

**Title of report or proposal:**

**LDA White City Area Programme**

Describe in full the aims, objectives and purpose of the proposal, including desired outcomes:

Hammersmith and Fulham's Area Programme will focus on meeting the identified need evidenced in the development of our Economic Development Strategy (EDS) and the LEGI (Local Enterprise Growth Initiative\*) application, build on a track record of delivery, build sustainable delivery mechanisms post 2010 and address gaps in mainstream employment, skills and business support provision. In so doing it will address the outcomes desired by the London Development Agency (LDA) for the White City Opportunity Area.

Hammersmith and Fulham's Local Area Agreement (LAA), has key targets to reduce worklessness and increase job creation. This will be done by meeting outcomes to reduce worklessness amongst key groups and wards not sharing in the economic benefits provided by the White City Opportunity Area. Our LDA programme will pay attention to supporting lone parents, disabled people, and Black and Minority Ethnic (BME) communities move into employment. In accord with our LAA and the LDA's stated desire for the White City area, we will provide business support in key economic growth sectors, and continue to promote the start up and survival of businesses, we will pay particular attention to increasing the number of minority and women owned businesses to ensure all residents have opportunities in the area.

Business support interventions will focus on growth sectors in the WCO economy; media, visitor attractions. Innovative methods tested through LEGI will be implemented to support new and established businesses including showcasing and franchising. Tested methods with a proven track record will be built upon to support residents wishing to start up businesses; Introduction to Enterprise sessions, Coaching and mentoring.

Underpinning all activities will be outreach and co-ordination. Outreach to workless residents energising and invigorating benefit claimants to move towards skills, employment or self employment provision. A co-ordinating function will ensure that mainstream Jobcentre plus (JCP) and Learning and Skills Council (LSC) provision is linked together and tied to LDA funded interventions and that clients in the White City Opportunity programme will be supported as they move from advice and guidance, to skills, to job brokerage provision and into employment.

**\* Funding round aimed at promoting enterprise and investment in deprived areas**

Department:

Regeneration, Community Services Division

Form and report MUST be checked and countersigned by the Principal Policy Officer – Equalities (Pinakin Patel) before the report proceeds to the Cabinet Member(s).

Officer Responsible:

Mark Billington 020 8753 4229 mark.billington@lbhf.gov.uk

(Signature, Print Name, Contact Number and Email Address)

PPO Equalities:

Signed off by Pinakin Patel at 10.41 on 25/01/07. Tel 0208 753 5727 email pinakin.patel@lbhf.gov.uk

(Signature, Print Name, Contact Number and Email Address)

PLEASE ANSWER THE FOLLOWING QUESTIONS:

1. Who are the main people that this decision will affect?

Unemployed residents especially women, lone parents, disabled people, BME groups, ex-offenders, BME and women owners of micro-businesses and Small and medium sized enterprises (SMEs) in the borough

2. Identify the risks that could prevent the planned outcomes

We have few or inadequate bidders for the commissioning process in January – March 2007.  
We do not recruit successfully on some of the programmes both in terms of staff and beneficiaries.  
We lose the PSA funding for the lone parent project.  
The current changes in the regeneration team mean that the current area programme providers are in an unstable state when the programme is advertised and therefore not in strong position to bid.  
Lack of resources in the Regeneration team to adequately carry out the commissioning, contracting and management of the programme.

**3. Could the proposal have a positive impact on a) race b) disability c) gender d) sexual orientation e) age f) belief system groups? (Please provide evidence e.g. user feedback, complaints, ethnic monitoring, diversity monitoring?)**

**a) b) c) d) e) f)**

Activities will promote BME owned businesses and entry into markets, through showcasing, cultural tours, tailored networking and mentoring. Tailored interventions for lone parents, and disabled people will promote positive impacts for minority and excluded groups (please refer to Area Programme description). The Skills and Employment Disabled People project will promote positive attitudes towards disability, insofar as it explains the requirements for employers under the Disability Discrimination Act and the ease with which reasonable adjustments and changes in working patterns can meet the needs of the employer and of disabled people. The Skills for Life programme will provide for example refugees with the skills to make a positive contribution to the London economy, and help promote this client group to employers.

The programme is designed to tackle the barriers into employment and enterprise, and some clients will access a greater range of interventions (based upon their need), but the ultimate impact for all will be the same.

The Skills for Life element of the programme includes ESOL, and the linkages element of the programme, will ensure that clients in need of ESOL provision will be moved into it. In this respect communication between groups would be fostered. The programme includes learning provision for adults, some accredited Skills for Life, Financial Management, Motivation and Confidence Building and some non accredited, for example mentoring and coaching. Given the nature of worklessness in the target area and the entry points into the programme, BME groups will benefit from Adult Education. There is a focus on reducing barriers to specific groups. For example the health and disability programmes specifically address the needs of disabled people and those with health limiting conditions. Whilst the Lone Parent element will obviously target lone parents, a real need given that 20% of children in priority wards live in poverty. It should be noted that although ex-offenders are not necessarily classed as a group, we will be providing targeted intervention to clients with this status.

Our “jobs created” element to our programme focuses on creating jobs through self-employment, the “business support package” of the programme includes provision for BME, women and disabled clients. The programme provides affordable childcare through the Lone Parent network. If West London’s Childcare Affordability Programme application to the Opportunities fund, opportunities will be magnified. (Please note this is led by Hammersmith and Fulham’s Early Years

Worklessness in HF is concentrated in social housing estates, our provision will be targeted at residents and tenants on those estates. Specific initiatives have been developed to meet the needs of certain client groups; ex offenders, disabled people, lone parents, women and BME businesses. Given the nature of worklessness in the White City Opportunity Area, and the concentration of worklessness that they face, there will be a positive impact for those groups, but provision (for example job brokerage) will be open to all.

**4. Could the proposal have a negative impact on a) race b) disability c) gender d) sexual orientation e) age f) belief system groups? (Please provide evidence e.g. user feedback, complaints, ethnic monitoring, diversity monitoring?)**

**a) b) c) d) e) f)**

We do not think that the programme could have a negative impact on race, disability, gender, sexual orientation age or belief systems groups.

The programme has been developed to provide access and tailored support to meet the needs of different groups. In relation to the data shown above we have developed entry and delivery points into the programme to ensure impact relates to need. The disability element of the programme working with employers will challenge stereotypes. Whilst elements to promote BME and women owned businesses, particularly looking at franchising will challenge assumptions in the main sectors in our target area (media, hospitality/catering. We have built in housing and health outreach interventions together with the lone parent network, to ensure our programme is marketed where people suffering multiple disadvantages (disability, ethnicity, lone parents) live and go.

It should be noted the Lone Parent network includes Fulham Women Somali Group and works with Sure Start, Community Groups and schools. So far as delivery is concerned we have built in interventions to ensure that barriers are removed for equality groups. These include provision for child care, Skills for Life and English for Speakers of other languages (ESOL), tailored support to disabled clients, and tried and tested business support mentoring and coaching programmes. In taking this approach we believe groups are given real choice.

In developing solutions that address multiple barriers that people face we do not feel that we are contributing to stereotypes. So for example a White British male lone parent living in social housing claiming Incapacity Benefit will have the same support available to him as any other beneficiary entering the programme. In other words we have developed a programme that will address barriers to inclusion (faced by all groups) which will reinforce cohesion. The programme has been designed to tackle the barriers to worklessness and enterprise, in doing so interventions are open to all according to their need. In this respect there will not be a negative differential impact to community cohesion.

5. Can any negative impact of the decision be justified?

6. If you have undertaken any internal/ external research or consultation(s) please list these below:

#### **Research**

We have taken into account the findings of West London Works (West London City Strategy) in developing this programme. Those findings related to claimant counts see below, we have then cross examined those findings to examine the situation for minority and excluded groups

So, an analyses of the 2005 Claimant count for Hammersmith and Fulham shows that worklessness is highest for those claiming Incapacity Benefits and Lone Parents. (Total workless 18,200, Incapacity Benefit 8,300, Lone Parent 3,900, Job seeker 3,800) This would support a programme which included packages for disabled people and lone parents.

Furthermore our housing data shows 60% worklessness rates for those in social housing of working age. The housing data and IB data can be seen in the context of ethnicity relating to health and housing. Rates of poor health are 7.7% for White British population, but 12.1% for Mixed and 12% for Black groupings. The likelihood of experiencing poor health increases markedly at the older ages, with more than one quarter of 50-64 year olds (29.1%) reporting that they have a limiting long-term illness. Ethnic differences in health status are most marked in this age group, with several groups experiencing rates that are well above the Borough average. They include the Asian (41.0%), White Irish (39.1%), Mixed (38.9%) and Black groupings (38.0%).

So far as housing is concerned two thirds of the Black and the Mixed White and Black households live either Council or RSL rented accommodation. This also applies to around half of the Irish and Bangladeshi households.

The average unemployment rate for the borough identified by the 2001 Census was 7.2%. However for Black males the unemployment rate was 21.7% and for Black females the rate was 16.6% for Black African women and 10.2% for Black Caribbean women. (It should be noted that although JSA unemployment is now 4.6% in relation to 2001 census levels, there is no evidence to show a drop in differential employment rates between BME and White British.

West London Works highlighted in its draft Business Plan (October 2006) "the differing employment levels of Ethnic groups, ranging from the relatively high employment rates of the Indian and White populations (72.4% and 76.7% respectively) in comparison to the low rates of the Bangladeshi/Pakistani and Black populations (48.6% and 55.6%) respectively.

We do not have data demonstrating the ethnic compositions of Lone Parents, or worklessness rates in

relation to religious belief, sexuality and Transidentity. However, anecdotal feedback from the Lone Parent network has demonstrated the need for ESOL provision for this group. For further information please refer to the "Rationale for LDA investment, highlighting the state of the local economy

### **Consultation**

There has been extensive consultation with community groups, residents, and businesses in the summer of 2006 (July – August) to develop our Local Enterprise Growth Initiative and we used the results of that consultation to help shape this bid

Residents: - We asked residents about their attitudes towards business and enterprise, 660 residents were interviewed in by RBA Research \*\* in Shepherds Bush, Acton and Southall town centres, 100 school students were interviewed (Phoenix school) as part of Enterprise Week, and 5 focus groups were held with residents least likely to be involved in enterprise (disabled people, refugees, black and ethnic minorities). Opportunities to participate in the Focus Groups were advertised through the Community and Voluntary Sector Network and calls were made to organisations working with people belonging to groups most likely to be excluded from employment and enterprise, e.g. Blythe Neighbourhood, H & F Volunteer Centre, Horn of Africa Community Group, H & F Refugee Forum and BME Forum.

Links to on-line questionnaires (for residents and businesses) were placed on the first page of the council's web site, and questionnaires were placed in HF News alongside press releases about LEGI Heathrow City Partnership led a marketing campaign to refer 150 would be entrepreneurs to enterprise agencies to capture their views, marketing tools included; leaflets to households in targeted areas, adverts on bus routes, presentations at Jobcentre plus, leaflets in town centres and inserts in the local press

The Community and Voluntary sector formed the third component (with businesses and residents in shaping our programme) which led to the development outreach, capacity building and specialist support initiatives to help people that do not usually access enterprise projects. Organisations consulted included Mencap, Scope, MIND, Hammersmith and Fulham Action on Disability, Royal National Institute for the Blind, Shaw Trust, Council Voluntary Sector Network (Ealing and HF), BME Forum, Refugee Forum, Volunteer Centre and Urban Partnership Group, Action Acton, Third Age Foundation. These organizations were chosen because they have a local presence, are local organizations, or represent the local CVS sector.

In the delivery of our disability and lone parent employment programmes we have had ongoing dialogue with community and voluntary sector groups to improve delivery for clients; this has shaped the content of proposals for these groups in this programme

We are also in the process of consulting with (amongst others) community and voluntary sector groups to develop the borough's Economic Development Strategy. That strategy will include an Action Plan for employment and enterprise. Although the conclusion of the strategy will be too late to influence delivery of our Area Programme for Year 1, it would influence delivery in Year 2, subject to poor performance in supporting equality groups

We directly fed back to community and voluntary sector groups the results of the LEGI bid and we will feed back the results of this application to those groups.

*\*\* RBA Research – company employed by Regeneration division in LBHF to carry out research to support the LEGI bid.*

**7. Do you need to undertake any further consultation? If so, what and with whom?**

No

**PLEASE EMAIL COMPLETED FORM TO PINAKIN PATEL: [pinakin.patel@lbhf.gov.uk](mailto:pinakin.patel@lbhf.gov.uk)**

**London Borough of Hammersmith & Fulham**