

Delivering the Community Legal Service (CLS) Direct scheme: Developing a Business Case for DAWN (Advice) Ltd

Final Report to Social Enterprise Northumberland and DAWN (Advice) Ltd

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The Northumberland Information Network is a partnership between:

ONE North East, Northumberland Strategic Partnership, Northumberland County Council,
Northumberland Learning & Skills Council, Business Link for Northumberland,
Connexions, Northumberland Care Trust, Northumberland CDRPs, Northumberland
DAAT and GO-NE.

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1.0 Introduction

The Northumberland Information Network (InfoNet) was commissioned by Social Enterprise Northumberland to provide assistance to DAWN (Advice) Ltd in preparing a tender and business plan for submission to the Legal Services Commission (LSC) in Summer 2006. As part of the tender, which is for the delivery of legal advice over the telephone through Community Legal Service (CLS) Direct scheme, DAWN needs to provide supporting evidence that will illustrate the potential availability of suitably qualified people within reasonable travelling distance of a Northumberland centre.

Recruits will need to be graduate calibre individuals with qualifications or experience in social welfare aspects of the law. Most of DAWN's current advisors are law graduates and it is this minimum requirement that the InfoNet has used as the basis for measuring the potential for DAWN to recruit sufficient numbers of suitably qualified staff to deliver the CLS contract. The LSC is expected to favour tenders from organisations that can illustrate the ability to expand and downsize in response to need but with the onus on expansion up to 2009.

The purpose of this report is therefore two-fold:

- To identify what is a reasonable maximum travel to work distance for professional calibre employees, drawing on work already completed by the Regional Information Partnership (NERIP) into commuting patterns and utilising other data from the 2001 Census.
- To identify how many suitably qualified people live within reasonable travelling distance from the identified site. This will include an assessment of current law related employment, current undergraduates domiciled¹ in or studying at universities in the North East; and recent graduates that have completed a law-related degree.

¹ Domicile is referred to throughout the report. Domicile refers to the home address of the student or graduate during their time at University.

2.0 Methodology

2.1 Identifying the Optimum Location

DAWN is currently based in the Fourways centre in Amble. However, in order to be able to recruit and house a sufficient number of appropriately qualified graduates to deliver the new CLD Direct Contract, it is likely that the organisation will have to relocate into larger premises or at least take on additional premises. Northumberland Business Centre undertook a brief review of possible locations in Northumberland, taking into consideration available and planned office accommodation and possible conversions. The review, which also focused on anticipated rentals, highlighted Cramlington as a preferred location. The town is easily accessible via the A1/A19 trunk road network and has the added benefit of close proximity to the Tyne & Wear conurbation.

In particular, the review highlighted Northumberland Business Park in Cramlington. A flagship development in the County, the Business Park is well located adjacent to the A19 and within 0.5 mile of the A1, with public bus routes running across both the western and eastern boundaries of the site. A planning application has been submitted for a range of 2 and 3 storey office pavilions with rentals at £14.00 per sq ft per annum. Availability early is anticipated for 2007.

2.2 Commuting Distances

The first step in the analysis was to review commuting distances for professional-calibre employees in the North East. Considerable work has already been done and commissioned by the North East Information Partnership (NERIP) into commuting patterns in the region. These reports have been reviewed by the InfoNet to identify median travelling distances for employees in the Managerial and Professional Standard Occupation Classification (SOC) group. An overview of these reports and other Census 2001 data is provided in Section 3.

2.3 Measuring the Potential Workforce

The main objective of this analysis is to measure the potential ability of DAWN to recruit a sufficient number of suitably qualified employees in order to be able to meet

the requirements of the CLS contract. The InfoNet has taken a multi-faceted approach to this assessment, incorporating the following:

- The number of people **employed in a law-related job** that are domiciled within average travelling distance of the preferred site. This is based on information from the 2004 Annual Business Inquiry.
- The number of recent **law graduates** whose first employment destination has been in the North East. Evidence would suggest that in many cases the first employment destination of new graduates is not always within their preferred career path or at skill level that reflects their graduate qualification. Analysis by InfoNet in 2003 showed that of the 6,200 students domiciled in the North East that graduated in 2001, almost three fifths (58.3%) that had entered first employment were in jobs that did not require graduate level skills.
- The number of current law **undergraduates** a) domiciled in County Durham, Northumberland and Tyne & Wear (i.e. with a home or non-term time address in the region); and b) domiciled outside of the North East but studying at North East higher education institutions (in particular the Universities of Newcastle, Northumbria, Sunderland and Durham).
- The **total number of undergraduates** domiciled or studying at Universities in the North East; as a guide to the potential future pool of graduate-calibre labour across all disciplines in the region.

Information on graduates and undergraduates was purchased from the Higher Education Statistics Agency (HESA) and was provided down to full postcode level for each student. The exception to this is data relating to undergraduates domiciled outside of the region studying at North East universities and recent graduates that have moved into the region for employment. The HESA data has been cleaned to remove duplicate records² and has been analysed using GIS to identify the number of people living or studying within a range of travelling distances of the preferred site.

² Some undergraduates are studying more than one course, each on a part-time basis. The database has been re-structured to identify the number of students rather than the number of course registrations.

The results of this analysis are set out in Section 4.

3.0 Commuting Patterns

3.1 Total Population

In 2004, the North East Regional Information Partnership (NERIP) commissioned the University of Durham to undertake an analysis of commuting patterns in the North East using Special Workplace Statistics and other population data from the 2001 Census.³

The Census data allows for an analysis of travel to work distances both within and between local authority boundaries, by measuring in kilometres the distance between the postcode of residence and the postcode of workplace. The distance is not collected for employees with no fixed workplace or for individuals working abroad or offshore.

Figure 1 below illustrates journey patterns for employees in the North East and its four constituent sub-regions.

	N'land	Tyne & wear	Co Durham	Tees Valley	North East	England
Residents in Employment (=100%)	136,100	437,000	203,600	256,300	1.033m	(22.442m)
Work mainly at/from home	11%	7%	8%	7%	8%	9%
No Fixed Place	3%	3%	3%	3%	3%	4%
Less than 2km	21%	19%	19%	21%	20%	20%
2km to less than 5km	11%	27%	16%	25%	22%	20%
5km to less than 10km	14%	24%	18%	20%	21%	18%
10km to less than 20km	22%	14%	22%	14%	17%	15%
20km to less than 30km	8%	2%	7%	4%	4%	5%
More than 30km	9%	5%	6%	7%	6%	7%

Source: Adapted from Commuting & Workplace Research, International Centre for Regional Regeneration & Development Studies, University of Durham (January 2005)

Overall, median travelling distances in the North East are consistent with the national average of 5-9.9km, although there are variations at sub-regional level. According to the University of Durham, whilst the national and North East data describes a fall-off of movement across the distance bands, Northumberland shows a bi-polar split

³ Commuting & Workplace Research, International Centre for Regional Regeneration & Development Studies, University of Durham (January 2005)

between short and fairly long movements and a median in the 10-19.9km band. County Durham is similar to Northumberland, but Tyne & Wear and Tees Valley show a concentration of employees travelling 2-4.9km.

3.2 By Occupation

Socio-economic class (SEC) is used by the University of Durham to provide a definition of occupation by drawing basic distinctions between managerial, supervisory and routine occupations. In their report, the University has looked at in-flows and outflows of commuters by SEC and there is clearly a greater propensity for out-commuters to fall into the managerial and professional class than in the other six socio-economic classes. Figure 2 below shows the breakdown of out commuters from each of the four North East sub-regions by SEC.

Figure 2: Socio-economic classification (SEC) of out commuters						
	N'land	Tyne & wear	Co Durham	Tees Valley	North East	England
Out Commuters (=100%)	44,800	45,700	58,200	30,300	43,000	129,000
Higher Managerial & Professional	17%	15%	13%	15%	14%	22%
Lower Managerial & Professional	33%	30%	31%	30%	27%	30%
Intermediate	17%	11%	15%	11%	9%	8%
Small employers & own account	3%	3%	2%	3%	4%	5%
Lower supervisory & technical	10%	15%	13%	16%	18%	15%
Semi-routine	10%	10%	12%	11%	10%	8%
Routine	8%	12%	11%	12%	12%	9%
Full-time students	2%	4%	3%	2%	4%	3%
Total	100%	100%	100%	100%	100%	100%
Source: Adapted from Commuting & Workplace Research, International Centre for Regional Regeneration & Development Studies, University of Durham (January 2005)						

Commissioned data⁴ published by ONS reveals a similar pattern in England, with one fifth of higher/lower managerial and professional employees (which will include law professionals) travelling more than 20km to work per day and a median travelling distance of 10-19.9km. A Breakdown by SEC is set out in Figure 3 below and would appear to suggest evidence of a strong positive correlation between travel to work distance and the SEC hierarchy.

⁴ Figure 3 is based on a special data request or commission by ONS. Similar data could be requested for the North East, but would have delayed the time frame of the study considerably.

Figure 3: UK Travel to Work Distances by SEC

	<2km	4km-4.9km	5km-9.9km	10km-19.9km	20km-29.9km	30 km plus	Working from home/ Other	Total
SEC	%	%	%	%	%	%	%	%
Total	20.0	20.0	18.2	15.2	5.4	7.2	13.9	100.0
Higher/Lower Managerial and Professional Occupations	13.6	16.7	19.1	19.4	8.0	11.9	11.4	100.0
Intermediate Occupations	19.4	23.4	22.0	17.5	5.3	5.7	6.8	100.0
Small Employers and Own Account Workers	13.6	8.3	7.3	5.7	1.9	2.4	60.8	100.0
Lower Supervisory and Technical Occupations	21.3	22.6	20.3	16.3	5.4	6.4	7.6	100.0
Semi-Routine Occupations	31.9	26.5	18.5	11.3	2.9	2.9	6.0	100.0
Routine Occupations	27.9	24.9	19.0	12.8	3.7	3.9	7.9	100.0
Never worked and Long-Term Unemployed	-	-	-	-	-	-	-	-
Not Classified	32.9	26.9	16.6	9.2	2.4	6.1	6.0	100.0

4.0 Measuring the Potential Workforce

As mentioned in Section 2, the main objective of this analysis is to measure the potential ability of DAWN to recruit a sufficient number of suitably qualified employees in order to be able to meet the requirements of the CLS contract. With this in mind, this section of the report considers:

- Current employment in law-related employment
- The number of recent law graduates employed in the North East by current occupation
- The number of law under graduates domiciled in or studying at Universities in the North East.

The map in Figure 5 on page 9 shows the target recruitment area for DAWN, based on maximum travelling distances of 20 – 30 km from the Northumberland Business Park in Cramlington. The target area takes in South East Northumberland, Castle Morpeth, the fringes of Alnwick and Tynedale, all of Tyne & Wear and some of Co Durham.

4.1 Current Law Related Employment

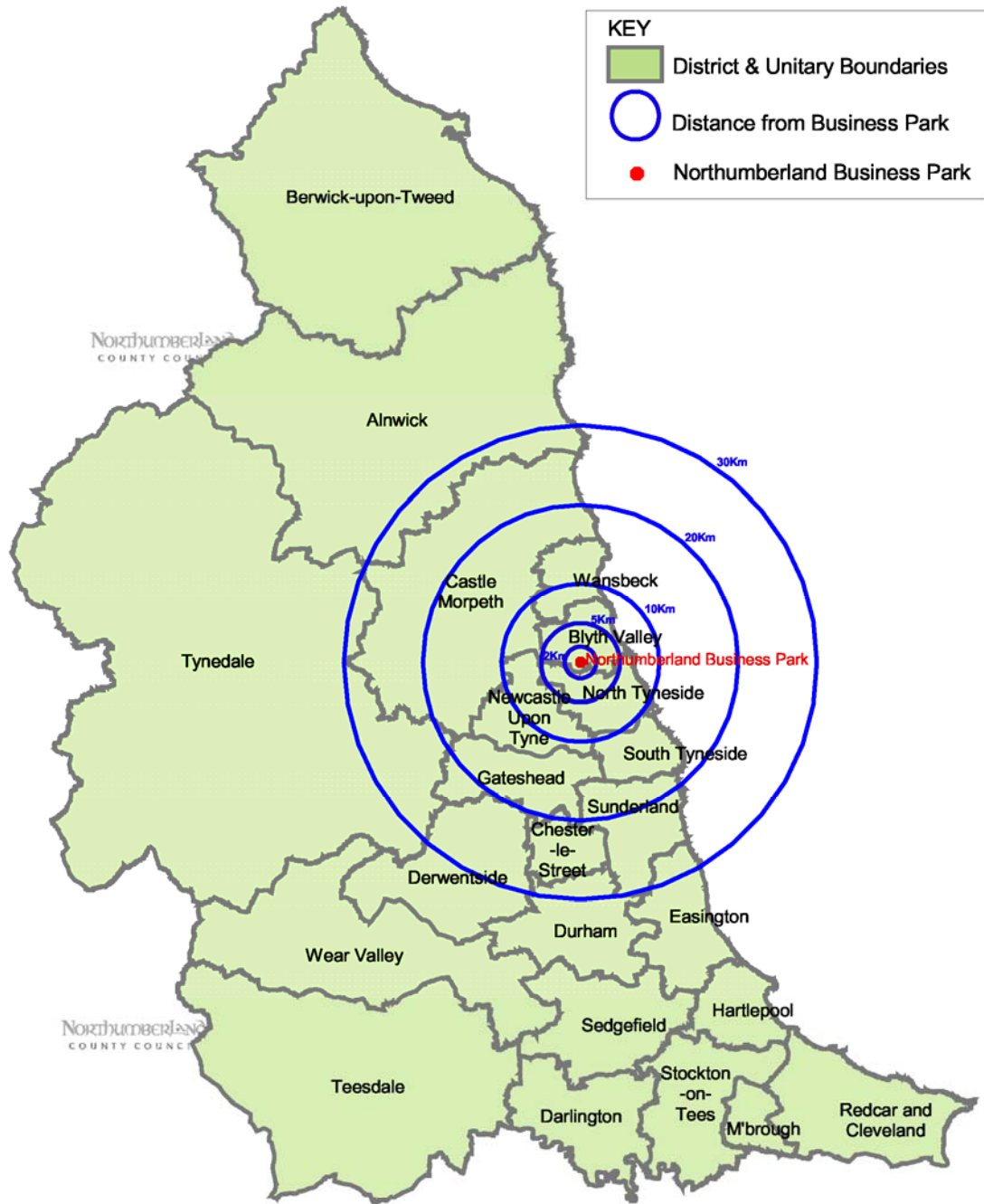
Using data from the 2004 Annual Business Inquiry, it is possible to identify how many people in each super output area (SOA) are currently in law-related employment using standard industrial classification. Using GIS, the employees were then banded into travel isochrones representing travelling distances of 2km, 5km, 10km, 20km and 30km to the Northumberland Business Park in Cramlington (see Figure 1).

Distance from Site	Number of employees
0- less than 2 km	0
2- less than 5 km	27
5- less than 10 km	1,103
10- less than 20 km	2,962
20- less than 30 km	1,746
Rest of North East	1,000
Source: Annual Business Inquiry / InfoNet 2006	

Referring to Figure 3 on the previous page, the median travelling distance for employees in the Higher/Lower Managerial and Professional Occupations social

economic class falls in the 10-20km band. Referring to Figure 4 above, there are almost 4,100 people in law-related employment that live within 20km of the Northumberland Business Park in Cramlington, rising to more than 5,800 within 30km. The remaining 1,000 employees live within the North East Government Office Region, but fall outside the 30km radius.

Figure 5: Target Recruitment Area



NORTHUMBERLAND
COUNTY COUNCIL

NORTHUMBERLAND MAP SERVICE	
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4.2 Recent Law Graduates

InfoNet has purchased data from HESA relating to the number of recent **law graduates**⁵ whose first employment destination has been in the North East, broken down by standard occupational classification and standard industrial classification of their current employment.

For those graduates originally domiciled in the North East, it is possible to calculate how many are not currently employed in a law related profession and live within the same travel isochrone bands used on the previous page. For those originally domiciled outside of the North East, it is only possible to provide details of the sub-region in which they are currently employed.

Figure 6: Recent Law Graduates Domiciled and Employed in the North East by Travelling distance from Northumberland Business Park (2003/04 leavers)

Distance from Site	Number of employees in Law Related Employment (SOC 24)	Number of employees in Other Employment	Number with Unknown Employment Destination
0 to less than 2 km	0	0	1
2 to less than 5 km	2	4	3
5 to less than 10 km	10	34	34
10 to less than 20 km	18	48	57
20 to less than 30 km	10	33	36
Rest of North East	28	81	88
Total North East	68	200	219

Source: HESA/InfoNet 2006

Referring to Figure 6 above there are 211 law graduates living within a 20km radius of the Northumberland Business Park in Cramlington, rising to 290 within 30km. Of these:

- Only 30 (14%) living within 20km radius have found law-related employment, rising to 40 (14%) at a 30km.

⁵ Those who left university during the 2003/04 academic year. HESA conduct a first destination survey with all leavers that achieved relevant qualifications and whose study was full-time or part-time (including sandwich students and those writing-up theses). **Relevant qualifications** include postgraduate degrees, postgraduate diplomas and certificates, Postgraduate Certificates in Education (PGCE), first degrees (excludes intercalated degrees), Diplomas of Higher Education (DipHE), Certificates of Higher Education (CertHE), foundation degrees, Higher National Diplomas (HND) or Higher National Certificates (HNC).

- A further 86 (41%) living within 20km of Cramlington are employed but not in a law-related activity. This number rises to 119 (41%) within a 30km radius; and to 200 across the North East as a whole.
- An additional 95 (45%) law graduates living within 20km of the Northumberland Business Park are employed but in an **unknown occupation**. This number rises to 131 (45%) within a 30km radius; and to 219 across the North East as a whole.
- Overall, as many as 181 (86%) law graduates that left university at the end of the 2003/04 academic year and that live within a 20km radius are not in law-related employment representing a considerable pool of suitably qualified labour. This rises to 250 (86%) at 30km and 419 across the region as a whole.

Figure 7: Recent Law Graduates Domiciled Elsewhere and Employed in the North East by sub-region of employment (2003/04 leavers)

Distance from Site	Number of employees in Law Related Employment	Number of employees in Other Employment	Number with Unknown Employment Destination
Northumberland	0	1	0
Tyne & Wear	8	28	0
Co Durham	1	5	0
Tees Valley	1	5	0
Total	10	39	0

Source: HESA/InfoNet 2006

Of the students domiciled outside of the North East that graduated in 2003/04, 2,200 found employment in the region. This included almost 50 law graduates, only 10 of whom had entered law-related employment. The remaining 39 graduates were engaged in other employment, including 29 across Northumberland and Tyne & Wear, deemed to be the target recruitment area for DAWN (see Figure 5 on Page 9).

4.3 Current Law Under-Graduates

InfoNet has purchased data from HESA relating to the number of law under graduates during the 2004/05 academic year:

- Domiciled in County Durham, Northumberland, Tees Valley and Tyne & Wear (i.e. with a home or non-term time address in the region);

- Domiciled outside of the North East but studying at North East higher education institutions (in particular the Universities of Newcastle, Northumbria, Sunderland and Durham).

For undergraduates domiciled in the North East, it is possible to calculate how many live within 2, 5, 10, 20 and 30 km from the Northumberland Business Park. For those domiciled outside of the North East but studying at Universities in the region, we have only been able to indicate the institution attended as term-time postcodes were not available from HESA.

The HESA Student record file included a mix of students studying law full-time and part-time, which obviously has implications for when each student is expected to graduate. The complexity of when students qualify (and therefore when they become a potential target for DAWN (Advice) Ltd) is further exacerbated by two factors:

- the offer of three and four year LLB Law Degree courses from some universities making it difficult to determine whether year three student are in their final year or not⁶;
- the flexibility available to part time students, with the length of time required to complete the course ranging between 4 and 6 years across institutions.

It is also worth remembering that some of the students counted in the tables below will already have graduated at the end of the 2004/05 academic year and will be the subject of the next HESA First Destination Survey.

The analysis of the student base during the 2004/05 academic year is set out below in Figures 8-11 and distinguishes between full and part-time students.

Figure 8: Law Undergraduates Domiciled in the North East and Studying Full Time by Travelling distance from Northumberland Business Park (2004/05)

Distance from Site	Number of Undergraduates by Year of Study				
	Yr 1	Yr 2	Yr 3	Yr 4	Total
0- less than 2 km	4	2	1	0	7
2- less than 5 km	13	12	5	2	32
5- less than 10 km	65	59	54	17	195
10- less than 20 km	158	107	107	30	402
20- less than 30 km	79	62	60	12	213

⁶ Details for each student of the total number study years required to complete the course has not been provided by HESA

Other North East	389	225	203	37	854
North East Total	708	467	430	98	1703

Source: HESA / InfoNet 2006

Referring to Figure 8 above, during the 2004/05 academic year there were 636 law under graduates studying full-time and domiciled within 20km of the Northumberland Business Park in Cramlington, including 216 in their third or fourth year of study. This number rises to 849 within a 30km radius (including 288 in year 3/4); and to 1,703 across the North East as a whole (528 in year 3/4).

Figure 9: Law Undergraduates Domiciled in the North East and Studying Part Time by Travelling distance from Northumberland Business Park

Distance from Site	Number of Undergraduates by Year of Study						Total
	Yr 1	Yr 2	Yr 3	Yr 4	Yr5/6	Unknown	
0- less than 2 km	0	0	0	0	0	0	0
2- less than 5 km	5	2	0	1	0	2	10
5- less than 10 km	16	20	14	4	0	14	68
10- less than 20 km	45	23	15	12	0	20	115
20- less than 30 km	17	13	4	6	1	12	53
Other North East	80	36	37	13	6	36	208
North East Total	163	94	70	36	7	84	454

Source: HESA / InfoNet 2006

Referring to Figure 9 above, during the 2004/05 academic year there were 193 law under graduates studying part-time and domiciled within 20km of the Northumberland Business Park in Cramlington, only 17 of which were in Years 4 to 6. This number rises to 246 within a 30km radius (including 24 in Years 4-6); and to 454 across the North East as a whole (43 in Years 4-6).

Figure 10: Law Undergraduates Domiciled Outside of the Region and Studying Full Time at North East Universities

Institution	Number of Undergraduates by Year of Study					Total
	Yr 1	Yr 2	Yr 3	Yr 4		
Durham	236	284	254	11		785
Newcastle	175	123	107	17		422
Northumbria	94	67	158	32		351
Sunderland	22	15	15	1		53
Teesside	45	22	19	0		86
North East Total	572	511	553	61		1697

Source: HESA / InfoNet 2006

As mentioned earlier, analysis of students domiciled outside of the North East but studying in the region is limited to the institution attended and not to travelling distance of Cramlington. Referring to Figure 10 above, during the 2004/05 academic

year there were 1,697 Law under graduates studying full-time at the five North East Universities, including 614 in their third or fourth year of study.

If we make the assumption that graduates domiciled outside of the North East that remain in the region for employment after graduation will continue to live in close proximity to the institution they have attended, the target student population for DAWN is probably limited to those attending the Universities of Newcastle, Northumbria and Sunderland. Durham is on the fringe of the target area (see Figure 5 on page 9), but given that it's Law department is rated in the Top 3 law schools in the Country⁷ it is likely that many of their students will be seeking to enter professional practice after graduating.

Overall, there were 826 Law under graduates studying at the Universities of Newcastle, Northumbria and Sunderland during the 2004/05 academic year, including 330 in their third or fourth year of study.

Referring to Figure 11 below, during the 2004/05 academic year there were 256 Law under graduates studying part-time at the five North East Universities, including 13 in their third or fourth year of study. Of the 256, 239 were studying at the Universities of Newcastle, Sunderland and Northumbria, with the latter accounting for the majority of students.

Figure 11: Law Undergraduates Domiciled Outside of the Region and Studying Part Time at North East Universities

Institution	Number of Undergraduates by Year of Study					Total
	Yr 1	Yr 2	Yr 3	Yr 4	Yr5	
Durham	0	2	0	0	0	2
Newcastle	1	0	0	0	0	1
Northumbria	189 ⁸	27	12	9	0	237
Sunderland	0	1	0	0	0	1
Teesside	5	4	2	2	2	15
North East Total	195	34	14	11	2	256

Source: HESA / InfoNet 2006

⁷ The Times Good University Guide 2004

⁸ The University of Northumbria attracts a number of law students from overseas that have completed the first two years of their degree at a home university before transferring to the UK. These individuals are direct entrants into Year 3, but because it is their first year at Northumbria they have been counted as first year students.

4.4 All Undergraduates

Referring to Figure 12 below, during the 2004/05 academic year there were more than 64,000 undergraduates domiciled in the North East, including almost 25,800 within 20km of the Northumberland Business Park, rising to 34,400 within a 30km radius. Quite clearly, law under graduates represent only a small proportion of all under graduates across the region and within the target area (3%).

Figure 12: All Undergraduates Domiciled in the North East by Travelling distance from Northumberland Business Park			
	Law Undergraduates	All Undergraduates	%
Distance from Site			
0- less than 2 km	7	198	3.5
2- less than 5 km	42	1609	2.6
5- less than 10 km	263	9245	2.8
10- less than 20 km	517	14721	3.5
20- less than 30 km	266	8655	3.1
Other North East	1062	29639	3.6
North East Total	2157	64067	3.4
Source: HESA / InfoNet 2006			

A further 35,500 undergraduates domiciled outside of the region were studying at North East universities, including almost 21,400 at the Universities of Newcastle, Newcastle and Northumbria (Figure 13). Overall, law undergraduates only represent 6% of all undergraduates studying in the region but domiciled elsewhere. This dips to 5% in respect of Universities located in the target area.

Figure 13: All Undergraduates Domiciled Outside of the Region and Studying at North East Universities			
Institution	Law Undergraduates	All Undergraduates	%
Durham	787	9788	8.0
Newcastle	423	10161	4.2
Northumbria	588	6957	8.5
Sunderland	54	4268	1.3
Teesside	101	4348	2.3
North East	1953	35522	5.5
Source: HESA / InfoNet 2006			

5.0 Summary and Conclusions

Overall:

- During the 2004/05 academic year there were 829 undergraduates domiciled in the North East living within 20km of the Northumberland Business Park, rising to 1,095 within a 30km radius. These students will graduate between July 2005 and July 2008.
- During the same academic year a further 1,065 undergraduates domiciled outside of the Region were studying at the Universities of Northumbria, Newcastle and Sunderland, deemed to be within the target recruitment area.
- 181 law graduates domiciled in the North East that left university in 2004 are currently working in an unrelated profession (or an unknown profession) and live within 20km of the preferred site. This number rises to 250 at 30km.
- 29 law graduates domiciled outside of the North East that left university in 2004 are currently working in an unrelated profession for employers in Northumberland and Tyne & Wear.
- In 2004 there were almost 4,100 people employed in a law-related profession living within 20km of the Northumberland Business Park. This rises to more than 5,800 at 30km.

Undergraduates and recent graduates provide a target workforce of between **2,100** and **2,450** between July 2005 and July 2008, depending on whether you consider the 20km or 30km travel isochrones.

The extent to which **current law professionals** represent an achievable workforce target is uncertain, and will probably depend on numerous factors, not least the level of salary to be offered by DAWN (Advice) Ltd. However, even if DAWN was able to attract interest from say 1% of current employees, this would still represent between 40 and 60 staff.

If successful in winning the CLS contract, DAWN will need to recruit up to 80 additional advisors by 2007, with the possibility of a further 50 by 2009 (if we assume

that the target of 500 is equally divided between three contractors). The 130 staff required in total represents just 5% of the target graduate and undergraduate workforce referred to above.

One way to facilitate the recruitment of appropriately staff may be to forge a working relationship with one or more of the regions university law departments. Northumbria would probably be the most appropriate given that it has the largest university law department in the region and has close proximity to Northumberland. This could involve work placements for students, either during the summer vacation periods or to support a year in industry for sandwich students. However, even without such a university relationship, the prospects for DAWN (Advice) Ltd to recruit a sufficient number of appropriately qualified staff would appear bright given the information set out in this report.



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Website: www.northumberlandinfonet.org.uk

The Northumberland Information Network is a partnership between:

ONE North East, Northumberland Strategic Partnership, Northumberland County Council, Northumberland Learning & Skills Council, Business Link for Northumberland, Connexions, Northumberland Care Trust, Northumberland CDRPs, Northumberland DAAT and GO-NE.





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