

What we said we'd achieve in 2011/12

Priority Outcome: Prosperity – Economic Resilience

How are we doing so far?

We said we would: Facilitate economic growth through job creation

As performance measures:

Reduce youth unemployment (18-24 age group) to the County rate by 2014.

In quarter one, youth unemployment in the District stood at 32.1% compared to a County average of 30.8%. This represents a decline in performance compared to the previous year's outturn. It should be noted that youth unemployment data is extremely volatile because it is greatly influenced by the overall number of people claiming Job Seekers Allowance as well as the number of young people aged 18-24. However, the indicator confirms that Youth Unemployment remains a persistent and serious issue for the District. Despite some successes such as the Council's Future Jobs Fund programme (see case study) making an impact on this issue will require a greater scale of intervention involving the Council's Community Strategy partners and employers.



To secure (through either completion or commencement of construction) at least 16,800sqm of new commercial floorspace within the District from April 2010 March 2012.

During the quarter, 2,585sqm has been secured. This is currently being achieved by virtue of the commencement of the Hednesford Regeneration Phase 1 (1,140sqm) and the extension to Sainsbury's in Cannock(1,445sqm). The cumulative total to Q1 2011 is 10,983 sqm which is slightly ahead of target.



Making A Real Difference Prosperity – Economic Resilience

Youth Unemployment – Future Jobs Fund

The Council's Future Jobs Fund programme was set up to address issues of youth unemployment in the District, providing work opportunities for people aged between 18 and 24. All trainees were given training and mentoring alongside six month work placements to develop skills, self-confidence and employability.

Each trainee had previously been unemployed for six months or more, which equates to approximately £1,400 in Job Seekers' Allowance payments per person (excluding any supplementary benefits which may have also been paid). A total of 49 young people have completed their placements at the cost of £5000 per person (which equates to around 90 weeks of JSA payments) and as a result 31 trainees (63%) have gone on to further employment, with a further 4 young people continuing in placements, volunteering or training. The 31 trainees entering employment equates to a potential saving of £1,650 per week in JSA payments alone.

Amongst the success stories is Daniel Johnson, a previously unemployed plasterer who completed a placement in the Housing Maintenance team and went on to secure a full-time position with the Council. Following his appointment, Daniel said "I'm really pleased to have got the job with the Council and things are back on track for me now. Being on the Future Jobs Fund scheme has really paid off and I can't wait to start my new job."

