

Report on the survey of employers in the S9 postcode area of Sheffield February-April 2005

Report prepared by
Barbara Rimmington
Research Officer
East End Quality of Life Initiative
c/o 10 Montgomery Terrace Road
Sheffield S6 3BU
Tel: 0114 285 9931
Fax: 0114 278 7173
Email: barbara@sheffieldct.co.uk

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Introduction

The survey was carried out by the East End Quality of Life Initiative (EEQOL) on behalf of Sheffield City Council's Adult & Community Learning Unit (ACLU) and Darnall Area Panel, in order to find out about the possible problems that existing employers with S9 postcodes have in recruiting employees in general, and particularly employees from the local (Darnall and Tinsley) areas.

The Local Learning Partnership wanted to establish an understanding of the variety of skills required by local employers in order to shape the provision for local people and create local training and learning opportunities to better meet those requirements.

The survey also provided an opportunity for SCC to establish a wider dialogue with employers in the area and to improve contacts between local agencies and local employers.

Background

The East End of Sheffield has a wide mix of employers. Manufacturing is still represented by companies such as Outokumpu, while there has been rapid growth in the service sector - office, retail, leisure and call centres, with companies such as Meadowhall, Don Valley Arena, Centertainment, Ice Centre and the National Sports Academy, with much of the recent local job creation relatively low paid part time employment. Very recent developments include the opening of a B&Q retail outlet in Darnall, and the Polestar printing company near Tinsley. Sheffield Airport is diversifying into office development, and land around the Parkway Markets and the Orgreave/Waverley sites has been identified for further development. The Jobs Task Force (see below) found that the creation of 20,000 jobs in the 1980s and 1990s in Sheffield's East End barely impacted on local unemployment.

There have been a number of local labour market initiatives and agencies working in the East End of Sheffield, such as Attercliffe and Darnall Community Enterprise (ADCE), Darnall JobLink, and the Darnall and Tinsley Jobs Task Force. The Jobs Task Force was set up in February 2000 following a series of public meetings called by local MPs due to concerns about ongoing high levels of unemployment in the local communities which bordered an area of significant job growth. The Jobs Task Force funding came to an end in 2001. An Intermediate Labour Market (ILM) scheme for people aged over 25 operated in Darnall, Tinsley and Burngreave through the SRB4 programme in 1999/2000, which placed 67 people in a variety of local community and voluntary sector groups, advice centres and a community nursery. It also devised an innovative partnership approach by which public sector placements were "hosted" by local voluntary sector organisations, which led to the employment of 12 classroom assistants in local primary schools, 4 health development and advocacy workers in local primary care teams, and 3 environmental monitoring workers in SCC's Environmental Protection Service.

Despite being surrounded by employment opportunities, unemployment rates in the communities falling within the S9 postcode area remain higher than for Sheffield overall. The 2001 Census recorded male unemployment in Darnall ward at 12% (see table 8), and 20.5% in neighbouring Castle ward, whilst it was 9.2% for Sheffield. Unemployment rates varied amongst different ethnic groups, ranging from 3.9% among White groups, to 7.9%

amongst Asian/Asian British, 8.9% amongst Black/Black British, and 9.3% amongst those of mixed heritage. The 2001 Census also showed economic inactivity at the centre of Darnall (the S9-3 postcode area) was 34.2% of all people aged 16-74 for Asian ethnic groups, compared with 15.4% for the White British group.

Neighbourhood Profiles for Darnall and Tinsley

SCC's Area and Neighbourhood Action Unit has produced neighbourhood profiles based on 7 indices (economic activity, education, housing, environment, access to services, health and social care, and community safety).

Darnall neighbourhood lies within Darnall electoral ward to the NE of the city centre. It is the traditional heart of the Sheffield steel industry, whose decline has given rise to a new leisure economy in the Lower Don Valley. Darnall is a culturally diverse neighbourhood, with large Pakistani, Bangladeshi, Yemeni and Somali communities. Social landlords account for about half of all housing provision in the neighbourhood, and Darnall is the only area in the city without its own secondary school.

Tinsley falls within the Darnall electoral ward. It is within walking distance of Meadowhall shopping centre. The M1 motorway runs through Tinsley, isolating it geographically from the rest of the city, with residential areas mainly to the east and industrial land use to the west. Tinsley is in an air quality management area due to the impact of heavy traffic from the motorway and Bawtry Road. The community originally formed around the steel works and suffered economically with their decline. Tinsley has a large Pakistani community.

Educational attainment in Darnall and Tinsley is generally below the city average. More than 40% of the adult population have no formal qualifications. Children's educational attainment is hampered by the lack of a local secondary school. The number of pupils achieving 5 GCSE grades A-C is 10% less than the city average and 15% less in primary education attainment (level 4+ at KS2 in Maths and English).

Some key statistics from those for Darnall and Tinsley are reproduced below.

Table 1: SNIS Selected Index and Domain Scores

<i>SNIS Neighbourhood</i>	<i>1 Economic Activity</i>		<i>2 Education</i>		<i>Total Index</i>	
	<i>Score</i>	<i>Rank</i>	<i>Score</i>	<i>Rank</i>	<i>Score</i>	<i>Rank</i>
Darnall	2.5	1	14.1	4	19.9	5
Tinsley	22.5	24	26.4	23	29.5	17
Sheffield	44.3	44	47.4	51	47.9	46

Source: Sheffield City Council Area & Neighbourhood Action Unit, 2005

Table 2: Census Key Statistics

	<i>Darnall</i>		<i>Tinsley</i>		<i>Sheffield</i>	
	<i>number</i>	<i>%</i>	<i>number</i>	<i>%</i>	<i>number</i>	<i>%</i>
Total population	7,182	1.4	4,198	0.8	513,234	100.0
Area (km ²)	4.47	1.2	5.30	1.4	366.76	100.0
Density (pop/ km ²)	1,606	114.8	793	56.6	1,399	100.0
Population under 16	2,040	28.4	1,105	26.3	98,031	19.1
Population over 65	1,067	14.9	515	12.3	84,121	16.4
Black & Ethnic Minority Residents	3,397	47.4	2,087	49.7	55,536	10.8

	<i>Darnall</i>		<i>Tinsley</i>		<i>Sheffield</i>	
	<i>number</i>	<i>%</i>	<i>number</i>	<i>%</i>	<i>number</i>	<i>%</i>
Households with dependent children	931	35.5	570	36.3	59,424	27.3
Households in social housing	1,367	52.0	303	19.5	65,940	30.3

Source: Sheffield City Council Area & Neighbourhood Action Unit, 2005

Table 3: Employment by Occupation for Darnall (1,722 people) and Tinsley (1,351 people) (percentages are based on all persons in employment)

	<i>Darnall (%)</i>	<i>Tinsley (%)</i>
Managers and senior officials	8.42	8.44
Professional	6.50	7.62
Associate professional & technical	7.55	9.40
Administrative & technical	8.48	10.66
Skilled trades	12.60	11.62
Personal services	8.13	7.99
Sales & customer services	9.29	9.99
Process plant & machine operatives	16.90	15.99
Elementary occupations	22.13	18.28

Source: Sheffield City Council Area & Neighbourhood Action Unit, 2005

Table 4: Average Qualification Level for Darnall (4,705 people) and Tinsley (2,873 people) (percentages are based on all persons aged 16-74)

	<i>Darnall</i>	<i>Tinsley</i>
No qualifications	54.6%	43.9%
Highest qualification attained level 1*	13.0%	16.6%
Highest qualification attained level 2**	19.9%	13.6%
Highest qualification attained level 3***	6.2%	8.9%
Highest qualification attained level 4/5#	10.0%	11.0%
Highest qualification attained level unknown	5.2%	6.0%
<i>Average qualification level</i>	<i>1.04</i>	<i>1.28</i>

Source: Sheffield City Council Area & Neighbourhood Action Unit, 2005

Notes: * 1+ 'O' level passes; 1+ CSE/GCSE any grades; NVQ level 1; Foundation GNVQ. ** 5+ 'O' level passes; 5+ CSEs (grade 1's); 5+ GCSEs (grades A-C); School Certificate; 1+ 'A' levels/'AS' levels; NVQ level 2; Intermediate GNVQ. *** 2+ 'A' levels; 4+ AS levels; Higher School Certificate; NVQ level 3; Advanced GNVQ. # First degree; Higher degree; NVQ levels 4 and 5; HNC; HND; Qualified Teacher Status; Qualified Medical Doctor; Qualified Dentist; Qualified Nurse; Midwife; Health Visitor.

Major training providers in the S9 postcode area

ACLU's: Review and Action Plan of adult and community learning in Darnall and Tinsley, in January 2005, found the following community based organisations were involved in adult learning in the area:

- African Women's Health Group (AWHG)
- Attercliffe & Darnall Community Enterprise (ADCE)
- Darnall Community Resources Centre (DCRC)
- Family Development Project (FDP)
- Pakistan Muslim Centre (PMC)
- Tinsley Forum/Tinsley One Stop Shop (TF)
- Tinsley Parent and Children's Consortium (TPCC)
- Yemeni Economic & Training Centre (YETC)

ACLU requested that all known local training providers supply them with details of employment-related training and numbers attending (from S9 and citywide) in June 2005. Their responses are shown in Table 5 below (no response was taken to mean no job-related training had taken place).

Table 5: Job-related training in Darnall

<i>Organisation/Group</i>	<i>Course/ Programme</i>	<i>Level/Qualification</i>	<i>Numbers</i>
YETC (Yemeni Enterprise and Training Consortium)	Word-processing, spreadsheets, email and internet	Level ½ Open College Network (OCN)	2 from Darnall (12 citywide)
	Administration	Levels 1, 2 and 3	0 from Darnall (8 citywide)
	IT users	Levels 1, 2 and 3	0 from Darnall (8 citywide)
	Voluntary tutors teaching	Level 2 OCN	1 from Darnall (28 citywide)
	Teaching	PGCE/Cert Ed	1 from Darnall (22 citywide)
Darnall Music Factory	Intro. to home PC technology	Entry	0 from Darnall (6 citywide)
	D.J. ing	Level 1/FE	0 from Darnall (6 citywide)
African Women's Health Group	Basic English	OCN level 1	9
	Advanced English	OCN level 2	8
Darnall Community Resources Centre (DCRC)	Job Search, IT and preparation of CV's	-	22
Attercliffe & Darnall Community Enterprises (ADCE)	ESAL	-	2 from Darnall (6 citywide)
	Basic IT	Entry	15 approx from Darnall (15 approx citywide)
	Excel	Entry	3 from Darnall (7 citywide)
	Publisher	Entry	3 from Darnall (7 citywide)
	European Computer Driving Licence (ECDL)	Entry	2 from Darnall (6 citywide)
	IT/Admin, Business Admin, Advice & Guidance	Levels 1, 2, 3	7 citywide
	Pre-employment training	-	3 from Darnall (2 citywide)
	Homework Club	-	5 from Waltheof School (15 citywide)

Source: ACLU, July 2005

Tinsley Forum training courses

From January to December 2004, Tinsley Forum offered 42 courses at community venues within Tinsley. The courses covered a range of topics, including various aspects of computers and applications (word processing, spreadsheets, CLAIT1, web design, etc.), ESOL and Basic English, First aid (emergency and for babies), Counselling, and general interest courses (genealogy, line dancing, Asian fashion design, painting and drawing). In total, the courses had 468 attendees, of whom 389 came from the S9 postcode area, and 350 came from S9 1 (Tinsley). This number represents 289 people in total, as some people attended more than 1 course (190 from the S9 postcode area and 169 from Tinsley). IT and ESOL/basic English courses seemed to be the most popular choices.

The table below gives an idea of how many students attended how many courses, and what type of courses they attended. Of the 27 people analysed who attended 4 or more courses/student only 1 lived outside Tinsley.

Table 6: Tinsley Forum Training Courses

<i>Number of courses attended</i>	<i>Number of students</i>	<i>Type of course</i>
7	1	IT and general interest
6	3	ESOL, IT, and job-related
5	6	ESOL and IT
4	17	ESOL, IT, and job-related
3	38	
2	47	
1	137	
42	468	Totals

Source: Tinsley Forum, 2005

4 courses were more specifically job-related - CLAIT1 fast-track, where a guaranteed job interview was offered by Green Business Network; Pre-school practice, Minute taking, and training for a specific local job vacancy with Sure Start. The table below shows the numbers of students and where they came from on these more specifically job-related courses.

Table 7: Job-related Training in Tinsley

<i>Course</i>	<i>Number of students</i>	<i>Number from S9</i>	<i>Date of course</i>
Fast-track CLAIT1	11	10	05/04/04-16/04/04
Pre-School Practice CACHE	12	10	20/09/04-13/12/04
Minute taking, letter & report writing	8	5	06/10/04-20/10/04
Sure Start vacancy application training	3	1	12/12/04-13/12/04

Source: Tinsley Forum, 2005

Labour Market Profiles for Darnall and Castle Wards

Table 8: Economically Active (percentages are based on working age population, except unemployed, which is based on economically active)

	<i>Darnall (%)</i>	<i>Castle (%)</i>	<i>Sheffield (%)</i>	<i>GB (%)</i>
Males				
Economically active	76.0	69.5	76.7	81.4
In employment	66.8	55.3	69.7	76.0
Unemployed	12.0	20.5	9.2	6.5
Females				
Economically active	59.7	58.6	67.7	70.3
In employment	55.0	52.6	64.0	66.9
Unemployed	7.9	10.2	5.5	4.8

Source: 2001 Census of Population (Table CAS028 - Sex and Age by Economic Activity)

Table 9: Economically Inactive (percentages are based on working age population)

	<i>Darnall (%)</i>	<i>Castle (%)</i>	<i>Sheffield (%)</i>	<i>GB (%)</i>
Males				
Economically inactive	24.0	30.5	23.3	18.6
Retired	2.1	1.8	2.6	3.0
Student	7.4	11.1	9.5	5.3
Other	14.5	17.5	11.2	10.4
Females				
Economically inactive	40.3	41.4	32.3	29.7
Retired	0.8	0.8	1.2	1.4
Student	6.1	8.5	9.5	5.7
Other	33.4	32.2	21.6	22.6

Source: 2001 Census of Population (Table CAS028 - Sex and Age by Economic Activity)

Table 10: Employment Status (percentages are based on all persons in employment)

	<i>Darnall (%)</i>	<i>Castle (%)</i>	<i>Sheffield (%)</i>	<i>GB (%)</i>
Males				
Full time employment	88.4	86.1	89.4	91.1
Part time employment	11.6	13.9	10.6	8.9
Females				
Full time employment	54.6	54.5	54.9	58.7
Part time employment	45.4	45.5	45.1	41.3

Source: 2001 Census of Population (Table CAS029 - Sex and Age by Hours Worked)

Table 11: Employment by Occupation at ward, city, and national levels (percentages are based on all persons in employment)

	<i>Darnall (%)</i>	<i>Castle (%)</i>	<i>Sheffield (%)</i>	<i>GB (%)</i>
Managers and senior officials	9.4	8.6	11.9	14.9
Professional	6.1	7.8	12.3	11.2
Associate professional & technical	9.9	9.6	12.8	13.9
Administrative & technical	12.6	9.4	12.5	13.2
Skilled trades	15.0	13.2	12.3	11.8
Personal services	7.2	8.4	7.2	6.9
Sales & customer services	10.3	10.9	8.9	7.7
Process plant & machine operatives	14.3	9.3	9.3	8.7
Elementary occupations	15.2	12.8	12.8	11.8

Source: 2001 Census of Population (Table CAS033 - Sex and Occupation by Age)

Table 12: Employee Jobs (percentages are based on total employee jobs)

	<i>Sheffield (employee jobs)</i>	<i>Sheffield (%)</i>	<i>Yorks & Humber (%)</i>	<i>GB (%)</i>
Total employee jobs	239,941	-	-	-
Full time	156,407	65.2	66.5	68.1
Part time	83,533	34.8	33.5	31.9
Manufacturing	33,568	14.0	15.8	12.6
Construction	9,239	3.9	4.9	4.4
Services	196,646	82.0	77.9	81.4
Distribution, hotels & restaurants	57,924	24.1	24.4	24.7
Transport & communications	11,575	4.8	6.1	6.0
Finance, IT, other bus. activities	43,694	18.2	15.7	19.8
Public admin, education & health	70,442	29.4	27.1	25.8
Other services	13,011	5.4	4.6	5.2
Tourism - related	18,146	7.6	7.5	8.1

Source: Nomis (www.nomisweb.co.uk)- annual business inquiry employee analysis, 2003 (data not readily available at Ward level).

Table 13: Qualifications (percentages are based on all persons aged 16 to 74)

	<i>Darnall (%)</i>	<i>Castle (%)</i>	<i>Sheffield (%)</i>	<i>GB (%)</i>
All people				
No qualifications/level unknown	50.6	49.9	38.9	35.8
Lower level qualifications	39.0	36.3	42.3	43.9
Higher level qualifications	10.4	13.7	18.8	20.4
In employment				
No qualifications/level unknown	36.8	40.6	28.6	25.6
Lower level qualifications	49.7	40.8	46.3	48.9
Higher level qualifications	13.6	18.6	25.0	25.5
Unemployed				
No qualifications/level unknown	51.2	50.6	44.8	38.4
Lower level qualifications	40.6	39.5	43.5	47.2
Higher level qualifications	8.2	9.9	11.7	14.5

Source: 2001 Census of Population (Table CAS032 - Sex and Age and Level of Qualifications by EA)

Notes: Lower level qualifications - equivalent to levels 1-3 of National Key Learning Targets (GCSEs, O levels, A levels, NVQ levels 1-3); Higher level qualifications - levels 4 and above (1st degrees, higher degrees, NVQ levels 4-5, HND, HNC, and certain professional qualifications).

Table 14: Earnings by Workplace (average earnings in pounds for employees living in the area)

	<i>Darnall (£)</i>	<i>Castle (£)</i>	<i>Sheffield (£)</i>	<i>S Yorks (£)</i>	<i>Yorks & Humber (£)</i>
Gross weekly pay					
Full time workers	? 386.64	421.69	422.69	413.97	425.51
Male	? 417.99	439.76	452.38	445.59	463.75
Female	? 323.93	? 385.04	376.85	360.22	360.41
Part time workers	? 137.49	? 132.56	157.59	146.26	146.29
Male	? 91.02	? 81.57	? 150.15	? 145.64	? 157.24
Female	? 143.55	? 144.87	158.95	146.37	144.28
Hourly pay (exc overtime)					
Full time workers	? 9.43	10.75	10.85	10.34	10.62
Male	? 9.75	10.94	11.19	10.72	11.19
Female	? 8.73	? 10.35	10.29	9.65	9.59
Part time workers	? 6.82	? 7.03	7.73	7.24	7.40
Male	? 5.49	? 6.20	? 7.26	? 7.16	? 8.11
Female	? 6.97	? 7.12	7.81	7.26	7.29

Source: Nomis (www.nomisweb.co.uk) - New Earnings Survey: workplace based statistics by SOC2000 occupation, 2003.

? These figures are either based on a sample of less than 30 or their coefficient of variation exceeds 5%; as such they should be treated with caution.

Table 15: Jobseeker's Allowance (JSA) Claimants - JSA is payable to people under pensionable age who are available for, and actively seeking, work of at least 40 hours a week (percentages show the number of JSA claimants as a proportion of resident working-age people)

	<i>Darnall (%)</i>	<i>Castle (%)</i>	<i>Sheffield (%)</i>	<i>GB (%)</i>
All people	3.3	4.7	2.6	2.4
Males	4.9	6.9	3.9	3.4
Females	1.7	2.2	1.2	1.3

Source: Nomis (www.nomisweb.co.uk) - Claimant count with rates and proportions, April 2005.

Table 16: JSA Claimants by age and duration (percentages show the number of JSA claimants in a particular category as a percentage of all JSA claimants)

	<i>Darnall (%)</i>	<i>Castle (%)</i>	<i>Sheffield (%)</i>	<i>GB (%)</i>
By age of claimant				
Aged 18-24	37.1	27.2	31.1	28.8
Aged 25-49	48.0	59.9	52.3	53.2
Aged 50 and over	14.1	12.2	15.0	16.3
By duration of claim				
Up to 6 months	72.7	62.8	69.0	69.2
Over 6 months up to 12 months	16.7	18.0	16.3	17.0
Over 12 months	10.6	19.2	14.7	13.9

Source: Nomis (www.nomisweb.co.uk) - Claimant count age and duration, April 2005.

Survey Methodology

A questionnaire (see Appendix 1) and covering letter (Appendix 2) were mailed out to 343 employers in the S9 postcode area with a freepost return envelope. The questionnaire design was based on that used by the Employee Profile Questionnaire in the DTI's 1997 Workplace Employee Relations Survey, but the questions were tailored to elicit the information required by SCC. It was originally planned to target only larger companies (with over 50 employees), but this was widened to include companies with over 20 employees, and the letter (Appendix 2) was amended accordingly for the final batch (mailed out in April).

It had been planned to follow up non-responders by telephone within 2-3 weeks, but in practice this proved quite difficult, time consuming and unproductive for the following reasons:

- Lack of certainty about the accuracy of the employers' address list (supplied by SCC) in terms of how up-to-date it was and whether some addresses were duplicated (a total of 354 addresses was supplied, but 11 questionnaires were not sent as it was known that the firms in question had moved, or appeared to be duplications).
- Problems finding local telephone numbers for employers in order to follow them up - many companies now have a centralised HR department, or have a freephone or special-rate number, which proved unfruitful in finding out about local employment.
- Problems getting to speak to a local HR representative who was able to provide the required information.

However, of the 31 follow-up telephone calls made, 3 responses were obtained. The most successful follow-up was an email (with the questionnaire attached) to a known head of HR, which provided an immediate response.

An attempt was made to separate the Meadowhall (mainly retail) employers from non-Meadowhall employers, and the questionnaires were mailed out in batches:

<i>Date</i>	<i>Number</i>
23/02/05 (mainly non-Meadowhall)	39
24/02/05 "	59
25/02/05 "	40
02/03/05 "	134
04/04/05 (mainly Meadowhall)	71
<i>Total</i>	<i>343</i>

EEQOL's Research Worker kept in regular touch by email with SCC's Darnall Area Co-ordinator and the ACLU representative in order to feedback summaries of responses to the questionnaire.

Survey Results

By 23 May 2005, 51 completed questionnaires had been received, a response rate of 15%.

Meadowhall

Overall, between 4,000-7,000 jobs are available at Meadowhall, dependent on the time of year, with maximum employment reached during the Christmas period, when it is open 10am to 10pm (Meadowhall is normally open 10am-9pm weekdays, 9am-7pm Saturdays, and 11am-5pm Sundays - see page 13 for employers' comments about recruitment

problems generally and locally relating to trading hours). Almost all of these jobs are in retail, and approximately 15-20% require NVQ3 or above.

Table 17: Size band breakdown

<i>Size of Company (number of employees)</i>	<i>Number of Businesses in Survey</i>	<i>% of valid responses</i>	<i>% for Yorks & Humber region*</i>	<i>% for UK whole economy*</i>
under 10	1	2%	-	-
10-19	3	6%	-	-
20-49	22	43%	63%	61%
50-99	16	31%	19%	18%
100-199	4	8%	9%	10%
200-249	0	0%	2%	2%
250-499	3	6%	4%	4%
500+	2	4%	3%	5%

* Source: SME Statistics 2003 (www.sbs.gov.uk) - because we targeted businesses with 20 or more employees, the percentages shown represent the proportions of the number of businesses in the Yorkshire & Humber Region and the UK as a whole of this size (7,263 and 96,020 respectively).

The companies who responded ranged from employing 6 people to 775. The 51 respondents employed a total of 4509 people, giving an average of 88 employees.

We asked how many (male and female) worked full time (30 hours or more per week) and part time.

Table 18: Employment Status

<i>Type of employee</i>	<i>Number of employees</i>	<i>% of total employees</i>
Full time - male	2912	65%
Full time - female	737	16%
Part time - male	284	6%
Part time - female	548	12%

The table above shows that the majority of employment in the responding companies is full time male. Female employment accounts for only 28% of the total for those companies taking part in the survey.

We did not ask detailed questions about skill levels required for different types of jobs, but asked a general question about how many existing employees (male/female, full/part time) required a skill level of NVQ3 or above. Of the 51 companies who responded, 1113 employees (25% of the total 4509 employees) required a skill level of NVQ3 or above. 21 companies (41% of the 51 who responded) said none of their employees required a skill level of NVQ3 or above.

Table 19: Skill Level by Employment Status

<i>Type of employee</i>	<i>Number of employees</i>	<i>% of total employees requiring NVQ3+*</i>
Full time - male	916	82%
Full time - female	86	8%
Part time - male	16	1%
Part time - female	35	3%

* Percentage does not total 100%, as some respondents gave only the total number of employees requiring NVQ3 or above, and did not break this down by employment status.

Respondents were asked what were the ethnic groups of their employees.

Table 20: Ethnicity of Employees

<i>Ethnic Group</i>	<i>Number of employees</i>	<i>% of total employees*</i>
White	3454	77%
Black	55	1%
Asian	72	2%
Other	54	1%

* Percentage does not total 100%, due to lack of response from some companies.

We asked how many employees had a disability or special need, and how many employees lived within the S9 postcode area.

Table 21: Disability/Special Need and S9 Postcode Employees

<i>Description</i>	<i>Number of employees</i>	<i>% of total employees</i>
Disability/Special Need	71	2%
S9 Postcode resident	355	8%

The rest of the questionnaire sought information about recruitment methods and problems, and contact with other organisations in the area.

Companies were asked what methods they used to recruit new employees (and were asked to tick as many boxes as applied, plus describe any other methods they used).

Table 22: Recruitment Methods

<i>Recruitment Method</i>	<i>Number of responses</i>	<i>% of total respondents</i>
Local press	38	75%
National press	5	10%
Job Centre	28	55%
Local Joblink/Jobmatch	1	2%
Employment Agency	24	47%
Internal Advertising	30	59%
Word of mouth	26	51%

The table above shows that most companies used the local press to advertise their vacancies, and over half used internal advertising, the Job Centre, and word of mouth, whilst employment agencies were also widely used. Only 5 respondents had used the national press, and only 1 had used the local Joblink agency.

10 companies (20% of respondents) specified other recruitment methods:

- Meadowhall Career Opportunity listings (3 employers)
- The LEA job opportunities listing (2 employers)
- Internet/websites (2 employers - specifically Meadowhall, UGC and local Hallam websites)
- The Council Jobshop listing
- Local shops
- Poster in store
- College

Employers were asked what contact (if any) they had with organisations such as the local forums, local schools, community and voluntary groups, and any employee volunteering schemes.

Tinsley Forum

3 companies said they had contacts with Tinsley Forum. These included having a representative on the Tinsley Community Action Plan (for Objective 1) Board, having a representative on the Tinsley Tree Project Group, attending community meetings, and through newsletters and OnTrack (an organisation working with the families of 5-12 year olds in Darnall and Tinsley).

Darnall Forum

5 companies said they had contacts with Darnall Forum. 2 said they attended meetings, 1 had attended events, 2 mentioned the local newsletter, 1 said they were a member of the Tinsley and Darnall LLP (Local Learning Partnership), and 1 had been involved with OnTrack.

Handsworth Forum

Only 1 employer said they had any contact, and that was through OnTrack and newsletters.

Local Schools

12 employers said they had contacts with local schools. 8 had been involved in giving pupils work experience (1 for 29 years). 2 employers mentioned the EAZ (Education Action Zone), 3 mentioned specific schools (Brinsworth Comprehensive, Yewlands Secondary, and Tinsley Junior), of which 2 were involved in the governors' body. Others mentioned SSLN, partnership involvement with Rotherham and Sheffield LEAs, OnTrack, Viva group bookings, DMF programmes, and advertising for apprenticeships.

Community and Voluntary Groups

9 employers said they had contacts with groups. 2 mentioned ADCE (Attercliffe and Darnall Community Enterprise), 1 was the chair of the Schools Steering Group at the Source (Meadowhall). Other organisations mentioned were Darnall Education Centre, Sheffield Futures, Sheffield College, Industrial Trust, Sheffield Green Business, local mosques, People United Against Crime, Streetwise, St Thomas's Church, and varied groups in Brightside, Shiregreen and Darnall.

Employee Volunteering Schemes

6 employers mentioned their involvement with employee volunteering schemes. These included Duke of Edinburgh Millennium Volunteers, SOVA mentoring, Royal Mail, ADCE, Sheffield Hallam University, Sheffield Wednesday Football Club

coaching, Sheffield Sharks basketball coaching, and various environmental and local (Burngreave and Rotherham) groups.

We asked employers what problems, if any, they had encountered when recruiting staff during the last 12 months. Respondents could tick as many boxes as applied, plus add their own comments.

Table 23: Recruitment Problems

<i>Recruitment Problem</i>	<i>Number of responses</i>	<i>% of total respondents</i>
Lack of applicants with required work experience	27	53%
Lack of applicants with required qualifications and skills	21	41%
Lack of applicants with basic skills	13	25%
Poor public transport links	8	16%
People reluctant to relocate to this area	1	2%
Lack of applicants interested in this type of work	14	27%
Higher wages/salary offered by other employers	16	31%
No vacancies advertised in last 12 months	4	8%

2 employers said they had not encountered any recruitment problems, and 2 said they had not required new employees locally in the last 12 months. 8 employers mentioned other problems:

- Lack of applicants responding to advertisements (1 said there had been 7 vacancies advertised in the last 12 months)
- Problems with recruiting for part time evening work, for Meadowhall's late night trading (particularly leading up to Christmas) and general lack of flexibility by applicants in their hours of work.
- Teaching vacancies - lack of interest in Cluster A schools, and lack of interest in temporary teaching contracts.
- Specialist metallurgy and foundry work - 1 company was thinking of setting up their own training school for foundry work due to the shortage of metallurgist and CNC machinists for large jobs.
- Poor public transport for shiftworkers.
- 1 employer thought *"Too many benefits are available, people find themselves better off on the dole, especially if they have a few children"*.

Employers were asked whether they had encountered problems recruiting from local communities, and again could tick all that applied, and add their own comments.

Table 24: Local Recruitment Problems

<i>Local Recruitment Problem</i>	<i>Number of responses</i>	<i>% of total respondents</i>
Lack of applicants with required work experience	23	45%
Lack of applicants with required qualifications and skills	16	31%
Lack of applicants with basic skills	16	31%
Poor public transport links	2	4%
Lack of applicants interested in this type of work	18	35%

8 employers mentioned other local recruitment problems; 4 of them re-iterated their response to general recruitment problems (problems with Meadowhall trading hours or part time evening work, no response from advertisements - *"people applying for a vacancy*

would be nice", and that people were better off on benefits). Others said people were not always interested in temporary contracts, not many wanting skilled work, and lack of applicants "being able to understand and speak English".

Employers were asked whether they felt they knew where to get help if and when they needed it, to which 37 (73%) said yes.

5 employers described the type of help they had needed in the past, but been unable to find:

- Received help from SYTAL and Sheffield Chamber of Commerce.
- Employment of younger people to start an apprenticeship scheme without too much red tape.
- Metallurgical problems, welding technology.
- Accountant, design engineer, driver.
- Support and cover staff agencies within music industry field.

Employers were asked whether they would be interested in various types of support from SCC, and could suggest other types of support.

Table 25: Support from Sheffield City Council

<i>Type of Support</i>	<i>Number of positive responses</i>	<i>% of total respondents</i>
Targeted local recruitment	19	37%
Training/work related programmes	16	31%
Recruitment procedures	8	16%
Incentives of mutual benefit to you as an employer and the local community	23	45%
Apprenticeship/ILM/Mentoring schemes	14	27%
Work placement schemes	17	33%

2 employers made further comments. 1 said that all this type of work was carried out by their Human Resources department. The other said that the Source (at Meadowhall) provided most of these types of support for both Meadowhall and the local community "therefore a partnership arrangement would be beneficial".

Finally, employers were invited to comment on what would help their organisation employ more people from local communities. 27 employers made comments.

Table 26: Ways to increase local employment

<i>Suggestion</i>	<i>Number of responses</i>
Suitably experienced, skilled or qualified applicants	6
More work	4
Employment on merits irrespective of postcode	3
Already employ many local employees (including S13 and S2 postcodes)	2
More applicants	2
Better transport links	2
Financial assistance/grants/funding	2
Higher wages	1
Knowing how to target the candidates	1

<i>Suggestion</i>	<i>Number of responses</i>
An improved education system with appropriate discipline enforced and maintained	1
More inward investment in city centre	1
Pre-employment training programme (currently under development with local community)	1
Cheaper local training for HGV drivers	1

46 respondents gave the name and telephone number of their Human Resources contact, and 30 also gave an email address. A copy of this report will be sent to all those who companies who responded.

Discussion

Looking at the 2 main aims of the survey (to get more local people into local employment, and to shape future training provision to better meet the needs of local employers), the following main points emerge from the survey.

Matching local communities with local employment opportunities

The main problems encountered by local employers when recruiting staff (both generally and locally - tables 23 and 24) were:

- lack of applicants with required work experience
- lack of applicants with required qualifications and skills
- lack of applicants interested in type of work on offer
- lack of applicants with basic skills.

On a general level, higher wages offered by other employers was also a factor.

Looking at the 4 problems relating to work experience, qualifications, skills and interest:

1. Lack of applicants with required work experience

On page 1, a discussion of the changing nature of employment in the area over the last 10-20 years shows the huge shift from manufacturing to service industries, whilst Table 12 (page 7) shows that 14% of employee jobs in Sheffield as a whole are now in manufacturing, and 82% are in service industries. It is likely, therefore, that there is huge competition amongst employers for a limited number of people with the required work experience city-wide. Informal research by ACLU (on an away-day with local men) found that they were looking for confidence building and work experience in order to make them more "job-ready".

2. Lack of applicants with required qualifications and skills

Overall, only 25% of existing employees in the survey required a skill level of NVQ3 or above (page 10), and overwhelmingly, those skills were required by male full-time employees (Table 19, page 11). However, Table 13 (page 7) shows that 38.9% of people aged 16-74 in Sheffield as a whole are likely to have no qualifications compared to 35.8% nationally, whilst higher level qualifications are held by 18.8% for Sheffield as a whole, and 20.4% nationally. In Darnall neighbourhood (Table 4, page 3), however, the percentage of those with no qualifications is 54.6% of people aged 16-74, whilst only 10.0% have higher level qualifications, and in Tinsley the corresponding levels are 43.9% with no qualifications, and 11.0% with higher level qualifications. Skills levels for those in employment (Table 13) show that people with qualifications, even at a lower level, are more likely to be in employment, whilst those with no qualifications are more likely to be unemployed. Recent job fairs in Darnall and Tinsley (summer 2005) found there were many able people in the local area, but they did not interview well.

3. Lack of applicants interested in type of work on offer

Table 3 (page 3) shows higher percentages of people in the Darnall and Tinsley neighbourhoods are employed in skilled trades, process plant and machine operation, and elementary occupations than in Sheffield as a whole, and nationally (Table 11, page 7), reflecting the fact that traditionally, people from these communities have worked in manufacturing industries. This also perhaps reflects the fact that people with lower level skills are less likely to obtain higher level employment (in managerial, professional and technical positions). However, 9.29% of employed people in Darnall and 9.99% in Tinsley are employed in sales and customer services, compared with 8.9% city-wide and 7.7% nationally, reflecting the higher level of availability of this type of employment in the area, and flexibility within local communities to take advantage of this.

The implied lack of interest in jobs by people in local communities highlighted by employers may also reflect lower than average levels of car usage. The 2001 Census showed that 48% of people aged 16-74 in the Darnall Community Action Plan Area and 50% in the Tinsley area drive to work by car or van, compared with 52% in Sheffield and 57% in South Yorkshire. Local (but not representative) surveys in the area have consistently shown low (but rising) levels of household access to a vehicle, and the ability to drive. This may make flexible shift patterns required in some manufacturing industries, call centres, retail and leisure outlets inaccessible to local communities, where good public transport links only exist during peak hours, and heavily trafficked or poorly lit roads make walking and cycling an unattractive alternative.

4. Lack of applicants with basic skills

Lack of basic skills was reported to be more of a problem for recruiting from local communities than generally, and Table 4 (page 3) reflects the fact that locally people are more likely to have either no qualifications, or lower level qualifications. However, Tables 5-7 show a lot of local training providers are trying to fill this gap, and the popularity of courses, particularly those accredited by Sheffield College, highlight the fact that demand for these courses by local people far outstrips supply.

A further problem in connecting local communities with local employment opportunities is highlighted by the lack of links that employers have with local forums, schools, and community groups (5 employers had links with Darnall Forum, 3 with Tinsley Forum, 1 with Handsworth Forum, 12 with schools, and 9 with community groups). Local Forums have good links with their communities, can provide opportunities for employers to meet potential employees (through local job fairs, etc.) and can either provide or influence provision of job-related training courses specifically tailored to meet employers' requirements. There seems to be a role for Sheffield City Council, whether through its Area Action department or ACLU, to help local forums and training providers to build relationships with local employers, and build confidence both with employers, that the skills they require can be met from local communities, and with local people, that their existing skills will be recognised, or that they can be re-skilled where appropriate.

A recent TUC Report (August 2005) highlighted the fact that Pakistani/Bangladeshi communities in the UK were more likely to live in poverty than Whites (69% compared to 20%), and nationally the employment rate of Pakistani/Bangladeshis was 43% compared to 76% for Whites. From the 4,509 employees included in this survey, only 55 (1%) were Black, 72 (2%) Asian, and 54 (1%) were from other ethnic groups, compared with 3,454 White employees (77%), and only 355 (8%) came from the S9 postcode area (Tables 20-21, p11). This data shows a clear dearth of employees from the BME communities. In an area such as Darnall and Tinsley, where approximately half the population in both neighbourhoods is non-white and predominantly Asian, the employee figures look gloomy

and do not bode well for individuals from these ethnic groups. This is a particular challenge for the skills strategy of Sheffield First For Learning and Work, which aspires to raise the employment rate of Sheffield up to 75%. Currently, the employment rate for Sheffield's White population is 75%, but for the BME groups is only 50%. If closing the gap is indeed a priority, individuals need to influence some positive change to implement the skills strategy for Sheffield.

Shaping future training provision to better meet employers' needs

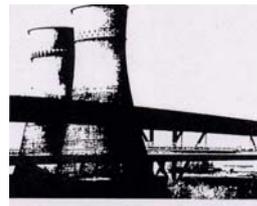
The list of local training providers on page 3 shows the huge range of training provision in the area. However, this report has not attempted to assess the quality of training on offer. There would seem to be scope for a much more co-ordinated approach to training provision, particularly in Darnall. This could not only help to improve the quality of training, but also progression, from basic entry level to higher levels of qualification without having to travel outside the local area. Table 5 shows that most of the employment-related training on offer in the area is from entry level to level 3. YETC is the exception, with a higher level PGCE/CertEd course to develop the skills of local tutors.

It would seem there is much more to be done in developing local training which reflects both the needs of local employers and those of local people, whilst still retaining close links with local communities. The Source at Meadowhall appears to be a good example of this, with its excellent links to the Meadowhall retail outlets but at the same time actively recruiting people from S9 postcodes to its general (first-rung-on-the-ladder) and proposed more specialised courses. Tinsley Forum was also successful in working with the Green Business Network to provide specific job-related basic skills, leading to local people gaining employment. Greater co-ordination between employers (to find out what job-related skills are lacking) and training providers to put on local courses would help to move local people into employment, especially if interview guarantees could be obtained for all trainees achieving the required qualifications (as happened at GBN). Local people themselves recognise their need for work experience and confidence building in order to achieve better results at interview, and recent job fairs have shown there is a pool of very able people in the area looking for work.

Appendix 1: Employee profile questionnaire

This survey is being carried out by the East End Quality of Life Initiative (EEQOL) on behalf of Sheffield City Council's Adult & Community Learning Unit and Darnall Area Panel, in order to shape the provision for both local businesses and local people. Please complete the questionnaire and return it to EEQOL in the freepost envelope provided. If the completed questionnaire is not returned within 2-3 weeks, an interviewer from EEQOL will telephone you to obtain a reply.

Thank you for your help.



East End Quality of Life Initiative
10 Montgomery Terrace Road
Sheffield, S6 3BU
Tel. 0114 285 9931



Please give best estimates if you do not have exact data.
Write NIL if you have no employees in a category.
If you have queries, please refer to the notes and definitions on the back page.
If you need to clarify any of the information you give, please insert a blank sheet.

1	Currently how many employees do you have on the payroll at this establishment ^A ?		Total
---	--	--	-------

2	(a) How many of these work full time (30 hours or more per week)? Please show males and females separately.	(b) How many of these work part time (fewer than 30 hours per week)? Please show males and females separately.			
	Male	Female	Male	Female	Total (should be the same as Question 1)

3	For each of the above groups of employees, how many require a skill level of NVQ3 or above ^B ?				
	Full time		Part time		Total
	Male	Female	Male	Female	

4	How many employees (full and part time) come from the following ethnic groups?				
	White ^C	Black ^D	Asian ^E	Other ^F	Total

5	How many of your employees have a disability or special needs ^G ?		Total
---	--	--	-------

6	How many of your employees live within the S9 postcode area?		Total
---	--	--	-------

7	What methods do you normally use to recruit new employees? (Tick all that apply)				
	Local press	National press	Job Centre	Local Joblink / job match	Employment agency
	Internal advertising	Word of mouth	Other (please specify below)		

8	What contact do you have (if any) with the following organisations?	
	Organisation	Type of contact
	Tinsley Forum	
	Darnall Forum	
	Handsworth Forum	
	Local schools	
	Community/voluntary groups (please specify which groups)	
	Employee volunteering scheme	

9	What problems (if any) have you encountered when recruiting staff during the last 12 months? (Tick all that apply)		
	Lack of applicants with required work experience	Lack of applicants with required qualifications and skills	Lack of applicants with basic skills
	Poor public transport links	People reluctant to relocate to this area	Lack of applicants interested in this type of work
	Higher wages/salary offered by other employers	No vacancies advertised in last 12 months	
	Other (please specify):		

10	What problems (if any) have you encountered when recruiting staff from local communities? (eg S9 postcode area) (Tick all that apply)		
	Lack of applicants with required work experience	Lack of applicants with required qualifications and skills	Lack of applicants with basic skills
	Poor public transport links	Lack of applicants interested in this type of work	
Other (please specify):			

11	Do you know where to get help, should you need it?	Yes ¹	No ²
12	Please describe briefly below the type of help you have needed in the past, but been unable to find:		
13	Would you be interested in support from Sheffield City Council, such as:		
	Targeted local recruitment	Yes ¹	No ²
	Training/Work Related Programmes	Yes ¹	No ²
	Recruitment Procedures	Yes ¹	No ²
	Incentives of mutual benefit to you as an employer and the local community	Yes ¹	No ²
	Apprenticeship / ILM / Mentoring Schemes	Yes ¹	No ²
	Work Placement Schemes	Yes ¹	No ²
	Other (please specify):		

14	What would help your organisation to employ more people from local communities?

Please indicate who we should contact, if further information is required:

Name	Tel.No.	Email

Thank you for completing this form. Please return it (FREEPOST) to:

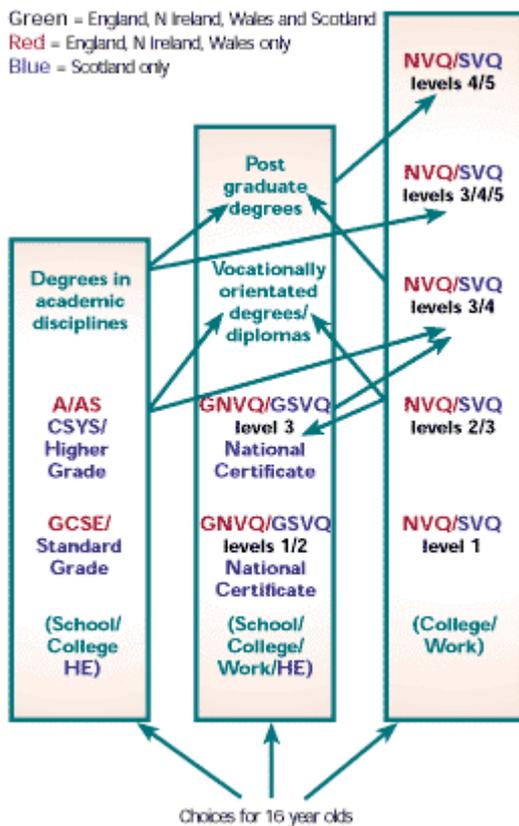
Barbara Rimmington East End Quality of Life Initiative FREEPOST NEA 13204 10 Montgomery Terrace Road Sheffield, S6 3ZZ.	From (address label here)
---	---------------------------

If it has not been returned within 2-3 weeks, Barbara Rimmington will telephone to obtain the results.

Notes

^A 'Establishment' refers to the premises indicated by the address on the covering letter. It does not include any other premises that may belong to your organisation or to establishments different and separate from yours.

^B NVQs are work-related, competence based qualifications. NVQs reflect the skills and knowledge needed to do a job effectively and represent national standards recognised by employers throughout the country. NVQ level 3 reflects competences which involve the application of knowledge in a broad range of varied work activities performed in a wide variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.



Source: www.dfes.gov.uk/nvq/what.shtml (19/02/2004)

^C White Ethnic Groups include White British, White Irish and Other White groups.

^D Black Ethnic Groups include Black Caribbean, Black African, Black British, and other Black groups.

^E Asian Ethnic Groups include Indian, Pakistani, Bangladeshi, British Asian and other Asian groups.

^F Other Ethnic Groups include Mixed Heritage, Chinese and any other ethnic groups not included above.

^G A disability or special need is defined as any long standing illness, health problem or disability which limits someone's daily activities or work in any way.

[Sheffield City Council Education Department letter heading]

date

Human Resources Manager

«BUSINESS_NAME1»

«ADDRESS1»

«ADDRESS2»

«ADDRESS3»

«ADDRESS4»

«POST_CODE»

Dear Sir/Madam

Employee profile questionnaire 2005

The Darnall Area Panel and the Adult and Community Learning Unit (ACLU) have invited the East End Quality of Life Initiative (EEQOL), an independent research unit, to carry out a survey to evaluate the profile of employers that impact on Darnall ward. The Area Panel and ACLU, which are both within Sheffield City Council, have jointly funded this consultation.

The aim of the questionnaire is to produce information of a factual nature about the profile of existing employers within Darnall and Tinsley or within a half-mile radius. The skill levels and qualifications of employees will help the local learning partnership establish an understanding of the variety of skills that exist within local employers. This is also an opportunity for contact between local agencies and local employers.

The information you provide will be used to give us a better understanding around employment skills and the manner in which we can shape the provision for local people and create local training and learning opportunities. Everything that you say will be treated confidentially. The responses you give will not be linked to you or your company in any way. All information gathered by us is only be used for statistical research purposes, so you will never receive sales calls as a result of this research.

If you do not return the completed questionnaire in the enclosed prepaid envelope, an EEQOL interviewer will contact you to seek your response. We are initially only contacting firms and employers that have more than 50 employees. I very much hope that you will agree to be part of this exercise and provide us with the relevant information. The value of the consultation depends very much on the cooperation of all those selected.

With many thanks in anticipation of your help. If you would like any further information about the questionnaire the please feel free to call or mail:

- Stella Mekonnen Area Co-ordinator, Sheffield City Council
0114 203 7494; stella.mekonnen@sheffield.gov.uk
- Shabaz Abbas (ACLU), Sheffield City Council
0114 266 7503; shabaz.abbas@sheffield.gov.uk
- Barbara Rimmington Research Officer, East End Quality of Life Initiative
0114 285 9931; barbara@sheffieldct.co.uk

Yours faithfully,

Shabaz Abbas

Shabaz Abbas (ACLU), Sheffield City Council