

Borough Report 2022
Richmond



Introduction

Welcome to our Better Working Futures Borough Report 2022 for Richmond.

We are pleased to present the latest information on delivery of our employment support to job-seeking residents in the borough.

This year we have seen the programme continue to make a difference in the community. Against performance targets for helping people into employment, we have seen some of our best ever results over recent months.

This performance is set against the backdrop of the Covid-19 pandemic restrictions lifting and our team continuing to adjust our support to reflect an ever-changing labour market.

Given many people's experiences of the past two years, the need for joined-up support that addresses employment and health priorities has never been more important.

Across the UK there are now **one million more disabled people in work than five years ago** (ONS, May 2022).

The employment disability gap – the difference in employment rates of disabled and non-disabled people – has narrowed. It is currently 28.2%, down from 33.8% in 2017.

Funding for programmes like Better Working Futures was provided to achieve results like these.

There is clearly still more to do to make work accessible for everybody.

The agility and dedication our team at Reed in Partnership has displayed since I joined as Programme Director for the programme last year means we are well placed to continue playing an important role.

I have also been inspired by so many of the other local support services and community partners in Richmond that integrate with what we do here to support local residents.

I hope that this report provides a good overview of the work and impact I believe we are having.

As always, we are very happy to hear from you. If you are ever interested in dropping in to see our programme in action, or have your questions answered, please do feel free to contact me at chris.paterson@reed.com

Best wishes



Chris Paterson
Programme Director



Programme overview

The Better Working Futures service, our name for the Work and Health Programme, launched in March 2018.

The programme is commissioned by South London Partnership and co-funded by the Department for Work and Pensions and the European Social Fund. It is delivered across the five boroughs of the South London Partnership: Croydon, Kingston upon Thames, Merton, Richmond upon Thames and Sutton.

Better Working Futures provides support to help people find and keep a job. It is available, on a voluntary basis, to those with health conditions or disabilities, and to various groups of vulnerable people who have early entrant access.

It also provides support to those who have been unemployed for over two years. For this group, the programme is compulsory.

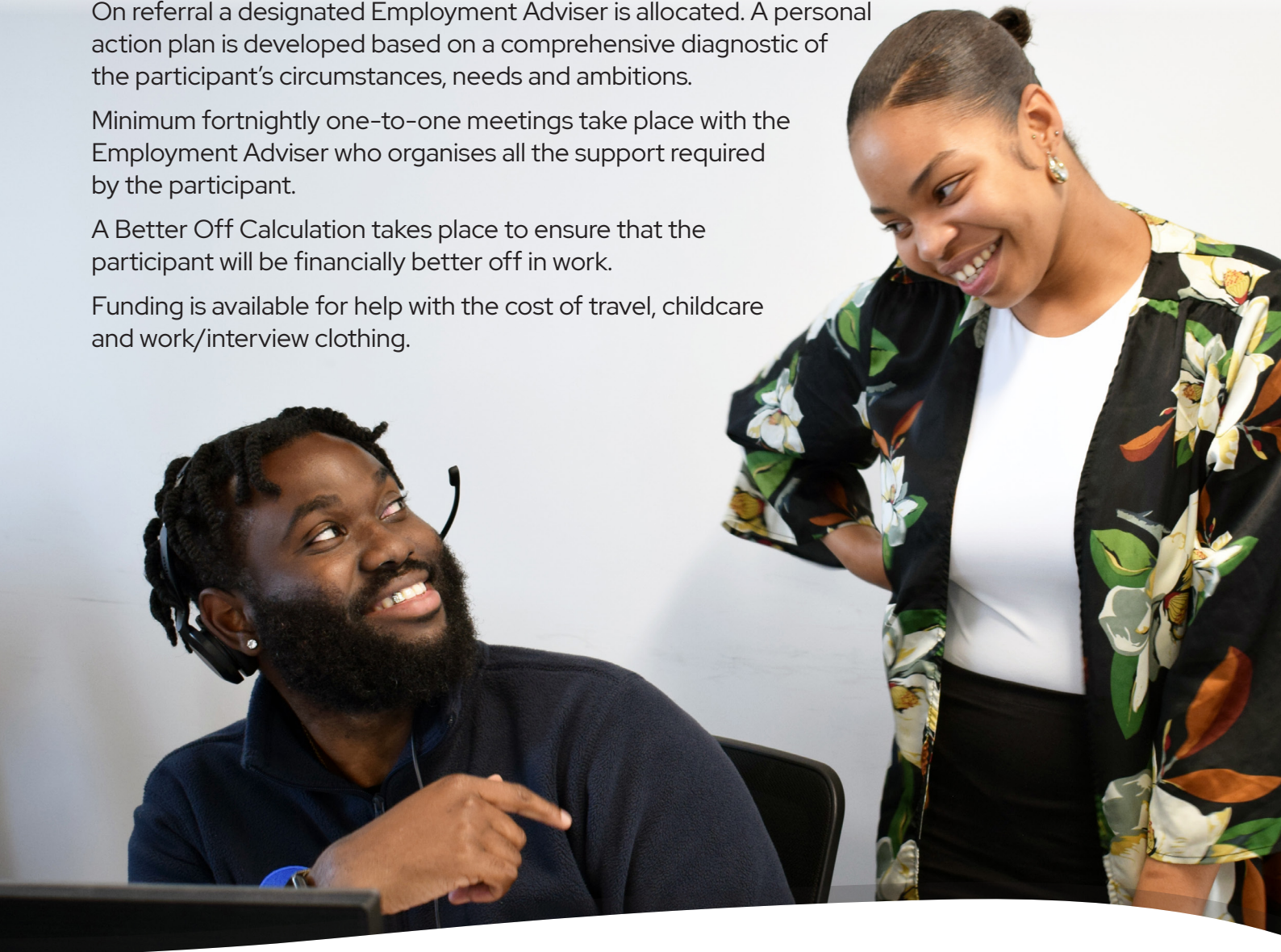
Participants have been identified by their Jobcentre Plus Work Coach as needing more intensive support to overcome their barriers to employment and are therefore referred to Better Working Futures.

On referral a designated Employment Adviser is allocated. A personal action plan is developed based on a comprehensive diagnostic of the participant's circumstances, needs and ambitions.

Minimum fortnightly one-to-one meetings take place with the Employment Adviser who organises all the support required by the participant.

A Better Off Calculation takes place to ensure that the participant will be financially better off in work.

Funding is available for help with the cost of travel, childcare and work/interview clothing.



Seven areas of support



1. Mindset

We help participants to get motivated and start thinking positively about employment and their own abilities.



2. Employability

Practical skills development for job searching, CV writing and interview skills. Self-employment support is also available.



3. Skills and qualifications

Work specific skills development that match local employer needs. Access and funding is provided for accredited training and qualifications. Sector taster sessions are available.



4. Personal circumstances

An extensive range of support, confidential advice and advocacy to overcome personal barriers, including housing issues, caring responsibilities, financial issues and previous convictions.





5. Health and disability

Our delivery was developed in partnership with Disability Rights, the UK charity run by and for people with lived experience of a disability or health condition. Health and Wellbeing Advisers provide one-to-one and group support to help participants manage a health condition, in and outside of the workplace.



6. Employment options

We have links with employers across South London. We work with employers of all sizes and types to source a wide range of appropriate vacancies that match the ambitions of our participants. We support employers to develop their understanding of health conditions and make reasonable adjustments through our role as a Disability Confident Leader.



7. In-work support

An In-Work Plan is produced that provides ongoing support once the participant starts employment. A progression review is offered to help increase the participant's salary, hours or review trading for self-employed participants.

Additionally, a wide range of support through external provision is available. Our Route Planner Tool contains details of local Richmond services that can provide coordinated support with specialist interventions for health and lifestyle factors and training options.

Programme data

March 2018 - August 2022

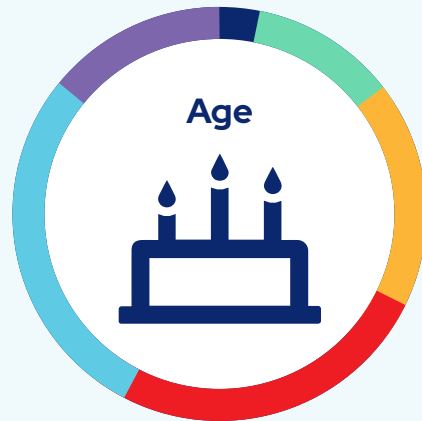
Location

Hampton North Ward	8%
Ham, Petersham and Richmond Riverside	8%
South Richmond Ward	7%
Hampton Wick Ward	7%
West Twickenham Ward	6%
Whitton Ward	6%
Hampton Ward	6%
North Richmond Ward	6%
Teddington Ward	6%
Kew Ward	5%
South Twickenham Ward	5%
Barnes Ward	5%
Twickenham Riverside Ward	5%
Mortlake and Barnes Common Ward	5%
St. Margarets and North Twickenham Ward	4%
Heathfield Ward	4%
East Sheen Ward	4%
Fulwell and Hampton Hill Ward	4%

3%
18-24

11%
25-34

18%
35-44



15%
65+

28%
55-64

25%
45-54



83% (53% male, 47% female)

Disability / Health Condition (Voluntary)

13% (49% male, 51% female)

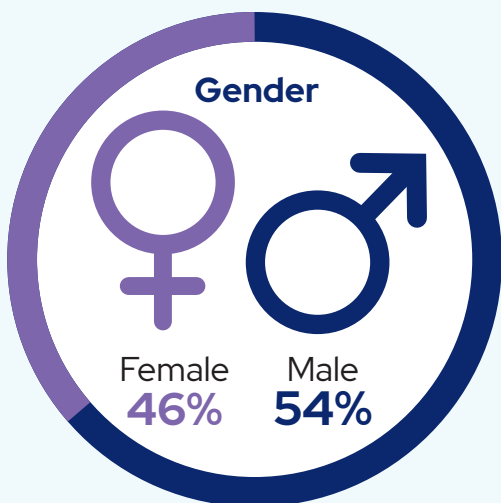
Vulnerable Early Entrant Access (Voluntary)

Includes people who are: a carer or former carer homeless; a former member of the armed forces or a reservist; the partner of a current or former member of the armed forces; a care leaver; a young person in a gang; a refugee; a victim of domestic violence; have or have had a dependency on drugs or alcohol; an ex-offender

4% (85% male, 15% female)

Long-Term Unemployed (Mandatory)

People who have been unemployed for 24 months or longer



Gender

Female
46%

Male
54%



88% Disability / Health Condition

3% Vulnerable Early Entrant Access

9% Long-Term Unemployed

White (British) **72%**
Black (African / Caribbean / British) **11%**
Mixed / Multiple / Other **10%**
Asian (Bangladeshi / Chinese / Indian / Pakistani / British) **7%**



Most common health barriers to work

- 1** Mental health issues
- 2** Learning difficulties
- 3** General poor health and lifestyle

Most common barriers to work

- 1** Not knowing how to customise a CV
- 2** Poor interview skills
- 3** No suitable interview clothing

Most common job goals



Service performance

Participant starts to date	661
Job starts to date	227
Job sustainments to date	106

Sustainments are achieved when the participant has reached a specified level of earnings from employment or has reached 6 months of being in self-employment.

Benefitting Richmond

Local job starts

5,727 South London unemployed residents – **661** of them in Richmond – have had the opportunity to access the service and make a plan to find employment since the service launched in March 2018.



227 participants from Richmond have started working with our help. **68%** of those using the service in Richmond come from jobless households, where inter-generational unemployment often increases the number and severity of barriers to finding work. Breaking this cycle is important to the prospects of all household members.

Generating income

The average wage for jobs started by residents in Richmond is **£10.45** and the most common contracted hours are **40 hours** per week. We can see from our data that **106** of participants supported into work have sustained until they have earned **£3,000** in income from their job so far, with many more approaching this figure soon. This shows that the roles participants are supported to access are meaningful, secure work.

However, only 23% of Richmond participants start work earning above the London Living Wage. With the current cost of living issues facing people, we are helping participants by working with our key partners such as **Citizens Advice Bureau, Shelter** and **Beam**.

We are also running Cost of Living events for our participants where they can discuss their challenges and concerns with Richmond-based representatives from local Housing Authorities, financial wellbeing organisations, foodbanks and the Citizens Advice Bureau.



Partnerships that break down barriers

In Richmond, the top three most common health barriers participants report are mental health issues, learning difficulties and general poor health and lifestyle.

Our Health and Wellbeing Advisers provide a range of in-house personal and group support that address these key barriers, including managing anxiety, stress awareness, sleeping well, mindfulness, being more physical active, understanding nutrition and mood management.

We also work in partnership with local health support organisations to complete our service. This includes **IAPT, Croydon Talking Therapies, Chiltern Clinic** and **Living Well CIC** - who provide our participants with a six-week programme if they have a long-term health condition, such as diabetes, arthritis, chronic pain, depression, HIV or long Covid-19. The programme helps participants learn new skills to manage their condition with a healthcare professional, meet others and share experiences and use their new skills and knowledge to improve their quality of life.

Participants also benefit from our local partnership with **The Nehemiah Project**, an independent charity with five houses in South London where male participants with a history of substance misuse can access a therapeutic programme with keyworker meetings, counselling, psychotherapy, Family Support Service, and supported attendance at AA meetings.

The other most common, non-health related barriers to work among Richmond participants are not knowing how to customise a CV, poor interview skills and not having any suitable interview clothing.

We help participants overcome these issues through dedicated support from their Employment Adviser, access to funding for clothing, and integration with community services. This includes **South Thames College Group** and **Croydon Adult Learning and Training (CALAT)**, who complement our service with additional bespoke CV support, digital skills training and ESOL skills.

Participants in Richmond are most likely to want to work in administration, retail or customer service.

To ensure suitable job vacancies and opportunities we have our own Recruitment Managers who are responsible for the Borough of Richmond. We also liaise with the local Employment & Skills Lead from the Borough as well as **Back2Work Compete Training**, the pre-employment training provider.

“We are delighted to work with Better Working Futures. Both organisations are committed to working collaboratively and taking a person-centred approach in supporting our clients.”

Living Well

Employer relations



We have built a strong relationship with the West London arm of Visiting Angels, who provide home care services. With the support of our Recruitment Managers, three people have been placed into work with Visiting Angels so far. Vacancies in the Care sector are notoriously difficult to fill, so following our success Visiting Angels have asked for further support from us as they have many more vacancies to fill.

Hilton

We built a relationship with Hilton after attending their careers open days. Taking participants to these events resulted in on-the-spot interviews and an invitation to have our own Reed in Partnership stand at Hilton events. Roles available from Hilton can be anything from front of house, reception, housekeeping and more. We have had a total of 10 job offers to our participants with five of these already in post.

WH Smith

Following the success of a job fair that we held last year, we have continued to maintain a strong relationship with WHSmith, with over 17 participants now placed into their South London and Gatwick branches. Additionally, WHSmith has particularly encouraged applicants with disabilities and has been very flexible with our participants' barriers to work, including accommodating flexible working arrangements.

People's stories

Nishantha joined Better Working Futures lacking self-confidence due to being made redundant from his role as an Executive Assistant.

Nishantha was well qualified for the roles he was applying for and was successful in obtaining numerous interviews. Nishantha worked with his Employment Adviser, Tsvetelina, to improve his interview skills in preparation.

With the knowledge and help of the Better Working Futures team, Nishantha was

supported with his interview preparation and workshops that proved beneficial in improving his self-confidence and resilience. He stated that he preferred to thoroughly prepare for interviews, so Nishantha and his Employment Adviser would work together a few days ahead of the interview to practice.

Nishantha was successful in securing a position as a Personal Assistant in the NHS and is settling down into his new role. He has stated that he is feeling supported and like a valuable part of his new team.

Paul joined the Better Working Futures having been out of work for over seven years, when he was medically retired after suffering a mental breakdown. He was homeless at the time of joining the service and was either sleeping in his car or on friends' sofas.

The team supported him by making suitable referrals to get housing advice as this was an urgent barrier that needed addressing. Paul was also provided with health and wellbeing support and was introduced to resources to help improve his mental health. His relationship with his family had suffered and this was something that he wanted to get back on track.

Paul was unsure of his next step into employment as he felt his age and lack of consistent work history would hinder him. He spoke to his Employment Adviser about the possibility of being self-employed which is something he liked the idea of.

Paul had a passion for dogs and wondered if he could turn this into a self-employment opportunity. His Employment Adviser provided him with support via our Self-Employment Specialist to create a SMART action plan. Paul started with a few clients, walking the dogs of people that he knew. This quickly grew, giving him the confidence to believe that self-employment could work for him. Paul has since built a network of clients and provides dog walking and dog sitting services.

Since starting the service, Paul's mental health has improved greatly. He was even able to regain a relationship with his family and is now living in the family home. Paul feels that the service helped him address his barriers and provided him with much needed structure and advice.

better
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WORK AND HEALTH PROGRAMME

