



THE ROYAL BOROUGH OF
KINGSTON
UPON THAMES

KINGSTON COVID EMPLOYMENT AND SKILLS RESPONSE PLAN



MAY 2021



ABOUT THIS PLAN

This COVID-19 Skills and Employment Response Plan for Kingston (KSERP) presents a set of strategic actions for Kingston Council and its partners to address the sharp rise in unemployment in the borough arising from the ongoing COVID-19 pandemic.

The plan is based on a thorough analysis of unemployment and macroeconomic trends. Detailed mapping of existing employment and skills provision, charted along the different stages of the 'employment cycle', enabled us to meet the two principles of the plan, namely:

- To implement existing programmes better
- To create new programmes only if absolutely needed

A work plan is provided to help guide the work of Kingston Council and other stakeholders in the medium-term.



KEY FACTS



From September 2020 through to March 2021 unemployment in Kingston was between 5.2 and 5.3%. Unemployment related claimants almost tripled from 2,115 to 6,090.



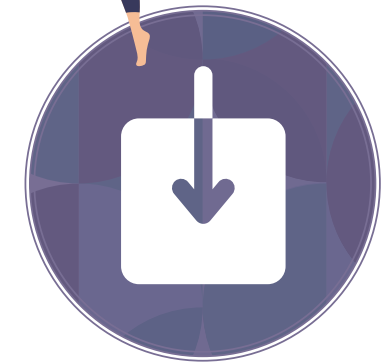
The ratio of job seekers to vacancies in Kingston rose from 0.8 to 3.3 by November 2020



The majority of Kingston's jobseekers are seeking roles in occupations involving unskilled or semi-skilled work elementary occupations (68%), or customer services (20%).



These sort of roles are heavily concentrated in the retail and restaurant sector (40% and 68%, respectively)...



...but this sector has seen vacancies more than halve over the course of the pandemic (-56%)



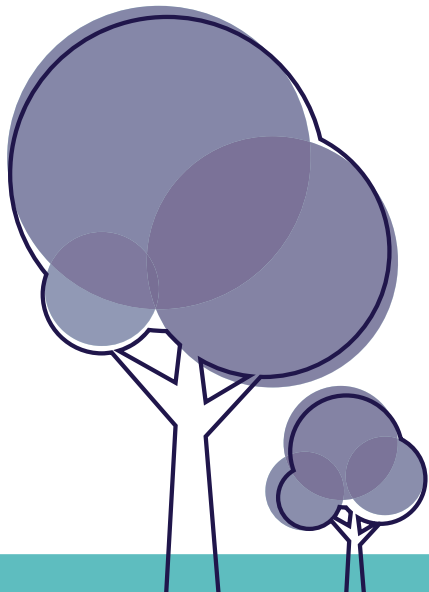


**Job Market
Overview**

Action Plan

**Mapping of
Initiatives**

Annexes



London's economy is predicted to be depressed for some time, with the worst of the unemployment crisis yet to come in 2021. There is likely an urgent need for support in Kingston to prevent further significant unemployment under these projections.

Figure 1: Real GVA Projections (Annual Growth)

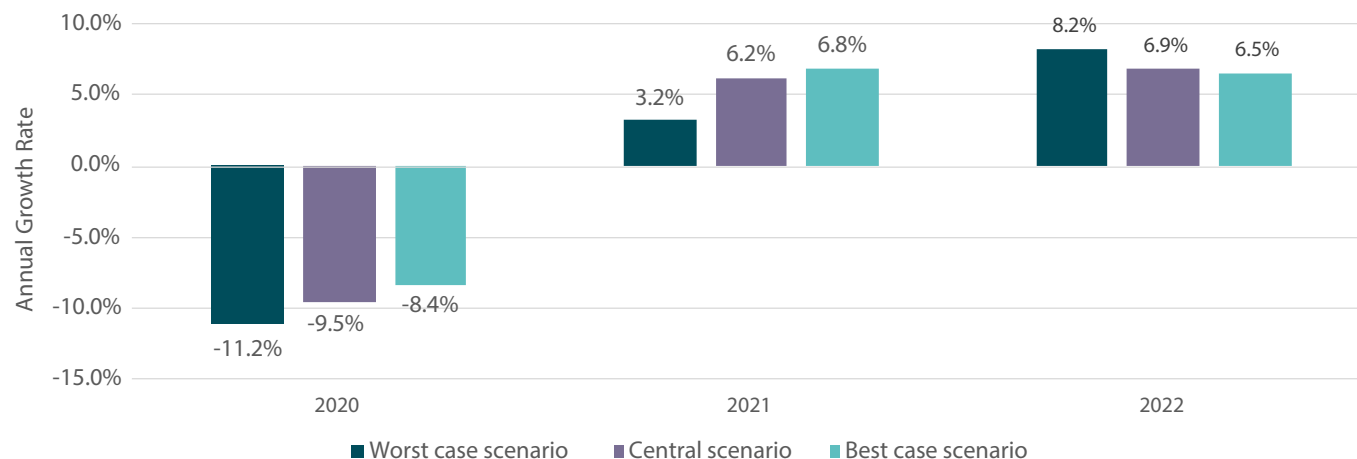
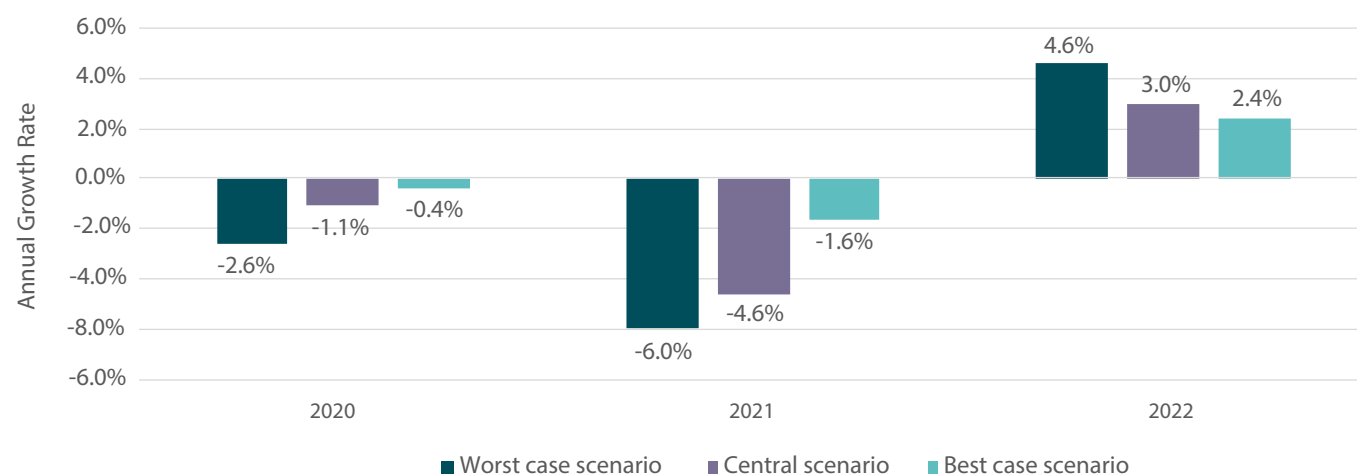


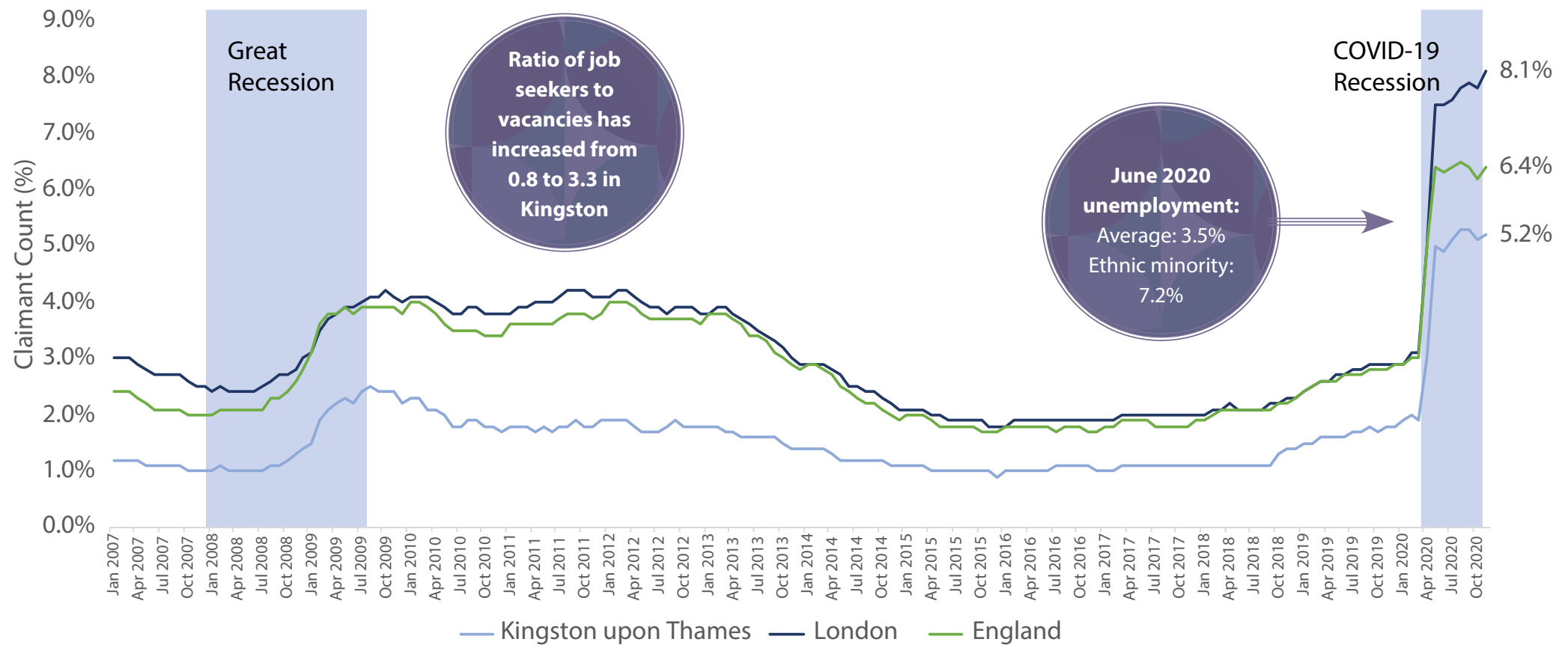
Figure 2: Workforce Jobs (Annual Growth)



- The size of London's economy as measured by Gross Value Added (GVA). GVA is expected to fall by 9.5% in 2020 in London, with pre-crisis levels of GVA not projected to be reached before the end of 2022.
- The latest GLA macroeconomic projections also show that employment levels in London may not recover to pre-crisis levels until as late as 2023, with employment set to contract by 4.6% next year under the central scenario.
- The projections further highlight that it is sectors such as hospitality, arts and entertainment that will be hardest hit – industries that are of significant importance to Kingston's economy.

Kingston's unemployment rate has increased dramatically since the beginning of the COVID-19 crisis. From September 2020 through to March 2021 unemployment was between 5.2 and 5.3%.

Figure 3: Claimant Count as % of People Aged 16-64, January 2007 to November 2020



Source: ONS, 2020. *Claimant Count - November 2020.*

Note: Claimant Count is measured by the number of people claiming benefits for unemployment related purposes either via Jobseeker's Allowance (JSA) or via Universal Credit (UC). It is often used as a proxy of for unemployment due to the significant correlation between those claiming benefits for unemployment-related purposes and people who are unemployed. However, the Claimant Count tends to underestimate unemployment because many people cannot or do not claim unemployment benefits.

Prior to COVID-19, the majority of Kingston's claimants were considered to be long-term unemployed. Today, the majority are short-term. This suggests the borough now has the 'dual challenge' of tackling both types of unemployment.

Figure 4: December 2019: Unemployment by Duration

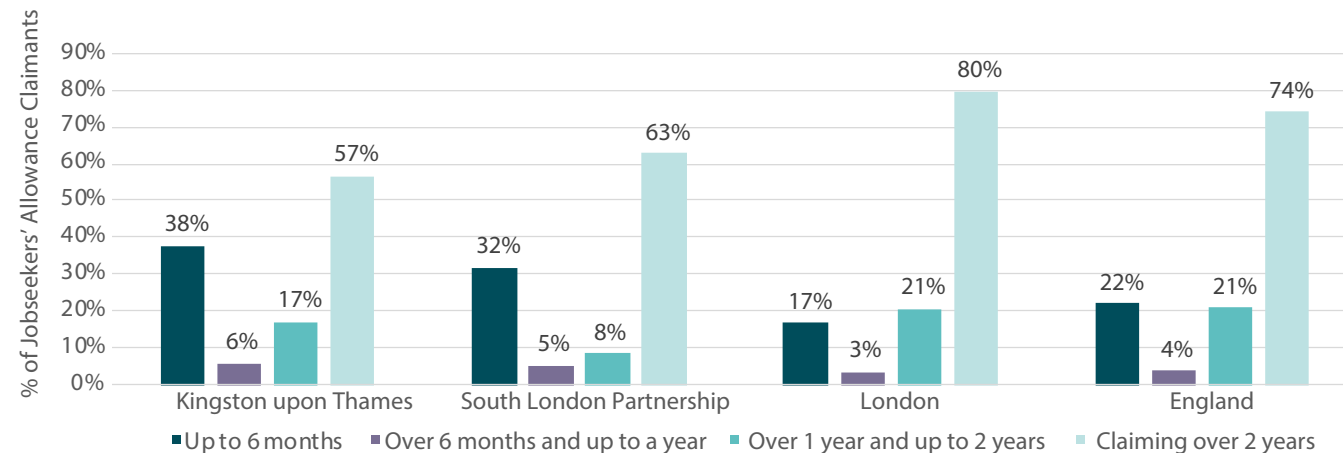
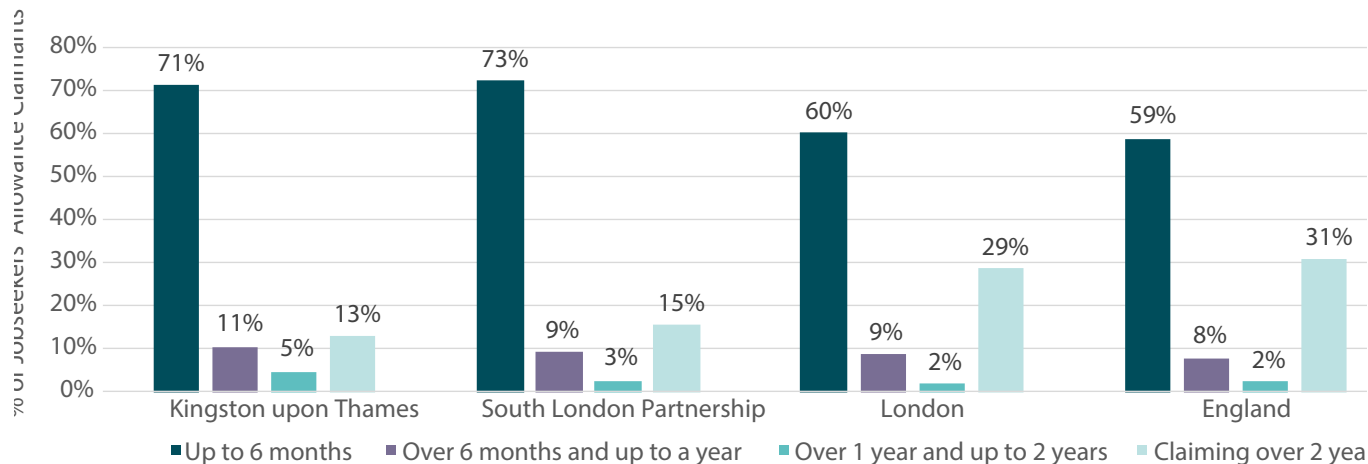


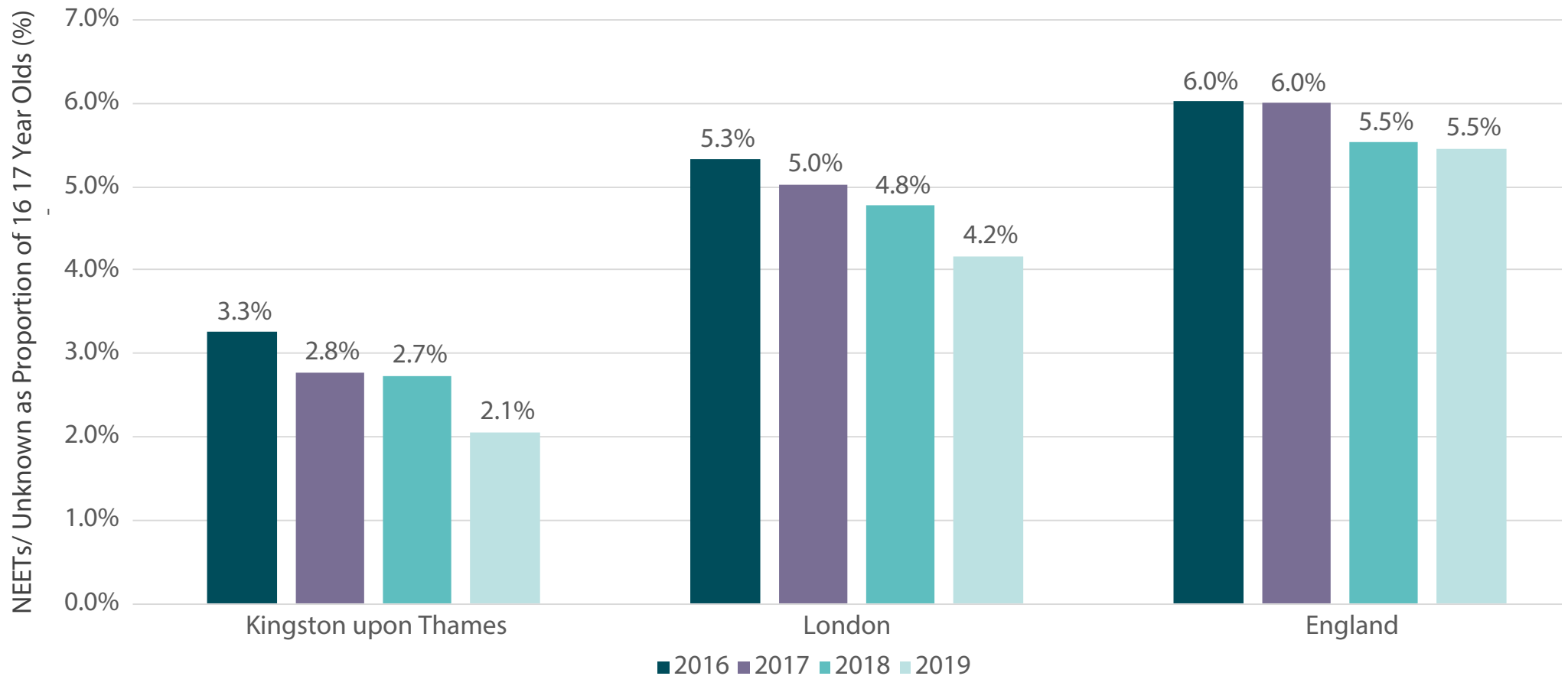
Figure 5: November 2020: Unemployment by Duration



- Prior to the outbreak of COVID-19, the majority of Kingston's Jobseeker's Allowance claimants could be considered 'long-term' unemployed. Some 57% of claimants had been unemployed for more than 2 years in October 2019.
- This is a trend that was true across all comparator geographies – e.g., South London Partnership (63%) London (80%) and England (74%).
- Today, almost all of the boroughs claimants have been unemployed for less than 6 months (c. 71%). Again, this holds true across comparator regions - e.g., South London Partnership (73%) London (60%) and England (59%).
- Kingston, therefore, now has the dual challenge of remediating the transitory unemployment that has resulted due to COVID-19 at the same time as tackling long-term and harder to address unemployment.

The proportion of 16-17 year olds not in education, employment or training (NEET) or whose activity is not known has been declining over time in Kingston, but COVID-19 has the potential to reverse this trend.

Figure 6: November 2020: Unemployment by Duration



According to the Annual Population Survey, Kingston's unemployment rate was just 3.5% in the year ending June 2020. However, unemployment particularly affects ethnic minorities more in Kingston than in any other comparator geography.

Figure 7: Unemployment Rate - December 2019

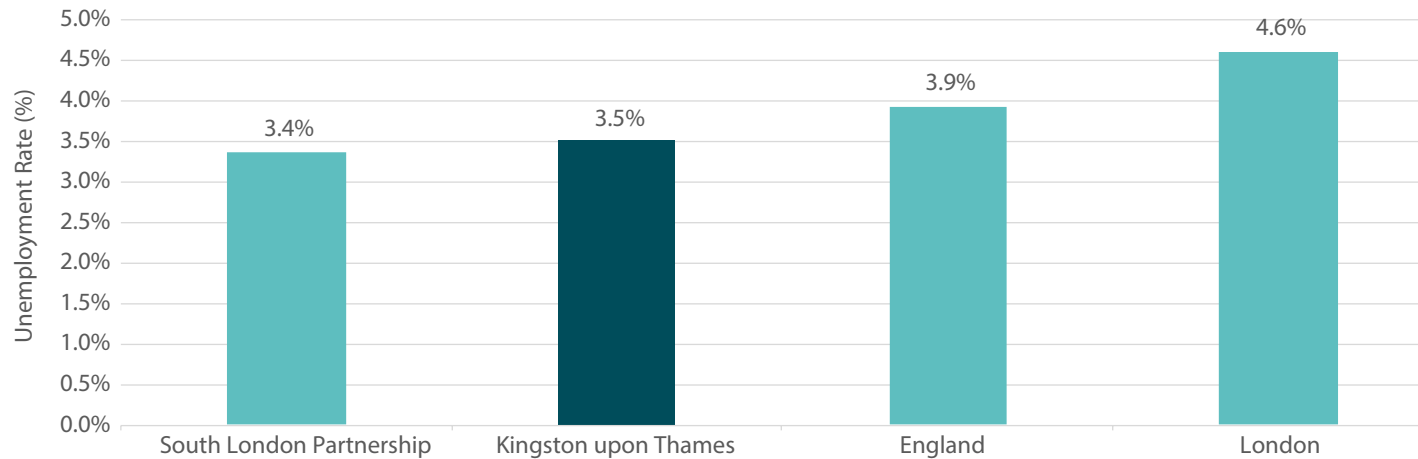
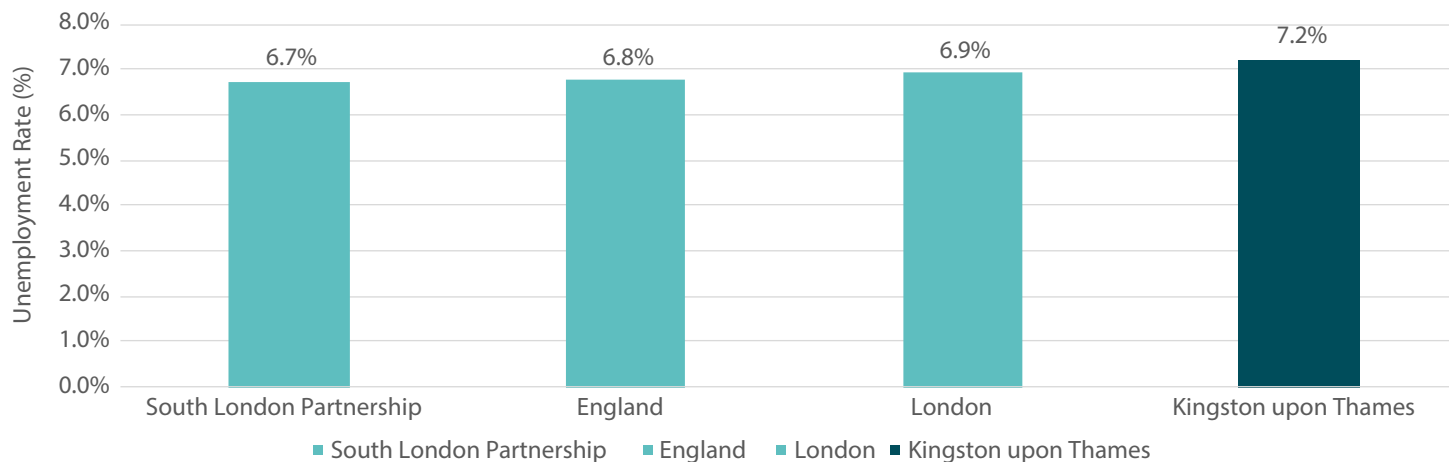


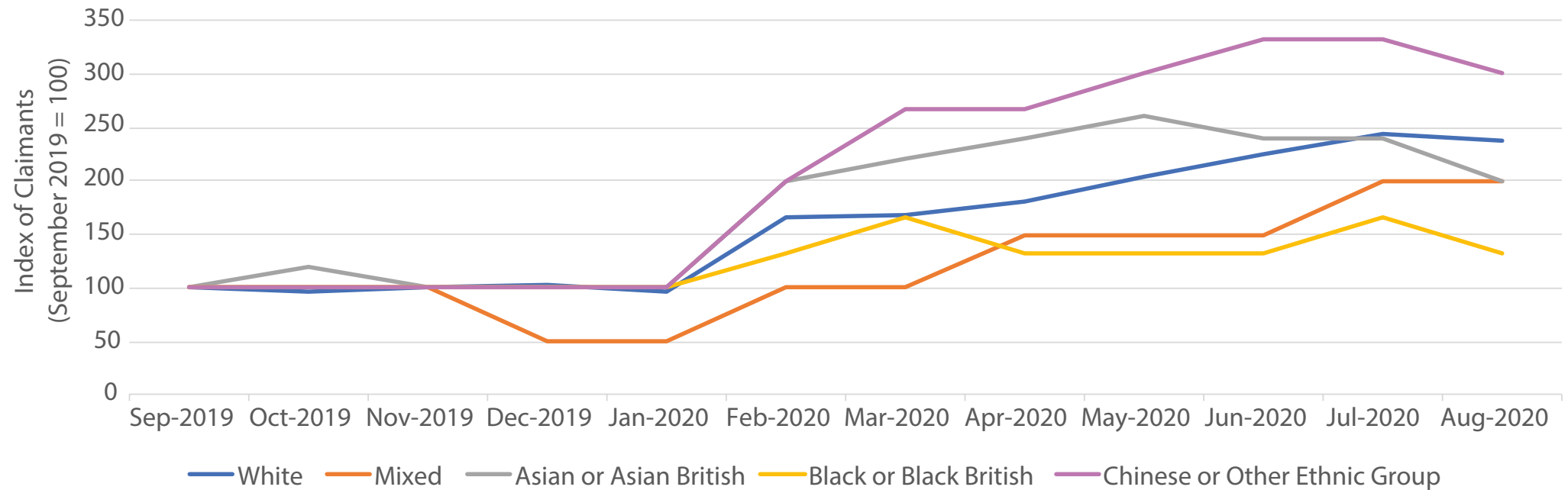
Figure 8: Unemployment Rate - November 2020



- In the year ending June 2020, Kingston's unemployment rate was 3.5%.
- This is slightly higher than in the wider South London sub-region (3.4%), but less than the London (3.5%) and England averages (3.9%).
- For ethnic minorities, however, Kingston's unemployment rate is currently 7.2%, compared to 6.7% in the wider South London sub-region, 6.9% in London, and 6.8% in England.
- However, data from the APS is available six months after collection and it is likely that it hasn't fully taken into account changes to unemployment as a result of COVID-19 – for this, it is better to look at the Claimant Count.

The average Black, Asian & Minority Ethnic unemployment rate is high relative to the average rate of unemployment. Growth in Kingston's 'Chinese or other ethnic' groups has increased at a faster rate than other groups.*

Figure 9: Ethnicity of Jobseeker's Allowance Claimants & Growth (November 2019 to October 2020)



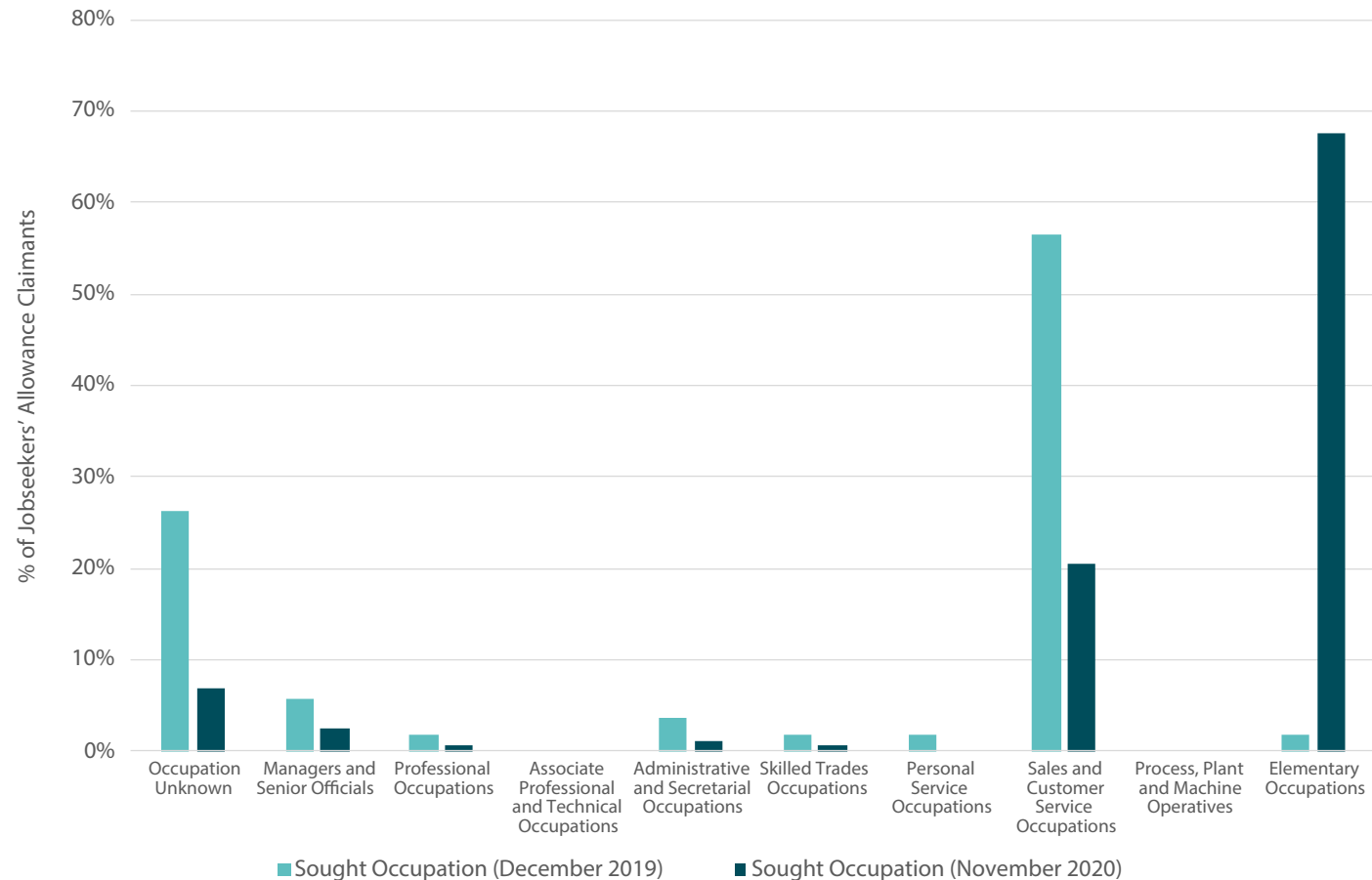
- Growth in the number of claimants belonging to 'Chinese or other Ethnic Groups' has been more marked than any other ethnicity in Kingston, increasing by 200% since November 2019 from 15 to 45 individuals (although this is slightly less than across the SLP as a whole).
- Growth in Kingston's "White" ethnic Jobseeker's Allowance is the second highest of any ethnic group (138%), higher than in any other comparator geography.
- There has only been a minor fluctuation in the number of 'Black or Black British' claimants.

Source: ONS, 2020. *Jobseekers Allowance*.

***Note:** Jobseeker's Allowance claimants are a small subset of the total claimants for unemployment, which also includes those claiming for unemployment-related purposes on Universal Credit. JSA constitutes about 10% of total claimants. JSA is the only dataset which breaks down unemployment statistics by ethnicity. It therefore provides a useful indication of trends that are likely to be of the wider set of claimants. Hence, the reader should focus primarily on the growth of claimant in ethnic groups instead of the number of *actual* (which is simply provided for completeness)

The vast majority of Kingston's job seekers are seeking work in Elementary Occupations. This is at odds with the situation pre-COVID-19 where the majority of job seekers sought a role in Sales and Customer Service Occupations.

Figure 10: Sought Occupations of Kingston's Jobseekers



- Some 68% of Kingston's job seekers are currently seeking work in 'Elementary Occupations', which includes roles such as restaurant and bar staff, cleaners, couriers, factory workers, and warehouse assistants. Typically, such roles require no qualifications.
- Pre-COVID-19, most of Kingston's job seekers sought work in 'Sales and Customer Service Occupations' which includes roles such as retail assistants and supervisors, and call centre operators and supervisors. Typically, such roles require only a 'general' education. A significant number of Kingston's current job seekers are also seeking a role in such occupations (20%).
- This suggests that Kingston's unskilled and very least skilled residents have been hit the hardest by COVID-19.

Nationwide, 'Elementary Occupations' and 'Sales and Customer Service Occupations' tend to be concentrated in the Distribution, Hotels and Retail sector...

Figure 11: Sectoral Breakdown of Elementary Occupations (as of June 2020)

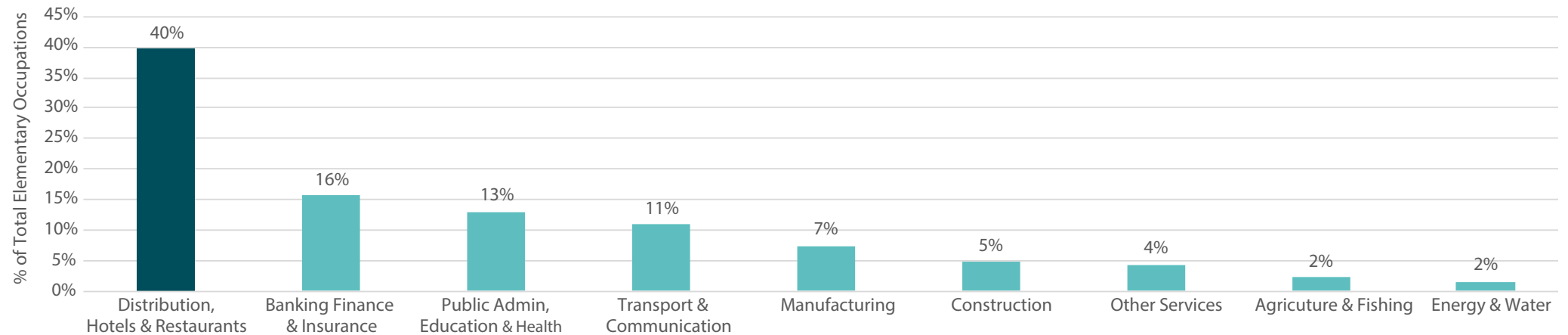
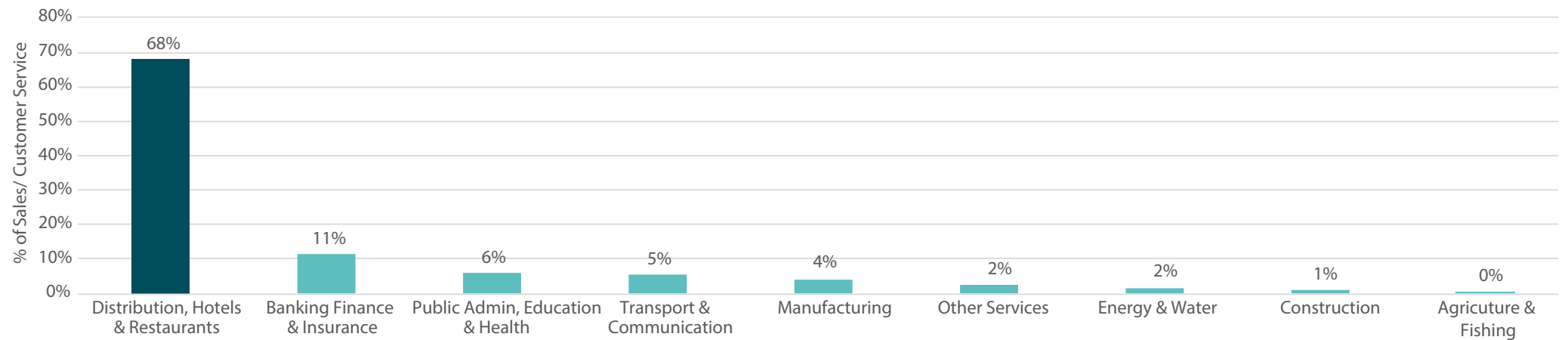


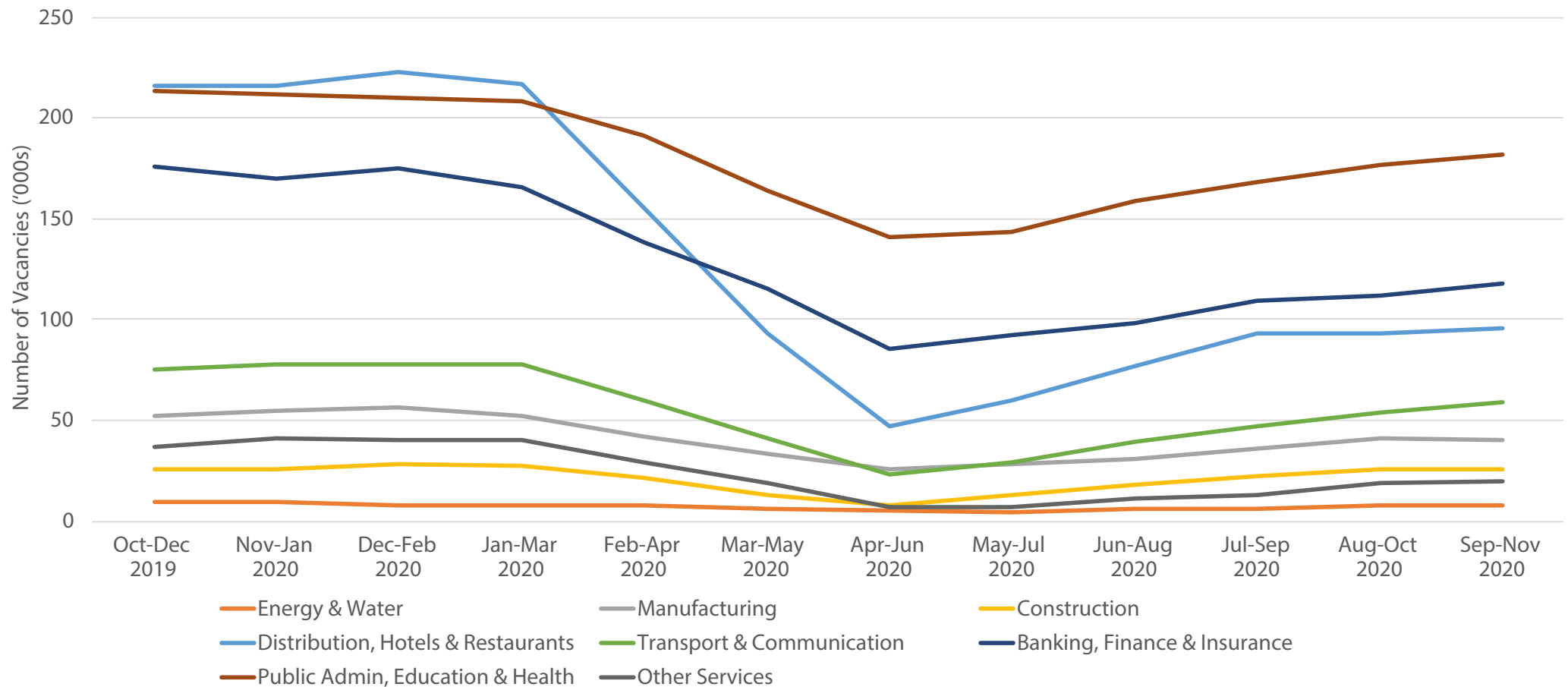
Figure 12: Sectoral Breakdown of Sales and Customer Service Occupations (as of June 2020)



Source: ONS, 2020. Annual Population Survey: Table 10b Employment by Occupation (SOC2010) and Industry (SIC 2007)

...but the Distribution, Hotels and Retail sector has seen the most significant fall in vacancies. Given the significance of this sector in Kingston, this implies that the borough's residents are broadly chasing jobs that simply do not exist at the moment.

Figure 13: Vacancies by Industry in United Kingdom



Source: ONS, 2020. VACS02: Vacancies by Industry

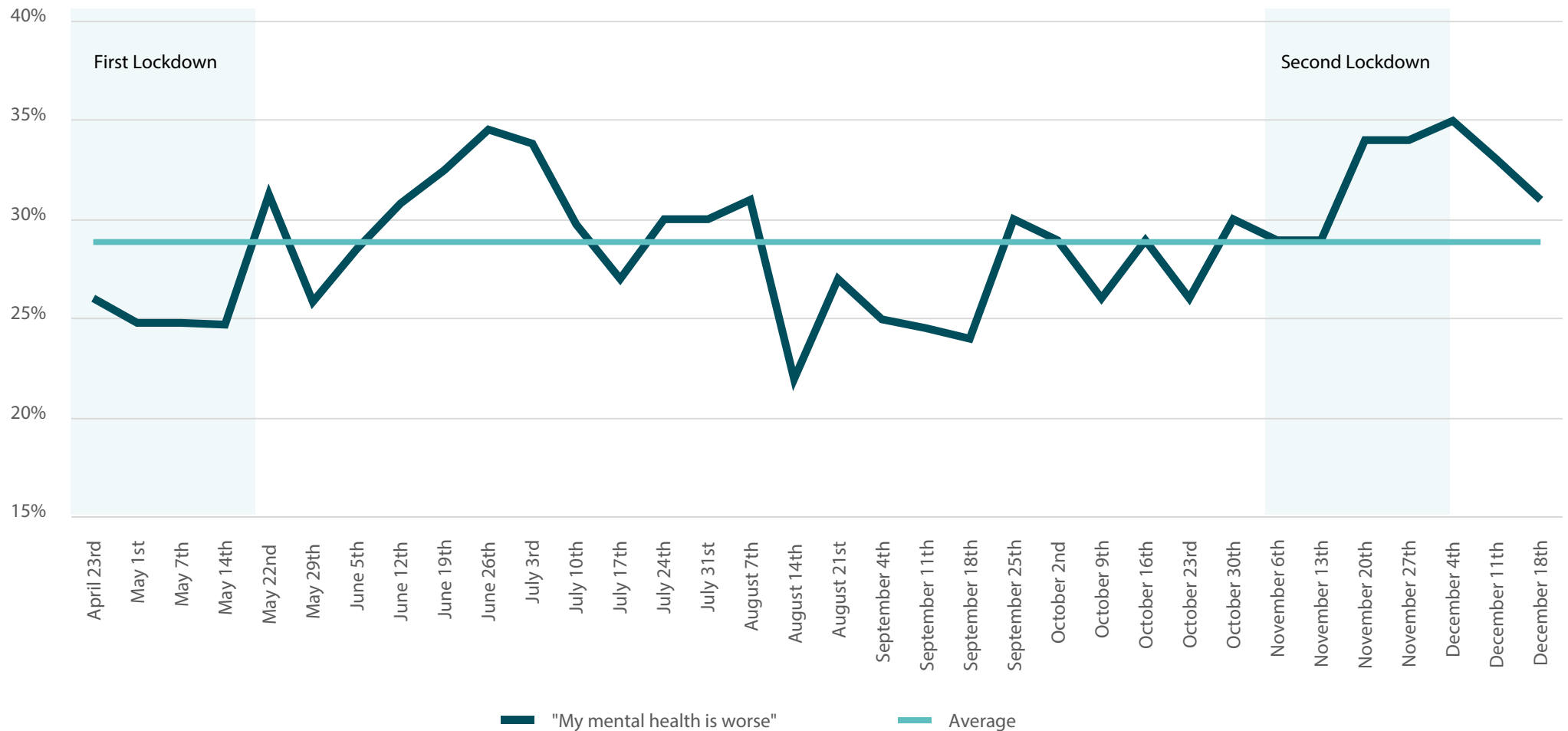
Almost none of Kingston's recent Jobseeker's Allowance claimants are currently seeking to move into a different occupation. Jobseekers will need to redeploy existing skillsets and/or upskill – requiring appropriate support to do so.

Occupation	# Sought	#Usual	%
Managers & Senior Officials	20	20	100%
Professional Occupations	5	5	100%
Associate Professional and Technical Occupations	0	0	N/A
Administrative and Secretarial Occupations	10	10	100%
Skilled Trades Occupations	5	5	100%
Personal Service Occupations	0	0	N/A
Sales and Customer Service Occupations	165	160	98%
Process, Plant and Machine Operatives	0	0	N/A
Elementary Occupations	545	550	101%
Occupation Unknown	65	65	100%
Total	805	805	100%

- Of Kingston's unemployed claimants via Jobseeker's Allowance, almost every single individual is currently seeking a role that is the same as their 'usual' occupation.
- This indicates that there is very little demand to change occupation in the wake of the COVID-19 crisis, either because claimants are satisfied with their current role, or lack the specific skill set to change.
- There is scope therefore to provide training in order for individuals to access different opportunities, especially for those in Sales and Customer Service Occupations and Elementary Occupations that are currently seeking roles in the heavily depressed Distribution, Hotels and Retail sector.

Over the course of the pandemic thus far, it is estimated that about 29% of people in Great Britain have experienced worsened mental health as a result of COVID-19. This peaked at c. 35% at the start of December as a result of the second lockdown.

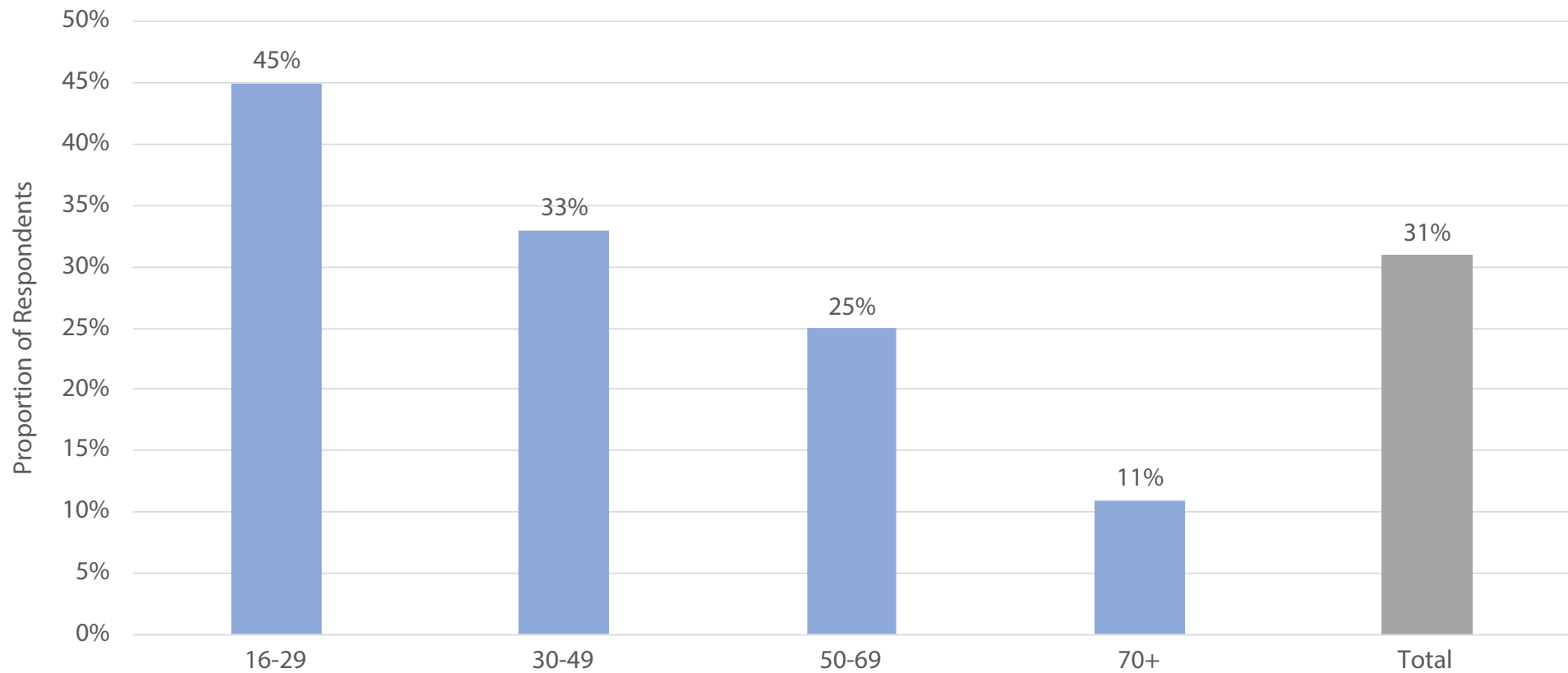
Figure 14: Proportion of *Opinions and Lifestyle Survey* respondents indicating their mental health has been affected by COVID-19



Source: ONS, 2020. Coronavirus and the social impacts on Great Britain – Table 11: Impact on Wellbeing

Young people's mental health has been affected more by COVID-19 than any other age group, with some 44% indicating that their mental health had worsened as of 18 December 2020.

Figure 15: Effect on Mental Health by Age Group (18 December 2020)



The reasons for people's worsening mental health are diverse. Oft-cited factors include anxiety about losing and/or finding employment; spending too much time alone; increased strains on interpersonal relationships; and difficulty exercising.

Rent Crisis

Single Mother of 2 on zero hours contract now out of work

Worked in a restaurant, renting in the private sector. Very high rent which she can no longer afford. Has been served with an eviction notice. Delays in getting Universal Credit has caused further hardship. Has always managed until this crisis. Highly stressed and needs to find accommodation.

Mortgage/debt concerns

A man who was shielding

Worked in event floristry. He has a mortgage and two children. Has never had to claim benefits or seek any support before. Has been furloughed. Did not know how to access the support needed. Worried he is at risk of redundancy. Tried unsuccessfully to get work at Tesco. Anxiety around mortgage holidays as feels it will prolong his debt.

Older couple – low income

Couple aged 68 and 69 on zero hours contracts. Now out of work.

Worked in the restaurant sector. Got £100 left between them. Can barely feed themselves.



The reasons for people's worsening mental health are diverse. Oft-cited factors include anxiety about losing and/or finding employment; spending too much time alone; increased strains on interpersonal relationships; and difficulty exercising.

Anxiety/COVID/loss of work

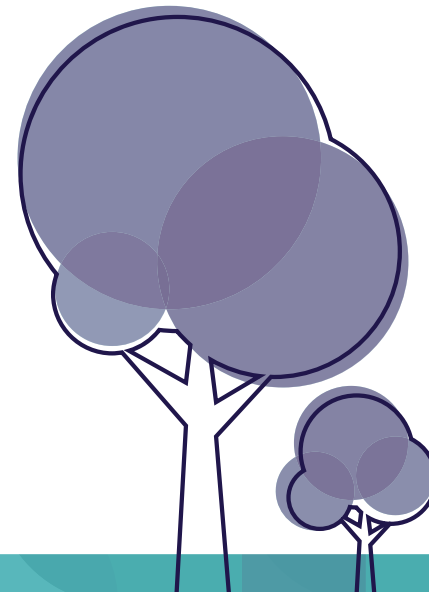
Young man who was shielding and in a houseshare

Was working from home, concerned when his housemates went back to work. His mental health has deteriorated sharply as he is worried about catching coronavirus from his housemates. As a result he has not been able to work because his mental health has suffered significantly.

Ill health/housing crisis

A man in B&B recovering from cancer

A number of single men like him sofa surfing. He was months away from running out of money for rent. Had never accessed services before. Used to be a freelance consultant.



KINGSTON WORK MATCH

In response to the sharp increase in unemployment in the borough, the council moved swiftly to establish a job brokerage service - "Kingston Work Match". Launched in November 2020, the service offers support, advice and training for residents of the borough. It also offers local businesses a free, bespoke recruitment service.

Kingston Work Match is providing a valuable service as the following case studies attest.





Louise: A Kingston resident, started employment as an Assistant Accountant in March 2021.

I found out about Work Match through Kingston Job Centre after having signed up for Universal Credit in January. Although my fixed term contract ended in January, I had been looking for work since November 2020.

Kingston Work Match has helped me by listening and discussing my goals in order to better understand my employment history and how to utilise this within my job searching. In addition, I was given advice and support during my search, with suggestions and regular help and support with interviews and searches.

I would recommend Work Match for all of the reasons already given, plus the relevance of the jobs advertised on the site being in my area and accessible to me.





Elena: Kingston resident, completed the Room for Work (40+) training with Kingston Work Match

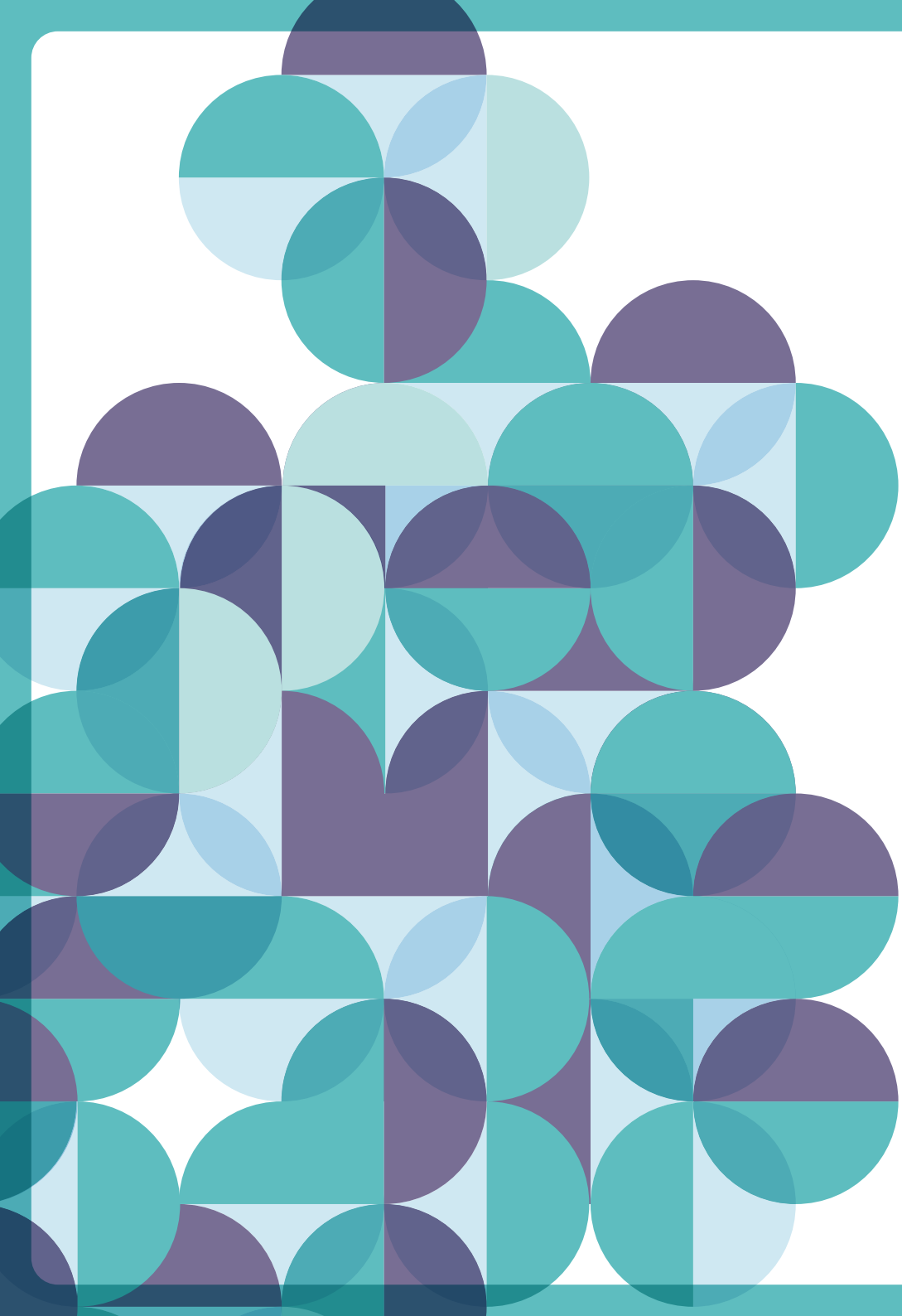
I think the Room 4 Work course was useful for me mainly because of the student community, we are still in contact with our lovely team swapping job hunting tips, links, advice and news, I've recently had two job offers.



Kirsty: Kingston resident, started employment as a Tenancy and Compliance Manager in February 2021

I wanted to thank you again for all of your help, I really appreciate the time you took to listen and give me advice. I'm really excited to start my new role as a tenancy and compliance manager. Again, thank you so much for all the support you gave me.





Rob: Kingston resident, recently completed training with Kingston Work Match

Thank you, the training is very good - I've already started in some volunteering roles to help my transition back into work and the course is very comprehensive.





Matthew: My experience working with Charlene Hamilton

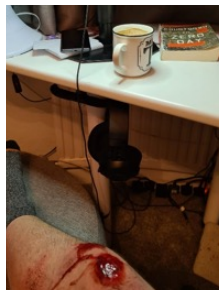
Charlene first introduced herself to me on the 20th of February 2021 via email as I had requested some assistance with my job search on the Universal Credit portal. It first started as a formal process, asking for proof of identity and other documentation to assist in her search for employment for me, along with signing up to the Work Match website.

We organised a phone call on the 23rd of February, to go through my CV and see if there was anything that could be improved. Charlene was very thorough and had great tips, she also shared some insights into the current job market. Her upbeat and energetic attitude was really helpful to me and got me “psyched up” for the challenge of getting employed.

On the 1st of March, I managed to secure a 2nd interview with Amazon, and I shared that with Charlene and her excitement for me was infectious! She also wanted to advise that there may be competency-based questions and other potential techniques these interviews may have, she offered to give me guidance if I needed it.

As there was some time between emails and waiting for dates to be arranged, Charlene sent me a list of roles that may be suited to me which was very handy (As you should never keep all your eggs in one basket when it comes to jobs!). I had applied for an Analyst role in Kingston that was suggested, I wrote a custom CV and opening letter that went through each bullet point of the job requirements and how I suited each one.

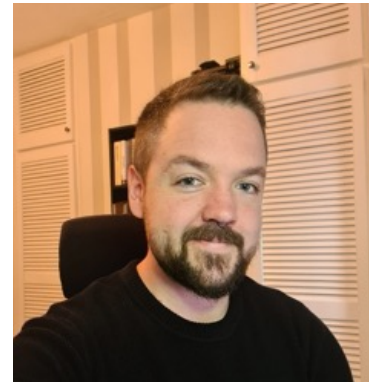
Charlene was fantastic, she always followed up with that recruiter to see if there’s any updates from my application, but nothing so far. As it turns out, I filled out the whole job application, but forgot to click submit (To my extreme embarrassment). I apologised profusely for unintentionally wasting Charlene’s time calling that recruiter for updates. Once again, sorry Charlene!



I finally received a 2nd interview date with Amazon, but I had an unfortunate motorbike accident about 2 hours before my interview. But that wasn’t going to stop me, so after the paramedics saw to me, a family member picked me up and drove me quickly home. I had about 7 minutes to spare before I was on camera, my brother even got a flannel and cleaned up my face as I still had dirt over it. Here’s a picture of me about 30 seconds before my interview.

After that I went straight to hospital, turns out I had fractured both my wrists, dislocated my knee and had a heavy concussion from being unconscious. I set up another phone call with Charlene to give her some more details about this interview and the rest.

Charlene’s humour and continued contact with me really gave me the confidence to pull through all of this, and I found out I had successfully passed all the interviews and been offered the job! Thanks again for all your help!





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#Rocking The Beach
TAB TOUR

POKE & ROLL

HOLLAND & BARRETT
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natural remedies

coffee
breakfast
sandwiches
salads
juices & smoothies
cakes
ice cream
delivery and more

STREET FOOD

THE TERRACE
EATERY
COFFEE
JUICES
SMOOTHIES
BEER & WINE

BOWLS
10% STUDENT DISCOUNT

SUMMARY AND CONCLUSIONS

Sharp increase in unemployment in Kingston

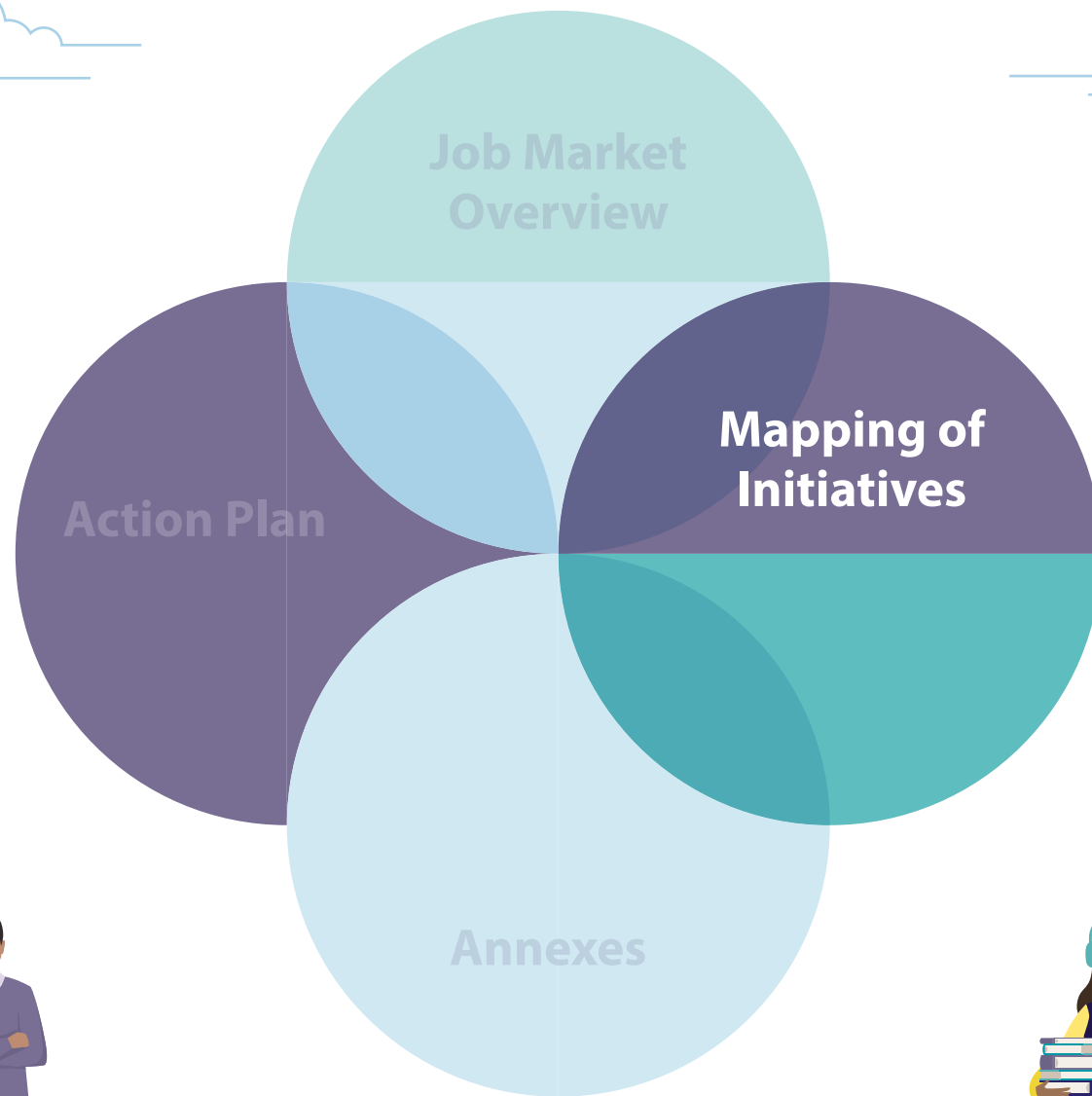
- In Kingston the total number of JSA or unemployment-related UC claimants almost tripled from 2,115 to 6,090 in the year ending November 2020. Most of these (68%) are seeking work in 'Elementary Occupations' – compared with less than 2% before COVID-19.
- The number of vacancies in Kingston is estimated to have fallen from 2,700 to 1,800. Hence, the ratio of job seekers to job vacancies has increased from 0.8 to 3.3. This ratio is likely to increase in coming months. Without a reduction in the ratio of job seekers to vacancies, the number of unemployed is unlikely to fall significantly in the short term.
- Many of those with elementary skills and sales and service backgrounds are likely to be from the Distribution, Hotels and Restaurants sectors. The number of vacancies matching Kingston's resident experience has fallen disproportionately because of the borough's reliance on the DHR sector.
- Unemployment among Black, Asian & Minority Ethnic communities in June 2020 (7.2%) was more than twice the Kingston average. Whilst unemployment has risen significantly for White ethnic groups, unemployment has also risen for Black, Asian & Minority Ethnic communities – most notably in the Chinese and other ethnic minority categories. Hence, unemployment for Black, Asian & Minority Ethnic communities could be more than 10% currently. Efforts should be maintained to support such communities, as well as extending support to other traditionally non-vulnerable communities.
- Assuming employment contracts by another 4.6% in 2021 (as per GLA projections), there is likely to be further increases in unemployment in Kingston.

Limited scope for travel across London

- Given that current jobseekers have predominantly come from the Distribution, Hotels, and Restaurants sector, and given high transport costs, it is likely that the majority of these individuals would have previously worked in south London and are probably limited to searching in the local area.

The need to broaden job search strategies

- Kingston's JSA claimants are - naturally - looking for work at their current skill level. With DHR shrinking, this means that job seekers with elementary skill levels must look to other sectors and/or upskill.
- Kingston's residents are employed (in order of scale) in banking and finance; public administration, education and health; and distribution, hotels and restaurants. Although employment in distribution and hospitality has shrunk it has held up in Public Administration, health and education and grown in banking and finance.



TF objectives	Redundancy support	na	# JS accessing training	Decrease unspent app levy	na	na	JS sustaining employment
Path to employment	At risk of redundancy	Newly unemployed/ coping	Skills/training	Work experience	Job search	Employer engagement	In work support
Provision available to: ALL	<ul style="list-style-type: none"> KAE Support for at risk of redundancy Kingston WorkMatch 	<ul style="list-style-type: none"> South Thames Colleges Group: - Well being and leisure 	<ul style="list-style-type: none"> Generic <ul style="list-style-type: none"> Kingston Works (19+) Kingston Workmatch Employability programmes KAE IT courses Kingston Library IT sessions Microsoft Digital Skills Hub JCP Open University online learning Superhighways STCG Careers Transition Programme RHACC courses for careers Sector specific <ul style="list-style-type: none"> Sector Based Work Academies JCP Job Coaches H&SC MOL Construction Academy RHACC digital courses 	<ul style="list-style-type: none"> KAE internships with Kingston Hospital Mayor of London Progression Collaboration (to facilitate apprentice- ships for employers) 	<ul style="list-style-type: none"> Kingston Works Kingston WorkMatch JCP Job coaches Job Clubs National Careers Service Employability programmes Job Finding Service < 3 m 	<ul style="list-style-type: none"> All skills providers Plus MOL Construction Academy 	<ul style="list-style-type: none"> Kingston Works Kingston WorkMatch
Additional provision: COVID			<ul style="list-style-type: none"> JETS RESTART 	<ul style="list-style-type: none"> JETS RESTART Apprenticeship Employer Incentive (ends Jan 2021) 	<ul style="list-style-type: none"> JETS RESTART 	<i>Gap in provision/ quality??</i>	<ul style="list-style-type: none"> JETS
plus: Youth and NEETS plus:	<ul style="list-style-type: none"> Kingston WorkMatch KAE Expanded Youth offer 6th form leavers 3rd yr study 		<ul style="list-style-type: none"> Generic <ul style="list-style-type: none"> Kickstart KAE Expanded Youth offer Head2Work Positive Directions Traineeship Employer Initiative KC Princess Trust Sector specific <ul style="list-style-type: none"> 6th form leavers 3rd yr study 	<ul style="list-style-type: none"> Kickstart Head2Work Traineeship Employer Initiative* Expanded youth offer LEAN 	<ul style="list-style-type: none"> Kickstart Kingston Workmatch KAE Expanded Youth Offer Job Clubs 		<ul style="list-style-type: none"> Kickstart Traineeship Employer Initiative Expanded youth offer
Other furthest from LM			<ul style="list-style-type: none"> Better Working Futures KAE Employability for rough sleepers 	<ul style="list-style-type: none"> Better Working Futures 	<ul style="list-style-type: none"> Better Working Futures 		<ul style="list-style-type: none"> Better Working Futures

• = COVID for youth **Bold** = national scheme

FOCUS GROUP: PROVIDERS

Key Questions:



1.

Does the framework and the detail that we presented within that resonate with local providers?

2.

Of all of the activities that we have mapped, which are considered to be working and which are less successful? Where are the gaps and are there activities that should be scaled up?

3.

What are the top ideas that we should be focusing on?



Key points made by providers focus group:



There are multiple public providers reaching out to employers. These often have little knowledge of who else is approaching the employers.

Approaches to employers by public sector agencies or autonomous bodies should be complementary not competitive. Currently some employment agencies see themselves as in competition with each other.

Public sector engagement with employers should be improved as follows:

- simplified presentation
- online platform with windows for employers and job seekers
- full coverage of borough offerings
- quality assured

FOCUS GROUP: EMPLOYERS

Key Questions:



1.

How are you finding new staff when you have vacancies? Do you use Kickstart, JETS, Job Centre Plus, WorkMatch, etc?

- a. If so, what is working well for you from those schemes, and where can there be room for improvement?
- b. If not, why not?

2.

How do you train your staff and how do you address skills gaps in your organisation? Do you make use of borough and government training programmes (e.g. Better Working Futures, Kingston Adult Ed, South Thames Colleges, Job Centre Plus etc)?

- a. If so, what is working well for you from those schemes, and where can there be room for improvement?
- b. If not, why not?



Key points made by providers focus group:



Appetite for a virtual job fair with breakout rooms and queuing options. *Rationale:* face to face is important; employers don't know/ are not seeing the increase in applicants/virtual interaction is the future; respond to CSR motivation

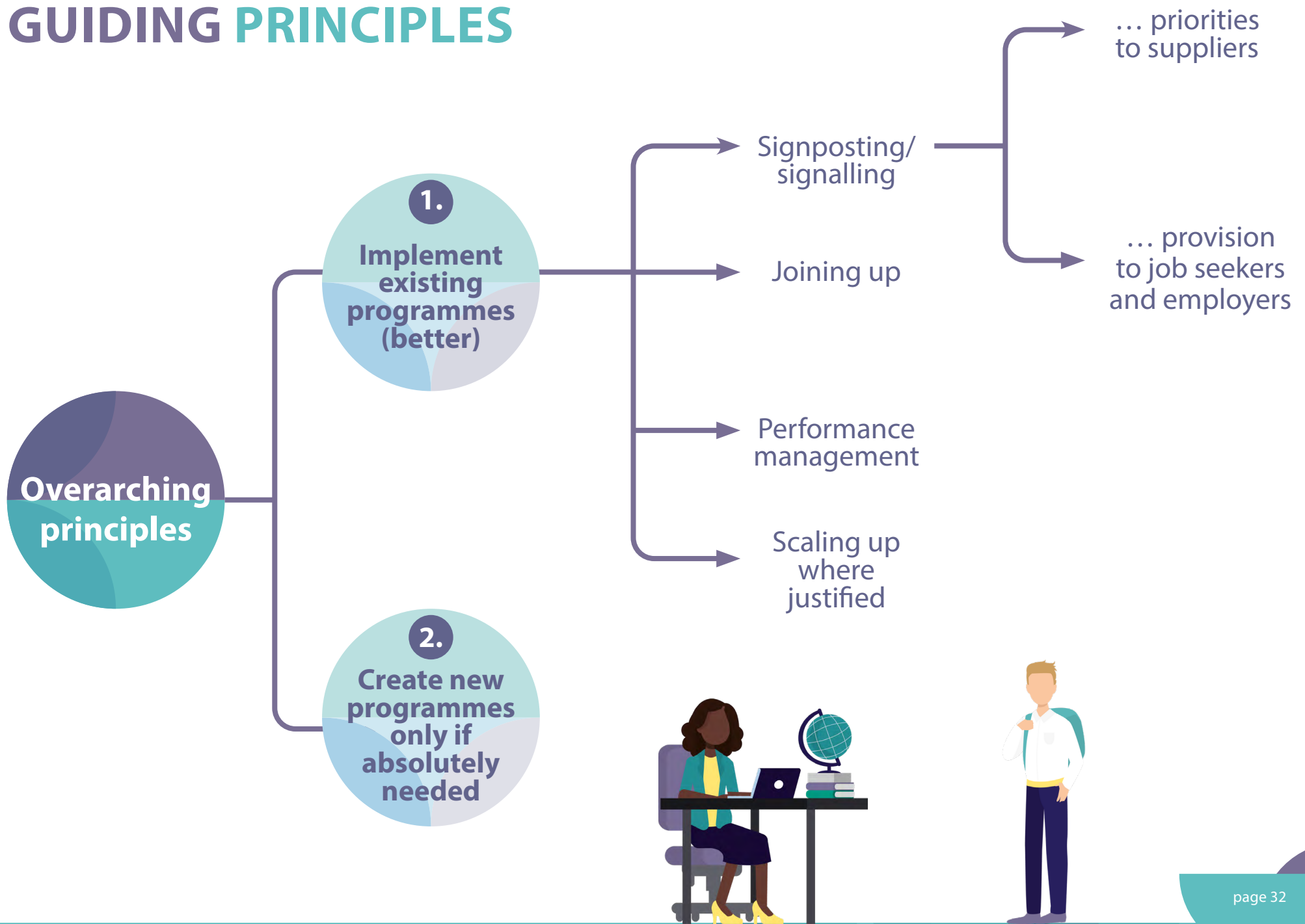
Secondary schools and colleges should prepare lists of students that are looking for internships/ apprenticeships. *Rationale:* some employers want to take on apprentices but cannot identify interested candidates.

Consider how to build on existing reach of commercial vacancy advertising sites that small employers use e.g. INDEED. *Rationale:* this is an effective platform that is widely used by business and job seekers

Clarify offer of employment and training programmes so employers can see what is available more easily including services to address job readiness. *Rationale:* some employers are struggling to identify what is available including services to help those furthest from job market.



GUIDING PRINCIPLES



KSERP SELECTED TARGETS

High-Level

HL.1 – Reduction in Kingston’s unemployment from 5.2% towards medium-term average of 2.0%

HL.2 – Targets (including any interim targets for key Government programmes achieved (i.e., JETS, Better Working Futures, RESTART, Work Match, JCP Job Coaches)

Intermediate Indicators

FA1.3 (Engagement w/ Employers) – Evidence that FE Colleges have engaged w/ employers in other boroughs

FA1.4 (Ringfencing) – 100% of large employers approached to ringfence positions for Kingston residents, of which 20% have signed up

FA1.5 (Digital Divide) – TBC – Targets for Digital workstream

FA1.6 (Mental Health) – Collaboration with existing mental health and wellbeing providers achieved. Protocol linking mental health and wellbeing programmes with employment services developed.

FA3.2 (S106) – Secure additional S106 contributions to KSERP activities. Ensure contributions are used.

FA3.4 (Management of Risk) – Develop and Risk Register

FA1.7 (“One Stop Shop”) – Work Match website connected to other employment support services

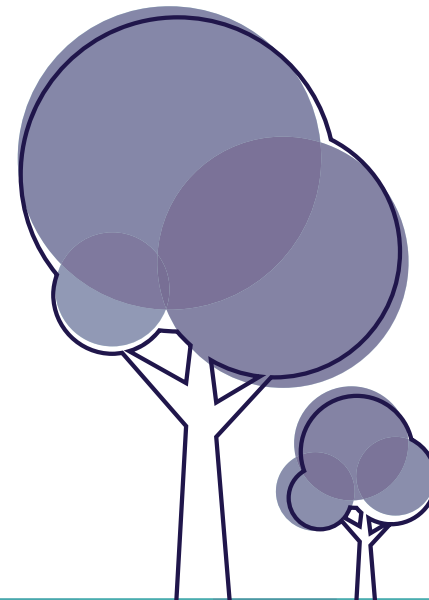
FA1.8 (Apprenticeship Levy) – Unspent Apprenticeship Levy in the borough halved

FA1.9 (In-Work Contacts) – Develop plan for leveraging in-work contacts for employment opportunities

FA1.10 (Job Fairs) – At least one job/career fair(s) held per annum

FA3.5 (CRM Database) – CRM database developed

FA3.10 (Collaboration w/ SLP) – Develop a Joint Action Plan with SLP on KSERP activities



COVID-19 SKILLS AND EMPLOYMENT RESPONSE FRAMEWORK FOR ADDITIONAL ACTION: POSSIBLE STRUCTURE

Pillar 1: Immediate relief during lockdown/restrictions

Pillar 2: Restructuring during/post pandemic

Pillar 3: Resilient recovery

Focus Area 1

Protecting the most vulnerable

Social emergency (including impact on mental and physical wellbeing)

- **FA1.1:** Promote key Govt employment programmes (JETS, BWF, Kickstart) more aggressively
- **FA1.2:** Intensify promotion of WorkMatch to local businesses to increase local hiring
- **FA1.3:** Providers to engage with employers in other employment centres (e.g. Wandsworth/ Croydon)
- **FA1.4:** Encourage employers to ringfence positions for local residents (including under s 106)
- **FA1.5:** Bridge digital divide (access to internet, job search, job applications, interviewing via zoom etc)
- **FA1.6:** Link RBK mental/physical health programs with KSERP

Focus Area 2

Ensuring Sustainable Business Growth for Job Creation

Economic emergency

- **FA2.1:** Ensure Kingston CoC, Kingston First, WorkMatch and others have linked websites
- **FA2.2:** Advice and guidance including coaching on use of technology

Focus Area 3

Strengthening Policies, Institutions and Investments for Rebuilding Better

Maintain line of sight to long-term goals

- **FA3.1:** Maintain ERTF (incl group overseeing KSERP)
- **FA3.2:** Implement London Plan to maximise developer s106 contributions to KSERP
- **FA3.3:** Strengthen performance management of national programs (incl reach into BAME groups)
- **FA3.4:** Manage risks of non-delivery of programmes/ future COVID waves/additional lockdowns

Rebuilding human capital/skills

- **FA1.7:** Develop WorkMatch into One Stop Shop for employment support services (and explore potential link via Connected Kingston)
- **FA1.8:** Maximise use of apprenticeship levy and leverage Mayor's Progression Collaboration programme.
- **FA1.9:** Explore how to leverage the work contacts/ mentoring of the borough's in-work population to benefit young jobless
- **FA1.10:** Explore holding virtual job fairs (with break out meeting rooms etc)

Firm/sector restructuring

- **FA2.3:** Support for business innovation and specialist re-skilling
- **FA2.4:** Care sector to sign up to minimum standards in borough
- **FA2.5:** Ensure One Stop Shop is linked to employers

Policy and institutional reforms

- **FA3.5:** Build a CRM database to monitor contacts with top 100 employers and improve coordination
- **FA3.6:** Strengthen borough S106 policies (via local plan) on skills & employment and supply chain
- **FA3.7:** RBK to explore potential of mutual promotion of vacancies to businesses across SLP boroughs
- **FA3.8:** Ensure monitoring and evaluation of employment response action plan.

Sustainable career paths

- **FA1.11:** Ensure work support for employers and employees
- **FA1.12:** Ensure BAME (e.g. Korean) community needs prioritised

Green business growth & job creation

- **FA2.6:** Access central government funding for greener business
- **FA2.7:** Maximise and sign post access to green funding for businesses

Investments to rebuild better

- **FA3.9:** Better S106 and CIL implementation
- **FA3.11:** Build in regular crisis
- **FA3.10:** Intensify collaboration with SLP (and members) on skills and employment risk review (i.e. for economic impacts of future crises)

DESCRIPTIONS OF KEY LABOUR MARKET AND BUSINESS DEMOGRAPHIC DATA SOURCES



Annual Population Survey/ Labour Force Survey

APS/LFS are residence-based surveys encompassing population, economic activity (i.e., employment and unemployment), economic inactivity and qualifications. Data is broken down where possible by gender, age, ethnicity, industry and occupation. Available at Local Authority level and above. AFS/LFS are updated quarterly. The next update is 16/01/2021. **Data are for interviews conducted over a 12 month period ending on the month shown. Hence, APS/LFS data reflects, in part, the “average” situation over a 12 month period, which includes pre-COVID and COVID information.**

Business Register and Employment Survey

BRES is an employer survey of the number of jobs held by employees broken down by full/part-time and detailed industry (5 digit SIC2007). The survey records a job at the location of an employees workplace. Available at Lower Level Super Output Area and above. BRES is updated annually. The next update is currently undetermined. **Data reflects “average” employment over the course of a year.**

2011 Census

The 2011 Census was taken on 27th March 2011. It provides detailed information about demographics. The Key Statistics series provides summary figures covering the full range of topics from the census. Available at national level down to the very small census output areas. Census is undertaken once per decade. The next census is planned to take place on 21 March 2021. **Data reflects a specific point in time.**

Claimant Count

Experimental data series which counts the number of people claiming Jobseeker’s Allowance plus those who claim Universal Credit and are required to seek work and be available for work and replaces the number of people claiming Jobseeker’s Allowance as the headline indicator of the number of people claiming benefits principally for the reason of being unemployed. Broken down broken sex, age and type of benefit being claimed. Claimant Count is updated monthly. **Data reflects a specific point in time.**

Jobseekers’ Allowance

Data in this section includes the number of people claiming Jobseeker’s Allowance (JSA) and National Insurance credits at Jobcentre Plus local offices. Jobseeker’s Allowance datasets only cover a subset of people claiming unemployment related benefits. This is not an official measure of unemployment. Data is broken down where possible by gender, age, ethnicity, and occupation. JSA is updated monthly. **Data reflects a specific point in time.**



THE ROYAL BOROUGH OF
KINGSTON
UPON THAMES

THANK YOU FOR READING

To find out more please contact: duncan.brown@kingston.gov.uk

This plan was produced by CAF Consulting Ltd with Open Cities Ltd

