

Specialist Disability Employment Programme

(NB This is a working title, programme name to be
determined by Spring 2009)

District Information

Contract Packages

SDEP16 – SDEP19

**West Midlands Region
East of England Region**

SDEP 16 The Marches, Staffordshire, Coventry and Warwickshire

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.

Private and Voluntary Sector Provision

Pathways to Work is led by Remploy.

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.

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 Jobseekers 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) has made access even easier.

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

Private and Voluntary Sector Provision

Pathways to Work is led by Jobcentre Plus.

Local Service Outlets

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

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 DIRFT logistic centre, which includes the Royal Mail Distribution centre, and the Tesco distribution centre. The demand by logistic companies for LGV drivers has led to a skill shortage in this area.

Private and Voluntary Sector Provision

Pathways to Work is led by Working Links.

Local Service Outlets

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

SDEP 17 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 sector employs 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.

Private and Voluntary Sector Provision

DWP ESF provision.

An Employment Zone in Birmingham.

Private Sector Led New Deal in Solihull.

Pathways to Work led by Work Directions UK.

LSC Provision.

Local Service Outlets

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

Black Country

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

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.

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.

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.

SDEP 18 Cambridgeshire and Suffolk; Norfolk

Cambridgeshire & Suffolk

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

Population

The combined population is 1,377,258 (2001). The employment rate is 80 per cent (Jul y 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 5 March 2009 creating 300 jobs.

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.

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.

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.

Private and Voluntary Sector Provision

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

Local Service Outlets

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

SDEP 19 Bedfordshire and Hertfordshire; Essex

Bedfordshire and Hertfordshire

Administrative Area

Beds and Herts 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 Beds 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 Cleeve on the Herts /Essex border.

Principal Industries / Key Employers

Hertfordshire

The service sector features strongly in Herts 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)

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.

Private and Voluntary Sector Provision

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

TNG
Kennedy Scott
North Hertfordshire College (NHC)

Luton, Bedford and Waltham Cross
Watford and Hemel Hempstead
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.

JCP has links with over 96 children's centres across the district.

Jobcentre Outlets

There are 14 Jobcentre in the district:

Bedfordshire: Bedford, Biggleswade Dunstable Leighton Buzzard, Luton
Hertfordshire: Borehamwood, Hatfield, Hemel Hempstead, Hertford, Letchworth, St Albans, Stevenage, Waltham Cross, Watford.

Essex

Population

Current Labour Market Overview

Many of the Jobcentreplus 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.

