

Improving employment opportunities

Northern Way Worklessness Pilot
Event Reviews

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Design & Production: live|work
Print: City Print
Imagery: Alf Hutchinson, Gilbert Johnston

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“The Northern Way Worklessness Pilot is one of the most positive initiatives I have seen in the North East for people with learning disabilities. The chance to enter the workforce with the right support will enhance people’s quality of life!”

Barbara McIntosh Foundation for People with Learning Disabilities

“The City of Sunderland Northern Way Worklessness Pilot relates strongly to the LSC vision to improve employability and skills, and to contribute to economic growth and social inclusion. This pilot will be an excellent contribution to meeting needs.”

Richard Brannen Learning & Skills Council

“Meaningful and valued employment paid or unpaid contributes to well-being and stability, for individuals, families, carers, neighbourhoods and communities. Support that is not time limited nor outcome constrained, a seamless service that is navigable by service users and partner organisations, will promote positive outcomes.”

Suzanne Miller Sunderland Adult Mental Health Rehabilitation & Recovery Partnership

“The approach outlined in this review document is both inventive and creative, drawing on good practice and case studies from across the region to support those on inactive benefits move towards sustainable employment.”

Shona Harper Contact Centre Professional Ltd.

“Together we aim to work to develop a framework that meets both the recruitment objectives of Northern Rock, the ambitions and goals of the initiative and the employment/career aspirations of clients in the North East of England.”

Simon Woodley Northern Rock PLC.

“Government Office for the North East is keen to support Sunderland in their innovative approach to providing effective training and employment solutions for substance users and offenders. Paramount to success is true partnership working and the Northern Way Worklessness Pilot has provided an ideal platform to achieve just that.”

Georgina Bailes Government Office North East

“Those aged 50+ who want to work face an uphill task in the job market and this pilot is vital to find new ways to support this growing section of citizens to enable them to improve their quality of life. Their skills and experience must be utilised to benefit employers.”

Alan Patchett Age Concern

‘Employers who do take positive action to employ and retain a diverse workforce, not only help these people reach their full potential but also reap some real business benefits.’

Liz Reay Equality North East

“I welcomed the chance for people with physical disabilities to become involved in the Worklessness pilot open days/Workshops in order to be asked for their opinions and be given the opportunity to put forward innovative ideas for a project engaging with local people in effective training and employment opportunities”

Gill Charman Sunderland Physical Disability & People into Employment

Introduction

The Government has recognised that people with 'disabilities' and by that they mean any form of 'disadvantage'. Be that due to age; a physical or mental disability or people suffering or recovering from drug and alcohol misuse. Carers and ex-carers who are finding it difficult to manage their caring responsibilities and also access employment or perhaps re-enter employment, are an untapped source of recruitable talent for employers.

They are experiencing disadvantage and discrimination, reducing their opportunities and preventing them fulfilling their potential. Disabled people and those people who are hardest to reach and help remain more likely to live in poverty, to have fewer educational qualifications, to be out of work and experience prejudice and abuse.

Improving support and incentives for getting and staying in employment for these groups is the key and the providing of effective guidance as well as work-focussed training and other in-work support is required to both extend and complement existing mainstream provision.

Removal of the barriers they face is the key to empowering people and giving them the opportunity to exercise their responsibilities in the community and the workplace.

By empowering and supporting them we move towards removing their dependency and low expectations and thereby becoming more economically active.

Sunderland City Council has recently been successful in its proposal to run a Northern Way Pilot project (one of three in the Northern Region) to investigate alternative methods of supporting economically 'inactive' residents into employment, to contribute to reducing the North-South economic divide.

There is potentially £1million available to Sunderland, of which a substantial amount will be used to commission services for delivery against these criteria.

The Northern Way project will test and refine a range of service design concepts, to enable measurement and improve progression of 'inactive' benefit recipients towards the labour market.

This project will seek to redesign the service to make the experience more desirable; by ensuring the service; more carefully reflects and distinguishes the wide-ranging needs of the client group defined as 'inactive'. Where appropriate, the project will initiate the redesign of service interfaces to improve their usability and usefulness for users (i.e. both the 'inactive' residents of Sunderland and local employers) and their efficiency and effectiveness for service providers.

We cordially invite organisations to express interest in the delivery of this and other pilot initiatives aimed at engaging and assisting the residents of Sunderland towards and into employment.

The Events

Six events took place between November 2006 and April 2007 that set out to address the problem of how to improve employment opportunities for those facing various forms of disadvantage. The aim of these events was to provide attendees with examples of good practice; networking contacts across organisations and to contribute their experiences and ideas of how to increase employment options.

This document provides the programme for each of the events and summaries of the outcomes of the breakout sessions in which teams of delegates developed ideas by working through a mini service design process.

Event 1	Improving employment opportunities for people with learning disabilities	7-10
Event 2	Improving employment opportunities for people with mental health needs	11-14
Event 3	Improving employment opportunities for carers	15-18
Event 4	Improving employment opportunities for people with physical disabilities	19-22
Event 5	Improving employment opportunities for people with substance misuse issues	23-26
Event 6	Improving employment opportunities for people over 50	27-30



Sunderland Inactivity to Activity

Service innovation & design

User-centred service design enables organisations to place the customer at the heart of the innovation process, and uses designers' know-how to turn user insights into practical service solutions. Service designers co-develop ideas with stakeholders through an iterative process that is particularly suitable to services. They also have the empathic and aesthetic sensitivity required to make services that people connect to and want to use. Service designers are specialists in making ideas tangible and making service visions feel 'real', accelerating decision-making and rapidly bringing new service experiences to market.

Initial service design pilot project

At the beginning of 2006 Sunderland City Council employed live|work, an established service innovation and design company, to work on a project to understand how the journey towards and into the labour market could be improved for long term 'inactive' clients.

live|work worked with 12 inactive clients, all with very different circumstances, from the Hendon and East End area of Sunderland and reviewed the users' journey from 'earliest start to latest finish' (from the engagement of hard

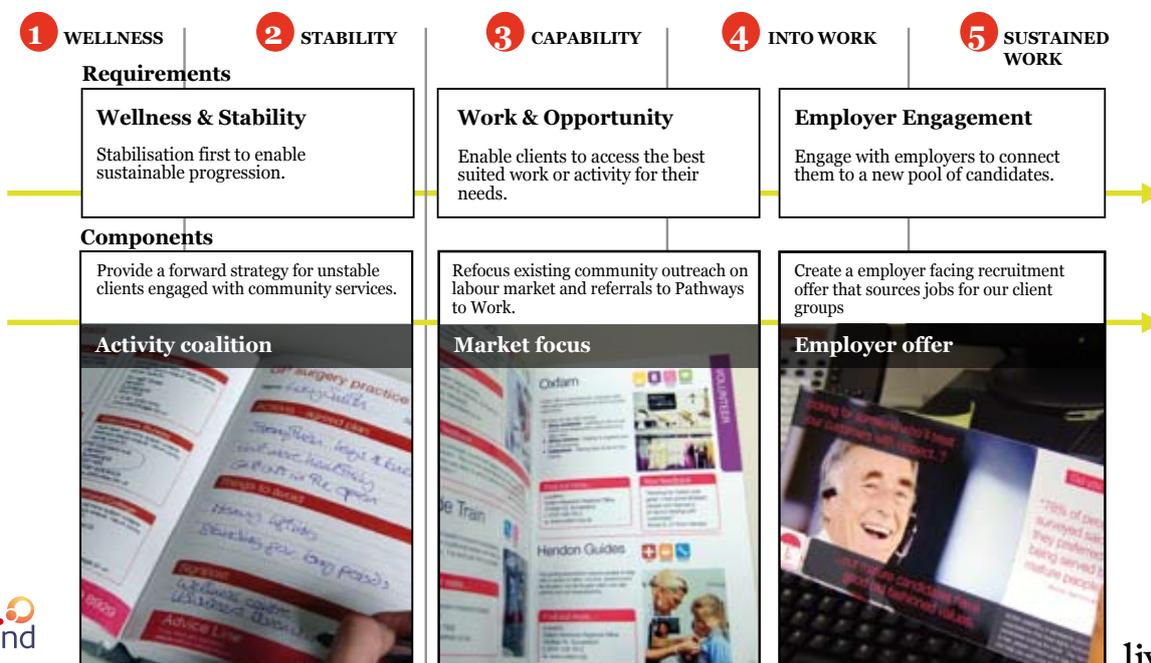
to reach clients to those closer to sustained employment). The project focussed on those who were unable to access Job Centre Plus' Pathways to Work initiative.

The outputs of the project, illustrated in the diagram below, were:

1. The creation of a **inactivity-to-activity journey** that brings together health, care, learning and skills, and employment considerations (the five-stage model from 'Wellness' to 'Sustained Work').
2. The identification of **three core requirements** (overlaid on top of the five-stage model) for engaging and supporting inactive people, and creating more efficient and effective provision.
3. The translation of these requirements into examples of **three service components** of how new services may look and feel.

The ideas developed by participants at the event workshops described in this paper have helped to reinforce and expand upon this thinking and will be taken forward later this year to be developed further and tested.

Service Requirements & Recommendations



Workshop Structure

Attendees participated in breakout sessions in which they worked through a mini service design process that aimed to capture thoughts and ideas on how to improve employment opportunities.

1. Discovery

Identifying as many needs & opportunities as possible in relation to improving employment opportunities by considering issues from different peoples perspectives.



2. Generation

Suggesting a range of ideas that build on the most important needs/opportunities identified in Discovery.



3. Synthesis

Select the best ideas suggested in Generation and discuss what would be required to test the idea out in the real world.



4. Enterprise

Select the most suitable idea from Synthesis and discuss its feasibility in terms of what it needs to make it happen, the potential risks, cost and how it relates to other initiatives.



Event 1

Improving employment opportunities for people with **learning disabilities**



“The Northern Way Worklessness Pilot is one of the most positive initiatives I have seen in the North East for people with learning disabilities. The chance to enter the workforce with the right support will enhance people’s quality of life! The energy, drive and commitment generated on the day of the planning event was inspirational.”

Barbara McIntosh Co-Director, Foundation for People with Learning Disabilities



“The City of Sunderland Northern Way Worklessness Pilot relates strongly to the LSC vision to improve employability and skills, and to contribute to economic growth and social inclusion. We recognise that our ambition in this arena must be delivered in collaboration with other agencies and government departments. This pilot will be an excellent contribution to meeting needs.”

Richard Brannen Director of Learning & Quality, Learning & Skills Council

Venue

National Glass Centre, Sunderland

Speakers

Barbara McIntosh

Co-Director, Foundation for People with Learning Disabilities

Inc: Question & Answer session

Richard Brannen

Director of Learning & Quality, Learning & Skills Council

Presentations

Sharon Bell

Co-Chair, The Learning Disabilities Partnership Board.

Matt Prothero

‘My employment’

Catherine Moore

‘Finding employment again’

Judith Thompson

Partnership Officer

‘Helping more people with learning disabilities get real jobs.’

Contributors

Scene-setting

George Brash, Management Information Co-ordinator, Sunderland City Council

Welcome

Phil Spooner, Head of Regeneration, Sunderland City Council

Break-out sessions

Facilitated by: *Pathways, CCP Ltd, Shaw Trust, ONE North East, Northern Pinetree Trust, Northern Rock and Adult Services (Sunderland City Council)*

Way forward & acknowledgements

Michael Nicol, Sunderland City Council



Delegate registration



Delegates awaiting the keynote speakers



Judith Thompson, Partnership Officer, Sunderland City Council



Matt Prothero, Judith Thompson, Sharon Bell & Catherine Moore



Barbara McIntosh, Co-Director of Foundation for People with Learning Disabilities



Richard Brannen, Director of Learning & Quality, Learning & Skills Council

Breakout Session Summary of Ideas

Group 1

Topic

Hardest to reach clients; reducing barriers and engaging with people with learning disabilities.

Project proposal

To focus on employment assistance at college; to appoint a job coach within the faculty; match a person's skills to the employer's need; to liaise between the students and the workplace. This project aims to help young people acquire jobs from college and to have the culture of work established during their time studying.

Group 2

Topic

What support do individuals and organisations need given current trends and future labour market trends?

Project proposal

What support is needed to work with employers? This project aims to raise awareness, invite employers to events, employ a team of people concerning the promotion of people with learning disabilities who have gained jobs. There will be an inclusive job centre with staff that will give advice around the benefits and that will produce a database. There will be a rota of staff to deliver a positive message and service about employment. The key message will be just to 'get on and do it'.

Group 3

Topic

Coordinating and adding value to employment services for people with learning disabilities.

Project proposal

To provide an employment team for young people starting at school year 9 review. This project will support young people throughout the transition process from 14-25. This will raise the number of people who have jobs and raise the skills for people to use in gaining employment. It will also coordinate the employment of young people and will raise aspirations of both families and the young person. A team of people will work on these goals.

Group 4

Topic

Companies need to adapt recruitment methods and procedures that more effectively engage people with learning disabilities.

Project proposal

This is a one-stop shop proposal where staff will support and advertise vacancies across Sunderland. Staff will also monitor and review take up and will provide a brokerage service. Training will be provided to the private sector. Job carving and job coaching will be funded by a range of agencies.

Group 5

Topic

Self-employment and social enterprise.

Project proposal

This project will stop people getting into day services. It will create jobs and use role models of social enterprises that exist already. It will help people find and work collectively and will increase self confidence and self esteem. It will be led by an enterprise champion and will work with youth.

Group 6

Topic

Getting carers on board, carer's concerns.

Project proposal

This will focus on carers. It will employ carers who have had good experience concerning their son or daughter's employment and will liaise with other carers. It will work to address the anxieties and doubts that families often have about their son or daughter working. It will dispel some of the myths and address some of the resistance experienced by families by asking other families to be the influential body.

Group 7

Topic

Supported Employment.

Project proposal

This project will carry out research and talk to employers to find out a variety of ways to engage employers and support them. Employers will be asked what they need and they will be asked to make a commitment to a person with a learning disability who they employ. We will set up an employers forum on disability to bring employers together on a regular basis to support one another and learn.



Group 8

Topic

Access routes to employment opportunities.

Project proposal

This is a research project that will show progress in employment figures. It will pilot the process of tracking how people are progressing and will bring guidance and information about the gaps in employing people with learning disabilities.



Group 9

Topic

Building people programme. Primarily aimed at people with low self-esteem and few or no academic qualifications.

Project proposal

This project will use the Partnership Board sub-group. It will develop a group that will establish a link with employers across the community and will also link with the voluntary sector. It will formulate an employment and training strategy.



Event 2

Improving employment opportunities for people with mental health needs



“Meaningful and valued employment paid or unpaid contributes to well-being and stability, for individuals, families, carers, neighbourhoods and communities. Support that is not time limited nor outcome constrained, a seamless service that is navigable by service users and partner organisations, will promote positive outcomes.”

Suzanne Miller Service Manager

Sunderland Adult Mental Health Rehabilitation & Recovery Partnership

Venue

Marriott Hotel, Seaburn, Sunderland

Speakers

Suzanne Miller

Sunderland Community Mental Health Partnership

Simon Francis

National Social Inclusion Programme, Department for Work and Pensions (DWP)

Professor Alan Roulstone

Sunderland University

Contributors

Scene-setting

George Brash, Management Information Co-ordinator, Sunderland City Council

Welcome

Peter Chapman, Assistant Chief Executive, Sunderland City Council

Break-out sessions

David Townson & Richard Telford, live|work

Way forward & acknowledgements

Michael Nicol, Sunderland City Council



Delegate registration



Delegates awaiting the keynote speakers



Peter Chapman, Assistant Chief Executive, Sunderland City Council



Suzanne Miller, Sunderland Community Mental Health Partnership



Simon Francis, National Social Inclusion Programme, DWP



Alan Roulstone, Sunderland University.

Breakout Session Summary of Ideas

Group 1

Issue

Requests by employers for information & awareness in mental health issues.

Project proposal

Educating Employers

Educating employers in the promotion of positive mental health in order to create a greater understanding of the issues. This idea would require clear benefits/incentives for employers in exchange for their commitment.

Group 2

Issue

Opportunities to review levels of support, as clients move along their journey.

Project proposal

Practitioners Pool

A central point, which practitioners can call upon to access specialist advice, additional staffing resource, whenever it is needed. It will be a 'not for profit' organisation, existing to smooth the progression of clients from start to journey's end.

Group 3

Issue

Need for understanding and acceptance that mental health issues exist – lack of awareness

Project proposal

Ambassador Programme

To provide a practical and financial package to employers through 'ambassadors' who have experienced mental health issues, to help create more employment opportunities and secure existing jobs for those with the same issues.

Group 4

Issue

No 'single point of access' for employment issues

Project proposal

Back to work support

A more supportive hand going into the process at whatever stage the person is at and a reassuring parachute system if the person has to give up their job. E.g benefits being increased/decreased in line with hours worked.

Group 5

Issue

Lack of understanding of issues and the importance to whole worldwide community

Project proposal

Educating employers and employees

This idea would require the backing of employers, unions and government. Marketing, additional staff and mentoring/education programmes would also be required. The main risk to this idea would be a lack of commitment and budget to make it happen.

Group 6

Issue

Providing support for service users at pre-employment stage to move forward

Project proposal

Employment partnership

Multi-agency employment partnership delivering pre-employment support linking statutory and voluntary provision.

Group 7

Issue

Employers fear of disability

Project proposal

Leading by example

The local authority and NHS need to proactively develop a programme to place suitable clients in jobs within

their organisations, supported by suitable support and assistance. This will aid community cohesion, improve city health and break the cycle of dependence.

Group 8

Issue

Clients are frightened of losing benefits

Project proposal

Clear financial benefits to return to work

If there is truly a commitment to support the progress of individuals with mental health issues then the excellent work that is currently in place needs to be supported. Additionally enhanced by policies that provide additional resources and a flexible environment in which to assist individuals in a manner that is most appropriate to them.



Group 9

Issue

Independence and Employment: take on a 'disability identity' to respond to barriers, rather than a condition emphasis.

Project proposal

'Can do' circle of support

Develop circles of support built on a negotiated action plan (potential ability) to focus on a positive identity. This relies on Care practitioners capacity to look beyond stability of condition and practitioners capacity to take appropriate consideration of care dimensions.



Group 10

Issue

Attitudes and stigma still rife

Project proposal

Reducing stigma through employment

Reducing stigma in the wider community through increasing mainstream employment with incentives for employers, similar to 'new deal'.



Event 3

Improving employment opportunities for carers



“The approach outlined in this review document is both inventive and creative, drawing on good practice and case studies from across the region to support those on inactive benefits move towards sustainable employment. By establishing strong partnership working, it also unites all those engaged with our target group, at whatever touch point, to achieve employability objectives.”

Shona Harper, Director, Contact Centre Professional Ltd.



“Northern Rock is pleased to work with the City of Sunderland and the Northern Way and is actively supporting the initiative. Together we aim to work together to develop a framework that meets both the recruitment objectives of Northern Rock, the ambitions and goals of the initiative and the employment/ career aspirations of clients in the North East of England.”

Simon Woodley, HR Director, Northern Rock PLC.

Venue

Marriott Hotel, Seaburn, Sunderland

Speakers

Ailsa Martin

Sunderland Carers Centre

Shona Harper

C.C.P Ltd

Simon Woodley

Northern Rock PLC

Contributors

Scene-setting

George Brash, Management Information Co-ordinator, Sunderland City Council

Welcome

Peter Chapman, Assistant Chief Executive, Sunderland City Council

Break-out sessions

David Townson & Richard Telford, live|work

Way forward & acknowledgements

George Brash, Management Information Co-ordinator, Sunderland City Council

Close

Ailsa Martin, Sunderland Carers Centre



Delegates awaiting the keynote speakers.



George Brash, Sunderland City Council.



Ailsa Martin, Sunderland Carers Centre



David Townson, live|work.



Shona Harper, C.C.P.



Simon Woodley, Northern Rock.

Breakout Session Summary of Ideas

Group 1

Issue

Lack of access to information and employment pathways.

Project proposal

Directory of information/services

Central point of information so that carers know who to contact if they want to return to work. Professionals/employers know who to contact to support carers in and into employment.

Group 2

Issue

Care workers provide poor support in private sector – badly trained staff.

Project proposal

Support SMEs

Provide secondees from public sector who have active policies and practitioners to assist development and implementation within SMEs of opportunities/employment for carers.

Group 3

Issue

Identifying who is a carer.

Project proposal

Carers One Stop Shop

Roles required to make this happen: A multi-agency approach is required to make this happen e.g. People into Employment, the Sunderland Carer's Centre, local authorities, welfare rights service, Job Centre plus, Job Linkage, and other community organisations. Tools required: carers job fair (employers), employer sponsorship, funding, marketing and publicity materials.

Group 4

Issue

Identifying Carers & employer engagement are key.

Project proposal

Contact Centre

Have a late opening contact centre with a 24/7 helpline either in a people first or purpose built centre. With a service database and a website linking across all sectors. Staffed by specialists with excellent listening and employer engagement skills.

Group 5

Issue

Need a 'first stop shop'.

Project proposal

The Champions

A small core group of specialists who are central to the carers agenda. They can provide effective links to the relevant support agencies. Their profile needs to be high, both for service users and employers. Needs to be resourced (e.g. admin support, free phone number, local point for publicity. NB to influence the mainstream, not to replace what already exists.



Event 4

Improving employment opportunities for people with physical disabilities



"I welcomed the chance for people with physical disabilities to become involved in the Worklessness pilot opensdays/Workshops in order to be asked for their opinions and be given the opportunity to put forward innovative ideas for a project engaging with local people in effective training and employment opportunities"

Gill Charman Chairperson of Sunderland Physical Disability & Manager of People into Employment

Venue

Stadium of Light, Sunderland

Speakers

Gill Charman

People into Employment

Penny Davison

Sunderland City Council

Paul Staines

Sunderland City Council

Contributors

Scene-setting

George Brash, Sunderland City Council

Welcome

Gill Charman, People into Employment

Introduction

Phil Spooner, Sunderland City Council

Break-out sessions

Physical disabilities practitioners

Way forward & acknowledgements

Karen Alexander, Sunderland City Council



Delegates awaiting the speakers.



Gill Charman, People into Employment



Phil Spooner, Sunderland City Council



Penny Davison, Sunderland City Council



Paul Staines, Sunderland City Council



John Raine, Equality North East

Breakout Session

Summary of Ideas

Group 1

Project proposal

To engage hardest to reach clients and promote stability for progression.

This project would aim to: identify and engage with hardest to reach economically inactive people; identify opportunities for active participation in the community; ensure stability for progression. This project would require a coordinator as well as activity support officers. There will be a database and brochures of case studies and opportunities in the local area and outcomes will be measured by keeping in touch with clients.

Group 2

Project proposal

New Point of Access

A small team which will be recruited from within the stakeholders in the form of secondments' complementing council employees to provide employers with a 'point-of-access' beyond what is provided, for example by an employment agency.

In essence a team that provides access to and liaises with those partnership organisations that can physically provide the answers.

Group 3

Project proposal

Directory of Providers

To create a directory of 'who provides what' in a variety of formats. The aim of this would be to enable a better working partnership that will benefit the clients' needs and create greater awareness of who's who and what's what and how, when and where. This idea would require a steering group project team consisting of partner organisations from the public, private and voluntary sectors.

Group 4

Project proposal

Employer Engagement

To focus on methods of employer engagement which would include: better marketing of what is already available, targeting employers through the Chamber of Commerce, collating all sources of funding available to employers in a directory, promotion of home working, provision of facilities within Sunderland to offer training in particular industries and advice on individual disabilities/needs.

Group 5

Project proposal

One Stop Shop

To create a resource centre that will collate information of services/partnerships available to clients and also redirect them to other agencies.

Group 6

Project proposal

Champions PR Campaign

A PR campaign based on 'Champions' – good news stories and real life examples. There will be two strands: targeting employers (geared towards awareness raising, educating, removing stigma) and targeting disabled people (to fill vacancies that are generated). The project will promote 'self help', encourage ambition, enterprise and self employment.

Group 7

Project proposal

'The 3 Ticks': Council, Employers, Providers

The updated version of 'the 2 Tick Award'. This project will encourage the council to lead by example and publicise the fact they will only procure services from companies with 3 Ticks. Positive/proven equality/diversity policies which include support for employing disabled people.

The Council will employ an employers engagement officer who will ensure employers have proven equality and diversity policies before they can tender for contracts. The Council will publish a list of '3 Tick Employers' and will have an accessible database of vacancies. Council to assess their own internal policies.



Event 5

Improving employment opportunities for people with substance misuse issues



Government Office for the North East is keen to support Sunderland in their innovative approach to providing effective training and employment solutions for substance users and offenders. Developments in national and regional policy present us with the exciting opportunity to provide greater access to training and employment which puts the needs of the individual at the heart of effective solutions. Paramount to success is true partnership working and the Northern Way Worklessness Pilot has provided an ideal platform to achieve just that. We look forward to seeing its continued progress in the coming months.

Georgina Bailes Regional Advisor, Government Office North East

Venue

Marriott Hotel, Seaburn, Sunderland

Speakers

Ollie Batchelor

Director of Non-Residential Support,
Tyneside Cyrenians

Alex Winter

Development Manager, Tyneside Cyrenians

Trevor Croft

Maintenance Worker, Tyneside Cyrenians

Georgina Bailes

Regional Advisor, Government Office North East

Peter Sanders

Director of Training, Voice Northeast CIC

Contributors

Scene-setting

George Brash, Management Information Co-ordinator,
Sunderland City Council

Welcome

Phil Spooner, Head of Regeneration,
Sunderland City Council

Break-out sessions

David Townson, Studio Head, live|work north east
Richard Telford, Designer, live|work north east

Way forward & acknowledgements

Karen Alexander, Employment Development
Coordinator, Sunderland City Council



Delegates pre-event.



Phil Spooner, Sunderland City Council



Ollie Batchelor, Tyneside Cyrenians



Alex Winter, Tyneside Cyrenians



Georgina Bailes, Government Office North East



Trevor Croft, Tyneside Cyrenians

Breakout Session Summary of Ideas

Group 1

Project proposal

Come and Have a Play! Taste of life/career choices

A base which offers a taste of a wide range of employment options. To try a range of options like joinery/catering/horticulture/IT etc. to see if you like them. If you like them support staff are available to link you in with the courses employment opportunities etc.

Group 2

Project proposal

Employment Advocacy Service.

Employment advocacy service will provide one-to-one support for individuals accessing treatment and wanting to move into employment – service to build on the existing access to twenty sites across Sunderland via community health officer. Using advocates as the fulcrum point between clients and employers to ensure a positive relationship and constant balance.

Group 3

Project proposal

Co-ordinating 4 U

Co-ordination of Trained Specialist Advisors with positive attitude towards individuals. This idea would require partnership involvement to succeed. The main costs would be marketing, staffing and the creation of a database.

Group 4

Project proposal

Community Blog

Different mediums to highlight joined up working: I.T. based mechanisms; forums; social search engine; organisational induction process. This would involve a citywide approach with 'champions' from specialist sector.

Group 5

Project proposal

User-led Lobby Group

Develop a 'user-led' lobby group to raise awareness of the potential of the client group; to break down barriers; to educate; and to address stigma.

This will be achieved through: employer events; mailshots; awareness raising sessions; workshops.

This group will work in partnership with local employers, local service providers, The Safer Community Team and draw on experience of VOICE.

Group 6

Project proposal

1. Mentoring

Close mentoring – assists monitoring. Develop ex-service user network, job placement, probationary process.

2. Walk-the-Talk

Local Authorities need to employ ex-users. Members of SSP need to lead by example and employ people from their vulnerable/hard to reach groups.



Event 6

Improving employment opportunities for people over 50



Those aged 50+ who want to work face an uphill task in the job market and this pilot is vital to find new ways to support this growing section of citizens to enable them to improve their quality of life. Their skills and experience must be utilised to benefit employers.

Age Concern Sunderland fully supports this initiative as a practical way of reducing age discrimination and ensuring that those aged 50+ can make a positive contribution to economic, social and cultural life of the city.

Alan Patchett Director, Age Concern



'Equality North East supports employers and employees to achieve equality in the workplace. What our work has shown us is that those employers who do take positive action to employ and retain a diverse workforce, not only help these people reach their full potential but also reap some real business benefits.'

Liz Reay Chief Executive, Equality North East

Venue

Marriott Hotel, Seaburn, Sunderland

Speakers

Alan Patchett

Director, Age Concern

Sue Stirling

Director, IPPR North

Liz Reay

Chief Executive, Equality North East

Contributors

Scene-setting

George Brash, Management Information Co-ordinator, Sunderland City Council

Introduction

Phil Spooner, Head of Regeneration, Sunderland City Council

Break-out sessions

David Townson/Richard Telford, live|work

Way forward & acknowledgements

Karen Alexander, Employment Development Coordinator, Sunderland City Council



Delegates listening to the keynote speakers



George Brash, Sunderland City Council



Alan Patchett, Age Concern



Sue Stirling, IPPR North



Liz Reay, Equality North East



David Townson, live|work

Breakout Session Summary of Ideas

Group 1

Project proposal

One-Stop-Shop

To develop and set-up web based one-stop-shop of multi-agency staff locally. This idea would rely on everyone having a common aim and sharing information (whilst respecting data protection rights).

Group 2

Project proposal

Employer Engagement

Develop a service to positively place 50+ customers into sustainable employment, by working closely with employers and partners. Key components of this idea would be: an action plan, risk management programme and a simplified employment process.

Group 3

Project proposal

Employer Engagement

Create a centralised database of information that is accessible to all stakeholders and an accompanying marketing strategy. Key components of this idea would be budget, commitment from stakeholders, organisations with capacity to run the scheme and the correct research to make sure marketing is aimed at the right people.

Group 4

Project proposal

Client Engagement

Effective client engagement through improved awareness, communications and retentions. A key component of this idea would be the creation of a network of relevant partners under the LSP. Potential risks to this idea would be a lack of resources, commitment, leadership and direction.

Group 5

Project proposal

Combating Assumptions

Implementing anti-discrimination practice in the recruitment process. Employers should be encouraged to re-vamp application forms and processes to focus on skills first and qualifications second. This creates more of a level playing field.

Group 6

Project proposal

Advocacy Service

This idea aims to change employers perceptions of those aged 50+ through creating awareness of the rich diversity of skills of 50+ applicants. The service would facilitate training where necessary and encourage employers and the 50+ workforce to work together for mutual benefit.



Invitation

Improving employment opportunities for people with learning disabilities

Monday 27 November 2006

9.30am - 4.30pm

National Glass Centre, Sunderland

Programme

9.30am	Registration & Coffee	12:45pm	Lunch
10.00am	Welcome - Phil Spooner, Head of Regeneration	1:30pm	Keynote Speaker - Richard Brannen, Learning & Skills Council
10.10am	Keynote Speaker - The Learning Disabilities Partnership Board	2:00pm	Pragmatic Planning session
10.20am	Real-life experiences of people with learning disabilities	3:00pm	Coffee & Marketplace exercise
10.40am	Keynote Speaker - Barbara McIntosh Director, Foundation for People with Learning Disabilities	3:30pm	Results of Marketplace exercise & Decisive Actions discussion
11.40am	Question & Answer session	4:00pm	Way forward & acknowledgements
12.00pm	Break-out sessions - Special Interest Groups facilitated by: Pathways, CCP Ltd, Shaw Trust, ONE North East, Northern Pinetree Trust, Northern Rock and Adult Services	4:30pm	Close



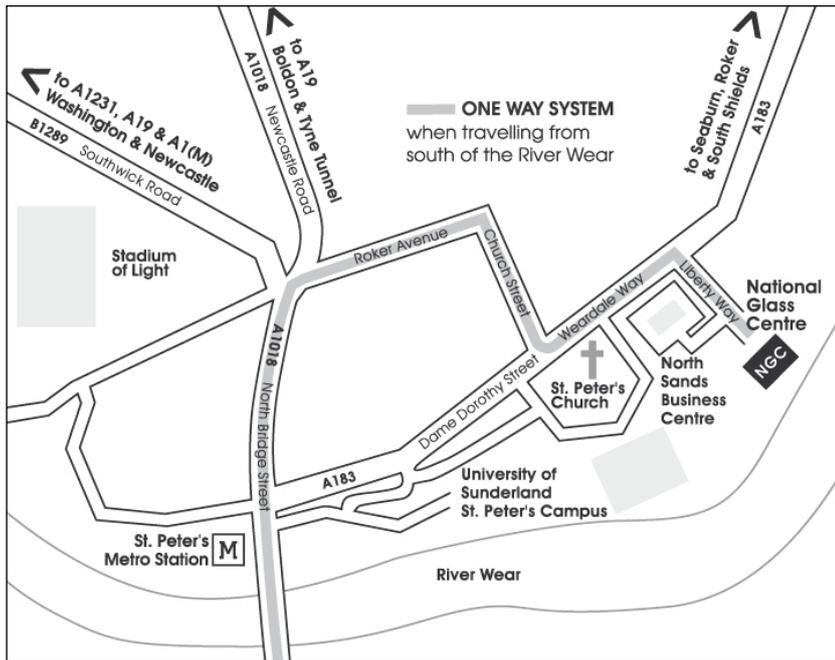
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tear along perforation

Aims

- To provide attendees with examples of innovation and good practice in creating employment for people with learning disabilities
- To provide networking contacts and cross organisational working
- To create first stage plans to increase employment options
- To establish cross organisational partnerships, a broker for positive change
- To promote people and change that focuses on outcomes
- To work with health, local and central government services, voluntary and private sectors to improve the employability of people with learning disabilities.

Directions



Foundation for People with Learning Disabilities

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Invitation

Improving employment opportunities for people with mental health needs

Thursday 15th February, 2007, 9.30am – 3.45pm

Marriott Hotel, Queen's Parade, Seaburn, Sunderland SR6 8DB

Programme

9.30am	Registration & coffee	11.05am	Coffee
10.00am	Welcome – Peter Chapman, Assistant Chief Executive, Sunderland City Council	11.20am	Breakout sessions Part 1
10.10am	Suzanne Miller, Sunderland Community Mental Health Partnership	12.30pm	Lunch
10.15am	Keynote Speaker – Simon Francis, National Social Inclusion Programme, D.W.P.	1.30pm	Breakout sessions Part 2
10.40am	Keynote Speaker – Professor Alan Roulstone, Sunderland University	2.45pm	Coffee
11.00am	Scene-setting and facilitation of break-out sessions – David Townson, Live Work	3.00pm	Feedback and presentation of projects
		3.30pm	Way forward and acknowledgements – Michael Nicol, Sunderland City Council
			Close

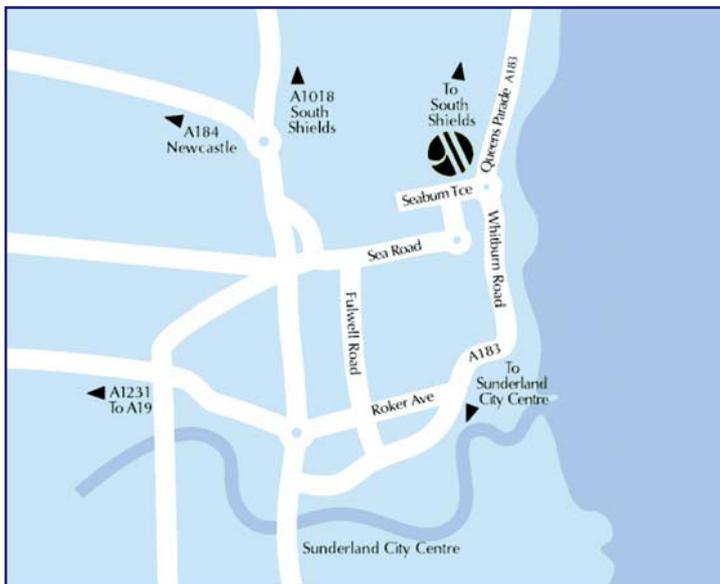


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Aims

- To provide attendees with examples of innovation and good practice in creating employment for people with mental health needs
- To provide networking contacts and cross organisational working
- To create first stage plans to increase employment options
- To establish cross organisational partnerships, a broker for positive change
- To promote people and change that focuses on outcomes
- To work with health, local and central government services, voluntary and private sectors to improve the employability of people with mental health needs.

Directions



By Road

From the north/Tyne Tunnel follow signs for Sunderland to A184. Follow All Routes.

From the south/A1M turn off A1(M)/A690.

Turn left for Tyne Tunnel/S.Shields (A19). After 4 miles at roundabout turn right (A184).

Follow All Routes.

From west/A69/A1 (A1 south) bypass Gateshead. Turn off A1 at A1231. Turn right at roundabout, follow A1231, join A19, then as above.

All routes continue for 3 miles through the Boldons, over lights, past Regal Stadium. At next roundabout turn left and first right. At roundabout turn left, follow road to coast, turn right, hotel is off roundabout.

Marriott Hotel, Queen's Parade, Seaburn, Sunderland SR6 8DB



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Invitation

Improving employment opportunities for carers*

Tuesday 20th February 2007 9.30am - 3.15pm

Marriott Hotel, Queens Parade, Seaburn, Sunderland SR6 8DB

Programme

9.30am	Registration and coffee	1.00pm	Carers Presentation
10.00am	Introduction Ailsa Martin, Sunderland Carers Centre	1.15pm	Employers presentation C.C.P. Ltd & Northern Rock PLC
10.05am	Welcome Peter Chapman, Assistant Chief Executive, Sunderland City Council	1.45pm	Breakout sessions Part 2
10.20am	Keynote Speaker Madeleine Starr, ACE National Strategic Project Manager	2.30pm	Coffee break
11.00am	Scene setting and facilitation of breakout sessions David Townson, Live Work	2.45pm	Feedback from breakout sessions
11.15am	Breakout sessions Part 1	3.00pm	Way forward and acknowledgements Michael Nicol, Sunderland City Council
12.00	Lunch		Close Ailsa Martin, Sunderland Carers Centre

*People who look after a family member or friend who is ill, disabled or frail.



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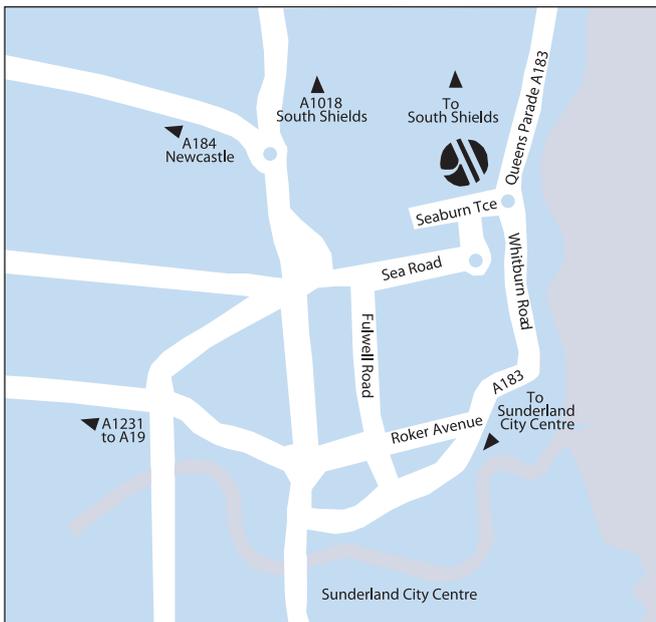
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Aims

- To provide attendees with examples of innovation and good practice in creating employment for people who look after a family member or friend who is ill, disabled or frail.
- To provide networking contacts and cross organisational working
- To create first stage plans to increase employment options
- To establish cross organisational partnerships, a broker for positive change
- To promote people and change that focuses on outcomes
- To work with health, local and central government services, voluntary and private sectors to improve the employability of people with carer responsibilities

Marriott Hotel, Queens Parade, Seaburn, Sunderland SR6 8DB

Directions



By Road

From the north/Tyne Tunnel follow signs for Sunderland to A184. Follow All Routes.

From the south/A1M turn off A1(M)/A690. Turn left for Tyne Tunnel/S.Shields (A19). After 4 miles at roundabout turn right (A184). Follow All Routes.

From west/A69/A1 (A1 south) bypass Gateshead. Turn off A1 at A1231. Turn right at roundabout, follow A1231, join A19, then as above.

All routes continue for 3 miles through the Boldons, over lights, past Regal Stadium. At next roundabout turn left and first right. At roundabout turn left, follow road to coast, turn right, hotel is off roundabout.



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Invitation

Improving employment opportunities for people with physical disabilities

Thursday 1st March, 2007

9.30am – 3.00pm

Castle Suite, Bunny Hill Centre, Hylton Lane, Sunderland SR5 4BW

Programme		11.10am	Coffee break
9.30am	Registration & coffee	11.25am	Breakout session part 1
10.00am	Welcome – Gill Charman, People Into Employment	12.30pm	Lunch
10.05am	Introduction – Phil Spooner, Sunderland City Council	1.15pm	Breakout session part 2
10.25am	Aims of the day – Penny Davison, Sunderland City Council	2.15pm	Feedback from breakout groups
10.35am	Overview of the Health and Wellbeing Report – Paul Staines, Sunderland City Council	2.45pm	Wayforward and acknowledgements – Michael Nichol, Sunderland City Council
11.00am	Question Time – Penny Davison, Sunderland City Council		Close



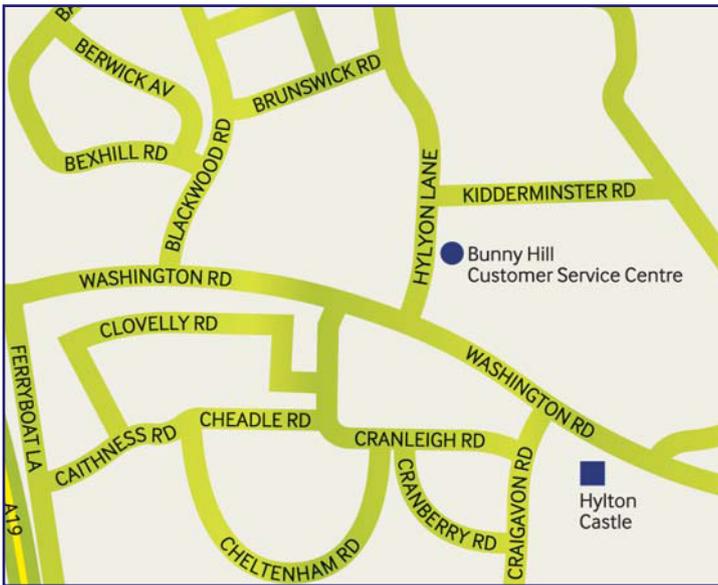
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Aims

- To provide attendees with examples of innovation and good practice in creating employment for people with physical disabilities
- To provide networking contacts and cross organisational working
- To create first stage plans to increase employment options
- To establish cross organisational partnerships, a broker for positive change
- To promote people and change that focuses on outcomes
- To work with health, local and central government services, voluntary and private sectors to improve the employability of people with physical disabilities.

Directions



The Sunderland Customer Service Centre at Bunny Hill is located in the Town End Farm area, in the north of the city. It is close to the Hylton Castle ancient monument and is clearly visible from Washington Road/North Hylton Road, which runs between Southwick and the A19.

From the A19

- Either travelling north or south leave at the A1231 junction and turn east towards Sunderland City Centre on Wessington Way.
- At the second roundabout turn left onto Barons Quay Road and at the cross roads continue straight on into Hylton Castle Road which becomes Craigavon Road.
- After passing Hylton Castle on the right, turn left at the T-junction onto Washington Road.
- Take the first right onto Hylton Lane and the Centre is on the right hand side up the hill.



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Invitation

Improving employment opportunities for people with substance misuse issues

Thursday 19th April 2007

10.00am - 3.30pm

Marriott Hotel, Queen's Parade, Seaburn, Sunderland SR6 8DB

Programme	1.50pm	David Townson/Richard Telford – Live Work, Breakout session Part 2
10.00am Registration & coffee		
10.30am Welcome – Phil Spooner, Head of Regeneration, Sunderland City Council	2.50pm	Coffee
	3.05pm	Feedback and presentation of projects
10.35am Ollie Batchelor/Alex Winter – Development Managers, Tyneside Cyrenians	3.30pm	Way forward and acknowledgements – Karen Alexander, Sunderland City Council
10.55am Georgina Bailes – Regional Advisor, Government Office Northeast	4.00pm	Close
11.15am Peter Sanders – Director of Training, Voice Northeast CIC		
11.35am Coffee		
11.50am David Townson/Richard Telford – Live Work, Breakout session Part 1		
12.50pm Lunch		



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tear along perforation

Aims

- To provide attendees with examples of innovation and good practice in creating employment for people with substance misuse issues
- To provide networking contacts and cross organisational working
- To create first stage plans to increase employment options
- To establish cross organisational partnerships, a broker for positive change
- To promote people and change that focuses on outcomes
- To work with health, local and central government services, voluntary and private sectors to improve the employability of people with substance misuse issues.

Directions



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Invitation

Improving employment opportunities for people aged 50+ event

Friday 27 April 2007

9.30am to 3.30pm

Castles Suite, Sunderland Marriot, Queens Parade, Seaburn, Sunderland

Programme			
9.30 am	Registration & Coffee	1.20pm	Breakout Sessions Part Two – David Townson & Richard Telford, Live Work
10.00am	Welcome & Aims – Alan Patchett, Director Age Concern Sunderland	2.20pm	Coffee
10.05am	Introduction – Phil Spooner, Head of Regeneration, Sunderland City Council	2.35pm	Feedback from Breakout Sessions
10.15am	Sue Stirling – Director of IPPR North	2.50pm	Way Forward – Karen Alexander, Sunderland City Council
10.40am	John Raine – Marketing Manager, Equality North East	3.05pm	Close – George Brash, Sunderland City Council
10.50am	Question Time – Alan Patchett, Director Age Concern Sunderland		
11.00am	Coffee		
11.20am	Breakout Sessions Part One – David Townson, Live Work		
12.20pm	Lunch		



tear along perforation

Aims

- To provide attendees with examples of innovation and good practice in creating employment opportunities for people aged 50+
- To provide networking contacts and cross organisational working
- To create first stage plans to increase employment options
- To establish cross organisational partnerships, a broker for positive change
- To promote people and change that focuses on outcomes
- To work with health, local and central government services, voluntary and private sectors to improve employment opportunities for people aged 50+

Directions



Regional Development Agency

AGE Sunderland
Concern

AGE Recruitment
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Acknowledgements

Sunderland City Council would like to thank all of the attendees for their participation in this series of events and the speakers for sharing their knowledge and experience. Particular thanks to the workshop facilitators and participants for their enthusiastic contributions to the workshop sessions.

Some of the organisation that have supported the events...



If you'd like to be involved in this project or require further information please contact:

George Brash Management Information Co-ordinator
george.brash@sunderland.gov.uk

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Civic Centre
PO Box 102
Sunderland
SR2 7DN

Also available in PDF format at www.sunderland.gov.uk

