.6%
Rushmoor	North Town	14.0%	1.4%	5.9%	3.0%

Annex 3

Labour market overview

Southampton and South West Hampshire – Area Summary

Introduction

The Southampton and South West Hampshire (S&SWH) area is economically diverse. The City of Southampton has a strong service sector base, Eastleigh has a concentration of construction and distribution businesses and tourism is a key sector for the New Forest.

S&SWH is a varied geographical area with both large concentrations of urban and rural areas. The Countryside Agency has classified 50.8% of wards as rural, the majority of which are situated within the New Forest. Southampton is classified entirely as urban, with Eastleigh having a more even split between both.

Social Structure

Southampton has the largest population within the Hampshire and Isle of Wight districts (219,700, 2001). Eastleigh stood at 116,300 and the New Forest at 169,500. The New Forest has a significantly older age profile than the other two areas with 22.7% of its population over 64 years, compared to 16.2% in Hampshire. Southampton has prominent numbers in the 16-29 age bracket, which would be expected due to the two universities situated within the city. In contrast the New Forest has a lowest proportion of 16-29 year olds in the Hampshire area.

Key Issues

Southampton

- Employment in Southampton is concentrated within the service sectors. Southampton acts as a “service centre for the surrounding areas”, the hospitals; schools, FE colleges, universities and shopping centres all serve an area that extends beyond the cities boundaries.
- Southampton has a significant shortage of land for industrial or office development. The sites that do currently have planning permission are often of a poor quality. This lack of land limits the ability of the city to attract ‘knowledge-based’ and other expanding sectors.
- Although GCSE results have been improving in Southampton they are still a considerable way below the national average, (44.3% Southampton, 52.9% England, 5+ A*-C grades, 2003). These below average results will affect the future skill levels of the population within the city.

- The proportion of young people continuing in education after leaving school is much lower in Southampton than for Hampshire and Isle of Wight as a whole (67.1% and 74.1% respectively, 2003). A more concerning figure is the high numbers becoming NEET (not in Education, Employment or Training) after leaving school, 9.7% in Southampton compared to 6.4% in Hampshire and the Isle of Wight.
- In Southampton there needs to be a continued expansion of the 14-19 agenda to encourage 16 year olds to stay within the city when they move into the FE sector. Currently some learners are going out of the city to take up post-16 learning in Eastleigh and Winchester.
- Southampton is ranked 96th on the Overall Domain out of 354 Local Authorities (1 being the most Deprived).

Public Transport

Southampton has a wealth of public transport links to help you get around the city and further a field. Southampton City website gives information about some of the services on offer as well as links to bus, train, ferry and airport websites where you will be able to find the most up-to-date information and timetables.

Eastleigh

- In recent years Eastleigh has moved away from its reliance on the older transport and manufacturing industries towards new high-tech manufacturing and service industries. This trend needs to be maintained if Eastleigh is to avoid any of the negative affects currently occurring during to the continuing decline of the manufacturing sector nationally. This changing industrial structure has increased the demand for higher-level skills across all occupational groups.
- Eastleigh has a large proportion of out-commuters over 30,000. This would suggest that the jobs currently available within the Eastleigh area do not match the skills profile of the resident population. An additional factor on this figure could be the excellent geography of Eastleigh being positioned within easy access of the main road and rail routes in the Hampshire area, making commuting an easier option for its residents.
- GCSE results by school within the Eastleigh area would appear to show that the area is performing above the national average, with only two schools achieving below the national results. The percentage of school leavers continuing in education is also higher than the Hampshire and Isle of Wight average within the Eastleigh area.

Public Transport

Eastleigh has a wealth of public transport links to help people travel throughout town and neighbouring areas. They have two railway stations and

cycle lanes.

New Forest

- The economic structure of the New Forest is moving away from Manufacturing and towards lower paid service employment. The area has a lack of the new “knowledge based” industries and has seen a fall in the rate of new business formation. These changes would suggest that the jobs available within the New Forest are becoming increasingly of a lower skilled level and may force residents to seek employment outside of the area.
- The New Forest already has a large proportion of its residents that commute out of the area daily, 30,900. 72% of the area's jobs are being filled by local workers. In general taking into consideration the previous point this would suggest that the out-commuters tend to be of a higher skill level and need to leave the area to gain employment that matches the skills they hold.
- The New Forest currently has 4 out of its 11 schools achieving 5+A*-C grades below the national average. In isolation this may appear to be a reasonably successful result, but in 2002 only one school achieved results below the national average. This may just be an isolated result but it may need to be monitored to check that it isn't an emerging trend.
- The Local Area Review for the S&SWH area highlighted the limited amount of vocational opportunities available within the New Forest. Transport is an important issue in the New Forest due to the rural nature of the area and so any changes to provision would need to take this into account, making sure that it was as accessible as possible to all learners.
- The ageing population in the New Forest is of growing concern. Projections show that by 2026 persons of pensionable age as a proportion of the working age population will have reached 55.6%. This obviously will affect the resident workforce of the area but also put pressure on the medical and social services within the New Forest.

Public Transport

New Forest is a National Park. The main area of business and residents is Hythe, Dibden Purlieu, Lymington. As mentioned above people commute to large areas for work. However, Priority group customers will aim to seek work within their own neighbourhoods.

Portsmouth and South East Hampshire – Area Summary

Introduction

The Portsmouth and South East Hampshire (P&SEH) area suffers from an over-representation of employment in sectors, which are in national decline (i.e. traditional manufacturing) and is under-represented in the growth sectors such as business services.

Qualification levels in general are lower than in the rest of Hampshire and the Isle of Wight, with some low performing schools in the Portsmouth area.

The main road links in the South East of Hampshire are the M27 and the A3M, which both suffer from severe bottlenecks along certain sections. The South East England Development Agency (SEEDA) have highlighted the infrastructure problems faced by the South East of Hampshire and have pledged to try and improve the road and rail links. Portsmouth contains two ferry ports, which provide links with mainland Europe.

Social Structure

Portsmouth has the second largest population in Hampshire and the Isle of Wight (188,200, 2001). It has a higher than average percentage of its population in the 16-29 age band, this may partly be explained by the presence of the university within the city.

The whole area is densely populated, with Portsmouth being the most densely populated district in Hampshire and the Isle of Wight with 4,668 persons per square kilometre, which is much higher than the regional average of 420. The figures for Fareham, Gosport and Havant are 1,459, 3,057 and 2,126 respectively.

Key Issues

Portsmouth

- Although GCSE results have been rising over recent years in Portsmouth they are still below the national average. Individual school results are very low in some schools in the area, two of which achieved results below 30%.
- The percentage of school leavers becoming NEET after leaving school is high in Portsmouth.
- Adult qualification levels are also lower than the average for the South East region.
- Portsmouth contains pockets of severe deprivation centred around the heart of Portsmouth and Paulsgrove.
- In-commuting is high in the area. The area also has a high resident self-

containment ratio by providing jobs for 72% of its residence workforce within its district.

Public Transport

- Inner city bus services, transport links with railway stations, in various suburbs of Portsmouth, and cycle route. Most of our priority group customers seek work at a very local to their own neighbourhood.

Fareham

- Fareham performs better on most economic indicators than the other three areas in P&SEH.
- Fareham over recent years has developed a strong high-tech manufacturing sector, which has helped the whole economy to prosper. Banking, finance and insurance is also a large employer especially in comparison to the other districts in P&SEH. This is a sector that is forecast to grow over the next 10 years. Skills gaps may occur in the area if the skills needs of the expanding sectors are not met.
- The area is well positioned geographically for attracting workers both from the Southampton and Portsmouth area, so expanding on their workforce that is available just within the district.

Public Transport

Railway and bus services available form centre of town. Out lining areas have bus links, railway (Swanwick). Service to new builds at Whiteley are poor.

Mid and North Hampshire – Area Summary

Introduction

The Mid and North Hampshire (M&NH) area is the most prosperous part of Hampshire and the Isle of Wight. It has many high-tech, finance and communications businesses, especially in the Basingstoke area. Agriculture and tourism are also important sectors in the Mid Hampshire area.

The rural nature of some of the area causes communication difficulties owing to the lack of public transport and the reliance on the car. The M3 provides a road link with the area and London. Gatwick and Heathrow are also within easy driving distance. The north of Hampshire witnesses a considerable amount of out-commuting to London.

Social Structure

M&NH is a fairly sparsely populated area compared to the South of Hampshire. Basingstoke and Deane has the largest population in M&NH. This can partly be explained by the large town of Basingstoke and the good transport links to London and the rest of the South East, which encourages commuters to settle there. Rushmoor has a younger age profile than the other M&NH districts; this is in large part due to the armed forces presence in the district.

Key Issues

Basingstoke and Deane

- Basingstoke and Deane is an employment provider for a wider area than the borough itself, due to the large number of major companies located there.
- The area has a large service sector base, and has managed to encourage a large number of high-tech finance and communications businesses to locate in the area. It would appear that the residents within the district meet the skills of the businesses that locate there as the area provides jobs for 67% of its resident workforce, thus making it the most self-contained district in Hampshire and the Isle of Wight in residence terms.

East Hampshire

- 40% of employment in the East Hampshire area is located in and around Alton. The main employment sectors in the town are advanced manufacturing and services.

Hart

- Two thirds of Harts population out commute.
- Hart is the least deprived local authority district in England (MID, 2000).
- The area has a high proportion of professionals and managers with a small number of low skilled workers. The high skilled are more likely to out commute, therefore demanding a need to attract businesses to the area, which match the skill profile of the resident workforce.
- The change in defence requirements will affect Harts defence related businesses, resulting in new sources of employment needing to be found within the district which could accommodate employees that are no longer needed within the defence sector.

Rushmoor

- GCSE achievements by school are the lowest in Rushmoor when compared to other districts in Mid and North Hampshire. Rushmoor also has a number of wards with low HE participation levels. Education, skills and training deprivation is highest in Rushmoor. Therefore there is clearly an issue with the achievement levels within the district.
- Rates of commuting both in and out of the district are high, although this in itself is not surprising since the area is relatively small. However, the willingness to travel out of the area to work, and to bear the time and travel costs to do so is most normally associated with the opportunity to earn more not less. This suggests that there is a mismatch between the skills needed in Rushmoor businesses and those possessed by the indigenous workforce.

Test Valley

- The manufacturing sector accounts for a higher percentage of employees in the Test Valley Borough (16.3%) than in M&NH as a whole (11.1%). Manufacturing businesses are particularly concentrated in Andover, with almost two thirds of all manufacturing employment in Test Valley being located in the town. With the current decline in the manufacturing sector this is a cause for concern for the Andover area.
- Although unemployment is low in the Test Valley area it is also low in neighbouring districts (some of which can offer salaries with London weightings). Andover in particular has to compete with Basingstoke, Newbury and Winchester to preserve its workforce.

Winchester

- The Winchester district is dominated by the service sector, especially public services. It is important for the area to control the dominance of this sector to be able to maintain a variety of employment.
- Large numbers of workers commute daily into the Winchester area.

Public Transport

With all areas public transport is available near business , retail and residential homes . On the out skirts these will become infrequent and expensive. Times of public transport as with all transport issues , may not fit in with start and finish times of work.

Isle of Wight – Area Summary

Introduction

The Isle of Wight Local Area Review area is the smallest of the 4 planning areas in Hampshire and the Isle of Wight. Despite this its relative isolation means that the skills and economic challenges faced by the area are of significant importance.

In terms of employment the area has dis-proportionately large tourism and Public administration sectors and a very small Banking, finance and insurance sector.

Transport on the island is generally regarded as poor. The ferry crossing to the mainland has been cited as one of the most expensive in the world and internally the cost of transport has been identified as an issue that restricts choice in education especially for 16 – 18 year olds and those on low incomes.

The economic profile of the Island is dominated by small firms and high numbers of self-employment. This type of profile will affect the amounts of learning undertaken, as research has shown that small firms are less likely to train their staff.

Social Structure

The latest Census 2001 registered the population of the Island as 132,731. 25% (33,675) of those are over retirement age, highlighting the large elderly population on the Island. The over 60 population is forecast to rise by 15.4% over the period 2003 to 2010, whilst the ageing of the population is a national trend the already high proportion of older people on the Island means that this is even more of a major issue than for other areas of Hampshire and the Isle of Wight.

The overall population in absolute terms has been increasing due to net in-migration, of which the retirement migrants onto the Island are a significant component. Out-migration from the Island occurs mainly in the 15-19 age group. A large proportion of this group are skilled young people who leave the Island to attend mainland universities and do not return`

Key Issues

- The economy is dominated by a limited range of sector activities and the high growth “knowledge sectors” are not well represented. This keeps the Island on a low skills equilibrium.
- The “Island Factor” weakens the Islands competitive position in attracting

and retaining business investment, this leads to increased costs in delivering services. The poor quality infrastructure on the Island is an additional barrier to attracting business investment.

- In SEEDA's report on knowledge and innovation the Island is ranked lowest of all areas in the South East in the measures of knowledge capital, innovation capacity, knowledge economy outcomes, and overall knowledge economy index. This highlights the numerous problems that the Island has if it wants to be able to attract high value added industries to the Island.
- The ageing population of the Island is forecast to put huge pressures on the health sector. A lack of skilled health professionals on the Island is already causing problems for the local health authority and the problem is only likely to get worse over the coming years.

The out-migration of skilled young people and the ageing population of the Island are causing a reduction in the available workforce to the Islands employers. Available employees tend to have low-level qualifications.