

# **Enfield Summer Work-Out**

## **Report to Overview & Scrutiny Committee - 3 November 2009**

Contact: John Haslem (Head of Economic Development) 020 8379 3779 or email John.Haslem@enfield.gov.uk

### **Background**

The Enfield Summer Work-Out is a programme to provide 100 paid community work-placements initially targeted at resident Enfield school leavers (aged 16-19) without an offer of employment, education or training from September 2009. In October 2009, the target audience was extended to 24 year olds to attract more recruits.

The project was prompted by a London Mayoral initiative to provide summer 2009 school and college leavers with genuine paid work experience in community activities. Enfield was one of 4 London boroughs to accept the Mayor's challenge at short notice. It is funded from the Working Neighbourhoods Fund (£60k) and the LDA (£50k). The young people are engaged in visible activities which support the Council's Cleaner Greener agenda such as parks and open spaces maintenance and social housing estate cleaning. Following their placement, young people are offered a programme of advice and guidance by our job brokerage service, Enfield Jobsnet, to help them seek permanent employment.

The project aims to address the high local unemployment levels for young people. The unemployment rate for young people [aged 18 to 24] has been consistently high in the borough, increasing by 57% from 1395 in April 2008 to 2220 in June 2009. The percentage of NEETs is higher than both the London and England averages.

### **Aims**

The project's aims are to:

1. Increase employment among 16-24 year olds who are disadvantaged in the labour market, in particular those from priority groups (BAME, women, people with disabilities).
2. Provide 100 young people with an appropriate combination of job-application, interview and valuable work experience, employment advice & guidance and signposting to help prepare them for the labour market

The project objectives are to:

- Engage and work with a range of internal council teams and external partner organisations to provide 100 placements cleaning and maintaining public areas and supporting community service delivery.
- Engage 100 young people and provide them with up to 4 weeks of genuine paid employment carrying out tasks that support Enfield's cleaning and greening agenda
- To achieve a client profile of 40% women, 50% BAME and 10% people with disabilities
- signpost and track participants completing their placements into relevant jobs, support services and placement programmes

### **Achievements to date**

- 100 placements made available by 10<sup>th</sup> July 2009
- 56 school leavers recruited and inducted onto the programme by 12<sup>th</sup> October 2009  
*(represents 9.33% of target cohort – 600 school leavers without September 2009 destinations)*

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- 12 Youth Offender Team clients inducted onto the programme by 12<sup>th</sup> October 2009
- 44 clients completed their placement by 12<sup>th</sup> October 2009
- 11 clients offered apprenticeships in the public sector to date
- 1 client offered a part-time job on the strength of her placement

### **Extension into autumn**

The project was marketed by sending letters to school leavers, leafleting areas frequented by young adults, promoting through Connexions and job centres and networking through council teams working with young people (Youth Offender Team, Libraries, Young People's Services, Enfield Training Services and the Youth Engagement Team.) The project was also promoted through the press and council website.

By the end of September, it was clear that the marketing methods being used had exhausted their reach, as applications slowed down to a trickle, leaving 40 placements to be filled at the end of October.

The decision was made to relaunch the programme in the Autumn as the Enfield Work-Out and extending the offer 20-24 year old NEETs. The marketing net is also being widened to include publicity at a local cinema and a Myspace website.

### **Building on success through the Future Jobs Fund [ FJF]**

The experience of running the Enfield Work-Out has been used to prepare a Future Jobs Fund (FJF) bid to provide 142 6-month jobs for 18-24 year olds who have been unemployed for over 9 months. It has particularly helped us to anticipate marketing needs, HR issues and stakeholder synergies which will help operate the Future Jobs Fund programme effectively, and maximize the benefits and outcomes.

FJF jobs have been generated by many of the same stakeholders who participated in the Work-Out including Enfield Housing, Southgate College and LBE Parks, Highways, Tourism and Sports Development Teams, Lee Valley Park, Capel Manor College.

We expect to hear the outcome of our bid by mid November.