

Objective	Action	Lead
<u>ES Action 1</u> Priority Geography	Those wards with the worst employment position should be targeted for additional support. In the first instance these would be Castlefields, Windmill Hill, Halton Lea, Kingsway, Riverside, Appleton and Grange. As these are addressed, the second tier (based on existing data) would be Ditton, Hough Green, Mersey, Norton South	ELS SSP
<u>ES Action 2</u> Develop outreach	Establish multi agency and partner outreach programmes within priority wards along the lines of Working in Neighbourhoods or Streets Ahead.	JCP/HBC (HPIJ)
<u>ES Action 3</u> Top 100	Offer additional support to the top 100 workless households	Outreach Team
<u>ES Action 4</u> Review HPIJ	Review the location and operation of Halton People into Jobs in light of action 2. This is a highly effective project but is it really accessible in existing premises?	HBC
<u>ES Action 5</u> Jobs, Enterprise and Learning Shops	Consider the development of more accessible shop front type presence in key locations as an alternative first step for workless people. It would cover all issues including jobs, leaning and enterprise.	HBC
<u>ES Action 6</u> Establish Target Groups	50+ (silver economy, economically inactive women, lone parents, young long term, Incapacity Benefit/disabled	ELS SSP
<u>ES Action 7</u> Preparation for Employment	Develop further pre-employment and customised training programmes in relation to target groups above. Particularly consider short/flexible work experience.	ELS SSP
<u>ES Action 8</u> Public Sector Recruitment	Public agencies to honestly challenge themselves as to how their recruitment policies and procedures effect recruitment of Recruitment local people. Benchmark against the best and use competencies as opposed to qualifications.	HBC

Objective	Action	Lead
<u>ES Action 9</u> Public Procurement	Stimulate the creation of local vacancies through the development of a local purchasing initiative for public sector and business to business trading events	HBC
<u>ES Action 10</u> Neighbourhood Travel	<ul style="list-style-type: none"> <li>▪ Accessibility Planning – use GIS to map out accessibility from most deprived wards and work with employers and transport companies to improve accessibility</li> <li>▪ Train job advisers to be able to travel plan</li> </ul>	HBC
<u>ES Action 11</u> Halton Enterprise Charter	<ul style="list-style-type: none"> <li>▪ Promotion of self-employment as a realistic option through the development of an enterprise short course, Neuro Linguistic Programming technique (NLP), and employers as mentors.</li> <li>▪ Deployment of enterprise advocates within priority wards.</li> </ul>	HBC (HPIJ)/College
<u>ES Action 12</u> Social Enterprise	Develop support programme to offer advice and support for anyone considering starting up a social enterprise including the facilitation of a social enterprise local network.	HVA/HBC
<u>ES Action 13</u> Workspace	Investigate the potential for developing small workspace with easy in/easy out terms within or accessible to priority wards.	HBC
<u>ES Action 14</u> ICT and inclusion	Establish Task group of SSP to explore how to deliver more personal development and employment through the use of ICT	HBC
<u>ES Action 15</u> Basic Skills	Deliver increased support for the development of basic skills for target wards and groups	College/HBC (ALT)
<u>ES Action 16</u> New Investments	HBC to continue to give high priority to those programmes to help to create in and attract jobs to Halton such as the economic development zone, 3 MG, town centres and inward investment.	HBC
<u>ES Action 17</u> Jobs summit & intelligence	The Job Summit is as an annual meeting to monitor performance and keep track of changes in local labour market and service provision. The findings to be published to aid schools, colleges and Connexions understand where future jobs will be created and what skills will be required.	JCP

Objective	Action	Lead
<u>ES Action 18</u> ILM development	Build on the success of the ILMs that currently run within Halton with emphasis on the target groups – particularly long term young unemployed who can often fall between programmes.	JCP/HBC
<u>ES Action 19</u> Employment for the Young	Extend existing HBC Looked After Children and Care Leavers Employment initiative to other public sector agencies and, private and voluntary sector.  Connexions and HPIJ to work collaboratively to find opportunities for young people NEET	HBC/HPIJ/ Connexions
<u>ES Action 20</u> Local Enterprise Growth Initiative	Develop LEGI Partnership and bid, lead by private sector that seeks to change the culture to one where self-employment/ enterprise is a viable option	HBC
<u>ES Action 21</u> Pathways to Work	Commence Roll Out	JCP/PCT
<u>ES Action 22</u> Employment PSA	Deliver target of 125 people on IB into employment, for those claiming IB for 8 months or more	HBC
<u>ES Action 23</u> Skills PSA	Increase number of adults gaining Skills for Life qualifications at L1 or L2 in Literacy and/or numeracy or ESOL SfL qualification at EL1, EL2, EL3, L1 or L2 to 116.	HBC Adult Learning Team
<u>ES Action 24</u> Business Engagement	Develop task team to develop co-coordinated Business engagement approach	HBC
<u>WFS Action 1</u> Establish a resource to pro-actively target employers, particularly those in the target sectors, with a view to meeting their skills needs	Local Workforce Development providers to agree a protocol for contacting employers ensuring that there is a coordinated approach	WFD Providers

Objective	Action	Lead
<u>WFS Action 2</u> Remove employer confusion as to where to go for advice	Establish up to date database of provision and liaise closely with LSC Skills Brokers	HBC Adult Learning Team
<u>WFS Action 3</u> Monitor the effectiveness of Train to Gain in bridging the TNA gap	Perform follow-up Business Perceptions surveys	HBC Adult Learning Team
<u>WFS Action 4</u> Improved employer culture and greater levels of investing in Workforce Development activities aligned with sector needs	<ul style="list-style-type: none"> <li>▪ Gain understanding of concerns of businesses and address identified gaps.</li> <li>▪ Establish a Skills Group (as a subset of the Employment, Learning &amp; Skills Specialist Strategic Partnership) including members of Halton Work based Learning Provider Group and LSCGM.</li> <li>▪ Produce annual statements of workforce needs in Halton</li> </ul>	ELS SSP HBC Adult Learning Team
<u>WFS Action 5</u> Establish a clear Workforce Development Infrastructure	Develop a clear database of Workforce Development provision and gain commitment from members of the Skills Group to work collaboratively within the infrastructure	HBC Adult Learning Team
<u>WFS Action 6</u> All providers of WFD to collect core data in a consistent format to enable comparable analysis	Skills Group to agree core data requirements and reporting process in relation to customer satisfaction	SSP Skills Group
<u>WFS Action 7</u> Local employers able to access WFD provision to meet specific needs of businesses and individual employees	<ul style="list-style-type: none"> <li>▪ Targets for WFD activity and Skills for Life to be set and agreed.</li> <li>▪ To audit existing accommodation and resources for WFD activity and ensure it is fit for purpose/</li> <li>▪ To ensure Workforce Development is planned and funded at boroughwide level</li> </ul>	SSP Skills Group
<u>WFS Action 8</u> Increase awareness of value of skills development among employers	Co-ordinate a programme of high profile events to celebrate achievement of both individuals and businesses	SSP Skills Group

Objective	Action	Lead
<u>WFS Action 9</u> Ensure those providing employment and careers advice guidance to young people and adults have an understanding of the local economy and employer skills needs	<ul style="list-style-type: none"> <li>▪ Publish and disseminate annual statement of workforce needs to relevant agencies</li> <li>▪ Establish links with 14-19 curriculum / EBP</li> </ul>	SSP Skills Group
<u>WFS Action 10</u> Raise aspirations of those seeking work and currently in work	Focused marketing and promotion of job opportunities and skills requirements	SSP Skills Group
<u>WFS Action 11</u> Existing workforce have access to flexible learning in order to progress	Develop clear progression routes within the WFD infrastructure	All Providers
<u>WFS Action 12</u> Develop an understanding of the scale of need within the Voluntary Sector in Halton	Identify skill gaps and need	SSP Skills Groups
<u>ENT Action 1</u> Enterprise Partnership	Private Sector lead partnership to drive implementation of the strategy	HBC
<u>ENT Action 2</u> Enterprise Champion	Leadership through appointment of Enterprise Champion	Enterprise Partnership
<u>ENT Action 3</u> Culture change programme	Affirm Halton's role as the cradle of three entrepreneurial & scientific revolutions Raise awareness of existing and previous Halton Entrepreneurs Develop powerful Enterprising Halton branding  Enterprise Weeks	Enterprise Partnership

Objective	Action	Lead
<u>ENT Action 4</u> Enterprise in Education	Launch Enterprise Game and develop further versions including on-line. Education Programme from Primary Schools to Higher Education Entrepreneurs in Residence Enterprise Academy	Education Business Partnership
<u>ENT Action 5</u> Neighbourhood Programme	Clear focus on local neighbourhoods through enterprise facilitation and dragons den type activity	HBC
<u>ENT Action 6</u> Mobile Entrepreneurs	Action to seek out and attract mobile entrepreneurs such as graduates. Again, potential linkage to dragons den type activity	HBC
<u>ENT Action 7</u> Enterprise Mentors	Identify local entrepreneurs that will act as mentors for new businesses	Enterprise Partnership
<u>ENT Action 8</u> Skill Development	Support in developing leadership, management, finance and business skills	Learning & Skills Council
<u>ENT Action 9</u> LEGI.	Develop and submit a best practice LEGI Bid to secure funding for the strategy	Enterprise Partnership
<u>ENT Action 10</u> The Heath	Advance the expansion of the Heath. Planning permission for 180,000 sq ft has already been secured	SOG
<u>ENT Action 11</u> Daresbury Science & Innovation Campus	Facilitate the development of the full campus and Build on Higher Education Links especially the 3 Universities	CCLRC
<u>ENT Action 12</u> Halton College	Use Riverside as hub for innovation and enterprise, through establishing a visible skills and enterprise presence within a college campus.	Riverside College
<u>ENT Action 13</u> Rainbow strategy	Target communities such as; Silver Entrepreneurs, Women, young entrepreneurs, Black and Ethnic Minorities.	Enterprise Strategy

Objective	Action	Lead
<u>ENT Action 14</u> Informal Economy	Support businesses in the informal economy to mainstream	Enterprise Partnership
<u>ENT Action 15</u> Progressive property	Develop a flexible portfolio from micro sites and Hard Work Cafes to larger scale sites and premises	HBC
<u>ENT Action 16</u> Social Enterprise Initiative	Support the growth of social enterprises through advice, guidance and training.	Enterprise Partnership
<u>ENT Action 17</u> Purchasing Programme	Affirmative purchasing programme, initially to ensure that local firms have access to public sector purchasing, but extending beyond this other significant local purchasers	HBC
<u>ENT Action 18</u> Industrial and Entrepreneurial Heritage Park	Explore the opportunity of establishing an Industrial and Entrepreneurial Heritage Park based on the catalyst centre	HBC/Catalyst Centre
<u>ENT Action 19</u> Enterprise Fairs	Establish a programme of buyers and ideas fairs, with the former particularly involving public agencies procurement teams	Enterprise Partnership
<u>ENT Action 20</u> Enterprise Funding	Support the development of local financial intermediaries and explore the scope for venture capital and business angel finance.	Enterprise Partnership
<u>ENT Action 21</u> Hot 100	Identify businesses with the potential of fastest growth and develop tailored made support packages.	Enterprise Partnership

**KEY**

<b>ES = Employment Strategy</b>
<b>WFS = Workforce and Skills Strategy</b>
<b>ENT = Enterprise Strategy</b>