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## PRESENTATIONS

**Committee** ECONOMY & CULTURE SCRUTINY COMMITTEE

**Date and Time of Meeting** THURSDAY, 6 DECEMBER 2018, 4.30 PM

Please see attached the Presentation(s) provided at the Committee Meeting

10 **Presentations** (*Pages 3 - 22*)

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# Review of Employment Services in Cardiff

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into work advice service

Home Jobseekers Employers Partners Events About us Contact us Cymraeg

*"The IntoWork Service provides employment and digital support to individuals actively seeking employment or looking to upskill"*

View our training courses and events...

We can help you get IntoWork

CONTACT US NOW

Support that's right for you

Training and Events

Economy and Culture Scrutiny Committee  
December 6<sup>th</sup> 2018



Agenda Item 10

# EMPLOYMENT SERVICES.....BEFORE

40+ employment services providing a range of services across Cardiff

Complicated eligibility criteria

- X** I don't live in a Communities First Postcode
- X** I don't live in a workless household
- X** I'm not a Council Tenant
- X** I am over 24
- X** I am not classed as long term unemployed



- Duplication of provision, and none in others
- No clear pathway
- Significant spend on management
- Geographical vs individual need
- Roll out of Welfare Reform changes impacting services



# FUNDING – Bringing together a range of funding in to one service



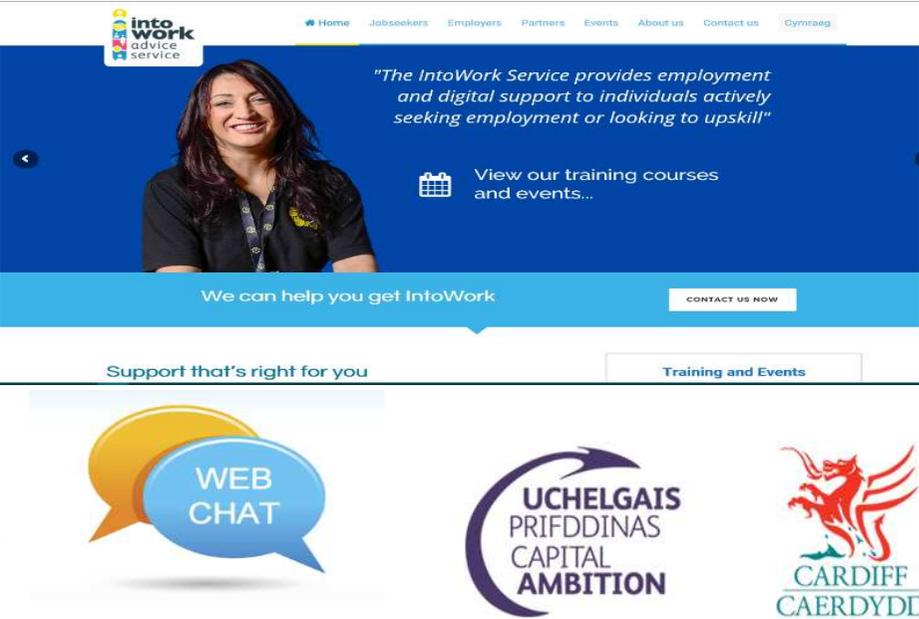
# NEW INTO WORK ADVICE SERVICE....“THE GATEWAY”

-  Any Postcode
-  In or Out of work
-  Any Tenancy
-  Any Age
-  Short/Long term unemployed



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**Ways to access the service to suit all - advisor will identify and put client into service that best suits their needs**

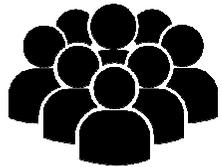


**45 Job Club Locations!**

- Alexander House Job Centre
- YMCA
- CCHA Office
- Riverside Brunel Street
- Cathays Foodbank
- Llanedeyrn Foodbank
- Ely Foodbank
- City Church Foodbank
- Cadwyn Housing
- Willows Learning Lounge
- Ty Seren
- Grange Gardens
- Fairwater Hub
- STAR Hub
- Grangetown Hub
- Llanrumney Boxing Club
- Central Library Hub
- Oak House
- Rumney Partnership Hub
- St Mellons Hub
- Grangetown Hub
- Ely & Caerau Hub
- Eastmoors Community Centre
- Ty Bronna Hostel
- The Base
- Ty Tresilian
- Llanrumney Hub
- Cathays Community Centre
- Grangetown Foodbank
- Dusty Forge
- Huggard Centre
- Butetown Pavilion
- St Mellons Youth Club
- St Mellons Foodbank
- Salvation Army (North Road)
- Llandaff North Hub
- Llanishen Hub
- Pentwyn Youth Club
- Charles Street Job Centre
- Pentrebane Zone
- Grassroots Centre
- Canton Library
- Splott Foodbank
- Ty Haul
- CAVC
- Ty Danescourt
- Powerhouse Hub



# Gateway – the Outcomes 1<sup>st</sup> April 2018 - 30<sup>th</sup> November 2018



**29,059**

PEOPLE RECEIVED INTO WORK ADVICE THROUGH THE GATEWAY

Target 43,000 annually

CUSTOMERS SUPPORTED WITH UNIVERSAL CREDIT



**1,629**

Target 1,500 annually



**21,360**

PEOPLE SUPPORTED IN THE JOB CLUBS

**561** verified as being supported into work

Target 620 annually



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INTO WORK WEBSITE HITS

**14,118**

MOST POPULAR PAGE 'EVENTS'

**1,814**



ADVICE LINE CALLS RECEIVED



# SPECIALIST TEAMS...based on people not funding Adult team



**Team of adult Mentors to support those aged 25 +**  
Support for in / out of work across the city. **Funding** for childcare, transport and bespoke training. Many face multiple barriers to work, have never worked or have not worked for a very long time

**Currently 478  
adults being  
supported mentors  
across the projects**

**179 families affected  
by the benefit cap  
supported**

**239 adults from mentoring  
projects supported into work to  
date**



# Adult Case Study

Miss A had a history of domestic violence and moved to Cardiff to be closer to family. She was sofa surfing with her young daughter when she attended the Hub for housing advice, the Hub officer sent her to the job club for some help with looking for work. After completing an initial assessment, the into work officer referred Miss A to a **mentoring project** as additional support was required.

Miss A's **low confidence** had been holding her back for a very long time. After 3 engagements she failed to attend. Eventually Miss A contacted the mentor to advise that she had to change her mobile number as her ex-partner got in contact with her.

At this point Miss A really started to build a **rapport** with the mentor and began to trust her. Engagements were more productive. Miss A had experience of working within the retail sector. As well as applying for a number of jobs, Miss A completed a level 2 customer service training course with the Adult Learning team and was given one to one interview skills training. Her application for an **interview with Tesco was successful**.

Prior to the interview, Miss A informed the mentor that she **did not have sufficient clothing for the interview**. She was too nervous to let the mentor know in advance and now she only had a day to get herself ready. The mentor used the **barriers fund** to purchase suitable clothing in time for the interview.

Following the interview, Miss A met with the mentor. She was **excited, full of energy and happy**. She thanked the mentor for everything she had supported her with and the **confidence** that she had given her to even attend an interview. Miss A said that she had been **offered a permanent 16 hour contract with Tesco**.

As well as her **wages** she should be able to claim **Working Tax Credits** and so she would be better off not only financially but was looking forward to a great future with her and her daughter.



# SPECIALIST TEAMS...youth team



**Team of youth Mentors to support those aged 16-24**  
Support NEET young people across the city joining up with **Youth Services, Cardiff Commitment and supporting young people living in Hostels.** Funding for training and barriers also available.

There are currently **254** young people being supported by the mentors

Barriers include, substance misuse issues, family breakdown, lack of experience, lack of skills, disengaged / poor experience of school, offending behaviour, peer pressure

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The team have supported **60 NEETS** into employment to date



# Youth Case Study

HH left school with **minimal qualifications**. When he joined the project, he was involved in some **offending behaviour**. HH was an engaging young person who clearly wanted better for himself, so listened to the advice, appreciated the mentoring and gradually removed himself from this.

During the initial work, HH had many **pitfalls** along the way where he struggled to move on. Previously, if HH made bad choices he **didn't have anyone around to talk** through why he made certain choices and he also didn't have anyone he would have to face afterwards who would be disappointed in him.

One incident involved HH being in a stolen car that was crashed and another saw him stabbed at a house party trying to stop someone attacking a girl. These were serious incidents that could have had huge consequences to his life.

He was interested in working in the **construction industry**. He was enrolled on a two week construction course for young people with criminal records. HH thoroughly enjoyed the course and had glowing praise from everyone involved. It did a great job in boosting his confidence. Following the course, the mentor and HH attended a **training open day**. HH was really engaging, spoke really well to the various professionals there and looked genuinely enthused by what they could offer. During the event, he was **offered groundwork** and started the very next day !

HH has been on the apprenticeship **for five weeks** now and it is going well. He is thoroughly enjoying learning all the **new skills** and gaining his various digger licences. He shows great progress in his general outlook and ability to handle new situations in a much calmer and logical manner. HH is extremely grateful for the support he has received and is on his way to a good career.



# SPECIALIST TEAMS...Self employment

With **15%** of the labour force in the UK now working for themselves, the new service needed to help those who were looking to set up their own businesses

**Self Employment Advisor**-providing practical advice

**Pop Up Business School** in Cardiff May 2018 – **64 people** started their own business

In total **95** people have been supported to start their own business and are still trading !



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## POPUP CARDIFF OVERVIEW



## WHAT IS THE POP UP BUSINESS SCHOOL?

The PopUp Business School is a start-up training course that's the complete opposite of the traditional approach to starting a business. Forget business plans and funding we get people going quickly, testing their ideas to make money doing what they love.

### THERE WERE 10 DAYS OF WORKSHOPS INCLUDING:

- How to start a business with NO money
- How to build a website for free
- How to make money from your sofa
- And so many more.

The PopUp was jointly funded by:



# Feedback from the Pop Up Business School

“They made the right decision when they agreed to fund this workshop, cuz for many this is a true life changer”

“This is the best course I have ever done and it has changed my life and greatly improved my future prospects”

“Top class tuition, very motivating and captured everyones attention which was impressive considering the huge variety of people who attended. Made it fun to learn and was open and welcoming to all”

“Dear funders, I don't know how I can thank you but I can promise that we gonna use the skills we got to create our own employment opportunities and to develop ourselves, community and the country in general ! “

“This course helped me very much, I achieved new skills that I can use not only in a business scenario but in daily life. I think these could help a lot of other people to find their future, whether that is a new business, project or anything else”



# SPECIALIST TEAMS...Employer Engagement

Co locating with Economic Development Team. Linking in with **Community Benefits** and holding **major and local job fairs** events.

In September 2018 the Cardiff Job Fair, in partnership with Job Centre Plus was held at St. David's Hall. It attracted over **1,100 jobseekers** and **40 employers** who were offering thousands of jobs across a wide range of sectors.

To date worked with **189** employers (target of 125 for the year)

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## Case Study

In May, the Officer coordinated an information and registration day on behalf of Celsa UK for their summer apprenticeship intake. The event, which took place at Butetown Youth Pavilion, attracted 15 young people of which two local young people were subsequently accepted into the apprenticeship programme. The Officer created promotional materials and publicised the day, performed pre-vetting of candidates and was present on the day to assist with facilitation.

Celsa UK stated that they were grateful for the service and were impressed with the high quality of candidates present.

The Officer continues to work with Celsa UK, assisting with the creation of a proposed engineering skills academy for Celsa UK employees and learners throughout the city region.



## SPECIALIST TEAMS...volunteering

Started in April 2014 with 4 volunteers - November 2018 service has **126** volunteers with varying roles across Hubs and libraries, including specific youth volunteers in Butetown

In total over **24,000** volunteer hours have been given.

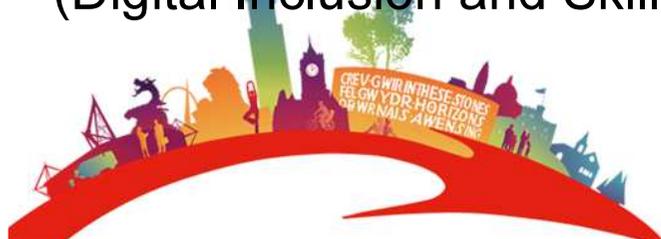
**62%** of volunteers leave volunteering for a positive reason, this is to move into employment or on to education.

**32** volunteers now work for Cardiff Council – pathway to work.

### Award Winning !!!

Won Wales Council Voluntary Action Award (digital volunteers in 2017)

Second place in Digital 100 Leaders award (Digital Inclusion and Skills Initiative of the Year)



# SPECIALIST TEAMS...Working together... Adult Learning

**93% pass rate for accredited courses**

**496 learners have enrolled onto Learning for Work programme for term 1**

**Linking in with Employer Engagement to provide training employees need to meet the skills required by Employers, guaranteed interviews**

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## Training Schedule DECEMBER 2018

### Central Library Hub

Monday 3	Food Safety	09.30 - 15.30
Tuesday 4	Emergency First Aid at Work	09.30 - 16.00
Wednesday 5	Improving Conversational English	09.30 - 15.00
Thursday 6	Emergency First Aid at Work	09.30 - 16.00
Monday 10	GET THAT JOB	09.30 - 15.00
Tuesday 11	Interview Skills	09.30 - 15.00
Wednesday 12	Improving Conversational English	09.30 - 15.00
Thursday 13	Food Safety	10.00 - 15.30
Monday 17	Telephone Skills	09.30 - 15.00
Tuesday 18	Confidence Building	09.30 - 15.00
Wednesday 19	Improving Conversational English	09.30 - 15.00
Thursday 20	Paediatric First Aid (1 of 2)	10.00 - 15.00
Friday 21	Paediatric First Aid (2 of 2)	10.00 - 15.00

ICT on floor 5, TP on floor 4 & Meeting Room on floor 4  
All of our courses are available in Welsh / Pob cwrs ar gael yn Gymraeg

### Star Hub

Monday 17	CO5HH	09.30 - 15.30
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### Powerhouse Hub

Monday 17	Food Safety	09.30 - 15.30
Tuesday 18	Customer Service	09.30 - 15.30

[/intoworkcardiff](https://www.facebook.com/intoworkcardiff)

### Learning for Work Enrolment Events

Learning for Work courses are funded by the Welsh Government and are designed to support eligible individuals to return to employment, training or further education. The courses are free to eligible individuals. Those eligible to enrol on these courses include:

- Those who are not currently in education, training or employment and are in receipt of state benefits or support (excluding state retirement pension).
- Those aged 50 plus who are not in full-time employment and who are seeking work.

We also welcome enrolments from those with few or no formal qualifications. Referrals from Trust Sector organisations and charities who are supporting individuals back into education are also welcome.

#### HOW TO ENROL ON A LEARNING FOR WORK COURSE

We will be holding a series of enrolment events across the City. At these events you can find out more about the courses we offer, and complete your enrolment form.

#### Enrolment events January 2018:

DAY	TIME	VENUE
7th January	10-1	Severn Road Centre, Severn Road, Cardiff, CF11 9DZ.
8th January	10-12	Powerhouse Llanedeyrn Hub, The Manilla, Llanedeyrn, CF23 8PN.
9th January	1-3	St Mellons Hub, Cuckinwood Road, St Mellons, CF23 0EF.
9th January	10-12	Orangeflow Hub, Henlock Place, Orangelawn, CF11 6PA.
11th January	10-1	Ely Hub, Cowbridge Road West, Ely, CF5 5BQ.

Enrolment by Telephone:  
You can enrol by telephone from Friday 12th January. Please note, we will not accept telephone enrolments before this date.

Severn Road Centre, First Floor Severn Road Primary School, Severn Road, Cardiff, CF11 9DZ.

**1,733 people have attended work skills courses to date**



**To book your place**  
**029 2087 1071**

## Get Into Care

**Start your career in Home Care with 1st Grade Care**



1st Grade Care have vacancies throughout Cardiff and offer a great the opportunity to earn as you learn to progress your career.

Cardiff Council, Adult Community Learning and 1st Grade Care are running a FREE week-long Preparation for Employment and Working in Care course for unemployed job seekers starting December 10th.

Everyone who completes the course is guaranteed an interview and work trial leading to possible employment.

To enrol for the course and find out more about the different vacancies on offer, drop in to our registration and information day.

### Registration and Information Day

11am - 2pm Wednesday 5th December  
Creative Suite, 5th Floor Central Library, The Hayes, Cardiff CF10 1FL

For more information call Adult Community Learning on 029 2087 2030 or email [AdultLearningQuery@cardiff.gov.uk](mailto:AdultLearningQuery@cardiff.gov.uk).

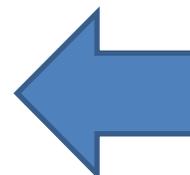
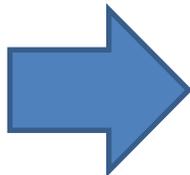


# DATABASE

One database that is linked with schools database for a cradle to the grave picture of the people we work with

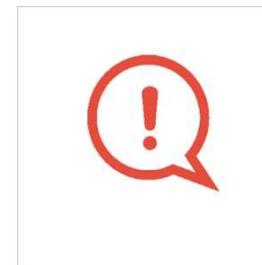
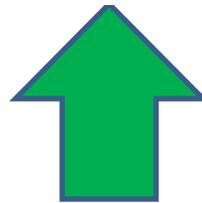


Performance team monitor quality of work and stats



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Look at new prevent technology so we can intervene earlier to provide the right help and support (before they leave school)



Early Intervention



# Targeting help to the most vulnerable using data we hold and going to them!



**REACH**  
A hub for ESOL  
in Cardiff

ESOL is now provided by Cardiff and Vale College. All learners assessed through the Hub and put into relevant provision. Work closely with the team

Benefit Cap



**141** clients supported into work who are affected by the Benefit Cap since April 2018



**34** people in hostel accommodation supported by the service since June 2018



**71** young people EOTAS (Educated Other Than at School) obtaining work skills qualifications since April 2018

REFUGEES  
WELCOME

**150** refugees supported since April 2018 **29** now working

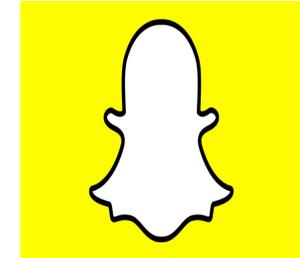


**39** homeless young people and those leaving care supported since May 2018 (actively engaged) **5** now working



## The Future

- Expansive publicity campaign in January 2019 “New Year, New Job”
- Use of new forms of communication (SnapChat and Instagram)
- Extended funding agreed for refugee project
- Further interrogation of the database to look at more preventative / targeted work
- Bidding for additional funding when eligible



### Main Concern

- Various funding issues as funding for projects will be reducing / ceasing in the coming years. (Currently looking at the details of this to fully understand the implications and how we may be able to mitigate this)



# Thanks for Listening

