

Quarterly Newsletter Winter 2009

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

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 for Parents

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.

This newsletter will be published quarterly to update you on our progress. For further information e-mail info@westlondonworking.org.uk or see our website, www.westlondonworking.org.uk.

I am delighted to welcome you to the first edition of our Quarterly Newsletter. Keeping our stakeholders well informed is a priority, and we hope that through this newsletter we will keep you up to date. West London Working is well into its third year of operation. We are continuing to work with residents and businesses to achieve our vision to transform the coherence and effectiveness of the existing structure of skills and employment services to deliver a sustainable increase in the number of residents in work. In light of the economic downturn, it is even more important that public funding is used effectively to help more of our residents find and keep work.



Mike Clasper
Chairman, West London Working

Business Partner Programme

After a successful procurement round the programme is ready to move forward...

Park Royal Workforce has been selected to develop and pilot the West London Working Business Partner Programme and is looking forward to getting the project moving. Gurnam Selvarajah, Director of Park Royal Workforce, said; "We are really excited about delivering the mentoring project in West London. There will be real positive outcomes for both the business community and the providers of employability services."

Using private sector expertise to help develop and support West London employment and training providers, to ensure that their provision meets employer needs, this innovative business to business mentoring programme will partner at least ten West London businesses with a minimum of twenty skills and employment providers.

The pilot programmes will start in January 2010 and run for one year. If you are a business or an employment and training provider and are interested in taking part in the programme, please email us at info@westlondonworking.org.uk

Commissioning

Over the last quarter West London Working has been consulted on DWP specifications for the Flexible New Deal and the new Progress to Work merged programme. We have also commented on bids submitted for the Jobcentre Plus Support Contract, new DWP ESF provision, and the specialist disability programme, Workchoice. In addition, we have responded to consultation on the new 2011-13 ESF Co-Financing Framework and been invited onto the London Co-Financing Organisations Group, through which we will be able to comment on co-financer's specifications and attend ESF commissioning moderation panels.

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 18 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

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Please feel free to forward this newsletter to your colleagues. If you would like to be added to the West London Working distribution list please send your contact details to info@westlondonworking.org.uk.

Personal Advice and Outreach

Programme gaining momentum...

Each of the six West London Boroughs is delivering an outreach and personal advice project which is unique to them, and tailored to meet the needs of people seeking work in their particular area. The projects have been testing various approaches to outreach and advice to determine what does and doesn't work when supporting people back into sustainable work. More than 350 residents have been given support across West London to date, with 71 gaining employment so far. Whilst gaining employment for residents is the main focus, the projects are also helping people gain work related qualifications, providing work placements and volunteering opportunities, offering in work-support, and assistance in accessing childcare.

The Interim Evaluation of the Personal Advice and Outreach programme identified a number of practices that had been successfully developed through the pilots. New partnerships have been formed and completely new ways of working have been embedded into normal working practices to make employment support a natural referral option for residents accessing other council services.

Through their WLW project, the Hammersmith and Fulham Employment Ladder, LB Hammersmith and Fulham now offer employment support to all residents that contact the council when seeking temporary accommodation. All new temporary accommodation staff are trained in their induction on how to make a referral to employment support.

"The training I received from Employment Ladder on how to support residents with housing needs into employment really helped me, especially when discussing next steps with clients and referring them on for support," reported Jackie Clayton, Housing Officer, LB Hammersmith and Fulham.

Confederation of Guidance, Skills, & Brokerage Providers

Helping providers adapt to changes in commissioning...

The last couple of months have seen the Confederation go from strength to strength. In September the Confederation ran its second successful networking event focussed on helping providers understand and communicate their unique selling points to larger Prime Contractors. More than 25 local providers benefitted from the event, doubling the number that have participated to date.

The move by funders to commission larger multi-million pound skills and employment contracts means that many West London providers are now changing the way that they access funding by working much more closely with large Prime Contractors, as part of their supply chain. The Confederation is delivering a series of events to help providers understand the implications of changes in commissioning, including how to develop a special purpose vehicle and how to make the best of negotiating with Prime Contractors. If you would like to be informed of future workshops, please contact info@westlondonworking.org.uk.

E-Bulletins that give information on bidding opportunities, employment policy, and local events, are sent out to Confederation members each month and are published on our website under publications. To view the latest edition please click [here](#)