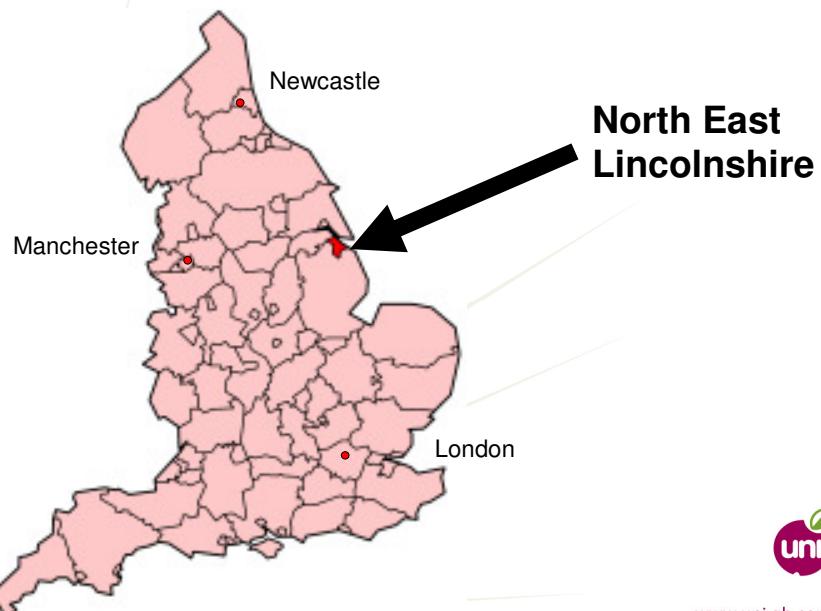


Lessons from a community led social marketing approach to address **Worklessness** in deprived communities in North East Lincolnshire, United Kingdom

Adrian Smith
Unique Improvements



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Defining Worklessness

People of working age who are:

- unemployed
- economically inactive
- working in the informal economy



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What works

“.....initiatives should properly be clustered in ways that affect both individuals and their close and influential community (peer group, friends, family, partners, neighbours, etc)”

***Work and worklessness in deprived neighbourhoods**, (2009) Joseph Rowntree Foundation www.jrf.org.uk



* **Understanding workless people and communities: A literature review** (2005)
Institute for Employment Studies for Dept of Work and Pensions (UK)
<http://www.dwp.gov.uk/> www.uni.gb.com

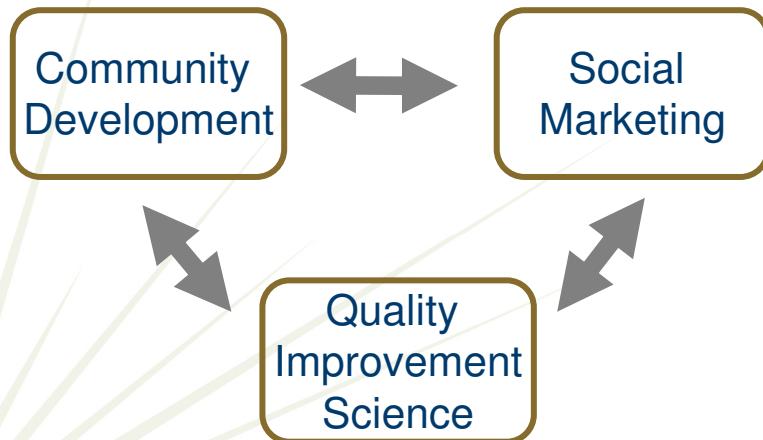
How we set out to do it

- £46,000 (US \$76,000) budget
- Pilot to run October 2009 to September 2010
- Build on existing successful community
Collaborative models in area



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Community-led Social Marketing



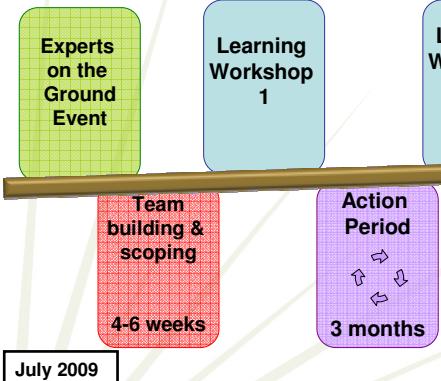
Smith, A, and Henry, L (2009) Setting the guinea pigs free: Towards a new model of community led social marketing. *Public Health*, 123, Supplement1, pages 1-5.



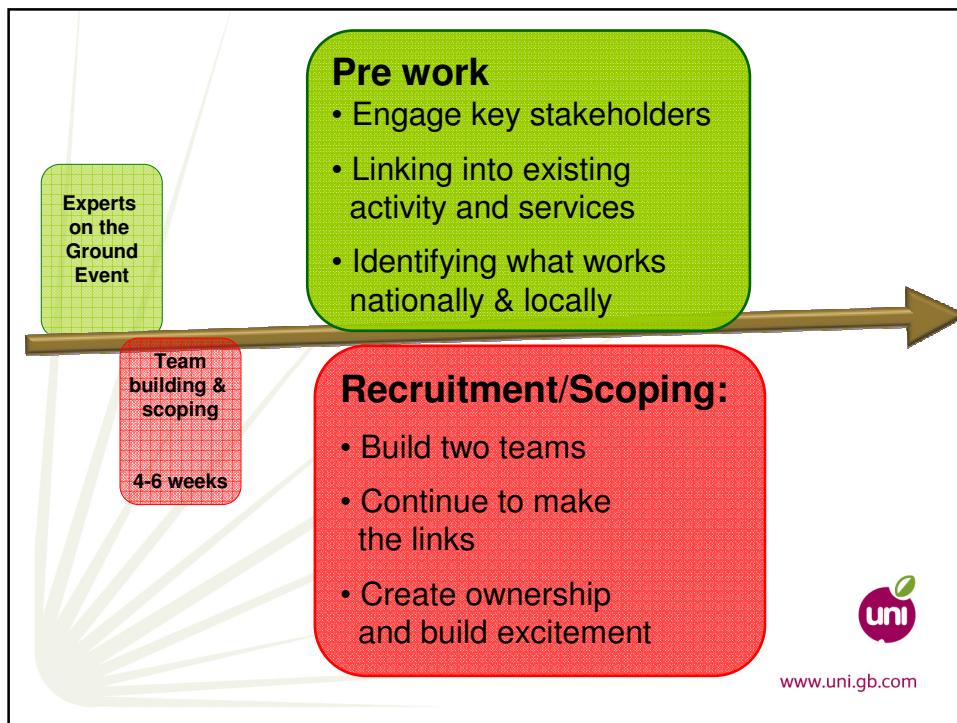
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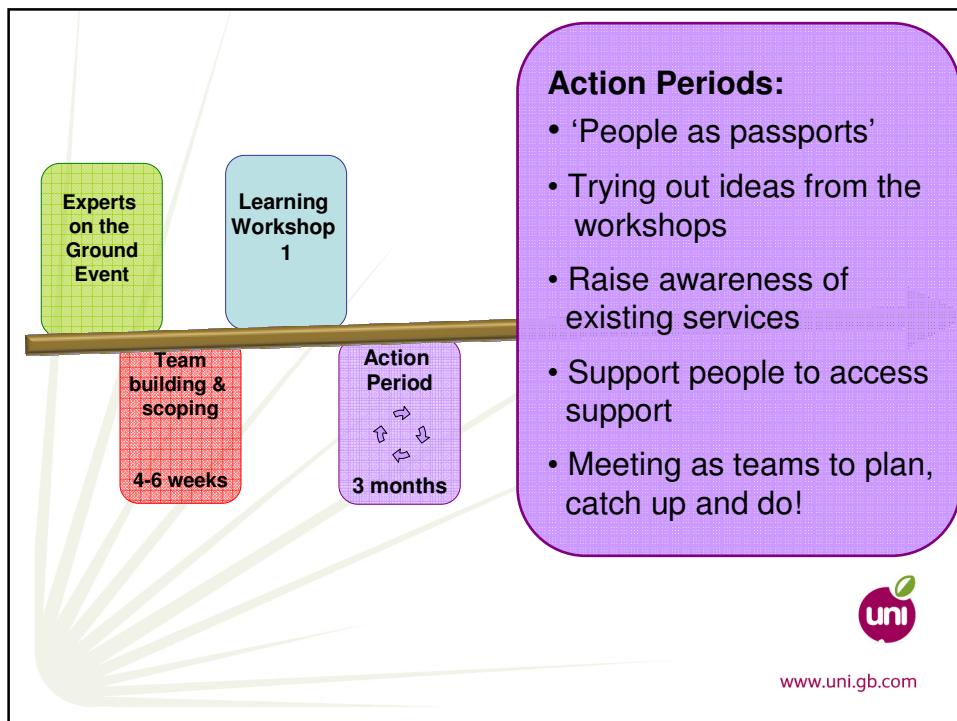
A Collaborative Framework

- Designed to give continuous support over the year
- Mixture of seeing what works, planning, trying out and measuring impact
- Each part can be adapted to respond to local needs



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Behavioural Goals

Increase

- Numbers of people making contact with the worklessness programme
- The availability of new jobs
- Numbers of referral to key workers programme
- Use of local services (on the framework)
- 'Volunteering' - community activism



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Segments

Target Audiences

- Focus on carers (parents, grandparents and others) and lone parents
- Segmentation by readiness and motivation to change and point on the pathway to work

Secondary Professional Audiences

- Those delivering worklessness interventions
- Local service providers with indirect influence
Children of parents in the primary audience



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Exchange

- Perceived time and effort job searching
- Social standing – both positive and negative
- Time away from children
- Monetary – especially Benefits and support

Competition

- Child dependence
- The wider economic downturn

Other Barriers

- Perceptions of existing services
- Influence of peers



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What people would value

- Using the talents and resources of local people, including peer-to-peer approaches
- Flexible points of access
- Distance from official bureaucracy and social security services,
- Receiving prompt and clear feedback
- Support in exploring what is on offer and signposting



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The creative reach of local people

- Key worker roles (community champions) within teams
- Resource pack and Roadshow - bingo halls, shops and community venues
- Gathering insight from two coaches of families out of work
- Coffee mornings at Children's Centres
- Information from burger van outside Job Centre
- 'How2 campaign'



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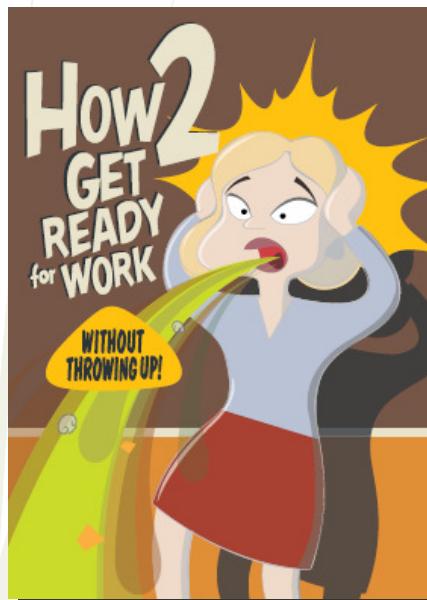
How2 campaign:

Plan for your child's future now by getting ready for work

- CHILDREN – big motivation
- Raise the broader benefits of employment
- Need to intervene soon - can't be left
- Trusted mediums = community & peer based
- Encourage awareness of local services



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How 2 GET INTO WORK
WITHOUT GETTING TIED UP!

The illustration shows a man with spiky hair sitting at a desk, looking stressed. He is tied to his chair with yellow ropes. A computer monitor in front of him displays the text "How 2 GET INTO WORK WITHOUT GETTING TIED UP!".

 Wrestler	 Deep Sea Diver
 Human Cannonball	 Lion Tamer

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How 2 GET ORGANISED
WITHOUT YOUR HEAD EXPLODING!

The illustration shows two people looking shocked and sweating while sitting at a computer. A large orange starburst is behind them. The computer screen in front of them displays the word "ERROR".

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Measuring impact and outcomes

- Attendance lists for events and activities
- Numbers of questionnaires and survey forms
- Registers of team meetings
- Agency records
- Signposting forms
- Media evidence
- Case Studies and testimonials
- Pre/post questionnaires



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Results

<i>Description</i>	<i>Target</i>	<i>End</i>
Increasing interaction with the programme	1100	2098
Increasing the availability of new jobs	3	3
Demonstrating partnership working with other agencies to develop new employment opportunities	3	11
Increasing referral to key workers programme	4	20
Increasing use of other framework programmes	15	469
Increasing the number in volunteering roles	5	24
Increasing media opportunities	12	30



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Lessons Learned

- **Community mobilisation** can be successful
- Strong **project management** skills are essential.
- Community led social marketing comes with **complexity**
- **Competition** – plethora of stakeholders and stakeholder planning is critical
- Involvement of key organisations **not local enough**
- **Pre-conceptions** of an organisation can run deep in communities
- Despite success – still at the mercy of wider economic and political dimensions



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In more detail

Social Marketing Casebook

Editors: French J; Merritt R; Reynolds L

SAGE Publications Ltd

Publish date: Autumn 2011

and

National Social Marketing Centre Casestudy

www.thensmc.com



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