

Specialist Disability Employment Programme

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

District Information

Contract Packages

SDEP20 – SDEP22

London Region

SDEP 20 Waltham Forest, Redbridge, Havering, Barking and Dagenham; City and East London

North & North East London District

Area

North & North East London Jobcentre Plus District covers seven London local authorities:

Waltham Forest; Redbridge; Havering, Barking & Dagenham; (SDEP 20)
and
Haringey; Enfield; Barnet. (SDEP 21)

Population

The total population of the area is 1711500 with a working age population of 1093400 (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 seven 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 Olympic - 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.

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.

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.

Jobcentre Plus offices

Barking, Dagenham, Romford, Hornchurch, Leytonstone, Redbridge, Enfield, Wood Green, Tottenham, Edmonton, Palmers Green, Hendon, Edgware, Walthamstow, Barnet and Finchley.

City & East London District Profile

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.

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)

Local Service Outlets

9 offices based in, LB Hackney: Hoxton, Dalston, Hackney

LB Newham: East Ham, Plaistow, Stratford, Canning Town

LB Tower Hamlets: City Poplar

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 SME's - in Hackney SME's 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, Met 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.

SDEP 21 West London; Central London; Barnet, Enfield and Haringey

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 percent 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 UKs 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 City Strategy

Private and Voluntary Sector Provision

- West London is a Provider Led Pathways to Work district, led by Reed in Partnership.

Local Service Outlets

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

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 is 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.

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.

Local Service Outlets

There are seven 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.

For information on Barnet, Enfield and Haringey, please see contract Package 20 above - North & North East London District

SDEP 22 South London; Lambeth, Southwark and Wandsworth

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.

Private & Voluntary Sector Providers

South London is a Provider led Pathways to Work District – this programme is delivered by Reed in Partnership.

Local Service Outlets

There are 15 Jobcentre Plus delivery sites in South London: Bromley, Orpington (due to close 31.03.09), Croydon, Purley, Thornton Heath, Sutton, Mitcham, Kingston, Twickenham, Eltham, Deptford, Forest Hill, Woolwich, Lewisham & Bexleyheath.

Lambeth, Southwark & Wandsworth

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

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.

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.

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.