



Getting Families Ready for Work

The Families Matter Most Programme
Mid term review July 2011

**“It’s not so much about
‘what do you need?’ but
‘what can we do together?’**

Tomorrow's People

1st Floor
Minster House
York Road
Eastbourne
East Sussex BN21 4ST

Tel: 020 7832 2771 / 020 7832 2851

www.tomorrowpeople.co.uk

Tomorrow's People is delighted to publish the interim report for our Families Matter Most pilot project in Maidstone.

This project has been innovative in many ways, not least its holistic approach to working with whole families who are unemployed and the collaborative way in which we are working across a wide range of statutory agencies and community organisations. The fact that the Families Matter Most pilot is making such good progress with an extremely hard to reach and challenging group, is due in part to a joined up multi-agency approach.

We would also like to thank Church Communities UK, Kent County Council, the Pears Foundation and Telereal Trillium, for their support and commitment and for so generously funding this project.

Without these partnerships such important and pioneering work would not be possible.

Baroness Stedman-Scott
CEO, Tomorrow's People

Patron
Her Royal Highness
The Countess of Wessex

Contents

SECTION 1: BACKGROUND	2
1.0 Introduction	2
1.1 Focusing on Families	2
1.2 Defining Families in the 21st Century	2
1.3 The Value of Tomorrow's People as a Third Sector Provider	3
1.4 National Strategic Fit	4
1.5 Working in Partnership	4
1.6 Localism	4
1.7 Responding to Local Circumstances	5
1.8 National Launch	5
SECTION 2: THE FAMILIES MATTER MOST PROGRAMME	7
2.0 Programme Core Principles	7
2.1 Aims and Ethos	7
2.2 Project Objectives	7
2.3 Client Group	8
2.4 Methodology	8
2.5 The Model	9
2.6 Project Outcomes	10
Mapping Progress	11
2.7 Added Value of Families Matter Most	13
SECTION 3: NATIONAL ROLL OUT	15
APPENDIX I: CASE STUDY	16

SECTION 1: BACKGROUND

1.0 Introduction

Tomorrow's People is a national employment charity which helps people in disadvantaged communities to move out of long-term unemployment and welfare dependency and into jobs.

Tomorrow's People has always had a special interest in those furthest from work and undertook research to look at the issue of intergenerational worklessness - there has been a significant rise in non-working families in Britain over the last decade, despite a trend towards higher employment levels (prior to the 2008 recession), as those gaining employment tended to come from families with existing workers.

The cost to the state of unemployed families is high as they rely heavily on social security. Nearly three quarters of non-employed families get more than half their family income from benefits. There are also many other disadvantages associated with unemployment - health problems, a propensity to get into debt, poor housing, etc - which have wider social implications.

1.1 Focusing on Families

Government employment programmes tend to focus on getting individuals back to work and there has been little attention paid to whole families experiencing unemployment. Tomorrow's People believes that the issue of worklessness needs to be tackled at the family level. This is because individual decisions about whether to seek employment are conditioned by a range of factors relating to family life, including attitudes towards work, the degree of practical and emotional support on offer to potential workers, and concerns about loss of benefits if one member of a household enters employment.

Tomorrow's People recognises that families experiencing systemic worklessness often live in chaos and 'distress' and are not organised in the same way as working families. These families have significant social, cultural and economic challenges which militate against their involvement in employment. This means that engagement with family members in a way that makes any sustainable difference to their situation is an iterative process which requires intensive and long-term input from frontline staff. There is little evidence to show that short term fixes work for families where long term worklessness is part of the culture of that family.

For these reasons, Tomorrow's People developed Families Matter Most, a family-centred employment initiative which we have been testing in a two year pilot on the Park Wood estate in Maidstone, where there is an endemic culture of worklessness amongst families, despite the relative prosperity of surrounding areas.

The long term aim is to empower whole families (mothers, fathers, brothers, sisters, young people, and grandparents) to access the labour market, so that they can improve their economic situation. Additional aims are for family members to take advantage of employment focussed support, such as the Work Programme, having received intensive local support with other issues impeding their ability to access employment.

1.2 Defining Families in the 21st Century

Families are complex and take many shapes and forms - ranging from two parents living together and supporting their family, to one parent having sole responsibility for the children, or multiple ex partners who may or may not have a relationship with the family.

Tomorrow's People is committed to accepting the integrity of the family unit and to working with the key people who have a role in the welfare of the whole family. This can include parents, grandparents, aunts, older siblings with responsibility for the children and step parents.

Whatever form they take, families are the bedrock of our society. Mothers, fathers, brothers, sisters, grandparents, step family and extended family members provide the support, safety and encouragement in which children grow up and use as a springboard for creating their place within the world.

Tomorrow's People understands that all families experience problems from time to time. For some, timely advice from a friend, trusted professional or signposting to a source of help is all that is needed. For others, for example, where a family member is experiencing a long-term health problem, has a child who has got into trouble with the police or has been excluded from school, more intensive help may be needed. Taking wider family needs into account when helping individual family members is key to success in addressing worklessness issues.

1.3 The Value of Tomorrow's People as a Third Sector Provider

Unlike other related employability support programmes, Families Matter Most is not attached to any government funded or statutory employability outcomes and is an entirely voluntary offer to families which is holistic and goes way beyond standard employability. It recognises the situation the family is in and starts from there, supporting them with practical and emotional matters, as well as providing the tools to employability once individual family members are ready. At the heart of this is the firm belief that there are no 'quick fixes' for families living in a state of worklessness.

Most importantly, as a third sector organisation not connected in any way with statutory services, Tomorrow's People is able to build a level of trust and open 'conversations' with families which is new to them and which truly get to the heart of the matter, so that barriers can be dealt with and genuine progress made. Many vulnerable families have experienced a number of unsuccessful and short term interventions by statutory services and have a tendency to distrust statutory provision. In addition, our experience indicates that some services have not been tailored to meet the needs of the family and the target driven nature of the interventions can mitigate against long term sustainable outcomes.

As an independent charity, Tomorrow's People has the freedom to deliver an innovative and flexible range of support which realistically takes into account the families circumstances and their distance from the world of work without posing a threat to their position.

Most importantly, Tomorrow's People seeks to develop a model that is sustainable within a community by training particular individuals to support others to address worklessness at the local level. Linked to this is the launch of 'Community Coaches' - an adult mentoring programme which will seek out local residents and families who have participated in the Families Matter Most programme and train them in the types of family and community based skills needed to grow the family 'supporters' of the future.

The aim of this is to avoid the 'short termism' associated with brief 'fixing' interventions which 'patch up' the family temporarily, but which can end up creating longer term dependency. Tomorrow's People envisages a situation where eventually each local estate will have a trained group of adult coaching mentors, drawn from the community in which they live who are skilled to provide on going support to other residents and families.

1.4 National Strategic Fit

Families Matter Most targets families with multiple problems who are currently a priority for the UK government, following the Prime Minister's commitment to change the lives of every troubled family in the country by 2015.

The families targeted by Families Matter Most have multiple and complex needs, the worst outcomes and make significant and costly demands on local services. It is estimated that around £8 billion a year is currently spent on around 120,000 families in England that have multiple problems.

Families Matter Most primarily focuses on workless families and has taken the best principles of 'Think Family' a Department of Children, Schools and Families initiative which focused on multi agency interventions to improve outcomes for both the children and adults within deprived families, whilst reducing the burden they often place on a large number of local services.

1.5 Working in Partnership

Delivering a 'whole family' approach to worklessness within families requires the service to engage both strategically and operationally with services supporting families in Kent. The project has successfully navigated a role for the service within complex multi agency support structures and has become the recognised link in local support services for a more rounded and holistic offer to families with a focus on worklessness.

As a result, the referral route from statutory services to Families Matter Most is strong and the majority of the 15 families recruited to date have come about as a result of a supportive partnerships with Kent Children and Young Peoples Services (CAF and Team Around the Child team, Connexions Service, Youth Service, Kent New Line Academy School, The Meadows Children's Centre, Maidstone Children's Centre, Bellwood School, Holy Trinity School, New Hope Saturday School, The Beacon Family Support) Kent Supporting People team; Kent Adult Education Service; Kent Police Service and Job Centre Plus. These services see Families Matter Most as providing additionality to their areas and are particularly supportive of the focus on addressing worklessness. This will be a critical aspect of the national roll out of Families Matter Most.

In adding value, Families Matter Most has extended its remit to engage with services in the wider community and in particular to engage support services such as the Fusion Café; Play Safe Play Free; Local Community Chef; Food for Thought; Be Free Project; Super Kids; Kent Parent Partnership; Golding Homes Floating Support project; 4U Clinic; Kent Innovation Pilot. These organisations are able to offer additional and complimentary services to families as well as being key to the Families Matter Most Community engagement which is now firmly in place and gaining steady support from these key partners, particularly Community Involvement Workers.

1.6 Localism

Localism is at the heart of this project and recognition that 'top down' approaches can never be truly effective at addressing issues pertaining to local areas. A small cohort of dysfunctional workless families on a local estate can be extremely costly in an area and have to be supported through targeted local approaches.

In developing and delivering Families Matter Most, Tomorrow's People works in partnership with local authorities as the key referral agency for families through related services, at all times adding value to local services.

For example, Families Matter Most contributes significantly to Kent Community Strategy (Vision for Kent) which aims to improve the economic, environmental and social wellbeing of Kent over the next 20 years through joined up local approaches and involving the third sector as a deliverer of services namely. It also contributes to associated strategies such as:

- Kent Supporting Independence (SIP)
- Kent & Medway Housing Strategy
- Cultural Strategy
- Sectors Strategy
- Skills Strategy
- Kent's Children and Young People's Plan

The overall aim of these key strategies is to make a difference to the lives of people living in Kent and with particular reference to the most disadvantaged communities where the strategic aim is to support people to lift themselves out of dependency and into independence, employment and more fulfilling lives.

In rolling out this model further in England, Tomorrow's People will do so in consultation with other local authorities and sees their role as crucial to the success of the project.

1.7 Responding to Local Circumstances

The Park Wood estate in Maidstone was originally chosen as the location for the programme after consultation with local stakeholders, including Kent County Council's Supporting Independence and the leadership of Kent County Council. Park Wood has traditionally been an economically active area with low unemployment, but with pockets of worklessness and high levels of benefit dependency associated with long-term unemployment on particular housing estates.

Research has shown that Park Wood and the neighbouring Shepway estate in particular, house some of the Council's most vulnerable families - who are most challenged by worklessness and are in danger of becoming trapped in the spiral of deprivation caused by a life on benefits. The families need very careful, targeted and long – term assistance if they are to be helped back into more fulfilling lives where employment is a strong feature.

1.8 National Launch

Families Matter Most is successfully delivering its first major programme to 15 hard-to- reach families in Park Wood estate with the support of our funders. This way of working with some of society's most vulnerable people is now embedded in the culture of Tomorrow's People and builds on our excellent track record of supporting the long term unemployed into to work. We are now ready to take the project to a national level with the roll out of five new programmes across England as we get the funding in place - an expansion to the Shepway estate in Maidstone; Thanet in Kent; Devonport in Plymouth, Hastings in East Sussex and Knowsley in Merseyside.

The decision of Tomorrow's People to develop a new way of supporting workless families has been very prescient. In previous times, the issue of families on benefits has received relatively little focus at national government level. However, the current Coalition Government is looking closely at people who have been dependent on the State over a long period. Addressing the cost of supporting workless families is part of this national agenda and has an excellent fit with new funding streams coming through the European Social Fund which is targeting workless families specifically.

Please see Section 3 for national roll out.

SECTION 2: THE FAMILIES MATTER MOST PROGRAMME

2.0 Programme of Core Principles

All people and all families have strengths.

All families need and deserve support. The type and degree of support each family needs varies throughout the life span.

Most families are not dependent on long-term support. Neither are they always isolated. They maintain a healthy interdependence with extended family, friends, other people, religious organisations, community groups, schools and agencies, and the local environment.

The deficit model of family assistance, in which families must show inadequacy in order to receive services (and professionals decide what is best for families), is counter-productive to helping families move towards healthy self-reliance.

Families need coordinated services where all the agencies they work with use a similar approach. Collaboration is crucial to effective family development.

Families and family development workers are equally important partners in the empowerment process, with each making a contribution to the process of moving forward. Workers learn as much as the families from the process.

Families must choose their own goals and methods of achieving them. The role of family development workers should focus on helping families to set attainable goals for their own self reliance; providing access to services needed to reach these goals; and encouragement for motivation and confidence building.

Services are provided in order for families to reach their goals, and are not themselves a measure of success

2.1 Aims and Ethos

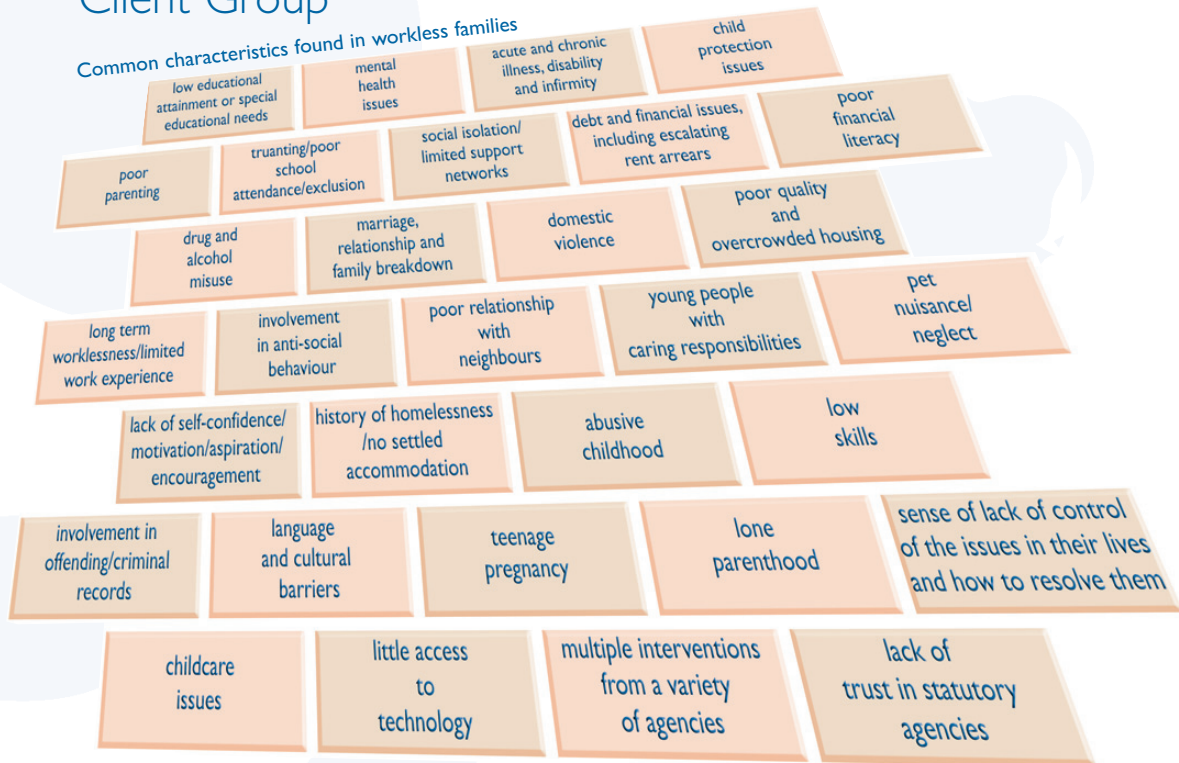
The long term aim is to empower whole families (mothers, fathers, brothers, sisters, young people, and grandparents) to access the labour market, so that they can improve their economic situation. Additional aims are for family members to take advantage of employment focussed support, such as the Work Programme, having received intensive local support with other issues impeding their ability to access employment.

2.2 Project Objectives

- Empower families to break the cycle of disadvantage through a supportive and personalised approach which offers tailor-made outcomes and is voluntary, rather than enforcement-led
- Lift families out of poverty and change patterns of worklessness by building bridges with families so that they access the relevant services to make the transition from worklessness to training and employment
- Offer robust outreach support so that project staff make contact with hard to reach families directly in the community or, where they are reluctant to engage, in their own homes
- Provide intensive one-to-one support for families in partnership with related agencies to address the debilitating and embedded issues of low level skills, long term unemployment, debt management, housing, benefit issues, health problems, school relationships, troubled relationships with children and teenagers, etc
- Help to reduce the likelihood of offending and repeat patterns of offending behaviour within families by providing well defined pathways to employment and training
- Work with other local agencies from a wide range of professional backgrounds to deliver a high quality service that addresses the root causes of worklessness in families
- Offer follow up and in-employment support to keep clients on track and to support employers while new employees are in their first year of employment

2.3

Client Group



Families Matter Most targets those families where there is a history of worklessness and where there is minimal prospect of a change in lifestyle.

It also targets:

- Families where there is at least one member of the family who is long term unemployed
- Those families who have a history of no or low level engagement with services and who are benefits dependent
- Work with families who are socially isolated and 'at risk' of losing their homes, having their children taken into care or are at risk of involvement with criminal behaviour
- Families who can demonstrate that with support they are willing to change their behavior and lifestyle and undertake the journey back to a working life or take up training opportunities

2.4

Methodology

More traditional approaches to worklessness have tended to focus on the individual rather than embracing the whole family unit. Families Matter Most believes that we need to engage the whole family and that all families have the potential for change if resilience and aspirations are supported, no matter how complex the challenges or how great the needs.

Building individual and family resilience is at the root of our programme, enabling families to overcome worklessness and other complex issues. This approach seeks to identify and build on current and potential family strengths, moving away from a 'deficit' model, where risks and problems are the primary focus.

Tomorrow's People Family Engagement Workers work to ensure that the needs and aspirations of individual family members within the context of the wider family are understood and supported at an individual level. In this way, we are able to tackle negative family attitudes towards employment and address the way in which

family members can restrict individual family member's progress because of fear for the future of the family unit.

Family resilience in this context can be seen as interplay between the characteristics of the individuals within the family and the characteristics of the family unit. In working with the families, workers ensure that a family-centred approach is taken to address individual problems.

The methodology has three areas where Family Engagement Workers operate within the family unit to address the challenges presenting from a strengths-based approach:

1. Family belief systems: how a family views and approaches a crisis situation, unites and evaluates potential solutions; explores aspirations; challenges; preconceived ideas about the future; capacity to manage change;
2. Family cohesion: organisational patterns; flexibility, connectedness, and identification of available resources;
3. Coping strategies: open communication; trust and mutual respect; acceptance of individual family member differences and the freedom to express emotions.

Families Matter Most is committed to long term intervention with families in addressing the issues presenting as a result of worklessness, through a family-focused and strengths-based approach. The approach used enables families to develop their capacity to solve problems and achieve long-lasting self-reliance and employment rather than 'fixing or rescuing' them.

Family Engagement Workers offer support that is focused on enabling families to use their strengths to set and reach their own goals, rather than being 'told' what to do and how to do it. Staff employed to support families may have experienced these issues themselves and will have found a path through them to create a stable and fulfilling lifestyle for themselves and their families. This is a strong tool in developing sustainability through role modelling.

2.5 The Model

Families Matter Most takes a 'whole family' approach, providing up to 12 months personalised and holistic support to hard to reach individuals and their families, to help them overcome barriers to employment - which can include social isolation; benefits and associated management of extreme poverty; low level skills; lack of confidence and low self-esteem; indebtedness; homelessness; drug and alcohol problems and mental health issues.

Family Engagement Workers identify those individuals who are considering a change in their circumstances as this provides a window of opportunity for engagement. The engagement is framed as a reintroduction to the world of work and is more akin to a 'befriending' and guidance approach - friendly and non-threatening. Time is spent building a positive rapport with the families - identifying the issues that challenge them; providing useful suggestions and practical support to help them deal with specific problems; and one-to-one support to move forwards to make positive changes in their lives. Of key importance, however, is that the onus and responsibility for change is placed firmly at the doorstep of the family itself.

Overarching principles:

- No 'wrong door' – ensuring consideration of need across the family and seamless link to other services
- Looking at the whole family – consideration of the roles, impact and interaction across the family

- Building on family strengths – promoting resilience and building capability for support within the family

What does this mean for families?

The Families Matter Most Model offers a one-stop shop approach for families where the project acts as the gateway to multi – agency local support

The Families Matter Most Model offers ‘Support on your doorstep’ to families increasing access and local help.

The Families Matter Most Model offers ‘Help to suit you’ enabling families to get support at a time and a place that works for them.

The Families Matter Most Model offers ‘It’s your community’ model of engagement - supporting families to feel more involved in their community and reducing social isolation.

The programme addresses four main areas of intervention:

- Family members assessment of skills, qualifications, experience, confidence and motivation
- Family: history, functionality, role models, practical support
- Community: housing, travel, influence of friends and neighbours, schools, community facilities, local employment and training opportunities, childcare, mentors
- Multi – agency working and joining up services for families

Programme Stages:

<p>Stage 1 3 - 6 months</p>	<p>Initial assessment and development of support that addresses the key barriers to work (debt, housing, children, health, low level skills, lack of confidence and chaotic lives). Goals orientated working model where short term goals are set .and a plan of action agreed. Primary focus on relationship building with family and supporting the family practically with practical and emotional issues; engagement in community networks and events to reduce isolation and development of more organised lives.</p>
<p>Stage 2 6 - 12 months</p>	<p>Supports the family in developing the skills and experience to access the world of work.This will include support in accessing education and training, work placements; accessing volunteering; communication skills; tools development such as CV and interview skills and ongoing support to manage the transition to employment or training.</p>
<p>Stage 3 6 - 12 months</p>	<p>Ongoing coaching and mentoring to enable sustainable change.</p>

2.6 Project Outcomes

Whilst progressing families towards employment is the ultimate aim over the two year life of the pilot, families we are engaging with have complex, multi-faceted needs and our approach reflects the fact that the journey for each family is unique and that the intervention will in most cases be of a long-term nature.

Mapping Progress

FAMILY	REFERRER	BACKGROUND	PLAN	PROGRESS	DISTANCE FROM EMPLOYMENT
A	Community Café March 2011	Mother with learning difficulties who is also prime carer for elderly parent.	To build confidence and self esteem. To undertake adult learning courses to build skills To undertake volunteering to gain work experience To register child with after school activities to improve learning and engagement..	Has successfully applied for volunteering position with local charity shop. Has started to attend adult learning courses and is feeling more confident. Has registered with local activities for child and started process of attending joint sessions with child. Relationship with children improving. Has engaged another child in after school activities. Contact is more positive Highly motivated to work.	By September 2011 this client will be supporting with tolls for employment and it is anticipated will be in a stronger position apply for work.
B	Children's Centre March 2011	Young mother struggling with children. Chaotic home life and associated poor organisational skills. Low level literacy and numeracy skills. Lack of any formal or informal qualifications.	To address the underlying causes of long term unemployment through accessing basic education. To develop organisational skills to support her in managing her life and her children's.	She has successfully applied for a range of courses to Kent Adult Education which are due to begin in September. Developed organisational strategies with her and set up text messaging reminder services. She is however pregnant again and will therefore not be in a position to work for some time.	Will review after birth of the baby
C	Children's Centre January 2011	Long term unemployed male with learning difficulties and socially isolated. Ability to communicate is poor and he lacks confidence and any relevant work experience. Family life is chaotic and there is little or no routine for the two young children. Schools are concerned and children are worried about bullying He also has health and mobility issues	Build confidence and self esteem and support him in improving his communications skills Access training to build skills and enable him to access employment. Introduce more friendships and social networks to reduce isolation. Introduce routine and new order with the family. Reduce the burden of debt.	Strong multi agency working has resulted in positive outcomes in terms of a special needs assessment and the drawing down of new support through CBT to aid his difficulties. Family are tackling the management of the cycle of debt Success in registering for volunteering placement to start in August and new skills courses in September 2011. Referral made to young carers Information and advice provided on bullying Attends parents group and is motivated to start up Dad's Group locally. Is now much more confident and is strongly contributing to local community	By March 2012 this client will be in a stronger position to access employment.
D	Fusions Cafe March 2011	Single parent (widower) with low level literacy and numeracy skills and poor ability to communicate. Low level confidence and lack of recent work experience or knowledge of the labour market Chaotic home life and socially isolated.	Highly motivated to break the cycle of poverty and long term unemployment. Wants support to become a self employed handyman and take his driving test. In addition, he wants to change the chaotic pattern of home life which is affecting the children.	Has successfully applied for birth certificate and driving licence and applied to do driving test with support. Is accessing support to learn basic computer skills and confidence is growing daily. Is accessing support to learn to read and write. Has registered with Mid Kent College and Business Link to access support to develop business idea. Has joined parents group and is accessing support through other parents Accessing project support to build confidence and self esteem	By September 2011 this client will be in a stronger position to seek self employment, September 2011

Mapping Progress - continued

FAMILY	REFERRER	BACKGROUND	PLAN	PROGRESS	DISTANCE FROM EMPLOYMENT
E	Self referral via Fusions Café March 2011	<p>Single parent and young socially isolated mother.</p> <p>Low level confidence and poor self esteem leading to engagement with repetitive negative relationships.</p> <p>Struggling with managing child and lacks consistency in parenting approach.</p> <p>Chaotic and disorganised and showing signs of low lying depression.</p> <p>Concerned about housing situation.</p> <p>Inability to manage her finances and concerned about level of indebtedness.</p>	<p>To link in with local support services.</p> <p>To gain control of her finances and form an action plan to manage her indebtedness.</p> <p>To organise her home life and to spend quality time with her child.</p> <p>To address issues pertaining to negative relationships in her life and to surround herself with people who are motivating and a better influence on her state of mind.</p> <p>To improve her skills and confidence in her won abilities.</p> <p>To gain part time employment and lift herself out of the poverty trap of a life on benefits.</p>	<p>Client is accessing regular family support to address the issues pertaining and the focus is on building her confidence and motivation and putting structures in place in her life to build her resilience.</p> <p>She has been signposted to other agencies to support her with her indebtedness and housing issues an.</p> <p>Se has completed an employment assessment and is currently working on producing her first ever CV.</p>	<p>BBy February 2012 it is felt that this client will be in a more stable home situation and will have completed some employability skills training to be able to access the employment market.</p>
F	Referred by Kent CAF (Common Assessment Framework) Team March 2011	<p>Single mother with 14 year old son.</p> <p>Son is not attending school and school is experiencing behavioural issues.</p> <p>Chaotic and disorganised home life and little parental structure of control in the home,</p> <p>Low confidence and poor self esteem and no track record in employment or training.</p> <p>Poor management of her finances and in debt.</p>	<p>To build her confidence and self esteem to manage her life more effectively and to regain control within the family unit.</p> <p>To improve her communication with her son and to build his aspiration to attend school and gain some qualifications.</p> <p>To attend training to build her skills and enable her to find employment.</p> <p>To have a family holiday and be debt free.</p>	<p>Accessing weekly home visits from the team to support her in the management of family issues.</p> <p>Attends weekly job shop sessions to help her understand where her skills and interests lie and how she can access support to manage the gaps.</p> <p>Receiving support in understanding her negative behaviours and strategies to address these.</p>	<p>By April 2012 it is felt that she will be in a stronger and more able position to manage the journey to work once she has regained control of her family situation and developed employability skills.</p>

Families Matter Most has gained excellent momentum over the past six months and has engaged 15 workless families as per the target for this pilot. These families have multiple and complex barriers to moving forward with their lives and the majority have never worked. Low level skills, lack of work experience, low level confidence, mental health issues, and chaotic lifestyles are some of the greatest challenges facing these families in their engagement with the world of work.

Retention rates are high and stand at 95% and clients value the intensive and tailored support received, which is neither time nor target centred.

Clients are already presenting evidence that Families Matter Most support has significantly improved their journey back to work, with over 50% taking up volunteering positions locally; 50% registering with adult education and training courses; attending training to set up small enterprises; contributing to the life of the community and developing new skills through developing a parenting group, understanding the employment market and how and where to look for and apply for jobs (such as applying for Apprenticeship opportunities with Kent County Council).

Work related skills gained:

- Attitudinal change, such as improved aspirations and motivation
- Life skills, such as time-keeping and coping with authority
- Work place skills, such as problem solving and improved organisation
- Personal skills, such as improved presentation and health
- Basic employment skills, such as brushing up literacy, numeracy or use of IT
- Improved labour market knowledge

Wider benefits:

- Families feel supported and contained
- Families are understanding that with support they can change their situation and that employment is a positive option
- Families are 'unsticking' some of the wider issues troubling them and working through these issues in a planned manner (debt management; housing; relationships with schools; health issues; managing children's behaviour; resolving benefits issues, etc)
- Families are improving their sense of health and wellbeing
- Families are engaging more with the parenting of their children and expressing an interest in a new parenting
- Families with teenagers who have left education are making connection and engaging with Working It Out, the Tomorrow's People programme at Park Wood which targets NEETs (young people aged 16-24 years old who are not in employment, education or training)
- Families are experiencing less isolation and engaging in more community activities

2.7 Added Value of Families Matter Most

The strategic added value of the programme is the influence and impact that Families Matter Most has had on partners and stakeholders, in addition to the impact it has had on clients. Consultations with stakeholders reveal that Families Matter Most has generated significant impacts.

These include:

✓ Contributing to local targets and forums

Feedback from Kent County Council clearly indicates that the project has the potential to make a strong contribution to the policies set out at the outset of this report and primarily in its intensive and individualised response to worklessness amongst families. Through a strong programme of community engagement and partnership with other agencies, Families Matter Most is also making an important contribution to local intelligence, in many areas playing an active role in local skills and employability forums and the wider community arena.

"The aim of Kent County Council's Supporting Independence Programme is to identify the barriers that people face in reducing their dependency on the State, recognising that in most cases employment is the best way of achieving this. The Families Matter Most project appealed to us because it offered the opportunity to partner with a national leader in welfare to work services, in an innovative project aimed at identifying the barriers families face in accessing the world of work. It is clear that families where intergenerational worklessness is the norm, will often be some of the heaviest users of local authority (and indeed other public sector) services, so it is important to clearly understand the challenges they face and what will work best when helping them move into employment.

Two of the key aspects of the project are; that Tomorrow's People is not a statutory service and the families, therefore, do not have preconceptions about them - this also means that within the project they have been able to do whatever is needed to support the individuals within the family, rather than being constrained by the boundaries of a set service. The second aspect is that they have a long term focus to support the families into work, which would not be a priority for the statutory services that would be working with the families (or more likely the individuals within the family)."

Wayne Gough, Supporting Independence Programme Manager, Kent County Council

✓ Influencing the mainstream

Families Matter Most has directly influenced the delivery of mainstream provision on the Park Wood estate, where it has acted as the 'model' form of family engagement that provides an employment based focus of a non-statutory nature with families. Families Matter Most has the potential to influence mainstream provision nationally, which is placing a growing emphasis on individually tailored support to help individuals overcome barriers to work through the Work Programme and associated European Social Fund strands such as Working with Families.

✓ Adding value to local provision

Families Matter Most has added significantly to local employability provision through providing intensive employability support in an area that is deprived and where there are high levels of worklessness. At the same time, the strategic approach to delivery of Families Matter Most ensures that it does not duplicate existing services as this is a first of its kind in the area.

✓ Maximising the value of investment

In addition to Families Matter Most, Tomorrow's People is also investing in the Park Wood estate through its Working It Out programme, which supports 16-24 year olds not in employment, education or training – many of whom come from families with a history of worklessness. Families Matter Most ensures that strong linkages exist between these two projects, as well as other complementary local projects.

SECTION 3: NATIONAL ROLL OUT

Based on the success of the initial pilot on the Park Wood estate, Tomorrow's People now intends to move forward with a national roll out of the Families Matter Most projects in the following locations:

<p>Park Wood and Shepway Estates, Maidstone, Kent</p> <p>Support Timeframe: 1 year</p> <p>Target : 80 Families</p> <p>Resource: One team consisting of 3 full-time Family Engagement Workers; 1 Team Leader and 1 Information and Advice Worker</p>	<p>Thanet, Kent</p> <p>Support Timeframe: 1 year</p> <p>Target: 80 Families</p> <p>Resource: team consisting of 3 full-time Family Engagement Workers; 1 Team Leader and 1 Information and Advice Worker</p>
<p>Devonport, Plymouth</p> <p>Support Timeframe: 1 year</p> <p>Target: 80 Families</p> <p>Resource: One team consisting of 3 full-time Family Engagement Workers; 1 Team Leader and 1 Information and Advice Worker</p>	<p>Knowsley, Merseyside</p> <p>Support Timeframe: 1 year</p> <p>Target: 80 Families</p> <p>Resource: One team consisting of 3 full-time Family Engagement Workers; 1 Team Leader and 1 Information and Advice Worker</p>
<p>Hastings, East Sussex</p> <p>Support Timeframe: 1 year</p> <p>Target: 80 Families</p> <p>Resource: One team consisting of 3 full-time Family Engagement Workers; 1 Team Leader and 1 Information and Advice Worker</p>	

APPENDIX I

Case Study PURPOSE: Supporting Community Activity on the Park Wood Estate to reduce social isolation and provide additional activities and forms of engagement for families. Social isolation amongst workless families on the Park Wood Estate is prevalent and has a significant impact upon the mental and physical health and aspirations of our families.

The ethos of Families Matter Most recognises that addressing social isolation and increasing inclusion is linked to greater confidence and higher self esteem which in turn leads to more motivated families. This directly links to increased ability to access the world of work.

PROCESS: A local mother with two young children was referred via Fusions Café. She was interested in engaging more in her local community and wanted to provide some support to isolated mothers on the estate. The idea was to hold a Pamper Day taster session as a treat for local mothers and she needed practical support to implement it. She had already done some engagement work via social media sites such as Facebook and Mumsnet.

Families Matter Most considered the request and given the high levels of social isolation amongst our families on the estate and the fact that many of our mothers are challenged to care for themselves, agreed to support it. It was also felt that involvement with a locally led community event would provide mothers with respite from their daily struggle with survival in poverty and allow Tomorrow's People to add value to our community engagement activities for local families on the estate.

Tomorrow's People provided financial and practical support to included venue, staffing, marketing, attracting sponsorship from local businesses and practical hands on support on the day.

OUTCOME: The event was a major catalyst for community engagement. Our existing families who have a track record of not engaging with local community events and who present as withdrawn and socially isolated, all participated in the event and three families played an active role.

Three of our families were part of the setting up committee as they had an interest in health and beauty and supporting the local community. Others were involved in setting up the venue at the beginning and end of the session and helped on the door taking receipt of entrance fees and participating in background areas such as delivery and collection of the tables being used.

Two participants have qualifications in Health & Beauty but have not had the opportunity since obtaining their qualifications to use them. Both completed a variety of pampering services on the day including Indian head massage, waxing and manicures. This was an excellent opportunity for the two of them to support each other and to use existing skills.

The families report that it was an enjoyable morning all round and at an informal follow-up meeting all our three family members updated that it had boosted their confidence tremendously.

As a follow up, the families have agreed to organise a Community Day in partnership with Kent Youth Service on the 20th August. This will provide an ideal opportunity to widen the engagement circle for the project and engage more families.

All families now attend weekly meetings and one family member has offered to support and run Dad's sessions whilst another has taken up volunteering at the Beauty Salon locally part – time. All families follow the group activities via Facebook.



Registered office:
Tomorrow's People Trust Ltd
1st Floor, Minster House
York Road, Eastbourne
East Sussex, BN21 4ST

Tel no: 020 7832 2771

www.tomorrows-people.co.uk

Tomorrow's People registered in England and Wales number 5017566

Registered charity number: England & Wales: 1102759
Scotland: SC040784