



Regional and local priorities

8th June 2011



European Union
European Social Fund
Investing in jobs and skills

MAYOR OF LONDON



Mayor of London's Priorities

- Capturing the best possible legacy from London 2012
- Investing in young Londoners
- Supporting projects that that will help London's economy through the recovery and make the capital an even better place to live, work and visit
- Improving London's housing
- Addressing health inequalities

Economic Development Strategy

- Work with others to address the issue of worklessness and to open up opportunities for the Londoners who find greatest difficulty in entering the labour market and progressing at work.
- Competitive business environment
- London to be a global leader in transition to low carbon economy
- Maximise benefits of key investments in infrastructure and regeneration, in particular 2012

Priorities for employment and skills

- “develop the skills Londoners and London businesses will need to compete in the global economy of the 21st century”
- LSEB
 - Working with employers
 - Better support to Londoners
 - Fully integrated and customer focussed system
- Support should help Londoners:
 - develop their skills
 - raise aspirations
 - Be understandable and accessible
 - Coordinated, efficient and coherent.

Health inequalities strategy

- Improve health of all
- Reduce inequalities
- Empower individuals and communities
- Evidence based programmes in family support
- Bring partners together - a long-term and coordinated approach around a clear vision
- Early interventions- economic case considered in January 2011
- Mainstream delivery

London wide interventions

- Team London
- London Enriched
- London Apprenticeship campaign
- London Well Programme
- PlaySport London

London's Regional ESF Priorities

- Priority 1.1 - Improving the employability and skills of the unemployed and economically inactive people
- Target those furthest from the labour market that require longer term support measures
- Better match the labour supply to the needs of employers
- Tackle London's polarised skills profile and bridge skills gaps
- Support the LSEB's objectives of sustained employment and in-work progression

London's Regional ESF Priorities

- Indicative support will include:
 - Community-specific and area-specific strategies and initiatives to tackle worklessness
 - Active and preventative measures which ensure the early identification of needs including individual action plans and personalised support.
 - Enhanced Job search help, and improved Information Advice and Guidance
 - Skills for Life, including the basic skills of literacy and numeracy and English for Speakers of Other Languages, ICT skills and financial literacy skills
 - Improving job brokerage to enable a better match between supply and demand
 - Extending Employment Opportunities through social enterprises, enterprise start up and self employment

Priorities at a local level

- Employment support is fully integrated into the local authority's family intervention approach
- Provision tailored to local circumstances
- Aligning resources and services
- Personalised, wrap-around support to families
- Build on the expertise of local authorities in supporting families with multiple problems
- Provision informed by local knowledge and expertise
- Develop strong referral pathways between key agencies

Priorities at a local level

- Providers should:
 - Demonstrate how delivery model will be integrated locally
 - Work as members of a team supporting a family
 - Provide data and information to the local authority
- Local authorities may like to have involvement in:
 - Influencing design
 - Support appraisal process
 - Contribute to performance management
 - Be involved in longer term evaluation of the programme