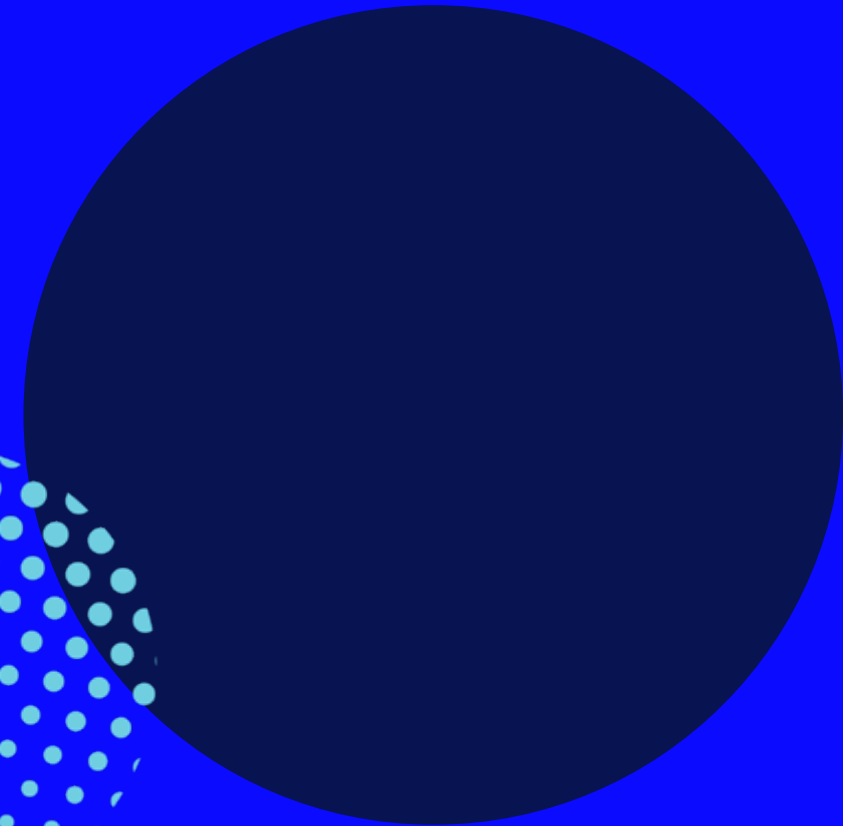
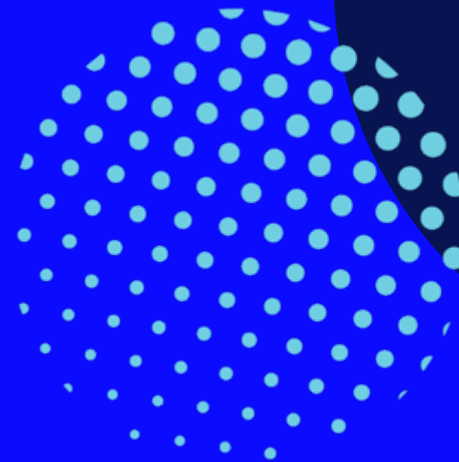


**Reed** in Partnership

Services that  
change lives  
for the better

Supporting people to find a job in  
rural areas

Sarah Welfare, Head of Policy & Research  
Reed in Partnership



[reedinpartnership.co.uk](http://reedinpartnership.co.uk)

# Next 15 minutes...

1. Quick intro to Reed in Partnership
2. Overview of employment support services for 2022
3. Rural jobseekers research
4. Your views: what can employment support services do differently to better support people in rural areas find a good job, access training, progress?



# 1 Introduction to Reed in Partnership

- **Employment support** – wide range of services across UK
  - **Health (Reed Wellbeing)** – diabetes prevention programme, smoking cessation and healthy living services
  - **E-assessments** – driving theory test centres
  - **Advice** - Positive Move On Support for migrants settling in UK (Migrant Help)
  - **Prison leavers** – holistic support via activity hubs
  - **Young people** – National Citizen Service; careers hubs and career clusters in London
- Founded in 1998 as one of the UK's first employment support service providers
  - Disability Confident leader
  - Part of Reed recruitment group
  - 18% owned by Reed Foundation (almost fifth of group profits donated to social impact charities)

**170,000+**  
**people**  
**supported into**  
**work since 1998**

## 2. Employment support: national overview

SECTOR-BASED  
WORK ACADEMY  
PROGRAMMES  
(SWAPs)



**KICKSTART  
SCHEME**

EXPERT  
JOBSEEKER  
SUPPORT

Work and Health  
Programme  
Job Entry:  
Targeted Support

jobcentreplus



Department  
for Work &  
Pensions

Better  
working  
futures






Work and Health Programme



**Working Ways**   
Intensive Personalised Employment Support

**RESTART  
SCHEME**

# Employment support: key services

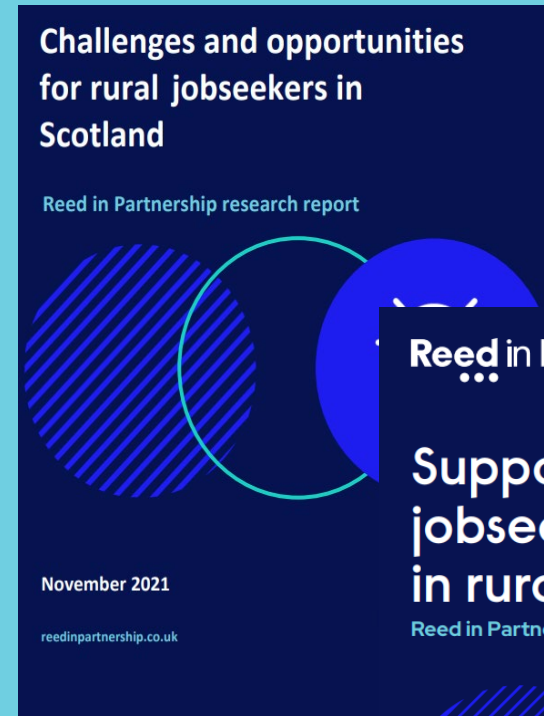
Service	Timescale	Key features	Where Reed in Partnership delivers	
 <p><b>EXPERT JOBSEEKER SUPPORT</b></p> <p>Work and Health Programme Job Entry: Targeted Support</p>	<b>JETS</b>	Extended to September 2022	Rapid pandemic response – get people 12+ weeks back into work quickly	North East, South London (Scotland)*
 <p><b>Better working futures</b></p> <p>Work and Health Programme</p>	<b>Work &amp; Health Programme</b>	Runs to 2023 but option to extend	Personalised, holistic support for disabled people and other groups	North East, South London
 <p><b>RESTART SCHEME</b></p>	<b>Restart</b>	Rolled out from June 2021 onwards; runs for three years	By far the largest (designed to support £1m+ people)	North East, Home Counties (Derbyshire, London, Cornwall, West Midlands)*
 <p><b>Working Ways</b> </p> <p>Intensive Personalised Employment Support</p>	<b>IPES (Intensive Personalised Employment Support)</b>	Runs to 2025	Intensive support for people with a disability more than 12 months from labour market	North East in partnership with Remploy

\*subcontracted provision in brackets

# 3. Rural jobseekers research

## What we did

- Analysed **labour market statistics** using Rural Urban Classification/ Scottish Government Urban Rural Classification – looking not just at local authority but looking at small areas (**lower super output areas** ) to try and identify “pockets” where claimant count was higher
- **Surveyed frontline employment advisers** in England and then Scotland
- Spoke to **community stakeholders and local experts**

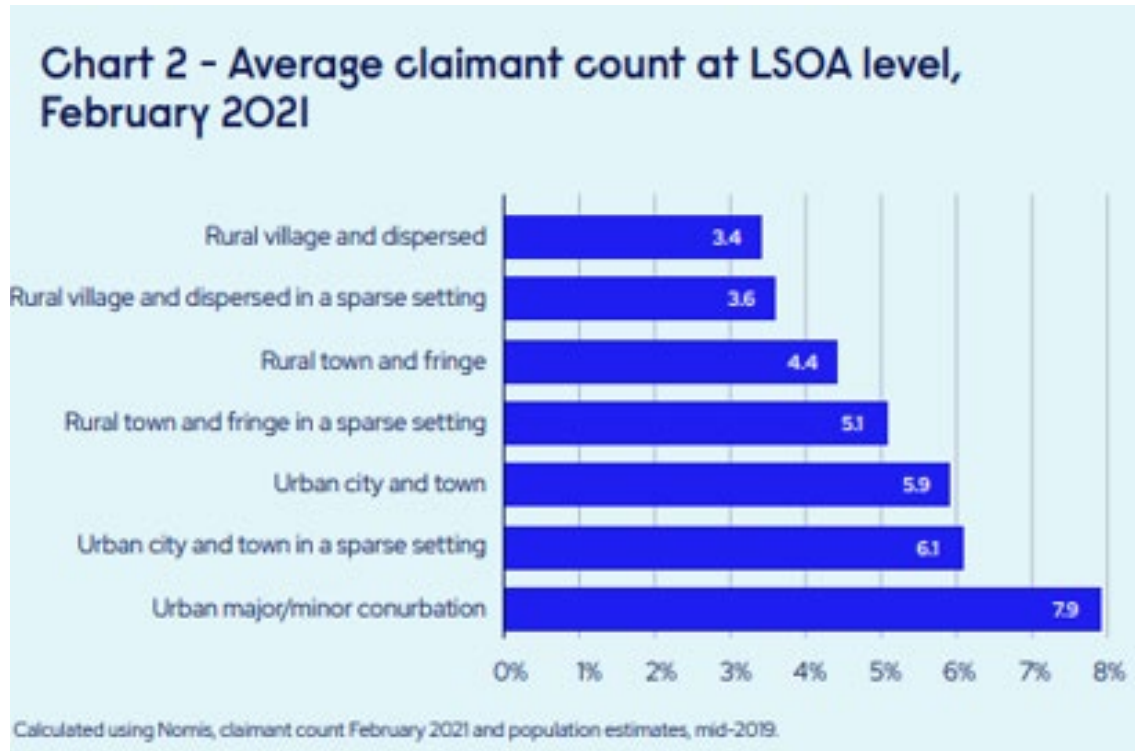


# Rural unemployment “hotspots” (England)

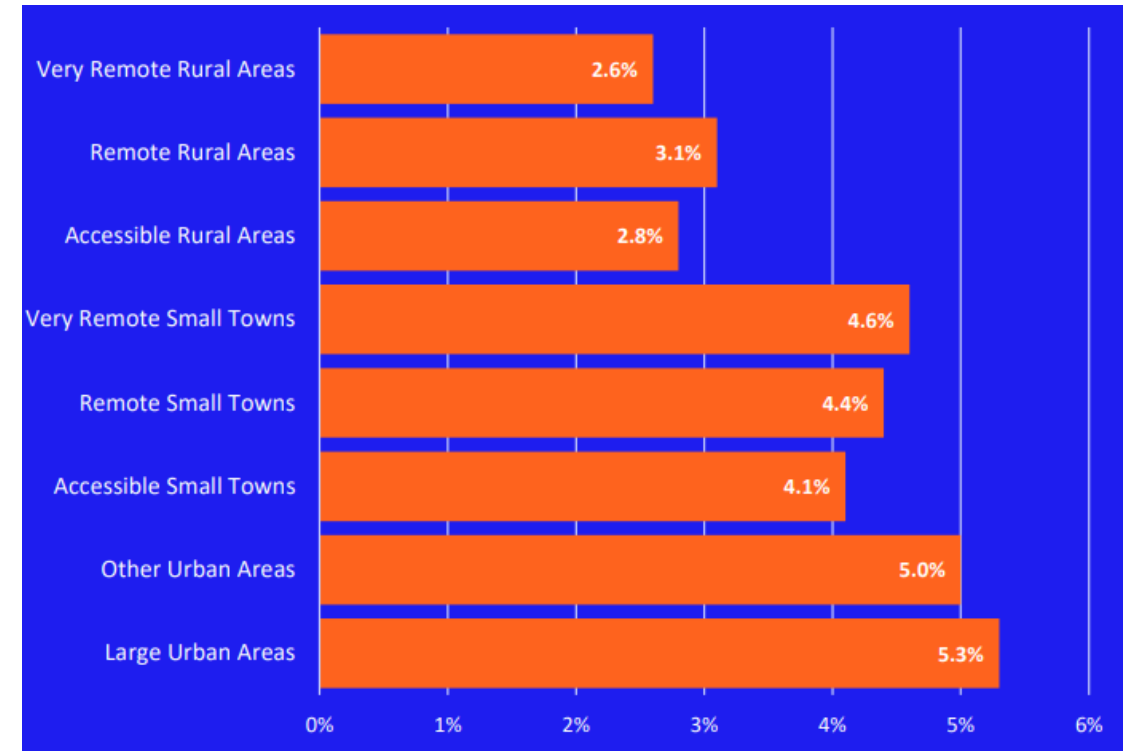
Local authority	February 2021 claimant count at local authority level	Number of rural LSOAs with above average claimant count	% of population counted as rural (including rural hub towns)
Great Yarmouth	9.0%	7	35%
Tendring	8.3%	8	63%
Folkestone and Hythe	7.5%	5	39%
Redcar and Cleveland	7.3%	13	33%
East Lindsey	7.2%	11	100%
Isle of Wight	7.0%	9	100%
Swale	6.7%	4	64%
County Durham	6.3%	62	61%
Wakefield	6.2%	9	24%
Northumberland	6.0%	20	71%
Cornwall	5.8%	44	83%
Shropshire	4.6%	9	75%
East Riding of Yorkshire	4.5%	9	60%

# Rural/urban analysis of claimant count at LSOA/datazone level

## England (February 2021)



## Scotland (August 2021)

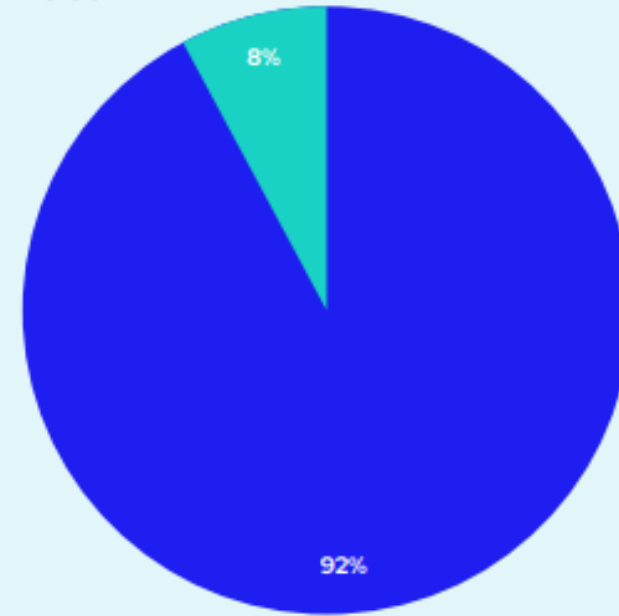




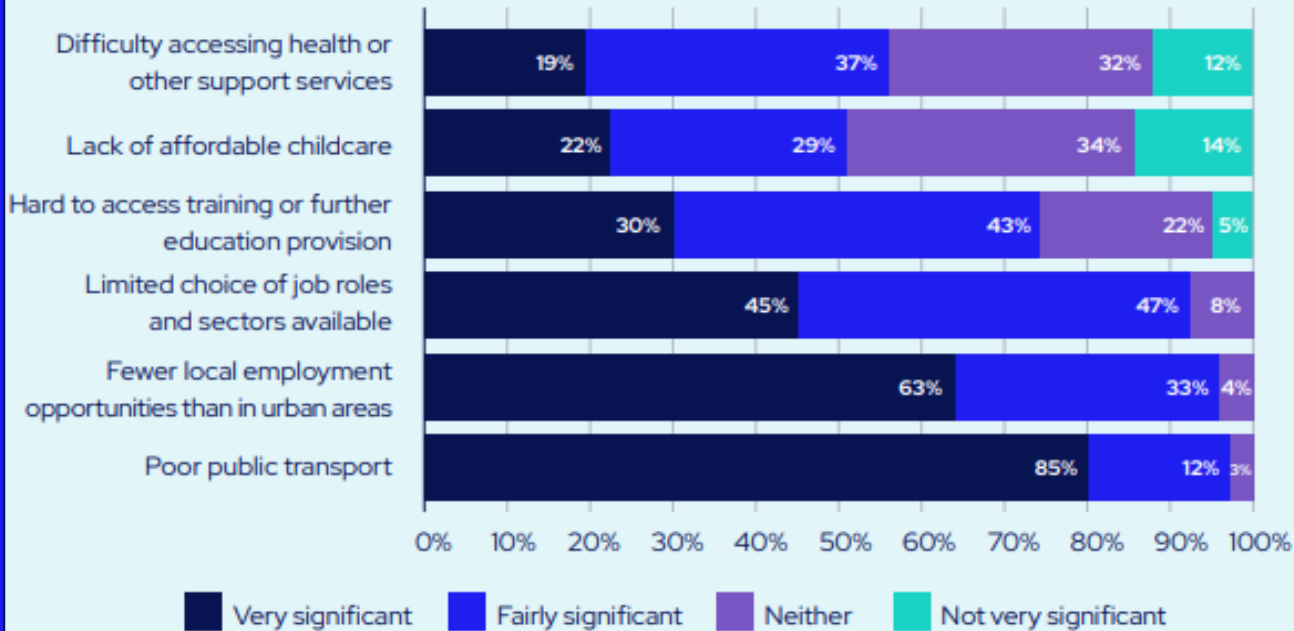
# Adviser survey findings

Have you ever found that a participant living in a rural area has been unable to apply for or accept a job role because of transport difficulties?

Yes  
No



## Barriers to employment in rural areas, rated by importance



Source: Reed in Partnership adviser survey, 2020

# Adviser feedback

“Across Lincolnshire often industrial estates are based out of town centres and often working hours for typical jobs within manufacturing/ production start and end outside the hours that public transport runs.”

Shropshire: “A participant was offered job in care, but couldn’t get back for school pick up due to transport/working hours.”

Cornwall: “A customer who was offered a job in a supermarket could not take the position as he would have had to work early and late shifts; he did not drive and the bus service only ran between 8am and 5pm.”

“A participant living in Tow Law cannot take a job that starts before 9.30am and finishes after 6.30pm” Adviser in Tow Law, County Durham

## Case study of Graham in Thurso, Scotland

- Thurso, Highland, classed as “very remote small town”. Strong hiring activity 2021 but without private transport limited to Thurso itself. Jobcentre one hour away by bus in Wick.
- Combination of face -to -face support from employment adviser Caitlin plus a range of online courses (e.g. interviewing skills, identifying transferable skills).
- Graham was very proactive and flexible about finding a job, finding a new role in the hospitality sector. As Caitlin said, if someone is restricted to occupations in a small area then transferable skills are key. “They have to turn their hand to something else very quickly.”

# Comparing job postings in rural/urban local authorities, 20 21

Largely/mainly rural local authorities	Urban (all categories) local authorities
<p>Unique postings <b>up 91% over 2021</b>                      Median advertised salary <b>£12.17ph</b>  <b>Most advertised hard skill: warehousing</b></p>	<p>Unique postings <b>up 74% over 2021</b>                      Median advertised salary <b>£15.94ph</b>  <b>Most advertised hard skill: finance</b></p>
1. Care workers/home carers (45%)	1. Sales account/business dev managers (93%)
2. Nurses (14%)	2. Nurses (13%)
3. Elementary storage occupations (155%)	3. Programmers/developers (38%)
4. Van drivers (150%)	4. Primary/nursery teachers (25%)
5. Cleaners and domestics (136%)	5. Finance/investment analysts/advisers (62%)
6. Kitchen and catering assistants (391%)	6. Care workers/home carers (47%)
7. Chefs (323%)	7. Business/financial project mgt professionals (81%)
8. Other admin roles (118%)	8. Other admin roles (121%)
9. Sales account/business development managers (112%)	9. Book-keepers/payroll managers/wages clerks (58%)
10. Primary/nursery teachers (30%)	10. Van drivers (106%)

**Top ten occupations**  
 Source: Emsi  
 Burning glass



# Learning points

## 1. Use our existing place-based partnerships and collaboration

- Build on strengthening of local partnership relationships over pandemic
- Need to support sustainability of community groups and services

## 2. Put labour market concerns at heart of transport planning and design

- Transport at right times to right places for workforce
- Need to join up jobs/training/transport planning
- Opportunity of new bus strategy/funding (?) and guidance on “economically necessary” services but challenge of pandemic impact

## 3. Encourage employers to get more involved in sustainable employee transport

- How do we overcome cost/benefit barrier for rural transport/employers?
- Strong business case for some employers – weaker for others



## Learning points

### 4. Optimise the hybrid approach to supporting rural residents

- Use our learning over past 16 months
- Face-to-face essential, but benefits of remote support for rural residents in spending more time on impactful activities

### 5. Investigate whether there are more entry level jobs that can be done partially from home in rural areas

- Vast majority will need to travel to their job. But can we take any steps to make homeworking less of the preserve of professionals?

### 6. Promote flexible working in poorly-connected areas

- Advisers say this can be more difficult in rural areas
- Especially important for parents, disabled people

# Reed in Partnership



1. Any questions?

2. Question for you: what can employment support services do differently to better support people in rural areas to find a good job, access training, progress?