### **Project: European Social Fund Ways to Work Project HALTON**

### **Conditions:**

**Local context:** 6% of residents are unemployed. The economic inactivity rate is around 1% higher than national figures. Employment rates are 1% lower than national rates. 13.3% of residents are workless, this compares to 9.1% nationally. Long term unemployment at 38.9% is 11.2 percentage points higher than the national figure. Halton is ranked 27<sup>th</sup> most deprived Local Authority nationally as recorded in the Index of Deprivation 2015.

**Policy context:** Welfare reform is placing a greater requirement on people to seek work. Those people furthest away from the labour market through disadvantage and long-term unemployment face further isolation and require more targeted intervention. Skill levels need to be improved to meet the employment demands of local businesses.

What needs to be in place for change to occur: Many employment projects are based upon specific claimant groups. We feel this does not maximise the potential flexibility of EU funding and would miss an opportunity for localised provision to be based on individual needs. Our experience indicates that claimant group does not wholly indicate participants' history, skills levels or needs. Given the changes we are currently seeing in the nature and type of employment, such as the increase in the use of temporary and call-off contracts, we need the flexibility to take better account of these changes.

Our focus is on placing people into the right opportunities for them, to enable their longer term sustainability, and providing those who need it with tailored assistance to enable them to retain work and progress in employment. We will target participants who are locked into a pernicious cycle of labour market churn and equip them with improved skills and awareness to navigate towards more sustainable outcomes. We will also use our influence with employers using our recruitment support to offer viable and realistic opportunities for our participants.

The Ways to Work Programme will be open to any ESF eligible group. Many people in our communities are at risk of being left behind as the economic recovery gains pace, and they would benefit from more integrated local services.

### **Programme Objectives:**

- Target our offer at economically inactive individuals and those receiving welfare benefits;
- Align provision in partnership with JCP and DWP providers to ensure we are delivering additionality and not duplicating existing services available in Liverpool City Region;
- Work closely with employers to prepare people for viable opportunities within the local labour market and work with participants to upskill them in the areas that employers have identified gaps;
- For those furthest away from the labour market, provide more intensive support interventions including enhanced information, advice and guidance;
- Work with people who continuously churn in and out of work;
- Target those with ongoing physical and mental health problems to find new ways to support them towards employment;
- Maximise the scale of influence across Liverpool City Region to ensure that employability plays a greater and more influential role in wider support;
- Use our influence to encourage and incentivise employers to respond to the latent talent of people currently outside the workforce;
- Offer bespoke and innovative interventions for those residents with specific barriers to employment and ensure action plans are personalised and realistic one size does not fit all;
- Provide wraparound support including in-work support for those participants entering employment, self-employment or apprenticeships.

### **Intended Impacts:**

A reduction in the claimant count and a closing of the gap with the UK

A reduction in unemployment and a closing of the gap with the UK

A reduction in young people not in education, employment or training and closing the gap with the UK

An increased employment for all and a closing of the gap with the UK

An increase in the number of residents ready for work

An increase in the number of residents gaining basic skills

Improved financial and personal resilience for participants

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### **Intended outcomes:**

1235 eligible adults and young people engaged

510 eligible adults and young people including inactive, unemployed and long-term unemployed placed into employment including self-employment

90 ILMs for workless participants delivered

Partnership Protocols devised and agreed with JCP and DWP Work Programme Co-ordinator

### **Project Rationale**

To support unemployed and inactive adults and young people, including disadvantaged groups, and those furthest from the labour market into sustained employment.

To support workless people most excluded by local structural and cultural disadvantage.

To build on existing good practice in the Liverpool City Region and be innovative in the offer for young people aged 16-29 to ensure sustainable integration into the labour market.

To deliver a range of transitional job opportunities and pathways through ILM initiatives.

To ensure that the Ways to Work support package/offer effectively compliments/ links with support offered through the Liverpool City Region's existing provision.

### Inputs

### Staffing

Some staff are already in place to commence delivery

## **Processes**Performance & Compliance

Board established.
Outreach & Engagement
Plans.
Performance Monitoring
processes.

### **CRM Systems**

In House European Funding and data systems will be used

### Locations

Halton Employment Partnership (HEP) venues e.g. community centres, learning and children's centres

### Partnerships

Combined Authority, DWP and JCP, HEP.

#### **Experience of delivery**

20 years' experience in managing EU funds and projects.

### Activities

- Increasing capability to access online recruitment processes
- Interview preparation
- Intensive coaching and mentoring
- Customised employment preparation training
- CV preparation help
- Confidence building
- Skills development interventions
- Continued access to qualified and trusted personal advisers

### Outputs

- 1 evaluation undertaken
- 107 ethnic minority participants engaged
- 929 unemployed/including long-term unemployed participants engaged
- 306 inactive participants engaged
- 245 participants with disabilities engaged
- 89 participants lacking basic skills engaged
- 44 disadvantaged offenders engaged
- 180 inactive/not in education or training participants engaged
- 547 participants below 25 years of age engaged
- 151 participants who live in jobless households with dependent children engaged
- 137 participants living in a single adult household with dependent children
- 15 alcohol misuser participants engaged
- 15 drug misuser participants engaged

### Results

- 100 inactive participants engaged in job searching upon leaving
- 110 participants in education/training leading to a qualification, an apprenticeship or traineeship upon leaving
- 108 YEI inactive participants not in education or training who complete the YEI supported intervention
- 58 YEI inactive participants not in education or training who receive an offer of employment/continued education/apprenticeship or traineeship upon leaving
- 383 YEI unemployed participants not in education or training who complete the YEI supported intervention
- 263 YEI unemployed participants who receive an offer of employment/continued education/apprenticeship or traineeship upon leaving
- 108 YEI Long-term unemployed participants who complete the YEI supported intervention
- 69 YEI long-term unemployed participants who receive an offer of employment/continued education/apprenticeship or traineeship upon leaving
- 38 gaining basic skills entry level level 1 or level 2 in numeracy/literacy or
- 137 participants in education, apprenticeship, traineeship or employment including self-employment 6 months after leaving