

ECONOMIC DEVELOPMENT COMMITTEE

27 MARCH 2019

OLLERTON OUTREACH SERVICE – ANNUAL PROGRESS REPORT

1.0 Purpose of Report

- 1.1 To provide information and recommendations regarding the outreach service that has now been in operation for five years and is based in Ollerton & Boughton Town Hall.

2.0 Background Information

2.1 The Ollerton Outreach Service commenced in January 2014. Since April 2017 the service has been open to the public each Wednesday and Thursday at the Ollerton & Boughton Town Council's Town Hall between 09.30 and 15.00 hours. The partners involved are: Department for Work & Pensions (DWP), Academy Transformation Trust (part of the Dukeries College in Ollerton), Ollerton & Boughton Town Council (OBTC), Inspire and Achieve Foundation and Newark & Sherwood District Council Customer Services (NSDC).

2.2 Over the past 12 months the take up of the service has continued to increase. By January 2019 the numbers attending on both Wednesday and Thursday were showing a 50% increase. The weekly figures reported on now average 60 customer visits on Wednesday and 40 visits on Thursday for the DWP alone. Wednesday sessions continue to be attended by two work coaches with the possibility of this increasing. Due to the popularity of the service continuing to increase, the DWP are considering providing two work coaches on a Thursday. The Thursday sessions continue to support those claiming Income Support and Employment & Support Allowance (ESA) with workshops and more in depth interviews. The joint legacy caseload for the work coaches totals 272, including 54 customers claiming Job Seekers Allowance (JSA) and 108 customers on Universal Credit (UC).

2.3 There are 6 computers for customers to use. These are very popular and enable customers to search and apply for jobs, maintain benefit applications and access council services online.

2.4 The DWP Employer Relation Lead continues to support the claimants, makes regular contact with employers on their behalf and organises workshops within the Town Hall and in the wider district.

3.0 Outcomes

Take Up of the Outreach Support

3.1 The Ollerton Outreach Service seeks to support residents within the district to gain the support and information they require in order to access services and gain employment. The partner organisations referred to in paragraph 2.1 continues to offer the following services:

- Learning (skills and knowledge)
- Communication (CV writing)
- Confidence building (interview skills)

- Accessing work opportunities from both small local employers and larger employers across the district.
- ICT training courses. Helping young people not in employment, education or training (NEET) overcome barriers, find their motivation and progress into employment or education.

3.2 Customers are able to access Council services together with those services that the Council provide on behalf of the County Council e.g. applying for bus passes and Blue Badge applications.

Statistics

3.3 Over the past 12 months the numbers of customers accessing Council services has increased. January 2017 to January 2018 totalled 447 customers. From January 2018 to January 2019 the number rose to 936 – an increase of 107%.

3.4 From January 2016 to January 2017 inclusive, the job related enquiries totalled 1788. Over the 12 month period from January 2017 to January 2018 inclusive, the number increased by 39.93% to 2502, an increase of 714 enquiries. By the end of January 2019 the percentage had gone up to 3054 enquiries, an increase of 22.06%. The maximum number of people utilising the Ollerton Service reached a maximum of 92 attendees on one day in January 2019.

3.5 The figures supplied by the Work Coach for people in Ollerton who are no longer claiming Job Seekers Allowance (JSA) or Employment and Support Allowance (ESA) for the 12 month period from January 2018 to January 2019 totals 126 people. This is an increase of 27.72% from the previous 12 month period. This does not allow for those who claim Universal Credit (UC) as unlike JSA the claim isn't automatically closed once they are working 16+ hrs.

Success Stories

3.6 Evidence received from the Work Coach throughout the 12 months of 2018 demonstrates the variety of Employers both large and small who have recruited across the district.

Month	Employer Type	Company/Number Recruited
January 2018	Large Employer	Thoresby Hall ; Tesco Ollerton
	Small Employer	None
	Self Employed	X 2
February 2018	Large Employer	Center Parcs; Clipper Logistics
	Small Employer	None
	Self Employed	X 1
March 2018	Large Employer	Aldi; JG Pears; McDonalds; Mansfield DC; Tarmac; IKEA
	Small Employer	Spray Tech Refinishing; Childcare Apprentice
	Self Employed	None
April 2018	Large Employer	McDonalds; Clipper x 4; Tesco Ollerton; Center Parcs;
	Small Employer	Compassionate Care; Primary School; Local Bakery
	Self Employed	X 3
May 2018	Large Employer	Noble Foods; Clipper x 4; Apex; Center Parcs x 3; Notts County Council; Sherwood Pines
	Small Employer	Boughton Manor Care Home; White Hart Pub Ollerton x 2;
	Self Employed	None

June 2018	Large Employer	Clipper x 5; Center Parcs x1; Yearsleys
	Small Employer	Coop Travel Newark; Labouring; Ambicore; First For Care; Leisure Centre; Miller Homes
	Self Employed	None
July 2018	Large Employer	Center Parcs x 2 Asda; M&S; Clipper; Trackwork; Boyes
	Small Employer	Prescot Concrete; KA Stores; Royal Oak Pub; Bakery
	Self Employed	None
August 2018	Large Employer	Tesco; Waters Edge
	Small Employer	Premier Convenience Store; Hatsfield Care; Alders Pub
	Self Employed	None
September 2018	Large Employer	Clipper; Tesco; KnowHow
	Small Employer	Primary School; Security work x 2; Supercuts Mansfield; Boarding Kennels
	Self Employed	None
October 2018	Large Employer	Asda; Clipper x 4; NHS; Agency driving work; Notts County Council
	Small Employer	Pendragon
	Self Employed	None
November 2018	Large Employer	Tesco Ollerton x 2; Clipper x 5
	Small Employer	New Plough Inn; Murphy's Builders Admin x2 Apprenticeships
	Self Employed	None
December 2018	Large Employer	Thoresby Hall; Asda; Notts County Council; Via engineering; Clipper x 2
	Small Employer	Costcutters Ollerton; Sue Ryder Ollerton
	Self Employed	None

- 3.7 **Case Study 1** - One example of how becoming a volunteer whilst claiming benefits can reap rewards is shown with the following story. A customer who worked as a miner for many years before becoming a self-employed painter and decorator found himself disabled following an accident at work. He attended Skills for Work course and undertook a computer course held at The Dukeries. He felt ready for work experience and is now volunteering at the Citizens Advice Bureau 2 days a week. His confidence has grown and is now seeking paid work in administration putting his new found skills to use.
- 3.8 **Case Study 2** - The second example of how age is not a barrier refers to a lady in her late 50s. She had held several managerial positions in the past but felt her age was now against her. She did not drive and the lack of transport from Bilsthorpe was seen as a further barrier back into work. She attended the Ollerton Outreach Service regularly where the work coach referred her to the Academy Transformation Trust to update her CV. The work coach suggested she took this to companies in Bilsthorpe. This paid dividends as she was offered a 6 month trial working for Via Engineering which if successful will become a permanent 30 hours per week job.
- 3.9 **Case Study 3** - Persistence really does pay dividends as shown in this third example. Another lady who had been claiming benefits for a number of years was becoming despondent at her situation. Her work coach again suggested voluntary work at the local Sue Ryder Charity shop in Ollerton. She began volunteering for 2 days a week and was offered part time paid employment managing the shop. Together she and her work coach calculated that she would be financially better off transferring to Universal Credit and accepting the job role. Not only has this boosted her self-esteem but she is now saving to take a holiday this year.

3.10 Collaborative working with various partners offers a continually varied programme of courses, advice and guidance to continue to engage with benefit claimants in Ollerton and the wider district. Over the past 12 months this has included the following groups who do not regularly attend the meetings but have invited referrals from the Ollerton Outreach Service.

- The Sherwood Forest Trust
- The Furniture Project
- Sure Start
- Building Better Opportunities- Towards Work
- Building Better Opportunities- Extra Disability Strand
- Single Resource working with Clipper Logistics

3.11 A number of events were held from February 2018 onwards for both employers looking to fill vacancies and those seeking employment.

- 13 April : An Access to work course
- May: Social Mobility project in conjunction with Single Resource/Clipper
- 25 July: Agency event held at Mansfield Job Centre for Ollerton customers
- 21 September : Jobs Fair Kirby in Ashfield
- 28 September: Jobs Fair – Mansfield Library- 70 employers/providers attended and 597 customers in attendance throughout the day.
- 10 -12th September: Skills for Work week 1 (15 out of 19 attended age 50+)
- 17 -19th September : Skills for Work week 2

These included;

- Creating or updating a CV
- Job searching on “Find a Job”
- Literacy and Numeracy Assessment
- Interview Skills and Techniques with Mock Interviews
- Employment Skills- Health and Safety and Manual Handling
- Motivation and Team Building
- 9 -11 October Repeat of Skills for Work due to its success as above. (17/20 attended)
- 12 October: Seasonal Jobs Fair for the retail sector
- 2 November: Disability Confident event for local businesses.
- 22 November : Skills for Work ;

The demand for ESOL (English Speakers of Other Languages) courses has not been met but continues to be monitored.

All other events are on hold until the New Year to allow DWP to attend Universal Credit training.

4.0 Review of 2018 Objectives and proposals for 2019

4.1 The table below sets out the objectives for 2018 agreed last year, and notes progress towards them.

2018 Objectives Agreed	Progression of Objectives
Re launch the Job Club as currently known to Advice Hub	After consideration the service will formerly be known as The Ollerton Outreach Service encompassing the variety and number of services delivered.

Golden Ticket events to be held to encourage ESA (Employment and Support Allowance) customers to attend to service.	Due to the time taken for Universal Credit (UC) training for staff and migrating those on ESA to UC these events were postponed for 2018
Interview Skills Workshops to be delivered by Newark and Sherwood District Council Staff	Extremely successful as customers who accessed the workshops gained confidence, therefore approaching job interviews in a different manner and gaining employment as a result.
Continue to focus on activities around ESA, Hard to Reach and Lone Parents	The work coach and member of staff from the Academy Transformation Trust continue to work with this client group. Services have increased as the move to Universal Credit has come into force.
Upgrade of the IT equipment for service users	The new "all in one" computers funded through Newark and Sherwood District Council have allowed for better access to Universal Credit and job searches for customers.
Continue to promote the Outreach Service through social media, flyers, newsletters and events.	Promotion has taken place through articles in the Roundabout and leaflets for customers to take away when attending the service.
Continue to invite employers to attend the Outreach Service and offer Sector Based Work Academies (SBWA)	Mansfield DWP coach has engaged with a number of employers over the past 12 months inviting them to attend the service. A positive move as they are able to speak directly to the customers regarding job opportunities.

4.2 Taking account of progress in 2018 and identified areas for further work partners have agreed the following aims for 2019:

- Organise better Debt Management provision through a combination of Citizens Advice and Money Sorted organisations to aid those on Universal Credit.
- Continue to invite employers to attend the service and where appropriate offer Sector Based Work Academies.
- Continue to promote the Outreach Service through social media, flyers, newsletters and events; inviting a member of the communications and marketing team at NSDC to attend meetings.
- Continue to focus activities around those still claiming ESA, hard to reach and lone parents – working in partnership with the Children’s Centre.
- Continue to monitor the number of customers utilising all the services provided
- Launch Wellbeing Wednesday (a monthly event) in partnership with NSDC from mid-April 2019 following the Ollerton Health Roadshow taking place at Tesco in Ollerton. Date April 12 2019: 10am – 2pm
- A member of the Newark and Sherwood Homes Tenancy Options team to attend the Outreach Service on a monthly basis (start date tbc)
- Training delivered to focus on IT, English and Maths (functional skills). Courses to continue to be booked and delivered through The Dukeries in order to aid customers moving over to Universal Credit or first time applicants where necessary.

5.0 Equalities Implications

5.1 The outreach support services provide additional opportunities to anyone requiring support from the DWP, OBTC and NSDC. Referrals to employability information and Universal Jobmatch are undertaken by the Academy Transformation Trust (Dukeries Academy). All these activities continue to develop an awareness of opportunities throughout the district. The Equalities implications are therefore positive.

6.0 Financial Implications (FIN18-19/8305)

6.1 There are no direct financial implications except for the use of staff time. The staff time is already being provided and the budget exists for the staff to continue with this work.

7.0 RECOMMENDATIONS that:

- (a) the Committee note the continued progress of the service as set out in the report; and**
- (b) the Committee agree to the aims identified for 2019 in paragraph 4.2.**

Reason for Recommendations

Providing the Ollerton Outreach service to seek to support residents within the district to gain the support and information they require in order to access services and gain employment

Background Papers

Nil

For further information please contact Veronica Dennant on Ext 5260

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