

SOCIAL INVESTMENT IN CITIES



NEWCASTLE TACKLING UNEMPLOYMENT AT LOCAL LEVEL

REDUCING UNEMPLOYMENT THROUGH TAILOR-MADE, INNOVATIVE STRATEGIES

Combatting unemployment is an important challenge for Newcastle City Council. In 2007 the city created a not for profit company called 'Newcastle Futures Ltd'. Newcastle Futures helps groups that often do not receive adequate support for their complex needs from standard employment services: namely young adults, the over 50's, lone parents, incapacity claimants, those with multiple barriers to employment, and those living in deprived areas.

The key to the success of Newcastle Futures has been that it is not simply linked to the national public employment service, but is fully integrated at local level. The services of the national public employment service are delivered, enhanced and integrated by the local level offer.

Newcastle Futures works intensively with people who need specialised support. Their advisors help to build the skills of the people that come to them for help. This is particularly valuable for the long-term unemployed, who may lack confidence or need help in building their ICT or soft skills in order to apply for jobs or perform well in interviews.

The service is very popular with the people of Newcastle, since 2007 12,403 people have used the service and 5,920 have been supported into work. Newcastle Futures operate in a flexible way; staff can meet with people in various locations around the city, such as community centres and cafes. This change of environment is very successful in connecting with those that are most difficult to reach.

