

Quarterly Newsletter Autumn 2010

The Programme

West London Working Passport
to develop a management information tool to track Residents progress through the route to work and a directory of West London employability services

Investment & Target Group
To implement the vision of West London Working through joint investment plans and target setting

West London Performance Rating
To benchmark the achievements of West London employment services

West London Confederation of Guidance, Skills & Brokerage Providers
To build a trusted network of providers of employment services

Business Partner Programme
To pilot a business to business mentoring programme to employment service providers and to support residents through the route way to sustainable employment

Personal Advice & Outreach Programme
To develop outreach that links front line staff from other public and third sector services with employment and skills provision and to provide personal advice with customised support

Building Employability Pathways
To support West London residents move from learning into sustainable employment

Work Focused ESOL
To trial short, work-focused approaches to English for Speakers of Other Languages courses for parents on benefits or tax credits

West London Working brings together the partners responsible for Employment and Skills to tackle the high and persistent number of West London residents not in employment. It is one of 15 City Strategy pathfinders launched by the Department for Work and Pensions (DWP) in 2007.

With commissioning for the new Work Programme and for London's ESF programme continuing apace, it has never been more important for West London employability providers to clearly articulate what they can offer to the larger Prime Contractors. West London Working (WLW) is pleased to launch its Work Programme page on www.westlondonworking.org.uk, and to be one of only two sub-regions in the country to co-ordinate an event for our local suppliers to meet potential prime contractors. Going forward we see Prime Contractors playing a pivotal strategic role in ensuring that West London's employment and skills services are coherent and effective and support more residents into sustained work. We're encouraging Prime Contractors operating in West London to talk to each other and to provide a coordinated service to local employers and residents. We would like Prime Contractors to build on the Products that WLW has developed over the last three years, and for them to develop an ongoing casework based relationship with Local Authorities that integrates all front line services that help residents get and sustain work. For more information on our plans to work with Prime Contractors please see our Work Programme page.



*Mike Clasper
Chairman, West London Working*

West London Working Online Directory of Employment Services

Our Online Directory (<http://directory.westlondonworking.org.uk/>), launched in 2008, is soon to be upgraded to include new functionality such as a provider forum and the facility to add news and events. An employer facing page is also being launched so employers can get information on the services they can access from local providers. Designed with the guidance of frontline advisers, the Directory enables users to search for appropriate services that support people back into work. With over 14,000 hits last year and entries from 150 deliverers of into-work support, the directory is a key resource for any organisation that works with people that are not in employment. The London European Programme Management Unit has built on the directory's success and is developing our Directory to expand it to have London wide coverage that will include all ESF funded projects, giving greater access to personal advisers across the whole of London.

Please email info@westlondonworking.org.uk if you would like to add information on what you deliver to the Directory or to update your entry.

Playing to Win - Work and Skills Opportunity Events for 18-24 Year Olds

Over the past two years West London Working has been working closely with six local FE Colleges to further develop links between learning and employability. Nationally there is more and more emphasis on understanding learner's destinations after they leave college, whether that is into higher education or into work. In view of this, and the fact that the number of young people claiming JSA in West London has doubled over the last two years, we're organising a series of three events for young people who have recently left Further Education but not found work. These structured events, taking place over the next 6 months, will increase awareness of their options and the support available to them. They will involve local employers, and include workshops to help improve the young peoples confidence and motivation. Local providers at the events will give information and ongoing support on the range of options available. We will be looking to learn from each event to establish a replicable format that can be integrated into College's employment strategies.

Prospects will be leading on the delivery of the events which will be held in Brent, Hounslow, and Ealing. If you wish to take part or would like further information please e-mail info@westlondonworking.org.uk.

West London Working Partner Projects

Future Jobs Fund

The Future Jobs Fund will create 300 jobs across the six West London Boroughs from to January to December 2010

Gateway Heathrow 2012

Helping businesses in the hospitality and tourism sector recruit, train and retain quality staff

New Pathways to Work

Funded through the ESF transnational Programme to help people facing multiple barriers to work through holistic approaches and integrated frontline services

Housing Employment Link Project (HELP)

HELP works with Housing Needs Officers to equip them with the skills to signpost customers in housing need and those living in temporary accommodation onto training and employment opportunities

REACH West London

Launched in Oct 2010 this 18 month programme will support 675 West London residents into sustained employment through 1-2-1 personal advice and employment focused workshops

Please go to our website for up to date information on our work programme
www.westlondonworking.org.uk
or email
info@westlondonworking.org.uk

For a Printable Version of the newsletter please click [here](#).

West London Working Provider Confederation

The next few months are going to be a really busy time for employment and skills providers as they gear up to bid for the new DWP Work Programme framework and the new round of European Social Funding in London. Through its Employment and Skills Provider Confederation West London Working is committed to helping make sure that local providers get the support and information they need to take part.

West London Working is continuing to provide free of charge targeted support for providers across the six boroughs to help them connect and network for the Work Programme and ESF commissioning in London. Over the next few months we will be running a series of workshops for small, medium and niche providers. The first of these was held at the end of September and was specifically designed to help smaller providers prepare their delivery offer for the Work Programme and London ESF delivery. This was followed by a larger event at Ealing Town Hall in October that connected over 80 providers with the large Prime Contractors who are interested in bidding to deliver in London, and in particular West London. Andy Webb from Twining Enterprise said, *"As a specialist voluntary sector provider with limited capacity the heavy workload required to complete an Expression of Interest for every potential Prime Contractor just to be 'in the running' for a chance to support our clients with work programme activity is particularly challenging. Engaging with 12 prime contractors in a single afternoon at the Meet the Primes event has not only helped with the workload but also helped us shape and improve our offer through early dialogue with potential partners."*

Further events and workshops are scheduled between now and February 2011. Please see our Work Programme page on www.westlondonworking.org.uk for further information, our West London Prime and Subcontractor Networking

Business Partner Pilot

West London Working commissioned Park Royal Workforce to deliver the Business Partner Pilot, where Employability Providers are mentored by private sector businesses. The programme launched in April 2010 has engaged with 19 Employability Providers who are matched with 13 mentors from small, medium and large businesses from a variety of industries and professions. The programme is designed to establish whether mentoring from the private sector can have a direct impact on Provider's delivery and help them support a higher percentage of residents into sustained work. Feedback from mentees has so far proven to be positive.

Robin Aynsley-Smith of Groundwork London says, *"The programme, specifically the support from my Mentor Geoff Langston from Arizion, within the constructive and professional framework set out by Park Royal Workforce and WLW, has allowed me to analyse and challenge many aspects of my working patterns and performance. Sharing discussion, experience and simple techniques with Geoff, has helped me look at managing my staff, time, and resources more effectively - I'm more confident with work, Groundwork will potentially benefit from a firmer employment base with stronger outputs in West London, and I benefit from a healthier work life balance!"*

Highlights of the programme include a Group Mentoring day within the human resources departments of Vue Cinemas, Knight Frank and Budget Rent A Car. The mentees spent the best part of a day shadowing the HR teams to experience for themselves these large employer's recruitment practices, and identify recommendations that they could take back to improve their day to day work with unemployed residents.

A Mentoring Toolkit will be launched by West London Working in the New Year that provides guidance to help businesses and employability providers forge new Partnering relationships and continue those links made during the Pilot.

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