

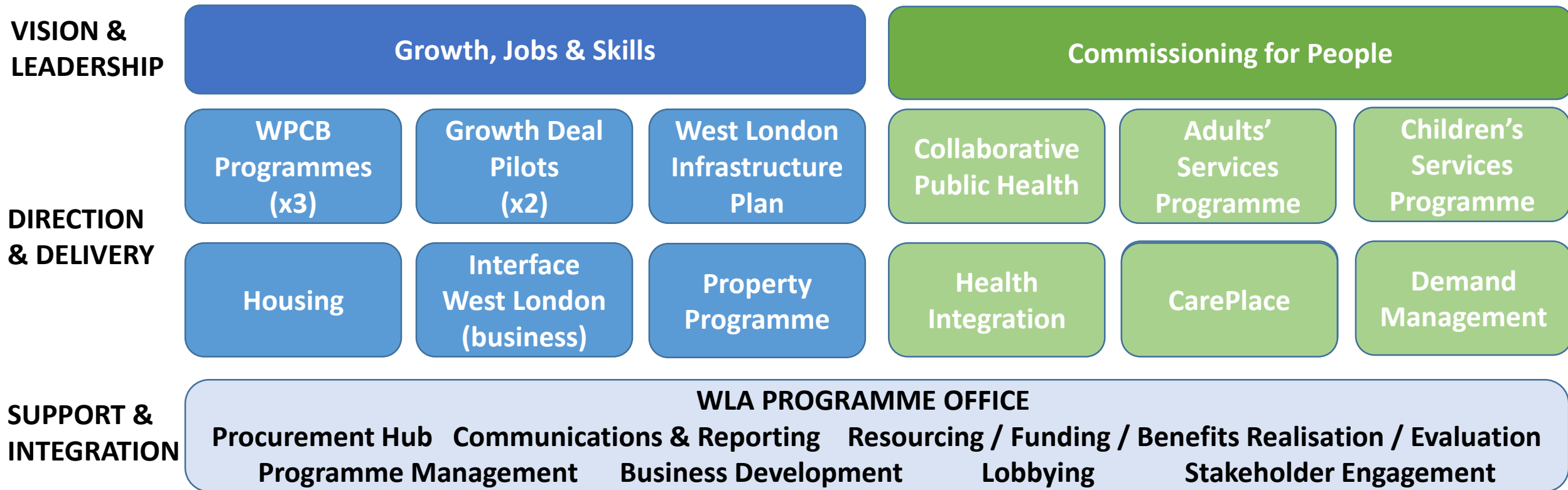
Improving Welfare in West London

Future Welfare, Future Citizen: 14th November 2014

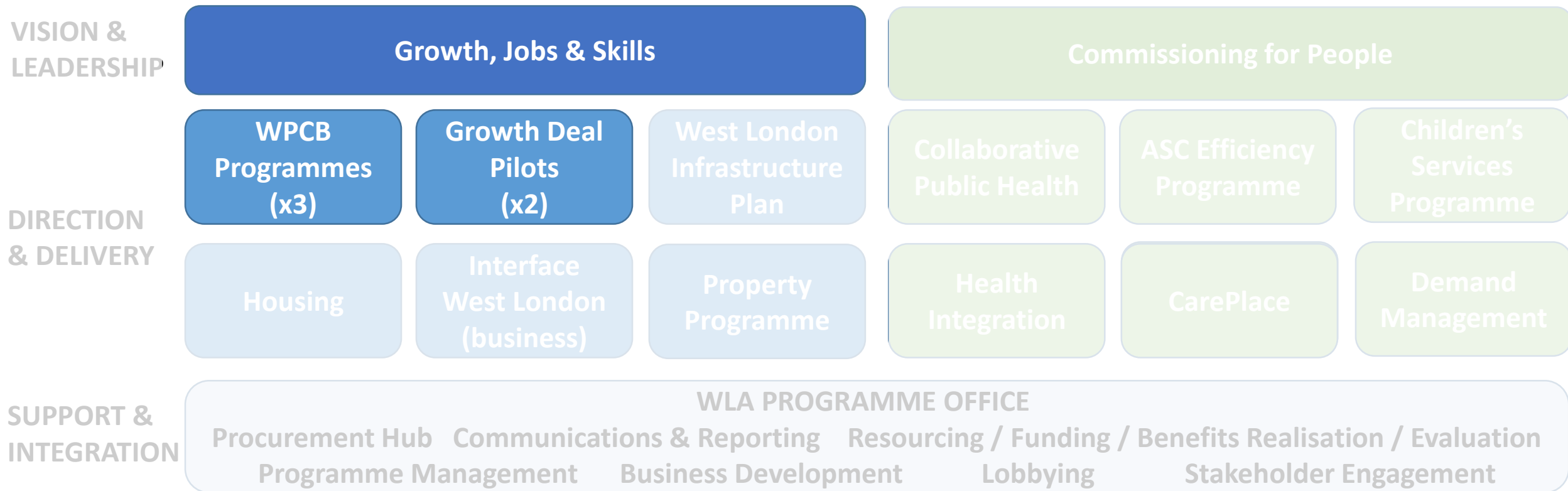
Dan Gascoyne, West London Alliance Director



West London Alliance - Shared Activity



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Supporting People into Work & Improving Skills



Opportunities for Young People

Preventing NEET and helping existing NEETs through early identification and wrap around service

295 beneficiaries

Funding: £500k TCA bid , 250k New Homes Bonus and other Borough support

Ealing and Barnet - early adopter boroughs

ROI = 10.08

Working People, Working Places

Tackling unemployment hotspots in West London with local multi-disciplinary team

1,295 beneficiaries

Funding: TCA bid - £500k – 15/16

300k+ support from NHB

Brent & Barnet – early adopter boroughs

ROI = 5.99

Skills Escalator

Working with businesses to drive up skills amongst low earners

Funding: 162k TCA gained in 2014/15 – NHB 500k +borough support

Hounslow & Harrow early adopter boroughs

ROI = 8.39

Mental Health Trailblazer LEP Pilot

Helping people with low level mental health conditions into work through integrating mental health and employment services

1,040 beneficiaries

Funding: £1,2m TCA bid, £1.2m ESF and other Partner support

6 West London Boroughs and H&F

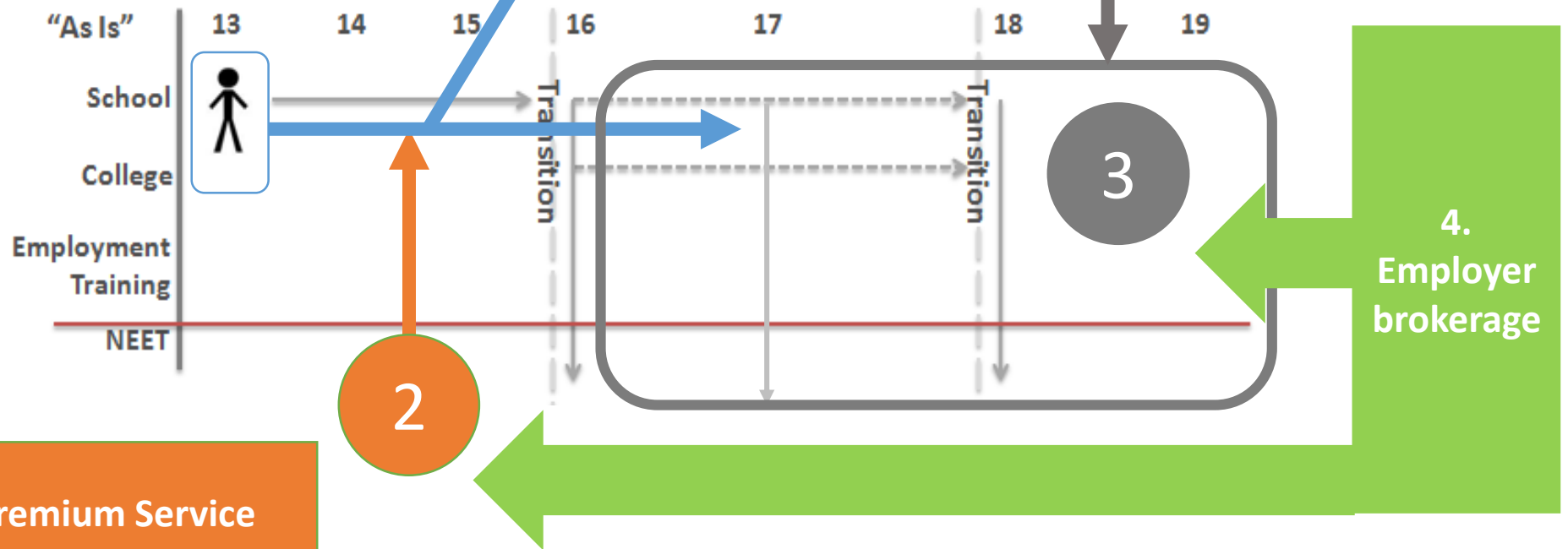
ROI = 10.09

Transforming the Customer Journey - NEETs

1. Enhanced Risk Of Neet Indicators (RONI)

3. Enhanced Post-16 Provision for Employability / 'Pathways'

Four key areas of change, developed through co-design with providers..... focus on early intervention, and targeted support

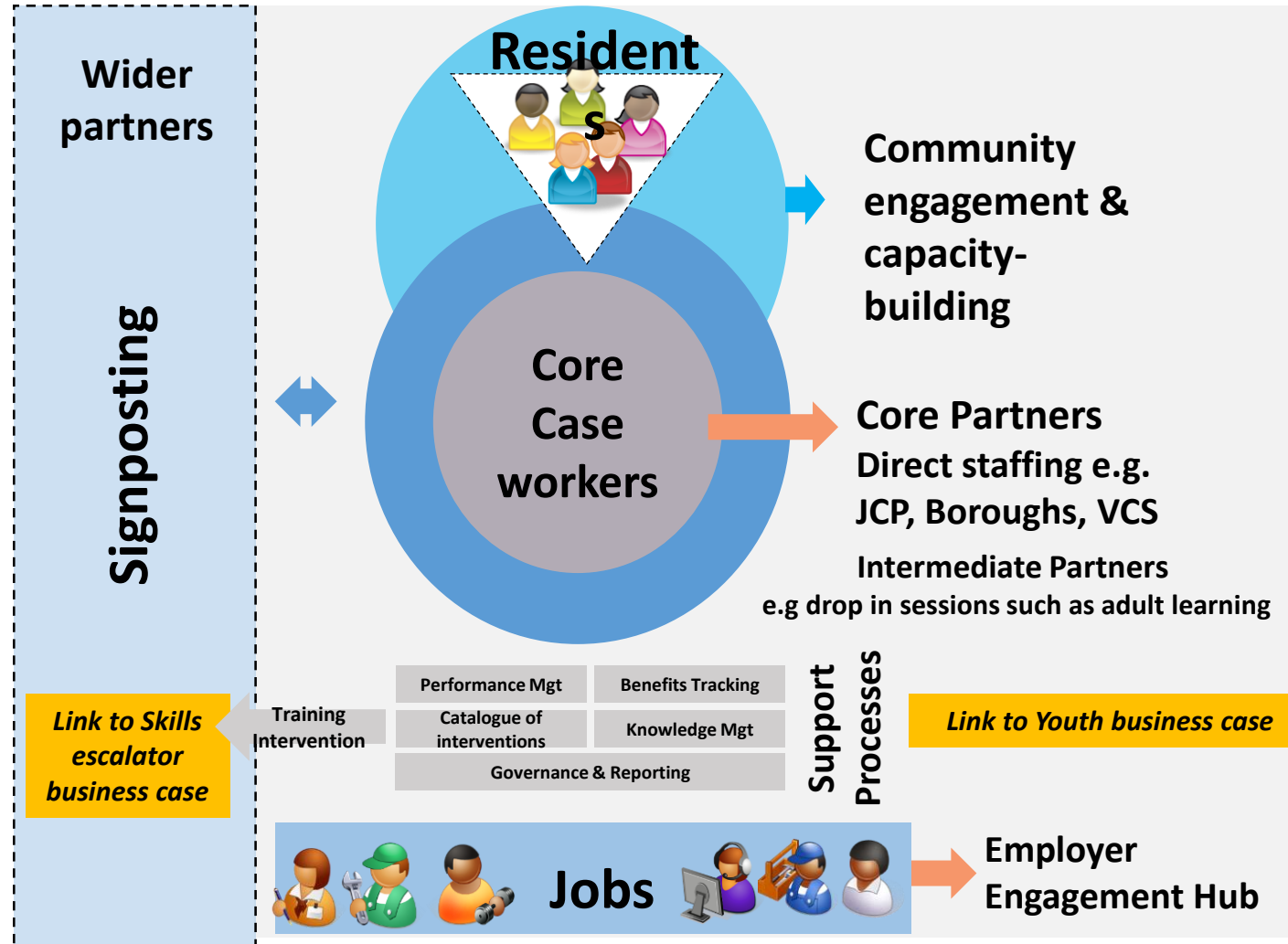


2. RONI Premium Service

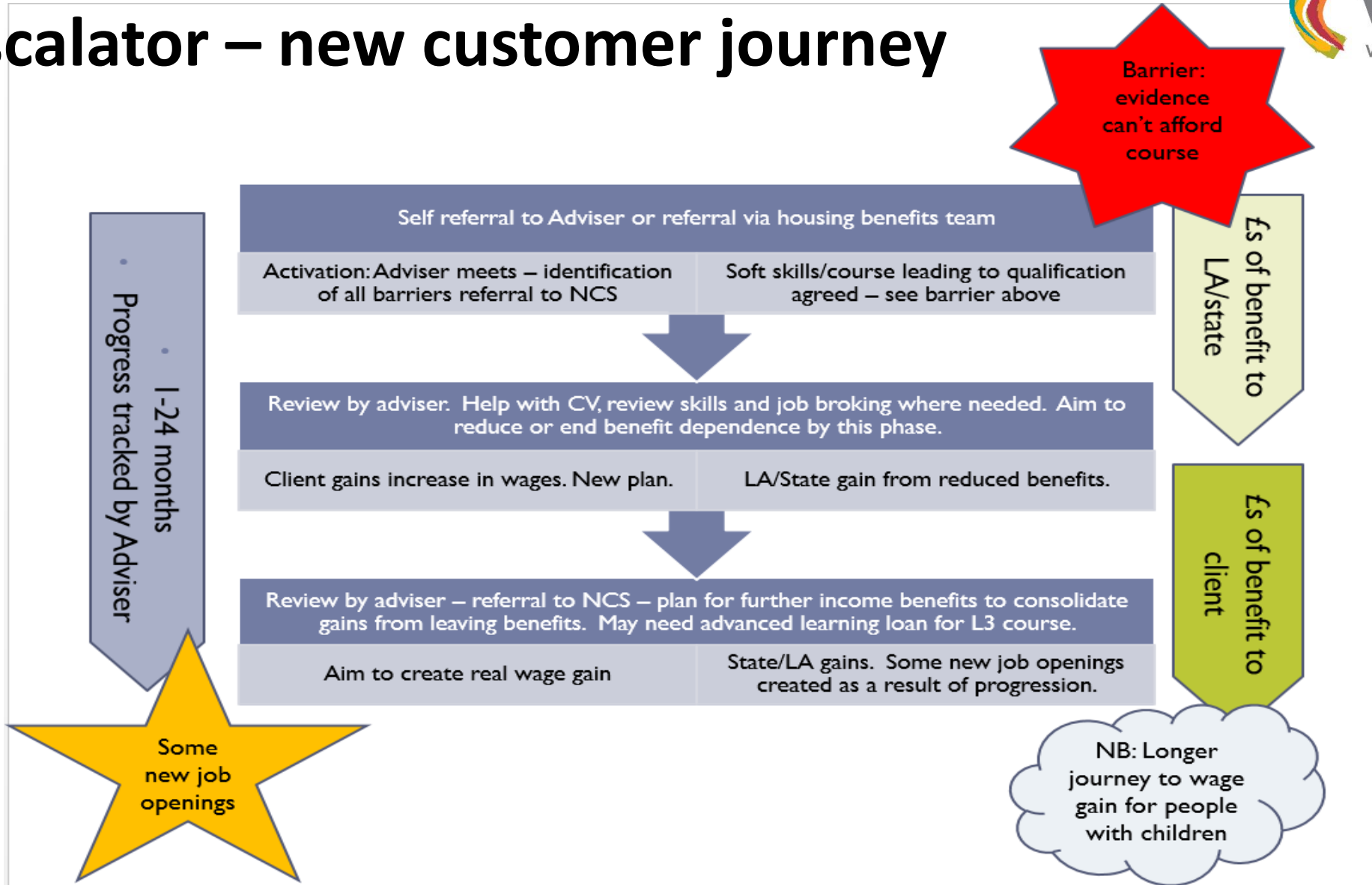
4. Employer brokerage

4

WPWP – Target Operating Model



Skills Escalator – new customer journey



Mental Health & Employment Services Integration

Mental Health Services

IPS Service

Eight key principles:

1. Universal access to IPS supported employment to people with mental illness who want to work
2. Employment services are integrated with mental health treatment services
3. Competitive employment is the goal
4. Personalized benefits counselling is provided
5. The job search starts soon after a person expresses interest in working
6. Employment specialists systematically develop relationships with employers based upon their client's preferences
7. Job supports are continuous
8. Client preferences are honoured

Employment Services

SIGN-UP

- IPS info & advice
- Eligibility Check
- Data Sharing Consent (across JCP/MH/IPS)
- Voluntary (not JCP mandated)

REFERRALS

- Primary Care
- JCP
- Social workers
- Secondary Care

WORK

- Up to 12 months support to find work
- 'Warm' hand off to WP/JCP/MH services

IN-WORK

Support for six months to sustain employment



The case for decentralised Public Services



Shared vision for
Growth, shared
agenda for change

Business cases
demonstrate
overwhelming case
for change

Enabling customer-
led approaches to
service redesign

Locally-led
commissioning vs
national
programmes

Stimulating new
forms of Investment

Groups of boroughs
collaborating
provides [greater]
mutual benefits

Understanding
where to invest
[early] to reduce
dependency

Effective leadership,
governance and
enthusiasm

wla.london

