





Priority: Employment (NI = National Indicator)	Baseline	Measure ('M' refers to measures set out on Pg 24/25)	Activity Progress Update	Identified Communities where priority particularly relevant	Responsibility / Partners Bold = lead agency
<p>P1: More people from disadv' communities in work, with career progression to better employment with every step.</p> <p><i>NI 153</i> – Working age people on out of work benefits in the worst performing neighbourhoods (note this is based on those SOAs with worklessness rate >25% at baseline. Replaces previous 20% definition)</p> <p><i>NI 163</i> – Working age population qualified to Level 2 or higher</p>	<p>As of 31.10.08: In the 20% most deprived SOAs: 14.9% claiming IB/SDA 5.1% JSA (against all Rotherham 9.3% & 2.5%) Source: NOMIS Benefit Claimants for small areas (Feb08)</p> <p>As of 01.04.09: 15.1% on IB/SDA & 5.8% on JSA (against all Roth' 9.1% & 2.9%). NOMIS Aug 2008.</p> <p>As of 01.04.10: JSA claimants in 20% most deprived SOAs at 6% Aug 09, compared to 5.5% for Rotherham</p>	<p>M1: Reduce benefit dependency rate to 13.8% by 2010/11.</p> <p>M2: Increase % of skilled jobs (SOC codes 1 – 3) year on year.</p> <p>Progress as of 01.04.10:</p> <p style="text-align: center;"></p> <p>Activity being rolled out to help SOAs from falling further behind, but its impact has been limited to some extent by impact of recession. Gap between SOAs & rest of Borough seems to be widening. IB/SDA now replaced by Employment Support Allowance (ESA), but no figs on this currently; will enable a better judgement to be made.</p>	<p>01.04.10: Future Jobs Fund supporting Rotherham individuals (aged 18-24 mainly); 203 starts, 157 aged 18 - 24. Also, JCP Young Persons Guarantee</p> <p>Support firms of all sizes to employ from disadv' communities. Deliver initiatives linking people from disadv' comm's to local jobs. 01.04.10 Sign ups to LEP continuing, 579 employers signed up to date.</p> <p>'Upskill' current workforce, freeing up 'entry level' jobs more appropriate for workless. 01.04.10 Junction & JCP promoting Skill Pledge – 94 employers signed up to date.</p> <p>Support disadvantaged communities to access jobs in growth sectors e.g. health & social care. 01.04.10 Parts of ESF Progress Together pre-employment training in growth sectors ok, parts need re-modelling. Successful overall - 407 back into work</p> <p>Develop one-to-one support & engagement re. employment. 01.04.10 Progress Together Model</p> <p>Provide volunteering opportunities as structured pathway back to work. 01.04.10 Volunteering Step Up Project finished. New project being developed.</p> <p>Develop flexible initiatives for entire family to break generational worklessness. 01.04.10 Neighbourhood Learning Support Officer</p>	<p>All identified disadvantaged communities, though baseline most acute in Eastwood, where only 52.27% of those aged 16-74 are economically active.</p>	<p>Work & Skills Board</p> <p>Work & Skills Provider Group, LSC, JCP, YF, RMBC, VAR, Chamber, Colleges, Learning Board, REMA</p>


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<p>P2: Increase levels of economic activity amongst BME communities, disabled, women, over 50s & migrants</p> <p>NI 153 – Working age people claiming out of work benefits in the worst performing neighbourhoods</p>	<p>Borough wide employment rate of 71.5%, but for BME 48.7%, over 50s 62.2% and 69.1% of women are economically active compared with 82.2% of men.</p> <p>As of 31.10.08: Employment rates are: Overall Rotherham = 72% BME = 59.9% Over 50s = 63.4% Disabled = 40.5% Economic Activity rate males = 79.4%, females = 72% Source: NOMIS Annual Population Survey (APS) (Dec07) As of 01.04.09:</p>	<p>M1: <i>Reduce year on year the gap between the Rotherham and national figures for these groups’ economic activity.</i></p> <p>Progress as of 01.04.10:</p>  <p>Anticipated slippage at this monitoring has come through, but not as severe as was feared in light of recession. Current data available does not go beyond Sept 09. Female employment rate remaining stronger than male rate, this has been seen throughout the recession. Worrying that the BME employment rate continues to drop</p>	<p>Support employers in the recruitment of individuals from communities of interest e.g. develop information on the working patterns of communities of interest and help them to better understand the business & social benefits employing people from diverse communities & backgrounds. 01.04.09 This will possibly be tackled by The Junction enhancement project, which is out to procurement – it will include in-work support for the employer & help with enhancing flexible working options. Employers will also be supported as part of the forthcoming YF Employability Project. LEP will also assist employers to recruit long-term workless.</p> <p>01.04.10 ERDF ‘Be Better’ project about to be launched & delivered by Stafforce. Helps employers deal with and provide support around the finance & health issues of their staff in the work place, making for a happier, more productive and retained workforce. Impact to be monitored over coming yr. NHS ‘Mind Your Own Business’ project helping employers help support employees in terms of mental health, lessening its impact on their workforce, is progressing well. RMBC Neighbourhoods & Adult Services are delivering the Local Ambition Project which is focusing on the 3 most deprived areas of Canklow, Ferham & East Herringthorpe to match long-term unemployed with</p>	<p>BME populations are greatest in Eastwood (26.42%), the Town Centre (19.79%) and Masborough (18.99%)</p>	<p>Work & Skills Board</p> <p>Work & Skills Provider Group, LSC, JCP, YF, RMBC, VAR, REMA, Learning Board, Women’s Network</p>


	<p>Overall Rotherham = 71.8% BME = 55.9% Over 50s = 67% Disabled = 41.4% Economic Activity Rates: Male = 80.5% Female = 72.5%. APS Jun08</p> <p>As of 01.04.10: Overall Rotherham = 68% BME = 51% Over 50s = 68.7% Male economic activity rate = 80.3% Female = 75% (note 50+ & BME figs subject to higher degree of variance due to sample size)</p>	<p>(but some variance in data accuracy). The continuing work of Progress Together, Future Jobs Fund and the Local Ambition Project may have a positive impact over the coming year.</p>	<p>local employment opportunities in local businesses. There is a high BME concentration of Roma in Ferham. This project has recently started and will be monitored over the coming year.</p>		
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<p>P3: Increase annual average household income in disadvantaged communities</p> <p>NI 166 – average earnings of employees in the area</p>	<p>14 of borough’s 166 SOAs have an av, annual income of less than £12,800</p> <p>As of 31.10.08: 18 of borough’s 166 SOAs have an average (median) annual household income of less than £14k (overall household average = £25,300, GB = £32,000) Source: Yorkshire Forward/Axicom Lifestyle Data (2007)</p> <p>As of 01.04.09: 14 of borough’s</p>	<p>M1: <i>Increase to annual average household income year on year to close the gap on a borough level.</i></p> <p>Progress as of 01.04.10:</p>  <p>Two positive activities. Despite recession good progress has been made in increasing household incomes in some of the most disadvantaged communities. There is still much work to do however. HR Consultants continue to have a positive impact.</p>	<p>Improve overall skill levels & access to training & local jobs to increase annual income, particularly in regards to skill development for the knowledge & experience economy. Improving adult skills levels vital.</p> <p>Activity in last year up to 30.04.09 includes:</p> <ul style="list-style-type: none"> - JobMatch initiative helped a total of 33 Rotherham residents access jobs with 3 employers that moved into the Borough in 2008. 25 of these 33 individuals were from disadvantaged areas within the Borough and several moved into the jobs from unemployment. - Financial Inclusion Project is teaching better money management skills to help households maximise their incomes and manage their money. - Forthcoming overall skills improvements possible through The Junction, Skills Pledge and Train to Gain enhancement. <p>Activity over last year up to 30.04.10 includes:</p> <ul style="list-style-type: none"> - Financial Inclusion project progressing well. Been working in conjunction with RMBC Credit Crunch initiatives. Also working with credit unions & with 	<p>No suitable statistics available</p>	<p>Work & Skills Board</p> <p>Work & Skills Provider Group, LSC, JCP, RMBC, VAR, Colleges</p>


	<p>166 SOAs have average annual household income (based on median) of less than £14k, 26 less than £15k. Overall average household income = £26,904, GB = £33,384. Source: Yorkshire Forward/Axicom Lifestyle Data (2008)</p> <p>As of 01.04.10: 20 of the 166 SOAs have average annual income less than £15k. 9 are below £14k. This compares to Rotherham average of £27,017 & UK £34,724. Source: Axicom Lifestyle Data 2009.</p>		<p>other partners to prevent homelessness.</p> <ul style="list-style-type: none"> - JobMatch now known as 'The HR Consultants Project'. New consultant recruited Aug 09. - Since last monitoring, HR consultants now report differently on no. of companies assisted & jobs created. No longer track where individuals who get jobs live. - HR Business Consultants have helped 2 new businesses who set up in Rotherham - a hotel in Manvers that created 23 jobs (only 2 of which are part-time) - many of the staff will live locally (anecdotal evidence from the company). - The focus over the last financial year due to the economic situation was supporting companies making redundancies both together with partners (for those companies making 20+ redundancies) and without (for those companies making less than 20 redundancies) - making sure that individuals being made redundant had the information about the support available to help them move into other employment. Also circulated vacancies from other companies across South Yorkshire (via our SYorks network) to companies making redundancies so that staff affected have the opportunity to apply for them and hopefully prevent them from moving onto the unemployment register. - HR Consultants continue to work closely with Jobcentre Plus colleagues to ensure that vacancies are promoted via the JCP recruitment website. 		
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<p>P4: Increase the no. of financially included individuals.</p>	<p>As of 31.10.08 Considered income deprived: 24.6% of children aged 0-15 15.4% of adults aged 16-60/64 21.8% of older people aged 60/65+ 18.4% of all ages. Indices of Deprivation 2007 As of 01.04.09: No update on above yet. Fin’ Inc Prj outputs: 157 people participating, 245 joining credit unions/opening bank accounts, 150 accessing money & debt advice, 56 trained to deliver financial capability prog.</p>	<p>M1: <i>Increase the number of people who are financially included.</i></p> <p>Progress as of 01.04.10:</p>  <p>Clear number of positive activities which have made a positive difference in increasing financial inclusion across the Borough over the last year, especially in the face of a difficult economic crisis.</p>	<p>Reduce no.s of households with no current account or access to mainstream credit providers (high street banks & building societies, credit unions etc.) Develop & deliver initiatives providing trusted financial advice in disadvantaged communities.</p> <p>Fin’ Inc’ Project activity up to 01.04.10 includes:</p> <ul style="list-style-type: none"> - 322 people participating in financial capability prog’s, plus 55 under Transformation Fund. - 418 joining credit unions (target 500) - 168 additional people accessing debt & money advice directly related to financial inclusion initiatives (target 450). - 92 people trained in delivery of financial capability prog’s (target 100), plus 30 under Transformation Fund <p>Financial Inclusion Project is meeting its targets to increase no. of financially included people in Rotherham. Increase in no. of people with accounts has largely been through the successful delivery of DWP Growth Fund loans by Laser Credit Union. Payroll savings schemes have not been prioritised. A proposed merger between Laser & S. Yorks Credit Union in 2010 would signif’ increase the level of the service in Roth’.</p>	<p>All disadvantaged communities</p>	<p>Achieving Brd & Financial Inclusion Grp</p> <p>Work & Skills Provider Group, VAR, CAB</p>


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<p>P5: Motivated employees with improved skill levels (both 'soft' & formal qualifications) amongst people from disadvantaged communities & communities of interest, including young people.</p> <p>NI 163 NVQ 2+ NI 164 NVQ 3+ NI 165 NVQ 4+ (These new NIs are based on working age of 19 – 59/64. Previously from 16. New baseline shown).</p>	<p>As of 01.04.09: Rotherham: NVQ2+ = 61.6% (previous year 59.9%) NVQ3+ = 39.4% (previous 39%) NVQ4+ = 19.5% (previous 19.1%)</p> <p>Regionally & Nationally: NVQ2+ Y&H = 65.8% NVQ2+ England = 68.9%</p> <p>17.6% of those aged 19-59/64 in Rotherham have no qualifications</p> <p>Jan' 09 Rotherham NEETS rate=6.9%</p>	<p>M1: Reduce no.s with no qualifications to regional average by 2011.</p> <p>M2: Increase no.s with level 2 & above qualifications to close the gap with the regional figure.</p> <p>M3: Decrease percentage of NEETS to 7.1% by 2010 (14-19 Learning Plan).</p> <p>Progress as of 01.04.09:</p>  <p>On measures 1 - heading in the right direction. Measure 2 – again heading in right</p>	<p>01.04.09: Neighbourhood Learning & Developing Enterprise in Schools in receipt of WNF</p> <p>Improve 'soft skills' (esp' amongst young) in disadv' communities – volunteering one route. 01.04.10 Progress Together (Skills for Jobs Strand) includes a focus on soft/basic skills.</p> <p>Progress Skills for Life (language, literacy & numeracy) & ICT skills. 01.04.10 'Skills for Life' project has had a delayed start. A new approach to ESOL to be progressed, mapping & priority area identified.</p> <p>Increase no. of apprenticeships with local employers for disadv' young people (16+) & uptake of Training Pays for those in work without training. 01.04.10 This is proving difficult currently.</p> <p>Support young people who are not yet ready to undertake an apprenticeship to get to the stage where they are. 01.04.10 The Source to run a pre-apprenticeship course. Prince's Trust 'Team' course re-starting in Borough.</p> <p>Continue to promote a better understanding of the</p>	<p>The percentage of people aged 16-74 with no qualifications is high across all disadvantaged communities, but particularly acute in the following: Dalton (52.2%), Dinnington (49.7%) and Eastwood</p>	<p>Work & Skills Board</p> <p>Work & Skills Provider Group, Chamber (e.g. through Young Chamber), colleges, LSC, JCP, Prince's Trust, VAR, Learning Board</p>

<p>NI 017 NEETS Figure</p> <p>Note: Latest data as at end 2008 (previous data reflect end of 2007)</p>	<p>NEETS (as of 31.03.09) 7.7% (723). An increase from previous fig' but still lower than same time last year (10.2% - 923 young people).</p> <p>As of 01.04.10: NVQ 2+ Rotherham = 62.4%, Y&H = 67.7%, England = 69.4% NVQ 3+ Rotherham = 47.1%, Y&H = 47.1%, England = 49.5% NVQ 4+ Rotherham = 22%, Y&H = 26.6%, England = 30.5%</p> <p>16.5% of those aged 19 – 59/64 in Rotherham have no qualifications.</p> <p>NEETS as of 1.04.10: 7.9%, so stable</p>	<p>direction, but regional figure continues to increase so still a lot of work to do.</p> <p>NEETS – static, which given vulnerability of young people to unemployment during the recession is not a worst case scenario.</p> <p>Progress as of 01.04.10:</p>  <p>On measures 1 - heading in the right direction. Measure 2 – again heading in right direction, but still a lot of work to do.</p> <p>NEETS – numbers are stable.</p>	<p>world of work amongst young people of all ages.</p> <p>01.04.10 Developing Enterprise In Schools (WNF) & Rotherham Ready. U-Explore. Job Centre Plus offer of Young Person's Guarantee – prioritises 18 – 24 yr olds who have been in receipt of JSA for 6 months or more. Future Jobs Fund to date has 203 starts, 157 of whom fall into 18-24 age group. FJF is due to end March 2011.</p>		
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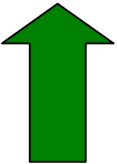
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<p>(NI = National Indicator)</p> <hr/> <p>NI 017 – NEETS Figure</p>	<p>As of Feb 2008: Connexions had 392 apprenticeships, employment or learning opportunities on their records (however, many of these were with the same employers)</p> <p>As of 01.04.09: April 09; 14 opportunities via Connexions. 11 apprenticeships, 2 ESF funded progs, 1 programme led apprenticeship funded through ESF.</p> <p>01.04.10: 12 opportunities at Rotherham Connexions; 9 apprenticeships, 1 college prog', 2 local employment with training (printer & jeweller)</p>	<p>(‘M’ refers to measures set out on Pg 17/18)</p> <p>M4: Increase employer training opp's for young people.</p> <p>Progress as of 01.04.10:</p>  <p>Latest overall apprenticeship figures released cover 2008/09 academic year & show 1500 apprenticeships were available - biggest increase for years. The 01.04.10 baseline figure is a snapshot of that point in time. Future Jobs Fund is providing 6 month work placements for unemployed 18 – 24 year olds, but the final intake of young people is Sept 10, as the scheme is due to end in March 11. The economic downturn will have made the creation of more employer opportunities difficult in some businesses.</p>	<p>01.04.09 College Based Enterprise Coaches come to an end.</p> <p>Prepare young people for applying for jobs, undertaking interviews & meeting employer expectations – assist with initiatives such as small grants for interview clothes etc. (15/16 years old upwards) 01.04.09 Learning Partnership/C&YPS</p> <p>Support the ‘pledge’ for employers to voluntarily commit to train all employees to level 2 in the workplace – target employers taking staff from disadv’ communities. 01.04.10 94 Roth’ employers signed up to Skills Pledge.</p> <p>Increase Train to Gain uptake & deliver adult skills particularly for key sectors, improving basic skills in disadv’ communities. 01.04.10 Train to Gain ongoing but funding is being reduced.</p> <p>Attract learners from disadvantaged and hard-to-reach backgrounds through community learning, with a focus on progression to an economically valuable and recognised qualification. 01.04.10 Neighbourhood Learning Support Officer. College enterprise coaches finished, potential for YF funding for replacement project.</p> <p>Increase no. of apprenticeships with local employers for disadv’ young people (16+) & uptake of Training Pays for those in work without training. 01.04.10 2008/09 academic year figures show no. of apprenticeships increased significantly.</p>		

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<p>P1: Increase levels of enterprise within disadvantaged communities</p> <p>NI 171-VAT registration rate.</p> <p>As of 02.12.08: 2007 fig's released by BERR show NI 171 LAA target reached. Roth' saw a net rise of 210 VAT reg' businesses over 2007 – a 4.1% rise, well above national & regional rise. Business no.s per head remain lowest in S.Yorks but RiDO feel business no.s holding up well at minute.</p>	<p>% of self-employed fell from 11% in 2000 to 9.7% 2006. Over same period regional rates increased to 11% & UK rate to 12.5%</p> <p>As of 31.10.08: Whilst self-employment figures have remained fairly stable in Rotherham in recent years, the % of self-employed at end 2007 was 9.9% (Y&H = 11%, GB = 12.5%) Source: NOMIS Annual Population Survey (APS) (Dec07)</p>	<p>M1: <i>Increase the number of business starts year on year in disadvantaged communities.</i></p> <p>Progress as of 01.04.10:</p>  <p>Self-employed figures are staying relatively stable. Enquiries being received from by RiDO from disadvantaged communities increasing and ERDF Enterprising Neighbourhoods Project is now collecting encouraging outputs and supporting increasing numbers of individuals from WNF areas. The WNF funded College Enterprise Coach was a successful project, but funding for this has now ended. Nothing as yet has replaced it.</p>	<p>Extend Neighbourhood Business Advisor Prj & replicate in Maltby, centre & north of borough. 01.04.10 Funded through ERDF P3. Link with 'Neighbourhood Economic Development Agency (NEDA) as proposed in Rotherham's ERDF P3 Bid.</p> <p>Promote Rotherham as somewhere people can be enterprising & successful to disadv' communities through ensuring infrastructure in place to support start-ups e.g. NEDAs for <u>effective engagement</u>, accommodation, access to finance & tailored advice, support & guidance with local knowledge. 01.04.10 Enterprise board leading on this. NEDAs not possible currently due to limited finance.</p> <p>All business support activity surrounding disadv' communities to dovetail with YF's Business Support Simplification Programme. 01.04.09 Done</p> <p>Activity in last year up to 01.04.09:</p> <ul style="list-style-type: none"> - 10 of 131 RiDO incubation tenants 2008/09 from Working Neighbourhoods Fund (WNF) postcodes. - 40 of 180 Business Link start-ups 2008/09 from WNF postcodes. - 127 of 367 start-ups in 'Startup Plus' (a monthly listing of newly registered business phone no.s) 	<p>No suitable statistics available at SOA level.</p>	<p>Enterprise Board, Chamber, REN, RMBC, Rotherham Youth Enterprise. Business Link, Prince's Trust, Colleges, local community groups (for engagement)</p>


<p>As of 01.04.10: NI 171 – New business registration rate now based on VAT/PAYE enterprises (no. per 10,000 adult population). Latest data for 2008 – Rotherham = 36.6%, Y&H = 44.3%, GB = 54.6%. Rotherham has lowest number of businesses per head of SY districts.</p>	<p>As of 01.04.09: According to June 08 APS, self-employment rate for Rotherham = 8.8%, Y&H 11%, GB 12.6%. But impact of recession not as great as feared.</p> <p>As of 01.04.10: Rotherham = 11.1% (approx' 11,000 people). Note that this does tend to fluctuate quarter to quarter, but long-term has shown little change. Y&H = 11.7% GB = 12.5%</p>		<p>2008/09 from WNF postcodes.</p> <p>Activity in last year up to 01.04.10:</p> <ul style="list-style-type: none"> - 8 of 115 RiDO incubation tenants 2009/10 from Working Neighbourhoods Fund (WNF) postcodes. (7.6% to 7%). - 8 of 27 Business Link Rotherham start-ups assisted in the first six months of 2009/10 from WNF postcodes. (22% to 30%). Business Link Yorkshire has thus far only provided evidence for the 6 six months of 09/10. - 143 of 424 start-ups in 'Startup Plus' (a monthly listing of newly registered business phone no.s) 2009/10 from WNF postcodes. (35% to 34%). - WNF funded College Enterprise Coach Project has now ended. During 09/10 it engaged 391 learners, created 8 businesses, which resulted in 14 jobs being created, 240 students received enterprise support and 18 businesses were supported. This project has now come to an end, but achieved very positive outputs. - Community Business Coaches 09/10 outputs: can't claim business starts under ERDF rules yet because not survived 12 months, but looking positive. Also 63 new jobs created, 20 new jobs for women & 2 jobs for BME. Ahead of forecast. - Social Enterprise Coaches 09/10 outputs; none achieved to date, but ERDF rules state that start-ups cannot be counted until they have survived 12months, so outputs expected at the next annual monitoring. 		
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<p>P2: Businesses enabled to grow and expand within our most disadvantaged communities.</p> <p>NI 172-Percentage of small businesses (less than 50 employees) showing employment growth.</p>	<p>1yr business survival rates in NRS areas of 83.5%, 88% non-NRS.</p> <p>As of 31.10.08: Little difference in 1yr survival rates. However, in <u>3yr business survival rates</u> there is: NRS areas = 62.3%, compared to 68.4% in non-NRS areas. Source: BETA 2008.</p> <p>As of 01.04.10: 1yr survival rates in NRS areas = 86.2%, Non-NRS = 86.4%.</p>	<p>M1: Increase business survival rates year on year to borough level.</p> <p>M2: Increase no. of business registrations in disadvantaged areas.</p> <p>Progress as of 01.04.10:</p>  <p>BCSO outputs beginning to come through. Supply chain work is proving difficult to get off the ground.</p>	<p>Develop supply chains & inter-trading networks amongst businesses</p> <p>Develop initiatives enabling businesses in disadv' communities to grow & take employees from local community e.g. business mentoring and 'JOBMatch' type schemes.</p> <p>Maximise take-up of business support services through extra local interventions</p> <p>Activity in last year up to 01.04.10:</p> <ul style="list-style-type: none"> - Chamber submitting ERDF bid for supply chain work Hope to have approval by Dec 2010. - RMBC now have quarterly local procurement targets & report to Achieving Board on this. - Business Community Support Officers (BCSOs) funded through ERDF P3 helping existing businesses in disadvantaged areas to grow. - RMBC looking into joining 'Buy for Sheffield', so local businesses be part of this supply chain. - BCSO 09/10 outputs: 24 jobs created, 155 jobs safeguarded, 71 SMEs assisted, 1 social enterprise assisted. 	<p>No suitable statistics available at SOA level.</p>	<p>Enterprise Board</p> <p>Business Link, RMBC, YF, REN, Chamber, Work & Skills Board</p>

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	3yr survival rates in NRS areas = 65.5%. Non-NRS = 67.7%		Develop property infrastructure for businesses in/near disadv' communities e.g. n'hood incubation. 01.04.10 Ongoing – Dinnington Matrix open but disadvantaged com's could maybe benefit from more incubation centres and their impact on survival rates are proven. However, current economic climate does not facilitate this. Link with YF's proposed 'Community Enterprise Advisors' through new Business Link for close mentoring support in particular communities. 01.04.10 BLY Advisers & ERDF funded coaches working together		
P3: Increase levels of enterprise within communities of interest & amongst young people NI 171-VAT registration rate NI 91-Participation of 17 yr-olds in	Self-employment v.low amongst young people, only 64 (0.5%) of 16-19 yr olds self-emp'. Source: Census. As of 31.10.08: 2007/08 financial year RYE supported 43 new	M1: <i>Increase business starts & self-employment rates amongst BMEs, young people aged 16-24, women etc. year on year to borough level.</i>	Promote benefits of business start-ups to these groups through engaging/promoting enterprising role model initiatives and other activity. 01.04.10 Enterprise Board set up a mentoring programme. Cont' to develop & deliver initiatives to develop these groups' entrepreneurial skills e.g. social enterprises, business enterprise activity. 01.04.10 ERDF Community Coaches, College Based Enterprise Coach, RYE	No suitable statistics available at SOA level.	Enterprise Board VAR, REMA, RMBC, REN, Prince's Trust, Rotherham Ready, Rotherham Youth Enterprise,


<p>education or training</p>	<p>business starts, of which 14 by women. 18 young people into employment within these. 01.04.08 – 31.10.08 RYE supported 38 new starts (20 within Sept/Oct), of which 16 by young women. 6 young people into employment within these.</p> <p>As of 01.04.09: 2008/09 RYE supported 47 new start ups, 13 of which started by women.</p> <p>As of 01.04.10: Self-employment rates not avail' per groups/ages etc. However, ERDF Enterprising Neighbourhoods Prj is making positive progress.</p>	<p>Progress as of 01.04.10:</p>  <p>Current data is indicating an upward trend in the number of individuals from communities of interest starting businesses. The new ERDF Community Coaches activity making positive progress.</p>	<p>Develop support for 16-19 year olds around enterprise – give young people access to info' to make informed career choices & consider self-emp'/business start-up. Continue to increase no. of business starts by young people. 01.04.10 RYE</p> <p>Increase no. of suitable work placements for these groups-engage employers. 01.01.10 Ongoing.</p> <p>Activity in last year up to 01.04.09:</p> <ul style="list-style-type: none"> - RiDO unable to track ethnicity data outside its business centres. In 2008/09 12 out of 131 tenants were from ethnic minorities. - 2008/09 RYE supported 47 new start ups, 13 of which started by women. Also, a further 14 young people were employed within these businesses, 3 of which were women. <p>Activity in last year up to 01.01.10:</p> <ul style="list-style-type: none"> - RiDO unable to track ethnicity data outside its business centres. In 2009/10 3 out of 115 tenants were from ethnic minorities (9% to 3%). We've had a slight fall in occupancy at the centres, but a drastic fall in the number of tenants from ethnic minorities (from 12 to 3). This may be because many of them were based at Moorgate Crofts and Moorgate has been hit hardest due to its client base being largely Business, Professional & Financial Services. - RYE ERDF Coaches 09/10; 5 new businesses created, 22 new jobs created, 2 female owned businesses created, 7 new jobs for women, 1 BME job created. ERDF rules prevent start-ups being claimed until been trading 12 months, but a positive start. Baseline figures shows RYE figures when not 		<p>CYPS, Colleges, Chamber, Women's Network</p>
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			<p>taking into account ERDF 12 month rule.</p> <p>Rotherham Ready continues to have great success at engaging schools and pupils with enterprise. Teaching on enterprise occurring in more schools across the Borough, equipping pupils with enterprising skills and the ambition to achieve.</p>		
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Priority: Enterprise (NI = National Indicator)	Baseline	Measure ('M' refers to measures set out on Pg 17/18)	Activity Progress Update	Identified Communities where priority particularly relevant	Responsibility / Partners Bold = lead agency
<p>P4: Enterprise & economic activity at the heart of disadvantaged communities, creating confident & enterprising individuals & employees of all ages & backgrounds</p> <p>NI 171-VAT registration rate</p> <p>NI 174-Skills gaps in the current workforce reported by employers</p> <p>NI 90 – Take up of 14-19 learning diplomas</p>	<p>Census figs show self-employment (% of all aged 16-74) at just 4% in 20% most deprived SOAs & just 1.5% for women.</p> <p>No update possible yet as it's a census figure.</p>	<p>M1: To be established.</p> <p>Progress as of 01.04.10</p>  <p>Though difficult to measure, the success of projects such as Rotherham Ready, RYE & data on the number of business starts in WNF communities does indicate enterprise is becoming more embedded in disadv' communities. ERDF & WNF projects are promoting enterprise further. Rotherham Enterprise Board is providing strategic direction.</p>	<p>Work with education sector to create a better understanding of work & an entrepreneurial spirit. All pupils to undergo enterprise related learning. Schools & colleges as enterprise centres for communities & entire families. 01.04.10 Roth' Ready & Developing Enterprise in Schools</p> <p>Develop a Young Chamber in every school and college in Rotherham. 01.04.10 Ongoing – finding funding is proving difficult.</p> <p>Develop NEDAs – could be within schools or places of community focus. 01.04.10 Not happening.</p> <p>Develop social enterprises-help improve enterprise skills in communities. Link with new Business Link Proposal on Social Ent' Support. 01.04.10 ERDF Coaches – Social Enterprise.</p> <p>Continue to develop & deliver initiatives to create more enterprising employees. Develop engagement around enterprise to in disadv' communities 01.04.09 ERDF Community Coaches, College Based Enterprise Adviser, RYE</p>	<p>No suitable statistics available at SOA level.</p>	<p>Enterprise Board Relevant local community groups, Chamber, schools & colleges, RMBC, REN, Women's Network, REMA</p>

Priority <u>Economic Investment</u> (NI = National Indicator)	Baseline	Measure ('M' refers to measures set out on Pg 17/18)	Activity Progress Update	Identified Communities where priority particularly relevant	Responsibility / Partners Bold = lead agency
<p>P1: Communities connected to growing sectors & developments (e.g. town centre renaissance) in the borough, the Rotherham/Sheffield economy & other adjacent economies</p> <p><i>NI 176-Working age people with access to employment by public transport (& other specified modes)</i></p>	<p>Eg. Significant growth in Rotherham/Sheffield banking & business services & increased share of regional employment from 14.8% to 18.1% '95-'05. Source: Sheff/Roth Joint Economic Study</p> <p>Over 800,000m² of industrial floorspace constructed since 1993.</p> <p>As of 31.10.08: New figure of 980,000sq.m of new economic floorspace constructed since 1993 to end 2007.</p>	<p>M1: <i>Increase the number of employers signed up to the Local Employer Partnership (LEP)</i></p> <p>Progress as of 01.04.10:</p>  <p>As of 01.04.10, 579 Roth' employers of all sizes signed up to LEP which is v. positive. Some new floorspace has been constructed, but it is a smaller amount than in the past.</p>	<p>Change perceptions of economically inactive re. working in high vacancy & growth sectors. 01.04.09 Progress Together (Key Workers & IAG) work with economically inactive to find jobs</p> <p>Transport linkages – identify key problems preventing disadv' communities accessing nearby jobs e.g. Dearne Valley. Develop & deliver suitable initiatives.</p> <p>Work & Skills Board to ensure employers & investors connect to local disadv' communities. 01.04.09 Junction (LEP) & JobMatch working on this and making progress. 01.04.10 Continuing.</p> <p>Support disadvantaged communities to ensure they gain maximum benefit from regeneration through developing initiatives for major business sites that focus on employment of local labour & use of local businesses. 01.04.09 JobMatch activity. Some early stage work by RiDO commenced looking into a HR Business Consultant for</p>	<p>No suitable statistics available at SOA level.</p> <p>No suitable statistics available at SOA level.</p>	<p>RiDO</p> <p>RMBC, Chamber, YF, Business Link, Sheffield City Council, LSC, REMA, JCP</p>

	<p>Source: RMBC</p> <p>As of 01.04.10: Over 1.1million sq metres of new economic floor space constructed 1993 to end of 2009. However, 2009 figure is lowest since 1997. Source: RMBC.</p>		<p>local employers, which could help connect them to disadv' communities. 01.04.10 New HR Consultant recruited in Aug 09, increasing team to 2 consultants.</p> <p>Activity in last year up to 01.04.09 includes:</p> <ul style="list-style-type: none"> - JobMatch helped 33 Rotherham residents access jobs with 3 employers that moved into Borough in 2008. 25 of these were from disadvantaged areas and several moved out of unemployment. <p>Activity in last year up to 01.04.10 includes:</p> <p>HR Business Consultants have helped 2 new businesses who set up in Rotherham - a hotel in Manvers that created 23 jobs (only 2 of which are part-time) - many of the staff will live locally however we have no evidence to prove this other than anecdotal from the company. They also helped a telecommunications company based in Templeborough who employ 33 staff - not all of these will be locally based due to the nature of the roles. As mentioned earlier, they unfortunately no longer monitor where the individuals who gain these jobs live within the Borough.</p>		
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Priority <u>Economic Investment</u> (NI = National Indicator)	Baseline	Measure ('M' refers to measures set out on Pg 17/18)	Activity Progress Update	Identified Communities where priority particularly relevant	Responsibility / Partners Bold = lead agency
P2: Disadv' com's that are attractive to inward investors NI 170-Previously developed land that has been vacant/derelict for more than 5 years. NI 174-Skills gaps in the current workforce reported by employers	Over 290 hectares of unused land for emp' use, most in/near to NRS areas. As of 31.12.08: 239.9 hectares of unused employment land. As of 31.12.09: 232.5 hectares of unused employment land. Source: RMBC As of 01.04.10: 232.6 hectares of unused employment land. Net total floor-space increased by 20,000 sq m.	M1: <i>Increase the number of new investors locating in and adjacent to disadvantaged communities.</i> Progress as of 01.04.10:  New activities mentioned will work to connect disadvantaged communities to employers.	Develop appropriate employability skills amongst disadv' communities meeting investors' needs & provide them with opp' to access rewarding local jobs 01.04.09 Emp' Prg for IB Claimants, Progress Together - soft skills Improve 'quality of place' & digital connectivity of business accommodation in/near disadv' communities to attract investors. 01.04.10 RiDO Business Centres e.g. Dinnington Matrix Promote sites & provide a high speed investment service as a mechanism to bring forward developments. Increase uptake of unused land. 01.04.10 Key Account Management & sector specialists.	No suitable statistics available at SOA level.	Enterprise Board RMBC, YF, Work & Skills Board, Chamber, VAR, LSC
P3: Develop business communities in disadvantaged communities with inter-trading, supply chains & promoting enterprise	BCSO 09/10 outputs: 24 jobs created, 155 jobs safeguarded, 71 SMEs assisted, 1 social enterprise assisted.	M1: <i>Number of businesses assisted through Business Community Support Officer & supply chain activities in disadvantaged communities</i>	- Link local businesses in disadv' communities into supply chains e.g. for local developments like YES! (Yorkshire Entertainment Sensation). - Capitalise on public sector investment & procurement by supporting local supply chains. - Develop inter-trading networks.	No suitable statistics available at SOA level.	Enterprise Board Chamber, RMBC, Business Link, LSC, REMA, Women's Network

Priority <u>Economic Investment</u> (NI = National Indicator)	Baseline	Measure ('M' refers to measures set out on Pg 17/18)	Activity Progress Update	Identified Communities where priority particularly relevant	Responsibility / Partners Bold = lead agency
		Progress as of 01.04.10:  Supply chain bid delayed, slow progress. BCSOs now collecting positive outputs.	01.04.10 Chamber ERDF bid around developing local supply chains aiming for a decision from Yorkshire Forward by Dec 2010. YES project progressing through planning process. RMBC considering joining 'Buy for Sheffield' supply chain network to create more opportunities for local businesses. BCSO 09/10 outputs: 24 jobs created, 155 jobs safeguarded, 71 SMEs assisted, 1 social enterprise assisted.		
P4: Raise young people's awareness of local economic opportunities NI 91-Participation of 17 yr-olds in education or training NI17-16 to 18 yr-olds who are not in education, training or employment (NEET)	As of Feb' 2008, Connexions had 392 apprenticeship, employment or learning opportunities on their records. (However, many of these were with the same employers.) As of 01.04.09 There has been a significant reduction in vacancies held by	M1: <i>Number of young people accessing enterprise activities and support.</i> Progress as of 01.04.10:  Vacancies/apprenticeships have stayed low, which is having an impact on the opportunities for young people. However, it is positive that there are more enterprise activities	Improve young peoples from disadvantaged communities awareness of labour market information & local employment opportunities through effective outreach, engagement, info' & guidance. 01.04.10 RYE, Rotherham Ready & Developing Enterprise in Schools, U-Explore, 14 – 19 NEETS activity, 'Team' course ran by Prince's Trust. Connect schools & colleges to business development, business sites & new investment. Increase the number of employment & training opportunities with local employers. 01.04.09 RYE, Rotherham Ready & Developing	No suitable statistics available at SOA level.	Enterprise Board RMBC, YF, Prince's Trust, Rotherham Youth Enterprise, Rotherham Ready, Colleges, Chamber, Young Chamber, LSC

	<p>Connexions in past 6 months. April 09; 14 opportunities via Connexions. 11 apprenticeships, 2 ESF funded progs, 1 programme led apprenticeship funded through ESF.</p> <p>01.04.10: 12 opportunities at Rotherham Connexions; 9 apprenticeships, 1 college prog', 2 local employment with training (printer & jeweller)</p> <p>Future Jobs Fund supporting Rotherham individuals (aged 18-24 mainly); 203 starts, 157 aged 18 - 24. Also, JCP Young Persons Guarantee</p>	<p>in schools. Future Jobs Fund has also assisted out-of-work 18-24 year olds. RYE Business Coaches are supporting young people who want to be self-employed.</p>	<p>Enterprise in Schools, U-Explore, BESY apprenticeships, RiDO's developing work on a HR Business Consultant to assist employers.</p>		
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