

Quarterly Newsletter Spring 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.



*Looking to the year ahead, work has begun to partner employability providers with West London businesses, our online employment services Directory is about to go through a schedule of improvements and our Employability Performance Rating is going from strength to strength. We're pleased to be moving forward two new **programmes** that will support residents into work, the West London Sustained Employment programme, and New Pathways to Working in the Public Sector, a strand of the sub regional ESF transnational programme led by Ealing Council. I am leading discussions with the West London Working Board around a succession strategy for the **products** and **partnerships** developed by West London Working to ensure there is a lasting legacy and a continued focus on ensuring West London residents are supported into sustained employment.*

*Mike Clasper
Chairman, West London Working*

West London Sustained Employment Programme

On behalf of the West London Alliance Boroughs, London Borough of Ealing is inviting tenders to deliver the West London Sustained Employment programme. Funded by West London Working and the London Development Agency, this programme will support at least 600 workless West Londoners into sustained jobs. For more information, please visit the [Opportunities page](#) on the West London Working Website.

West London Working has set up a [Networking Database](#) to facilitate networking between prospective Prime Contractors and Delivery Partners, to add your details please complete the template [here](#) and email it to info@westlondonworking.org.uk.

The closing date for tenders is **4pm on Monday 7 June 2010**.

Employability Performance Rating

One of the cornerstones of our programme, the West London Working developed Employability Performance Rating is now being rolled out across London.

Developed for use with London Development Agency (LDA), Local Authority and Prime Contractors grants and services, the Employability Performance Rating complements DWP's [Star Ratings](#) and Skills Funding Agency's [Framework for Excellence](#).

Trialled and developed by West London Working over the last two years, the Employability Performance Rating is now being used by the LDA, and the Skills Funding Agency's work focused ESOL for parents grants. All LDA learning and skills contracts will be performance rated from April 11, London Councils will be introducing its use on European Social Fund (ESF) contracts from October 10, and the National Offenders Management Service will be using to rate its new London ESF contracts. In West London, Hillingdon, Ealing and Harrow Council's are all using the rating with their LDA grants, and the London Borough of Hammersmith and Fulham will be using the Performance Rating with their newly commissioned Economic Wellbeing and Opportunity services.

Widely welcomed by small and large providers and their funders, the Performance Rating will for the first time give a clear picture of the relative success of both individual providers and employment and skills programmes.

Please see www.westlondonworking.org.uk for further information on the Employability Performance Rating, or contact info@westlondonworking.org.uk if you are interested in introducing use of the rating to help you manage your grants or services.

West London Working Partner Projects

Future Jobs Fund

The Future Jobs Fund will create 300 jobs across the six West London Boroughs in the next 12 months

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

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 Work Focused ESOL (English for Speakers of Other Languages) for Parents Pilot

Nearly 1,500 West Londoners have now benefited from our work focused ESOL for Parents Pilot. Only delivered in London's City Strategy Pathfinder areas, this DWP pilot provides ESOL with embedded employability skills and work experience followed by in work support. DWP hopes that the pilot can be used as a model programme to encourage providers to deliver ESOL in a more work-focused context in the future.

Already the pilot is showing that it is not just participants who benefit, as parents are the target group, there is a knock-on benefit to the rest of the family. Employers also benefit from prospective employees having better language skills, as well as the wider community benefiting through the use of a shared language.

John Naughton, from Brent's Make English Work project, said, "One of our students, a qualified pharmacist from abroad, wanted to work in a local chemist so she could study for a qualification to become a registered Pharmacist in the UK. We worked on how she could market herself successfully to employers and we were delighted when she was offered a job in a pharmacy that gave her shifts so she could continue to study. She has since been working as an Ambassador for the programme selling it to friends, family and people at her study group whom have since been in and registered with Make English Work."

The Skills Funding Agency is accountable for this DWP funding on behalf of WLW. It is delivered across West London by partnerships led by the College of North West London, Harrow Council, Burleigh College and GLE. LLU+ at London South Bank University is supporting the delivery partnerships by providing regular events, surgeries and on line support.

Commissioning

Since our Winter Newsletter, West London Working has commented on all Flexible New Deal tender submissions. We are currently commenting on bids to deliver DWP's [Community Task Force](#), the work experience element of the Young Persons Guarantee. This is forecast to provide 2,000 work experience placements in West London between July 2010 and March 2011. We will also be commenting on bids for the DWP's [Progress2Work /Link up](#) programme, a voluntary, tailored package of support for specific customer groups that face the greatest disadvantage in the labour market including stabilised/recovered drug users, ex-offenders, alcohol misusers and the homeless. Being contracted for 5 years, DWP are forecasting that 2,550 West Londoners will use this service

As members of the London ESF Co-Financing Organisations Group and the London ESF Regional Committee, we have inputted to the Plans that the five London ESF Co-Financing Organisations have submitted for use of London's £196m of ESF funding over the period 2011-13.

West London Retrofit Employer Accord Pilot (REAP)

REAP has been set up to maximise the green job opportunities arising from Local Authority and Mayoral investment to tackle low carbon reduction in residents' homes.

In order to negotiate exclusive job opportunities for out of work West Londoners, this job brokerage service works with businesses that have been awarded contracts to carry out carbon reduction measures in West London homes. Alongside local employment and skills providers, the broker will match clients to job vacancies such as Domestic Energy Assessors, Home Energy Advisors, and Loft and Cavity Wall Insulation installers.

Laggi Efthymiou, the REAP Project Manager for West London says, "This is an excellent opportunity for unemployed residents of West London to improve their chances of getting work in one of the country's fastest growing employment sectors".

Programme

Partnership

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