

# New employment programme launched to support families in North and East London

**8 February 2017**

Serco's Employment, Skills & Enterprise business has launched a new programme on behalf of the Department for Work and Pensions (DWP), aimed at supporting individuals facing multiple and complex family issues to move into sustained employment.

Serco has been selected by the DWP to manage the three-year programme – named Inspiring Families – across ten local authorities in North and East London. Serco will deliver the programme through a network of expert partners.

Local private and third sector providers will help individuals become job ready through support with job searches, applications and interviews, as well as personal coaching to build motivation and confidence – all while taking into account personal and family circumstances.

Serco has also partnered with two national charities to help participants requiring specialist support. The Centre for Mental Health will provide mental health support and the Prison Advice and Care Trust (PACT) will offer tailored advice for ex-offenders.

A further partnership with the University of Warwick will see the university carry out research with participants, to help Serco continually improve the programme.

The programme, which is funded by the European Social Fund, will be delivered in close collaboration with the Local Authorities, the Department for Communities and Local Government, and other local services in Haringey, Hackney, Enfield, Waltham Forest, Redbridge, Tower Hamlets, Newham, Greenwich, Barking & Dagenham and Havering.

The programme is voluntary for eligible individuals to join. To qualify, they must be unemployed or inactive in a family where there are multiple and complex barriers to work including one or more of the following:

- Parents and/or children with a range of health problems
- Families affected by domestic violence and abuse
- Children whose attendance at school has caused concern with school or other agencies
- Children who are identified as in need or are subject to a Child Protection Plan
- Parents and/or children involved in crime or anti-social behaviour

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Gareth Moss, Serco's Director for Employment, Skills and Enterprise, said: "The Inspiring Families programme is a fantastic opportunity for people with disadvantaged backgrounds to get the right tailored support to move into employment. It's a great example of integrating a number of agencies to provide a holistic service tackling family issues and offering support that is truly tailored to participants' needs.

"I am delighted that Serco has been selected by DWP to manage the programme in partnership with Local Authorities in North and East London. We have supported over 75,000 individuals since 2010 to transform their lives through a range of employability programmes, and we'll draw on that experience to provide our participants with the best possible personal support."

Individuals living in North and East London can contact Serco on [employment@serco.com](mailto:employment@serco.com) for more details and to find out if they are eligible for support through the Inspiring Families programme.

**Ends**

**For more information, please contact:**

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## Notes to editors

### About Serco

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### About the funding

The project is receiving up to £5.6m of funding from the European Social Fund as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England. The Department for Work and Pensions (and in London the intermediate body Greater London Authority) is the Managing Authority for the England European Social Fund programme. Established by the European Union, the European Social Fund helps local areas stimulate their economic development by investing in projects which will support skills development, employment and job creation, social inclusion and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>.

