

**Jobcentre Plus and LSC Cumbria  
Joint Delivery Plan 2006- 2007**

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Leading learning and skills

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## **Introduction:**

### **National Perspective and Background**

The NEP's report *Welfare to Workforce Development* was published in February 2004 and accepted by the Chief Executives of the LSC and Job Centre Plus. The report sets out 35 recommendations for the Department for Work and Pensions (DWP), Department for Education and Skills (DfES), JCP and the LSC to take forward.

National Employment Panel: <http://www.nationalemploymentpanel.org.uk>

The recommendations are designed to improve the productivity of British businesses and the prospects of JCP customers as they move from welfare to workforce development. The LSC and JCP have agreed to take forward 23 of the recommendations; the remaining 12 are the responsibility of DWP and DfES to progress with support from the LSC and JCP.

The NEP report suggests eight recommendations that are the keystones for reform, including the need for joint LSC and JCP local delivery plans with measurable objectives for key collaborative activities.

Each organisation has issued guidance on joint planning to the effect that the plan should cover any area of joint activity that the two organisations find useful to meet local needs.

In 2005/06 the focus of the joint delivery plans has been on planning and gaining a greater understanding of each other's agendas and services. Good progress on joint delivery plans has been made with 95% of local LSCs having joint delivery plans in place by January 2006. In 2006/2007 delivery plans need to include measurable and specific objectives as detailed in the NEP report to bring about the clear links that are required between skills training and employment opportunities as outlined in the LSC's National Annual Statement of Priorities.

The LSC and JCP recognise that certain providers e.g: Learn Direct cost cut and can deliver to a wide variety of client groups. Consequently their contribution to activity and targets will be utilised wherever possible.

The West Midlands Region's 'Enterprising People, Enterprising Places' report will be considered in preparing any joint action to address the needs of the BME group.

## **Equality and Diversity Statement**

The Learning and Skills Council and Jobcentre Plus are committed to working collaboratively to provide services which embrace diversity and promote equality of opportunity. We will provide equality of opportunity and will not tolerate discrimination on grounds of gender, marital status, disability, sexual orientation, race, colour, nationality, age, religion or belief or any other grounds.

We will work together to improve the way we communicate and reach out to marginalised groups, such as disadvantaged black and minority ethnic groups, lone parents, offenders and people with disabilities. We will use the strength of our joint leadership to promote equality of opportunity, and work in partnership to offer practical assistance on how to implement sound diversity policies and avoid discrimination. We will encourage the sharing of best practice in equality and diversity, challenge traditional thinking on diversity and gender stereotyping, and implement positive actions to ensure equal success for all.

Every person working for the LSC and JCP has a personal responsibility for implementing and promoting these principles in their day-to-day dealings with customers, with each other and with partners. We will build performance monitoring and management information requirements into service development and use this to inform future policy and delivery.

We are committed to ensuring that equality and diversity are at the heart of our partnership and that they are embedded in everything we do.

## Geographical Context

Cumbria is as large as Greater Manchester, Greater Merseyside, Lancashire and Cheshire and Warrington combined, making up approximately 50% of the land-mass of the North West Region.

Eden is the most sparsely populated district in England and is as large as the area covered by LSC Cheshire and Warrington. Conversely, the population density of Barrow is thirteen times the County average. Parts of the County, along the M6 corridor, have relatively good road/rail links to other areas, whilst West Cumbria and the Barrow peninsula suffer from geographical isolation from each other, from surrounding areas and the North West in general. For example, it takes around the same time to travel from Workington to Barrow (60 miles) as it does from Preston to Coventry (130 miles).

The geography, topography and rural nature of Cumbria often makes access to and choice of services extremely limited – not least in the provision of learning and skills, where we are continuing to develop the use of ICT and e-learning technologies.

## Demographics

Cumbria has a population of 488,000 people – 220,000 of whom are in employment. The Index of Multiple Deprivation data reveals that Barrow, the West Coast and parts of Carlisle are relatively deprived areas. In Barrow and West Cumbria, IMD data combined with low-wage/low-skill jobs means that many aspirant and well-qualified young people leave the area – and do not return, an issue exacerbated by an ageing workforce. The rate of registered unemployment is low but inactivity rates are high in Barrow and the West Coast, where there are significant numbers of incapacity benefit claimants.

Source: Office for National Statistics: August 2005	Total Pop	16-59 Pop	All Claimants	Unemployed	Sick and disabled	Lone Parents	Other
Allerdale	93492	53368	9800	1095	5450	985	2265
Barrow-in-Furness	71980	40927	10605	1145	6770	885	1805
Carlisle	100739	58348	9680	1165	5745	1060	1715
Copeland	69318	40323	8625	1140	4800	890	1795
Eden	49777	28456	2905	185	1805	200	720
South Lakeland	102301	56761	6260	420	3685	485	1660
District Totals	487607	278183	47875	5150	28255	4505	9960

The education profile of Cumbria raises some significant challenges. The table below shows qualification attainment from the 2001 Census.

	UK	North West	Cumbria	Barrow	Carlisle	Eden	South Lakeland	West Cumbria
% NVQ2 +	57%	54%	54%	50%	50%	53%	59%	48%
% NVQ1 & below	43%	46%	46%	50%	50%	47%	41%	52%

Source: Census of Population 2001 and Office for National Statistics

Given that unemployment rates (based on Job Seekers Allowance claimant data) remains fairly stable at around 2.5 – 3.0% of the working age population, and taking into account circa 9% that are inactive, we would estimate that the majority of individuals at NVQ1 or below are in some type of employment. Three key issues arise from this position:

- Firstly, we need to continue to increase participation and achievement amongst people with Skills for Life needs across Cumbria – and in particular in Carlisle and West Cumbria, where the largest proportion of people with no qualifications exist;
- Secondly, we need to engage those without a full Level 2 qualification, particularly in the workplace, and ensure they achieve this – the above table highlights needs in specific areas, whilst seeking to rebalance provision across all areas of Cumbria; and
- Thirdly, there are specific unemployment ‘hotspots’ at ward level in Carlisle, Allerdale, Copeland and Barrow and these are broadly consistent with wards with Skills for Life needs

## Sector Skills

As set out in the Skills Strategy, in setting their priorities for skills, productivity and business development many employers look to their sectors for benchmarks and support. Increasingly, Sector Skills Councils (SSC) are being established to create a “Skills for Business Network.” This work is primarily driven on a national basis but on a regional and local level there is an opportunity to prioritise those sectors which will have the greatest impact on the economy. Therefore, as well as a number of key sectors being identified within the Regional Economic Strategy, the following have been identified as local priorities: Food and Drink, Construction, Health and Social Care, Public Administration, Nuclear, Marine and General Engineering, Retail, Land-Based Industries, Tourism (including Outdoor Education) and Finance and Business Services. Whilst some of these sectors will be Countywide, others may be more locally focussed e.g. Marine Engineering in Barrow, Food and Drink in Carlisle.

### COVERAGE OF SECTOR ACTIVITY (GREATER THAN 4.5% EMPLOYMENT)

Sector	West	Carlisle	Eden	South Lakes	Barrow	County-wide
Food & Drink	X	X	X			
Construction	X		X			
Health & Social Care						X
Public Administration	X	X	X			
Nuclear, Marine & Engineering	X	X			X	
Retail						X
Land-based Agriculture	X	X	X	X		
Tourism (including Outdoor Education)						X
Finance & Business Services						X

## Jobcentre Plus Cumbria – Vacancy Strategy

The following vacancy analysis has been undertaken to inform Cumbria Vacancy Strategy 2006/07 which is currently being determined. Vacancy Strategy will be notified to Jobcentre Plus/Learning and Skills Council Joint Delivery Plan at 1<sup>st</sup> scheduled Progress Review meeting

### CUMBRIA TOP TWELVE VACANCIES NOTIFIED APRIL 2005 – DECEMBER 2005

Occupation	Vacancies Notified	% Vacancies Notified	% Relative to 2004	Vacancies filled	% of vacancies filled	Points	Conversion Rate %	Point per vacancy filled
Sales and Retail	2200	9.8	-26.6	650	14.3	3094	30	4.76
Cleaners and Domestic	1442	6.4	-25.7	431	9.5	2482	30	5.76
Kitchen and catering assistants	1010	4.5	-25.2	232	5.1	1259	23	5.43
Chefs, Cooks	948	4.2	-13.5	120	2.6	504	13	4.2
Bar Staff	868	3.9	- 2.7	190	4.2	958	22	5.04
Waiters, Waitresses	727	3.2	- 11.0	114	2.5	547	16	4.8
General office assistants, clerks	661	2.9	-21.6	203	4.5	926	31	4.56
Managers, Restaurants and Catering	490	2.2	333.6	6	0.1	13	1	2.17
Telephone salespersons	463	2.1	292.4	13	0.3	80	3	6.15
Database assistants, clerks	399	1.8	454.2	29	0.6	147	7	5.07
Process Operatives, Food, Drink, Tobacco	376	1.7	-39.6	235	5.2	1240	63	5.28
Receptionists	375	1.7	- 3.6	62	1.4	323	17	5.21

## Top Priority Group Occupations in Cumbria

PG1 –LONE PARENTS APRIL 2005 – DECEMBER 2005

Occupation	Cumbria %	North West Region %	National %
Cleaners, domestics	20	11	11
Sales and Retail Assistants	18	17	20
Care Assistants, home carers	11	11	10
Kitchen and Catering Assistants	7	7	7
Bar Staff	5	3	3
Waiters, Waitresses	5	1	2
General Office Assistant/Clerks	4	5	5
Retail Cashiers and Checkout operatives	3	2	2

Regional performance exceeds District performance in the following occupations:

Call Centre Operators/Clerks (3%) **(1%)**; Customer Care Operations (3%) **(1%)**; Packers, bottlers, canners, fillers (3%) **(0%)**

Receptionists (3%) **(2%)**

PG1 – NEW DEAL FOR DISABLED PEOPLE/INCAPACITY BENEFIT RECIPIENTS

Occupation	Cumbria %	North West Region %	National %
Sales and Retail Assistants	19	11	13
Cleaners, Domestic	13	9	8
Kitchen and Catering Assistants	6	4	5
Process Operatives, Food, Drink and Tobacco	4	2	1
General Office Assistants, Clerks	4	3	3
Care Assistants, home carers	4	6	6
Chefs, Cooks	3	1	2
Bar Staff	3	2	2
Drivers, Van	3	3	4
Security Guards and Related	3	2	3

Regional performance exceeds in the following occupations:

Goods handling and storage occupations (6%) **(2%)**; Call Centre Operators/Clerks (3%) **(0%)**; Packers, bottlers, canners, fillers (7%) **(0%)**

PG2 – NEW DEAL 18-24; 25+; 50+ PEOPLE WITH DISABILITIES, LONG TERM UNEMPLOYED (+6 MONTHS)

Occupation	Cumbria %	North West Region %	National %
Cleaners, Domestic	10	6	6
Sales and Retail Assistants	9	8	10
Process Operatives, Food, Drink and Tobacco	7	3	2
Kitchen and Catering Assistants	6	3	4
Labourers, Building and Woodworking Trades	4	3	4
Bar Staff	4	2	2
Goods Handling and Storage Occupations	4	9	8
General Office Assistants/Clerks	3	4	4
Drivers, Van	3	3	3

Regional performance exceeds in the following occupations:

Call Centre operatives (3%) **(1%)**; Packers, bottlers, canners, fi

## National Priority

### Skills for Life

Priority / Objective		Overall Responsibility		
Providing basic skills and level 2 employability training for Jobcentre Plus customers, with Jobcentre Plus contributing to LSC annual target of 2613 learners to achieve Skills for Life qualifications in 2006/07		Cumbria District Manager, Jobcentre Plus Cumbria LSC Area Director		
Planned Milestones 06/07	Lead	Timescale	Progress	Completed / update
Identify and agree the roles and responsibilities of Jobcentre Plus, LSC and other key partners towards the achievement of Skills for Life targets.	LSC Skills for Life Manager/JCP Local Partnership Manager	01.07.06		
Ensure that referral criteria is agreed for SfL transition phase establishing joint Planning Group to manage and co-ordinate transition process including	LSC Skills for Life Manager/JCP Local Partnership Manager	01.07.06		

<p>setting of post transition targets</p> <p>Review capacity of existing LSC funded provision, agreeing referral criteria and systems to ensure capture of performance data</p>	<p>LSC Skills for Life Manager/JCP 3<sup>rd</sup> Party Provision Manager</p>	<p>Ongoing</p>		
<p>Improve knowledge of Cumbria Colleges, Business Link, Jobcentre Plus and Connexions services, ensuring that product knowledge is circulated to all local office staff enabling our customers to be signposted to relevant products fast and effectively</p>	<p>JCP Local Partnership Manager</p>	<p>Ongoing</p>		

<p>Work in partnership to expand community-based provision, exploring ways in which further engagement can be made with those with Skills for Life needs who are at risk of social exclusion, particularly in Carlisle, West Cumbria and Barrow</p>	<p>LSC Economic Development Manager/ JCP Local Partnership Manager</p>			
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## National Priority

### Apprenticeships

Priority / Objective		Overall Responsibility		
To increase the number of apprenticeships filled by JCP customers ensuring robust system for measuring outcomes is in place <b>Target : To be arranged</b> (see planned milestones)		Cumbria District Manager, Jobcentre Plus Cumbria LSC Area Director		
Planned Milestones 06/07	Lead	Timescale	Progress	Completed / update
Realistic targets for apprenticeships filled by Jobcentre Plus customers to be determined by joint working between JCP/LSC/Connexions to ensure understanding of apprenticeship eligibility criteria, opportunities across district, and customer base.	LSC/JCP/ CONNEXIONS	01.07.06		

<p>LSC have issued Apprenticeships Matrix leaflets to Jobcentres for issue to staff and customers. To be notified to JCP 3<sup>rd</sup> Party Provision website with Jobcentre Plus/LSC/Connexions ensuring systems are in place to measure number of referrals to Apprenticeships made by JC</p>	<p>JCP 3<sup>rd</sup> Party Provision Manager/Local Partnerships Manager</p>	<p>01.07.06</p>		
<p>Jobcentre Plus to record generic LSC Apprenticeship opportunity on JCP District Labour Market System capturing all referrals made from Jobcentre Plus offices</p>	<p>JCP 3<sup>rd</sup> Party Provision Manager</p>	<p>01.07.06</p>		

<p>Implement system to promote Apprenticeship opportunities via Vacancy Services Network within jobcentres</p>	<p>JCP Employer Engagement Manager,</p>	<p>01.07.06 and ongoing</p>		
<p>Work in partnership to develop local Initiatives/events (in line with national/regional and communication policies) designed to raise awareness and understanding of apprenticeships provision across the district which will result in increased referrals to training providers and/or guidance services</p>	<p>JCP Marketing Executive, Local Partnership Manager/LSC Economic Development Manager</p>	<p>0.07.06 and ongoing</p>		

## National Priority

### Creating Demand – Led Routeways

Priority / Objective		Overall Responsibility		
To ensure effective introduction (01 August 2006 within Cumbria District) establishment and ongoing delivery of Train to Gain as agreed within T2G Protocol, with Jobcentre Plus contributing to the LSC aim of 124 <b>first</b> full Level 2 achievements within 2006/07		Cumbria District Manager Jobcentre Plus Cumbria LSC Area Director		
Planned Milestones 06/07	Lead	Timescale	Progress	Completed / update
Ensure that all relevant staff have received Train to Gain briefing pack (produced by JCP Partnerships Division/LSC) and guidance to ensure that we are well placed to service recruitment needs from Train to Gain employers	JCP Employer Engagement Manager, Business Managers/LSC Economic Development Manager	01.07.06		

<p>Raise profile of Train to Gain programme launch among staff via JCP and LSC intranet, local office staff development meetings and District events</p>	<p>JCP/LSC Team Officers Communications Officers</p>	<p>01.07.06</p>		
<p>Promote Train to Gain vacancies in all dealings with employers.</p>	<p>JCP Employer Engagement Manager, Vacancy Services Managers/LSC Economic Development Manager</p>	<p>01.08.06 and ongoing</p>		
<p>Ensure that all appropriate vacancies are labelled 'Train to Gain' by Employer Direct</p>	<p>JCP Employer Engagement Manager, Vacancy Services Manager</p>	<p>01.08.06 and ongoing</p>		

Ensure that effective systems are in place for capture of Management Information which will determine progression of Train to Gain programme	JCP Employer Engagement Manager/LSC Business Development Manager	By 01.08.06		
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## National Priority

### Information Advice and Guidance – (including Skills Coaching where applicable)

Priority / Objective		Overall Responsibility		
Ensuring effective assessment, information and guidance is available for people through local IAG partnership contracts		Cumbria District Manager Jobcentre Plus Cumbria LSC Area Director		
Planned Milestones 06/07	Lead	Timescale	Progress	Completed / update
Ensure that all Opportunity and referral activity is recorded accurately within Jobcentres and IAG providers sites	JCP 3 <sup>rd</sup> Party Provision Manager, Business Managers/LSC Business Development Manager	Ongoing		
Ensure staff have knowledge and understanding of current IAG provision and referral arrangements to be able to meet the needs of customer base	JCP Local Partnership Manager, JCP Business Managers/LSC Managers	Ongoing		

Evaluate arrangements for delivery of IAG/Nextstep provision within Jobcentres to maximise access for customers	JCP Partnership Manager, Business Managers/ Executive/LSC Business Development Manager	01.07.06 and ongoing		
Re-launch and promote use of IAG provision to staff and customers via intranet, internal office meetings, flyers events etc	JCP Local Partnership Manager, Communications Manager/JCP Business Development Manager	01.07.06 and ongoing		
Ensure Jobcentre staff are prepared for introduction of Learndirect Telephone Pilot (July 2006) by delivering awareness sessions and guidance across all sites	JCP Local Partnerships Manager	01.07.06		

## Local Priorities

These are additional areas that JCP and LSC may be working on locally that are not covered by the previous sections.

Priority / Objective		Overall Responsibility		
<ol style="list-style-type: none"> <li>1. Enhance the employment prospects of offenders, increasing their chances of securing employment and reducing the risk of re-offending by providing access to learning &amp; skills development and job opportunities and working in partnership towards agreed actions in Cumbria CJA plan 2006/07</li> <li>2. Support people affected by significant redundancies to make the successful transition into quality jobs utilising Large Scale Redundancy and Rapid Response Service</li> <li>3. Provide support for Incapacity Benefit customers in accessing training and job opportunities via IB Pathways to Work programme</li> </ol>		<p>Cumbria District Manager Jobcentre Plus Cumbria LSC Area Director</p> <p>Cumbria District Manager Jobcentre Plus Cumbria LSC Area Director</p>		
Planned Milestones 06/07	Lead	Timescale	Progress	Completed / update
1. Engage local partners to develop opportunities and enhance progression	JCP External Relations Manager/LSC Economic	01.07.06 and ongoing		

<p>routes for offenders to existing mainstream, vocational and other provision, such as specialist programmes via voluntary and community providers</p>	<p>Development Manager</p>			
<p>Link in with Support Worker network in the Community to ensure that all ex-offenders are aware of New Deal early entry provision.</p>	<p>JCP External Relations Manager/LSC Economic Development Manager</p>	<p>01.07.06 and ongoing</p>		
<p>Develop links with Vacancy Services Management, New Deal advisory teams and Employer Engagement Manager network to promote job-ready individuals to notified vacancies</p>	<p>JCP Local Partnerships Manager, Business Managers/LSC Economic Development Manager</p>	<p>01.07.06 and ongoing</p>		
<p>Ensure that ex-offenders are informed of all learning and skills development</p>	<p>JCP Local Partnerships Manager, Business Managers/LSC</p>	<p>01.07.06 and ongoing</p>		

<p>opportunities and referred to appropriate learning routes utilising specialist provision as applicable via P2W and A4E.</p> <p>2. Through Rapid Response Service, as appropriate, provide a service that is geared to helping both those facing the impact of job loss and employers able to offer new jobs by working in partnership with local partners to develop an individual response to 'significant' redundancies by ensuring that individuals are fully informed of IAG provision, Skills and Training Analysis, apprenticeships and Train to Gain vacancies</p>	<p>Business Economic Manager</p> <p>JCP Employer Engagement Manager, 3<sup>rd</sup> Party Provision Partnerships Manager/LSC Economic Development Manager</p>	<p>01.07.06 and ongoing as required</p>		
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<p>3. Utilise existing provision to provide IAG, Skills training, Apprenticeship opportunities and Train to Gain vacancies for Incapacity Benefit customers requiring learning and skills training.</p>	<p>JCP Local Partnerships Manager/IB Pathways Implementation Manager</p>	<p>01.07.06 and ongoing</p>		
<p>Conduct a mapping exercise aimed at identifying additional potential Pathways to Work partner organisations and any current skills training gaps which may exist in the provision for IB Pathways customers</p>	<p>JCP Local Partnerships Manager/IB Pathways Implementation Manager</p>	<p>01.07.06</p>		

