



PRCC.34 11/12

Prosperous Communities  
Committee

28 March 2012

C

**Subject: Evaluation Report Future Jobs Fund  
June 2009 – October 2011**

Report by:

Mark Sturgess

Contact Officer:

Nicoya Palastanga,  
Employment and Skills Project Manager  
01427 675161  
nicoya.palastanga@west-lindsey.gov.uk

Purpose / Summary:

To evaluate the Future Jobs Fund programme

**RECOMMENDATION(S):**

- 1) That Members recognise the successes of our Future Jobs Fund delivery**

**IMPLICATIONS**

**Legal:** None

**Financial :** None

**Staffing :** None

**Equality and Diversity including Human Rights :** No impact. Information contained within report.  
*NB: A full impact assessment **HAS TO BE** attached if the report relates to any new or revised policy or revision to service delivery/introduction of new services.*

**Risk Assessment :** None

**Climate Related Risks and Opportunities :** None

**Title and Location of any Background Papers used in the preparation of this report:**

**Call in and Urgency:**

**Is the decision one which Rule 14 of the Scrutiny Procedure Rules apply?**

Yes

No

**Key Decision:**

Yes

No

## 1 **Executive Summary**

- 1.1 Working in partnership with Hill Holt Wood West Lindsey District Council successfully bid to the first round of the Future Jobs Fund. This led to the creation of 130 jobs across the area for long term unemployed people. A total of £770,600 was received from the Department of Work and Pensions to develop and fund this programme.
- 1.2 As a result 79 people have gained nationally recognised qualifications and at least 60 moved into permanent employment.
- 1.3 The WLDC project was recognised locally and nationally as an exemplar resulting in several awards.

## 2 **Background**

- 2.1 The Future Jobs Fund (FJF) was established by the Labour Government as a result of the March 2009 Budget announcement to create an additional 150,000 public service jobs.
- 2.2 Bids to FJF were to be accepted on a rolling basis throughout the duration of the Fund (to March 2011). These were to be assessed at three monthly intervals with the first deadline being 30 June 2009, for jobs to start October 2009, followed by a 30 September 2009 deadline for jobs to commence January 2010. This pattern would continue for the duration of the Fund.
- 2.3 There was a preference for partnership working, between public sector, social enterprise and third sector, with the inclusion of green jobs. All jobs created must be additional to current availability, i.e. not replacing existing staff or filling current vacancies. They also needed to provide some clear community benefit.
- 2.4 Jobs created were to be focussed on those aged 18-24 and unemployed for over nine months, with 100,000 of the 150,000 expected to be filled by this group. The additional 50,000 jobs were to be aimed at areas with high levels of unemployment (hotspots). This was defined as 1.5% above the national average. At that time within West Lindsey the Gainsborough wards all fell into this category.

### Percentage of population claiming Job Seekers Allowance (April 2009)

UK	4.1%
Gainsborough East	8.0%
Gainsborough North	6.5%
Gainsborough South West	10.4%

- 2.5 The funding, of £6,500 per job created, was to provide employment of a minimum of 25 hours per week for six months at national minimum wage. In order to increase any of these variables, additional funding would have to be sourced from successful bids to alternative funding pots or from the WLDC Employment and Skills budget.

- 2.6 From January 2010 the criteria was changed to provide jobs for those 18-24 year olds who had been unemployed and claiming Jobseekers Allowance for between six and 12 months. Those in the Hotspot areas continued to be eligible from nine months unemployment, with no upper limit and also no restriction on the type of out of work benefit claimed. This opened the project to those on benefits such as Incapacity Benefit and Lone Parent Allowance.
- 2.7 From January 2010 we also got permission to provide job opportunities for those aged 18-64 in the Gainsborough Travel to Work area, due to the high levels of unemployment within this area (over 1.5% above the national average). This included the wards up to the North Lincolnshire border, out to the A15 and some areas in Bassetlaw, enabling a lot more people to benefit from the project.

### 3 **Process/Delivery**

#### 3.1 Bids

West Lindsey District Council was successful in the first round of bidding to provide 90 jobs across West Lindsey from October 2009 to March 2011, with three tranches of 30 each. This bid attracted funding of **up to** £585,000. West Lindsey District Council acted as the lead awarding body working in partnership with Hill Holt Wood, who acted as the employers, providing induction and employee support.

A second bid to provide 40 jobs across North Kesteven from January to December 2010 was also successful. This attracted funding of **up to** £260,000. This bid was lead by West Lindsey District Council, who managed the bid and subsequent delivery on behalf of North Kesteven District Council.

#### 3.2 Partnership with HHW and others

The West Lindsey District Council initiative was run in partnership with Hill Holt Wood, an environmental social enterprise.

We established partnerships with town and parish councils, schools, Wildlife Trust, Woodland Trust, Community Learning Centres and some private sector businesses with clear links to green and environmental issues. Through all our partnerships we were clear that the jobs provided must be additional and have a clear community benefit.

#### 3.3 Jobs on offer

The jobs created included forestry assistant, grounds operative, gardener, caretaker, painter and decorator, joiner, labourer, driver, sawmill operative, promotions officer, traffic management assistant, research assistant, trainee solar PV engineer, administrative assistant, receptionist, handyman, ICT ranger, cafe assistant, design assistant, farm labourer and fitter/mechanic.

We started with jobs provided through countryside agencies and partners looking at improving the physical environment with administrative support

### 3.4 Application and Selection

We wanted to ensure that those participating in Future Jobs Fund gained the maximum from the experience. For this reason the application process was similar to applying for any other job. Applicants completed a Jobcentre Plus application form, which was then sent securely to WLDC. Applicants were able to specify which role(s) they were interested in. All applications had to come through JCP to ensure eligibility. Once received, applicants were shortlisted for interview. Those who were unsuccessful were sent a letter informing them of this decision. Feedback was also given to JCP advisers explaining why this decision was made. In most instances it was due to lack of information on the application form, and applicants were advised that they were welcome to apply again. Interviews were arranged regularly with a panel of 2 or 3 people representing HHW and WLDC. Initially interviews took place weekly, but this varied depending on demand. We had a set form with the same questions asked to all interviewees, allowing some variation depending on the job applied for. All were scored.

The key criteria for success were enthusiasm and willingness to work.

Number of applications received	808
Number of interviews held	270

### 3.5 Recruitment

Date	Starters	Cumulative Starters	Leavers	Cumulative Leavers	Number On Programme
Oct 2009	4	4	0	0	4
Nov 2009	9	13	0	0	13
Dec 2009	0	13	0	0	13
Jan 2010	7	20	3	3	17
Feb 2010	14	34	2	5	29
Mar 2010	10	44	0	0	44
Apr 2010	9	53	6	11	42
May 2010	1	54	7	18	36
Jun 2010	4	58	4	22	36
Jul 2010	8	66	8	30	36
Aug 2010	6	72	13	43	29
Sep 2010	10	82	7	50	32
Oct 2010	6	88	8	58	30
Nov 2010	6	94	4	62	32
Dec 2010	1	95	6	68	27
Jan 2011	20	115	6	74	41
Feb 2011	9	124	5	79	45
Mar 2011	6	130	8	87	43
Apr 2011			6	93	37
May 2011			4	97	33
Jun 2011			1	98	32
Jul 2011			20	118	12
Aug 2011			7	125	5
Sep 2011			5	130	0

<b>Home Residence of Participants</b>					
<b>By District</b>			<b>By Ward within West Lindsey</b>		
West Lindsey	74	56.9%	Gainsborough South West	17	23%
North Kesteven	12	9.2%	Gainsborough North	15	20.3%
Lincoln	37	28.4%	Gainsborough East	23	31%
Bassetlaw	3	2.3%	Hemswell	4	5.4%
Boston	1	0.8%	Thonock	4	5.4%
East Lindsey	1	0.8%	Saxilby	3	4%
North Lincolnshire	1	0.8%	Scotter	2	2.7%
Other (London)	1	0.8%	Stow	2	2.7%
			Torksey	2	2.7%
			Market Rasen	1	1.4%
			Sudbrooke	1	1.4%

<b>Situation prior to FJF</b>		
Pre-employment training	5	3.9%
Never been employed	9	6.9%
Unemployed 6-12 months	72	55.4%
Unemployed 12 – 24 months	41	31.5%
Unemployed over 24 months	3	2.3%

### 3.6 Induction

All FJF employees attended Hill Holt Wood for an induction day. This introduced them to their employer, regardless of where they were actually going to be working. This day included completion of required paperwork, health and safety training and a tour of the Wood. The Induction week also included an Information, Advice and Guidance interview with a local nextstep provider. These were arranged in Gainsborough, Lincoln and Sleaford to suit individual needs. The interview gave everyone the opportunity to talk to someone independent about what they hoped to gain from the FJF experience and what their long-term career goals were. From this we received individual action plans, which helped to identify suitable training opportunities linked to their current role and future goals.

## 4 **Outcomes**

### 4.1 Training

All participants were encouraged to undertake training in relation to their roles and the FJF Co-ordinator sourced this training locally. The majority of participants achieved the HSE Emergency First Aid at Work certificate and many also achieved the CIEH level 2 Health and Safety certificate. These were felt to be relevant to everyone regardless of the role they were in.

We also supported many FJF employees to achieve literacy and numeracy at levels 1 and 2 (equivalent to GCSE) even running an intensive 2 day course especially for one group.

We organised a financial inclusion session for the whole group, which helped them to look at how to manage their money.

Other courses attended and qualifications gained related more specifically to individual jobs. These included IOSH Managing Safely, NVQ2 in Business Admin, NVQ2 Business Improvement Techniques, Computing level 2, ADOBE, Flare, NPCT Chainsaw Certificate, NPCT Brush Cutting Certificate, NPCT Working at Heights with a chainsaw, Basic Food Hygiene, Manual Handling, Risk Assessment, Working with Teenagers, Telephone Techniques, Confidence Building, Introduction to Counselling, Introduction to Eating Disorders, Introduction to Coaching Skills, Personal Safety Awareness.

In addition employees received on the job training relating to working with trimmers and power tools, event organisation, business planning, school safety, managing school attendance and many others.

79 employees have obtained nationally recognised qualifications whilst on Future Jobs Fund.

Employees are also offered support in applying for permanent jobs, with advice on CVs, application forms and interview skills.

#### 4.2 Destinations

<b>Positive Outcomes</b>	<b>65</b>	<b>50%</b>
Employment	52	40%
Offered a job, but declined	3	2.30%
Volunteering	7	5.40%
Full-time Education	3	2.30%

The numbers for destinations do not give a full picture of the successes achieved through this programme. More is given in the case studies which follow, but it is worth highlighting a few other cases.

The joy of providing this opportunity for our residents came from people like Richard, who said he genuinely thought that at 43 he would never work again, and now he is happily employed in a full-time role as sawmill operative at Hill Holt Wood, doing a job he loves and adding value to the organisation.

Or Baptiste, who has chosen to settle in our district from France and was being turned aside because of his nationality, despite extensive experience in IT. He is now working as a website developer, and has been able to take an adult teaching qualification enabling him to teach both IT and French, benefitting our residents by passing on his skills to others.

Nathan left FJF to undertake the opportunity of a lifetime volunteering to support the building of a school in Thailand. FJF had given him the confidence to follow this dream.

Joseph enjoyed his time working as a forestry assistant so much that he decided to return to study forestry full-time.

## 5 Case Studies

### 5.1 Equality and Diversity in Future Jobs Fund

The success of the project has been in finding employment opportunities for those who may have significant barriers to entering the labour market.

Jobs have been created to support those with mental health issues, providing a supportive, non-pressured environment. We had four staff with mental health history working in developing an eco-burial site in a neighbouring woodland.

Amongst those recruited have been examples from all strands of society. We recruited according to suitability and desire to work, regardless of any diversity strands. Our staff included the following examples.....

**Stuart**, 42, had spent his life in a travelling circus, missing out on education and gaining no qualifications. He did not want this life for his children, but was finding it difficult to find a settled job. Through the partnership he has gained a position at HHW as a ranger, supporting young people who have been excluded from school. He has also been able to obtain level 2 certificates in Literacy, Numeracy and First Aid – his first ever qualifications, and more importantly increased his self confidence and self esteem. Stuart has continued at HHW in a permanent role and all are agreed that he adds a fantastic new dimension to the team.

**Danyelle**, 22, moved from a world of drugs and crime in Brixton, to working as an ICT Ranger at HHW. He recognised that he was likely to 'kill or be killed' and welcomed the opportunity to make a break from his previous life. The partnership between HHW, WLDC and Jobcentre Plus enabled this to happen.

This is the rap he wrote to portray his experience

I got into a bit of an altercation in my hood  
Then Sam recommended Hill Holt Wood  
At the time I was not sure if I should  
The stresses in my life I wouldn't change if I could  
Because it's getting good -

Learning ancient trades mandatory to man  
I realised there's more to life than wearing Brands  
- And selling grams  
Now any actions taken I think of my fam  
Even though I feel I were damned



The fate of the world stands in gods hands  
So I stay focused with my plan  
- You can do it Dan  
That's the voice in my head  
It shouldn't be said  
But in my heart I know I should be dead!

But now I am focused  
Before I was hopeless  
I owe it all to God why I am coping  
I was asked by Karen to quickly write this poem  
I feel I was sent here to help the seeds start growing

**Karen**, a single mum of 23, was nervous about coming off benefits, but with support from staff from both organisations she found a receptionist post with a local learning centre, working hours to fit around her daughter being at school. She blossomed and in her words 'feels like the cat that got the cream'.

**James**, 21, was made redundant after 2 years in an electrical apprenticeship. He applied for a gardening role, but the staff at WLDC and HHW worked together to make contact with local employers and find an opportunity for James to work with a local company which fits photovoltaic solar panels. This will enable him to complete his apprenticeship and gain additional qualifications in the green sector. HHW's links with the environmental construction sector combined with WLDC's knowledge of local employers and training providers enabled this really positive outcome.

**Adam**, 20, was interviewed on 19<sup>th</sup> October 2009, and started work as a forestry assistant on 3<sup>rd</sup> November 2009.

He undertook his NPTC Chainsaw course 18<sup>th</sup> – 22<sup>nd</sup> January 2010, with his final assessment in February 2010.

Adam worked previously on a chicken farm and had been unemployed for over 10 months when he started on FJF. He wanted a job with new experiences and challenges, and hoped to work for the Forestry Commission.

In work, Adam never missed a day's work, and was always early, despite undertaking the bus journey from Wragby to Gainsborough via Lincoln. He proved very able, flexible and willing to work, was extremely motivated, took instruction well and was keen to learn.

At the end of his six months on FJF, Adam was able to put his woodworking experience to good use in obtaining permanent fulltime employment.

These are just a handful of the local residents who have been able to turn their lives around due to the successful collaboration between the public and third sectors.

Our staff ranged from 18 to 63 in age, were a combination of male and female, including those of black and Asian ethnicity, travellers, gay and heterosexual, varied religious backgrounds.

## **6 Innovation**

### **6.1 Skills Passport**

As part of our FJF we developed a 'Learning Passport', which recorded details of any training and qualifications undertaken, listed the work experience gained and also described the personal attributes and soft skills developed, such as timekeeping, attendance, enthusiasm, confidence, communication skills. All employees were given a copy of this to take to any potential employers.

### **6.2 Celebration Event**

In recognition of the progress made by the participants and the huge contribution made by other organisations who agreed to create positions for the FJF employees, we arranged a Celebration Event in May 2010. We invited key partners, Jobcentre Plus, participating employers and training providers, plus local parish and district council representatives.

The event gave us an opportunity to present employees with certificates they gained from training and learning passports for those who were about to leave. At the event individual employees talked about what FJF had meant to them and the difference it had made. The stories varied enormously but the key message was of hope and renewed confidence.

## **7 Successes and Recognition**

### **7.1 Social Enterprise Award**

In March 2011 West Lindsey District Council were awarded the national Social Enterprise Partner of the Year Award at the O2 in London. This was awarded in recognition of the successful partnership with Hill Holt Wood established to deliver Future Jobs Fund.

### **7.2 Job Centre Plus Awards**

West Lindsey District Council was put forward by JCP Lincolnshire District Office for the East Midlands JCP Awards 2010.

At the Award ceremony on 16<sup>th</sup> July we were Winners of the Youth Employment award and Runners up in Skills Development Award, and Recruit of the Year for Paul Gregory and Karen Hegarty.

These awards were in the large employer category where we were up against companies such as Tesco, ASDA, RBS and B&Q.

### 7.3 Welfare to Work Convention

The Employment and Skills Project Manager was invited to present a joint workshop at the national Welfare to Work Convention in July, which was attended by 1,400 people from across the UK. This was to give the rural perspective on Future Jobs Fund in comparison with the urban view from Greater Manchester. The invitation was a clear recognition of our success on a national level.

### 7.4 Other recognition

We have been invited to give presentations on our Future Jobs Fund at a number of East Midlands events run by GOEM and JCP.

Articles about our successful delivery of Future Jobs Fund have appeared in national publications Local Government First and Recruiter magazines. Polly Toynbee from The Guardian interviewed our Project Manager and one of our recruits for case studies for a forthcoming book.

Both BBC Look North and ITV Central Tonight included stories about our successful delivery of this initiative to help combat youth unemployment on their early evening news bulletins.

## 8 **Finance**

- 8.1 The grant received was split between two forms of pre-payment and retrospective payments based on the number of people in post for each week.

The total received from DWP over the two years was £770,600.

The prepayments were 20% of the total grant paid at the start of each tranche. A further 20% of the grant was paid monthly based on the profiled starts for that month. These pre-payments totalled £338,000. See Appendix One.

The retrospective payments were claimed monthly (based on 4 or 5 week months) based on the number of weeks in which employees were on the programme. These payments were primarily to cover wages for those taking part. This meant that anyone leaving the programme before completing the 26 weeks would not attract the full amount of funding, but as this amount was then not paid out in wages there was no loss to us as contractors. The total payment for places filled amounted to £432,600. See Appendix Two.

## 9 **Future Developments**

- 9.1 We have been awarded a grant from DWP/JCP Flexible Support Fund, again in partnership with Hill Holt Wood. This will build on the successes and learning experiences of FJF. We were the only partnership across Lincolnshire and Nottinghamshire to be successful.

- 9.2 The project will start in April and provide up to £60,000 to support 26 individuals. Referrals will be made from claimants at Gainsborough Jobcentreplus office,

## 10 **Reflection**

- 10.1 The successful elements of the project will be used to inform future projects. These include the successful partnership working with Social Enterprise, excellent relationships with Job Centre Plus, working with public, private and third sectors to produce the best outcome for individuals.
- 10.2 The key to our success in delivering Future Jobs Fund is to treat every applicant as an individual and to focus on finding jobs to suit individual skills and needs, rather than looking simply for the best individual to fit each job.

## Appendix One

Month	WL pre-payment	WL ext pre-payment	NK pre-payment	NK ext pre-payment	Total	Cumulative
Sep-09	39,000+3,900=42,900				42,900	42,900
Oct-09	9,100				9,100	52,000
Nov-09	5,200				5,200	57,200
Dec-09	13,000		26,000+5,200=31,200		44,200	101,400
Jan-10	7,800		5,200		13,000	114,400
Feb-10	0		13,000		13,000	127,400
Mar-10		39,000+5,200=44,200	2,600		46,800	174,200
Apr-10		9,100	0		9,100	183,300
May-10		5,200	0		5,200	188,500
Jun-10		11,700		26,000+5,200=31,200	42,900	231,400
Jul-10		7,800		5,200	13,000	244,400
Aug-10		0		13,000	13,000	257,400
Sep-10		39,000+5,200=44,200		2,600	46,800	304,200
Oct-10		9,100		0	9,100	313,300
Nov-10		5,200		0	5,200	318,500
Dec-10		11,700			11,700	330,200
Jan-11		7,800			7,800	338,000
Feb-11		0			0	338,000

## Appendix Two

Month	WL CMCF	WL ext CMCF	NK CMCF	NK ext CMCF	Total claim	Cumulative
Oct-09	1,200				1,200	1,200
Nov-09	5,400				5,400	6,600
Dec-09	7,800				7,800	14,400
Jan-10	9,750		300		10,050	24,450
Feb-10	12,300		3,300		15,600	40,050
Mar-10	13,950		5,700		19,650	59,700
Apr-10	17,700	2,250	10,500		30,450	90,150
May-10	10,200	4,350	8,400		22,950	113,100
Jun-10	9,000	4,050	9,600		22,650	135,750
Jul-10	9,450	7,950	10,950		28,350	164,100
Aug-10	150	9,300	5,850		15,300	179,400
Sep-10	750	13,800	3,300		17,850	197,250
Oct-10		16,350	3,150	3,300	22,800	220,050
Nov-10		12,750	1,650	4,800	19,200	239,250
Dec-10		15,900	750	6,450	23,100	262,350
Jan-11		12,900		6,000	18,900	281,250
Feb-11		15,600		9,600	25,200	306,450
Mar-11		16,650		10,650	27,300	333,750
Apr-11		20,850		10,350	31,200	364,950
May-11		15,600		6,600	22,200	387,150
Jun-11		13,650		6,600	20,250	407,400
Jul-11		10,950		6,000	16,950	424,350
Aug-11		5,700		1,200	6,900	431,250
Sep-11		1,200		150	1,350	432,600