

# Rob Murdoch

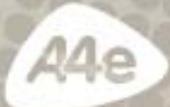
## Director of Policy and Strategy



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# The New Work Programme

The Work Programme will tackle the problems of worklessness by offering tailored support to help people get into appropriate, sustainable employment by assessing their needs on an individual basis



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# The Challenge

- This will be much greater than the challenges faced previously by Flexible New Deal, Legacy New Deal, Pathways to Work and New Deal for Lone Parents
- Type of benefit will no longer be a barrier to the kind of help and support that will be available
- Diversity of the customer group will be even greater than at the current time



# Customer Group Diversity

There are over 2.5 million people in receipt of Incapacity Benefit at the current time

This cohort will go through a planned re-assessment of their benefit status and will transfer to ESA or JSA

It is expected that IB will be completely phased out by mid-2014



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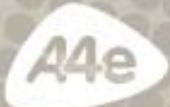


# Customer Group Diversity

So, Work Programme will be available to:

- Current Incapacity benefit claimants
- ESA claimants
- JSA claimants
- Lone parent claimants

*The only additional “stand alone” programme will be Workchoice, aimed at people with a higher level of support need*



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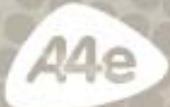


# Customer Group Diversity

People with diverse and often multiple barriers to employment

## Greatest example – mental health

- 40% of IB claimants have mental health as a primary condition
- It is estimated (DWP) that there may be a further 70% of the remaining IB claimants who have mental health as a secondary condition
- It is not known how many long-term JSA claimants have developed a mental health condition, but it is suspected to be a similar percentage as the IB cohort
- Everyone agrees: **Worklessness is bad for your health**
- Failure to effectively tackle mental health-related barriers will have serious negative impact on the success of the Work Programme



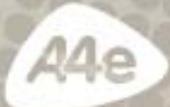
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# Back to the Challenge

Diversity of customers; individual provision;  
work first, but not any work first; progressive,  
sustained employment.....

Which is the only organisation who can provide  
all this?

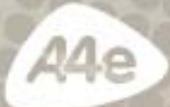


# Back to the Challenge

**Of course, there isn't one!**

How can a single organisation cater for the diverse and often specialised needs of almost 5 million people?

And any organisation that thinks it can is seriously deluding itself and should consider moving away from working with real people and becoming widgets makers!



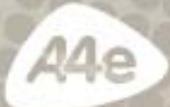
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# Back to the Challenge

Only a robust coalition of organisations can pull this off, by providing:

- A strong, realistic and flexible programme framework
- Accurate, skilful assessment and support/progress planning
- Individualised work-related activity, with a choice of delivery style
- Access to true specialised help, intervention, advice and guidance
- Motivation and confidence building
- Effective employer engagement
- Effective and proactive in-work support and mentoring
- Excellent co-ordination of the whole customer journey
- A fair and effective system of performance management underpinned by highest quality delivery of services and interventions
- Excellent and cost effective management of available funding



# Back to the Challenge

Organisations such as:

**DWP and JCP:** Developing a robust, but flexible programme in conjunction with expert advice from Private, Public and Third Sector providers

**Prime Contractors:** Taking on the management of the overall process, along with the responsibility for significantly reducing administrative burden and financial risk for partner organisations – freeing them to do what they do best

**Delivery Partners:** Providing diversity of delivery style and methodology

**Specialised Organisations:** Providing advice, support, guidance and delivery/intervention based on **trusted**, tried and tested methods



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# A4e – Prime Contractor Pedigree

- Was the UK's largest provider of the New Deal
- Is the UK's largest provider of Flexible New Deal
- Prime Contractor for 5 Pathways to Work contracts (including the largest, West Yorkshire)
- Helped to capacity build numerous SME's and Third Sector partners (excellent example is "Autism Plus")
- Worked with DWP, JCP, and all major political parties on shaping welfare reform for the future
- A prominent supporter of the "Merlin Standards"



# And let's not forget the Customers!

- Have a wealth of knowledge and experience to help shape their own programme
- Know who they trust to deliver their programme and provide specialist intervention
- Want to have a programme that is done with them and not to them
- Have many fears around loss of benefits, perceived security, personal capability, etc
- Have often developed a mild mental health condition through their period of worklessness - a condition that can be manageable
- Who are all different; with hopes, fears, health and support needs, aspirations, perceptions and any other strengths or weaknesses that makes us all part of the human race

