

Appendix A: Project History – Positive Steps into Work

Funding Body	Name And Brief Overview Of Contract	Target Customer Groups	Geographical Area	Contract Start Date	Contract End Date	Key Performance Targets	Actual Performance
NWDA	<p>Northern Way Worklessness Pilot One of 10 national pilots to work specifically with long-term unemployed IB claimants out of the scope of JCP.</p>	IB claimants 6 months+ Voluntary	Blackpool	01/09/06	31/03/08 Please note that delivery did not commence until Jan 07	<p>Programme starts – target 1000.</p> <p>Number into sustained Jobs - target 63 into sustained employment of 13 wks+</p>	<p>Achieved 884 (88%)</p> <p>Achieved 46 (73%)</p>
ERDF	<p>NW Objective 2 Programme Contract to support Blackpool residents living in the 5 most deprived wards into work or support them into learning.</p>	Workless residents of 5 most disadvantaged wards of Blackpool	Blackpool (5 worst wards only)	1/10/06	31/10/08	<p>Programme starts – target 115.</p> <p>Number Receiving Learning Support – target 85.</p> <p>Job outcomes – target 50 into employment (not sustained, starts only)</p>	<p>Achieved 205 (75% over target).</p> <p>Achieved 146 (71% over target)</p> <p>Achieved 53 (6% over target)</p>

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Local Enterprise Growth Initiative – Blackpool Council	Positive Steps into Work - To deliver personalised employment support to Blackpool residents in the LSOA's of the town which complements mainstream provision.	Workless residents in Lower Super Output Areas of Blackpool (20% most deprived parts of wards)	Blackpool (LSOA's exclusively – postcode eligibility)	1/4/08	31/3/11	<ul style="list-style-type: none"> • No engaged – target 1000 • No of clients completing a work focused activity – target 750 • No of clients completing a work focused action plan – target 750 • No of clients moving into employment >16hrs – no start target but groups to include LT unemployed/IB/Lone Parents/Over 50's. • No of clients moving into sustainable employment >13 weeks – target 150. • No of employers engaged (job vacancy or work trial offered) – target 50. • Percentage of customers satisfied with the service (clients and employers) – target 80%. 	<ul style="list-style-type: none"> • Achieved 1638 • Achieved 1273 • Achieved 933 • Achieved 568 • Achieved 445 • Achieved 242 • Average 93%.

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Local Enterprise Growth Initiative – Blackpool Council	Working for Health Intermediate labour market programme for long-term unemployed Incapacity Benefit claimants.	Long-term Incapacity Benefit claimants. 3 x cohorts delivered Jan – Dec 2009. 1 x cohort delivered July 2010 – Feb 2011.	Blackpool	Jan 2009	Feb 2011	<ul style="list-style-type: none"> • 62 participants recruited to 6 month jobs • 90% of participants to complete the programme • 90% of participants to complete an NVQ Level 2 qualification • 75% of completers to move into paid employment 	<ul style="list-style-type: none"> • 62 job starts achieved • 81% of participants completed • 68% of participants achieved an NVQ Level 2 qualification • 73% of completers moved into paid employment
NWDA	Addressing Worklessness in Lancashire Fylde Coast wide employment support initiative - the partners include the Positive Steps into Work team, Start Now (a similar provider in Fleetwood) and Blackpool and The Fylde College.	Unemployed	Fylde Coast	1/10/08	31/3/10	<ul style="list-style-type: none"> • Engaged – 405 • ILP (Action Plans) – 382 • Skills Assessments – 292 • Training (starts) – 216 • Training (completion) – 171 • Supported into work – 135 • 13 weeks sustained – 103 • 26 weeks sustained - 60 	<ul style="list-style-type: none"> • 1556 achieved • 1387 achieved • 261 achieved • 334 achieved • 263 achieved • 332 achieved • 259 achieved • 131 achieved
DWP	Future Jobs Fund To create 6 month minimum jobs for 18-24 year old unemployed people in the voluntary, community and public sector.	18-24 year olds	Fylde Coast	13/10/09	31/6/10	<ul style="list-style-type: none"> • To develop and recruit to 159 additional jobs 	<ul style="list-style-type: none"> • 159 job starts achieved in 9 months. • 78% of young people completed their 6 month job (124) • 50% moving on into post programme employment

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JCP/WNF	Turning Tides 12 week employment support programme focused on unemployed residents in South Beach	100 unemployed residents of South Beach	South Beach, Blackpool	01/01/12	30/06/12	<ul style="list-style-type: none"> • 160 JSA residents engaged • 100 signed up for programme/100 undertaking assisted job search • 80 completing a 2-day GOALS course • 64 starts/56 completing a 3 week employability course (2 days per week) • 36 starting/30 completing a 4 week's work experience (and in doing so completing the full programme offer) • Minimum into employment rate of 25% - target 25 customers 	<ul style="list-style-type: none"> • 188 achieved • 101 achieved • 53 achieved • 61 starts achieved and 35 completions achieved • 7 starts achieved/3 completions achieved • 37 customers started work. 37% achieved.

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Youth Offending Team	<p>Time to Grow Bespoke intermediate labour market programme for YOT young people</p>	10 young people from the YOT	Blackpool	01/07/11	31/09/12	To create 10 paid work placement opportunities in the council lasting 12 weeks.	<ul style="list-style-type: none"> • 7 clients engaged • 7 clients started a work placement • 3 completed 5 months employment • 1 completed 2 months employment • 2 completed Manual Handling & Sharpness Awareness training • 1 progressed onto Apprenticeship in Tourist Information @ Festival House
Blackpool Council/ DWP	<p>Chance2Shine (Phase 1- internal scheme) Part of Work Programme contract delivery. Initiative to promote and raise awareness within Council departments of the availability of the Youth Contract Wage Incentive to support internal job creation. Enabling Blackpool Council to support more young people into employment.</p>	18-24 yr old Work Programme Customers . 15 x 12 month subsidised jobs to be created and filled.	Fylde Coast delivery of a National Programme	01/04/12	06/08/14	To create and fill 15 x 12 month internal vacancies for long term unemployed 18-24 year olds on Blackpool Council's Work Programme. Maximise Youth Contract Wage Subsidies for Blackpool Council departments. Support Council departments to employ young people.	17 x 12 month internal vacancies created and filled within Blackpool Council. Generated approx £30k of wage subsidies for Council departments

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Blackpool Council	Chance2Shine (Phase 3 - Work Placement Scheme) Develop a work placement scheme for Blackpool Council to support the long-term unemployed and young people (NEET's) to access high quality unpaid work experience.	180 long-term unemployed adults or NEET's to access a 4 week work placement annually in Blackpool Council or with a private or voluntary sector business.	Fylde Coast	01/11/13	30/10/15 (2 year pilot)	<ul style="list-style-type: none"> • <u>Year 1: (Nov 2013-Mar 2014):</u> • 25 work placement starts (part year) • <u>Year 2: (Apr 2014-Mar 2015):</u> • 180 work placement starts annually (15 per month) • 80% to complete the full 4 weeks of placement • 75% of completers to move into paid employment • <u>Year 3: Apr 2015-Sept 2015)</u> • 80 work placement starts (part year) • 80% to complete the full 4 weeks of placement • 75% of completers to move into paid employment 	<ul style="list-style-type: none"> • 25 work placement starts achieved • 150 work placement starts achieved; 68 internal, 82 external (other sectors) • 77% completed. • 54% into work = 81 participants • 104 work placement starts achieved • Ongoing • Ongoing
Greater Merseyside Connexions Partnership	National Careers Service Subcontract to deliver universal employment support services to customers on our existing employment support provision	Blackpool Council staff at risk or on notice of redundancy and long-term unemployed customers accessing employment support provision	Fylde Coast	01/11/13	30/09/14 11 months	765 advice sessions delivered	822 advice sessions achieved

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Blackpool Council	Employee Support Programme (Phase 1) Support programme developed to offer a comprehensive package to Blackpool Council employees at risk or on notice of redundancy.	1600 Blackpool Council employees	Fylde Coast	01/09/10	30/10/111	To ensure that all Council staff have access to adequate levels of employment support in the last months of their employment (voluntary programme).	<ul style="list-style-type: none"> - 418 individuals booked onto a support session - 822 employee support sessions delivered - 744 employee support sessions attended - 308 literature requests received and delivered - 152 enquiries received for signposting to external events, agencies or In house referrals - 3914 employees accessed the iPool web based support package - 32 employees accessed training - 25 staff received self employment advice and financial assistance leading to 21 new business starts
Blackpool Council	Employee Support Programme (Phase 2) Support programme developed to offer a comprehensive package to Blackpool Council employees at risk or on notice of redundancy.	Blackpool Council employees	Fylde Coast	01/11/13	30/10/15 (2 year pilot)	<u>Year 1 - 2013-14 (part year)</u> 50 employees supported <u>Year 2 – 2014-15</u> 110 employees supported <u>Year 3 – 2015-16 (part year)</u> 40 employees supported	61 employees received support 247 employees received support (70 Council, 177 private sector) 18 employees received support

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DWP/A4e	<p>Work Programme National programme to support the long-term unemployed into sustainable employment. 2 year customer journey. 6 year commercial sub contract.</p>	Long-term unemployed customers across the Fylde Coast – all benefit groups.	Fylde Coast	1/9/11	31/3/17	<p>Specific target per customer group e.g. JSA, ESA etc. Changes annually.</p> <ul style="list-style-type: none"> • Year 1 - 2011/12 (part year) • Year 2- 2012/13 • Year 3- 2013/14 • Year 4 - 2014/15 • Year 5- 2015/16 	<ul style="list-style-type: none"> • 65 customers into work • 286 customers into work • 360 customers into work • 321 customers into work • 140 customers into work (to Q2)
Public Health	<p>Healthy Futures – Recovery. Pilot employment support programme focused on customers in recovery from alcohol and drug addiction or with HIV.</p>	Clients referred from the Recovery/ Shiver services and some wider treatment services where appropriate	Fylde Coast Delivery	01/11/13 01/5/15	31/04/15 (18 months pilot) 31/3/16 (11 month extension)	<p><u>2014/15 - 18 month period</u> No target agreed</p> <p><u>2015-16 – (11 month period)</u> 30 job starts</p>	<p>35 job starts achieved</p> <p>27 job starts achieved (to Q2)</p>

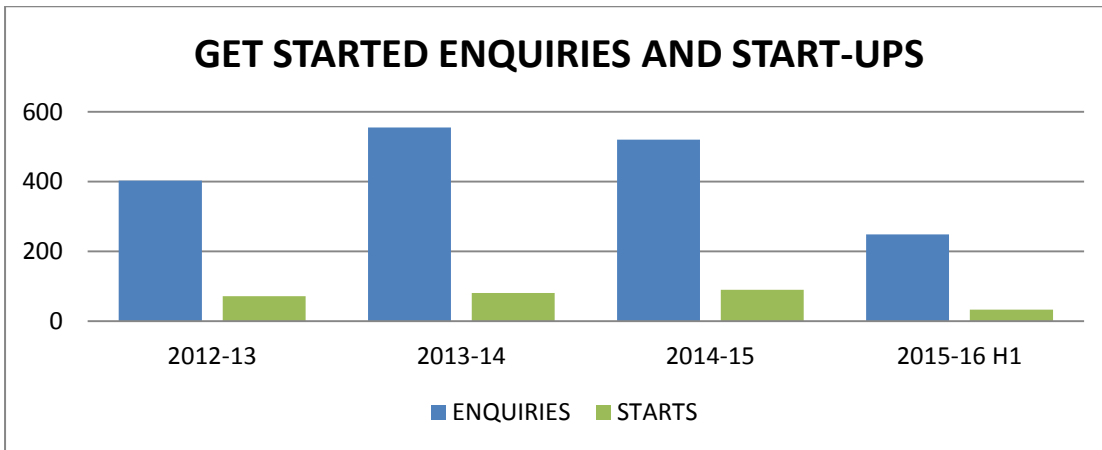
Funding Body	Name And Brief Overview Of Contract	Target Customer Groups	Geographical Area	Contract Start Date	Contract End Date	Key Performance Targets	Actual Performance
Public Health	Healthy Futures – South Beach/Claremont. Pilot employment support programme focused on unemployed residents of South Beach and Claremont working in partnership with the Family Intervention Team as part of the Selective Licensing Pilot.	Clients referred from the south beach and claremont teams or by self referral at the drop in sessions	Fylde Coast Delivery	01/01/13 1/7/15	30/06/14 (18 month pilot) 31/6/16 (12 month extension)	<u>2014/15 – 18 month period</u> No target agreed <u>2015-16 – (12 month period)</u> 36 job starts	34 job starts achieved 21 job starts achieved (to Q2)
Public Health/BCH /Cllr Ward Budget	Healthy Futures – Clifton 12 month pilot to support unemployed Clifton ward residents back into work.	Customers living in Clifton Ward	Clifton Ward	1/6/15	30/5/16	<u>2015/16</u> 30 job starts	2 job starts achieved (to Q2)
Blackpool Council/ DWP	Chance2Shine (Phase 2- external scheme) Part of Work Programme contract delivery. Initiative to promote and raise awareness of the Youth Contract Wage Incentive to private sector businesses to facilitate local job growth for 18-24 year olds.	18-24 yr old Work Programme Customers. Support Fylde Coast businesses to create jobs.	Fylde Coast delivery of a National Programme	01/04/12	06/08/14	Part of overall Work Programme KPI's. Target for Year 3 of supporting 45% of 18-24 year olds into sustainable employment.	Supported 77 young people into YCWI jobs (minimum 6 months employment) with 37 local employers. Excludes Council figures above. Year 3 KPI target exceeded by over 100% = 97%

APPENDIX B

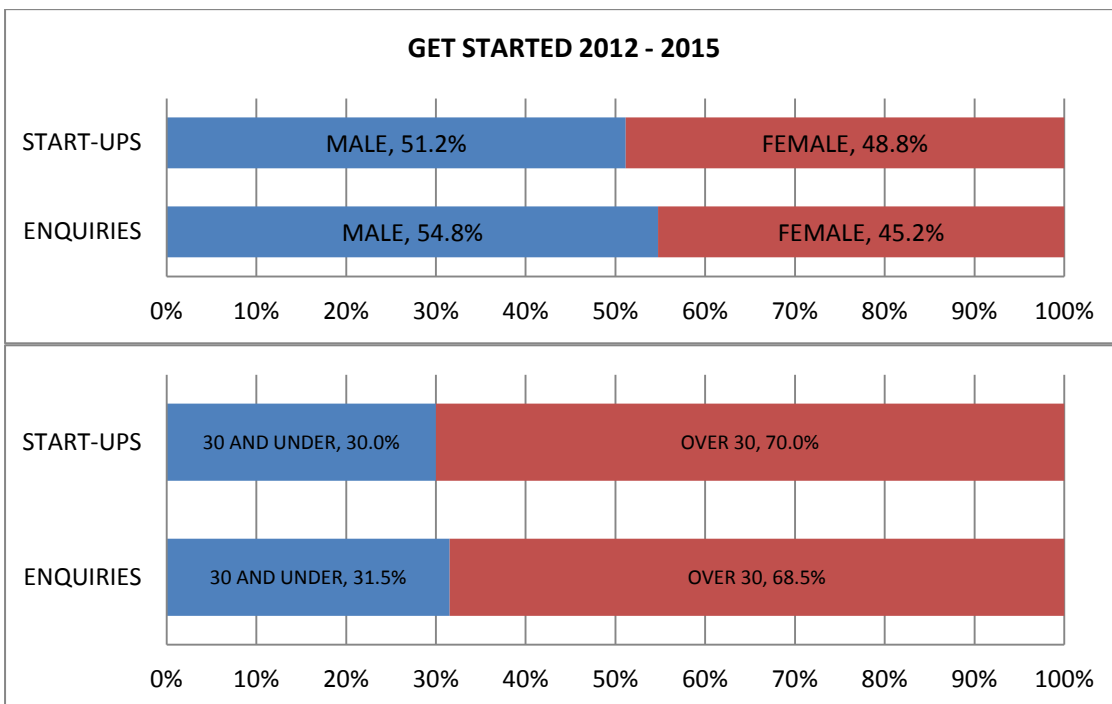
GET STARTED STATISTICS

1. ENQUIRIES & START-UPS

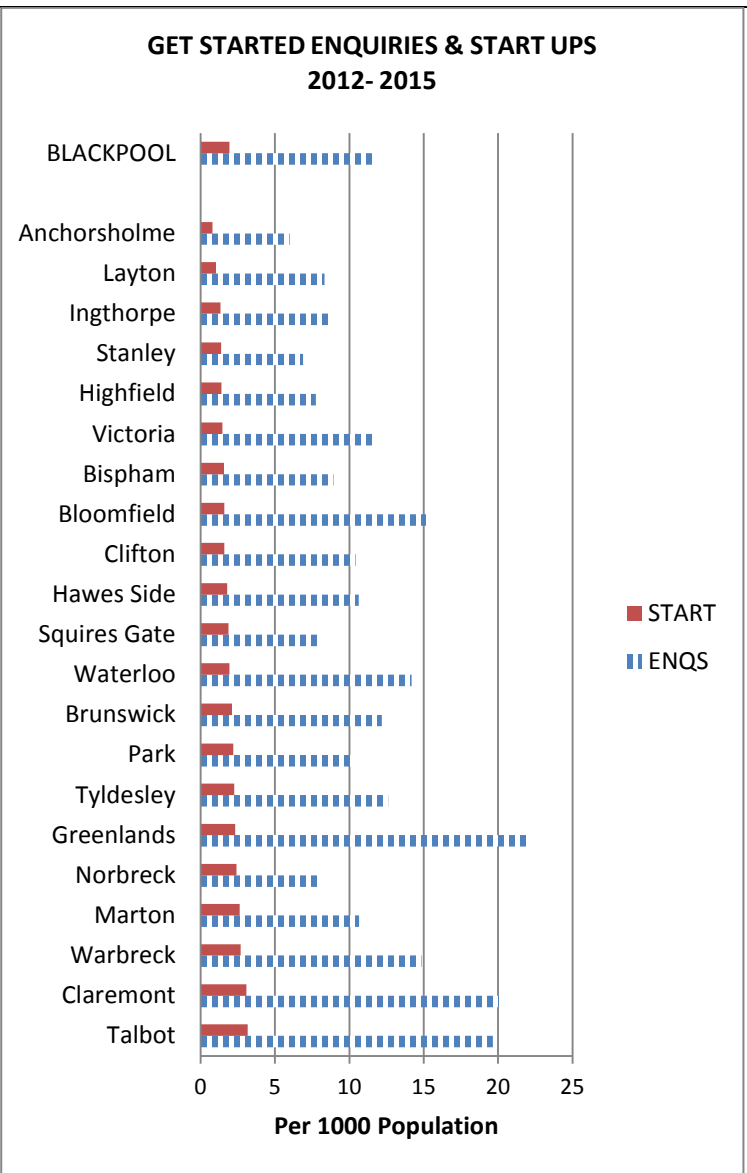
	2012-13	2013-14	2014-15	2015-16 H1	TOTAL
ENQUIRIES	403	555	520	249	1727
START-UPS	72	81	90	33	276



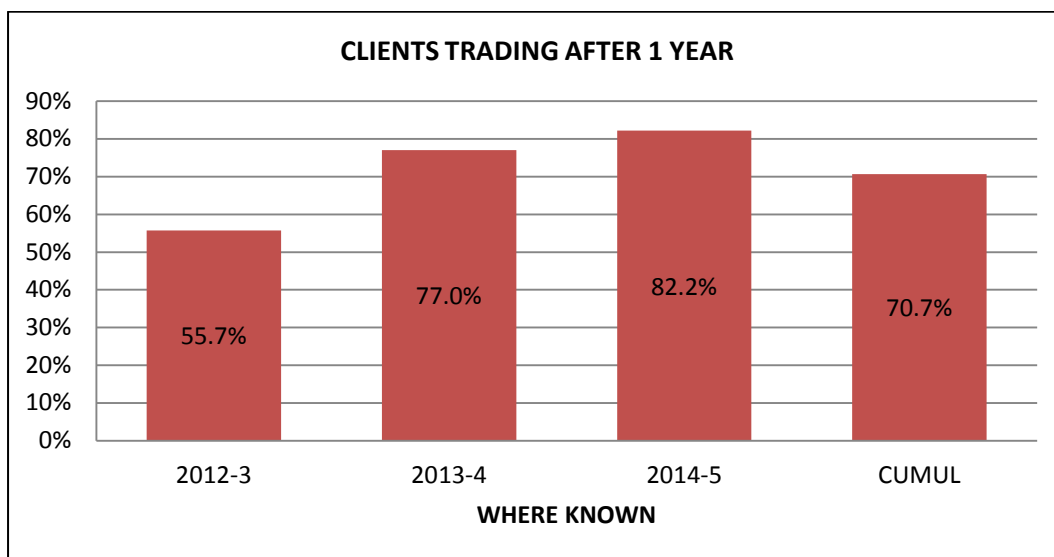
2012 - 2015	MALE	FEMALE	30 & UNDER	OVER 30
ENQUIRIES	54.8%	45.2%	31.5%	30.0%
START-UPS	51.2%	48.8%	68.5%	70.0%



GET STARTED 2012 - 2015		
Per 1000 Population		
WARD	ENQS	START
Talbot	19.64	3.17
Claremont	20.06	3.08
Warbreck	14.85	2.70
Marion	10.65	2.63
Norbreck	7.90	2.42
Greenlands	22.14	2.33
Tyldesley	12.61	2.25
Park	10.33	2.20
Brunswick	12.19	2.10
Waterloo	14.19	1.94
Squires Gate	7.92	1.86
Hawes Side	10.64	1.80
Clifton	10.42	1.59
Bloomfield	15.16	1.59
Bispham	8.94	1.57
Victoria	11.60	1.47
Highfield	7.74	1.39
Stanley	6.89	1.38
Ingthorpe	8.58	1.33
Layton	8.33	1.02
Anchorsholme	5.99	0.79
BLACKPOOL	11.85	1.94

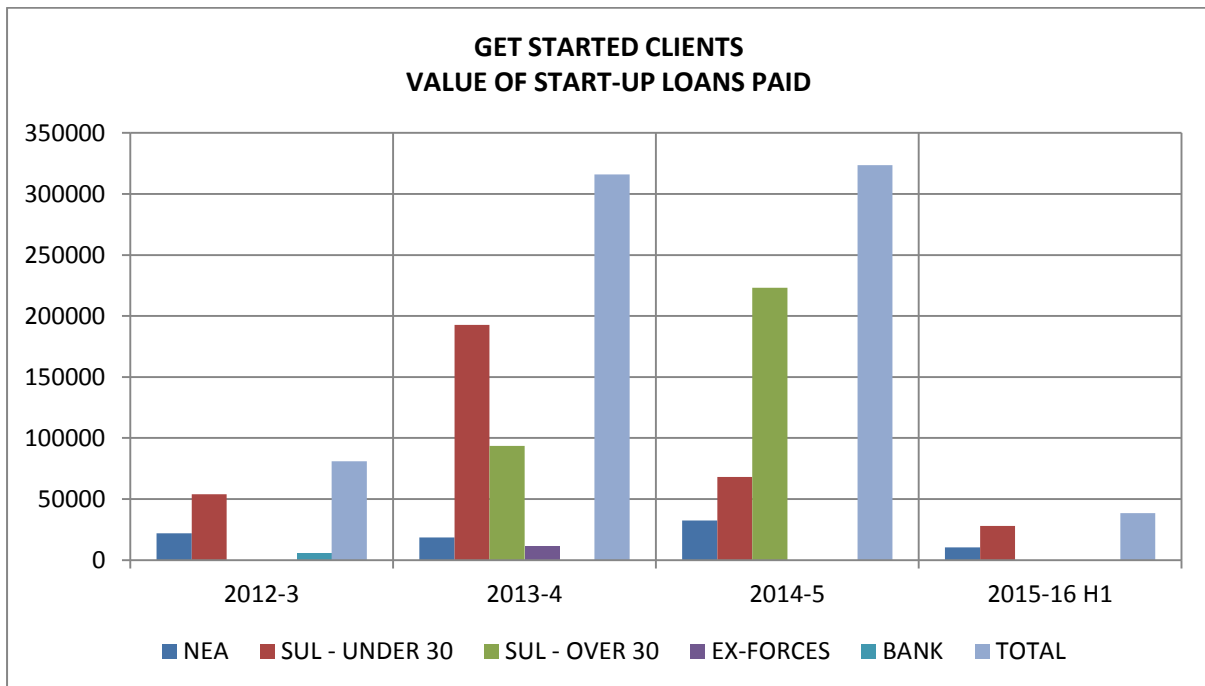


2. SURVIVAL RATES



3. START-UP LOANS

GET STARTED CLIENTS VALUE OF START-UP LOANS PAID					
	2012-3	2013-4	2014-5	2015-16 H1	TOTAL
NEA	22000	18500	32500	10500	83500
SUL - UNDER 30	54000	192800	68000	28000	342800
SUL - OVER 30		93650	223200		316850
EX-FORCES		11000			11000
BANK	5000				5000
TOTAL	81000	315950	323700	38500	759150



APPENDIX C

GET STARTED CLIENTS

1. Top Performing Start-Ups Supported

Business Name	Owner	Activity	Started	Summary	Employees
Charbrew	Adam Soliman	Wholesale / Retail Flavoured tea	Aug-09	Charbrew is currently sold in over 4000 stores globally including listings in the UK with Tesco, Waitrose and Holland and Barrett. Value in excess of £1.5m	N/A
Local VIP Ltd	Luke Varley	UK's largest VIP card	Feb-08	Now sold in 28 UK destinations. The Local VIP Card has been growing for 4 years now and with a massive amount of users, discounts and offers, has become the UK's largest VIP Card. The Local VIP Card saves customers money at nightclubs, bars, award-winning restaurants, takeaways, jewellers, hairdressers, clothing shops, and many more venues.	100's
Baxter Life Care	Bev and Dean Baxter	Care Agency	Oct-13	Turnover £400,000. 9 office staff, 41 other jobs. Just won contract for Jeremy Kyle, new office in Manchester with 24 additional staff.	74
Barcadia Media Ltd	James Lucas	Barcadia Media Limited is a modern media and publishing company providing marketing, editorial and online solutions for finance professionals across the UK	Jul-09	Based in Council's 81 Central serviced offices with national success. £1.2m turnover, main clients are Halifax, BM Solutions, Scottish Windows, Nationwide, Shawbrook Bank, Aldermore Bank, Yorkshire Building Society, Skipton Building Society. Recently held an event at the Bank of England, for 2,000 financial businesses. Assets valued at £125,000.	14
Pro-Muscle Products	Kirk Elliott	Retail, wholesale and manufacture sports nutrition, fitness and bodybuilding supplements.	Sep-10	Turnover £900,000. Now has a factory in Fleetwood as well as 2 premises in Blackpool. Wholesales to 200 companies and 5 internet sites.	10
Links Signs and Graphics	Shaun Bennett	Graphics and printing	Nov-07	4,000 sq foot premises, largest designer and printer in Blackpool area.	10

Business Name	Owner	Activity	Started	Summary	Employees
Hello Sailor	Kat Wilson	Specialist tattoo and piercing custom studio. Recognised as a good example by Blackpool Council	Jul-05	Superb, industry standard setting premises. Now employs 7 members of staff, recognised as industry leader.	7
Lancashire Cheesecake Company	Matt Watts	Lancashire based luxury handmade cheesecake company. Supplying restaurants, hotels and retail outlets with bespoke cheesecakes.	Oct-13	Produces unrivalled cheesecakes from premises in Blackpool. Business has stockists as diverse as Selfridges, Barton Grange, Covent Garden. Turnover £150,000. In addition to the owner the business employs 1 full-time, 1 part-time and 1 apprentice. Selfridges buying 1,000 units per week	4
Digitav	Ian Mallam	Digitav specialises in writing world class, bespoke internet software solutions for businesses	Sep-07	Turnover £135,000. Responsible for industry leading website Whisky-Online Auctions. Started out as a tenant of Council's FYCreatives business hub, now recently moved to larger premises and taken on 2 apprentices.	4
Fylde Promotional Merchandise	Graham Arnold and Steven Gill	Promotional materials	May-09	Tenants of the Council's Blackpool Enterprise Centre. Turnover £130,000 branching out into website development in 2016.	2

2. Get Started Client Case Studies

Client Name: Michael Sowerby

Business Name: 279 Church St Barbershop

Town: Blackpool



Background:

The Business is a Barber shop in Blackpool on the eastern fringe of the town centre. The shops offers an alternative atmosphere and look for a barbers shop by reverting to vintage style decor and furniture and specialises in traditional barbering methods and styling, it also offers other traditional services such as hot towel wet shaving service. The Barbershop is unique for the Blackpool area and the nearest barbershops offering such styles and atmosphere is usually found only in major popular cities. A further business opportunity within the rented building is to sub-let rooms as studios to other new start-up businesses. The business opened on the 20th December 2014. They were referred to the programme through enquiries to Blackpool Council.

Our intervention:

The Barbershop owner needed support and guidance throughout the negotiations with the owner of the building when developing the lease. Assistance was provided to complete a Business plan and Financials. Support was also gained through the development courses which were managing social media, bookkeeping and marketing.

Impact:

This is a new business start employing at present one full time barber as well as the owner working in the barbershop, The business is preparing to offer employment to a suitable trainee.

Client Testimonial:

I had spent the last 35 years at Bae where I was an engineer; faced with redundancy I thought this was the right time to realise a lifetime ambition of becoming a traditional barber. Get Started seemed the logical place to go for business advice as this was something I had no knowledge in.

The experience of the programme has helped me to understand and develop my views of the dynamics involved and the requirements when starting up and running my own business. The process as a whole I found to be invaluable to me.

Continued Support:

Michael has been enrolled in the Get Started Alumni Scheme. He has attended several events aimed to include him in the development of Get Started for the benefit of other businesses. This developed his confidence as well as his profile. He took part in the team's Shakespeare performance of the Merchant of Venice event as part of the Towns Shakespeare week.

Get Started continues to offer Mentor support.

Client Name: Teresa Smith & Zowie Sinclair

**Business Name: Sunnyside Crafts, 96a
Coronation Street**

Town: Blackpool



Background:

The Business is a creative and holistic workshop in Blackpool, located in the town centre. The shop offers an atmosphere that engenders positivity for those individuals that face many challenges and give them more confidence to cope. The shop is unique for the Blackpool area in that it offers space and workshops for families, children and individuals who were affected by mental illness. The business opened on the 22nd April 2014. They were referred to the programme through enquiries to Blackpool council.

Our intervention:

Teresa Smith and Zowie Sinclair met while their children were at primary school and became firm friends. They both suffered health problems in the past making them unsuitable for jobs they both applied for. Originally they came for support in the compilation of a business plan and financial templates, as well as support to obtain funding from the Start Up Loan scheme, where they obtained a £3,000 loan. The business originally opened in April 2014 on King Street, however, traffic was insufficient to support their craft courses, and sadly they had to close the shop and move the business home and utilise the local community hall in Staining, where they continued to run diversional therapy workshops and a craft club for children. The business reached a level that enabled them to consolidate their hard work and as a result of our support as well as lottery funding now opened new premises in Blackpool at 96a Coronation Street.

Impact:

This is a new business start employing at present the joint owners, working in the shop; The business is introducing a new member of staff in the new year.

Client Testimonial:

We both suffer illnesses that prevent us from working full time and indeed found ourselves unemployable, or so it seemed. We are also both Mothers and found it difficult to take on additional responsibilities, but being lifelong friends we were able to help each other at times when one needed to be away from work with health or childcare issues.

Get Started gave us the confidence to believe in ourselves whilst offering real support in how to set up and run our business. Even after we closed our doors in King Street, they continued to support our dream, despite operating outside the borough of Blackpool. We have now reopened our business in Blackpool with the aid of lottery funding and are eternally grateful for the continued support.

Continued Support:

Zowie and Teresa continue to be mentored by Get Started and have had 2 articles published in the local press, as well as on Blackpool Unlimited website.

Client Name: Ben Barras

Business Name: Stonecraft of Lancashire Ltd

Town: Blackpool



Background:

This is a Blackpool based Landscape one. The business provides a high-end, bespoke landscaping service for homeowners across the Fylde Coast who look to transform their outdoor space. They get lots of requests from families; these days more people see their garden as an extension of their home, an investment to increase the value of their property and as a space to entertain guests or somewhere safe for their children to play. The business opened on the 12th March 2014. They were referred to the programme through enquiries to Blackpool Council.

Our intervention:

In February 2014, Ben approached us after hearing so many success stories of other local entrepreneurs. He needed assistance in the planning process in terms of market research, developing the brand and ensuring they positioned themselves appropriately in the market. As he was under 30, a £6,000 Start Up Loan was secured for him, as well as assistance to produce a plan and financial forecast.

Impact:

This is a new business start employing at present two full time landscapers as well as the owner working full time. The business is preparing to offer further employment to a at least two more employees given that the order book has now extended to beyond Easter 2016 for new contracts to be started. The business has been nominated for a National Award with the prestigious Marshalls Register.

Client Testimonial:

I was an employee at a company who specialised in groundworks services for national housing developers, such as Redrow.

While I was gaining valuable experience and knowledge by working in a fast-paced industry, deep down I knew I needed to spread my wings and put my talents and qualifications to better use. Ever since being a young boy, my true passion has been for landscaping and design. Get Started had belief in me, and motivated me to make a life changing decision and open my own business. The support both practical and personal is invaluable to me.

Continued Support:

Ben has now achieved a turnover of £235,000 in only his second year of trading, and has an order book the envy of his competitors. Mentor support is still provided, as well as 2 stories in local press and on Blackpool Unlimited website.