

AGEING WELL STRATEGY ACTION PLAN

THEME 4: Employment, Benefit, Poverty

| Ref | What we plan to do | Why we are doing it | Who is responsible? | When will it be done by? |
|---|--|--|---------------------------------------|--------------------------|
| Priority: To develop apprenticeship schemes, training programmes and work experience projects for local residents aged 50+ that provide a pathway back into employment and / or the opportunity to change careers; | | | | |
| 1 | Link existing providers of 50+ employment schemes and other relevant schemes such as those for carers with relevant commissioned providers such as LA+ | There are a few schemes in the borough who work with residents aged 50+ or have funding for supporting carers back into work. Linking these with commissioned providers such as LA+ or the Carers Centre would be mutually beneficial. | Integrated Commissioning | 30 July 2018 |
| 2 | Look at more effective ways of supporting Bangladeshi and Somali women who are furthest away from the job market by offering targeted ESOL classes and basic skills, e.g. at Idea Stores and linking in with the Growth initiative | Bangladeshi men and especially women face a number of barriers to employment - low skills and language issues. It takes a few years to get them work ready in terms of English language skills and addressing their lack of skills. Funding usually is more short term and they need several attempts with different agencies. There has been a cultural shift re Bangladeshi women who even at an older age are keen to learn English and new skills, Older Somali men and particularly women, equally face barriers regarding language and skills. | Idea Store/Work Path over 50s project | 31 March 2019 |
| 3 | Look at the Council as an employer to encourage more over 50s apprenticeships and work with employers to address age discrimination. | Research shows that age discrimination is an issue for older job seekers. The Council could take a more proactive stance and encourage the training of older apprentices as well as work with employers to address age discrimination | Work Path | 31 March 2019 |
| 4 | As part of the Work Path and the new Central London Forward Employment and Health (CLH) programme, look at more awareness raising among employers re mental health, HIV/AIDS, the situation of carers, etc. and ensure that employment offers the necessary flexibility. | Feedback showed that often those seeking work and on ESA are reluctant to disclose to prospective employers any health issues they face due the stigmas attached to these. Prospective employers assume that these conditions translate into higher levels of sickness absence etc. Better understanding and allowing more flexible working arrangements e.g. re medication, hospital appointments etc can address these issues. The same applies to the situation of carers. | CLFEH Programme | 31 March 2019 |

| | | | | |
|---|--|--|---|-------------------------------|
| 5 | Encourage volunteering opportunities in commissioned providers that are meaningful and have progression to get work ready built in, link in with the volunteering theme of the AWS | Many on ESA or Incapacity Benefits or with redundant skills benefit from volunteering opportunities that offer support and relevant training and can help to progress to greater work readiness | Integrated Commissioning | 30september 2018 and ongoing |
| Priority: To work with local health and social care providers to increase options for people aged 50+ to secure employment in those sectors; | | | | |
| 6 | Look at including apprenticeships, work placements and training for residents aged 50+ as part of the community benefits expected from Integrated Commissioning contracts, especially health and care providers, and include where possible the same expectations in contracts of Council wide commissioned services | Research shows that age discrimination is an issue for older job seekers. Commissioned providers should be encourage to offer apprenticeships to over 50s and offer training and employment opportunities for residents aged 50+ | Integrated Commissioning/Procurement, Growth and Economic Development | 30 September 2018 and ongoing |
| 7 | Work with WorkPath to open up employment opportunities in the health and care sector | The health and care sector can provide flexible working for those aged 50+. The new Ethical Care Charter adopted by the Council for its commissioned services helps to improve the working conditions in the sector. | Work Path, | 31 March 2019 |
| 8 | Regularly review the delivery of the devolved DWP CLFEH Programme | Maximise partnership support for people with health issues particularly 50+ | Employment and Health Steering Group (GED), PH) | quarterly |
| Priority: To increase the range, frequency and coverage of initiatives to promote welfare benefit take up | | | | |
| 9 | Work with Council and CCG/Public Health commissioned information and advice services along with the future community commissioning or new grants programme to explore possibilities of appointment only sessions at benefits advice sessions and surgeries rather than drop ins, to reduce waiting times. | A number of examples were provided of older people turning up for benefits advice ahead of the advertised opening time in order to guarantee they get seen. Even then there were long waiting times. Often an outreach worker or family member accompanied them for support, meaning that two people gave up many hours of their day. Some of those less able to wait for long hours, are at risk of missing out | Integrated Commissioning/Public Health, services involved in commissioning information and advice in relation to the new community commissioning and grants programme | 1 April 2019 |
| 10 | More support for older Bangladeshi women around finance and money | Older Bangladeshi women are often more isolated once their children have grown up and their husbands have passed away. They often are unfamiliar in dealing with financial and money issues including accessing benefits | Information and Advice Commissioning in Integrated Commissioning, Anti-Poverty Taskforce, New Community Commissioning and Grants programme | 31 March 2019 |
| 11 | More support for Universal Credit application needed, explore possibility of Council supporting I&A agencies around this, | Feedback from some providers showed that they are overwhelmed with UC applications which they see as something the Job Centre should be more involved in. Applications are time consuming and complex and providers lack the resources to deal | Anti-Poverty Taskforce, | 31 March 2019 |

| | | | | |
|---|---|---|--|-------------------|
| | | with the numbers of applications and as a result residents often do not feel very supported | | |
| 12 | ASC charging letters in different formats including easy read and community languages, more sensitive recovery policies | Residents with LD, dementia etc who have in general some capacity cannot understand the letters, similar issue for those not reading English. Letters are not acted upon or implications are not understood. Residents find themselves in debt, had consumer debts before which turn into primary debts that lead to rent arrears and evictions notices | ASC Finance | 30 September 2018 |
| <p>Priority: Linked to the above priority, we will also ensure that existing sources of advice and support are fully publicised and that information about how to access those existing sources is freely and readily available to older residents across the borough.</p> | | | | |
| 13 | Look at more effective ways of providing support to help residents identify and access the benefits they are entitled to, particularly those who require more intensive support (mainly for those living in their own home and living with dementia, mental health issues, older older people, housebound people); explore the potential of the future community ambassador scheme and links to theme 8 | Feedback from providers revealed that certain groups do not know how to access advice, and there is often a capacity issue with providing the intensive level of support that some residents require; especially many older people do not know what they are entitled to, and that the support required to access benefits is often quite intensive. | Community Ambassador programme, Anti-Poverty Taskforce, New Community Commissioning and Grants Programme | 31 March 2019 |
| 14 | Production of a suitable document/leaflet that explains entitlement and where to go/who to approach to secure benefits. | Although there is a host of information available on the internet, older people have told us that this is often not the best way to pass on information and that they prefer something tangible such as leaflets and posters. They also find it more difficult to manoeuvre the system and access the most suitable information and advice service. | Commissioned I&A providers | 30 September 2018 |
| 15 | Explore co-location of Local Link Benefits Advisors with Social Prescribing | Feedback shows that often more vulnerable people do not know how to ask for help or how to manoeuvre the system with a plethora of services with their own eligibility criteria and specialisms. Having a Local Link Benefits Advisor collocated with Social Prescribing would be beneficial. | Local Link/Carers and Cross Cutting Issues | 30 June 2018 |