

Emerging Policy and Practice: Liverpool City Region Households into Work

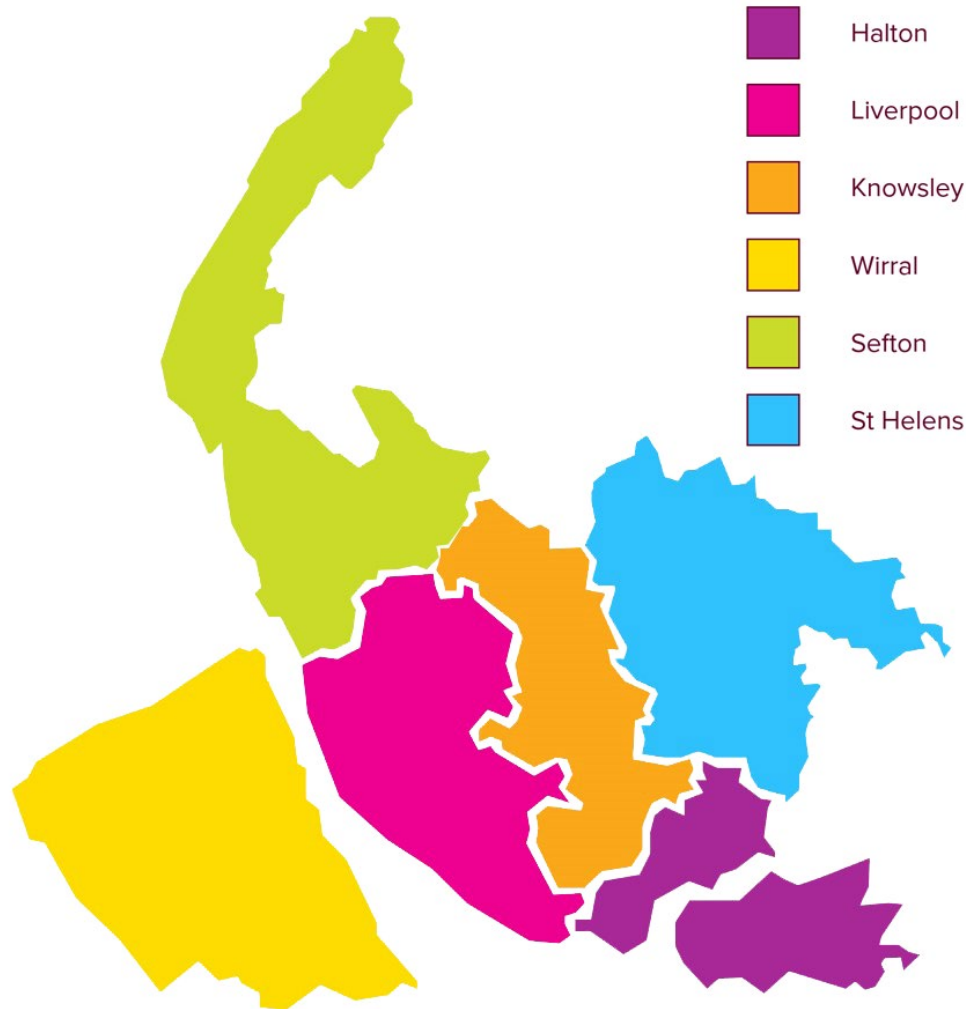
**Presentation to University of Manchester
Inclusive Growth in Cities: Global Lessons for Local
Action Conference, 19th November 2019**



What we are going to talk about

- Liverpool City Region context
- A place based approach to welfare interventions
- Households into Work programme
- Early findings from the interim evaluation
- Concluding thoughts

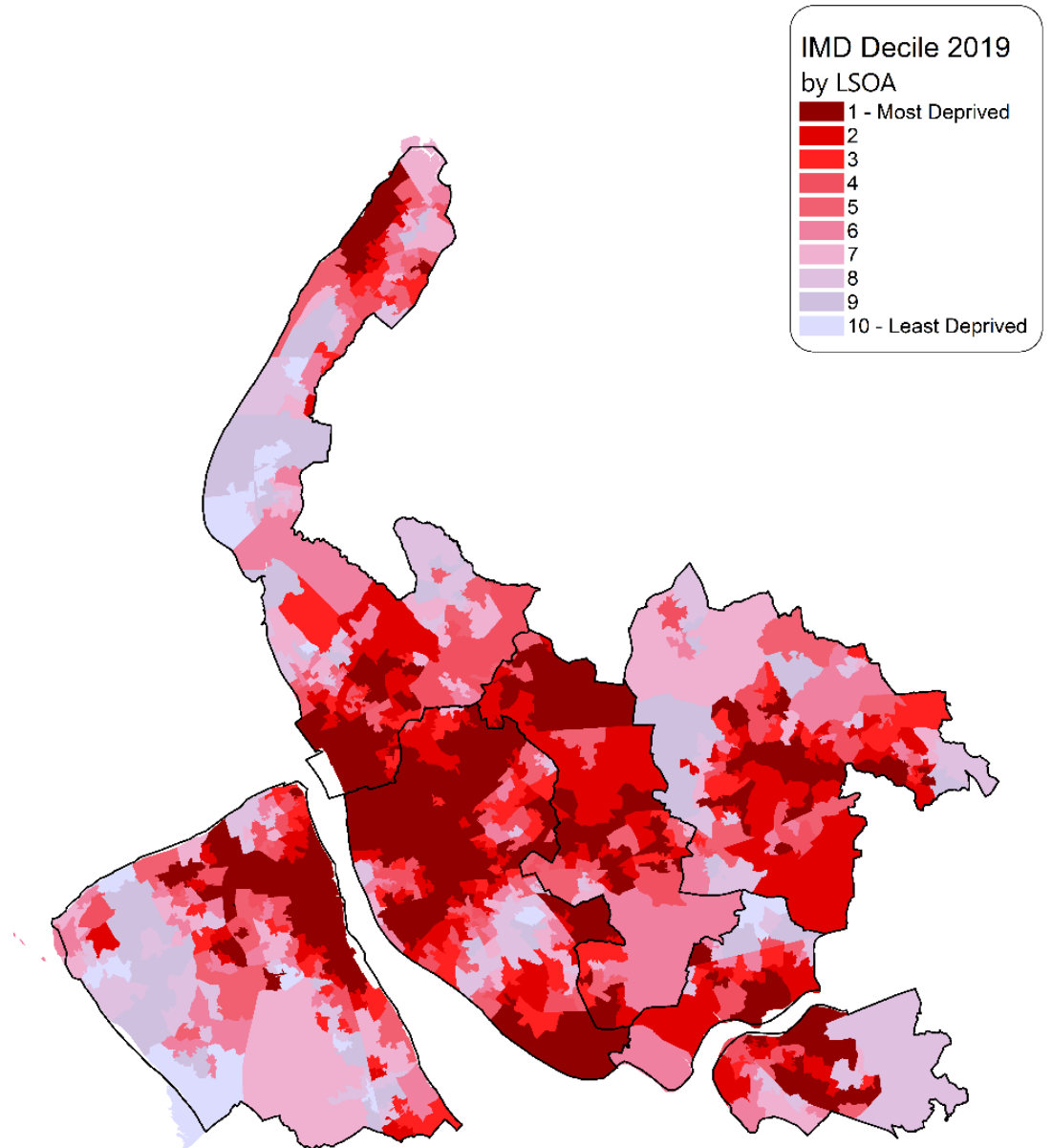
Liverpool City Region



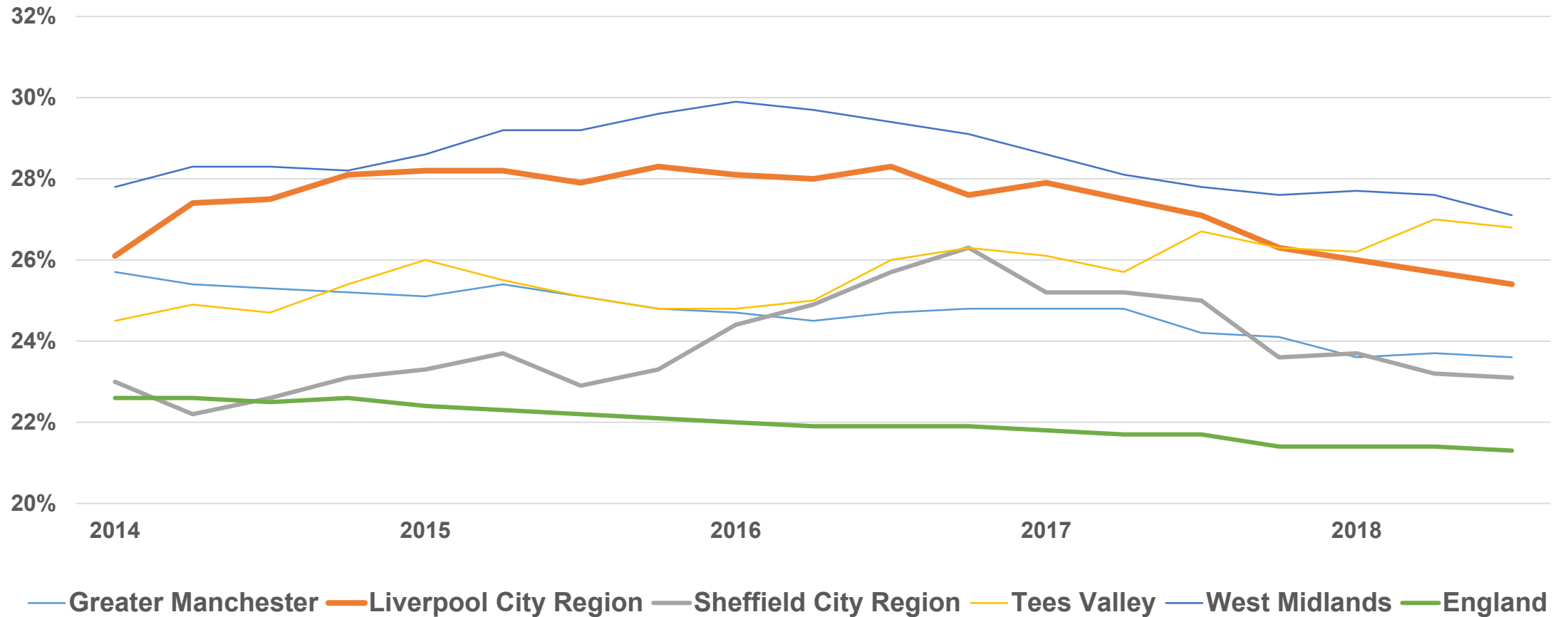
- 1.5m residents
- £31bn economy
- 49,000 businesses, of which 99% are SMEs
- 969,000 working age population
- 691,000 residents in employment
- c.130,000 residents claiming out of work benefits

Index of Multiple Deprivation (2019)

- Liverpool City Region ranked as the most deprived of 38 LEP areas on the Income, Employment and Health Deprivation and Disability domains
- Ranked 1st on Employment deprivation domain
- Knowsley (3) and Liverpool (4) ranked in the top 10 most deprived Council areas

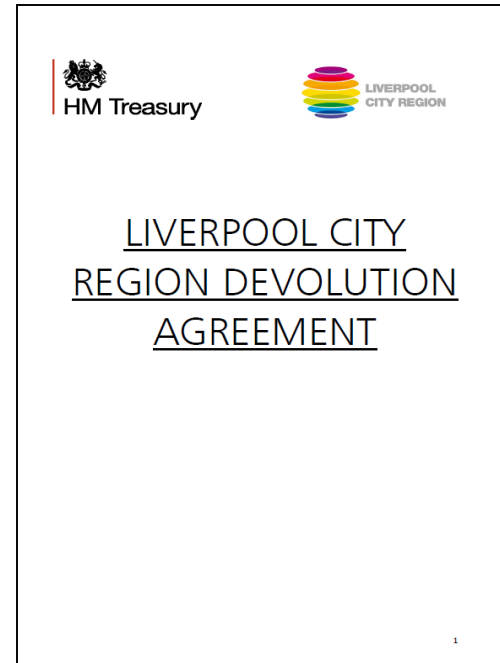
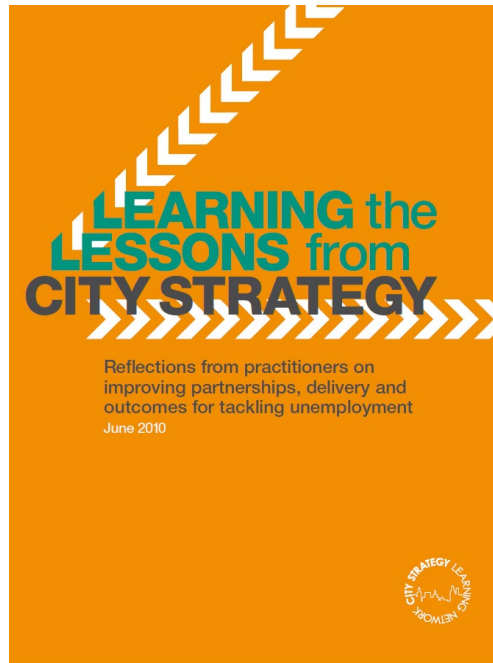


High Rate of Economic Inactivity Compared to other Areas



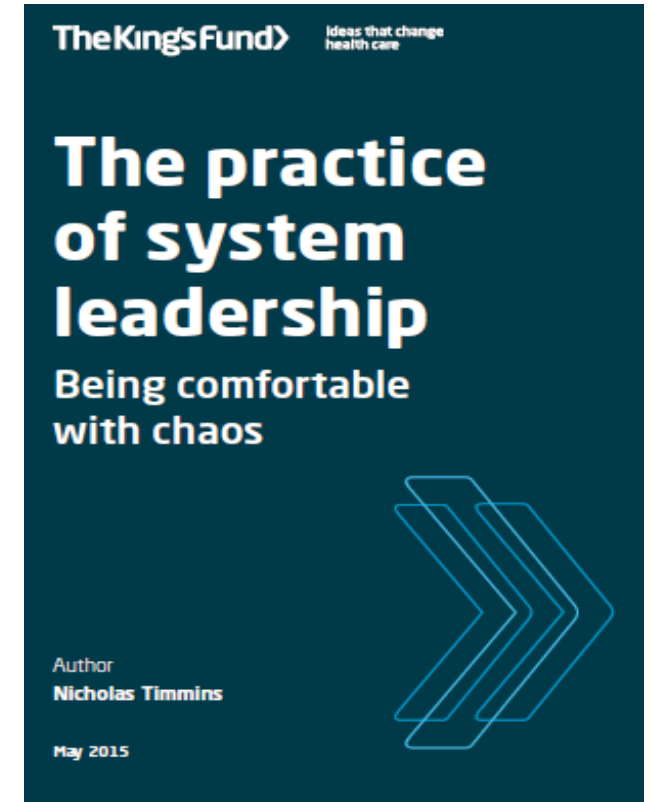
A Place Based Approach to Reform

- History of collaborative working across the 6 Local Authority areas in the design and delivery of programmes for people facing multiple employability barriers
- Our devolution agreement recognised effective public service reform is critical in developing the systems needed to deliver a step change
- Strong focus on inclusive economy in Local Industrial Strategy



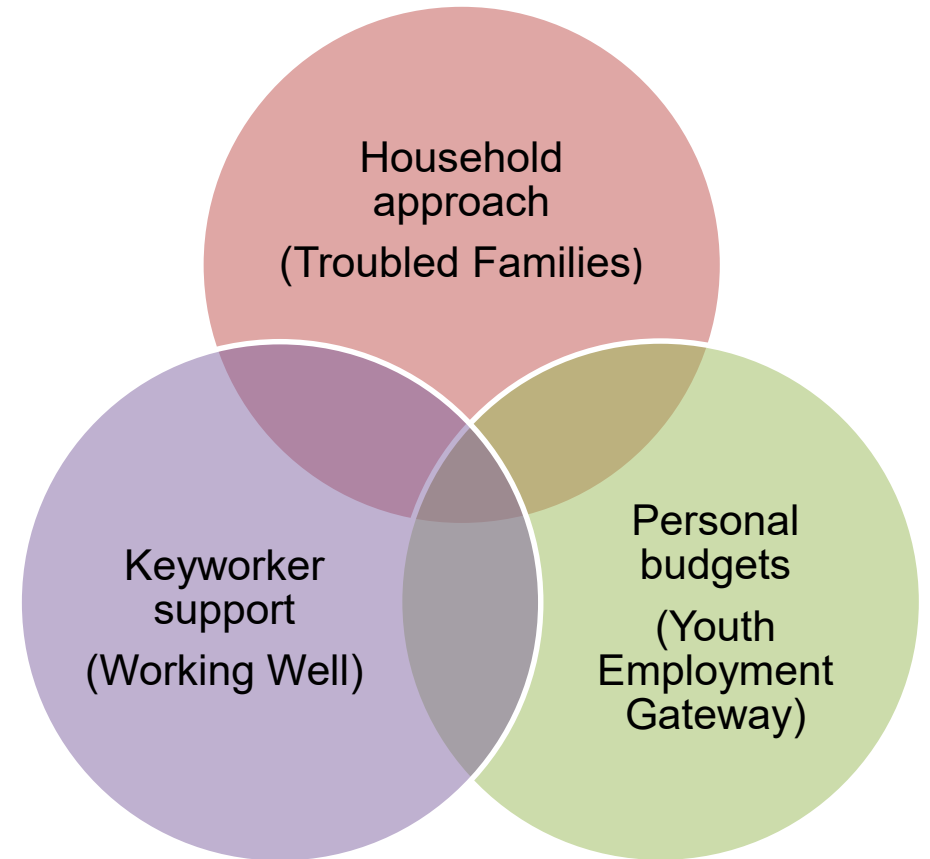
Achieving System Change

- ✓ Start with a coalition of the willing
- ✓ Involve service users
- ✓ Constancy of purpose ...
- ✓ ... but with a degree of flexibility
- ✓ Stability of leadership



HiW Case Study

- **Drivers:** Mainstream interventions had not tackled the multiple causes of welfare dependency
- **Stakeholders:** Combined Authority, 6 Local Authorities and DWP
- **Inputs:** 800 households, £1,000 personal budget, 26 Employment Advocates
- **Outcomes/Targets:** 600 positive outcomes, 500 significant improvements/moving closer to work and 20% of Households where an individual has moved into work
- **Funding:** £4.6m over 2 years



HiW Approach

- Launched in February 2018, HiW is delivered by a team of 26 Employment Advocates locally based across the City Region
- Aims to identify and work with Households where two or more adults are out of work
- Unlike more traditional programmes which focus on developing an individual's progress through skills based interventions to ensure they are work ready, HIW embodies a holistic approach to intervention based on Household issues, providing 1:1 tailored support over a 12 month period
- Engagement on the programme is focussed on the Pathways Star and action plans set around 8 themed Star points (on a scale of 1 to 5)
- This team build upon existing relationships with service providers including Jobcentre Plus, NHS and third sector organisations, to deliver outcomes for those involved on the programme

Relational Welfare

Core Principles of a Relational Welfare State

- From needs to capabilities
- From means testing to open to all
- From a financial to a resource focus
- From centralised institutions to distributed networks
- From individual to social networks

Hilary Cottam – Radical Help

Households into Work Programme embodies at least four of these core principles

Households Journey

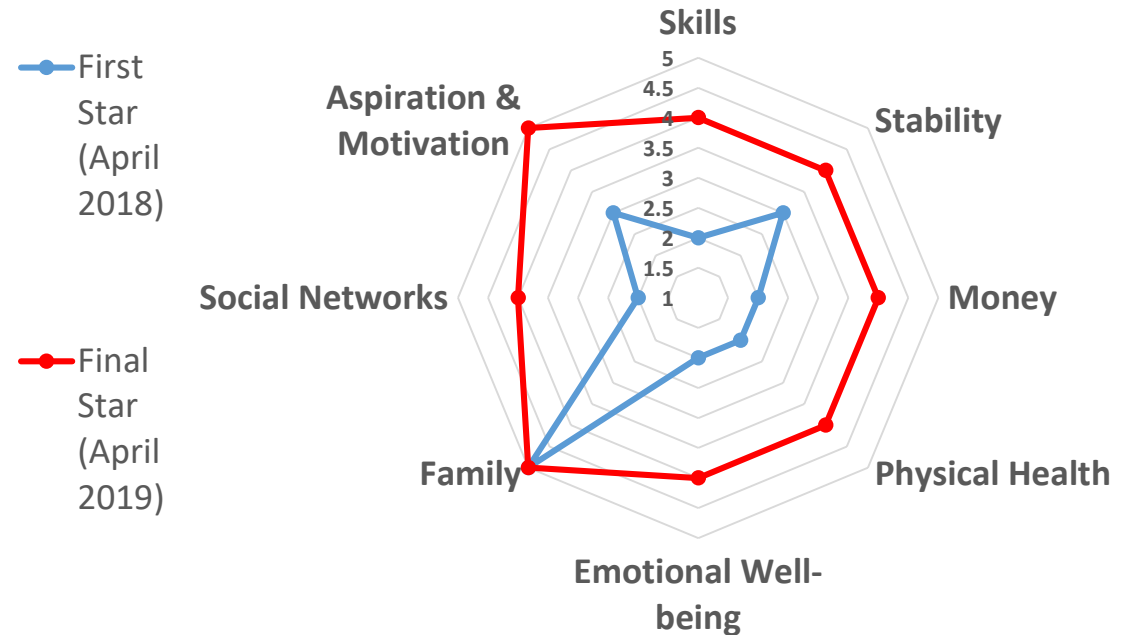
Household Profile

- Two People in Household
- Annual income less than £5,999
- Household Level of debt £500-£900 (At risk of eviction)

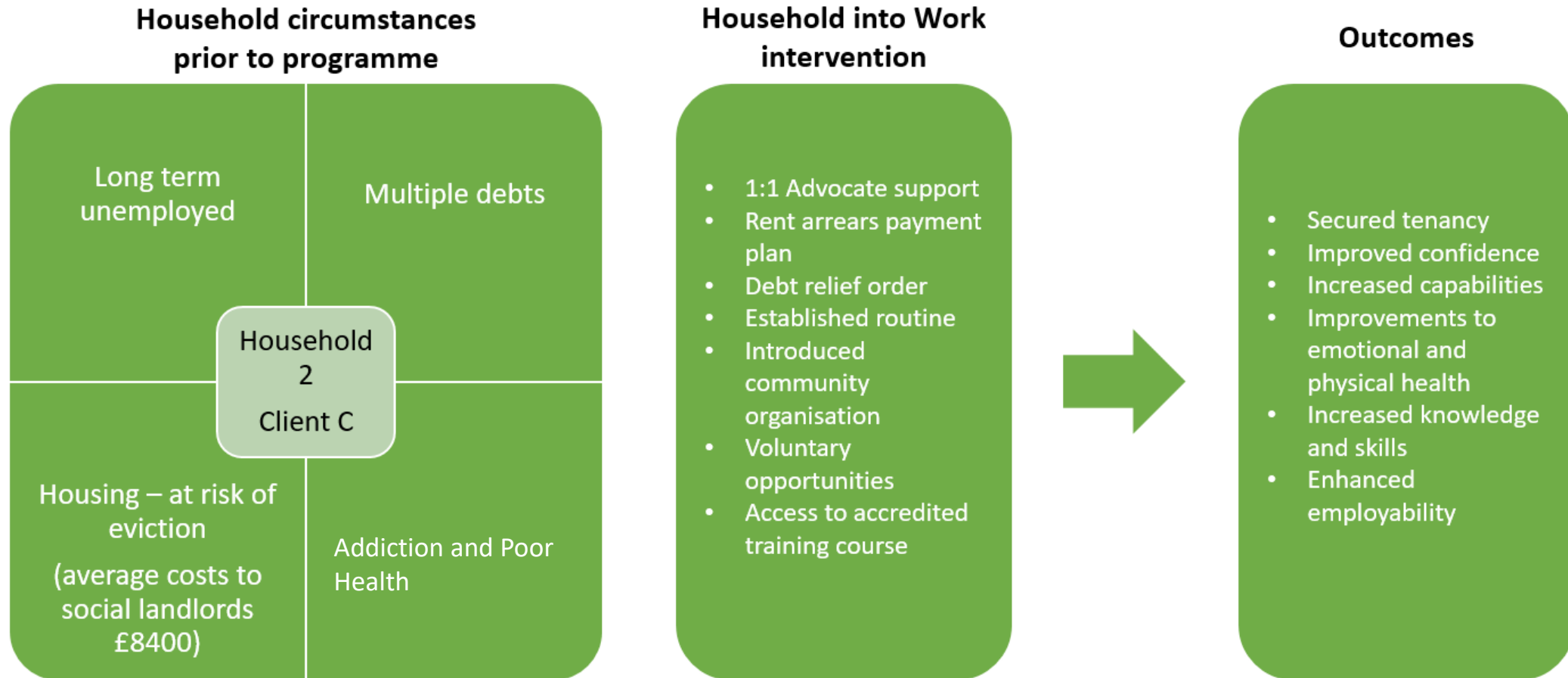
Primary Householder

- Female
- Aged 45
- Previous employment >36 months
- Not worked continuously for >20 years
- In receipt of Universal Credit
- Highest Level of Qualification: Level 1
- Joined HiW: April 2018

Household Pathway Star Assessment



HIW Interventions: Worked Example



Emerging Themes

Mental Health

Significant issue across the programme, with 65% of the participants identifying as having a mental health issue

Housing

Relationship between housing and worklessness

Place

Importance of local ecosystem in terms of delivery

Concluding Thoughts

- Devolution of DWP budget to the City Region helped to unlock innovation
- HiW combines practical application with a systemic perspective to provide bespoke packages for residents as part of a pathway towards employment
- Outcomes are being achieved by an individual's interaction with the whole system on household issues
- Relational welfare is supporting people to grow their own capabilities
- Place matters – knowledge and experience of working in a particular locality is a key determinant of what works when dealing with complexity
- Research project will continue to evaluate the impact of the HiW programme and implications for wider service reform

Further Information

Belinda Tyrrell, Industrial Strategy Fellow

tyrrellb@liverpool.ac.uk

Sue Jarvis, Deputy Director

s.jarvis@Liverpool.ac.uk

