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***EVALUATION OF LOW CARBON ELECTRIC VEHICLE COMMUNITY ENGAGEMENT  
PROJECT***

Final report prepared by

**CLES Consulting**

Presented to

**Building Futures East**

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## 1 INTRODUCTION

In this section of the evaluation report, we provide background information about the Low Carbon Electric Vehicle Community Engagement Project. Details of the evaluation methodology are also provided along with an overview of the report structure.

### 1.1 About the Low Carbon Electric Vehicle Community Engagement Project

The Low Carbon Electric Vehicle Community Engagement Project is part of Newcastle Science City's wider community engagement activity that seeks to ensure Newcastle residents are aware, and can take advantage of, opportunities generated by investment in science.

The Low Carbon Electric Vehicle Community Engagement Project has been delivered in partnership with Building Futures East, Gateshead College, JET, Jobcentre Plus and Group Horizon to provide employability training and industry qualifications to work ready unemployed Newcastle residents, in order that they can access opportunities within the low carbon electric vehicle sector. Beneficiaries were therefore provided with the opportunity to learn about technology and working practices involved in the production and maintenance of electric vehicles, and also undertake site visits to North East based employers operating within the electric vehicle sector.

Further information about the Low Carbon Electric Vehicle Community Engagement Project is provided in Section 3 of this report.

### 1.2 About the evaluation study

CLES was commissioned to undertake an evaluation of the Newcastle Science City Low Carbon Electric Vehicle Community Engagement Project in November 2011. The primary aim of the evaluation was to identify the key outcomes delivered and the lessons learnt from delivering employability support within the low carbon electric vehicle sector; the methodology adopted to undertake the evaluation study is outlined below.

#### 1.2.1 Desk research and evidence review

The desk research stage focused on examining existing documentation related to reporting and monitoring the project. Three primary activities were undertaken as part of the desk based review:

- 1) **a review of project documentation and processes** – a review of project documentation was undertaken to gain a full understanding of the project, which particularly focused upon the data collection processes adopted by Newcastle Science City and Building Futures East;
- 2) **policy review** – a review of local, regional and national policy related to the delivery of the Low Carbon Electric Vehicle Community Engagement Project, specifically focusing upon the role of the low carbon vehicle sector and the Newcastle Science City initiative;
- 3) **review of project data** – CLES analysed project output information generated by the Low Carbon Electric Vehicle Community Engagement Project to inform the assessment of the project's performance.

#### 1.2.2 Stakeholder interviews

CLES conducted seven interviews with partners and stakeholders from the Low Carbon Electric Vehicle Community Engagement Project to assess factors such as: the project's contribution to local priorities; the impact and added value generated by the partnership approach to delivery; and the outcomes generated for beneficiaries.

#### 1.2.3 Beneficiary consultation

CLES conducted a focus group with the fourth cohort of trainees as part of their celebration event. The focus group sought to understand the impact of the support offered, particularly in terms of aspirations, attitudes, skills generated and distance travelled. Telephone interviews were conducted with trainees from cohort three to understand similar factors, and the impact of the training several weeks after they left the training course.

### 1.3 Report structure

The remainder of this report is structured into the following four sections.

**Table 1: Overview of the report structure**

Section	Content
Section 2: Policy context	An exploration of the context within which the Newcastle Science City initiative has been delivered. This section of the report explores the relevant policy context at a national, regional and local level, and some of the associated initiatives that are taking place within the North East.
Section 3: About the Low Carbon Electric Vehicle Community Engagement project	This section of the report outlines the activities delivered by the Newcastle Science City initiative.
Section 4: Performance	An exploration of the project's performance based upon the outputs delivered. An assessment of the outcomes and added value that have been delivered is also presented.
Section 5: Conclusions	An overview of findings to date and recommendations for the future.

## 2 POLICY CONTEXT

This section of the evaluation report outlines the policy context for the Newcastle Science City Low Carbon Electric Vehicle Community Engagement Project. Relevant national policy and research related to the project are outlined, providing an overview of the skills required by the electric vehicle sector nationally. The local policy and delivery context is then presented, outlining the role of Newcastle Science City and the Low Carbon Electric Vehicle Community Engagement Project within this, including an overview of other local initiatives to promote the electric vehicle sector locally.

### 2.1 The low carbon economy

The UK is the world's sixth largest low carbon and environmental economy, with 3.5% of global market share. The environmental sector accounts for £22 billion (21%) of total UK market value, renewable energy for £31 billion (29%), and the emerging low carbon sector for £53 billion (50%). The 'newer' sectors of renewable energy and emerging low carbon are of significantly higher value than the more established environmental sector; less than 50% of the value of the overall local carbon environmental sector lies in added value and supply chain activities.

There are approximately 910,000 people currently employed in the UK environmental technologies sector and this is projected to increase to over a million by the middle of the decade.<sup>1</sup> In addition, initiatives like the Green Deal – which will open up the market and boost energy efficiency in UK homes and businesses – is estimated to require over 250,000 skilled trades people by 2030 to deliver the Government's objectives for the sector. New nuclear power stations will attract billions of pounds of inward investment into the UK and boost British companies in the supply chain. Up to 30,000 new jobs could be created in and around new build sites and across the country.

Building on the framework for supporting British business set out in *'Building Britain's Future: New Industry, New Jobs'*<sup>2</sup>, the Government has developed the UK's Low Carbon Industrial Strategy.<sup>3</sup> This sets out the Government's vision and approach for ensuring that UK businesses and workers are equipped to maximise the opportunities and minimise the costs linked to the local carbon economy.

A series of supporting documents (including: The UK Low Carbon Transition Plan<sup>4</sup>; The UK Renewable Energy Strategy<sup>5</sup>; and The Carbon Reduction Strategy for Transport<sup>6</sup>) set out the policies, including the areas of energy efficiency and renewable energy which, combined with encouraging consumer and business demand for low carbon goods and services, will help drive the transition to decarbonising the economy.

#### 2.1.1 The ultra low carbon vehicle sector

The UK automotive sector is a significant part of the economy, both in terms of output and employment, with estimates suggesting the sector adds approximately £10 billion to the UK economy. The sector directly employs around 180,000 people, with a further 200,000 people employed within the supply chain<sup>7</sup>. The UK has adopted five goals to help achieve a shift to low carbon vehicles, to promote both the supply and demand of vehicles in the future:

- 1) supporting the automotive industry through the downturn for a successful transition to a low carbon future;
- 2) securing the future competitiveness of the UK industry by enhancing its reputation as a leading location for research, development, and demonstration of ultra low carbon vehicle technology;

<sup>1</sup> Innovas (2010): Low Carbon and Environmental Goods and Services: an industry analysis - Update for 2008/09

<sup>2</sup> HMG (2009): Building Britain's Future: New Industry, New Jobs <http://www.berr.gov.uk/files/file51023.pdf>

<sup>3</sup> HMG (2010): The UK Low Carbon Industrial Strategy <http://www.berr.gov.uk/files/file52002.pdf>

<sup>4</sup> HMG (2009): The UK Low Carbon Transition Plan [http://www.decc.gov.uk/en/content/cms/publications/lc\\_trans\\_plan/lc\\_trans\\_plan.aspx](http://www.decc.gov.uk/en/content/cms/publications/lc_trans_plan/lc_trans_plan.aspx)

<sup>5</sup> HMG (2009): The UK Renewable Energy Strategy [http://www.decc.gov.uk/en/content/cms/what\\_we\\_do/uk-supply/energy-mix/renewable/res/res.aspx](http://www.decc.gov.uk/en/content/cms/what_we_do/uk-supply/energy-mix/renewable/res/res.aspx)

<sup>6</sup> DfT (2009): The Carbon Reduction Strategy for Transport <http://www.dft.gov.uk/carbonreduction>

<sup>7</sup> BIS (2009) <http://webarchive.nationalarchives.gov.uk/+http://www.bis.gov.uk/files/file51017.pdf>

- 3) creating a viable environment to support the adoption of ultra low carbon vehicles in lead cities and regions, including investment in the skills base;
- 4) making ultra low carbon vehicle solutions competitive for consumers by helping to reduce the upfront costs of these vehicles;
- 5) clear and strategic leadership by the Government and a smarter coordination of public sector activity.

The goal to '*creating a viable environment to support the adoption of ultra low carbon vehicles in lead cities and regions, including investment in the skills base*' particularly relates to the Newcastle Science City initiative and wider activity within the North East, such as the electric charging point pilot (Plugged-in Places).

### 2.1.2 Skills required within the low carbon vehicle sector

The BIS document '*Meeting the Low Carbon Skills Challenge*' acted as a government consultation to identify how people could be equipped to take advantage of the opportunities within the low carbon sector; the consultation outlined a series of opportunities within the low carbon vehicle sector and associated industries to support the Government's aim to position the UK at the forefront of the ultra low carbon vehicle design, development, manufacture and use, as supported by £400 million of funding to encourage the development and uptake of ultra low carbon vehicles.

The '*Low Carbon Skills Challenge*' consultation document supports the Newcastle Science City Low Carbon Vehicle Community Engagement Project and the qualifications developed by Gateshead College. It stressed the need to adapt current skills sets to meet the needs of the low carbon vehicle sector. A particular focus relates to the understanding of electronic and mechanical systems, and the application of chemistry (fuel cells, battery cells) in low carbon vehicles. The document also highlights the need to support the wider low carbon infrastructure and aftercare sector by highlighting the essential need for a skilled manufacturing and maintenance workforce able to produce and work with key components of the vehicles.

## 2.2 The local policy context

The '*North East Aspirations for Education, Employment and Skills*'<sup>8</sup> report demonstrates the contribution of the region's motor vehicle manufacturing sector to the UK economy and the potential for growth in the low carbon vehicle sector:

'One third of the cars made in the UK are produced in the North East, with a large components supply chain to the automotive industry. The Sunderland Nissan plant and Smiths Electric Vehicles are two of the leading centres for electric vehicle development, and partners in the low carbon economic area for ultra low carbon vehicles; one of the first designated in the UK.'

The low carbon vehicle sector is therefore one of the region's high growth areas, offering significant potential for future growth, and has been supported by a number of initiatives and strategies in the region.

### 2.2.1 Low carbon economic area for ultra low carbon vehicles

The North East was announced as the first low carbon economic area for ultra low carbon vehicles in 2009. Announced in the Low Carbon Industrial Strategy, low carbon economic areas aim to:

- accelerate the growth of low carbon industry in places where there is already economic strength;
- provide a common focus at the local and regional level to sectors that are important on a national level as we move to a low carbon economy.

<sup>8</sup><http://www.onenortheast.co.uk/lib/liDownload/17306/Skills%20and%20The%20North%20East%20Economy.%20Definitive%20version.%202030%20Sept%202010.pdf?CFID=3963787&CF>

The North East's low carbon economic area for ultra low carbon vehicles has been supported by the following activity:

- ❑ **international research and development centre and test track** – this includes support to develop a world leading research and development centre for low carbon vehicles, and financial support packages for development programmes to improve the electric vehicle infrastructure;
- ❑ **training, skills and productivity development** – this includes developing a training centre for low carbon vehicle skills, while also ensuring graduate and post-graduate education opportunities are available locally;
- ❑ **locations for investment** – this includes the development of infrastructure within the region suitable for research, engineering, design and large scale manufacture, while a £125 million super fund, via JEREMIE, has been established to overcome financial constraints for small business;
- ❑ **electric vehicle charging points and infrastructure** – this includes the development of a comprehensive electric vehicle charging infrastructure being installed throughout the region.

### 2.2.2 Newcastle Science City

Newcastle was one of three English cities to be awarded Science City status in 2004, along with Manchester and York. Science Cities were designated in areas that have strong science based assets, such as a leading university or a centre of research excellence, that have the potential to use their research assets as a basis for generating new business, wealth and employment. A further three Science Cities – Bristol, Birmingham and Nottingham – were announced in 2005.

Newcastle Science City was initially established as a partnership between Newcastle University, Newcastle City Council and One North East. Its mission is to:

**'Promote scientific excellence, create and support innovative high growth businesses, and engage the local community so that everyone can become part of our City's continued scientific achievement.'**

However, since the closure of One North East, Newcastle City Council and Newcastle University have reinforced their commitment to the partnership via funding support until 2014.

Newcastle Science City is considered to be one of the North East's 'innovation connectors' which has the dual role of stimulating innovation in their respective fields and catalysing regeneration in their surrounding areas – both physical and community regeneration. As a result, Newcastle Science City has the following three core aims:

- 1) to ensure that Newcastle is synonymous across the world with excellence in three scientific fields:
  - ageing and health at Newcastle University's Institute for Ageing and Health;
  - stem cell and regenerative medicine at The International Centre for Life;
  - sustainability, which will be the focus of Science Central, on the site of the former Newcastle Brewery in the heart of the city centre;
- 2) to create prosperity for the City and wider region by supporting the creation of new businesses and jobs, and assisting new businesses to innovate and grow;
- 3) to ensure that the local population can become part of the City's continued scientific achievement.

The Newcastle Science City initiative is heavily supported by Newcastle City Council; as a result, Science City activity is embedded within the economic development strategies of the City, such as *'Newcastle – A Working City'*.

### 2.2.3 Plugged-in Places – electric charging point pilot

In November 2010, the Office of Low Emission Vehicles launched a £30 million Plugged-in Places pilot in the UK to initiate the installation of electric vehicle charging points. The North East, London and Milton Keynes were announced as the first three pilot areas to benefit from the Plugged-in Places pilot that sought to install 11,000 vehicle recharging points within three years.

The pilot is designed to provide charging points for electric, hybrid and hydrogen powered vehicles, to demonstrate how electric vehicle charging works in practice and collect data related to vehicle usage.

The North East Plugged-in Places pilot, branded as 'charge your car'<sup>9</sup>, is seeking to install 1,300 charging points across the region at a cost of £7.8 million. Match funding has been made available to local businesses, which allows them to install a charge point at a cost of £2,500. To date, over 300 charging points have been installed in the North East, providing a charging infrastructure to encourage residents and businesses to convert to a low carbon electric vehicle.

## 2.3 Summary

The low carbon economy provides significant growth potential for the UK economy, with the North East possessing significant competitive advantage within sub-sectors such as low carbon vehicle production and renewable energy technology.

The region has been awarded a number of high profile initiatives to help stimulate the sector, such as the North East being a low carbon economic area for ultra low carbon vehicles, and more recently being awarded a Plugged-in Places pilot. However, skills issues remain to ensure the sector can reach its potential, creating a need to ensure curriculum offers are in place for both entry and graduate level. It is this need that the Newcastle Science City Electric Vehicle Community Engagement Project has sought to fill, helping to raise awareness of the sector locally and up-skill unemployed residents, to enable them to take advantage of future employment opportunities.

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<sup>9</sup> <http://www.chargeyourcar.org.uk>

### 3 ABOUT THE LOW CARBON ELECTRIC VEHICLE COMMUNITY ENGAGEMENT PROJECT

This section of the evaluation report provides an overview of the Low Carbon Electric Vehicle Community Engagement Project. It provides brief details of the requirements outlined by Newcastle Science City for the project, the role of each partner in the consortium, and the need for a community engagement project that up-skills unemployed residents with knowledge of the low carbon electric vehicle sector.

Newcastle Science City has placed a commitment upon community engagement to ensure residents are aware of the innovation and scientific activity within their City via a team of dedicated Community Development Workers. Skills development projects have also been funded to up-skill local residents so they can benefit from any employment opportunities generated by investment in science. Skills development projects have been funded that generate collaborations between Newcastle based training providers, thus increasing the skills and knowledge related to the three themed areas of focus.

#### 3.1 The Low Carbon Electric Vehicle Community Engagement Project

The Low Carbon Electric Vehicle Community Engagement Project was funded by Newcastle Science City to provide employability training and industry qualifications to work ready unemployed Newcastle residents, enabling them to access opportunities within the low carbon electric vehicle sector. Funded between November 2011 and March 2012, the Low Carbon Electric Vehicle Community Engagement Project was required to be:

- led by third sector organisations;
- a collaboration between training organisations to increase capacity;
- based in Newcastle and of benefit to Newcastle residents.

The Low Carbon Electric Vehicle Community Engagement Project was required to place specific attention upon recruiting residents from the ERDF disadvantaged areas as a way to increase participation and awareness of science based activity in Newcastle, and job opportunities available locally.

The training was delivered over two days a week for six weeks, to ensure it complied with benefit eligibility rules. Four cohorts of trainees were recruited to the training course which took place at Building Futures East and Gateshead College's Autoskills Centre, each for between ten and twelve beneficiaries. All beneficiaries were over the age of 19 and in receipt of Jobseekers Allowance prior to engaging in the project, with four 'waves' of the course being delivered.

The following agencies are involved in the delivery of the Low Carbon Electric Vehicle Community Engagement Project.

##### 3.1.1 Building Futures East

Building Futures East have acted as the partnership lead for the Low Carbon Electric Vehicle Community Engagement Project, building upon their community engagement approach to delivering vocational training related to the green agenda, and providing training to up-skill residents to access jobs at Nissan's Sunderland plant.

Building Futures East provided taster sessions to encourage unemployed residents to enrol on the Low Carbon Electric Vehicle Community Engagement Project. Once enrolled, Gateshead College delivered the first two training sessions which acted as introductory sessions for the whole training course, providing a broad overview of the renewable agenda related to retrofitting and the green agenda, while also outlining the timetable for the remainder of the course. Building Futures East also take a leading role in developing trainees' employability skills and supporting the trainees through the following qualifications:

- Construction Skills Certification Scheme (CSCS);
- Level 1 EDI Manual Handling.

Beneficiaries are also provided with basic level IT skills, which mean they gain general employability skills and qualifications required to work within the construction industry.

### 3.1.2 Gateshead College

Gateshead College led on the delivery of the specific qualifications related to the low carbon vehicle sector – the Institute of the Motor Industry (IMI) Level 1 and 2 qualifications – from the College's Autoskills Centre at Team Valley. Gateshead College are the only provider of these qualifications within the North East, and one of very few providers in the UK.

#### **IMI Electric Vehicle Awareness Level 1**

The Electric Vehicle Awareness Level 1 qualification is a one day introductory course designed for individuals that have an interest in electric and hybrid vehicles, but have no previous knowledge or contact with them. The course is knowledge based, providing an understanding of the types of vehicles available, how they are powered, and factors such as:

- the history of the electric vehicle industry;
- the layout of the cars and the drive system;
- an introduction to working hazards related to electric vehicles, specifically the currents and voltages involved;
- an overview of the systems that are in place to protect electric vehicles;
- basic day-to-day maintenance of vehicles (jacking and towing).

#### **IMI Level 2 Award in Electrically Propelled Vehicle Hazard Management (QCF)**

Building upon the Level 1 course above, the hazard management course is primarily designed for people who will come into contact with electric vehicles within a body shop or workshop environment, and need to understand the hazards presented by the electric drive system. The course provides the knowledge to make safe decisions when dealing with damaged electric and hybrid vehicles. As a result, it is suitable for professionals responsible for dealing with electric vehicles that have broken down or that have been in an accident; and individuals that are responsible for producing risk assessments, or dealing with faulty vehicles in a workshop. Trainees were provided with learning related to:

- the types of accidents that may occur;
- the legislation that applies to vehicles with electric drive systems;
- the hazards presented by DC and AC systems;
- the assessment and management of vehicle hazards under normal conditions;
- the hazards presented when electric vehicles are involved in accidents.

Gateshead College has also used their connections within the North East's electric vehicle sector to provide the trainees with site visits to local employers. Trainees have therefore been provided with the opportunity to visit the Nissan Leaf production line and the test track at Smiths Electric Vehicles, where they could experience how electric vehicles operate and gain firsthand experience of how they perform.

The Low Carbon Electric Vehicle Community Engagement Project has also been supported by a number of referral agencies, such as JET and Jobcentre Plus.

### 3.1.3 JET

JET is a registered charity located in Newcastle, originally formed from Newcastle City Council's ESOL service. JET provides services designed to support residents, particularly those from a BME background, into employment and training. JET therefore specialises in delivering one-to-one advice and guidance, job search and employability support, and delivery of non-accredited vocationally focused ESOL.

JET provides a number of important services to the project, referring relevant clients onto the course based on their previous work experience, skills and interests. ESOL support was provided to beneficiaries, both before and during the Newcastle Science City funded training, while JET used their previous experience to manage the placement opportunities provided at Smiths Electric Vehicles.

### 3.1.4 Jobcentre Plus

Jobcentre Plus has acted as a referral agency for the Low Carbon Electric Vehicle Community Engagement Project for individuals in receipt of Jobseekers Allowance.

### 3.1.5 Group Horizon

Established in 2008, Group Horizon is a Newcastle based private training organisation that specialise in providing training related to renewable energy, construction and office administration. Group Horizon's training offer specifically focuses on young people and individuals aged 19+ who are unemployed.

Group Horizon had a pre-existing working relationship with Gateshead College prior to the Low Carbon Electric Vehicle Community Engagement project. They were therefore instrumental in developing the partnership approach that has been central to this project by instigating the initial relationship and discussions between Gateshead College and Building Futures East prior to the partnership tender being submitted. Group Horizon have provided particular expertise related to both technical and strategic knowledge of the renewable technologies sector which added value to the partnership both prior to delivery and during its inception.

## 3.2 Rationale for delivery

The rationale for the Low Carbon Electric Vehicle Community Engagement Project is provided by Newcastle Science City's ambition to ensure the City's residents are aware of the opportunities generated through investment in science based industries, and are in a position to take advantage of such opportunities. Wider market conditions also provide the rationale for the project, such as:

- ❑ the high levels of unemployment evident in Newcastle;
- ❑ the anticipated growth in the electric vehicle sector within the North East.

The level of unemployment in Newcastle currently (February 2012) stands at 4.9% of the working age population, meaning over 10,100 residents are currently in receipt of Jobseekers Allowance. The level of unemployment is therefore higher than the national average of 4.1%. Unemployment is particularly a problem within the male population of Newcastle (6.8% compared to 5.6% nationally). At the same time, job vacancies are limited due to the current economic climate, meaning there are six Jobseekers Allowance claimants for every vacancy advertised through Jobcentre Plus, the vast majority of which are temporary and low skilled in nature.

The rationale for the Low Carbon Electric Vehicle Community Engagement Project is also supported by the expected growth of the electric vehicle sector in the North East. The region has a competitive advantage in the sector: Nissan's Sunderland plant is benefiting from £420 million of investment to manufacture the Nissan's electric car – the Leaf – commencing in 2013; and investment in a new electric battery plant. Together, these developments are expected to generate 2,500 jobs across the supply chain.

The North East is also home to other employers within the electric vehicle sector, such as Smiths Electric Vehicles and AVID. Initiatives such as the Ultra Low Carbon Vehicle Demonstrator Programme, which seeks to trial the use of electric vehicles, and the Plugged-in Places pilot, also add to the region's strength within this emerging sector.

The emergence of the sector means there is a need to train local residents with the skills required by local employers; this includes the skills needed to manufacture and maintain electric vehicles and associated infrastructure (e.g. as the sector grows, there will be a need to maintain the electric charging point infrastructure, and provide aftercare and maintenance services to owners of electric vehicles).

The Low Carbon Electric Vehicle Community Engagement Project therefore seeks to address this rationale by providing employability support to unemployed residents using a partnership delivery model. The partnership provides employability support and access to industry approved qualifications that address the anticipated skills gaps within the emerging electric vehicle sector.

## 4 PERFORMANCE OF THE LOW CARBON ELECTRIC VEHICLE COMMUNITY ENGAGEMENT PROJECT

This section of the evaluation report focuses on the performance of the Low Carbon Electric Vehicle Community Engagement Project. The evaluation has considered performance in both qualitative and quantitative terms. An assessment is firstly provided based upon the outputs delivered by the programme. The perceptions of stakeholders and beneficiaries are also presented, in terms of the outcomes that have been generated by the training delivered to local residents, the outcomes for the delivery organisations involved, and the outcomes for the trainees themselves.

### 4.1 Project finance

The Low Carbon Electric Vehicle Community Engagement Project received a total of £48,990 funding from Newcastle Science City. A breakdown of forecasted budget expenditure is outlined in Table 2.

**Table 2: Low Carbon Electric Vehicle Community Engagement Project budget**

Budget line	Total
Staffing costs	£31,960
Direct delivery costs	£6,170
Overheads	£1,600
Fees	£9,260
<b>Total</b>	<b>£48,990</b>

The largest proportion (65%) of the project budget has been allocated for staffing costs to support the delivery of the Low Carbon Electric Vehicle Community Engagement Project: 19% of the funding has been allocated to fund qualification fees; and direct delivery costs (£6,170) have been allocated to support learner transport, subsistence, personal protective equipment, the delivery of taster sessions, and any general overheads incurred.

### 4.2 Project outputs

Table 3 provides details concerning the performance of the Low Carbon Electric Vehicle Community Engagement Project, in terms of the number of beneficiaries completing the training programme. Both forecasted and actual performance is presented for comparative purposes.

**Table 3: Comparison of actual and forecast output performance**

Output performance	Forecast	Actual
No. of trainees completing training programme	40	33
Women	5	1
Young people (NEET)	5	7
Other age groups	35	26
From disadvantaged areas	40	32
BME	17	17
Jobless	40	33
No. of workshops (training sessions)	48	44
No. of events	8	5

- ❑ A total of 33 individuals completed the training funded by Newcastle Science City, 83% of the forecasted performance. All of the project's beneficiaries are residents of deprived areas and were unemployed prior to the training, therefore meeting the requirements of the funding.
- ❑ A number of factors have caused the project's performance to be below that forecast, in terms of beneficiaries completing the training; these include having to deliver the training to very tight timescales, which provided limited time for promotional and recruitment activity. In addition, a very small number of beneficiaries left the training prior to completion after securing employment elsewhere.
- ❑ The Low Carbon Electric Vehicle Community Engagement Project performed impressively, in terms of attracting a diverse range of residents. The project met its target for the number of BME trainees (17), meaning just over half of all beneficiaries were from a BME background, highlighting a key area of strength for the partnership.
- ❑ The project exceeded its target in terms of engaging with young people not in employment, education and training, but did not meet the target for the number of female beneficiaries – one female trainee completed against a target of five. However, the nature of the training provision was always likely to be more attractive to male trainees, and this target is considered to be ambitious for a project of this nature.

**Table 4: Comparison of qualifications and outcomes delivered**

Outcomes	Forecast	Actual
No. of trainees gaining Level 1 Electrical Vehicle Awareness	40	29
No. of trainees gaining Level 2 Hazard Awareness	10	24
No. of trainees passing the CSCS test	30	7
No. of trainees successfully undertaking the Level 1 EDI Manual Handling	30	18
No. of trainees gaining basic IT skills	40	23
No. of trainees gaining work placement	4	4
No. of trainees gaining employment	6	3

Table 4 shows a profile of performance delivered by the Low Carbon Electric Vehicle Community Engagement Project in terms of the qualifications, placement and employment opportunities secured by beneficiaries. The following performance has been delivered:

- ❑ a total of 29 beneficiaries completed the Level 1 IMI Electric Vehicle Awareness course, equating to 88% of trainees that completed the training;
- ❑ progression from the Level 1 Electric Vehicle Awareness course onto the Level 2 Hazard Awareness provision has far exceeded forecasted performance (210% of forecast); this is likely to be a result of the additional support provided by partners to overcome barriers to progression;
- ❑ the number of trainees gaining basic IT skills is much lower than forecast; however this is partially due to lower trainee numbers than anticipated, as 80% of trainees that completed the course gained IT skills;
- ❑ just seven beneficiaries completed the Construction Skills Certification Scheme (CSCS) test, accounting for 21% of beneficiaries that completed the training. It should be noted that many of the beneficiaries already held CSCS card prior to undertaking the training. This factor severely affected the project's ability to meet the forecasted level of performance;
- ❑ in terms of outcomes, four beneficiaries have secured placement opportunities at Smiths Electric Vehicles while three participants have currently secured employment. The number securing employment is lower than forecast, possibly reflecting the limited job opportunities currently available within the sector.

### 4.3 Beneficiary outcomes

Research and consultation activity with beneficiaries that have undertaken training as part of the Low Carbon Electric Vehicle Community Engagement Project identified a number of outcomes that were being generated through the training. These outcomes are discussed further in the sub-sections below.

#### 4.3.1 Skills development

Beneficiaries talked in detail about the knowledge and skills they had developed through attending the low carbon electric vehicle training course. They reported developing knowledge related to different types of electric vehicles (total electric vehicles, and hybrid vehicles), understanding how these vehicles are built, and how they are operated and powered. The trainees also reported understanding the health and safety considerations of dealing with electric vehicles and how to isolate electric vehicles if they have been involved in an accident.

The knowledge and enthusiasm of the trainees had particularly been developed by the site visits to local employers such as Smiths Electric Vehicles. This provided the opportunity to build upon the theoretical classroom based knowledge that had been developed with beneficiaries, referring to the processes involved in converting a transit van to electric power, while also being able to see, on a firsthand basis, employees working in the low carbon vehicle sector and some of the opportunities that were available locally.

The course has also enabled participants to generate softer skills that are transferable to any sector of the economy. Beneficiaries reported how they had enjoyed the learning undertaken as part of the course and how this has acted to motivate them to progress in the future. One beneficiary reported how their motivation to find work in the future had been improved by the course:

*'I used to just sit at home all day doing nothing, but now I really want to get a job to do with electric cars. The course was really interesting and it gave me the motivation to get out of the house and do something positive.'*

Another beneficiary reported how they had got their confidence back after not being able to pass the assessment element of a previous training course, which was felt to be a setback in finding employment. This means the Low Carbon Electric Vehicle Community Engagement Project has placed beneficiaries in a better position to find employment, particularly given their increased aspirations and motivations. This enthusiasm has primarily been generated by combining classroom based elements of learning with more practical elements, such as site visits to Smiths Electric Vehicles and the Nissan production line.

#### 4.3.2 Providing a head start in an emerging industry within the North East

Beneficiaries were pessimistic about their prospects of finding work in such a competitive market, where large numbers of unskilled residents are competing for a small number of vacancies. Many of those undertaking the training reported how they had applied for numerous positions, only to be unsuccessful and not receive any feedback as to why they were unsuitable for the vacancy. At the same time, the beneficiaries also reported their dissatisfaction with the quality of vacancies available locally, which often involved temporary and part time vacancies that were in sectors which were considered unattractive, such as caring or cleaning professions, with little opportunity for progression. In contrast, the low carbon vehicle sector was considered to be an area of growth, particularly within the North East, and was therefore positively received; offering the potential to gain a career with opportunities for progression, as the industry and its supply chain grows locally.

Beneficiaries reported being largely unaware of the electric vehicle sector before attending the training; as a result the beneficiaries interviewed were positive about the opportunity they had been given. When asked why they wanted to get involved in the training, participants commented:

*'I'm looking towards the future, getting involved at the start when the jobs are just beginning; it'll give me a better chance of getting noticed.'*

*'[The electric car sector] is the next up and coming thing in the North East; it's good to be involved in something like that.'*

The training has therefore placed the trainees in a strong position to secure employment within this emerging sector as it continues to grow locally. This is reinforced by the fact that the qualifications provided by Gateshead College are only available on a full cost basis, and would otherwise have been unaffordable to members of the public without Newcastle Science City funding support.

#### **4.3.3 Understanding of the wider green agenda**

Beneficiaries of the Low Carbon Electric Vehicle Community Engagement Project reported how the course provided a detailed understanding of electric cars and other electrically powered vehicles, such as electric bikes and scooters, which are currently being trialled by Newcastle University.

The project also provided training and information regarding the wider green agenda, building upon the expertise of both Gateshead College and Building Futures East. Beneficiaries therefore learnt about the renewable technologies sector, particularly the processes used to install solar panels and wind turbines. The rationale for this approach is that beneficiaries are exposed to the wider opportunities emerging in the North East labour market.

Partners reported how providing wider learning had prompted one beneficiary to leave the course early by securing employment. In this instance, the beneficiary had previous work experience as a roofer; the information provided made him realise that photovoltaic installation was undertaken by roofers and not electricians. As a result, the trainee used the new knowledge gained and his previous skills to apply for jobs fitting photovoltaic panels, and was able to secure employment before the course finished.

#### **4.3.4 Progression into learning, work experience and employment**

A key element of any learning and training opportunity is the need to ensure progression routes are available; this has been a key challenge for the Low Carbon Electric Vehicle Community Engagement Project.

The Newcastle Science City funded project has been successful in securing four placements, running for two days a week over six weeks at Smiths Electric Vehicles. The placements again demonstrate the strength of the partnership, as existing networks and contacts were used to secure the placements which are being managed by JET due to the skills they bring to the partnership. The placements are designed to expose beneficiaries to the widest possible range of activities delivered by Smiths Electric Vehicles that is possible within health and safety considerations.

One of the placement beneficiaries has since secured employment as a direct result of a recommendation by the Low Carbon Electric Vehicle Community Engagement Project. In this instance the beneficiary has been recruited by a neighbouring employer to Smiths Electric Vehicles, highlighting how opportunities within the labour market can be generated for unemployed residents by providing quality work experience placements.

Feedback from trainees, provided several weeks after completing the Newcastle Science City funded provision, identified that other trainees had gone on to undertake training delivered as part of the World Class Skills in Walker project delivered by Nissan, NAC Group and Building Futures East. Another beneficiary reported how undertaking the training had encouraged them to consider re-entering vocational training. In this instance, the beneficiary had completed the majority of a motor mechanics course at Gateshead College but left due to family reasons. Participating in the Low Carbon Electric Vehicle Community Engagement Project had renewed their enthusiasm and confidence to attend college and, as a result, they planned to re-enrol on the motor mechanics course in September.

It should be noted that many individuals consulted were unsure of how they would progress after completing the course and were searching for employment, which is currently limited within the electric vehicle sector. A greater focus upon providing training related to current employment opportunities is therefore recommended as opposed to vacancies which are anticipated in several years time. Despite this, attending the course and gaining qualifications had generated renewed hope in finding employment for many beneficiaries, as increased confidence within their skills and abilities was reported.

## 4.4 Strategic outcomes

The delivery of the Newcastle Science City Low Carbon Electric Vehicle Community Engagement Project has delivered a number of strategic and operational outcomes through the processes adopted to deliver the project. These are discussed in the following sub-sections and have acted to improve the performance of the project and, in many instances, provide a legacy from the funding provided by Newcastle Science City.

### 4.4.1 The development of new partnerships and delivery structures

The Newcastle Science City Low Carbon Electric Vehicle Community Engagement Project has led to the development of new partnerships and delivery structures to up-skill unemployed residents in deprived areas of Newcastle. This has been achieved by building on existing relationships, such as the existing referral relationship between JET and Building Futures East, which have been broadened out to include specialist expertise provided by Gateshead College. The relationship between Group Horizon and Gateshead College was also instrumental in terms of drawing the wider partnership together so delivery could take place.

Newcastle Science City stipulated that delivery had to be led by a not-for-profit organisation and have a focus upon collaborative delivery. This led to the Low Carbon Electric Vehicle Community Engagement Project being led by Building Futures East, an organisation which, due to their size and capacity, would normally be a sub-contractor to a further education provider such as Gateshead College. The delivery structure adopted has led to new ways of working, such as the Autoskills Centre providing electric vehicle qualifications to unemployed residents, as opposed to professionals employed within the emergency services or motor industry. Delivery has therefore been focused on a client group that often has particular support needs, while the training has been delivered on a fixed cost basis as opposed to a commercial cost basis.

The new partnership developed as part of the Low Carbon Electric Vehicle Community Engagement Project has resulted in the following outcomes being delivered:

#### ***Complimentary training and skills development offer***

The experience of each member of the partnership has enabled trainees to benefit from a more rounded package of skills support than they would otherwise have gained without JET, Building Futures East and Gateshead College working in partnership (e.g. JET provided trainees whose first language was not English with vocational ESOL support so they were in a better position to understand some of the more technical and industry specific terminology that was used in the training). Building Futures East's experience of delivering community employment support was a vital factor in the success of the project, by providing a familiar and welcoming venue for many beneficiaries and being able to offer expertise and training related to employability skills, the wider green agenda and the construction sector. Both sets of skills and experience complimented the offer provided by Gateshead College, who have taken a lead in developing industry recognised qualifications for the emerging electric vehicle sector.

It is therefore clear that the partnership delivery approach offered has led to the delivery of a more effective and rounded training offer than would have been possible if only one of the partners had delivered.

#### ***A flexibly delivered training offer***

The partnership approach to delivering the Low Carbon Electric Vehicle Community Engagement Project has ensured the training provision has been delivered flexibly to meet the beneficiaries' needs. Flexibility has been demonstrated in a number of ways, such as the ability to offer ESOL support to beneficiaries, both at the start of the training and prior to the examination element of the qualifications. Flexibility has also been demonstrated by providing 'mop up' sessions, ensuring trainees who missed the examination elements of the CSCS card and manual handling qualifications were provided with a second opportunity to complete the training and gain qualifications. The flexibility shown by the partnership has therefore meant that a greater number and more diverse range of trainees have been able to gain qualifications and complete the training provided.

#### ***The ability to engage and support a wide range of residents***

A key outcome of the partnership approach has been the ability of the project to support a diverse range of beneficiaries. Partners reported how the training had attracted an impressive cross section of the local community, particularly from BME communities.

As a result, the second cohort of trainees was specifically delivered for ESOL beneficiaries to ensure additional language support could be offered.

A diverse range of residents was also attracted, in terms of working history and qualifications profile. A small number of beneficiaries from BME backgrounds were not typical of those attending community employment projects, as they held degrees in subjects such as electrical engineering that were gained overseas and not recognised in the UK. The partnership therefore offered such beneficiaries a way of obtaining a recognised industry qualification related to their degree, and an opportunity to move back into their preferred sector of employment.

#### ***The generation of future partnership opportunities***

The delivery model has generated a number of new working relationships and opportunities for future delivery. Building Futures East, JET and Gateshead College have successfully delivered in partnership and are exploring additional opportunities, such as providing training for the 'fast fit' aspect of the motor industry, which typically suffers from high staff turnover but offers semi skilled employment opportunities. Building Futures East and JET now have a working relationship with the Production Manager at Smiths Electric Vehicles which was brokered through Gateshead College, creating the opportunity to provide job ready candidates for vacancies and the potential to offer work placements to future cohorts of trainees if similar training is provided. The success of the partnership also provides the opportunity for future collaborative delivery similar to that funded by Newcastle Science City.

#### **4.4.2 Improvements in output monitoring and recording procedures**

Feedback from partners and CLES' analysis of the project monitoring processes noted the difference between the output recording systems implemented by Building Futures East and those adopted by Newcastle Science City. The Low Carbon Electric Vehicle Community Engagement Project required information to be collected concerning age, gender, ethnic minority, occupation (if employed), and current level of occupation (e.g. studies that beneficiaries are currently engaged in).

Building Futures East utilised their standard learner registration reporting procedures in addition to those used by Newcastle Science City, meaning additional data was captured specifically relating to personal circumstances, such as:

- the highest level of qualification currently held;
- the existence of a disability or health condition;
- employment status and length of time unemployed (if appropriate);
- evidence of fee concessions, such as the primary benefit claimed.

It is felt that the Building Futures East monitoring system adds value to that adopted by Newcastle Science City, by providing a more detailed profile of the beneficiaries which can be used to understand some of the support needs of those attending training. As a result, the Low Carbon Electric Vehicle Community Engagement Programme should consider adopting a similar monitoring and registration process to that developed by Building Futures East.

#### **4.5 Added value**

The Newcastle Science City funded Low Carbon Electric Vehicle Community Engagement Project has generated added value in a number of ways. These are outlined below and summarise the main areas of strength within the project.

##### **4.5.1 The partnership approach to delivery**

A number of areas of added value were reported by project beneficiaries and partners involved in delivering the project. However, the primary element of added value was the partnership approach to delivery, which was an integral aim of the Newcastle Science City funding. The third sector led delivery model, and the existing skills and experience brought to the project by each partner, meant the funding delivered a rounded package of training and support for the beneficiaries that was flexibly delivered to meet their needs.

##### **4.5.2 The support offered to beneficiaries**

The wide range of support offered by the partnership has acted as an element of added value for the project. This has included pre-training ESOL support where required, additional support to

ensure beneficiaries were prepared for the examination elements of the qualifications, and additional 'mop-up' sessions of delivery; these sessions ensured those beneficiaries who had missed the initial opportunity to undertake their CSCS test were provided with a second opportunity to gain industry specific qualifications.

#### **4.5.3 Delivering recognised qualifications that are not available to individuals outside of the motor industry**

The project delivered added value by providing beneficiaries with the opportunity to study qualifications that are usually delivered to industry professionals on a full cost basis. The Low Carbon Electric Vehicle Community Engagement Project therefore provided skills and qualifications that would not otherwise have been available without the funding provided by Newcastle Science City. The added value delivered by the funding is demonstrated by the fact that Gateshead College estimate that just 22 people had undertaken the qualifications provided prior to the Newcastle Science City initiative. As a result, the project has placed unemployed residents in a strong position to access employment opportunities within this emerging sector locally.

#### **4.5.4 Site visits**

One key area of added value for trainees is the opportunity to undertake site visits to major employers within the electric vehicle sector. The opportunity to get out of the classroom and see local companies operating within the sector brought to life the more knowledge based elements of the course, and acted to motivate the trainees about future opportunities available within the sector.

#### **4.5.5 Post-training placement opportunities**

The six week placements secured at Smiths Electric Vehicles are the key element of added value, in terms of the outcomes delivered by the Low Carbon Electric Vehicle Community Engagement Project. The beneficiaries that had secured placements spoke highly of the opportunity they had been provided with, and their determination to impress given the competition for employment opportunities that unemployed residents currently face.

## 5 CONCLUSIONS

The delivery partnership between Building Futures East, Gateshead College, JET and Group Horizon has clearly been successful in terms of up-skilling unemployed local residents with the knowledge and understanding required to work within the North East's emerging low carbon electric vehicle sector. A total of 33 unemployed residents from deprived areas of Newcastle completed the training funded by Newcastle Science City. This is considered to be a particularly impressive level of performance, given the shortened delivery timescales within which the partnership had to operate.

The Low Carbon Electric Vehicle Community Engagement Project is considered to have met the aims of the Newcastle Science City's community engagement strand of activity by developing a partnership approach to delivery, led by a third sector organisation that has benefited from the complementary skills and experience of each organisation. These skills and experience have ensured the project engaged and up-skilled a diverse cohort of beneficiaries, many of whom required additional language support which was provided by the project. The partnership was also able to offer significant expertise in delivering community based employability support and allowed beneficiaries to gain wider knowledge of the growing renewable technology sector, qualifications related to the construction industry, and to improve their general employability skills. Finally, the partnership was able to offer innovative training, providing skills and knowledge to unemployed residents related to a growth sector of the local economy. This has provided a particular element of added value; without the Newcastle Science City funding, the industry recognised qualifications are only available on a full cost basis and are therefore delivered commercially.

Both partners and beneficiaries were unanimously positive about the delivery of the training provision. The partnership has been successful in opening up opportunities, both as a consortium of organisations and on an individual company basis, meaning Newcastle Science City has provided funding that is likely to provide a lasting strategic legacy. In terms of beneficiary outcomes, the provision of placement opportunities with Smiths Electric Vehicles has provided a progression route for some beneficiaries; progression from the training is a key area for development, given that related employment opportunities are still emerging. Despite this, many trainees reported:

- the value of the knowledge they had learnt;
- how well they are positioned to secure jobs within the sector;
- how they have been given renewed motivation and optimism in their search for work;
- their desire to pursue a career in the electric vehicle sector.

In addition, many beneficiaries were largely unaware of the potential opportunities available in the sector before undertaking the training.

In conclusion, the Newcastle Science City Low Carbon Electric Vehicle Community Engagement Project has been considered a success, and one that will continue to deliver outcomes for partners and beneficiaries in the future.

### 5.1 Recommendations

Delivery of the Low Carbon Electric Vehicle Community Engagement Project is considered to be a success, particularly given the scale of delivery within the timescales of the project and the quality of the training provided. As with any project, a small number of areas for consideration have been identified for delivery in the future. These are outlined further in the sub-sections below.

#### 5.1.1 Explore opportunities for future partnership delivery

The delivery partnership between Building Futures East, Gateshead College, JET and Group Horizon has provided complimentary skills and a valuable combination of employability skills and training that is usually delivered on a commercial basis to unemployed residents. The success of this partnership means that future opportunities for joint delivery should be explored. Publically funded opportunities should be explored, although such opportunities are currently limited. However, commercial opportunities are likely to exist to provide a combination of basic skills training and the IMI accredited qualifications to local employers within the electric vehicle sector locally. The partnership should also use their contacts within the sector to identify existing training needs of employers and develop provision to meet these emerging needs, with the aim of becoming the preferred supplier to the sector locally.

### **5.1.2 Ensure opportunities for post-learning progression are secured earlier**

A key recommendation emerging from this study is the need to ensure that progression routes are secured before delivery, thus unemployed residents participating in the learning provision can continue to move towards employment. Placements were secured with Smiths Electric Vehicles; however work to secure additional placements should be the focus of any future delivery activity, particularly given the limited employment opportunities available for beneficiaries at the current time.

### **5.1.3 Provide more opportunities for practical based learning**

Beneficiaries were positive about the new knowledge and understanding of the electric vehicle sector they had gained through the Newcastle Science City funded training; however the main area of improvement reported by beneficiaries was a desire for a more practical and hands on focus to the training. Making the training more practically focused is difficult in some respects due to the health and safety consideration associated with electric vehicles; however some beneficiaries compared the training less favourable than the Nissan provision provided by Building Futures East, thus a more hands on approach should be considered if the course is delivered to employability groups in the future.

## **5.2 Recommendations for Newcastle Science City**

### **5.2.1 Give greater flexibility to the timescales associated with delivery**

The Newcastle Science City funding provided to the consortium led by Building Futures East was initially due for allocation between August 2011 and March 2012. However, the timescales for delivery were compressed between November 2011 and March 2012 due to procurement and administration based delays. These delays placed considerable pressure on the consortium to deliver training to forty trainees within the eligibility rules for their welfare benefits, making the performance of the partnership particularly impressive. It is recommended that if similar circumstances arise, the timescales associated with delivery should be extended as early as possible to ensure project delivery can be re-profiled, which could allow for an increase in promotional activity to boost enrolments.

### **5.2.2 Review monitoring forms in light of those used by the Low Carbon Electric Vehicle Community Engagement Project**

The registration and monitoring processes adopted by the delivery partnership for the Low Carbon Electric Vehicle Community Engagement Project added significant value to the core data collection required by Newcastle Science City. Additional information related to previous qualification levels, current benefits claimed, and economic activity status, are particularly useful in terms of profiling beneficiaries. This information can also provide an assessment of progression if collected again upon completion; and can underpin a cost benefit analysis assessment of community engagement if required. It is therefore recommended that monitoring processes from the Newcastle Science City initiative are reviewed in light of the processes adopted by the Low Carbon Electric Vehicle Community Engagement Project.