

# Quarterly Newsletter Spring 2011

## 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.

West London Working has continued to actively support our products, programmes and partnerships. Reach West London was launched in October and has already provided employment support to over 200 residents, our Directory of Employment Service continues to be well used with an average of 40 unique hits per day, and 50 organisations attended Provider Confederation events in the last quarter.



As West London Working draws to a close we have continued to focus on succession planning. The Directory will be expanded to include all of London's ESF funded provision and its running costs are supported up to 2014, we've published the [final report](#) on our work with colleges to improve links between learning and employment, and we are due to publish the Business Partnering toolkit that will help others replicate this successful model of support. Roger Tym's and Partners are conducting our Final Evaluation, and we will be launching our Legacy Report at our Annual Event on 28 March at T5's Sofitel, so please do keep this date free.

I'd like to take this opportunity to thank everyone who has supported West London Working and helped us to make a difference.

*Mike Clasper*  
Chairman, West London Working

## Work Programme

In November, DWP announced their 16 preferred suppliers within the London Lot of the Framework for the Provision of Employment Related Support Services (ERSS). This was followed by release of the Work Programme Invitation to Tender in December that details customer groups and the payment model. We've continued to update our [Work Programme page](#) with relevant links and local information. West London Working's Associate Director and LB Brent's Head of Regeneration have met with all of the London preferred suppliers, detailing our asks of them and what Local Authorities can offer throughout the delivery of the Work Programme. We're pleased to say that a number of our West London Asks such as the utilisation of the Employability Performance Rating, the use of the Directory of Employment Services, and the support of a Provider Confederation that builds on our WLW model, have been endorsed in the wider 'London Asks of framework providers' produced by the Greater London Authority, London Development Agency, and London Skills and Employment Board. We also coordinated a round table where DWP ERSS framework suppliers presented to all six Local Authority representatives, followed by Q & A.

We have updated local information on our Work Programme page with locations of community hubs, children's centres and libraries. We are also undertaking a piece of work to map the range of development and regeneration sites in West London that will include their scale, location and employment projections.

The deadline for submission of work programme bids is 14 February 2011, with delivery commencing in Summer 2011.

## Future Jobs Fund Results

Information on West London Future Jobs Fund destinations is now coming through, and is encouraging. The Future Jobs Fund targeted unemployed 18-24 year olds and provided fully subsidised jobs for up to six months. Out of 128 leavers, 47% have continued in employment and 14% moved into further or higher education. There have been some, noticeable successes including that of young people placed with Hounslow Council, where 63% have continued in employment after the end of their Future Jobs Fund placement.

## West London Working Partner Projects

### Future Jobs Fund

The Future Jobs Fund will create 300 jobs across the six West London Boroughs from 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](http://www.westlondonworking.org.uk)  
or email  
[info@westlondonworking.org.uk](mailto:info@westlondonworking.org.uk)

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

### Playing to Win—Young People ‘Target their Future’ in the job market

West London Working has been working with Prospects Ltd to deliver a series of employability events aimed at 18-24 year olds. Called Playing to Win, the workshops aim to help young people understand what employers are looking for and how they can show what they have to offer.



A total of four half day workshops have been held so far in Wembley and Ealing which were attended by 95 young people. Hosted by motivational speaker and TV personality David McQueen, and assisted by an army of facilitators from local employability providers and colleges, young people were encouraged to think about employment from the other side of the desk as they pose as an employer and work

through the recruitment process from job descriptions to Interviewing.

There was also an opportunity to take part in mock interviews and browse a market place of providers to see what opportunities are currently available to them. Some lucky attendees who performed particularly well on the day were awarded work placement opportunities.

The workshops were rated excellent or very good by 92% of those that attended. Host David commented “It’s been amazing to see how the young people who attend the Playing to Win events and the facilitators from the various organisations work together and to see the quantum leap in the attendees interviewing skills and understanding of successful interviews.”

The final Playing To Win events are taking place on Thursday 3<sup>rd</sup> March at the Ramada Jarvis Hotel on Bath Road in Hounslow. There is a workshop at 9.30am or 2:00pm. To refer young people to the event please contact Mel Clarke [melanie.clarke@prospects.co.uk](mailto:melanie.clarke@prospects.co.uk) or for further information and a direct link to the registration form please see our website: <http://www.westlondonworking.org.uk/index.php?miid=2257>

### West London Housing Employment Link Project (HELP)

The HELP project has been running in West London since September 2007. Originally funded by Department of Communities and Local Government the project trains housing staff and managers to promote the benefits of working to workless tenants living in social housing, temporary accommodation or those approaching councils with housing need. Housing staff signpost tenants onto employment and training providers to get them into work. To date referrals made by trained staff have resulted in 120 tenants gaining work, 175 receiving training and 45 achieving a qualification. The project was due to end in March 11, however due to its continued success five West London Boroughs have agreed to continue funding until March 2012. For further information contact Project Manager Billy Seago, [seagob@ealing.gov.uk](mailto:seagob@ealing.gov.uk).

### West London Employability Performance Rating

The LDA has published, on the [London Skills and Employment Observatory](#), star ratings for twelve of its major employment and skills contracts using the West London Working developed Employability Performance Rating. These are draft ratings based on the first six months of the year, full year ratings will be published in Spring 2011. Ratings award between 0 and 4 stars depending on: contract delivery, quality, and contract compliance. The system has also been adopted by London Councils and National Offenders Management Service. The Observatory gives star ratings for prime contractors and for their 32 subcontractors too. For more information on the performance rating see our [website](#).

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