

# **FOR PUBLICATION**

## **AMBITION SCR (R000L)**

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MEETING: 1. EXECUTIVE MEMBER FOR REGENERATION  
2. WBR

DATE: 1. 10<sup>th</sup> June 2014  
2. 2<sup>nd</sup> June 2014

REPORT BY: HEAD OF REGENERATION

WARD: ALL

NON KEY DECISION  
REFERENCE:

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FOR PUBLICATION

BACKGROUND PAPERS FOR PUBLIC REPORTS:

TITLE: LOCATION:

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### 1.0 **PURPOSE OF REPORT**

1.1 To update Members with progress with the Ambition SCR programme and the delivery options for the programme in Chesterfield.

### 2.0 **RECOMMENDATIONS**

2.1 That Chesterfield participates in the Ambition SCR programme.

2.2 That Chesterfield pursues a local delivery option and works with North East Derbyshire District Council as the Accountable Body and delivery commissioner for the Ambition SCR programme.

## 2.0 **BACKGROUND**

- 2.1 Core cities were given the opportunity to bid for £50 million of funding from the Youth Contract underspend. Sheffield City Council (SCC) chose to put a bid together that involved the whole city region for a programme called Ambition SCR. Ambition SCR is an employment programme for 18 – 24 year olds across the Sheffield City Region, it is designed to provide early intervention for those 18 year olds that Local Authorities have previously tracked as long-term or persistent NEETs, who are judged to be at risk of long-term worklessness and who therefore require, in agreement with local DWP, day-one eligibility for this programme. In addition, the programme is designed to meet the needs of those 18-24 JSA claimants who require a relatively short period of intensive support to help them secure a job before they are unemployed for a period of nine months.
- 2.2 The bid was successful and SCC has been awarded £5m to deliver Ambition SCR, a two year project. The programme involves:
- Gateway assessment of referrals from JCP
  - Allocation of a key worker to provide support to the young people whilst on programme
  - Training for young people over a 12-18 week period
  - Work placement and job brokerage
  - In-work support and career development once young people have moved into work
- 2.3 SCC has allocated costs and targets to each district. In summary, Chesterfield's total allocation over a two year period is £253,138.16. The proportion of beneficiaries is calculated for each area based on the number of JSA claimants aged 18 – 24 within the area; therefore Chesterfield's share is 5.4% as there are 785 JSA claimants aged 18 – 24. The headline outcomes for Chesterfield are to assess 129 clients, start 87 clients on the programme and secure 35 job outcomes. The combined allocation for Bolsover, Bassetlaw, Chesterfield and North East is £781,987.32.
- 2.4 In Derbyshire there is a project already running, led by the Jobcentre that targets a similar cohort to the proposed Ambition SCR programme. The Derbyshire Mandatory Youth Activity Programme (DYMAP) targets 18- 24 year olds and is a mandatory programme for people who have been on the unemployment register for 6 months plus. Given that

this programme is mandatory in Derbyshire, it could have direct implications of the success of the Ambition programme for the Derbyshire authorities. Sheffield Council is aware of this and negotiations with DWP Head Office are ongoing to seek to mitigate this, for example by mandating attendance for the Ambition SCR programme.

### 3.0 **PROPOSAL**

3.1 There are a number of options available for the delivery of Ambition SCR in Chesterfield, in terms of its management and governance.

3.2 Option 1 – The first option available for Chesterfield is for Sheffield City Council to manage the procurement and delivery of the programme in Chesterfield, as they do for the Skills Made Easy programme. This option possibly provides the greatest economies of scale to be achieved as the procurement will cover a number of authorities across the city region. Sheffield Council has already top-sliced the funding to cover the management and monitoring fees at 7%. This fee has already been taken off the allocation and therefore there will be no further management fees to be taken off the allocation if we work with Sheffield directly. Chesterfield's experience of the Skills Made Easy model, where Sheffield manages the programme has been positive and we have seen results delivered in line with targets. A comprehensive monitoring system is in place for Skills Made Easy, giving confidence regarding the monitoring of Ambition SCR.

3.3 A key part of the programme is a 12 week work experience placement and sourcing local employers to offer these placements, and potentially a job outcome after the work experience for the young people on the programme. The CBC Economic Development Team can assist in facilitating these opportunities as part of its key account management function. However, the benefit of working with Sheffield to deliver the programme is that the local knowledge of the intermediaries as part of the Skills Made Easy project can be used to identify these opportunities as well. This avoids the need for a further body approaching Chesterfield's businesses and a fatigue from Chesterfield's business community.

- 3.4 Option 2 – The second option available to Chesterfield is to work in partnership with North East Derbyshire District Council, Bolsover and Bassetlaw as a local delivery area. NEDDC has Cabinet approval to act as the Accountable Body and to deliver the programme. This local delivery approach mirrors the Talent Match programme where the four authorities are working together to facilitate local delivery to tackle youth unemployment, this partnership is working well together. Bassetlaw has already confirmed their agreement to this local delivery option. As the accountable body, it is proposed that NEDDC employ a team leader and key workers (the number is yet to be confirmed) to work across the different Districts. A key worker will be assigned to all those taking part in the programme and they will work closely with the individuals so that the right training and assistance is available and an appropriate work experience placement is sourced.
- 3.5 In addition to key workers, NEDDC propose to employ the services of a mental health worker based on their experience of similar projects and the characteristics of the cohort and utilise expert advice in relation to debt and money management.
- 3.6 The key difference in this option is that any procurement of activity (e.g debt management advice) would be local and the key workers which could possibly be shared across the 4 areas could have more of a presence in the region, fostered by the local delivery.
- 3.7 NEDDC does not envisage a standalone employer engagement role, instead they have confirmed that they would welcome assistance from CBC's EDU Team to support the project and provide a list of potential employers who would be willing to support a young person for 12 weeks with the potential for a permanent position after 12 weeks. The Team Leader position will co-ordinate the employer engagement and source the work experience opportunities, utilising the knowledge of CBC's EDU team as well as the knowledge of the Skills Made Easy intermediaries.
- 3.8 As set out above, SCC have already top-sliced the fund with a management fee of 7% to manage and monitor the programme. NEDDC propose an administration fee of 5% (this is in addition to the fee imposed by SCC) which equates to £12,657 of Chesterfield's allocation, reducing it to £240,481.26. However, NEDDC has confirmed

that this this administration fee will not reduce the outcomes of the project

- 3.9 Option 3 – The third option is for Chesterfield to contract directly with Sheffield, draw down the funding and Chesterfield could commission and manage its own local programme. However, there would be less opportunity for economies of scale to be achieved given the limitations of the funding and the scale of the programme at this local level. In addition, there are limited staff resources in the Economic Development Team to manage this programme should this option be considered favourably.
- 3.10 Recommendation - Having regard to the above options, it is recommended that Chesterfield contracts with NEDDC using a similar model to Talent Match for delivery. Chesterfield's experience of working together with NEDDC, Bolsover and Bassetlaw as part of Talent Match has been positive. Whilst the Talent Match programme has not yet commenced, having a local delivery team has ensured that the procurement of the coaches and any specialist support has ensured coverage in this part of the city region. The local approach to Ambition SCR will mirror this. In addition, given the presence of the Derbyshire Jobcentre's DYMAP programme it is considered that a bespoke local delivery Ambition SCR programme is best placed to take into account and address these risks.
- 3.11 Officers from Regeneration will be represented on the project steering group, regular progress meetings will ensure that monitoring of the project takes place and the proposed outcomes for Chesterfield are achieved. A detailed Service Level Agreement/ Partnership Agreement will be put in place with NEDDC to ensure that the outcomes are achieved.

#### 4.0 **CONSIDERATIONS**

- 4.1 In writing this report consideration has been given to the following corporate issues:
- Risk Management
  - Financial implications
  - Equalities

## 4.2 Risk Management

| Description of the Risk                                  | Impact | Likelihood | Mitigating Action   | Resultant impact | Resultant likelihood |
|--|--------|------------|---|------------------|----------------------|
| Breakdown of relationship between CBC and SCR            | M      | L          | Put in place a service level agreement or memorandum of understanding so that the roles of the partners are clearly defined.  | M                | L                    |
| Breakdown of relationship with NEDDC as Accountable Body | H      | L          | A detailed memorandum of understanding will be drawn up to clearly set out the roles and responsibilities of the partners. Regular meetings will be held to ensure consistent dialogue. | M                | L                    |
| Lack of interest from young people                       | H      | M          | Work with the Jobcentre to ensure Ambition SCR is promoted as it will be based on referrals. Work still ongoing with DWP to agree whether the Ambition programme will be mandatory.     | M                | L                    |

|  |   |   |  |   |   |
|--|---|---|--|---|---|
| CBC do not receive anticipated proportion of funding or outputs              | M | L | Detail will be contained in the MOU setting out how the projects that are commissioned will be delivered in each of the areas. Regular project meetings will take place to ensure monitoring of activity is provided and discussed.  | M | L |
| Presence of DYMAP programme means lack of cohort numbers to meet SCR targets | M | M | Discussions are ongoing with DWP Head office and SCR to determine whether the Ambition programme is mandatory. In addition, it is being explored whether eligibility for the Ambition programme can be 3 months unemployed, which will mean that people are eligible before DYMAP. | M | L |
| Clawback of money due to underperformance                                    | H | M | Regular project meetings will take place and any underperformance against targets will be quickly highlighted. The desire for the Ambition programme to succeed is recognised and SCC has explained that if targets are not being met, there is scope to extend the cohort.        | H | L |

- 4.3 Financial – There are no financial implications for CBC arising from Ambition SCR aside from CBC officer time to support the programme. Ambition SCR is funded directly from Sheffield Council as part of their successful bid for the youth contract underspend. A partnership agreement/ service level agreement will be put in place between Chesterfield BC and NEDDC which mirrors the Talent Match partnership agreement. This agreement will ensure that Chesterfield receives the allocated proportion of funding and the anticipated outcomes. The details of the partnership agreement are to be agreed. NEDDC have explained that there may need to be a clause included in the partnership agreement that mirrors their contract with Sheffield Council.
- 4.4 Equalities – Equality analysis has taken place, which highlighted positive impacts particularly for young people. Ambition SCR seeks to target young people that are classed as NEET (not in employment, education or training) in the borough. By default, the project will positively impact upon several protected groups in the borough and offer support to help them get into work.

### **RECOMMENDATION**

- 5.1 That Chesterfield agrees to participate in the Ambition SCR programme.
- 5.2 That Chesterfield pursues a local delivery option and works with North East Derbyshire District Council as the Accountable Body and delivery commissioner for the Ambition SCR programme.

### **REASON FOR RECOMMENDATION**

- 6.1 To improve support for young people in Chesterfield to find employment.

You can get more information about this report from  
(Joanne Neville, Economic Development Telephone No 01246 345254).



Officer recommendation supported/not supported/modified as below or Executive Members' recommendation/comments if no Officer recommendation.

Signed

Executive Member

Date

Consultee Executive Member/Support Member comments (if applicable)