

Objective 2 – Smart Growth

Target 10 – Employment

Improve the productivity of the workforce and increase economic activity from 82% to 85% by bringing 110,000 net additional South East residents of working age into the labour market by 2016 (as a step towards bringing up to 250,000 residents into the labour market by 2026)

Action 10.1 – (New Action). Work with employers to support in-work training schemes; develop and support Local Employment Partnerships and the Pathways to Employment programme; provide vocational training and support in a range of learning styles; and target the support of Further Education and Higher Education courses in industrial sectors that have significant skills gaps.

Activity(ies)	Contribution to the Target (what it will achieve to delivering the target – quantitative where possible)	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
Economic Inclusion Framework Develop an economic inclusion framework for the region, joining up cause and effect relationships between employability and exclusion. To be used as a joint planning tool for all regional partners.	Evidence base for Framework almost complete. Develop up to eight integrated regional service/strategies for regional partners.	SEEDA		●	●	£100,000 ¹	SEEDA

¹ Funding through Target 14

<p>Employer based learning Develop local delivery initiatives with employers and partners to support employer work-based learning. Supporting development of the local workforce, including those entering the workforce, and encourage higher level skills contributing to future productivity in the workforce.</p>	<p>1,542 outputs achieved against target of 720 in 07/08. In 08/09 strategically meet the need for up-skilling and re-skilling at all levels, and stimulate businesses to be smarter about increasing their own employees' productivity. This enables back-filling from economically inactive groups and will bring them into workforce to acquire specific skills through this route.</p>	<p>Local Skills for Productivity Alliances/Employment & Skills Boards, SEEDA, Learning & Skills Councils, Jobcentre Plus, Lifelong Learning Networks, Learn Direct</p>	●	●	●	£4M	SEEDA, Learning & Skills Councils, Jobcentre Plus
<p>Skills for Life Strategy Board Develop a regional strategy board of key agencies to co-ordinate agency work to tackle skills for life needs at all levels.</p>	<p>By working as a cross partnership strategic board, enables coordinated activities and ensures programmes and funding are maximised to produce more skills for life learners achieving higher levels. South East target that every working adult will possess basic skills at an accredited level by 2016 – target of 386,000.</p>	<p>Regional Skills for Productivity Alliance, Local Skills for Productivity Alliances/Employment and Skills Boards, National Institute of Adult Continuing Education, Social Dialogue Forum, Union Learn</p>	●	●	●	Costings TBC by Board	Partners
<p>Pathways to Work Provider led provision to support all claimants to benefits as a result of incapacity, where the ultimate potential for employment is foreseen.</p>	<p>Provides intensive support to address all barriers to work, including pain & condition management, soft skills etc, needed to increase employability and secure sustained employment. A new activity and 2008/09 Targets TBC</p>	<p>Jobcentre plus and contracted providers</p>		●	●	Funding to be confirmed from DWP WWEG	DWP WWEG (Work, Welfare and Equality Group)
<p>Local Employment Partnerships A partnership between Job Centre Plus and employers to agree support and the engagement of hardest to reach customers.</p>	<p>Seeks an agreement between JCP and employers to set aside vacancy opportunities for hardest to reach customers. LSC provision through Skills for jobs delivers tailored pre employment training to clients before applying for vacancies set aside.</p>	<p>Jobcentre Plus and Learning and Skills Councils</p>		●	●	Funding To be confirmed by LSC	LSC

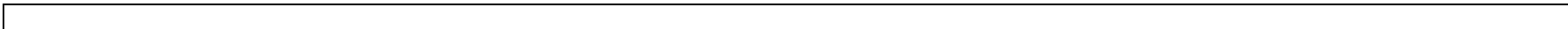
	Awaiting details about 07/08 outcomes 2008/09 Targets.						
Employment and Support Allowance Delivery of a new national benefit system and support for all claimants to benefit as a result of incapacity.	An enabling activity. Work capability assessments will ensure those who are able to work in some capacity will be deemed economically active, as they will be supported in searching and securing employment.	Jobcentre Plus		●	●	Funding to be confirmed	Central Government
<u>Cross Cutting Issues</u> Equality & Diversity <ul style="list-style-type: none"> • Develop a robust evidence base of issues causing disadvantage in the South East labour market (not only skills related), particularly in relation to Black & Minority Ethnic groups, women, older people and young people from disadvantaged backgrounds and people with multiple disadvantage e.g. ex-offenders. This information will be used to ensure that activities to support employers, takes account of the barriers causing disadvantage in the labour market. ICT & Broadband <ul style="list-style-type: none"> • The ITQ / e-skills Passport will help increase the level of investment in ICT user training by providing a structured framework to diagnose skills and training requirements and to record achievement. • The work-based Higher Apprenticeships scheme will help address the graduate ICT skills shortage through a work based route which sacrifices nothing in terms of educational attainment while providing valuable on the job experience and no necessity to get into student dept. 							

Action 10.2 – Encourage Lifelong learning. Encourage a culture of learning throughout business and community life.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p>Attitudes to Life Long Learning Undertake research on attitudes to lifelong learning in business and communities. (Links to Action 6.5 and Grow Our Own work).</p>	<p>The research will collect evidence to inform activity and a campaign to ensure that every citizen in the South East is reached with the message within the RES timescale. This will ensure that life-long learning opportunities address the needs of those most disadvantaged in the labour market. Annual adult learners survey results to be published at the end of May 08 by NIACE.</p> <p>The target is to get one in four to be actively targeted to take further steps towards their own learning needs.</p>	<p>NIACE, SEEDA</p>	●	●		TBC	NIACE
<p>Cross Cutting Issues</p> <p>Equality & Diversity</p> <ul style="list-style-type: none"> • Research attitudes to lifelong learning in business and communities, in order to understand where, why and how a learning culture develops, or is prohibited. In particular to research the degree to which those groups most disadvantaged in the labour market are excluded from learning opportunities in the workplace and within their communities. This research will inform interventions to ensure that those most disadvantaged in the labour market e.g. Black & Minority Ethnic groups, people with disabilities, women and young people growing up in disadvantage are able to benefit from interventions to encourage lifelong learning. <p>Culture, Sport, Leisure & Creative Industries</p> <ul style="list-style-type: none"> • Recognise the contribution made by participation in sports and cultural activity on workplace attendance and productivity. • Acknowledge and encourage the potential for cultural and creative industries to contribute to learning in the workplace and particularly through the Creativity in Business agenda. 							

Action 10.3 – (New Action). Enable coverage and access to ICT support throughout the region, and promote the development of flexible working in quality jobs, including in rural areas.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p>ICT Advice and Support Ensure that on-line and face to face specialist ICT advice, brokerage and support services, including those for teleworking, are available region wide.</p> <p>This will include advice and guidance to home based and rural businesses.</p>	<p>ICT support is essential to drive businesses up the e-adoption ladder, leading to greater efficiency and wider market opportunities. Public sector advice and brokerage will need to operate in tandem with appropriately accredited commercial support companies.</p> <ul style="list-style-type: none"> • 1,000 businesses moved up the e-adoption ladder in 2007-08. • 3,000 businesses p.a. provided with advice and brokerage 2008-2011. • 10,000 businesses assisted to make better use of ICT through on-line means in period 2008-2011. <p>National ICT support company accreditation scheme rolled out in the South East by end 2009.</p>	<p>Business Link Providers, Manufacturing Advisory Service, Innovation Advisory Service, Sub regional partnerships, e-Skills UK, National Computer Centre, other Regional Development Agencies & Devolved Administrations</p>	●	●	●	<p>£600,000 (2007-08)</p> <p>£1m p.a. 2008-2011</p>	<p>SEEDA</p> <p>(SEEDA is not providing a dedicated budget line for this activity in the new Corporate Plan, except for £60k in 2008/09 and 2009/10 for the Business IT Guide on-line information product. Business Support activities will need to be provided through Business Link brokerage and sub-regional activities)</p>
<p>Cross Cutting Issues</p> <p>Rural</p> <ul style="list-style-type: none"> • Increase the take up of the use of ICT and broadband by rural enterprises: and promote more flexible working practices. <p>ICT & Broadband</p> <ul style="list-style-type: none"> • Effective ICT support will be key to efficiency and productivity growth in Small & Medium Enterprises, and is particularly important for rural based businesses. • The Business IT Guide will provide a resource to be used directly by home and micro businesses (as well as by BL advisors & brokers). • The ICT Supplier Accreditation standard will give home and micro businesses confidence in the commercial ICT support companies they need to engage for ICT development and support. 							



Action 10.4 – (New Action). Enable all employers to develop and implement flexible working policies and ensure that regional planning policy supports flexible working.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
Regional Flexible Working Forum WorkWise SE launched in April 2008 with representatives from business, employee representative organisations and the public sector to share best practice and promote the adoption of Smarter working and teleworking.	Overall target for 2008-11 will be to double the 2008 figure in terms of the number of people working remotely. Baseline figure from national data sets or regional market research to be confirmed.	WorkWise SE , SEEDA, Social Dialogue Forum, Business Link Providers, Sub regional partners, ICT & transport companies, Business, employee representative groups	●	●	●	£100,000 p.a.	Forum partners
Teleworking Centres Encourage the development of teleworking centres by the private and public sectors.	While many people will telework from home, some cannot and will need access to local telework centres in convenient locations. Some will be commercial while others may be co-operative activities between public sector organisations. Target of establishing 6 pilot centres as proof of concept by 2010.	SEEDA , Commercial providers of shared business premises, Local Authorities, Public sector organisations	●	●	●	£100,000	SEEDA Commercial providers, Public sector organisations.
Cross Cutting Issues							
Equality & Diversity	<ul style="list-style-type: none"> Ensure that new ways of working address the needs of those most excluded in the workplace e.g. Black & Minority Ethnic groups, people with disabilities, women, older people and young people from disadvantaged backgrounds. 						
ICT & Broadband	<ul style="list-style-type: none"> Promotional activities (best practice guide, events, a teleworking Kite Mark and support for a Regional Flexible Working Forum) will aim to at least double the current level of teleworking between 2008-11. Teleworking and teleconferencing centres will: <ul style="list-style-type: none"> - offer alternatives for people for whom home teleworking is not an option, - significantly reduce the quantity of time wasted on travelling to meetings - reduce road congestion and pollution also improve quality of life and health; increase productivity and reduce business costs 						

Action 10.5 – Increase awareness among employers with regard to equalities and disability legislation and its implications for all aspects of business operations. Promote the benefits of a diverse workforce to employers.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
<p>The 40-70 Tomorrow's Workforce Programme The RSPA endorsed programme will develop an older workforce action programme for the region to maximise the older workforce's contribution to increased economic activity and productivity in the South East by raising employer awareness and supporting older workers to gain and remain in employment.</p>	In the lifetime of the RES, 30,000+ net additional South East 50+ residents to be in the labour market by 2016.	<p>Regional Skills for Productivity Alliance (40-70 Group), Business Link, Nextstep, A4E, Centre for Research into the Older Workforce (National Institute of Adult Continuing Education), Local Skills for Productivity Alliances/Employment and Skills Boards, Social Dialogue Forum</p>	●	●	●	£10M	All Partners, ESF, Equal (until end of 2007)
<p>The Case for Diversity Develop the business case for the diversity agenda, providing resources and support through the Business Link sustainable business programme to promote the business case to Small & Medium Enterprises.</p>	Within timescale of RES, every registered business with employees to be targeted. One in five to participate in awareness raising sessions by 2016.	<p>SEEDA, Social Dialogue Forum, Regional Skills for Productivity Alliance, Local Skills for Productivity Alliances/Employment and Skills Boards, Centre for Research into the Older Worker, National Institute of Adult Continuing Education, Business Link Providers, SEEDA, Commission for Equality and Human Rights</p>	●	●	●	£50k ²	SEEDA, Business Link Providers

² Funding through Target 14

Cross Cutting Issues

ICT & Broadband

- Broadband enabled teleworking, can help disadvantaged groups such as older workers, carers and some Black & Minority Ethnic groups to secure employment. Digital inclusion programmes will be needed to provide individuals with the necessary skills and confidence.

Action 10.6 – (New Action). Support businesses and organisations to develop strategies which place physical and mental well-being at the heart of their drive to increase productivity.

Activity(ies)	Contribution to the Target	Partner(s) (lead partner(s) in bold)	Timescales			Required Funding	Funding source(s)
			07-08	08-11	12-16		
Public Sector Leadership Support public sector organisations to implement flexible working pilots, supporting mental health and stress reduction.	100 public sector organisations operating flexible working strategies. (See Regional Flexible Working Forum)	South East Employers, Social Dialogue Forum , NHS, Public Sector Agencies, Business Link Providers, Federation of Small Business etc		●	●	£500,000	All partners
Mental Health and Employability Strategy Develop a SE Mental health and Employability Action Plan and statement of priorities. Also, support Small & Medium Enterprises to implement the NHS healthy workplace code.	100 businesses adopting the healthy workplace code. In 2008-10, develop a working model in one local area to show how the health system & welfare system can be bought together to support people with mental health issues back into work.	NHS Strategic Health Authorities/CIPSE , Job Centre Plus Social Dialogue Forum, Business Link Providers, Federation of Small Business		●	●	£500,000	All partners
Cross Cutting Issues							
Equality & Diversity	<ul style="list-style-type: none"> Promote the Business Case for Health through collaborations between health promotion agencies and business facing organisations such as Federation of Small Business, Business Link, Corporate Social Responsibility support organisations etc. Support public sector organisations to provide leadership through the adoption of flexible working practices across public agencies – promote benefits learned to Small & Medium Enterprises. Support businesses to address mental health strategies, supporting the wider needs of employees including childcare care support through piloting workplace nurseries. Promote the healthy workplace code through public sector agencies and business to business support organisations. 						
ICT & Broadband	<ul style="list-style-type: none"> Teleworking can contribute to reducing employee stress levels whilst increasing productivity, provided that businesses adhere to sensible guidelines. 						