

Swarcliffe Work Club Review September 2016

1. Outputs agreed at start of project as advised by E&S (LCC)

- I. Cross Gates and Whinmoor ward and the out of work number is 1520 at project initiation.
- II. JSA was 314
- III. ESA was 950
- IV. Figures not broken down for Swarcliffe.

Target - to engage and work with 10% of out of work individuals over the 2 years. This provides a target total of 76 people in the first year and 152 in total over the whole project.

Also a target % of engagement with Young People.

Outcomes:

- Jobs – 10% of those engaged.
- achieving digital passport (30% of those engaged)
- participate in training(30% of those engaged)

Partnership will determine how successful project is and evaluate after 6 months.

2. Review period

The Work Club opened 7th March 2016 providing 2 half days sessions on Monday mornings and Wednesday afternoons. The 6 month review will cover the start date up to and including the end of September 2016.

3. Promotion of service

The funding from Community Committee covered the cost of staff time to deliver the Work Club for the 2 half day sessions but also included a one-off cost to cover the production of promotion materials for the workshop and materials to support the service. The sections from the Community Committee report explains the project below

This project will provide a Work Club at Swarcliffe Community Centre over two half days per week with the two preferred half days being Monday and Wednesday. A partnership to help deliver this project made up of Ward Members, LCC Communities Team, LCC Employment & Skills, Yorkshire Housing, LCC Youth Service, LS14 Trust and St Vincent's.

LS14 Trust will take responsibility for all sessions and recording of data.

This would include:

- Creation of support materials
- Facilitating two half-day sessions.
- Creation of online portfolio for all users.

- Completion of The Leeds Digital passport
- Monthly reporting and evaluation of progress.
- Database that provides quantitative and qualitative information about the user's journey and all outcomes and destinations.
- Training volunteers to be able to facilitate the project – bringing down ongoing costs and ensuring sustainability.

Costs:

£9,600 per annum for delivery of Work Club

£2,283 cost of support materials

4. Figures from LS14 Trust

- There are currently 23 members of the work club.
- 4 people have been supported back into employment
- 1 person gained employment but has subsequently lost his job and has returned for further support.
- 1 person was supported in increasing her working hours.
- 1 person is being supported to set up their own business.
- 1 person is now claiming ESA as they were deemed not ready for work. This person is now being supported in taking steps back to work.
- 10 people have engaged in one or more elements of the Digital Passport.

5. Marketing and Community Development.

- I. 3 banners created and put up in the surrounding area.
- II. Flyers have been delivered across the area, including – Rent Office, Swarcliffe Club, Co-Op, Café Indulgence, Hairdressers, Sue Ryder Shop. Streets have been strategically targeted, including Langbars and Farndales that are highlighted in the report on claimants in the area.
- III. Posters have been displayed on all the notice boards in the area.
- IV. The six local primary schools have had flyers distributed through book bags.
- V. Parental support advisors have been contacted and asked to promote the service to the relevant people.
- VI. Meetings with Paula and Ian from the Children's Centre have taken place and texts have gone out to parents to promote the work club.
- VII. An article has been printed in the Yorkshire Reporter
- VIII. An article has been written and printed in the Swarcliffe Newsletter.
- IX. A web page has been created that outlines the service.
- X. Facebook posts are used to regularly promote the service.
- XI. A short promotional video has been uploaded to the website, posted on facebook and shared with Martin to distribute through City Council outlets. (Attached)
- XII. Chris has attended 3 days over the summer to promote the service and consult the community. These results have been shared.
- XIII. Jo has met with the Jobcentre manager on several occasions and distributed flyers to the jobcentre.
- XIV. Jo has met with and provided training for John Ogilvie and the housing advisors – a further meeting has been scheduled in an effort to target specific

- groups using the information held by the housing office.
- XV. Chris is liaising with Julie Smith to organise a trip for job centre advisors to visit the work club.
- XVI. Keepmoat will be delivering a skills session at some point in October.

6. JSA & ESA Figures for Swarcliffe

Swarcliffe – unemployed data total count = 680

LSOA	ESA 2015	% ESA	JSA 2016	% JSA
Coal Rd/Hebdon Approach/Mill Green Gardens	115		30	
Baytons /Farndales	95		35	
Stanks Gardens/Drive/Lane south	100		25	
Langbars/Braytons/Eastwoods	105		20	
Swarcliffe/Mill Greens/Swardales	125		25	
Totals	540	80%	140	20%

Age	ESA 2015		JSA 2016	
16/24	50		40	
25/49	275		70	
50/59	160		30	
60+	55		0	
Total	540	Total	140	
Gender				
Male	255		90	
Female	285		50	
Total	540	Total	140	
Length unemployed				
Up to 6mths	105		85	
6mths – 1year	50		25	
1 – 2 years	120		10	
2 – 5 years	235		15	
5 years +	30		5	
Total	540	Total	140	

7. Further promotion and work with partners

A further meeting with E&S, Housing and LS14 Trust is planned primarily to find out if there are avenues to explore regarding housing promoting the provision more effectively. LS14 Trust will continue to leaflet and speak with partner agencies. South East Communities Team will continue to promote on Facebook & other publications. The Monday morning session will continue but an alternative to the Wednesday

afternoon session is being considered.

The JSA information provided by E&S will be used to target specific areas.

8. Options going forward

Option 1 – end the project

This would allow funding to be saved to the Community Committee to be spent elsewhere. However, after all of the recent promotion of the service and the increase in take up, it would not send out a good signal to residents, especially those that either have attended or shown an interest in attending.

Option 2 – continue with the project for a 12 month period and review again

This will allow a longer period of time to assess effectiveness and measure how successful the continued promotion has been. It will also provide a more realistic assessment of outputs and outcomes achieved.

Option 3 – the review considers the project as working and agree to continue for at least the full 2 year period

This provides a degree of certainty for the project but should increased take up not happen it would mean funding is committed and cannot be used on alternative projects.

9. Recommendation

The numbers attending the Work Club is increasing and as a percentage of the areas JSA figures appear reasonable. With increased promotion and publicity it would seem sensible not to cancel the project at this point.

It is therefore recommended that Ward Members support option 2.