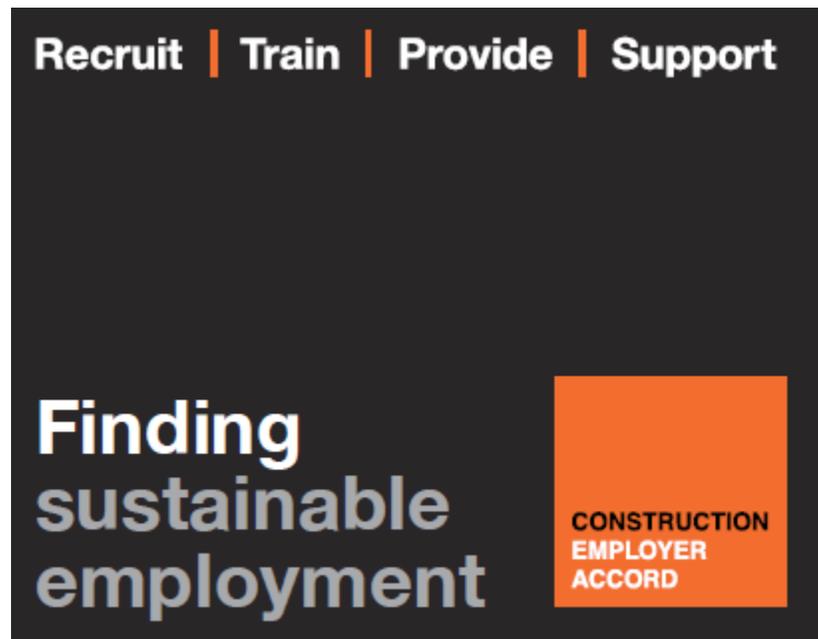
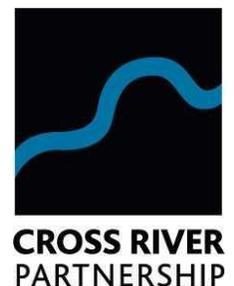


**Construction Employer Accord
Final Evaluation
March 2015**



**SUPPORTED BY
MAYOR OF LONDON**



Executive Summary

Overview

The Construction Employer Accord (CEA) project was part of the GLA's Employment & Skills Legacy Programme. It was targeted on improving the access of workless Londoners to the opportunities in the construction sector where companies often do not have time to engage in lengthy pre-employment training because many contracts include penalties for delays in completion. This grant funded project was commissioned by the London Development Agency (LDA), and transferred to the Greater London Authority (GLA) following the LDA's closure in March 2012.

The CEA was managed by the Cross River Partnership (CRP) a public-private partnership with Westminster City Council as its accountable body. CRP delivered the project by commissioning and managing delivery partners from the private sector, the public sector and social enterprises including:

- Barking & Dagenham College
- Be Onsite
- Building Lives
- London Borough of Camden (lead) with London Borough of Islington
- Circle Housing
- Lakehouse
- London Borough of Lambeth
- Mace Sustain
- Olympic Delivery Authority
- K10 (previously Reds10) including on behalf of London Legacy Development Corporation

Achievement of outcomes

Overall the CEA had very strong performance against outputs and outcomes. The project over-achieved against four of the five targets set for the project: employment support, skills development, job-starts and 26 week sustained outcomes. The most challenging outcome to achieve was sustaining candidates in work for 52 weeks and 88.3% of the target was reached - still an achievement given the challenging target group and the 100% conversion expected between job-start and 52 week sustained.

| | Target | 10/11 Actual | 11/12 Actual | 12/13 Actual | 13/14 Actual | 14/15 Actual | Total Actual | % achievement |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|
| Employment Support | 1,322 | 532 | 288 | 731 | 124 | 0 | 1,675 | 126.7% |
| Skills Development | 138 | 353 | 0 | 0 | 0 | 0 | 353 | 255.8% |
| Job-start | 574 | 40 | 160 | 496 | 217 | 7 | 920 | 160.3% |
| 26 week sustained | 572 | 31 | 46 | 198 | 359 | 42 | 676 | 118.2% |
| 52 week sustained | 572 | 0 | 13 | 95 | 264 | 133 | 505 | 88.3% |

Performance against the 52 week sustained target was strong when the delivery provider was the employer (Lakehouse), where the jobs were with the delivery partner's supply chain and therefore there is informal communication/networking with the employer and candidate (e.g. Mace Sustain) or where apprenticeship training was being provided (e.g. Barking & Dagenham College). LB Camden/LB Islington also exceeded their target and had a mixed model of delivery.

Those starting apprenticeships were more likely to sustain employment than those starting non-apprenticeship roles: 46% of the job-starts were apprenticeships, but 57.6% of those reaching 52 week sustained were apprenticeships.

The project aimed to achieve conversion rates of 43% of those receiving employment support starting work, and of those 100% sustaining to 26 and the 52 weeks in employment. The project exceeded the initial conversion, helping 54.9% of those receiving employment support through the project into work. A larger number of candidates were registered on the CEA than received employment support via the project and in total 44.9% moved into work across the project. Of the candidates who started work, 73.5% sustained for 26 weeks and 54.9% sustained for 52 weeks. Of those who sustained for 26 weeks, 74.7% of them went on to sustain work for 52 weeks.

In CESI's March 2011 report "Assessing the London Development Agency's Labour Market Programme Performance" the conversion rate between job entry to 6 month sustained was 55%, with expected outturn of 67% by the end of the programme. The CEA's performance was stronger at 73.5%.

CRP worked to engage construction firms (e.g. Mace, Lakehouse), broaden the provider base so there was a wide range of types of developments. This helped mitigate wider economic changes and supported the CEA to meet project targets.

Candidates

A number of candidate interviews were carried out. All candidates interviewed felt that they would have only possibly got the same job without the support, showing the need for support from the CEA. A number felt they would definitely not have been able to get the same job without the support provided.

"The support was the reason I got this job. The support gave me a foundation and the confidence to get the job. Because I was already in the (delivery partner) environment before I got the job, I felt less nervous. I could call the employment support officer for help if I needed it once I was in work. Flexible and helpful support was provided if needed". Candidate

Candidates felt they would have most probably got a different job without the support however, this would have not been a "career" or had such favourable working conditions. Candidates felt they would have most probably be in a job now without the support. They also felt the skills, experience and contact made through the support provided, and the job they subsequently found would almost definitely lead to further work.

The project had strong performance for number of female candidates and candidates with disabilities supported and sustained in work. The proportion of candidates from a BAME background fell as outcomes progressed from employment support to 52 week sustained.

Employers

The CEA effectively engaged a range of construction contractors and sub-contractors in the project. In addition to being able to recruit there were a range of wider impacts that employers felt they had benefitted from being involved in the CEA project including being able to meet their section 106 requirements; being able to promote their inclusive employment practices; making links with other construction firms in order to place candidates for work experience; passing on use of local labour targets through their supply chain and then supporting their supply chain to meet these targets; and making links with specialist employment support agencies.

The CEA meant employers recruited candidates that they probably would not have done otherwise.

Project Spend

In total, £1,777,048 was made available from the GLA for the delivery of the project. In addition to this, delivery partners provided 1:1 match funding, making the total project budget £3,554,096. By the end of the project, 96.5% of the budget was utilised meaning £1,715,140 was provided by the GLA, matched 1:1 by delivery partners (£3,430,280 total spend).

The CEA unit cost of gross job entry is £3,729, gross 26 week sustained is £5,074 and gross 52 week sustained is £6,793. All figures include match funding. The net unit cost would be higher but as additionality has not been assessed within this evaluation it is not possible to provide the net cost.

These gross unit costs can be compared with other programmes. Any comparisons on value for money are challenging, as depend on the candidate group supported. However, as a guide:

- The Department for Work and Pensions benchmark for gross job entry is £4,280, which is higher than the CEA gross job entry of £3,729.
- As stated in Inclusion's 2011 report "Assessing the LDA's Labour Market Programme Performance" the LDA's gross 26 week sustained job outcome is £6,298, which is higher than the CEA gross 26 week sustained job outcome of £5,074.

Outcome related funding worked and meant providers met or overachieved against four of the five outcomes and weighting funding towards sustained outcomes meant these were achieved. A 100% conversion between job-start to 52 week sustained was set to drive up sustained outcomes as much as possible. However in practice this was unachievable and meant providers over-delivered against job

start and 26 week sustained outcomes in order to achieve the 52 week sustained outcome, and were not funded this over-delivery.

Added value

The added value of the CEA was to provide real support to candidates and employers, enabling delivery partners to weave together their available sources of funding, to create maximum impact for an individual.

Nearly all the delivery partners interviewed for this evaluation identified that the partnership, as conducted through the Cross River Partnership-facilitated CEA Network, allowed beneficial relationships to develop between which have continued beyond CEA.

For enquiries contact:

Elizabeth Harris, Employability Coordinator, Cross River Partnership
eharris2@lambeth.gov.uk
07875 765 751