

Manchester, North West England, UK



Motiv8

Keyword(s):

Labour market and VET, disadvantaged groups of learners, career guidance, confidence building, local and regional development



Introduction

Motiv8, a project delivered by a partnership of social housing providers, led by Jigsaw Group, works with the most disadvantaged and vulnerable residents in Greater Manchester to help them overcome deep-rooted barriers to employment. The project won a Festival of Learning award in 2020.

Framed by Greater Manchester's Local Economic Partnership priorities, Motiv8 tackles issues of low levels of employment, low income, and poor health outcomes, moving the most marginalised groups towards economic activity. They support those facing a range of multiple complex challenges including physical and mental health conditions, domestic abuse, homelessness and substance dependence

The programme provides a unique, collective offer of support and learning opportunities from a wide-range of specialist partners such as Shelter, Challenge 4 Change and Wai Yin.

Through a personalised action plan, they empower residents to overcome the individual issues they face. These action plans can include a range of learning opportunities, for example ESOL classes, fork lift truck driving and NVQ qualifications. Crucially, the learning often also includes life skills such as budgeting, time-keeping, self-care and courses to improve self-esteem and build confidence.

A short film about the project is available here:

https://www.youtube.com/watch?v=bIebkvN4_wU

Main challenge

Greater Manchester has some of the most deprived communities in the country, challenged by low levels of employment, low income, and poor health outcomes. Almost two thirds of the residents that Motiv8 work with have been unemployed for five years or more.

Timing

The length of training and wraparound support will be dependent on the individual and their needs.

Objective

Motiv8 works with people to identify a support package to improve their access to services. The end result will be an improvement in their self-confidence, self-esteem and resilience, health and wellbeing, finances and employability skills to move them closer towards job search, training and employment.

Target group

Motiv8 supports people aged 25 and over across Greater Manchester who need support to get their lives back on track - whether they are experiencing issues with health, alcohol, drugs, domestic violence, debt, homelessness or other challenges.

They are particularly keen to hear from the wide-range of people who are under-represented in the labour market, such as ex-offenders, lesbian, gay, bisexual and transgender groups, ethnic minorities, migrant communities and the over 50s.

Eligibility criteria: Participants must be aged 25 and over, live in Greater Manchester, have the right to remain and work in the UK, not currently be in employment or self-employment, not currently be accessing any other formal training and be experiencing at least 2 or more of the following barriers for which they are not already engaging specialist support:

- Health problems
- Disabilities
- Substance misuse
- Homelessness
- Domestic abuse
- Mental wellbeing
- Financial hardship

- Isolation
- Reoffending

Geographical range

The programme is for people living in the Greater Manchester area.

Stakeholders and partners

The Motiv8 programme is being led by Manchester Athena, a partnership of housing providers working together to transform people's lives by improving their skills, employment, health and well-being. Motiv8 is being delivered across the whole of Greater Manchester to support people to overcome challenges preventing them from moving into training and employment. Partners include Jigsaw Support (part of the Jigsaw Group), Sky Light, Bolton at Home, For Housing and Wythenshawe Community Housing Group.

Motiv8 is also working with a wide-range of external partners and agencies who can provide specialist support to help people overcome their barriers to work and personal challenges.

Wai Yin Society: Wai Yin Society provides ICT classes, work club support, money and debt advice, ESOL courses and volunteering opportunities to all Motiv8 participants. It also runs befriending, lunch and leisure classes and much more besides, at their Welcome Centre in Cheetham Hill.

Shelter: Shelter provides support to Motiv8 participants who need housing advice, welfare benefits and debt support, and are struggling with bad housing or homelessness.

Strategy / materials

The programme helps residents overcome barriers that have prevented them from accessing training or finding work. Through a personalised action plan, Motiv8 empowers them to overcome the individual issues they face. The project Key Workers co-ordinate a support package through which participants access a wide range of services. This includes specialist voluntary and community organisations and specialist staff: Volunteer Coordinators, Employer Engagement Officers and Money Advisors. They also help residents to access community and learning facilities near to their home.

As they work with those who are furthest from the labour market (60% have been unemployed for 5 years or more), much of the work is around confidence-building and improving low self-esteem. This personal learning is critical for them to move on to more traditional training routes, such as NVQ's, vocational learning and apprenticeships. Where existing programmes or approaches may have failed, Motiv8 are helping to move residents into training and employment.

Participants can expect the following from the programme:

- A key worker offering support every step of the way
- Regular support meetings
- A personalised action plan
- Help accessing specialist support for particular issues
- Specialist support through Motiv8's Wellbeing and Employability teams.
- Accompanied visits to specialist meetings if required
- Help with filling out forms
- Support until their action plan is complete

Resources

Motiv8 has been set up thanks to funding from The National Lottery Community Fund and the European Social Fund as part of the Building Better Opportunities programme.

Evaluation

Participants achieve health and wellbeing, finance and employability, and self-confidence outcomes. Analysis shows that the programme has been particularly successful when compared to the national averages in supporting ex-offenders into employment, supporting homeless residents into employment and engaging residents with a disability.

Impact

Since Motiv8 was launched in January 2017 they have helped over 5,000 people, and over 7 years Motiv8 will support 6,375 people to overcome multiple, complex needs and move them closer to training and work.

A selection of case studies and participant feedback are available on the Motiv8 website <https://www.motiv8mcr.org/success-stories>.

Impediments

Throughout the pandemic, Motiv8 support had to be delivered via telephone and in accordance with Government advice. As restrictions have been lifted, and as a result of consultation with participants and staff, Motiv8 has reintroduced face to face and home visits, combined with telephone and remote support options, for a blended approach to continue to meet the needs of the participants.

Website/Social Media profile(s) of the initiative

<https://www.motiv8mcr.org/>

Contact details

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