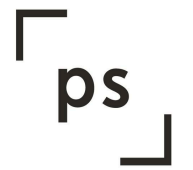


Work, Skills and Wellbeing in Tameside

Needs Assessment: May 2024



Produced by: **ps** research

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Summary



Introducing this needs assessment



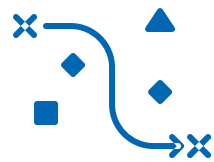
What is a needs assessment?

It is a process to understand the health needs of a population through data analysis, reviewing services and provision and identifying gaps and opportunities.



Looking at work and skills through a health and wellbeing lens

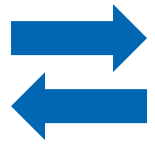
Throughout this assessment we have always brought work and skills back to the lives, opportunities and long-term outcomes of residents in Tameside.



Our approach

This needs assessment includes data analysis across a range of topics, engagement with residents, local organisations and partners and a review of projects and interventions in Tameside and other parts of the country. This has then informed some priorities and recommendations relating to work, skills and wellbeing in the borough.

Analysis highlights



To what extent is health impacting on work and work impacting on health?

On the one hand, the analysis highlights the importance of preventative healthcare to the labour market. But on the other, there is evidence that the type of work someone is in (or lack of opportunities) contributes to health inequalities.



There are not enough jobs, and the jobs there are tend to be low quality and low skilled

The ratio of jobs to local people in Tameside has not changed in 20 years and is significantly lower than regional and national job density. At the same time, the number of low-skilled, low-quality work in the borough is increasing.



Lack of qualifications in Tameside affects all ages

Young people are more likely to be leaving school with little or no qualifications compared to regional and national, and this rises through the age groups. Even if they have qualifications, they are unlikely to be highly qualified (e.g. degree level).



Making sense of pay and affordability

Low pay is common in the borough, with evidence that residents earn more if they go out of Tameside for work. And whilst houses are cheaper in Tameside than other areas, they are no more affordable to local people due to low pay.



Who faces the biggest inequalities in Tameside?

There is evidence that female residents of Tameside in particular experience significant inequalities across health, work and life circumstances. There are more disabled residents too who face inequalities around work and skills.



Learning from projects in Tameside and beyond



There is plenty already happening in Tameside

- We have a range of council strategies in place to tackle issues linked to inclusive growth, population health and inequalities
- The council provides a host of services which support residents to get into work or progress into good work
- Other public sector organisations and partners run innovative projects which are having a real impact
- And our VCFSE sector delivers a wide range of support to our communities in Tameside



But feedback from partners makes it clear that more could be done

- There needs to be more focus on promotion and awareness as people "don't know what they don't know"
- What impact are local aspirations and the make-up of our sectors having on work and wellbeing outcomes?
- How do we ensure diversity and individual needs are valued?
- We can't ignore the funding landscape and the impact this has on supporting residents and the local economy



What can we learn from other areas?

- How to ensure good health is seen as a valid economic goal through system leadership
- There are benefits of a participant-led approach to work and skills support
- There are examples of projects aimed specifically at groups facing more inequalities, such as women

We have identified some priorities and cross-cutting issues

Our six key priorities:



Supporting residents who are economically inactive (not looking for work)



Supporting working-age residents who have limited or no education/qualifications



Supporting female residents into good work



Supporting residents with long-term health conditions (including disabilities and mental health) into good work



Reducing and preventing ill health so more residents are in work



Ensuring recruitment practices are fair and open to all



Cross-cutting issues to consider in anything we do around work and skills:

- **Aspirations** - raising aspirations and finding role models
- **Awareness** - increasing awareness and promotion of opportunities
- **Digital** - supporting residents who are digitally excluded
- **Inclusion** - ensuring opportunities in Tameside are inclusive for all
- **Inequalities** - tackling and reducing inequalities
- **Navigate** - simplify opportunities and help residents to navigate red tape
- **Resource** - resourcing and capacity building

We set out some recommendations which sit under five themes



System leadership in Tameside

Encourage our leaders to work together on work, skills and wellbeing and ensure population health is seen as a key economic outcome in Tameside



Tameside Council leading by example

Embedding good practice in our organisation when it comes to recruitment and talent and continuing to develop services and strategies to improve long-term outcomes for our residents



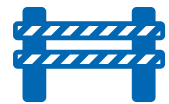
Working with our partners

Encouraging and supporting our partners around volunteering systems, early support and the skills, training and careers advice offer in Tameside



Developing services and support

Focusing on what we already do well in Tameside, developing offers and building more resource and capacity



Removing barriers to work and skills

Supporting specific groups of residents facing inequalities and barriers to skills and employment

Introduction



Work and skills through a health and wellbeing lens

How we have approached this needs assessment

It is a challenge to strike the right balance when undertaking an assessment of work and skills from a health and wellbeing angle - the principle we have applied is to ensure we always bring work and skills back to the lives, opportunities and long-term outcomes of residents in Tameside. To understand work and skills needs in the borough, we need to understand the circumstances and challenges that residents face. We have reviewed a broad range of data, from deprivation and health to jobs, pay and qualifications. We have identified some developing stories informed by this data. We showcase some of the many projects, programmes and practice already supporting Tameside residents around work and skills. We also share learning and examples from other areas of the country to give a sense of what might be possible in the borough.

This all leads into the identification of some underpinning principles and core priorities emerging from the needs analysis. Finally, we have made a series of recommendations linked to these priorities for leaders in Tameside to consider.

Population context (Census 2021)



Population size

231,100 people live in Tameside - this has increased by over 5% in last ten years (but not as much as nationally).



Age

The age profile is very similar to nationally, although the number of children aged under 15 in Tameside has increased at a greater rate than nationally over the last ten years, whilst the number of residents aged 65+ has also increased but not at the same rate as nationally.

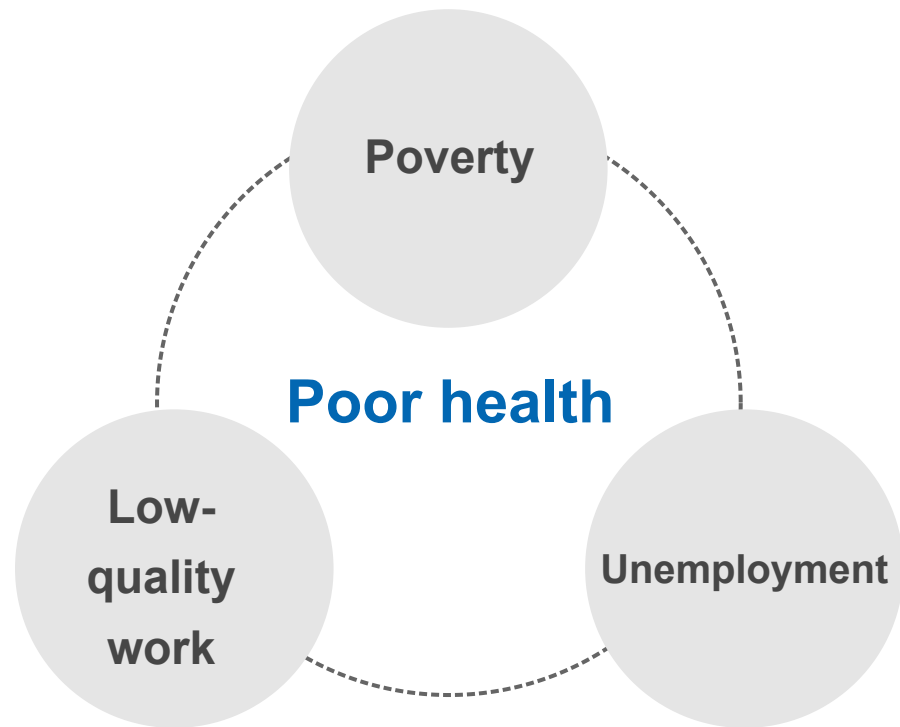


Ethnicity

86% of residents are White, same as the North West but higher than nationally (81%).

The cycle of poverty, low-quality work and poor health

There are numerous national studies that show that poverty, unemployment and low-quality work negatively impacts health.



Impact of unemployment and poverty on health

Poverty and unemployment can harm health in many ways, e.g. causing stress, making it more difficult to adopt and maintain healthy behaviours and resulting in unhealthy coping behaviours, such as smoking and drinking. People in poverty are less able to access opportunities needed for a healthy life, including meaningful work, secure housing and high self-esteem.

Impact of low-quality work on health

Low-quality work can be just as bad for health as unemployment. However, evidencing causality is difficult - it may be that low-quality work leads to poor health and/or it may be that people are more likely to enter low-quality work because their health prevents them from acquiring better work.

Impact of poor health on employment and economy

- People reporting poor health are more likely to experience negative labour market transitions, e.g. becoming unemployed, failing to find work or moving into low paid work from a better paid job.
- Poor health impacts on economic development due to sickness absence, people being prevented from working and the impact of caring responsibilities.

Tameside is 23rd most uniformly deprived borough in the country

(Out of 317 local authority areas, Indices of Deprivation 2019)

There are different ways to rank deprivation in a local authority area - Tameside ranks higher (more deprived) for how uniformly deprived the borough is



By average rank

This gives an indication of how uniformly deprived a local authority area is - Tameside ranks highest for this (23rd out of 317)



By average score

This gives an indication of how highly polarised deprivation is in a local authority area - Tameside ranks 28th for this



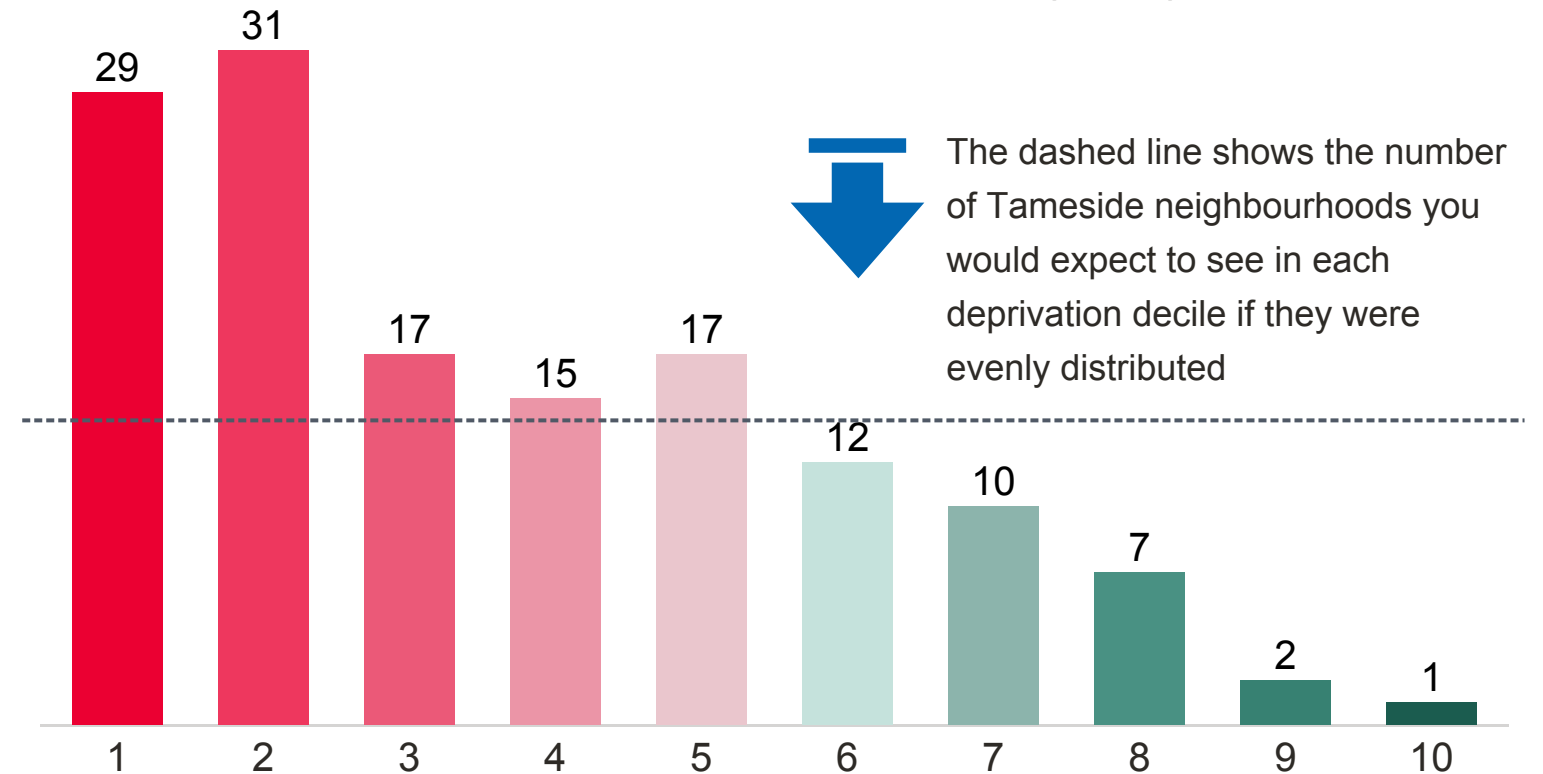
Neighbourhoods in most deprived 10% nationally

This ranks local authorities by how many lower super output areas (LSOAs) are in the most deprived 10% nationally - Tameside ranks 40th for this



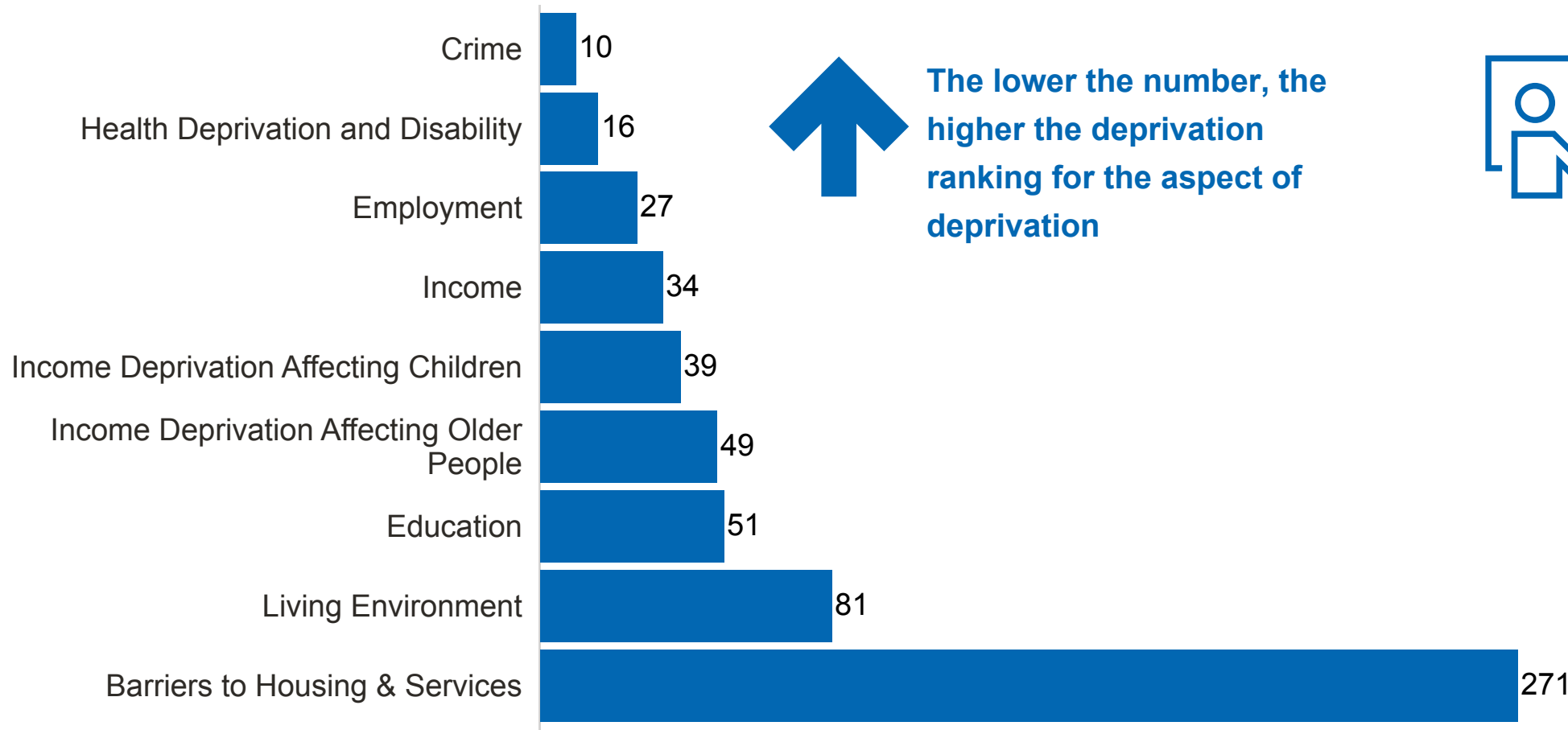
Tameside does not have the same number of less deprived areas that other parts of the country do

Number of Tameside LSOAs in each Index of Multiple Deprivation decile



Tameside is most deprived within the Crime and Health domains

The Index of Multiple Deprivation (IMD) is a combined measure of deprivation based on 37 separate indicators that have been grouped into seven domains. 317 local authority areas are ranked on each domain, with 1 being the most deprived. The chart below shows the domain rankings for Tameside (based on average rank in the 2019 IMD where uniform deprivation ranks higher).



When it comes to education, Tameside neighbourhoods are more likely to be in the most deprived 10% for adult skills than children and young people's education

Within the Education domain, 27 Tameside neighbourhoods are in the most deprived 10% nationally for adult skills, more than double the 13 neighbourhoods in the most deprived 10% nationally for children and young people's education.

What impact does health have on work?

Economic inactivity in the UK has increased

- Economic inactivity in the UK has increased since before the pandemic, with more working-age people self-reporting long-term health conditions.
- In 2023, over half (53%) of those inactive because of long-term sickness reported that they had depression, bad nerves or anxiety; the number of people reporting musculoskeletal problems has been increasing since 2019 (ONS data).

People in poor health are less likely to:



- be employed
- remain in employment
- move from unemployment to employment
- move from economic inactivity to activity

And they are more likely to move into temporary or lower-paid jobs

When in employment, people reporting poor physical or mental health are more likely to move from permanent work to temporary work or into a low-paid job from a better-paid job.



Sickness absence is highest amongst:

In 2022, the groups with the highest rates of sickness absence in the UK included:

- women
- older workers
- those with long-term health conditions
- people working part-time
- people working in care, leisure or other service occupations

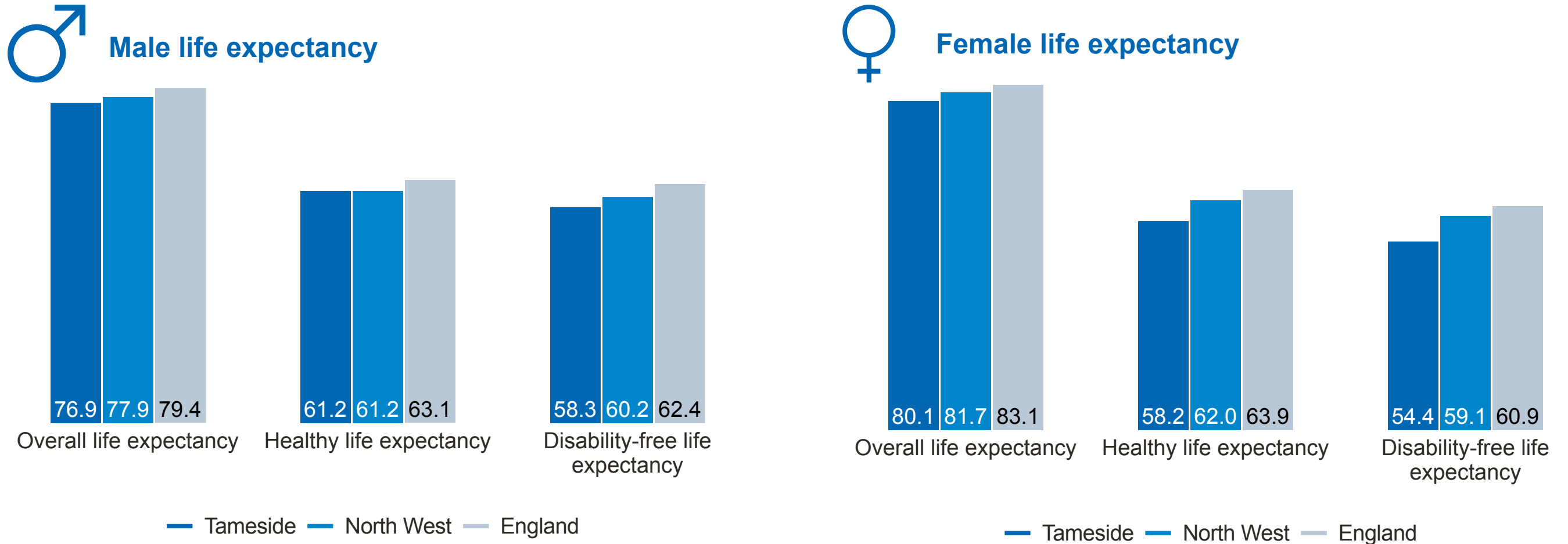
According to data from the Health Foundation, "local authorities with lower economic inactivity rates or higher employment rates average higher healthy life expectancy".

Analysis of health and work in Tameside



Life expectancy is low, particularly amongst females

Disability-free life expectancy* for females in Tameside is 54.4 years, 6.5 years lower than England (Health State Life Expectancies 2018/20)



* Disability-free life expectancy is the average number of years a person is expected to live disability-free (no limiting long-term illness)

Tameside has high levels of obesity which contributes to higher mortality rates in the borough



The mortality rate of under 75s in Tameside is higher than regionally and nationally

466.2 per 100,000 in Tameside, compared to 431.4 in the North West and 363.4 across England



Tameside residents are more likely to be overweight or obese than nationally

- 23.6% of Reception-age residents in Tameside are overweight or obese (21.3% nationally)
- 37.8% of Year 6 residents in Tameside are overweight or obese (36.6% nationally)
- 69.2% of adults in Tameside are overweight or obese (63.8% nationally)



The mortality rate in Tameside is significantly higher than nationally when attributed to all cardiovascular diseases

107.8 per 100,000 in Tameside, compared to 92.8 in the North West and 76.0 across England; Tameside has the 18th highest rate across all local authority areas in England

(Data from OHID Local Authority Health Profile)



Smoking and alcohol consumption are also driving up this higher mortality rate



One in five (20.2%) Tameside adults smoke

This is the 5th highest nationally for local authorities and is significantly higher than the North West (13.4%) and England (12.7%)



This rises to one in three (34%) of Tameside workers in routine and manual occupations

This is significantly higher than the North West (23.1%) and England (22.5%)



Tameside has the 4th highest smoking-attributed mortality rate in the country

351 per 100,000 in Tameside, significantly higher than 247.5 across the North West and 202.2 nationally



Tameside also has the 3rd highest rate of alcohol-related cancers in the country



And there is a high rate of alcohol-related cardiovascular and liver disease amongst females in the borough

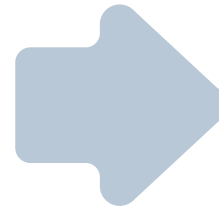
16th highest rate nationally for cardiovascular disease and 13th for liver disease

(Data from OHID Local Authority Health Profile)

One in five residents have a limiting long-term condition or illness

This is higher than nationally (17%)

And it rises to one in four (25%) Tameside adults aged 50 to 64 and 22% of females, compared to 18% of males (Census 2021)



11% of 16-64 year olds in Tameside provide unpaid care

Compared to 10% nationally (Census 2021)



Tameside residents have a higher prevalence of mental health disorders than regionally and nationally

- 19.5% of Tameside adults have a common mental health disorder compared to 18% across the North West and 16.9% in England (2018)
- 16.9% of Tameside adults have depression, higher than 12.7% nationally (2021/22)
- The rate of benefit claimants for mental and behavioural disorders in Tameside is 40.8 per 1,000 population, higher than 27.3 across England (2018)
- Premature mortality in adults with a severe mental illness is 148.3 per 100,000 population in Tameside, higher than 103.6 in England (2018/20)

Health contributes to higher economic inactivity rates in Tameside



Economic inactivity in Tameside increased between June 2022 and June 2023

- Around 36,300 people or 26.0% of the population aged 16 to 64 years in Tameside were "economically inactive" in the year ending June 2023. This compares with around 30,200 people (21.7%) in the year ending June 2022.
- In the same time period, economic inactivity slightly decreased across the North West (from 23.4% to 23.2%) and remained static at 21.4% in Great Britain overall.
- Economic inactivity in Tameside is higher than across the North West and Great Britain.



A third of economically inactive people in Tameside are classified as 'long-term sick'

34% are long-term sick
(compared to 31% in North West
and 27% in Great Britain)

(Data from ONS Labour Force Survey)

National research reveals young people are more likely to be out of work due to ill health

Research from the Resolution Foundation on young people's mental health, education and employment found:



Young people are more likely to experience symptoms connected to a common mental health disorder

34% of UK adults aged 18-24 reported symptoms that indicated they were experiencing a common mental health disorder like depression, anxiety or bipolar disorder, up from 24% in 2000.



Young people with mental health problems are more likely to be out of work

Between 2018 and 2022, 21% of 18-24-year-olds with mental health problems were workless, compared to 13% of those without mental health problems.



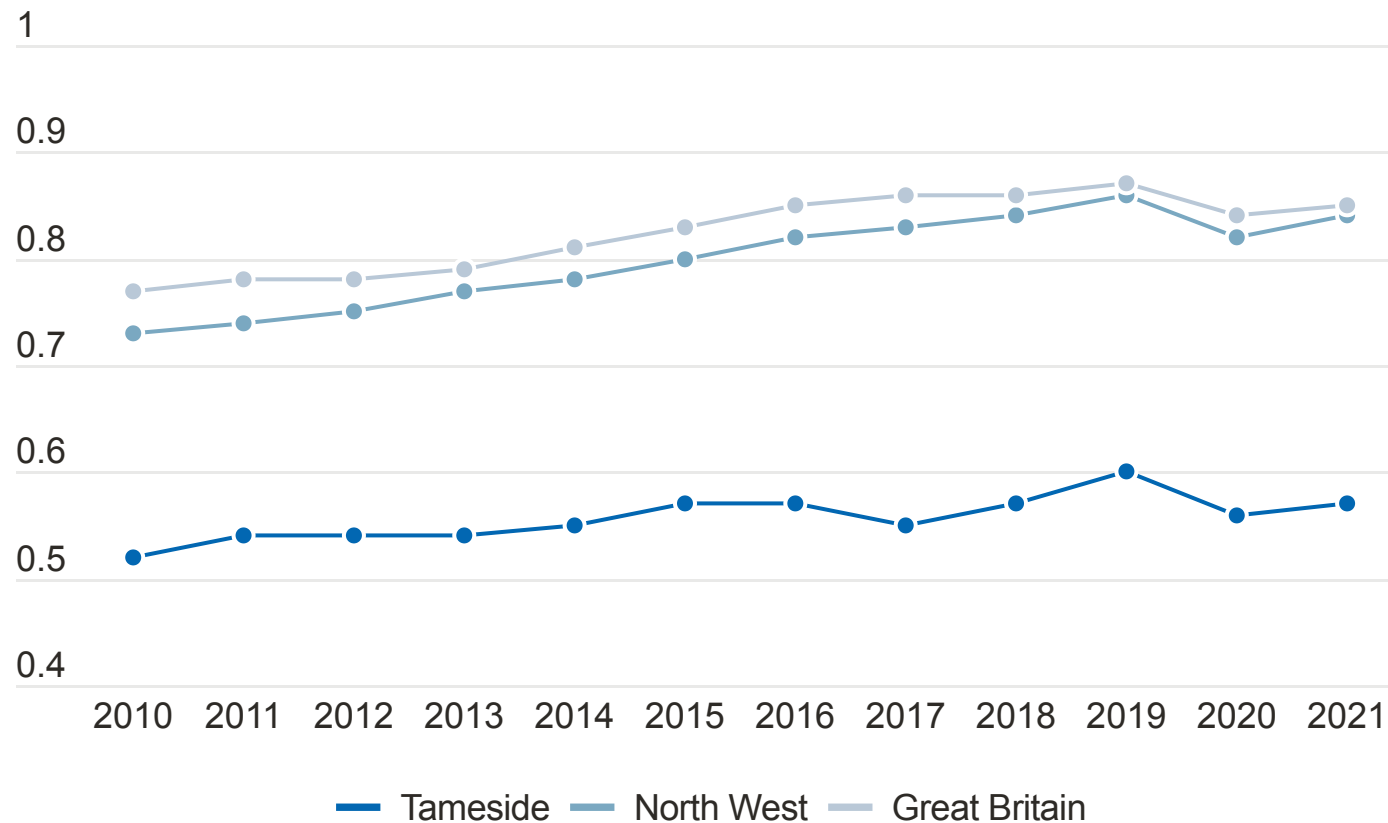
Non-graduates with mental health problems are particularly disadvantaged in the labour market

- One-in-three young non-graduates with a common mental health disorder (CMD) were workless, compared to 19% of non-graduates without mental health problems, and 17% of graduates with a CMD.
- 79% of 18-24-year-olds who are workless due to ill health only have qualifications at GCSE-level or below, compared to 34% of all people in that age group.

There are not enough jobs in Tameside

There are 57 jobs per 100 working age residents in Tameside, significantly lower than regionally and nationally

Job density (ratio of jobs to working age population) since 2010



Tameside has a lower employment rate than regionally and nationally

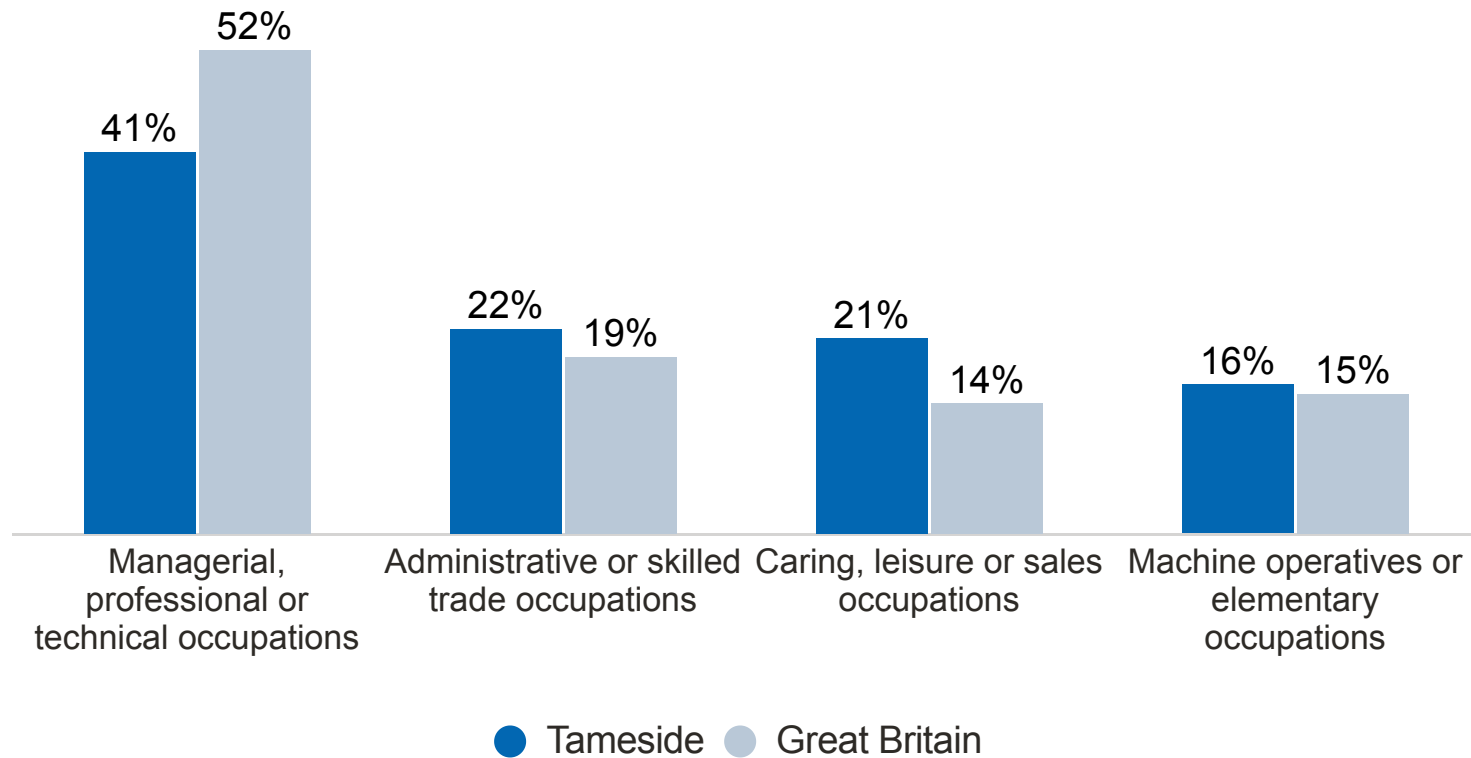
71% of Tameside's working age population are in employment, compared to 74% across the North West and 76% nationally

(Data from NOMIS labour market profiles)

And those in work tend to be in lower skilled jobs



Those working in Tameside are much less likely to be in managerial or professional roles compared to nationally



(Data from NOMIS labour market profiles)

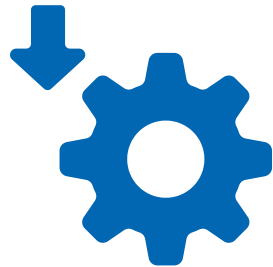


A fifth of Tameside workers are in 'severely insecure jobs'

20.3% of workers in Tameside are in severely insecure jobs (involuntary part-time or temporary work), similar to the 19.8% across the UK (Data from Work Foundation / ONS Labour Force Survey)

It is not as simple as getting more people into work

Evidence from the Health Foundation and Joseph Rowntree Foundation shows that being in 'low-quality work' can be just as bad for health as unemployment.



Low-quality work

- A low-quality job is defined as a job which has two or more perceived negative aspects such as low levels of autonomy, wellbeing, security and/or satisfaction, as well as low pay.
- The UK has a relatively large number of people working in low-paid, low-skilled jobs, and people in low paid jobs are more likely to experience insecure work.
- High employment levels does not necessarily result in better job quality.
- Low-quality work is unequally distributed across society; certain groups are more likely to be low-quality work including younger adults, people in more routine occupations, and members of black and minority ethnic groups.



Low-quality work and poor health

- Low-quality work can create stress that can harm health. The longer the time spent in low-quality work, the higher the risk of accumulating health problems as the damage from this as a source of stress accumulates.
- Employees with low job security or low job satisfaction are more than twice as likely to report poor health as the average employee.
- People with poorer health are more likely to be in low-quality work.



A case study: night-time workers in Tameside

There is a known link between shift workers and poorer health and lifestyles

Shift workers are more likely than non shift workers to:

- Have a limiting longstanding illness
- Have more than one limiting longstanding illness
- Be obese and have diabetes
- Smoke

(NHS Digital, Health Survey for England)



The number of employees in night-time industries in Tameside has been increasing

- Across the UK, the total number of night-time workers has fallen from 9.5 million in 2016 to 8.7 million in 2022 (27% of UK workforce)
- In the same period in Tameside, the number of employees in **night-time industries** has been increasing year-on-year, from 26,700 to 31,700 in 2022
- The 24-hour health and personal social services industry grouping is one of the four ONS groupings used to explore the night-time economy; in Tameside in 2022, 11,700 workers are employees in this industry



Employees in night-time industries are more likely to be low-paid

In 2022, 15.1% of employees in night-time industries in the UK were in low-paid roles, compared to 10.5% of employees as a whole. Female night-time workers are more likely to be low earners than males.

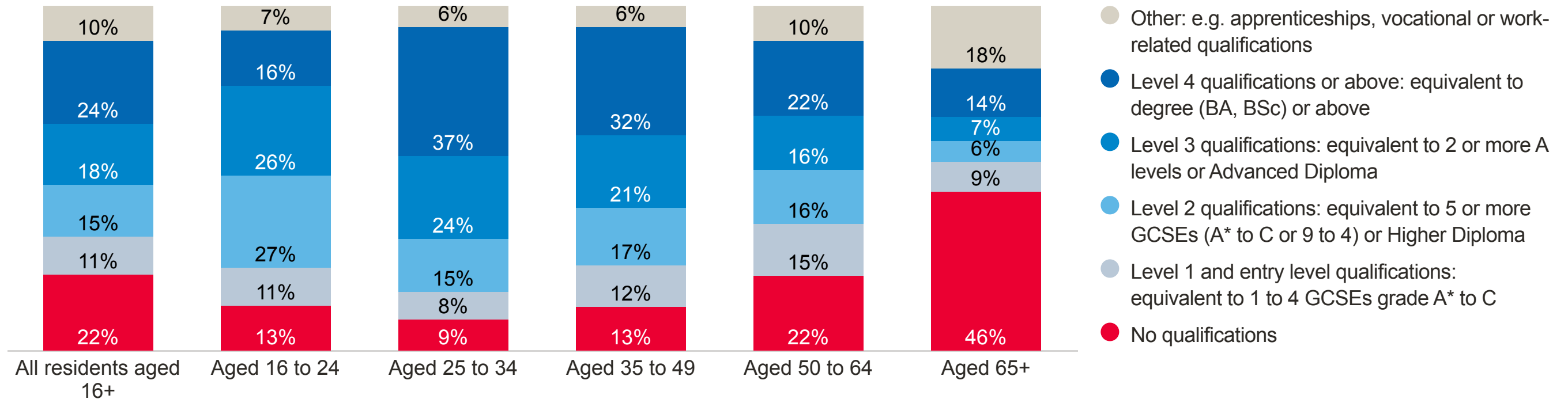
(Data from ONS Labour Force Survey)

Do residents have the skills needed for better jobs?

More than a fifth (22%) of Tameside adults (aged 16+) have no qualifications, higher than nationally (18%)

This is higher amongst females in the borough: 23% compared to 20% of males. Although only 14% of females aged 16-64 have no qualifications compared to 16% of males.

Highest level of qualification in Tameside by age group (Census 2021)



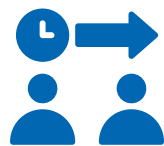
(Data from Census 2021)

Tameside residents are much less likely to be highly qualified



Just one in four residents have a degree or equivalent

Only one in four (24%) of 16+ residents in Tameside have a degree or equivalent, compared to 34% across England (Census 2021)



There is a general lack of skills at the younger and older ends of Tameside's working age population

- One in four (24%) 16-24 year olds do not have Level 2 qualifications (5 or more A*-C GCSEs), higher than 20% across England
- More than one in five (22%) of 50-64 year olds in Tameside have no qualifications, compared to 17% across England (Census 2021)



Tameside has a higher rate of young people not in education, employment or training (NEET)

8.1% of 16-17 year olds in Tameside are NEET (or 'activity not known'), compared 5.2% nationally and 5.3% across the North West (Department for Education NEET and Participation)



A case study: digital exclusion and skills in Tameside

Improving digital access and lack of digital skills can improve access to education, services and employment

Digital exclusion is linked to lower income, lower levels of education and poor housing

(NHS Digital / Lloyds Bank)

- There is a close correlation between digital exclusion and social disadvantages including lower income, lower levels of education, and poor housing.
- People who are digitally excluded are at risk of worse access to services and worse health outcomes.
- People who have characteristics that are protected under the Equality Act 2010 (age, disability, race) are less likely to have access to the internet, and the skills to use it.
- Over half of the UK's workforce (17.1 million) lack workplace digital skills and 11.7 million (22%) adults are without the essential digital skills needed for everyday life.
- 4 in 5 (82%) job vacancies in the UK ask for digital skills.



Digital exclusion is relatively high in Tameside

14.9% of lower super output areas with a Digital Exclusion Risk Index score of 5.0+ compared to 4.2% across Greater Manchester; areas with particularly high exclusion scores include parts of Dukinfield, Denton West and Ashton Waterloo.



Understanding the digital skills gaps in Tameside

- 55% of schools in Tameside offer Computer Science at GCSE (62% across all Greater Manchester)
- Tameside's Digital Inclusion report produced by the Inequalities Reference Group details that in parts of Tameside, internet usage is lower than average, in particular in Hattersley and parts of Ashton
- 1.4% of jobs in Tameside are in 'Information and Communication' compared to 3.4% across North-West and 4.6% across Great Britain

Volunteering can also improve job prospects and social mobility



Research from the Royal Voluntary Service found that volunteering can improve...

- Job prospects (58% of volunteers interviewed)
- Confidence (38% of volunteers interviewed)
- Communication skills (39% of volunteers interviewed)



And even more so for young people

For example, job prospects rises to 73% of 16-19 year olds



But they also found that these outcomes are linked to the quality of volunteering opportunities

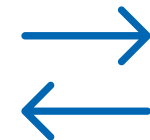
- Training offered as part of the volunteering
- Clear pathways into employment
- Partnership working between voluntary sector organisations, businesses and public sector bodies



How do employers rate volunteering as experience for work?

Northumbria University Students' Union conducted research with employers and found:

- Employers rated internships and work placements as more valuable than volunteering experience
- They also consider the quality of the volunteering opportunity to be important in terms of transferable skills (e.g. litter picking compared to nightline volunteers)



Volunteers who 'give back' can also support work and skills opportunities in their area

Research from Career Ready found that employer volunteering schemes and mentoring can lead to a range of positive impacts, from adding 'social value' in an area to supporting young people and increasing knowledge and wellbeing in the workforce.

National data shows the impact low pay can have on health and quality of life

Nationally, we know that if you are in a **low-paid role**, you are more likely to be:



A woman



Disabled



Working in certain occupations

Low pay is entrenched amongst certain occupations: the rate of low pay has changed very little in the last 25 years for elementary service occupations (including kitchen staff and bar staff), sales assistants, carers and jobs in childcare.

If you are low-paid, you are more likely to:



Skip meals

Be unable to heat your home

Have to take on extra work

Suffer poor mental health

Be excluded from sick pay

Low-paid and insecure workers may be excluded from key social security rights such as statutory sick pay, full maternity pay and paternity pay.

And in-work poverty is increasing

Around two-thirds (68%) of working-age adults in the UK in poverty live in a household where at least one adult is in work. Over the last 15 years, there has been a slow creep upward of the rate of workers in poverty.

(Research from the Resolution Foundation and Joseph Rowntree Foundation)

Low pay is a particular issue in Tameside

Jobs in Tameside pay below the regional level and significantly below the national

Median annual pay (ASHE 2023 provisional data)



The gap is even wider when we look at full-time roles only - 14% below the national compared to 11% for all roles

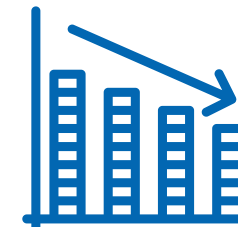


They are also more likely to pay below the living wage

Nearly three in ten (28.5%) of Tameside jobs pay below the living wage (GM Poverty Action)



● Tameside ● Greater Manchester



Nearly one in five (18%) Tameside jobs pay two-thirds or below the UK hourly rate

'Low pay rate' (The Health Foundation, 2020 data)

(Data from the ONS Annual Survey for Hours and Earnings 2023)

Context: Tameside's business 'demographic'



The majority of businesses in Tameside are 'micro' (89%), employing less than 10 people

Although this is similar to the regional (88%) and national (89%)



There are more health and social care jobs in Tameside compared to the national

Sectors where jobs in Tameside are overrepresented



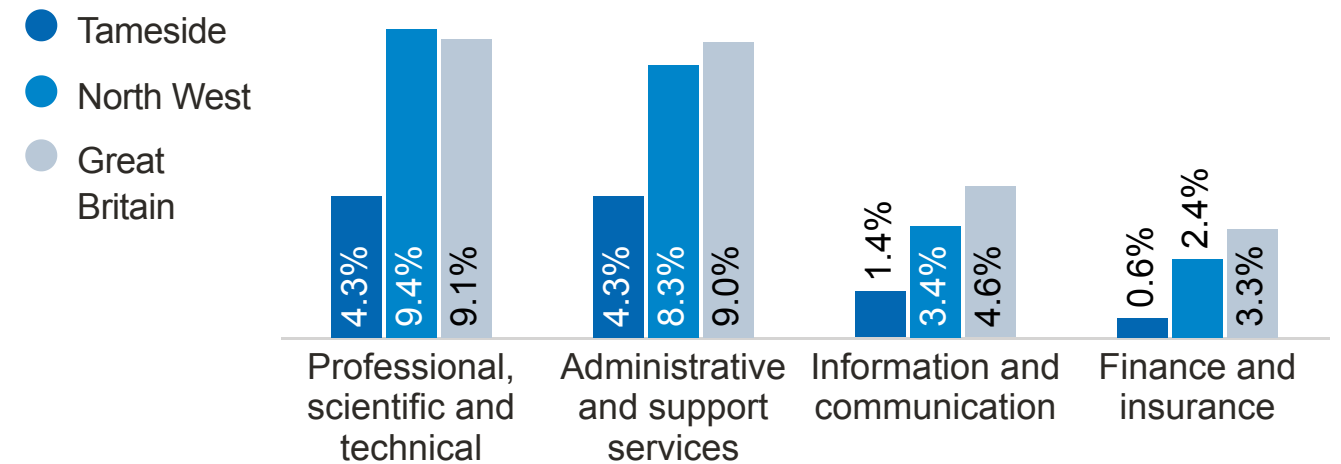
Tameside has the second-lowest proportion of businesses employing 50+ people in the NW

- 1.6% of all businesses in Tameside compared to 2% nationally
- There are just 15 businesses employing 250+ people



There are less professional jobs in Tameside compared to the national

Sectors where jobs in Tameside are underrepresented



(Data from the ONS Business Register and Employment Survey)

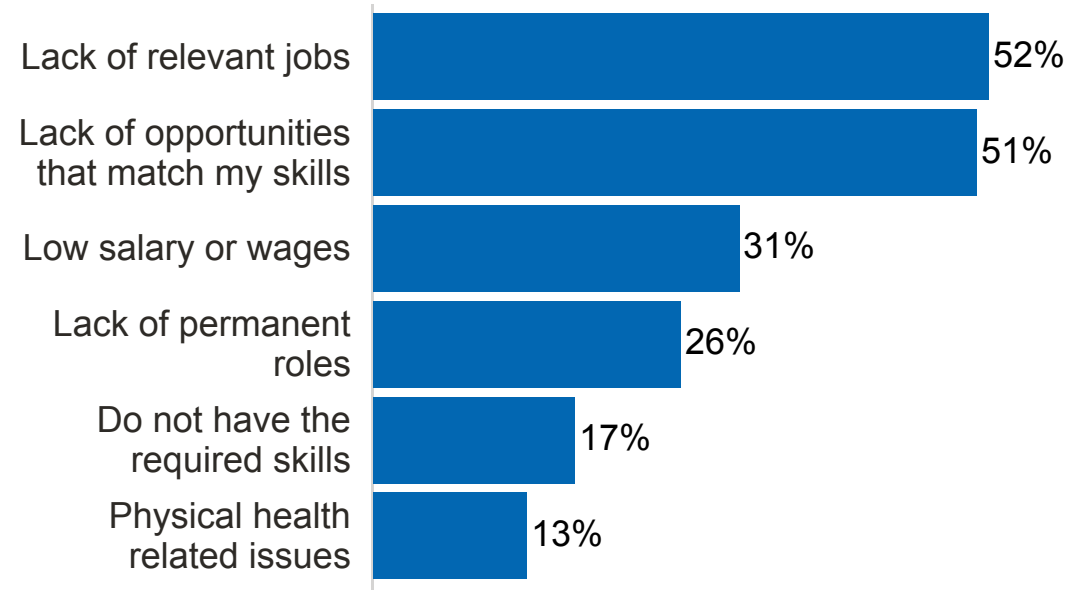
Some residents find it difficult to access work in Tameside

A quarter of residents say they find it difficult or very difficult to access employment opportunities in the area



Lack of relevant jobs and opportunities that match their skills are the most common reasons for this

Top six reasons for finding it difficult to access work in Tameside



Three in ten (31%) residents also feel there are barriers to accessing jobs with higher salaries

Similar reasons were given for this, with lack of relevant jobs (43%) and lack of opportunities that match their skills (39%) most selected



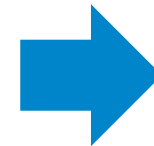
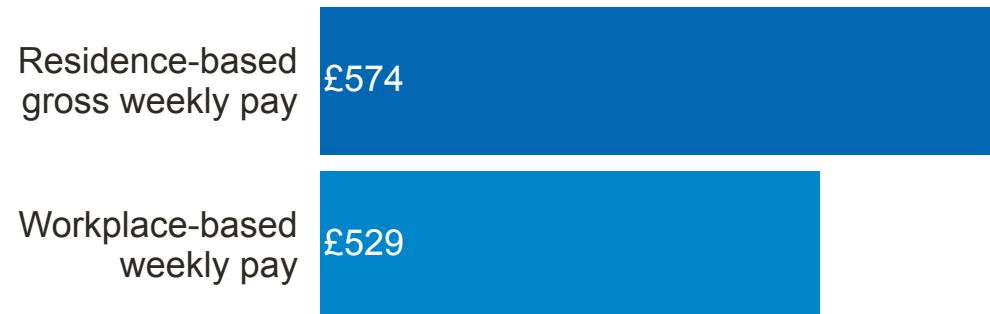
The majority of those lacking the skills to find better work have not accessed related support services

(Data from Tameside Council Resident Survey 2021/22; Wave 4)

Residents appear to earn more if they work outside Tameside

Resident pay is higher than workplace pay, suggesting residents travel outside the borough for better pay

Both are below the regional (£602-604 p/w) and national (£642 p/w)



But Tameside households are less likely to have a car/van

26.1% do not own a car/van, compared to 23.5% nationally (Census 2021)



And Tameside residents were also less likely to be working from home during the pandemic

25% of workers in Tameside were mainly working from home, compared to 32% across England (Census 2021)

(Data from NOMIS labour market profiles)

Whilst house prices are lower in Tameside, it does not necessarily mean that they are affordable for residents

Despite house prices being lower in Tameside than across the North West, the ratio of house price to earnings is higher in Tameside (a measure of affordability)



£195,000

Median house price in Tameside (2023), compared to £200,000 across the North West



More than a third (34%) of households in Tameside live in a terraced house

Compared to 23% nationally (Census 2021)



6.39x average resident earnings

House price to residence-based earnings ratio (compared to 6.00 across the North West and 8.28 nationally)



Tameside has more single person households

32.5% of all households compared to 30.2% nationally (Census 2021)



7.21x average workplace earnings


House price to workplace-based earnings ratio (compared to 6.02 across the North West and 8.28 nationally)

(Data from ONS HPSSA 2023)


Females face a range of inequalities compared to males nationally, but this is more stark in Tameside

We have already seen that females in Tameside have a significantly lower life healthy and disability-free life expectancy (compared to males in the borough and females nationally).

If you are a female in Tameside, you are also more likely to...

 **Have a baby before the age of 18**
21.1 per 1,000 conception rate of under 18s, compared to 13.1 nationally (OHID Local Authority Health Profile)

 **Be an unpaid carer**
12% compared to 9% of males in Tameside and 11% of females nationally (Census 2021)

 **Be a lone parent**
Tameside saw the North West's third-largest rise in lone-parent households (13.8% of all households), and is higher than regionally (12.1%) and nationally (11.1%) (Census 2021)

Female residents in Tameside are amongst the lowest paid



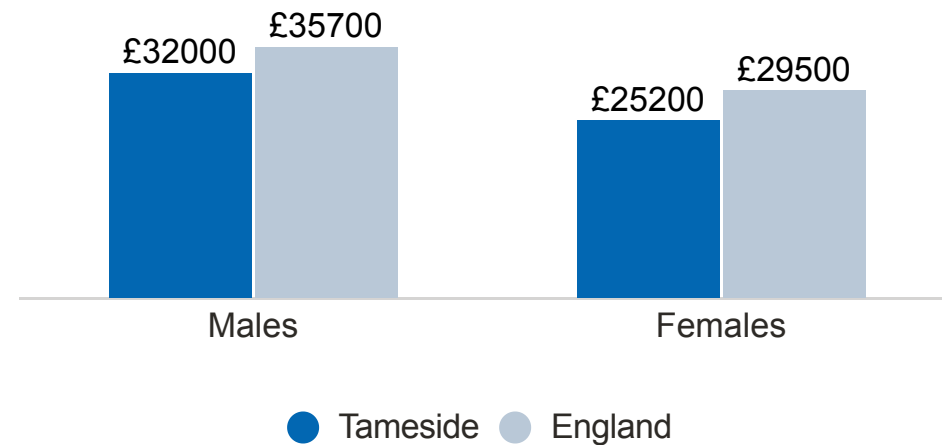
Working age females in Tameside are significantly less likely to be in employment compared to nationally

- 64% of working-age females in Tameside are in employment, compared to 72% across Great Britain
- There is no difference for males with 79% in employment both in Tameside and Great Britain (NOMIS labour market profiles)



Those female residents in Tameside who are in work, are paid 21% less than males in the borough

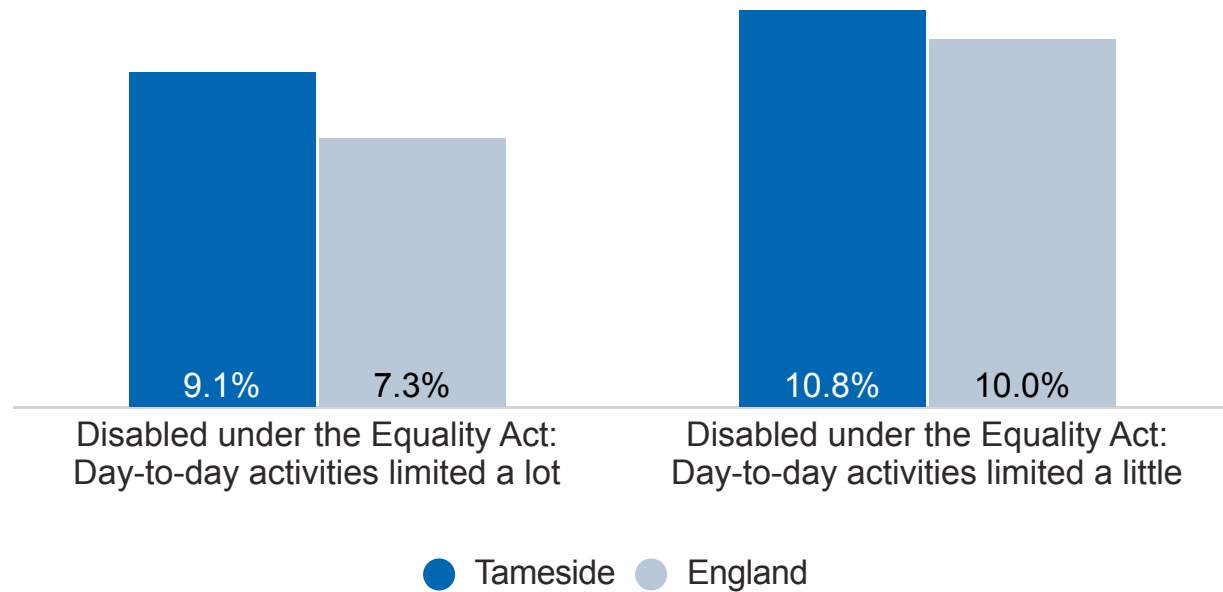
Females across England are paid 17% less than males



(Median annual earnings in 2022, ONS Annual Survey of Hours and Earnings)

Tameside has more residents living with a disability than nationally

Tameside residents are more likely than nationally to have a disability or limiting long-term illness that limits them a lot



Compared to nationally, Tameside has a significantly higher proportion of residents aged 35 to 49 who are disabled

18% of Tameside residents aged 35 to 49 have a disability or limiting long-term illness, compared to 14% across England

(Data from Census 2021)

Residents with a disability face work-related inequalities



Residents who are disabled are much less likely to be economically active

29% of residents in Tameside who are disabled are economically active compared to 70% of Tameside residents who do not have a limiting disability; this is similar to the national trend (Census 2021)



In Tameside, disabled residents in work are more likely to be working full-time and in routine/semi-routine roles compared to nationally

- 63% are in full-time roles compared to 58% nationally
- A third (33.1%) are in routine or semi-routine roles, significantly higher than Tameside residents with no disability (26.7%) and people in work across England with a disability (28.6%)



A third of Tameside residents with a disability have no qualifications

33.6% have no qualifications, higher than 29.9% of people across England with a disability and significantly higher than the 18.3% of Tameside residents with no disability

(Data from Census 2021)

Analysis recap



To what extent is health impacting on work and work impacting on health?

On the one hand, the analysis highlights the importance of preventative healthcare to the labour market. But on the other, there is evidence that the type of work someone is in (or lack of opportunities) contributes to health inequalities.



There are not enough jobs, and the jobs there are tend to be low quality and low skilled

The ratio of jobs to local people in Tameside has not changed in 20 years and is significantly lower than regional and national job density. At the same time, the number of low-skilled, low-quality work in the borough is increasing.



Lack of qualifications in Tameside affects all ages

Young people are more likely to be leaving school with little or no qualifications compared to regional and national, and this rises through the age groups. Even if they have qualifications, they are unlikely to be highly qualified (e.g. degree level).



Making sense of pay and affordability

Low pay is common in the borough, with evidence that residents earn more if they go out of Tameside for work. And whilst houses are cheaper in Tameside than other areas, they are no more affordable to local people due to low pay.



Who faces the biggest inequalities in Tameside?

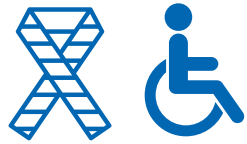
There is evidence that female residents of Tameside in particular experience significant inequalities across health, work and life circumstances. There are more disabled residents too who face inequalities around work and skills.

Who to focus on?



Female residents appear to experience significant inequalities in Tameside across health, work and life circumstances

Nationally, females face inequalities compared to males. But why are there even bigger inequalities for females in Tameside around life expectancy, health outcomes and work prospects?



There are more disabled people in Tameside than the national average, and they face significant inequalities too

They are as likely to be economically active as disabled people across England, but much more likely to be in full-time, low-skilled work with no qualifications



But we also know that Tameside has an age profile similar to the national and is uniformly deprived, so how do you focus on areas and issues which could positively impact on all residents too?

Feedback from public and stakeholders



Getting feedback on these priorities

As part of this needs assessment, we engaged with local people and key stakeholders to get some feedback on some emerging priorities and to understand more about some of the factors contributing to some of the key findings from our analysis.



Public survey

- Short online survey hosted on Tameside's 'The Big Conversation' platform
- It asked for feedback and which of the emerging priorities they feel are most important for the borough
- It also asked for qualitative insights on the challenges linked to the priorities and what they think would make a difference
- Promoted through social media and local stakeholder forums between 6 February and 29 February 2024
- 41 responses from local residents, businesses and VCSE organisations



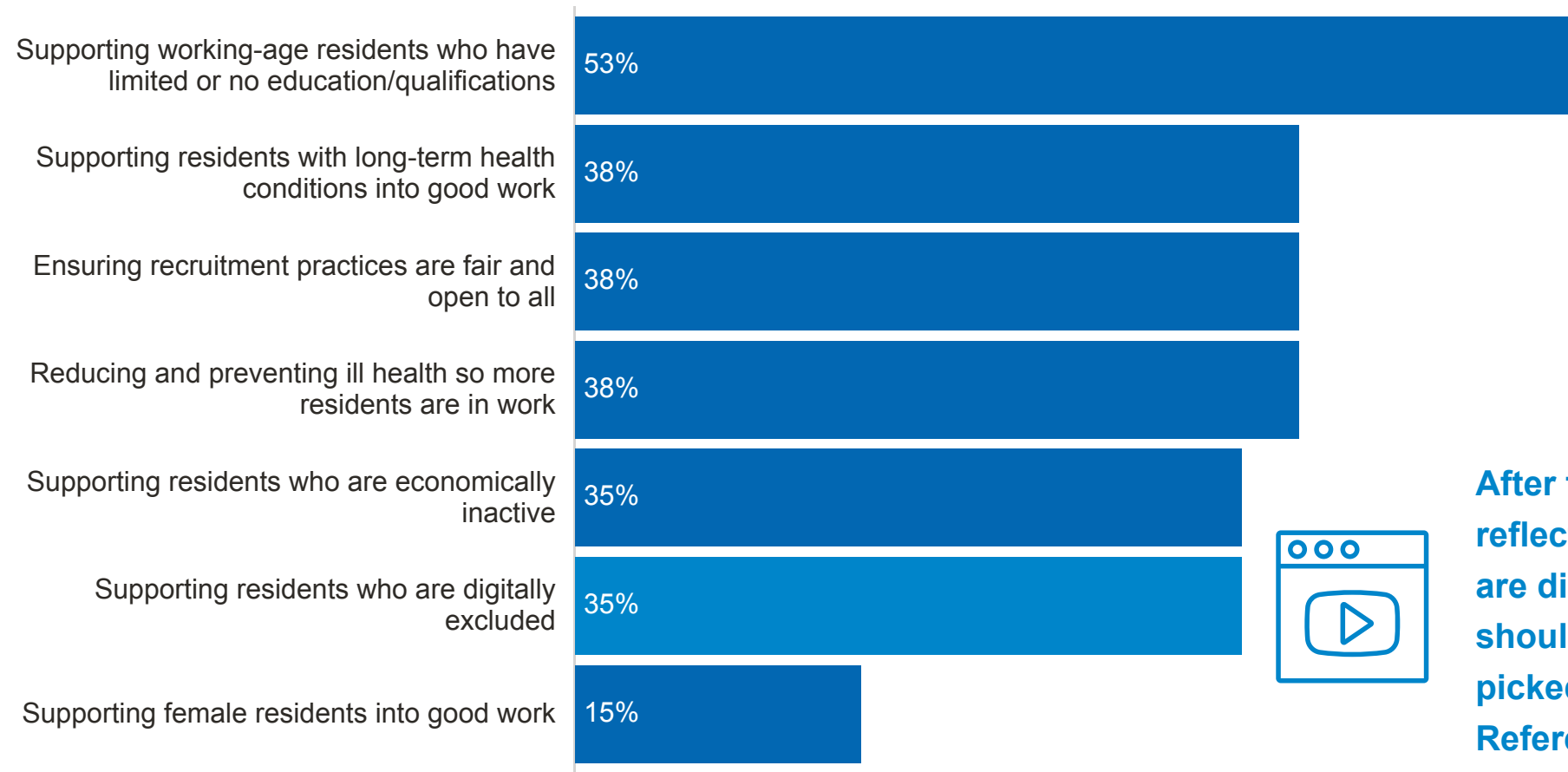
Targeted conversations with key stakeholders

We arranged a series of online calls with leaders and organisations across Tameside to get additional perspectives on the priorities and challenges around work and skills in the borough from a health and wellbeing angle:

- Head of Economy, Employment and Skills, Tameside Council - with a focus on services and programmes supporting economically inactive residents, those looking for work or those looking for better work
- Deputy Director of Public Health, Tameside Council - with a focus on preventative health and behaviour change and how these relate to work and skills in the borough
- Director of Action Together Tameside - with a focus on the perspective and role of the VCSE sector
- Deputy Principal, Ashton Sixth Form College - with a focus on their adult learning offer and feedback on the opportunities and challenges from a further education angle
- Assistant Director of People, Tameside and Glossop Integrated Care NHS Foundation Trust - with a focus on understanding the Pathways Into Employment Forum model and learning from this

Many of the priorities are considered important for Tameside

When asked to pick three emerging priorities which they think are most important for Tameside, supporting those with limited or no education or qualifications was the most selected option



The responses to this question also suggest that many of the priorities are important, with 5 of the 7 selected equally



After feedback from stakeholder meetings and further reflection, it was decided that supporting residents who are digitally excluded is a cross-cutting issue which should be considered for all priorities and is already picked up through the Tameside & Glossop Inequalities Reference Group

Public suggestions on improving work, skills and wellbeing



Consider the role of volunteering in work and skills

Look at how to best use the volunteer system, e.g. pop-up volunteering shops, and better integrate volunteering with work opportunities



The importance of preventative healthcare

- Workplaces that support preventative health and keep people fitter / educating workplaces, e.g. flexible working
- Health service aftercare, e.g. how to navigate life and work once diagnosed with a condition
- 'Prevention rather than the cure' - focus on health of residents, support for specific circumstances (e.g. single parents and childcare)



Get residents ready for work and to make opportunities easier to access

- Wider skills needed to empower residents, e.g. digital skills, basic cooking skills, budgeting and finances, communication and English language (ESOL)
- Increase support through applications and job searches and encourage people to be more ambitious than entry-level jobs
- Alternatives to traditional job applications and interviews, such as work trials which focus on the skills and abilities needed for the job, not how good you are at interviews



The role of the council

Some comments suggested that Tameside Council could promote and share opportunities around work, skills and volunteering and lead by example in hiring local talent and inclusive recruitment.



The role of local employers

There were comments about staff retention and morale in low-paid sectors, e.g. social work and a suggestion that local employers could do more to support and value people with long-term conditions.

"They don't know what they don't know"

Feedback from key stakeholders:



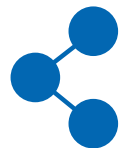
Finding and engaging residents who are economically inactive

This was raised as a common challenge and it was felt that funded programmes can be too prescriptive and limited in referral sources to support the people who really need it.



Tameside is "awash" with adult learning opportunities

It is clear that Tameside has plenty of adult learning opportunities available through local colleges, so the challenge is one of awareness and engagement rather than simply provision.



Sharing learning across organisations and businesses

This theme is not limited to a resident perspective. Discussions revealed that more could be done to create spaces and opportunities for organisations and businesses to share learning, e.g. around inclusive recruitment.

The impact of aspirations and the make-up of our sectors

Feedback from key stakeholders:



Business demographics

The majority of Tameside's businesses are micro, with many not 'geared up' for employee support and wellbeing schemes



Time and priorities is a barrier for many businesses and organisations

There are sector-specific challenges to creating a 'learning culture' so more employees can upskill and find better work, particularly amongst micro businesses and VCSE organisations



We can't ignore the funding landscape

Many businesses and organisations are facing continued challenges around funding and the economy, resulting in constant changes, uncertainty and 'short-termism' for both businesses/organisations and employees/residents



Is there a lack of aspirations, role models and identity in Tameside?

And what impact is this having on work, skills and wellbeing for residents? Some discussions focused on how the borough develops new, diverse leaders to inspire the next generation.

The importance of valuing diversity and individual needs

Feedback from key stakeholders:



How can we be more flexible and accommodating of this diversity and individual needs?

- Recognition that there are specific circumstances that we could better support around work and skills, e.g. stay-at-home parents/mums who 'fall out of the workforce', people with common mental health conditions such as neurodiversity
- Work 'destinations' are not straightforward and change, so the focus has to be on the initial engagement and 'getting them to take the first step', with flexibility to adapt at that point
- The focus does not always have to be on formal qualifications, with value from career shifts, upskilling and lived experience
- More trade-off is needed for low pay roles, e.g. flexible working
- Are residents overwhelmed and 'scared' when it comes to digital? There is support out there but people will not necessarily access it. It was also suggested that digital exclusion exists within the workforce too, e.g. in VCSE organisations



Understanding volunteering and motivations

Volunteering as a pathway into employment should be aligned with sectors. Feedback from a VCSE leader revealed that people's motivations for volunteering are often place-based or cause-driven and it is rare, for example, to see someone volunteer in the VCSE sector to build experience for a private sector role. A potential barrier to employment was also raised around fear and anxiety of 'work cultures' in some sectors.

What's already happening in Tameside?



There is plenty already happening in Tameside around these challenges



We have a range of council strategies in place to tackle issues linked to population health and inequalities



The council provides a host of services which support residents to get into work or progress into good work



Other public sector organisations and partners run innovative projects which are having a real impact



And our VCFSE sector delivers a wide range of support to our communities in Tameside

Council strategies: from inclusive growth to tackling poverty



Inclusive Growth

Tameside's 'Inclusive Growth Strategy 2021-26' sets out how the borough will grow its economy in an inclusive way that benefits all residents. It sets out the following priorities:

- The very best start in life
- Aspirations and hope
- Resilient families and supportive networks
- Work, skills and enterprise
- Modern infrastructure and a sustainable environment
- Nurturing communities and having pride in our people
- Longer and healthier lives
- Independence and activity in older age



Joint Health & Wellbeing Strategy

'Building Back Fairer, Stronger, Together 2023-28' sets out the ambitions for improving the health of Tameside residents and reducing the inequalities that many communities in Tameside experience. There are six areas of focus:

- Giving Tameside children the best start in life
- Help people stay well across the life course and detect illness earlier
- Enable all Tameside residents to grow old with dignity and independence
- Help people get into and stay in good work
- Strengthen our communities
- Deliver healthy places with accessible and inclusive services



Tackling Poverty

'Building Resilience: Tackling Poverty in Tameside 2023-27' covers a number of related themes:

- Raising incomes
- Securing high quality and high wage employment for residents
- Supporting residents, communities and partners to spot the signs of poverty
- Taking action against high levels of debt
- Providing the best start in childhood and education
- No-one is left behind digitally
- Providing additional support for residents who need it
- Advocating for change with national government

Supporting employed residents in Tameside to find better work

Case study: Tameside In Work (Tameside Council)

Support for Tameside residents who are on low pay or are self-employed to access free professional support to upskill or increase their earnings. The offer is flexible to the participant with outreach support.

It is funded by the Department for Work and Pensions as a 'Proof of Concept' and has been running since January 2022, with a team of 4 (including 1 admin support) delivering to residents across the Borough.



The numbers

- 315 residents supported to date, with 206 interviews and 124 accepted job offers
- Average salary increase from £9.17ph to £11.06ph
- Average weekly working hours increase from 21 hours pw to 33 hours pw



The learning

- Confidence to tackle overwhelming application forms is often an 'unseen' barrier, support to consider jobs above current pay grades and to work through application forms is a common need
- DWP perception of skills gaps is challenged by feedback which shows under-utilised existing skills are more common than a lack of skills



What next?

The demand is there with a waiting list in operation due to team capacity, but the funding ended in January 2024.

Supported employment for residents living with disabilities

Case study: Routes to Work (Tameside Council)

Routes to Work provide enhanced person centred, one to one support to residents living with disabilities, such as a Learning Disability, Autism or ADHD, who want to work. Often they are assessed by Department for Work and Pensions as having limited capability for work and do not attend Job Centres, so they engage with the Routes to Work service completely on a voluntary basis.



How does it work?

- The Supported Employment model is to place the individual with the right employer suited to their strengths, train on the job and sustain in employment.
- The team are trained in Systematic Instruction, a structured approach to teaching individuals with learning disabilities with an emphasis on empowering the individual to make decisions themselves.
- Support is delivered on a person centred basis and will, if needed, deliver 100% support to an individual, with a plan to carefully reduce this, enabling full independence in the workplace.
- Provision can include travel training to the place of work, on the job training, practical support and guidance to employers, and liaison with DWP to ensure smooth transition from benefits to paid employment.



The big challenge: meeting demand

The team consists of two employment officers and one employment support worker. 61 residents are currently receiving support (November 2023) and 23 are on a waiting list with a minimum wait time of six months. All with minimal marketing.

A one-stop shop of local support services in Tameside

Case study: Helping Hands (Tameside Council)

Cost-of-living support services for local residents, providing assistance around:

-  **Mental health**
-  **Money management**
-  **Help with housing**
-  **Employment work and skills**
-  **Help with food, clothing and childcare**
-  **'Warm Hubs'**
-  **Energy efficiency**
-  **Help to get online**

There are a range of community projects supporting residents



What do we know about the voluntary, community and social enterprise sector in Tameside?

- There are 1,223 voluntary organisations, community groups and social enterprises in Tameside
- Most of these (69%) are micro organisations with an annual income under £10,000
- Half (48%) focus on community development work, three in ten (28%) do some form of work in Wellbeing, Health and Social Care and more than a third (36%) in Physical Activity
- 44% of these groups and organisations were formed in the last ten years

(Data from Tameside State of the VCSE Sector 2021)



The VCSE perspective

When looking at work and skills in Tameside, it is also important to consider: the role of volunteering (with a focus on community-based, cause-driven), leadership and role models (e.g. opportunities and support for women leaders), workforce development (so people "see themselves as leaders") and thinking differently about skills ("focus on what skills people do have, not what they don't").



Addressing the social exclusion of women

Diversity Matters North West runs a range of community programmes addressing the social exclusion of women, particularly BAMER women. Projects include: Women Supporting Women Peer Mentoring and basic skills, training and employment for women.



Building confidence through creativity

Phantasmagoria is Community Interest Company, providing a creative hub in the centre of Ashton to spark the imagination of both adults and children. Visitors can join creative workshops for wellbeing and fun and access welcoming volunteer opportunities.

Organisations coming together to tackle inclusive recruitment

Case study: Pathways into Employment Forum



How it works

The Forum launched in September 2022 and is attended by public and charity sector stakeholders across Tameside. It centres around a monthly meeting and action log, with progress reported into 'workforce committee' and 'improving retention' groups. Those attending the Forum include:

- Active Tameside
- Action Together
- Ashton Job Centre
- Greater Manchester Combined Authority
- Pathway Group
- Positive Steps
- Tameside and Glossop Integrated Care NHS Foundation Trust
- Tameside Metropolitan Borough Council



What the Forum focuses on



Attraction

Actions include: entry-level roles newsletter, role profiles, reviewing essential criteria, apprenticeships for school leavers, promotional materials and social media campaigns



Selection

Actions include: work trials, work experience, application guidance and videos for candidates, reasonable adjustments guidance for managers, recruitment and selection training for managers and improving uptake of guaranteed interview scheme



Checks

Actions include: employment checks guidance for candidates and keeping in touch guidance for managers



Progression

Actions include: career pathways for entry-level roles

Tameside is not short of adult learning options

There is a wide-range of adult learning providers, courses and programmes in Tameside



**Tameside Adult and Community Education
(partnered with Tameside College)**



**Other higher and adult education courses
at Tameside College**



**Higher and adult education courses at
Ashton Sixth Form College**



**Other outreach learning activities, e.g.
'Learn My Way' at libraries, ESOL classes
through community organisations**



**Spotlight on: adult learning at Ashton Sixth Form
College**

- Focus on core/functional adult skills and vocational qualifications in early years, health and education
- The emphasis is on 'work destinations' for learners by building partnerships with other organisations linked to the vocational focus - this has been 'transformational' for the lives of some learners, putting them on a career path they never thought they could have
- They also recognise that upskilling and gaining qualifications is "not always done in a linear fashion"
- Employability skills and careers support is offered as part of the curriculum in adult courses
- Due in part to the focus on early years and health, adult students are more likely to be female and feedback suggests they value a local, flexible education to balance life commitments (e.g. short course provision, running classes through school hours)
- Awareness and promotion of adult learning opportunities can be a challenge, as residents "don't know what they don't know"

Local skills priorities across Greater Manchester

The Greater Manchester Local Skills Improvement Plan (LSIP)



What is it?

The Department for Education introduced LSIPs with the aim of giving employers a stronger voice in shaping local skills provision. A plan for Greater Manchester was prepared by the Greater Manchester Chamber of Commerce in May 2023, setting out some key priorities and changes needed across the region.

The Plan does not just look at technical skills. It is recognised that soft skills are essential: basic IT skills, essential literacy and numeracy, leadership and more.

In order to address long-standing skills issues across Greater Manchester, the plan itself recommends a focus on more technical and vocational skills and training for young people; more short-course provision for those already in work; stronger links between education and employers to enable employers to link people into skills development provision.

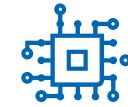
Seven key sectors for skills improvement in GM:



Manufacturing and engineering



Financial and professional



Digital and technology



Creative, culture and sport



Construction and green economy



Education and early years



Health and social care

What can we learn from other areas?



Support and interventions around economic inactivity are wide-ranging

The Local Government Association commissioned a research project, 'Make It Local', which identified four broad categories of support for economically inactive residents



Employment support

- Employment-specific support, e.g. Restart (DWP)
- Support with health-related barriers to work, e.g. Access to Work (DWP), social prescribing link workers
- Alleviating other employment barriers, e.g. free childcare hours (HMRC), unpaid carer's leave (BEIS)



Education and skills

Programmes focused on increasing access to education and training, including DfE's Skills Bootcamp initiative and the Adult Education Budget (AEB).



Broad-based support

Programmes that tackle a range of complex needs including those that present barriers to work and link to economic inactivity, including Life Chances Fund (DCMS) and the Supporting Families programme (DLUHC/DfE).



Employer focused

Initiatives, campaigns and resources that aim to make workplaces healthier or more accessible to individuals, including groups more likely to be economically inactive. Examples include the Disability Confident scheme (DWP) and Creating Healthy Workplaces (Public Health England).

Establishing a system leadership approach to work and wellbeing

Case study: Liverpool Wealth and Wellbeing

Liverpool City Region's (LCR's) Wealth and Wellbeing Programme has been running since 2018 and aims to create a local economy that functions to not only stimulate growth, but also support health and wellbeing.

It was established "in the mindset that population health should be considered, not just as a by-product of wealth generation, but as a driver of shared wealth and that good health is a valid economic goal. The route to that achievement lay in data analysis, wide engagement, and advocacy."

Four themes were identified through early engagement with stakeholders and data analysis, with as much focus on system leadership as delivery of programmes:

- Develop the concept of wellbeing economics in the area
- Develop an approach to economic planning that unifies wellbeing, environmental and economic goals
- Further extending work to transform the workplace, e.g. the fair employment charter
- Deliver a range of employee support programmes



What did the system leadership approach look like?

- Economic analysis to quantify the gap in productivity (GVA) attributed to ill health
- Work and health profiles bringing employment and population health statistics together
- Delivering a range of 'provoking' workshops with different stakeholders/leaders
- 'Creating a compelling narrative' - using qualitative case studies on lived experience to tell the story of 'wealth and wellbeing' in the region
- Summit event to bring this all together and get leaders to agree a set of recommendations and actions

(From LGA 'Make It Local' research)

Taking a participant-led approach to work and skills support

Case study: Moving On Tyne and Wear

Part of the national Building Better Opportunities programme, Moving On Tyne and Wear helps people who are out of work and have a health barrier, disability, additional learning need or autism get into employment, training or volunteering. Through one-to-one support, staff help people gain personal stability, access local services and take realistic, manageable steps towards their employment related goals. The support delivered is different for every individual and is built around their unique needs. The service doesn't cost anything to access, it is completely voluntary and joining the programme won't impact on any benefits currently being received.

Support has included:

- Helping someone with severe social anxiety with interaction, confidence and searching for a volunteering opportunity
- Finding home-based volunteer opportunities for someone caring for their mum
- Supporting someone to address their long-term homelessness and drug addiction on release from jail and navigating a range of barriers and hurdles to employment, e.g. certification, medical clearance



This also happens in Tameside, but on a smaller scale

- The success of council programmes like Routes to Work is built on a participant-led approach, focusing on the support residents need to be in a position to get into work as much as finding work opportunities for them
- There have been a range of small grant funds through Action Together to encourage community-led projects in the VCSE sector, including the TMBC Community Inspiration & Innovation Fund and Tameside Community Wellbeing Fund.

(From LGA 'Make It Local' research)

Bringing together health support and work opportunities

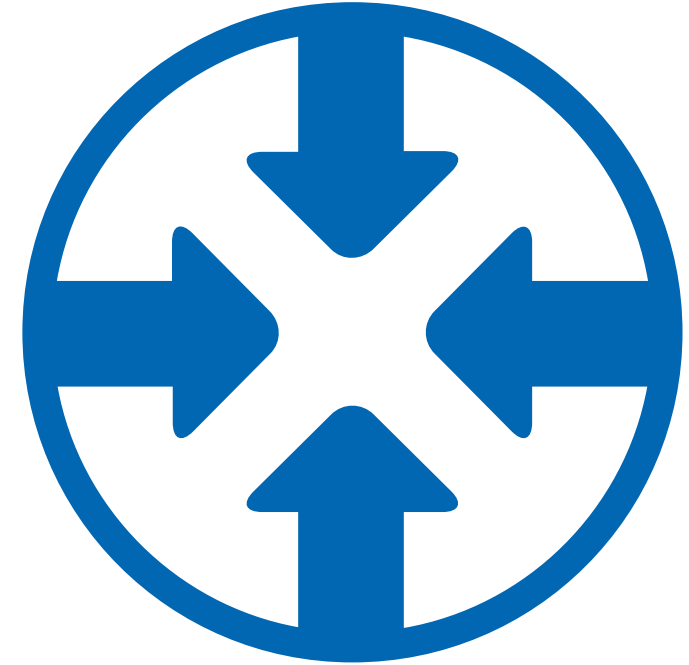
Case study: Tendring Mental Health Hub

The Mental Health Hub offers a 12-month supported placement in a charity shop for people struggling with depression, anxiety and mental health. It provides a pathway back to a positive and happy way of life for those who may have withdrawn from family and friends due to mental health issues. The aims of the supported placement are to learn new skills, make new friends and build confidence.

It is a supported role, so they are never pressured and can progress through a Retail Training Programme at their own pace, deciding when they are ready to move from behind-the-scenes to a customer-facing role. By creating a tailored work environment for those struggling with their mental health, there is more flexibility and support compared to traditional workplaces.

The support develops other areas of a volunteer's life alongside mental wellbeing, including:

- Assisted access to an advice team
- Physical wellbeing opportunities
- Employment skills
- Access to free accredited courses
- Access to a digital support team



(From LGA 'Make It Local' research)

How to support women around work and skills

Examples of support and services across the country



The Women's Work Lab

Supporting women into meaningful work through 9-month programmes combining training with a work placement, 1:1 career coaching and mentoring for mums.



Smart Works

A UK charity that exists to give unemployed women the clothing, coaching and confidence they need to succeed at interview and get the job.



Women's Leaders

Milton Keynes Council launched three schemes to support women back into work: Women's Leaders (mentorship and development opportunities), Works for Us (training, interview practice and career guidance) and Red Thread (online training programme for female leaders, manager and entrepreneurs).

Thinking differently about skills and learning

The rise of 'bootcamps' and valuing lived experience in Manchester



Funded skills bootcamps to offer accessible routes into employment

Funded Skills Bootcamps across Greater Manchester (GMCA's 'Skills for Life' programme) give people aged 19+ the opportunity to build up sector specific skills through fully-funded and co-funded flexible courses of up to 16 weeks. After completing the training, participants are fast-tracked to a guaranteed interview with a local employer.

The key objectives are to support adults from diverse groups to retrain and help employers to fill skills shortages. Industries that the Skills Bootcamps currently cover are Digital/Technology, Construction & Green Skills, Advanced Manufacturing and Logistics & HGV.



Agile bootcamps in the tech sector

Nexer Digital, based in Manchester, co-created a 12-week agile bootcamp programme with a local business leader to attract career switchers and people with lived experience, which enriched their research and design work.

This approach made a difference to diversity in the company:

- Building internal employee resource groups to look at cultural and religion in the workplace
- Intersects with existing work to support disabled colleagues and LGBTQ+ people at Nexer
- Feeding into the wider Nexer Group Equality, Diversity and Inclusion strategy and monitoring programme

(Case study from Manchester Digital's 2024 Digital Skills Snapshot)

Our priorities



The analysis reveals some big challenges in Tameside

Some of the wider, overarching challenges and issues in Tameside are fundamental to the jobs, pay and skills landscape across the borough. While these issues are not directly focused on health and wellbeing, they are linked to health and wellbeing outcomes in the longer term, and should be considered by a range of forums in the borough.

In Tameside...



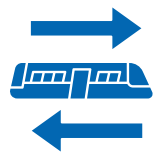
There are not enough jobs for the working-age population



There are not enough technical and professional jobs



Low pay is impacting on housing affordability, despite lower house prices



Residents have to work outside of the borough to earn more



Our Inclusive Growth Board is already working hard to address these issues

Guided by the Inclusive Growth Strategy, the focus is on developing key employment sites, attracting people, businesses and investment into Tameside and continuing to invest in an inclusive economy.



We will also encourage our...

- Business support team to continue supporting local businesses so they can grow and create new jobs
- Local colleges to continue linking up with local employers around skills
- Local businesses to join the Greater Manchester Good Employment Charter, a commitment to offering secure and well-paid work

We have identified six specific priorities that we can look at further

There are six priorities which we feel sit firmly within the scope of our needs assessment, where local and national analysis show a clear link between work and skills and health and wellbeing. We also recognise that there is overlap across some or all of these.

-  Supporting residents who are economically inactive (not looking for work)
-  Supporting working-age residents who have limited or no education/qualifications
-  Supporting female residents into good work
-  Supporting residents with long-term health conditions (including disabilities and mental health) into good work
-  Reducing and preventing ill health so more residents are in work
-  Ensuring recruitment practices are fair and open to all

Why is supporting residents who are economically inactive a priority?

There is a clear link between economic inactivity and health and wellbeing

Including the risk of impacts on mental and physical health, social inclusion and household finances.

There is a national trend of increasing economic inactivity for health-related reasons

They are most likely to be classified as long-term sick and over half relate to depression, nerves or anxiety.

Tameside follows this trend and has higher economic inactivity levels than regionally and nationally

26% of 16-64 residents were economically inactive in the year ending June 2023, compared to 23% across the North West and 21% nationally.

Economic inactivity refers to people aged 16-64 who are not in employment, have not been seeking work and are unable to start work in the next two weeks

It is generally acknowledged that some working age groups are difficult to bring back to the labour market or have made a conscious effort to leave it (Resolution Foundation: Post-pandemic participation)



Economic inactivity in Tameside is much more likely to be due to long-term sickness

37% of those economically inactive are classified as long-term sick, compared to 27% nationally



Funding landscape

Whilst there are a range of national programmes, services and funding aimed at supporting people who are economically inactive, there continues to be changes and uncertainty in what is delivered and available locally, e.g. impact on European-funded projects.

Why is supporting residents with limited/no qualifications a priority?



There is a link between someone's level of qualifications and their life chances and wellbeing

Research from the universities of York and Leeds found that GCSE results have a significant impact on many elements of life at 23-years-old, from level of income to wellbeing and behavioural problems.



More than a fifth of Tameside adults have no qualifications

22% compared to 18% nationally



If they do have qualifications, they are much less likely to be highly qualified

24% have a degree or equivalent, compared to 34% nationally



A lack of qualifications affects all age groups in Tameside

24% of 16-24 year old residents do not have Level 2 qualifications (20% nationally) and 22% of 55-64 year old residents do not have them (17% nationally)

Why is supporting female residents into good work a priority?



National research evidences how women face wide-ranging inequalities

The government's Workplace and Gender Equality Research programme (2019) found mothers are more likely to withdraw from full-time employment compared to fathers, and those who do return to work are often 'stuck' in terms of pay, promotion, workplace cultures and balancing childcare.



Life expectancy is particularly low for females in Tameside

Disability-free life expectancy is 55 years in Tameside, over 6 years lower than nationally



Females in Tameside are significantly less likely to be in employment

Compared to both males in the borough and other females regionally and nationally



If Tameside females are in work, they are amongst the lowest paid


21% less than males in the borough (when Tameside residents are already on low pay)





Females in Tameside are also more likely to experience a range of inequalities


They are more likely to have a disability or long-term illness, have fewer qualifications, have a baby before the age of 18, be a lone parent and be an unpaid carer


Why is supporting residents with long-term health conditions into good work a priority?

 **National research shows that people with poor health are more likely to experience 'negative labour market transitions'**
Research from Joseph Rowntree Foundation found that people with poor health are less likely to be employed, to remain in employment, move from unemployment to employment or move from economic inactivity to activity. Indeed, they are more likely to make the reverse transition.

 **Tameside is one of the most health-deprived boroughs in the country**
Tameside is ranked 16th out of 317 local authority areas for Health Deprivation; one in five residents have a limiting long-term illness or disability

 **Significantly more likely to see 35-49 year olds with a disability or long-term condition**
18% of Tameside residents aged 35-49 have a disability or long-term illness, compared to 14% nationally

 **Tameside residents have a higher prevalence of mental health disorders**
20% have a common mental health disorder compared to 18% across the North West and 17% nationally

 **Disabled residents in Tameside are more likely to face work-related inequalities than those disabled nationally**
63% of disabled residents in work in Tameside are in full-time roles (compared to 58% nationally) and 33% are in routine/semi-routine roles (compared to 29% nationally). 34% of disabled adults in Tameside have no qualifications, compared to 30% nationally.

Why is reducing and preventing ill health so more people are in work a priority?



National research shows sickness absence is on the rise, contributing to productivity issues for the economy

In 2022, the national sickness absence rate was the highest it has been since 2004, with those most likely to be sick including women, older workers, those with long-term health conditions and people working in care, leisure or other service occupations.



There is a link between 'low quality' work and poor health, particularly shift work

We know that the number of employees in night-time industries in Tameside has been increasing and smoking is higher amongst those in routine and manual occupations in Tameside



Obesity levels are higher in Tameside, particularly by the time residents reach adulthood

69% of Tameside adults are overweight or obese compared to 64% nationally



Mortality rates in Tameside are high, particularly for cardiovascular disease and cancers

The mortality rate of under 75s in Tameside is 466.2 per 100,000 population, compared to 363.4 nationally



Tameside has one of the highest smoking-attributed mortality rates in the country

The rate of 351 per 100,000 population in Tameside is the 4th highest in the country and compares to 202 nationally

Why is ensuring recruitment practices are fair and open to all a priority?



There is national research on the discrimination people can face when applying for jobs, particularly in low-paid occupations and industries

Research from the Equality and Human Rights Commission (2019) suggests that informal recruitment methods and word of mouth can result in discrimination with 'entrenched' workforce demographics resulting in 'labour market' marginalisation.



Tameside has more low-paid occupations, industries and micro businesses compared to nationally

89% of businesses in Tameside are micro, compared to 88% nationally, and just 15 are large (employing 250+ people)



Tameside's resident survey shows that residents find it difficult to access employment in the area

25% of Tameside residents have found it very difficult or difficult to access temporary or permanent employment in the area



Fair recruitment practices will make a difference to Tameside residents who face inequalities

We have higher rates of economic inactivity, residents with a disability or long-term illness and mental health conditions and we know that women in particular face inequalities around work

There are also some cross-cutting issues impacting on work and skills

These are the topics that have come up in our discussions with local leaders or run through our analysis and should be considered in anything we do around work and skills.



Aspirations

Raising aspirations and finding role models



Awareness

Increasing awareness and promotion of opportunities



Digital

Supporting residents who are digitally excluded



Inclusion

Ensuring opportunities in Tameside are inclusive for all



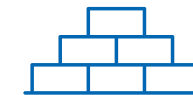
Inequalities

Tackling and reducing inequalities



Navigate

Simplify opportunities and help residents to navigate red tape



Resource

Resourcing and capacity building

Our recommendations



We have made some recommendations which sit under five themes



System leadership in Tameside

Encourage our leaders to work together on work, skills and wellbeing and ensure population health is seen as a key economic outcome in Tameside



Tameside Council leading by example

Embedding good practice in our organisation when it comes to recruitment and talent and continuing to develop services and strategies to improve long-term outcomes for our residents



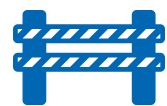
Working with our partners

Encouraging and supporting our partners around volunteering systems, early support and the skills, training and careers advice offer in Tameside



Developing services and support

Focusing on what we already do well in Tameside, developing offers and building more resource and capacity



Removing barriers to work and skills

Supporting specific groups of residents facing inequalities and barriers to skills and employment

Recommendations around... System leadership in Tameside



Ensure population health is seen as a key economic outcome in Tameside

By undertaking a system leadership programme with Tameside leaders as a joint approach between the Tameside Health & Wellbeing Board and Inclusive Growth Board



Create the conditions for better pay and work opportunities in Tameside

- The role of the Inclusive Growth Board and Strategy in growing the employment base in Tameside with more large employers attracted into the borough
- Leaders across Tameside to utilise the analysis and key findings in this report to lobby regional and national leaders around pay and work in Tameside; and to support future bids for government funding



Engage with Greater Manchester workstreams and programmes to ensure they work for Tameside

- The Inclusive Growth Board in Tameside should work with the Greater Manchester Local Skills Improvement Plan Delivery Group (led by the GM Chamber of Commerce and GM Combined Authority) to ensure key actions and improvements from this plan apply to Tameside and local providers and employers are included in this work
- Engage with GMCA and GMCC on ways to effectively support micro-businesses



Build aspirations in Tameside to tackle and reduce inequalities

- Enable the cultures required to build an aspirational borough through the work of the Inclusive Growth Board, which may involve tackling the 'unknown unknowns' and making young people and adults aware of what they could achieve and the opportunities available to them
- Community marketing campaign to champion role models with an inequalities focus
- Leadership programme for women or residents with long-term conditions/disabilities, e.g. supporting these groups to be leaders of the future

Recommendations around... Tameside Council leading by example



Tameside Council to lead by example on recruitment and talent

- Embed an inclusive recruitment strategy/approach
- Engage more employers and partners with pathways into employment forum approach (e.g. sharing practice, ideas, etc)
- Develop specific programmes around inequalities, e.g. diversity in leadership



Prioritise preventative health and health-related behaviour change strategies in the borough

- Ensure existing preventative health services are signposting to work and skills support, e.g. access to careers and skills advice via stop smoking services; substance misuse service etc
- Develop specific projects and programmes based on our analysis, e.g. targeted smoking cessation outreach aimed at night-time shift workers



Continue to have a focus on tackling the leading causes of ill health and economic inactivity across Tameside (obesity; tobacco; alcohol; mental health issues)

- This should continue to be delivered through the 'Healthy Places Framework' developed by the Health & Wellbeing Board
- Have an inequalities focus to target support at those who face more barriers and require more help

Recommendations around... Working with our partners



Key partners in Tameside should ensure a broad volunteer system across the borough and within individual organisations which:

- Integrates volunteering with work opportunities to enable volunteers to gain relevant skills and workplace experience (potentially via internships and placements)
- Takes a strengths-based approach, considering the skills individuals already have
- Supports existing VCFSE organisations with a strong community focus and strong 'cause-driven' priorities, which are the primary reasons people enter into volunteering



Work across the whole system to scale up and adapt early support for people who are more likely to be economically inactive due to mental health issues

This should include core NHS services as well as VCFSE provision and 'Make Every Contact Count' approaches in wider services. This should have a particular focus on emotional and mental health support for children and young people.



Raise awareness of the existing skills, training and careers advice offer in Tameside to increase the number of residents accessing this, achieved via:

- Joint communication/ marketing campaigns to promote opportunities (targeted at those communities who are more likely to face barriers to work and be economically inactive)
- Partnership working with local colleges to connect residents to opportunities
- Skills and careers advice provision which is targeted at groups at increased risk of entering poor quality work, including young adults, ethnic minorities and those already in routine/manual work

Recommendations around... Developing services and support



Further develop the role of other services to promote skills and careers advice via a 'Making Every Contact Count' approach

- Opportunities for this could include via Family Hubs and the Early Help Service; Job Centre Plus; council Employment & Skills team and Welfare Rights team; Substance Misuse Services; and other services with the opportunity to engage with residents on these issues.
- Opportunities should also be sought to discuss the role of employers in having these conversations around careers and skills with residents.



Build resource and capacity in existing services which support people into work and are having the biggest impact on bringing more economically inactive residents into work

This includes the Routes to Work and Tameside in Work programmes.



Review wait lists and insight from partner services (eg. Children & Adult Social Care) to determine whether current capacity in support services meets demand

Consider whether the scale of service provision is a barrier to economically inactive residents receiving support.



Support micro businesses to reduce inequalities around work and skills

Promote access to free support and information via in-reach into businesses (via council services including Be Well; Environmental Health) and via a communications/ marketing campaign.

Recommendations around... Removing barriers to work and skills



Identify and remove barriers to economically inactive residents accessing work and skills support

- Review funding sources and opportunities for ongoing funding for key programmes to support those who are economically inactive to get into work (with a particular focus on participant-led programmes)
- Engage with people who are economically inactive to learn more around the barriers they face in accessing support



Ensure a lack of formal qualifications and experience is not a barrier to employment

- Develop a 'skills bootcamp' programme across Tameside, led by key anchor institutions/employers.
- Improve links between employers within Tameside and Higher Education institutions to promote the skills offer via degree-level education and increase the proportion of local people educated to degree level.



Remove barriers to women accessing work and skills opportunities in Tameside

- Community outreach projects aimed at women, e.g. careers and skills advice through schools for parents
- Flexible working pilots in key sectors, e.g. health and social care



Ensure work and skills opportunities in Tameside are more accessible for those residents with mental health issues

- Build-in adjustments which are supportive of mental health and neurodiversity into recruitment processes
- Develop a wraparound volunteering/work experience project around mental health (similar to Tendring model)



Enable and support residents to tackle inappropriate recruitment and employment practices in the borough

- Communication/marketing campaign for residents, e.g. 'know your rights'
- Promote the GM Good Employment Charter and principles to drive improvements to recruitment and employment practices across Tameside

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