

Welfare Reform: A Challenging Programme of Work – A Prime Contractors Perspective

Heather Clark, Senior Business Development Manager – Local Government

12 July 2011



Who are A4e?

- A4e was founded in 1991.
- Largest provider of current Welfare to Work Programmes:
 - All aspects of New Deal
 - Progress-2-Work
 - Ex-offender services
- Last year we assisted 17,861 unemployed people into jobs
- Work with a network of over 100,000 employers
- A4e offers other complimentary services:
 - Legal Services
 - VOX Centre's
 - Money Advice Service
 - Family Intervention Projects
 - Independent Living Services
 - Business start-up / enterprise
 - Skills provision
- Recently awarded 5 Work Programme Prime Contracts

Overview of the Work Programme

Eligibility

Mandatory programme for

- 18-24 year old JSA claimants from 9 months on benefit
- 25+ JSA claimants from 12 months on benefit
- IB claimants moved on to JSA through the reassessment process, from 3 months from their transfer
- JSA claimants with serious disadvantages (eg ex-offenders) from 3 months
- New ESA claimants or IB claimants moved on to ESA assessed as in the Work Related Activity Group, when expected to be fit for work within 3 months

Voluntary programme for ESA claimants in the Support Group

Funding

- Payment By Results basis, funded through benefit savings
- Funding drawn down when people move into work and sustain it, with payment points from 3 months and up to 2 years.

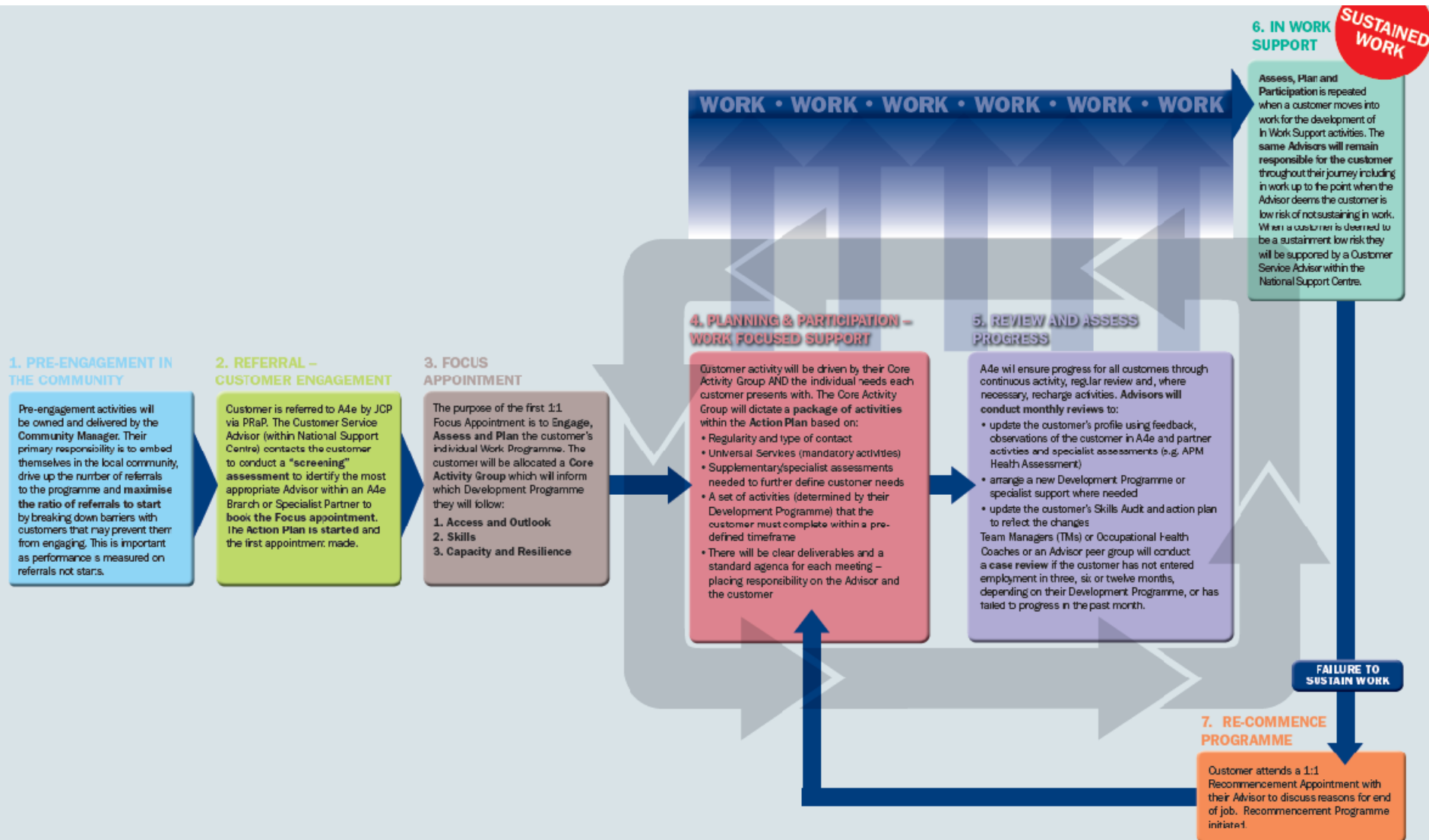
Contracts in place for between 5-7 years



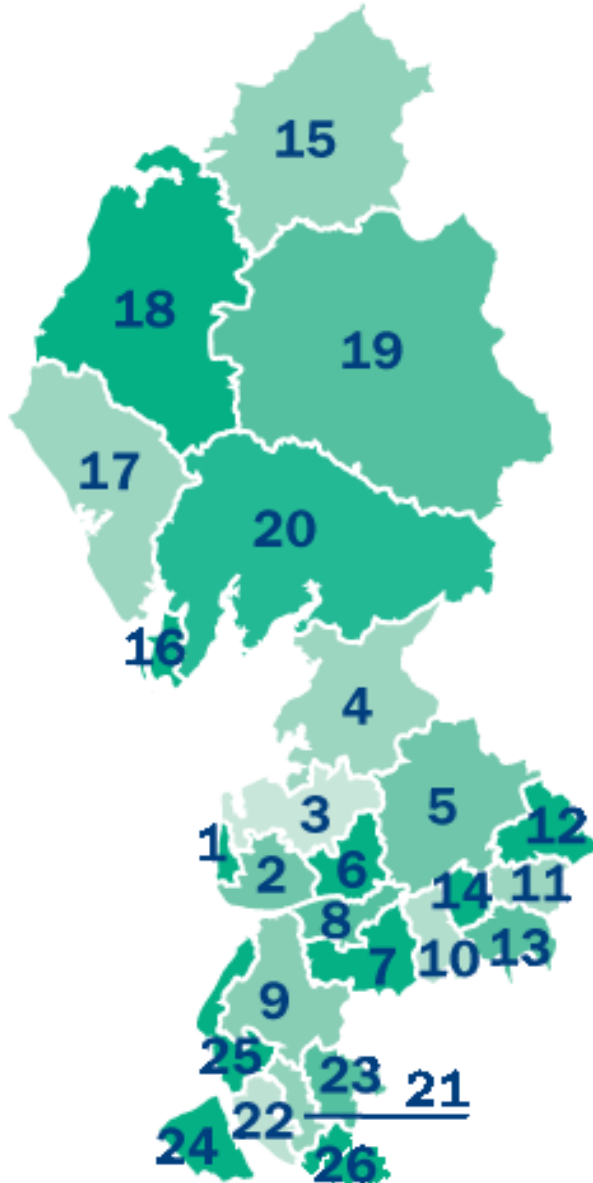
A4e's Work Programme Delivery Model

- **Job first** for customers
- Focus on **what customers can do** rather than what they can't do
- Advisors **work with customers throughout their journey** to stable employment
- **Identify and support customers by the challenges they face** not the benefit they are on.
- Support and challenge customer to **become ready for work and into work**
- Support the customer to **manage a health condition** not eliminate it
- **Actively manage** the employer base
- Proactive links to other initiatives – Skills, Enterprise, local agendas

The Customer Journey



Local Delivery CPA6 – Cumbria, Lancashire, Mersey, Halton



	Provider Delivery Areas		Provider Delivery Areas		Provider Delivery Areas
1	Blackpool: A4e, Blackpool Council	10	Blackburn & Darwin: A4e, Bootstrap	19	Eden (Penrith): CREA
2	Fylde: A4e, Blackpool Council	11	Burnley: Bootstrap, VEDAS	20	Lakeland (Kendal): CREA
3	Wyre: A4e, Blackpool Council	12	Pendle: Bootstrap, VEDAS	21	Knowsley: A4e, Knowsley Works
4	Lancaster: A4e	13	Rossendale: Bootstrap	22	Liverpool: A4e, Liverpool Council, TNG
5	Ribble Valley: Bootstrap	14	Hyndburn: Bootstrap, VEDAS	23	St. Helens: A4e
6	Preston: A4e	15	Carlisle: A4e	24	Wirral: A4e , TNG
7	Chorley: A4e	16	Barrow in Furness: Furness Enterprises	25	Sefton: A4e, Sefton Works
8	South Ribble: A4e	17	Copeland (Whitehaven): A4e	26	Halton: A4e, Halton Into Job
9	West Lancashire: A4e	18	Allerdale (Workington): A4e WCTH		



improving people's lives



Delivering in Merseyside, Lancashire & Cumbria

End-to-End (50.5% A4e / 49.5% Partners)

- Liverpool: Liverpool City Council / TNG / A4e
- Knowsley: Knowsley Works / A4e
- Halton: Halton-Into-Jobs / A4e
- Sefton: Sefton-Into-Work / A4e
- St.Helens: A4e
- Wirral: TNG / A4e

Key messages:

- Partners chosen for local experience / ability to draw in - access complimentary services / quality



Implementing the Work Programme - Challenges

- Supporting our Supply Chain to:
 - Implement DWP Security Requirements : security plan; pen test; social engineering test
 - TUPE
- Work Programme went live in CPA 6 - 13 June
 - High levels of referrals
 - Too early for outcomes
- Need to constantly review our supply chain to ensure it meets the needs of Work Programme clients



Role of Partners - Immediate Opportunities For Joint Working

We are keen to work with local partners to explore opportunities to align, co-locate or co-commission our Work Programme activity with local services. To include : -

- statutory council services as well as health, reducing reoffending, VCS activity
- identifying specific services and support for the most vulnerable clients
- Generating efficiencies from cross-referrals or co-location
- tailoring our skills / employability / in-work support offer in line with local employer needs



Role of Partners – Longer-Term Opportunities For Joint Working

As the contract is 5-7 years, we would want to be seen as a long-term strategic partner working with Local Partnerships and Local Enterprise Partnerships to identify opportunities to:

- Use our other contracts to support delivery of your priorities e.g. skills, financial inclusion
- Support the development of a strong recruitment, retention and progression offer for local employers and inward investors
- Capture job opportunities for Work Programme clients from economic growth initiatives and Enterprise Zones
- Support job creation, including through business start-up, growing SMEs, attracting new capital investment



Implementing the Work Programme - Summary

- Our model and partner infrastructure will evolve over the lifetime of the programme
- A4e has a strong employer offer but want to align / work with local partners on continued development of our approach and to maximise economic benefit from economic growth initiatives such as LEPs and Enterprise Zones
- Working in partnership is key – we can't deliver the Work Programme on our own
- More than a contractor we want to be a Strategic partner – we will listen / bring ideas / innovation / commit resources

Thank You

**Heather Clark – Senior Business Development
Manager**

hclark@a4e.co.uk

07423 458903

