

## **WORKSHOP – DEVELOPING A PROSPEROUS ECONOMY AND ENTERPRISING COMMUNITIES**

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**Presentation:**

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Ready 4 Work**

Ready4work has been in existence since 2004. It is run in partnership between North Somerset Council, Jobcentre Plus and North Somerset Enterprise Agency. It aims to help people get back to work or start their own business. In order to be eligible participants need to be 18-65, claiming incapacity benefit or income support, to have been unemployed for 3 months or more, and to be living in south or central wards of Weston super Mare.

Ready4work can provide a job grant of £300 for participants who start a job of 16 hours or more per week, or start their own business. This is intended to help people as they come off benefits. Ready4work can also provide support for training courses in such areas as construction, engineering & vehicle maintenance, warehousing, retail & sales, customer service, food preparation, health & social care, information technology, and self-employment.

### **Financial year 2007/2008**

- 208 people referred to ready4work (this number includes people who have been denied funding, are waiting for an appropriate training course, or waiting to sustain employment for 13 weeks)
- 65 people into sustained employment (13 weeks)
- 2 people on work experience – 1 in council's ICT dept and 1 at a youth centre in Taunton
- 14 people working with North Somerset Enterprise Agency, 3 of whom are established in business
- 65 people undertaking training, including:
  - Door supervisor
  - Counselling
  - NVQ2 Social Care
  - Makaton
  - Travel and Tourism
  - European Computer Driving Licence
  - Microsoft Desktop Support Technician
  - Website design
  - Sage Payroll
  - First Aid
  - Health & Safety
  - NEBOSH Construction Health & Safety
  - Food Hygiene
  - Catering
  - Manual Handling
  - Electrical Installation
  - Horticulture
  - LGV driver training
  - Forklift
  - Rough terrain forklift
  - Slinger Banksman
  - Construction Skills Certification Scheme card
  - Electrotechnical Certification Scheme card

## **This workshop considered the following aims:**

**SCS Aim:** Grow and develop business and enterprise.

**Improvement:** More new business and social enterprise start ups and development and retention of existing small and medium sized businesses by encouraging enterprise and innovation.

**SCS Aim:** Full access to learning, training and employment.

**Improvement:** Encourage employers to improve access to employment opportunities for people from the local area, particularly areas of disadvantage.

## WORKSHOP OUTCOMES

### SHARED PRIORITY: DEVELOPING A PROSPEROUS ECONOMY AND ENTERPRISING COMMUNITY

**Aim: Grow and develop business and enterprise**

**Improvement we want to see: More new business and social enterprise start ups and development retention of existing small and medium sized businesses by encouraging enterprise and innovation**

How do we achieve this together?	Who should be involved ...	... and <u>WHY</u> ?	What could your contribution be?	
			Contribution	Organisation/Group
Inward Investment "communication between suppliers"	<ul style="list-style-type: none"> <li>• NSC</li> <li>• North Somerset Enterprise Agency</li> <li>• Local businesses</li> <li>• Local buying consortium</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of employers</li> <li>• Knowledge of new enterprise</li> <li>• Stakeholder</li> </ul>	<ul style="list-style-type: none"> <li>• Improved partnership working</li> <li>• Business club</li> <li>• Business directory</li> <li>• Procurement contracts to support local business &amp; social businesses</li> </ul>	<ul style="list-style-type: none"> <li>• North Somerset Enterprise Agency</li> <li>• North Somerset Council</li> <li>• NSC &amp; statutory bodies</li> </ul>
Business advice, support, development & training	<ul style="list-style-type: none"> <li>• North Somerset Enterprise Agency</li> <li>• Business Link</li> <li>• Weston College</li> <li>• Social enterprise link</li> <li>• Local authorities</li> <li>• Regional Development Agency</li> <li>• Jobcentre Plus</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of new enterprise</li> <li>• Training &amp; skills</li> <li>• Support for Social Enterprise</li> <li>• Rate relief</li> <li>• Knowledge of long term employed</li> </ul>	Need to promote what is available already	Need to promote what is available already
Promotion of enterprise at schools Lack of decent materials Funding needed to support schools	Local business & schools			

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			Contribution	Organisation/Group
Rural areas – issue of losing retail space. Need active ground floor uses with high quality residential space above (both town and rural)				
Local purchasing by all organisations, large & small	<ul style="list-style-type: none"> <li>Local business &amp; various organisations</li> </ul>	<ul style="list-style-type: none"> <li>Environmental image – links to strong local image, local employment &amp; local distribution hub.</li> <li>Make it easy for local businesses to get local business.</li> <li>Reduce transport, waste, costs – link to climate change</li> </ul>		

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How do we achieve this together?	Who should be involved ...	... and <u>WHY</u> ?	What could your contribution be?	
			Contribution	Organisation/Group
Encourage more business to set up. Managed workspace with support to new business. Needs a capital grant to set it up so that it can offer lower rents to start up businesses.	<ul style="list-style-type: none"> <li>North Somerset Enterprise Agency and not-for-profit organisations that can pass on the benefits to businesses</li> </ul>	<ul style="list-style-type: none"> <li>Support new and growing businesses</li> </ul>	North Somerset Enterprise Agency Capital grant	
Retailers sharing overheads eg Vets for Pets now set up within the Pet Store in WsM – helps with increasing pressure on town centre businesses. WsM town centre under represented by major retailers.	<ul style="list-style-type: none"> <li>Retailers</li> <li>Private developers</li> <li>NSC</li> </ul>	<ul style="list-style-type: none"> <li>To unlock the prime retail core</li> <li>Share overheads &amp; reduce the risk to the businesses</li> <li>Need to bring major retailers into the town centre</li> </ul>	Need site amalgamation to bring big retailer forward.	
Working with service providers – mapping utilities	<ul style="list-style-type: none"> <li>Broadband providers</li> <li>Local authority</li> </ul>	<ul style="list-style-type: none"> <li>MAPS I-GIS</li> </ul>		

## **SHARED PRIORITY: Developing a prosperous economy and enterprising community**

### **FLIPCHART NOTES**

#### **Aim: Grow & Develop Business Enterprise – How do we achieve this together?**

- Support current enterprise through:
  - Advice
  - Training
  - Planning
- Suitable premises – planning, legal & rates
- Identify gaps & matching skills (particularly disabled)
  - steps into employment
  - training 'Pathways to Work'
- Creating an enterprise culture
  - schools
  - \*national competitions\*
  - Young Enterprise Award
  - School co-op & young co-operators
- Women entrepreneurs
- Business retention – infrastructure

**SHARED PRIORITY: DEVELOPING A PROSPEROUS ECONOMY AND ENTERPRISING COMMUNITY and TACKLING DISADVANTAGE AND PROMOTING EQUALITY OF OPPORTUNITY**

**Aim: Full access to learning, training and employment**

**Improvement we want to see: Encourage employers to improve access to employment opportunities for people from the local area, particularly areas of disadvantage**

How do we achieve this together?	Who should be involved ...	... and <u>WHY</u> ?	What could your contribution be?	
			Contribution	Organisation/Group
Improved working with Weston College & Learning & Skills Council on training projects. Link schools with training providers & businesses. Better understand the needs of businesses	<ul style="list-style-type: none"> <li>Weston College</li> <li>Learning &amp; Skills Council</li> <li>North Somerset Enterprise Agency</li> <li>Regional Development Agency (RDA)</li> <li>Businesses</li> <li>Young Enterprise</li> </ul>	<ul style="list-style-type: none"> <li>RDA Ability to access funding &amp; sustain enterprise</li> <li>Agency activity to match skills to jobs.</li> <li>Deliver training that businesses need – not always ‘formal’</li> </ul>	<ul style="list-style-type: none"> <li>RDA funding</li> <li>Identify training requirements.</li> <li>Stronger joint working – especially with RDA</li> </ul>	
Public transport subsidy grant Subsidised access for new employees (especially young) e.g. mopeds	<ul style="list-style-type: none"> <li>RDA – supported similar projects elsewhere</li> </ul>	<ul style="list-style-type: none"> <li>Tackling a key constraint to employment</li> </ul>	<ul style="list-style-type: none"> <li>Investigate &amp; subsidise initiative where possible</li> </ul>	RDA – with assistance from NSC on delivery
Reached a critical stage in Weston	Need to press RDA for action	Deliver key development and increase confidence in the area	RDA – with assistance from various orgs	RDA
<ul style="list-style-type: none"> <li>Section 106 agreements – make developers take on local people.</li> <li>Also – money could be used to help fund travel to work – connected to green travel plans</li> </ul>	Developers NSC (Planners) Weston College Jobcentre Plus	To link local skills with jobs – make the most of skills that are available locally	Need to work jointly to get local people employed on local developments & in local jobs	

## **SHARED PRIORITY – Developing a prosperous economy and enterprising community and tackling disadvantage and promoting equality of opportunity**

### **FLIPCHART NOTES**

#### **Aim: Full Access to Learning, Training & Employment – How do we achieve this together?**

Those points that are underlined were key discussion points amongst the groups.

- Need to look at how we collectively work with LSC. Need to look at the priorities of Weston College.
- Jobcentre isn't flexible in terms of allowing clients to do training – this is a major issue as it affects benefits. Shorter courses = more hours per week training but the jobcentre says they should be available for work.
- Huge shortage of skills.
- How do we encourage companies to invest more in staff? Its not always formal training but companies do invest in staff – Train to Gain.
- How do you capture training within businesses that is not 'formal.' More training goes on than is recognised. Businesses don't want to be caught up in bureaucratic systems of recording informal training but it needs to be recognised as a valuable contribution to upskilling.
- Timing of training is critical. Businesses need to be able to utilise the skills learnt.
- Locally we do have considerable resource to meet business needs – how do we better understand business needs & promote skills available?
- Don't just need people who can read, write, use the computer etc but also be flexible and able to learn on the job.

- Multi-tasking is very important to smaller companies – this is more about an attitude than a formally ‘leant’ skill.
- Transport for young people is critical for them to access learning and employment – needs to be affordable or free (similar to older persons bus travel)
- Travel for young people – need a change in attitude for future workforce
- Could financial contributions from physical development pay for training?
- Need to link skills, training and jobs. Do employers have specific skills shortages?
- Business rates breaks to encourage the businesses to locate in North Somerset
- Need a mixture of types of businesses to locate here to meet need.
- At a critical stage in Weston – need to press RDA for action.
- Link schools with training providers and businesses
- Contribution to travel for employees – possibly RDA funded as in other areas.
- Need a dedicated worker to engage with businesses to encourage them to employ people with disabilities – ties in with Pathways to Work. Need to develop an employment ladder & training.
- Section 106 agreements – to sign developers up to take on local people
- Could the tariff be used to help fund transport for local & young people?
- Lots of assistance available – need better promotion & links between agencies and businesses.
- **Keep a business local by promoting worker owned co-operatives.**