

E&S 2025 | EMPLOYMENT AND SKILLS CONVENTION

Tuesday 1 July | 8am–4.20pm

The path to productive, inclusive
and sustainable growth



#EmpSkills25
@learnworkuk.bsky.social



Led by



Lead sponsor

maximus

Sponsors

serco

youth
futures
FOUNDATION



shaw trust



WORKSHOP 2

Top tips for local approaches to employment support

Led by



Lead sponsor

maximus

Sponsors

serco

**youth
futures**
FOUNDATION



shaw trust



E&S | EMPLOYMENT AND SKILLS 2025 CONVENTION



#EmpSkills25

[@learnworkuk.bsky.social](https://bsky.app/learnworkuk)

Chair: Elizabeth Gerard, Learning and Work Institute

Iona McArdle, Learning and Work Institute

Victoria Whittle, Clarion Futures

Richard Clifton, Shaw Trust

Tracy Fishwick OBE, Transform Lives Company



Led by



Lead sponsor



Sponsors



shaw trust



Elizabeth Gerard

Deputy Director, Learning and Work Institute



Led by



Lead sponsor



Sponsors



shaw trust



Iona McArdle
JobsPlus Programme Manager
Learning and Work Institute



Led by



Lead sponsor



Sponsors



shaw trust



Jobs Plus Pilot Programme

A place-based approach to employment support.

July 2025



What is Jobs Plus?



On-site employment services

Activities and referrals to help residents secure and retain work, including job assistance, education and training.



Community support for work

Community champions/ neighbour-to-neighbour information sharing about work opportunities and support available.



Financial Incentives

Financial incentives (i.e. in-work credit, back to work bonus, credit against rent arrears) that make work pay.

Saturation is a distinctive feature of the model. The programme seeks to engage all working-age residents in the area.

What is the evidence behind JobsPlus?



Partnership between landlords, tenants and key local agencies can lead to better, long-term employment outcomes for residents

In the well-implemented pilot sites, residents saw

- **Sustained increases in earnings of 16%.**
- **Better employment outcomes** for residents and their children, **even 20 years later**
- **Children had higher earnings in adulthood** and better employment than peers in comparison groups.

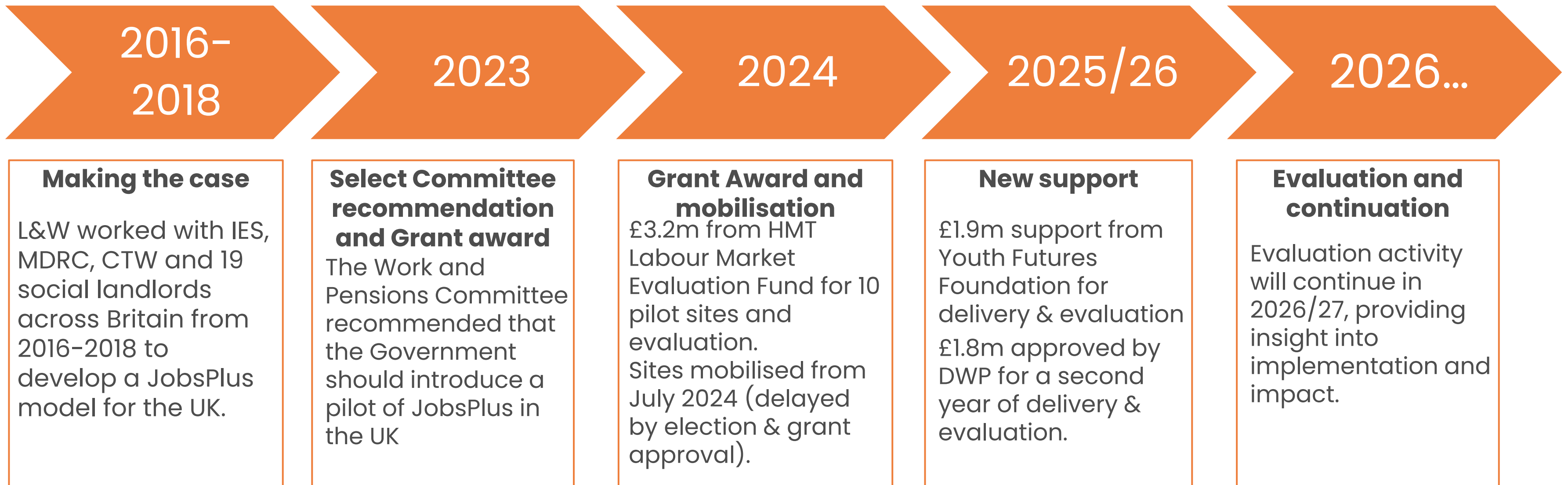
When fully implemented, Jobs Plus increased residents' average earnings over seven years.



The impact endured for seven years without abating.

Background and Funding

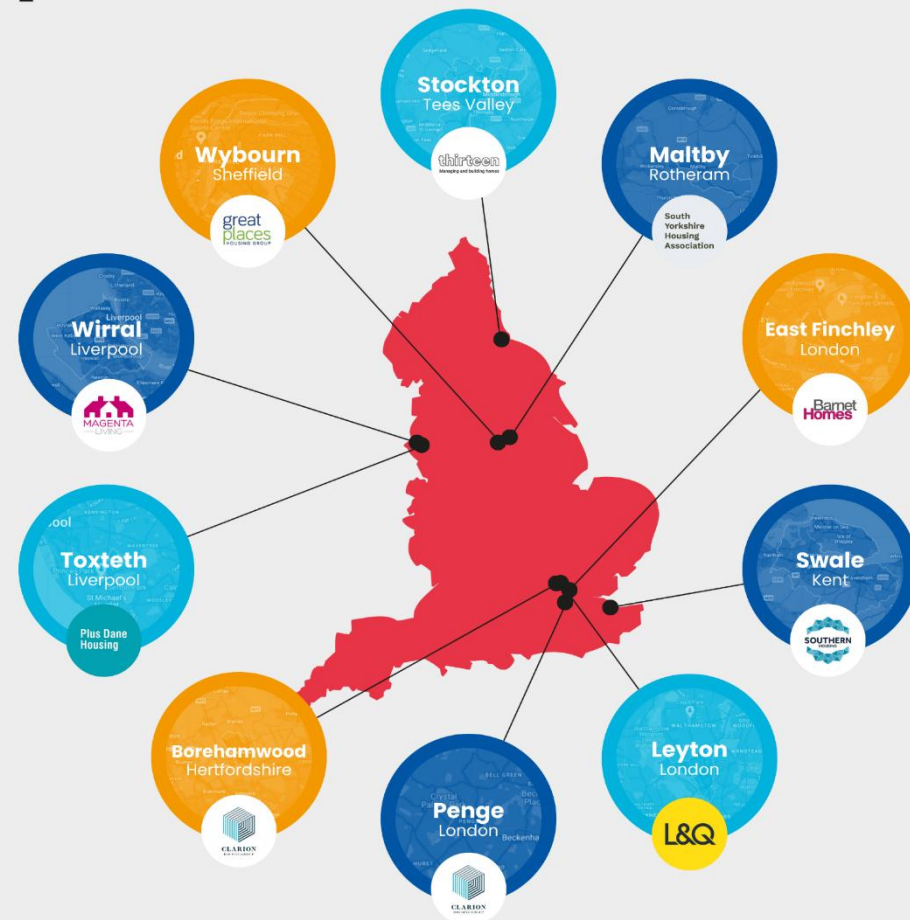
JobsPlus in the UK timeline



JobsPlus in the UK



Our ten pilot sites



The pilot sites are:

- **East Finchley**, London, led by Barnet Homes
- **Penge, London**, led by Clarion Housing Group
- **Borehamwood, Hertfordshire** led by Clarion Housing Group
- **Wybourn, Sheffield** led by Great Places
- **Leyton, London** led by L&Q Housing
- **Wirral Birkenhead** led by Magenta Living
- **Toxteth, Liverpool** led by Plus Dane with Transform Lives
- **Swale, Kent** led by Southern Housing
- **Maltby, Rotherham** led by South Yorkshire Housing Assoc'
- **Stockton on Tees**, led by Thirteen Housing Group.



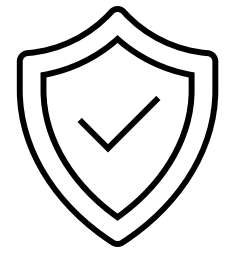
Saturation of engagement



- **645 people have engaged** in the pilot via active outreach, door-to-door campaigns, community activities events in community hubs.



- **Building Trust in the Community** through community-based activities (e.g. fitness sessions, family days).
- Employment conversations follow once **trust is established**.



Relationship of trust

- **Empathetic, skilled caseworkers:** Success is driven by experienced staff with strong local knowledge and a compassionate approach.
- **Personalised, person-centred coaching:** Support is tailored to individual needs, focusing on confidence, wellbeing, and long-term goals.
- **Consistency builds trust:** Having the same caseworker over time strengthens relationships and improves outcomes.
- **Ongoing in-work support:** Continued guidance helps participants sustain and progress in employment.
- **Preferred over traditional services:** Participants value the non-mandatory, relationship-based model that feels supportive rather than transactional.





Importance of community hub



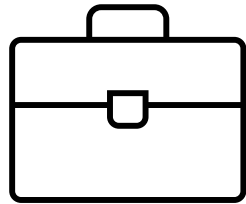
- **Trusted Access Point:** provide a safe, familiar space for residents to access employment and wellbeing support.
- **Tailored Employment Services:** 1-to-1 coaching, job clubs, and skills workshops tailored to individual needs.
- **Wellbeing and Connection:** host sessions that support mental health, social connection, and community resilience.
- **Network of Holistic Support:** filling gaps left by traditional services, offering flexible, community-based help
- **Local Voice and Leadership:** Residents are empowered to shape programme delivery through local governance structures.



Community Champions



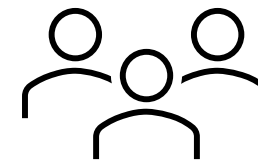
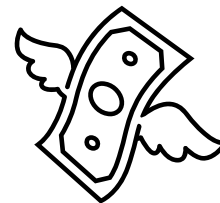
Early outcomes – May 25



Employment Outcomes

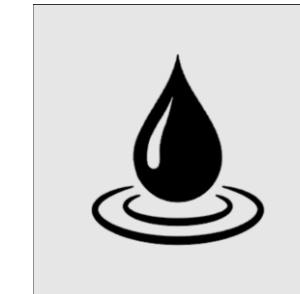
21% – 129 of 645 participants **secured a job**,

72% – 93 participants **sustained employment** for +2 months and are eligible for the financial incentive of £400 bonus.



Community Champions

Play a key role in spreading positive messages and recruiting new participants through their family, friends and wider community.



Community Cohesion

Ripple effect – targeting households and families

Bringing community together

Building resilience

Victoria Whittle
Head of Jobs and Training
Clarion Futures



Led by



Lead sponsor



Sponsors



shaw trust





CLARION
FUTURES

Jobs and Training

**Victoria Whittle, Head of
Jobs and Training**

Why Jobs and Training?

- More than one in four of **economically inactive** people in Britain live in social housing.
- Social housing residents are nearly twice as likely to be **out of work** as those in other tenures.
- This is linked to associated disadvantages – they are more than twice as likely to be **disabled**, more than three times as likely to be **lone parents** or to have **no qualifications**.
- Social housing residents in work are twice as likely to work in **lower skilled jobs**
- And they are on average **paid a third less** than people who live in other tenures.

Clarion Index Survey 2024

50% of working-age respondents are in full or part time employment, while **15%** are seeking work. Unemployment rates have risen over the past two years.

47% of working-age residents receive Universal Credit, including one-third of those in employment.



Our JT Offer

- Core Regional Delivery
- National Projects
 - Enterprising Futures (Business start-up)
 - Active Inclusion (Wellbeing)
 - Empowering Futures (Youth)
- Apprenticeships
- Employer Partnerships
- Jobs Plus Pilots



National Programme: Local Delivery

- Understanding local contexts
- Building trust and relationships
- Tailoring services to local needs
- Coordination with local stakeholders
- Adapting to local policy variations
- Measuring impact locally



Establishing place based Employment Supports

- Establish a visible, long-term **presence** in **key locations**.
- Prioritise areas based on **socio-economic need** and **demand**
- Build a **reputation** for **reliability** and **impact** over time.
- Embed support in familiar, **accessible places** (e.g. community centres, Job Centres etc).
- Where possible, **collaborate** on **bids** and joint delivery with local partners.
- Provide **digital tools** and **flexible systems** that work at local scale.
- Invest time in building **trusted partnerships** with local authorities, VCSEs and employers.
- Attend and contribute to **local employment forums**, boards, and community events.



Thank you



CLARION
FUTURES

Clarion Futures

6 More London Place
Tooley Street
London SE1 2DA

clarionhg.com

Richard Clifton
Chief Commercial Officer
Shaw Trust



Led by



Lead sponsor



Sponsors



shaw trust



Tracy Fishwick OBE Managing Director Transform Lives Company



Led by



Lead sponsor



Sponsors



shaw trust



- What are the most pressing employment challenges in your local area right now?
- What have you seen work well in terms of local employment support programmes, and why?
- How do you identify and respond to the specific needs of different communities within your locality?
- What adaptations have you made to national programmes to make them work locally?
- Can you share an example of a creative or innovative approach that's had a positive impact locally?
- How do you build effective partnerships with local stakeholders (e.g., housing associations, employers, community groups)?

Led by



Lead sponsor



Sponsors



shaw trust





**Stay informed. Be involved.
Keep engaged.**



learningandwork.org.uk/supporter-network

Thank you for joining us

Catch you in the Exhibition Hall for a short break before our
next plenary panel in the Main Hall at 3pm



Led by



Lead sponsor

maximus

Sponsors



shaw trust

