

# **Specialist Disability Employment Programme**

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

## **District Information**

## **Contract Packages**

**SDEP23 – SDEP28**

**South East Region  
South West Region**

## **SDEP 23 Berkshire, Buckinghamshire and Oxfordshire**

### **Berkshire, Buckingham and Oxfordshire**

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

### **Population**

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

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

### **Principal Industries/Key Employers**

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

We did expect the main labour market in a large part of the District to be in the Retail, Hospitality and Construction Industries but with the impact of the economic downturn affecting this District more than most we are unable to comment at this present time.

The most recent NOMIS data (2007) showed that district wide, the majority of employment was in the Service Sector (86.1%, compared to 83.0% nationally), followed by public administration, education and health.

### **Local Developments & Initiatives**

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

**Bicester** proposal for a hospital announced on 09/02/09.

**Windsor** will host the Olympic Rowing at Dorney Lake in 2012 and is attracting investment in reduced traffic congestion and increased car parking.

**Maidenhead** should benefit from the planned £5 billion Crossrail plan which would link it with Central London, Essex and Kent.

### **Private & Voluntary Sector Providers**

Provider led Pathways to Work – Shaw Trust  
Progress to Work and Link Up – Turning Point

### **Local Service Outlets**

Jobcentres in Abingdon, Aylesbury, Banbury, Bletchley, Bracknell, Chesham, Didcot, High Wycombe, Maidenhead, Milton Keynes, Newbury, Oxford, Reading, Slough & Witney.

### **SDEP 24 Hampshire and Isle of Wight**

Hampshire and the Isle of Wight have a very varied economic base. The north of Hampshire is in the London commuter area, while the south has its own travel to work area along the M27/M3 corridors. The southern coastal area also has leisure and tourism as a significant part of the labour market.

There are four main administrative divisions;

Hampshire County Council has eleven district councils and there are three unitary authorities in Portsmouth, Southampton and the Isle of Wight.

### **Population**

The combined population is 1.8 million (2001 census). 80.3% of the working age population of Hampshire is in employment. For the unitary authorities the figures are Portsmouth-74.6%, Southampton- 73.1% and the Isle of Wight 72.5%. In line with the rest of the country, the number of Jobseeker Allowance claimants has risen steadily in the last six months to:

Hampshire 15,059, Southampton 5,230, Portsmouth 4,494 and IOW 3,155. There are 62,035 businesses registered for VAT, employing 814,400 people.

### **Principal Industries / Key employers**

Hampshire and the Isle of Wight District has a diverse industrial base. The largest sectors in terms of employment are Wholesale and Retail, Business Services and Manufacturing. There are also significant employment levels in Public Administration and Education. Tourism is a major activity within the District.

Recent years have seen new retail developments in Fareham, Portsmouth, Southampton, Basingstoke and Newport, IOW. These have brought additional employment opportunities and brought other economic benefits to the area. Even in the current difficult economic climate a new IKEA has recently opened in Southampton. However the expansion in the retail sector has now come to a halt.

The marine sector is a growth area due to the nature of our location and this is an area that we will continue to build upon. Palmer Johnson are looking for premises in Southampton with a few to get a place in 2010

### **Developments / Initiatives**

There continues to be some growth in the service sector growth particularly around public health and care work. The recent decline in the manufacturing, construction and finance sectors is expected to continue.

There are major projects in hand including the redevelopment of the Vosper Thornycroft site in Woolston and the new hospital in Portsmouth. The second of these is currently producing lots of opportunities in support jobs through Carillion

### **Current Jobcentreplus provision**

Prime Contractors :-

New Deal and Programme Centre are delivered by Careers Development Group

New Deal self employment is delivered by Avanta Ltd

Pathways to Work is delivered by Shaw Trust

There is also an ESF Contract to engage disadvantaged customers. This is delivered by VT Southern Careers Ltd.

Other provision:-

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

### **Local Service Outlets**

Isle of Wight: Newport, Ryde.

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

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

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

### **SDEP 25 Surrey and Sussex; Kent**

#### **Surrey & Sussex**

Surrey and Sussex District encompasses the administrative areas of Surrey County Council, East Sussex County Council, West Sussex County Council and Brighton and Hove City Council. This includes the relatively low population density rural area of the Sussex Weald and the larger urban population centres of Brighton, Hastings, Eastbourne, Worthing, Crawley, Guildford and Redhill. Most areas of the district are within one to two hours reach of London by main line railway and motorway links. Expanding airports at Gatwick and Heathrow (on border) provide links with markets further afield.

However, the rural areas of East and West Sussex and those towns (e.g. Hastings) furthest from the major road infrastructure do impact on potential business investment/growth.

### **Population**

The combined population is 2,719,600 (2007). The latest reported employment rate is 79.6 per cent, varying from 74.2 per cent in Brighton & Hove to 80.6 per cent in West Sussex. Overall age distribution shows 12.6 per cent age 18-24, 41.9 per cent age 25-49 and 19.4 per cent age 50+.

### **Principal Industries/Key Employers**

Across the district the most significant employers are almost wholly within the public sector – including the county and unitary authorities, health services and education (schools and Further and Higher Education). Sussex has some 55,000 businesses the greatest proportion of which employ fewer than 10 people and account for nearly a quarter of all employment. Key business sectors throughout the county are Public Service, Financial Services, Tourism and Leisure, Retail and Health and Social Care.

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

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

### **Developments/Initiatives**

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

Jobcentre Plus operates a mobile unit, “Out and About”, supporting outreach delivery (especially customer engagement) in both rural and urban peripheral areas, away from Jobcentre Plus offices. The unit targets activity in hot spot areas, where there are concentrations of our highest priority customers, including lone parents and people with health conditions and disabilities. The

unit is DDA compliant and is frequently used in partnership with contracted and other 3rd party organisations (e.g. NextStep).

### **Private and Voluntary Sector Provision**

Jobseekers regime and Flexible New Deal is due to commence in April 2009. Pathways to Work –under the choices model of delivery, this is led by Royal British Legion Industries and Action for Employment (A4E) European Social Funded provision to support unemployed people is delivered by Shaw Trust and Working Links.

### **Local Service Outlets**

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

### **Kent**

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

### **Population**

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

### **Principal Industries/Key Employers**

The largest sectors of employment are public administration, education and health, financial services, wholesale and retail, manufacturing and distribution (together representing 40 per cent of employment). Major private sector employers are relatively few compared to the rest of the South East but

include Pfizer and Glaxo SmithKline in pharmaceuticals, P & O Ferries and Eurotunnel in transport, BAE Systems in advanced engineering, AXA PPP and Saga in financial services, and Shepherd Neame in hospitality. Thanet Earth, part of the Fresca group has recently moved into Thanet (Birchington), creating approximately 550 new jobs. They are part of the Fresh Produce Consortium (FPC) which is the trade association for the fresh produce sector in the UK. Overall employment is more concentrated in lower skill occupations (such as process and machine operatives).

### **Developments/Initiatives**

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

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

### **Private and Voluntary Sector Provision**

Pathways to Work is led by Royal British Legion Industries.

### **Local Service Outlets**

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

## **SDEP 26 West of England; Gloucestershire, Wiltshire and Swindon**

### **West of England District**

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

### **Population -**

The total population of the District is 1 million and has a working population of approx 522,000. The district has a diverse population with Black and Minority Ethnic groups making up 10.7% of the population. It has a long established

African-Caribbean, Pakistani, Indian and Chinese population and a more recent influx from Somalia and Eastern Europe.

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

### **Principal Industries/Key Employers**

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

### **Local Developments/Initiatives**

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

### **Private and Voluntary Sector Provision**

Pathways to Work is led by Working Links.  
ESF JCP delivery is led by Tomorrows People Trust.

### **Local Service Outlets**

11 JCP local offices based in Central Bristol, Bedminster, Bishopsworth, Easton, Horfield, Kingswood, Shirehampton, Yate, Bath, Clevedon and Weston Super Mare.

## Gloucestershire, Wiltshire & Swindon District

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

### Population

The District has relatively small numbers of Black and Ethnic Minority groups and these tend to be concentrated in Gloucester and Swindon.

Unemployment rates have been historically low across the District with small pockets of deprivation within certain rural and urban wards. The economic downturn has had a marked impact on the District with significant increases claimant totals. In January 2009, claimant count and economic inactivity figures are:

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

### Principal Industries/Key Employers

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

Industry	Area	Employer
Construction	Gloucester/Swindon	Major construction companies
Hospitality and Tourism	Throughout the District	Jurys hotel
Finance and Business	Cheltenham Gloucester Swindon and Salisbury	Nationwide, Zurich, Cheltenham and Gloucester, Endsleigh Insurance
Care/Home care	Throughout the District	
Distribution	Tewkesbury and Swindon	Swindon/ Tewkesbury – Wincanton, and Swindon Royal Mail sorting office
Retail	Swindon Salisbury Cheltenham and Gloucester	Designer outlet village – M&S in Orbital park ,Asda Walmart, Major supermarkets, Major retail development in Gloucester with various retailers, and a wide range of retail outlets in Cheltenham
NHS Local authority	Throughout the district	

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

### **Local Developments and Initiatives**

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

### **Private and Voluntary Sector Provision**

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

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

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

### **Local Service Outlets**

12 local JCP offices based in Tewkesbury, Cinderford, Coleford, Gloucester, Cheltenham, Stroud, Cirencester, Swindon Chippenham, Devizes, Trowbridge, Salisbury.

## **SDEP 27 Dorset and Somerset**

### **Area**

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

### **Population**

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

### **Principal industries / key employers**

The District has major firms like Agusta Westland, Honeywell Aerospace. Clarks Shoes, Relvon Beds and Yeo Valley Organics all have their headquarters in Somerset. International companies such as Numatic, Gaymers (cider producers) and small specialist manufacturers like Ariel are in the District. BAE Systems (British Aerospace), Cobham plc and Bournemouth Airport's Aviation Park make Dorset a centre of aviation excellence. In Poole there is Sunseeker International. Poole supports Brittany and Condor Ferry operators as well as providing offshore/onshore support for BP Exploration and various bulk cargo ships.

This harbour, alongside an impressive and diversified range of countryside, national park areas and heritage coastlines make Somerset and Dorset a very popular tourist destination. This has generated multiple holiday parks in the form of Butlins - Minehead, Warner - Cricket St. Thomas, Haven – Rockley / Weymouth Bay / Seaview / Littlesea / Burnham-on-sea and Doniford Bay amongst others.

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

### **Local developments / initiatives**

#### **Somerset Private and Voluntary Sectors**

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

#### **Dorset Private and Voluntary Sectors**

- Bridge2 Work (B2w)
- LSC/ESF Skills 4Jobs Programme
- Single Gateway Pilot for Information Advice & Guidance

## **Local Services**

6 offices in Somerset – Taunton, Bridgwater, Yeovil, Frome, Wells, Minehead  
6 offices in Dorset – Bournemouth, Poole, Weymouth, Bridport, Blandford & Winton.

## **SDEP 28 Devon and Cornwall**

### **Devon & Cornwall**

Devon and Cornwall are large geographic counties, which include areas of considerable deprivation – generally at ward and neighbourhood level. There are rural areas, which are isolated due to a lack of public transport, and coastal outlets where economy is heavily dependant on tourism. Devon and Cornwall has a spectacular coastline, areas of outstanding natural beauty and two National Parks. The environment is a major asset and is a driver of future economic success. Urban areas such are predominantly Exeter, Plymouth, Torquay in Devon. In Cornwall the Camborne-Pool-Redruth and St Austell areas have been highlighted as areas with potential for significant economic development. Truro is the administrative centre. Devon has three prisons and a disproportionate number of offenders opt to resettle in our district.

### **Population**

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

### **Principal Industries / Key employers**

The economy is based on small businesses, 93 per cent of businesses in Devon and Cornwall are small, employing less than 25 people and less than one per cent employs over 200 people. The economic activity rate at 78.7 per cent for Cornwall and 80.1 per cent for Devon is higher than the GB average, but there is significant variation across the district. Average earnings in Devon and Cornwall are amongst the lowest in the country. The service sector remains one of the main sources of work with around one in ten employed in the hospitality industry. About 30 per cent of all employment is on the public sector. The economic downturn has hit the construction, retail and manufacturing sectors along with a large number of small redundancies across a range of sectors. Hospitality and social care continue to recruit strongly

### **Transport**

The main transport link is via the M5, which ends in Exeter, then continues as the A38 to Plymouth. Torbay is reached by the A380 and North Devon by the A39 or A361. The A30 provides a link from Exeter to West Devon and

Cornwall and has recently undergone significant improvements. There are regional airports at Exeter, Plymouth and Newquay.

### **Local Developments & Initiatives**

The South West Region receives investment from the European Union Competitiveness and Employment Programme which includes both European Social Fund (employment and skills) investment and European Regional Development Fund (economic regeneration) until 2013. Cornwall and the Isles of Scilly is the only area in England to qualify for Convergence Investment (ESF and ERDF) due to the poor performance of the economy measured by Gross Domestic Product (GDP) per head. This means that Cornwall and Scilly receive a much higher level of investment from the EU than the rest of the South West. Details of the Convergence Programmes can be found at [www.convergence@cornwall.gov.uk](mailto:www.convergence@cornwall.gov.uk) and the Regional ESF Frameworks for the South West (includes Devon) and Cornwall and Scilly can be found at [www.swrsp.org](http://www.swrsp.org)

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

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

### **Private and Voluntary Sector Provision**

Pathways to Work is delivered by Action 4 Employment and the District is in the first phase of delivery for the Flexible New Deal (provider not known at time of writing)

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

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

### **Local Service Outlets**

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