

# **Workshop 3**

**Engaging with harder to reach  
groups**

# Session overview

- Introduction- 5 mins
- Current challenge- 5 mins
- Group discussion and brainstorming- 20 mins
- Action plan- 20 mins



# What is the current challenge for young people and adults?

- Lower employment outcomes for people from ethnic minorities, disabled, care experienced and people living in SIMD
- Different barriers facing each group to access the job market
- Impact of Covid-19 on youth employment and redundancies
- How we can make better use of different funding initiatives?
- How we can work better in partnership?



# What groups are we struggling to engage ?

Mental ill health

Care Experienced !

16-20 year olds

We struggle to engage with young people from ethnic minority groups

Mental Health

Young people 16-24 who are not claiming benefits

ASN

Those with Learning Disabilities

Clients living in poverty areas

# What groups are we struggling to engage ?

Drug users

Mental health and people with disabilities

BAME communities

Health conditions and disabilities

Care experience young people 16+ who have struggled with lack social aspect of covid-19 restrictions etc.

care experiences, BAME, early school leavers, people with disabilities, addictions and those involved with the justice system

Lack of IT equipment, couple that low income backgrounds

Digital poverty

big change in delivering service - digital divide and not wanting to engage digitally



# Why do we think it's important to make the extra effort engage harder to reach groups?

More likely to need support

To ensure all clients are given the same opportunities

Equality

To be included and not forgotten

Building relationships and encouraging young people to work towards their goals and promote opportunities

They have always been left out.

Inclusive

These individuals would benefit from a number of different provisions that they may not realise they can access

To ensure all people are given the opportunities to develop

# Why do we think it's important to make the extra effort engage harder to reach groups?

If there is an understanding of limiting barriers, the responsibility should shift to organisations to provide equality and opportunities for all

We need to be inclusive. As a society we need to be fair and equal in our support.

Poverty and inequality thrives in communities where services are unable to access the residents living there

Emerging research showed that how much earlier you would die if you don't have access to work, was similar impact of smoking 15 cigarettes a day.

We have so many excellent kickstart opportunities that we cannot fill. YP don't all know about the benefit system so would not know what's available or be eligible for KS opps. Could be left out.

A

Wait times

To get better engagement

Lack of access to underrepresented/protected groups systematically to engage with. Better data capturing and monitoring needed



# Why do we think it's important to make the extra effort engage harder to reach groups?

Waiting times

Money is invested in make ready for work programmes, there is not enough evidence that job preparation leads to work with only small % securing work at the end of it. More effective route is individual placements.

Provision available for support with mental health



# What are the barriers to engaging and how can we remove these ?

Location

Lack of relationships

Knowing best place to find them

Review the systems and processes.

Time sensitivity

Language, location (rural communities), digital poverty

Hours of opening re: services

Lack of Representation of people from BME communities

Covid restrictions - as restrictions ease this will hopefully reduce the impact this is having on people

# What are the barriers to engaging and how can we remove these ?

## GETTING YOUNG PEOPLE TO ENGAGE

Youth hubs in community where all providers can meet young people for all services

Amanda from INVEST has been basing herself at Charleston Square once per week on a drop-in basis. This is encouraging the young people to engage within their own comforts and environment and have the opportunity to engage via their own interests.

Lack of access to underrepresented/protected groups systematically. Better data monitoring and capturing requires so they can be tracked and followed upon and referred

Waiting times

Complex social barriers

DUAL LOCATION WORK WITH PARTNER ORGANISATIONS



# What has worked so far? Any brief examples .

New networks that were thrown together during covid

Engaging with services already working in these communities like St Mirren

Extending the service not only to the young person but also to the parents of the young person (PES)

Being based in a partner organisation. i.e being visible in Charleston Square

Building essential relationships.

Face to Face interviews being re introduced into Jobcentres has seen positive results for customers supporting them into work / training and supporting their health issues via our DEA's.

Partnership working, co-hosting partners

Good links with dwp. Jobcentres open and encouraging young people to attend so invest will be present in paisley office as a pilot over next 4 weeks

Networking event with Engage, and Invest

# What has worked so far? Any brief examples .

Amanda from INVEST has been basing herself at Charleston Square once per week to engage with care experienced young people on a drop-in basis. This is allowing to the young people to be within their own comforts and environment.

Emerging new approach for those with learning disability, developing early on in life a vocational profile, what are they passionate about, what they don't like, what others say about them.



# Agreeing Actions - individual and collective.

More client feedback over a whole network

Using the feedback to make the changes suggested.

outreach to contact those young people not engaging

More consultation/service reviews from you people. Ask them why they don't access the service through SDS or schools.

Have genuine collaborations with grass root organisations

Targeting those that don't engage

More partnership working based in each others locations

More peer review/group work

Suggest invest funding in job coaches to provide new approaches TSI Systematic Instruction for those with Learning Disabilities. Target individual placements rather than job preparation .

# Agreeing Actions - individual and collective.

life skills needed through PSE at school and into the community