

**FLINTSHIRE COUNTY COUNCIL**

**REPORT TO:** ENVIRONMENT OVERVIEW & SCRUTINY COMMITTEE

**DATE:** WEDNESDAY, 10 APRIL 2013

**REPORT BY:** DIRECTOR OF ENVIRONMENT

**SUBJECT:** COMMUNITIES FIRST

**1.00 PURPOSE OF REPORT**

1.01 To update Members on the new Communities First Programme in Flintshire, following Welsh Government (WG) approval of the revised two Cluster bid approved by Cabinet on 12 June 2012.

**2.00 BACKGROUND**

2.01 The report to Cabinet of 12 June 2012 set out Flintshire's revised proposals for the next phase of the CF programme. Cabinet approved proposals for continuing to deliver a Communities First (CF) programme through the establishment of two CF Clusters with Flintshire County Council as the Lead Delivery Body (LDB).

2.02 The revised Cluster proposals were based on advice from WG and further negotiation about which areas of Flintshire could form a viable bid. The following revised Cluster arrangements were approved by WG:-

**Flintshire East**

<b>LSOAs</b>	<b>WIMD Rank</b>	<b>Population</b>
Shotton Higher 2	83	1,478
Connah's Quay Golftyn 4	153	1,450
Connah's Quay Central 2	260	1,668
Shotton Higher 1	297	1,098
Sealand 2	330	1,383
Queensferry	498	2007
	<b>TOTAL POP</b>	<b>9084</b>

**Flintshire West**

<b>LSOAs proposed</b>	<b>WIMD Rank</b>	<b>Population</b>
Holywell Central	155	1,875
Mold West 1	184	1,073
Flint Castle	209	2,129
Greenfield 1	214	1,534
Flint Oakenholt 1	351	1,421
Flint Coleshill 2	421	1,248
	<b>TOTAL POP</b>	<b>9,280</b>

- 2.03 Cabinet also approved a revised staffing structure, with no reduction in staffing, but with significant efficiency savings on administration, accommodation, agile working and shared staff resources across the two Clusters. This will enable greater focus to be put on delivering the desired outcomes from the CF programme.
- 2.04 In November 2012, Flintshire's programme was one of the first to be confirmed. Following a period of transitional funding between 1 April 2012 and 30 September 2012, the two Clusters bid was agreed in full with £1,713,201 awarded for the period from 1 October 2012 to 31 March 2015, annual resources of approximately £709,000. This exceeded the original proposal for annual resources of £638,555 for three years from 1 April 2012 to 31 March 2015. This is in contrast to other CF areas where resources were significantly reduced. It is understood that some areas did not submit a viable bid by the deadline, or have not yet had approval for their delivery plans.
- 2.05 In addition to the core staff structure, CF will be part funding one FTE Youth Service post, one FTE Careers Wales post and one post through Coleg Harlech Workers Educational Association (WEA). Each will be subject to Service Level Agreements which will measure and monitor performance. These will draw down partner resources of approximately £36,000 per annum and will ensure CF and partner services (including those of FCC) are closely integrated.

### **3.00 CONSIDERATIONS**

- 3.01 This funding will enable Flintshire to address the three priorities of: improved prosperity; learning; and health, in the most disadvantaged areas of the County. The new programme will extend into areas not previously eligible and it will serve a larger population than before (18,000 people, an increase of about 3,000 overall).
- 3.02 The West Cluster includes parts of Holywell, Mold and Flint Castle, with two new areas including the more disadvantaged areas of Flint Oakenholt and Flint Coleshill. This CF Cluster falls within the larger Rural Development Plan area. The East Cluster now includes all of Higher Shotton and the more deprived parts of Connah's Quay, Sealand and Queensferry. This CF Cluster falls within the Deeside Regeneration Area.
- 3.03 The relationship between the CF programme areas and important partner programme areas with similar aims, demonstrates clear opportunities for integration with CF supporting people in the supply chain for employment, education and training.

- 3.04 Communities First has therefore been developing a range of local labour market approaches to support the aims of the Jobs Growth Wales Strategy, to improve opportunities for Flintshire's young people whose options are being limited by the supply of jobs, and by tough competition for those jobs which are available. This includes community based activities around employment, employability, further education, informal and formal learning, and entrepreneurship.
- 3.05 Communities First is also working with public, private and third sector partners and the LSB to develop viable Flintshire models from the Jobs Growth Wales Strategy. These 'Academy' models are aimed at improving the range and number of work experience and apprenticeship places in Flintshire, mainly targeted at young people 16-24 who are not in employment education or training (NEET), or in danger of becoming NEET.
- 3.06 Academy models include mentored training, work experience and an accredited traineeship or apprenticeship. The Flintshire enhanced work experience pilot model for young people with additional needs will see its first two participants start their shift at the Council's Jade Jones Pavilion in September 2013.
- 3.07 Other Academy models include up to 8 weeks paid pre-traineeship work experience under the Job Centre Plus scheme, and an accredited traineeship or apprenticeship for up to 26 weeks. Such models provide an alternative, accessible route to work and training for people NEET who do not meet the requirements for some of the apprenticeship schemes run by Flintshire's companies.
- 3.08 CF is actively supporting the all Wales Youth Entrepreneurship Strategy (YES). CF has helped establish Flintshire Business Entrepreneurship Network (BEN) as a mechanism to drive forward the entrepreneurial skills agenda for 16-24 year olds. Its Deeside Leisure Centre location helps maximise BEN and other initiatives and activities, being a place where young people socialise in significant numbers, and being close to Deeside Enterprise Zone (DEZ).
- 3.09 The BEN's Entrepreneurship model is unique, and well underway to help people, and especially young people, to start or grow a business. They are supported by the first Flintshire Enterprise Club established by CF in January 2013, and a second Enterprise Club will operate from CF Hollywell Connects from June 2013.
- CF is supporting the growth of enterprise for the creativity confidence, ambition and opportunity that entrepreneurial talent brings, and the additional value that social enterprise brings to

- 3.10 communities from alternative kinds of economic activity.
- 3.11 West Flintshire Community Enterprise, a company limited by guarantee, is based at Holywell Connects, and is supported by CF. WFCE already manages the Art and Craft Mill, a community based Flintshire County Council asset in Holywell which hosts both community and private enterprise. WFCE intends to expand its range of social enterprise activities, including the provision of support services for growing other community enterprises in both the West and East Cluster areas. WFCE is a valuable legacy from CF investment in the previous programme, and is important to the sustainability of the new programme beyond 2015.

#### **4.00 RECOMMENDATIONS**

- 4.01 That Members note this CF progress report.

#### **5.00 FINANCIAL IMPLICATIONS**

- 5.01 The CF Programme is 100% funded by WG. In a change to previous arrangements, the costs will include CF programme management costs of up to 10%, as defined by the criteria. This means that FCC support services such as accountancy and senior line management, previously not funded at all, can be claimed.
- 5.02 The approved funds support shared partner roles on top of the core staff budget. These include one FTE post to work with disengaged young people through shared provision with the Council's Youth Service, a Further Education provider through Coleg Harlech Workers' Educational Association (WEA), and a shared service to support the jobs and skills agenda with Careers Wales. This adds approximately £36,000 to CF resources through the provision of three additional FTE posts.
- 5.03 As the approved Lead Delivery Body, FCC is aware that CF programme funding will in future be paid in arrears, not in advance.

#### **6.00 ANTI POVERTY IMPACT**

- 6.01 The CF Programme is responsible for developing policy and practice to mitigate deprivation in Flintshire relating to low household income, unemployment, low levels of skills and educational achievement, and poor health. The CF programme is undertaking a range of interventions such as local labour market initiatives, community based learning and healthy lifestyle opportunities, and in order to maximises the impact of individual activities, to gain the broadest possible public,

private, voluntary and community sector support.

**7.00**            **ENVIRONMENTAL IMPACT**

7.01            None.

**8.00**            **EQUALITIES IMPACT**

8.01            None.

**9.00**            **PERSONNEL IMPLICATIONS**

9.01            All existing CF staff have been assimilated to the revised roles within the structure. The JE scores for the revised posts are awaited.

**10.00**           **CONSULTATION REQUIRED**

10.01           None.

**11.00**           **CONSULTATION UNDERTAKEN**

11.01           Extensive partner, including community consultation was undertaken between July 2011 and January 2012, in advance of the report to Cabinet, and before the bid was submitted.

**12.00**           **APPENDICES**

12.01           None.

**LOCAL GOVERNMENT (ACCESS TO INFORMATION ACT)  
1985 BACKGROUND DOCUMENTS**

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