

## Appendix 5a: Community Learning Priorities 2015/18

### 1. National Priorities

#### Purpose of Government Supported Community Learning:

- Maximise access to community learning for adults, bringing new opportunities and improving lives, whatever people's circumstances.
- Promote social renewal by bringing local communities together to experience the joy of learning and the pride that comes with achievement.
- Maximise the impact of community learning on the social and economic well-being of individuals, families and communities.

#### National Objectives – “New Challenges, New Chances” Further Education and Skills Reform Plan 2011

Focus public funding on people who are disadvantaged and least likely to participate, including in rural areas and people on low incomes with low skills  
Collect fee income from people who can afford to pay and use where possible to extend provision to those who cannot.

Widen participation and transform people's destinies by supporting progression relevant to personal circumstances, e.g.

- improved confidence and willingness to engage in learning
- acquisition of skills preparing people for training, employment or self-employment
- improved digital, financial literacy and/or communication skills
- parents/carers better equipped to support and encourage their children's learning
- improved/maintained health and/or social well-being.

Develop stronger communities, with more self-sufficient, connected and pro-active citizens, leading to:

- increased volunteering, civic engagement and social integration
- reduced costs on welfare, health and anti-social behaviour
- increased online learning and self organised learning
- the lives of our most troubled families being turned around.

## 2. Local Context

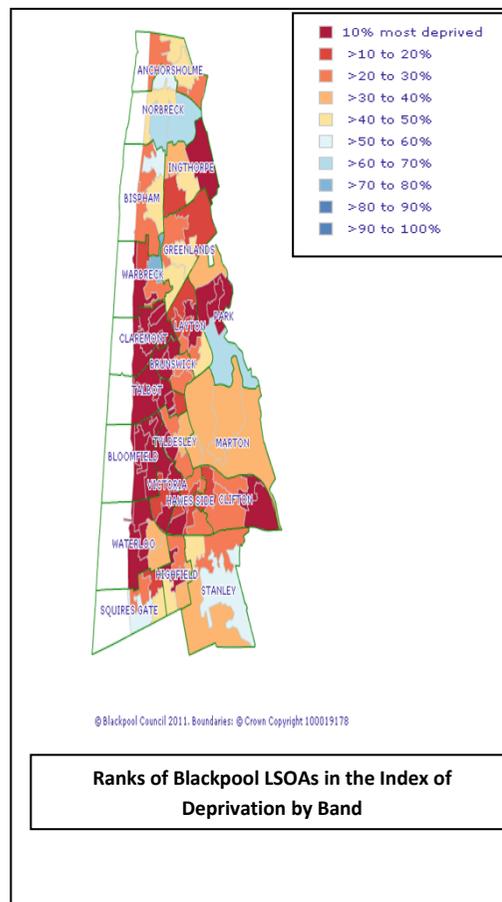
### Current picture

#### Blackpool Challenges

- Blackpool has a total population of around 141,700 people. It is one of the most densely populated Local Authority areas outside Greater London.
- 6% are from Black or Minority Ethnicities
- High levels of economic inactivity – 13% (11,120) claiming Incapacity benefits or ESA compared with 6.2% GB average
- There is a large stock of low cost private rented accommodation which contributes to high levels of population migration.
- Life expectancy for males the poorest in England at 74.3 years compared to 79.4 years nationally.
- Substance and Alcohol misuse is considered high, with alcohol-related death the 2nd highest in England for males
- Blackpool has the highest drug prevalence rate across the region, and is within the top ten nationally.
- Domestic abuse in Blackpool is significantly high compared to Lancashire and England as a whole. Referrals of high-risk abuse cases made to MARAC (Multi Agency Risk Assessment Conferences) are 3 times the national average
- Family structure - relationship breakup is 40.51% higher than the national average

#### Life Skills of Blackpool residents

- Low Level Skills – 10% of adults have no qualifications (GB 8.6%). 42.5% NVQ3 or above (GB 55.8%), 21.9% NVQ4 or above (GB 37.1%)
- Low level Basic Skills - Literacy and Numeracy. Digital skills – survey by the Independent Newspaper September 2015 – Blackpool is the lowest “city” for internet usage.
- Low level life skills. Social Isolation an increasing concern – increasing mental health concerns .
- 30.1% (9,425) of our children living in low income families (9,425)



Ranks of Blackpool LSOAs in the Index of Deprivation by Band

### Opportunities

Blackpool Council Plan 2015 –2020

**Council Priority 1 – Maximising Growth and Opportunity across Blackpool**  
**Council Priority 2 – Creating Stronger Communities and Increasing Resilience**

- Adult Learning contributes to building resilience in the communities

Purpose of Adult Learning in Blackpool

**Help residents to help themselves and others in their local community through informal and formal learning**

#### Priority Curriculum areas

- Basic Skills (English, Maths, Digital)
- Employability Skills – a Pathway To Work
- Lifeskills (including emotional well being, volunteering)
- Family Learning

#### Priority Groups

- Adults in the top 30% Lower Super Output Areas
- Unemployed – more chaotic vulnerable long term, building up hours of work
- Low – moderate mental health needs
- Learning disabilities
- Homeless
- Domestic Abuse victims
- Vulnerable Families in Childrens Centres, Schools and other settings

### Key dependencies to other areas of work

- Digital Skills strategy in support of the Welfare Reform programme and Digital by Default
- Public Health strategy
- Local Enterprise Partnership – Skills Plan

### Risks and Obstacles

- Decreasing SfA budget means that needs cannot be met
- Changes to government policy in regard to Community Learning may impact delivery of strategy
- Council cuts may impact capacity of community learning to deliver or require significant changes

## **2. Local Context (continued)**

- Growing Population of c145,000 in a town stretching 7 miles by 3 miles
- **Based on the overall measure of deprivation, Blackpool is now ranked as the most deprived of 326 Local Authority areas in England (6<sup>th</sup> in 2010)**
- We have 30.1% (9,425) of our children living in low income families (9,425)
- High levels of worklessness with approximately 20.6% of the working age population claiming out-of-work benefits, compared to a national level of 11.2%
- There is a large stock of low cost private rented accommodation which contributes to high levels of population migration.
- Life expectancy for males the poorest in England at 74.3 years compared to 79.4 years.
- Substance and Alcohol misuse is considered high, with alcohol-related death the 2nd highest in England for males
- Blackpool has the highest drug prevalence rate across the region, and is within the top ten nationally.

### **Context – implications for Blackpool Adult, Community and Family Learning**

- Low Level Skills – 13% of adults have no qualifications (England 8.8%). 42.5% NVQ3 or above (England 56.7%), 22.1% NVQ4 or above (England 36%)
- Low level Basic Skills - Literacy and Numeracy. Digital skills – survey by the Independent Newspaper September 2015 – Blackpool is the lowest “city” for internet usage.
- Low level life skills. Social Isolation an increasing concern – increasing mental health concerns .
- 20.6% of working age adults claim key out of work benefits, almost twice the national average
- We have 30.1% (9,425) of our children living in low income families (9,425)

### **Employment and Skills**

Less than 36% of Blackpool’s employment is of a managerial or professional occupation, below the North West and England at 40.5% and 44.2% respectively. 16.4% were in the tourist related industry compared to 8.2% in both the North West and nationally, an industry where employment is often low skilled and seasonal. The main areas of employment are in the service industries.

The average weekly pay in Blackpool is significantly lower than both the North West and Great Britain, £374 compared to £483 and £518 respectively. The annual salary is £15,700 within Blackpool, £19,200 in Lancashire and £20,300 within the UK.

### **Population characteristics**

In Blackpool 6% of the population is of BME and pre-dominantly eastern European origin. Of these 2% are classed as White Other, whilst White/Black Caribbean, Indian and other Asian make up the BME population 0.5% each.

The number of BME residents is higher within the wards of Park (13.4%) and Bloomfield (7.4%) which are also in the top LSOA's. Christianity is the majority religion 67% down from 78.6%. A minority are Muslim (0.75%).

### **Health & Wellbeing**

The life expectancy rate for males in Blackpool is 74 years, (10 years below this in the most 30% deprived areas) which is the lowest in the United Kingdom, females can expect a life span of 79 years, the 13<sup>th</sup> lowest in the UK. The life expectancy of males within Bloomfield Ward is 51.4 years.

The main cause of all deaths in Blackpool for males is cirrhosis of the liver, heart disease, overdoses and poisoning. For females this is cirrhosis of the liver, respiratory disease and lung cancer.

Records show that Blackpool has the highest costs of local authorities attributable to alcohol and the 4<sup>th</sup> highest chronic liver disease. The wards of Claremont, Bloomfield and TAB record high level of calls made to emergency services. Blackpool also ranks highest, 326 out of 326, for those claiming benefits as a result of alcohol. The costs attributed to that in Blackpool are £715 per head of population, Lancashire £458 and UK £384; more than double the costs nationally.

All these have a negative impact on resident's mental health and well being, with Blackpool having the lowest score for well being in Lancashire. Of those residents who have drug issues, crime rates increased by 107% during the period 2008-13. Of those in treatment, 88% are aged 30+ and 68% are males. The average length of time in recovery services is 4.3 years.

There are more residents in Blackpool who suffer from long term mental health, 23.5 per 1000 population compared to 14.7 in Lancashire. Suicide rates in Blackpool are also high in Blackpool 23.7 per hundred thousand; England has 11.4, Fylde 10.8 and Wyre 13.7. Blackpool has the highest rates of antidepressant use in England and in July 2012 an NOS (National Office of Statistics) survey rated Blackpool as 9<sup>th</sup> unhappiest place in England in terms of life satisfaction by residents.

### **Summary**

Blackpool's services face very serious challenges in terms of tackling very low skills, long term worklessness, a dependency on benefits, ill health and alcohol and substance misuse all impacting on health, well being and community cohesion. The Adult, Community and Family Learning Service is committed to improve the lives of the residents of Blackpool and actively targets those from the most disadvantaged areas and those with the most complex and chaotic lifestyles.

### **3. Purpose of the service**

***Help residents to help themselves and others in their local community through informal and formal learning***

#### **Priority Curriculum areas**

- Basic Skills (English, Maths, Digital, Financial)
- Employability Skills – a Pathway To Work
- Lifeskills (including emotional well being, volunteering)
- Family Learning

All learning will seek to be meaningful and relevant using fun and innovation to engage disadvantaged learners

All learning will seek to develop individuals skills which are transferrable into the workplace contributing to the economic regeneration of Blackpool.

#### **Priority Groups**

- Adults in the top 30% Lower Super Output Areas
- Unemployed – on out of work benefits, more chaotic vulnerable long term, building up hours of work
- Low – moderate mental health needs
- Learning disabilities
- Homeless
- Domestic Abuse victims
- Vulnerable Families in Childrens Centres, Schools and other community settings

***Rationale for range of providers – take the skills provision to the learner by providing multiple access opportunities***

<b>Partners</b>	<b>Escalator approach</b>
<b>Voluntary Sector Organisations</b>	<ul style="list-style-type: none"> <li>• Provide community bases which already engage vulnerable adults e.g. Blackpool Volunteer Centre, Blackpool Women’s Centre, Disability First, UR Potential</li> <li>• Provide niche provision which engages vulnerable adults e.g. Calico/Furniture Matters addresses male basic employability skills and well being through recycling of white goods.</li> </ul>
<b>Blackpool Council Adult Learning Service</b>	<ul style="list-style-type: none"> <li>• Provides short skills courses in over 50 community centres to encourage learners to take that first step in informal surroundings including learners who may be very apprehensive at the thought of a college course.</li> <li>• Examples – Salvation Army, Childrens Centres, Libraries.</li> </ul>
<b>Blackpool and the Fylde College</b>	<ul style="list-style-type: none"> <li>• Provides “First Step with the College” skills courses for learners who are more confident about attending College but may not be ready for qualification led courses.</li> </ul>

**Key Strategic Drivers**

There are 3 key strategic drivers :-

- Lancashire Skills and Employment Strategic Framework 2016 – 2021
- Blackpool Joint Health and Well Being Strategy 2016 – 19
- Blackpool Council Plan 2015 – 2020

**Lancashire Skills and Employment Strategic Framework 2016 – 2021**

<b><u>Section</u></b>	<b><u>Actions</u></b>	<b><u>Contribution of Community Learning</u></b>
<b>Future Work force</b>	<b>5a.</b> Map the enterprise education journey with view to reinforcing curriculum and activities which develop enterprising skills, attitudes and behaviours.	<i>Enterprise skills embedded into employability courses</i>
<b>Skilled and Productive Workforce</b>	Sector Priorities - Health and Social Care and Visitor Economy also encouraged the use of traineeships as a route into apprenticeships.	<i>Employability programmes to target Traineeship growth sectors</i>
<b>Inclusive Workforce</b>	<p><b>1b.</b> Employability and skills development programme incorporating CEIAG for adults not in work and not claiming benefit and those at risk of redundancy (targeting individuals outside of the Work Programme and mainstream provision).</p> <p><b>1d.</b> 'Hard to reach' programme(s) aimed at the disadvantaged and the furthest from the labour market (incorporating an escalator model which will feed into 1a, 1b, 1c as appropriate or other relevant activity which will provide a pathway into learning or work).</p> <p><b>5a:</b> Incorporate digital skills into employability and skills programmes to improve social mobility, engagement with public services and ultimately</p>	<p><b>Provide a pathway of employability courses in the community – delivery partners Blackpool Council Adult Learning/Connexions, Blackpool and The Fylde College, UR Potential, Calico/Furniture Matters</b></p> <p><b>Address Basic Skills (English, Maths, Digital, Financial) as a first step to address the core skills of those furthest away from the labour market – delivery partners Blackpool Council Adult Learning, Blackpool and The Fylde College, UR Potential, Disability First</b></p> <p><b>Developing individual resilience - “Help people to help themselves” through a menu of life skills and well-being courses.</b></p>

**Blackpool Joint Health and Wellbeing Strategy 2016/19**

“We need a major shift in how we deliver health and social care and wider public services, moving away from traditional models of care based on acute services towards **more preventative methods which promote self-care and are co-ordinated around the needs of individuals**”

<b><u>Section</u></b>	<b><u>Extracts from the strategy</u></b>	<b><u>Contribution of Community Learning</u></b>
<b>Stabilising the Housing Market</b>	<p>“We must support vulnerable people with their housing needs”</p> <p>“Young people including those leaving care, who often require support making the transition to independent living”</p>	<p><b>Developing individual resilience - “Help people to help themselves” through a menu of life skills and well-being courses</b></p> <p><u>Life skills</u> – specifically “Keys To Your Home” tenancy support</p> <p><u>Life skills</u> – specifically Independent Living Skills course for Care Leavers</p>
<b>Creating Community Resilience and Reducing Social Isolation</b>	<p>“As public sector resources diminish and we no longer have the funding to provide services to support people`s health and social care needs in the same way as previously, we have to find ways to support people in different ways, encouraging them to become more resilient and less reliant on our services”</p> <p>“Volunteering is integral to this..”</p>	<p><b>Developing individual resilience - “Help people to help themselves” through a menu of life skills and well-being courses</b></p> <p><b>Developing Family Resilience – learning as family to strengthen the family unit</b></p>

**Blackpool Council Plan 2015 – 2020**

<b><u>Section</u></b>	<b><u>Key Council Project areas</u></b>	<b><u>Contribution of Community Learning</u></b>
<p><b>Maximising Growth and Opportunity</b></p>	<p><b>Key employment projects</b>            These fundamental shifts and developments need to be supported by measures which span the entire labour market, addressing our low wage and skills levels, which will help us to retain more skilled young people in the town</p> <p><b>Key enterprise projects</b>            Helping those with ideas and talent to develop flourishing young businesses through financial support and high quality advice, connecting them into Blackpool’s business community</p>	<p><b>Provide a pathway of employability courses in the community – delivery partners Blackpool Council Adult Learning/Connexions, Blackpool and The Fylde College, UR Potential, Calico/Furniture Matters</b></p> <p><b>Address Basic Skills (English, Maths, Digital, Financial) as a first step to address the core skills of those furthest away from the labour market – delivery partners Blackpool Council Adult Learning, Blackpool and The Fylde College, UR Potential, Disability First</b></p>
<p><b>Creating stronger communities and increasing resilience</b></p>	<p><b>Key community projects</b>            We need to listen more through things like the Council Couch, and use what you tell us to change what we do. We’ll introduce neighbourhood navigators to help bring our services closer to you. Once we’ve based more of our care services in local neighbourhoods, people will be better prepared to help themselves</p> <p>We need to do is take action to help people get healthier, both mentally and physically. We’ll give people a nudge in the right direction by restrictions on unhealthy activities like smoking and getting more people a health check to help them understand the changes they need to make.</p>	<p><b>Developing individual resilience - “Help people to help themselves” through a menu of life skills and well-being courses</b></p> <p><b>Developing Family Resilience – learning as family to strengthen the family unit</b></p>