

Pathways to Work

Edinburgh, Lothian and Border

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WorkDirections®

jobcentreplus



WorkDirections®

www.workdirections.co.uk

Overview

- Who are WorkDirections?
- What is our experience of working with IB customers?
- Our Pathways to Work programme
 - 'Personal pathway' to employment
 - Who is eligible for Pathways to Work?
 - Condition Management Programme



Who are WorkDirections?

- Part of an international group with 18 years' experience of welfare-to-work
- Operated in UK since 2002 and supported over 20,000 people to find suitable employment
- Currently run seven programmes in London, Birmingham and Nottingham
 - Private Sector Led New Deal
 - Employment Zones
 - New Deal for Disabled People
- Work with JSA, lone parent and IB customers
- How we work - performance with integrity
- Will support over 98,000 IB customers in six Pathways to Work Districts from 3rd December



Our experience of working with IB customers

- Supported almost 2,400 IB customers to find work through voluntary/outreach programmes
- In Birmingham, WorkDirections has run the single largest NDDP programme in the UK since April 2004
- About 40% of customers have mental health conditions and 25% have musculo-skeletal problems
- Integrated approach to tackling health and employment issues together for lasting results
- In-house health specialists work with customers and employment advisors



Our experience of working with IB customers

- NDDP - strong performance record:
 - Engaged almost 3,800 people onto the programme
 - 52% referred from Jobcentre Plus
 - Supported over 2,100 into work
 - 80% have sustained for at least 13 weeks
- This successful model forms the basis of our Pathways to Work programme



Our Pathways to Work programme

- 16,900 IB customers will be assisted by our Pathways to Work programme over three years
- From 3rd December, anyone making a new IB claim will be booked on their first WFI with Jobcentre Plus and assessed for eligibility
- Jobcentre Plus will start off the Action Planning process with eligible mandatory customers
- WorkDirections will carry out a further five mandatory WFIs
- Jobcentre Plus will also encourage IB stock customers to join voluntarily - see booklet



Our Pathways to Work programme

Who is eligible for Pathways to Work?

Mandatory customers

- People making a new claim for IB
- The 70% not screened out by the screening tool
 - not likely to find work in the next three months
 - not exempt from the Personal Capacity Assessment

Voluntary customers

- Existing IB claimants
- Those screened out by the screening tool



Our Pathways to Work programme

'Personal pathway' to employment

- Designed to enable more people to go back into and, crucially, stay in work
- Will help each individual to create a 'Personal Pathway' to employment
- Clients can access the services they need from our 'Choices menu', e.g.:
 - Job brokerage with personal advisor
 - Debt, homelessness, training support
 - Condition Management Programme
- These services are delivered mainly in-house, with some provision by external specialist organisations



Our Pathways to Work programme

Empowering environments

- Designed to make customers feel at ease and treat our facilities as their 'workplace'
- Modern, open-plan, busy, welcoming and well-equipped
- Advisors and customers sit side-by-side
- Located in commercial centres
- Every office has a Job Station
- District locations



Our Pathways to Work programme

Holistic service

- Regular appointments building activity, motivation and interpersonal skills
- Upskilling clients to provide them with the necessary tools
- Solution focused approach with 'Menu of Choices'
- Reverse marketing our clients
- Meeting the needs of employers
- Graduate Commitment / In Work Support
- Integrated Condition Management Programme



Our Pathways to Work programme

Condition Management Programme (CMP)

- Consists of identifying and reducing people's health-related barriers to work
- Run by in-house Chartered Physiotherapists and Psychologists / Occupational Therapists, and overseen by Lead Health Professionals
- Involves increasing customers' activity levels and restoring functional capacities
- An important aspect is challenging and changing beliefs and behaviours
- Educate customers about their health condition and empower them to manage their health better



Our Pathways to Work programme Condition Management Programme (CMP)

- All customers will be able to access this specialist health support on a voluntary basis
- Our health specialists will offer one-to-one consultation and group workshops/classes covering areas such as:
 - Managing injury and illness and coping with pain
 - Health and exercise advice
 - Coping with depression, anxiety and stress
 - Building confidence and motivation
- Uniquely, our CMP is integrated with a customer's job-seeking activities, so health specialists, employment advisors and customers work together



Questions

