



Future Prospects

Annual Report

2009-2010



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1. Introduction

Future Prospects has continued to offer a quality and universal IAG service during the year 2009-2010. We have offered a fully responsive service- meeting the challenges of the local economy through ensuring excellent partnership work with key stakeholders across the city all aimed at supporting local people back into learning and work at a time when skills and jobs are critical to our national economic recovery.

This year has seen us delivery a range of redundancy and transitional support to a wide variety of businesses across the sub region. Our reputation for responsive and quality delivery has grown further.

The public sector is a challenging arena to deliver front line services, and Future Prospects is no exception to this. We find ourselves constantly responding to the challenge of continuous improvement- identifying creativity and innovation in order to make funding go further.

This year has seen us develop and strengthen our internal relationship with within City of York Council, as well as continue to work actively and in partnership with key external stakeholder and contracting bodies.

Future Prospects have been busy across the city- ensuring that services are demand led and inclusive. Our work at a strategic level ensures that key influencers and decision makers are aware of improvements and innovation that we are involved in, and that we are able to promote economic inclusion as a vital cross cutting strand across various local strategies such as Adult Skills, Economic Inclusion, NEET, and others.

Changes to the public funding landscape affect both the people coming to use our service and the service capacity itself. Now, more than ever partnership work is critical to ensure the local economy is able to grow and develop. Most local organisations are having to do more with less- which means developing more robust and effective networks.

This year, our Annual Report has a new look, to go with the new challenges of the present and the future. Hopefully, the full extent of our work will be more clearly revealed- with the benefits to the city in the form of return on investment at the forefront of the report. Key amongst this is the work Future Prospects does to contribute to the targets set for the Local Area Agreement, and the ultimate goals of the Without Walls Partnership.

2. Key contact headlines

- 308 individuals gained paid employment £523k benefits savings
- 99 disabled people got jobs- £870k benefits savings
- 54 young people got jobs- £182.5 k benefits savings
- 5484 went into training and learning- 40% into accredited training at level 1 and 2
- We delivered in depth advice to 8136 individuals
- We delivered 1033 drop in advice sessions and 83 tasters across 13 venues across the community.
- 2384 attended our employability skills workshops
- 68,523 visitors to our website
- The biggest single barrier to work this year has been redundancy at 21%
- The combined biggest barrier to work continues to be disabilities and health problems
- Top 4 referral sources- friend/colleague, website, jobcentreplus, and health professionals
- 99% customer satisfaction rate
- 176 individuals gained a entry level or level 1 qualification through our on site OCN provision.
- 90% of our clients choose face to face access as their preferred way of using the service

3. Return on Investment

Future Prospects delivers value for money. Our commitment to economic inclusion for all contributes greatly to the local economy. We are working with 70% of the unemployed people in York on JSA and 29% of those on ESA/ ICB.

This year we achieved:

- £2.78 million of additional revenue into York through jobs gained (based on minimum wage and average of 30 hours a week employment)
- £57k of extra income flowing into the Westfield and Clifton area through benefits uptake
- £90k of extra income from benefits maximisation through city based service
- £1.57 million in annual benefits savings through moving people off benefits and into paid work

4. Our Service

Future Prospects offers a free Learning and Work Advice, and Skills Development Service to all in York aged 16 and upwards,

The service is free from eligibility and offers a no wrong door approach. Our advice and guidance offer is holistic, and is inclusive of benefits, funding ,housing, skills for life, counselling and IT assessments.

Our main role is to support people through IAG to improve key employability skills- whether it's the actual process of applying for a job, the interpersonal skills and strategies required to gain paid employment, and the ability to retain the job once in it.

Our blended service offers an opportunity for intensive jobsearch support, the opportunity to gain accredited qualifications in both vocational and employability skills, through both group and 1-2-1 provision.

Having a public fronted service draws people in, and encourages all residents to make use of a service that can be tailored to their specific needs. Having a variety of services under one roof encourages clients to progress more quickly and effectively, and Future Prospects play the key role of navigator. This role is crucial, as for some clients using the service their journey to work is complex and needs a more targeted and intensive approach.

With drop in and 1-2-1 advice available- we have no waiting times or complex referral process. Customers are able to get instant access to our service.

Future Prospects are a provider of choice, and our success with under represented groups is a result of a service that is not mandated. This encourages multi agency work with statutory bodies such as JCP who require a service that has access to the hard to reach, but is not directly able to meet the needs of those furthest from the labour market. The work that Future Prospects does is vital to supporting people back to work.

Our service has evolved through customer needs being identified and fed back into service improvement, as well as reflecting the changing nature of employability. Our workshop programme reflects the key skills people need to develop to fully participate in the labour market:

- Local Labour market information about a wide range of sectors
- CV, applications and interview skills
- Online applications and internet based jobsearch
- Access to internet and paper based resources for independent or supported jobsearch
- Access to vacancies from JCP, recruitment agencies and a variety of local employers
- Personal self development strategies to support job retention and workplace resilience
- IT screening, structured IT courses, and weekly drop in
- Skills accounts and skills diagnostics

Weekly Footfall through service

- 165 through the Information Shop
- 50 through our jobsearch area
- 32 through workshop provision
- 20 through IT assessment and IT drop in
- 7 through Skills for Life Assessment

Customer Inclusion

Future Prospects is committed to inclusion of access, offering a wide range of access times, and a service tailored to meet the needs of customers from a variety of backgrounds and culture.

By having a team of specialist advisers, we are able to feed customer comments back into our service planning- ensuring we are always striving for improvement. Our advisers have extensive experience in supporting the most vulnerable jobseekers;

- lone parents
- those with disabilities and health problems,
- older workers,
- BAME groups,
- graduates,
- young NEETs,
- offenders,
- long term workless,
- those with learning difficulties or low skills,
- those on a low income,

Our city centre premises are fully accessible, with a range of disability resources and additional support available to anyone who requires it.

5. Funding 2009-2010

Future Prospects has a range of funding streams gained through open and competitive tendering processes. We mostly deliver our services in the local York and district area, but have delivered across North Yorkshire also.

Funding can range between 6 months and 3 years, and is payment by results only.

We also receive a core contribution from City of York Council, who invest in our service as part of it's commitment to economic inclusion for all.

Future Prospects has long standing partnership arrangement with York College and City of York Council's Adult and Community Education to deliver a funded enrolment service for the city's adult education offer.

DWP/ESF Initial Steps

This is a structured project aimed at unemployed people looking to get back to work, but need additional support to get there. Through structured jobsearch activity, we enable progression to paid work within a short timescale. A third of the clients work with a further provider under the ESVR programme which deliver a learning brokerage and funding service for those requiring access to further vocational training.

LSC/ESF Adult Engagement

This project is delivered in partnership with Our Celebration and Peasholme Resettlement Centre- offering those aged 19+ and furthest from the labour market with low confidence and mental health issues an opportunity to connect with a recovery focused service and build capacity for work. We deliver employability and workplace resilience courses, supporting customers into further positive work focused activity throughout the programme.

LSC/ESF Skills for Jobs

This project is targeted at jobseekers aged 20+ who need to undertake some short vocational training in order to move back into the workplace, and for those closer to the labour market

LSC/ESF Towards Employment

Working with offenders, this project involves a smooth partnership arrangement between North Yorkshire Probation Service and York College. The aim of activity is delivering accredited training in employability skills and supporting advice around disclosure.

NIACE Transformation Fund

A community wide project, we connected with providers of informal learning to showcase to local communities the value of engagement and the opportunities to get involved in voluntary activities over a six month period

LSC Nextstep

The national face to face IAG service for aged 20 and above, we have been a delivery partner since 2004. The offer has changed radically in this time, and is mainly a front end service for basic information and advice, with guidance available to customers with qualifications below level 2, those at risk of redundancy and 18 year old referred from Jobcentreplus. This offer is delivered to a wide range of customer groups through both our city centre premises and community settings.

LSC Young Parents Learning

Originally a pilot in York, this year has seen us deliver the programme for York and North Yorkshire. Aimed at 16-19 year old NEETs who are parents or parents to be, this programme offers accredited level 1 learning, and progression to other mainstream programmes.

Workstep

This is a JCP programme delivered in partnership with Remploy. Aimed at disabled jobseekers who are seeking paid work of 16 hours a week or more, we offer structured and intensive activity to progress and sustain people into employment.

City of York Council- One City

Our targeted community work in Westfield, Foxwood, and Clifton has yielded huge dividends for the community in terms of service delivery, multi agency work and income, jobs and training into these local areas.

City of York Council- Local Area Agreement Delivery Fund

We work in partnership with the Salvation Army to deliver the 'Futures Project', an employability skills and catering work placement programme aimed at those with mental health issues claiming out of work benefits. This project has shown the importance of the journey to work for those who are hardest to connect to employment - the confidence boost that updating skills can give, not to mention vocational and transferable skills to take into the local labour market.

City of York Council- Adult and Community Education ICT in the Community

The importance of IT skills, both in the workplace and as a tool of employability are key to the delivery of this project. By offering bitesize and engagement learning, we are able to improve job prospects and increase progression into higher level courses.

City of York Council- Learning Disability Employment Service

This year saw the end of our funded Supported Employment service which we offered from 2006. This project supported people with mild to moderate learning disabilities into part and full time employment or voluntary opportunities. In a 3 year period we saw 252 clients- with 59 going into paid work, 140 into voluntary opportunities and 375 learning place were taken up.

LSC Train to Gain

Working in partnership with North Yorkshire Learning Consortium, we have worked on site with Tangerine to provide accredited ESOL provision to new and existing employees.

Her Majesty's Court Service

As a provider with a positive reputation for supporting offenders into employment, we were chosen to run a pilot which aims at early intervention in offending behaviour, with the objective of moving people into advice and work. This is a court based service, aimed at engaging those who have not made the connection to offending behaviour and worklessness.

LSC Response To Redundancy

This has been a large and ongoing project, enabling us to support those redundant or at risk of redundancy in York and North Yorkshire to identify their next steps and connect them with the local labour market

Key Stage 2 Pathfinder

This project has enabled us to work alongside Connexions with parents of key stage 2 children in targeted local communities to raise aspiration and provide practical support to move back into learning and work.

The financial out-turn for Future Prospects for this year can be summarised as follows:

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Income:	
Core Funding	165
Contract Income	486
Total income	651
Expenditure:	
Staffing	676
Premises	62
Supplies and services	54
Total expenditure	792
Deficit:	141
Reserve movement:	
B/fwd	388
Deficit for current year	141
C/fwd	247

6. Future Prospects in Partnership

Future Prospects has partnership work at the heart of our service, and the range of networks includes community and private sector. These are some highlights from this year's activity.

Health and Worklessness

Future Prospects has always worked in partnership across the city and beyond, delivering innovation and progress to a wide range of service users. Here are some highlights from the financial year 2009- 2010

As well as finding a job, retaining employment can require the right support package for some customers with health needs or disabilities. Health inequality and worklessness are different sides of the same coin, so it is important to get the right package in place to support people.

We work in partnership with Remploy to ensure that Future Prospects clients can benefit from National Employer Agreements, designed to widen the recruitment and selection phase to accommodate candidates with a disability. We have supported 25 of our Workstep clients into paid employment, some through guaranteed interview schemes with Royal Mail, Asda, and Sainsbury.

Those coming through Workstep are committed to finding paid employment of 16 hours a week or more, moving them off benefits once they are successful. Working with JCP to promote work trials to employers has enabled organisations to be more aware of the financial incentives on offer when considering recruitment of longer term unemployed people

Work and Wellbeing

Work and wellbeing is a key part of economic inclusion, particularly as both sickness absence and worklessness is estimated to cost the UK £100 billion a year.

The economic downturn has put further pressures on existing workforce, and building resilience to remain in the workplace is a crucial employability skill. We have supported organisations beyond the immediate redundancy phase to support employees through the 'survivor syndrome'. This involves upskilling workers to identify strategies and activity which can enable them to feel more engaged.

Our biggest success is with the East Coast Mainline Companies- working alongside the Union Learning Representatives from the TSSA (Transport Salaried Staffs' Association) Traditionally the rail and associated infrastructure sector is subject to constant change, and there have been takeovers and redundancies in the last year. York is the Headquarters for many rail companies, and the sector has a Safety Plan which ties in with corporate aims to improve employer wellbeing and attendance at work. As an impartial service, Future Prospects has run taster sessions to help employees remain engaged with changing priorities in the workplace.

Diversity

The presence of international students and spouses at our local HEIs, and a fluctuating migrant population has led to a growing diverse population in York, and the availability of tourism and hospitality jobs support that growth. As part of the NIACE Transformation Fund, we worked with local organisation Explore Media to support Black, Asian, and minority ethnic groups to access to digital inclusion, culminating in a film sharing their experiences of living and studying in York.

Redundancy, outplacement, and the local labour market

Future Prospects have delivered extensive redundancy support throughout York, North Yorkshire and West Yorkshire this last year. We act as a local portal for residents and employers to find out what their options are.

Through our partnership with Leeds City College under the Response to Redundancy banner, we have been into 24 workplaces across North and West Yorkshire delivering advice, skills analysis and holistic support to people. 1300 people have come through Future Prospects as individuals at risk of redundancy, and we are able to give them update to date information and advice around vacancies, employability skills training, financial assessment and ongoing support to find work.

Communities

We have been lucky enough to be a key player in a number of exciting and innovative community based projects this year, with funding and vision that has allowed us to enhance our established community presence. We have worked in partnership with 41 organisations and improved the local communities access to informal learning, training, advice, support services, financial inclusion and employment.

7. How Future Prospects meets York’s National and Local Indicators

Healthy City

LI 3	HCOP1.1 Reduce health inequalities within the local area, by narrowing the gap in all- age, all cause mortality	Future Prospects has delivered to targeted communities across the city, increasing income through supporting people back into work and raising income through ensuring benefits maximisation, and supporting applications to charities and grants Our supported employment service ensures economic inclusion for jobseekers with health problems and disabilities by supporting people back into paid employment and up skilling those with low skills and confidence. We also work with employers and other key
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		stakeholders like JCP and Remploy to increase economic opportunities for those furthest from the labour market due to disability
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Inclusive City

NI 4	% of people who feel they can influence decisions in their locality	Future Prospects works with Residents Committees within communities, encouraging people to get involved and shape their local area. Our work in Westfield under the One City banner has directly helped regenerate neighbourhood participation and improve local services
NI 6	Participation in regular volunteering	Future Prospects have supported people into volunteering and structured work placements, helping people to build their confidence and social skills for work
NI 116	Proportion of children in poverty	Through our presence within Children's Centres, we are helping parents on low incomes reconnect with work and learning, helping them to navigate and make positive change. We support clients who have come through JCP programmes aimed at lone parents
NI 54	Services for disabled children	As the only all age IAG service, Future Prospects is able to offer transitional support to young disabled people to identify pathways to paid work and employability skills training with internships attached. We work closely with colleges and providers to ensure inclusion for young people. We work in partnership with other organisations involved in moving the Valuing Employment agenda forward, and are actively working together with CYC's on the new Workforce Plan, enabling the public sector to be more inclusive to disabled young people seeking work

Learning City

NI 81	Inequality gap in the achievement of a level 3 qualification by the age of 19	Our delivery of level 1 provision to young people aged 16-19 increases their transition rates to level 3 courses at FE college. The majority move on to full time level 2 and 3 provision.
NI 117	16-18 year olds who are NEET	Future Prospects is extremely successful with NEET young parents- 39 came through our

		programme in 09/10 and achieved a level 1 qualification The majority of those young people have no previous qualifications when they first make contact
NI 163	Working age population qualified to at least NVQ Level 2	Through delivery of short accredited courses we increase our clients range and level of qualifications. Our IT provision contains a learning offer at Level 2. We have supported 2193 people into accredited qualifications at Level 1 and 2
NI 164	Working age population qualified to at least NVQ Level 3	Our universal IAG service offers a full range of support to those seeking retraining, along side advice around funding opportunities

Safer City

NI 19	Rate of proven reoffending by young offenders	Future Prospects was asked by Her Majesty's Court Service to pilot a courts based Problem Solving for offenders programme. We are currently working with 28 offenders and none have reoffended at this time
NI 30	Re- offending rate of prolific and priority offenders	Future Prospects offer a successful targeted service to those engaged in offending behaviour to get back into work. We operate a weekly advice service in York Probation Service, and all jobseekers in the Bail Hostel are connected with our service offer

Sustainable City

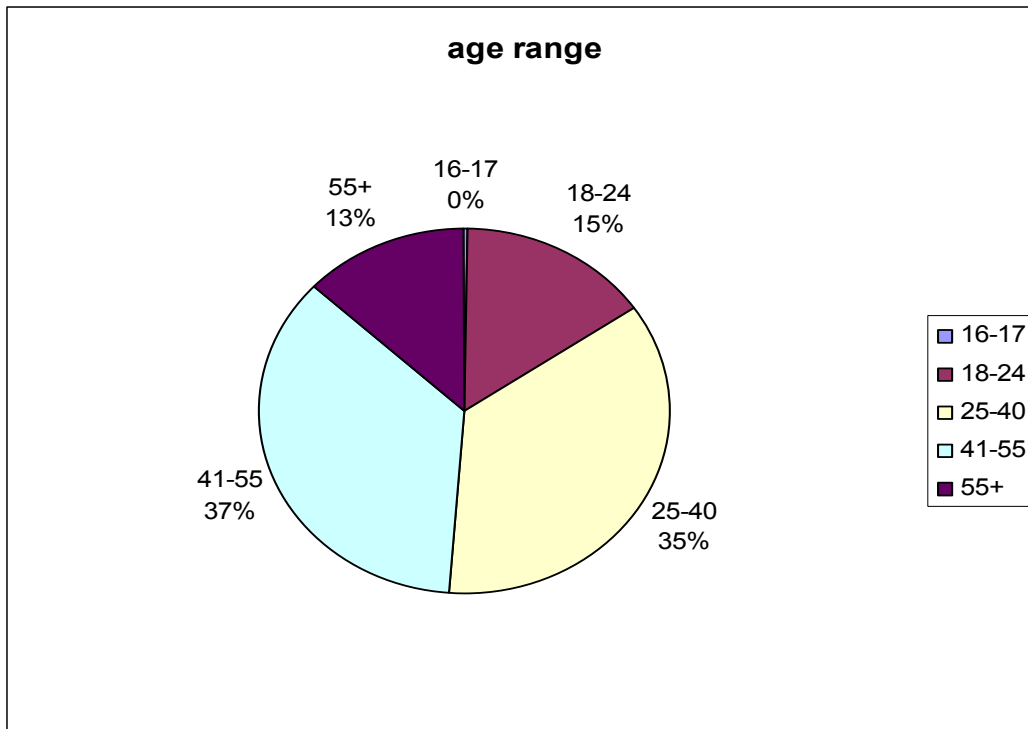
NI 187	Tackling fuel poverty	Our income maximisation programme works in partnership with Hotspots and we have helped residents across the city to increase their income in order to meet their basic needs
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Thriving City

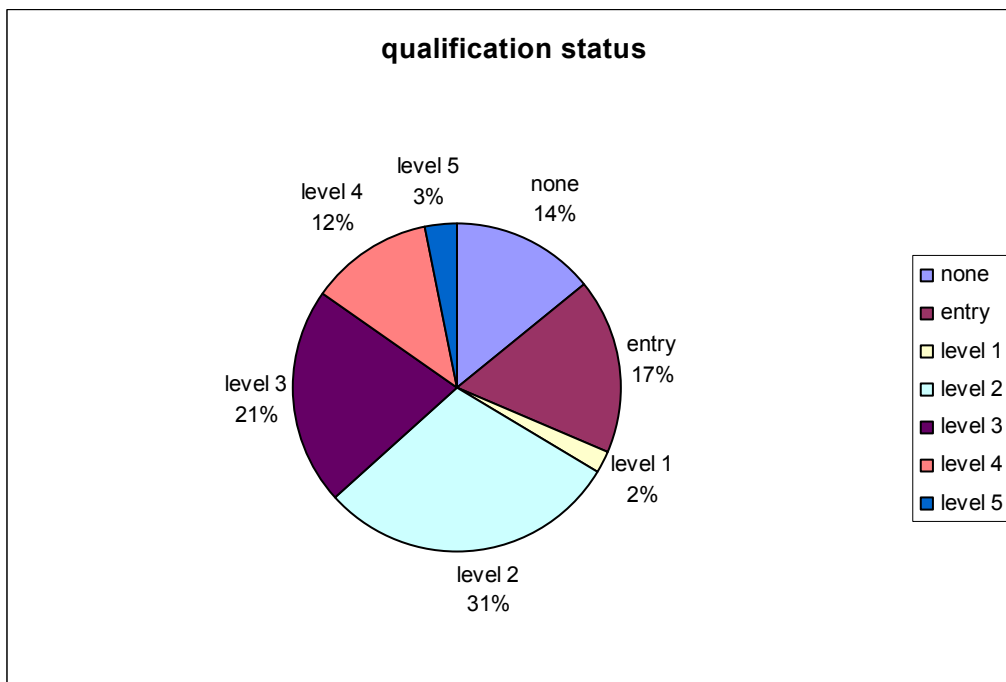
NI 152	Working age people on out of work benefits	Our goal is to move people into at least 16 hours a week of paid employment. One of our projects that works specifically to these aims is Futures- a collaboration between Future Prospects and the Salvation Army. Clients with barriers to work are supported through employability skills training, a 16 week catering placement, and into paid
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		work as an outcome. 16 people have successfully completed the programme so far.
NI 165	Working age population qualified to at least NVQ level 4	We have a co located service with Higher York, enabling IAG and funding information to be accessible to those wanting to gain higher level skills. We are particularly successful at supporting adults into part time HE opportunities
NI 166	Average earnings of employees in the area	Our universal IAG service is open to all unemployed and employed people, and our wide variety of clients move on to jobs from entry level to executive positions. Our flexible offer ensures people can get the right support for them to enable progress into a wide range of employment, thus boosting earnings in the local area. It is important for working people to identify opportunities to boost career prospects and income. Our contribution to the city's income is achieved through supporting customers back to work- saving benefits and increasing disposable income back into the local economy.

8. Statistical analysis of customer data

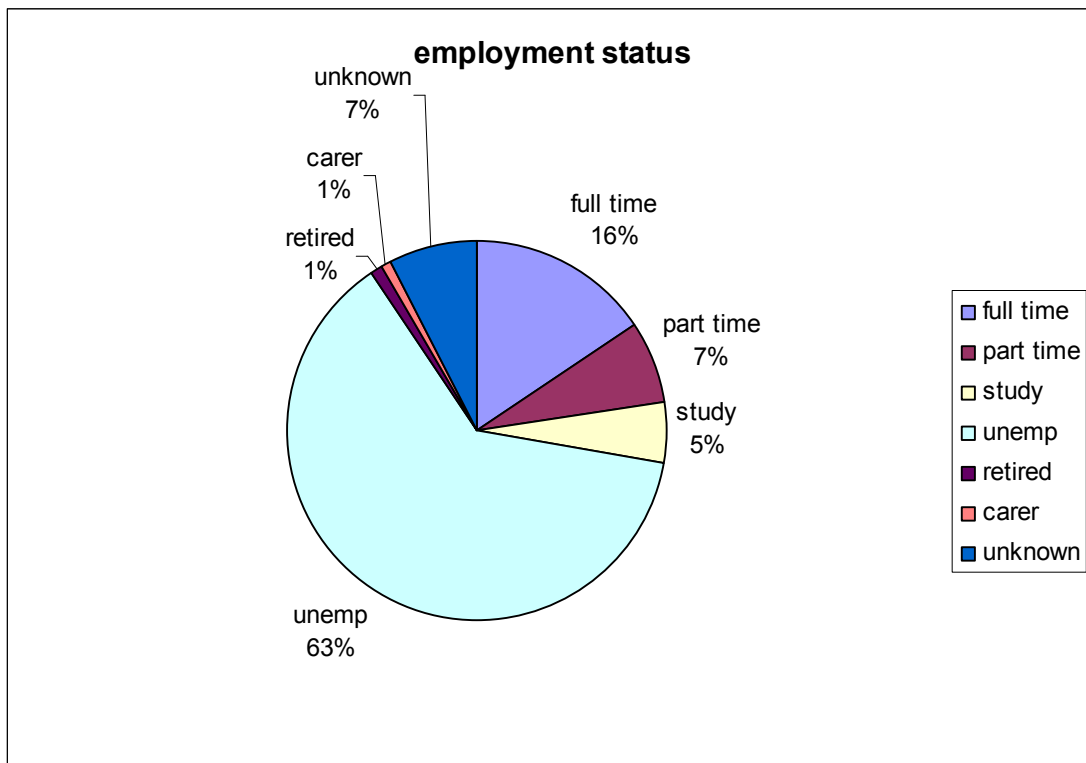


- 37% of our customers are aged between 41-55, now the biggest customer group for 2 consecutive years. This age bracket has the highest levels of redundancy.
- There is a greater demand from service users that are vulnerable in the labour market once redundancy has occurred, and the 41-55 year old age group often has a further distance to travel to get back into work

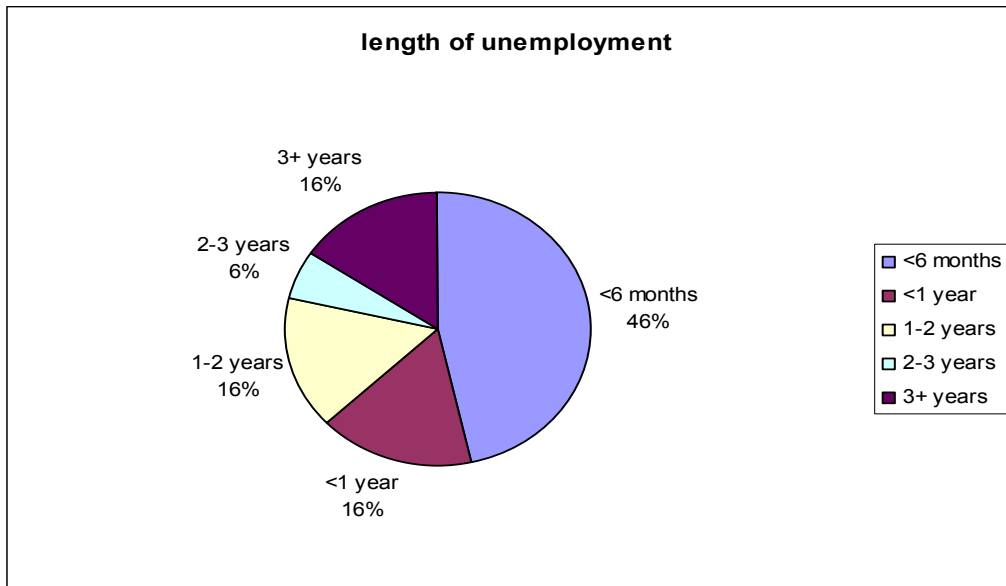


- Generally, our statistics correlate with NOMIS information that states that the majority of people in York have at least a level 2 qualification

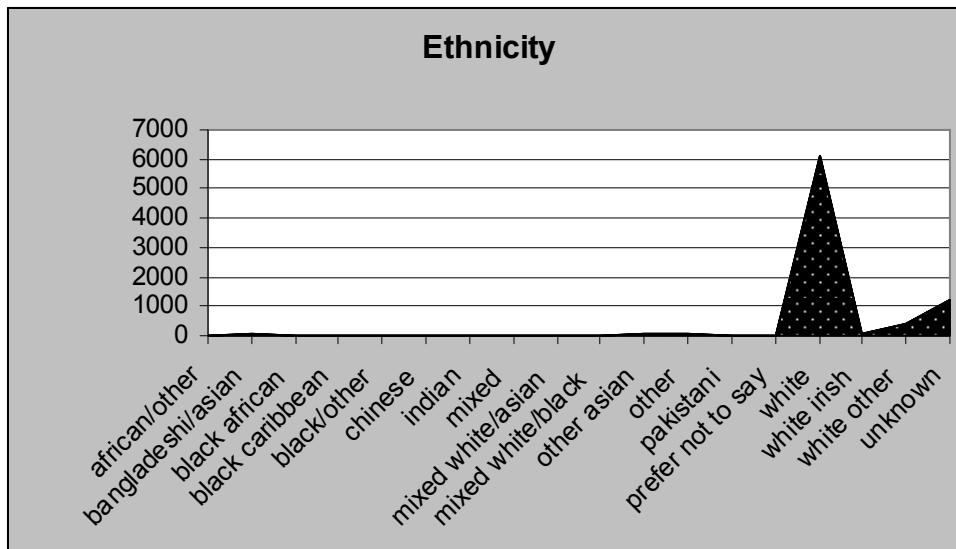
- Low or unqualified service users actually represent 33%, reminding us that York does have significant pockets of residents who struggle to compete in the labour market



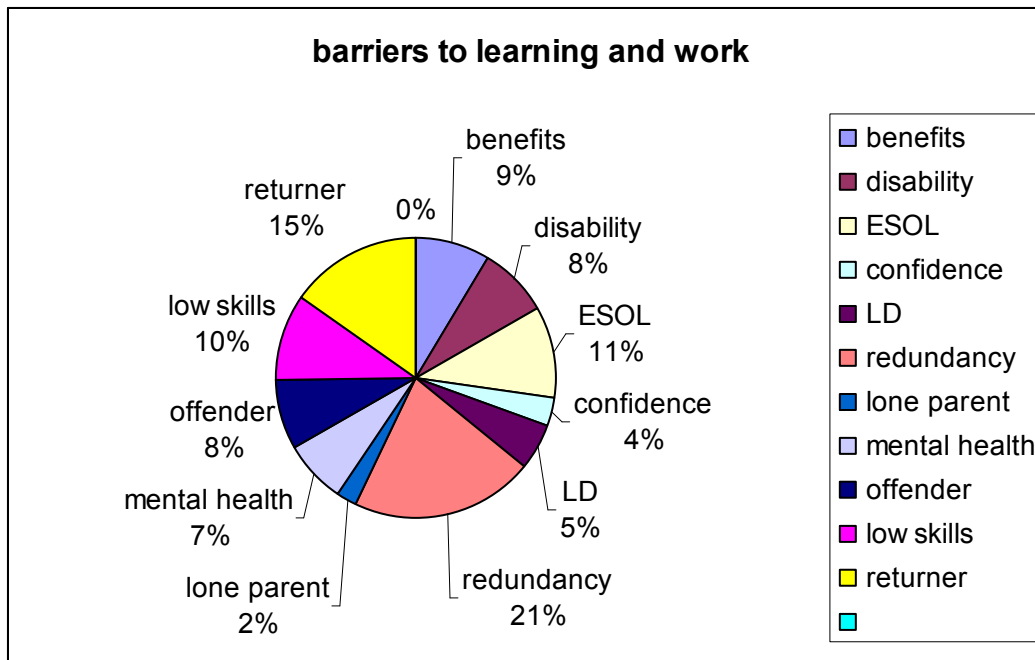
- 23% of those Future Prospects are in paid employment, demonstrating how useful we are to support movement through the employment life cycle- helping people to upskill, identify promotional opportunities and raise income levels
- 70% of those coming through the service are workless, the highest proportion we have ever seen.



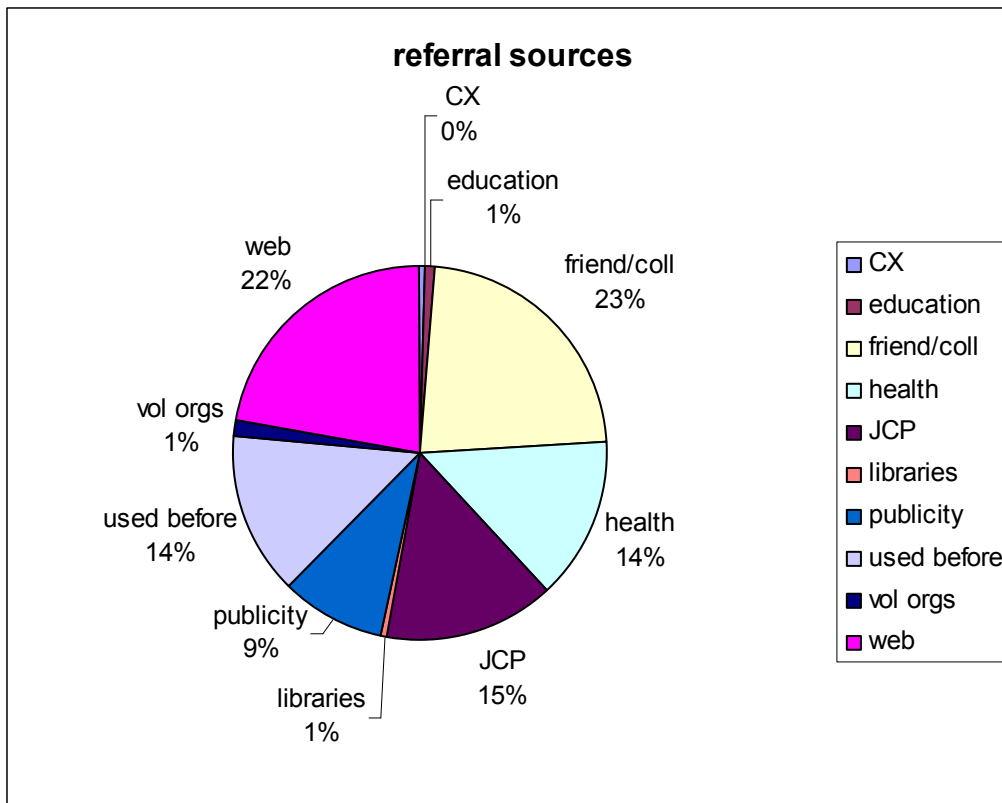
- Nearly half our customers who are unemployed have been for 6 months or less. A significant proportion of our clients- 16%, have been unemployed for 3 years or more
- Although our length of unemployment stats correlate with in flow and out flow of unemployment rates locally, a significant number of clients are finding it takes longer to find a job in the current climate
- There appears to be consistent levels of unemployment between 1 and 2 years. This usually drops off in the second year, revealing that people are taking longer to find a job whilst on active benefits.



- Over a quarter of service users at FP are from BAME groups, with a high proportion from ESOL backgrounds. Again, our commitment to a tailored service to meet the diverse needs of our local communities is vital for economic and social integration
- The last few years have seen a sharp rise in White other- demonstrating the rise in EU Migrant workers. This year there has been a rise of customer from non white groups. Feedback from this customer group indicates that York is seen as a desirable location to both live and work due to the tourism and hospitality trade.



- Biggest growing customer groups, those returning to work, those made redundant and ex offenders
- Redundancy is still a key factor within the city- with increased competition for fewer jobs. A key growth area this year is those returning to work. This may be because those who caring for families are forced back into the labour market to supplement reduced family incomes through job losses through redundancy.
- Combined barriers of health and disability still remain the biggest barrier to work, which is consistent with all other years of analysis. This trend suggests that mainstream services still do not fully meet the needs of disabled jobseekers.
- Offenders continue to be a growth area for Future Prospects, and our credibility with both professionals and customers in this sector continues to increase.
- 10% of customers state that finance and benefits are the primary reason for seeking advice- a rise of 6% on last year. This is consistent with the rise in redundancies, as financial advice is critical to those finding themselves out of work with little notice.



- Word of mouth is still a hugely successful way of attracting people to the service, and is the best indicator of the value of our service that customers are recommending us to others, and are coming back to see us when their circumstances change.
- We also have a strong relationship with Jobcentreplus, which has increased referrals further at a time when there has been greater focus on the role and remit of JCP.
- We continue to be highly valued by health professionals who refer to Future Prospects as a ‘non clinical’ prescription. Current studies indicate that work is more effective than drug treatment and therapy for those with mental health issues.
- Our website has also increased in hits, and our Facebook page has allowed us to reach a wider audience to market our services to jobseekers. Social networking sites continue to be a growth area for jobseeking.

9. Future Prospects- Workforce profile

A diverse workforce profile is a key part of effective service delivery and excellent customer service. This year we had a 99% customer satisfaction rate. Our workforce profile is the most diverse within the City of York Council, and we meet the aims of the Single Corporate Equality Scheme and the Fairness and Inclusion Strategy 2009-2012.

We are represented within the Staff Equality Reference Group and have a lead in the City of York Council Workforce Plan.

How do we do it?

- Our staff team speak 8 community languages
- 9% of our staff have a disability (including a learning difficulty)
- 12.5 % of our staff are from a BAME background
- 16% of our staff are aged 16-24 years old
- 75% of our management team are female

Our staff team is made up of salaried employed staff with support from

- Students in placements from professional disciplines such as Occupational Therapy, Social Work, Advice and Guidance , Nursing and Counselling
- Work placements from HMP Askham Grange
- Young People on Trident Work Experience
- Young People on Administration work based learning programmes
- Young People on E2E placements

Our staff qualifications are varied:

- All advisers are qualified to Level 3, and 70% are qualified at Level 4- the professional standard for Careers Advisers
- Most advisers have additional qualifications that add breadth to our service- Occupational Therapy, Nursing, Social Work, CBT, Counselling, and Life Coaching, Human Resources, Teaching and Training, Systematic Instruction, Psychometric testing ,Management
- Membership of professional organisations and bodies- Institute of Careers Guidance, CIPD
- Up to date qualifications in Safeguarding Adults, Child Protection

10. What our customers say about us....

We run quarterly evaluation questionnaires in all aspects of our service so we can feed back into service planning. Over the years our opening hours, mode of delivery and course offer have been down to our recording or unmet needs and response to customer feedback

Here are some of the comments from this year's customers...

"I tried to follow your advice as best I could and you'll be pleased to know I was offered the job yesterday. So thank you again for taking so much trouble to put me on the right track. I shall retain your advice because it will also be helpful for me when I take up post. You will see that I have also emailed Lee, whose unflappable style I greatly admire. He managed to sort out a powerpoint presentation with me virtually at the 11th hour. I had resigned myself to just talking to the interview panel given that the pp was optional, but Lee's input meant that I was able to give a far more professional presentation, which in turn gave me confidence during the subsequent interview.

So thanks again both to you and all at Future Prospects. You are a fantastic organisation and such an asset to the area."

"After some years of doing voluntary and not doing paid work because of health problems, there were times when I thought I would never get a paid job. Now I am doing a part time paid job- Pauline helped me work out the calculation whether I would be better off in work with my benefits. Diane has been available at the end of the phone if I have any problems. Future Prospects really can change your life and provide you with support and encouragement when getting back to work"

" I really appreciate that both of you- Sue and Gemma have contributed to making this possible for me, and have helped me to change myself and my life to come- you have helped me unlock future possibilities and potential, by being patient, caring and humorous, believing in me, supporting me, opening my eyes.. making it possible...."

11. Case Study – Redundancy

Mr W was being made redundant from a leading building society after 29 years. As it is the only organisation he had ever worked in he was understandably worried about finding employment in another company.. As the latest 20 years of his employment had been within the IT sector he also felt his age was possibly against him and that as technology is a fast moving sector he may be at a disadvantage compared to younger newly qualified applicants.

The redundancy had come as a surprise to Mr W and he was struggling to come to terms with his situation, becoming despondent and unable to focus on career objectives, job searching etc. He had never needed a CV before and really felt he had limited skills to put on one, as with no idea of what type of jobs he was suited to, he was very vague about his capabilities.

An adviser from FP was asked to go on site and offer 1-21 advice and support to those facing redundancy and explain about any funding initiatives to help with training.

I met with Mr W, talked through how to set out a CV, identify transferable skills to match specific job specifications, effective jobsearching and explained that there was some funding available for short training courses through The Redundancy Service. I also suggested contacting local recruitment agencies for an idea of possible current vacancies for ideas of job requirements and salaries and to apply for a short temporary role initially to give him an insight into a new way of working.

Mr W then opened up, started talking about how he enjoyed the creative side of IT, had worked briefly on a website and that he had privately always hankered after being his own boss and having more personal input. I referred him to Business Link for details of free local seminars and reminded him to be proactive with existing personal contacts and networks, letting people know he would soon be available for advice and work.

Mr W thanked me for my advice and said he now felt clearer and more positive than he had for a few weeks.

The next day he emailed a draft version of his CV across, to which I replied with some slight suggested amendments which I felt would help sell himself more.

A few weeks later, Mr W emailed to say he had now been successful in gaining temporary work, and had started a web design course. He had also attended some business seminars and felt very confident in his future employability.

Case Study – Income Maximisation

A single man in his fifties approached the Welfare Benefits Income Maximisation drop in service in the Kingsway Action Project area. He had responded to a leaflet put through his door during a door knocking exercise.

Unable to work for a number of years as a result of health issues, he wondered if he was entitled to any additional benefits. He was already in receipt of Incapacity Benefit, a small occupational pension and some Housing and Council Tax benefit.

He was assisted to claim Disability Living Allowance, a benefit payable to individuals who struggle with personal care and/ or mobility; and was awarded the higher rate mobility component of £49.10 and the middle rate care component of £47.10 a week. He also received £1,463 in a backdated lump sum payment

The award meant that he now also qualified for Income support of £43.33 a week and Housing Benefit and Council Tax Benefit worth £7.20 and £4.28 respectively.

He also gained exemption from car tax liability, with assistance to complete the relevant forms, this is a saving of £318 a year, and support was also given to apply for a blue badge.

Further help was given with debt issues. He was referred to an occupation related benevolent fund who issued a grant to pay off council tax arrears of £306.83. Negotiations with creditor were successful in suspending interest on a loan and monthly repayments were reduced from £50 to £2.30 a month.

Agreement was made with a Water company to pay off arrears of £90 at an affordable level, the client was happy to pay this and arrears of £3.20 a week owed in rent from his increased level of income.

In total the client gained £174 a week equivalent to £9048 additional annual income.

He was also advised that should his health improve in the future he could get help through the service to return to work or to access training.

Annual Trends- Future Prospects

This shows how the customer demographic has changed over the last few years. Growth or contraction of services or customer groups can be affected by funding streams and fluctuations in the local economic landscape.

Data	2007-2008	2008-2009	%change	2008-2009	2009-2010	%change
16-25 age group	21%	22%	+1%	22%	15%	-7%
41-55 age group	23%	32%	+9%	32%	50%	+12%
employed	46%	30%	-16%	30%	24%	-6%
unemployed	54%	70%	+16%	70%	76%	+6%
studying	1%	1%	none	1%	5%	+4%
Redundancy	18%	17%	-1%	17%	21%	+4%
Returners	5%	3%	-2%	3%	16%	+13%
3 years unemployed	30%	27%	-3%	27%	16%	-11%
BME	19%	13%	-6%	13%	26%	+13%
Quals below L2	40%	49%	+9%	49%	33%	-16%
offenders	3%	4%	+1%	4%	9%	+5%
Total disability/health barriers	21%	32%	+9%	32%	26%	-6%
Benefits/finance As KEY barrier- ie emergency funding	3%	4%	+1%	4%	10%	+6%