

Withdrawn

This publication is withdrawn.

This publication is no longer current.

2013 Focus LA Led Pilots Monthly Update November 2012

Key Activities for November / December	
Evaluation Approach is being taken forward with each pilot. Finance Process agreed – all Local Authorities to profile expenditure (LA & DWP Backfill)	
Meetings for November / December	
Ministerial visit to Scottish Councils 22 November East Midlands Council meeting 29 November– includes presentations from Rushcliffe and West Lindsey Senior Steering Group – 10 December Caxton House	
This update is to support both internal and external communications in relation to the LA led pilots. If you have any queries relating to the pilots please send them to: LALED.PILOTS@DWP.GSI.GOV.UK	
Bath & North East Somerset Council	
Aims	The Bath and North East Somerset pilot is City focused and aims to reduce complexity and provide mediated support. It will provide face to face contact, identifying those customers most in need. This activity will complement the Customer Access Programme which is about delivering standard operating models using the web as the key delivery mechanism.
Update	A monthly steering group has been put in place to oversee the delivery of the pilot. An experienced project manager has been appointed and a project team has been assigned. A planning meeting supported by the LA pilot Relationship Manager was held on 8/11/12. An experienced JCP benefit expert has been seconded to work alongside the pilot team.
Birmingham City Council	
Aims	This will deliver increased channel shift to self service and reduced digital exclusion. The pilot will identify, through triage, the level of intervention required to help customers sustain and manage their finances and improve digital literacy and financial capability. It will also introduce an on line Digital Logbook which will be a personal account for individuals containing references to support services.
Update	Birmingham has already started their first phase of the pilot with the introduction of their letting suites (3 of 4 currently live) which provide council tenants with specialist help at the centres to access their services online. The addition of a BCC 'one account' from early 2013 via the BCC website, will become mandatory for all new customers.
London Borough of Lewisham	
Aims	The pilot will develop a model that assesses vulnerability and provides a face to face mechanism for providing intensive support where needed. It comprises 3 stages, design, delivery and evaluation and will develop a holistic approach bringing together advice on employment, housing, financial and digital inclusion. The aim is to complete assessment of individuals in the first three months of the delivery phase.
Update	Lewisham have provided a project plan and confirmed that project staff have been appointed and are working on the design phase of the project. A JCP secondee started on 6/11/12 and will be supporting

	design activity. Local governance is provided by a monthly steering group including the LA led pilot Relationship Manager, key LA stakeholders, a Housing Association representative and the JCP District Operations Manager.
Melton Borough Council	
Aims	There are two main focuses of the pilot at Melton, improving access to and take up of on line services for working age claimants including understanding and documenting the barriers faced by those who feel unable to self-serve or those who need to be supported to do so. A combination of customer insight, local authority and partner data will enable capture of customer journeys and behaviours to target and tailor effect plans to meet the needs of customers in specific groups. Secondly, the most vulnerable customers in the community will also be identified and supported towards becoming more financially independent and ready for work. This will be achieved by working closely with a small group on an in depth personal basis to try to deliver their specific individual needs. Partnership working is key to helping Melton achieve their aims, and they will integrate partner services wherever possible.
Update	The pilot has been mobilised and has a project manager and project team in place. It is strongly supported by a number of partners some of which are already located in the same building. Jobcentre Plus resource is heavily involved in delivering the pilot and providing advice to the local authority, a member of JCP staff operates from the council office two days per week. The pilot governance has been established and the first steering group meeting took place on 5 November. During November, Jobcentre Plus and Melton Borough Council will be asking claimants to participate in a short survey regarding on line access which will contribute to the customer insight data already held by the local authority and help them to better understand their customer base The first service to be delivered online has been identified as the new Council Tax Support scheme; a process is currently being designed to capture an early indication of those customers who have the ability and willingness to access services online.
North Dorset District Council	
Aims	The proposal is to work in specified rural areas to provide services from CAB, Spectrum the local housing provider, JCP, Credit Union to deliver Money advice, budgeting and employability support in a rural environment and to learn lessons about the most effective approaches to deliver positive outcomes for remote customers. This will deliver lessons around engagement with on line access in remote areas. The key focus of the proposals is a deprived ward in Blandford and a remote village.
Update	Pilot is progressing well, has a high level plan and profiled financials Admin coordinator has been recruited, job advert placed for CAB Welfare Adviser and for a further tranche of volunteers for Job Club. Money management training has been set up by Adult Learning and the first session takes place this week. These are 2 half day sessions and hence a "taster session" but accredited sessions will be on offer. Two communications sessions have taken place, one in Blandford and

	the other in Sturminster Newton with the audience in the former including landlords and tenants in the main and the latter being attended by volunteers as well as others
Oxford City Council	
Aims	The aim of the pilot is to identify customers who may be adversely impacted by the Benefit reforms and is primarily intended to assist claimants into work
Update	The monthly steering group including representatives for the County Council, JCP and the LA led pilot Relationship Manager, met for the first time in November. Oxford has appointed pilot project staff. A Benefit Manager at West Oxfordshire District Council has been appointed as Project Manager, and an internal appointee, with experience of dealing with benefit claimants at the Oxford contact centre, has taken the role of Project Officer. The Oxford pilot team are currently working out the optimum methodology for contacting claimants.
Rushcliffe Borough Council	
Aims	Rushcliffe aim to deliver an improved service to working age claimants by offering an integrated service through multi skilled front line advisers at their Community Services Centre in West Bridgford and a number of outreach locations throughout the borough. Local authority staff are already experts in council, housing and police matters and will work with partners, including Jobcentre Plus, to gain the skills and knowledge required to provide job broking services and advice, support claimants in accessing on line services and to offer advice on financial management. Partnership working will enable more enquiries to be resolved at the first point of contact and provision of self service terminals with mediated support where necessary, will move claimants towards independence.
Update	<p>A project manager and team is in place and working closely with partners to provide additional services from the Community Services Centre. The role of Jobcentre Plus is being defined and work is underway to identify suitable resource within Nottingham Station Street Jobcentre.</p> <p>Self service terminals were introduced into the Centre on 5 November and an adviser has been assigned to encourage and support claimants in use of the terminals. The project governance route has been established and the first steering group took place on 31 October, chaired by the Chief Executive, Allen Graham.</p> <p>The DWP LA Led Pilots team are working closely with Jobcentre Plus to better understand possible impacts of the local authority's proposal to improve customer services by offering a signing service for claimants from the Centre. This was initially accepted as an innovative part of the pilot but its delivery will be affected by a DWP initiative to pilot digital signing at Nottingham Station Street Jobcentre.</p>
West Lindsey District Council	
Aims	The Pilot is aimed at those on benefits to ensure that they are easily accessed, provided in an efficient way, allow for the discovery or prevention of fraud and ensure links with other service providers by providing a seamless process through the joint working of services

	provided by WLDC, JCP, Lincolnshire County Council, third sector partners and CAB.
Update	<p>Pilot is still in set up phase but has high level plan and working on a more detailed implementation plan.</p> <p>Admin support has been recruited and is now in place A phased approach is planned with go live anticipated for 17 December. For the first phase an additional 3 PCs will be available in Guildhall from 21/11. HB Online form will be ready mid December to allow the first customers to go through this process before Christmas LA anticipate that there will be JCP staff on board by go live or earlier but agreement is still needed</p>
Dumfries & Galloway Council	
Aims	<p>The authority recognises that there is presently very little in terms of services for Housing Benefit and Council tax online. A survey conducted by the authority 18 months ago concluded that only 2% of users wanted on-line access to services.</p> <p>The LA will look to change tenant behaviour and develop evaluation to monitor the impact. Broadband access is around 42% for the area, RSL's, CAB and other partners such as Women's Aid will encourage access. They recognise they are at an early stage for setting up digital by default but will pursue a system of self service. This is a channel shift rather than more resource.</p>
Update	<p>Pilot start date 15/11/12 which initially is to increase digital inclusion through promotion of on line HB form then moving to employability phase in Jan 2013. Initially libraries will be used to promote digital literacy. Detailed implementation plans for both phases in place. Steering group formed with first meeting 12/11/12. LA profiling expenditure and meeting to be arranged to discuss evaluation.</p>
North Lanarkshire Council	
Aims	<p>The intention is to target around 6,000-7,000 council tenants who will be affected by the new "under occupancy" rules and look at those that have the worst financial impact.</p> <p>There is a clear recognition that the people being targeted have the highest levels of poverty and poor levels of tenancy sustainment. Many live in workless households where there is generational worklessness. The advice they intend to offer will be based on individual needs, not just welfare changes, and will include information and advice around returning to work.</p> <p>The intention is to set up a new system which will compare council rents to information on under occupancy and use data such as birthdays (eg, someone about to reach 18) to enable early intervention to be initiated especially with the vulnerable. Housing and Social work will provide a conduit to direct customers to a range of services based on their individual needs (including employment and advice services). Historically Housing Benefit services have sat alone but this pilot will provide links to other services.</p>
Update	<p>Pilot start date 12/11/12 with intention to target council tenants who will be affected by benefit cap and under occupancy. Approx 7000 tenants fall into scope. Financial advice will be offered; claimants will be encouraged to access services digitally to further LA channel shift policy and referrals to employability team available.</p>

	Detailed Implementation plans in place, steering group formed, LA currently profiling expenditure and meeting arranged 20/11/12 to discuss evaluation criteria.
West Dunbartonshire Council	
Aims	The key focus of the pilot is to evaluate the delivery of a new service called Working 4U . The proposal is to fund additional evaluation, specifically to focus on the "customer experience". This evaluation will look at how customers are benefiting from the pilot in terms of the cultural change and getting them ready for the introduction of Universal Credit
Update	Pilot start date 12/11/12 which is an evaluation of existing Working 4U project. Current pilot incorporates digital training, money advice and employability/skills referrals. Expected to cover 650 customers. Detailed implementation plan in place, steering group formed, LA profiling expenditure, meeting arranged 16/11/12 to discuss evaluation criteria.
Caerphilly County Borough Council	
Aims	The overall aim of the pilot is to reduce the need for mediated support for claimants through increasing their awareness of the move to Universal Credit and capacity to self serve via greater access to digital services and access to work. The pilot will also explore the viability and efficacy of enhancing support available to help citizens make claims within their communities (eg, in local libraries) and from agencies other than the Council, such as Registered Social Landlords
Update	Relevant project staff have been appointed into their roles and will take up post by 30 th November. A meeting was held on 20 th November with Caerphilly to obtain their up-to-date position and share some initial information around evaluation. A further telekit will be called with newly appointed project staff in early December, to give them an update on the pilots and how we can assist moving forward
Newport City Council	
Aims	The key focus is to greatly increase the number of customers accessing services via non-mediated channels, and will support their activity with an aggressive marketing/publicity campaign. They recently introduced their Information Station where they have co-located their face-to-face services, including partner organisations eg, JCP, CAB, and RSL's. These partners are keen to be involved in the pilot and extend their service to further support work service activities and financial inclusion. They will mobilise Customer Service Officers into their Information Stations to encourage customers away from face-to-face and onto self serve machines.
Update	Detailed plans and foundations are already in place for a phased implementation. The first Steering Group meeting took place on 22 nd November and was attended by 3 rd parties, council areas and DWP/JCP. Newport demonstrated some of the initiatives that they are introducing for Digital Inclusion and will provide further updates over the next few weeks on their advertising campaigns. Next Steering Group in January 2013.