

# **Specialist Disability Employment Programme**

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

## **District Information**

## **Contract Packages**

## **SDEP5 – SDEP6**

## **Wales**

## **SDEP 5 North and Mid Wales; South East Wales**

### **North & Mid Wales**

#### **Area**

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

#### **Population**

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

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

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

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

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

#### **Local developments / initiatives**

Developments within North & Mid Wales continue to be mainly in the retail and leisure sectors with various developments planned over the whole of the District.

The Welsh Assembly Government plans to transfer work to its new development within Llandudno Junction in 2010.

Refurbishment of social housing – tenders being put in for the whole of the District.

Communities First projects are in place in deprived areas throughout the District. All Community First areas have put in funding proposals for 2009/10 and the following three years.

### **Private and voluntary sector provision**

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

Pathways to Work is led by A4e.

A City Strategy Partnership operates in Rhyl.

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

### **Local Service Outlets**

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

### **South East Wales**

South East Wales Jobcentre Plus District encompasses the local authority administrative areas of Cardiff Council, Monmouthshire County Council, Newport City Council, Torfaen County Borough Council and Vale of Glamorgan Council.

### **Population**

The combined population is 759,800 (2006). 72.7 per cent of the working age population of South East Wales are in employment.

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

This is Wales' most buoyant District with respect to its employer base. Retail and contact centre employers feature heavily. Public sector employment is prominent, with Local Authorities and NHS trusts, and the Welsh Assembly Government in Cardiff. The M4 corridor running close to Newport and Cardiff is a gateway to Wales and the South West of England, therefore the Warehousing and Distribution Sector is particularly important in the eastern part SE Wales district.

### **Local Developments & Initiatives**

Vale of Glamorgan is mainly rural; however the Wales International Airport and the announcement of the DARA training centre in St Athan will increase the employer density in this part of SE Wales. The St Davids 2 Retail

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

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

Nineteen wards in the District have Deprived Area Funding of which 16 currently have ESF funding to fund Work 2 Work provision. A further three wards have Heads of the Valleys City Strategy funding. Pathways to Work is delivered by A4E Wales.

### **Local Service Outlets**

There are 11 Jobcentre Plus offices: Abergavenny, Barry, Caldicot, Alexandra House- Cardiff, Caradog House- Cardiff, Charles St -Cardiff, Chepstow, Cwmbran, Newport, Pontypool, and Penarth. There are also three outreach offices in Cardiff: Ely, Grangetown and St. Mellons.

## **SDEP 6 South West Wales, South Wales Valleys**

### **South West Wales**

South West Wales District encompasses the administrative areas of Carmarthenshire County Council, Ceredigion County Council, Neath Port Talbot County Borough Council, Pembrokeshire County Council, Swansea City and Borough Council.

### **Population**

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

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

This District is heavily reliant on Contact Centre, retail, tourism and hospitality. Prominent in this District is the City of Swansea with its key retail, service and contact centre employers. As with all Welsh Districts, the Public Sector is proportionately very important, Local Authorities, NHS Trusts and the DVLA are all significant employers.

### **Local Developments & Initiatives**

A recent major employer to move into this area is Amazon, with its distribution centre eventually employing approximately 1200 staff. The M4 Motorway runs through the South of this District making this the area of greatest employer density. Other notable developments include the 'Bluestone' leisure development in West Wales. Also the Liquid Nitrogen Gas Pipeline project centred around Pembroke Dock which has created opportunities in petrochemical and construction sectors. LNG is now being brought into Milford Haven and being transported through the pipeline and most of the construction work has reached it's conclusion with some construction staff still on site to continue the finer construction points. Construction of Pembroke Power station is due to commence in the next six to nine months, opportunities will therefore arise in the construction industry and support functions and may have some positive impact on local business e.g. catering companies.

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

64 out of 236 wards in the District have ESF funding for Work 2 Work provision. Pathways to Work is led by Jobcentre Plus and as part of the choices package the Condition Management Programme is one of the choices. The Conditioned Management Programme is part of the Pathways to Work choices package. The principle aim of CMP is to help as many IB/ESA customers as possible, back to sustainable employment. The CMP service is provided by the Local Health Board and is an effective partnership working between Jobcentre Plus and the National Health Service. The district's DEAs have strong links with non contracted providers, who specialise with

customers suffering from Mental Health/Sensory and homelessness problems, as well as Self Employment awareness providers.

### **Local Service Outlets**

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

### **South Wales Valleys**

South Wales Valleys District encompasses the administrative areas of Blaenau Gwent County Borough Council, Bridgend County Borough Council, Caerphilly County Borough Council, Merthyr Tydfil County Borough Council and Rhondda Cynon Taff County Borough Council.

### **Population**

The combined population is 662,600 (2006). 68% cent of the working age population of South Wales Valleys District are in employment as at June 2008. However, recent economic downturn has had an impact in term of claimant count, with estimated JSA live load of 19,000.

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

This District has seen a gradual transformation in recent years away from its historical heavy Industry and manufacturing make up. Manufacturing remains a major employer, even given its overall decline. Key employers from this sector include Sony and Ford, but district has experienced a recent bout of sustained Large Scale Redundancy notifications including Hoovers, L'Oreal, Novelis and Bosch. Public Sector is a key employer, with NHS and Local Authorities most significant. National Assembly for Wales recently moved a division to Merthyr Tydfil.

### **Local Developments & Initiatives**

Retail has become an increasingly important sector with large new developments in the Bridgend, Llantrisant and Merthyr Tydfil locations. The district is hoping to capitalise on good links formulated with the St Davids 2 development in Cardiff. A recent success was the opening of an ASDA Superstore in the Rhondda. The transfer of Local Authority Housing stock may offer significant potential for the Construction Sector in this District.

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

22 wards in the District currently have ESF funding for Want 2 Work provision. Manpower deliver the Private Sector Led New Deal provision in this District. An Employment Zone operates in the Heads of the Valleys area (i.e. Bargoed, Ebbw Vale and Caerphilly).

There is a City Strategy consortium within the District.

Pathways to Work is led by Jobcentre Plus.

## **Local Service Outlets**

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