

Cleadon Park
Residents' Employment Needs Survey
September 2007

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Regeneration Partnership
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Analysis conducted by
NWA Social Research

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Appendix 1 – Questionnaire marked-up with topline findings

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Summary of Key Findings

- The aims of the survey were to assess how successful the redevelopment project has been so far in terms of increasing employment levels, and to gain a better understanding of residents' views on employment issues.
- When respondents' employment status in January 2005 is compared to their current employment status, it is seen that the proportion that are in paid employment has risen significantly from 17.6% in 2005 to 26% currently; although the proportion of respondents 'not in paid employment' has only fallen slightly, from 60.5% to 58.8%.
- Over a third (34.5%) of all respondents said that they do not presently claim any benefits. The percentage of respondents that do not claim any benefits has fallen significantly (- 8.4%) since 2005, when 42.9% were not claiming any benefits.
- The majority (63.9%) of the overall sample had not been in paid employment at all since January 2005, when the regeneration initiative started, whilst only 11.8% had been in paid employment 'all the time'. A further 8.4% had been in paid employment for 'more than 1 year – but not all the time'; 10.9% for 'between 6 months and 1 year'; and 5% for 'less than 6 months'.
- Nearly three in ten (28.6%) of all respondents were currently looking for a job (or a new job), and this percentage was similar for both males (30.6%) and females (27.1%).
- Amongst those 34 respondents that were currently looking for a job, nearly a third (32.4%) were looking for 'manual work', whilst 23.5% were interested in 'care work', 11.8% in 'retail', 8.8% in 'part-time work', and 5.9% in 'I.T.'. In addition, 20.6% (7 respondents) were just trying to find 'anything', and 20.6% referred to 'other' jobs.
- Regarding employment support services, more than four in five of the total sample were aware of 'Jobcentre Plus' (84.9%), and 'Connexions' (80.7%), whilst 60.5% were aware of 'TEN (South Tyneside Training & Enterprise Network)', 41.2% were aware of 'South Tyneside Council Adult & Community Learning', and 32.8% were aware of

'Working Links'. A further 16% mentioned 'other' organisations, whilst 9.2% claimed not to have heard of any of the organisations listed.

- Regarding usage of employment support services, almost a half (49.6%) of all respondents stated that they had not used any of the listed services in the last two years. However, more than a third had used 'Jobcentre Plus' (34.5%), and more than one in five had used 'Connexions' (24.4%), and 'TEN' (20.2%) in the last two years. Less than one in ten had used 'S. Tyneside Council ACL' (5%), 'Working Links' (4.2%) and 'other organisations' (6.7%).
- Respondents were asked to state whether or not they felt better skilled or qualified as a result of using any of a list of employment support services. Over one in ten (13.4%) of all respondents felt better qualified/ skilled as a result of using 'TEN (South Tyneside Training & Enterprise Network)'. Nearly one in ten (9.2%) of all respondents felt better qualified/ skilled as a result of using 'Connexions'. 5.9% of all respondents felt better qualified/ skilled as a result of using 'Jobcentre Plus'.
- Almost a quarter (24.4%) of all respondents would like to receive more information about services or support that may be available to help them to find work or improve their employment prospects: 75.6% were not interested in receiving such information.

Main Report

1.0 Introduction

1.1 Background and Objectives

1.1.1 Cleadon Park in South Tyneside has recently undergone major redevelopments, with the aim of creating new housing and community facilities that are sustainable and will provide long-term benefits for the whole community.

1.1.2 The Cleadon Park Regeneration Partnership - which works to 'ensure that those who lived in the regeneration area when the regeneration took place have the opportunity to improve their employment prospects, and are aware of all the support and services available to help them to do this' - commissioned NWA Social Research to conduct a survey of residents who were living on the Cleadon Park estate at the start of the redevelopment. The aims of the survey were to assess how successful the redevelopment project has been so far in terms of increasing employment levels, and to gain a better understanding of residents' views on employment issues.

1.2 Methodology

1.2.1 Letters were sent to a random sample of householders in the Cleadon Park Estate who had lived in Cleadon Park when the redevelopment began in January 2005; the letters explained the aims of the survey and that trained interviewers from NWA Social Research would be calling at their homes to carry out interviews with all members of their household aged 16 years and over. The selected residents were also allowed to complete the questionnaire themselves and return it in a pre-paid envelope, if they preferred, or to complete the interview by telephone.

1.2.2 South Tyneside Council provided NWA Research with a list of 109 suitable households, and fieldwork for the survey was carried out between 25th August and 4th September 2007. In total 102 questionnaires were successfully completed by interview, and a further 17 questionnaires were returned by post, giving an overall achieved sample of 119 respondents.

- 1.2.3 The survey questionnaire was designed in collaboration with South Tyneside Council and, in addition to demographics, data on the following topics was collected
- Employment circumstances, receipt of benefits, and number of dependent children at the start of the regeneration programme;
 - Current employment circumstances, receipt of benefits, and number of dependent children;
 - Types of job interested in (if seeking employment);
 - Awareness of employment support services;
 - Effectiveness of employment support services.

A copy of the questionnaire, marked-up with topline results is attached to this report as **Appendix 1**.

- 1.2.4 All interviewing undertaken by NWA was conducted in accordance with the Market Research Society (MRS) Code of Conduct. Interviewers showed respondents Identity Cards, and provided them with 'thank-you' leaflets which provided a MRS free-phone telephone number to call if respondents had any concerns. Respondents were also given an NWA free-phone telephone number for contact if they had any queries.

1.3 Analysis

- 1.3.1 Data collected from the survey was entered into SPSS (Statistical Package for the Social Sciences) for analysis.
- 1.3.2 Tables were produced showing counts and count percentages for the total sample and for the following sample sub-groups:
- 1) Gender;
 - 2) Age (16 to 29/ 30 to 59/ 60 and over);
 - 3) Long-term illness or disability which limits activity (yes/ no);
 - 4) Employed in January 2005? (yes/ no);
 - 5) Claiming benefits in January 2005? (yes/ no);
 - 6) Dependent children in January 2005? (yes/ no);
 - 7) Currently employed? (yes/ no);
 - 8) Currently claiming benefits? (yes/ no);
 - 9) Dependent children at present? (yes/ no).

1.3.3 The above tables are attached to this report as **Appendix 2**.

1.3.4 All sampling is liable to sampling error. This is based on the size of the sample, the level of response to individual questions, and the proportion of the population who are interviewed. The following table can be used as a guide to give an indication of the 'confidence interval' at the '95% confidence level' relating to the overall sample and sample sub-groups.

Sample Size	50	70	80	102
(Total number of households)	(842)	(842)	(842)	(842)
	± %	± %	± %	± %
Response 50% /50%	13.4	11.2	10.4	9.1
Response 30% or 70%	12.3	10.3	9.6	8.3
Response 10% or 90%	8.1	6.7	6.3	5.5

1.3.5 Note, however, that due to the small numbers involved, differences in the response percentages for a given question between the various sample sub-groups are unlikely, statistically, to be significantly different from one another.

1.4 Sample Profile

1.4.1 The majority (58.8%) of the total sample were female, and 41.2% were male.

1.4.2 More than a third (37%) of all respondents were aged under 30 years (11.8% '16 to 17 years' + 25.2% '18 to 29 years'), whilst 12.6% were aged '30 to 39 years', 24.4% '40 to 49 years', 13.4% '50 to 59 years', 9.2% '60 to 69 years', and 3.4% '70 years and over'.

1.4.3 Nearly a third (32.8%) of the total sample (39 respondents) indicated suffering from a 'long-standing illness, disability or infirmity'. Amongst these respondents, 79.5% (31 people) said that this illness/ disability limited their activities.

1.4.4 All except two respondents (1.7%), who were of 'Mixed – White & Black African' ethnic background, stated that their ethnic background was 'White – British' (98.3%).

2.0 Previous Employment Status

Q5: 'Which of these activities best describes what you were doing when the regeneration of Cleadon Park began (January 2005)? (Please only tick one box)'

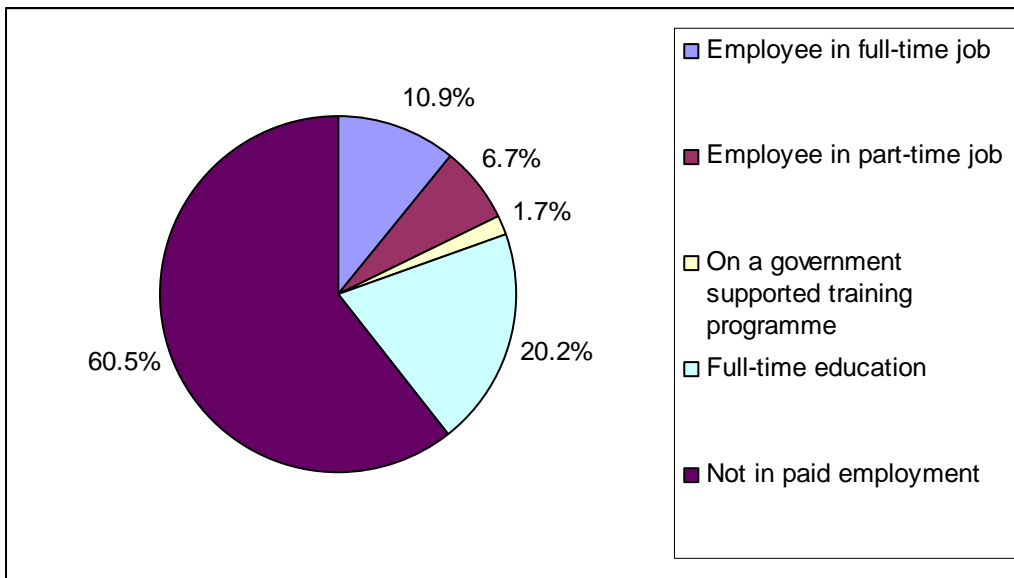
Q5a: 'Which of the following benefits, if any, were you claiming (January 2005)? (Please tick as many as apply)'

Q5b: 'How many children (under 16 years) were dependent on you (January 2005)? (Please tick one box)'

(Appendix 2 – pages 4 to 6 refer)

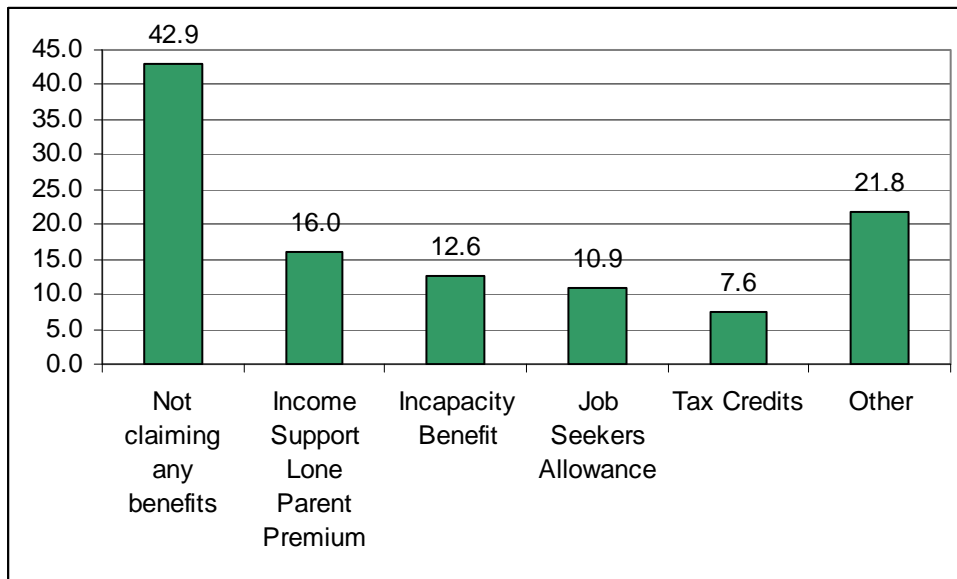
- 2.1 Less than one in five (17.6%) of all respondents were in paid employment when the regeneration of Cleadon Park began in January 2005 (10.9% 'employee in full-time job' + 6.7% 'employee in part-time job'), compared to three in five (60.5%) who were 'not in paid employment'. A further 20.2% were in 'full-time education' and 1.7% were 'on a government supported training programme (e.g. Modern Apprenticeships)'.

Employment: what were you doing when the regeneration of Cleadon Park began?
(Q5: % response – all respondents)



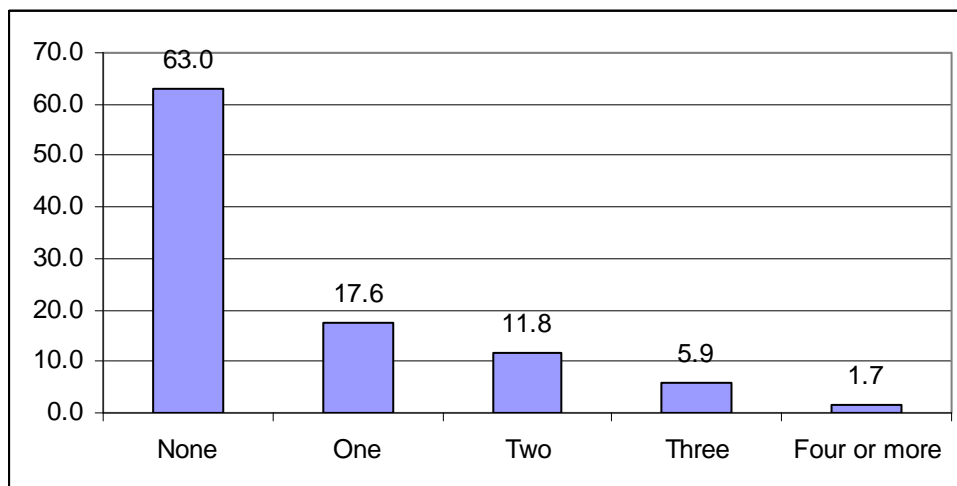
- 2.2 When asked about the benefits they were claiming, if any, when the regeneration of Cleadon Park began, most respondents (42.9%) said that they were not claiming benefits. However, 16.0% were claiming 'Income Support Lone Parent Premium', 12.6% were claiming 'Incapacity Benefit', 10.9% 'Job Seekers Allowance' and 7.6% 'Tax Credits'. 21.8% of respondents referred to 'other' benefits, which they were claiming in January 2005.

Which benefits, if any, were you claiming in January 2005?
(Q5a: % response – all respondents)



2.3 Nearly two thirds (63%) of the total sample said that back in January 2005 they had no children (under 16 years) who were dependent on them. However, 17.6% had 'one' dependent child, 11.8% had 'two' dependent children, and 7.6% had three or more dependent children (5.9% 'three' + 1.7% 'four or more').

Number of dependent children (under 16 years) January 2005
(Q5b: % response – all respondents)



3.0 Current Employment Status

Q6: 'Which of these activities best describes what are you doing at present'?

Q6a: 'Which of the following benefits, if any, are you claiming'?

Q6b: 'How many children (under 16 years) are dependent on you'?

Q7: 'About how long have you been in paid employment since the regeneration started (e.g. from January 2005 until now)?'

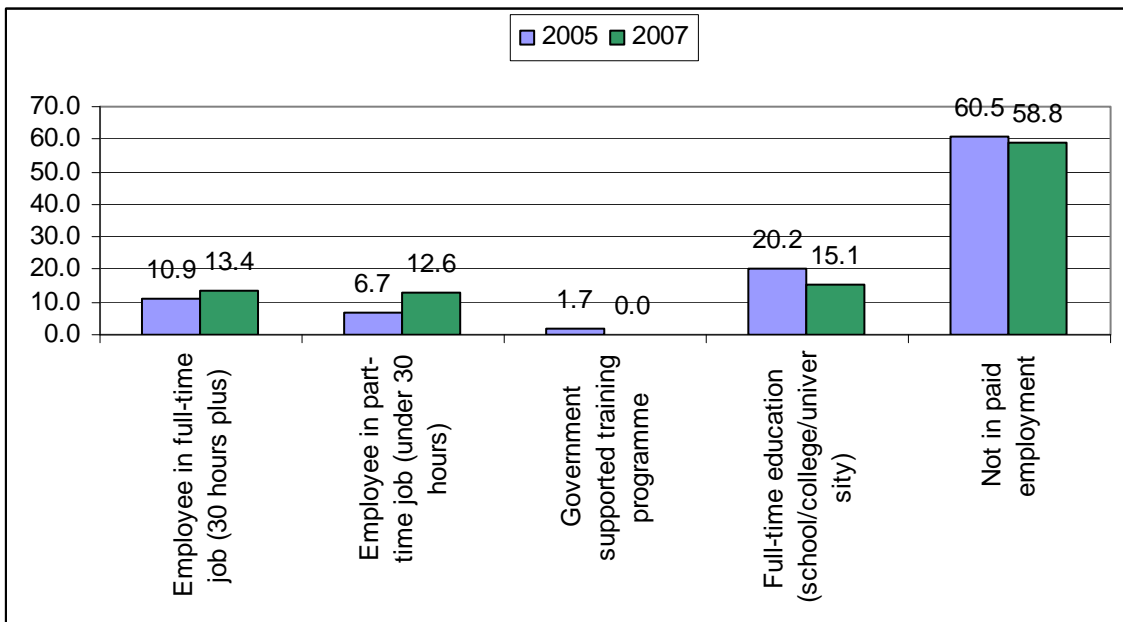
Q8: 'Are you currently looking for a job (or a new job)?'

Q8a: 'If 'Yes' – What type of job would you be interested in?'

(Appendix 2 – pages 7 to 12 refer)

3.1 Regarding their current employment status, just over a quarter (26%) of respondents were in paid employment (13.4% 'employee in full-time job' + 12.6% 'employee in part-time job'), compared to nearly three in five (58.8%) who were 'not in paid employment'. The remaining 15.1% of respondents were all in 'full-time education' (no one was on a 'Government supported training programme'). Males (22.4%) were more likely to work full-time (30 hours plus) than females (7.1%), whereas females (17.1%) were more likely to work part-time (under 30 hours) than males (6.1%).

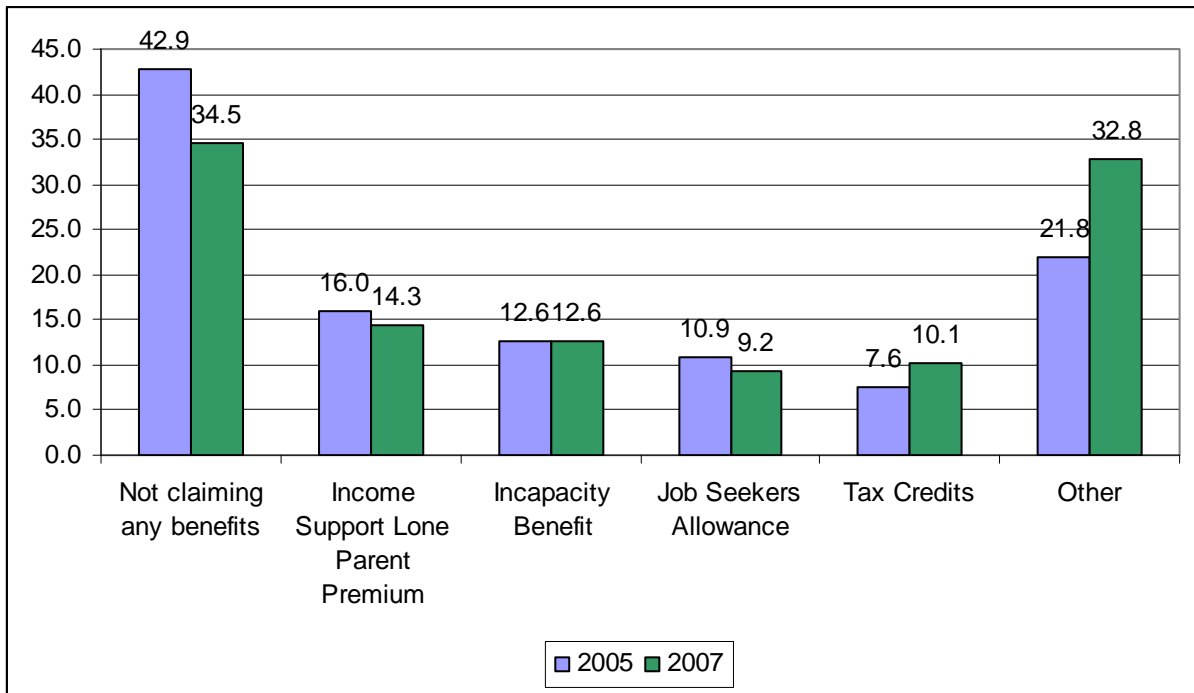
Current employment status cf. employment status in January 2005
(Q6: % response – all respondents)



3.2 When respondents' employment status in January 2005 is compared to their current employment status, it is seen that the proportion that are in paid employment has risen significantly from 17.6% in 2005 to 26% currently; although the proportion of respondents 'not in paid employment' has only fallen slightly, from 60.5% to 58.8%.

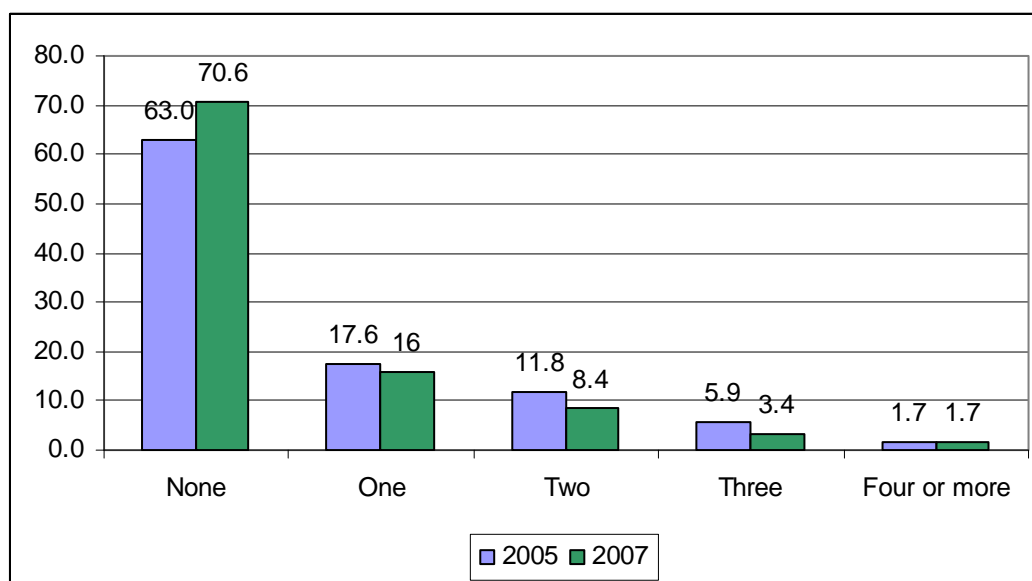
3.3 Over a third (34.5%) of all respondents said that they do not presently claim any benefits. However, 14.3% do claim 'Income Support Lone Parent Premium', 12.6% claim 'Incapacity Benefit', 9.2% 'Job Seekers Allowance', and 10.1% 'Tax Credits', whilst nearly a third (32.8%) currently receive 'other' benefits. The percentage of respondents that do not claim any benefits has fallen significantly (- 8.4%) since 2005, when 42.9% were not claiming any benefits.

Benefits claimed presently and in January 2005
 (Q6a: % response – all respondents)

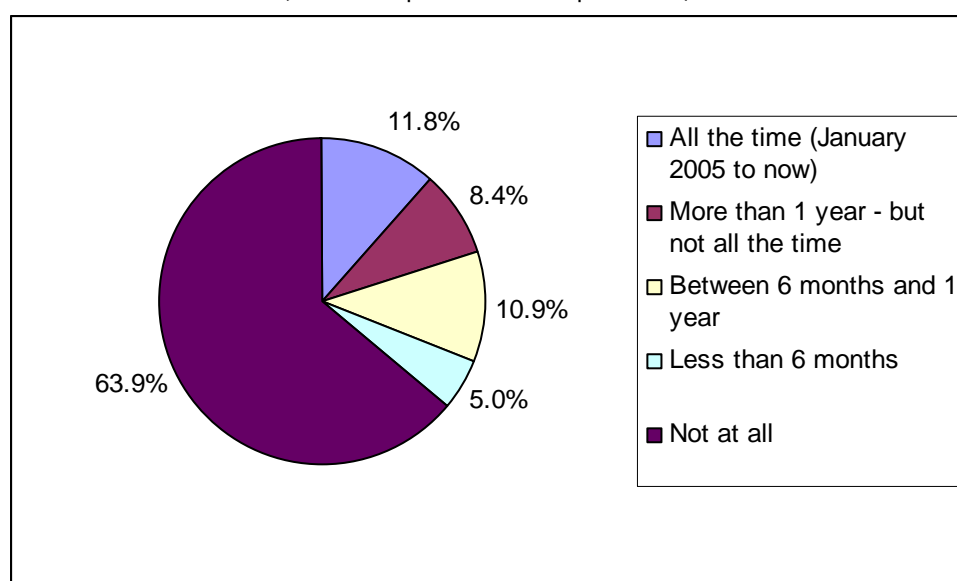


3.4 The proportion of respondents with dependent children (under 16 years of age) has fallen, though not significantly, from 37% in 2005 to 29.4% in 2007 (please refer to chart below): 16% of all respondents indicated that they currently had 'one' dependent child; 8.4% had 'two' dependent children; and 5.1% had three or more dependent children (3.4% 'three' + 1.7% 'four or more').

Number of dependent children (under 16 years): 2005 cf. 2007
(Q6b: % response – all respondents)



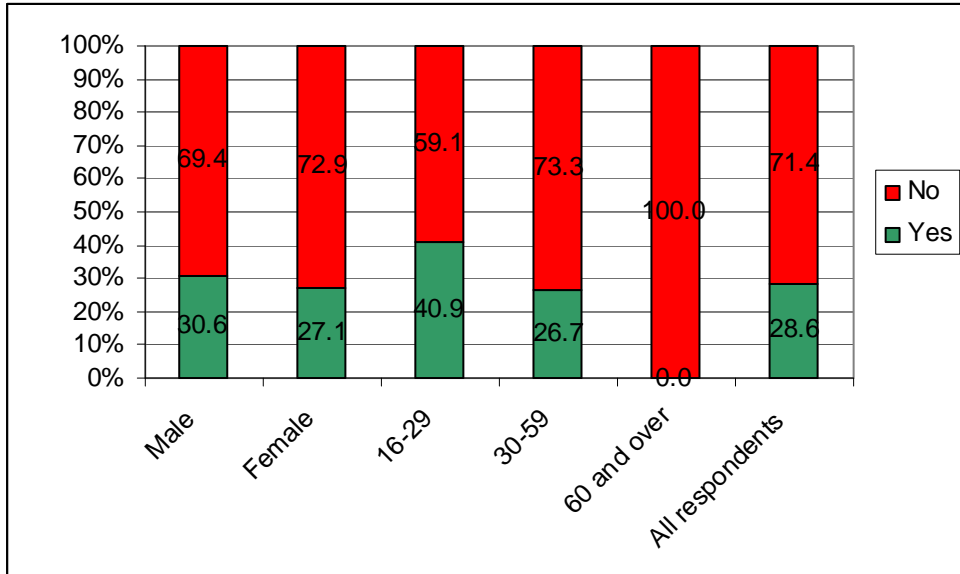
How long have you been in paid employment since the regeneration started?
(Q7: % response – all respondents)



- 3.5 The majority (63.9%) of the overall sample had not been in paid employment at all since January 2005, when the regeneration started, whilst only 11.8% had been in paid employment 'all the time'. A further 8.4% had been in paid employment for 'more than 1 year – but not all the time'; 10.9% for 'between 6 months and 1 year'; and 5% for 'less than 6 months'.

- 3.6 Nearly three in ten (28.6%) of all respondents were currently looking for a job (or a new job), and this percentage was similar for both males (30.6%) and females (27.1%). Respondents aged '16 to 29 years' (40.9%) were more likely to be searching for a job than those aged '30 to 59 years' (26.7%), whilst nobody aged '60 years and over' said that they were currently looking for a job.

Are you currently looking for a job (or a new job)?
(Q8: % response – by gender, age group, and for all respondents)



- 3.7 Amongst those 34 respondents that were currently looking for a job, nearly a third (32.4%) were looking for 'manual work', whilst 23.5% were interested in 'care work', 11.8% in 'retail', 8.8% in 'part-time work', and 5.9% in 'I.T.'. In addition, 20.6% (7 respondents) were just trying to find 'anything', and 20.6% referred to 'other' jobs. All the job types of interest to job seekers are listed verbatim at Appendix 3 – Responses to Open Questions.

4.0 Support and Training Services

4.1 Awareness and Use of Services

Q9: '(All respondents) Listed below are some organisations which help people find work, or provide support or training to help people improve their job prospects?'

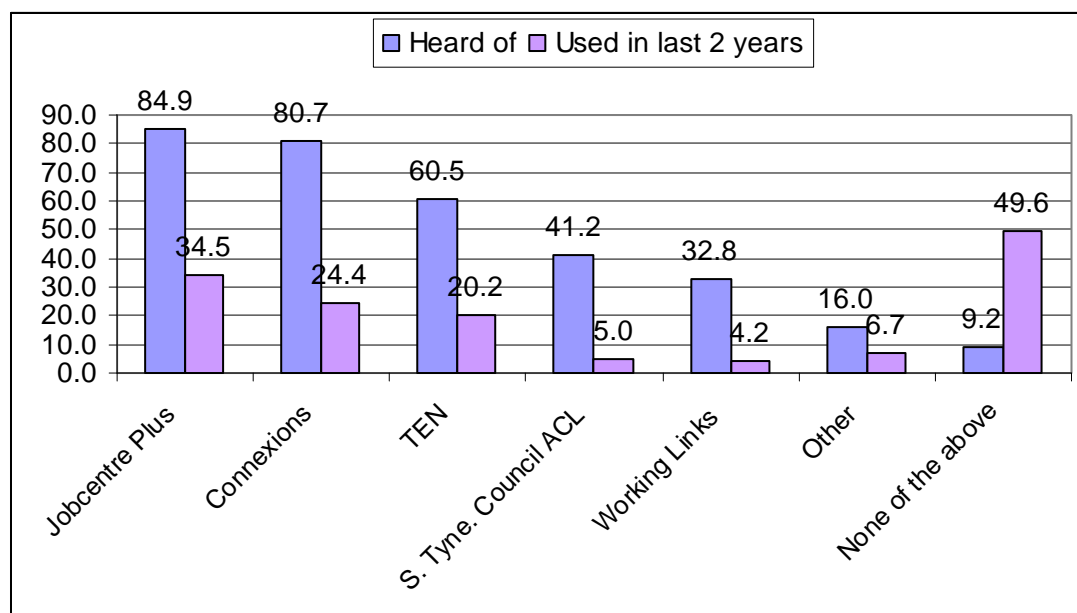
Q9a: 'Which, if any, of these have you heard of?'

Q9b: 'Which, if any, of these have you used in the last two years?'

(Appendix 2 – pages 13 and 14 refer)

4.1.1 Respondents were asked about their awareness and usage of organisations 'that help people to find work, or provide support or training to help people improve their job prospects'. More than four in five of the total sample were aware of 'Jobcentre Plus' (84.9%), and 'Connexions' (80.7%), whilst 60.5% were aware of 'TEN (South Tyneside Training & Enterprise Network)', 41.2% were aware of 'South Tyneside Council Adult & Community Learning', and 32.8% were aware of 'Working Links'. A further 16% mentioned 'other' organisations (listed at Appendix 3), whilst 9.2% claimed not to have heard of any of the organisations listed.

Awareness and usage of employment support services
(Q9: % response – all respondents)



4.1.2 Amongst those 19 respondents that referred to 'other' organisations they were aware of that provide employment support, four mentioned 'B-Skill' at Cookson House, and two each mentioned 'Remploy', the 'Shaw Trust', and 'St. Simons' (please refer to Appendix 3 for full details).

4.1.3 Regarding usage of employment support services, almost a half (49.6%) of all respondents stated that they had not used any of the listed services in the last two years. However, more than a third had used 'Jobcentre Plus' (34.5%), and more than one in five had used 'Connexions' (24.4%), and 'TEN' (20.2%) in the last two years. Less than one in ten had used 'S. Tyneside Council ACL' (5%), 'Working Links' (4.2%) and 'other organisations' (6.7%). Note that only three respondents named the 'other' organisations they had used – 'B-Skill at Cookson House' (1); 'Remploy' (1); and 'St. Simons' (1).

4.2 Effectiveness of Services

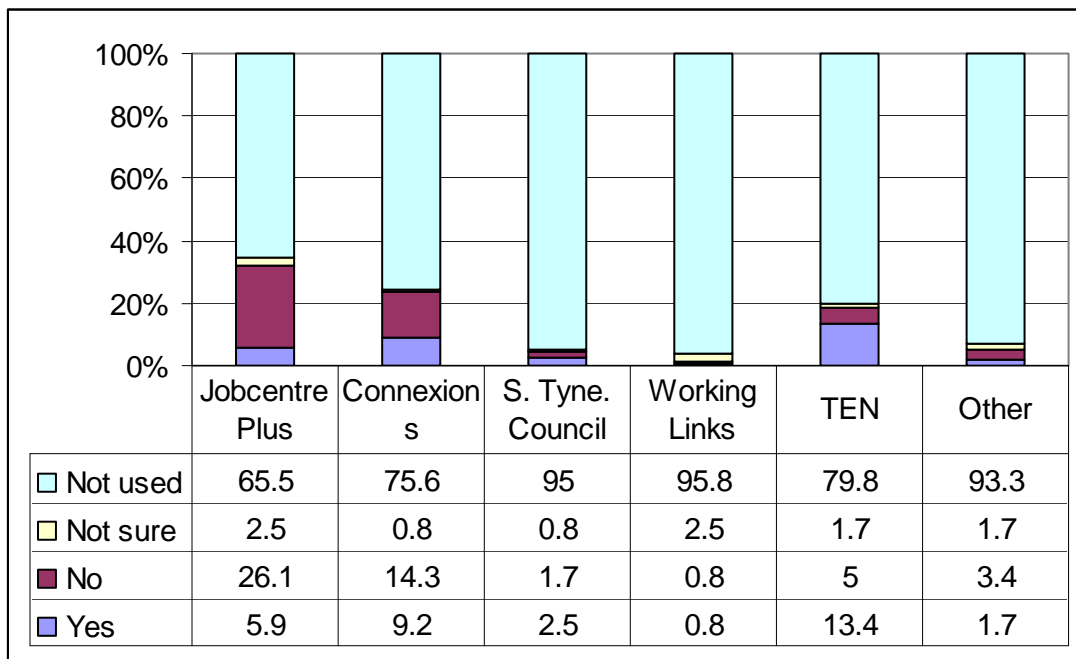
Q10a: 'If you have used any of the services provided by the following organisations... Do you feel better skilled/qualified as a result of using the service?'

Q10b: 'If you have any suggestions as to how the services provided by the above organisations could be improved, please write details below'

Q11: 'If you have any other suggestions about support or services that could help you find work, or improve your employment prospects, please write details below'
(Appendix 2 – pages 15 to 20 refer)

4.2.1 Respondents were asked to state whether or not they felt better skilled or qualified as a result of using any of a list of employment support services. However, with the exception of 'Jobcentre Plus', which 34.5% of the sample had used, none of the services listed had been used by more than a quarter of all respondents.

Do you feel better skilled/ qualified as a result of using these services?
(Q10a: % response – all respondents)



- 4.2.2 Over one in ten (13.4%) of all respondents felt better qualified/ skilled as a result of using 'TEN (South Tyneside Training & Enterprise Network)', however 5% did not feel better qualified/ skilled, 1.7% gave 'not sure' responses, and 79.8% have not used the 'TEN' service.
- 4.2.3 Nearly one in ten (9.2%) of all respondents felt better qualified/ skilled as a result of using 'Connexions', however 14.3% did not feel better qualified/ skilled, 0.8% gave 'not sure' responses, and 75.6% have not used the 'Connexions' service.
- 4.2.4 Only 5.9% of all respondents felt better qualified/ skilled as a result of using 'Jobcentre Plus', whilst more than four times as many did not feel better qualified/ skilled (26.1%). 2.5% gave 'not sure' responses and 65.5% have not used 'Jobcentre Plus'.
- 4.2.5 Only 6 respondents (5% of the total sample) had used 'South Tyneside Council Adult & Community Learning': 2.5% (3 respondents) said that 'yes' they felt better qualified/ skilled as a result of using this service; 1.7% (2 respondents) did not feel better qualified/ skilled; and one respondent (0.8%) gave a 'not sure' response.
- 4.2.6 Only 5 respondents (4.2% of the total sample) had used 'Working Links': 0.8% (1 respondent) said that 'yes' they felt better qualified/ skilled as a result of using this service; 0.8% did not feel better qualified/ skilled; and three respondents (2.5%) gave 'not sure' responses.
- 4.2.7 Only 8 respondents (6.7% of the total sample) had used 'other' employment support services: 1.7% (2 respondents) said that 'yes' they felt better qualified/ skilled as a result of using such services; 3.4% (4 respondents) did not feel better qualified/ skilled; and two respondents (1.7%) gave 'not sure' responses.
- 4.2.8 In total, 15 respondents (12.6% of the total sample) gave suggestions as to how the services provided by the employment support services listed at Question 10a could be improved - all the comments are listed in full in Appendix 3 – Responses to Open Questions. Comments were diverse, although note that three respondents mentioned the Job Centre and said that the atmosphere could be more positive and staff more helpful/ proactive when phoning about jobs.

4.2.9 One in five (20.2%) of the total sample (24 respondents) offered comments when asked if they had any other suggestions about support or services that could help them find work, or improve their employment prospects. Again responses were diverse – please refer to Appendix 3 for full details – however, 3.4% of the total sample (4 respondents) mentioned 'more services/ support' that would be helpful; 2.5% (3 respondents) made comments about the Job Centre; 2.5% said that help with travel would be useful; 2.5% made comments related to 'immigrants'; and 1.7% felt that the 'accessibility' of certain services could be better.

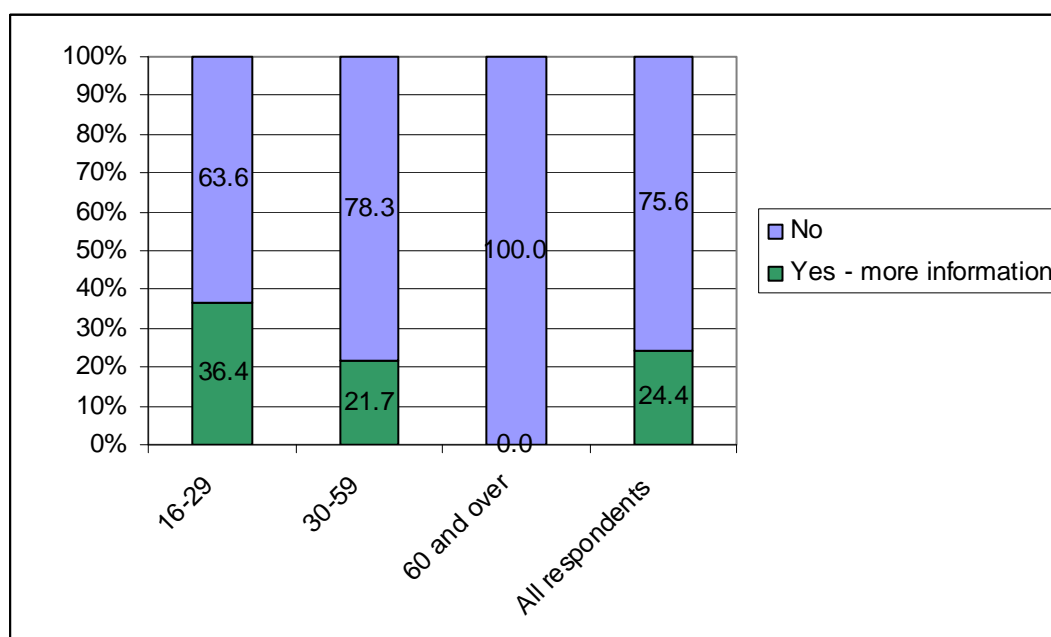
		Count	Col %
Q11) Other suggestions about support or services to help people into employment	(no comments)	95	79.8%
	More services/ support	4	3.4%
	Comments about Job Centre	3	2.5%
	Immigrants	3	2.5%
	Help with travel	3	2.5%
	Accessibility of services	2	1.7%
	Current services good enough	2	1.7%
	Provision of information	1	.8%
	Other	6	5.0%
Total		119	100.0%

5.0 Interest in Further Information

Q12: 'Would you like more information about services or support that may be available to help you find work or improve your employment prospects?'
(Appendix 2 – page 21 refers)

5.1 Almost a quarter (24.4%) of all respondents would like to receive more information about services or support that may be available to help them to find work or improve their employment prospects: 75.6% were not interested in receiving such information. Younger respondents were more interested in receiving information about employment services/ support than those in older age groups, with over a third of respondents aged '16 to 29 years' saying that 'yes' they would like to receive more information, compared to 21.7% in the '30 to 59 years' age group and none of those (15 respondents) aged '60 years and over'.

Employment support services - would you like to receive more information?
(Q12: % response – by age group and for all respondents)



5.2 More than three in five (61.8%) of those respondents who indicated at Question 8 that they were 'currently looking for a job (or a new job)' would like to receive more information about 'services or support that may be available to help them to find work or improve their employment prospects'.

			Q12) Would you like more information about services or support...?		Total
			Yes	No	Yes
Q8) Are you currently looking for a job (or a new job)?	Yes	Count	21	13	34
		Row %	61.8%	38.2%	100.0%
	No	Count	8	77	85
		Row %	9.4%	90.6%	100.0%
Total	Count		29	90	119
	Row %		24.4%	75.6%	100.0%

5.3 Contact details of those 29 respondents who would like more information about services/ support are to be passed on to Cleadon Park Regeneration Partnership, who will then ask their 'Supporting People into Work' partner 'Working Links' to contact these respondents by letter or telephone.