

# **Specialist Disability Employment Programme**

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

## **District Information**

## **Contract Packages**

## **SDEP9 – SDEP15**

**East Midlands Region  
North West Region  
Yorkshire & the Humber Region**

## **SDEP 9 Cumbria and Lancashire**

### **Area**

In the North West of England lies the Cumbria and Lancashire Jobcentre Plus District. It comprises of the administrative areas for the two county councils of Cumbria and Lancashire. Within these there are two unitary authorities - Blackburn with Darwen and Blackpool - along with eighteen local councils. The district is sandwiched between city and rural idyll. In total the district footprint covers 71% of the North West region meeting the Yorkshire Dales in the East, Scotland in the North, Greater Manchester in the South and bound by the Irish Sea in the West.

### **Population**

The total population of the area is 1.9 million people (2001 Census), the majority of these (75%) live in the Lancashire county area. The total working age population of the district is just over 1.1 million (GONW Information Team 2009). There are established ethnic minority communities in many parts of the district but mainly centred in East Lancashire and the city of Preston where some areas have twice the national average of ethnic minority residents. Throughout the District 35,811 people were claiming Job Seekers Allowance (JSA) at the end of January 2009 whilst in Aug 2008 102,230 people were claiming Incapacity Benefit (IB).

### **Infrastructure**

The M65 runs through the central belt of East Lancashire linking the main towns of this area. It connects with the M6 and M61 to the west, whilst the M66 provides a direct route through to Manchester, the M60 and the M62. The M55 connects the west of the district with the M6 as does the M58 which provides a link into Merseyside. The road network is more limited in the north of the district as a large part of the area is covered by the Lake District National Park. The A66 forms one of the main arterial routes across the north of Cumbria linking the M6 with the coastal towns of Workington and Whitehaven.

The rail network services most of the main towns, with the exception of the Lake District. The rail network links into the west coast main line which runs services to London, Birmingham, Glasgow and Edinburgh.

Bus transportation is inconsistent across the district with the urban areas having a greater coverage than some of the more rural parts i.e. the Ribble Valley and Skelmersdale are poorly served by local bus routes.

Travel to work patterns are not restricted to Cumbria and Lancashire alone as in the south of the district residents commute into the cities of Manchester and Liverpool.

The district boasts four universities: University of Central Lancashire (UCLAN), University of Cumbria, Edge Hill University and Lancaster University, together with a host of Colleges of Further Education.

## **Principal industries and key employers**

### **Cumbria**

The largest employer in the county is the public sector employing 52,000 people whilst around 43,000 work in retail. The manufacturing industry employs 37,000 - this figure, while declining in recent years, has not fallen to the same extent as it has in other parts of Europe. Tourism provides an important boost to the county's economy and 21,000 people work in hotels and restaurants across Cumbria. Perhaps surprisingly for a county where farming is so important, only just over 3,000 people are directly employed in agriculture. However the industry supports a further 10,000 jobs and the sector is crucial because the farmed areas tend to be the most sparsely populated.

### **Lancashire**

With a £21bn per annum economy and home to more than 41,000 businesses, Lancashire is one of the largest sub-regions in Britain in respect of its contribution to national output. Within the North West alone, Lancashire provides about a fifth of the region's total economic production of goods and services.

The districts employment opportunities vary according to locations. Blackpool and the Lake District have a high percentage in tourism, East Lancashire has a manufacturing base, and Preston and Barrow are host to BAE systems offering high level engineering careers. West Cumbria is at the forefront when it comes to the global nuclear industry and boasts considerable expertise in renewable energy, including offshore wind farms, oil and gas. It's an integral part of Britain's Energy Coast™ Masterplan.

## **Local developments and initiatives**

### **City strategies – Blackburn with Darwen**

The aim of the City strategy initiative is to develop a significant role in increasing local employment rates, ensuring those most disadvantaged in the labour market receive the help and guidance they need. In doing so, it should contribute to the government's long-term aims of increasing the number of people in work and tackling child poverty. It should ensure provision is more attuned to the needs of local employers so individuals gain the skills and attributes they need to access the particular jobs that employers have to fill.

Jobcentre Plus works closely with all the county councils, unitary and local authorities through Local Area Agreements. Local Area Agreements (LAA) set out the priorities for a local area agreed between them and central

government (the local authority and Local Strategic Partnership) and other key partners.

LAA's simplify some central funding, help join up public services more effectively and allow greater flexibility for local solutions to resolve local circumstances.

The 4 LAAs in the district are:

- Cumbria County, with 6 non unitary authorities,
- Lancashire County, with 12 non unitary authorities,
- the unitary authority of Blackburn with Darwen,
- the unitary authority of Blackpool.

There are also 2 Multi Area Agreements (MAA) in Lancashire

- Pennine Lancs MAA, with 5 non unitary authorities and Blackburn with Darwen
- Fylde Coast MAA, with 2 non unitary authorities and Blackpool.

Jobcentre Plus has a proactive relationship with both Cumbria and Lancashire Learning and Skills Council (LSC), CXL, Business Link, Princes Trust, and various national/local voluntary organisations including Citizens Advice Bureau and the Probation Service. Jobcentre Plus has an excellent relationship with the local Primary Care Trusts who are our partners in the delivery of Pathways to Work.

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

The district is proud of its vibrant voluntary sector which offers a wide range of diverse opportunities for people to engage in. The Jobcentre Plus European Social Fund (ESF) contract is delivered across the district by one provider covering four different elements of support: customer engagement, community projects, introduction to construction and work skills.

Working closely with the LSC providers on the Local Employer Partnership (LEP) agenda the District offers both employers and customers pre employment training to LEP vacancies.

In April 2003 East Lancashire was one of only seven districts nationally to introduce a new initiative to help those customers claiming Incapacity Benefit to return to work. Now nationally available, Pathways to Work revolutionises the way Jobcentre Plus interacts with customers on IB and since the launch has been operating very successfully in conjunction with our partners in the National Health Service.

Delivering the new agenda has been achieved by close liaison and joint working with the training Primary Care Trust (tPCT). The whole programme of help has been designed to be flexible and delivered to meet individual customer need. Incapacity Benefit Personal Advisers (IBPAs), employed by Jobcentre Plus, work alongside NHS trained Occupational Therapists to identify and action those needs.

## **Jobcentre Plus Offices**

Accrington, Bacup, Barrow, Blackburn, Blackpool, Burnley, Carlisle, Chorley, Cleator Moor, Clitheroe, Colne, Darwen, Fleetwood, Kendal, Lancaster, Leyland, Maryport, Morecambe, Nelson, Ormskirk, Penrith, Preston, Rawtenstall, Skelmersdale, St Annes, Whitehaven, Workington.

## **SDEP 10 Greater Manchester Central, Greater Manchester East and West**

### **Greater Manchester Central**

The Greater Manchester Central District covers the three local authority areas of Manchester, Salford & Trafford.

### **Population**

Manchester, Salford & Trafford has a working age population of 586,000 (June 2008) with an employment rate of 68.9%. The District is the third most deprived in the country. Wards with particularly high levels of deprivation are: Harpurhey, Miles Platting, Newton Heath, Ardwick & parts of Wythenshawe. There are also wards with particularly high Black and Minority Ethnic (BME) populations with comparatively poor employment rates (see below). In Salford, Broughton, Little Hulton, Langworthy, Ordsall and Irwell Riverside have high levels of deprivation, as do the Trafford wards of Bucklow and Clifford.

City/town	Employment rates (BME)
Manchester	61.1% (44.4%)
Salford	74.5% (60.7%)
Trafford	81.6% (69.1%)

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

The key industrial sectors are Retail, Hospitality, Public Sector and Contact Centre. The largest employers are the local authorities, the NHS, the universities and the Trafford and Arndale shopping centres. Nearly 75 per cent of employment in Manchester is in the service sector, with 25 per cent in manufacturing. The biggest single sector is business services, and within that category banking, finance and insurance. Major employers in Manchester are Manchester City Council, the NHS, Manchester University, Manchester Airport and the Arndale Centre. In Salford and Trafford the major employing industries are: Public Sector (Health and Education), Distribution, Hospitality, Manufacturing and Finance. Major employers in Salford are: Salford City Council, the NHS, the Lowry Outlet and HM Revenue & Customs. Major employers in Trafford are the Trafford Centre, Trafford Council, the NHS and Greater Manchester Police.

### **Local Developments/Initiatives**

There are a cluster of high profile strategies in place to tackle worklessness across Greater Manchester including the City Strategy, New Deal for Communities and Urban Regeneration Areas. Greater Manchester LAs have come together under a Multi Area Agreement to address worklessness issues.

## **Private and Voluntary Sector Provision**

ESF funded DWP provision has been available from July 2008. Pathways to Work is led by Jobcentre Plus.

## **Local Service Outlets**

17 Jobcentres based in Manchester Airport, Alexandra Park, Altrincham, Cheetham Hill, Chorlton, Didsbury, Eccles, Irlam, Longsight, Newton Heath, Openshaw, Rusholme, Salford, Stretford, Trafford Centre, Worsley and Wythenshawe.

## **Greater Manchester East and West**

The Jobcentre Plus district of Greater Manchester East and West covers the seven local authority areas of Bolton, Bury, Oldham, Rochdale, Stockport, Tameside and Wigan.

## **Population**

The district has a diverse population with Black and Minority Ethnic groups making up 14 per cent of the population in Oldham, 12 per cent in Rochdale and 11 per cent in Bolton.

There are pockets of severe deprivation and high unemployment in Bolton, Oldham, Rochdale and Wigan, with large numbers of Incapacity Benefit claimants in some areas. The employment rate for the District is 75.6 per cent (2008).

## **Principal Industries/Key Employers**

Major employers within Bolton include Bolton Council who employ 13,000, Royal Bolton Hospital and Warburtons Bakery.

Bury's major employment sectors include many contact centres, for example O2, DSGI, Lloyds/TSB. A major manufacturer is Tetrosyl.

OMBC is Oldham Borough's single largest employer and The Spindles and Town Square shopping centres are amongst the largest in the North West. Major employers include First Manchester, The Royal Oldham Hospital, Littlewoods Home Shopping Group, Diodes Incorporated and Park Cake Bakeries.

In Rochdale they are working on the Kingsway Business Park aiming to employ 7,000 people in the next 10 to 15 years. The largest employers are Rochdale MBC, Minky, JD Sports, Boots, Argos, McBrides Chemicals and Express Gifts.

Stockport's largest employers are Stockport Council, Stockport NHS and British Aerospace who are continuing the tradition of aircraft production within

the borough. There are international companies with a presence in Stockport, for example Adidas and NXP Semi-Conductors. Call centres include British Gas and The Automobile Association.

The Wigan and Leigh area is home to The Grand Arcade Shopping Centre, which opened in 2007 and is a major retail employer; it was also the world's first Carbon Neutral Centre. Leigh Sports Village is the biggest investment in public sports, recreational and educational facilities within Wigan Borough for many years and is transforming Leigh into one of the finest hubs of activity in the North West. Wigan MBC, employing 12,500, and the NHS Trust are the largest employers. Manufacturing is dominated by the food and drink sector and features the renowned Pataks, Heinz and Hitchens Foods.

Tameside Borough incorporates the towns of Ashton-under-Lyne, Audenshaw, Denton, Droylsden, Hyde and Stalybridge. The largest employers are Tameside MBC and Tameside NHS Trust and large retail and leisure areas include Ashton Moss, Snipe Business Park and Arcades shopping centres. There is an Ikea store in Ashton and Asda, Morrisons, Tescos, Aldi and Lidl are flourishing in most of the towns. Food processing firms include Grampian Pork and Dalehead Foods. Kappa Packaging is a large packaging manufacturer in Stalybridge and the British Gas Call centre is a major employer in Hyde.

### **Local Developments/Initiatives**

City Employment Strategy for all of Greater Manchester.  
Oldham and Rochdale have a £600million Housing Market Renewal Pathfinder

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

Pathways to Work are led by Shaw Trust.

### **Local Service Outlets**

16JCP local offices based in Ashton-in-Makerfield, Ashton-under-Lyne, Atherton, Bolton, Bury, Farnworth, Heywood, Hyde, Leigh, Middleton, Oldham, Prestwich, Rochdale, Stalybridge, Stockport, Wigan.

## **SDEP 11 Merseyside, Cheshire, Halton and Warrington**

### **Merseyside District**

Merseyside is the largest JCP district in the North West, covering the 5 LAs of Knowsley, Liverpool, Sefton, St Helens and Wirral.

**Population** (As of 2001, source ONS)

	<b>Population</b>	<b>% of Merseyside Population</b>	<b>% of the population who are from BME communities</b>
<b>Merseyside</b>	1,403,000	100%	
Knowsley	153,000	10.9%	1.6%
Liverpool	457,000	32.5%	5.7%
Sefton	286,000	20.3%	1.5%
St.Helens	179,000	12.7%	1.16%
Wirral	327,000	23.3%	1.7%

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

**Retail** - Various extensive retail outlets opening throughout the district over the coming twelve month period including Tesco, Asda, Morrisons, Iceland, Aldi and Dunelm Mill. **Care** - A growth area across the district, with a large number of opportunities for employment within the care sector. Social Services have estimated they will need approx 2,000 more staff to cope with their care packages across Merseyside. **Construction** - JCP have been given assurances from employers that a high percentage of the construction workforce will be recruited from the local labour market. **Hospitality & Local Tourism** - Following the success of Capital of Culture there has been an increase in this sector. There are plans for a number of new hotels, and hospitality establishments e.g. Hilton Hotels, Novotel and Travelodge. **Public Sector** - It is known that in excess of 500 vacancies have been identified across various government departments including JCP, Criminal Records Bureau, UK Borders and Home Office.

### **Local developments / initiatives**

- City Employment Strategy for the 5 LA areas plus Halton LA.
- A £100 million investment in a new post-panamax facility at Port of Liverpool, combined with fastest growing airport in the UK.
- There are plans for £10 billion worth of private investment in Liverpool and Wirral waterfronts that will transform the areas providing major commercial and residential growth opportunities.

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

Merseyside JCP is a co financing organisation for two large ESF contracts who aim to benefit JCP Priority Groups. Service Level agreements (SLAs) are

in place with many LSC providers, and with Princess Trust making their provision accessible to New Deal for Lone Parents (NDLP) and New Deal for Partners (NDP) customers. Within the District there are many examples of private and voluntary sector provision that is available to support all Jobcentre Plus customers and help them to move into employment.

### **Local Service Outlets**

23 JCP local offices in Aintree, Belle Vale, Birkenhead, Bootle, Bromborough, Crosby, Edge Hill, Everton, Garston, Huyton, Kirkby, Newton Le Willows, Norris Green, Old Swan, Southport, St Helens, Toxteth, Upton, Hoylake, Wallasey, Wavertree, West Derby, Williamson Square

### **Cheshire Halton and Warrington**

From the 1<sup>st</sup> April 2009 the Jobcentre Plus District of Cheshire Halton and Warrington will be covered by the new unitary authorities of Cheshire East, Cheshire West and Chester joint authority.

Both Halton Borough Council and Warrington Borough Council remain.

Geographically Cheshire Halton and Warrington covers a large geographical area. Demographically the District has its contrasts with areas of significant affluence together with wards of marked deprivation.

The parts of Cheshire covered by the District include the larger towns of Crewe, Warrington and Macclesfield together with the City of Chester.

Halton includes the towns of Runcorn and Widnes Transportation links within the District are generally good, Motorways M6, M56, M53 and M62 passing through parts of the District. The main West Coast rail line passes through Crewe and Warrington, with further good rail links at Chester and Macclesfield.

### **Population**

The population of Cheshire and Halton number 808,200.

Unemployment levels currently stand at 16,580 (NOMIS January 09) for customers claiming Job Seekers Allowance, proportionally towns with the highest rates of claimants are Warrington 21.4%, Crewe 12.8%, Runcorn 11.7%.

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

Manufacturing accounts for no more than 14% and construction just under 5%, just over 81% of industry is covered by services, largest of which are over 25% in distribution, hotels and restaurants and over 22% in finance, IT and other business activities with a further 23% in public admin, education and health.

Major supermarkets have large distribution centres at Middlewich (Tesco) and Northwich (Morrisons), Warrington have multiple large organisations distributing from its Hardwick Grange Industrial Estate adjacent to the M6 and M62 Motorways.

The automotive sector is of major importance to Cheshire with over 60 companies and 9,000 skilled personnel, from large to small scale suppliers, major motor manufacturers include Vauxhall and Bentley Motors in Ellesmere Port and Crewe.

The Biotechnology and Pharmaceuticals sector is of key importance to Cheshire's economy, with 50 companies employing 8,500 staff, Astra Zeneca in Macclesfield being the world's second largest manufacturing plant.

Tourism in Cheshire is worth over £800 million annually

### **Local Developments/Initiatives**

The Major Projects Department of Halton Borough Council are currently managing the Castlefields Regeneration, Widnes Waterfront Economic Development Zone and Mersey Multimodal Gateway.

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

Cheshire and Warrington is a provider led Pathways to Work Choices District, this provision is delivered by In-Training and TNG.

Halton Pathways is covered by Jobcentre Plus.

Our ESF contract covers Cheshire Halton and Warrington and is delivered by TNG.

### **Local Service Outlets**

Chester, Congleton, Crewe, Ellesmere Port, Macclesfield, Nantwich, Northwich, Runcorn, Warrington, Widnes, Wilmslow, Winsford.

## **SDEP 12 West Yorkshire**

West Yorkshire is part of the Yorkshire and Humber region and comprises the clusters of Bradford, Calderdale, Kirklees, Leeds and Wakefield. It is a vibrant mix of ethnic cultures and includes almost half of the regions economic output. It is the largest Jobcentre plus District and falls under the administrative area of 5 local authorities – Leeds City Council, Bradford Metropolitan District Council, Wakefield Metropolitan District Council, Kirklees Council and Calderdale Council.

### **Population**

The population of West Yorkshire is 2,181,200. The working age population is 1,378,300. 72.4% of the working age population are in employment, 3.9% are claiming Job Seekers Allowance, 7.14% are claiming incapacity benefits and 2.08% are claiming as lone parents.

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

West Yorkshire's economy has been relatively buoyant over the last few years. With the decline of its traditional textile and heavy engineering industries the district is now a major centre for finance, manufacturing and commerce and has a large presence of public services including health, education and government. However the impact of the economic down turn has to be taken into consideration impacting on Distribution and warehouse, Manufacturing and Retail.

Key growth sectors include communications industries, health and social care, Care assistants and home carers hospitality, logistics and agencies.

### **Local Developments / Initiatives**

Leeds is seen as the fastest growing city outside London. The Aire Valley Regeneration initiative in the city has opened the largest employment site in Northern England. It is estimated that over 30,000 jobs will be created within the city over the next 20 years.

Wakefield's economy is moving forward and the city is taking advantage of its strategic location and development opportunities: Wakefield Waterfront project, Marsh Way development and Westgate re-development.

Smaller scale regeneration initiatives and mill redevelopments have been focused in the areas of Halifax, Dewsbury and Keighley. Huddersfield also has a number of opportunities based upon its University, strength in the creative industries, and development potential in the Lower Colne Valley.

Bradford has LEGI funding over three years to fund enterprise and self-employment activities. They have also been successful in securing working neighbourhood funds. The business led Urban Regeneration Company (URC)

will transform Bradford's city centre. This will increase the city's competitiveness and generate job growth especially in retail and hospitality.

The District has good transport links via rail, road and air making it an ideal location for business start-ups and relocations.

### **Private and Voluntary Sector Providers**

West Yorkshire has one contract to deliver the current New Deal provision and a contract for Pathways to work, delivered by BEST and Action for employment respectively. Throughout West Yorkshire there are numerous organisations that form part of the VCFS who deliver support to worklessness individuals and families. Local authorities also take responsibility for the worklessness agenda and this is reflected in the work been delivered to meet the LAA Targets.

### **Jobcentre Plus**

There are 25 Jobcentre Plus offices in West Yorkshire:

**Leeds:** Eastgate, Guiseley, Harehills, Morley, Park Place, Pudsey, Seacroft, South Leeds, Southern House.

**Bradford:** Eastbrook Court, Westfield House, Keighley and Shipley

**Wakefield:** Castleford, Hemsworth, Pontefract and Wakefield.

**Calderdale:** Brighouse, Huddersfield Castle House Halifax, Crossfield House Halifax Horton Street, Todmorden

**Kirklees:** Batley, Dewsbury, Spennings Valley.

## **SDEP 13 Derbyshire; South Yorkshire**

### **Derbyshire**

Derbyshire District encompasses the administrative area of Derby City Council unitary authority area and Derbyshire County Council. The latter includes the boroughs of Chesterfield, Amber Valley and High Peak and the district authorities of North East Derbyshire, Bolsover, Erewash, Derbyshire Dales and South Derbyshire.

### **Population**

Derby is the major industrial city in Derbyshire, with a population in 2001 of 221,708. Derbyshire covers an area of 2,630 sq. km/1,015 sq. miles with a population in 2001 of 956,293. The administrative capital is Matlock. The working age unemployment rate (claimant count) for Derby City unitary authority area is 4.1 per cent and for the administrative county of Derbyshire 3.2 per cent, which compares to East Midlands and UK averages of 3.3 per cent and 3.4 per cent respectively (January 2009). Derbyshire Jobcentre Plus is concentrating efforts to help customers in disadvantaged wards. Unemployment rates in these wards are as high as 7.9 per cent (Arboretum – Derby UA).

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

The significant industries in Derbyshire are retail, health and social care, public sector, construction and hospitality. Significant employers in the area include Toyota, Rolls Royce, Bombardier, Westfield, NHS, local government, East Midlands Airport and the major retailers.

### **Developments / Initiatives**

Over £1 billion investment is being made in Derby City, starting with major construction work at the former Eagle Centre site, now Westfield-Derby, development of Riverlights area and phase two of Derby's Super Hospital. In the North, areas in and around Chesterfield are also being developed with a £50 million investment project at junction 29A (M1) and the former colliery site at Markham Vale for warehousing and distribution. Chesterfield Town Centre has a further development plan costing £130 million. Further development in the High Peak area includes the Howard Town shopping centre in Glossop and two new Sainsburys stores in Matlock and Ashbourne. It is envisaged that this will result in the creation of approximately 9,000 jobs by 2010.

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

DWP is currently preparing to deliver ESF provision to deliver a Jobmaets (multi-agency employment teams) service in Derbyshire to commence in the summer of 2008 for a three year period. Three contracts will be awarded: Derby City, the geographic north east of the county (Chesterfield, Bolsover and North East Derbyshire Local Authority areas) and High Peak, Central and

the South. These correspond to existing or embryonic employment and skills boards. Pathways to Work is led by Jobcentre Plus.

### **Local Service Outlets**

The district has 17 front facing sites: Alfreton, Belper, Bolsover, Buxton, Chesterfield, Clay Cross, Derby Normanton, Derby St Peter's, Derby Wardwick, Glossop, Heanor, Ilkeston, Long Eaton, Matlock, Shirebrook, Staveley and Swadlincote. Incapacity Benefit Personal Advisers are also based in the Benefit Delivery Centre at Becket Street, Derby.

### **South Yorkshire**

The Jobcentre Plus District of South Yorkshire covers the four Local Authorities/ Metropolitan Boroughs of Sheffield, Rotherham, Barnsley and Doncaster. South Yorkshire is one of 15 pathfinder areas chosen to take part in the City Strategy initiative.

The City Strategy aims to increase the number of people in work in some of the most deprived areas of Great Britain. City Strategy invites the key stakeholders from the public, private and voluntary sectors to come together into a concerted local programme – a 'consortium' – to improve the way support for individual jobless people is co-ordinated and delivered on the ground. This is about agencies coming together with the ability and willingness to use the resources at their disposal flexibly, in ways that reflect local needs, support the consortium's overall plan, and combine effectively with the money being spent by partner agencies.

### **Population**

The combined population is 1,299,400. 70.9 per cent of the working age population of South Yorkshire are in employment. 4.2 per cent of the population residing in the area are claiming Job Seekers Allowance (nationally 3.4 per cent). Customers in receipt of Income Support comprise 6.3 per cent and those in receipt of Incapacity Benefit 6.9 per cent,

### **Principal Industries Developments / Initiatives**

South Yorkshire has a diverse labour market the high volume heavy industries of metals and mining have been replaced by jobs in the service sectors. The current principal occupational areas are ever changing due to the current economic climate. However, the main occupational sectors are listed below:

**Business Admin (Clerical, IT, Contact Centre)** – South Yorkshire has significant Contact Centre operations and demand for operatives remains high. Yorkshire Forward has recently announced plans to further expand contact centre operations in the Yorkshire and Humber side Region, South Yorkshire is well positioned to take advantage on any further growth in this sector.

**Construction** – Most of the major towns and cities are undergoing major redevelopment works.

**Customer Service (Retail & Hospitality)** – The redevelopment of the major town and city centres (for example, Heart of the City – Sheffield, Interchange – Doncaster) across South Yorkshire will mean that demand for people to work in the sector is likely to increase over the next few years. The Meadowhall Centre (in Sheffield), the Yorkshire/ Lakeside outlet (Doncaster) and Parkgate (Rotherham) are well-established shopping centres with constant demand for workers.

**Healthcare (NHS, Public Services)** – Studies show that the Health care sector will be one of the largest providers of job vacancies in South Yorkshire over the next few years.

**Hospitality** – The hospitality industry is one of the fastest growing sectors. Traditionally recruitment has focussed on young people with 30 per cent of the workforce under 24. The number of hotels restaurants, leisure businesses and visitor attractions throughout South Yorkshire is growing with people coming to the area for business conferences and meetings. The skill shortage areas are Chefs, kitchen and housekeeping.

**Transportation** – The transportation industry is another area that is experiencing skill shortages with demand for Light Goods Vehicle (LGV)/Public Commercial Vehicle (PCV) driver as well as warehouse operatives. South Yorkshire is strategically well placed in the centre of the UK and is well served by motorways and rail links, Doncaster in particular has high demand for transportation and logistics employees being in close proximity to the A1, M1 & M18, also is on the East Coast main line and has the new Robin Hood Doncaster Sheffield Airport now operational.

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

An Employment Zone operates in Doncaster. Employment Zones is a three stage programme which offers practical support to help customers back into work.

Pathways to Work is a programme run by Jobcentre Plus and provides extra support to help customers with a health condition or a disability to move in to work or to be able to work in the future. Pathways to Work in South Yorkshire is delivered solely by Jobcentre Plus.

### **Local Service Outlets**

There are 15 Jobcentre Plus offices in the district:

- Barnsley;
- Dinnington;
- Goldthorpe;
- Maltby;

- Rotherham;
- Wombwell;
- Doncaster;
- Thorne;
- Mexborough;
- Sheffield – Bailey Court;
- Sheffield - Cavendish Court;
- Sheffield – Hillsborough;
- Sheffield - Eastern Avenue;
- Sheffield - Woodhouse; and
- Sheffield - Chapeltown

## **SDEP 14 Nottinghamshire, Lincolnshire and Rutland**

### **Nottinghamshire**

In the East Midlands, Nottinghamshire encompasses the administrative area of Nottingham City Council and Nottinghamshire County Council. The district includes the borough and district authorities of Gedling, Rushcliffe, Bassetlaw, Mansfield, Ashfield, Newark & Sherwood and Broxtowe. It also has 16 disadvantaged wards.

### **Population**

The combined working age population for Nottinghamshire is 673,600 with an employment rate of 69.3 per cent.

### **Principle Industries**

Nottingham has around 20,000 businesses of which 1,100 are retail outlets. Pre economic downturn, Nottingham was reported to be one of the fastest growing cities in the country, creating more jobs than any other city in the UK. Key industries are Retail, Hospitality, Call Centres. Public Sectors - local authorities, Nottingham Prison, NHS Hospitals, Health Care including private homes and hospitals, Tourism, Construction, Logistics, Manufacturing. Nottinghamshire is considered to be on the 'M1 Corridor' and it has good transport links within the city, but less so in the more rural parts of the north of the county.

### **Local Developments & Initiatives**

LEP marketing of employers via sector is being planned. The following will be targeted over the next two quarters:

health and care

retail

hospitality

some construction

Pathways to Work, an employment programme to support people with health conditions to find suitable jobs, is delivered in Work Directions. The Family Employment Initiative provides support into employment for residents of deprived wards in the Mansfield area. The project employs advisers who work with hard to reach families and individuals to address the difficulties experienced when seeking employment opportunities at strategic employment sites.

Making the Connection - The Nottingham Making the Connection model has been developed by key mainstream partners with a view of mobilising all of their core and discretionary resources to deliver agreed targets. It engages with the most disadvantaged residents using the full potential of the voluntary and community sector, and places business need at the centre of employability provision.

## **Private and Voluntary Sector Provision**

Work Directions UK holds the contracts for the Employment Zone in Nottingham City and for Pathways to Work throughout the county. Nottinghamshire also has two progress2work contracts. The City is run by Working Links and the County by OTR Ltd. DWP works in Partnership with the LSC to deliver Employability Skills, Learndirect, UFI/Learndirect and Skills Coach.

## **Local Service Outlets**

There are 11 JCP offices: Arnold, Beeston, Bulwell, Hyson Green, Mansfield, Newark, Station Street Nottingham, Parliament Street Nottingham, Retford, Sutton in Ashfield and Worksop.

## **Lincolnshire and Rutland District**

In the East Midlands Lincolnshire is the fourth largest county in England and covers an area of 2,280 square miles and has a distance of 80 miles between its most northerly and southerly edges. Rutland on the other hand is the smallest county in England. Lincolnshire and Rutland encompasses the administrative areas of Lincolnshire County Council and Rutland County Council. This includes the authorities of East Lindsey, West Lindsey, Lincoln City Council, South Kesteven District Council, North Kesteven District Council South Holland, and Boston Borough Council.

## **Population**

The combined working age population of the District is 384,194 (May 2007).

## **Principal Industries/Key Employers**

Lincolnshire has a very diverse labour market comprised mainly of small and medium enterprises. It is significant in food processing, land work, retail, logistics, engineering and care sectors. It also has many employment opportunities within the care, hospitality and tourism sectors with the East coast mainly dominated by seasonality. The South of the county, Boston and Spalding, has a large migrant labour force.

Rutland is an affluent county and is comprised of mainly small and medium employers with the majority of opportunities within the tourist industry such as hotels and catering.

There are several large employers within the District including Siemens, The National Health Service and several contact centres within Lincoln. The Public Sector is one of the main employers within the District.

## **Local Developments/Initiatives**

There are several developments planned within the District including an abattoir servicing Morrisons supermarkets, expansion within the logistics industry, development of a casino on the east coast and a large retail outlet at Sleaford.

The past few months have seen significant changes to the national economy. Lincolnshire and Rutland, whilst not experiencing as many large scale redundancies as less rural areas, has seen an increase in redundancies in general. These have been mainly in the Food and Drink, Manufacturing and Retail and sectors.

## **Private and Voluntary Sector Provision**

Pathways to Work is led by Training Network Group Ltd.  
An ESF programme (flexible route way) will be launched in June 2008.

## **Local Service Outlets**

There are nine Jobcentre Plus offices within Lincolnshire and Rutland: Lincoln, Grantham, Stamford, Sleaford, Gainsborough, Skegness, Louth, Spalding and Boston.

## **SDEP 15 Leicestershire and Northamptonshire**

This District encompasses the administrative areas of Leicester Unitary Authority (Leicester City), and also all of Leicestershire and Northamptonshire. The District includes: the Leicestershire Local Authorities of Blaby, Charnwood, Harborough, Hinckley & Bosworth, Melton, North West Leicestershire, Oadby & Wigston; and the Northamptonshire Districts of Corby, Daventry, East Northamptonshire, Kettering, Northampton, South Northamptonshire and Wellingborough.

### **Population**

The combined Population of the district is approximately 1,591,400 (Leicester City 292,600; Leicestershire 641,000 and Northamptonshire 657,800). Employment Rates are 65.5 per cent in Leicester City, 79.4 per cent in Leicester County (excluding the UA) and 80.4 per cent in Northamptonshire. In addition to Leicester City

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

Traditional industries such as footwear, textiles and engineering have been in decline in recent years and continues to do so. Sectors that have seen an increase in the district are warehouse and distribution, retail, care and also business services. Major employers, in addition to Local Authorities and the Health Service include Walkers Crisps, Alliance Leicester, British Gas, Samworth Brothers and Next in Leicestershire; Weetabix, Wincanton, Nationwide Building Society and Barclaycard in Northants.

### **Local Developments & Initiatives**

There has been growth in Leicester City with the opening of the High Cross retail centre in October 2008 which is anchored by a branch of John Lewis

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

New Deal is private sector led in Leicestershire.  
Pathways to Work is led by Working Links.  
A City Strategy Partnership operates in Leicester.

### **Jobcentre Plus Offices in the District**

Leicester City – Charles Street, New Walk and Wellington Street.  
Leicestershire – Coalville, Hinckley, Loughborough, Market Harborough and Melton Mowbray.  
Northamptonshire – Corby, Daventry, Kettering, Northampton, Rushden and Wellingborough.