

John Wilcox

**Blackpool Buildup**



**BLACKPOOL™**

**B U I L D U P**

# LEGI

Local Enterprise Growth Initiative

known as

“Blackpool Build Up”

(“or that place that gets you a job”)

A partnership between

Blackpool Council and

Blackpool and the Fylde College.

# The problem

- Higher than average unemployment compared to national and regional. (5.5% of working age population unemployed)
- 12 most deprived ward in the country
- 13% of residents claim Incapacity Benefit (the 14<sup>th</sup> highest in the UK)
- 23% of the working age population claim a work related benefit
- Low education participation
- Basically adult NEET's

# The Solution

- Get unemployed local residents “off the dole” and into work
- Stop being part of the problem and become part of the solution.

# How

- Find out what employers really want.
- Train unemployed Blackpool residents for the jobs. Give them some basic skills that employers value, Something to sell!
- Use social inclusion clauses where possible to encourage employers

# How to access the programme

- Be an unemployed Blackpool resident
- Volunteer to undertake training which has strict attendance and punctuality requirements. (Tough love)
- Agree to undertake 2 weeks full time work trial on completion of training.

# What will they learn?

- Turn up on time and work a full day
- Health and safety (CSCS card), food hygiene
- Manual lifting and handling & abrasive wheels
- Hand Skills in :
  - basic brickwork,
  - flagging,
  - kerbing,
  - drainage,
  - block paving

Interpersonal and social skill

In fact anything we think will lead to employment!

# What does Legi demand of us?

**Innovation** learner centred curriculum

**Flexibility** employer led, open minded

**Commitment** tough love

**Partnership** employers/LA/JCP

**Unremitting nagging** of clients,  
contractors and anyone who might help

**Dedication** Use every single contact possible,  
and keep going back!

# Has it worked?

We are dealing with adult NEET's,  
low motivation, low self confidence and  
generally few qualifications and/or skills.

Our expectations were low but we were  
grimly determined

The results are:

## OUTPUTS TO DATE 8 SEPTEMBER 20101

Financial Year 1 <sup>st</sup> April end of March	Year1 14/1/2008 to 31/3/2008		Year 2 2008/09		Year 3 2009/10		Year 4 2010/11 To 8/9/10		TOTAL TO DATE
	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	TARGET	ACTUAL	
<b>Employment</b>	<b>13</b>	<b>7</b>	<b>47</b>	<b>139</b>	<b>47</b>	<b>507</b>	<b>47</b>	<b>396</b>	<b>1049</b>
Accessing Training	68	<b>96</b>	246	<b>414</b>	246	<b>721</b>	246	<b>521</b>	<b>1752</b>
Open College North West	29	<b>42</b>	87	<b>301</b>	87	<b>147</b>	87	<b>150</b>	<b>640</b>
CSCS	49	<b>72</b>	117	<b>249</b>	117	<b>314</b>	117	<b>78</b>	<b>713</b>
Abrasive Wheels	29	<b>66</b>	87	<b>155</b>	117	<b>124</b>	117	<b>68</b>	<b>413</b>
Plant (CPCS)	6	<b>12</b>	6	<b>6</b>	0	<b>39</b>	0	<b>0</b>	<b>57</b>
Manual Lifting & Handling	n/a	<b>n/a</b>	n/a	<b>n/a</b>	n/a	<b>114</b>	0	<b>87</b>	<b>201</b>











**BLACKPOOL BUILD UP**  
The Local Enterprise Growth Initiative  
BLACKPOOL AND THE FLEET COLLEGE  
An Enterprise Growth Initiative

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**0 YDS**  
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**BLACKPOOL**  
BUILD UP

Creating jobs  
and training  
in construction  
Supporting  
local contractors

Together,  
we'll build up  
Blackpool

to recycling

TALBERT

TPAS

**Conlon**

Design • Construct • Develop

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# The future:

- Social inclusion clauses are being included in Blackpool's capital project programme.
- Very close working relationship with Jobcentreplus
- Excellent links with a wide range of construction clients, building and cleaning contractors
- Accepted as integral part of the local construction industry.
- On target to comfortably exceed targets.
- Funding finishes options being debated

# We have won

- Centre of Construction Innovation regional award in 2009 and entered for national
- National Training Award for North West region for “providing education and training” 2009
- National Training Award overall winner 2009 for “providing education and training”

!

# Conclusion

Project is successful: 1049 local people have gained employment and 1752 have accessed training since January 08. Some of our learners have continued with training in diploma's, adult apprenticeships and even higher education.

Programmes are constantly under review, are employer led and delivered to suit the needs of the learner but with "tough love"

Excellent and honest link with partners

We are transferable: everyone has a local authority, FE College and Jobcentreplus

Local employment means that wages and salaries earned in the town is spent in the town and helps drive our regeneration forward.