

**Southend-on-Sea's Action Plan for dealing with the impact of Welfare Reform**

Pledge	Actions	Person responsible	Timescale	Monitoring	Outcomes
<p>1. Produce a flow chart, mapping all current financial support given by the Local Authority, to identify any opportunities to merge financial assessments from the mapping exercise.</p>	<ul style="list-style-type: none"> <li>• Email all Group Managers for information on support their teams offer and the qualifying criteria, systems used and verification process</li> <li>• Collate responses within each Directorate</li> <li>• Map existing or possible synergies between schemes</li> <li>• Link or merge assessment teams and apply best practice processes across all teams</li> </ul>	<p>Initial Lead Veronica Dewsbury Alternative leads identified as the teams involved are identified</p>	<p>Project launch in July 2014 and completion date confirmed following completion of Action 1 in August 2014</p>		<p>Clearer access to support for customers</p> <p>Clear map of all support given to households</p> <p>Identification of duplicate support</p> <p>Rationalisation of application, eligibility processes and systems</p>

<p>2. Work with the Job Centre Plus Network Group to identify gaps in local support for jobseekers and map the various training opportunities within the charitable and voluntary sectors to increase take up and positive resulting outcomes</p>	<ul style="list-style-type: none"> <li>• JCP to supply workflow for claiming JSA</li> <li>• Benefits Team to email all stakeholders in voluntary and charitable sectors asking for details of all courses and work experience programmes they currently run</li> <li>• Meet with regional manager of JCP to discuss which schemes can be included in their return to work programme</li> <li>• Agree success measurements</li> <li>• Put in a joint bid for additional DWP funding under the Local Support Services Framework</li> <li>• Pilot digital inclusion and financial advice with South Essex Homes, JCP and</li> </ul>	<p>Veronica Dewsbury Ronke Abass (JCP) Stuart Long (SEH)</p>	<p>Launch September 2014  Complete September 2015</p>		<p>Improved communication and use of resource between LA JCP and other stakeholders</p> <p>Decrease in the number of residents on JSA</p> <p>Pilot project with SHE tenants to get residents on line and improve their employability. Over 2,000 tenants involved</p>
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	<p>the Council</p> <ul style="list-style-type: none"> <li>Extend the pilot to other tenancies in the most deprived wards</li> </ul>				
3. Deliver support to charitable and voluntary sector workers to enable them to assist residents in meeting JobCentre Plus (JCP) Conditionality Requirements.	<ul style="list-style-type: none"> <li>Develop a partnership agreement with JCP</li> <li>Set up awareness sessions led by JCP</li> <li>Invite all charitable and voluntary leads to sessions</li> <li>Develop crib sheets covering the main reasons for sanctions and how to avoid them</li> </ul>	<p>Ronke Abass JCP</p> <p>Sian Hines SBC</p>	<p>Initiative to start in September 2014 with complete roll out to all sectors by January 2015</p>		<p>Reduction of the number of sanctions applied to Southend residents</p>
4. Increasing awareness of SBC staff (e.g. benefits staff, contact centre staff) on where people can go for help if they have benefit sanctions etc.	<ul style="list-style-type: none"> <li>Design appropriate course</li> <li>Deliver to all relevant staff</li> <li>Arrange refresh training on an annual basis</li> </ul>	<p>Tracey Nicola</p>	<p>Course designed by October 2014</p> <p>Initial training rolled out by March 2015</p>		<p>Better health and well being for residents who have been sanctioned</p>
5. Assess the effectiveness of the support provided by the Essential Living Fund team; consider	<ul style="list-style-type: none"> <li>Complete evaluation of the current scheme</li> <li>Social impact</li> </ul>	<p>Veronica Dewsbury</p> <p>Lorraine Goldsmith</p> <p>Nicola O'keefe</p>	<p>Evaluation begins May 2014</p> <p>Full report on the social and financial</p>		<p>Best use of ELF scheme</p> <p>Reducing financial hardship</p>

<p>funding arrangements to identify potential future savings delivered through the scheme.</p>	<p>assessment</p> <ul style="list-style-type: none"> <li>• Financial impact assessment</li> <li>• Build links for support to other projects such as homelessness strategy</li> </ul>		<p>impacts delivered October 2015</p> <p>Links to other projects to be developed from May 2014 to March 2015</p>		<p>Enabling people to remain or return to the local community</p> <p>Raising individual independence</p>
<p>6. To work with SEPT and others to ensure that identified links between housing, mental health, substance abuse and poverty are addressed together rather than in isolation, ensuring there are sufficient resources and capacity to deal with the issues.</p>	<ul style="list-style-type: none"> <li>• Identify relevant members of project team</li> <li>• Agree terms of reference</li> <li>• Develop project plan</li> </ul>	Andrea Atherton	To be agreed	To be developed	To be agreed
<p>7. Explore with Health Commissioners and SEPT to identify potential joint preventative initiatives across different groups.</p>	As 6.				
<p>8. Explore the barriers to information sharing &amp; communication between agencies to enhance support.</p>	<ul style="list-style-type: none"> <li>• An Essex wide data sharing protocol to be developed</li> <li>• Work with DWP and the</li> </ul>	Simon Leftley to nominate lead	To be confirmed		To be agreed

	information commissioners office to agree protocol between NHS and LA				
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