

One day conference
Thursday 12 June 2014
Austin Court, Birmingham

NATIONAL
HOUSING
FEDERATION

Housing and Employment Conference

Working together



Conference guide

In association with

ersa
Employment Related
Services Association

Housing and Employment Conference

Dear Delegate,

On behalf of the National Housing Federation, I would like to welcome you to the Housing and Employment Conference.

The programme has been designed to offer you the chance to interact with fellow professionals and gain from their knowledge, so I hope you will take the opportunity to exchange ideas with your peers. To get maximum value from the day, please read the 'Participation and Interactivity' section in this pack. This will help you define objectives and establish the points you would like to see addressed.

Presentations will be made available to download after the conference. You will be notified by email when they are available.

We also **invite you to take part in our online delegate survey**. It would be very much appreciated if you could complete the survey to ensure that our conferences meet your expectations in the future.

Inside this pack you will find:

- programme
- speaker biographies
- how to participate and interact
- delegate information

If you have any questions or would like to discuss your ideas for future conferences, please feel free to contact a member of the Federation team at the registration desk today, who would love to hear your feedback and suggestions.

Finally, I would like to extend a warm thank you to our speakers and chairs for their participation in today's event.

I hope you enjoy the event

Emma Harrison

Conference Organiser



This is a joint event between the National Housing Federation and the Employment Related Services Association (ERSA)

Online delegate feedback survey

Please take time to complete our online feedback questionnaire. You will be sent an email with information on how to access the survey directly after the event or you can use the QR Reader on your Smartphone to access it.

Alternatively you can type this link into your browser:

<https://www.surveymonkey.com/s/HE0614>

You can access this survey from **16:30** on **Thursday 12 June**



Programme

08:45 Registration and refreshments
Location: Waterside Room

09:30 Welcome and introduction
Location: Kingston Theatre

Stuart Ropke, Assistant Director, Policy and Research, National Housing Federation

09:45 Keynote address

Location: Kingston Theatre

The DWP will outline the department's priorities and their vision for the increasing role that housing associations can play in supporting more people into work.

Pete Searle, Strategy Director, DWP

Chair: **Kirsty McHugh**, Chief Executive, ERSA

10:30 Housing and employment – collaboration for greater social impact

Location: Kingston Theatre

Housing and employment providers both operate in the social sector and often share goals and targets. Whilst drivers may be different, a shared approach to those goals is crucial. Hear from our expert panel to learn what is working in action now, and the opportunities for a shared social sectoral approach to housing and employment services in the future.

Mark Fisher, Director of Social Justice, DWP

Sinéad Butters, Chief Executive, Aspire Group

Chair: **Brendan Sarsfield**, Chief Executive, Family Mosaic

11:15 Networking refreshment break
Location: Waterside Room

11:45 Breakout sessions

Our morning breakouts focus on inspiring case studies, ideas for new partnerships and takeaway plans to enhance or increase your housing and employment/skills offer.

B1: Working with the Work Programme

Location: Crompton Room

With the halfway point in the Work Programme contracts now reached, this session will be an opportunity to look at what lessons have been learnt by housing associations who have engaged with the Work Programme so far, and their key recommendations for organisations looking to engage in both current and future welfare to work programmes.

James Walsh, Chief Operating Officer, Steps to Work

Victoria Whittle, Head of Ready2Work, Affinity Sutton

Chair: **Steve Swan**, Welfare to Work Director, Tomorrow's People and Vice Chair, ERSA

B2: Work experience that works – an alternative pathway to employment support for residents

Location: Kingston Theatre

High quality work experience is an essential step for some jobseekers who are not ready to move straight into employment. This session will look at the role of work experience in employment support and how housing associations can improve the availability of good quality work experience to their residents.

Stephen Jeffrey, Chair, Fair Train and Chief Executive, London Learning Consortium

Anne Willmot, Campaign Director, Work Inclusion, Business in the Community

Chair: **Kate Shone**, Chair, GUAC Consortium

Continuing Professional Development (CPD)

To find out more about the CPD Certification Service call **020 8840 4383**, email info@cpduk.co.uk or visit www.cdpuke.co.uk. Attendance certificates and self-assessment forms are available at the registration desk

Programme

B3: Disability and employment support – what's working?

Location: Faraday Room

While the gap in employment rates between those with a disability and those without is narrowing, it is still far too big. This session will look at the work taking place by providers and government to offer the best employment support possible to people with disabilities.

Liz Armstrong, Chief Executive, Advanced Personnel Management (APM) and Chair, ERSA Disability Employment Forum

Liz Cole, Head of Disability Employment Analysis, DWP

Jacqui Hansbro, Policy Advisor, Disability and Health Employment Strategy, DWP

Chair: **Scott Parkin**, Director of Employment, Advance Housing and Support

12:45 Networking lunch
Location: Waterside Room

13:10 Employment and behaviour change

13:35 Lunch and learn workshop

Location: Faraday Room

67% of people who have participated in a Working with Initiative programme over the last three years have secured sustainable work using their own initiative. Join this lunch and learn workshop to hear about the key factors that led to this outcome.

David Lett, Director, New Meaning

13:45 Welfare Reform and sanctions – the effect of change

Location: Kingston Theatre

We have seen an array of changes to the benefit system, including increasing mandation and sanctioning of jobseekers. This session will examine the new system and look at how this will affect residents, housing associations and employment providers.

David Shaw, Strategy Labour Market, DWP

Imran Hussain, Head of Policy, Rights and Advocacy, Child Poverty Action Group

Chair: **Maeve McGoldrick**, Director of Policy and Communications, ERSA

14:30 Breakout sessions

The afternoon breakouts focus on programmes in development, emerging partnerships and future ideas for harnessing housing and employment programmes together.

B4: Housing and LEPs – partnerships for residents

Location: Crompton Room

Creating unified cohesive local services is crucial in offering the best support for residents and ensuring value for money. This session will look at how the housing and LEP networks are seeking to join up their services for the benefits of residents.

Duncan Breckell, Employment and Skills Manager, Spectrum Housing Group

Lorna Gibbons, Director, Dorset LEP

Chair: **Jitinder Takhar**, Group Business Development Director, Spectrum Housing

B5: What counts? Measuring the impact of housing in employment and skills

Location: Kingston Theatre

As we see increasing numbers of payment by results contracts being used by government, quantifying how effective organisations are becomes imperative, as providers will only use interventions that are proven to work. This session will look at ways of measuring the true impact of employment and skills in the housing sector.

Steve Russell, Research Manager, Midland Heart

Gail Walters, Head of Community Engagement, Midland Heart

Phil Miles, Director of Regeneration and Communities, Affinity Sutton

Programme

Chair: **George Selmer**, Contract Director, Welfare to Work, G4S

B6: Employer ownership of skills in action

Location: Faraday Room

Employer ownership is a leading policy direction popular across the political spectrum, and housing should be well placed to take advantage of the opportunities this can offer. Hear from some of the latest employment and skills projects in action, what these mean for the future, and learn how you can get involved.

Tim Edwards, Director of Regeneration, Aspire Housing

Chair: **Catherine Hinton**, Talent Management and Higher Level Skills, Asset Skills

15:30 Networking refreshment break
Location: Waterside Room

16:00 **Looking forward – the future of housing and employment**

Location: Kingston Theatre

Panellists will discuss their vision for the future of housing and employment.

Chris Peel, Managing Director, Rehab JobFit

Jitinder Takhar, Group Business Development Director, Spectrum Housing

Chair: **Kirsty McHugh**, Chief Executive, ERSA

16:45 Conference close

My Home Energy

SWIT



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Help your tenants cut their energy bills

My Home Energy Switch is an energy supply service from the National Housing Federation to help tenants reduce their energy bills. This service is completely free and impartial.

How does it work?

All tenants need to do is call **0800 0014 706** or go to **www.myhomeenergyswitch.org.uk** with their postcode and a current energy bill. The My Home Energy Switch team will do the rest.

Contact our team today to find out more on **0800 0014 706** or visit **www.myhomeenergyswitch.org.uk**

Speaker biographies

Liz Armstrong, Chief Executive, Advanced Personnel Management (APM) and Chair, ERSA Disability Employment Forum

Liz is the chief executive of Advanced Personnel Management UK, an Australian owned company delivering welfare to work programmes across Australia, New Zealand and the UK. Liz is chair for the Employment Related Services Association Disability Employment Forum and has over 20 years' experience in the welfare to work sector.

Duncan Brecknell, Employment and Skills Manager, Spectrum Housing Group

Duncan has over 10 years' HR experience across public, private and third sector. He leads the employment and skills agenda at Spectrum, one of the founding members of Give Us A Chance Consortium. He is also South West regional chair of the Federation's National Employment and Skills Network and an active member of the Worklessness sub group of Dorset Employment and Skills Board.

Sinéad Butters, Chief Executive, Aspire Group

Sinéad has been chief executive of Aspire Group and its founder social landlord Aspire Housing since 2006. Under her leadership the Aspire Group set up a social enterprise arm and has trebled the size of its training company PM Training, which supports young people into apprenticeships. She joined Aspire when it was created as a stock transfer landlord in 2000 and remains motivated by the desire to tackle deprivation and enable customers to achieve their potential. She sees Aspire as a resource for the community that provides housing, training, learning and environmental services. Sinéad is a board member of the Federation and chair of its audit and risk committee.

Liz Cole, Head of Disability Employment Analysis, DWP

Liz heads the Disability Employment Analysis team at the DWP. She has over 10 years' experience working as a central government analyst, including leading the Department's research programme on labour market programmes.

Tim Edwards, Director of Regeneration, Aspire Housing

Tim is a member of the Enterprising Futures executive team, the social enterprise arm of Aspire, lead for the groups employment and skills strategy and is chairing the national project of the Apprenticeship Trailblazer for Housing.

Mark Fisher, Director of Social Justice, DWP

Mark became DWP's social justice director in 2011. He is responsible for delivering on the Government's agenda for social justice. Prior to this appointment Mark was jobseekers and skills director in the DWP, responsible for the DWP's regime for unemployed people and for driving the integration of DWP services with skills training. Mark has worked previously in the Benefits Agency, as HR director of the DSS Group, and as a board director of

Jobcentre Plus. More recently he has been chief executive of the Sector Skills Development Agency. Mark has been a director of Working Links (Employment), and an advisor for the Prince's Trust Team programme.

Lorna Gibbons, Director, Dorset LEP

Lorna is director of the Dorset LEP and trustee on the board of Centre for Local Economic Strategies. Prior to this this Lorna ran The LEP Network at the British Chambers of Commerce and was senior economic development officer at the Borough of Poole. Previously Lorna worked for Yorkshire Forward, the South West RDA, an EEDA-funded project and for the South West Observatory.

Jacqui Hansbro, Policy Advisor, Disability and Health Employment Strategy, DWP

Jacqui is currently working on the Disability and Health Employment Strategy. She has over 20 years' experience of working for different government departments mainly in analytical roles and more recently as a policy advisor.

Imran Hussain, Head of Policy, Rights and Advocacy, Child Poverty Action Group

Child Poverty Action Group, with offices in London and Glasgow, campaigns to end child poverty and publishes the authoritative handbooks on the welfare benefits and tax credits systems for expert and non-expert advisers. Imran is responsible for CPAG's influencing and welfare rights activities. Current projects include an advice service at a foodbank, a new service for advisers who want to know more about local welfare assistance schemes and influencing the next child poverty strategy.

Stephen Jeffrey, Chair, Fair Train and Chief Executive, London Learning Consortium

Stephen established the London Learning Consortium (LLC) in 2005. Through Stephen's leadership as chief executive, LLC is now one of the UK's leading third sector skills Consortia. In 2009 he co-founded a National Third Sector Consortium (3SC) on which he serves as a board member. Stephen co-founded Fair Train in 2010, a new national Employer Workforce and Apprenticeship infrastructural organisation which he leads as chair. In 2013, he also co-founded the London Learning Foundation. Prior to this, Stephen was invited to join the board of Social Firms South East serving as director and chairman and has been at the forefront of social business development and contracted service delivery management at a senior and national level for both NACRO and RNIB.

David Lett, Director, New Meaning

David is a psychologist who has focused on researching, promoting and enabling individuals to take the initiative and earn their own living. He has helped pioneer the New Meaning Working with Initiative programme; which has enabled 67% of those attending the programme to secure sustainable work.

Speaker biographies

Phil Miles, Director of Regeneration and Communities, Affinity Sutton

Affinity Sutton is one of the UK's largest social landlords with 57,000 properties in 120 local authorities and run one of the largest housing association-led employment and training programmes in the country. This year they supported 800 unemployed people into work and continued to successfully deliver a large work programme sub-contract.

Chris Peel, Managing Director, Rehab JobFit

As managing director of JobFit, Chris is responsible for the leadership and development of the organisation, an innovative joint-venture between the Rehab Group and Interserve which was launched in 2011 to tackle long-term unemployment. With over 10 years' experience of managing front-line services, he has specialised in designing and delivering new solutions to maximise socio-economic impact, including Welfare-to-Work provision, the personalisation of social care, community health, social welfare advice services and financial inclusion. In addition, Chris is also a trustee at Aspire. As part of his role at Aspire, Chris is an active member of their housing committee, advising the charity on the development of their housing services, working closely with the housing association sector in developing 100 adapted properties nationally and supporting the housing needs of its beneficiaries.

Steve Russell, Research Manager, Midland Heart

Steve has more than 10 years' experience in leading research projects across a range of sectors, including care, housing, crime and the economy. Steve's research specialisms cover customer insight, geographical information systems, business analytics, data integrity and asset intelligence. Over the past few years Steve has focused on developing Midland Heart's approach to measuring impact. Putting theory into practice, his team evaluated Midland Heart's innovative Back on Track apprentice programme, building a bespoke social cost-benefit model to assess impact.

Pete Searle, Strategy Director, DWP

Biography not available.

David Shaw, Strategy Labour Market, DWP

Biography not available.

Jitinder Takhar, Group Business Development Director, Spectrum Housing

Jitinder has worked in housing for over 20 years, joining Spectrum in 2003 as development director, managing the team through four HCA bid rounds. Since 2008 Jitinder has revitalised the organisation's student business as well as leading on Spectrum's new engagement with open market sale and rent housing options.

James Walsh, Chief Operating Officer, Steps to Work

Having spent the last 10 years working in both welfare to work and social housing sectors, James is hugely passionate people discovering their true potential and achieving their ambitions. Steps to Work have helped almost 30,000 people into work by creating positive relationships with customers and employers. James has also worked for Bromford and Circle Housing groups on community regeneration, financial inclusion and employability as well as Working Links and Work Directions on DWP commissioned contracts. James is committed to tackling social and economic exclusion by linking up contracts and providers to deliver more efficient and effective public services. Particularly through the social housing and employment related support sectors to show that the housing offer is more than bricks and mortar. If delivered in the right way the housing and employability offer can also open doors to opportunities and social mobility for the whole family.

Gail Walters, Head of Community Engagement, Midland Heart

Gail is responsible for all work relating to tenant engagement, social regeneration and employment and skills. She leads the ground breaking Back on Track apprenticeship programme working with the most marginalised young people.

Victoria Whittle, Head of Ready2Work, Affinity Sutton

Victoria heads Ready2Work, the employment and training team for Affinity Sutton, one of the UK's largest social landlords with 57,000 properties, nationwide. This year they supported 2,750 into training, 35 business start ups and 800 unemployed people into work, 207 through their successful delivery of a work programme sub-contract.

Anne Willmot, Campaign Director, Work Inclusion, Business in the Community

Prior to joining Business in the Community (BITC) Anne spent 15 years at Boots where she held a variety of commercial roles at their head office specialising in supply chain and operations management. She managed BITC's education and employability programmes in the East Midlands including business action on homelessness for five years engaging business to tackle disadvantage. In 2006, she moved to the BAOH national team and is now the campaign director for Business in the Community's Work Inclusion Campaign. She is a director and trustee of Springs Nottingham a charity providing learning and therapeutic activities for adults with learning difficulties especially those on the autistic spectrum.

Participation and interactivity

The National Housing Federation strives to produce events that maximise our delegates' objectives – whether that's networking, gaining practical or tangible learnings or inspiration for taking a particular strategy forward. To ensure that you extract the maximum value from the day, we would encourage you to get involved as much as possible to shape your learning experience.

Be vocal

We have built in a number of opportunities for you to put questions to our speakers so don't hesitate to put your hand up during the Q&A.

Get chatting

Some of the most lucrative and valuable relationships have been made through event networking on-site. Speaking to your peers provides an unrivalled opportunity to make contacts, share best practice or simply bounce ideas off one another. We have built in a number of networking breaks throughout the day and we encourage you to make the most of them. If there is anyone in particular you wish to meet, please make this known to one of the conference staff and we will endeavour to facilitate this.

Make your experience your own.

Delegate information

Conference survey

Your feedback is invaluable to us. Please take the time to complete the delegate survey, which will be emailed to you after the event.

Refreshments and lunch

All refreshments and lunch will be served in the Waterside Room. If you have advised us of any special dietary requirements, please contact a member of venue staff.

Name badges

You will have been given a name badge upon registration. For security reasons, and as a courtesy to other delegates, please ensure that you wear it at all times.

Mobile phones

Delegates are reminded that mobile phones must be switched off during all conference sessions

Emergency procedure

In the event of an emergency, delegates should make their way quickly and calmly to the nearest exit without collecting their belongings. In the event of an emergency procedure or evacuation delegates should follow the guidance and instructions of the venue staff, and subsequently, the emergency services (if applicable).

Security and personal belongings

We advise that you keep your valuables in the cloakroom facility or with you at all times. We ask you to mark your conference documentation with your name so we are able to return them to you if lost. We regret that neither the Federation nor the venue can be held responsible for loss or damage to property.

Keep in touch

To keep in touch with forthcoming Federation conferences and events visit www.housing.org.uk. Why not register for the Members' only area at the same time to receive e-briefings and e-bulletins of your choice? For telephone enquiries, please contact a member of the Federation's Business Sales and Support Team on **020 7067 1066**.

Disclaimer

This programme is correct at the time of going to press. In the event of one or more of the advertised speakers being unable to attend, for reasons beyond the control of the conference organisers, we reserve the right to make alterations or substitutions to the programme as deemed fit. All timings are provisional and may be subject to change. Views expressed by speakers are their own. The National Housing Federation disclaims any liability for advice given or views expressed by any speaker at the event or in notes or documentation provided to delegates.

Presentations

Help us to protect the environment – download speaker presentations from our website.

The National Housing Federation is fully committed to reducing our impact on the environment and engendering the same approach from our members and the wider social housing sector. We therefore do not produce presentation materials for our delegates. Presentations will be uploaded within seven days of the conference to www.housing.org.uk/events and they will be available for three months.

Notes

A series of horizontal dotted lines for taking notes.

The National Housing Federation is the voice of affordable housing in England. We believe that everyone should have the home they need at a price they can afford. That's why we represent the work of housing associations and campaign for better housing.

**NATIONAL
HOUSING
FEDERATION**

Our members provide two and a half million homes for more than five million people. And each year they invest in a diverse range of neighbourhood projects that help create strong, vibrant communities.

Forthcoming events 2014

- 3 July **Care and Support Conference and Exhibition North**, Renaissance Hotel, Manchester
- 17 – 19 September **Annual Conference and Social Housing Exhibition**, ICC, Birmingham
- 5 November **Conference and Exhibition for Smaller Housing Associations**, Inmarsat, London

For a brochure on any of these events visit www.housing.org.uk/events or email marketing@housing.org.uk stating the conference name and we will send you information.

For details of all our forthcoming events and for the latest news and policy updates visit the National Housing Federation's website www.housing.org.uk



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