

Project Specification London Borough of Havering

Introduction

The London Borough of Havering is the 3rd largest borough in London (43 miles²) and contains 18 electoral wards. It is mainly characterised by suburban development, with almost half of the area dedicated to open green space, particularly to the east of the borough.

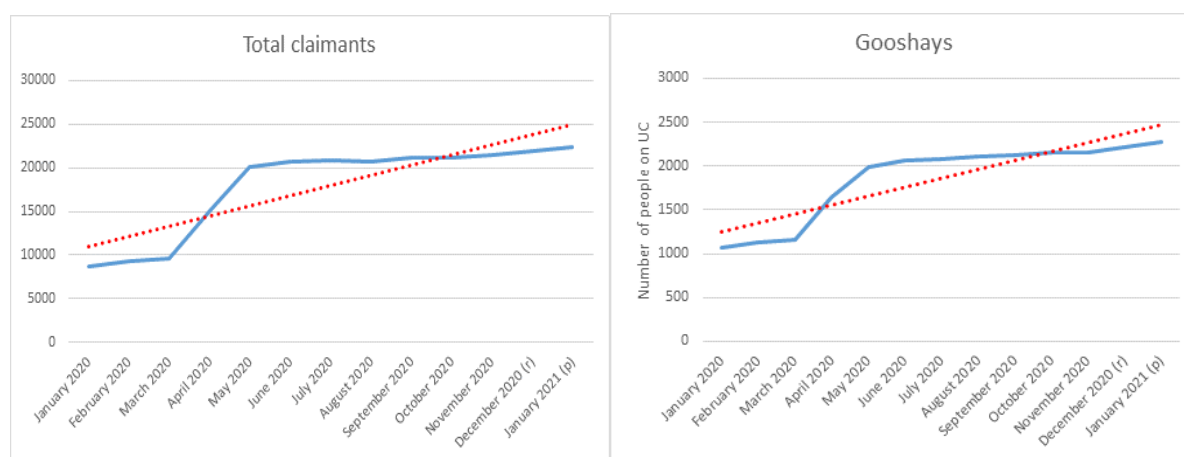
The principal town (Romford) is densely populated and is an area of major metropolitan retail and night time entertainment.

The southern part of Havering is within the London Riverside section of the Thames Gateway redevelopment area and will be an area of increasing development and population change.

Havering has a population of 260,700 people. Of this 82.7% are economically active with an unemployment rate of 4.8%. The borough is changing - in 2019 it had the oldest population in London with a median age of 39, but the projections show an increasing number of young people.¹ Havering is a relatively affluent borough (Based on IMD (Index of Multiple Deprivation) 2019), however, there are pockets of deprivation to the north (Gooshays and Heaton wards) and south (South Hornchurch ward) of the borough.

In terms of pockets of deprivation, Gooshays is by far the worst, having the highest proportion of most deprived indicators of any ward. They have the highest proportion of UC claimants in the borough (just over 10%) and the number is increasing (as it is across the whole borough).

Figure 1: Total Claimants in Havering and Gooshays

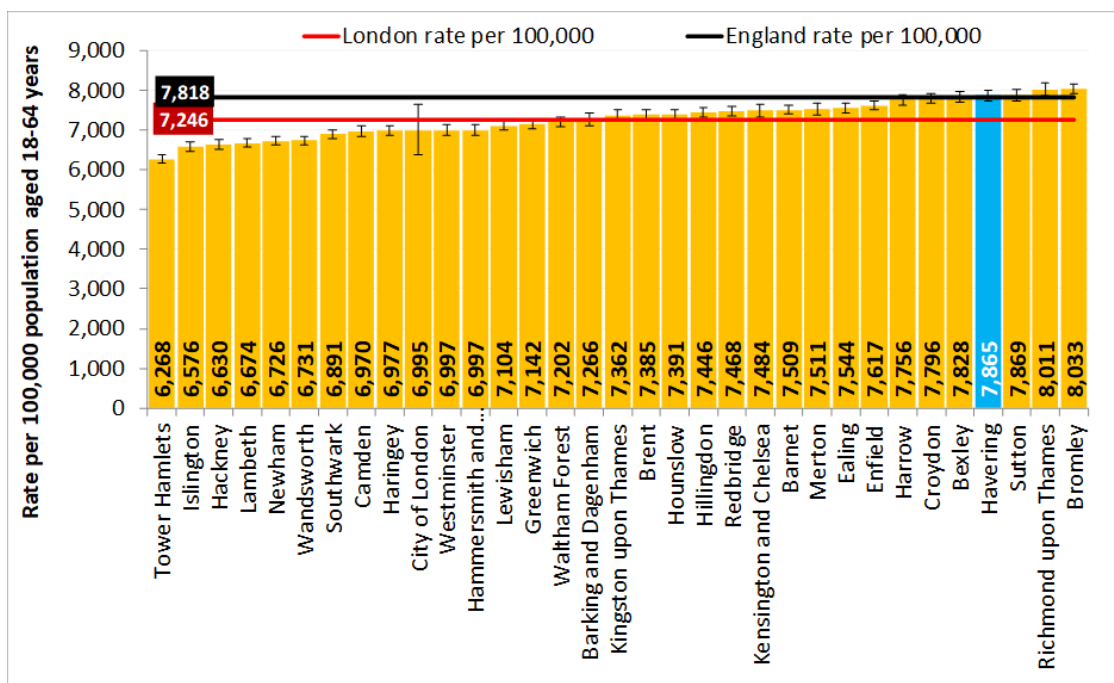


¹ Nomis

82.7% of the working age population (aged 16-64) in Havering is considered economically active i.e. they are considered to be an active participant in the labour market, looking for work or in work. The remaining 17.3% are inactive and includes those who are studying, looking after family or home, long or short term sick or full time retired. Of these 28.1% would like to work. ²

According to the 2017 ONS Annual Population Survey 19% of working age³ people living in Havering have disclosed that they have a disability or long term illness. The estimated number of people in Havering aged 18-64 living with moderate or serious physical disabilities⁴ was 11,870 in 2017 – a rate of 7,865 per 100,000 population aged 18-64 years. This rate is one of the highest among London local authorities. It is statistically similar to England but significantly higher than the London average.

Figure 2: Estimated moderate or serious physical disability rate per 100,000, persons aged 18-64 years, in Havering and other London boroughs, London and England, 2017



Note: Rate per 100,000 calculation uses mid 2017 population estimates; Data Source: Projecting Adult Needs and Service Information System (PANSI, 2017) and Mid-year population estimates 2017; Office for National Statistics (ONS); Produced by Public Health Intelligence

² NOMIS October 2021

³ Since August 2010, the current working age measures have used those aged from 16 to 64 for both men and women (Office for National Statistics)

⁴ Moderate physical disability: People with physical disability have an impairment which has a substantial and long term effect on their ability to carry out day-to-day activities. People with a moderate physical disability have mobility problems, e.g. unable to manage stairs, and need aids or assistance to walk.

Unemployment in Havering more than doubled during the pandemic with 10,090 residents claiming out of work benefits in January 2021 which was a 142% increase from February 2020 (4175) pre-COVID. ⁵ The unemployment rate in October 2021 is 4.8%, still higher than pre-pandemic levels.

Universal Credit (UC) is a benefit for people who are out of work or on low income and this has replaced six other benefits into one single payment. It can provide support for a number of living costs such as rent and childcare costs. Additionally, claimants may pay less on their local council tax, with the amounts being paid depending on specific local areas.

As at September 2021 there were 21,054 residents claiming UC in Havering, this has decreased from 21,909 in December 2020.⁶ October 2021 figures show the total number of UC claimants increasing. Of the UC claimants in September 2021 12,617 are unemployed with the remaining 8,442 being employed but may be entitled to UC for reasons such as:-

- *it is responsive to earnings, whereby the monthly Universal Credit payment will adjust accordingly as claimants move in and out of work*
- *most claimants on low incomes will still be paid Universal Credit and receive work coach support when they start a new job or increase their hours (Gov collections Universal Credit statistics Feb 2021).*

32% of Havering residents earn below the London Living wage, and our residents have the 3rd lowest level of disposable income amongst the eight London Boroughs served by the Local London partnership. ⁷

In contrast to the employment section, only 40.8% of Havering residents are qualified at NVQ Level 4 and above, compared to the London rate of 58.7% and GB as a whole of 43.2%. 6.8% have no qualifications (5.2% London and 6.4% GB) (NOMIS Jan 2020- Dec 2020). This means that the workforce are less well qualified and would fail to meet entry requirements for jobs.

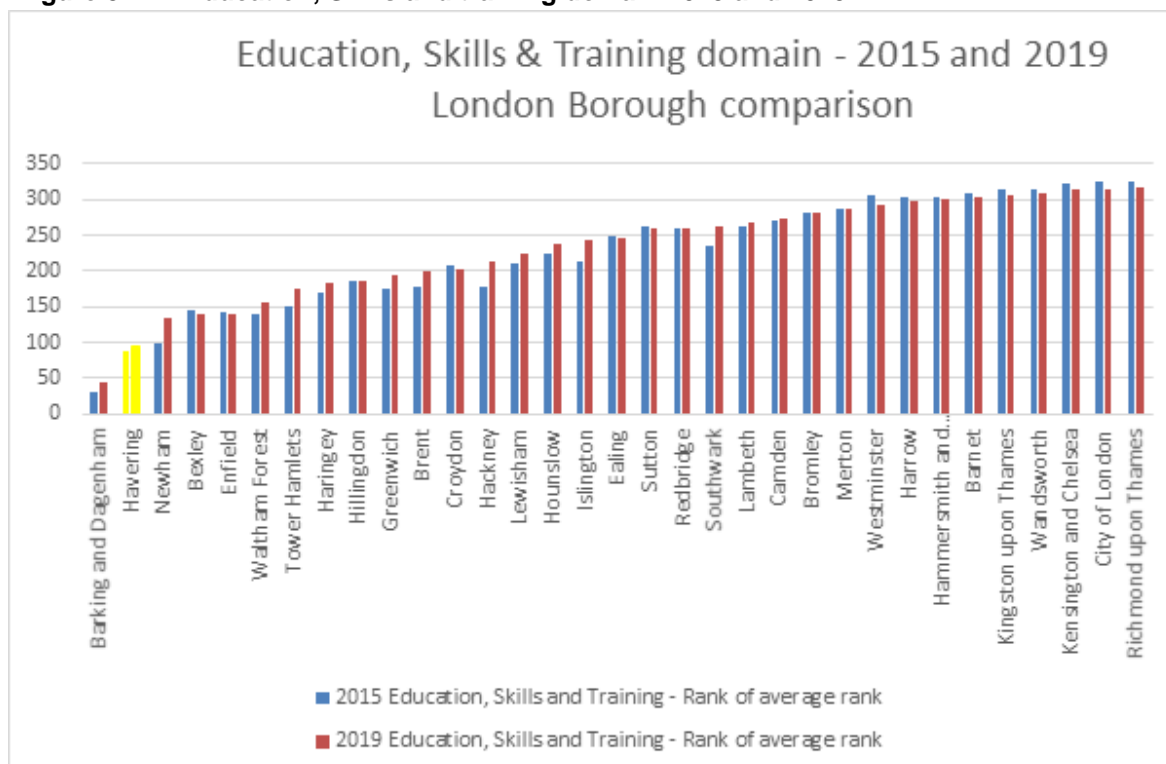
The Index of Multiple Deprivation ranks every small area (LSOA or Lower Super Output Area) in England from 1 (most deprived area) to 32,844 (least deprived area) The most deprived domain within Havering is Education, Skills & Training (rank 95 out of 317 nationally)

⁵ ONS Claimant Count

⁶ <https://stat-xplore.dwp.gov.uk/webapi/jsf/tableView/tableView.xhtml>

⁷ Local London report on the UK Shared Prosperity Funds,

Figure 3 IMD Education, Skills and training domain 2015 and 2019



Employment- the job market

In Havering 92.6% of businesses employ between 0-9 people, compared with London with 90.9% this is a similar picture to other parts of London and our Essex neighbours

The density figures represent the ratio of total jobs to population aged 16-64, this includes employees, self-employed, government-supported trainees and HM Forces. The east London boroughs perform poorly in terms of jobs density, but Havering actually has the highest job density in this geography at 0.61, but when compared to London (1.03) and Great Britain (0.87) we are ranked 23rd of the 33 London boroughs (including the City of London)⁸.

Jobs density (2019)

	Havering (Jobs)	Havering (Density)	London (Density)	Great Britain (Density)
Jobs Density	98,000	0.61	1.03	0.87

Source: ONS jobs density

Notes: The density figures represent the ratio of total jobs to population aged 16-64.

Total jobs includes employees, self-employed, government-supported trainees and HM Forces

⁸ Source: ONS jobs density [2019]

There are 98,000 employee jobs in Havering, excluding self-employed, government-supported trainees and HM Forces. 32.9% of total employee jobs in Havering are part-time compared with 29.8% in Barking and Dagenham 25.9% in London and 32.2% in Great Britain.

Many of our residents are able to navigate the employment market with little support but for those who are already disadvantaged i.e. those from black and minority ethnic groups, people with a health condition or disability, single parents, as well as those on a low income, the employment market post Covid is even more challenging. There is much greater competition for good work and employers are able to be more selective further disadvantaging those with low skills levels.

Digital skills and access to IT are also key when it comes to applying for jobs, as many roles are advertised via job sites and social or business networks e.g. LinkedIn. Candidates need to be quick off the mark and IT literate to navigate their way through the job market, which adds even more pressure on those with low skill levels.

The job market is impacted also by the employment support programmes. They give a temporary cushion to employers to retain or take on staff as well as offer the opportunity for “free trials” where the individual does unpaid work to give them experience and the employer a chance to assess whether they are a good fit for the role.

Extract from poverty Strategy - All residents should be entitled to a good education, ambition and aspiration, all which start at primary school. Havering Council will try and make things better for families who are struggling with poverty now by working with schools, local businesses and healthcare workers to create an interest in learning and try and tackle intergenerational transmission of poverty (where poverty is transferred from one generation to the next), which in turn will carry them through their lives into employment.

Although paid employment reduces the risk of poverty, in-work poverty has risen by 2.8% in the last 12 years (9.9% in 1997/98 to 12.7% now). The risk of poverty is higher for workers with disabilities, Black and minority ethnic workers, part-time workers, those in families with children and those in single-adult families, especially lone parents, who has seen the fastest rise.

The data confirms that the impacts of Covid and subsequent increase in UC claims have affected our most deprived areas the most and may continue to polarise the borough.

Project description and overview of delivery

The project will run over 2 years and will support 330 people in the London of Havering and will be delivered by the borough’s job brokerage service Havering Works and the Community Hubs projects.

The focus of the project will be to support economically inactive and long term unemployed residents aged over 19 to move towards securing employment through mentoring, work experience, vocational training or a job start.

The project would aim to deliver against the outputs and results set in the project specification through borough's job brokerage service, Havering Works

- Improve the employability and skills of long term unemployed and economically inactive Havering residents
- Progress residents closer to securing jobs in the priority growth sectors in Havering local sub-region and London particularly health and social care, creative and digital, construction and emerging green sectors
- Support the borough's Social Mobility Delivery Plan and Mayors Support, Mayors "Skills For Londoners" strategy and "Good Work Standard" and borough initiatives to increase number of London Living Wage employers in the borough.
- Focus on skills provision identified by local employers in areas of growing demand to increase opportunities to sustain employment.

Havering Works will support borough residents to access the labour market focused on those most disadvantaged, offering a range of support to help individuals develop relevant skills, delivering employment coaching and mentoring, support with job search e.g. interview skills, CV writing, and providing support to remove any barriers preventing the individuals from accessing employment. The team will leverage strong partnership links with internal local authority departments such as housing, libraries and key stakeholders, local voluntary sector, skills providers and JCP.

Delivery is overseen by the Transformation Board and Senior Management Team (SMT) who meet on a monthly basis to review delivery against forecast. This scrutiny ensures that any performance issues are identified and delivery is linked to the Council's key strategic objectives.

The project will operate an accessible jobs and skills support service for 330 borough residents whom are furthest away from the labour market. Delivery will be linked to employment and skills opportunities in priority growth sectors, including Creative, Construction, Retail, Hospitality and Health and Social Care. A key element of the provision is Havering Works borough wide outreach service, and the network of Community Hubs across the borough providing access to information, advice and guidance on employment and skills opportunities.

The project will engage with a number of key stakeholders to deliver the outcomes utilising strong collaborative partnership arrangements with community groups, local authority teams, training providers and employers.

The Havering Works Job Brokerage service will broker employment and work experience opportunities with local developers and employers. These relationships will inform project delivery by identifying skill shortages in the labour market and establish training and recruitment routes to sustainable employment, work experience placements and further job opportunities. Expertise in managing successful large scale recruitment and pre-employment support for developers and employer, adds value to this project.

Geographical targeting

Participants of this project must be resident in Havering or have an evidenced connection to the borough (for example, in temporary accommodation or supported housing paid for by Greenwich Council).

Priorities

The project's recruitment and engagement strategy will be targeted in those neighbourhoods with highest levels of deprivation in terms of vocational and basic skills attainment, employment rate and economic activity.

This project will work with residents who are currently economically inactive and more likely to face multiple and complex challenges to access the labour market. Increasingly managing a long term health condition or disability is a core barrier to progression.

The project will benefit from strategic partnerships through.

- links to NHS Trust mental health services, GPs and drug and alcohol dependency services and Public Health colleagues
- Community Hubs across the borough with highest concentrations of disadvantaged residents and cohorts of economically inactive.
- Cross departmental work in the Council with other teams including: Money Advice service responding to residents affected by the Total Benefit Cap, Community Hubs , Housing and Local Area Coordination

The project sets out to attract residents to emerging and growing sectors in the economy, and to support underrepresented groups access new jobs in non-traditional areas. Such as women into construction and ICT. More generally, increasing the numbers of small business start-ups, market traders, and social enterprises as an employment option. Increasing access to employment pathways to new sectors such as Creative, Digital and Green Industry.

Target Groups

The project will focus on the following target groups that are most deprived in the labour market

- Economically inactive
- Long-term unemployed
- People aged 50 years and over
- Ethnic minorities
- Disabled (self-declared)
- Lone parents

Havering council has initiatives which provide support, to which we signpost individuals to help them navigate the benefit system and access money advice

where it is needed. We also link up with local community organisations that may be able to help our residents access other support e.g. Citizens Advice Service for the support to claim Universal Credit and Mind, Talking Therapies for health and well-being support.

The Havering Community Hub has been developed in partnership with Havering Council and residents, the voluntary community sector, charities and local partners e.g. Peabody Trust, Mind, Citizens advice. It provides easy access to services and helps by connecting residents to the right support from employment support advice and training, to keeping healthy and general support in a way that suits them. The Hub is an all age resource for residents to find out about what support and activities are being offered through the Council, community groups and organisations. The Community Hub website provides opportunities to promote vacancies, training and advice to residents looking for work or improving their skills.

Local Area Coordinators also offer support directly to local residents across two pilot areas - Rainham and Harold Hill. They are working directly with individuals to support them to build their own vision for a good life, finding pragmatic solutions to any problems, and drawing on family and community resources. This means that instead of assessing or signposting people into services, they can:

- invest enough time in understanding what a good life looks like to residents and their family, and how they could get there
- help residents to build their capacity and connections, so that they can stay strong and independent
- build new community connections or capacity where they don't exist

There are several new (predominantly DWP funded) programmes that are either already in place or are coming forward soon,

- Kickstart, provides funding to employers to create job placements for 16-24 year olds on UC.
- Job Entry Targetted Support (JETS) (Only available during the COVID 19 Pandemic) but provides specific support to help those who are unemployed and in receipt of benefits for at least 13 weeks and at the point of referral be in receipt UC
- from July/ August 2021 a new programme called Restart, which will give UC claimants who have been out of work for at least 12 months enhanced support to find jobs in their local area.

These all sit alongside existing programmes such as the Work and Health programme, traineeships, apprenticeships (for all ages) and training and education offered through colleges and training providers. Each of these programmes has specific entry requirements which may be related to age, a qualifying length of unemployment, the highest level of qualification, and other similar criteria which

complicates access to the system, meaning some people may need this explaining or support to navigate the system for the best pathway for their particular needs.

There is a supply chain of providers for each of these programmes working across the borough, some offer more than one programme, but all are competing to fulfil their contract or grant requirements.

The DWP are charged with supporting people to return to work, and to reduce the number of people who are claiming out of work benefits. While they have teams of work coaches, their case loads are high and they are unable to give intensive support to each client.