



Maryport.....

Connecting to Tackle Worklessness –

**Common working framework for agencies
serving workless people**

Logos to be incorporated from those agencies signing up

Connecting to Tackle Worklessness –

Common working framework for agencies serving workless people

1. Introduction

1.1 Aims

1.1.1 This document sets out the agreed principles to underpin future working between agencies involved in providing services to workless people. These agencies can be providers of direct employment support services, such as Routes to Work, and providers of related services integral to serving workless people such as health and leisure services.

1.1.2 This framework aims to identify the joint working processes which stakeholders subscribe to and undertake in providing need led services to workless people in Maryport. The outcome of the framework being to have a marked impact in the reduction of overall numbers of workless people in an effective and efficient manner.

1.1.3 The framework identifies three areas under which it seeks to address the issues as identified by customers given in illustration one. These areas are:

1. **Service Access**
2. **Inter-agency Working**
3. **Continuous Improvement and Service Impact**

1.1.4 This framework is to be seen as a working document that will evolve over time as the needs of workless people change or new aspects of joint working emerge through agencies beginning to work more collaboratively as part of this framework. This document is therefore a start towards improving service delivery through improved joint working.

1.2 Context

1.2.1 This framework is set in the context of Allerdale Borough Council's commitment to delivering need led services. A key principle behind the framework is that from a customer's perspective it is immaterial which agency delivers the services they need.

1.2.2 The context for this framework is also embedded in the work of the Cumbria Improvement and Efficiency Partnership which is utilising a common methodology for its transformation work, based on the concept of 'Circles of Need'. This includes developing and driving forward a customer need led culture, gaining customer insight through

engagement and statistical analysis and collaborating with others to provide a more effective and efficient customer journey.

1.2.3 The issues the framework addresses in this context are based on a study of worklessness undertaken by Social Regeneration Consultants. These are illustrated on page 5 as a “Circle of Needs” in this framework and are summarised as follows:

- **A lack of suitable/local employment opportunities.**
- **A lack of local training.**
- **A lack of support and encouragement.**
- **Poor and expensive transport provision.**
- **Poor childcare.**
- **Uncoordinated support services.**
- **Lack of confidence.**
- **Lack of work experience.**
- **Lack of basic skills.**
- **Lack of personal motivation.**

1.2.4 The study is based on the locality of Maryport. The reason for Maryport being chosen was three-fold:

- a) From a locality working development point of view which aims to achieve efficient and effective service delivery through:
 - Better common understanding of place and priorities within each locality
 - Better and more co-ordinated engagement of residents and councillors in developing responsive, locally sensitive services and investment to shape those places
 - Services and partners working better together to improve life for residents and delivering more customer focussed and needs led services in a better co-ordinated way.
- b) Maryport was chosen for the pilot due to high levels of worklessness and includes within its boundary some of the most disadvantaged wards in the country, such as Ewanrigg, as measured by the Index of Multiple Deprivation.

- c) There is a mature working partnership between residents, councillors and service providers across the board. Due to these factors it was felt that needs and opportunities coincided to provide a workable project addressing the needs of a specific customer segment of the Maryport population.

1.2.5 The study itself is based on the views of over 200 workless people in Maryport, views of representatives of 28 service provider agencies and the views of 2 local councillors. It is also based on focus group sessions of workless people at first separately and then together. What has emerged from the study is the need to have a regular "sounding board" workless people can meet with service providers in order to improve service delivery.

1.3 Service provider agencies relevant to this framework

1.3.1 The agencies relevant to this framework have been based on those agencies taking part in the study. This list is not exhaustive and therefore other agencies that are latterly identified that need to be included, can be included. The agencies are listed as follows:

- Job Centre Plus (Maryport)
- Connexions Cumbria (Maryport)
- Allerdale Council, Customer Service
- Allerdale Council, Housing Services
- Allerdale Council, Housing Benefits
- Allerdale Council, Regeneration
- West Cumbria Trades Hall
- Ways into Self-Employment
- Lakes College West Cumbria
- Routes 2 Work
- Home North West, Neighbourhood Regeneration (Maryport)
- Maryport Health Services
- Chamber of Commerce, West Cumbria Branch
- Allerdale Council Area of Natural Beauty Management
- NHS Cumbria, Health Improvement
- Netherhall School
- Allerdale Council, Democratic Services
- Allerdale Council, Leisure Services
- Cumbria Constabulary, Maryport Neighbourhood Police Team
- Home North West, Community Regeneration
- West Allerdale Children's Centre
- Derwent and Solway Housing Association
- Carlisle Leisure
- Cumbria Council, Children's Services
- Young Cumbria

1.4 Worklessness definition

1.4.1 Based on the findings of the survey the term 'workless' is generally not liked. In developing the framework an alternative term may be developed.

1.4.2 Worklessness includes unemployed and economically inactive people of working age (16 to official retirement age). It includes the claimants of out of work benefits, such as the Job Seekers Allowance, Income

Support and Incapacity Benefit. Of the claimants of these benefits only the JSA claimants are considered as economically active as they should be actively seeking work as a condition of benefit receipt. Worklessness also includes people who do not claim out of work benefits, such as students and people who have retired prior to reaching the statutory retirement age. Based on the Study a fuller profile of Workless people could include the following:

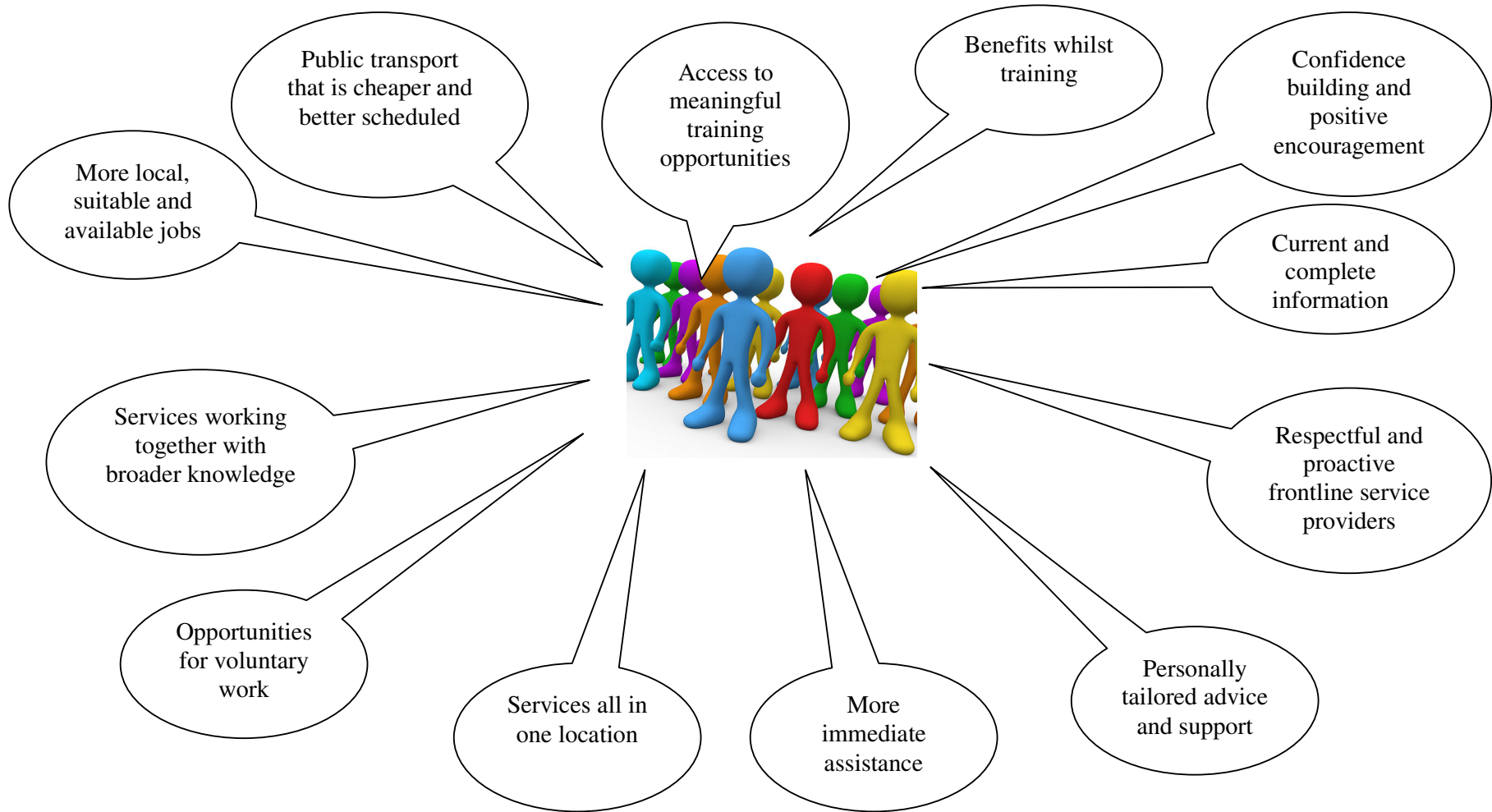
1.4.3 In West Cumbria worklessness includes unemployed and economically inactive people of working age (16 to official retirement age). It includes the claimants of out of work benefits, such as the Job Seekers Allowance, Income Support and Incapacity Benefit. Of the claimants of these benefits only the JSA claimants are considered as economically active as they should be actively seeking work as a condition of benefit receipt. Worklessness also includes people who do not claim out of work benefits, such as students and people who have retired prior to reaching the statutory retirement age. Based on the study a fuller profile of workless people could include the following:

- Lone Parents
- Minority Ethnic Groups
- Disabled People
- Young people
- Carers
- Older Workers (+50)
- Workers in the informal economy
- Offenders/Ex-offenders
- Low level qualifications
- No or inappropriate skills
- Claiming benefits and capable of work
- Not claiming benefits and capable of work
- Low income and/or unsatisfactory employment
- Partners of JSA Claimants

1.5 Lead agencies

1.5.1 Lead agencies will be identified to ensure certain issues identified in this framework are addressed.

Illustration 1: Issues faced by workless people expressed as a “circle of needs”



2. Service Access

2.1 Introduction

2.1.1 This sections sets out the principal areas to which agencies are agreed in ensuring maximum access to services by workless people.

2.1.2 The areas address the following issues as expressed by customers:

- Personalised approach
- Local access to services
- Transport
- Communicating information on services
- Childcare

2.2 Personalised Approach

2.2.1 All agencies will provide a personalised approach. This may need to take the form of a friend and mentor approach. Frontline staff across agencies will need to be trained together on how to ensure consistency. This approach must address the following needs on the part of customers:

- A personally tailored advice and support services
- Confidence building and positive encouragement
- Respectful and proactive frontline services
- More immediate assistance

2.2.2 Tailored advice and support may be in the form of a personal plan individual to the customer. The format for the plan could be agreed as part of the inter-agency protocol in the next section. The format could be agreed with customers as part of the action plan for implementing this framework. Existing best practice of a personally tailored and advice support service can be found with Routes to Work and Enterprise Development Workers Project.

2.2.3 Confidence building and positive encouragement need to be embedded as key principles in working with workless people. A common approach will need to be agreed by agencies and then agreed with customers. All frontline staff will need to be then trained to provide consistency in providing this approach.

2.2.4 Respectful and proactive frontline services need to developed. This must be empathetic to the customers and must avoid passing the customer on from pillar to post.

In some cases there will be a need to “pass on customers” to other agencies but these instances will need to be communicated to the customer at the outset of providing information on support. However, every effort will be made dealing with issues and queries at the first point

of contact. Agencies will ensure that solutions are provided and are clarified and agreed with the workless person.

Proactive services will also mean informing workless people ready for work of jobs vacancies rather than the workless person having to find these out themselves. This could be agreed as part of the personal plan for the workless person.

This approach will take into account the need for specialist counselling support required by some workless people and how this is to be provided.

- 2.2.5 More immediate assistance will be provided to customers taking the approach of a one access point, particularly in terms of information. It is essential that frontline staff in all support agencies know what support, advice, and training is available, who is delivering what and how workless people can access this. One particular area will need attention by agencies and that is information on training courses and their availability.

2.3 Local Access to Services

- 2.3.1 Wherever possible local access to services is to be provided, agencies will need to agree which of them is best able to provide this and communicate this to customers.
- 2.3.2 A Worklessness Action Plan has been developed for West Cumbria. This will need to be used to identify what support services are available to workless people in Maryport. The plan identifies support available against categories of workless including information on training provision and providers.
- 2.3.3 Agencies should explore the possibility of a one-stop shop approach. In line with customers needs services should all be based in one location. It is recognised that this will not always be possible. In that case agencies will be required to develop local access points and communicate these widely to people in Maryport.

These access points may not be restricted to direct providers of employment support but also related agencies such as leisure centres, community centres and health surgeries.

In the case of specialist support from agencies that may not be locally based agreements may need to be reached which provide for locally based surgeries or outreach sessions. The principle being that the service is made as local as possible.

2.4 Transport

- 2.4.1 Transport was a major issue for customers in accessing services, training and jobs agencies are therefore required to engage with transport providers as agency essential to this framework.
- 2.4.2 Ideally transport providers (Stagecoach) should be part of the network of employment support agencies to ensure their input at the outset in designing out the transport barrier to securing employment.
- 2.4.3 Issues to be addressed with transport providers as part of the network should include the following:
- Scheduling
 - Subsidised travel
 - Increased publicity for help with transport costs
 - Identification and securing of funding for transport schemes, such as provision of scooters/motor cycles

2.5 Communicating Information on Services

- 2.5.1 This framework requires that all agencies agree to communication protocol. As a part of this protocol a single format for the design, dissemination and updating of information in both written form and non-written form is required.
- 2.5.2 Information needs to be in simple English (verbal and written), empathetic, positive and encouraging.
- 2.5.3 Based on the Worklessness Action Plan information needs to identify what agencies are providing for the locality, how they can be accessed, any initial point of contact, a named person that they can immediately contact who can provide a friendly and encouraging approach in communicating information to customers.
- 2.5.4 All front-line staff need to constantly keep themselves updated with information on support, through regular networking meetings. As stated already, it is essential that frontline staff in all support agencies know what support, advice, and training is available, who is delivering what and how workless people can access this.
- 2.5.5 Agencies are also required to hold information given events that can be linked to other local activities. For example an information event could be held at the Ewanrigg and Netherton Community Centre as part of the Community Café. The Local Neighbourhood Forum could be used to disseminate information on services.
- 2.5.6 Through a regular focus group meeting between agencies and workless people which was established as part of the study agencies should inform local workless people about services and changes to services. From the

Study there is widespread support for this focus group (or “sounding board” as referred to in the study). This “sounding board” would ensure that everyone knows what everyone else is doing. This sounding board should include service providers and workless people.

2.5.7 Information needs to get out into the community more efficiently and using a more innovative approach, not just via traditional jobs and training agencies. The Maryport Partnership has already identified the communication networks that exist in Maryport and information needs to be circulated via these channels and in doctors’ surgeries and other community facilities too. It is important that updated information follows the exact route as the original distribution.

2.5.8 Information could also be disseminated through the use of volunteers from target communities who can be trained to provide information on support to workless providing a familiar and friendly face.

2.5.8 Agencies relevant to this framework and who are not direct providers of employment support identified in section 1.4 are as follows:

- Allerdale Council, Customer Service
- Allerdale Council, Housing Services
- Allerdale Council, Housing Benefits
- Allerdale Council, Regeneration
- Lakes College West Cumbria
- Home North West, Neighbourhood Regeneration (Maryport)
- Maryport Health Services
- Chamber of Commerce, West Cumbria Branch
- West Allerdale Children’s Centre
- Derwent and Solway Housing Association
- Carlisle Leisure
- Allerdale Council Area of Natural Beauty Management
- NHS Cumbria, Health Improvement
- Netherhall School
- Allerdale Council, Democratic Services
- Allerdale Council, Leisure Services
- Cumbria Constabulary, Maryport Neighbourhood Police Team
- Home North West, Community Regeneration
- Cumbria Council, Children’s Services
- Young Cumbria

Agencies identified above need to be part of the network of agencies providing support to workless people.

2.5.9 These agencies could be formally identified as “Gateways to Support” distinguishing them clearly from direct employment support providers.

2.5.10 The role of these Gateways to Support should be agreed and clearly communicated amongst all agencies. Frontline staff from these agencies to be briefed on this role. The role will include information on knowing and communicating what support is available to workless people. The communication should be proactive. For example information on support could be regularly communicated through the newsletter. The Healthy Living Co-ordinator at Maryport Health Services could be briefed to verbally provide information on support to workless people as part of encouraging people to take advantage of health improvement schemes.

2.6 Childcare

- 2.6.1 All childcare provision for workless people in Maryport needs to be mapped.
- 2.6.2 All mapped provision must be communicated to workless people as part of individual plan and general publicity for support to workless people.
- 2.6.3 Family networks should be encouraged and supported as part of the overall provision building in the context of extended family responsibility. As a way of doing this childcare vouchers should be given to extended family members providing childcare support.

3. Inter-Agency Working

3.1 Introduction

- 3.1.1 This sections sets out the principal areas to which agencies are agreed in ensuring improved inter-agency collaboration in serving workless people.
- 3.1.2 The areas address the following issues as identified through the Study:
 - Information collection and sharing
 - Service co-ordination
 - Co-ordinated packages of support

3.2 Information collection and sharing

- 3.2.1 The issue of collecting and sharing information about workless people by agencies will be addressed through the development of appropriate protocol.
- 3.2.2 This protocol will address the need for consistency across agencies in the collection and keeping of records and information relating to workless people through the use of “standardised information requirements” between agencies. One such standard information requirement will be that information is collected on a locality level.
- 3.2.3 The protocol will particularly address the issue of identifying those on incapacity benefits and in need of support. This information will used to also enhance feedback from incapacity benefit claimants on services received by them.
- 3.2.4 The protocol will also cover referrals between agencies.
- 3.2.5 The protocol will work within the confines of the Data Protection Act but will also recognise that sharing of information requires exercising some

judgement. A failure to pass on information that might prevent a workless person from accessing services could expose an agency to more criticism than unjustified disclosure.

- 3.2.6 A data sharing protocol will be in the form of a formal agreement between agencies that are sharing personal data on workless people. It will explain why data is being shared and sets out the principles and commitments agencies will adopt when they collect, store and disclose personal information about workless people.
- 3.2.7 The protocol will aim to be a tool - not a bureaucratic hurdle to be overcome. They will provide therefore:
- a framework for sharing personal information about workless people in Maryport
 - an outline of the legislation context and the principles that need to underpin the information sharing process
 - practical guidance (through a series of agreed procedures)
 - clarification on how agencies can develop agreements for specific areas of service.

Protocol for Information Collection and Sharing

- 3.2.8 The key elements to consider in drafting the protocol will be in accordance with government guidance and will include:
- **The purpose of data sharing**
 - **The role and responsibilities of partner agencies**
 - **Legislation**
 - **Consent and the Data Protection Act 1998**
 - **Data sharing**
 - **Requests between partners for personal information**
 - **Electronic data sharing and databases**
 - **Security**
 - **Complaints procedures**
 - **Building awareness – training**
 - **Monitoring and review**
- 3.2.9 **The purpose of data sharing**; written protocol should start by explaining the reasons for sharing personal information. It should also state whether partners are obliged to, or are merely enabled to, share data. Where it is relevant to do so, achievement targets should be set. (For example, a data sharing initiative may aim to provide effective service improvements that are measurable). The purpose of the data sharing arrangement must be approved, understood and formally agreed by those entering into a data sharing agreement.

- 3.2.10 **The role and responsibilities of partner agencies;** the protocol will formally establish who will collect, store and disclose personal information. It is essential to involve senior individuals from each agency.
- 3.2.11 Legislation; organisations will have had to satisfy themselves that their information sharing is lawful. In addition to this, the protocol should mention that partner agencies will have to comply with The Data Protection Act 1998
- 3.2.12 **Consent and the Data Protection Act 1998;** A common approach on the issue of consent should be decided. All of the partner agencies will have to agree procedures for obtaining consent within the law.

The protocol should mention that when obtaining consent, the data subject must be informed of the purpose for which the information is being collected, how it will be used and with whom it will be shared. The protocol must also state that if consent is sought and refused, objections must be recorded appropriately and each organisation must abide by the refusal.

- 3.2.10 **Data sharing;** Elements of the procedures for sharing data need to be outlined briefly within the protocol. Each organisation should also describe them in detail within their own codes of practice and management guidance.
- 3.2.11 **Requests between partners for personal information;** Partner agencies will need to maintain accurate records and develop information systems to record given, or refused consent, data transfers (faxes, electronic exchanges, conversations) and deletion and / or amendment to data. The protocol should give brief details.

Where information is exchanged on a case by case basis, ensure that requests for information are specific and recorded. The protocol should also state that the disclosure of information will have to be authorised by an appropriate officer/professional and will be provided on a need to know basis only.

In these instances, the role of the officer/professional and his/her relationship with operational staff must be clearly stated and understood by staff involved in data sharing. This can be promoted in the protocol by stating that partner agencies will keep an up-to-date list of authorising officers and their contact details.

If there is any doubt about whether information should be stored, disclosed, or collected, staff should speak to a senior member of staff.

Any inaccuracies in data should be reported to the relevant partner agency/agencies. The data controller responsible for the information

will need to take appropriate steps to amend the details and inform partners that the data has changed, within reasonable time.

The protocol may mention that partner organisations will adopt a standard format for data entry, to maintain consistency in the way that data is collected and stored.

3.2.13 Electronic data sharing and databases; In instances where organisations develop a database to share pooled data, it is necessary to establish which organisation will act as the 'data controller' - they alone will have responsibility for disclosing information on a need to know basis. When disclosing data to a third party, the database will still be subject to rules of confidentiality. Such databases must contain relevant information and the way that information is used should not exceed the protocol's original purpose.

3.2.14 Security; In the interest of the public information will be kept safely and securely. Every partner agency will need to be able to describe and apply its own security measures to protect, store and transmit the information it processes. The level of security required will be determined by the sensitivity of the information. They will also need to agree procedures for deleting personal information when it is no longer required.

3.2.16 Complaints procedures; these will state that there is a commitment to establishing a system to deal with complaints about the way that organisations handle information. Agencies will need to appreciate that there will be differences in the complaints procedures of other partners.

3.2.17 Building awareness – training; The success of the protocol will depend upon visible high level support from senior managers within each organisation. The protocol will state that there is a commitment to raising awareness of the protocol through training. Each organisation should ensure that appropriate officers/professionals are sufficiently trained to make lawful decisions about data sharing. It may be useful to arrange joint-training sessions to allow people from the different organisations to meet each other, to build co-operation between partners, and to promote a better understanding of the objectives of the data sharing arrangement.

At an operational level, staff should be made aware of procedures. A staff booklet and a checklist for disclosing data and obtaining consent, should help maintain a level of consistency and confidence that the correct procedures are being followed.

3.2.18 Monitoring and review; the protocol should be reviewed and it is helpful to say when this will take place.

3.3 Service co-ordination

- 3.3.1 This will be based on the West Cumbria Worklessness Action Plan which will identify the agencies providing employment support and training to get people into work in Maryport.
- 3.3.2 In order to ensure co-ordinated support. Agencies will work together to develop packages of support tailored to individual needs. Lead agencies will be identified for each package of support for purposes of ensuring package of support is developed.
- 3.3.3 Packages of support will clearly identify the roles and responsibilities of each agency in relation to the support being offered.
- 3.3.4 Packages of support will be communicated to people in Maryport and be agreed through the “Sounding Board” mentioned in section 2.5.6. The Sounding Board will also monitor the implementation of the package and feedback to agencies any changes needed.
- 3.3.5 The Sounding Board could be managed initially through the Maryport Neighbourhood Partnership which already has collaborative working between agencies and community members in Maryport. Initial ideas for support packages could be discussed and agreed and developed through this mechanism. The Sounding Board itself in line with majority views expressed in the study would act as the Worklessness Partnership for Maryport. The Maryport Worklessness Partnership could be explored as brand under which integrated support services are provided.
- 3.3.5 Packages of support should not be restricted to direct employment support providers but should include collaborative schemes with other service providers who are relevant to this framework but not directly providing employment support (see section 2.5.8). For example Leisure Services could provide physical fitness training as part of the support package in getting someone back into work. Equally, GP surgeries could host employment support services as is currently happening between Routes to Work and the Maryport Health Centre.
- 3.3.6 Attention will need to be given in developing more “pre-contemplative stage” packages of support which may for example support services such as the Drug and Alcohol Action Team (DAAT) in providing counselling support or medical support in moving people away from drug or alcohol addiction in preparation for seeking work.

3.4 Co-ordinated Packages of Support

- 3.4.1 The West Cumbria Worklessness Action Plan will be used to identify what support is already available to workless people in Maryport both in terms of accessing jobs and training.

3.4.2 This support will be evaluated against the needs of workless people as identified in the study and which is as follows:

- **suitable/local employment opportunities.**
- **local training.**
- **support and encouragement.**
- **affordable and appropriately scheduled transport provision.**
- **childcare.**
- **coordinated support services.**
- **confidence.**
- **work experience.**
- **basic skills.**
- **personal motivation.**

3.4.3 **Suitable/local employment opportunities;** packages of support will need to address cultural changes for local people as local jobs may not be possible anymore. Support and encouragement will be required to be built into any package then which proposes work outside of the locality. As such packages will need to address affordability of transport and access to training. Overall these will need to promote an increased flexibility of approach in those seeking work and to adapt to the realism of the current economic climate. Other areas of pre-contemplative support packages could include those which address mental health issues and smoking addiction.

3.4.4 **Local training;** packages must address the current inflexibility of some training courses. A mapping exercise of all training available to workless people has been undertaken for Maryport. Firstly through the West Cumbria Worklessness Action Plan. This will identify what training is available, where it is available and at what cost. Secondly, through Home North West who have mapped training provision in Allerdale and will share this information. To note Home North West is also recruiting people to go out into the community and communicate what is available. There will also be an event in Maryport which will bring together all training providers to kick start a more co-ordinated spread of information.

Through the Sounding Board information could be updated and then communicated in accordance with this Framework's requirements as

set out in section 2.5. A key point to note in developing packages of support involving training agencies is the need to **proactively** in identifying training and promote this to the workless people in Maryport.

Overall packages of support must take account of the following:

- There are free computer training courses available through Adult Education.
- Help is needed to identify what training is most appropriate for the individuals so people are not just going on courses for the sake of it.
- More suitable courses and appropriate training to help both workless people and the community at large.
- Consideration of paid training and continued benefits when accessing training.
- Training needed which is geographically closer to Maryport.

3.4.5. **Support and encouragement;** packages of support must address workless people being treated as individuals. They must also take into account time to be spent on individuals and the time available from agencies. Section 2.2 details the type of support required. Overall support packages must take into account:

- Routes to Work are applauded for the model of personal, tailored and NOT 'one size fits all' approach they take.
- Workless people would like to be given solution, not a hard time.
- Support and encouragement should be provided consistently across service providers.
- Staff at Maryport Job Centre need more time to spend with each person to identify and address their needs. If staff had more time, like advisors, they would be able to treat people more like individuals.
- The project worker from Ways into Self Employment (WiSE) works one to one and spends about an hour and a half initially with each person. She identifies skills that could be particularly focused on self-employment. WiSE is looking to extend this service in order to identify the skills people have that may make them suitable for different types of work that they had not necessarily considered before.
- Provision of information sheets for workless people at Maryport Job Centre so not all information has to be relied upon verbally.

- Agencies should help people more when directing them to other agencies – including follow up referrals to ensure workless people have been signposted correctly and have found the assistance they required.

3.4.6 **Affordable and appropriately scheduled transport provision;**

Issues to be addressed by any new support packages have been stated in section 2.4 and reference is to be made to these. None-the-less any packages of support must take account of the following:

- Financial help with transport costs, both while looking for work and for a period of time when people first start working would make a big difference. It could make the difference between it being worth taking the job or staying on benefits especially if their better off cost calculation carried out by the Job Centre is quite borderline.
- Job Centre advisors have access to a discretionary fund that can be used to address anything that may be considered a barrier to work including transport, e.g. a bus pass for a month or the purchase of a bicycle.
- Dialogue with Stagecoach would be useful to discuss scheduling and discounted travel for workless people.
- Connexions used to have a scheme called 'Wheels for Work' where younger people were lent a motorcycle for six months to use to get to work. This scheme has stopped now but could be resurrected and extended those of all ages.
- There is no funding to pay for interview transport costs but some employers offer a discretionary payment to cover costs.
- The provision of scooters could be a low cost solution for those unable to afford to run a car.
- Increased publicity about help with transport costs should be provided.

3.4.5 **Childcare;** Issues to be addressed by any packages of support have been stated in section 2.6 and reference is to be made to these. Overall packages of support must take account of the following:

- There is a Government commitment to support out of school care provision.
- Childcare vouchers could be given to family members in the context of a great deal of familial and extended family childcare in Maryport.

- There is little need for any increased private childcare in Maryport in the context of this extended family responsibility and willingness to help with childcare.
- There is already a fair raft of provision for primary school aged children.
- Increased publicity should advertise what, where and when childcare is available to workless people.

3.4.7 **Co-ordinated Support Services;** see section 3.3 above.

3.4.8 **Confidence;** The principles governing the development of support packages have been covered in section 2.2.3. Overall support packages will need to take into account:

- Employers could at least put a notice up at the Job Centre or wherever the jobs were advertised, letting people know that the vacancy had been filled.
- Volunteering was seen as a very positive step towards employment. It helps people make new friends and contacts (perhaps tap into those informal recruitment channels?), helping keep people busy and motivated and can increase their chance of getting work including getting a reference.
- There are several free initiatives such as Change for Life, that people who are out of work can take advantage of. Maryport Health Centre have just appointed a Healthy Living Coordinator who will be getting out into the community and encouraging people to take advantages of health improvement schemes. Information about this must be circulated to all the associated support agencies and be made available more widely e.g. in the library, post office etc.
- Keeping active and fit can improve confidence and motivation. People who are out of work can access certain facilities free or at a reduced rate. A new initiative provides free swimming but this is limited to the Under 16s and the Over 60s.
- Confidence issues should be faced 'head on' with examples of workless people who have done so and conquered their lack of confidence in clear evidence.

3.4.9 **Work experience;** Overall support packages will need to take account of the following:

- Experiencing or being reminded of the structure and atmosphere of a workplace - completing tasks, being valued and the camaraderie experienced when working with other staff would be very beneficial.

- A work experience scheme to enable employers to offer workless people periods of work experience would be useful if it did not compromise their benefit eligibility.
- Project Asia is testing an 'employers bridge scheme', providing employers with support to manage stress within their workforce.
- Workless people would like to be mentored by plain speaking non-jargonistic individuals who can help coach them back into potential employment.

3.4.10 **Basic Skills;** Any support packages around basic skills development will need take account of a meeting to be held in Maryport which brings together basic skills providers to address issues with access and undertaking of basic skills training. West Allerdale Childrens Services are the contact for this.

3.4.11 **Personal Motivation;** refer to section 3.4.8 above.

4. Continuous Improvement and Service Impact

4.1 Introduction

4.1.1 Due to changing circumstances and declining economic conditions it is imperative that regular reviews of customer needs and service provider delivery take place. Making sure information flow is fresh and appropriate to the people who need it.

4.1.2 This sections sets out the principle areas to which agencies are agreed in ensuring improved inter-agency collaboration in working with workless people in ensuring services are delivered appropriately, effectively and efficiently.

4.1.3 The areas address the following issues as identified through the Study:

1. Continuous Improvement
2. Service Impact

4.2 Structures

4.2.1 As has been mentioned already part of the structure for continuous improvement will require the setting up of a "Sounding Board". This could form the Maryport Worklessness Partnership which in turn could be an integral part of the Maryport Neighbourhood Partnership which has a sub-group dedicated to improving employment in Maryport. This sub-group officially the Improving Employment Priority Task Group

already brings together agencies with members of the community in developing and implementing projects to improve employment in Maryport. The Worklessness Partnership could become a natural extension or development of this group. The Worklessness Partnership could be chaired by the current Chair of the Employment Priority Task Group who has participated in the Study already. The Chair is also a member of the Vibrant Economy Group for the West Cumbria Strategic Partnership and reports regularly to the West Cumbria Strategic Partnership Forum.

An added advantage to this approach is also the link to local town centre businesses which also have a sub-group of their own under the Improving Employment PTG.

Given this context both service co-ordination and community engagement in the design and delivery of service will be greatly enhanced.

The Terms of Reference for the Maryport Worklessness Partnership could include the following:

1. **Determining co-ordinated packages of support.**
2. **Monitoring service provision in respect of workless people and service impact.**
3. **Identifying gaps in service provision**
4. **Making changes to the way services are delivered to achieve greater effectiveness and efficiency.**
5. **Ensuring the community is supportive of service provision and act as a mouthpiece for services for workless people in Maryport.**
6. **Overseeing of annual perception survey of services to workless people involving the wider community.**

4.2.2 Membership of the group will be based on the focus group of agencies and workless people from Maryport which was set up as part of the Study.

4.2.3 The Service Provider lead and drive to ensure progress will come from Allerdale Borough Council.

4.2 Service Impact

4.2.1 Impact of services will need to be measured by agencies as the overarching purpose of providing an effective and efficient service to workless people will to reduce the numbers of workless in the long run.

4.2.2 A key role of the Maryport Worklessness Partnership will be therefore to measure the impact of services through the West Cumbria Strategic Partnership Unit and the Labour Market Briefings produced by the Cumbria Intelligence Observatory.