

**Strategic Priority 3 - Improving employment opportunities for residents**

Objective	How? – Proposed Actions	Lead, partners, delivery and responsibility	Measure/Performance Indicator, baseline & data cost	Funding	Timescales	Outcomes
<ul style="list-style-type: none"> <li>• Develop and maintain high quality progression into employment for residents</li> <li>• Improve residents' access to and awareness of opportunities in the local and wider labour market.</li> </ul>	<p>Use local employment projects to maximise progression for local people into local jobs.</p> <p>Investigate feasibility of establishing a central website with LBB to signpost Job Search Websites.</p> <ul style="list-style-type: none"> <li>• Increase number of additional employers signing up to LEP</li> <li>• Maximise promotional activities to increase networking and raise awareness</li> <li>• Engage local press in the promotion of local job opportunities</li> <li>• Looking at ways of promoting worthwhile volunteering as a stepping stone to employment.</li> <li>• Have updated Census information available</li> <li>• Investigate relevant benchmarking data with Sutton, Croydon and Bexley Boroughs</li> </ul> <p>14 – 18</p> <ul style="list-style-type: none"> <li>• Promote work related learning and apprenticeships in</li> </ul>	<p>LBB Officers</p> <p>Employment and Skills Team</p> <p>JCP/LBB</p> <p>Employment and Skills Team</p> <p>Community Links</p> <p>LBB</p> <p>Employment and Skills Team</p> <p>Bromley Education Business Partnership and Colleges</p>	<p>Number of jobs created for local people</p> <p>Establishment of Website</p> <p>Number of employers who have signed up</p> <p>Identify appropriate local press representative to join Skills and Employment Group</p> <p>Increase in the number of 16-18 year old Apprentices. Assess current numbers from NAS and EBP</p>	<p>Government Developers</p> <p>LBB</p> <p>N/A</p> <p>LBB commissioning and NAS</p>	<p>Ongoing</p> <p>December 2010</p> <p>Annually</p> <p>December 2010</p> <p>December 2010</p> <p>Ongoing</p>	<p>Local jobs prioritised for local people</p> <p>Number of people accessing website.</p> <p>Improved coverage of local job opportunities</p> <p>An increase in the number of 16-18 Apprentices</p>

	<p>Schools and Colleges</p> <ul style="list-style-type: none"> <li>• Work with Connexions Service to maximise activity in Bromley.</li> <li>• Working closer with Schools to prepare people for job applications and interviews.</li> <li>• (Close liaison with schools to promote career opportunities in and out of Borough)</li> </ul>	<p>Bromley 14-19 Collaborative National Apprenticeship Service (NAS) Library Services, Children Centres, JCP and Next Steps. Bromley Education Business Partnership</p>	<p>Number of interventions with Connexions Service and number of successful referrals.</p>			<p>and in the rate of employment</p>
	<p>18 – 24, 25 - 49</p> <ul style="list-style-type: none"> <li>• Promote work related apprenticeships.</li> <li>• Develop job information points at appropriate venues, such as Libraries and Children Centres.</li> <li>• Work with Adult Advancement Careers Service to maximise their activity in Bromley..</li> <li>• Develop working relationships with JCP to promote their services to that age group</li> </ul>	<p>Employment and Skills Team JCP</p>	<p>Number of IAG interventions in relation to work based learning</p> <p>Number of information points set up</p>	<p>SFA</p> <p>JCP</p> <p>JCP</p>	<p>Ongoing</p>	<p>Number of people using the information points</p>
	<p>50+</p> <ul style="list-style-type: none"> <li>• Promote Age Concern's Employment 50+ project.</li> </ul>	<p>Employment and Skills Team</p> <p>Employment and Skills Team</p> <p>JCP, Age Concern, Employment and Skills Team</p>	<p>Identify appropriate projects</p>	<p>Project funding</p>	<p>Ongoing</p>	<p>Increase in rate of employment of people aged 18 – 49</p> <p>Increase In rate of employment of people aged 50+ and those furthest away from the labour market</p>

<ul style="list-style-type: none"> <li>• Improve the economic performance and employment levels in the borough's more deprived communities.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify resources to promote and coordinate targeted services at Cotmandene, Penge, Biggin Hill and Mottingham Outreach Centres to deliver surgeries to disadvantaged communities.</li> <li>• Delivery of training and skills in isolated and deprived areas.</li> <li>• Encourage local recruitment and the use of JCP services.</li> </ul> <p>Promote the use and development of a borough-wide Credit Union and debt/money management support.</p>	<p><b>LBB</b>, JCP, Colleges (Economic Partnership; Skills &amp; Employment Sub-group), Gypsy Traveller Group, Somali Community Association, Affinity Sutton.</p> <p>Use of extended services/childcare centres. Library Services, Children Centres, JCP and Next Steps. Lewisham Plus</p>	<p>Identify appropriate project funding</p> <p>Use of NOMIS data</p> <p>Number of people using the service and the level of funding to measure the value for money</p>	<p>Project funding</p>	<p>Ongoing</p>	<p>Increase in rate of employment of people further away from labour market</p>
<ul style="list-style-type: none"> <li>• Promote and improve the types of training to meet the needs of employers.</li> </ul>	<ul style="list-style-type: none"> <li>• To review labour market information to review and identify training needs</li> <li>• Colleges to continue to actively improve employer engagement, adult training and business support activities. Align to employers in the local economy.</li> <li>• By increasing awareness of future employment requirements within education and training establishments in order to match skills to business needs.</li> <li>• Encourage the National Apprenticeship Service to target Bromley employers to increase the number of apprenticeship places.</li> </ul>	<p><b>LBB</b>, Employment and Skills Team, JCP, LSEB</p> <p>Colleges and Training Providers</p> <p>Bromley EBP</p> <p>NAS</p>	<p>Local training needs Identified</p> <p>Number of apprenticeship places in Bromley</p>	<p>SFA / Employers</p> <p>SFA/Employers</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Local training needs met</p> <p>Increase in business training/ apprenticeships</p>

<ul style="list-style-type: none"> <li>• Increase the level of residents qualified to at least NVQ level 2.</li> </ul>	<ul style="list-style-type: none"> <li>• Bromley 14-19 Collaborative, including Bromley Education Business Partnership to increase the proportion of young people achieving level 2 qualifications, and support/encourage them to progress to higher skills programmes.</li> <li>• Improving performance in Schools</li> <li>• Providing opportunities for adults to achieve level 2 qualifications.</li> </ul>	<p><b>LBB, Bromley EBP</b></p> <p>LBB 14-19 Collaborative</p> <p>Colleges and training providers</p>	<p>Percentage of young people leaving school with 5 A-C GCSE Grades</p> <p>Use targets for school improvement as baseline</p> <p>Identify how many Level 2 places available across the borough</p>	<p>LBB</p>	<p>Ongoing</p>	<p>Increase in local residents qualifications at Level 2</p>
<ul style="list-style-type: none"> <li>• Increase the proportion of residents to at least NVQ level 4.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with young people and adults to raise aspirations and recognition of the role of higher skills in the labour market.</li> <li>• Provide opportunities for adults to achieve the qualifications required for entry to higher education.</li> <li>• Expand the local higher-level vocational training provision, including advanced apprenticeships and foundation degrees.</li> <li>• Develop Bromley as the place of choice to live and work for people with higher level qualifications.</li> </ul>	<p>Aim Higher, 14-19 Partnership</p> <p>Colleges</p> <p>Colleges and Universities</p>	<p>Number of Level 3 places available for adults</p> <p>Number of Level 4 places available in Bromley</p>	<p>LBB</p> <p>LBB</p>	<p>Ongoing</p> <p>Ongoing</p>	<p>Increase in local residents qualifications at Level 3</p> <p>Increase in local residents qualifications at Level 4</p>

Revised by the S&E Sub Group – 23/8/10