



Getting Families Ready for Work

Employment charity with long track record



- Supported over 440,000 people since 1984
- 83% still in work after 3 months and 71% after a year
- 79% young people into work, training or education

Every £100 invested in Tomorrow's People employment programmes creates value of around £240 for British society*

* Independent evaluation of performance 2006-2011 by FTI Consulting

Why focus on families?



- **Significant rise in non-working families in last decade, despite higher employment levels**
- **Cost of unemployed families high – approx £8 bn/pa spent on 120,000 families in England with multiple problems**
- **Supporting workless families is high on national and European agenda**
- **DFES ‘Think Family’ initiative focuses on multi agency interventions to improve outcomes for deprived families**

Our 'family' credentials



- **27 yrs supporting hardest to reach into work**
- **2009 report on intergenerational worklessness**
- **Developed Families Matter Most model**
- **Cost/benefit analysis of model Oxford Economics***
- **April 2010 start of 2-year pilot**
- **July 2011 publication of mid term review**

***Oxford Economics calculated that every £1 invested in the Families Matter Most scheme, would generate economic benefits to value of £2.**



- **2-year family-centred employment initiative in Maidstone**
- **Not attached to govt funding/statutory employability**
- **Voluntary, holistic programme which goes beyond standard back-to-work support**
- **Recognises family situation and deals with practical and emotional issues to overcome barriers**
- **Provides tools for employability once family members are ready**
- **Understands there are no 'quick fixes' for families living in a state of worklessness**



- ***One-stop shop*** - project gateway to multi-agency support
- ***'Support on your doorstep'*** - increasing access and local help
- ***'Help to suit you'*** - at a time and a place that works for families
- ***'It's your community'*** - supporting families to feel more involved in their community and reducing isolation

Outcomes to date



- **15 workless families engaged as per the target for pilot**
- **All families have multiple and complex barriers**
- **Majority have never worked, with low level skills, low confidence, mental health issues, chaotic lifestyles, etc**

- **Retention rates stand at 95%**
- **Over 50% taking voluntary and work experience positions**
- **50% registering with adult education and training courses**

- **Families value the intensive and tailored support, which is not time or target centred**
- **Participants already presenting evidence that support has significantly improved their journey back to work**

Working in partnership with Kent CC



- **Engaging strategically and operationally with services supporting families in Kent**
- **Working in partnership with local authority services as key referral agency for families**
- **New local service with more rounded, holistic offer to workless families**
- **Adding value to other Kent initiatives**

Localism at the heart of the project



- **‘Top down’ approach can never be truly effective at addressing local issues**
- **Families Matter Most contributes to Kent Community Strategy to improve economic, environmental and social wellbeing of Kent through joined up local approaches and involving the third sector**
- **Contributes to associated strategies - Kent Supporting Independence (SIP); Kent & Medway Housing Strategy; Kent’s Children and Young People’s Plan**



- **Park Wood estate in Maidstone chosen by KCCs Supporting Independence Programme**
- **Localised pocket of worklessness/high levels of benefit dependency in an economically active area**
- **Estate houses some of area's most vulnerable families - who are challenged by worklessness and trapped in spiral of deprivation**
- **Families identified need careful, targeted, long-term support to move forward with their lives so that employment becomes a feature**

Expanding Families Matter Most



- **ESF funding ‘Support for Families with Multiple Problems’**
- **However funding is limited so LA’s/CC’s should influence where support is targeted**
- **Tomorrow’s People has credentials to be partner of choice for delivering support for families**
- **Need for realistic targets by Primes - interrogate performance claims, avoid unrealistic projections**
- **Support Tomorrow’s People as partner for Primes on ESF**



“Tomorrow’s People does extraordinary work in reaching out to people, restoring their confidence, building up their skills and getting them into a job. Their success is proof that government isn’t the only answer to our country’s problems – it’s often the third sector, charities, community organisations and faith groups that are best at working on the frontline of poverty and turning lives around.”

David Cameron, Prime Minister, October 2010

Find out more at 2pm



**Round table discussion in the Harvey Goodwin Suite
with Kent County Council and Tomorrow's People**

Making life work

