



Family Support
An ESF Subcontracting Provider
Perspective

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Tackling Family Need

"Whenever we provide ambulances at the bottom of the cliff, are we building fences at the top?"

David Robinson OBE, Community Links

- Community Links & Family Work
- Highlight the challenge / opportunities – ESF DWP Families
- Moving Forward – Our Approach



Who Are We?

- East London charity with a national impact
- Delivering predominantly in LB Newham but also LB Tower Hamlets and LB Barking & Dagenham
- Funded through a wide range of sources including DWP, SFA, London Councils, ESF, LDA, local authority funding, corporate business support
- 30 years history of working to tackle poverty and social exclusion in the most deprived neighbourhoods of east London
- Delivering a network of community projects
- Supporting hundreds of East London families, many in need
- Sharing our impact and lessons learned on the ground to generate lasting social change through our national arm Links UK



Setting the Scene – LB Newham

- Newham has one of the highest unemployment rates and economic inactivity levels in London, let alone the UK
- A quarter of the population have no qualifications, but set against this, Newham has exceptionally high numbers of young people in further education
- Newham is within the top 15 most deprived boroughs in the UK
- 10 most chaotic families in Newham are estimated to cost the borough £6m annually – multiple services and diverse agencies

Our Family Work – Early Action

o **Community Hubs**

Parenting classes

Advice sessions

Positive activities

Family play sessions

Children's work

Youth work

Pre employment training and jobsearch





Our Family Work - Contracts

Cranberry Estate – Families Together London Councils ESF Family Links E16 Children in Need Families

Engaging over **250** families per annum
Delivery in Newham, Barking & Dagenham and Redbridge
Families from Deprived Wards / At Risk
Family Support Workers
Range of Interventions and Positive Activities
Innovative Venues eg Outdoors in the City / Newham City Farm
Signposting to Other Services
Sustainable Outcomes / Positive Progression Routes



Other Services

- **Education Links**
A registered school supporting nearly 100 excluded and/or at risk pupils
- **The Work Programme**
Subcontract with CDG supporting up to 1,000 customers per year, including a number of long term unemployed parents
- **Employment & Skills Training**
LBN, ESF and SFA contracts supporting over 500 parents out of work per annum
- **Links UK**
Learning lessons and sharing them nationally.
Current research includes work on chaotic families



DWP ESF Families Provision (Newham)

- **Subcontractor for Reed in Partnership**

- **End to end delivery – Newham (CPA3)**

Utilising our Personal Advisors (Families) to provide key end to end support including detailed needs assessments, coaching / mentoring, support around personal barriers / issues, into work support

- **Specialist delivery – Newham (CPA3)**

Delivering a range of in house progress measures including motivational training / life coaching, parenting support, specialist work with young people at risk of becoming NEET, case work supporting individuals tackling debt and a range of employability / skills training



The Challenge – Delivery ESF Families

Identifying and Addressing a Wide Range of Issues

- Unemployment across family units
- Geographically trapped
- Isolated, lack of take up on support services
- Multiple issues across families
- Lack of wider family support
- Substance misuse issues
- Suffering from violence and abuse
- Family breakdown
- Poor role models
- Suffering debt and fuel poverty
- Low confidence and motivation
- Low self esteem
- Low level skills
- Lack of education, qualifications and work experience
- Poor housing
- Transient communities



The Challenge – Delivery ESF Families

Providing a range of Interventions / Progress Measures

- Parenting / family support
- Work experience / work trials
- Motivational training / life-coaching / building confidence
- Debt / money management – case work
- School interventions / support work
- Engaging in community activities
- Improving housing stability – housing / welfare advice
- Basic skills / ESOL support
- Self employment / enterprise support
- Specialist interventions for target groups eg lone parents



Considerations – The Wider Context

- **Delivering more for less – current climate**
- **Economic backdrop – work opportunities**
- **Joining up delivery – eg The Work Programme**
- **Establishing a new model / way of working**
- **A multi agency approach / large supply chains**
- **Effective outreach – sourcing the right referrals**
- **Working collaboratively – eg sharing vacancies**
- **Effective engagement with JCP / local authorities**
- **Utilising specialist delivery effectively**



Opportunities - DWP ESF Families

- **Building on our past / existing work**
- **Support significant numbers of families in need**
- **Improving employability / work rates for workless families**
- **The whole family approach – a new model**
- **Providing delivery that reflects local need**
- **Adding value to current provision**
- **Developing a large / highly skilled network to support families**
- **Closer working between stakeholders (eg LAs, JCP, third sector)**



Moving Forward – Our Approach

Building on Past Lessons

- 'Professional' language / removal of any personal nature = poor results
- Late interventions = expensive solutions
- Enforcement without relationship = poor results
- Lack of trust, honesty and transparency, on both sides = poor results
- Service design needs to be relevant to people's lives
- High costs with little or no outcomes of change = poor results
- Less focus on reporting, risk management and monitoring
- Supporting people, empowering individuals rather than "rescuing"



Moving Forward – Our Approach

Building On Best Practice

- A flexible service, designed in response to a family's circumstance & aspirations
- Effective one to one support – “deep value” relationships
- A service which empowers families rather than “does things to them”
- A service which addresses ‘root causes’, not just the ‘issues’ that result – preventative work
- A service which anticipates hurdles, and acts early to overcome them
- A service which aims to include rather than isolate families
- An integrated, team/multi-agency approach
- Coordination consistently through time by a dependable point of contact
- A system that focuses on resources and capabilities, not purely the financials
- Utilization of distributed local networks rather than centralized institutions



Questions?

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