

Get Britain Working Inactivity Trailblazer Event

14th February 2025
The Milner, York

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Agenda

10.00-10.10	Introduction & Context	Tracy Watts
10.10-10.40	Data, Evidence Base & Mapping	Annabel Jelley, Consultant
10.40-10.55	Setting a Strategic Framework	KADA Consultants
10.55-11.05	Break	
11.05-11.15	Introduction to Workshops	Annabel Jelley, Consultant
11.15-13.00	Workshop 1: How do we ensure we engage and support those who are economically inactive?	
	Workshop 2: How do we support employers?	
	Workshop 3: How do we join up services and support?	
13.00-13.10	Close	Annabel Jelley, Tracy Watts
13.10-14.00	Lunch	

Get Britain Working White Paper

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- Expansion of NHS appointments and services to help address inactivity
- Support for a Youth Guarantee to ensure all 18-21 yr olds have access to education, training or help to find a job or apprenticeship
- New jobs and careers service bringing together Job Centre Plus and National Careers Service
- Independent review into the role of employers in promoting healthy and inclusive workplaces
- Support for local areas to shape an effective work health and skills offer for local people:
 - **Inactivity Trailblazers**
 - Get Britain working plans
 - Connect to Work programme

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Get Britain Working – Inactivity Trailblazer

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- YNY is one of 8 areas across England and Wales awarded up to £10m to mobilise local work, health and skills support and join up local support services.
- Focus on supporting those that are economically inactive with significant health conditions, but this may include those with other disadvantages in the labour market (eg related to caring responsibilities, age, low skills or long-term worklessness).
- Trailblazers are scheduled to run from April 2025-March 2026.

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The three key objectives of economically inactive trailblazers are to:

- **Maximise the reach, effectiveness and impact of the range of existing services** that could support people who are economically inactive to participate in the labour market, by transforming how partners and services work together locally;
- **Test new and innovative approaches to:**
 - Identifying and engaging people who are economically inactive
 - Supporting people who are economically inactive to participate in the labour market; and
- **Provide a platform for longer-term systems reform**, to deliver a coherent, joined-up local work, health and skills offer.

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Overarching themes:

- Building an inclusive and thriving workforce
- Addressing economic inactivity with a focus on those with disabilities and health issues
- Increasing levels of engagement and employment
- Data & Evidence based – Understanding who are our ‘inactives’ and what are their characteristics and challenges
- Shaping and developing a strong joined up local work, health and skills offer – considering how existing and new resources will be used

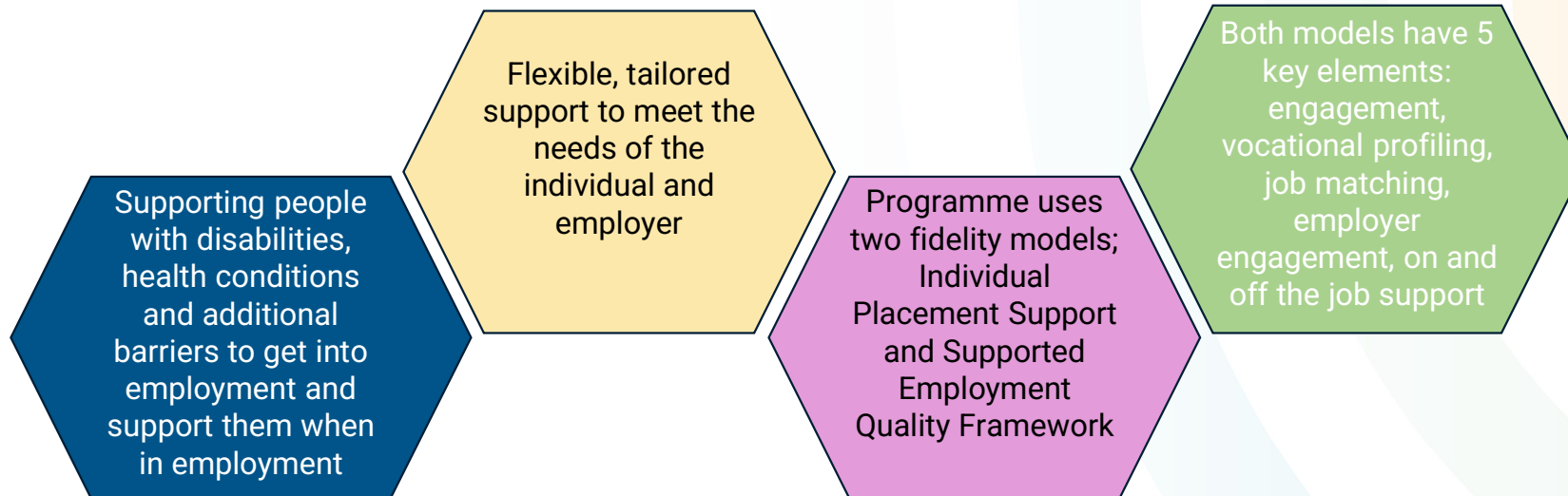


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Connect to Work Programme – Key Headlines

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- Central Government Supported Employment Programme
- YNYCA is the Accountable Body
- Programme will deliver for 3 years (potential for 2+)
- Annual funding at peak of 900 individuals pa c £3.3M



YNY Trailblazer Timeline

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Jan-March 2025 Implementation phase:

- Partner engagement
- Data & evidence base
- Strategic Priorities
- Evaluation Framework

Delivery starts
April 2025-March
2026

Data and evidence base

What we are going to cover in this session;

- Challenges and reasons to focus on economic inactivity
- Demographic context in York and North Yorkshire
- Definition of Economically Inactive people
- National Picture and Context
- Reasons for inactivity in York and North Yorkshire
- Results of survey
- Overview of current initiatives

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Challenges in York and North Yorkshire

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- **Productivity lags behind national level.** Low unemployment and one of the strongest qualification profiles in the North, masks low productivity, low skills and low pay.
- **A constrained labour market.** This is due to:
 - An ageing population
 - Increasing inactivity rates.
 - Young people/graduates leaving the area
- **A decline in engagement in learning:** The numbers participating in Adult Education are 29% below 2018/19 levels, with Apprenticeship starts remaining 5% below their pre pandemic levels.
- **Underutilised talent** – a lack of progression and movement in the labour market is stifling productivity. Despite a strong qualification profile - 21% of people are employed in the 5 lowest paid occupations compared to 17% nationally. 36% of employers have staff who are underutilised and close to two-fifths of local employers acknowledge that they under-invest in training relative to business needs.
- **Complex Skills Landscape-** Feedback from consultation has shown that individuals and businesses find the skills landscape confusing and difficult to navigate
- **Rurality, isolation, accessibility-** YNY is the largest local authority area in England. Rurality, isolation and accessibility issues restrict people's access to work, health and skills support

Reasons for focus on economically inactive now

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- Constrained workforce demographically
- Businesses struggling to recruit
- Hidden or forgotten cohort as focus has been elsewhere
- New and worrying trends in recent years (more on this later)

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Context – Older Population

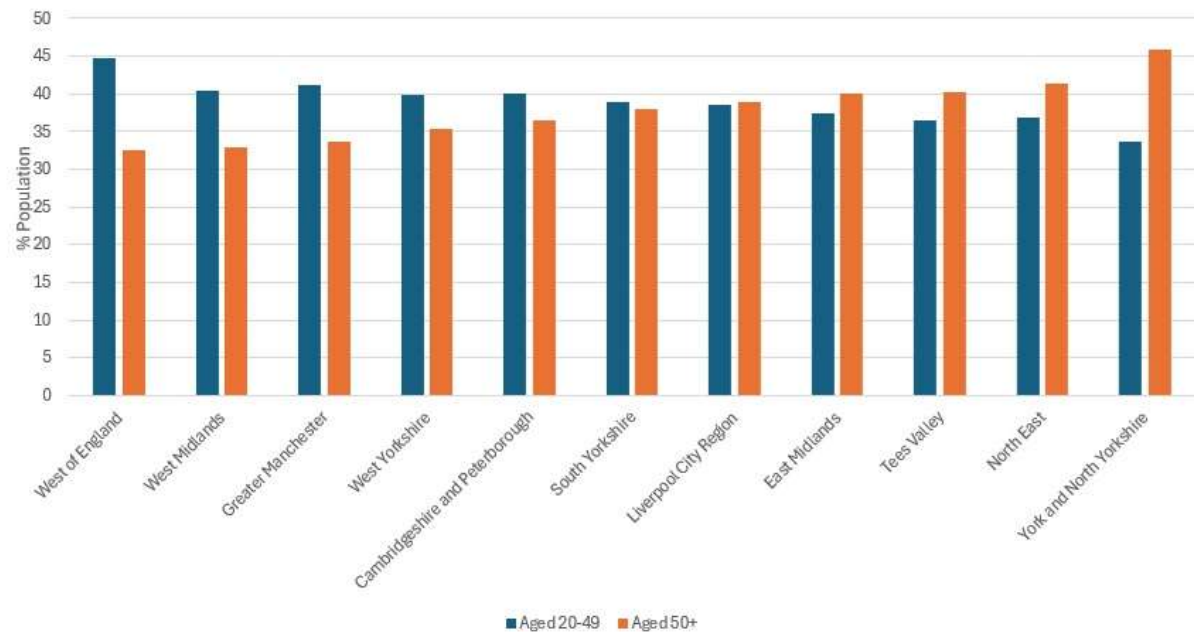
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York and North
Yorkshire stands out
nationally

Highest proportion of
50+ people

Lowest proportion of
younger people 20-49

Percentage of Population by Age Cohorts CMA's 2023



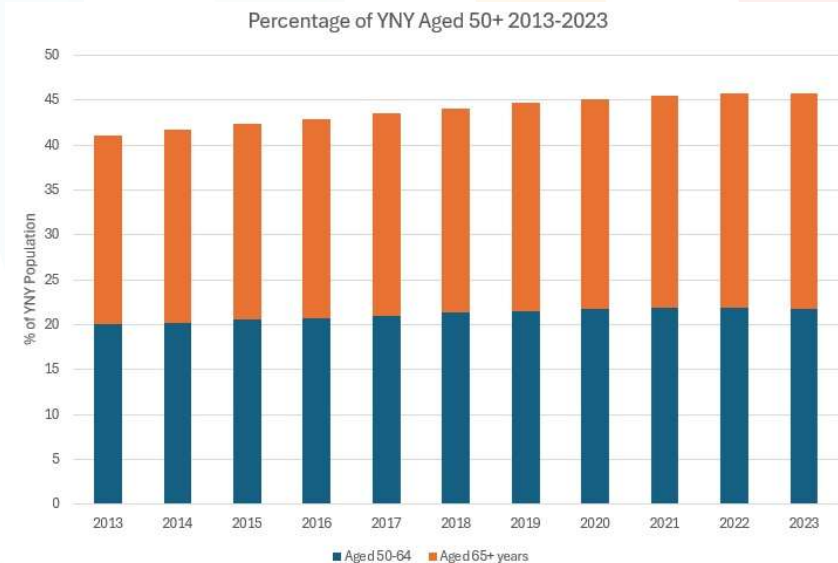
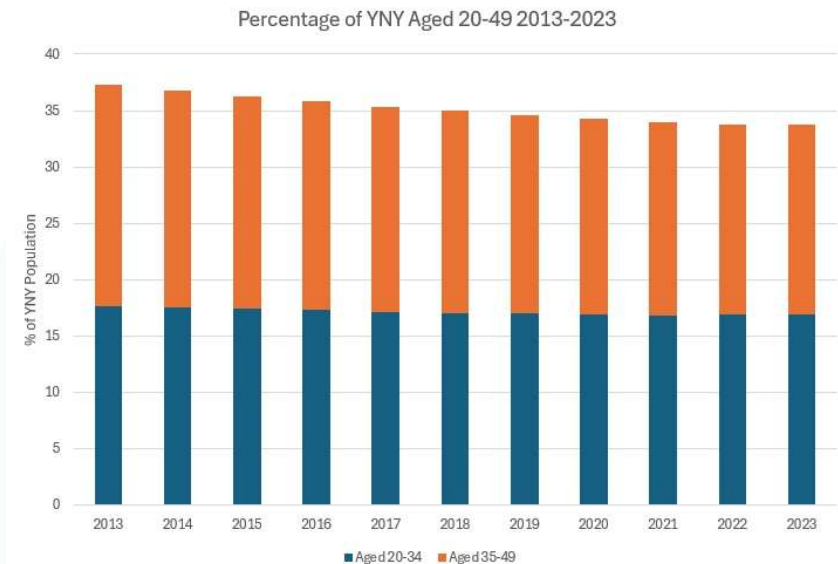
Context- Young People

Trajectory is showing a further decline in young people and increase in older people

This means fewer people in the workforce

New focus on people who are economically inactive

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Business breakdown

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Most businesses in YNY are micros with less than 10 employees

This makes it more of a challenge to engage with them and create initiatives that work well for businesses and potential employees

Total nos	Micros (0-9)	Small (10-49)	Medium(50-249)	Large (250+)
46,500	39,260	6,125	975	140

LMS/Census Data, Nomis Portal



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Definition of Economic Inactivity

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- The UN Labour Organisation defines Economic Inactives as:
 - “Economically Inactive people are those without a job and have not sought work in the last 4 weeks and would not be available to start work in the next 2 weeks”
- The UK Office of National Statistics defines Economic Inactives as:
 - Over 16 years of age
 - Not in employment
 - Not waiting to start a job which has already been offered and accepted
 - Has not looked for work in 4 weeks
 - Could not begin work within 2 weeks

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Definition of Inactivity Reasons

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- The ONS splits economically inactive people in six categories for 'reason' of inactivity:
 - Student
 - Looking after Family/Home
 - Temp Sick
 - Long-Term Sick
 - Retired
 - Other

These are self-reported by the correspondent: "Once we've established someone is economically inactive, we ask them why. They get to select from a list of [six] options, and then we report [the responses] to those options" – *ONS Labour Market and Households Division*

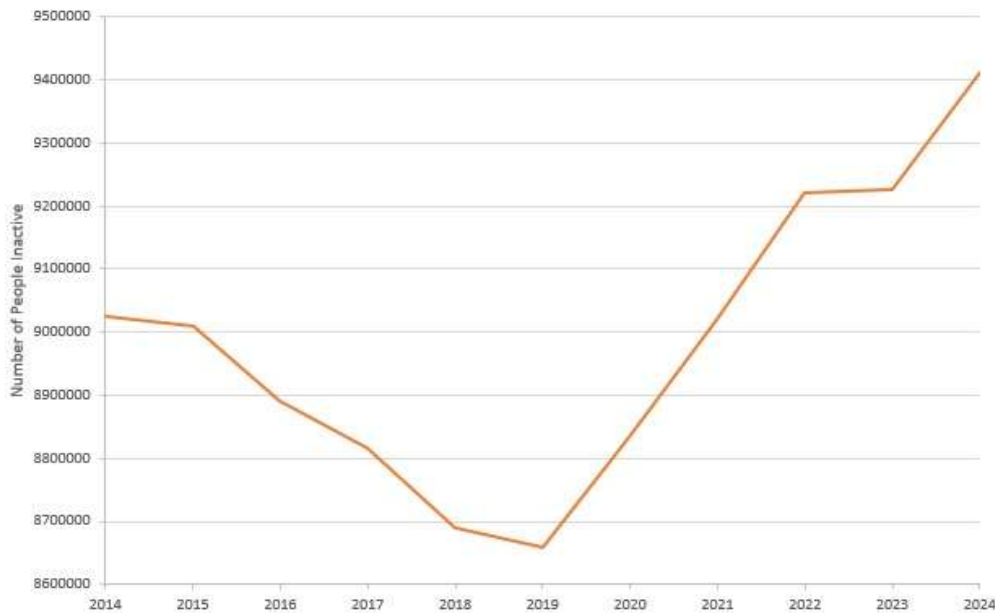
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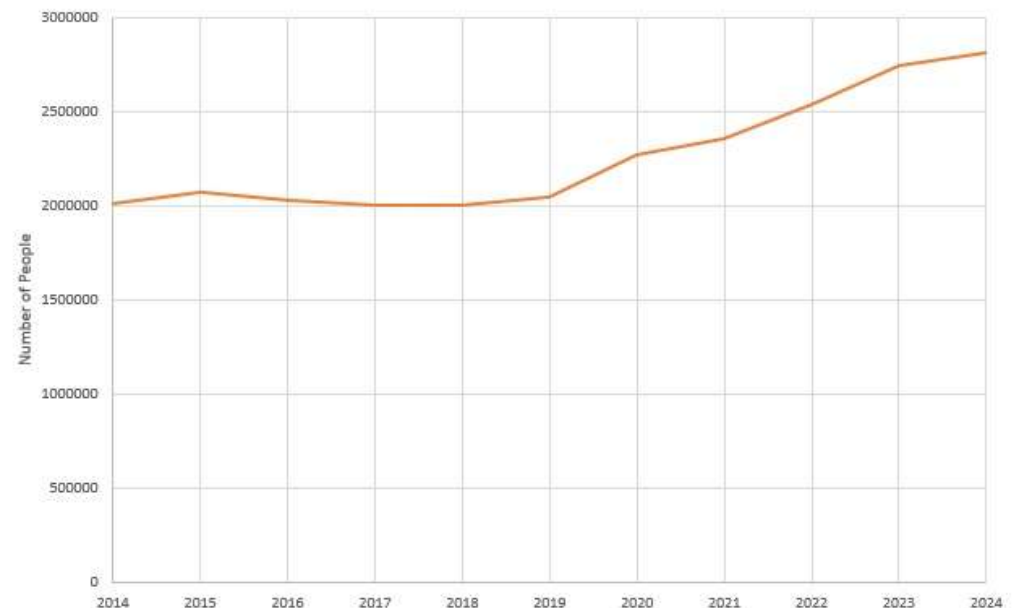
National Increase in Economic Inactivity

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Economically Inactive Persons over 10yr UK



Economically Inactive Persons due to Long-term Sickness over 10yrs UK



ONS Inactivity Data December 2024, GBW Whitepaper

- The number of people Economically Inactive in the UK has been rising since 2019
- The significant increase in Inactivity due to Long-term Sickness since 2019 is a large contributing factor to this overall trend

Economic Inactivity – the picture in York and North Yorkshire

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Proportion is around average nationally;

- 8.1% of the regional population is Inactive (excl. students)
 - 820,500 total regional population
 - 94,400 Inactive people including students
 - 67,200 Inactive pop. excl. students in the region
 - 27,900 Long-term Sickness Inactivity - 3.4% of the regional population
 - NB 2% unemployment in the York and North Yorkshire – which is people actively seeking work (approx. 16,400 people)

Y&NY Economic Inactivity Reasons

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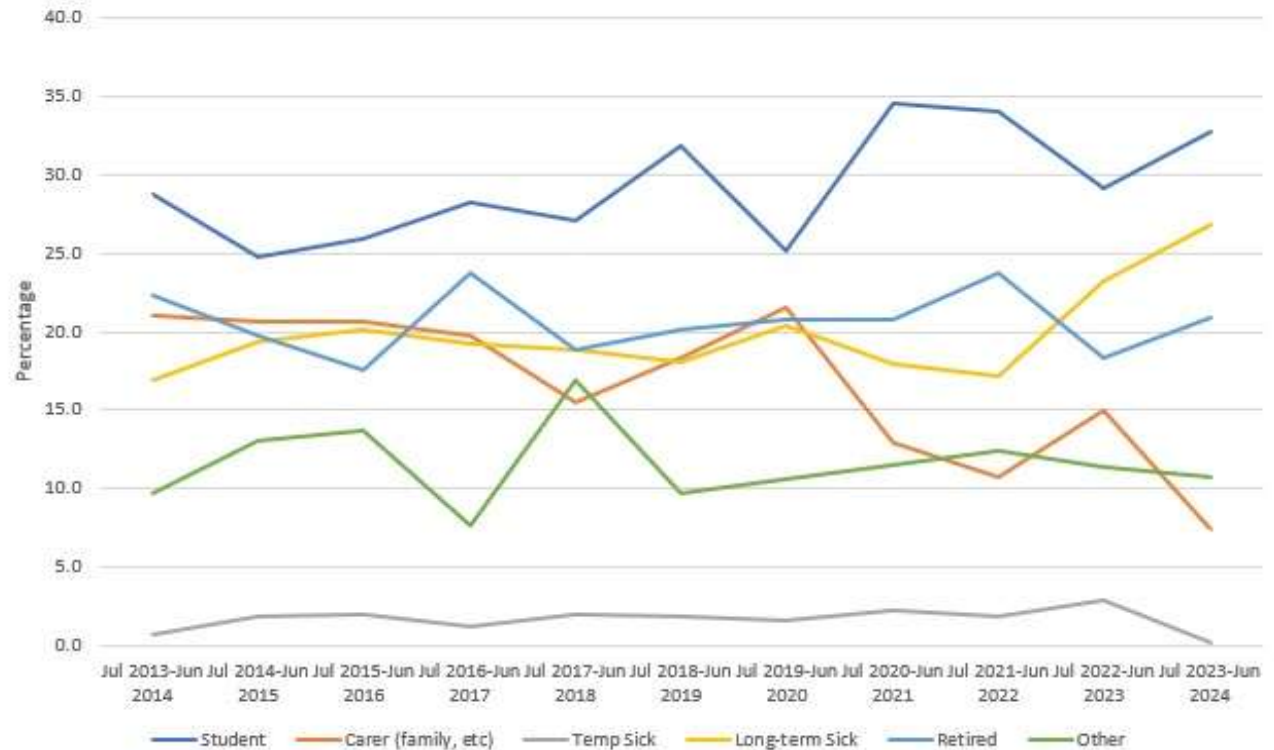
Y&NY shows a similar trend for increasing economic inactivity because of Long-term Sickness as at the National level

Y&NY has above National levels of Economic Inactivity because of (early) Retirement

Y&NY has below National Levels of Economic Inactivity because of Looking After Family/Home (Carer)

Other reasons roughly follow similar patterns to those found nationally

Percentage Inactive by Reason over 10yr Y&NY



LMS/Census Data, Nomis Portal

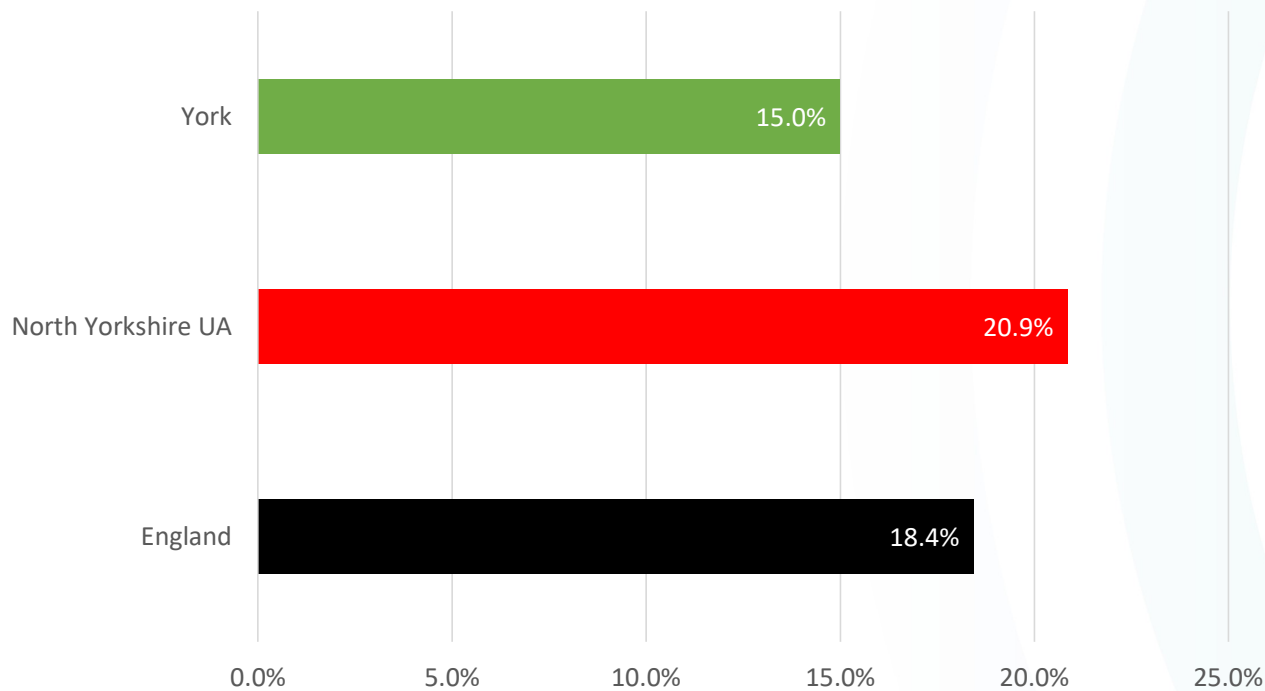


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Musculoskeletal health conditions

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Percentage reporting a long-term MSK problem, 2023



Percentage reporting long-term MSK health conditions is significantly higher in North Yorkshire (20.9%) than England (18.4%) and York (15.0%).



Fingertips, NHS GP patient Survey

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Y&NY Regional Age Group Trends

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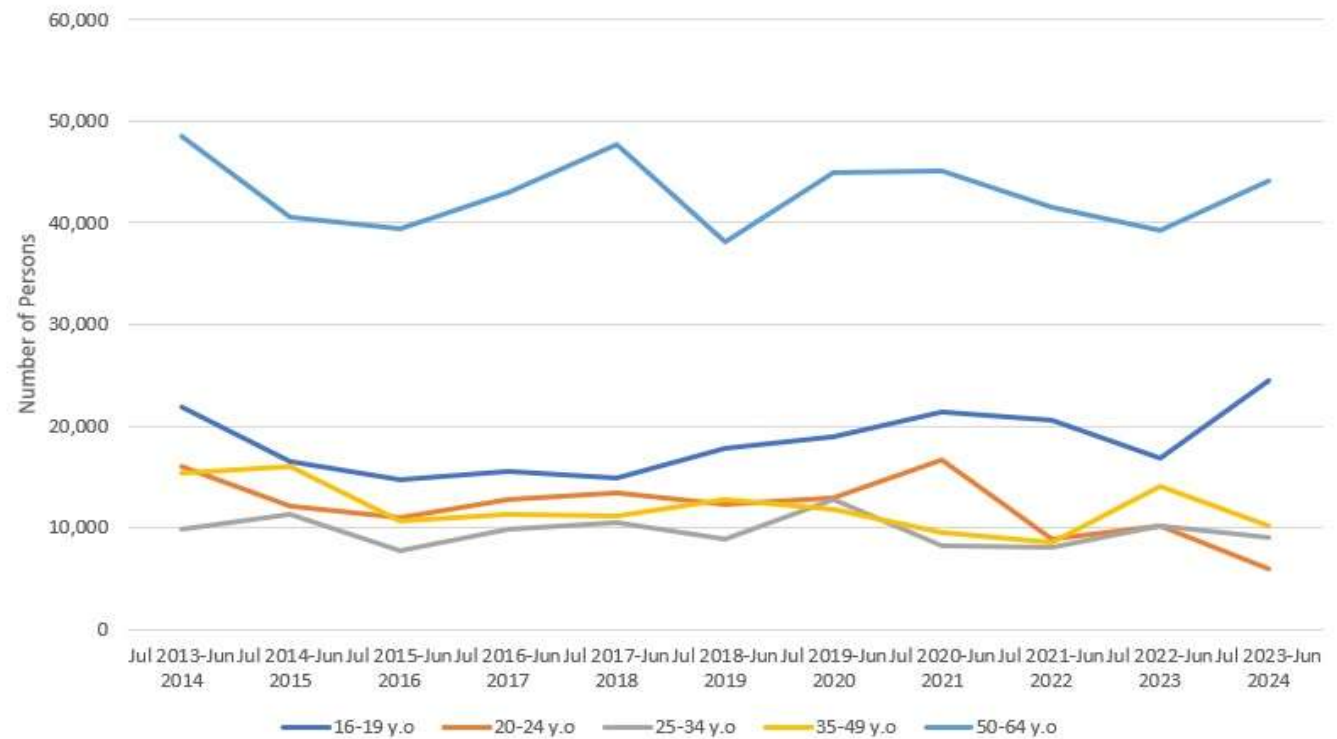
Y&NY has its highest rates of Inactivity in the 16-19 and 50-64 age groups

The highest number of economically inactive people in the region is in the 50-64 age group

The 16-19 age group has seen an overall increase since 2017/2018

Both 16-19 and 50-64 age groups have seen a sharp increase since 2022

Number of People Inactive by Age Cohort 10yr Y&NY



LMS/Census Data, Nomis Portal

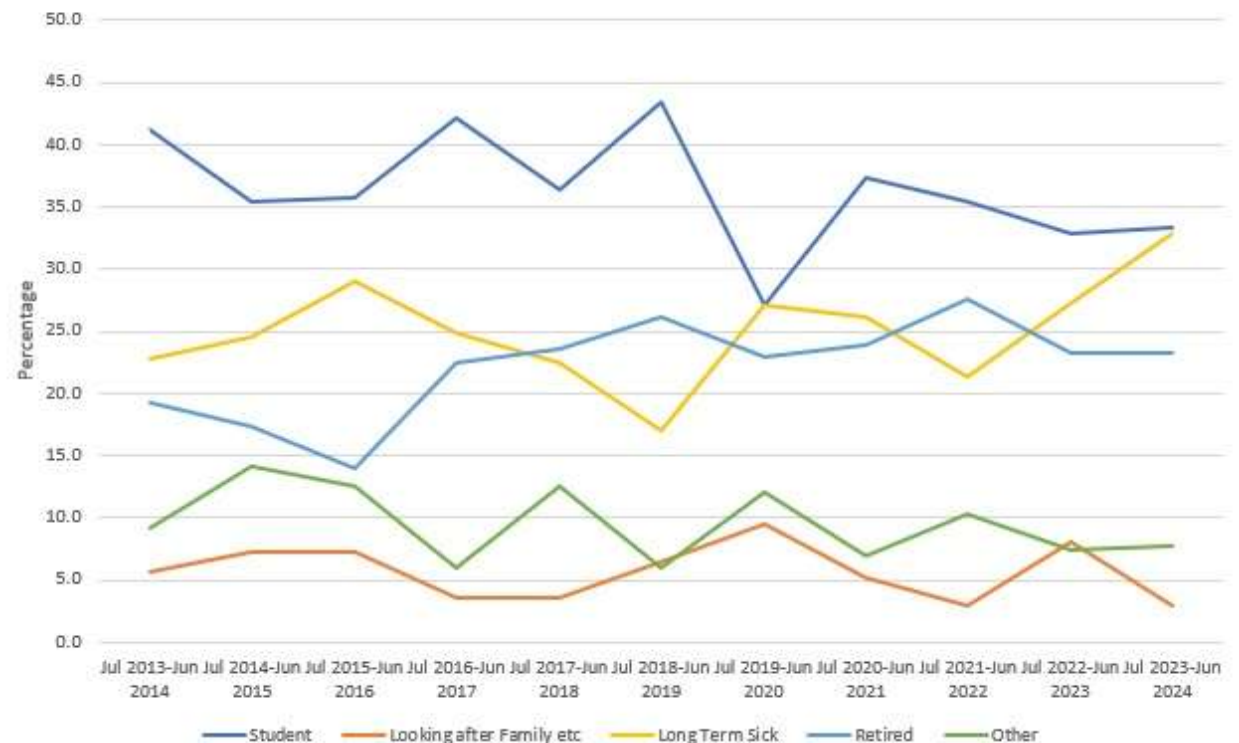
Y&NY Inactive Men Reasons

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Men in the Y&NY region have shown a similar trend to that nationally with rising levels of Economic Inactivity due to long term sickness

This has been rising since 2019

Percentage Inactive by Reason (Men) over 10yr Y&NY



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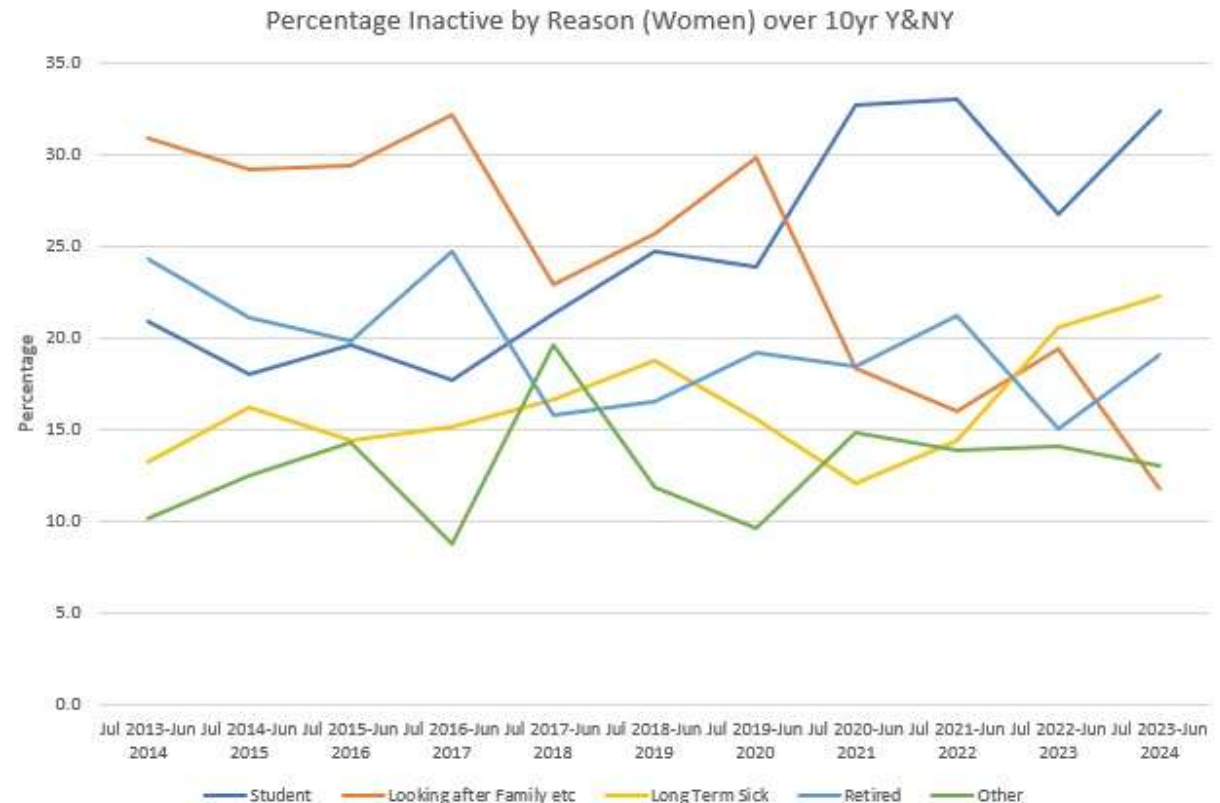
Y&NY Inactive Women Reasons

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Women have shown the same trend for rising levels of Economic Inactivity due to Long-Term Sickness.

This has been since 2021.

Levels of Economic Inactivity among women due to 'looking after family/home' has been decreasing among women since 2017.

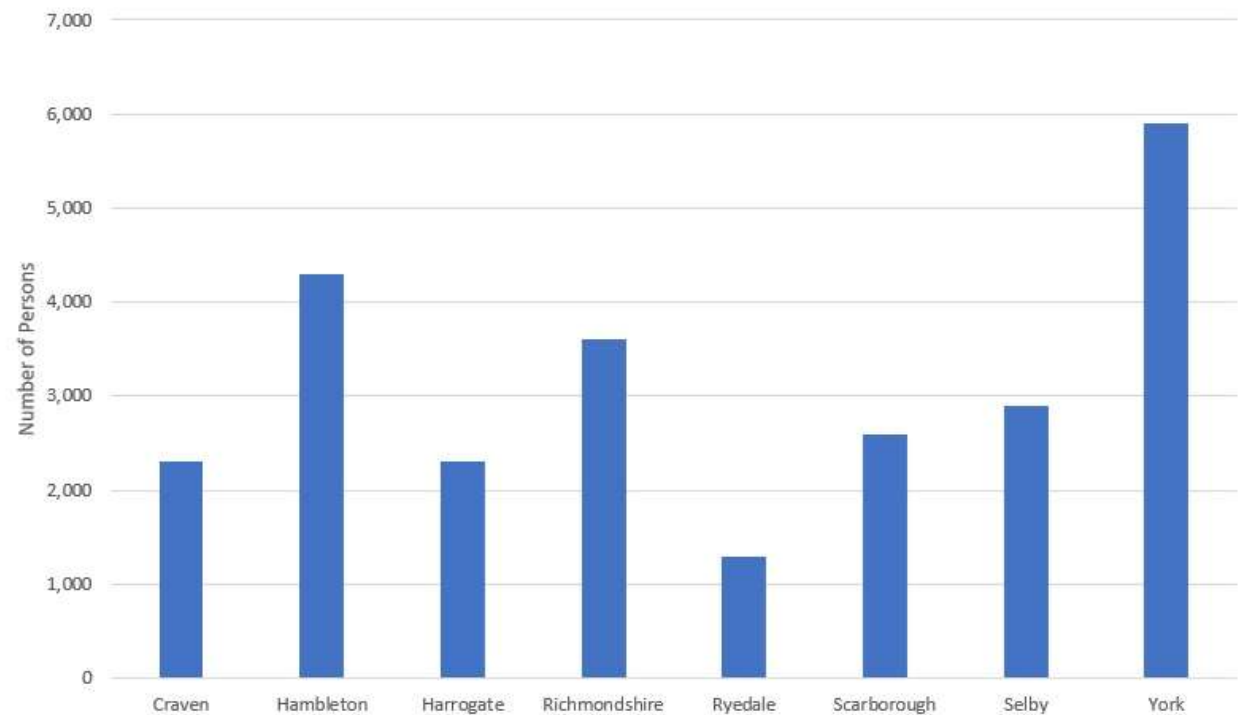


LMS/Census Data, Nomis Portal

Long-term Sickness Geographically

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Number of Inactives by Long-term Sickness per District Y&NY 2024



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Areas with the highest numbers are;

- Hambleton
- Richmondshire
- York

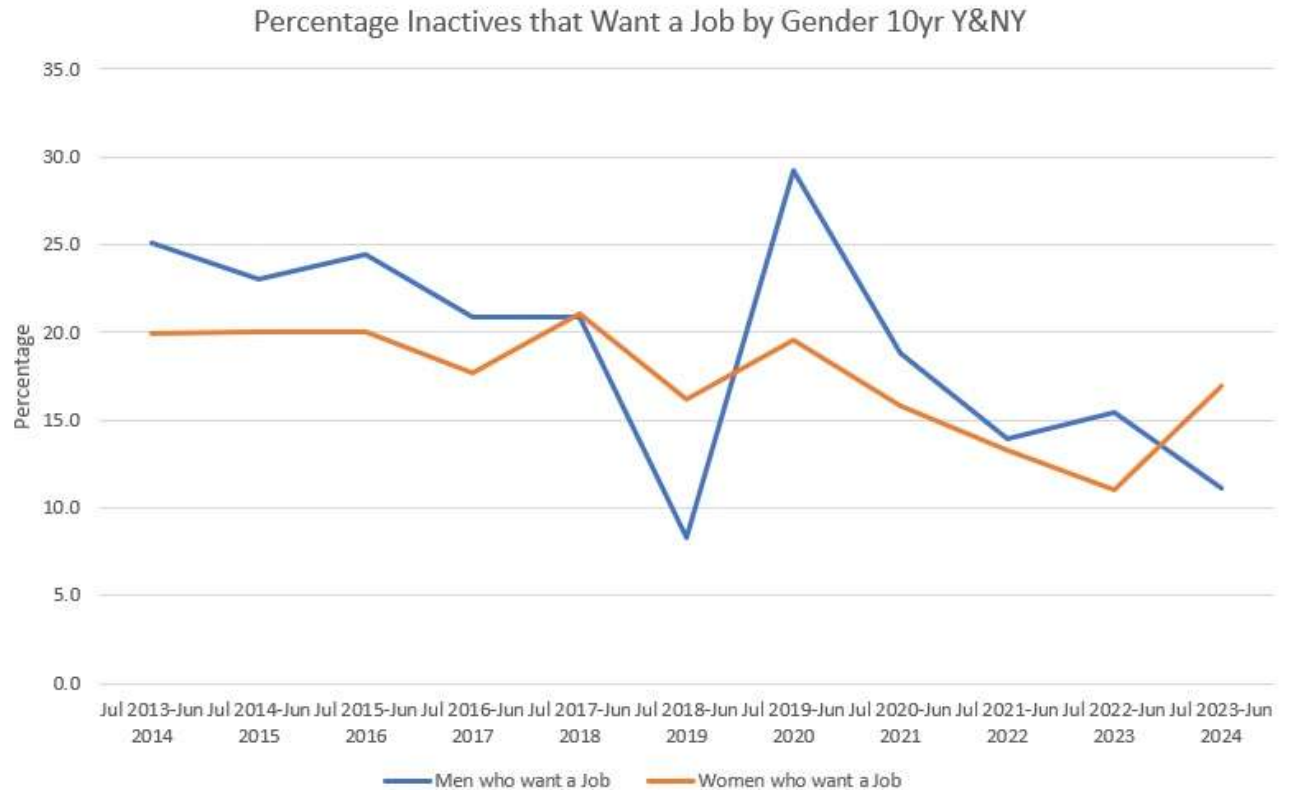
Wants a Job Sentiment in Y&NY

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Decrease in people economically inactive who Want a Job since 2019/2020 in Y&NY

Inactive Men have seen a sharper decrease in Wanting a Job than Women in this time

Inactive Women have seen an increase in Wanting a Job since 2022



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Results of survey

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39 respondents – useful starting point but more research needed


Highest priorities for unlocking barriers to inactivity were;

- 1:2:1 support
- brokering conversations with employers
- better communication of the offer
- building confidence.

Key points

- Cultural shift needed in supporting mental health
- Single point of contact needed for support
- Person-centred individualised, flexible support needed
- More work to encourage employers (incentives, recruitment, safe spaces).

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Overview of current initiatives

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Local Authorities deliver supported employment programmes e.g. Supported Employment Service and Supported Internships

UKPSF funded programmes e.g. RISE2THRIVE delivered across York and North Yorkshire.

Job centres (10 across YNY) delivering a range of support including Sector Based Work Academies (SWAPs) and Restart.

Connect to Work (future)

NHS Humber and North Yorkshire Health & Care Partnership and range of NHS Services

Individual Placement and Support (IPS) – support for people with serious mental health issues to find and keep employment

YNYCA Growth Hub – business support, LA business support offers, Good Business Charter

Skills Provision – Adult Skills Fund, Skills Bootcamps, Careers Enterprise Company, Apprenticeships.

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Summary

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- YNY is about average compared to nationally with c8% of adults economically inactive
- Ill health is a major reason for inactivity and trend is rising
- Two cohorts (16-19 and 50-64 age groups) are the biggest and growing
- Decrease in number of people in inactive cohort who 'want a job'
- Business base does not lend itself to easy transition to work due to majority of micro businesses
- More work needed to understand some trends
- More work needed to understand what is already being delivered and where are the gaps .LMS/Census Data, Nomis Portal



Good Work and Health Stakeholder Group – work will begin on this after the event.

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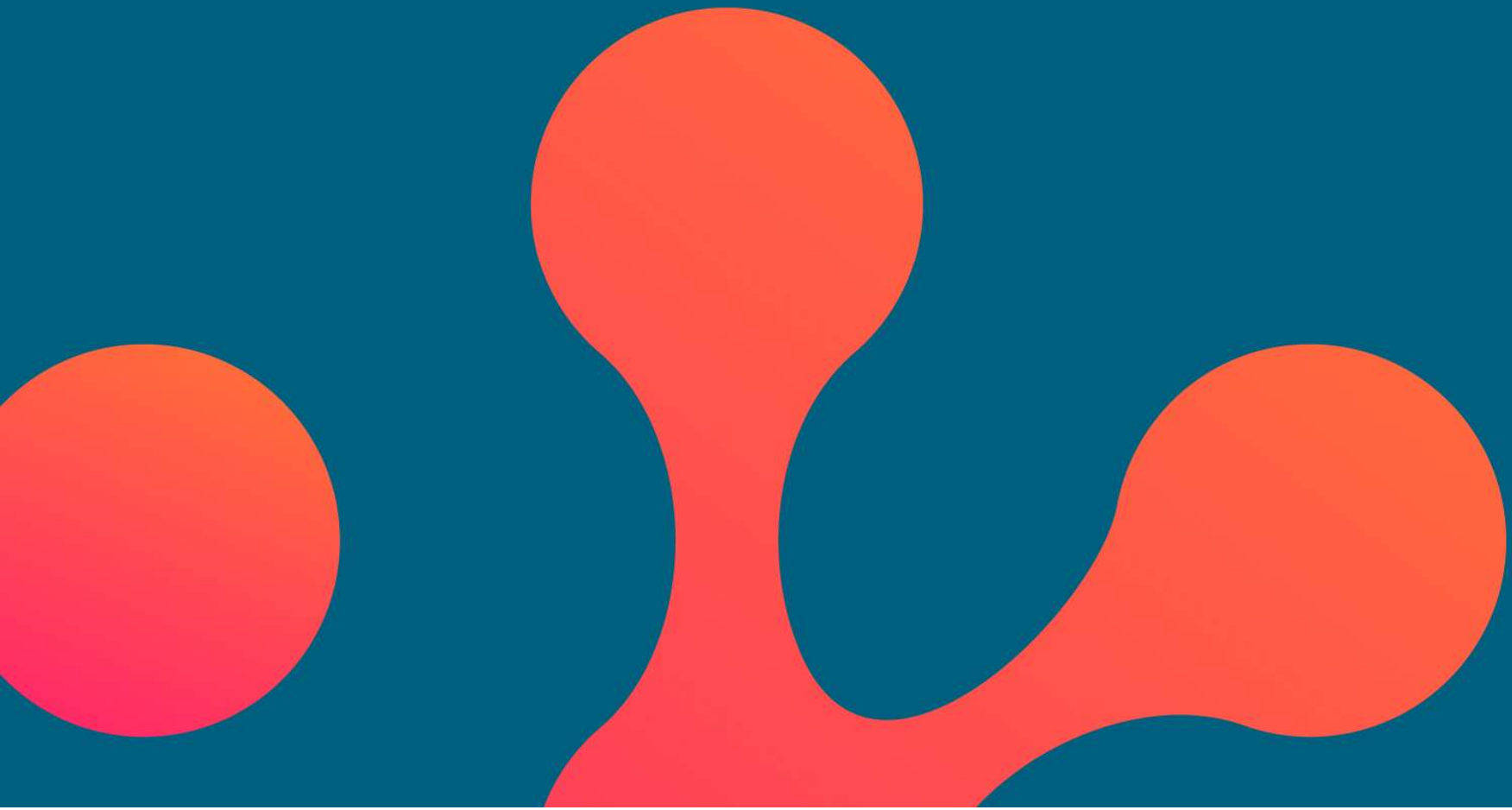


Trailblazer Strategic Scoping

Get Britain Working Trailblazer

York & North Yorkshire Combined Authority

14th February 2024



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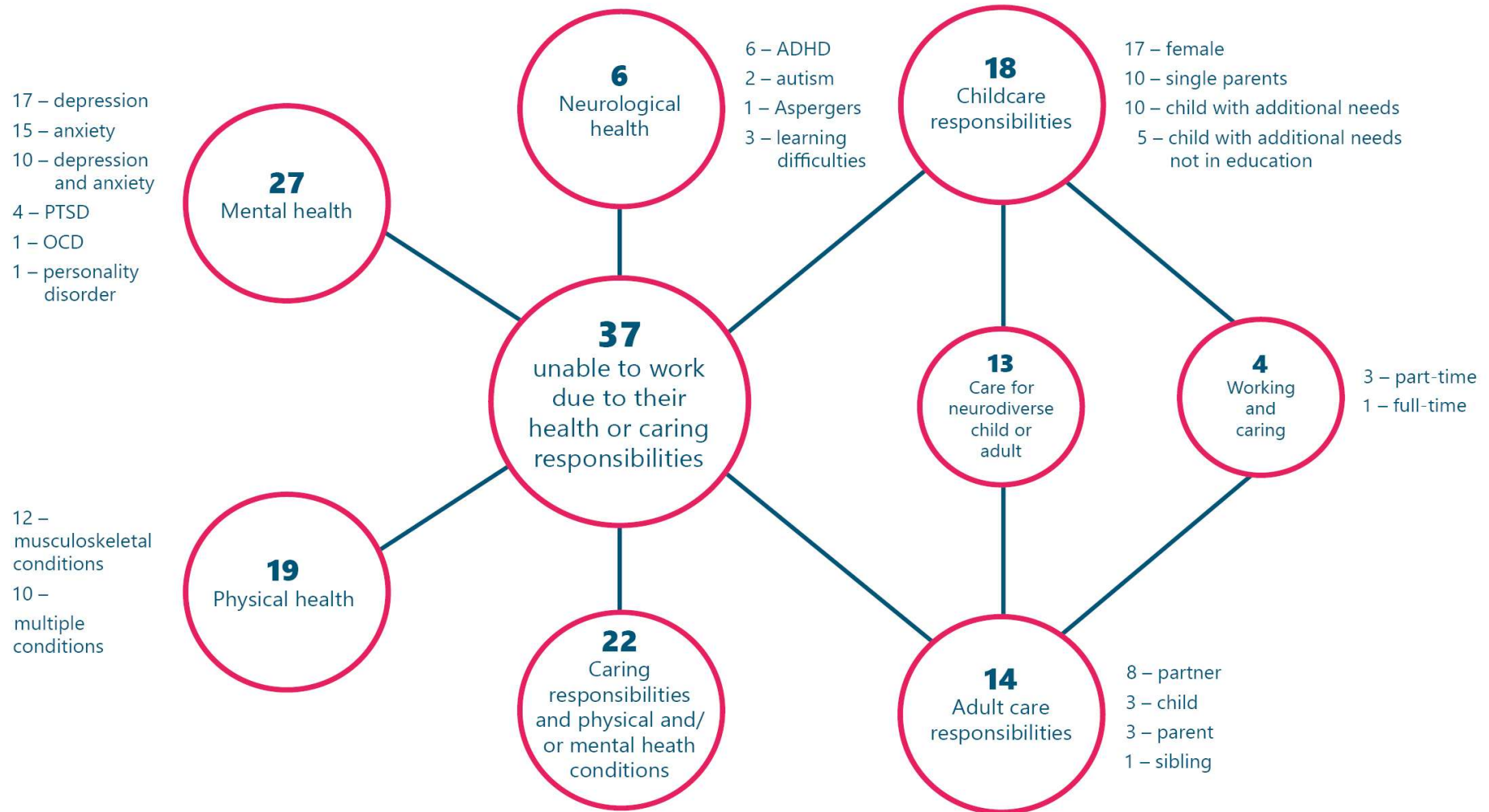


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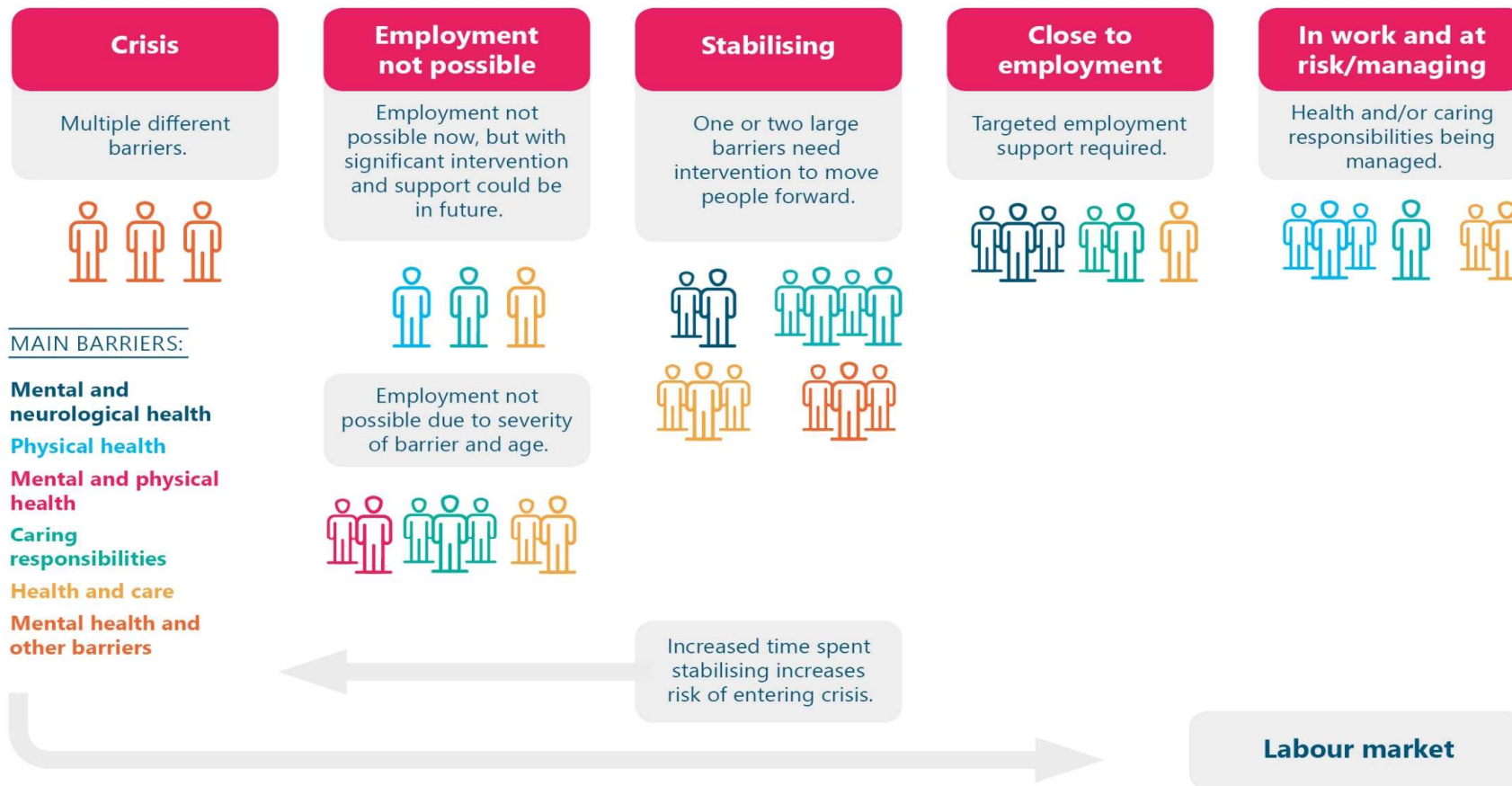


Lived experience of economic inactivity – Pathways to Work Commission

Overview of barriers



Main barriers and stage of journey back to work



How do people spend their time?



Housework, cooking, cleaning



Shopping



School run; resting



Medical appointments; caring



Childcare; seeing family & friends;
accessing support



Exercise



Volunteering

- * Only two of the 18 focus group attendees, both mothers of young children and experiencing mental health difficulties, described days which were spent large 'inactive'.
- * Most described a typical week as being busy with unpaid work in and out of the home, appointments, shopping, community or voluntary groups, and caring for children, parents and partners.

Voices of people with lived experience of economic inactivity

"I'd love to [work], because I've, you know, I've got it in me, you know, and it's heartbreaking not being able to, when I've got so much to give", Kathy aged 55 – 64, physical health condition

"You can't get people back into work unless you've got somewhere to put the children while you're at work", Jane, aged 35 – 44, childcare responsibilities

"Whether it's clothing, washing, shopping, driving about, picking her up, going to hospital appointments, whatever it is, it's really down to me", Robert, aged 55 – 64, carer for his wife.

"My whole life is about fighting the system to get the support that my kids need", Katie, aged 35 – 44, caring for children with additional needs

"I feel like jobs should be more accessible. For like, more people without decent qualifications. Not just people with master's degrees"
Jordan, aged 18 – 24, NEET

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York and North Yorkshire Trailblazer Strategic Scoping

Impacts of high levels of economic inactivity: what are we trying to address?

- * Household incomes and prosperity levels are lower than they should be
- * People who are excluded from the labour market experience poorer health and isolation
- * Employers are less able to recruit the skilled workers they need
- * Economic growth is restricted and there is less public funding available to invest in the drivers of future growth

Strategic scoping activities

1. Identify priorities for a strategic framework to pilot targeted approaches and provision
2. Scope programmes under the identified priorities to be delivered/commissioned by the Authority
3. Produce a fully worked up delivery model/plan for an Employment and Skills Interchange and navigator model
4. Ensure strategic alignment of trailblazer activities with wider strategies, policy and funding.
5. Produce final Strategic Framework report and Implementation Plan

Trailblazer priority areas – initial thinking



Good Work – potential focus areas

Rationale	<ul style="list-style-type: none">* Significantly lower employment rates amongst people with disability / health condition* Challenges and barriers for employers (especially smaller businesses)* Lack of employer / health links
Potential focus areas	<ul style="list-style-type: none">* Good Business Charter* Enhanced support for businesses – build on LEAD and Ambitious about Employment; new support offer around healthy workplaces?* Harness anchor organisations* Intermediate Labour Market / job creation* Behavioural science approach / mindset shift

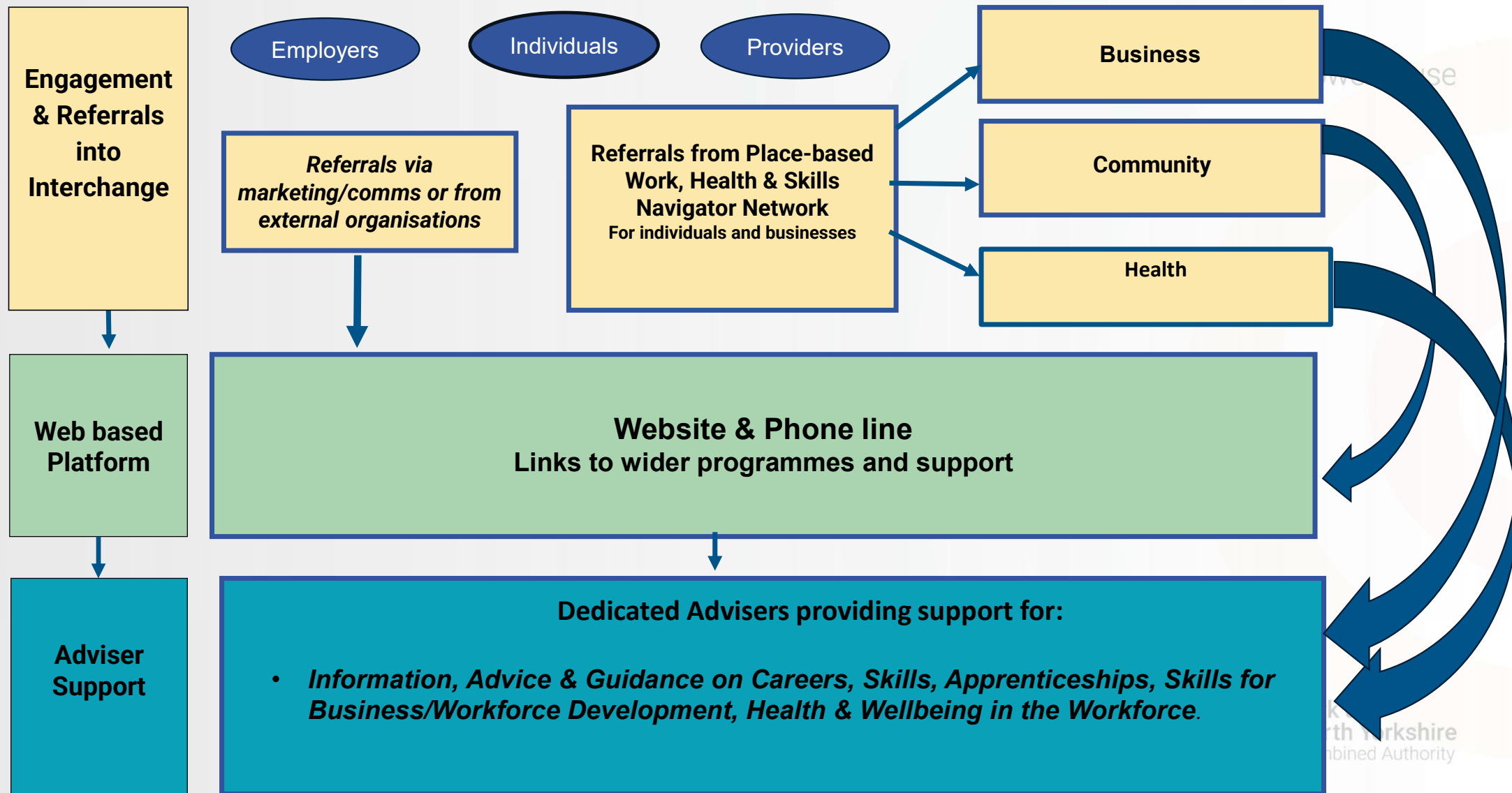
Engaging inactive people – potential focus areas

Rationale	<ul style="list-style-type: none">* Greater imperative to engage and support the 'hardest to reach'* 'You don't know what you don't know'* Circumstances and support needs change over time* Pathways not joined up
Potential focus areas	<ul style="list-style-type: none">* Build on VCSE engagement activity e.g. Rise2Thrive* Action to address rurality, isolation and accessibility* Targeted pilot activity (where? With whom?)* Understanding motivations around participation (behavioural science approach)

Joining systems/services – potential focus areas

Rationale	<ul style="list-style-type: none">* Complex picture of organisations, funding streams, eligibility and changing support* Creates barriers for individuals and organisations and inefficiencies in use of resources and capacity
Potential focus areas	<ul style="list-style-type: none">* Good Work and Health Partnership* Combined Authority / ICB systems integration* Work, Health and Skills Interchange model

Work, Health & Skills Interchange Model



Workshop overview

🕒 Discussions within 3 main areas:

1. Engaging and supporting those economically inactive
2. Good work- supporting employers
3. Joining systems and services

Format- how will it work (each session is 35mins)

Facilitator to guide on each table

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Workshop ONE

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Engaging and supporting economically inactive

- What are we already doing to engage and support those who are economically inactive in York and North Yorkshire (emphasis on health)?
- What is working well?
- Where are the gaps?
- What are the priorities you want the trailblazer to focus on?

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Workshop TWO

Good Work (supporting employers)

- What are we already doing to engage and support employers to encourage the creation of inclusive workplaces?
- What is working well?
- Where are the gaps?

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Workshop THREE

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Joining systems and services

- What needs to change to ensure that our systems and services are joined up? (health, work and skills services/systems)
- Would the interchange model do this?
- Where are the other areas of best practice?

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