

Report of:	Cllr Mick Thompson – Executive Member for Culture, Communities and Communications Kevin Parkes – Executive Director for Growth and Place
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Submitted to:	Executive 18 December 2018
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Subject:	'50 Futures' a new approach to work experience that forms a key element of the Council's commitment to the Social Regeneration agenda.
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Summary

Proposed decision(s)
That Executive approves the introduction of the '50 Futures' programme to promote socially responsible Work Experience opportunities as part of the Social Regeneration Strategy.

Report for:	Key decision:	Confidential:	Is the report urgent?¹
Decision	Affects more than two wards		Non Urgent

Contribution to delivery of the 2018-22 Strategic Plan		
Business Imperatives	Physical Regeneration	Social Regeneration
This initiative forms part of the wider Opportunity Middlesbrough programme which provide pathways into employment with the Council.	Satisfaction with Middlesbrough as a place to live. Middlesbrough Council is taking a lead on providing a programme of work experience for its residents.	Strengthening the local economy - 50 Futures aims to develop a minimum of 50 high quality work experience opportunities for those that are further away from employment than others due to their circumstances. Over time it is hoped that this will amount to 150 placements each year.

Ward(s) affected

What is the purpose of this report?

1. The 50 Futures programme is a radical new approach to providing meaningful work experience opportunities to those in the community who find it most difficult to get a job. This includes, for example, long term unemployed from our most deprived wards, care leavers, people with a learning disability and ex-offenders.
2. 50 Futures will provide over 50 new and meaningful adult work experience placements within the Council, which will run several times a year. It will provide opportunities for a minimum of 100 people per year and it is hoped that other employers will join the programme.

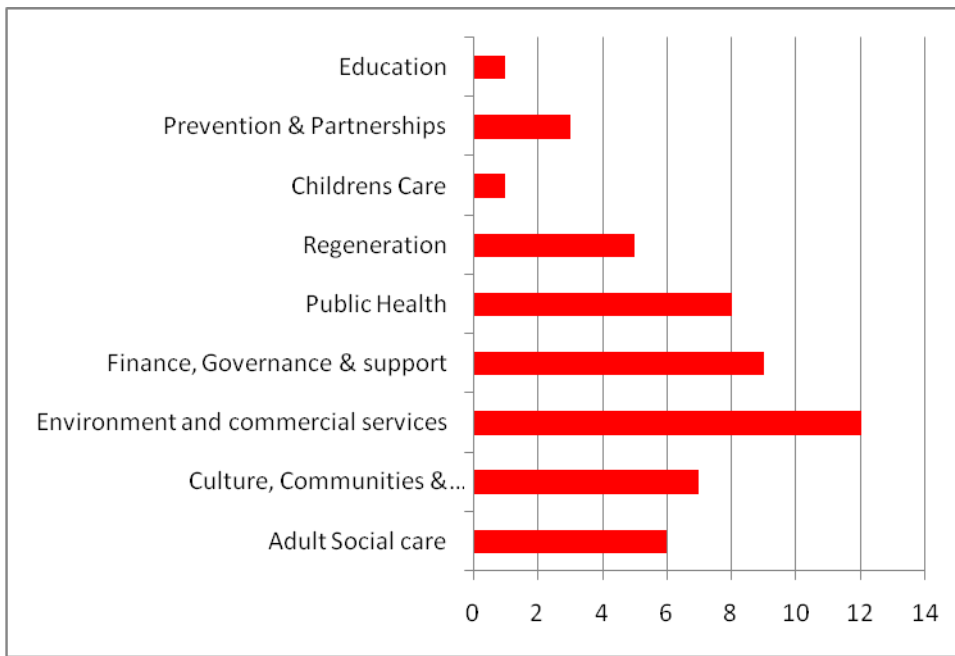
Why does this report require a Member decision?

3. The programme proposed is unique in the Tees Valley and offers opportunities to residents across all of Middlesbrough. The 50 Futures programme is a key component of the Council's contribution to Social Regeneration. It is expected to be a public interest item that will change the futures of those taking part and will impact on all wards in Middlesbrough.

Report Background

4. Executive approved the town wide Social Regeneration policy in September 2017. Since that time, work has been undertaken with residents, partners and community organisations to provide a community view of social issues and ways in which we could address them.
5. In respect of access to employment, the public were clear in their view that there is unequal access to employment and an over reliance on zero hours contracts, which does little to assist in resolving poverty and debt issues.
6. In direct response to this issue the 50 Futures programme has been created. Over the period September to November 2018 numerous Council directorates have developed and submitted a variety of roles for potential work experience candidates. To date we have 53 roles across the council. Of these 31% are for hands on vocational jobs such as supporting area care and the remaining 69% of roles are a mixture of office based roles across the Council departments and locations. The roles are differentiated in the number of hours or weeks from short work experience of 1 weeks duration to 6 weeks and over for some posts.

The graph below shoes the distribution of roles by directorate.



Graph 1: Roles by directorate

How the programme will work

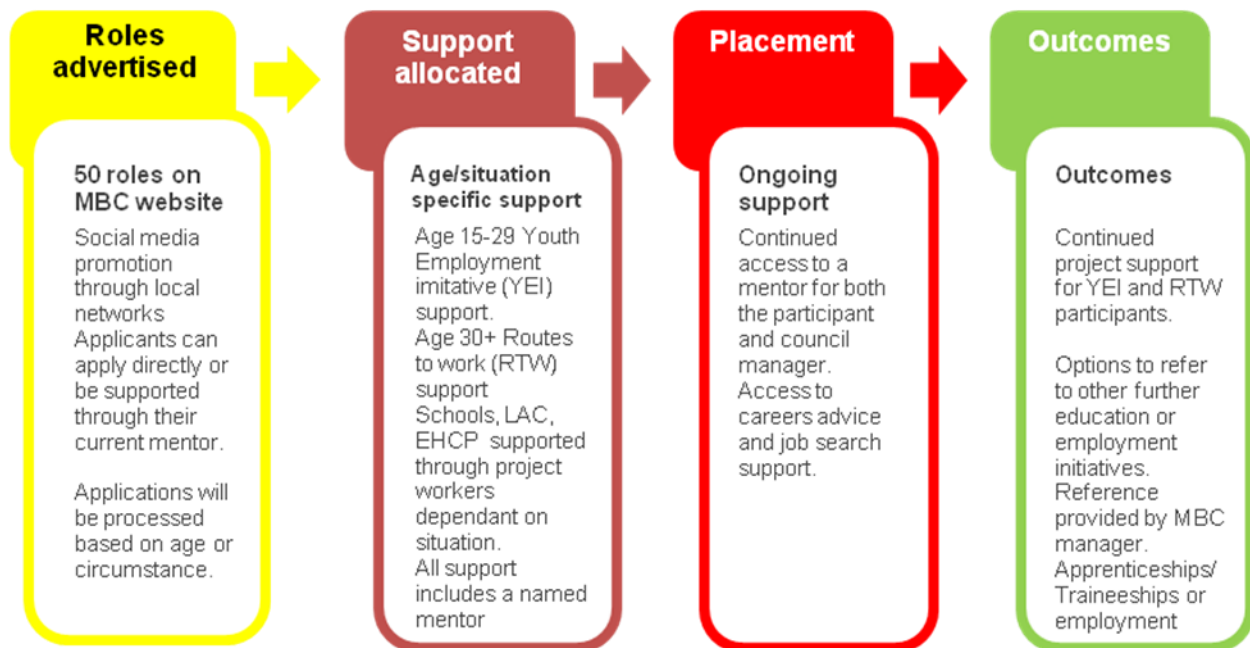
7. All work experience placements will be promoted on the Council website and re-posted on social media and community networks. Potential candidates will be able to apply online or be supported through the process by existing council resources. It is expected that the majority of applicants will be accessed via:
 - Youth Employment Project – this project will provide individual one to one support to any person on the programme aged between 15-29.
 - Routes to Work Programme – this project will provide individual one to one support to any person on the programme aged 30 plus. Both projects can sustain this level of support for 12 months or more if needed.
8. Both of these projects also provide financial support for travel, clothes, childcare and in addition, Routes to Work can also supply a basic food voucher if needed. The support from these projects includes ongoing in-placement support for both the participant and manager.
9. Every potential candidate is likely to fall within the parameters of one of the projects mentioned above. For young people with an EHCP Plan or SEND plan additional support co-ordinated from the Employment Pathways Co-ordinator can be accessed. Every participant will be offered a written reference on completion of the placement. In addition to this Community Learning are currently investigating the possibility of certificating the whole work placement process.
10. Additional support will be provided through the payment of reasonable expenses to participants. This cost will be met through the existing Routes to Work Funding and Youth Employment Initiative funding.

Outcomes / What Next

11. Every individual will have access to information advice and guidance throughout their placement. The aim of the project is to find a positive outcome for every participant:

- Employment
- Traineeship
- Apprenticeship
- Further Education
- Improved quality of life
- Improved confidence and self-esteem

Figure 1 below summarises the 50 futures management process.



12. A key objective of the programme is to establish a methodology and framework that other partner organisations can adopt. It is hoped that other large employers in Middlesbrough will see the success of the Council programme and will join the programme. This will be actively promoted through an engagement and communications plan that share good practice with partners and also publicise successes in the local press and Council communications.

Programme launch

13. The programme will be launched early in the New Year and promoted through a series of media avenues with the first intake of people in March 2019.

What decision is being asked for?

14. That Executive approves the introduction of the '50 Futures' programme.

Why is this being recommended?

15. This project is a key element of the Council's direct contribution to Social Regeneration. The 50 Futures approach is unique in the Tees Valley and it can be used as a stepping stone to encourage other businesses to get involved in similar initiatives to help people move on. This project will use existing Council resources to work together for the benefit of the participant. The programme is targeted at those most in need and will have a real impact on their lives as well as the local community.

16. Approving this project is the most appropriate course of action as it complements and enhances existing programmes whilst allowing the cost to be absorbed through existing grant funding. The programme is possible as all the resources are already in place.

Other potential decisions and why these have not been recommended

17. There is the option of continuing work experience programmes in the more traditional untargeted way. However this does not provide the significant social benefits of 50 Futures and it does not align with the Mayor's ambitious vision for the communities of Middlesbrough.

Impact of the recommended decision

18. The decision will have a positive impact on those that struggle to get work experience due to their circumstances, however it will require greater commitment and input from managers when compared to traditional work experience programmes.

Legal

19. There are no legal implications associated with this report.

Financial

20. The financial costs of this project are being provided by the ESF funded Youth Employment Initiative and the TVCA/DWP funded Routes to Work Programme. Dependant on individual circumstances there is also the possibility that the Education Funding Agency contract will be used to support some individuals.

Policy Framework

21. The recommendations in this report do not affect the policy framework.

Equality and Diversity

22. This project is targeting the hardest to help and will make a positive contribution to addressing inequalities.

Risk

23. The main risks associated with this project are the health and safety of the individual in placement and the possibility that the participant is not suitable for a particular placement. The health and safety risk is mitigated through existing Council policies and procedures as will all staff and volunteers. Given all the support available for an individual, it would be unlikely that an unsuitable person is

recommended for a placement however, if this were to happen the support worker would extract the candidate and either provide guidance or look into a further placement.

24. All departments have been consulted on the Opportunity Middlesbrough Strategy through LMT, Heads of Service and the weekly update.

Actions to be taken to implement the decision(s)

25. The Community Learning Service and the Council's Leadership Management Team will put the necessary structures and processes in place to launch the scheme in January 2019.

26. A further report will be submitted to Executive in October 2019 providing an update on progress, outcomes achieved and potential new adopters of the programme.

Appendices

27. There are no appendices associated with this report.

Background papers

Body	Report title	Date
Middlesbrough Council	Opportunity Middlesbrough Strategy	Sept 2018.

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