

My Ref: T: Scrutiny/Correspondence/Cllr NH

Date: 15 September 2017

Councillor Lynda Thorne  
Cabinet Member, Housing and Communities  
Cardiff Council,  
County Hall  
Cardiff  
CF10 4UW



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Dear Councillor Thorne,

**Economy & Culture Scrutiny Committee: 14 September 2017**

On behalf of the Economy & Culture Scrutiny Committee, please accept our thanks for attending our meeting to consider proposals developed in response to the cessation of Communities First. Members wish also to pass on their thanks to Sarah McGill, Jane Thomas and Louise Bassett for their attendance and for the excellent presentation that summarised the issues and proposals.

Members have asked that I pass on the following comments and observations and ask that these be included as our response to the current consultation on these proposals.

Members recognise the challenging circumstances facing the provision of employment services in Cardiff with the cessation of Communities First and are pleased that proposals have been developed to address these and improve service provision. However, given the reduction in overall funding available, Members recognise that some services currently offered by Communities First will not continue.

Members welcome the intention that the new services are accessible to all citizens, regardless of where they live. It is important that citizens have good access to employment services and it is heartening to see a number of routes offered for access, including hubs, job clubs, online and by telephone. Members are mindful that some of those citizens most in need of employment services may face additional

challenges in accessing these services, either because of previous poor experience with official services or because they do not live near a hub/ job club or because they either do not have access to the internet or a phone or find it hard to use these. Members therefore urge officers to ensure that the marketing of the new gateway approach provides reassurance to potential service users re its independence and helpfulness. Members are also interested to hear more about how officers will identify potential service users who face difficulties accessing these services.

Members are pleased that there will be an initial assessment of needs with onward signposting to council or external services, as required, and mentoring support. At the meeting, Members raised their concerns about future ESOL provision and were interested to hear that officers are mapping provision with a view to identifying possible additional funding provision. Members would like to be kept informed on progress with this.

Members also raised the specific needs of newly arriving refugees, such as Syrian refugees, many of whom are highly educated and require a different kind of support to access employment. Members were reassured to hear that officers recognise this and that appropriate support is available.

With regard to other specialist provision, Members note that officers are hoping that consultation responses will identify additional specialist services, to enhance the current list of specialist services.

Members also welcome the proposal to have a single database, which will enable better monitoring of outcomes for service users.

Moving on to the Legacy Fund, Members note that the Welsh Government criteria for this is very broad in order to allow flexibility. Members also note that Cardiff Council intends to use the responses received to the '*Helping people find work and Building Community Resilience*' consultation to shape the proposed use of the fund in Cardiff.

Members have scheduled pre-decision scrutiny of the Cabinet Report on Employment Services for our meeting on 9 November 2017. Members would like to

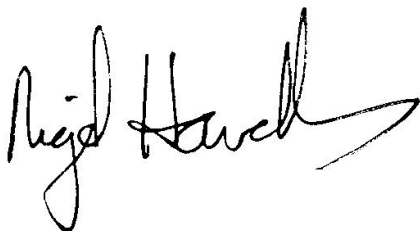
receive the consultation schedule with our papers for this item, in order that we can see the responses received and the corresponding actions proposed.

To summarise:

- Members urge officers to ensure that the marketing of the new gateway approach provides reassurance to potential service users re its independence and helpfulness.
- Members wish to hear how officers will identify potential service users who face difficulties accessing employment services.
- Members would like a progress report re mapping ESOL provision and accessing additional funding.
- Members would like to receive the consultation schedule with our committee papers for pre-decision scrutiny of Employment Services.

Thank you once again for your attendance at Committee and I wish you well with progressing proposals for future employment services.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Nigel Howells', with a long horizontal flourish extending to the right.

**COUNCILLOR NIGEL HOWELLS**  
**CHAIR, ECONOMY & CULTURE SCRUTINY COMMITTEE**

cc Members of the Economy & Culture Scrutiny Committee  
Sarah McGill  
Jane Thomas  
Louise Bassett  
Elizabeth Patterson  
Cabinet Support Office

**SWYDDFA CYMORTH Y CABINET  
CABINET SUPPORT OFFICE**



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Fy Nghyf / My Ref : CM38415

Eich Cyf / Your Ref : Scrutiny/Correspondence/CllrNH

Dyddiad / Date: 5th October 2017

Nigel Howells  
C/O Member Services  
County Hall  
Atlantic Wharf  
Butetown  
Cardiff  
CF10 4UW

Annwyl / Dear Councillor Howells

**Economy & Culture Scrutiny Committee: 14 September 2017**

Thank you for the opportunity to present the proposals on Employment Services and Building Resilient Communities to the Committee and for the helpful and constructive comments in your letter dated 15th September 2017. As requested the letter will form part of the response to consultation.

With regard to the specific issues raised I can confirm the following:

**1. Members urge officers to ensure that the marketing of the new gateway approach provides reassurance to potential service users re its independence and helpfulness.**

I fully accept and understand your concerns about the accessibility of the gateway and ensuring that those clients who may be harder to reach receive the help they need. The consultation being carried out will help inform the design of the gateway and I agree that proper marketing will be key to the success of the service. I would be happy to provide further information on this to a future committee should the proposals be agreed.

**2. Members wish to hear how officers will identify potential service users who face difficulties accessing employment services.**

**ATEBWCH I / PLEASE REPLY TO :**

Swyddfa Cymorth Y Cabinet / Cabinet Support Office, Ystafell / Room 505, County Hall, Glanrafon, Cardiff, CF10 4UW

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Cyflawni ein gwledigaeth o ddot y brifddinas orau i fyw ynddi yn Ewrop

Mae'r Cynghor yn croesawu gohebiaeth yn Gymraeg a Saesneg a byddwn yn sicrhau ein bod yn cyfathrebu â chi yn eich dewis iaith boed yn Gymraeg, yn Saesneg neu'n ddwyieithog dim ond i chi roi gwybod i ni po un sydd well gennych. Ni fydd gohebu yn Gymraeg yn creu unrhyw oedi.

Officers are aware that not all individuals will seek help directly and that outreach and direct engagement with some clients will be necessary to help them into services. This will be a key part of the design of the new services. We know that many economically inactive and unemployed people are not actively engaged with employment services. This may be because they are not ready to return to work, have had poor experiences of employment services in the past, or are unaware of the range of services available. To overcome this lack of engagement, we recognise we need to reach out to people and be creative on how we engage them in services.

Having a consistent Framework of Employment provision across the city will make it much easier to engage with other organisations and services who have day-to-day contact with the most vulnerable individuals in the city.

We will create better pathways into the employment services through working with our teams already based in communities such as the Money Advice and Hub Teams. We will also link closely with our housing teams including housing officers and the Tenant Participation team. This will help us to identify potential clients living in council housing. We will work closely with our Registered Social Landlord partners to ensure that their front line staff can identify those who need help and refer them effectively.

We will also join up with services that visit the most vulnerable and isolated people in their own homes such as the Welfare Liaison Team and the Floating Support providers.

Plans are already in place to work closely with hostels and supported housing providers. This will allow us to work with homeless individuals and to target support at young people who are leaving care and those who have suffered domestic abuse.

We will be able to use all available data and resources to concentrate our efforts on those members of the community that need the most help. One of the greatest challenges facing the city over the coming years will be the rollout of the Welfare Reform. The Council has the information about those affected and will be able to proactively target wrap around support, including employment support, to help to those most affected by the changes.

The services will continue to work in foodbanks, job centres and other community venues to reach out to people who are in crisis and unsure of where to find help.

Other programmes focussed on tackling poverty such as Flying Start, Families First and Supporting People will also be aligned to the new service model.

In addition to the above, the need to engage with harder to reach individuals will inform the use of the Legacy fund.

**3. Members would like a progress report re mapping ESOL provision and accessing additional funding.**

Some initial work has taken place and a flow chart has been developed for clients and professionals to explain the process and contacts for accessing ESOL provision alongside a list of existing services available in the community. This work will continue through the development and implementation stage and an update on progress will be provided as part of the Cabinet Report in November.

**4. Members would like to receive the consultation schedule with our committee papers for pre-decision scrutiny of Employment Services.**

A consultation report will be developed and provided as part of the pre-decision scrutiny of Employment Services and Cabinet report due in November.

I hope the above is of assistance.

Yn gywir / Yours sincerely



**Y Cynghorydd / Councillor Councillor Lynda Thorne  
Aelod Cabinet dros Dai a Chymunedau  
Cabinet Member for Housing & Communities**