

Housing associations tackling Worklessness: context and approaches

Bill Sargent Trust: 23 April 2010

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I'm going to cover

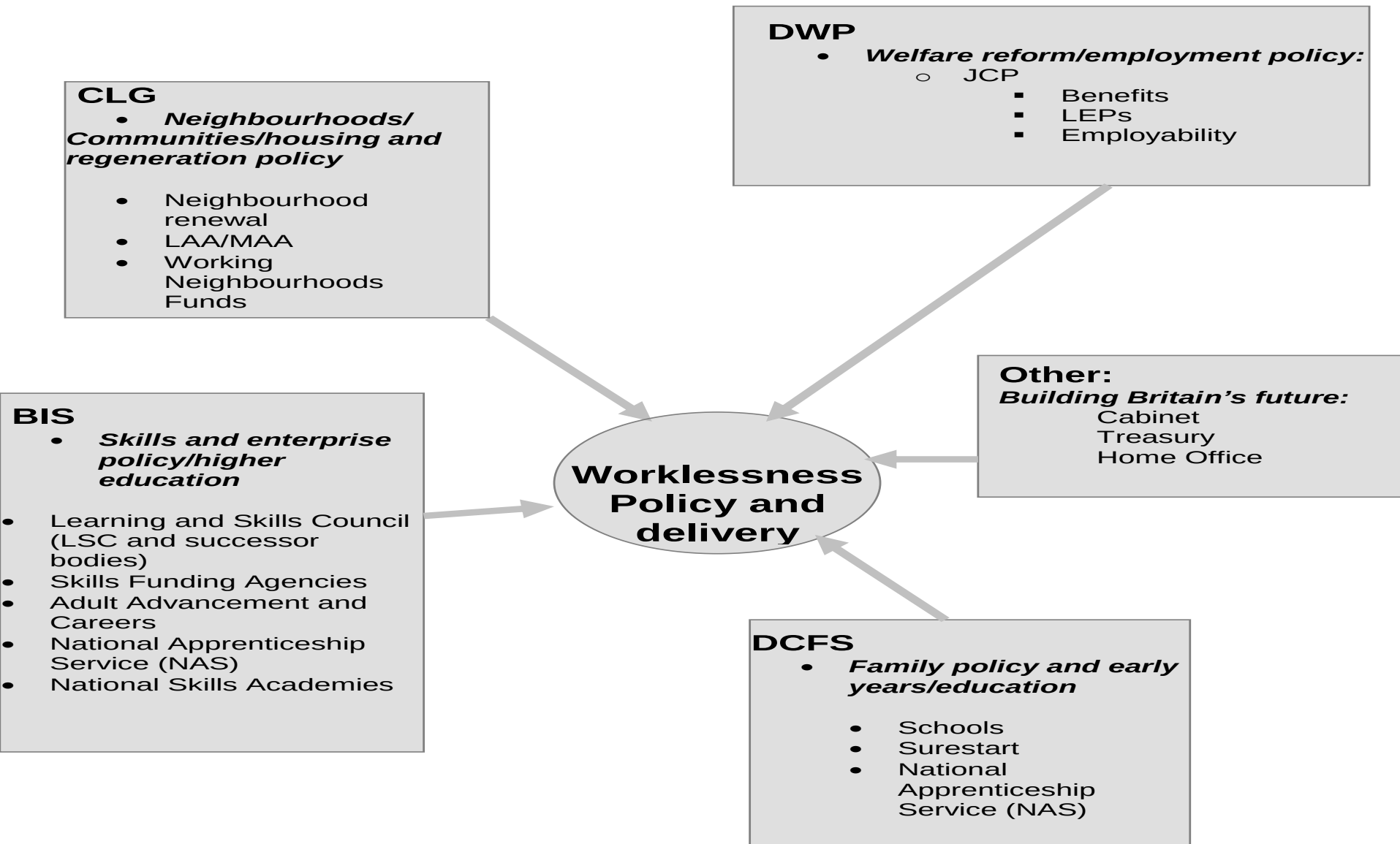
- The Government's position
- Business case
- The resident's journey
- Roles of housing providers
- What works

Government's position

- Recession Busting
- Tackling child poverty
- Tackling youth unemployment
- Skills for growth
- Towards full employment and Welfare Reform

Local agenda

- **Total Place**
- **Priority of LAAs and MAAs**
- **Enhanced Housing Options trailblazers**
- **Local economic assessments**
- **Worklessness assessments and Work and Skills boards and plans**



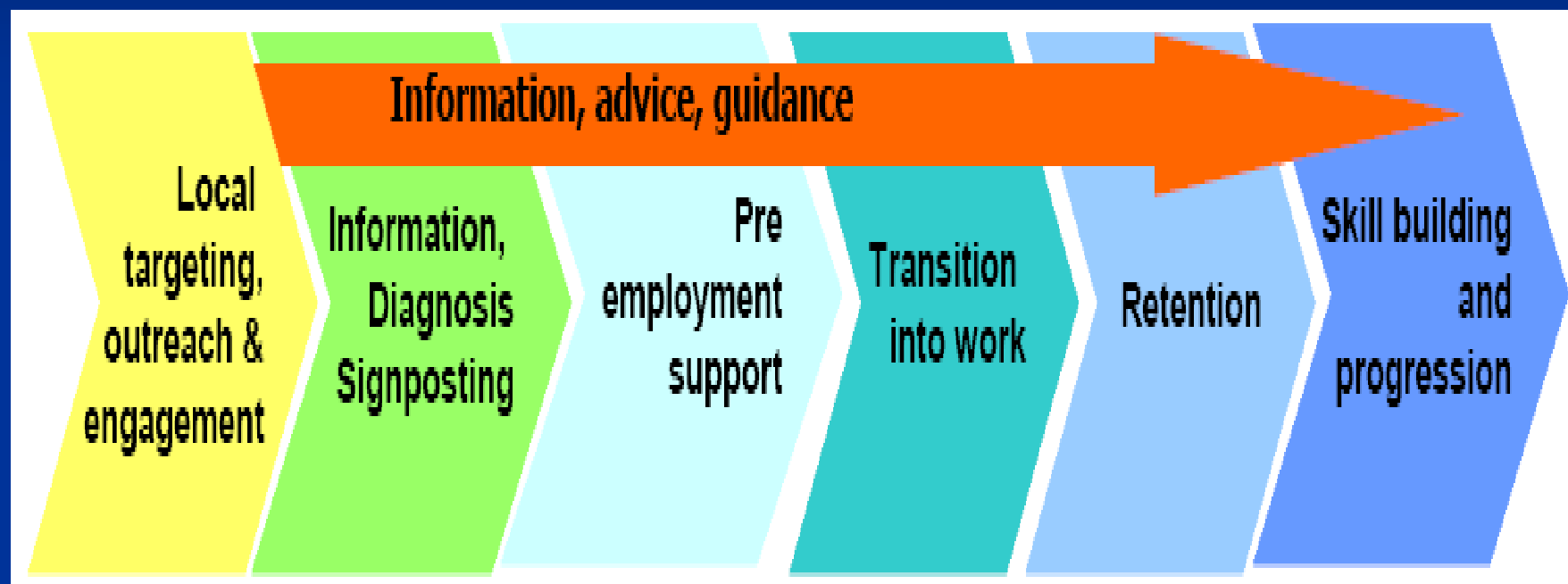
Expectations of social landlords

- TSA regulatory regime and standards
- HCA regeneration framework
- Local authority expectations (and other stakeholders)

Business case

- Access to most disadvantaged
- Relationship of trust
- Good business sense:
 - More community cohesion
 - Protects assets
 - Lower estate management costs
 - Empowers local communities

The resident's journey



Roles of housing providers

- **Level 1: Information and knowledge sharing**
- **Level 2: Signposting and advising**
- **Level 3: Delivering services**
 - **Facilitation**
 - **Partnership**
 - **Direct**

Tackling worklessness Strategy

Procurement Strategy

Apprenticeships, local labour, schools and college links, mentoring

Customer Care Strategy

Customer profiling, referral (IAG), resident inspectors, information to residents

Human Resources Strategy

Recruitment target, employment partnerships, schools links, placements, bursaries

ICT Strategy

Web links to IAG advisors

Anti-poverty, income maximisation, debt advice, energy, credit facilities

What works?

- Moving from opportunistic to more strategic approaches
- Embedding approaches
- Collaboration and replication
- Linking to core services e.g. signposting e.g. One Vision

What works?

- Greater collaboration and replication of what works e.g. Airport Group
- Further embedding into core services – outreach e.g. JCP community outreach
- Developing role of employer and procurer e.g. Fusion 21
- Closer identification with the employment and skills landscapes
- Extension of enterprise agenda and search for sustainability e.g. Aspire

If I can be of further assistance please
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