

<b>Subject:</b>	<b>Application for the Interreg IVa called ‘Supporting Young and Unemployed people in Port Cities’</b>		
<b>Date of Meeting:</b>	<b>3 November 2011</b>		
<b>Report of:</b>	<b>Strategic Director, Place</b>		
<b>Contact Officer:</b>	<b>Name:</b>	<b>Cheryl Finella</b>	<b>Tel: 29-1095</b>
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<b>Key Decision:</b>	<b>No</b>		
<b>Ward(s) affected:</b>	<b>All</b>		

**FOR GENERAL RELEASE**

**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 This report sets out information about, for the Interreg 1Va ‘Supporting Young and Unemployed people in Port Cities’ cross-border funded project application and seeks endorsement for the Council’s continuing participation in this project. The ‘Supporting Young and Unemployed people in Port Cities’ will research, develop and implement training programmes and develop business employment strategies and activities to equip and encourage young people to work in ports. In Brighton & Hove the focus will be on the opportunities arising from the development in the Shoreham Port Regeneration area.
- 1.2 Interreg 1Va is a priority funding stream for the city council and city partners, as set out in the corporate International Strategy. In the current economic climate, and following the reduction of national and regional bidding opportunities, the EU funding programme has become increasingly important as a source of external funding. The July 2011 deadline saw a record number of local bids submitted including five city council bids. Given the increased Interreg 1Va bidding activity, it has been agreed that reports on individual Interreg 1Va bids are to be taken to the relevant Cabinet Member Meeting (CMM) for formal sign-off. In future, CMM approval will therefore be sought at an earlier stage of bid development. This bid was already submitted,, when the new CMM sign-off process was established.
- 1.3 Interreg 1Va is an EU funding programme that supports crossborder cooperation projects between neighbouring regions, across a range of themes including: economic development, social cohesion, culture, and the environment. Interreg funds up to 50% of eligible project costs. Projects require at least two partner organisations from a minimum of two eligible EU countries. Brighton and Hove is eligible under two programmes: ‘2 Seas’ involving parts of the UK, France, Belgium (Flanders) and the Netherlands; and ‘France (Channel) – England.
- 1.4 This project supports the Culture, Tourism and Enterprise Overview and Scrutiny Committee’s Update on Environmental Industries, Appendix 1, Recommendation Number 14, *‘The Panel recommends the council works with local organisations and other local authorities, regional and sub-regional bodies to help the*

*development of environmental industries. Building on existing regional initiatives',*

- 1.5 This project also supports the Shoreham Port Master plan, 2010, which was developed in liaison with the local Authorities including Brighton & Hove City Council and West Sussex County Council; the masterplan seeks to create over 500 additional jobs in Shoreham Port and further job opportunities are likely to arise as part of the wider redevelopment within the Shoreham Regeneration area.

## **2. RECOMMENDATIONS:**

- 2.1 That the Cabinet Member for Planning, Employment, Economy & Regeneration endorses the proposed city councils continuing participation in the Interreg 1Va 'Supporting Young and Unemployed people in Port Cities' application.
- 2.2 That the Strategic Director, Place be given delegated authority to sign the final project agreement, should the application be successful.

## **3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:**

- 3.1 There are five cities involved in the Interreg 1Va 'Supporting Young and Unemployed people in Port Cities' project bid. Each locality has similar concerns regarding employment in ports. The project aims to reduce youth unemployment in port areas whilst supporting locally based businesses by addressing the mismatch between youth skills and business needs. Within the five cities there are nine partners taking part in the proposed project. These partners are made up of Colleges of Further Education, City Councils, businesses and entrepreneurs. They are City College Plymouth, the lead partner, Albeda College - Rotterdam, Rotterdam City Council, Rotterdam Businesses and Entrepreneurs, Executive Agency for the General Education Policy – Antwerp, Directorate for Work and Economy – Antwerp, Brighton and Hove City Council, City College Brighton & Hove and Southampton City Council.
- 3.2 Project activities will be based on three areas of focus:
  - a) businesses/entrepreneurs
  - b) education and
  - c) young people and where possible it will unite all three to ensure that businesses have the skills that they need, that education institutions are able to supply and effectively anticipate skill demands and that young people are able to make informed choices about jobs and careers related to ports.
- 3.3 The role of the Brighton and Hove City Councils Economic Development team in the partnership with West Sussex County Council is to deliver the following outcomes during the life time of the proposed project (2012 -2014):

\*50 employers engaged in local knowledge exchange and open days.

\*A dedicated training centre in the Port (site already identified and agreed with Port Authority),

\*4 supply chain events focusing on wind farms, environmental technology and port related activity.

\*A web based jobs board with careers, education and skills resources.  
A skills and employment audit produced for port employers and their local supply chains.

\*50 employers signed up to an Employers Charter – a commitment to engagement with schools/ FE, and the wider project activity.

\*1 employer engagement strategy.

If successful Brighton and Hove City Council will host the initial launch event and use the opportunity to show case some of our key businesses and investment opportunities.

3.4 The Economic Development team will be supporting City College Brighton & Hove's project outcomes.

\*150 work placements.

\*50 employees undertaking short industry specific training.

\*250, 14 t- 16 year olds engaged in port related education enterprise or training.

\*250, 16 - 19 year olds engaged in port related education enterprise or training.

\*150 local people offered interviews for port related jobs.

\*100 jobs filled by local residents.

\*21 young people engaging in cross border placements.

\*30 tutors on Continuance Professional Development via cross border activity.

\*30 business mentors engaged to support young people.

\*12 business networking events.

\*50 employer visits to local schools colleges.

3.5 The projects cross border outcomes are to produce a toolkit for other port cities on how to recruit and engage young people into port related jobs and careers and an online portal for exchange of knowledge, access to project information and to inform the toolkit.

#### **4. COMMUNITY ENGAGEMENT AND CONSULTATION**

4.1 The Economic Development team have consulted with West Sussex County Council, the Shoreham Harbour Regeneration and City College Brighton & Hove during the bid application planning and writing process. The Economic Development team took part in three face to face application planning and development meetings between April and June 2011, two of which took place in Brighton, with all the proposed project partners. There were online and telephone consultations between the nine partners prior to the lead partner submitting the bid in July 2011. All consultation meetings were overseen by our lead partner City College Plymouth within a specific consultation framework, which was collaboratively devised by all partners at the start of the application process.

## 5. FINANCIAL & OTHER IMPLICATIONS:

### Financial Implications:

- 5.1 There will be no direct financial cost to Brighton and Hove City Council, as the contribution comprises staff time allocated to overseeing and delivery of the project: The staff time is valued at €43,960.50 over the life of the project.
- 5.2 West Sussex County Council is a partner in the bid but is not named separately in the application. The responsibility for overseeing and delivering the Brighton and Hove City Council / West Sussex County Council element of the project rests with the BHCC Economic Development Team. The contribution from WSCC is in the form of staff time, being 40% of the Shoreham Port Development Manager's post and her 'in kind' contribution will draw down ERDF to create an apprentice administrator for the project. WSCC are also providing €50,000, for which approval has already been given by the Shoreham Harbour Regeneration Partnership board. A formal partnership agreement will be drawn up between WSCC and Brighton and Hove City Council should the application be approved, ensuring that both BHCC and WSCC deliver what they have agreed.

*Finance Officer Consulted: Karen Brookshaw Date: 30/09/11*

### Legal Implications:

- 5.3 Participation in this project is within the Council's powers. If the Bid is approved, the Lead Partner (City College Plymouth) will sign a funding contract with the funding body, and will be legally accountable for the funds drawn down. Prior to any funds being drawn down, the Council will be required to sign an agreement with the Lead Partner and the other parties involved in the project, setting out the details of the relationship between the various parties, and confirming the contribution to the project which the individual parties will make. Once the partnership agreement has been signed, the Council will be legally obliged to comply with its terms.

*Lawyer Consulted: Jill Whittaker Date: 06/10/11*

### Equalities Implications:

- 5.4 The 'Supporting Young and Unemployed people in Port Cities' project will benefit all local residents around the Shoreham Port area. The projects priority target group is the young and NEET people in the area, aged 11-30. The project will enable the priority group and their communities to have a better understanding of the employment and career opportunities in Shoreham Port. It will provide them with the opportunity to attend port related training courses and in doing so have the skills they need to enter the work force in Shoreham Port, their local area.

### Sustainability Implications:

- 5.5 The outcomes of the proposed 'Supporting Young and Unemployed people in Port Cities' project will contribute toward the councils aspiration for growing a sustainable economy by creating the conditions for business growth and job

creation; supporting low skilled and unemployed residents into work; and, providing progression routes for young people.

Crime & Disorder Implications:

- 5.6 The proposed 'Supporting Young and Unemployed people in Port Cities' project is designed to reduce unemployment and benefit dependency and contribute to related issues such as in-work poverty. The outcomes are expected to have a positive impact on levels of crime and disorder in the city.

Risk and Opportunity Management Implications:

- 5.7 Recent reports such as the Centre for Cities Outlook 2011 identifies the city as having the 'potential' to be one of the cities that leads the country out of recession; however it makes clear that the city will need to take pro-active steps to make things happen. The 'Supporting Young and Unemployed people in Port Cities' project clearly supports the City's Employment and Skills Plan, in particular priority three. Endorsing this project would help tackle business foreclosures; unemployment and benefit dependency.

Public Health Implications:

- 5.8 Employment and skills cuts across a number of areas including health. The project is expected to have a positive impact on helping residents to access employment and therefore reducing the health risks associated with unemployment.

Corporate / Citywide Implications:

- 5.9 The proposed 'Supporting Young and Unemployed people in Port Cities' project will have a positive impact on the economic prosperity of the city . The project contributes to the City and Employment Skills Plan's (CESP) 2011 -2014 vision, in particular to 'priority three' of the plan, which seeks to ensure that local residents are equipped to compete for jobs in the city's labour market. This priority reflects the need to ensure that the city's residents are equipped with the skills and knowledge to access the city's jobs, specifically those people on Out of Work Benefits and Young People.

**6. EVALUATION OF ANY ALTERNATIVE OPTION(S):**

- 6.1 Option one is to withdraw from the project and not continue with the activity proposed above. The impact of not taking forward the city council element of this project may mean that the City College will have to revise its planned programme of activity as some of it is predicated on having access to employers (through the Charter) to engage in curriculum development, work placement and knowledge exchange. It may also materially damage the city council's reputation as a future partner for regeneration projects as the remaining partners would have to revise the whole scheme.
- 6.2 Option two would also focus on a withdrawal from the scheme and an alternative focus on what can be achieved in this area with limited resources. While it may be possible to engage businesses in this project without the draw down of EU

funds there are many elements that will be lost. For example the refit of dedicated premises on the Port; the development and role out of the Employers Charter and the 'Meet the Buyer' events could not be delivered with available budgets.

## **7. REASONS FOR REPORT RECOMMENDATIONS**

- 7.1 The continuing participation in this proposal is recommended for approval as; if successful it will provide valuable additional resources with which to support the work underway to redevelop the Shoreham Port Regeneration area. The project will bring jobs, new areas of curriculum linked to growth sectors and greater levels of employer engagement.

## **SUPPORTING DOCUMENTATION**

### **Appendices:**

None

### **Documents in Members' Rooms**

1. Summary of the 'Supporting Young and Unemployed people in Port Cities' application

### **Background Documents**

1. Online copy of the [Shoreham Port Master Plan](#)
2. Culture, Tourism and Enterprise Overview and Scrutiny Committee update on Environmental Industries Appendix 1 Recommendations