

RESTART SCHEME

A digital-first approach to meeting jobseeker needs

Using technology, data-driven insights and digital inclusion to help unprecedented numbers back into meaningful work.

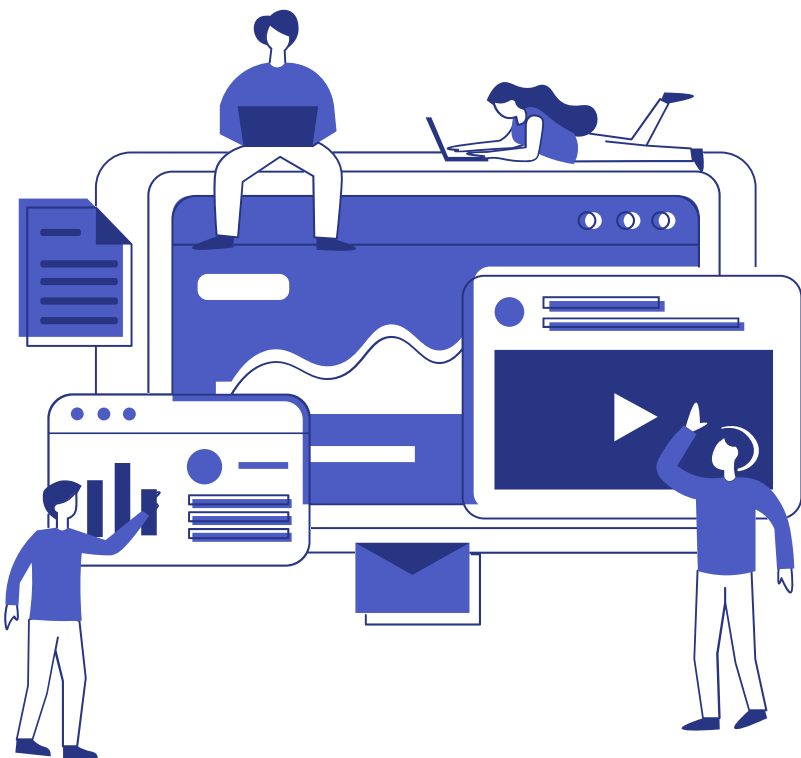
SPRING 2022



Department
for Work &
Pensions



We believe that employment is
More than Just a Job
because feeling happy and
purposeful at work has the
power to change lives and
create lasting social and
economic change.



A DIFFERENT STORY

Ask anyone who's had a long career in employability, and they'll largely tell you the same thing it's an industry that has traditionally supported office-based and face-to-face interventions. It all starts with the systems and forms, and the need for a signature. Blend this with the varying digital access of its beneficiaries and you have a perfect combination of factors driving social enterprises, charities and employability services down a tried and tested process-driven route, often paper-based but partly digitised. The challenges remain the same: how do we easily bring together a person's skills, aspirations and experiences and match that to a vacancy or career path so they can find meaningful work quickly? How do we then use those insights to shape services that bring about the best outcomes for these communities? How do we create meaningful digital spaces where people can engage in relevant conversations, share ideas and get inspired?

In the towns and cities throughout the East Central region*, there is a different story playing out. Jobs 22 is taking a new approach, one that brings together all of the best-practice of employability, a business model that promotes labour market insight, and ringfences funds that directly help individuals access the technology they need to turn their lives around through work.

Dan McCormack, Chief Operating Officer, believes that Jobs 22's innovation is in part due to the circumstances in which it was formed, "As a start-up, and a new market entrant in this sector from 2020, we can disrupt the model. We have an open approach to how we can innovate, and make employability schemes accessible and enjoyable for participants, rather than something that feels mandated, or sits in the shadows of other programmes."

*An area which includes Bedfordshire, Leicestershire, Lincolnshire, North Buckinghamshire, Northamptonshire, Staffordshire & Warwickshire.

BRIDGING THE DIGITAL DIVIDE

For Dan, this means addressing any gaps in understanding around the digital divide facing many disadvantaged communities and how the knock on affects local employers; "We're well aware that we don't have all the answers here, but that's why we're so invested in our local networks and the teams on the ground. There's a massive opportunity to use technology to engage our participants, whether that's through the Jobs 22 App, or through the provision of tablets and smartphones to assist their job searches. There's also so much fantastic work being done by our teams signposting participants to specialist local partners they trust to support them. We have specialist roles in Jobs 22 that focus on gathering and analysing participant data, and market conditions, including local skills gaps. This model balances intelligence gathering with local networking, which allows us to build a bespoke service for every person and employer we work with."

It's this willingness to quickly stand up something new, and the agility to rapidly make improvements, that has seen Jobs 22 grow to a few hundred staff from a standing start. Dan believes this is key to our model's success, "In our bid for the Restart Scheme, we knew we wanted to build an organisation with diverse talent from the employability sector and beyond and we also knew that we wanted a model that properly addressed social barriers; to do that, we needed to empower our Employment Coaches with access to real-time performance data that supports participants back into work. Essentially we employ people with the creativity and drive to make that happen regardless of background or experience. The systems and processes we've built have been designed to highlight where the participants need further support and engagement.

"This model balances intelligence gathering with local networking, which allows us to build a bespoke service for every person and employer we work with."

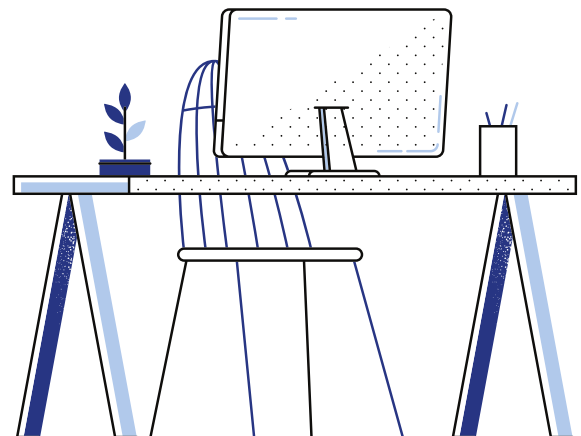
Dan McCormack, Chief Operating Officer



DIGITAL INCLUSION AND THE FUTURE OF EMPLOYABILITY

Digital poverty remains a huge barrier for jobseekers, and it's an issue that has been intensified by the pandemic. In March 2020, only 51% of households earning between £6,000 to £10,000 had home internet access, compared with 99% of households with an income over £40,000. And shockingly, 22% of the population do not have basic digital skills to use the internet effectively. When you look at those figures it's clear that digital inclusion is a vital issue for organisations working in this space. To date, Jobs 22 has funded devices for more than 500 participants, helping them to get online and, with our support, start applying for jobs.

70% of households earning less than £17.5K only have foundation digital skills.



82% of jobs advertised require digital skills.

32% of young people do not have access to home broadband.



TAKING THE STRESS OUT OF GETTING ONLINE

Employment Coach, Nichola Carrington from Jobs 22's Milton Keynes office worked with William, who had several barriers to getting back into work, including improving his digital skills and getting online. Before receiving help from Jobs 22, William had been using the local library for internet access and it had been an experience fraught with frustration. "When Nichola said Jobs 22 could get me a tablet and a dongle with free internet for a year, I didn't hold out much hope, I've heard promises in the past, and you don't expect people to come through for you. But Jobs 22 did, and it's made such a difference being able to get online. I asked Nichola if I'd have to pay for it or give it back, and she said no, this is all part of the service, and it will continue to help you when you're at work. I was taken aback by that."

William was supported by Jobs 22's Health & Wellness team, focusing on confidence building techniques. He directly attributes his successful return to work to Jobs 22's support and working with Nichola and Health Coach, Daniella: "I can honestly say that I wouldn't be where I am now without the support I've had from Jobs 22 and Nichola and Daniella. It was a different way of working, this is the most help I've ever had, and it's made a real difference to me."

Nichola says William's story is not uncommon, "We meet with a lot of people who struggle with digital applications. Getting online is essential to job searching and when you've got an out of date CV and lack the means or the skills to update it, that can be an overwhelming and stressful experience. It seems so basic but you'd be surprised how many people are in this boat, and how a little help can feel like such a monumental thing because in a fast-paced world, has anyone taken the time to show them how to do upload a CV or access a smartphone app? Things many of us take for granted."

Jobs 22 has funded devices
for more than

500 PARTICIPANTS

Helping them to get online
and start applying for jobs.



BRINGING VALUABLE DIGITAL EXPERIENCES TO ALL JOBSEEKERS.

The consumerisation of digital experience is often talked about as a given but this doesn't chime with the experience of many jobseekers, who can be found wrestling with lengthy application forms and poor user experiences in libraries and job centres throughout the UK.

The Jobs 22 App is powered by the same technology used by leading UK universities including Exeter, Bristol and Birmingham City. The App has been designed to be accessible and user-friendly and inclusive for people with little previous experience or technical capabilities. Included in the App is an AI-powered CV reviewer tool, which give users feedback on their CV and helps them beat the algorithm. This tool has led to some surprising results, even for participants who are experienced hires with strong digital skills, including Rebecca Mason, an experienced Hospitality Director from Great Barford in Bedfordshire. Rebecca lost her job due to the pandemic and she was in unfamiliar territory, she even had to sell her belongings to afford living costs. Rebecca used the 360 CV checker in the App, which highlighted improvements she could make to her CV. Rebecca spent several hours making changes to her CV and improving her score, "I used my new CV to apply for the next vacancy on my list, within 24 hours, the employer invited me for interview. I completed the second and third interviews for the position and was delighted when they offered me the job! I had previously applied for hundreds of jobs with no response, so this was a real turning point for me."

The App also includes a digital toolkit offering guidance and support for jobseekers in entering the world of work with easy to follow videos, tips and interactive exercises.

Ben Edgington, Business Improvement Director, sees the App as central to the participant journey:

"Continued investment and improvements to the Jobs 22 App are central to our offer. We want to bring valuable digital experiences to our participants, giving them access to the same tools and capability as people on other career tracks, or in further education; that's real inclusivity."

Ben Edgington, Business Improvement Director



A DIVERSE TEAM THAT INCLUDES DATA PROFESSIONALS

Emily Newport, Labour Market Economist at Jobs 22, is a passionate advocate for the impact data insights can have in the welfare to work sector. And she's using her expertise as an analyst to build best practice using tools like Power BI to help our Employer Services Consultants get an up-to-the-minute view of employer intelligence and track active vacancies. Emily's also leveraging labour market insight tools like the popular API Emsi, which is widely used by local government and higher education institutions. For Emily, it's not just about the capability, it's what that means for Jobs 22 and stakeholder engagement.

"Our goal is to empower everyone in Jobs 22 with access to real-time intelligence, whether that's seeing the biggest employers by local authority, the impact of inflation, or trends in job titles. For example, our insights reveal the skills that are in demand in a particular area, we can also see the types of jobs that are emerging, this helps our skills trainers develop programmes that are relevant and directly reflect demand in the local market. Which is brilliant for both individuals and employers. It also helps us engage with employers, and is of immense benefit to SMEs who might not have those resources in-house. Of course larger employers may have access to the same information themselves but we need to be as informed and engaged as possible to have the most impact for all our stakeholders."

Analyst roles are not common in welfare-to-work, Emily is keen to see that change:



"It's been an incredible journey, working with so many driven and genuinely passionate people. I think the real value in making data and information accessible is it makes their job easier, and gives their stellar efforts an edge."

Emily Newport, Labour Market Economist



THE STORY BEYOND THE DATA

It's important to understand what data can do, as well as its limitations. For example, while big data techniques are valuable to get an understanding of social mobility or skills trends to get a better idea of exactly where best to focus effort; even the most advanced algorithms cannot foresee individual experiences and recognise specific outliers. While we can get a better understanding of unemployment trends through data, we should never use it as the only source. Some of the most powerful insights come from face-to-face interactions and local knowledge. Dan McCormack agrees that this has been key to Jobs 22's success, "When talking to candidates our Employment Coaches must maintain a good rapport and form a real connection with people. They not only get better insights from the candidates themselves but also understand how to communicate with them empathetically. For example, if someone is joining us from prison, we need to take a different approach in building relationships, trust and understanding, and access the knowledge of our delivery partners who have deep experience in working with these groups. We are experts in employability, but not in every social issue that affects our participants, we need those partnerships and networks to reach more people effectively and offer the best tailored support."



"We are experts in employability, but not in every social issue that affects our participants, we need those partnerships and networks to reach more people effectively and offer the best tailored support."

Dan McCormack, Chief Operating Officer

MORE THAN JUST A JOB

Jobs 22 was formed in 2020 to support people back to work, giving them access to all the tools, advice and guidance they need to succeed. We believe that employment is 'More than Just a Job' because feeling happy and purposeful at work has the power to change lives and create lasting social and economic change.

Selected by the Department for Work & Pensions to deliver the Restart Scheme in areas as diverse as Stoke-on-Trent, Skegness, Milton Keynes and Stratford-upon-Avon, Jobs 22 prioritises the need to understand the local areas it serves. We take seriously our responsibility to invest in our communities as well as our participants and employers. Working with Jobs 22 means partnering with local people focused on contributing to and building local economies. Supporting people is at the heart of everything we do. Getting back into work can be a challenge, and everyone's circumstances are different, but with the right support we believe everyone can gain fulfilment through work. Our model is designed to support people across four key areas: Work, Life, Skills and Health; helping participants with the skills, equipment, health interventions and ultimately, the confidence to develop these areas of their lives.

We're experts in supporting people into work, but recognise that our participants are impacted by a wide range of social issues, we therefore partner with brilliant local organisations and charities to create support systems that empower people with the services and skills they need to succeed in life and at work.

Building strong and lasting relationships with employers at local and national levels is also vital to our mission. A major component of our model is our work with SME owners, corporate HR teams, recruitment agencies and local authorities to track employment trends and develop relevant upskilling opportunities for our participants. And we run targeted training programmes to create a pipeline of pre-qualified vacancies and candidates able and willing to fill them.

Our talented team are committed to providing a service that makes a difference. Our supportive employment coaches, skills trainers, occupational health advisors, labour market analysts, and corporate support teams are all focused on inspiring and motivating individuals to overcome the barriers they face getting back into meaningful and sustainable employment.

We are founded by Catch22, a British charity and the Angus Knight Group, an international employment services provider. Together we have vast experience of helping people access the support, resources and opportunities they need to lead more fulfilling lives, including the self-worth and purpose that comes from having a job. Our combined insight and experience means we provide a considerate, effective and commercial approach that delivers real-world results and changes people's futures.

RESTART SCHEME

GET IN TOUCH

A BETTER WAY OF SUPPORTING PEOPLE BACK INTO WORK

Jobs 22 was formed to support people back to work, giving them access to all the tools, advice and guidance they need to thrive. Our mission is to create lasting social and economic change by successfully getting people back to work.

If you'd like to talk more about anything we've covered in this download or to find out more about our services visit our website or call 0333 242 22 22.

Media enquiries: newsdesk@jobs-22.co.uk



Department
for Work &
Pensions



www.jobs-22.co.uk