



# WORK ROUTES

Cambridge & Peterborough

Over 500 people supported into work!

**EVERY 15 MINUTES  
WE HELP SOMEONE  
INTO WORK**

**REED**  
IN PARTNERSHIP  
● ● ●



In partnership with  
  
Department for Work & Pensions



This programme is co-financed by the European Social Fund

# Work Routes helps long-term unemployed people start and sustain work.

It is a voluntary programme that tailors itself to meet the needs of local jobseekers.

We help people to overcome their barriers to work with a range of personal support available for up to a year.

By working collaboratively with a range of specialist local partners, we can reduce economic inactivity and support the people you know to change their lives for the better.

Refer someone at [workroutes.co.uk](https://workroutes.co.uk)



“All I ever asked for was a chance. Stepping into that Reed in Partnership office was life-changing.”

Shak

“Reed in Partnership were absolutely brilliant! It was all about doing the best for me and making sure I got what I wanted.”

Angela



## ELIGIBILITY

To be eligible for this Provision individuals must fall into one or more of these categories:

- Unemployed for at least 6 months or working less than 16 hours per week if claiming benefits.
- If less than 6 months unemployed, provision is accessible to individuals that have Basic Skills needs or more than one barrier to employment (barriers may include)
  - A lone parent;
  - An older worker (50+);
  - An ex offender;
  - Caring Responsibilities (including those returning to employment when caring responsibilities end);
  - Have physical disability or health condition, including Sensory Impairments;
  - Mental Health or Learning Disability
  - Drug/Alcohol dependency;
  - An ethnic minority;
  - Have low or no qualifications;
  - Language barrier (English not first language, etc.).

# OUR SUPPORT



## 1. Referral

You can refer people you think might benefit from our support using our online form at **workroutes.co.uk** or calling your local office. Participants are also able to self-refer using our website. Everyone referred is contacted within 48 hours. We introduce the programme, confirm eligibility and book them into an Initial Appointment.



## 2. Initial Appointment

One-to-one adviser support starts with a barrier diagnostic and skills and health assessments, where necessary.

We help participants complete a budget of calculation that shows the positive impact of work on their finances. A detailed action plan is created, based on the participant's needs, and they are booked into relevant training and future adviser appointments.



## 3. Personalised Support

We provide three levels of support with our service being tailored to each local area. Our service is tailored to each local area Work Routes is available in. Financial support is available for help with travel and interview and work clothing. Our service can also include:

### Participants furthest from employment

- Intensive one-to-one guidance
- Accredited and non-accredited training
- ESOL/literacy/numeracy/IT support
- Help with a range of other issues, including health conditions, substance misuse, housing, money management, life skills and community integration

### Participants closer to employment

- One-to-one careers support and guidance
- Training in interview skills, CV writing and application forms
- Accredited training for work, such as Health and Safety and Food Safety qualifications

- Access to work experience, trials and volunteering
- Character building training for improved confidence and motivation

### Participants ready for work

- Employment skills workshops
- Support job searching
- Access to our online portal for self-development
- Self-employment advice

Speak to your local team for details of the support available in your area.



## 4. Starting and sustaining work

All participants receive 26 weeks of in-work support, including weekly contact for the first four weeks of employment, regular support with career development and progression reviews.

## CONFIDENCE & MOTIVATION

Using techniques from behavioural science, our character traits training helps participants develop the six qualities most valued by employers. Our mindset training will also give them the right attitude and confidence for work.



“I feel the support has been brilliant. Before coming joining Work Routes I wasn't getting any feedback from employers.

“But since being on the programme, I have had a lot of interest from employers and interviews. I have now had an offer of employment, which has made me feel so emotional as I feel I can give something back.”

**Lillian, 54, Peterborough**

## MAKING A DIFFERENCE

### Case Study: Lillian's journey to work

Lillian, 54, from Peterborough had been claiming state benefits for 25 years. She felt isolated from the jobs market, lacked confidence and motivation, and was depressed following the passing of her daughter in 2016.

#### Making a difference

After her own unsuccessful job search, Lillian accessed Work Routes and met Christina Hider, her Employment Adviser, who would stay with her and support her throughout her journey into work.

Together they assessed Lillian's barriers to work and took measures to help her overcome these. Lillian was supported to access the services of mental health charity, MIND, and a local bereavement counsellor to help her deal with the death of her daughter.

They created a new CV and covering letter tailored to Lillian's skills, conducted extensive job search, discussed what would happen to Lillian's benefits once she entered employment, and practiced interview skills through a number of mock interviews.

Lillian soon landed an interview for a Cleaning Operative role at Peterborough City Hospital. She was offered the job soon after having aced her interview with her newly developed confidence and interview skills.

## OUR WORK



Our service has helped over **500** people to start working



**1,003** people have a new and improved CV



**397** people have improved their interview skills



**412** people have received financial support for travel



**126** people have received support to become self-employed



**211** people have been given financial help to buy interview clothing



Having a muscular disease has been a problem for me finding work, after attending one of the sessions with Addenbrooks, I changed my job focus and have got an Apprenticeship in their recruitment department of a hospital. ”

### Top employers:

Amazon

B&M

Blue Arrow

Cambridge University  
Hospital Trust

EDS

Marks & Spencer

Medirest

Ranstad

Tesco

### Top sectors:

Business Admin

Construction

Distribution & Warehousing

Education & Childcare

Engineering & Manufacturing,

Health & Social Care

Hospitality & Catering

Retail

### Common barriers:

Confidence

Criminal Record

Customising CVs

Effective Jobsearching

Housing Issues

Interview Skills

IT Skills

Managing a Health Condition

Mindset

## LOCAL PARTNERSHIPS



SPS training have run over 20 training courses on our premises which have included Employability Skills, Hospitality, Basic IT and Retail skills to help upskill our members.

With the support of SPS we have progressed over 100 members into employability training.



The local college has become a close training partner with Reed in Partnership, we have run CSCS courses to help our members get qualified.

We have also worked with CRC to build a sector-based work academy for local employers Amey.



Our local Job Centres have been great partners. Both relationship Managers Ana Sivelli and Paul Szyszko have helped build a strong rapport. Work Coaches have been signposting their customers onto our provision.

Since the launch of Work Routes, Job Centre Plus have been the highest referral partner.



We have built a strong relationship with the local probation service. This has allowed us to conduct outreach within the local prisons. Over 40 ex-offenders have been referred to Work Routes - 28% of whom have now started working.

## EMPLOYER PARTNERSHIPS



We have offered our training room and supported with the hospital's recruitment events. This has helped our members through the application process, of which over 10 have secured employment!

Addenbrooke's have also run apprenticeships out of which two of our members have now started onto.



Voyage Care are a specialist provider with over 25 years' experience, supporting individuals with complex needs across the UK.

Voyage Care have worked with our members to offer them work as residential carers. Over 5 of which have started work including a member who had not worked for over 10 years.



Amey are a leading supplier of consulting and infrastructure support services both in the UK and internationally.

Working with their environmental and Waste arm of their business in the borough we have collaborated to provide a Sector based work academy in conjunction with Cambridge Regional College. This is a new venture for Amey and hopefully a start of a productive relationship for us.



M&S have been a very strong partner for us. As well as offering job opportunities to our members, they have committed to practice interviewing candidates that have health conditions and learning difficulties to help them prepare for real interviews.

This is providing our members with invaluable feedback on how they can improve their interview skills.

# CELEBRATING SUCCESS



“ I had been out of work for over a year and wanted to return into retail. I'd had multiple interviews with little or no success. I received support with several mock interviews, as well as a chance to meet with M&S through Work Routes. I'm glad to say I was successful and have now been there for 3 months. ”

“ I had been out of work for 2 years and run up a debt of over £2,000. My confidence was very low. Work Routes asked me to attend an employability course and job searched with me. I was then successful in applying for a role with CITY FM where I have now been for 6 months. I've managed to pay off my loans and have just signed a work contract for more hours. ”

“ I had spent the last 10 years caring for my mum which meant that I had never worked since leaving school. I received advice around my CV, went on a employability course and applied for a job through Work Routes with Voyage care. I'm now there for 6 months! ”

## ABOUT US

**Reed in Partnership** provides public services to change people's lives for the better.

We have helped over 150,000 people into work to date.

As a public service provider, our mission is to be the partner of choice for developing people and their communities. We support individuals, businesses, families and communities to prosper – often under challenging circumstances. We focus on changing lives by increasing employment opportunities and improving skills

Find out more about us at [reedinpartnership.co.uk](http://reedinpartnership.co.uk)



## GET IN TOUCH WITH US



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

### Cambridge - Reed in Partnership

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Clifton Court, Cambridge CB1 7BN  
**01223 463325**

### Peterborough - Reed in Partnership

Midgate House, Midgate,  
Peterborough, PE1 1TN  
**01733 295884**

### Wisbech - Seetec

11-15 Church Mews, Wisbech,  
Cambridgeshire, PE13 1HL  
**01945 580499**

### Kings Lynn - Seetec

1st Floor, Bishops Lynn House, 18 Tuesday Market  
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### Bury St Edmunds - Seetec

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Suffolk, IP33 1BE  
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