MANCHESTER
CITY COUNCIL

The Work Programme in Practice

The Manchester Approach

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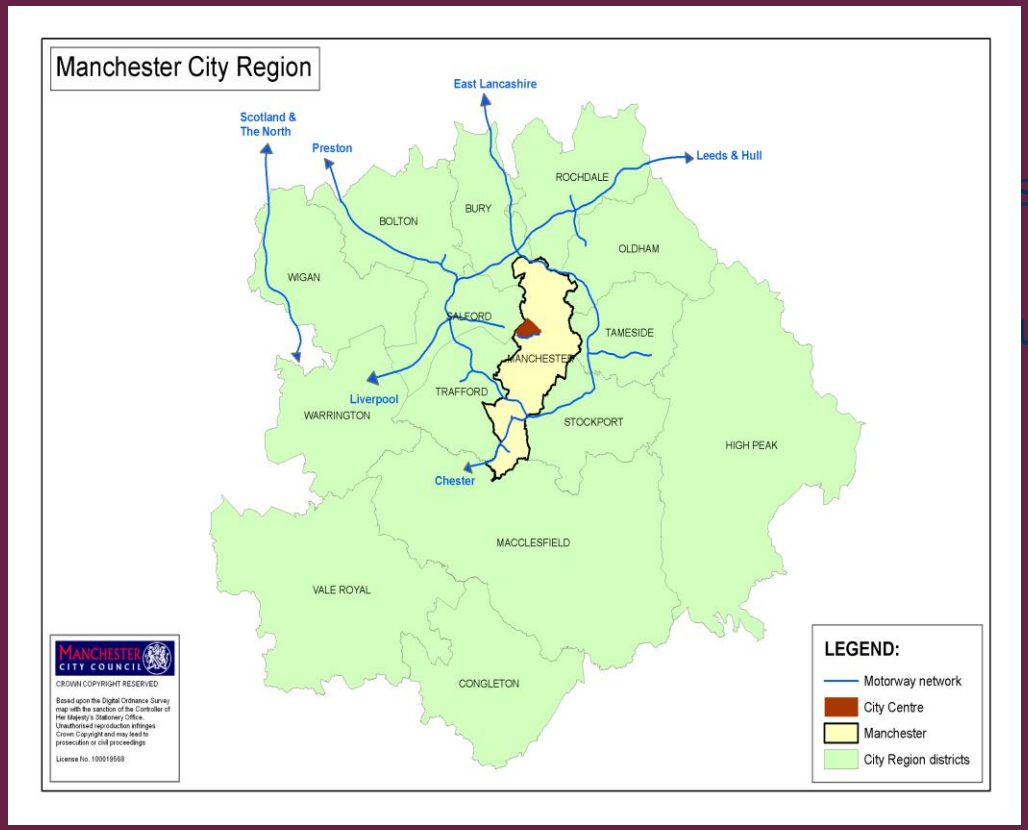
Context

MANCHESTER CITY COUNCIL



sinesses and 1.5 million jobs

ute 40% of NW GVA

Manchester – source of opportunity

- In 2008 the city region generated over £44bn of GVA – Circa 5% of the national economy & 40% of NW GVA
- GM is a larger economic unit than Wales, Northern Ireland or the North East of England
- GM is nationally leading in balancing of civic leadership, accountability and business expertise
- Major companies such as the Bank of New York Mellon, Google, Nike and Credit Suisse have all recently been attracted from the UK and overseas
- GM has particular strengths in advanced manufacturing, life sciences, creative and digital media and financial and business services
- We have an exceptional higher education offer with the largest student population in Europe of over 100,000 students across five Universities. According to the Shanghai Jiao Tong University Index, UoM is now ranked sixth in Europe, fifth in the UK and 48th in the Times World University Rankings.
- Economic forecasts suggest that GM has the business base to create 75,000 (net) new jobs by 2015

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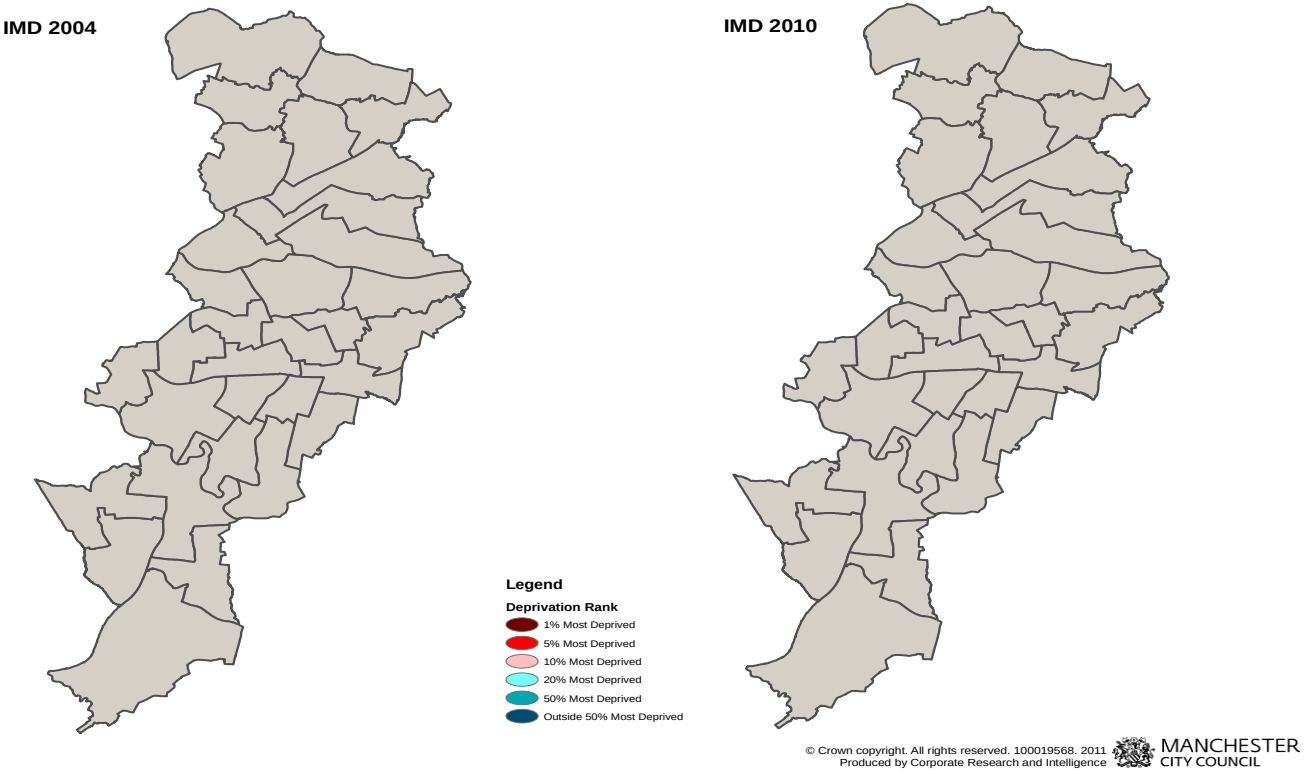
Dependency

Progress made to reduce deprivation, but major challenges remain…

Changes in IMD (Rank) from 2004 to 2010



Manchester : role in work & skills

- History of strong partnership /shared objectives /added value
- Work and Skills Plan with the following priorities
  - Increase the number of residents in work
  - Increase competitiveness through enhancing residents' skills
  - Support business growth and maximise local economic benefit from economic growth
- Strategic Regeneration Frameworks – local priorities
- Future role to lead, co-ordinate influence:

, - Manchester "ask and offer" which has been discussed in detail with prime contractors

- Work at strategic & operational levels with JCP & prime contractors
- Commission services that can be aligned or co-commissioned with welfare to work provision
- Offer opportunities for co-location & delivery

Community Budgets

Manchester Investment Fund

Principles:

- Outcome focused
- Evidence based
- Investing and recycling, not spending
- Share costs & benefits & re-invest savings
- Practical implementation of learning from “Total Place”
- Engagement of partners delivering key public services

Manchester pilot focused on complex families and households, building on evidence from City Region Better Life Chances pilot

Community Budgets in practice

- Two pilot areas in Wythenshawe & Longsight/Gorton to test the Community Budgets concept

1. MCC invests in a New Delivery Model
2. Partner agencies engaged at neighborhood and family level
3. Cash and financial benefits tracked to establish cost benefit analysis
4. Evidence of cash and financial benefits produced
5. Evidence from activity on the ground used to:
- review the New Delivery Model
- inform commissioning / decommissioning
- secure investment from partner agencies
6. Provide evidence for single funding pot shared with partner agencies
7. Community Budgets approach extended to a wider set of interventions

Community Budget New Delivery Model

Local Integration Teams

Local Integration Team:
- Monitors progress and performance for the families within the New Delivery Model
- Addresses barriers/blockages and identifies solutions
- Promotes referral pathway for complex families/individuals
- Support key workers to call upon and coordinate a range of local interventions to meet need and to reduce risk
- Promote integrated working and the Community Budgets approach

LIT Sub Group

LIT Subgroup reviews and allocates cases to appropriate intervention

Family Recovery Model

Assertive Outreach

Complex Families Parenting Team

Family Intervention Project

Families First

Lead Professional providing a proportionate and systematic approach to:
- Assessment
- Case planning
- Sequencing of interventions
- Accessing services
- Case tracking and closure

Referrals to secondary/specialist forms of support – including but not limited to: Work programme, drug and alcohol dependency support, housing advice, training and skills services, debt advice, parenting classes and mental health services

Experience of the Work Programme

- Part of Greater Manchester, Cheshire & Warrington Contract Package area – 3 prime contractors
- Good engagement at Work & Skills Partnership, KITs, Scrutiny
- Focus of Primes has been on operations /delivery – yet to get to the detail of “ask” and “offer”
- Lack of performance issue at city and ward level is an issue
- All 3 primes in principle committed to engaging with Community Budget working examples
- With one Prime – overlaying referrals to the Work Programme with complex families – considerable overlap
- Positive start, much more to do, success is critical for Manchester to achieve its objective of reducing worklessness

The Work Programme & Tackling Dependency - issues to consider

- Family vs individual focus
- Definition & identification of complex families
- Sharing information & intelligence
- Sequencing of interventions
- Aligning incentives
- Investment model – Manchester Investment Fund
- Performance & place