JobsPlus: A Place-Based Model for Inclusive Employment Support



Amy Fox and Mags Bexon

Evaluation Project Managers, IES and L&W

Mark Maddison

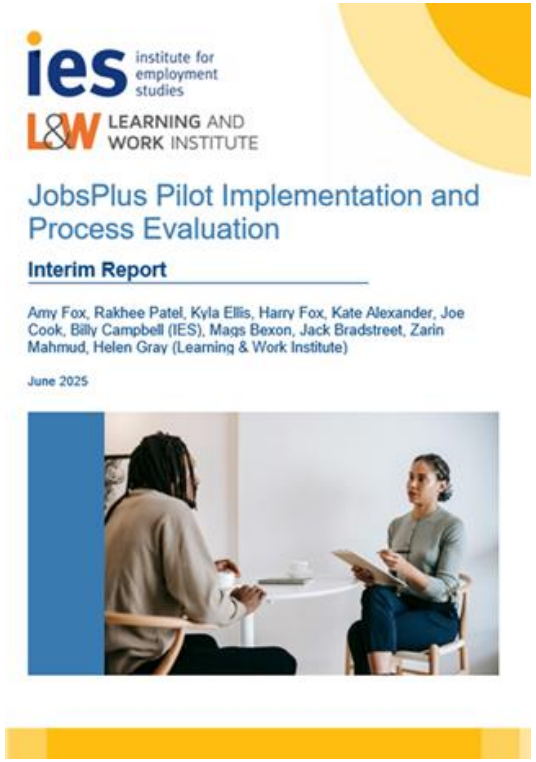
External Programmes Manager, Clarion Housing Group

Source: IES 2024

Supporters

mdrc
BUILDING KNOWLEDGE TO IMPROVE SOCIAL POLICY

Communities that Work



Funded by UK Government

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JobsPlus: a community led employment support model

JobsPlus is a hyperlocal support model, backed by a strong evidence base in the USA

1. **On-site employment services:** JobsPlus is delivered in community hub settings alongside other services, such as education and skills providers, childcare and transport providers, and other social services and health providers.

2. **Community support for work:** It takes a community-led approach, where residents help shape provision and volunteer to champion engagement and provide peer support. In the UK, there are Community Champions and community involvement in governance at each site.

3. **Financial incentives:** The UK pilot includes a one-off Into Work Bonus of £400, once JobsPlus participants have sustained new employment or self-employment for at least two months.

4. **Saturation:** JobsPlus is open to all residents within a defined geographic area and designed to be implemented so that all residents in a JobsPlus site benefit from the programme - either directly, as they are enrolled and receiving services from JobsPlus, or indirectly, by building a culture of work.

JobsPlus: supporting social housing communities

JobsPlus is delivered in partnership with social landlords, tenants and key local agencies.

- One in four economically inactive working-age adults lives in social housing, and these communities are disproportionately affected by barriers to work.
- Residents are more likely to be disabled, lone parents, or have low or no qualifications. While many are in work, they are more likely to be in low-paid or insecure jobs. Yet many residents are not accessing mainstream employment support.

Using social housing providers to deliver JobsPlus means that support can be targeted to the needs and opportunities of the local area and its residents.

The JobsPlus pilot evaluation

The evaluation aims to understand whether the model can be adapted to the UK context and implemented to improve employment outcomes

- Impact evaluation: results due in Spring 2026
- Implementation and process evaluation: Interim report (September 2025) and final report (Spring 2026)
- Some of the questions answered
  - Was it possible to implement JobsPlus effectively?
  - How did it work overall for different groups?
  - What outcomes were achieved and for whom?

Research methodology and data sources

Mixed-methods approach combining quantitative and qualitative data

- Quantitative data sources:
  - **Management Information (MI) data** from pilot sites (July 2024 - March 2025)
  - **Baseline participant surveys** at registration (July 2024 - March 2025)
  - **Secondary data** on local economic and labour market trends.
- Qualitative data sources
  - **72 interviews** with Housing Association staff and delivery partners (across two waves in Sept – Oct 2024 and Feb – March 2025)
  - **47 interviews** with programme participants (January 2025)
  - On-site **observations at all 10 pilot sites** (Dec 2024 - January 2025)

Setting up JobsPlus Year 1 (July 2024 – March 2025)

- By March 2025, JobsPlus was established across all pilot sites
- Extensive work to establish strong partnerships with public, voluntary, and community organisations. A key challenge was changing mindsets and perceived competition
- Time was required to build trust among residents and community partners
- Mixed experiences with Jobcentre Plus effective in some areas where partners were co-located, cross-referral, strong communication and commitment from senior staff
- Community Champions embedded in all sites to support outreach and engagement

Participant profile

JobsPlus is reaching HA residents who face complex barriers to employment and targeting support where it is needed.

- 81% of participants were out of work at registration; 19% were in some form of paid employment
- 13% of participants had never worked
- 37% of participants had been mostly employed, and 28% had experienced alternating periods of employment and unemployment, 15% mostly out of paid employment
- 28% of participants had no or low qualifications
- 48% of participants had below average wellbeing (baseline survey data)



Source: IES analysis of JobsPlus MI data and baseline survey (July 2024 to end of March 2025). Between July 2024 and March 2025, JobsPlus registrations were 463 based on individuals who consented to share management information (MI) data.

Participant profile

JobsPlus is reaching people who would not typically be well-engaged with employment services. This includes:

- 36% of participants had parental and caring responsibilities
- 28% of participants had a long-term health condition

JobsPlus has been particularly effective at reaching young people and people from a black minority ethnic background

- 25% of participants were aged 16–24
- 27% of participants were from a black minority ethnic background
- Compared to 12% of residents in the pilot sites overall within these groups.



Source: IES analysis of JobsPlus MI data (July 2024 to end of March 2025)

Implementation key findings: effectively engaging residents





Implementation key findings: what works in providing effective support

- One-to-support based on a trusted relationship
- Tailored, flexible and holistic support
- Partnership working to link to wide-ranging support – health and wellbeing services, debt advice, food banks, money management, benefits advice, social prescribing, childcare, domestic abuse services, drug and alcohol support, registering with GP/dentist
- Co-location of services

- **Only 9% of participants disengaged within the first four weeks**, demonstrating strong initial engagement

Source: IES analysis of JobsPlus MI data (July 2024 to end of March 2025)

Early outcomes

- 18% of participants secured employment; over half gained permanent contracts
- 27% of participants who were out of work at registration and who registered in the first three or four months moved into work
- Participants reported improvements in:
  - Mental health and wellbeing
  - Confidence and social inclusion
  - Job readiness
- £400 Into Work Bonus valued but not a primary driver of engagement

Comments from participants

Improvements in mental health and wellbeing

The emotional support has been life changing - it really has. Being able to have somewhere to come, have someone friendly to talk to, who's supportive, who can say, ‘let's help out, you can do this’ has just made me feel valued.

Increased confidence and motivation

My confidence was at rock bottom when I came here, and they've managed to build it up. So, I think from that respect alone, that's helped a lot. Just having someone believe in you and say ‘you can get a job’.

Job readiness

I've received multiple interviews - I’ve definitely seen a difference in how many people are responding to me, especially after I had my CV looked at and tweaked. I definitely have seen an increase in the amount of jobs that I actually bring that good news rather than, 'you've been unsuccessful this time’.

Employability skills

She helped me with my CV, I haven’t written one since age 16 at school. She took a look at it, tidied up and made it look more professional. I read it and I said ‘I can’t believe that’s me!’ I was so happy! I instantly applied to every job application.



CLARION
FUTURES

Jobs Plus Pilots

JobsPlus | Funded by UK Government

L&W LEARNING AND WORK INSTITUTE

youth futures FOUNDATION

Jobs Plus is a placed-based approach



The programme aims to improve employment and social outcomes in some of the most socially and economically disadvantaged communities.

Jobs Plus brings together a range of support services under one roof, in a community setting. The support provided via Jobs Plus includes housing, employment, health, skills, digital and financial inclusion.

The pilot will provide an evidence base which demonstrates whether, or not, the Jobs Plus model in a UK context is feasible and/or effective.

Our work will inform future decisions regarding the model being delivered at a greater scale.

"Since July 2024, Jobs Plus has supported residents through Clarion Futures by fostering wellbeing, boosting confidence, and connecting people to work, skills, and community growth."

Borehamwood and Penge have engaged a combined total of 151 people to date.

20% have secured employment.



PATHWAYS TO SUPPORT

JobsPlus

Individual Needs

Lack of support
Access to digital
Cost of living
Low skills
Health & Wellbeing
Financial barriers
Barriers to training & learning
Social Isolation
Disengaged
Unemployment
Caring responsibilities
Benefits Advice
Debt & housing issues

Information, Advice & Support

- Money Guidance
- Housing
- Signposting
- Needs Assessments
- Advice & Information
- Mailing List / Newsletter
- Health advice & checks
- Digital Inclusion

Work & Skills

- Jobs Club
- Employer engagement
- 1:1 Employment support
- Job brokerage
- Work Experience
- Skills Assessment
- CV & Interview Support,
- Job-specific training
- Business Start-Up
- Jobs & Apprenticeships

Community Connection

- Volunteering
- Focus Groups
- Family Fun Days
- Befriending
- Opportunities for YP
- Outreach & Engagement
- Peer Support
- Confidence Building

Money

- Job or Training-related Financial Assistance
- £400 IN-WORK Incentive (after 2 months)
- Grants

INTERNAL

JP ESO & Engagement Team

Clarion Futures National J&T Projects

Clarion Housing

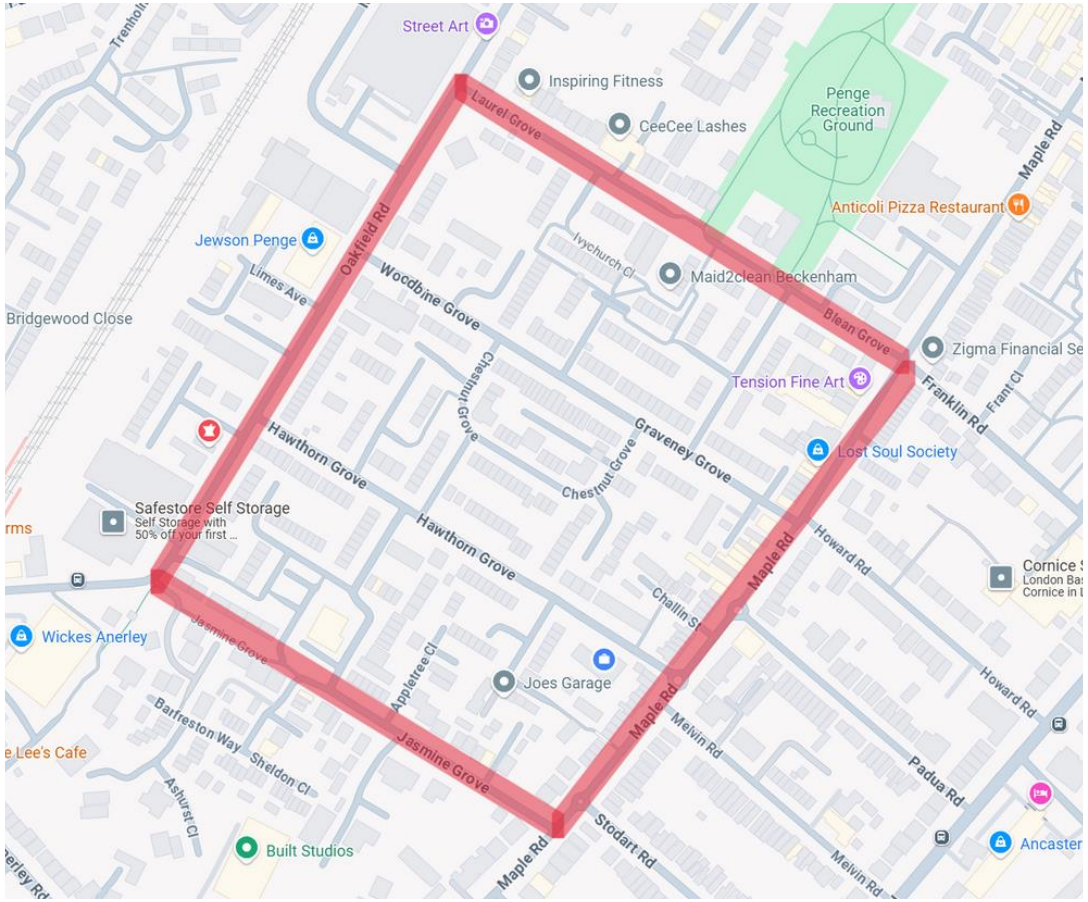
Community Champions

EXTERNAL PARTNERS

Local Businesses

VSCE Partners, Training Providers, Local Govt. agencies

SATURATION AREA –PENGE

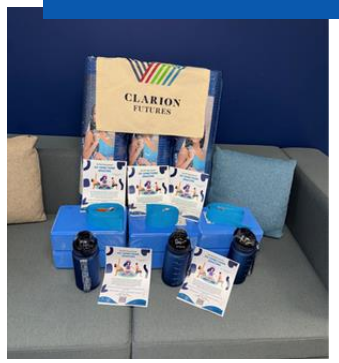


Site - Hawthorn Centre, Hawthorn Centre, Hawthorn Grove, Penge, SE20 8LB.

- Jobs Plus target area includes **900** properties
- Number of adults residents **1677**
- Workless adults **486**

Proudest Achievements

Free Yoga Kits



Yoga Teaching & Partnership working





Guided Learning Sessions - Vision Boards



Yoga in the Community Garden



Stakeholder Event & Consultation

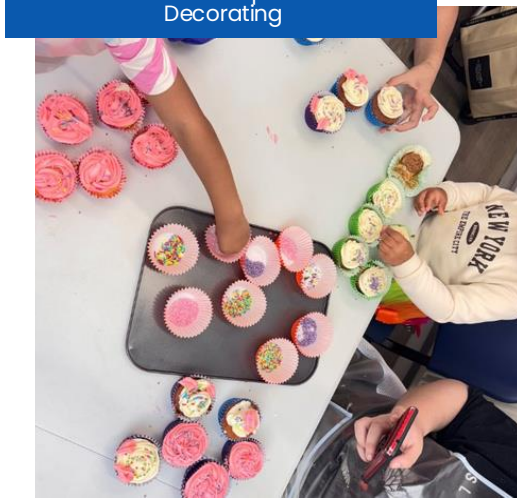


Stress Awareness Session



Christmas Pic & Pix

Half term Cupcakes Decorating



SATURATION AREA –BOREHAMWOOD



Site - Windsor Hall, Blyth Close, Gateshead Road, WD6 4EE.

- Jobs Plus target area includes **1037** properties
- Number of adults residents **1892**
- Workless adults **567**

Proudest Achievements

JobsPlus





Summer Family Fun Day



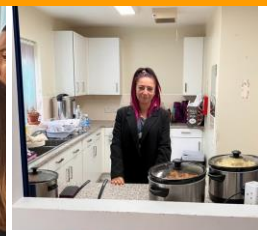






Stakeholder Engagement & Consultation workshops







Christmas Giveaways



MP Visit: Oliver Downden



CUSTOMER CASE STUDY



Before joining Jobs Plus, I was recovering from a severe mental health breakdown. Between 2019–2023, I lost five close family members and went through divorce, family court battles, homelessness, and unemployment. The stress, combined with undiagnosed ADHD and autistic traits, left me overwhelmed, unable to work, and struggling with grief, abuse, and loss of contact with my children.

By the time I moved into YMCA Watford, I was experiencing daily sensory overload and was only able to volunteer for short periods before needing days to recover. Despite these barriers, art and creativity gave me purpose, and I tried selling my artwork as a sole trader with Job centre and Shaw Trust support.

When I moved to Borehamwood, I transferred to the local Job Centre and was introduced to Jobs Plus. From the start, I felt listened to and supported. My ESO encouraged me to use my previous volunteering experience as a Digital Champion, and I began helping others with digital skills.

Over time, I supported more than 19 learners with over 28 hours of training. Despite ongoing challenges with focus, pain, and sensory issues, I built confidence in working with people again.

Jobs Plus also gave me access to training, including “A New You” for confidence, “Cooking with a Slow Cooker” for healthier routines, and most importantly, a funded Level 2 CACHE/NCFE Award in Supporting Teaching and Learning. I am now progressing towards a certificate, which requires school-based volunteering, and I am currently going through the onboarding process.
I feel more stable, better prepared, and aware of the adjustments I need for future employment. I would recommend Jobs Plus to anyone facing barriers — the support, guidance, and listening ear from my ESO made a huge difference.

Workshop activity

Local fit and adaptation

What adaptions would make place-based employment support like JobsPlus effective for your local context and resident needs?

Consider

- Local barriers to employment
- Community dynamics that may affect engagement
- Types of partnerships or services needed
- What local services, partnerships, or practices already support residents into work
- How to tailor outreach to meet community needs

Feedback from groups

Source: IES analysis of JobsPlus MI data (July 2024 to end of March 2025)