

# What makes Wigan work

Welcome  
23 May 2008

# **So how much do you know about Wigan?**

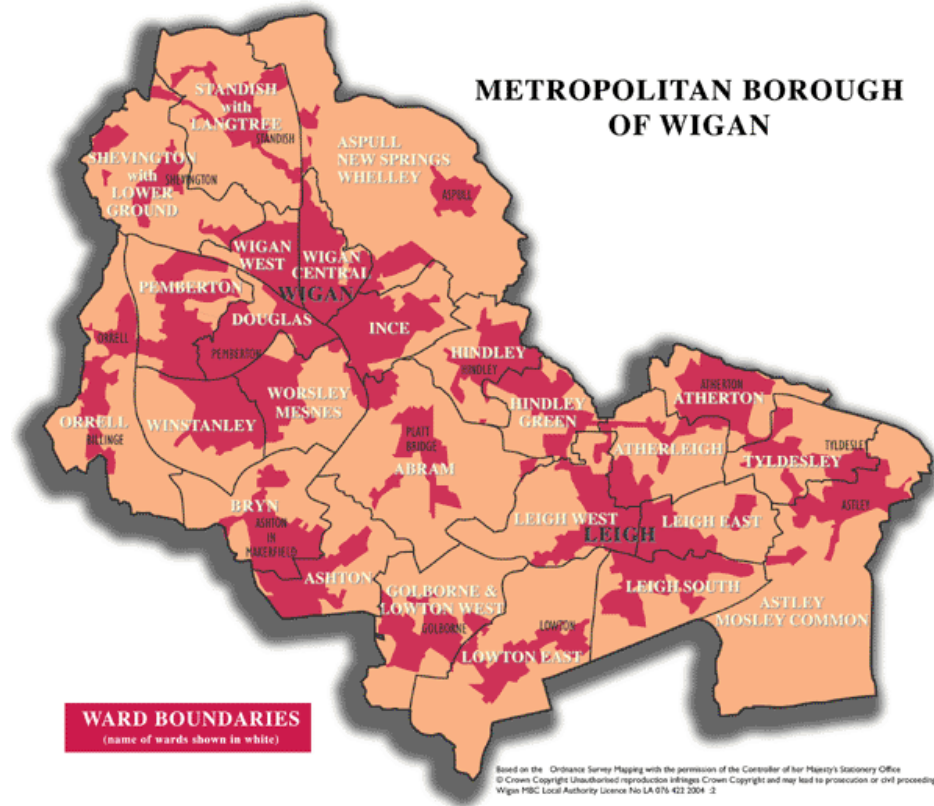
Christine Bainbridge

23 May 2008

**Environmental Services – Economic Regeneration Office**

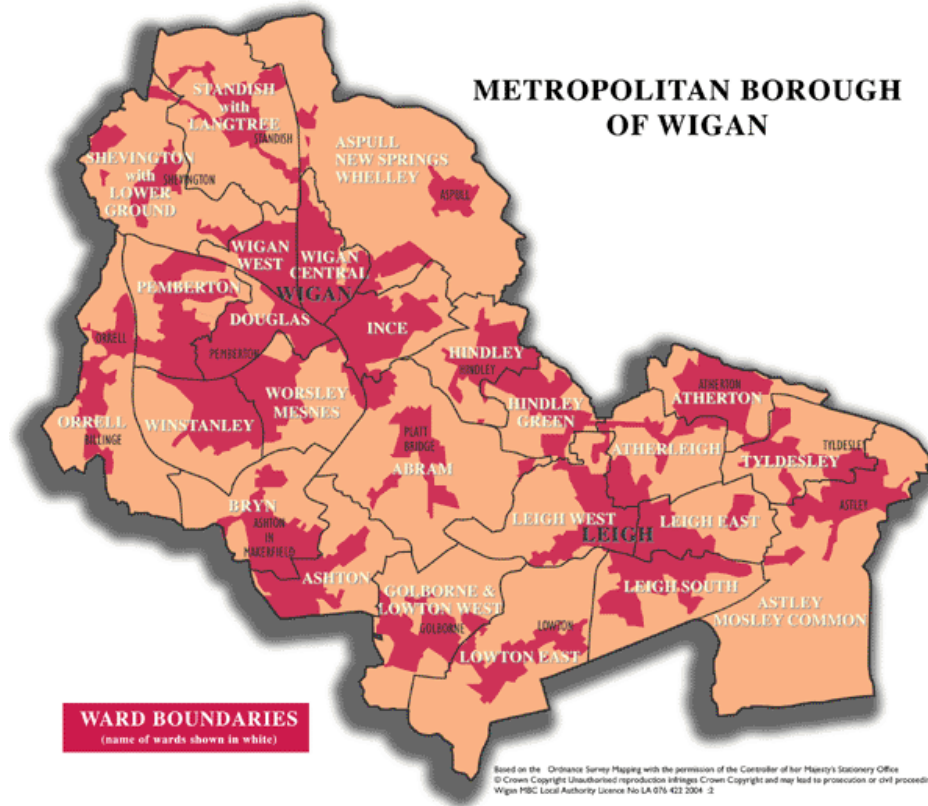
# Question 1 – How big is Wigan in square miles?

Answer 1 – 77 square miles  
One point for the exact answer



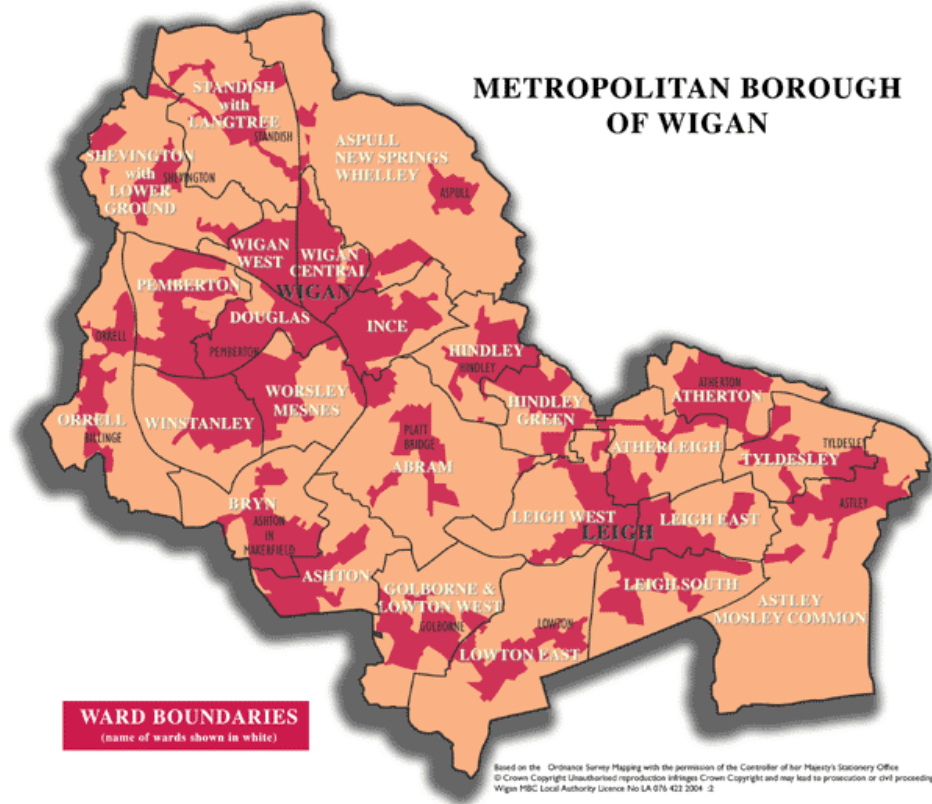
# Question 2 – How many towns make up the Borough of Wigan?

Answer 2 – 14  
One point for  
the exact  
answer



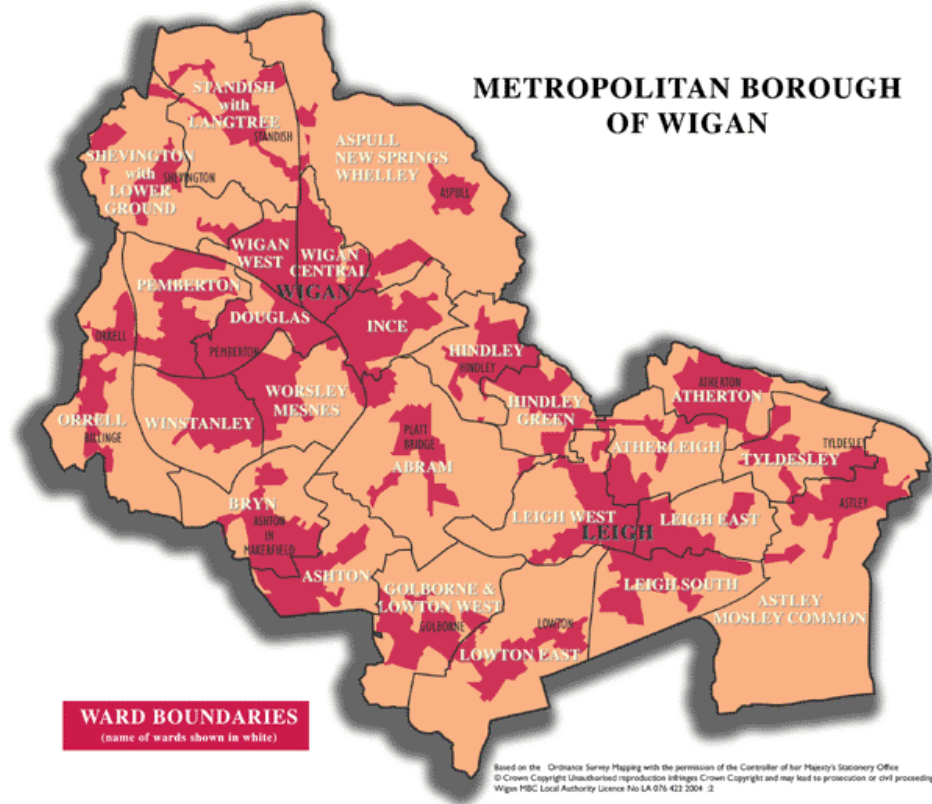
# Question 3 – What was the population of Wigan Borough in 2006?

Answer 3 –  
305,500  
One point for  
500 either  
way

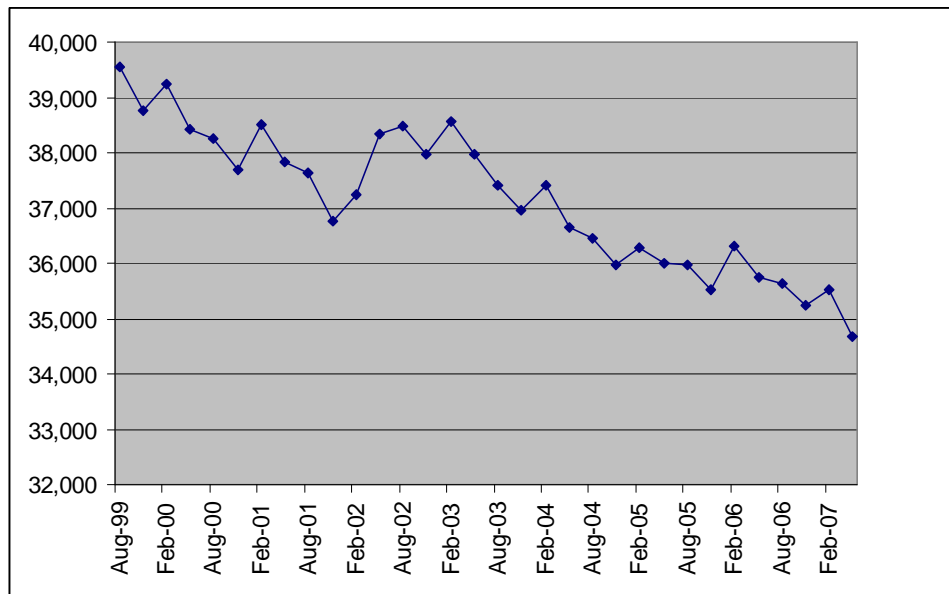


Question 4 – Of the 305,500, how many are of working age?

Answer 4 –  
190,800  
One point for  
500 either  
way



# Question 5 – How many people of working age are classed as workless?



Number of people classed as workless in Wigan

Answer 5 –  
34,530  
One point for  
500 either  
way

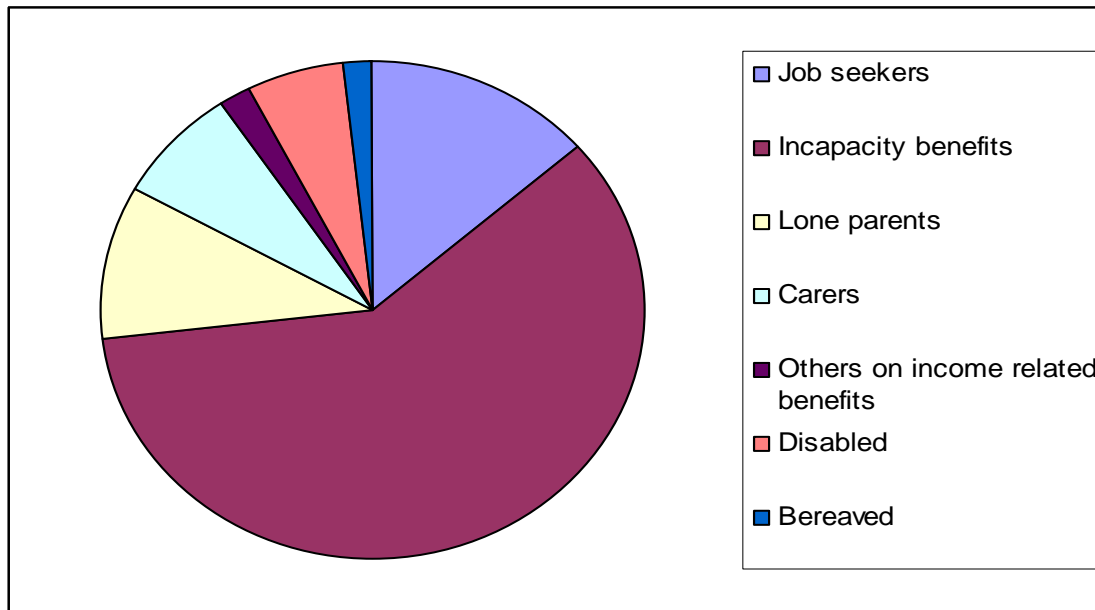
# Question 6 – Name the three main “workless benefits”?

Answer 6

- **Job Seekers Allowance (JSA)**
- **Incapacity Benefit (IB)**
- **Lone Parents (LP) Benefit**
  
- Carers
- Others on income related benefits
- Disabled
- Bereaved

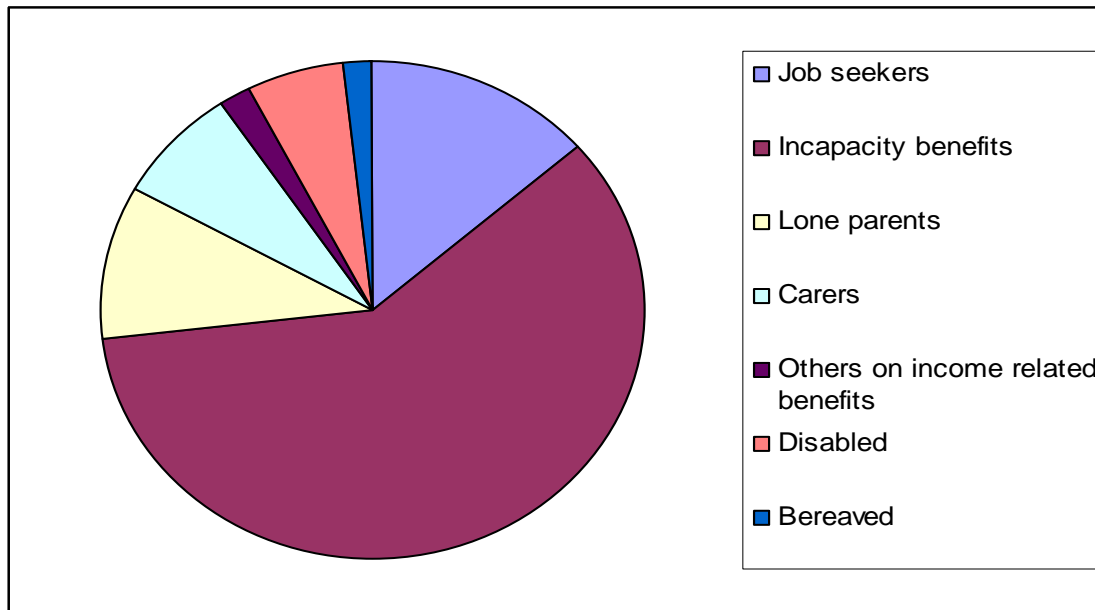
One point for each correct answer

Question 7 – Of the three workless benefits – which has the largest number of claimants?



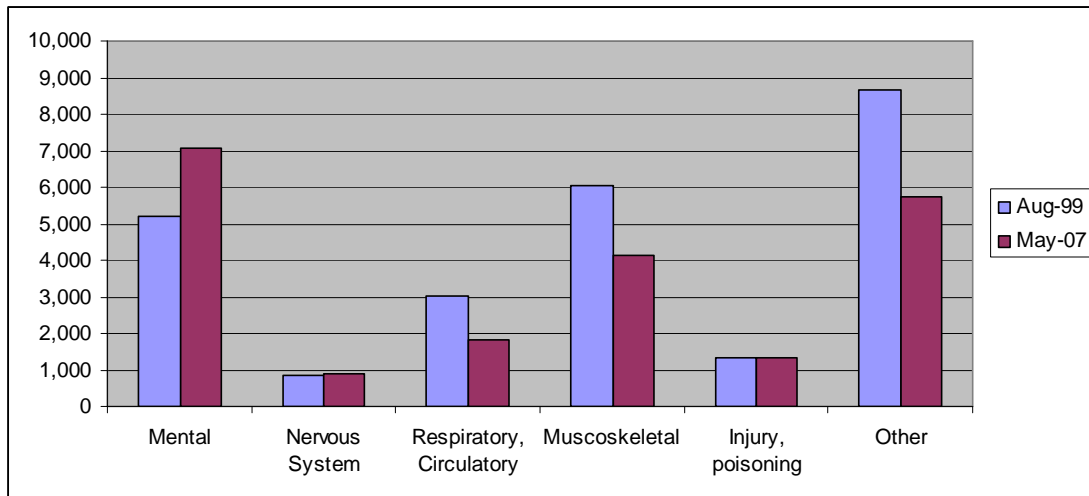
Answer 7 –  
Incapacity Benefit  
One point

# Question 8 – How many people are claiming Incapacity Benefit?



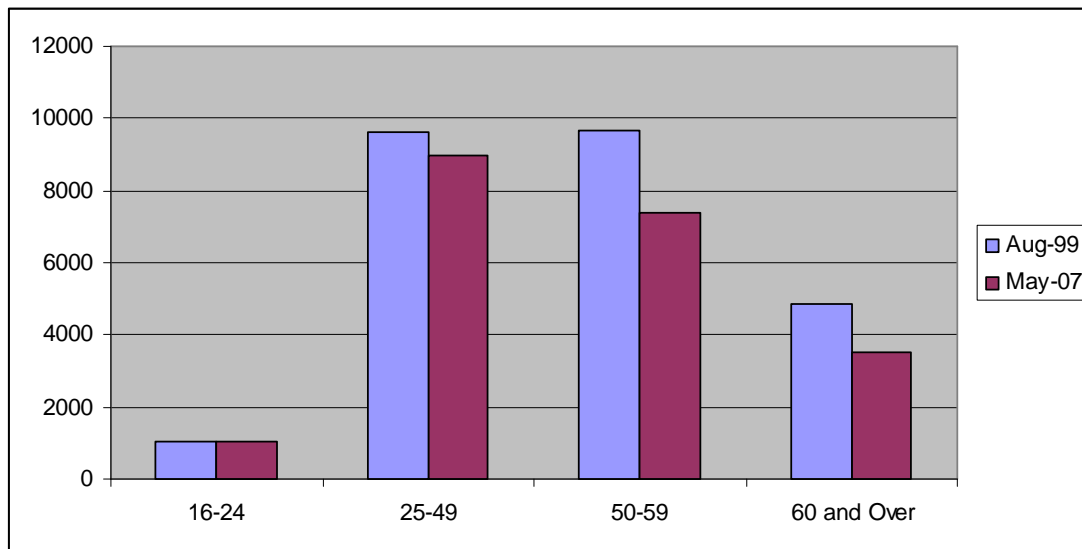
Answer 8 –  
20,690  
One point 500  
either way

# Question 9 – How many IB claimants state mental health as the primary condition?



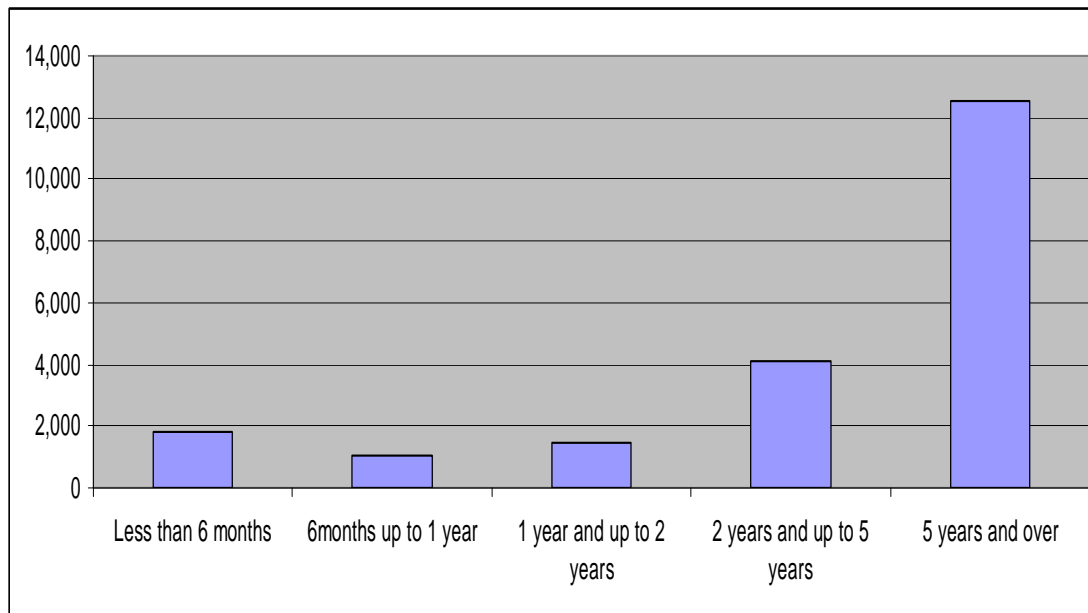
Answer 9 – 7,000  
One point 250  
either way

# Question 10 – How many young people aged 16-24 claim IB?



Answer 10 –  
1,000  
One point 100  
either way

# Question 11 – How many people have been claiming IB for 2 years or more?



Answer 11 –  
16,600  
One point 500  
either way

Job Centre Plus statistics show that you are unlikely ever to work again if you have been on IB for 2 years or more

# 11 Questions

13 possible points

How many people got all 13 correct?

Tie breaker: In February 2008, there were 4,860 people claiming Job Seekers Allowance in Wigan. How many people were claiming JSA in March 2008

Answer 4,859 – a reduction of 1

# Key Note Speaker

The Right Reverend Stephen Lowe  
Bishop for Urban Life and Faith

# What “worklessness” means to us

23 May 2008

What makes Wigan work

# LAA Themes

- Children and young people and families
  - Sue Astbury
- Community safety/stronger communities
  - David Gray
- Health and Social Care
  - Julie Hotchkiss
- Economy, Environment, Culture and Housing
  - Kevin Walsh

# What 'worklessness' means to Children, Young People and Families

Sue Astbury

23 May 2008

Acting Assistant Director - CYPS

- CYP8 Increase participation and attainment in education, training and employment for 14-19 year olds
- Worklessness = NEET Not engaged in education, employment or training
- NI 117 16-18 year olds who are not in education, employment or training
- Mandatory attainment targets
- Every Child Matters

- Low aspirations
- Under performance
- Low self esteem
- Quality of life
- Limited life chances
- Involvement in offending behavior
- Limited access to opportunities

- Connexions leading on development of 14-19 NEET Strategy
- Children's Centre's/Extended Services working to support children and families
- Work with schools to support individual pupils
- Supporting schools to deliver a curriculum which engages pupils
- Targeted Youth Support for vulnerable young people

# Thank You

[www.wigan.gov.uk](http://www.wigan.gov.uk)



# What Worklessness Means to the Community Safety Partnership

David Gray

23 May 2008

**Environmental Services – Neighbourhood Services**

# Introduction

LAA theme – Community Safety/Stronger Communities.

Five Priorities:

- Reducing Reoffending
- Reducing the harm caused by alcohol and drugs.
- Reduce local priority crime
- Improve community confidence
- Improve Cleanliness and Greenness

Focus on Reoffending and Substance Misuse Related Harm.

Tackling Worklessness is a key area for the Partnership as research suggests that employment can reduce the risk of re offending by between a third and a half. (Social Exclusion Unit, 2002)

Employment would increase the chances of reducing the reoffending rate and relapse of an individual.

# Barriers to Employment

- Some employers reluctant to employ ex-offenders/ substance misusers
- Lack of skills and qualifications
- Shortage of work experience
- Substance addiction and wider health issues
- Accommodation
- Financial issues

# How we can contribute to reducing worklessness

- Improved Drug/Alcohol Treatment Services - including greater emphasis on social reintegration. ETE targets in Service Level Agreements.
- ETE Officer employed in Drug Services to remove barriers to education, training and employment. Develop programmes with partner organisations, and facilitate access to education, training and employment.  
Current opportunities for substance misusers/offenders include: Bridging the Gap, Fix It, Horticulture Certificate, Computing courses.
- User Involvement and Volunteering
- Drug Intervention Programme – one to one support offered for drug users in the criminal justice system.
- Prolific and Other Priority Offender (PPO) scheme. Combined Police/Probation effort to catch and convict and resettle and rehabilitate to reduce reoffending.
- Further development of links with other partnerships/ organisations. Need to bridge the gap between the opportunities we can offer as drug/offending services to prepare a person for work, and then securing employment.

Thank You

# Healthier Communities

Julie Hotchkiss

23 May 2008

Public Health, Ashton, Leigh & Wigan PCT

- Work is good for health\*
- The workless have much poorer health experience
- Additional costs to the NHS of treating the conditions that keep people out of work estimated to be £5 – 11bn

- **Health & social services could help reduce worklessness by**
  - Prevention of illness
  - Early intervention
  - Specific empowerment programmes for people with mental health problems or learning disabilities
  - Conditions management programmes (mental health problems, chronic back pain)
  - Self-care initiatives (e.g Expert patient initiative)



- **GP sickness certification is a huge issue**
- Well-meaning
- Don't wish to harm Dr/Patient relationship
- Don't like to be “welfare police”
- Sign to say what people can't do, instead of what they could do

- **Workplace health programme**  
(£500,000)
- Employee and Employer assistance
- Mediation
- SME initiatives
- Health promotion campaigns

# Healthier communities block

- By improving the health of the population making it fitter for work
- By getting people into work keeping them healthier

# Thank You

[www.wigan.gov.uk](http://www.wigan.gov.uk)



# **Economy, Environment, Culture and Housing**

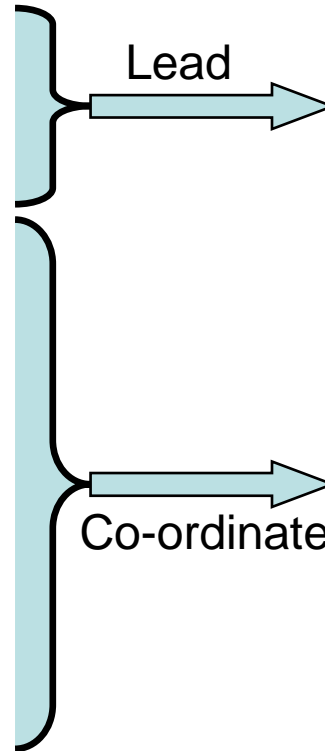
Kevin Walsh

23 May 2008

**Environmental Services - Economic Regeneration Office**

# Priorities

- Reduce levels of worklessness
- Increase enterprise
- Increase skill levels
- Improve access to sustainable transport
- Affordable housing
- Vulnerable and homeless people
- Participation in community and cultural activities
- Cleanliness
- Improve management of waste
- Climate change



Economic  
Regeneration  
Office

# Conflicting priorities!

For example:

- Increasing number of affordable houses:
  - Less land available for employment
  - People have to travel further to work
  - Increased household waste
  - Impacts new business activity
- Increasing the number of local jobs:
  - Less land for housing and recreation
  - Improved accessibility for local people
  - Higher value jobs attract inward migration

# Reducing worklessness

- Environment
  - Sustainable transport improves accessibility to jobs
- Culture
  - WLCT is a major employer
  - Engagement and participation
- Housing
  - Social and private housing sector is a major employer
  - Engagement and participation

# Good practice

- A local building company approached the Council
  - Wants to recruit 10 people
  - Actively wants to recruit young ex-offenders
- Involved Hindley YOI
  - Great construction learning facilities
- Secured mainstream funding, supplemented with some discretionary resources
- “Low” cost project that impacts on
  - Worklessness
  - Re-offending rates
  - Homelessness
  - Substance abuse rates

Thank You

[www.wigan.gov.uk](http://www.wigan.gov.uk)



# Stepping Stones to change

Joyce Redfearn

23 May 2008

**Chief Executive - Wigan Council**

# Thank You

For your:

- Co-operation
- Support
- Hard work
- Contributions



# Worklessness Strategy

Three sections:

- Evidence base/analysis – understand the problem and related issues
- Action plans – what we need to do
- Commissioning framework – how we ensure effective delivery

# Worklessness Strategy

Identified priorities:

- Inequalities – high concentrations of worklessness in our deprived areas
- Mental Health – only growing category of Incapacity Benefit claimant
- Young people – Lone Parent, Job Seekers and even Incapacity Benefit – persistent

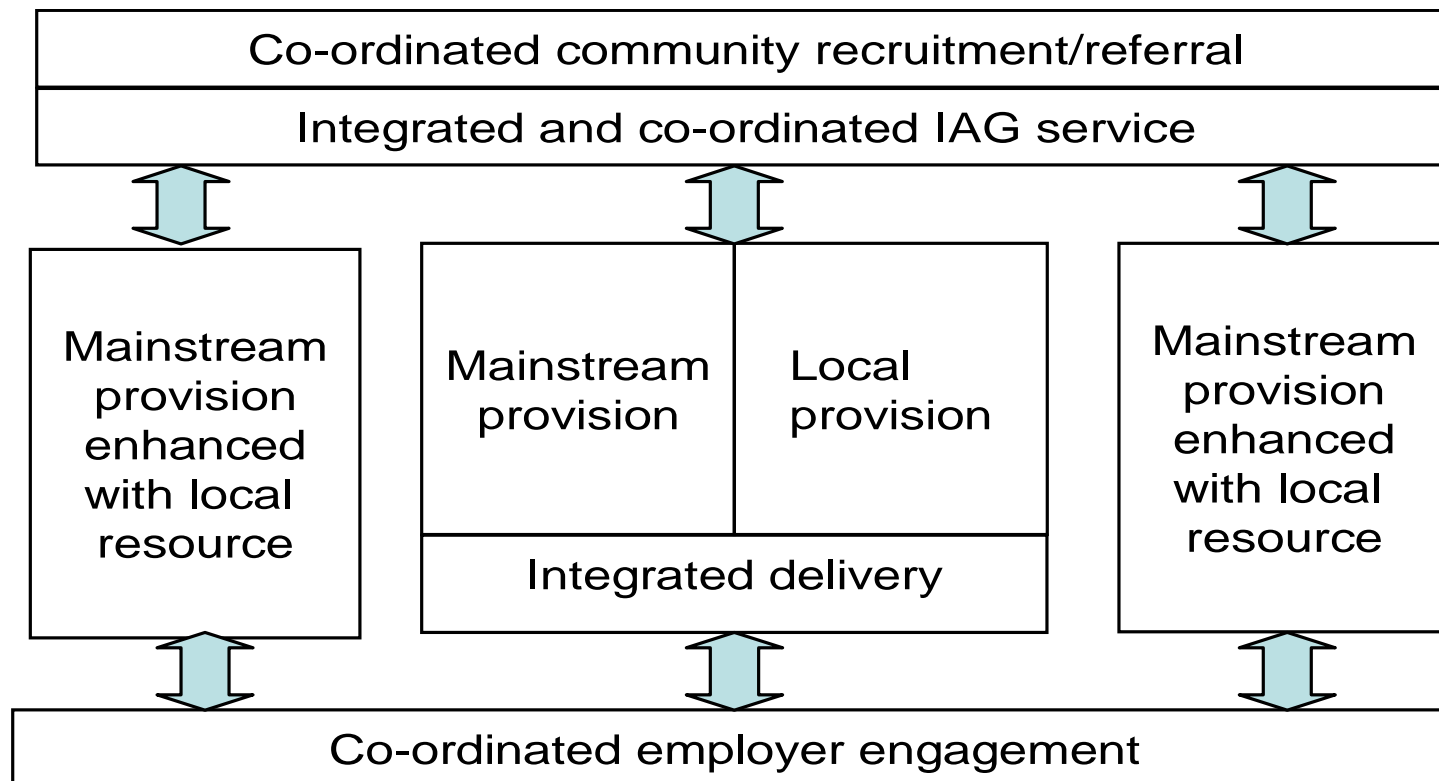
# Worklessness Strategy

Traditional “Silo” approach to project delivery:

Community engagement and recruitment	Community engagement and recruitment	Community engagement and recruitment	Community engagement and recruitment	Community engagement and recruitment
Information advice and Guidance (IAG)	Information advice and Guidance (IAG)	Information advice and Guidance (IAG)	Information advice and Guidance (IAG)	Information advice and Guidance (IAG)
Mainstream Intervention	Funded Intervention	Mainstream Intervention	Funded Intervention	Mainstream Intervention
Employer engagement	Employer engagement	Employer engagement	Employer engagement	Employer engagement

# Worklessness Strategy

Integrated, co-ordinated approach to project delivery:



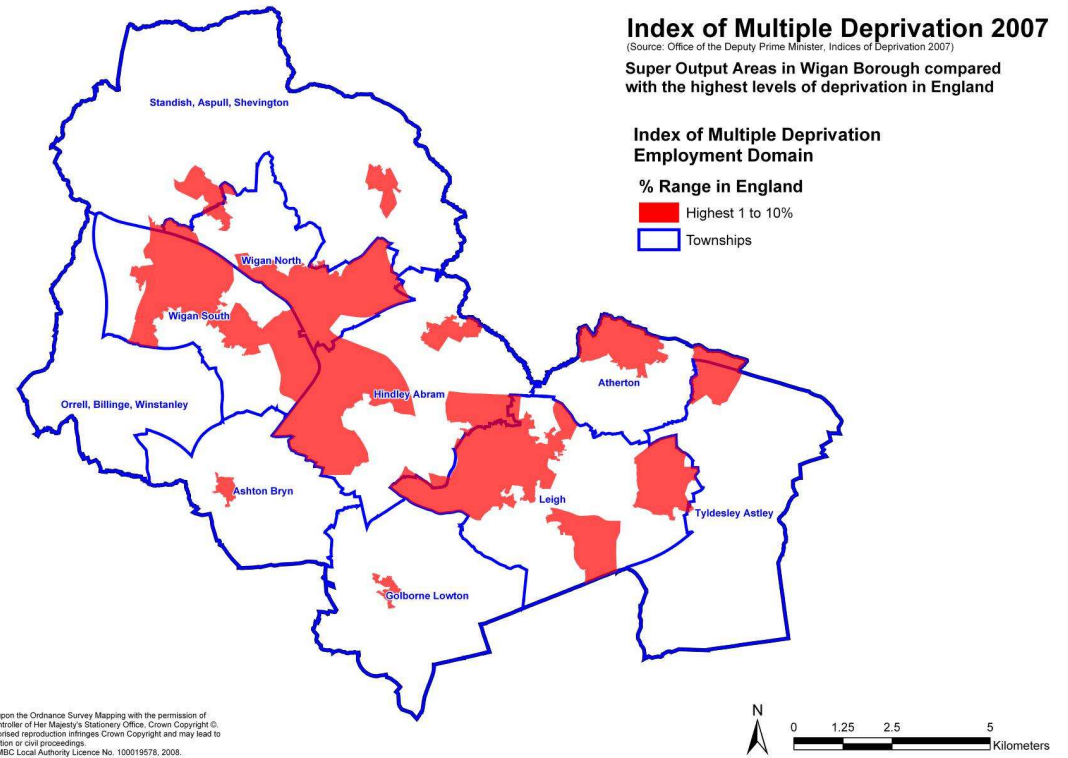
# Worklessness Strategy

- Supports Wigan's Local Area Agreement (LAA)
- Reducing worklessness – key priority in LAA
- LAA targets will inform Action Plans

# Worklessness – The Challenge

## Deprived areas:

- Home to 48,758 people
- Over 29,000 of working age
- 9,500 Workless (32.4%)



# Worklessness – The Challenge

- Between **NOW** and 2011 we need to reduce worklessness rate by 4.4% in our most deprived areas to 28%!
- This is an approximate **NET** reduction of 1,300 people from the claimant count
- For the period May 2000 to May 2007, the number of people classed as workless in our deprived areas reduced by just **515!**

# Stepping Stones to Change

True partnership working:

- Address common issues
- Shared objectives
- Shared resources
- Shared ideas

# Stepping Stones to Change



When you make a mistake, don't look back at it long. Take the reason of the thing into your mind and then look forward. Mistakes are lessons of wisdom. The past cannot be changed. The future is yet in your power.

Hugh White  
US politician (1773 - 1840)

# Stepping Stones to Change



The definition of insanity is  
doing the same thing over  
and over and expecting  
different results.

**Benjamin Franklin**

# Stepping Stones to Change



*Here is Edward Bear, coming downstairs now, bump, bump, bump, behind Christopher Robin. It is, as far as he knows, the only way of coming downstairs, but sometimes he feels that there really is another way, if only he could stop bumping for a moment and think of it. And then he feels that perhaps there isn't."*

**A A Milne - Winnie-the-Pooh.**

# Stepping Stones to Change

Excellent partnership working  
+  
Doing things differently (better)  
=  
Achievement of our objectives