

CCIN Innovation Funding 2024 - Policy Prototype : Entry # 514
CCIN Member Organisation leading the project
Brent Council
Name of CCIN Lead Councillor or Officer
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Project Title
Employability and Skills Project
How much funding are you applying for?
£ 2,000.00
Summary of project idea (150 words max)
<p>Brent Council is undertaking an Employment and Skills Outcomes Based Review (OBR), aimed at upskilling, and enabling residents to support themselves through employment. This work will build on our Cost-of-Living programme, which centres around a Community Wellbeing Project designed to empower residents in achieving long-term stability through a range of wrap-around support.</p> <p>This policy prototype will support ethnographic research amongst Community Wellbeing Project users to understand their unique or nuanced challenges to upskilling and accessing employment. It will support the production and testing of mini prototype services and generate insights to inform the design of employment and skills offers for these groups.</p>
What is your idea?
<p>Brent Council's Cost-of-Living Outcome Based Review (2022/23) resulted in pilot projects aimed at developing tailored solutions to best support residents impacted by the ongoing Cost-of-Living Crisis. Partnering with Sufra NW London, The Community Wellbeing Project (CWP) was introduced in February 2023 to increase community resilience, tackle food insecurity, and provide holistic interventions to better support residents in the long term, preventing vulnerable families from experiencing severe financial crisis. Evaluation of the Community Wellbeing Project user's challenges has consistently identified the need for specialised skills and employment support services for residents to achieve community resilience and long-term financial stability. Following the success of initial pilot projects, the Cost-of-Living programme has been remodelled with the proposal to extend and relocate services to a larger venue, presenting opportunities to develop a wider offer for resident's needs. This proposal has been approved at Brent Council's Cabinet Meeting on Monday 5th February, and more information can be found here: https://democracy.brent.gov.uk/ieListDocuments.aspx?CId=455&MId=7519</p> <p>Brent's unemployment and educational attainment rates, in comparison to regional and national levels evidence the need to address challenges to accessing upskilling and employment opportunities. Office for National Statistics (ONS) figures show that in 2023, Brent had an unemployment rate of 6.8%, compared to 4% regionally and 3.8% nationally (Refer Link 1). When compared to Brent's 2022 unemployment rate (5.8%), this demonstrates the growing demand for improving employment support for residents (Refer Link 1). Regarding education and skills, the 2021 Census found that 7.6% of Brent residents hold no qualification, in comparison to 5.5% regionally and 6.6% nationally (Refer Link 2). Within Brent, these disparities are significantly higher in deprived areas. For instance, Stonebridge ward has a high proportion of unemployment rates at 56% and a significant percentage of no qualifications at 20% (Refer Link 3). As a result, the Employment and Skills OBR is focussing on improving employment and skills outcomes for Stonebridge residents, gaining an understanding of the barriers that they face when accessing employment and local services. Currently, the Community Wellbeing Project is based in Stonebridge, and this represents an opportunity to engage service users around their experiences of employment and consider what services would best support them into higher paid work.</p> <p>We plan to use the policy prototype funding to conduct ethnographic research with members of the Community Wellbeing Project to understand the challenges they experience in accessing upskilling opportunities and maintaining employment in the long term, allowing us to determine key priority areas. As the model transitions to a new, larger location this funding and research will support us to develop, and prototype tailored employment and skills offers. This will enable a trial and test method to determine which prototypes are the most beneficial and can be continued to provide sufficient support for Brent residents.</p> <p>Reference Link 1: https://www.ons.gov.uk/visualisations/labourmarketlocal/E09000005/#unemployment</p> <p>Reference Link 2: https://www.nomisweb.co.uk/reports/lmp/la/1946157263/report.aspx?town=brent#tabquals</p>

CCIN Innovation Funding 2024 - Policy Prototype : Entry # 514Reference Link 3: [https://app.powerbi.com/view?](https://app.powerbi.com/view?r=eyJrjoiM2E5NGJmOTctZDdkOC00MWFjLTlhMGUtN2NjOTYyZjY5OWFiIiwidCI6IjlxODc4N2FiLTM1N2YtNGQ3YS1hZjJjLTU4NzBIM2QyZWl4MCIslmMiOjhs)

r=eyJrjoiM2E5NGJmOTctZDdkOC00MWFjLTlhMGUtN2NjOTYyZjY5OWFiIiwidCI6IjlxODc4N2FiLTM1N2YtNGQ3YS1hZjJjLTU4NzBIM2QyZWl4MCIslmMiOjhs

What are the outcomes you hope to achieve?

The outcomes we hope to achieve includes a greater understanding of the employment and skills related challenges and needs of Community Wellbeing Project users. Our research will allow us to identify key priority areas and services we should implement to improve and sustain the livelihoods of residents. A significant outcome we hope to achieve is the test and trialling of potential new and improved services within Brent. For example, providing various skills workshops to meet demand and updated employment advice services and workshops.

Measures of success would involve the following:

- Increased understanding on resident's baseline attitudes and what specific services they require to meet their needs to upskill and access employment.
- Feedback at the end of intervention to determine the impact of mini prototypes and areas to improve.
- Contribution to the established Outcomes Framework for the Cost-of-Living OBR. This includes:
 - > Ensuring that residents are more financially resilient
 - > Ensuring that residents are better equipped to deal with pressures related to the Cost of Living
 - > Ensuring that residents can access specialist services
 - > Increasing access to a wider range of support offers
- Contribution to establishing the details of our overall Outcome Base Review phases. For example, understanding needs of residents within the discovery phase, identifying services within the defining phase, brainstorming the potential of services within the design phase, and producing a final prototype of services within the develop phase.

The aim is to discuss, improve and develop services within employability and skills for the most vulnerable communities. Overall success will be measured through qualitative data from feedback on advice services and workshops and quantitative data, will be collected through participation in new services. Following trialling of facilities on a small scale, the goal is to make improvements from lessons learned and gain further investment for long-term employability and skills offers for residents across the borough.

How does your project support the CCIN Statement of Values and Principles?

This project supports a range of principles of CCIN, aligning with their values. Social Partnership is promoted through strengthening communication and collaboration with communities, existing enterprises, and the local councils upholding a shared responsibility to support upskilling and continued employment. Co-production is supported as working with residents to produce appropriate prototypes enables them to be partners in designing the service that best suits their needs. Working with the community to understand challenges and improvements to access employment and skills promotes enterprise and social economy. This is achieved through improved economic development with the creation of jobs, maximising the social value of this project for the borough and wider economy.

This project aims to address the long-term impacts of Covid-19 and the current Cost of Living Crisis. This is achieved through promoting skills and employment for residents, improving the financial situations of those most vulnerable and upgrading overall stability and wellbeing of residents meeting their priority needs.

How will you share your learning across the Co-operative Councils' Innovation Network?

Addressing employment and skills is a national hurdle, as times progress and events such as Covid-19 or the Cost-of-Living Crisis occur, investment and knowledge into this theme is essential to ensuring a thriving economy and nation. By measuring performance of actions within this project we can monitor the change in attitude and needs of residents within Brent to determine what works well and what does not. These finding will be shared in a final report outlining quantitative data analysis of participation and qualitative case studies to demonstrate the impact of improvements on the livelihood of Brent residents. We hope our eventual findings and improvements will prove beneficial for other local authorities who are seeking to address this significant challenge through a similar project.

I agree that the final report will clearly show the Co-operative Difference that this project will deliver.

 Agree

Notes**Admin Notification (ID: 637b616e68cf7)**

added 5th February 2024 at 17:15

WordPress successfully passed the notification email to the sending server.