

REQUEST FOR DIRECTOR DECISION – DD1334

Title: Haringey 100 and Routes to Work campaign

Executive Summary:

The purpose of this paper is to seek approval to release funds totalling £75,000, comprising £50,000 for the Haringey 100 campaign and £25,000 for the Routes to Work campaign subsequent to MD895 and MD1092 which forms part of Employment and Skills project. The campaigns will promote opportunities across the Tottenham area including apprenticeships, skills and employability support, and access to higher education initiatives.

The Haringey 100 campaign will encourage local employers to offer 100 apprenticeships to local people. The campaign will be led by Haringey Council and is in line with the Mayoral campaign and delivery objectives. It will initiate the process of establishing 200 apprenticeship opportunities for Tottenham residents.

The Routes to Work campaign will feature Tottenham residents who have started their careers in one of three ways; entry level, starting an apprenticeship or higher education. The purpose of the campaign will be to highlight what Tottenham residents are already achieving and show how straightforward and quick it is for local people to commute into London. It will signpost people to other employment and skills initiatives being delivered in Tottenham e.g. The Haringey Employment and Skills project.

Decision:

That the Executive Director approves expenditure of up to £75,000 of the London Enterprise Fund to deliver the Haringey 100 and Routes to Work campaign promoting employment training and support opportunities for Tottenham residents.

AUTHORISING DIRECTOR

I have reviewed the request and am satisfied it is correct and consistent with the Mayor's plans and priorities.

It has my approval.

Name: Fiona Fletcher-Smith

Position: Executive Director of Development, Enterprise & Environment

Signature:

Date:

PART I - NON-CONFIDENTIAL FACTS AND ADVICE

Decision required – supporting report

1. Introduction and background

- 1.1 This decision seeks approval for the Haringey 100 campaign and Routes to Work campaign. The two campaigns will be delivered by the GLA Delivery unit. Please note that the Haringey 100 campaign was previously referred to as the 'Apprenticeships campaign' (see appendix 1).
- 1.2 The Tottenham Employment and Skills project is part of the £41m MRF/LEF funding package comprising £18m from the Mayor's Regeneration Fund, £10m Government Funding from the London Enterprise Fund and £13m match funding from Haringey Council. MD 895 and MD 1092 secured Mayoral approval for a programme of delivery through to March 2017 with investment decisions within this timeframe, subject to a Stage 2 investment decision, being delegated to the Executive Director for Development, Enterprise and Environment.
- 1.3 The Tottenham Employment and Skills (TES) package aims to address the persistent disadvantage, relative to the London and borough averages, experienced by Tottenham residents with lower levels of employment, earnings and educational attainment.
- 1.4 A revised Tottenham Employment and Skills package (as outlined in appendix 1) was approved (Stage 2) in principle by the Investment and Performance Board (IPB) on Thursday 24th July 2014. 15 projects have been outlined as part of the revised TES package. It is estimated that 6,539 residents will receive employability support and advice, 1,712 job starts will take place and a minimum of 964 jobs will be sustained for a minimum of 26 weeks.
- 1.5 The TES package is based on £2.2m total funding being delivered by March 2017 in line with MD 1092. Of this total the GLA is contributing £1.1m funding. £228,250 has been committed under DD 1263 (639 works and outreach) and £796,750 under DD 1279 (Employment support). This decision relates to the remaining £75,000.

2. Objectives and expected outcomes

Apprenticeship campaign

- 2.1 The campaign will promote apprenticeships across the area and its aim is to generate 100 Apprenticeship vacancies in 100 working days. This will be achieved through signing up a number of employers and having them pledge to provide an apprenticeship placement within 12 months of signing up. This will be achieved through the support of a Co-ordinator who will be recruited for this purpose.
- 2.2 This project will support the Haringey Academy Scheme (Haringey Council's new in-house apprenticeship scheme), which has pledged to provide 20 of the 100 places, thereby demonstrating Haringey's commitment to the provision of jobs for Haringey residents. Furthermore the project links into the Mayor's commitment to deliver 250,000 new apprenticeship starts by 2016.
- 2.3 Local intelligence suggests difficulties in filling apprenticeship vacancies, because they do not meet the necessary minimum skill levels. The two main objectives therefore are to generate new leads creating more apprenticeship opportunities among organisations that are based in or serving the Haringey Area and to provide co-ordination and support for providers / apprentices and employers to drive up the quality, type and numbers of apprenticeships available to residents.

Key project outputs and outcomes:

- 2.4 This project will target employers who are either based in Haringey or take on Haringey residents or students that have attended Haringey schools.
- 2.5 To be eligible for the project, participants / apprentices should reside in Haringey or have attended Haringey schools. Whilst this project will be Borough wide, the various activities employed to engage participants will ensure that a minimum of 80% of project participants will live or have attended school in at least one Super Output Area, (Bruce Grove, Stroud Green, Haringey, Tottenham Green, Tottenham Hale, West Green, Hornsey and Noel Park, Northumberland Park, White Hart Lane, Woodside and Seven Sisters).

Objective 1	Raise Awareness of Apprentices amongst employers / benefits applicable to them / Educate organisations on the benefits of Apprenticeships and how to get started	Performance measure	Organise a series of events to raise awareness: . Haringey Academy Scheme launch, CONEL joint etc. Regular articles featuring particular employers (minimum of 5 – during the 100 working days) and their apprenticeship position Explore the possibilities of an adult apprenticeship + 25
Objective 2	Generate new leads among businesses that are based in or serving the Haringey Area with a particular focus on the Tottenham Industrial Estates	Performance measure	100 Apprenticeship Places created each year over two years 200 Apprenticeship places created
Objective 3	200 people into Apprenticeships with 150 achieve formal qualification	Performance measure	200 job entries Evidence of the qualification
Objective 4	130 Sustained jobs	Performance Measure	Evidence of employment

2.6 Planned delivery approach and timeline

Deliverable/service	Delivery approach
Design Tools and templates April 15	Bespoke designed by in-house staff of CONEL and Haringey – adapted from other existing local authority templates in use across England in relation to offer to employers etc. e.g. Partnership Agreements, The Offer to Employers, Branding of the Scheme, Service Level Agreements, Employer Engagements. This will be delivered jointly with CONEL, Chambers of Commerce, and Haringey Council.
The creation of a temporary post based in Haringey but working with CONEL and other providers	(No more than a year – possible secondment) that will provide the co-ordination for providers, will assist in the pastoral care / support for apprentices that are taken on by some of the smaller organisations in particular focusing on geographical support for apprenticeships, providing networking opportunities, sharing of good practice – Borough focused links Development of Partnership Materials.
April 15 to September 15	Establish working arrangements and referral routes with the new Employment Support Providers and other relevant partnerships serving the Borough.
	Apprenticeship Induction Day – Annually
	Bringing together Providers within Haringey quarterly
	Raising Awareness campaigns for students and parents – working with providers (quarterly).
	Benefits of being an employer who will take on an Apprentice – at least 5 employer profiles within the 100 working days.
	Regular updates on what is happening with the Apprentices / Employers after the 100 days – including posting regular information on the Haringey / Tottenham website.
	Haringey Apprenticeship of the Year Nominations – Dec 2015, Dec 2016 and 2017, Award Ceremony Jan 16, 17, 18
Monitoring	Quarterly monitoring of providers / apprenticeships (use of survey monkey) – responses from the surveys could generate additional events i.e. Pastoral Care has been sighted as an issue in previous apprenticeships may try to support through existing mentoring programmes etc.

Objectives and expected outcomes

Routes to Work campaign

- 2.7 The focus of this campaign will be targeted at all residents in Haringey, particularly students and unemployed young people. This will be a joint advertising campaign with Transport for London (TfL) using tube/ bus poster sites, featuring Tottenham Residents who travel into Central London for career-type jobs. The Campaign will highlight their qualifications and also summarise, possibly graphically their daily commute (thus highlighting the transport links).
- 2.8 There will initially be three campaign strands. These strands will be linked to other closely linked campaigns:
- Entry level – which will advertise the Employment support programme

- Apprenticeship – which will highlight the Haringey 100 Programme and the Employer led Apprenticeship Creation project
- Graduate – which will highlight the Birkbeck offer

Key project outputs and outcomes:

- 2.9 The main objective is to highlight career/ job opportunities to Tottenham Residents outside of their local area by promoting the great connectivity and transport links in Tottenham.

Objective 1	200 receive advice and guidance	Performance measure	Project Delivery partners will monitor how many participants contact them as a result of the Routes to Work advertising.
Objective 2	50 achieve formal qualification	Performance measure	Evidence of the qualification

Planned delivery approach and timeline

Deliverable/service	Delivery approach
Call to Action	Bespoke brief designed by in-house staff – adapted from previous Haringey displays, or use existing local authority templates in use across England.
Campaigns	Agree the details of each Campaign with individual Programme Managers, 3 strands Entry Level, Apprenticeship and Graduate.

Timeline

Event or Project	Details
Content and artwork May 2015	
TFL Bill Board Campaign 11 th May 2015 until 30 th June 2016	A series of advertisements showing three profiles (entry-level, apprentice and graduate) will be marketed on billboards, bus shelters and bus panels.

3. Equality comments

- 3.1 The projects will be developed and delivered in compliance with relevant Codes of Practice and in line with the public sector equality duty.
- 3.2 The project will positively further equality aims by setting specific equality targets for the target groups that have been identified as having the highest levels of labour market deprivation (i.e.: parents (including lone parents), women, young people, people with a health condition or disability, and ethnic minorities). Beneficiary equality data will be reported and monitored on a quarterly basis as part of the project delivery monitoring requirements.
- 3.3 All documents produced will comply with Mayor of London branding guidelines, themselves based on guidance from the Royal National Institute of Blind People.

4. Other considerations

a) Risk and issues

Key risks and their control measures will be reported to the Regeneration Budget and Performance Review, which will oversee the project as part of their regular updates and performance management.

Risk	Mitigation
Routes to Work: Launch of the Haringey Academy Scheme – delays to this could affect delivery.	We have now secured two dates when the project could be launched.
Haringey 100: Duplication of Existing Services	This project adds to the existing provision by providing Borough co-ordination and setting standards / good practices and a mechanism to share. In addition it will support networks tailored to the small and medium size businesses which are specific to Haringey.
Haringey 100: Not enough Tottenham residents participating in the project	Refer to other agencies and do more targeted marketing linking to things like the Northumberland Park & Love lane consultation events or go back to the Employment Support team and ensure referrals are working properly.

b) *links to Mayoral strategies and priorities*

The project links with the EDS objective to give all Londoners the opportunity to take part in London's economic success, access sustainable employment and progress in their careers

The project will support the Mayor's priority to deliver growth and jobs, including meeting the Mayor's 200,000 jobs target.

It will support more specifically one of the three key growth deal priorities to help Londoners into sustainable employment.

c) *impact assessments and consultations.*

The Tottenham Employment and Skills project will tackle some key concerns identified through a formal public consultation exercise (November 2011 to January 2012) carried out by Haringey Council following the riots in August 2011. It will specifically address residents' concerns about the lack of jobs and enterprise, and their aspirations to encourage jobs and enterprise growth.

5. Financial comments

- 5.1 Approval is being sought to grant fund up to £75,000 to LB Haringey to deliver the Haringey 100 campaign (£50,000) and the Routes to Work campaign (£25,000), which will promote employment training and support opportunities for Tottenham residents (to be governed by funding agreement).
- 5.2 Of the £50,000 Haringey 100 campaign funding, £30,000 will be used by LB Haringey to fund a co-ordinator's post.

- 5.3 It is expected that the costs will be wholly incurred in 2015/16.
- 5.4 The revenue cost of £75,000 will be funded from uncommitted 2014/15 London Enterprise Fund budget relating to Employment & Skills, subject to the approval of a carry forward budget request.
- 5.5 All appropriate budget adjustments will be made.
- 5.6 As the proposed funding above is to be governed via funding agreement, officers are reminded to ensure that they liaise with both the Legal and Finance Teams in the preparation and execution of the funding agreements. In addition, the monitoring of the funding and associated payments must be line with the Authority's Funding Agreement Toolkit.
- 5.7 Any changes to this proposal must be subject to further approval via the Authority's decision-making process.
- 5.8 The GLA Delivery Unit within the Communities & Intelligence Directorate will be responsible for managing this project and associated funding agreements.

6. Legal comments

Power to Undertake the Requested Decisions

- 6.1 Under section 30 of the Greater London Authority Act 1999 (the 'Act') the GLA is entitled to do anything that it considers will further the promotion, within Greater London, of economic development and wealth creation, social development and the improvement of the environment.
- 6.2 Furthermore, section 34 of the Act allows the GLA to do anything that is calculated to facilitate, or is conducive or incidental to, the exercise of any functions of the GLA.
- 6.3 The Haringey 100 campaign relates to the promotion of apprenticeships, whilst the Routes to Work campaign aims to highlight the wider career opportunities offered to Haringey's local community by London's transport links. In light of this, the approval of expenditure for said projects may be viewed as calculated to facilitate economic development and wealth creation in Greater London.

Grant Funding

As part of this project, the officers may decide to grant fund boroughs or other stakeholders. To this end, the officers are reminded that all GLA funding must be distributed fairly, transparently and in accordance with the GLA's equalities obligations (paragraph 6.4 of the GLA's Contracts and Funding Code).

Tendering of Contracts

The officers are reminded that any procurements by the GLA of goods, services or supplies as part of the Haringey 100 or the Routes to Work campaigns must comply with the requirements of the GLA's Contracts and Funding Code.

7. Planned delivery approach and next steps

Activity	Timeline
Delivery Start Date [for project proposals] Haringey 100	May 2015
Delivery Start Date [for project proposals] Routes to Work	May 2015
Project Closure:	April 2017

Appendices and supporting papers:

Appendix 1 – Tottenham Employment & Skills Package

Public access to information

Information in this form (Part 1) is subject to the Freedom of Information Act 2000 (FOI Act) and will be made available on the GLA website within one working day of approval.

If immediate publication risks compromising the implementation of the decision (for example, to complete a procurement process), it can be deferred until a specific date. Deferral periods should be kept to the shortest length strictly necessary.

Note: This form (Part 1) will either be published within one working day after approval or on the defer date.

Part 1 Deferral:**Is the publication of Part 1 of this approval to be deferred? No**

If YES, for what reason:

Until what date: (a date is required if deferring)

Part 2 Confidentiality: Only the facts or advice considered to be exempt from disclosure under the FOI Act should be in the separate Part 2 form, together with the legal rationale for non-publication.

Is there a part 2 form – NO

ORIGINATING OFFICER DECLARATION:

Drafting officer to
confirm the
following (✓)

Drafting officer:

Teresa Rossetti has drafted this report in accordance with GLA procedures and confirms that:

✓

Assistant Director/Head of Service:

Debbie Jackson has reviewed the documentation and is satisfied for it to be referred to the Sponsoring Director for approval.

✓

Financial and Legal advice:

The Finance and Legal teams have commented on this proposal, and this decision reflects their comments.

✓

EXECUTIVE DIRECTOR, RESOURCES:

I confirm that financial and legal implications have been appropriately considered in the preparation of this report.

Signature

Date

Appendix 1 - Tottenham Employment & Skills Package

	Intervention	Investment	Lead
In Delivery			
1	Intermediate Labour Market Scheme	£400,000	LBH
2	Sustained employment support	£600,000	LBH
Immediate projects			
3	Mapping Pathways	£20,000	LBH
4	Apprenticeships Campaign	£50,000	GLA
5	Construction Opportunities (p.a.)	£75,000	LBH
6	Employability Lab (based at 639)		
6a	Fit out	£140,000	GLA
6b	Delivery	£80,000	GLA
7	Employment Support	£805,000*	GLA
8	Workspace (TBC in OIF)	£0	GLA
Medium term projects			
9	Routes to Work Campaign	£25,000	GLA
10	School Age Careers Education	£100,000	LBH
11	Further Education	TBC	LBH
12	Higher Education	TBC	LBH
13	Adult Skills	TBC	LBH
14	Green Opportunities	£100,000	LBH
15	Business Support	TBC	LBH
	Committed	£2,395,000	LBH & GLA
	Subject to LBH decision making	£805,000	
	Total	£3,200,000*	

* Please note that a £8,250 revenue contribution to the cost of a Grade 7 Team London officer from October 2014 to March 2016 has been authorised under DD1263 Works to 639 Tottenham High Road and associated outreach work (2014).