



WIRRAL LOCAL STRATEGIC PARTNERSHIP EXECUTIVE BOARD

DELIVERY PLANS

Appendix One

A strong local economy

NI	
151	Overall employment rate
153	Working age people claiming out of work benefits in the worst performing neighbourhoods
171	New business registration rate
Local	Total amount of land developed for employment use
Local	NVQ level 2 skills participation

Getting better together

NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods

LAA Improvement Priority:	<i>NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods</i>
Sponsor:	<i>Wirral Council Corporate Services</i>
Lead organisation:	<i>Learning & Skills Council, Wirral Council and Jobcentre Plus</i>
Service Area:	<i>Wirral Council Strategic Development</i>
Related indicators:	<i>Local Indicator 6281: Level 2 Participation in worst performing neighbourhoods</i>

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Continue delivery of Priority 1(Competitive Wirral People) of the Working Wirral programme as part of Wirral's strategic approach to developing a stronger and vibrant local economy in order to tackle worklessness and increase employment levels amongst Wirral's residents.</p> <p>Unless stated the following Working Wirral activity will be delivered across the remaining life of the LAA to March 2011. All activity has been subject to a comprehensive commissioning process that ensures it compliments and adds value to existing mainstream delivery.</p> <p>Strand 1A: Tackling specific barriers to work and linking people to jobs and training/</p>	<p>Quarterly financial and performance monitoring returns:</p>	<p>April 2009 onwards</p>	<p>David Ball</p>	<p>Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership</p> <p>Update reports to LAA Programme Board and Cabinet</p> <p>Achievement of Local Performance Indicator 4089</p> <p>Meeting European reporting requirement for</p>	<p>Contracted delivery organisations</p> <p>Wirral Economic Development and Skills Partnership</p> <p>Wirral Investment Board</p> <p>LAA Programme Board</p> <p>Cabinet</p>



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NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods

<p>Key outcome We will deliver: Projects and/or Activities</p>	<p>Detailed milestones</p>	<p>Target Date</p>	<p>Responsible Officer</p>	<p>We will measure our success by: Related Performance Indicators</p>	<p>Who else is required to deliver this project / activity</p>
<p>Strand 1B: Supporting progression within the workplace</p> <p>Partners recognise that areas with significant concentrations of deprivation and under-represented priority groups require additional innovative approaches to support them into employment and to support progression within work to meet the needs of employers.</p> <p>Commissioned activity includes:</p> <ul style="list-style-type: none"> • Reach Out: Innovative activity that engages workless households by taking the service to their home. Individuals and families supported to develop an action plan and to access appropriate the provision to return to work • Wirral Change: Community based activity to engage progression of Wirral's Black and Racial Minority workless communities into employment and training. • Community Learning Consortium: Support workless residents from Wirral's most deprived communities to access employer demand led training and return to work. • Nextstep Plus: This activity adds value to existing Nextstep provision and provides 				<p>projects financed from ESF and ERDF</p>	



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NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>participants with 1-2-1 assessments leading to an personal action plan, followed by a tailored programme of up to 12 weeks on employment-related skills.</p> <ul style="list-style-type: none"> • Training Development for Visually Impaired: Provides specialist support tutors to deliver ICT training within a purpose built training unit and provides post training support • Wirral Working for Health: A groundbreaking approach, co-funded with Wirral PCT to combine health and employability services to support residents with mild to moderate mental health issue to gain and/or remain in employment. • ABC Together: Pilot activity to provide a 1 year fixed term contract for participants who have low/no qualifications as a result of severe and enduring mental health issues. • Linking Wirral People into Employment: Consortium approach to assist workless residents who have a health condition or disability to return to work • Mentoring into Employment: provides ex-drug users with employer based training in health and social care to progress into employment 					



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NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods

<p>Key outcome We will deliver: Projects and/or Activities</p>	<p>Detailed milestones</p>	<p>Target Date</p>	<p>Responsible Officer</p>	<p>We will measure our success by: Related Performance Indicators</p>	<p>Who else is required to deliver this project / activity</p>
<ul style="list-style-type: none"> • Wirral Bridges: Supports individuals with severe and enduring mental health issues into work <p>Strand 1C: Inspiring tomorrow's enterprising people and raising aspirations.</p> <ul style="list-style-type: none"> • WirralBiz: Universal business start up service to be delivered to June 2009 to ensure a seamless transition to the NWDA new Regional business start programme. 					
<p>Develop, commission and deliver phase 2 of the Working Wirral Programme.</p> <p>To develop Phase 2 of the Working Wirral Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 1 (Competitive Wirral people) of the Working Wirral programme has recommended the following key areas of focus:</p> <ul style="list-style-type: none"> • Apprenticeship Programme Taking account of the current economic climate deliver an incentivised apprenticeship 	<p>Completion of Working Wirral Phase 2 Employment and Enterprise Investment Framework</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p>	<p>Approval Working Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Economic Development & Skills Partnership, LAA programme Board and Wirral Council Cabinet</p>	



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Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>programme to stimulate the supply of available apprentice places in the workplace to provide a quality career route for young people with accredited qualifications in preparation for an upturn in the market.</p> <ul style="list-style-type: none"> Linking people to Jobs: Employer Engagement Developing activity to co-ordinate an employer engagement model to link workless priority customer groups and workless people from Wirral's deprived communities to access opportunity with local employers. Business Start The development of a business start programme to compliment and add value to the NWDA Business Support Simplification programme through a co-funding model <p>Commission and programme manage delivery of Phase 2 of the Working Wirral Programme in line with the Phase 2 the Working Wirral Employment and Enterprise Investment Framework</p>	<p>Quarterly financial and performance monitoring returns:</p>	<p>Quarterly</p>	<p>David Ball</p>		



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Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
				Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership Update reports to LAA Programme Board and Cabinet Achievement of Local Performance Indicator 4089 Meeting European reporting requirement for projects financed from ESF and ERDF	
Continuing to work with partners across the sub region to develop and deliver the Liverpool City Region City Employment Strategy (CES) and Multi Area Agreement (MAA)	Establishment of Liverpool City Region Employment and Skills Board Development of Liverpool City Region Employment and Skills Strategy	Spring 2009 Spring 2009	Kevin Adderley Kevin Adderley	Achievement of CES and MAA Employment and Skills Platform performance targets agreed with Central Government. These will be reported	Jobcentre Plus Learning and Skills Council



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NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods

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<p>before unemployment with increased funding in 2009/10.</p> <ul style="list-style-type: none"> • JCP is responsible for delivering the commitments made in the governments Drug Strategy. • Continue to help people back into work by keeping the New Deal concept up to date and effective by making it more adaptive and personalised through the Jobseekers through Flexible New Deal (FND). • Continue rollout of the Employment and Support Allowance • Continue rollout of new services for Lone Parents • Introduce strengthened package of support for those 6m+ unemployed including: <ul style="list-style-type: none"> ○ Money and support to set up own business ○ Cash for employers who recruit and train ○ Training to improve skills to get a job ○ Chance to volunteer while looking for a job 	<p>Introduction of Drugs Coordinators</p> <p>Contract Award</p> <p>FND Phase 2 Go Live</p>	<p>April 2009</p> <p>Date tbc</p> <p>October 2010</p> <p>Ongoing</p> <p>Ongoing</p> <p>April 09</p>	<p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p>		



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Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<ul style="list-style-type: none"> • Increase awareness of Working Tax Credits • Introduce improved specialist disability employment programmes to support disabled people gaining or retaining employment. • ESF Provision • Introduce the 'Financial Inclusion Champions project' building on the work of the 'nowletstalkmoney' campaign. This will provide dedicated teams to work with strategic partners and also signpost to existing financial services and work in partnership to develop new services. 		<p>October 2010</p> <p>Process to be in place by April 2009.</p>	<p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p> <p>Gary Foulkes</p>		
<p>Continue to support increased numbers of customers in to work through Local Employment Partnerships, including newly unemployed.</p>	<p>April 09</p>	<p>March 2010</p>	<p>Gary Foulkes</p>	<p>XX LEP Employers signed up</p> <p>Achievement of XX LEP starts</p>	<p>Employers</p> <p>Local Partners/providers</p>
<p>The LSC will commission (through open & competitive tendering) a suite of activity under the IES (Integrated Employment & Skills) agenda to support workless residents of Wirral into employment via a skills progression pathway (referred to by LSC & JCP as the 'customer journey' or 'continuum').</p> <p>Such programmes include:</p>	<p>Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.</p>	<p>Annual Return</p>	<p>Simon Pierce</p>	<p>A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11</p>	<p>Contracted delivery organisations</p>



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Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Priority Sector Routeway</p> <p>Sustainable Employment Partnership Programme</p> <p>Employability Skills Programme</p> <p>Skills for Jobs for Offenders</p> <p>LLDD Routeway.</p> <p>Enterprise Routeway</p> <p>The LSC will also commission further support for those who are 6 months unemployed through Further Education Colleges.</p> <p>Once in employment learners will progress through Train to Gain to their first Level 2 qualification.</p>				<p>Performance will be measured in year by participation and success rates of residents engaged in the range of IES programmes delivered in Wirral.</p>	
<p>In addition to mainstream Level 2 activity, the LSC will deliver through its providers a series of ESF co-financed programmes designed to progress individuals to Level 2 qualifications including:</p> <p>Pathway to Level 2 provision – for those employed, who are not yet ready for a Level 2, but could progress with support and progression from a Level 1 qualification.</p>	<p>Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in Mainstream Level 2.</p> <p>Provide annual participation rates of 19+ residents from Wirral's 53 most</p>	<p>Annual Returns</p>	<p>Simon Pierce</p>	<p>A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11</p>	<p>Contracted delivery organisations</p>



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NI 151 – Overall Employment Rate & NI 153 Worklessness in worst performing neighbourhoods

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	economically deprived LSOA's enrolled in European Social Funded Activity.				
Prototyping of the Adult Advancement and Career Service and co-location of current Next Step staff on JCP premises will allow currently unemployed learners with advice of how to access learning at or progressing to Level 2.	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	TBC	TBC	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	Contracted delivery organisations
The LSC Response to Redundancy programme provides outcomes for jobs and progression to Train to Gain and Level 2 where applicable.	Contracting of provision by May 2009	Annual Returns	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11	Contracted delivery organisations



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NI 171 – New Registration Rate

LAA Improvement Priority:	NI 171 – New Registration Rate
Sponsor:	Wirral Council Corporate Services
Lead organisation:	Wirral Council, North West Development Agency, Business Link North West
Service Area:	Wirral Council Strategic Development
Related indicators:	Local Indicator 4128 Number of new business start-ups supported & 4129 Number of business supported and still operating twelve months after commencement.

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<i>This section will state the activities / projects which are required in order to help achieve improvements.</i>	<i>In this section list the major milestones required for the activity / project.</i>	<i>Identify the dates that the milestones are expected to be completed by here</i>	<i>Who is the responsible officer for each milestone?</i>	<i>Are there any further indicators that will measure the success of this activity?</i>	<i>Are there any partner organisations /other council departments who will also be required to contribute/ deliver the activity / project?</i>
Delivery of the Business Start Initiative.	The Programme will deliver in the financial year 2009/2010 250 New Business Starts. 80% of these to still be	Key Milestones: April 1 st to June 30 th : 72 New Business Starts July 1 st to	Ray Squire	None	Funding to implement this project comes from (1) The North West Development Agency who have confirmed actual funding for 09/10 and indicative funding for 10/11 and 11/12 and (2) the Working



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NI 171 – New Registration Rate

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	operating twelve months after commencement.	September 30 th : 60 new Business Starts October 1 st to December 31 st : 60 New Business Starts January 1 st to March 31 st : 58 New Business Starts.			Neighbourhood Fund until March 2011. The business start programme is delivered by a range of external providers who are contracted to the Council. We need entrepreneurs to start business and current economic circumstances will influence the numbers of new businesses starting and surviving.
Delivery of BIG Support programme <i>BIG Support Grant/ Consultancy Support:</i> The Council is fully aware of the challenges that many businesses in our area are facing at the present time, and recognises the need for us to work collectively with our partners to minimise the adverse impacts of the economic downturn on businesses and their employees. Access to capital and cash flow has been identified as a major problem. Wirral's business makeup is dominated by micro-businesses (those with fewer than ten employees) and a number of these have reported continued difficulty in speedy access to funds through current and indeed proposed arrangements. Therefore a programme has been designed to specifically support (SME's 250 employees and less)	Project will commence in April 2009 and deliver support to businesses via a programme of grants and where appropriate, consultancy support.	April 1 st 2009 to 31 st March 2011.	Kevin Adderley	None	This project will be delivered in line with the Business Support Simplification Programme (BSSP). Business Link North West



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NI 171 – New Registration Rate

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>with a specific focus on micro businesses. This programme will utilise the £50,000 identified at Cabinet on 23rd February 2009 to support local companies during the current economic downturn and £800,000 per year of Working Wirral funds. The fund will be available for a wide range of support, including access to consultancy and grants. It is also hoped that the availability of such financial support will encourage banks and other lending institutions to also invest in these businesses. A more detailed project outline is attached at Appendix B to this report.</p>					
<p>Providing enhanced business support - To complement existing business networking, every effort is being made to ensure companies can easily access the national support available. This includes:-</p> <p>Invest Wirral working with Business Link to ensure that information is cascaded through and online business forums networks and Wirral Investment Network (WIN) which represents the Business and Professional Sector.</p> <p>Setting up an online local business support/events calendar using a mixture of Working Wirral and European Regional Development Fund (ERDF) support which further promotes key support services.</p>	<p>Ongoing activity via Invest Wirral to engage businesses and</p>	<p>Ongoing via Invest Wirral and partner organisations</p>	<p>Kevin Adderley</p>	<p>Businesses signing up to the cluster groups and engaging through events.</p>	<p>This project will be delivered in line with the Business Support Simplification Programme (BSSP). North West Development Agency Business Link North West</p>
<p>Business Conference - Wirral Council will host a seminar on the 25th and 26th of March which will focus on supporting business through</p>	<p>The conference will take place on the 25th and 26th March</p>		<p>Kevin Adderley</p>	<p>Number of businesses engaged and going on to receiving support.</p>	<p>This project will be delivered in line with the Business Support Simplification Programme (BSSP).</p>



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NI 171 – New Registration Rate

<p>Key outcome We will deliver: Projects and/or Activities</p>	<p>Detailed milestones</p>	<p>Target Date</p>	<p>Responsible Officer</p>	<p>We will measure our success by: Related Performance Indicators</p>	<p>Who else is required to deliver this project / activity</p>
<p>difficult times. The main purpose of this event is to bring together public sector organisations with the private sector to outline the support services that are available. There will also be drop in sessions which will discuss a variety of topics from information or advice on grants, funding, finance, staffing, health & safety, marketing, occupational health, legal rights and responsibilities. The event will include the North West Development Agency, Business Link North West and will include speakers from a number of other support agencies.</p>					<p>North West Development Agency Wirral Investment Network Business Link North West</p>
<p>Develop and deliver phase 2 of the Working Wirral Programme.</p> <p>To develop Phase 2 of the Working Wirral Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 2 (Competitive Wirral Places) and Priority 3 (Competitive Wirral Businesses) of the Working Wirral programme has recommended the following key areas of focus:</p>	<p>Completion of Working Wirral Phase 2 Employment and Enterprise Investment Framework</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p> <p>David Ball/Kevin</p>	<p>Approval Working Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Investment Board</p>	



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LOCAL – Amount of land developed for employment use

LAA Improvement Priority:	Amount of land developed for employment use
Sponsor:	<i>Wirral Council Corporate Services</i>
Lead organisation:	<i>Wirral Council</i>
Service Area:	<i>Wirral Council Strategic Development</i>
Related indicators:	

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>Develop and deliver phase 2 of the <i>Working Wirral</i> Programme.</p> <p>To develop Phase 2 of the <i>Working Wirral</i> Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 2 (Competitive Wirral Places) of the <i>Working Wirral</i> programme has recommended the following key areas of focus:</p>	<p>Completion of Working Wirral Phase 2 Employment and Enterprise Investment Framework</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p>	<p>Approval Working Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Investment Board</p>	



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LOCAL – Amount of land developed for employment use

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>market for the inevitable economic upturn.</p> <p>Identify flexible interventions to utilise ERDF funding from the North West Operational Programme (NWOP)</p> <p>Work with private sector to ensure suitable development comes forward when the economy starts to demonstrate growth again.</p>			<p>David Ball/ Kevin Adderley</p> <p>Kevin Adderley</p>		



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LOCAL 6281 – Level 2 Participation in worst performing neighbourhoods

LAA Improvement Priority:	<i>Local Indicator 6281: Level 2 Participation in worst performing neighbourhoods</i>
Sponsor:	<i>Wirral Council Corporate Services</i>
Lead organisation:	<i>Learning & Skills Council, Wirral Council and Jobcentre Plus</i>
Service Area:	<i>Wirral Council Strategic Development</i>
Related indicators:	<i>NI 151 – Overall Employment Rate</i> <i>NI 153 Worklessness in worst performing neighbourhoods</i>

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
Continuing to work with partners across the sub region to develop and deliver the Liverpool City Region City Employment Strategy (CES) and Multi Area Agreement (MAA)	Establishment of Liverpool City Region Employment and Skills Board Development of Liverpool City Region Employment and Skills Strategy Quarterly performance monitoring of CES and	Spring 2009 Spring 2009	Kevin Adderley Kevin Adderley	Achievement of CES and MAA Employment and Skills Platform performance targets agreed with Central Government. These will be reported quarterly to CES Board and Wirral Economic	Jobcentre Plus Learning and Skills Council



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LOCAL 6281 – Level 2 Participation in worst performing neighbourhoods

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
	MAA Employment and Skills Platform performance targets agreed with Central Government.	Quarterly	Kevin Adderley	Development & Skills Partnership	
<p>The LSC will commission Further Education provision at and progressing to Level 2</p> <p>The LSC will procure Apprenticeship provision progressing people at 19 and above to Level 2</p> <p>The LSC will procure Train to Gain provision to allow employers to access free first Level 2 provision for staff without this qualification and in SMEs units towards this qualification. Train to Gain provision has now also been flexed to allow continuation of learning post redundancy.</p>	Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.	Annual Return	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11 using data from the LSC North West Residency Platform	Contracted delivery organisations
<p>The LSC will commission (through open & competitive tendering) a suite of activity under the IES (Integrated Employment & Skills) agenda to support workless residents of Wirral into employment via a skills progression pathway (referred to by LSC & JCP as the 'customer journey' or 'continuum').</p> <p>Such programmes include:</p>	Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.	Annual Return	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11	Contracted delivery organisations



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LOCAL 6281 – Level 2 Participation in worst performing neighbourhoods

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<p>Priority Sector Routeway</p> <p>Sustainable Employment Partnership Programme</p> <p>Employability Skills Programme</p> <p>Skills for Jobs for Offenders</p> <p>LLDD Routeway.</p> <p>Enterprise Routeway</p> <p>The LSC will also commission further support for those who are 6 months unemployed through Further Education Colleges.</p> <p>Once in employment learners will progress through Train to Gain to their first Level 2 qualification.</p>				<p>Performance will be measured in year by participation and success rates of residents engaged in the range of IES programmes delivered in Wirral.</p>	
<p>In addition to mainstream Level 2 activity, the LSC will deliver through its providers a series of ESF co-financed programmes designed to progress individuals to Level 2 qualifications including:</p> <p>Pathway to Level 2 provision – for those employed, who are not yet ready for a Level 2, but could progress with support and progression from a Level 1 qualification.</p>	<p>Provide annual participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in Mainstream Level 2.</p> <p>Provide annual</p>	<p>Annual Returns</p>	<p>Simon Pierce</p>	<p>A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11</p>	<p>Contracted delivery organisations</p>



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	participation rates of 19+ residents from Wirral's 53 most economically deprived LSOA's enrolled in European Social Funded Activity.				
Prototyping of the Adult Advancement and Career Service and co-location of current Next Step staff on JCP premises will allow currently unemployed learners with advice of how to access learning at or progressing to Level 2.	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	TBC	TBC	Co-location arrangements agreed in Wirral JCP premises or referral protocols agreed.	Contracted delivery organisations
The LSC Response to Redundancy programme provides outcomes for jobs and progression to Train to Gain and Level 2 where applicable.	Contracting of provision by May 2009	Annual Returns	Simon Pierce	A 2% rise in participation of adults age 19+ in the most deprived wards in all Level 2 provision between 2006/07 and 2010/11	Contracted delivery organisations
Continue delivery of Priority 1(Competitive Wirral People) of the Working Wirral programme as part of Wirral's strategic approach to developing a stronger and vibrant local economy in order to tackle worklessness and increase employment levels amongst Wirral's residents. Unless stated the following Working Wirral	Quarterly financial and performance monitoring returns:	April 2009 onwards	David Ball	Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership Update reports to LAA Programme	Contracted delivery organisations Wirral Economic Development and Skills Partnership Wirral Investment Board LAA Programme Board Cabinet



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<p>activity will be delivered across the remaining life of the LAA to March 2011. All activity has been subject to a comprehensive commissioning process that ensures it compliments and adds value to existing mainstream delivery.</p> <p>Strand 1A: Tackling specific barriers to work and linking people to jobs and training/ Strand 1B: Supporting progression within the workplace</p> <p>Partners recognise that areas with significant concentrations of deprivation and under-represented priority groups require additional innovative approaches to support them into employment and to support progression within work to meet the needs of employers.</p> <p>Commissioned activity includes:</p> <ul style="list-style-type: none"> • Reach Out: Innovative activity that engages workless households by taking the service to their home. Individuals and families supported to develop an action plan and to access appropriate the provision to return to work • Wirral Change: Community based activity to engage progression of Wirral's Black and 				<p>Board and Cabinet</p> <p>Achievement of Local Performance Indicator 4089</p> <p>Meeting European reporting requirement for projects financed from ESF and ERDF</p>	



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LOCAL 6281 – Level 2 Participation in worst performing neighbourhoods

<p>Key outcome We will deliver: Projects and/or Activities</p>	<p>Detailed milestones</p>	<p>Target Date</p>	<p>Responsible Officer</p>	<p>We will measure our success by: Related Performance Indicators</p>	<p>Who else is required to deliver this project / activity</p>
<p>Racial Minority workless communities into employment and training.</p> <ul style="list-style-type: none"> • Community Learning Consortium: Support workless residents from Wirral's most deprived communities to access employer demand led training and return to work. • Nextstep Plus: This activity adds value to existing Nextstep provision and provides participants with 1-2-1 assessments leading to an personal action plan, followed by a tailored programme of up to 12 weeks on employment-related skills. • Training Development for Visually Impaired: Provides specialist support tutors to deliver ICT training within a purpose built training unit and provides post training support • Wirral Working for Health: A groundbreaking approach, co-funded with Wirral PCT to combine health and employability services to support residents with mild to moderate mental health issue to gain and/or remain in employment. • ABC Together: Pilot activity to provide a 1 					



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LOCAL 6281 – Level 2 Participation in worst performing neighbourhoods

Key outcome We will deliver: Projects and/or Activities	Detailed milestones	Target Date	Responsible Officer	We will measure our success by: Related Performance Indicators	Who else is required to deliver this project / activity
<p>year fixed term contract for participants who have low/no qualifications as a result of severe and enduring mental health issues.</p> <ul style="list-style-type: none"> • Linking Wirral People into Employment: Consortium approach to assist workless residents who have a health condition or disability to return to work • Mentoring into Employment: provides ex-drug users with employer based training in health and social care to progress into employment • Wirral Bridges: Supports individuals with severe and enduring mental health issues into work <p>Strand 1C: Inspiring tomorrow's enterprising people and raising aspirations.</p> <ul style="list-style-type: none"> • WirralBiz: Universal business start up service to be delivered to June 2009 to ensure a seamless transition to the NWDA new Regional business start programme. 					
<p>Develop, commission and deliver phase 2 of the Working Wirral Programme.</p> <p>To develop Phase 2 of the Working Wirral</p>	<p>Completion of</p>	<p>April/May 2009</p>	<p>Kevin Adderley</p>	<p>Approval Working</p>	



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<p>Employment and Enterprise Investment Framework to consider the types of interventions that are required to tackle issues related to employment, enterprise and business growth to inform resource allocation. This will identify key areas of focus against analysis of the socio-economic, strategic and policy context. Work conducted to date with respect to Priority 1 (Competitive Wirral people) of the Working Wirral programme has recommended the following key areas of focus:</p> <ul style="list-style-type: none"> <p>Apprenticeship Programme Taking account of the current economic climate deliver an incentivised apprenticeship programme to stimulate the supply of available apprentice places in the workplace to provide a quality career route for young people with accredited qualifications in preparation for an upturn in the market.</p> <p>Linking people to Jobs: Employer Engagement Developing activity to co-ordinate an employer engagement model to link workless priority customer groups and workless people from Wirral's deprived communities to access opportunity with local employers.</p> 	<p>Working Wirral Phase 2 Employment and Enterprise Investment Framework</p>			<p>Wirral Phase 2 Investment Employment and Enterprise Framework agreed by Wirral Economic Development & Skills Partnership, LAA programme Board and Wirral Council Cabinet</p>	



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<ul style="list-style-type: none"> Business Start The development of a business start programme to compliment and add value to the NWDA Business Support Simplification programme through a co-funding model Commission and programme manage delivery of Phase 2 of the Working Wirral Programme in line with the Phase 2 the Working Wirral Employment and Enterprise Investment Framework 	Quarterly financial and performance monitoring returns:	Quarterly	David Ball	Quarterly financial and performance monitoring returns: to Wirral Economic Development and Skills Partnership Update reports to	



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				LAA Programme Board and Cabinet Achievement of Local Performance Indicator 4089 Meeting European reporting requirement for projects financed from ESF and ERDF	
Jobcentre Plus will continue to help people into work through achievement of Jobcentre Plus Job Outcome Target for Wirral. TARGET NOT YET AVAILABLE The following programme delivery contains achievement of skills progression that will support the Achievement of the Job Outcome Target <ul style="list-style-type: none"> • Continue to play a lead role in managing the impact of redundancies by providing a Rapid Response service to customers before unemployment with increased funding in 2009/10. • Continue to help people back into work by 	Quarterly Job Outcome Target performance monitoring to Wirral Economic Development & Skills Partnership	Quarterly April 2009	Gary Foulkes Gary Foulkes	Achievement of xx job points (N.B. This data is subject to a significant time delay of up to 9 months which prevents timely reporting)	Contracted providers Local Partners/providers



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<p>keeping the New Deal concept up to date and effective by making it more adaptive and personalised through the Jobseekers through Flexible New Deal (FND).</p> <ul style="list-style-type: none"> • Introduce strengthened package of support for those 6m+ unemployed including: <ul style="list-style-type: none"> ○ Money and support to set up own business ○ Cash for employers who recruit and train ○ Training to improve skills to get a job ○ Chance to volunteer while looking for a job <p>ESF Provision</p>	<p>Contract Award FND Phase 2 Go Live</p>	<p>Date tbc October 2010 April 09</p>	<p>Gary Foulkes Gary Foulkes Gary Foulkes</p>		
<p>Continue to support increased numbers of customers in to work through Local Employment Partnerships, including newly unemployed.</p>	<p>April 09</p>	<p>March 2010</p>	<p>Gary Foulkes</p>	<p>XX LEP Employers signed up Achievement of XX LEP starts</p>	<p>Employers Local Partners/providers</p>

