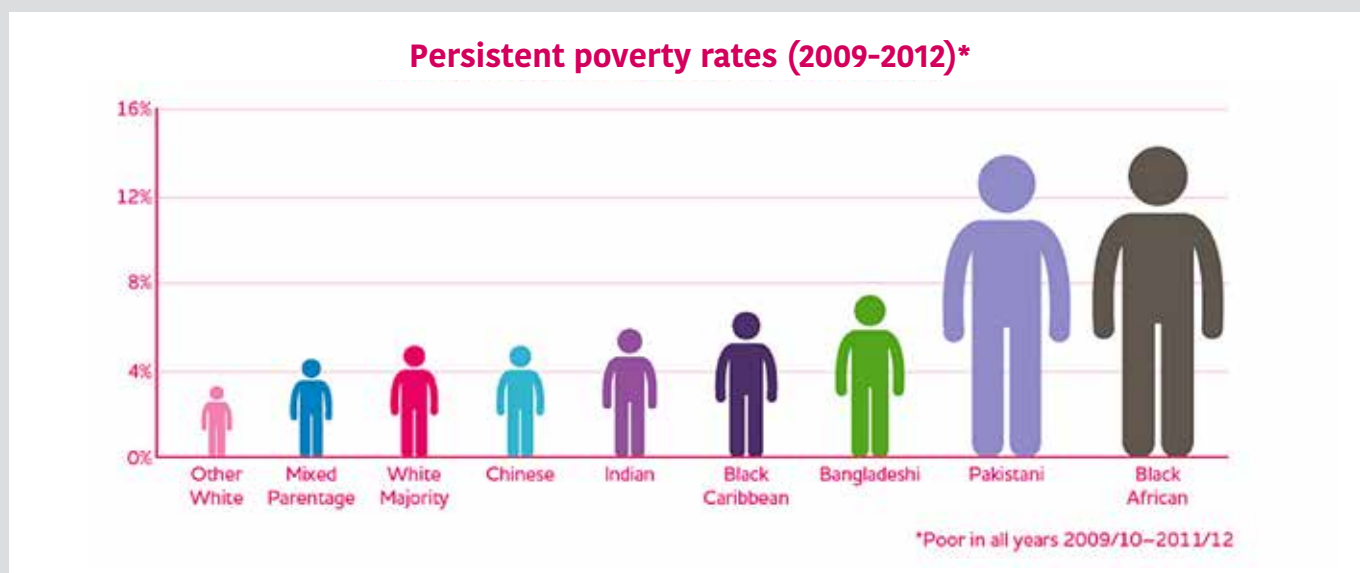


POVERTY & ETHNICITY DEMONSTRATION PROGRAMME

Reducing poverty across all ethnic groups in the UK



For more data and analysis of the links between poverty and ethnicity go to:
<http://www.jrf.org.uk/data/poverty-rate-ethnicity>

ETHNIC minority people in the UK are up to twice as likely to be in poverty as white British people.

As part of an in-depth research programme on poverty and ethnicity, Joseph Rowntree Foundation has commissioned four demonstration projects to explore practical ways of tackling poverty linked to ethnicity.

Between April 2016 and September 2018, the projects will test and evaluate models of helping ethnic minority individuals to move out of poverty, or the risk of poverty.

What are the demonstration projects doing?

THE programme ambition is to find practical ways to reduce poverty across all ethnic groups. The demonstration projects are testing this through the following actions:

- Creating quality jobs for low income mothers in Lambeth;
- Increasing ethnic minority entry into transport careers in London;
- Improving access to quality jobs for Harlesden residents;
- Driving business growth in Bradford.

Who is delivering the demonstration projects?



Women Like Us

Part of the Timewise Foundation, a social enterprise which aims to develop the part-time jobs market so that everyone can find work that fits with their other responsibilities.



The Mayor's Fund for London

A charity supporting young Londoners from disadvantaged backgrounds to acquire the skills and opportunities to move out of poverty or the risk of poverty.



Crisis Brent

Part of the national Crisis charity which supports homeless people and campaigns to end homelessness.



City of Bradford Metropolitan District Council

The fourth largest metropolitan district in England.

How will learning from the demonstration projects be shared?



Manufacturing employers at the poverty & ethnicity learning workshop in Bradford, September 2016

- Briefing papers (like this one), will highlight key findings. Two more are due later this year and one next year;
- A summary report of interim evaluation findings will be published in April 2017;
- Summary reports of final evaluation findings

will be published in April 2018 (when three of the four projects have completed) and September 2018 (when all four projects have completed);

- Regular learning workshops will explore the replicability and scalability of successful practices from the demonstration projects. We welcome participation in these workshops from all agencies with an interest in how to reduce poverty across all ethnic groups. Learning workshop themes in 2017 will include:

- How to encourage employers to take a pro-active approach to improving ethnic diversity in workforce recruitment and progression;
- How to develop collaborative, place-based approaches to tackling poverty across all ethnic groups;
- How to find and support people who are already in-work to progress into better quality employment.

What have we learned so far?

Learning points emerging from the demonstration projects include:

- Focusing interventions on a distinct geographic area encourages better ‘buy in’ from local stakeholders, including employers;
- Working with trusted individuals as intermediaries is proving an effective approach to engaging with communities that don’t use and don’t trust support services;
- Finding and supporting ‘champion employers’ encourages others in their sector to think about ethnic diversity;
- Many employers need support to think about ethnic diversity and to adopt new recruitment approaches to attract ethnic minority applicants;
- Integrating in-work support with housing and money advice is essential for helping vulnerable people in precarious employment to manage or avoid crisis situations;
- The demonstration project approach, particularly the self-evaluation and peer-learning elements, facilitates an iterative process of learning and development which encourages innovation and builds the confidence of projects and their partners to tackle the complexities of ethnicity-linked poverty.

JRF has appointed the Black Training and Enterprise Group (BTEG) as a strategic partner in this programme. BTEG is helping with project management, project-level evaluation, capturing and sharing learning from the programme and engaging policy and practitioner stakeholders.

CASE STUDY



Integrating in-work support with housing and money advice is essential for helping vulnerable people in precarious employment to manage or avoid crisis situations.

In February 2015, Sonia, a single mother with no work experience and limited English, was informed that her welfare benefit payments were being reduced. Desperately worried about

how she would manage, she heard about Crisis Brent through a friend and came for advice about finding a job. With support from a Crisis Brent Adviser, Sonia started her first job, as a cleaner, in December 2015. Although she then took on two more cleaning jobs, all were on zero-hour contracts, which was not a sustainable working pattern. Eventually, in September 2016, Sonia was delighted to secure a more stable position as a Café Assistant at Asda. But Sonia’s story does not end there.

People in low paid employment



have to manage their own, often complex, benefit arrangements. For Sonia this meant intensive support from

Crisis Brent to learn the IT skills needed to manage her benefits online. Just as Sonia was getting to grips with this, a new problem arose. Despite full communication with the local housing benefit office about her change of circumstances, Sonia was informed that there was an error in her housing benefit calculation

and her benefits were reduced to rectify their overpayment. This was in addition to the benefit cap reduction already made to her housing benefit.

Crisis Brent helped Sonia to manage her way through this financial crisis. Without this support, Sonia could easily have ended up in further debt

and possible homelessness.

Crisis Brent is continuing to provide in-work support to Sonia, not only the motivational support she needs to keep her job and seek promotion, but help to prevent her precarious situation from sliding into crisis for her and her children.

CASE STUDY



Many employers need support to think about ethnic diversity and to adopt new recruitment approaches to attract ethnic minority applicants.

Many employers recognise the business advantages of having an ethnically diverse workforce but not all are successfully achieving this. The Mayor's Fund for London is working with employers in the transport sector to develop recruitment approaches which reach the

under-used talent pool of ethnic minority young people.

The Mayor's Fund for London's job brokerage service Young London Working (YLW) works with over 70 community organisations across the capital. Through this network, employers can reach over 40,000 people who are either unemployed or underemployed. A significant proportion of this group is from ethnic minority groups, in some areas it can be as high as 90%. The YLW programme connects this diverse talent pool of candidates with employers who have had little success in generating a diverse range of applications through their existing recruitment methods.

The programme encourages employers to consider alternative selection processes;

for example, group based assessments facilitated by YLW where recruiting managers attend as assessors. Here, candidates who would be unlikely to get through the traditional initial 'paper-sift' of CVs are given the chance to showcase their skills in a comfortable environment, with many securing work and breaking out of the 'no experience, no job' dilemma faced by young people today.

Employers involved in the YLW programme have found that adopting alternative selection methods attracts a more ethnically diverse range of applicants. And in doing so, they have discovered a wealth of energy and talent just looking for the opportunity to showcase their skills.

FOR MORE INFORMATION

about the JRF poverty & ethnicity demonstration programme, or to register an interest in participating in any of the 2017 learning workshops, please contact Indra Pooran, indra@bteg.co.uk.