

<b>Committee:</b>	<b>Date:</b>
The City Bridge Trust Committee	25 September 2014
<b>Subject:</b> Strategic Initiative – Moving On Up, an initiative to increase employment rates amongst young black men in London	<b>Public</b>
<b>Report of:</b> Chief Grants Officer	<b>For Decision</b>
<b>Summary</b>	
<p>This report requests funding for collaboration with Trust for London designed to increase employment rates amongst young black men in London through an initiative entitled <i>Moving On Up</i>.</p>	
<b>Recommendation</b>	
<p>Members are asked to:</p> <ul style="list-style-type: none"> <li>a) Approve a grant of £400,000 over two years to Trust for London for a strategic initiative aiming to increase employment rates amongst young black men.</li> <li>b) Nominate two representatives from the City Bridge Trust Committee to join a grant-making decision meeting in November 2014 with Trust for London in order to approve the awards to be made on the <i>Moving On Up</i> initiative.</li> </ul>	

## Main Report

### **Background**

1. At your last meeting, officers trailed a potential funding collaboration with Trust for London with the aim of increasing employment rates amongst young black men (aged between 16 and 24 years).
2. It is well documented that unemployment can disproportionately affect specific groups of disadvantaged people, including women, migrants, disabled people and young people, to name but a few. However, whilst some progress has been made with some target groups, there are other groups where problems persist. One of these is amongst young men aged 16 - 24 from African and Caribbean heritage, where the rate of unemployment is particularly high.
3. Trust for London recently commissioned an organisation that you also fund, Black Training and Enterprise Group (BTEG) to undertake research into why young black men fare less well in the labour market than their peers. The recently published findings make for stark reading.

4. At the time of the 2011 census, 87,011 black men aged between 16 and 24 lived in London - approximately half of all young black men in England and Wales. The unemployment rate for this group is more than double that of young white men and they have a higher unemployment rate than young men and women from all other ethnic groups. High unemployment rates have persisted amongst this demographic despite their strongly improved educational attainment in recent years and black university graduates are twice as likely to be unemployed as their white counterparts.
5. BTEG's research included a survey of approximately 200 young black men. Of those surveyed, 100% of respondents who were trying to find work had applied for jobs in the preceding six months and 50% had applied for 100 or more jobs during that period. Almost half (46%) said they had not been short listed for any jobs they had applied for in the last six months.
6. BTEG's research states that there is little evidence of what works in increasing employment rates for young black men. There is a lack of targeted data which enables a close understanding of how young black men are faring on job support or through other pathways into work. Along with the lack of data and other firm evidence, this research encountered reluctance from employers, some employment support providers and other stakeholders to engage in discussions about increasing employment rates for young black men. The overall result is a lack of knowledge about what works for this target group and a dearth of case studies or good practice examples from which other agencies can learn and change their practices accordingly.
7. The young black men surveyed, all of whom were actively seeking work, felt that they had experienced discrimination and negative stereotyping, although no complaints had been taken out as a result. They expressed frustration that 'trying to do the right thing' (ie seek employment) was not an easy option within their peer group and they felt unsupported by agencies such as Jobcentre Plus.
8. BTEG's report *Action Plan to Increase Employment Rates for Young Black Men in London* contains 21 calls for action in four key areas. These areas are:
  - To establish a common goal to increase employment rates for young black men so that there is no disparity between them and all other young men.
  - Improve support for young black male job seekers with localised and personalised support delivered by advisers who understand the barriers and who care about getting this demographic into employment.
  - Create more pathways into employment for young black men by establishing the means to enable this group to meet employers, gain work experience, develop career aspirations, secure employment and set up their own businesses.
  - Challenge negative stereotypes that society attaches to young black men and create more positive portrayals of young black men in the media and amongst employers.

## **Creating an evidence base**

9. In response to this report and its call for action, Trust for London has announced a special initiative, 'Moving on Up', with the aim of increasing employment rates amongst young black men by improving the support offered to them and increasing their pathways into employment. A key element of the initiative will be to evaluate the effectiveness of this work, and to provide evidence of good practice which can influence mainstream employment support providers, funders and commissioners. It has committed £500,000 to this end over the next two years. This paper outlines how a proposed collaboration with Trust for London in order to add value to the programme by increasing the size of the 'pot' and therefore the number and the depth of projects supported, thereby strengthening the evidence base and good practice examples, in order to tackle a particularly persistent problem for London.

## **The proposal**

10. The 'Moving On Up' programme invited applications from voluntary organisations to address one or more of the following:
  - Projects that want to develop new ways of supporting young black men into employment. This could be a completely new model or an extension of current work.
  - Projects that can demonstrate successful employment outcomes for this target group and which, with further investment, have the potential to influence mainstream employment programmes.
  - Projects that create new pathways into employment and which create new opportunities to gain work experience and skills.
11. Partnerships bids have been encouraged, involving the voluntary sector; local statutory bodies such as Jobcentre Plus and the local authority; and employers, in order to strengthen the sustainability of the work funded.
12. Essential criteria that applicants are expected to meet include:
  - A good understanding of the needs of the target group.
  - A clear articulation of why the applicants believe their approach will work.
  - The necessary skills and experience to undertake the work.
  - A willingness to learn from the work and to share that learning.
  - A good understanding of the local labour market.
  - The potential to influence statutory providers such as Jobcentre Plus and local authorities.
  - Sensitivities to community cohesion issues in delivering the work.

## **Application, assessment and decision-making process**

13. The closing date for applications was 22<sup>nd</sup> August 2014 and a total of 49 applications was received with a total funding request of £5,560,528. Trust for London had originally envisaged that it would make approximately four or five grants of up to approximately £100,000 over two years. However, it is proposed that the Trust makes a grant of £400,000 to Trust for London, in

order to increase the amount of funding available for this programme and therefore increase both the number and the depth of organisations funded. It is proposed that all of your funding would be used for grant-making (rather than any related costs, such as evaluation).

14. If you approve funding today, a City Bridge Trust Grants Officer would be involved in the assessment of applications to the programme, including site visits, alongside Trust for London officers during the first half of October 2014. The Trust's officer would also participate in an advisory group overseeing the projects funded. Two members of the City Bridge Trust Grants Committee would work with a sub-committee of Trust for London to decide which applications to support at a meeting in November.

### **Learning and evaluation**

15. BTEG will be commissioned to service the advisory group, organise learning events for the funded groups, produce policy briefings with updated statistics on young black men and lessons learned from the projects; produce borough based data on employment rates, Job Seeker Allowance data and apprenticeships; and undertake communications work to raise the profile of the initiative.
16. An evaluator will be commissioned to help the funded organisations produce their own self-evaluation plans; provide them with technical support in data collection; devise systems for aggregating data; and support the organisations funded in how to gather evidence from partners, young people and other stakeholders about what does and does not work about the respective models of working.
17. To complement this, an academic would be commissioned to review the data and evidence in order to produce a brief evaluation report at the end of two years.

### **Financial observations**

18. Audited accounts for the year ended 31<sup>st</sup> December 2013 show a strong balance sheet with listed investments and investment properties amounting to £265.4m (2012: £235.4m). These investments generate the majority of the charity's income, providing £8.1m in 2013 or 89% of total income (2012: £8.2m or 88% of total income).
19. After expenditure, the charity incurred a net operating loss of £5.8m in 2013 (2012: loss of £5.1m), which was offset by recognised gains on listed investments and investment properties of £35.1m (2012: £14.6m). Overall, total funds increased by £29.3m in 2013 (2012: funds increased by £9.5m).
20. The cost of generating funds in 2013 amounted to £1.3m or 14% of total income (2012: £0.8m or 9% of total income).

## **Conclusion**

21. This is a good opportunity to work collaboratively with another funder in order to add value to an initiative that aims to tackle a persistent and intractable issue for London.
22. There is a strong emphasis on learning and evaluation and it is hoped that the evidence and data this programme produces will at last help to break a cycle and provide examples of good practice that can influence mainstream employment support providers, funders and commissioners.
23. A report updating you on the progress of the assessment and decision-making on applications to this programme will be brought to your November Committee meeting.

### **Jenny Field**

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