

# ECONOMIC PROSPERITY & ANTI-POVERTY

---

## KEY MESSAGES

### Employment:

- The Borough's overall employment rate increased from 72.5% to 73.6% (between June and September 2017) and is converging with the London Average (73.7%). The gap to London has narrowed to 0.1%.
- Unemployment is still at a historic low and the Job Seekers Allowance (JSA) unemployment, which measures those people aged 16-64 who are actively looking for and available to start work, stands at 1.5% (2,842). This is still higher than the London and English average (1.1% and 1.0% respectively).
- The Royal Borough's objective is to narrow the gap between the Greenwich position and London, which has been narrowing over the past few years.
- There is a total of 9.1% (16,950) Out-of-Work Benefit claimants, which represents a decrease of 0.7 % points since last year (1,310 fewer claimants). The reduction has been seen across all claimant groups.
- The devolved Work & Health Programme has been procured by the Local London boroughs on behalf of DWP. The programme targets the long-term unemployed and those on health related and disability benefits. The new programme will 'Go Live' on the 1<sup>st</sup> March 2018. GLLaB is the sole delivery partner in the Borough.
- Overall, 135,000 residents are in employment, working across London and in neighbouring areas.

### Skilled local workforce:

- The proportion of the working age population with no qualifications (6.3%, 11,400 people) has improved significantly since 2015 (10.6%), and is now below the London Average (6.6%).
- The proportion of the working age population with Level 4 qualifications and above (45.9%, 83,700 people) has improved by 3.4% since 2015 but is significantly lower than the London position (51.9%). To close this gap, the borough needs to find ways to improve the progression pathways, i.e. progression from FE to higher education (HE). To help achieve this, the Royal Borough is facilitating collaboration between all relevant providers via the Royal Greenwich Partnership and through the implementation of a number of Fairness Commission recommendations.
- The Royal Borough is working at a sub-regional level to influence the Pan London and Local London Skills Strategies and in planning for devolved funding of Adult Skills Budget from 2019/20.
- Local London and other sub-regions have been awarded small amount of ESFA Transition Grant Funding to take forward recommendations of the London review of Adult and Community Learning and prepare for the devolution of Adult Education Budget.
- In 2016, Members agreed a new Commissioning Strategy for ACL and this has increased focus on employability, enterprise and basic skills (including ESOL and digital) in line with funding requirements. This approach supports first steps learning and progression towards employment or further learning. Alongside

this, the council established a new skills framework which has resulted in over 30 providers being eligible for tender to provide ACL and others skills provision. This translates into £1.8m of funding / circa 600 courses across the borough. The service was inspected by Ofsted in May 2017 and retained a Good grade 2 rating.

#### **Local economy:**

- Jobs growth in Royal Greenwich has increased by 18,000 jobs over the last 10 years - at an average pace of 2.1% a year to just under 100,000 jobs. A further 19,000 additional jobs are estimated to be added to the economy by 2026.
- Growth in the establishment of businesses in the borough is strong and has outstripped the London average, albeit the number of businesses in Royal Greenwich is lower than the London average. The Royal Borough now has 11,435 businesses - a growth of 8.6% since last year. The growth for London as a whole over the same period was 5.5%.
- Improving business density (the measure of number of businesses per 1000 population) is still significantly below the London average. Over the last year, business density has increased from 56 to 60.4 (+4.4). A slightly lower growth rate than London which increased from 90 to 94.6 (+4.6)
- Given the reliance upon Business Rates for local authorities, the Council continues to track estimated business rate growth. Ensuring that the borough retains adequate land for employment use and to support business growth is vital and a priority action for the Borough's Economic Development Strategy and land use plans.
- There continues to be pressure on industrial land from residential development, with a net loss of 5,181m<sup>2</sup> in 2016/17. To manage this pressure, and ensure the borough achieves key economic and employment objectives, the Royal Borough is ensuring that new development properly addresses the Local Plan policies relating to employment land. The Royal Borough is also working with partners to deliver the type of flexible employment floor space that the market requires.
- The Royal Borough actively supports businesses. Of particular note is the E-Business support programme where the Royal Borough invested £750k and which has resulted in over £17m increased turnover, c.1,000 jobs safeguarded, c.110 jobs created, c. 600 business participating over the last three years.
- The Royal Borough has commissioned a further round of E-Business Support, which will target 400 SMEs over a three year period up to December 2020. In addition to providing 121 business support advice, workshops and training, businesses will receive a digital business plan and advice and support around Cyber security.
- The Royal Borough measures the vacancy rate across the three town centres as a gauge to the health and vitality of the area. The rates are below the London average. Relationships are maintained with each of the landlords in the area to help them position the town centres when marketing vacant units.

## Poverty:

- The Fairness Commission concluded in April 2017. Following agreement by Council in July 2017, a Review and Development Group formed to monitor the implementation and progress of the recommendations. This group comprises independent stakeholders, Councillors and a senior council Officer. It is chaired by Cllr Lekau, Cabinet Member for Housing and Anti-Poverty and Stephen Howlett CBE.
- At the first Quarterly meeting in November, the members split into six sub-groups to focus in on the key themes: Education, Employment, Health, Housing, Financial Inclusion and Fairer Policy. Sub-groups have been meeting with internal and external stakeholders to gather information and measure what has been done to progress the recommendations.
- The work of the Fairness Commission will be built into the Council's new Social Mobility Strategy (formerly titled the Anti-Poverty Strategy).

## KEY SERVICE UPDATES

- The Royal Borough has recently launched a skills survey in association with the South East London Chamber of Commerce to help to inform the Royal Borough's understanding of the specific skill shortages, gaps and issues facing businesses in the borough. The findings will establish a baseline, help to inform skills commissioning and Further Education provision as well as help to ensure local firms are able to access local talent with the right skills to meet current and future business need.
- The GLLaB Outreach Bus has been re-launched at 10 outreach locations around the borough on a rota basis. Further work to explore and progress the wider use of the Bus as a multipurpose hub in partnership with DWP and joint outreach sessions with Business Support Agencies and Training Providers is being explored.
- The Apprentice Training Agency contract will be re-tendered to continue to offer valuable experience and training to local residents via apprenticeship placements.
- The Council has invested significant capital funds in what is known as the Priority Investment Programme.
- The PIP programme consists of a wide range of projects. The type and range of projects are by their nature long-term projects and which will be delivered over a number of years. The projects move from concept, to inception, to delivery and then completion. The range of projects includes:
  - Eltham cinema – main works underway.
  - Charlton Riverside – adoption of Supplementary Planning Guidance to steer and control development of land in the area.
  - Sutcliffe Park – complete and opened 10<sup>th</sup> February.
  - Housing Zone – Housing Zone delivery of c.1500 new homes in the Abbey Wood / Thamesmead / Plumstead area, of which 45% will be affordable. 66 units currently being constructed at the Reach.

- Plumstead library project will deliver a new combined library, leisure and cultural facility for Plumstead – planning consent granted and a contractor appointed.
- Slade Toilets is being developed into a café by refurbishment and expansion of the existing building. The selection of a prospective social enterprise tenant is underway and the works will start on site in spring 2018.
- Woolwich Creative District – acquisition of key buildings on the Royal Arsenal complete in order to develop a creative district for London. A consultant team, including architects and project management, have been appointed and design work is underway. Early engagement regarding planning and listed building applications is underway.

## KEY PERFORMANCE INDICATORS

Subject Area	Indicator	Value	Previous Value	Comparator	Value for Comparator
Employment	% unemployed of working age	5.9% (Sep 2017)	6.9% (Jun 17)	London National	5.6% (Sep 2017) 4.6% (Sep 2017)
	% Overall employment rate (working age)	73.6% (Sep 2017)	72.5% (Jun 17)	London National	73.7% (Sep 2017) 74.7% (Sep 2017)
	% of Job Seeker's Allowance claimant count	1.5% (Jan 2018)	1.5% (Sep 17)	London National	1.1% (Jan 2018) 1.0% (Jan 2018)
	Number of ESA claimants	10,460 (Nov 16)	10,516 (Nov 16)		
Skilled local Workforce	% of population between 16-64 with no qualifications (ONS)	6.3% (2016)	10.6% (2015)	London National	6.6% (2016) 8% (2016)
	% of population aged 16-64 with NVQ Level 2 or above (ONS)	76.2% (2016)	69.7% (2015)	London National	77.6% (2016) 74.3% (2016)
	% of population aged 16-64 with NVQ Level 4 and above (ONS)	45.9% (2016)	42.3% (2015)	London National	51.9% (2016) 38.2% (2016)
	Number enrolled in Adult Community Learning	5,343 (16/17)	5,920 (15/16)		
Local Economy	Total number of business units in the borough (% growth rate)	11,435 (8.6%) (Nov 16 - Oct 17)	10,525 (8.6%) (Nov 15 - Oct 16)	London National	London: 5.5% (Oct 16 - Oct 17) National: 4.3% (Oct 16 - Oct 17)
	Business rate projection (net increase in income compared to the previous financial year)	0% (17/18)	+3% (16/17)		
	Net change in employment land (B1 & B8) - lost to residential (Strategic Industrial Land [SIL] plus non-SIL)	Not yet available (17/18)	-5,181m2 (16/17)		
	Vacancy rate Greenwich town centre	4.2% (Q3 17/18)	3.9% (Q2 17/18)	London	9.5% (Q3 17/18)
	Vacancy rate Eltham town centre	6% (Q3 17/18)	4.5% (Q2 17/18)	London	9.5% (Q3 17/18)
	Vacancy rate Woolwich town centre	7.93% (Q3 17/18)	8.5% (Q2 17/18)	London	9.5% (Q3 17/18)
	Median weekly income	£620 (2017)	£597 (2016)		

	Indices of Multiple Deprivation rank average score (Greenwich) 1 = most deprived	ID 2015: 14th (London) 78th (National) (2012/13 data)	ID 2010: 8th (London) 28th (National)	London: Out of 33 LAs National: Out of 324 LAs	
<b>Poverty</b>	% of households classed as being fuel poor	9.2% (2015) (released 30/06/17)	9.9% (2014) (released 30/06/16)	London National	10.1% (2015) 11.0% (2015)
	% of secondary school pupils eligible for free school meals	16% (October 17)	16% (May 17)	London	17% (Jan 17)
	Number of people benefitting from the Emergency Support Scheme	1,678 (16/17)	1,922 (15/16)		

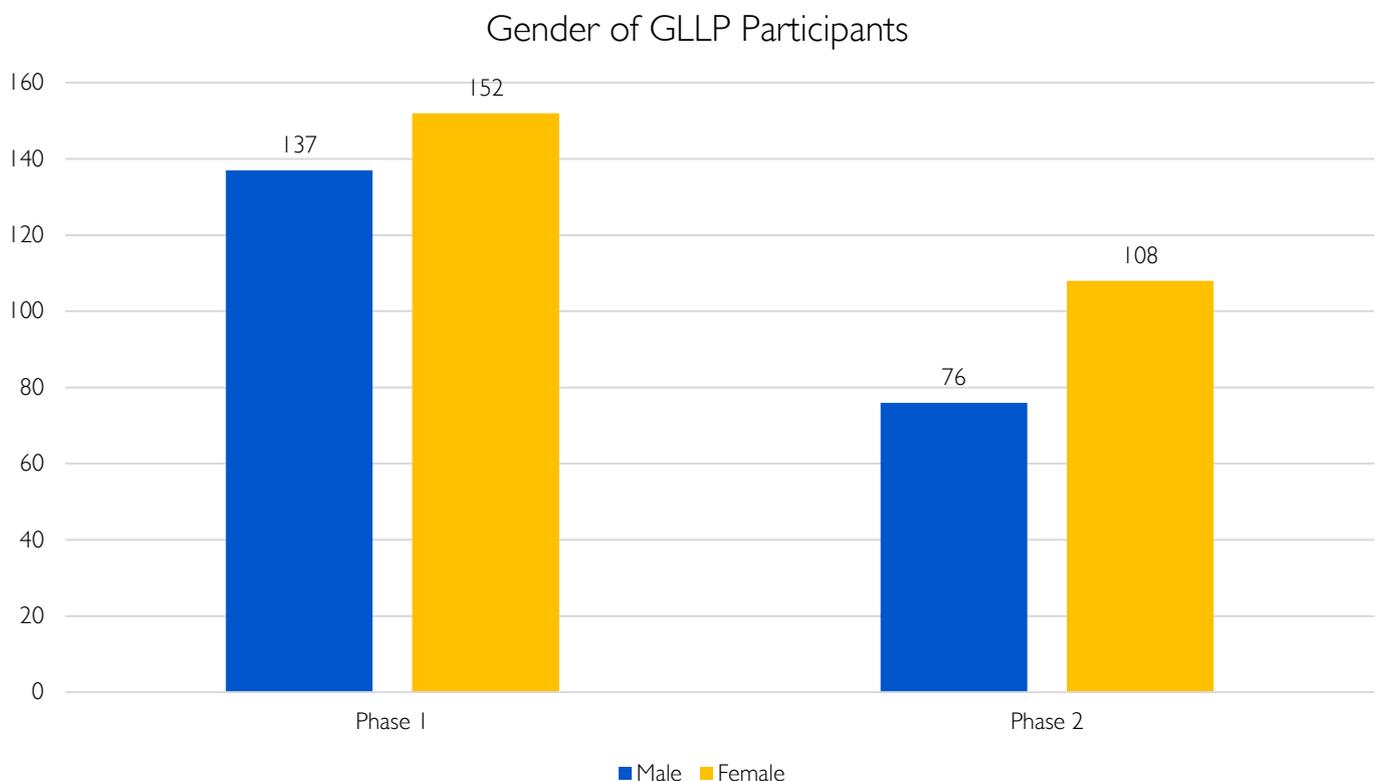
## ANALYSIS

### Greenwich Local Labour Programme (GLLP)

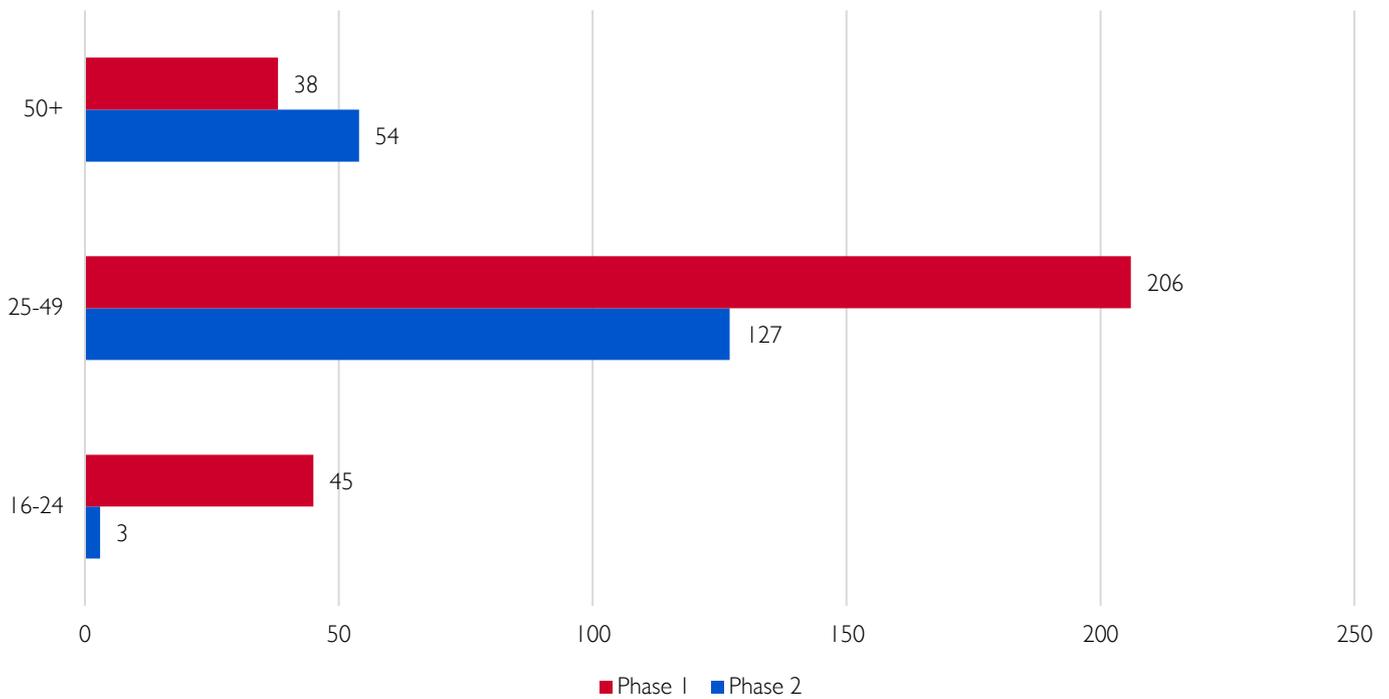
- GLLP was set up to support vulnerable out of work Greenwich residents into paid six-month work placements and apprenticeships. Phase 1 ran from April 2013 – March 2016; Phase 2 began in April 2016 and will continue to March 2020.
- Phase 1 focused on residents who were affected by welfare reforms (such as the benefit cap and under occupancy tax) and Families 1st clients. Phase 2 has expanded to include a broader set of eligibility, including long term unemployed residents (5+ years); disabled residents; lone parents and those at risk of homelessness.
- Over the course of the Programme, opportunities have grown to include a wider range of placements to suit the needs of residents, such as placements in the voluntary sector and environmental services.
- GLLP continues to support and track scheme leavers for two years, 77% of those who gained onward employment after the scheme were still in employment after 24 months.

### Data analysis of Phase 1 and 2

- Currently, 473 residents have been welcomed onto GLLP since it began in 2013. In Phase 1, there was similar mix of men and women (47% and 53% respectively). While there have been slightly more women during Phase 2, there is still another 2 years left of the Programme. Women in particular often experience longer periods of unemployment, as they are more likely to be the primary care giver. This may contribute to a higher number of women participating in GLLP.

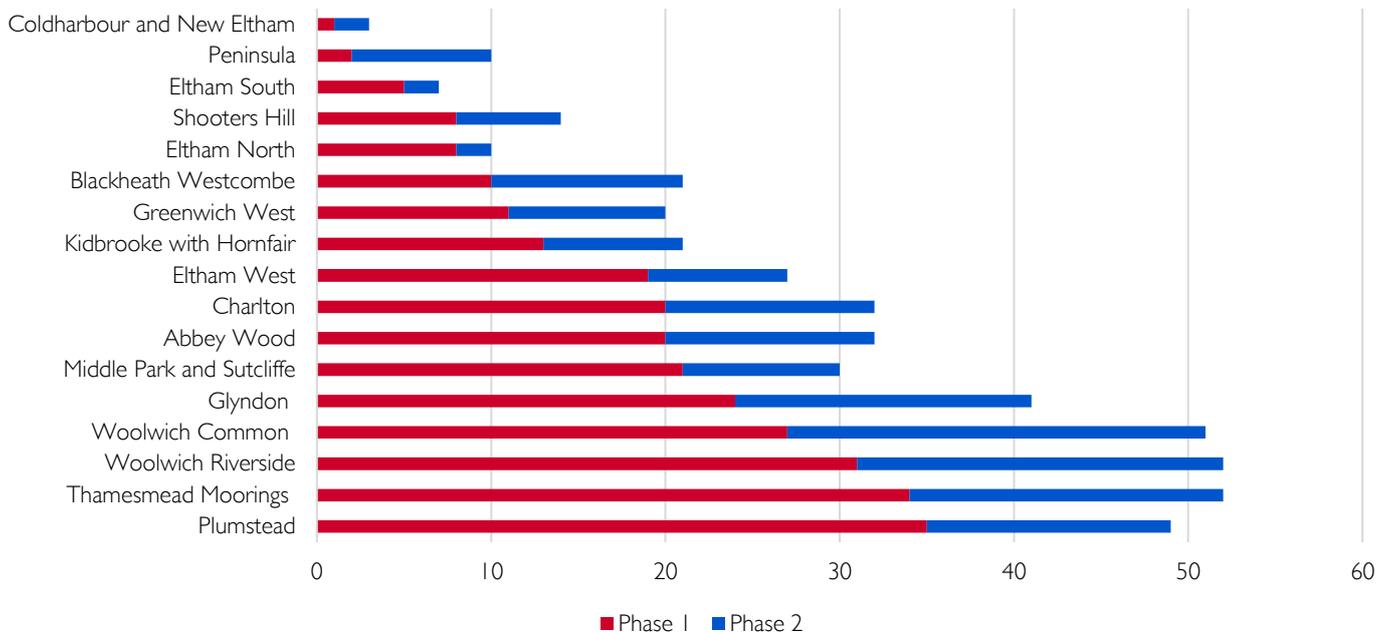


## Age of GLLP Participants

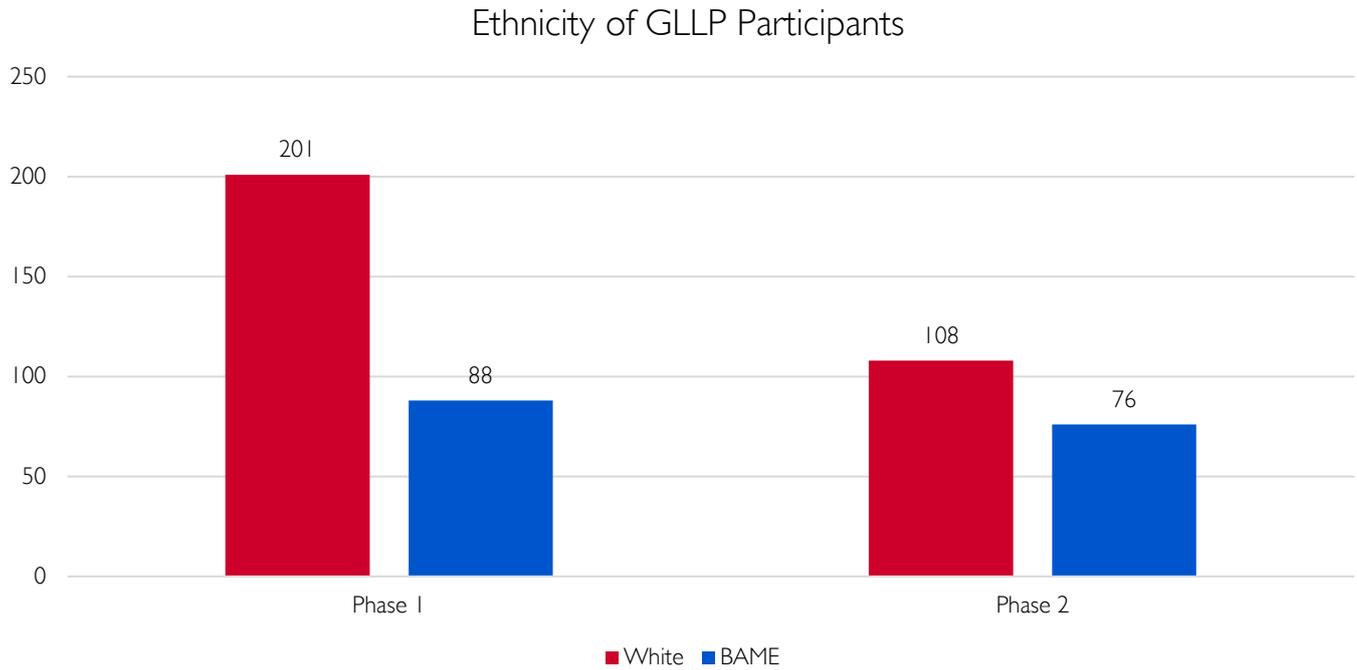


- The majority of participants are between the ages of 25 and 49 (70% cumulative of Phase 1 and 2). Phase 2 has seen a higher number of 50+ participants already; this could be due to the eligibility criteria expanding in Phase 2 to include long-term unemployed residents.
- Currently, there have been fewer participants in Phase 2 from the 16-24 age group.

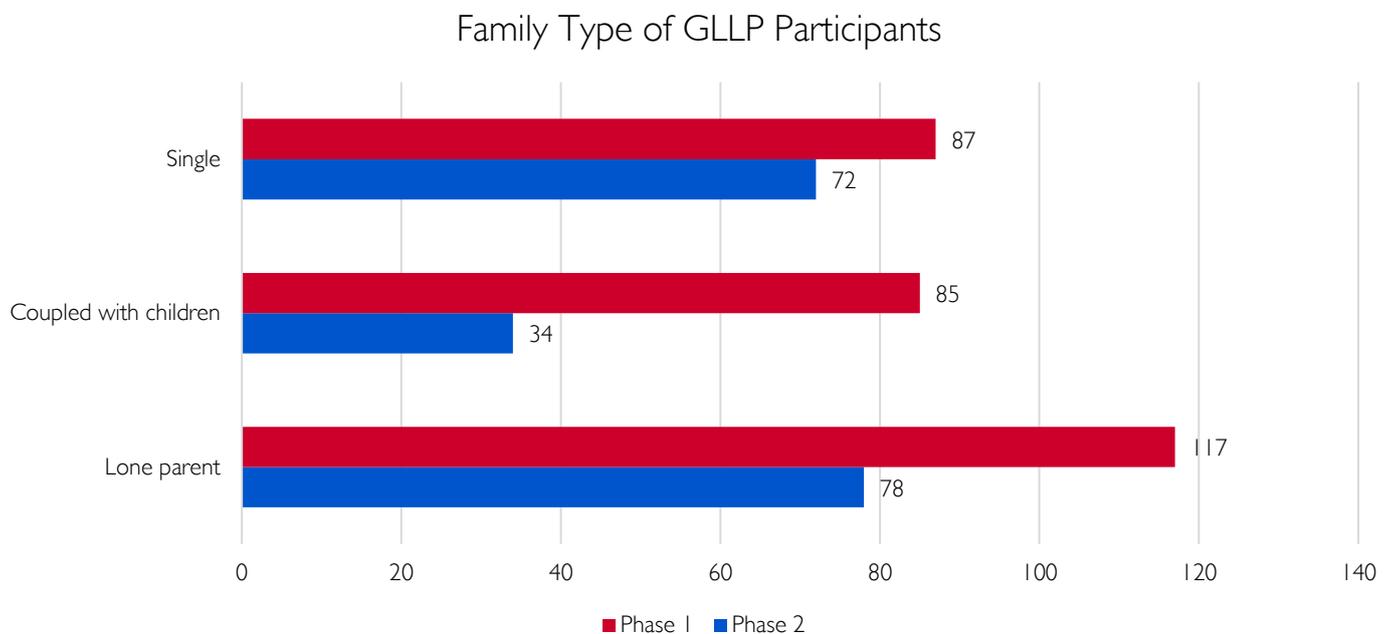
## GLLP Participants by Ward



- GLLP participants come from across the Royal Borough of Greenwich. There has been an emphasis on drawing participants from the more deprived areas, where there are typically less employment opportunities.



- There was a higher proportion of white participants in comparison to BAME participants in GLLP Phase I. This remains a similar trend in Phase 2, yet the disparity is closer.



- There was a higher proportion of lone parents in GLLP Phase I, closely followed by single residents and couples with children.

## Positive impact and reach of GLLP

- GLLP has helped to break down long-standing barriers to employment. Many of the participants who have joined the scheme had no prior work experience; GLLP provides the opportunity to gain this experience with a fair wage.
  - The scheme was noted as a success by the Fairness Commission, which recommended it should be expanded to include long-term unemployed residents. This has been achieved.
  - It has also been commended by TANK (an independent public sector consultancy) and London Councils, as an innovative and successful model for delivering tangible results.
  - GLLP continues to support some of the Borough's most vulnerable residents into the job market. As noted, GLLP Phase 2 will continue until March 2020.
-