

Reaching Out

Work for You is about tackling worklessness within communities in four local authority wards, two in South Ayrshire and two in East Ayrshire.

Welcome to the first issue of **Reaching Out** the Work for You monthly newsletter. It provides a brief synopsis of what we've been up to, and how work is progressing towards developing the team. Let's start by telling you about our team members and the areas of work the team is involved in.

Work For You team

No newsletter is complete without a good team photo (or a bad one in some cases)!

From left to right – Pauline, Ruth, Linda, Stewart, Steve, Rose, Moira and Allison



The Work For You team manager is Moira Kelly.

Moira can be contacted on 01292 666080 or moira.kelly@jobcentreplus.gsi.gov.uk

So, who exactly are **Work For You**?

We are the Jobcentre Plus Community Outreach Team in Ayrshire, Dumfries, Galloway and Inverclyde (ADGI) District and we will be focusing our support in four of our most deprived neighbourhoods. These are **Lochside** and **Whitletts** in Ayr and **Onthank** and **Altonhill/Hillhead/Longpark** in Kilmarnock.

Where will **Work For You** be based?

The team will be based in the local communities where we will offer personalised assistance to some of our most disadvantaged and disengaged customers. We will offer an integrated service of employability support and welfare advice through signposting to benefit experts and available employability programmes and services. Our flexible approach allows us to support customers from the beginning of their journey towards the realisation of their goals.

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Premises : Negotiations are still ongoing to secure permanent bases in both Ayr and Kilmarnock.

In the meantime we are working at the John Pollock Centre and Lochside Community Centre in Ayr, Mondays and Wednesday respectively but these days are flexible. In the Kilmarnock area we are at the Onthank Community Centre on a Wednesday and Friday.

What will **Work For You** do that is different?

Our team aims to

- Tackle worklessness for households or individuals within these four neighbourhoods;
- Engage effectively with individuals and through this successfully interact with households in order to minimise the impact of the economic conditions;
- Bring together key delivery partners to provide a co-ordinated approach that maximises resources and support available to individuals and households to address intergenerational worklessness;
- Work with local partnerships to identify where this support is needed most ensuring it links effectively into wider economic planning and locally-agreed priorities;
- Work closely with Social Landlords to support tenants to move from welfare to work;
- Place Jobcentre Plus advisers in the community to deliver a 'household' advisory service where co-dependencies on benefits will be investigated; barriers to moving into work explored and action plans developed for engaged households;
- Support inter-agency interventions within the community to bring all agencies together and provide added value to partnerships.

How can I refer someone to **Work For You**?

The customer must reside within the designated Local Authority Wards in Ayr and Kilmarnock. To help define eligibility we have included an easy to use Postcode Checker below, after opening the document simply type in the postcode in the white box and click on the blue box underneath for the result.



Post code checker

Referrals for customers can be made **NOW** by contacting Rose Wilson, Admin Support on **01563 506568** or **07825 073332**.

Alternatively you can email the team at kilmarnock.workforyou@jobcentreplus.gsi.gov.uk

The introduction of a locally-driven outreach approach is a development of new ways of working for advisers by delivering in more community based settings. We therefore have the flexibility to meet with customers in suitable locations, including their own home.

I hope you have found this first issue of **Reaching Out** informative. Further monthly issues will keep you up to date with the progress of the team and our success stories.

If you have suggestions or feedback about this communications tool, please email stewart.paton@jobcentreplus.gsi.gov.uk