

Appendix 1

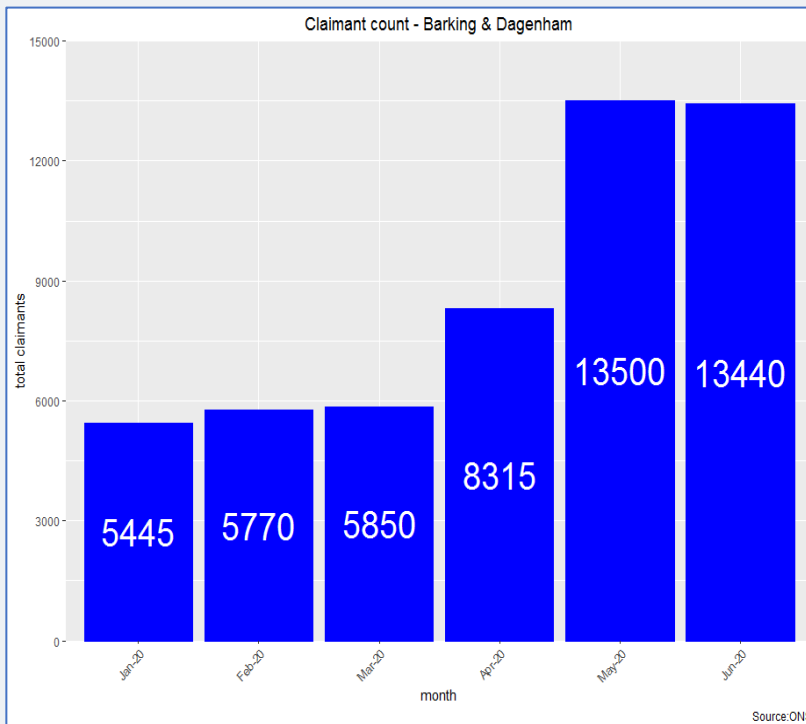
Barking & Dagenham

Getting Barking and Dagenham back to work: local unemployment response after lockdown
July 2020

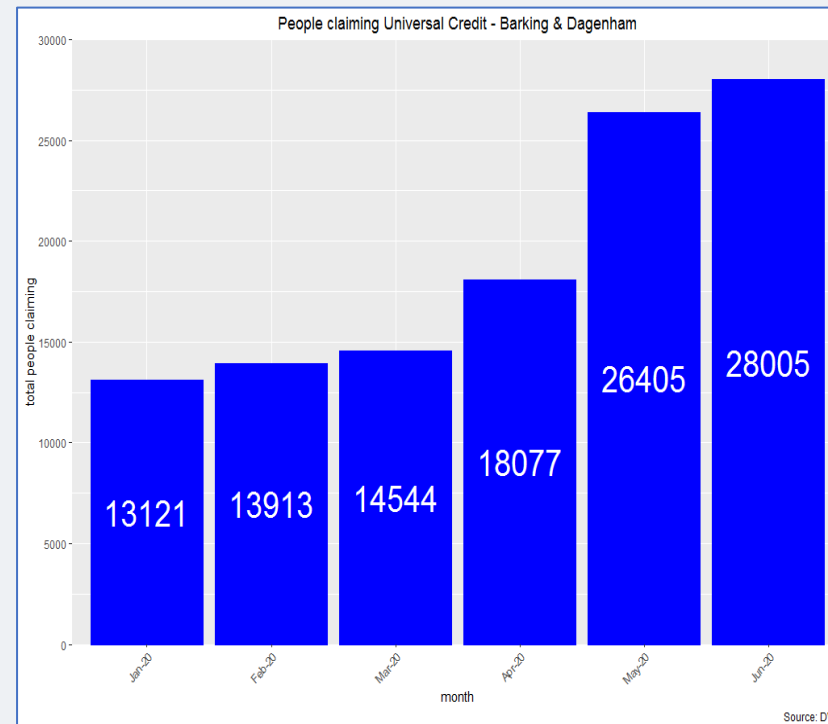
one borough; one community; no one left behind

Unemployment is already up. And we are about to be hit by wave of redundancies and bankruptcies .

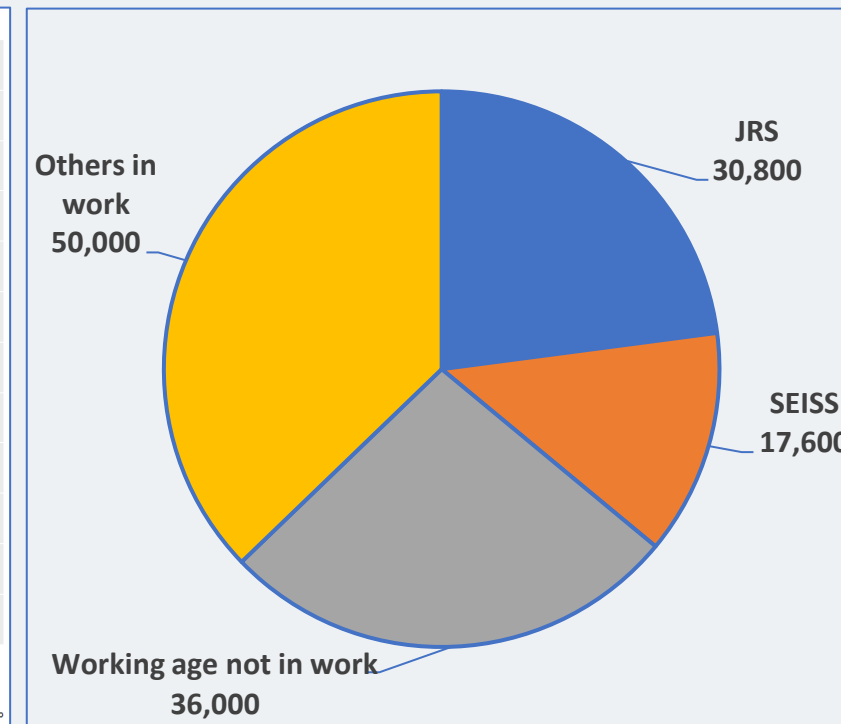
Unemployment benefits claims Jan – Jun 2020:



UC claims Jan – Jun 2020:



Proportion of LBBB working age population in receipt of JRS or SEISS support:



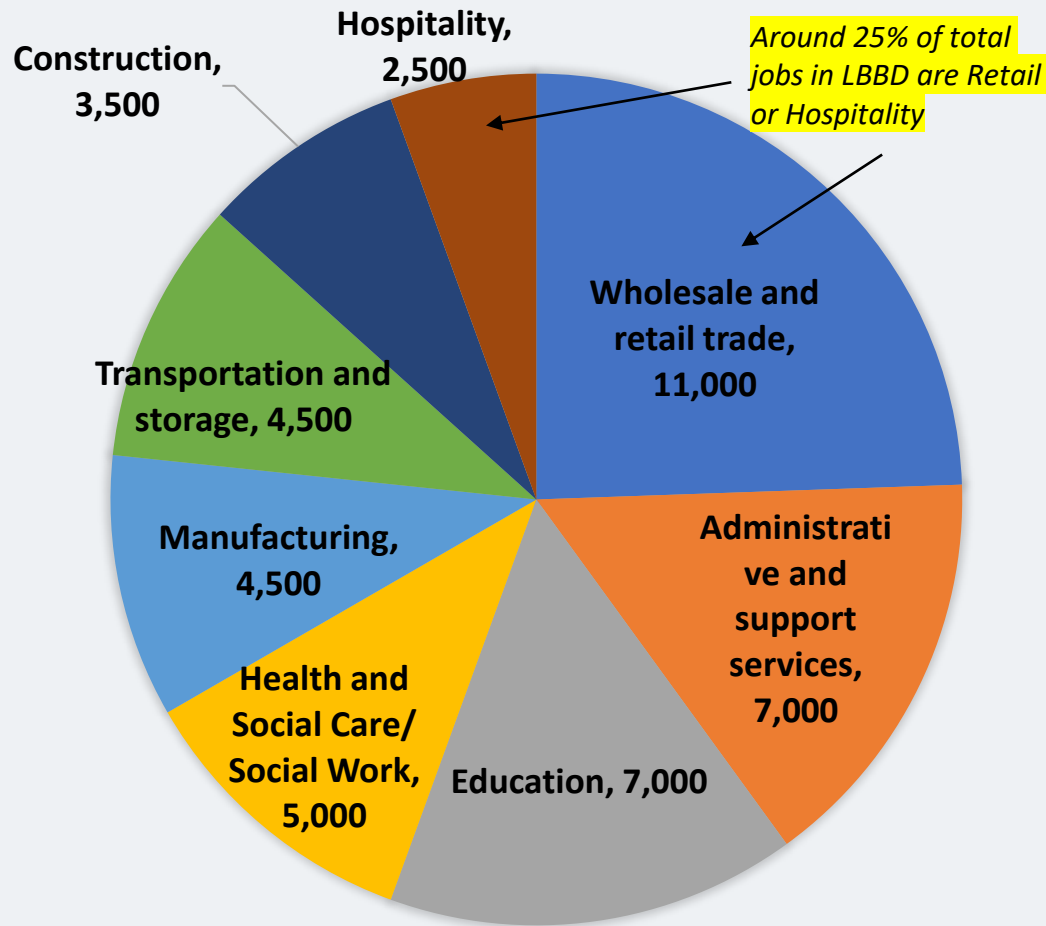
- total figure has **almost tripled since start of lockdown**

- total amount has **doubled since start of lockdown**

- **49% of residents in work**, currently in receipt of furlough or self employment support
 - **36% of total working age population** in receipt of these schemes – 8th highest in London

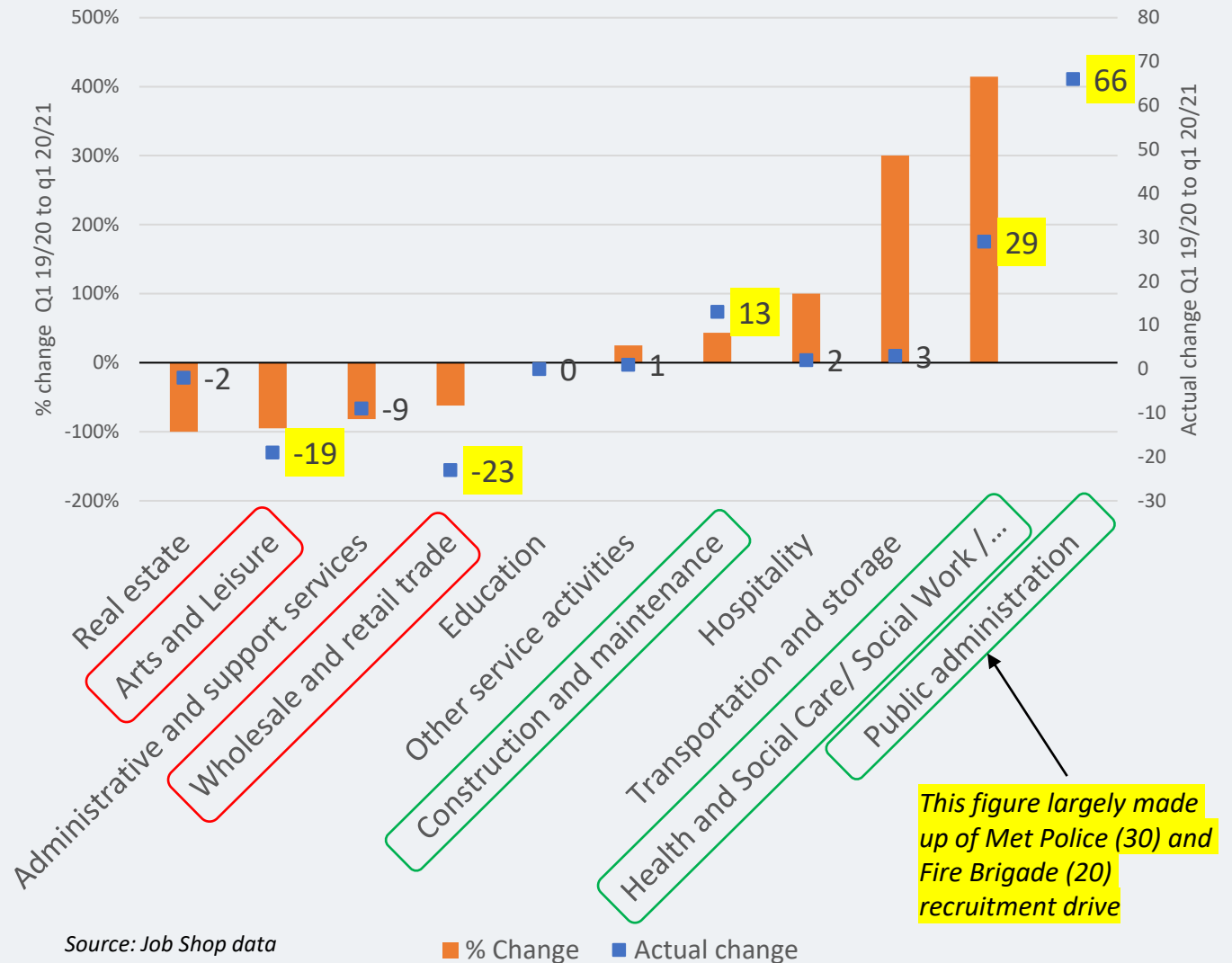
And the sector mix of the local jobs market leaves us particularly vulnerable:

Jobs by Sector in Barking – top 8 sectors (83% of total employment):



Source: ONS 2018

LBBD Job Shop Vacancy listings, Apr-June 2020 compared to same period 2019:



But we go into this downturn with a good support offer in place and having laid strong foundations in past year:

For local business:

- Business Forum meeting quarterly, plus a webinar programme run via the BEC
- Regular newsletter circulated monthly
- New business support scheme run by BEC launching in September in BEC for SMEs
- Over £26m paid out in grants to local business

For residents:

- Over 1,300 residents supported into jobs via the Employment & Skills service.
- Wider support offer across HAM Hub, housing, debt, community food clubs, mental health support, adult learning, social prescribing, hardship fund
- Brokerage of work experience, apprenticeships, and job opportunities, particularly within construction sector

Underpinned by:

Range of ambitious economic development and regeneration projects that will create thousands of new jobs, through Be First

So: our response to unemployment spans six areas:



1. We will provide our current support offer for local residents and businesses:

- Practical **support to get a new job** – with 11 FTE job coaches each able to help 100 - 150 residents at any time, with improvement to our online support
- Access to **skills training and apprenticeships**
- Early **engagement with employers** who have furloughed staff to prevent redundancies where possible, or provide rapid support to those losing their job
- **Targeted help** for young people leaving school or college, care leavers, adults with learning & mental health difficulties, older newly unemployed, BAME group and those with child care issues
- **Support to local businesses** to help them cope and thrive, via Business Forum and the BEC.
- **Wider support** to protect incomes and to gain/sustain employment such as housing, debt, welfare and hardship

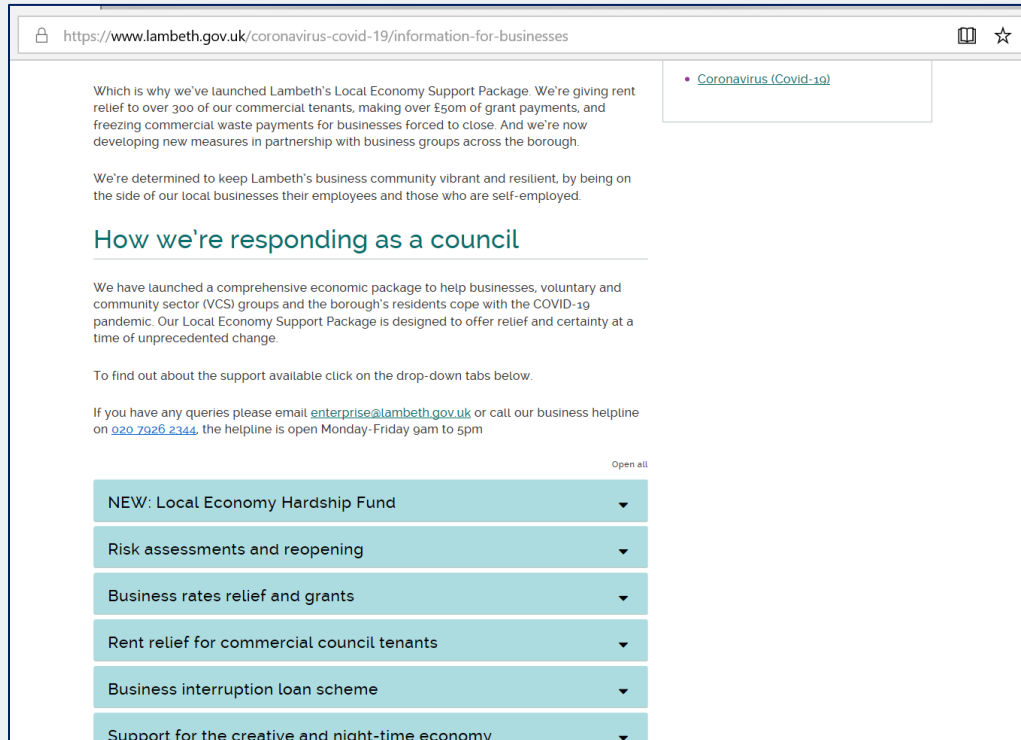
As the impacts of Covid evolve we'll continue to review how we target and focus this support.

2. We will design and launch a high-profile local Jobs Campaign to galvanise action and offer hope

Aiming to launch in mid-October, this campaign would aim to do three things:

1. **Promote** the support offer available to residents wanting a job or to improve their skills and to businesses wanting to survive and thrive – i.e. telling them where to go for help, from LBBB and elsewhere.
2. Tell a story about the **employment opportunities coming to the borough** and what the council is doing to create good local jobs and back local business
(e.g. film studios, markets relocation, data centre, new build housing/construction, sector focused initiatives on green, care, creative, social value, apprenticeship levy transfer, new train station at Barking Riverside etc)
3. Engage with people and businesses to **buy** local, **trade** local and **hire** local – linked to launch of our new social value policy

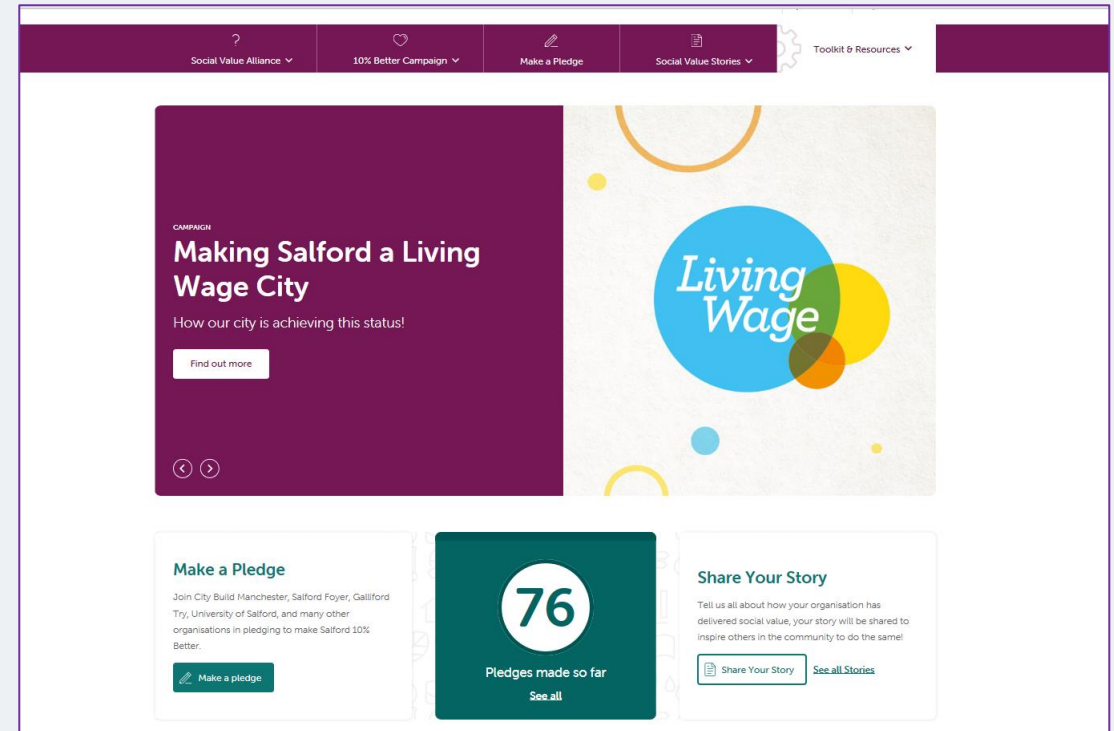
Here's what this campaign might look like...



Screenshot: Lambeth 'Local Economic Recovery Package' framing

- Refreshed presentation of our offer in joined up layout on council pages to clearly link stimulation of economy with support for individual residents, as a clearly defined economic recovery package (e.g. see Lambeth's 'Local Economic Recovery Package' pages)

- Branded coms drive including Member video content, posters, press work and social media campaign to promote and communicate our offer and recovery package
- Web presence encouraging and featuring pledges and commitments by local institutions and businesses (e.g. see Salford's Social Value Campaign)



Screenshot: Salford Social Value 'Living Wage City' campaign

3. We will take advantage of external funding opportunities to enhance our local response and support offer:

- **Pending funding bids**

- DWP funding for 18-25 y'olds including residents from deprived wards, BAME groups
- Seeking to access ~25% of £72m unspent ESF funding, via Local London, which would support additional employment support provision for newly unemployed, those at risk of losing their job and more disadvantaged groups

- **Government's Plan for Jobs:**

- Kickstart scheme: £2.1bn nationally to fund NMW, 25 hour per week work placements for 16-24 y'olds on UC – currently establishing our role as both a direct employer who will create some Kickstart roles, and as a coordinating body for local businesses supporting the application for the funding and the delivery of the wrap-around training and support offer
- Skills, training & apprenticeship funding: around £1bn for apprenticeships, traineeships and employment support
- Flexible Support Fund: around £150m additional funding, distributed by local JCP, incl. to councils, for employment support
- Range of funding schemes for energy retrofitting: including £3.2bn of funding for energy retrofitting of private homes, public sector stock and social housing stock

4. We will mobilise a local Green Youth Jobs programme...

- We are drawing together a number of existing and new funding streams, to create a **Green Youth Jobs programme** – a major, council-led employment intervention
- Programme will draw together the **Kickstart fund**; the **three new retrofitting funds**; existing and new **apprenticeship and training funding** streams; and our plans for **public realm, energy and housing developments**, to form a **“Greening the Borough” themed jobs package**.
- Based around **6 month paid work placements** with an accompanying **training package**, with support to find **permanent roles and access further learning thereafter**, this programme will build towards longer term employment in sustainable careers.
- Programme sits alongside a **wider effort to grow our base of green jobs**, from entry level roles to those requiring greater training (environmental improvements, tree planting, public realm, retrofitting, sustainable construction etc)
- This should form a cornerstone of our **Jobs campaign** and the work to build our **local partnership** working

5. We will build a local jobs coalition with key partners to maximise impact

- Co-location with JCP at our BLC & Dagenham library – focussed on youth employment
- Identify and engage with new and larger employers – sector focussed
- Seek to coordinate jobs and skills offer with CU and B&D College
- Work with business, VCS and education partners to agree joint strategy for maximising business support provision including innovation, mentoring/ coaching, and support to access investment

6. We will undertake a design & innovation project to tackle long term unemployment and wider employment disadvantage

- While immediate focus is rising unemployment, it's vital we don't neglect those already out of work pre-Covid and face greater labour market disadvantage.
- Over the last year, stronger links have been built btw CommSol and Care & Support teams to support more disadvantaged groups (with a additional specialist post starting soon to support adults with learning disabilities).
- We'd also like to undertake a cross-council design & innovation project to explore how we should evolve our offer/model for those at risk of LTU and facing greater disadvantage – in the context of a changing local labour market.
- The scope and plan for this work depends on the outcome of discussions on the strategic framework – and cross-cutting projects that may emerge from that and be supported by the council's core.

Resources are still unclear while we await further details from government. Here's how this maps onto these 6 areas:

Area	Current resource situation
1. Providing core back to work support	<p>Can deliver within existing resources</p> <p>However: existing resources, largest proportion of which come from external sources already, enable us to support up to 1500 on caseload at once. This is already delivering over an above targets. To expand our scale, would require more resource. Some funding bids already pending.</p>
2. Launching a local jobs campaign	<p>Can deliver basic version within existing resources.</p>
3. Maximising external funding options	<p>Additional national government funding secured to support our training and job shop services (AEB funding). Additional national government funding secured to implement retrofitting work, with potential to access further business through Green Homes Grant (pending). Will be applying for national government Kickstart funding scheme and accessing some funding through this to enable us to provide coordinating role for businesses across borough around training and employment support.</p>
4. Mobilising a Green Jobs creation programme	<p>See notes above: possible only dependent on securing both Kickstart funding (application due to be submitted mid-late October) as well as retrofit funding.</p>
5. Building a local jobs coalition	<p>Can deliver within existing resources</p>