

EAST AYRSHIRE COUNCIL

DEVELOPMENT SERVICES COMMITTEE – 1 AUGUST 2000

AYRSHIRE LOCATION SERVICE TRAINING FOR NEW AND EXPANDING COMPANIES

Report by Director of Development Services

1 PURPOSE OF REPORT

- 1.1** To report on the activity of the Ayrshire Location Service and to seek the authority of the Committee to increase the final funding contribution by £3,600 (to a total of £18,600) towards the costs of the 1998 training programme instituted by the Ayrshire Economic Forum and operated under the auspices of the Ayrshire Location Service. The project began in late 1998 and continued until completion in mid-1999.

2 BACKGROUND

- 2.1** At its meeting on 26 January 1999, the Committee approved participation in an Ayrshire wide training project which was focused on developing the skills required to provide employment opportunities for recently unemployed people in the new and emerging skill areas of the future.
- 2.2** The funding of the project was approved on a partnership basis, involving Enterprise Ayrshire, all of the three Ayrshire Councils and the European Social Fund (ESF). The project was managed on behalf of this partnership by Scottish Enterprise Ayrshire.
- 2.3** The programme of training included provision in electronics, engineering and call centres. The training was provided by accredited training providers, to nationally recognised qualification levels.
- 2.4** The training encompassed classroom based instruction, guidance and counselling, practical work assignments and work experience.
- 2.5** The total budget for the project was £541,600, the full breakdown of which was detailed in the previous report. East Ayrshire Council was committed to provide a total funding input of £49,600.
- 2.6** A final report was to be prepared on project outcomes, which was to be reported to Committee before final payment is made.

3 REVIEW OF THE TRAINING PROGRAMME

3.1 The training project has been completed and reviewed by a consultant appointed and funded by Enterprise Ayrshire.

3.2 The overall statistics relative to the recruitment levels for the programme are as shown on the following table :

Council Area	Course Recruits	Course Completers
East Ayrshire	31	25
North Ayrshire	31	16
South Ayrshire	29	11

3.3 A telephone survey was commissioned by Scottish Enterprise Ayrshire and was carried out during January 2000. The purpose of the survey was to establish how successful the training programme had been in assisting the trainees to secure employment. The results of the survey, which was done on the basis of the training types and to which there were 74 respondents, are shown in the following table.

Training Type	Trainees in Employment in January 2000	Trainees not in Employment in January 2000
Call Centres	26	10
Engineering	15	5
Electronics	7	11
Sub-total	48	26
Total	74	

3.4 The majority of the trainees in East Ayrshire were on Call Centre training and it is worthy of note that the highest percentage of trainees completing their courses was in East Ayrshire. The availability of these skills was important in securing the First Choice call centre at Rowallan, which will support up to 400 new jobs in the local economy once completed.

3.5 In general terms, the programme has achieved beneficial outcomes. However, due to the constraints of timing caused by delayed approval of the ESF funding for the programme, the outcomes have been lower than anticipated in terms of qualifications achieved and jobs secured.

4 FUNDING OF THE 1998 PROGRAMME

- 4.1** Payment of the first 50% tranche of the Council's contribution (£24,800) was made to Enterprise Ayrshire in August 1999. The balance of the monies were withheld until the evaluation of the programme had been completed.
- 4.2** The final cost of the project was £384,000, which was a reduction on the originally budgeted amount, which was due to a lower numbers of trainees than was originally planned. Our contribution has been scaled back.
- 4.3** The adjusted outstanding balance due by East Ayrshire Council and now invoiced by Scottish Enterprise Ayrshire amounts to £18,600, bringing our revised contribution to the programme to £33,400, (approved in outline £49,600).

5 FINANCIAL IMPLICATIONS

- 5.1** The payment of £18,600 should be made out of the 2000/2001 Business Grants Budget, within which there is available funds.

6 POLICY IMPLICATIONS

- 6.1** Support for this project has contributed to the achievements of the Council's policy objectives as defined in the Economic Strategy and the Equal Opportunities Strategy.
- 6.2** Although initiated before the development of the Ayrshire Strategy for Jobs, the project is compatible with the aims of that Strategy.

7 LEGAL AND PERSONNEL IMPLICATIONS

- 7.1** There are no legal or personnel implications.

8 RECOMMENDATION

8.1 That the Committee

(1) notes the completion of the training programme; and

(2) approves the final funding contribution of £18,600, to be paid to Scottish Enterprise Ayrshire.

STEPHEN CHORLEY
Director of Development Services

17/7/00
JRS/CF

BACKGROUND PAPERS

Nil

For further information please contact JOHN SPOONER, Business Development Manager on Extension 6143.

AGENDA