Summary of the issue:

The first phase of Get Oldham Working was launched in May 2013 and concluded in March 2016.

Following the publication of the Work and Skills Strategy 2016-2020 the Get Oldham Working Campaign was being expanded to include the European Social Fund (ESF) Skills for Life programme as well as the innovative and unique Careers Advancement Service.

The report provides an update on the three core projects.

Recommendations to PVFM:

PVFM are requested to note the report and provide feedback.
1. Background

1.1 This report is the fourth annual review of the Get Oldham Working programme and supporting projects to be presented to the Committee. At the last meeting, in September 2016, it was resolved that “a progress report on the three core elements of the Work and Skills Strategy 2016-20 (i.e.: Skills for Employment, Get Oldham Working Phase 2 and Careers Advancement Service) be presented to the Select Committee in November/December 2017.

1.2 The Work and Skills Strategy forms part of the Oldham Strategic Investment and details how the Council and partners will support citizens to develop and achieve their skills and employment goals. The Business Growth and Investment Strategy is the other key document and will be presented to Cabinet in December 2017, which sets out how the Council will support enterprise and business start-up activity, inward investment and growth of existing businesses.

1.3 The Work and Skills Strategy contains three core elements:
- Skills For Employment (ESF pre-employment scheme)
- Get Oldham Working (core offer supporting residents into employment)
- Careers Advancement Service.

1.4 A monthly performance report is under development, using Corvu, which will be available to Members which will be able to provide updates on a monthly basis across the three core elements.

2. Skills for Employment

2.1 The Skills for Employment project was initially a HM Government co-financed scheme which has subsequently been devolved to Greater Manchester Combined Authority. The first phase began in March 2016 and was funded by European Social Fund (ESF) which finishes in December 2017 (final date for citizens to join – September 2017). The Council met the approved performance standards, and as a consequence has been awarded the follow-on funding which utilises Local Growth Fund (LGF) which extends the activity from September 2017 until July 2019 (final date for citizens to join the programme is 31st March 2019).

2.2 The project provides personalised support to adults that have been out of work (more than six months) to improve their skills and find sustainable employment. The citizen is attached to a Learning Mentor who carries out a
skills and psychometric assessment which helps support the individual to develop a personalised plan, which can involve work experience, confidence building activities (such as the GOW Step up programme), interview preparation and job searching skills.

2.3 The citizen progresses through key stages which include
- Engagement (sign up on the project)
- Preparation for Work (Action Plan, training, mental health support)
- Job Start
- Job Outcome (sustained work for 13wks or more)

2.4 The project start was delayed by complications in agreeing the impact of devolution and how the GM Combined Authority and Education Funding Skills Agency would co-manage the scheme. The targets provided in this report therefore reflect a proposed target which is effectively 6 months ahead of the project position.

2.5 Figure 1 shows the number of contracted engagements compared to the delivery. The last verified data point on 19th October demonstrates that the Council has engaged with 609 citizens which is 24% over target and is just above the proportion of GM allocation.

**Figure 1 – Number of Citizens Engaged.**

<table>
<thead>
<tr>
<th>Contracted Engagements</th>
<th>Actual</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oldham</td>
<td>488</td>
<td>609</td>
</tr>
<tr>
<td>Grand Total</td>
<td>6303</td>
<td>7620</td>
</tr>
<tr>
<td>GM %</td>
<td>7.7</td>
<td>8.0</td>
</tr>
</tbody>
</table>

2.6 Figure 2 shows that the project has supported 606 citizens to complete their assessments and plans and undertake positive actions to support their job seeking activity. This is also 124% of the target.

**Figure 2 – Number of Citizens completing assessment etc.**

<table>
<thead>
<tr>
<th>Preparation for Work Start Target</th>
<th>Prep For Work Start (actual)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oldham</td>
<td>488</td>
<td>606</td>
</tr>
<tr>
<td>Grand Total</td>
<td>6299</td>
<td>7606</td>
</tr>
<tr>
<td>GM %</td>
<td>7.7</td>
<td>8.0</td>
</tr>
</tbody>
</table>
2.7 The citizens on the project are at various stages of their journey, for some it will take a longer time to move into employment than others. Figure 3 presents the number of citizens that have begun a job. To date, 75 out of the 609 have moved into work. This represents 27% of the target, which is just below the GM average and is due to a number of underlying issues, including a more effective engagement with the Work and Health programme which includes citizens with physical and mental health issues which have required more extensive support.

Figure 3 - Number of Citizens starting a job.

<table>
<thead>
<tr>
<th>Job Starts</th>
<th>Job Starts Actual</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oldham</td>
<td>276</td>
<td>75</td>
</tr>
<tr>
<td>Grand Total</td>
<td>3425</td>
<td>1103</td>
</tr>
<tr>
<td>GM %</td>
<td>8.1%</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

2.8 Figure 4 shows the number of citizens that have sustained employment for 13 weeks or more. To date, the project has supported 50 citizens to reach this measure which represents 25.9% of the overall target which is above the GM programme average and with an 8.5% share of the sustained job outcomes, Oldham Council has increased its targeted outcomes at this stage.

Figure 4 – Number of sustained job outcomes

<table>
<thead>
<tr>
<th>Job Outcomes Target</th>
<th>JO Actual</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oldham MBC</td>
<td>193</td>
<td>50</td>
</tr>
<tr>
<td>Grand Total</td>
<td>2394</td>
<td>586</td>
</tr>
<tr>
<td></td>
<td>8.06</td>
<td>8.5</td>
</tr>
</tbody>
</table>

2.9 The Local Growth Fund extension began in September 2017 and as such it is too early to present any key performance information other than the team has agreed to engage a further 629 customers by March 2019, with over 50 engaged and 15 completing full assessments and action plans so far.
2.10 The highlights for the project so far are achieving good sustained job outcomes; over achieving on the engagement targets and the creation of many opportunities within Oldham Council leading to winning “Employer of the Year” at the Skills for Employment Awards 2017 and being shortlisted for the GM Chamber Skills for Business “Employment Support Provider of the year”.


3.1 The Work and Skills Strategy created a new, refocused programme for the Get Oldham Working Programme for 2016-2020 which set dramatically increased under this strategy, and which were projected to:

- **Engage over 6,000 residents** through the second phase of Get Oldham Working from 2016-20,
- **Fill over 5,000 jobs** and work-related opportunities (more than 25% stretch on delivery achieved in phase 1)
- Invest in a new pilot Oldham Career Advancement Service – an extended information, advice and guidance offer seeking to help over 400 residents already in work to progress from low pay, low skill jobs during the initial pilot

3.2 The delivery of the Get Oldham Working programme has been enhanced by the ESF Skills for Employment programme which has increased the number of staff employed to support the Get Oldham Working campaign. This has enabled greater levels of outreach.

3.3 As a consequence of this and key regeneration developments, such as Audi Oldham opening the project team can report that the target to fill 1,250 jobs and work related opportunities has been met by the end of November 2017. As stated, this was a 25% stretch target based upon previous performance. Figure 5 shows that 1,288 opportunities have been filled against a target of 830, of which 940 were jobs and 202 were apprenticeships. The number of Traineeships is on track, and the team are recruiting for 15 Trainees to begin in early 2018 which will mean the 2017/18 target has been reached.

3.4 The Work Experience target is rated as Red because with 122 opportunities having been filled against a target of 138, this is 12% below the target for November. However, the overall target, as stated above, has been achieved by month 8.
3.5 Overall the Get Oldham Working Phase 2 has been successful, but the committee is requested to note that whilst it is expected that the project will achieve the same level of performance for 2018/19, it is unlikely to meet the same demands in 2019/20 as the ESF funding will have been completed and the team will reduce from 23 staff back to the core 5 posts. The team is currently submitting additional funding bids to support the project.

Figure 5 – Get Oldham Working Phase 2 Performance to date (April – November 17)

<table>
<thead>
<tr>
<th>CorVu Ref</th>
<th>Description</th>
<th>Nov 2017</th>
<th>Previous Month</th>
<th>Nov 2017 Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>M357</td>
<td>TOTAL</td>
<td>1288</td>
<td>830</td>
<td>1161</td>
</tr>
<tr>
<td>M357a</td>
<td>Jobs</td>
<td>940</td>
<td>566</td>
<td>856</td>
</tr>
<tr>
<td>M357b</td>
<td>Apprenticeships*</td>
<td>202</td>
<td>98</td>
<td>195</td>
</tr>
<tr>
<td>M357c</td>
<td>Traineeships</td>
<td>24</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>M357d</td>
<td>Work Experience**</td>
<td>122</td>
<td>138</td>
<td>87</td>
</tr>
</tbody>
</table>

4. Career Advancement Service

4.1 The Careers Advancement Service was launched in January 2017 with the first cohort recruited in early March. It is a pilot project which provides “in-work” support for citizens seeking to progress into better paid employment. It operates as a key worker/learning mentor model with the following key elements:

- Face to face meeting with email and telephone contact with Mentor
• Initial enrolment and psychometric profile (SelfSmart)
• Prepare bespoke individual interventions including:
  o skills audits
  o action plans
  o PDP tools – self-reflection & peer review
• Workshops & networking opportunities (real/virtual)
• Unionlearn’s Climbing Frame system records learner details, achievements, goals and aspirations, also acts as a source of information and resources for learners.
• National Careers Service intervention
• Working closely with learning providers,
• Promotion of Learning Loans and Apprenticeship Levy

4.2 Since early March 2017, 183 citizens have engaged onto the project, 52% are in Full time employment and 48% in part time/agency or Zero Hour contracts. 95% of the cohort are seeking full time employment. This has highlighted that whilst there is underemployment within the cohort, there is an ambition which isn’t being met. The analysis of the cohort demonstrates that due to this cohort is unlikely to benefit from the Apprenticeship Levy, as it is targeted at full time employees.

4.3 The top 3 sectors that the CAS cohort work in are, after public sector, Retail, Health and Social Care & Hospitality/Leisure. 20% have enrolled onto short courses to support development, including maths and English, over 15% have enrolled onto an apprenticeship framework to support learning needs, and 5 customers have applied and secured an advanced learning loan, £12,000 monetary value; with another 25 customers looking to apply.
5. **Conclusion.**

5.1 The Get Oldham Working Project phase 2 campaign has made a significant impact on the provision of work related activity in Oldham. It continues to work in partnership with other providers, over 700 employers and has supported nearly 1,300 citizens.

5.2 The Skills for Employment programme has secured an extension and will operate until July 2019.

5.3 The Committee are invited to review the work presented and make recommendations.

6 **Financial Implications**

6.1 The Council has allocated core funding of £250k during the second phase of Get Oldham Working which has leveraged in £1.9m of European Social Fund Skills for Employment, plus £250k for the Career Advancement Service.

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**Case Study**

Janine was enrolled onto the ESF Skills for Employment programme and appointed a Learning Mentor who supported her to apply for jobs. Janine became a Bus Driver but the working hours were too long (50-60 hours a week).

Janine came back in and joined the Career advancement Service. She worked with her Mentor to review her options and she decided she needed a career change and wanted to work in the Family Support sector but didn’t have the right qualifications and her options were limited due to the excessive hours being worked.

CAS supported her to apply and secure a part-time role with a relevant employer. The higher rate of pay - enabled her to cut hours down. She was supported to apply to Salford University to study health & social care foundation degree; which she began in September. The Mentor also supported her to volunteering as family support officer which is complements her academic pathway.
7 Legal implications

7.1 None

8. HR / People implications

8.1 None

9. Links to Co-operative Values

9.1 The GOW campaign was developed as a co-operative campaign, providing support to citizens to enable them to progress into employment. It works with employers to create opportunities which are then communicated out to a wide and diverse network which has helped nearly 3000 people achieve their goals. The next phase will support 5,000 residents.

10. Strategic Links

10.1 The proposal contributes to achievement of the Oldham Plan priority around ‘Investment, skills and good quality jobs. Additionally it contributes to the first objective within the Corporate Plan: ‘A productive place to invest where business and enterprise thrive’.

10.2 The programme is embedded within the new Work and Skills Strategy 2016-2020.

10.3 The Career Advancement Service has strong links to the Inclusive Growth strategy and could support the GM Mayoral Good Employer Charter.