BRIEFING TO Overview and Scrutiny

Get Oldham Working (GOW) Achievements

Report of Executive Director Neighbourhoods

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Date: July 2014

What the issue is:

To provide an update on the Get Oldham Working Programme achievements, the opportunities created for residents and priorities for 2014/2015.

Requirement from O&S:

- Recognise that there have been considerable achievements for residents to date (detailed in presentation to be tabled at meeting which will provide up to date outcomes)
- Recognise that GOW is a council wide programme and support of services, partners and stakeholders is critical to the success of the programme
- Approve the priorities for 2014/2015

How to be actioned:

- Report author/team member attending
- Discussion item
- Presentation
- Workshop
GOW Achievements

1 Introduction

1.1.1 Get Oldham Working (GOW) was launched on 10 May 2013 and is an ambitious programme that aims to deliver jobs, employability and training activities to the residents of Oldham. The past year has seen the introduction of innovative projects such as our traineeship programme and building of effective relationships with local partners and at Greater Manchester (GM) level. In 2013 GOW actions were based on:

- What we know works
- Areas that can be scaled up
- Approaches that galvanised partners
- Existing commitments from employers

1.1.2 This paper highlights a number of examples that demonstrate many of our achievements. These achievements were realised in a relatively short period of time and for that, all individuals and partners currently involved in GOW should be proud.

2 People and Skills

2.1 Oldham Traineeship

2.1.1 Aim: The Oldham Traineeship project was launched in September 2013 and the focus was to support 18-24 year olds into sustainable employment. The main objective is to create and fill 150 traineeship opportunities by 31 March 2015, with the first 75 completed by 31 March 2014. The programme is funded by the National Youth Contract, GM Youth Commitment grant, Oldham Council and the Skills Funding Agency.

2.1.2 Approach:

- Placing young people on a 2 - 8 week work trial, followed by a six month employment contract
- Partnering with Oldham College, Lifelong Learning (LLL) Service and Myserscough College to deliver on the job training
- Monitoring project viability through the financial management
- Promoting traineeships across the council and creating opportunities
- Widening services to key partners and employers
- Working in partnership with Job Centre and Work programme providers
2.2 Oldham Apprenticeship

2.2.1 **Aim:** The Oldham Apprenticeship project was also launched in September 2013 to support young people into sustainable employment. The main objective is to create 225 new apprenticeship opportunities by 31 December 2015 that contribute towards improving Oldham’s economic prosperity. 150 will be created within Oldham Council and 75 with local employers.

2.2.2 The apprenticeship positions range across level 2 (intermediate), level 3 (advanced) and level 4+ (higher). The length of the apprenticeship will depend on the training framework, usually at least 12 months. The programme is funded by Oldham Council and the Skills Funding Agency.

2.2.3 **Approach:**
- Promoting the benefits of employing an apprentice across the council and local employers
- Monitoring Council’s Corporate Apprenticeship funding resources
- Developing processes with HR Strategy and Business Support Services
- Producing the apprenticeship handbook, guidance for managers and employers
- Establishing partnership arrangements with local employment and skills providers
- Embedding a framework of training provision with partners, for example Oldham College

2.3 Oldham In-Work Support Project

2.3.1 **Aim:** The aim of In Work Support (IWS) is to increase sustainability of the Get Oldham Working placements, by providing support to trainees / apprentices and managers during their placement.

2.3.2 **Approach:**
- Providing an in-work support programme and training plan
- Undertaking review meetings and monthly client
- Agreeing in work employability training to support client exit plans
- Arranging appointments with National Careers Service to support with CV building and interview skills as well as career advice

2.4 The Oldham Work Experience

2.4.1 **Aim:** The Oldham Work Experience project was launched in May 2013 to support students and jobseekers in Oldham to access valid work experience to improve their competitiveness in the jobs market. The main objective is to create 540 opportunities by 31 December 2015.
2.4.2 The Economy and Skills team lead on the project with the support of Oldham Job Centre and the National Careers service for referrals and pre placement checks and Voluntary Action Oldham (VAO) for the volunteering opportunities.

2.4.3 **Approach:**
- Creating 540 opportunities by December 2015
- Providing 2-12 week internships for under-graduates
- Providing 2-8 week work experience placements for benefit claimants
- Providing 1-2 week work experience placements for school students
- Communicating managers and employers to create opportunities
- Working in partnership with National Careers Service, Jobcentre Plus and VAO

2.5 **Oldham Young Volunteers Project**

2.5.1 **Aim:** This project was to develop a framework that supports youth volunteering across Oldham and includes: increasing the number of volunteering placements open to young people; ensuring young people are provided the widest experiences possible; stimulating more short term youth volunteering; developing a mechanism to record skills acquired and rewarding young people for their achievements.

2.5.2 **Approach**
- Promoting opportunities to develop Social Action Projects (SAP) from an idea or community issue
- Participating in event volunteering, known as ‘Youth Action Challenge’
- Integrating with Aspirational Futures Capabilities into the programme, which ensures that young people develop the skills to progress onto university, employment or training
- Participating in more traditional forms of volunteering
- Hosting of a weekly drop-in session for young people at the Volunteer Centre
- Supporting young people in their voluntary placements

3 **Business, Enterprise and Growth**

3.1 **Oldham Job Creation Project**

3.1.1 **Aim:** The Get Oldham Working job creation project was launched at the One Oldham Business Awards in May 2013. A campaign began to encourage
businesses to create new job opportunities for Oldham residents to improve opportunity and quality of life.

3.1.2 **Approach:**

- Creating 1,100 jobs by December 2015
- Matching local people with jobs
- Developing a ‘pipeline’ of inward investment document to track opportunities made available through capital development
- Forward plan for inward investment opportunities
- Overseeing the implementation of Social Value and GOW charter developed
- Offering a free recruitment service to businesses in Oldham and GM
- Liaising with local businesses to create new job opportunities
- Monitoring protocols developed with key partners

3.2 **Oldham Business Engagement Programme**

3.2.1 **Aim:** The Business Engagement Programme aims to help local businesses access the support they need to help them achieve their growth potential. This growth strengthens the local economy, creating jobs for local people. The business engagement programme encourages enterprise and entrepreneurship in the borough and develops collaborative relationships with local businesses.

3.2.2 **Approach:**

- Establishing Team Oldham to co-ordinate support for business growth and start-up. Team Oldham is attended by Business Growth Hub (start-up and growth services), Access to Finance, Manufacturing Advisory Service and Jobcentre Plus. It is planned to extend the group to Blue Orchid, Midas and the Growth Accelerator
- Developing Team a list of “Top 50 Oldham Businesses” that will be proactively targeted and account managed. Businesses contained in this list will be those that are looking to create new employment opportunities, those that are strategically important to the borough, new businesses with growth potential and businesses within growth sectors for example, hospitality, leisure and retail, manufacturing, digital and construction.
- Supporting generic event such as the Businesses Breakfasts, Annual Business Awards events
- Communicating with business via e-newsletters, the website or social media
- Commissioning Growth Hub and Blue Orchid to deliver more specific support to groups of, and/or individual businesses
- Initiating a performance framework that will measure the work and impact of business engagement in Oldham
• Holding business engagement activities in the District Partnerships, with Royton piloting a Business Forum. A training pack has been developed to assist District Teams and Ward members

3.3 Oldham Enterprise Trust

3.3.1 **Aim:** The Enterprise Trust was launched in November 2013 to manage the £1m grant donated to the young people of Oldham by Norman Stoller. The Trust has contracted Oldham Business Leadership Group (OBLG) to deliver the programme, which has a specific focus on encouraging enterprise and fostering the entrepreneurial spirit of young people. The Growth Hub is a key partner to this activity and is supporting OBLG in distribution of grants and loans to new and growing businesses. £200k has been allocated to support grants and loans and 50k has been allotted to work with schools and the colleges.

3.3.2 **Approach:**

- Establishing Enterprise and Employability hubs in schools
- Working with Youth Enterprise Network Oldham (YENO) to be the fulcrum of hub activity to share good practice and collaboration between schools
- Developing the Primary Engineer Programme in primary schools
- Awarding loans and grants to start-up and growth businesses
- Holding initial discussions with Manchester United and Oldham Athletic to look at a joint venture to promote health and well-being
- Planning for Oldham Business week at the end of March
- Enabling the Charisma Project in partnership with the Oldham Coliseum. This project focusses on developing emotional intelligence and confidence in young people.

3.4 Marketing and Communications

3.4.1 **Aim:** The Get Oldham Working campaign was launched at the One Oldham Business Awards in May 2013 and sets out to create 2015 new employment related opportunities by 2015.

3.4.2 The Economy and Skills team have worked with the council’s communication department to develop marketing and communications plan to assist in achieving the 2015 by 2015. The engagement of Oldham Chronicle, Oldham Job centre, Chief Executive Management Board, OBLG and key partners are also essential agents in driving forward this promotional activity.

3.4.3 **Approach:**

- Delivering a Forward Plan key messages and milestones
- Developing branding and a marketing toolkit
• Promoting Get Oldham Working through business engagement and pledge
• Developing and maintaining relevant online communications and social media
• Producing flyers, pop up stands and marketing material
• Providing good news stories and case studies for Oldham Chronicle GOW campaign
• Encouraging local people to participate in GOW through the District Partnerships communication network and planned events

3.5 Oldham Annual Jobs Fair

3.5.1 Aim: To bring partners together to promote jobs, education and training to Oldham residents.

3.5.2 Approach:
• Leading a steering group, including Jobcentre Plus, National Careers Service, LLL and work programme providers
• Showcasing over 500 jobs to over 1,000 job seekers
• Promoting training and education opportunities
• Providing ‘hands on’ experience and master classes

4 Conclusion

4.1.1 Whilst the GOW partnership should be proud of all that it has achieved over the past year, there remains so much more to be done so that all residents of Oldham have access to opportunities within Oldham and beyond. The key activities for the year ahead will be:

• Continuing to create apprenticeship, traineeship, internship, volunteering and work experience opportunities
• Creating jobs by capitalising on the all inward investment for residents
• Leading a campaign to support residents to consider opportunities outside Oldham
• Building more collaborative relationships with partners, so that they deliver high quality employability services on behalf of the council
• Reinforcing the use of GOW branding across all partners and employers
• Developing stronger relationships with GM and their partners to maximise resources in Oldham
• Taking a more strategic role and acting pro-actively as leaders, facilitators and challengers to providers, so that supply of services meets the demands of the economy