

ShowCase

Project title

Topic: Unemployment
Organisation: Unique Improvements
Location: Grimsby, North East Lincolnshire
Dates: April 2009 to November 2010
Budget: £60,600
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Overview

The Worklessness Collaborative Programme, funded through the Working Neighbourhoods Fund and managed locally by North East Lincolnshire Council, aimed to reduce overall levels of unemployment in two deprived areas of Grimsby.

The programme centred on the development of community teams of local residents and service providers to:

- Inspire individuals to achieve personal changes
- Enable them to access appropriate work
- Reduce dependence on benefits and increase overall profitability in South and East Marsh wards

A social advertising campaign was also developed to help:

- Raise awareness of the available support for unemployed people
- 'Nudge' people to access this support
- Increase number of people accessing help

The programme was piloted between April 2009 and September 2010 and extended until November 2010. Initial targets were predominantly achieved or surpassed, with an overwhelming increase in engagement with the programme by 2,098 participants by November 2010.

1. BEHAVIOUR

- For economically inactive residents within 2 priority wards to access existing services with a view to entering employment, education or training

2. CUSTOMER ORIENTATION

- 2 community teams developed to help gather insight and develop and deliver suitable interventions
- Teams comprised of residents and agency staff, and progressed through a capacity building programme
- Teams conducted primary research with target audience within their respective communities – Focus groups, nearly 2,000 individuals surveyed across the 2 wards
- Campaign materials and messages pretested with target audience

3. THEORY

- **Transtheoretical Model (Stages of Change):** Recognises behaviour change as a process, and differing levels of individual motivation and readiness to change
- **Social Norms Theory:** People's behaviour is influenced by perception of how other members of their social group behave

4. INSIGHT

- Existing services seen as inflexible, inappropriate and providing poor customer service
- Influence of peers – Others' experiences of using a service influenced people's inclination to access that service
- Low motivation and confidence resulted in low access of services, regardless of its locality
- Target audience did not trust 'official' sources of information
- They preferred using the talents and resources of local people, including peer-to-peer approaches, and services offered conveniently and in non-threatening ways

5. EXCHANGE

Barriers:

- Perceived time and effort job searching
- Social standing
- Time away from children
- Potential loss of benefits and support

Benefits:

- Receiving a wage
- Being a positive role model for children
- Developing skills
- Opportunities to socialise
- Improving mental health and wellbeing

6. COMPETITION

- Child dependence – Childcare seen as a second best option and often unaffordable
- Economic downturn – Pessimistic, negative media messages reinforced fatalistic attitudes and compounded low self-esteem among target audiences

7. SEGMENTATION

Primary audience:

- Economically inactive residents within 2 priority wards (South and East Marsh), specifically carers and lone parents
- Segmented by readiness, motivation to change and point on the pathway to work

Secondary audiences:

- Local service providers across the Change programme
- Children of the primary audience

8. METHODS MIX

- People mobilised into 2 community teams
- Community champions – Referred and signposted people to services, promoted existing opportunities, attended interviews with participants, provided peer-to-peer coaching
- 'First Things First' branding
- 'How2' campaign – Included postcards, posters, roadshows, community events, TV and radio ads
- Resource pack – Included list of available services, model CVs, application form hints