



Affinity Sutton

Love London Working Project Summary

“Love London Working” meets the aims of the Priority Axis 1 Inclusive Labour Market, Investment Priority 1.1 Call aimed at placing disadvantaged unemployed or inactive people into jobs for a minimum of 26 out of 32 weeks once they have entered employment.

Led by Affinity Sutton, the project is an unprecedented partnership of 16 major Social Housing Providers, which seeks to recruit 21,000 London residents and place them closer to the labour market. A flexible support programme delivered at scale will be tailored to individual needs and address often multiple disadvantages. The aim is that 6,300 participants will progress into employment.

The sector partners have extensive presence in deprived communities that are demographically concentrated by ethnic minorities, those over 50 and not working, those with disabilities, and single parents. Delivery Partners will use this unique reach to engage participants in a journey towards employment that begins with an individual assessment, and integrates proven support models that address each participants’ barriers to work.

Participants will be engaged directly under the “Love London Working” brand through the network of relationships that the partners have with local agencies, such as community organisations and Jobcentre Plus.

Following an induction all participants will sign the “Love London Working” Agreement which will outline clear expectations and commitment expected from them. Participants will then be enrolled for diagnostic assessments to identify learning and personal support needs.

To reduce barriers to employment, and enable full access to participation in the project, participants will receive counselling and support related to mental health and family/relationship issues: health and lifestyle advice; group sport activities; well-being workshops and courses; financial advice, including “Better off in Work” calculations; support to improve their confidence, self-esteem and motivation; childcare provision, including access to mobile crèches; and Basic Skills, IT and ESOL training.

Project participants will take part in activities to develop life skills, including improved financial capability, better parenting skills, and increased access to and use of IT, as well as activities on a broader theme of health and wellbeing, such as fitness and healthy eating.

To enable participants to enter employment, participants will receive support to gain core work-related skills that employers are looking for, simulated work environments and coaching, employability workshops to prepare participants for the labour market by addressing soft skill factors, access to volunteering and work experience opportunities, and training/upskilling for in-demand skills reflecting changes in the economy.

To facilitate progress to suitable employment and self-employment opportunities, participants will receive computer training to access online job search, and individual advice and guidance to ensure that they are searching for work opportunities that suit them. Participants will then be registered in a talent pool and benefit from a centralised database of apprenticeships and employment opportunities that partners’ have been able to broker. The project partners will work closely with voluntary organisations and employers to identify voluntary placements, work experience and employment opportunities, including those that are suitable for participants with disabilities.

Once suitable work opportunities have been identified, participants will be given individual support to prepare for securing it including job application support, CV writing, and interview practice, as well as travel expenses to attend interviews, job fairs and recruitment events. Business development workshops, start-up mentoring and grants will be provided to those seeking self-employment.

To ensure a participant's employment is sustained for a minimum of 26 out of 32 weeks participants will have access to funds for work-start expenses, including travel passes and interview clothes. Ongoing contact with programme team staff will include access to in-work mentors.

Love London Working will create a lasting legacy for co-ordinated training and employment related delivery across London, cascading best practice support models across the housing sector.

Delivery Partners:

- A2Dominion
- Affinity Sutton
- Amicus Horizon
- Catalyst Gateway
- Charlton Triangle Homes
- Circle Housing
- East Thames Group
- Family Mosaic
- Hexagon Housing
- Hyde Housing
- L&Q
- Orbit South
- Peabody
- Poplar HARCA
- Southern Housing Group
- Wandle Housing Association