

Employment Partnership – Success in Seaham

Christine Caine
External Relations Manager

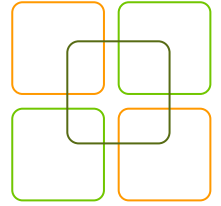
Angela Wilkinson
Employer Engagement Manager

Right people.
Right job.

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Part of the Department
for Work and Pensions

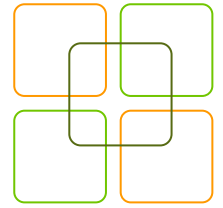
Seaham



- High area of deprivation
- High level of benefit recipients
- History of poor health
- Successful inward investment opportunity - Byron Place Retail development
- 12 new employers - 700 additional job opportunities
- Local jobs for local people
- Majority of employers were JCP Employer Accounts

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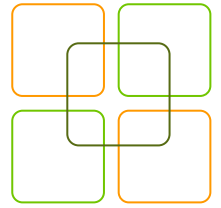
Byron Place Employers



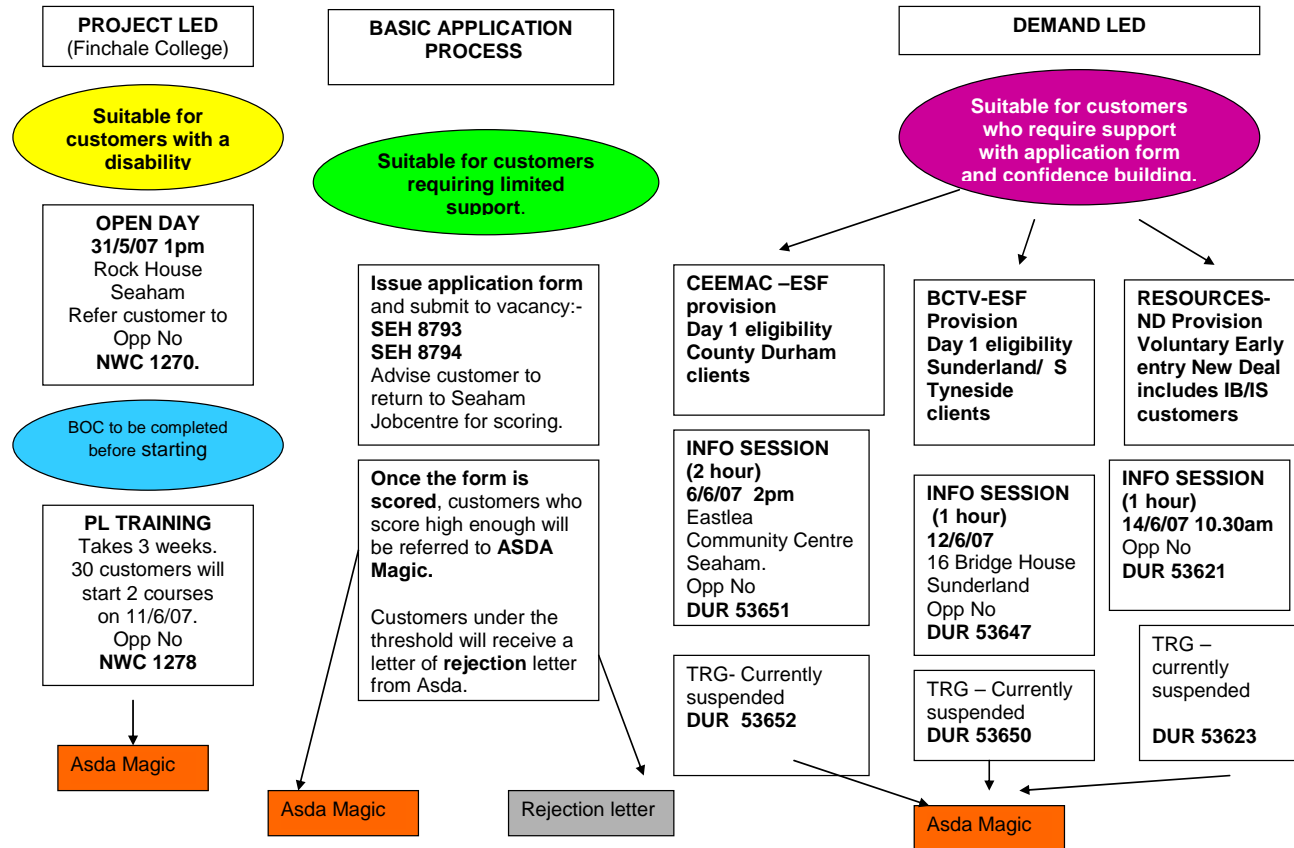
- JCP accounts include: ASDA, Wilkinson, Argos etc DQ_ add the rest
- Committed to work with Jobcentre plus
- Have now signed Local Employment Partnership (LEP) with JCP
- This recruitment provided opportunity to test LEP
- Employer provided: Job spec, personal spec, skills set, no's required and timeline of recruitment
- JCP provided: recruitment service, bespoke pre employment training delivered as 3 training route ways to reflect the needs of different customers groups
- Insert an employer quote re the route ways etc
- Insert a provider quote re the routeway

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Training Route way



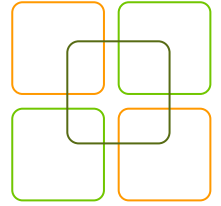
ASDA RECRUITMENT – Byron Place Seaham – Options available to Jobcentre Plus Customers “Recruit for attitude – Train for skills”



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Customers

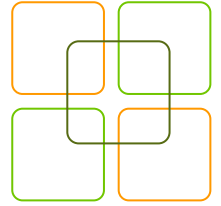


- Insert facts & figures re Seaham customers
- Customer engagement
- Customer preparation
- Need a couple of case studies

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Partners

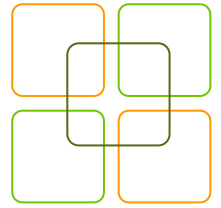


Key Roles:

- Local Authority –early intelligence re inward investment
- Employer – provided details of vacancies
- Jobcentre plus – single point of contact for employer – providing coordinated package of support
- Providers – quick flexible response to deliver bespoke training route way to meet employer needs
- Local partners - local customer awareness and engagement, promoted the support available, promoted activity and results in media and publication

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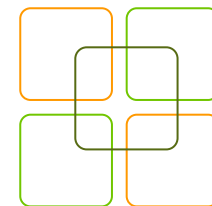
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Results

- Coordinated approach
- Effective use of resource and skills
- Avoided confusion
- Local Community Awareness and Inclusion
- Employer single point of contact
- Positive media coverage and ministerial interest
- Early LEP success
- **Include no of customers helped into work and some detail about their benefit / illness etc**

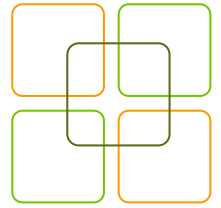
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- Customer joined Nick Hardy Pathways caseload in October 2006.
- David had completed various Work Based Learning training courses in horticulture and retail, after working for 17 years at Wearmouth Pit Sunderland. After being made redundant David suffered from anxiety and depression which affected his ability to return to work.
- Had enjoyed his previous occupation in mining, but was unable to return after redundancy due to the full decline of mining in the North East.
- Ongoing long term unemployment meant it became more difficult to compete with others, long term depression ensued, followed by debt problems, this became a vicious circle. Participation in Pathways to Work Condition Management Programme CMP and debt advice as well as support from his Pathways and Jobbroker advisers has given David the encouragement to consider alternative occupations.
- Due to a new local retail development, David was asked to consider a retail career, at first uncertain he became more flexible and said he would like to consider work in a supermarket and would consider working as a trolley attendant. David was referred to an open day for Finchale College to consider a Project Led Training course to help him improve his prospects with recruitment for Asda. David completed the course and successfully achieved the Asda Magic standard. He was then interviewed and was successful. He is due to start work on 16/8/07 as a porter for 16 hours per week.
- David feels that without his adviser he would not have considered retail. Without Finchale College he would not have had the confidence to apply for the jobs at ASDA. David feels he now has a new found confidence and is happy to tell his story. David is receiving financial support via Tax Credits and Return to Work Credit RTWC.



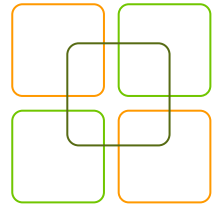
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Next Steps

- Continue to develop and deliver Local Employment Partnership – give examples to date and numbers achieved etc
- Coordinate local partners
- Promote the benefits of being in work – particularly on health

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