

The City Strategy Pathfinder

for Brent, Ealing, Hammersmith and Fulham,
Harrow, Hillingdon and Hounslow

What is West London Working?

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 April 2007. Pathfinder partnerships aim to join up employment and skills agencies and services to increase their effectiveness.

Who is part of West London Working?

The West London Working partnership is employer led. The governing Board includes members from major local employers as well as key delivery partners from the West London Alliance Local Authorities, Jobcentre Plus, the Learning and Skills Council, the Primary Care Trust, and the London Development Agency.

Why do we need West London Working?

West London has a strong track record of economic success but it can be extended to benefit even more West Londoners.

In spite of this strong economic growth, **too many local people remain out of work**. After several years of improvement, the global economic recession has led to increased unemployment; 123,000 West London residents were claiming out of work benefits in May 2009. The employment rate stands at 71% - lower than the national average (73%) and a long way off the Government's 80% target.

Child poverty is also a problem. Current estimates suggest that there are 90,000 children living in benefit dependent households in West London and as such are living below the poverty line.

There is a strong **correlation between areas of social housing and concentrations of workless residents**. Often these areas are close to major areas of employment growth and opportunity – for example, Wembley, Park Royal, White City, and Heathrow.

What will West London Working Do?

In 2006/07 £40m was spent on services specifically geared to help West Londoners into work. A further £150m was channelled by the Learning & Skills Council London West into learning and skills provision. More than 200 providers deliver training and support to help residents find work.

West London Working will look to ensure that these **services meet the needs of both employers and residents who are out of work**.



West London Working's vision, objectives and challenges

Our Vision

To transform the coherence and effectiveness of the existing structure of services in West London to deliver a sustainable increase in the number of residents in employment and a reduction in child poverty.

Strategic Objectives

- To increase the number of residents in employment by 8,600 people by 2012.
- To make an additional 5,160 children better off by 2012.

Challenges

- No central quality and performance management system.
- Lack of coordination in the provision and planning of services.
- A system that does not adequately incentivise service providers at all stages of intervention.
- Multiple and confused points of contact for residents and for employers.
- A supply led system with disjointed employer engagement.
- Lack of personalised customer focused provision with few referrals between providers. No system that can track or support an individual's progress through the routeway.

West London Working's Programme

► **West London Working Passport** management information tool and directory of West London employability services.

► **Investment and Target Group** to implement our vision through joint investment plans and target setting.

► **Performance Rating** to benchmark the achievements of West London employability services.

► **Guidance, Skills and Brokerage Confederation**, a trusted network of Providers of employability services.

Outreach that links frontline staff from other public and third sector services with employment and skills provision.

Personal Advice with customised support provided to the hardest to help and access to information, advice and guidance for all workless residents.

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

Business Partner Programme to provide coaching to employability service provider's managers and delivery staff, and to support residents through the routeway to sustainable work.

Business client management tool to maximise employer pledges in the local area and expand private and public sector employer commitments.

Our work programme complements existing activity, such as the London Skills and Employment Board's Strategy, the London 2012 Employment and Skills Taskforce Action Plan, and the Mayor's Economic Development Strategy.

For further information

Please contact info@westlondonworking.org.uk or see our website at www.westlondonworking.org.uk.