



**Camborne, Pool and Redruth  
People Skills Analysis Study**

**Executive Summary**

**Prepared for Camborne, Pool and Redruth Regeneration  
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## **1 Executive Summary**

The executive summary includes the findings and recommendations resulting from the survey

### **1.1 Findings**

- This report summarises the analysis and findings for the 2006 Camborne Pool and Redruth People Skills Analysis Study conducted by Hughes and Opie for CPR Regeneration.

#### **1.1.2 Process**

- The survey was conducted between mid January and mid March 2006, using face to face and telephone interviews, email correspondence and group and individual discussion with 310 unemployed people in a wide variety of community venues, 115 employed people from a range of work sectors and discussion with a range of intermediary agencies.
- An incentive of a five pounds supermarket voucher was used with unwaged groups and all participants were offered the opportunity to be entered for a prize draw for a digital radio.
- Recent relevant local, regional and national research and reports were used to provide the context for this survey.

#### **1.1.3 Context**

- Camborne Pool and Redruth is recognised as an area with high multiple deprivation levels, where a relatively larger proportion of the population than in Kerrier, the South West and England, claim incapacity benefits.
- A greater proportion of CPR's population has no qualifications, or lower than NVQ 4 Qualifications than in Kerrier, the South West and England.
- The majority of businesses in the URC area are in the distribution, hotels and restaurant sector, which includes retailing. These are all sectors where staff have high Skills for Life (Basic Skills) needs.
- The CPR area has a relatively higher proportion of residents in occupations likely to decline and fewer in those expected to grow. It is recognised that the availability of workers with appropriate skills will be a constraint on business growth

#### **1.1.4 National Developments**

- There is a range of national developments which aim to address skill levels including: Train to Gain, learner accounts, a national career and work guidance telephone helpline and the Spring 2006 Budget measures intending to help low-skilled women into work.

#### **1.1.5 Survey participants – unemployment status, gender, age and home area**

- Of the unemployed people taking part in the research, 182 were on a primary benefit with 97 not on a benefit but considering work or training, a ratio of two to one on a primary benefit.
- More females than males took part – a ratio of just over three women to every two men in the unwaged groups and just over seven women to three men in the waged groups.
- Of the 425 participants in the survey only one was not British and very few were from an ethnic minority background. A number emphasised their Cornish origins.

- The total age range was represented. Almost two thirds of the unwaged participants were between 16 and 35. The majority of employed participants fell equally into the four age bands between 16 and 55.
- More people from Camborne and Redruth took part in the survey than from Pool. Most provision and support for unemployed people appeared to be in Camborne and Redruth.

#### **1.1.6 Survey participants - qualifications**

- Just under a third of unemployed participants regarded themselves as being at Level 2. Almost two out of five of the unemployed people under 25 said that they had achieved a Level 2 qualification. Almost two thirds were equally spread in each of three categories – no qualifications, Level 1 qualifications and Level 3 qualifications.
- Only 15 unemployed people had Level 4 and only five had Level 5 qualifications. There were no people under 35 with Level 5 qualifications. At the higher qualification level it seemed that unemployed women were perhaps slightly better qualified than the men as 16 women had qualifications at Level 4 or 5 in contrast to only 4 men
- Over half of the employed respondents had qualifications at Levels 2 or Level 3 and just over one in six, had Level 4 qualifications. Almost one in ten, had Level 5 qualifications. Over half of those in employment aged under 56 had level 3 or above qualifications, compared with just over a quarter of those who were not in work.
- One in four of the employed women was at, or below, Level 1, whilst only one in eleven men had Level 1 or below qualifications. At the other end of the scale, only one in eight of the women had Level 4 qualifications whereas one in four men were qualified at this level - a reversal of the higher qualification levels pattern for unemployed males and females.

#### **1.1.7 Survey participants – job areas where they had experience**

- The sectors in which the highest number of unwaged participants had experience were catering / hotel / bars / cleaning and retail / selling / buying. Just under a third of all unemployed participants had worked in catering and just under a third in retail.
- Just under one in six unemployed people had worked in office / clerical / IT / computer work. A similar number had worked in manufacturing primarily working at operative level. A similar number had worked in social care (early years and elderly). The vast majority of the unemployed participants indicating experience in the latter sector were women.
- The breakdown of male to female work experience amongst the unemployed participants tended to reflect traditional gender roles with men working in higher numbers in engineering, transport and warehouse work and females working in large numbers in care.
- The largest areas of previous work experience for employed people were also: catering / hotel / bar work, retail / buying / selling and office / clerical / IT / computers.

#### **1.1.8 Survey participants - work / skill levels**

- Two fifths of the unemployed people interviewed regarded themselves as having some (low) skills. A quarter of unemployed respondents considered themselves as skilled in a particular area. Only one in 13 unwaged people had worked either at managerial or professional level.
- Over a half of those unemployed people with no qualifications or Level 1 qualifications had generally worked at a low skilled level. In addition, almost a half of those with Level 2 qualifications had similarly worked at a

low skill level. Over half of those unemployed people aged 16 to 25 indicated that that they had mostly worked at a low skill level.

- Of the 15 unemployed people with Level 4 accreditation, most seemed to have worked well below their qualification level
- More employed people had worked at management level and nine had experience at a professional level. Two fifths of the employed women who took part in the survey had worked at supervisory level or above. Half the men who took part in the survey had worked at these levels.

#### **1.1.9 Survey participants - Preferred jobs**

- For unwaged people, the highest listed area of preferred jobs was: social work, care and nursery work, followed by office/clerical; sport/leisure/ tourism/beauty; health and medical; retail; teaching and training and work with plants and animals.
- The preferred job areas for the unemployed women who took part in the survey still tended to conform to traditional views of male / female work roles with proportionately more women than men wishing to move into health and medical area (nursing, complementary medicine), leisure, hair, beauty and tourism and social work or care. Many more women than men proportionately wished to work in an office or retail environment.
- Unemployed men predominated in the choice of the following sectors: warehouse / delivery, construction, manufacturing and engineering.
- A number of older unemployed men in their fifties, with valuable skills, knowledge and experience, had taken early retirement or had been made redundant. Some were not actively seeking work and most of the others were looking for part-time work to supplement their income.
- One in four of the unemployed people under 35 wanted to move into the leisure, sport, tourism and beauty sector and around one in five of those aged under 45 wanted to move into the care sector, mostly working in childcare / early years provision or in social work.
- The number of those in work indicating that they wished to enter the different job areas was quite small, however, social work and health / medical were the most cited.
- A number of employed people said they were content with their jobs and did not see the need to consider future career or training options. However, in one retail organisation several younger staff had gained early promotion and felt that they had real career progression opportunities internally.
- Nine out of ten of workers aged 16 – 25 said that they would consider other job options. The proportion of those wishing to consider other job options decreased with age, with less than two fifths of the oldest age group saying that they would consider a different job in the future.
- Generally there appeared to be a lack of (or low) career aspiration amongst employed and unemployed men and women.

#### **1.1.10 Survey participants – Barriers to taking up work or seeking new work**

- The most mentioned barrier for unemployed people was caring for children. This was indicated by a third of participants of whom the vast majority were women.
- The next most cited barrier for unemployed people was not having the right skills, with just under three out of ten mentioning it. Almost one in three of those aged between 26 and 45 mentioned it as a barrier and one in four of those aged 16 to 25 and 46 to 55.

- A fifth of unemployed people cited health problems, either mental and / or physical as the barrier to their taking up work. The majority of these were men.
- Just under a fifth of unemployed people mentioned having no money to train. This seemed particularly to be an issue for those in the younger age groups, with over a quarter of those aged 26 to 35 mentioning this and a fifth of those aged 16 to 25.
- Just over a sixth of unemployed people, having indicated the jobs which they would like to do (see 1.1.9) then said that there were no jobs like this locally, although many of these occupations are available in the area. A further sixth stated that a lack of transport was a barrier. A lack of confidence appeared to be holding back over one in ten of most age groups, apart from those aged 26 to 35. One in ten also mentioned also the cost of transport.
- Two thirds of the employed women responded to this question but only half of the men. The barrier cited by the greatest number was no jobs – or not enough jobs - like this locally. About one in four of those aged under 35 felt that there was a lack of jobs locally in their preferred sectors compared to one in 10 of those aged 36 to 55. Further barriers for those in employment included no time to train, no money to train, not having the right skills, caring for children and lacking the confidence to move on.
- Amongst waged and unwaged people, there appeared to be a lack of awareness of potential opportunities in the local job market.

#### **1.1.11 Survey participants – Most problematic barriers**

- Caring for children was the barrier cited as being most problematic by over a fifth of unwaged participants of whom the majority were women. This was followed by health problems, with proportionately more men than women saying said that this was their greatest problem. Health was the greatest barrier for over one in six of those aged 46 plus.
- A lack of the right skills was the next most cited barrier with almost one in five unemployed people aged 46 to 55 stating that this was the greatest barrier.
- Those in work who were prepared to consider changing jobs cited the following as the greatest perceived barriers: the lack of jobs like this locally, not having the right skills, no money to train, no time to train and caring for children.

#### **1.1.12 Survey participants – help needed to improve their job prospects**

- Over a third of unemployed participants believed that acquiring or enhancing their IT skills would improve their job prospects. Proportionately greater numbers of men identified this as a key element of support. About half of the 45 plus older age groups felt that they needed IT support. One in five of those aged 16 to 25 also felt that the ability to use IT would be helpful.
- Just under a sixth of the unemployed people who took part in the survey mentioned that interview practice would help their development. Just under a sixth of unwaged respondents indicated that applying for jobs would assist them. One in eight, said they would like to improve their reading and writing skills. One in nine, thought that training or support with working for themselves would benefit them. Just under one in ten felt that help with their number skills would be an advantage.
- Similarly to those who were not in work, two fifths of those in employment said that initial training / refresher training leading to possible qualifications in IT would enhance their job prospects. This was particularly popular with the 26 to 55 year old age groups.

#### **1.1.13 Survey participants – preferred venues for training**

- The overwhelmingly preferred venue for training was college cited by over half of all unwaged respondents. This was the case for all age groups, with approximately one in two respondents in the 16 to 55 age range citing it as their preferred option.
- Just under one in six unwaged people indicated study with a local training provider as their most preferred venue. This was a more popular option with the 46 to 55 age range. About one in seven said that they would prefer to learn at home on a computer.
- Just over one in ten unemployed people stated that they would prefer training to take place at work. This was a more popular option with the 16 – 25 year olds.
- School was the least popular option for unwaged people with only eight, all of whom were women under 45, opting for a school setting
- For almost two thirds of those in employment a college or a work setting were the preferred locations for training. The interest in a college setting was particularly indicated by those between 26 and 35, with a work setting being preferred by those in the youngest age group.

#### **1.1.14 Survey participants – interest in being contacted about training opportunities**

- Just under a fifth (59) of the unwaged participants, of whom the vast majority (49) were women, were interested in being contacted about further training opportunities.
- Younger unemployed people seemed more likely to be interested in being contacted with just over one in four of the 16 – 25 age group indicating an interest.
- Only five employed people were interested in being contacted about training

#### **1.1.15 Survey participants - those in receipt of a primary benefit**

- Seven out of ten of the unwaged men taking part indicated that they were on a primary benefit in comparison to just under a half of the unwaged women.
- Out of the total cohort of 310 people, seven out of ten of those interviewed in the youngest age range were on a primary benefit. Six out of ten aged 46 to 55 were also on benefit.
- Of the total cohort, over three quarters of those with no or few qualifications were on a primary benefit.
- Three quarters of those who indicated that they had some (low) skills were on a primary benefit.
- Those on a primary benefit had mainly worked in catering, retail, manufacturing, construction, work with plants and animals and care work and indicated that their preferred job area was social work / care, followed by retail, leisure and tourism, work with plants and animals and office work.
- The greatest barriers this target group mentioned were: childcare, health problems, a lack of money to train, lack of transport and not having the right skills. Additional barriers they mentioned included: housing, a criminal record and caring for a disabled relative or child.
- Participants who were in receipt of a primary benefit thought that in order to improve their job prospects they would like help with using IT / computers, interview practice, applying for jobs and reading and writing.
- A half said their preferred venue for training was college, about one in six said a local training provider, one in eight said at home on a computer and another one in eight at work.

## 1.2 Recommendations

The recommendations are based on the full findings and analysis in the report. They also draw on the expertise of the consultants who have extensive experience in this field.

It is suggested that CPR should:

### 1 Establish pre- employment and recruitment support (targeted at those on a primary benefit and furthest from the job market)

- Develop pre-employment and job change programmes including: confidence building<sup>1</sup> and job search support<sup>2</sup> facilitated by skilled and trained advisers / coaches.
- Support the provision of IT training and learning activities to enhance individuals' job prospects.
- Ensure that Skills for Life (literacy and numeracy) is seen as a core element of pre- employment and recruitment support.
- Assist people to gain recognised qualifications wherever possible.
- Promote enterprise start up and support, based on a clear assessment of individuals' suitability for this option.
- Facilitate the provision of pre-employment initiatives at venues across the local area, including Pool.
- Encourage older people, who are not in full time work but have the appropriate skills, knowledge and experience, to become volunteer mentors to motivate and support younger people.

### 2 Support information, advice and guidance initiatives and developments

- Publicise the availability of current IAG initiatives, and support the development of future career and life planning programmes, for waged and unwaged people of all ages.
- Ensure that IAG is used to inform individuals about employers' current needs.
- Raise individuals' awareness of the changes in the job market and new opportunities, challenge outdated views, particularly in the light of regeneration activity, and advise them on the options for learning and development.
- Research and link with other IAG initiatives, including learning champions and prescriptions for learning<sup>3</sup>.

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<sup>1</sup> Confidence building was particularly mentioned by unemployed people and by employed women

<sup>2</sup> For example, assessment of transferable skills, CV writing, job applications, interview skills, work experience, skill sharing, job shadowing

<sup>3</sup> Pilot prescriptions for Learning have used in, for example, Restormel Primary Care Group where GP practices were able to refer individuals for guidance and learning opportunities. Learning Champion developments are taking place in companies and in communities using local people to motivate and enthuse others

- Work closely with Jobcentre Plus to provide supported routes back to work, for those on long term Incapacity Benefit.

### **3 Liaise closely with local employers**

- Encourage employers to see the value of training, learning and development as a business driver, by building on the findings of recent business surveys.
- Raise awareness of and address Skills for Life needs with employers through partnership working with key South West and CPR agencies.
- Make best use of national and local skills development initiatives and programmes which may offer opportunities for the CPR area.
- Identify and promote role models (male and female) from the workplace to stimulate attainment and help combat low aspiration.
- Encourage employers to provide mentors to support unemployed people back to work through, for example, skills coaching.
- Advocate for the establishment of business related vocational and customised learning and training opportunities, using a variety of delivery modes including distance learning and e-delivery.
- Consider the creation of a CPR community of interest platform (a virtual network) for business support organisations, employers, training providers and voluntary agencies to share knowledge and good practice in terms of skills development.

### **4 Promote training and development activity**

- Contact the participants who indicated an interest in being informed about training opportunities to inform them of potential provision.
- Offer incentives such as vouchers for taking part in training and 'back to work' programmes.
- Build on the positive perceptions of study at a college to encourage further take up of learning and training opportunities.
- Use the case studies provided in this report as a basis for discussion and as a training resource for professionals working in the area.

### **5 Collaborate with key partners to maximise effectiveness**

- Continue to support childcare provision, including breakfast / after school clubs for older and younger children and advocate for family friendly policies within local companies.
- Work with the community and relevant agencies to encourage people in the CPR area to pool resources in relation to, for example, childcare and transport.
- Collaborate with relevant bodies, interest and support groups to address health and mobility issues.