



Research Report



Workplace sustainability research

Prepared for: London Borough of Newham

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Prepared for: London Borough of Newham

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Executive summary

Introduction and context

Since 2007 Workplace has helped over 20,300 residents into work by providing a one-stop shop where Newham residents can receive employment options advice or guidance, help about starting a business and support to overcome barriers to employment. Half of the residents helped into work by Workplace are long-term unemployed. In addition Workplace helps employers across London recruit quality staff.

Newham has substantially higher unemployment levels compared with the UK average (11% of Newham residents are unemployed jobseekers compared to 6% in the UK, Annual Population Survey 2012). Newham's working age population is also much younger compared to London and UK averages and has lower levels of qualifications. Longer durations of unemployment and less long-term employment with the same employer show the population in Newham is more affected by employment instability. This suggests that sustaining work in Newham is harder when compared to the UK overall.

People who experience unemployment for longer are less likely to use self-initiated job search methods such as approaching employers directly or answering newspaper adverts. Looking into mechanisms used in successful job searches, Londoners and Newham residents are less successful in replying to job ads or making use of their personal networks.¹

In the light of this, a tailored service for Newham residents, which continues to offer an alternative means to find employment, remains a useful intervention for the population of Newham.

This report presents findings from research undertaken in 2013 into the sustainability of jobs obtained between September 2011 and September 2012 following engagement with Workplace. It makes comparisons with similar research conducted in 2012 which looked at the sustainability of jobs obtained between September 2010 and September 2011 following engagement with Workplace.

This research included:

- a survey of 750 customers who found work following engagement with Workplace between September 2011 and September 2012;
- 50 semi-structured interviews with employers who use Workplace services; and
- secondary data analysis to provide background and context to the research and benchmark findings in Newham against London and the UK.

Types of job entered

Customers who found a job through Workplace entered the following sectors:

- retail and warehouse (32%);

¹ Data from the Annual Population Survey

- hospitality, leisure, and tourism (21%);
- public sector (12%);
- construction (8%);
- security (8%);
- health and social care (5%), and
- office and administration (4%).

In 2011/12 44% of Workplace customers had a permanent contract in their first job following contact with Workplace compared with 45% in 2010/11. However, the number of customers with casual or zero hours contracts increased significantly from 2010/11 (30% in 2011/12 compared with 23% in 2010/11). Females were more likely than males to have a permanent contract (50% compared with 37%) which is consistent with more females entering the retail and warehouse sector where only 50% of its contracts were permanent.

There were very few demographic differences in the proportion of customers who found work supported by Workplace compared with those who found work independently. However, customers under 25 were significantly more likely to have found a job through Workplace than those aged 25-44 (68% compared with 57%).

In 2011/12 customers worked fewer hours (30 hours) than in 2010/11 (32 hours) which may be a result of a decrease in jobs in the construction sector since 2010/11 which has the highest number of hours worked per week. Average hourly salary was £7.52 after tax, this compares with £7.70 per hour in 2010/11 showing a decrease in the average wage received by Workplace customers in 2011/12.

Sustainability

Workplace customers continue to have high levels of sustainability, 88% sustained employment for a minimum of 3 months, 80% for a minimum of 6 months, 75% for a minimum of 9 months and 70% for a minimum of 12 months.

Workplace sustainability levels are less in each quarter for 2011/12 compared with 2010/11 (70% compared with 76% at 12 months respectively). However, at 80% Workplace sustainability results in 2011/12 are significantly better at six months than the London average of 55% and the national DWP average of 52%.²

A strong link exists between contract type and sustainability. Permanent contracts were more sustainable in the short and long term. Most customers on permanent contracts (96%) remained in work for up to 6 months and 82% for at least 12 months. Casual/zero hours contracts were more sustainable in the long term than fixed-term contracts with 62% of those on casual/zero hour contracts still in employment after 12 months compared with 52% of those on fixed term contracts.

Both this research and the previous research found poor work history correlates with lower job sustainability. Compared to the full sample where 24% no longer worked, of those who had not worked previously 28% no longer worked. However, this is an improvement compared to 2010/11 where 40% of those who had not worked prior to Workplace became

² While these six month figures are not directly comparable given the differences in year and services provided they are indicative of the effectiveness of Workplace intervention.

unemployed. This suggests the work readiness support provided by Workplace is helping customers effectively.

There were differences in employment sustainability for Asian ethnic groups, specifically customers from Indian backgrounds were significantly more likely than average to sustain employment for 12 months or more (84% of Indian customers compared with 68% of all Asian customers). Indian customers were most likely to have worked for 4 or more of the previous 5 years (50% compared with 31% of Asians, and 36% of all Workplace customers) suggesting their prior work experience played a key role in sustainability.

Age is also a key factor in sustainability; older customers (35+) were more likely than younger customers to sustain employment for 12 months or more (80% compared with 64%).

Customers with university degrees were more likely to be in a new job or a different job with the same employer than average (48% compared with 39% of Workplace customers) suggesting higher qualifications support progression.

Support received through Workplace

Workplace supported most customers (90%) prior to employment and most of these customers were satisfied with the support they received (83%). Customer satisfaction is related to three main areas: the service they received (46%), the job they got (40%) and the type of assistance provided (30%). Customer's expectations of the support they received from Workplace exceeded expectations in nearly all cases and a wide range of services were provided which customers found useful.

In work support was also provided to over half (56%) of customers compared with 51% in 2010/11. Most types of in-work support were received by a higher proportion of customers than in 2010/11 apart from help setting up tax credits and help with debts. Over a quarter (28%) of respondents would like help with debts and 30% want support with tax credits.

As a result of their engagement with Workplace customers are more enthusiastic in looking for work (75%) and confident in looking for work on their own (65%). This suggests Workplace continues to be successful both in its aim helping customers into work, and also helping customers to become more confident and effective in their independent job-search.

Only 6% of total respondents left Newham after they secured employment. Customers between the ages of 25 and 44 were more likely than those aged under 25 and or over 45 to have moved (8% compared with 4% and 5% respectively).

Employer relations are sustained

Employer relationships with Workplace continued successfully since the previous evaluation, with 70% of employers interviewed having worked with Workplace for over a year compared to 40% in 2010/11 suggesting relationships are being successfully developed and sustained.

Most employers interviewed were positive about the candidates they had employed and consider the individuals recruited via Workplace to have the appropriate skills for the job they were hired to deliver (88%). Workplace is flexible and responsive to employer needs. Employers found Workplace candidates better in general because the scale of the service provides allows employers to have a wider selection of suitable candidates.

1 Background and methodology

Report structure

This report has seven chapters:

- Chapter 1 provides the background to the research, methodology used and context of the labour market in Newham.
- Chapter 2 explores the types of jobs attained following engagement with Workplace including the sector and nature of the jobs entered and the types of contract.
- Chapter 3 examines the sustainability of the jobs obtained following engagement with Workplace and the factors affecting sustainability.
- Chapter 4 explores the reasons customers left their initial employment following engagement with Workplace.
- Chapter 5 discusses explores the characteristics and experiences of customers who left Newham following engagement with Workplace.
- Chapter 6 explores findings relating to customer and employer relationships with Workplace, the support received, and service satisfaction.
- Chapter 7 presents conclusions from the research.

1.1 Background

Workplace is the London Borough of Newham's employment service. Since it opened in 2007, it has helped over 20,300 residents into work. Workplace was developed to ensure local people benefit from local regeneration. It provides a one-stop shop where Newham residents can receive employment options advice or guidance, help about starting a business, and where employers across London can place vacancies to recruit quality staff.

It offers bespoke support to residents to overcome any barriers and move into employment. Each resident has a personal advisor who can support them on their journey towards employment. They are able to access work-focused training to give them the skills employers need. It is a voluntary service available to all residents but focuses particularly on long-term unemployed residents. Workplace helps residents access with a variety of job goals. The most common sectors it works with are construction, security, retail, hospitality, and leisure and tourism sectors.

A previous evaluation of Workplace undertaken in 2012 focussed on the sustainability of employment found following engagement with Workplace. Key findings from that evaluation are reported alongside evidence from this research to explore change over time.

During the previous evaluation period Newham benefited from a high level of employment opportunities following the introduction of the Westfield Centre and the Olympics. These opportunities continued to be available in 2011/12 although not to the same extent in some sectors following the completion of construction projects.

This report presents findings from the evaluation undertaken in 2013 into the sustainability of jobs obtained between September 2011 and September 2012 following engagement with Workplace.

1.2 Research methodology

This research builds on previous research to see how well Workplace is helping customers to achieve sustainable, long-term employment and understand the factors affecting work sustainability. The research aims to:

- Retrospectively identify percentages of former Workplace customers sustaining in work past 3, 6 and 12 months.
- Identify the reasons for customers falling out of work.
- Identify trends in terms of sustainability by industry or employment type.
- Identify trends in terms of sustainability by demographic characteristics for customers.
- Identify the difference in sustainability of those customers who were previously long term unemployed (over 1 year of being unemployed).
- Identify which customers leave Newham after finding work.
- Compare the findings on the sustainability of Workplace from the first evaluation.
- Provide policy lessons to support in-work sustainability.

The research had a mixed method design including:

- a survey of 750 customers who found work through Workplace between September 2011 and September 2012 (to ensure the research allowed respondents enough time to have been in work for 12 months and to ensure respondents had not taken part in the previous evaluation and were not 'double counted');
- 50 semi-structured interviews with employers who use Workplace services; and
- secondary data analysis to: (1) provide the background to the study based on local area labour market indicators (unemployment rates, youth unemployment, claimants and duration of unemployment), setting the Newham context compared with London and the rest of the UK; and (2) where possible to benchmark findings of the Workplace customer survey with national data sources.

Key variables analysed in the customer survey data include respondents' demographics (including ethnicity, age and gender) and employment status both before and after engaging with Workplace. Respondents consisted only of Workplace customers who entered employment since engaging with the service. Findings are not representative of all Newham residents. This report only discusses statistically significant differences. Further details of the research methods are in Appendix 1.

1.3 Labour market context in Newham compared to London and the UK

1.3.1 Demographic profile and labour market participation

Newham has one of the youngest resident populations in the UK. As shown in Table 1, the median age of the UK's working age population, which are all people in the age range of 16 to 64, is 40 years while the median age of the working age population in Newham is 33 years. With more than 50% of the population below the age of 33, there are relatively more young people making the initial transition into the labour market.

Table 1: Working age population in the UK, London and Newham (2011/12)

	UK (Base=197,297)	London (Base=18,452)	Newham (Base=662)
Median age	40	36	33
Mean age	39.7	37.7	34.9
Total working age population (in 1000)	40,186	5,538	162

Source: Annual Population Survey (APS)

Given the characteristics of the working age population and other differences such as ethnic diversity compared to the UK average, it is unsurprising that labour market participation in Newham is lower than national averages. Just over half (57%) of the working age population of the Borough were in employment for the period July 2011 to June 2012 based on data from the Annual Population Survey (Table 2). This is far lower than the UK average employment rate of 70%.

Of the working-age population in Newham 11% were unemployed jobseekers, compared with 6% for the UK and 7% for London. A quarter of the UK working-age population were not working or not actively looking for work (i.e. inactive). The corresponding share of economically inactive people in Newham was 32%.

Table 2: Activity of the working-age population (in 1000s, 2011/2012)

	UK (Base=197,297)	London (Base=18,452)	Newham (Base=662)
	Percent	Percent	Percent
In employment	70%	68%	57%
ILO unemployed	6%	7%	11%
Inactive	24%	25%	32%
Total	100%	100%	100%

Source: APS

1.3.2 Employment and unemployment

Newham residents in paid employment have shorter contract lengths compared to London or the UK. 14% of employed people in Newham have been with their current employer for less than twelve months compared to 8% in the UK and 10% in London. Long term employment with the current employer is also observed less often in Newham with 19% of the total employed in Newham have worked for the same employer for ten years or more, compared to 32% in the UK. In 2011/12, Newham also experienced higher long-term unemployment, 43% compared with London average of 30% and UK average of 34%.

1.3.3 Differences in qualifications

Differences in labour market participation between Newham and the rest of the country are shaped by the different demographic profile and by differences in the formal level of qualifications of working-age people (Table 3). While Newham residents are more likely to have higher level qualifications at Level 4 and above than the UK average (40% compared

to 34%), this share is lower than for London (46%). Shares of people with Level 1 to Level 3 qualifications and apprenticeships are lower than in London or the UK, while the share of people of "other qualifications" is much higher (15% compared to 9% in London on average).

These differences may be related to the different age profiles because a younger population tends to have completed fewer qualifications. The share of people with other, non-NQF qualifications also points towards overseas qualifications.

Table 3: Levels of qualifications of the working-age population (2011/2012)

	UK (Base=196,539)	London (Base=18,373)	Newham (Base=656)
No qualifications	10%	9%	13%
Other qualifications	6%	9%	15%
Below NQF Level 2	12%	9%	7%
NQF Level 2	17%	12%	12%
Trade Apprenticeships	4%	2%	1%
NQF Level 3	17%	14%	12%
NQF Level 4 and above	33%	46%	40%
Total	100%	100%	100%

Source: APS

1.3.4 Job search

Total job seekers

Newham has relatively more people of working-age looking for paid work than in London. On average, 18,300 people in Newham were looking for work in 2011/12 and 95% of these job seekers were unemployed (17,500) compared with 86% in London and 88% in the UK. In Newham the share of the working age population looking for employment was 11% compared with 8% in London and 7% in the UK indicating finding and sustaining employment is more difficult in Newham.

Main methods of job search

Workplace is a service for job seekers, who also use a wider range of search methods. The main method of job search for all active UK job seekers based on data from the APS for the period between July 2011 and June 2012 were:

- Studying job advertisements in newspapers was the main search method for almost half of the UK job seekers and 40% on job seekers. Newham job seekers used this method less often (34%), but this finding is subject to uncertainty as the number of people reporting job search is low for Newham³.

³ 18,400 Newham job seekers only correspond to 74 observations in the APS data and further breakdowns of the total by the main methods of job search soon result in very small sample sizes, which are subject to uncertainty when reporting percentages.

- Job Centres are relatively less important in London (16%) than on average in the UK (19%), and Newham (23%).
- Relatively more people answer job advertisements in London (13% compared to 9% in the UK) or approach employers directly (10% in London compared to 8% in the UK).

For the unemployed, job search methods also vary by the duration of unemployment. Depending on the length of unemployment fewer people make use of private employment agencies, answer adverts in newspapers, advertise directly or approach employers directly:

- The share of people directly approaching employers is 10% for people who were unemployed for less than three months, this decreases to 7% for those unemployed for one to two years, and 4% for those unemployed for more than two years.
- Advertisements in newspapers are the main search method for 3% of jobseekers unemployed for less than three months, while only 1% of those unemployed for more than two years.
- In contrast, the Job Centre increases in importance with longer unemployment durations. It is the main search method for 13% of those unemployed for less than three months compared with 30% of those unemployed for two years or more.

Methods of finding new employment

Despite the importance of the Job Centres the most successful job search results come from direct applications, personal relations/networks and replies to advertisements. Search channels vary across the UK, London and Newham:

- In the UK, 27% of all new employment resulted from replies to advertisements, higher than in London (22%) or Newham (19%).
- The second most important method is a personal connection from someone employed by the firm (25% in the UK compared with 22% in London and 18% in Newham).
- 19% of new employment in the UK resulted from direct applications compared with 22% in London and 17% in Newham.
- 7% of all new employment in the UK and London was found with the help of the Job Centres. This method is more important in Newham (11% of all new employment).
- 8% of all new employment in the UK was found using private employment agencies. This method is slightly more important in London (10%) and less important in Newham (5%).
- The most substantial difference of successful search mechanisms between the UK, London and Newham is from 'some other way' of applying accounting for 28% of all new employment in Newham compared to 13% in the UK and 22% in London.

The difference in non-standard mechanisms of finding new employment may indicate the effectiveness of alternative services such as Workplace, which make a real difference to the way residents in Newham secure employment compared to other areas of the UK.

2 Jobs attained following engagement with Workplace

This Chapter explores the nature of employment entered by customers following their engagement with Workplace including: the sector; type of role; contract type and length; hours worked; pay; and whether customers remained in this employment.

Former Workplace customers who engaged with the service between September 2011 and September 2012 were eligible for an interview if they secured employment after registering with Workplace (either directly through Workplace or otherwise) and they recalled dealing with Workplace to help them find work.

Of the total sample, three in five customers (61%) found a job through Workplace which is higher than 2010/11 (48%). The remainder found a job independently.

How their job was found (either through Workplace or otherwise) did not significantly impact on customer's likelihood to remain in Newham or move to another area.

2.1 Sector and type of job

This section discusses the sector where Workplace customers first found employment and the type of job found (Figure 1).

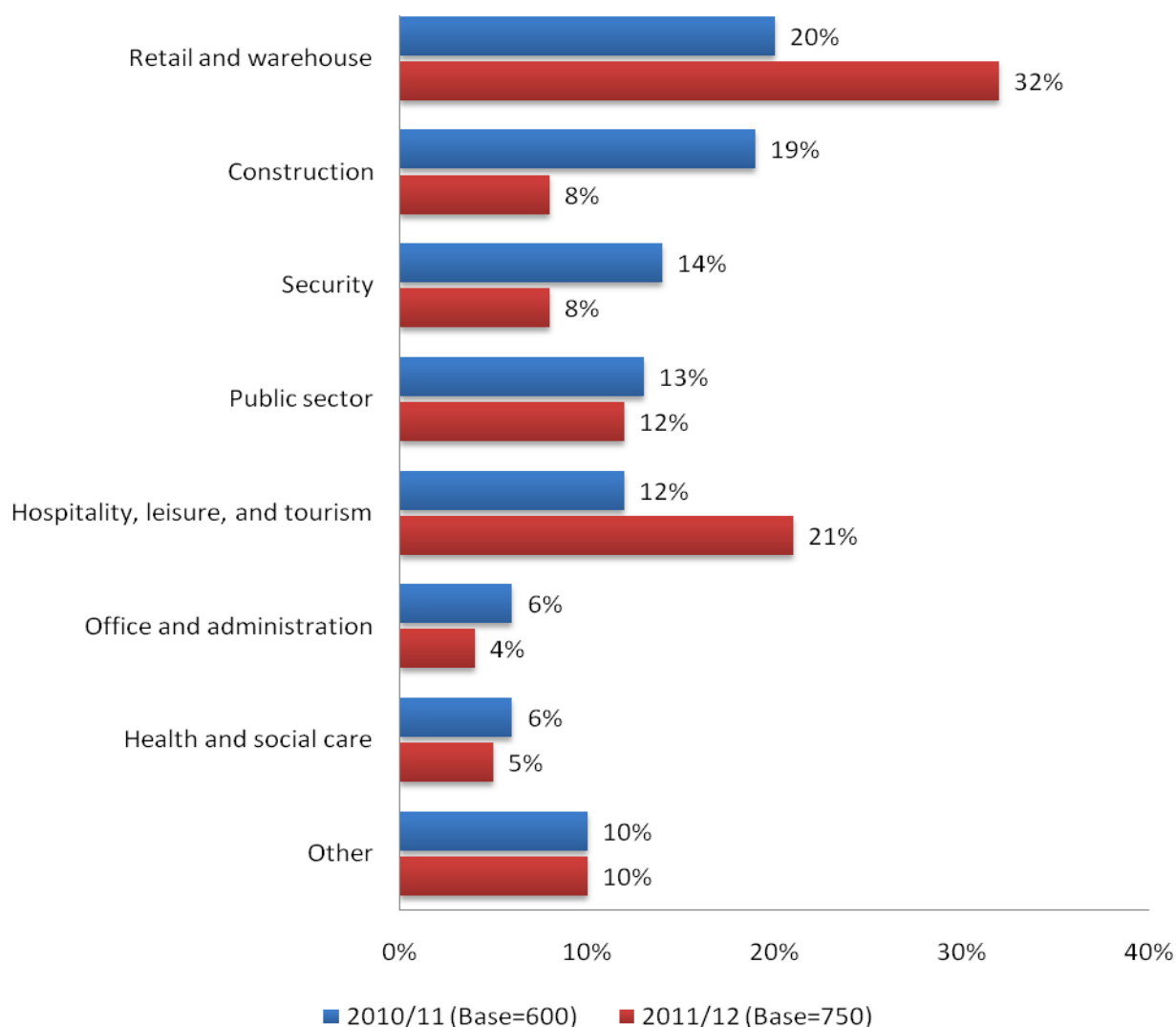
Retail and warehouse was the dominant sector where Workplace customers found jobs (whether through Workplace or independently). The retail and warehouse sector continued to grow in significance for Workplace and its customers. The proportion of customers entering jobs in this sector increased significantly (32% in 2011/12 c.f. 20% of customers in 2010/11). This increase may be the result from the opening of Westfield and John Lewis. This compares to 17% of jobs in this sector in the UK and 14% in London.

The hospitality, leisure, and tourism sector also increased in significance with 21% of Workplace customers entering jobs in the sector in 2011/12 compared with 12% in 2010/11. This is also higher than the UK average of 16% and the London average of 15%. However, the time period observed during this evaluation is within the Olympic time-period; therefore many of these jobs may be related to the Games.

The proportion of Workplace customers entering jobs in construction and security both decreased (construction declined by 11 percentage points (8% in 2011/12) from 19% in 2010/11). The proportion of residents finding jobs in construction is more than double the UK average of 3% and of London at 4%). Security decreased by 6 percentage points (8% in 2011/12 from 14% in 2010/11).

The comparison also shows that Workplace customers are less likely to start in health and social care (12% in UK and London compared with 5% of Workplace customers) or office and administration jobs (6% in UK and London compared with 3% of Workplace customers).

Figure 1: Sector where customers entered employment following engagement with Workplace



Source: Survey of Workplace customers 2012 and 2013

Statistically significant differences exist across sectors (Tables 4-6):

- the retail/warehouse sector employed more females than males and people under 25. It is also dominated by a larger proportion of Asian employees;
- the construction sector employed more white males than other groups;
- the security sector is dominated by males however white males are less likely to enter this sector;
- the public sectors employed more people over 25 rather than young people is individuals from White backgrounds are more likely to enter roles in this sector; and
- the hospitality, leisure, and tourism, office and administration and health and social care sectors all employ more females than males.

Table 4: Gender by sector where customers entered employment following engagement with Workplace

Sector	Male (Base=382)	Female (Base=368)
Retail and warehouse	25%	40%
Construction	14%	1%
Security	13%	3%
Public sector	11%	13%
Hospitality, leisure, and tourism	17%	24%
Office and administration	3%	6%
Health and social care	2%	8%
Other	12%	3%

Source: Survey of Workplace customers 2013

Table 5: Ethnicity by sector where customers entered employment following engagement with Workplace

	White (Base=153)	Black (Base=253)	Asian (Base=253)	Mixed (Base=34)	Other (Base=25)
Retail and warehouse	25%	28%	42%	35%	20%
Construction	17%	6%	4%	3%	12%
Security	2%	10%	11%	9%	8%
Public sector	18%	9%	13%	12%	12%
Hospitality, leisure, and tourism	22%	27%	15%	18%	28%
Office and administration	3%	5%	3%	9%	8%
Health and social care	3%	8%	4%	3%	0%
Other	8%	5%	8%	12%	4%

Source: Survey of Workplace customers 2013

Table 6: Age by sector where customers entered employment following engagement with Workplace

	Under 25 (Base=254)	25-34 (Base=225)	35-44 (Base=135)	45+ (Base=126)
Retail and warehouse	46%	33%	19%	19%
Construction	7%	8%	6%	10%
Security	5%	9%	9%	10%
Public sector	7%	15%	14%	15%
Hospitality, leisure, and tourism	22%	19%	25%	18%
Office and administration	3%	6%	4%	2%
Health and social care	3%	4%	5%	10%
Other	7%	5%	10%	11%

Like the previous year 2011/12 jobs were dominated by customer facing (35%) and manual/construction roles (30%). However, proportions switched so now more jobs exist in customer facing roles (35% in 2011/12 c.f. 29% in 2010/11) rather than in construction (30% in 2011/12 c.f. 31% in 2010/11).

Jobs in catering increased from 9% in 2010/11 to 14% in 2011/12 and office based jobs decreased from 8% in 2010/11 to 5% in 2011/12. Workplace customers entering education and care roles increased from 3% in 2010/11 to 5% in 2011/12. Jobs in 'other' roles increased from 8% in 2010/11 to 12% in 2011/12. See Appendix 4 for a breakdown of roles entered by Workplace customers.

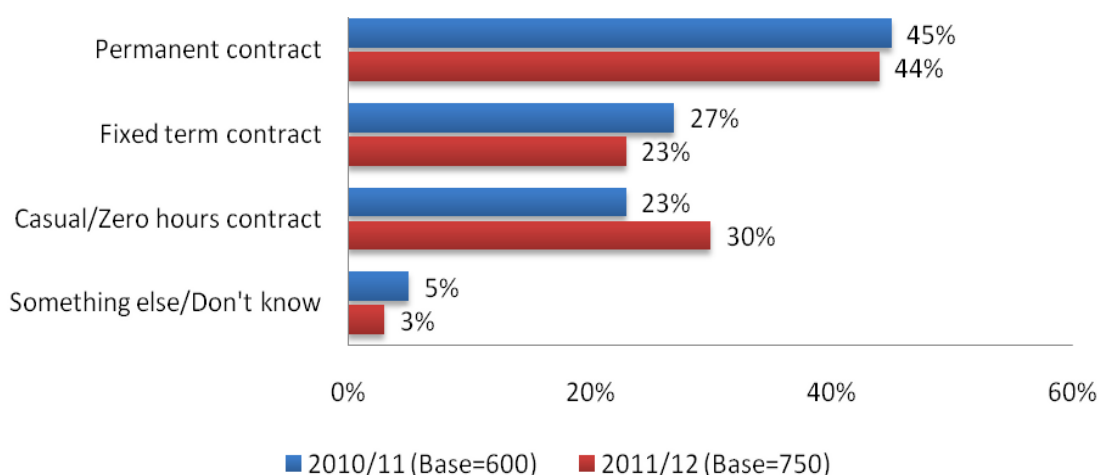
Employers use Workplace to recruit for a mix of roles, the majority recruited for low skilled manual roles (80%) with 24% also recruiting for non-skilled work. A fifth of employers also use it for office or admin roles and 12% for managerial roles. This is broadly the same distribution as in 2010/11; however, the proportion of employers recruiting for high-skilled manual work increased from 16% in 2010/11 to 28% in 2011/12.

Across London in 2011/12, 12% of all new employment was in administrative and secretarial roles (compared to 5% of jobs for Workplace customers). Over half (54%) of Workplace roles are in either "Caring, Leisure and Other Service" combined with "Sales and Customer Service Occupations" this compares with 18% in London and 25% in the UK. Nearly a third of Workplace jobs (30%) were in elementary and operative functions compared with 18% in London.

2.2 Contract types

Nearly half (44%) of Workplace customers in 2011/12 had a permanent contract in their first job following Workplace support which is consistent with the 2010/11 survey (45%). Nearly a third of employees had casual/zero hours contracts (30%) in 2011/12 which had increased from 23% in 2010/11. Fixed term contracts were the least common in 2011/12 (23%) and their use declined from 27% in 2010/11 (Figure 2).

Figure 2: Type of contract



Source: Survey of Workplace customers 2012 and 2013

Permanent contracts were most prevalent in the hospitality, leisure, and tourism sector although this has decreased since 2010/11 (50% in 2011/12 compared with 62% in 2010/11) and permanent contracts were least prevalent in the construction sector (26%) (Table 7). Casual/zero hours contracts were most prevalent in the security (38%) and health and social care (38%) sectors.

By demographics:

- Asian customers were more likely to be on casual/zero hours contracts than others (36% compared with 30% of all Workplace customers), and within this group customers from Bangladeshi backgrounds (50%) were most likely to have these contracts; and
- females were more likely than males to have a permanent contract (50% compared with 37%) which is consistent with females being more likely to enter jobs in the retail/warehouse sector which has similar proportion of permanent contracts.

Previous work experience impacts on contract type. Customers with permanent contracts were more likely to have been employed for four or more of the previous five years (49% compared to 44% of all Workplace customers).

The type of contract held does not significantly influence respondent's likelihood of currently residing in Newham.

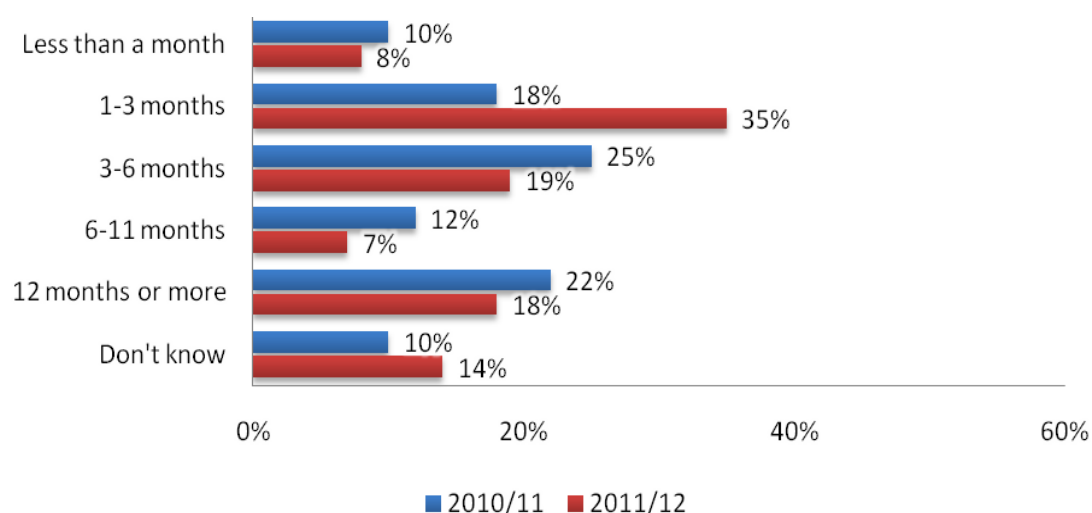
Table 7: Type of contract by sector

	Permanent contract	Fixed term contract	Casual/zero hours contract
Retail and warehouse (Base=242)	48%	22%	29%
Construction (Base=57)	26%	26%	30%
Security (Base=60)	30%	30%	38%
Public sector (Base=90)	49%	26%	26%
Hospitality, leisure, and tourism (Base=156)	50%	15%	32%
Office and administration (Base=31)	35%	42%	23%
Health and social care (Base=37)	38%	22%	38%
Other (Base=76)	48%	16%	32%

Source: Survey of Workplace customers 2013

Of those on a fixed/casual contract, 43% expected the contract to last three months or less compared to 28% of the 2010/11 customers (Figure 3). Fewer 2011/12 customers (18%) expected their fixed term/casual contract to last at least 12 months compared with 22% of 2010/11 customers.

Figure 3: Length of fixed term/casual contract



Base=all on fixed term/casual contracts in 2010/11 and 2011/12, Source: Survey of Workplace customers 2012 and 2013

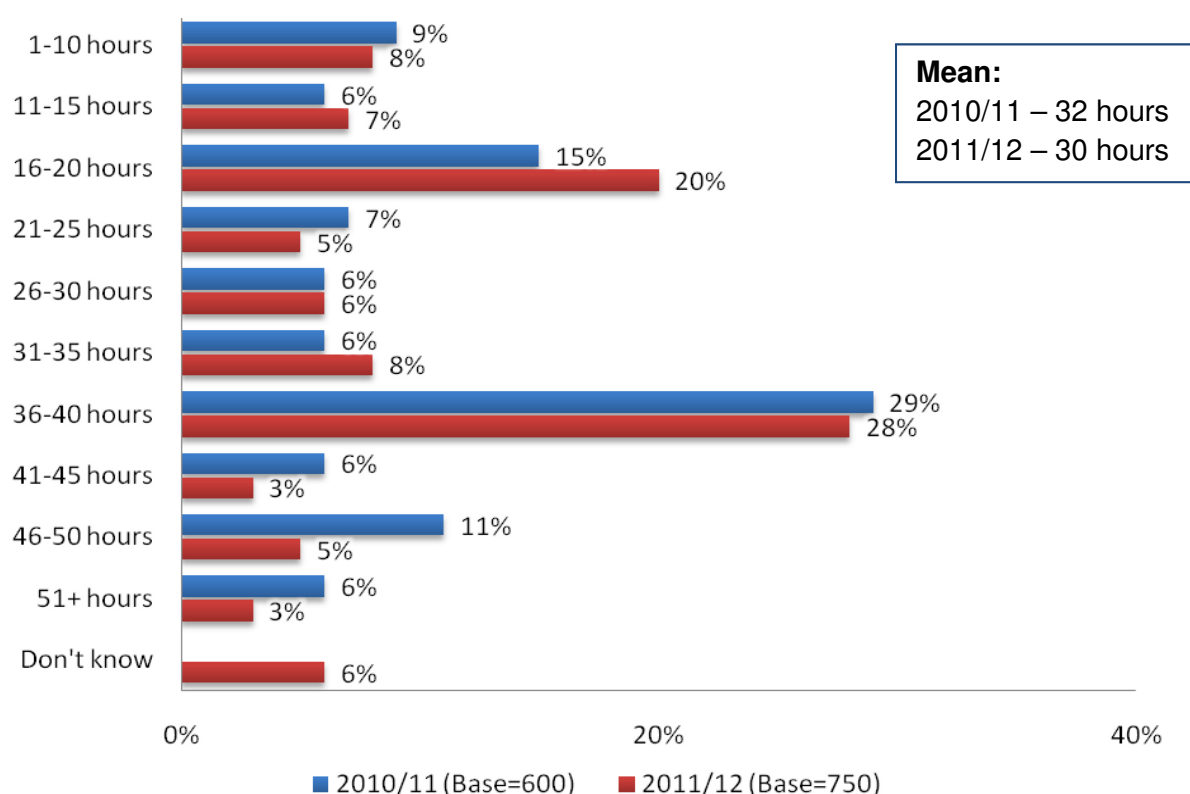
This spread of contracts also matched the employers' view of employment via Workplace, where 42% said they try to fill permanent roles via Workplace (compared with 48% in 2010/11). One in ten also fills on a fixed term basis (8%). The proportion of employers using Workplace to fill casual/ zero hour (10%) contracts increased considerably from 10% in 2010/11 to 26% in 2011/12. A smaller proportion of employers in this evaluation use Workplace to fill a mix of contract types (16% in 2011/12 compared with 32% in 2010/11).

2.3 Hours worked and pay

On average 2011/12 customers worked fewer hours (30 hours) than 2010/11 customers (32 hours). Employers interviewed recruited employees to work an average of 27 hours per week which is broadly consistent with this finding.

The most common number of hours for Workplace customers to work was between 36 and 40 hours (28% in 2011/12 and 29% in 2010/11), but one in ten worked for less than ten hours (8% in 2011/12 and 8% in 2010/11). There has been a decline in the proportion of those working 40 hours or more a week since 2010/11 (from 23% to 11% in 2011/12) which is likely a result of the decrease in the number of construction jobs where longer hours are more common (Figure 4).

Figure 4: Number of hours worked a week



Source: Survey of Workplace customers 2012 and 2013

Differences exist by sector where longer hours are worked in construction (45 hours on average) and security (43 hours on average) and the shortest hours worked were in retail/warehouse (22 hours on average) (Table 8).

Table 8: Number of hours worked a week by sector

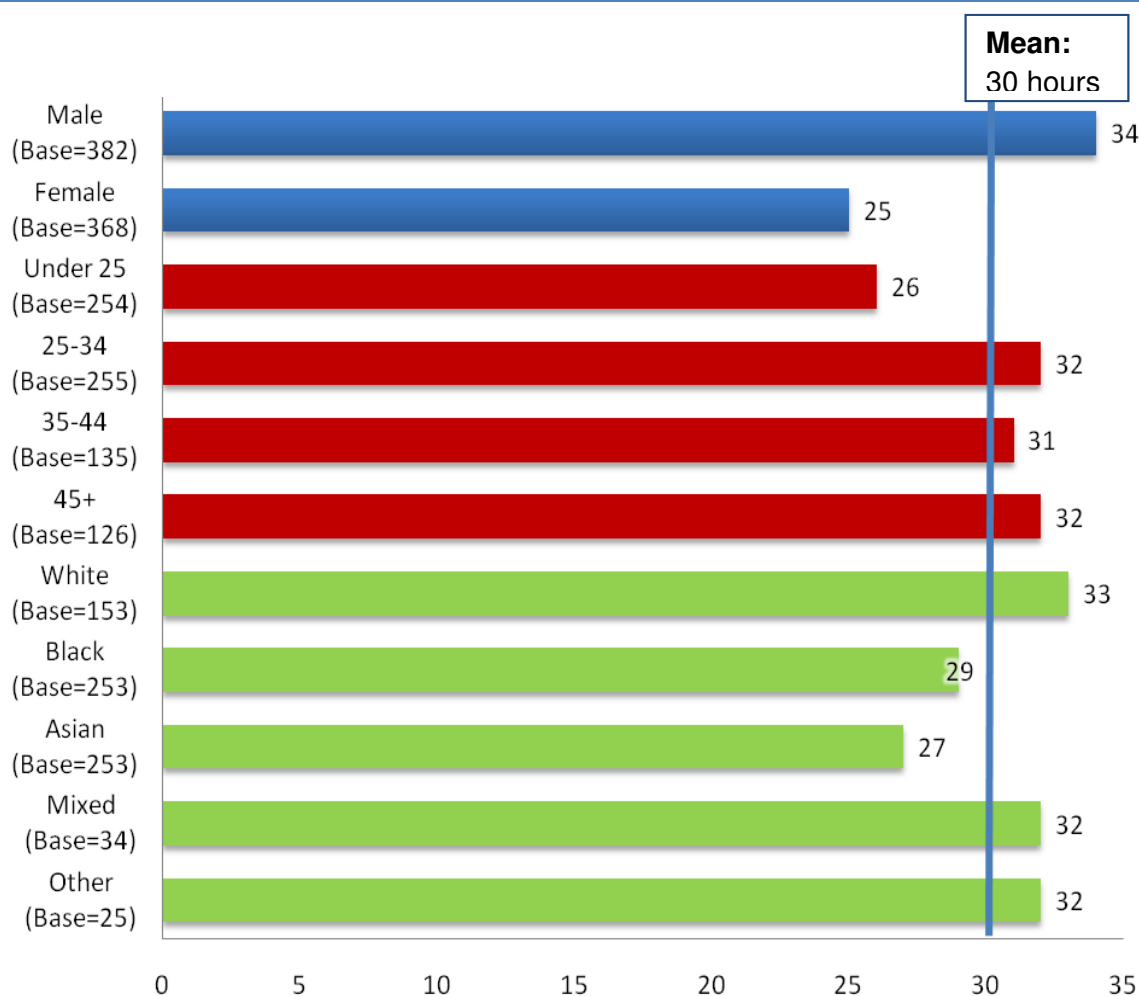
Sector	Mean hours
Retail and warehouse (Base=242)	22
Construction (Base=57)	44
Security (Base=60)	43
Public sector (Base=90)	31
Hospitality, leisure, and tourism (Base=156)	29
Office and administration (Base=31)	32
Health and social care (Base=37)	28
Other (Base=76)	33

Source: Survey of Workplace customers 2013

Looking at APS data for the period between July 2011 and June 2012 Newham residents are less likely than Londoners or UK-residents to enter full-time employment. Around 60% of all new employment started by Newham residents was for 36 hours or more per week (compared to 71% in London and 64% in the UK). In contrast, about 39% of all Workplace customers worked more than 36 hours per week well below the average observed in APS data.

Mirroring the bias towards retail/warehouse jobs, and thus fewer hours worked per week, females, under 25 year olds, Asian and Black respondents were more likely to work fewer hours per week (Figure 5).

Figure 5: Number of hours worked a week by demographics



Base=750, Source: Survey of Workplace customers 2013

According to customers, their average hourly salary was £7.52 after tax, this compares with £7.70 per hour in 2010/11 showing a decrease in the average wage received by Workplace customers in 2011/12. This was calculated by asking customers what their pay was after tax (either hourly, weekly, monthly, or annually) and dividing this by the standard number of working hours for this period of time. This method to calculate wage is slightly different from

the method applied in the previous report; however, it offers a more accurate average hourly salary.⁴

In 2011/12 Workplace customers in their first job post-engagement were paid £1.44 more than the national minimum wage but £0.78 less than the London Living Wage. Comparing these figures with the average hourly rate for Workplace users must be done with caution as this figure was compiled after tax had been taken into account where as the minimum wage and London Living Wage is pre tax.

Wages were highest in the construction sector and lowest in the retail and warehouse sector (Table 9). The higher wages in construction and lower wages in retail and warehousing help to explain the finding that women were paid less than men on average (women were paid an average of £6.97 per hour compared with £8.04 for men) (Figure 6).

Table 9: Average hourly pay levels by sector

	Hourly net pay
All survey respondents (Base=750)	£7.52
Retail and warehouse (Base=242)	£6.35
Construction (Base=57)	£10.24
Security (Base=60)	£8.92
Public sector (Base=90)	£7.74
Hospitality, leisure, and tourism (Base=156)	£7.32
Office and administration (Base=31)	£8.36
Health and social care (Base=37)	£6.70
Other (Base=76)	£8.44
National Minimum Wage (over 21)	£6.08
London Living Wage	£8.30

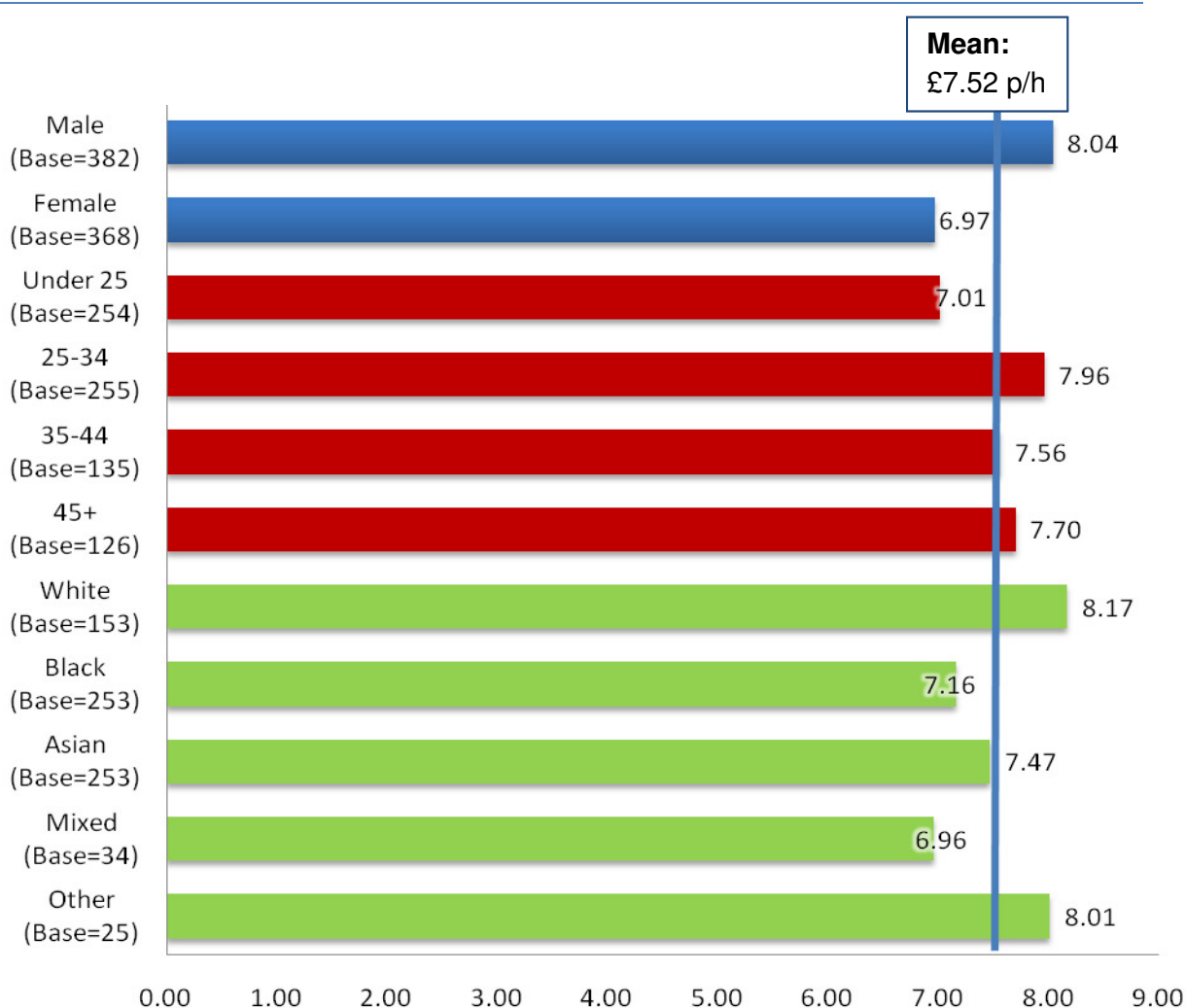
Source: Survey of Workplace customers 2013

Females, under 25 year and Asian respondents are more likely be paid less than the average hourly wage than other Workplace customers (Figure 6).

Using the APS, wages for employment started by Newham residents was on average £8.38 in 2011/12. While this is well above the National Minimum Wage (£6.08 at the time of the survey), it is far below the mean hourly wage rate in London (£13.64) or UK-wide (£10.25).

⁴ It is noted that when using the same formula as the previous evaluation the average hourly salary for customers who engaged with Workplace in 2011/12 is still lower than in 2010/11 at £7.62 compared with £7.70.

Figure 6: Hourly pay by demographics (£)



Base=750, Source: Survey of Workplace customers 2013

Customers who had more work experience (e.g. had worked more than four years of the previous five) were paid more per hour than any other group (£8.34 per hour). No correlations exist between pay levels and sustainability, but those in a different job were more likely to receive a higher rate of pay (£9.08 per hour) than the customer average of £7.52 per hour.

2.4 Current activity

Customers were asked about their current employment status; 38% were in the same role with the same employer; a third (33%) were in a job with a different employer, about a quarter (23%) were no longer working; and a minority (6%) had moved into a different role with the same employer. Of those who had changed their role or employer the majority (62%) saw this as offering them moderate or strong progression in their career, while a third (37%) identified slight or no progression. The jobs found following their initial employment post-Workplace were evenly distributed between being in and outside of Newham (49% compared with 48% respectively).

3 Creating sustainable employment

This Chapter explores the extent to which Workplace customers entered sustainable employment, which jobs were most sustainable, and the characteristics of those who entered sustainable employment.

Sustainability is measured in two ways:

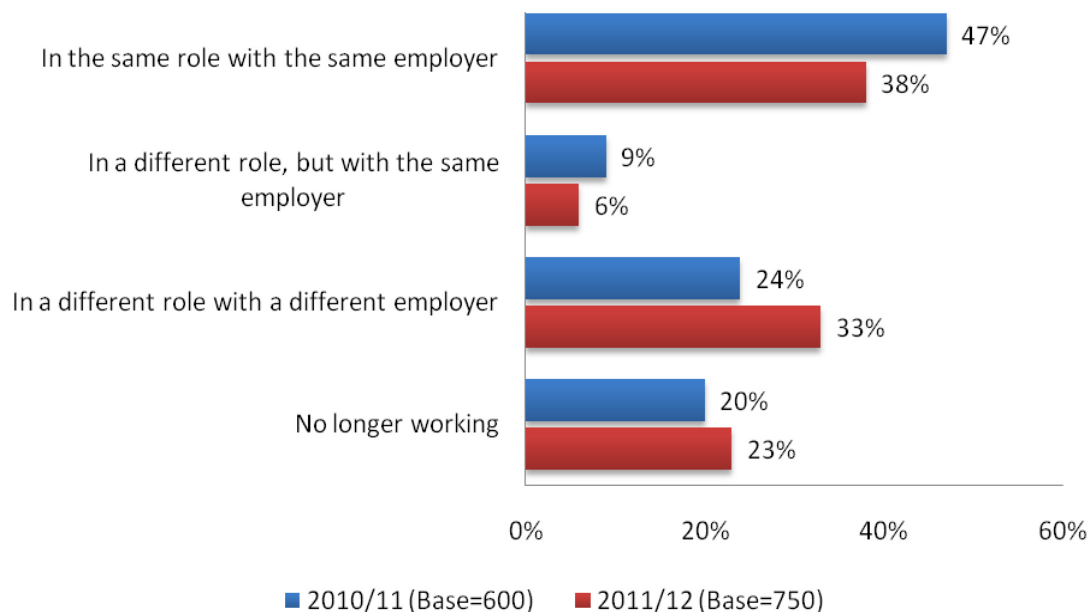
- long term sustainability where the measure was to determine if they were in a job currently or not;
- sustainability in the first year to determine how long their job attained with Workplace was sustainable for 3, 6, 9 and 12 months following the Workplace job starting.

Long-term sustainability is used in this report to understand what influences sustainability.

3.1 Long term sustainability

Since Workplace customers started their jobs, a long-term measure of employment was taken to ascertain their current work status. Three-quarters (77%) of customers were currently employed. Over one-third (38%) of customers were in the same role with the same employer, and 6% had a different role with the same employer. One third had changed job and employer, this compares with one quarter (24%) of 2010/11 customers (Figure 7).

Figure 7: Type of contract



Source: Survey of Workplace customers 2012 and 2013

Encouragingly, customers who continued working with the same employer are more likely to have a permanent contract now than when they were first employed (44% started on a permanent contract and 49% now have one).

Nearly one in four of Workplace customers were unemployed when surveyed (23%). Characteristics of those not working were associated with sector, contract type, employment history and age group.

Sector: Customers who got jobs in the construction sector (32%), retail and warehouse sector (28%), and finance and business sector (38%) have a higher rate of unemployment now compared with average levels (23%). Findings indicate better levels of sustainability in the transport and distribution sector, 'other' sectors, and public sector which had lower levels of unemployment (8%, 16% and 17% respectively).

Type of contract: Customers previously with fixed term or casual/zero hours contracts were much more likely to be unemployed now (32% of those formerly on a fixed term contract and 27% of those formerly on casual/zero hours contract were currently unemployed), compared to those originally on a permanent contract (15% unemployed).

Employment history: As shown in the previous research a lack of previous work experience continues to correlate with current unemployment. Customers who spent less than two of the past five years in work were more likely to be unemployed now compared with customers who had worked for more than two of the last five years. However, nearly three-quarters of these customers were still employed.

- 28% were no longer working of those employed for less than two out of five years;
- 22% were no longer working of those employed for two to four years in the last five years; and
- 19% were no longer working of those employed for four years or more in the last five years.

The period of employment before starting the Workplace job was also measured. This also shows poor work history correlates with lower Workplace sustainability which is consistent with the previous research. Compared to the sample where 24% were no longer working:

- of the customers who were already employed when entering Workplace, only 11% were no longer in work;
- of the customers who had been unemployed a year or more, 27% were no longer working; and
- of the customers who had never worked, 28% were no longer working, however, this is an improvement to 2010/11 where 40% of those who had never worked before engaging with Workplace had subsequently become unemployed.

Age: Young people under the age of 25 years were more likely than those over 25 to be unemployed (30% compared with 23% of all Workplace customers). This correlates with a higher proportion of this age group having less work experience and going into less sustainable industries such as retail/warehouse.

One third of 2011/12 customers found work with another employer after their initial Workplace position (regardless of whether they are currently employed) which is consistent with 2010/11.

3.2 Factors affecting sustainability in the first 12 months of employment

This section examines sustainability as a whole and sustainability over the first 12 months of employment. The Workplace database included details on the month and year when the first job was attained following customers' engagement and the questionnaire identified the date this employment had ended (if at all). This information was used to identify the number of months the customer had spent in this job. Table 10 shows sustainability levels for the first year.

Table 10: Sustainability in the first year

Number of months in job	%
Less than 1 month	2%
1-2 months	10%
3-5 months	8%
6-8 months	5%
9-11 months	5%
Over 12 months	70%

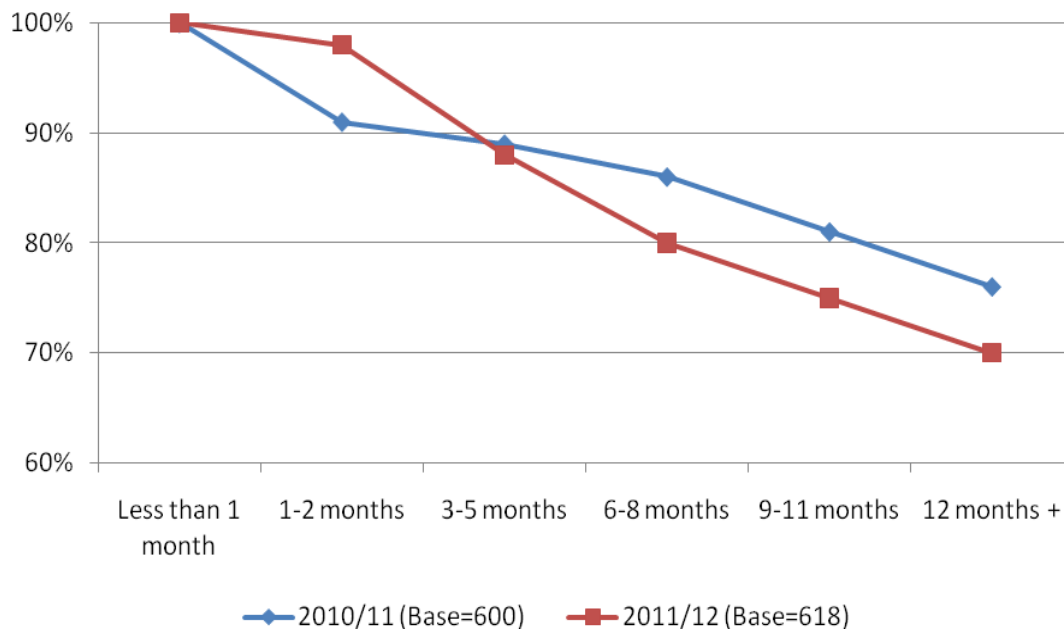
Base=618, Source: Survey of Workplace customers 2013

To understand the proportions sustaining at each quarterly interval in the first year of employment, the results are recalculated to provide a sustained level at each quarter.

At 1-2 months, 98% of 2011/12 customers remained in work (Figure 8), this is an improvement when compared with customers in 2010/11 (91%). However, at 6-8 months sustainability levels were better for 2010/2011 customers (86%) than for 2011/12 customers (80%). Workplace sustainability levels are less in each quarter of 2011/12 when compared with 2010/11 (70% compared with 76% at 12 months respectively). However, at 80% Workplace sustainability results in 2011/12 continue to be significantly better for six month sustainability than the London average of 55% and the national DWP average of 52%.⁵

⁵ In the previous evaluation of Workplace benchmarking data based upon research undertaken by CESI (2011) was used to identify how well Workplace was performing in terms of in-work sustainability at 6 months compared with programmes operating in London and nationally. This benchmark has been used again here as further benchmarking data could not be identified. A comparison of employment sustainability with LFS data for 2011/12 is not possible as LFS information is related to current employment.

Figure 8: Sustainability in the first year of employment



Source: *Survey of Workplace customers 2012 and 2013*

Sector: A similar pattern exists in terms of sustainability by industry to that observed in 2010/11. The construction and retail and warehouse sectors continue to have low levels of sustainability and 68% and 65% respectively sustained work for 12 months at any point between September 2011 and November 2013. However, sustainability was weakest in security (61%) and hospitality, leisure, and tourism (62%). The health and social care sector offers the most sustainability with the majority still in work at 12 months (86%), followed by the public sector and 'other' sectors (81% each) (Table 11).

Individuals in the hospitality, leisure and tourism sector were more likely than average to leave employment before 3 months (17% compared with 12% of all Workplace customers). It is possible this is due to the short-term nature of some Olympic contracts.

Customers in the construction and retail and warehouse sectors were more likely than average to be unemployed at the time of the survey (32% and 28% respectively compared with 23% of all customers).

Table 11: Sustainability by sector

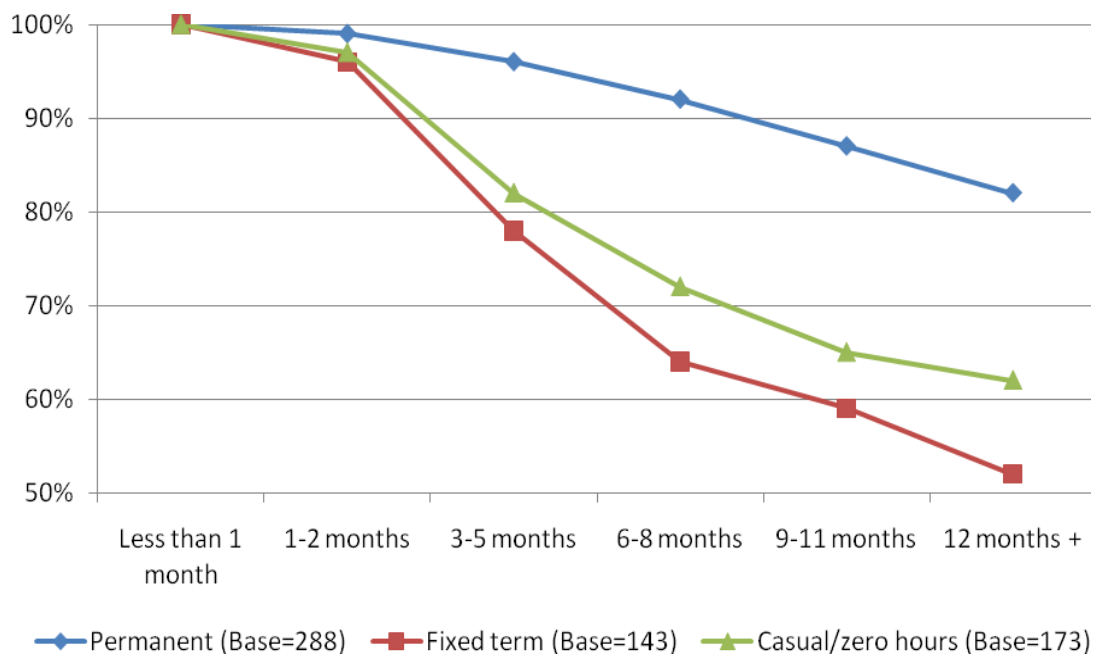
Sector	Base	1-2 months	3-5 months	6-8 months	9-11 months	12 months +
Construction	2010/11 Base=108	76%	72%	69%	-	64%
	2011/12 Base=40	98%	95%	85%	78%	68%
Retail and warehouse	2010/11 Base=108	86%	81%	77%	-	73%
	2011/12 Base=197	98%	88%	79%	73%	65%
Hospitality, leisure, and tourism	2010/11 Base=103	92%	87%	83%	-	82%
	2011/12 Base=138	97%	80%	72%	67%	62%
Office and admin	2011/12 Base=28	100%	93%	79%	71%	71%
Health and social care	2011/12 Base=29	97%	97%	93%	93%	86%
Security	2011/12 Base=49	94%	88%	78%	65%	61%
Public sector	2011/12 Base=78	97%	89%	83%	83%	81%
Other	2011/12 Base=59	100%	93%	88%	85%	81%

Data from 2010/11 not available for all sectors

Source: Survey of Workplace customers 2012 and 2013

Contract type: As in 2010/11 a strong link exists between contract type and sustainability. Permanent contracts were more sustainable in the short and long term (Figure 9), 96% of those on permanent contracts remained in work for up to 6 months and 82% for 12 months or more. In addition, casual/zero hours contracts were more sustainable in the long term than fixed-term contracts with 62% of those on casual/zero hour contracts still in employment after 12 months compared with 52% of those on fixed term contracts. As a result customers on fixed term and casual/zero hours contracts were more likely than those on permanent contracts to be unemployed at the time of the survey (32% and 27% compared with 15% respectively).

Figure 9: Sustainability by initial contract type



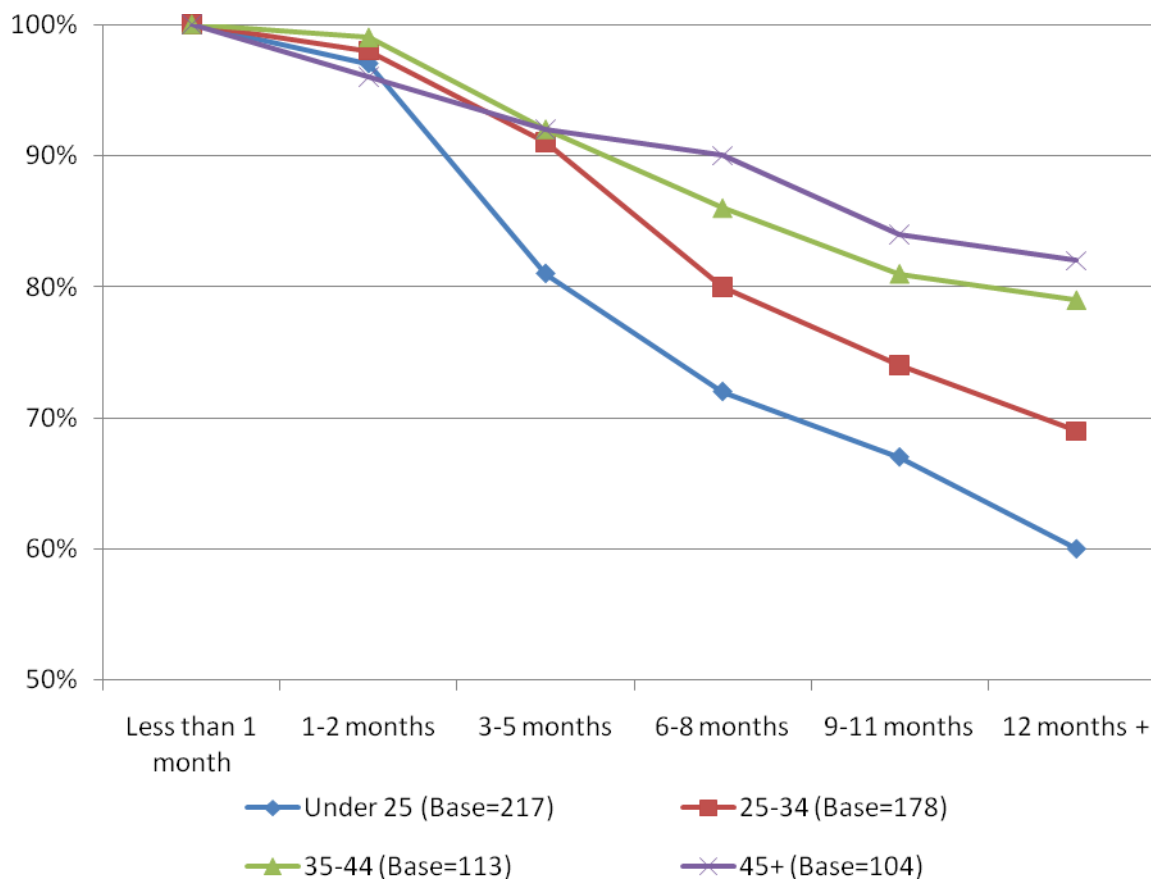
Source

e: Survey of Workplace customers 2013

Age: Older customers (35+) were more likely than younger customers to sustain employment for 12 months or more (80% compared with 64%) (Figure 10). While customers under age 25 were more likely not to sustain work more than 3 months (19% compared with 8% of those who are 25+). This is likely to be related to younger Workplace customers being more likely to enter jobs in the retail/warehouse sector and having less work experience.

Customers under age of 25 were more likely than average to be unemployed at the time of the survey (30% compared with 23% of all Workplace customers).

Figure 10: Sustainability by age



Source: Survey of Workplace customers 2013

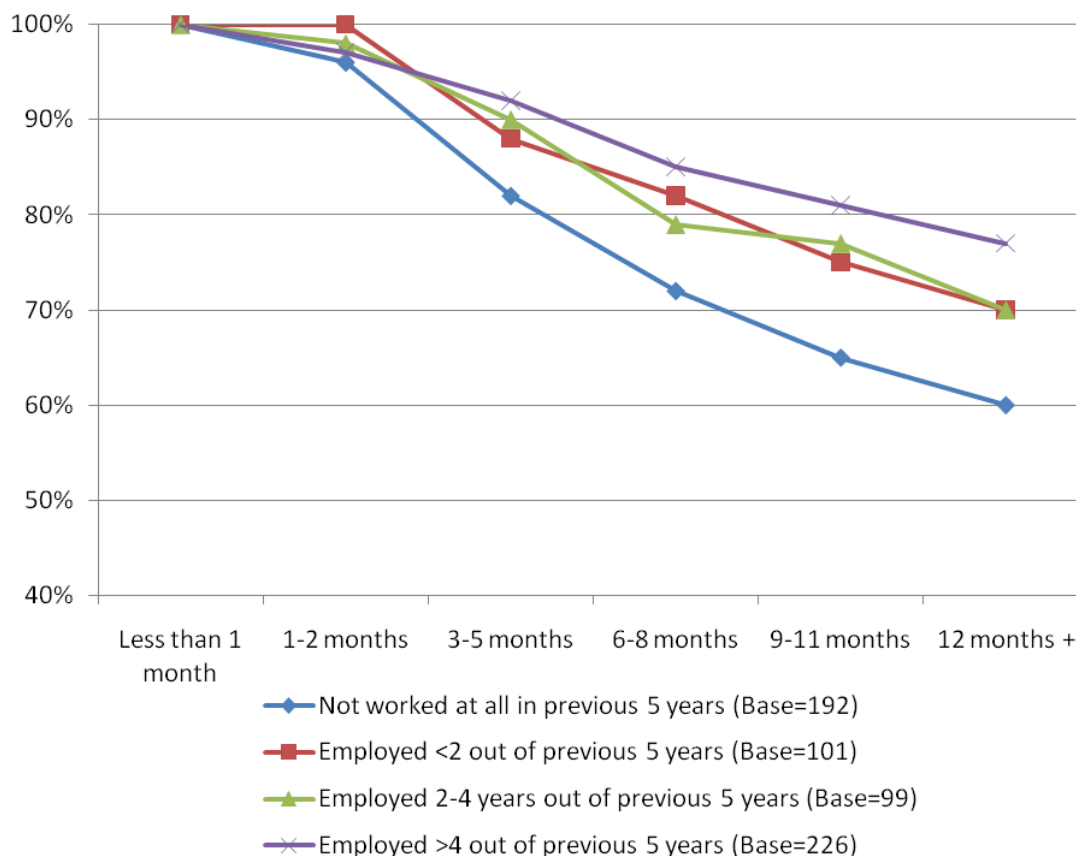
Gender: Women were more likely than men not to sustain work more than 3 months (14% compared with 10%). However, subsequently there are no significant differences in their sustainability levels.

Ethnicity: While there were no significant differences in the broad ethnicities of participants there were some specific differences amongst Asian ethnic groups, specifically customers from Indian backgrounds were significantly more likely than average to sustain employment for 12 months or more (84% of Indian customers compared with 68% of all Asian customers). Indian customers were amongst the most likely of Asian respondents to hold a degree level qualification and Indian customers were most likely to have worked for 4 or more of the previous 5 years (50% compared with 31% of Asians, and 36% of all Workplace customers) suggesting prior work experience played a key role in sustainability.

Work experience: As in 2010/11, work experience impacts on sustainability. Customers who have never worked before Workplace were more likely not to be in work at each quarter in the year (Figure 11). Individuals from Black and Asian backgrounds were less likely to have four or more years work experience (34% and 31% respectively). However, the Asian figure masks specific differences between the individual ethnicities that make up this group. Half of Indian customers worked for 4 or more of the previous 5 years compared with 14% of Pakistani and 24% of Bangladeshi customers. This lack of recent work experience would negatively impact on their work sustainability.

Customers with more than two years work experience were less likely than those with fewer than two years work experience to be unemployed at the time of the survey (44% compared with 56% of all Workplace customers).

Figure 11: Sustainability by work experience



Source

e: Survey of Workplace customers 2013

Pay: Wages were not linked to sustainability, additionally; customer’s ability to manage their finances once in work does not impact on sustainability.

Skills and qualifications: Sustainability was not affected by the level of qualification held by customers; however, level of qualification does affect the sector entered, with nearly half (48%) of those that enter the office and administrative sector having a university degree.

Customers with university degrees were more likely to be in a new job or a different job with the same employer than average (48% compared with 39% of Workplace customers) suggesting higher qualifications support progression.

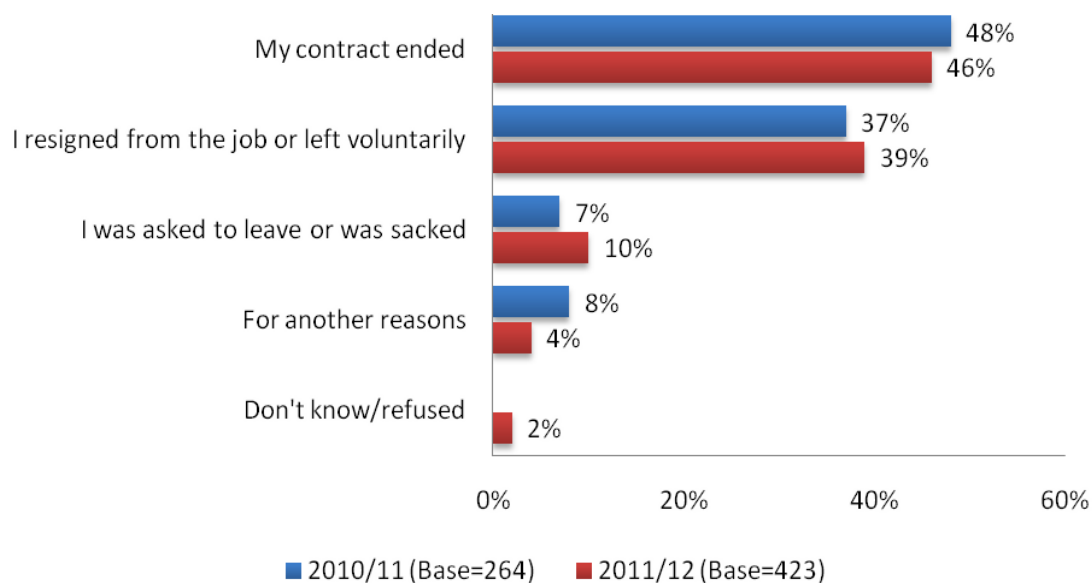
Workplace support: Customers who had sustained employment for more than 12 months were more likely than others to have received in-work support from Workplace to stay motivated (21% of those who had sustained employment for more than 12 months compared with 12% of those that had not).

4 Reasons for leaving employment

This Chapter explores customers' reasons for leaving the employment they entered following their engagement with Workplace.

Customers who no longer work with the same employer or who were no longer working, were asked why they left. The most common reason was the contract ended (46% compared with 48% in 2010/11) and nearly four in ten (39% compared with 37% in 2010/11) left voluntarily. A tenth stated they were asked to leave.

Figure 12: Reason why first employment after engaging with Workplace ceased



Source: Survey of Workplace customers 2012 and 2013

The most likely sector to have contracts ending was the construction industry (76%) and this ties in with there being less permanent contracts in this sector (Table 12). Respondents in the retail and warehouse sector were most likely to leave a job of their own accord (51%) and customers in the security sector were the most likely to have been asked to leave or sacked (21%).

Table 12: Reason why first employment after engaging with Workplace ceased by sector

	My contract ended	I resigned from the job or left voluntarily	I was asked to leave or was sacked
All survey respondents (Base=403)	46%	39%	10%
Retail and warehouse (Base=150)	39%	51%	7%
Construction (Base=37)	76%	11%	8%
Security (Base=39)	54%	21%	21%
Public sector (Base=36)	58%	33%	11%
Hospitality, leisure, and tourism (Base=89)	36%	42%	13%
Office and administration (Base=18)	56%	33%	11%
Health and social care (Base=16)	38%	38%	13%
Other (Base=37)	51%	35%	5%

Source: Survey of Workplace customers 2013

The main reasons customers gave for leaving their jobs were a problem with the job (54%) or finding alternative employment (35%) (Table13). Interestingly in 2011/12 respondents were more likely to resign because they could not get enough hours this is consistent with the increase in casual and zero hours contracts. Increased wages is a key factor in an individual's decision to move to other employment. Customers who were in a different job were more likely to receive a higher rate of pay (£9.08 per hour) than the customer average of £7.52 per hour.

Table 13: Reason for resigning from Workplace position

Reason for resigning from position	2010/11 (Base=147)	2011/12 (Base=138)
Problem	44%	54%
Inappropriate hours	13%	13%
Issue with employer	11%	7%
I didn't like the work	11%	10%
Too far to travel	10%	4%
Issue with colleagues	10%	1%
The job was too stressful	7%	9%
Not happy with the wages	2%	3%
Couldn't get enough hours	-	7%
Other employment	42%	35%
I found another job	40%	33%
To start my own business	3%	2%
Personal	13%	11%

Illness/injury	8%	5%
Caring responsibility	3%	5%
Education	10%	16%
For another reason	2%	12%

Source: Survey of Workplace customers 2013

Of those who were asked to leave or were sacked the most common reason for this was not enough work available (41%). Other reasons included misconduct (15%) and too much sickness leave/absence (11%).

Shema

Shema is a Bangladeshi female between the ages of 25 and 34, her highest level of qualification is a university degree.

When she first approached Workplace she had recently left full time education but had some recent work experience, although she found her relative lack of experience a barrier to finding work. On engaging with Workplace she received CV support which she found fairly useful, and interview advice and help with her confidence and motivation both of which she found very useful. Following her engagement with Workplace she found work but this was found independently.

Following her engagement with Workplace Shema found a catering job in the hospitality sector. While she was in this job she worked 24 hours a week on a casual/fixed term contract and was paid £7.50 an hour. She has since moved into a different role with a different employer in the education and care sector where she works 40 hours a week meaning she is earning more although her wages are slightly less per hour (£7.24 p/h). She sees this job as offering her a moderate career progression compared with her previous role.

Shema continues to live in Newham.

5 Migration from Newham

This Chapter explores the characteristics and experiences of customers who left Newham following their engagement with Workplace. Only 44 (6%) customers left from the survey sample.

5.1 Who leaves Newham?

The profile of individuals who left Newham was broadly consistent with that of the sample as a whole (see Table 23). However, in the total sample 10% of customers were White compared with 15% who had left the Borough. Men were also more likely than women to have left Newham (7% of men compared with 4% of women). Customers between the ages of 25 and 44 were more likely than those under 25 and over 45 to have moved (8% compared with 4% and 5% respectively).

5.2 Employment profile

Individuals who found work in the construction sector following their initial engagement with Workplace were more likely than average to leave Newham (13% compared with 6%). It is likely this is due to jobs in construction needing frequent travel and migration. Those who entered jobs in the hospitality, leisure, and tourism and office and administration sectors were the most likely to remain in Newham (97% and 100% respectively).

Respondents who had left Newham reporting working more hours than those who remained in the area (32 hours compared with 29 hours). Workplace customers who no longer lived in Newham were paid on average £1.31 more than those still living in Newham (£8.76 versus £7.45). This is related to the higher pay in the construction sector but could suggest that higher pay and the possibility of working additional hours was a likely motivation for leaving the area. However, encouragingly customers who had left Newham were no more likely than those who had not to sustain work for 12 months or more.

Those who had left Newham were more likely than those who had not to have a new job with a different employer (39% compared with 33% respectively).

5.3 Engagement with Workplace

Individuals who had left Newham were more likely to have found employment independently following their engagement with Workplace (45% compared with 39% of those who stayed in Newham) suggesting they may have needed to go further away to find suitable employment. Respondents who had left Newham were also twice as likely to be dissatisfied with the support they received from Workplace (18% compared with 9% of those who had not left Newham), it is possible the dissatisfaction is related to them having to move to find work; however, these respondents were also more likely to report they had not received support from Workplace (11% compared with 8% of those who had not left Newham).

Joanne

Joanne is a White British female between the ages of 25 and 34, her highest level of qualification is an NVQ.

When she first approached Workplace she was already in work and had over 4 years of work experience. On engaging with Workplace she hoped to receive help to find employment opportunities which she received and says she found it very useful, as a result she entered a job that Workplace had helped her to find.

As a result of her engagement with Workplace Joanne entered a job in the retail sector as a sales assistant. While she was in this job she worked 40 hours a week on a permanent contract. She continues to work in this role for the same employers but is now working less hours (although still on a permanent contract).

Whilst in work she has received continued support from Workplace including advisor support, financial support for travelling to work, help staying motivated and help looking for another job, all of which she found very useful.

Currently Joanne no longer lives in Newham but remains in the job she secured following her engagement with Workplace. She is very satisfied with the support she has received.

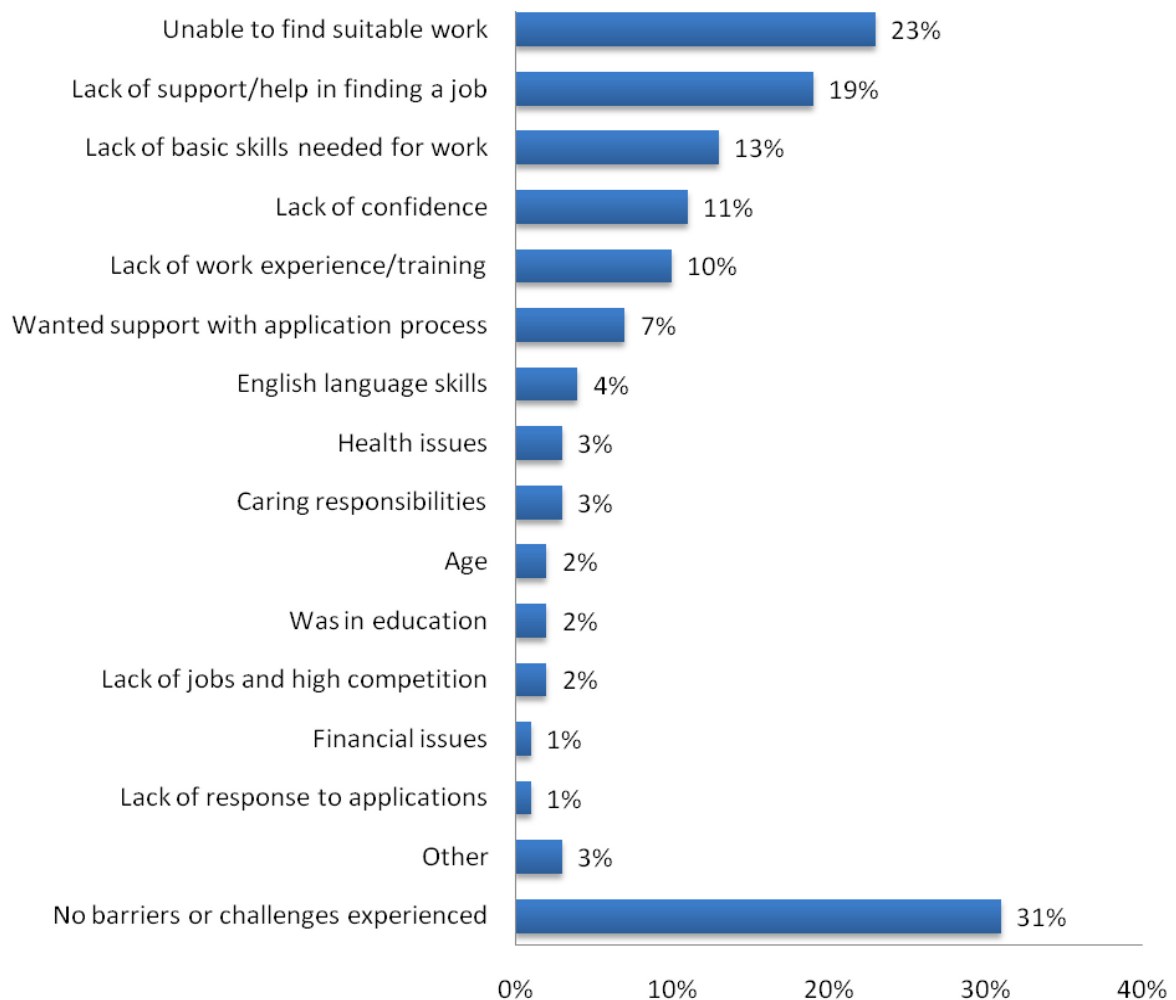
6 Workplace relationships

This chapter explores customer and employer relationships with Workplace, the support received, and satisfaction with the service received.

6.1 Workplace support

Over two-thirds (68%) of customers experienced barriers or challenges to finding work before visiting Workplace. The most common barriers were being unable to find suitable work (23%), lack of support to find a job (19%), lack of basic skills needed for work (13%), and a lack of confidence (11%) (Figure 13).

Figure 13: Barriers and challenges to finding employment prior to engagement with Workplace⁶

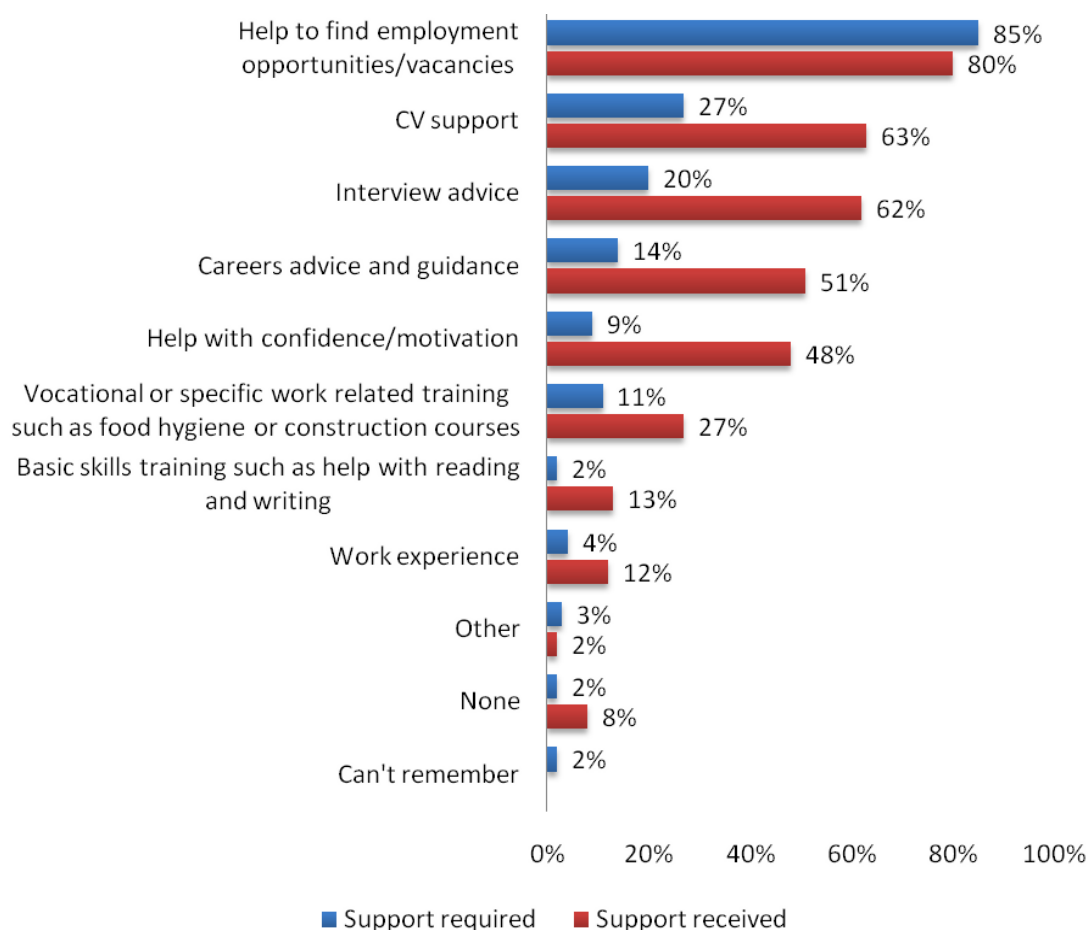


Base=750, Source: Survey of Workplace customers 2013

⁶ Comparisons cannot be provided with 2010/11 as this question was introduced for the 2013 survey

Most customers (90%) had support from Workplace before starting their job (89% in 2010/11). When compared with customer's expectations of the support they wanted from Workplace the service exceeded these in nearly all cases and a wide range of services were provided (Figure 14).

Figure 14: Type of support customers required and received from Workplace



Base=750, Source: Survey of Workplace customers 2013

Eight in ten customers (80%⁷) received support to help them find employment opportunities/vacancies. The next most common forms of support provided were CV support (63% in 2011/12 compared with 67% in 2010/11) and interview advice (62% in 2011/12 compared with 61% in 2010/11). Half were given general careers advice and guidance (51%⁸) and help with confidence and motivation (48% in 2011/12 compared with 47% in 2010/11). However, a quarter (27%) received vocational or specific work training which is slightly less than in 2010/11 when a third received such support. In addition a smaller proportion of customers had received work experience or basic skills training compared to

⁷ Comparison not available for 2010/11

⁸ Comparison not available for 2010/11

2010/11(12% vs 23% for work experience and 13% vs 22% for basic skills training). No linkage exists between long-term sustainability and initial support received from Workplace.

Stephen

Stephen is a Black Caribbean male over the age 65, he does not have any qualifications.

When he first approached Workplace he was already in work and had over 4 years of work experience. On engaging with Workplace he was not sure what type of help he wanted but as a result of his engagement he entered a job Workplace helped him find.

As a result of his engagement with Workplace Stephen entered a job in the construction sector as a driver. While he was in this job he worked 45 hours a week on a casual/zero hours contract. He continues to work in this role for the same employers and is still working the same number of hours (although still on a casual/zero hours contract).

In work he received continued support from Workplace including advisor support, help looking for another job, and training, all of which he found very useful.

Stephen remains in the same job he secured following his engagement with Workplace and is very satisfied with the support he received.

Customers were also asked how useful they found the different types of support received when getting their initial job following their engagement with Workplace. The majority found each of these either very or fairly useful (Table 14). The high proportion of customers who found the support they received fairly or very useful means significant differences in groups found these most and least useful are limited.

Table 14: Usefulness of the support provided when looking for initial employment⁹

Type of support	Very/fairly useful	Not useful at all	Can't remember / Don't know
Help to find employment opportunities/vacancies (Base=602)	95%	4%	1%
CV support (Base=476)	93%	6%	1%
Careers advice and guidance (Base=385)	95%	4%	1%
Interview advice (Base=468)	94%	5%	1%
Help with confidence/motivation (Base=360)	97%	3%	-
Basic skills training such as help with reading and writing (Base=94)	89%	10%	1%
Vocational or specific work related training such as food hygiene or construction courses (Base=196)	89%	11%	1%
Work experience (Base=92)	91%	7%	2%
Other (Base=21)	71%	5%	24%

Source: Survey of Workplace customers 2013

⁹ Comparisons cannot be provided with 2010/11 as this question was introduced for the 2013 survey

Customers who found other jobs following their initial employment were asked whether they found any of the skills and advice they received from Workplace useful to help secure the job. Most customers found this support helpful to finding their next job (Table 15). Help with confidence and motivation was the most useful support (87%), followed by support with CV (84%) and writing and interview advice (84%).

Table 15: Usefulness of the support provided when looking for subsequent employment¹⁰

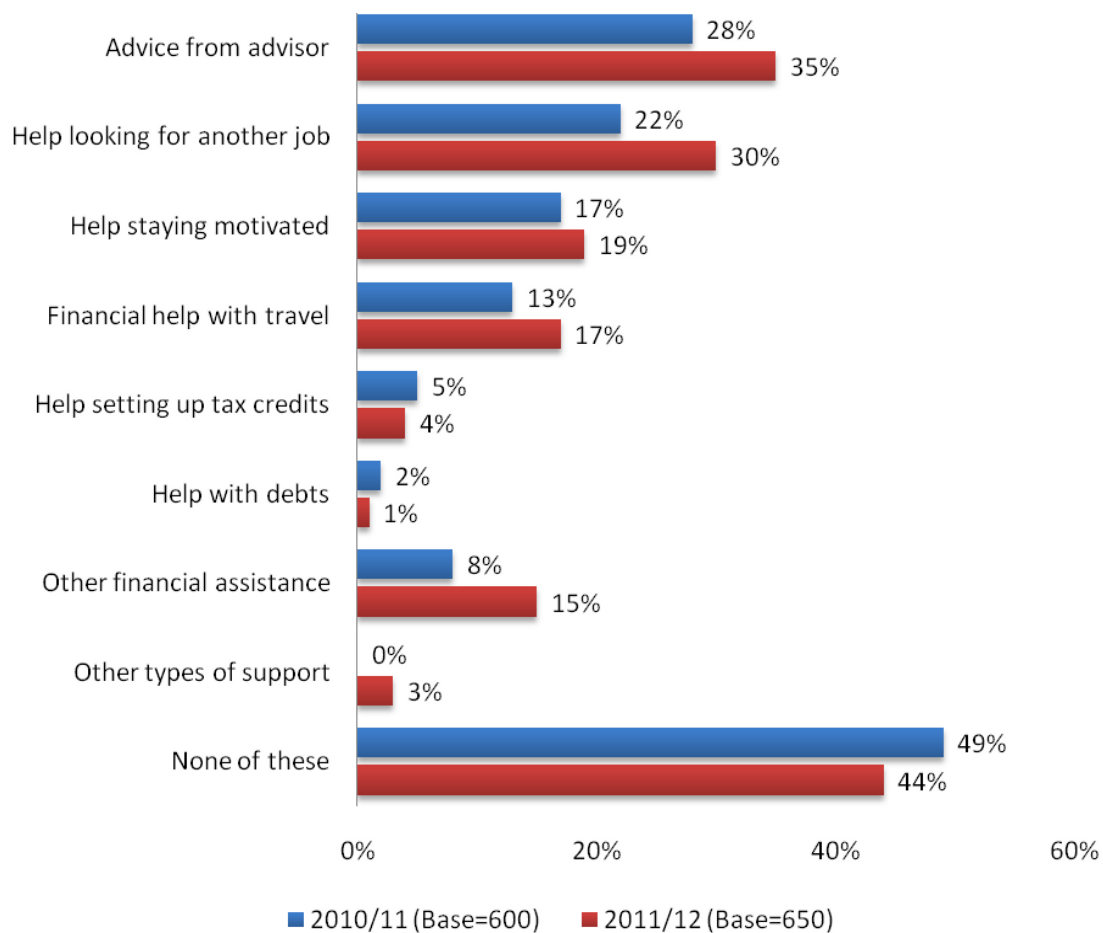
Type of support	Very/fairly useful	Not useful at all	Can't remember / Don't know
Help to find employment opportunities/vacancies (Base=262)	75%	22%	3%
CV support (Base=195)	84%	14%	2%
Careers advice and guidance (Base=150)	82%	15%	3%
Interview advice (Base=199)	84%	14%	2%
Help with confidence/motivation (Base=146)	87%	12%	1%
Basic skills training such as help with reading and writing (Base=35)	83%	14%	3%
Vocational or specific work related training such as food hygiene or construction courses (Base=80)	78%	23%	-
Work experience (Base=37)	78%	19%	3%

Source: Survey of Workplace customers 2013

The types of follow-up support received from Workplace were also measured. Nearly all types of support were received by a higher proportion of customers than in 2010/11 with the exception of help setting up tax credits and help with debts (both of which decreased by only 1%). More than half (56%) of the customers surveyed in 2011/12 received follow-up support from Workplace this is more when compared with 2010/11 (51%). Advisor advice and help in looking for another job were the most common forms of follow-up support as in 2010/11 (35% and 30% had received these respective types of support compared with 28% and 22% in 2010/11). One in five customers had help staying motivated and a slightly lower proportion received financial help with travel. The types of post work support are provided in Figure 15.

¹⁰ Comparisons cannot be provided with 2010/11 as this question was introduced for the 2013 survey

Figure 15: Type of in-work support received from Workplace



Base=750, Source: Survey of Workplace customers 2013

Customers were asked how useful they had found these forms of support. The majority found each of these either very or fairly useful (Table 16). In particular advice from an advisor was seen as most useful (98% rating it very or fairly useful), followed by help staying motivated (96% rating it very or fairly useful). Customers who sustained employment for 12 months or more were slightly more likely than average to have received help with staying motivated (22% compared with 19% of Workplace customers).

Table 16: Usefulness of the in-work support provided¹¹

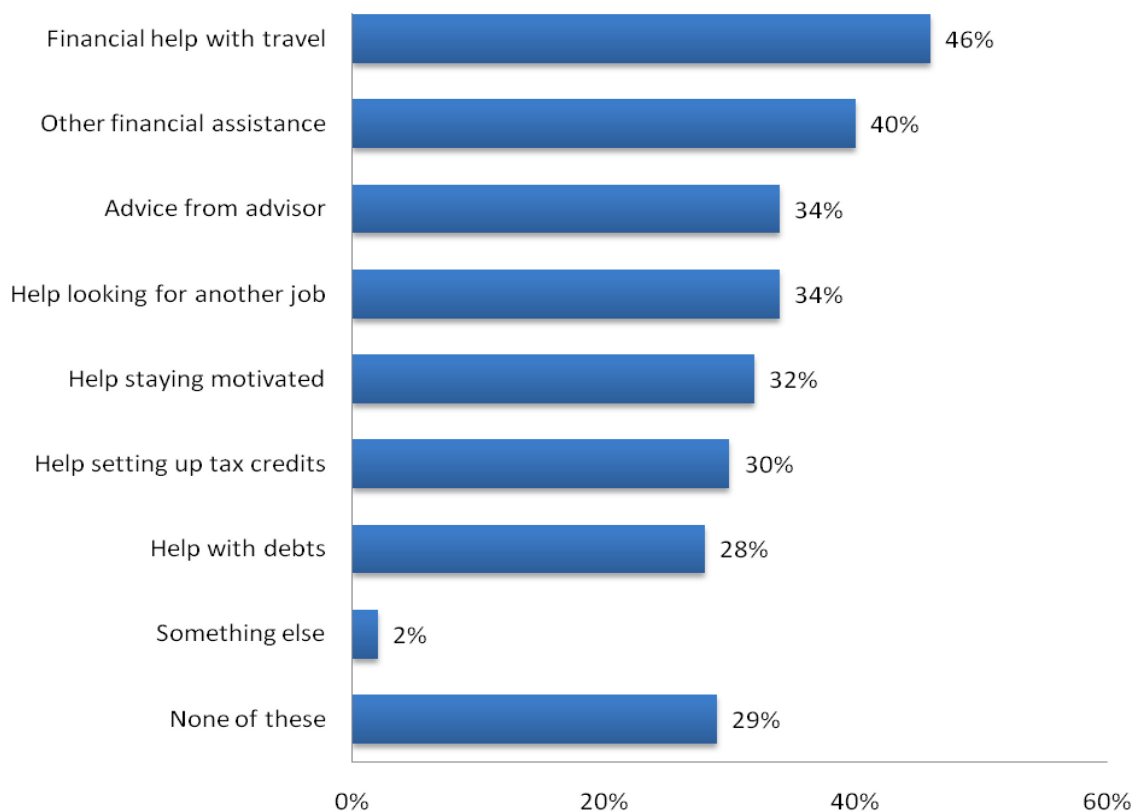
Very/fairly useful	Very/fairly useful	Not useful at all	Can't remember / Don't know
Advice from advisor (Base=257)	98%	2%	-
Financial help with travel (Base=120)	90%	7%	3%
Other financial assistance (Base=104)	86%	13%	2%
Help looking for another job (Base=224)	90%	9%	1%
Help setting up tax credits (Base=30)	83%	7%	10%
Help with debts (Base=11)	82%	9%	9%
Help staying motivated (Base=140)	96%	2%	1%
Other (Base=24)	96%	4%	-

Source: *Survey of Workplace customers 2013*

Customers who had not received in-work support from Workplace were asked what they would have found useful to help them stay in employment. The most common support wanted was financial support to help with travel (46%) (Figure 16). However, it is notable 28% of respondents would like help with debts and 30% would like support with tax credits.

¹¹ Comparisons cannot be provided with 2010/11 as this question was introduced for the 2013 survey

Figure 16: Type of in-work support wanted from Workplace¹²



B

Base=750, Source: Survey of Workplace customers 2013

6.2 Satisfaction with Workplace

Customers were asked how satisfied or dissatisfied they were with Workplace (Table 17). As in 2010/11 around eight in ten (83% in 2010/11 and 2011/12) were satisfied with Workplace in 2011/12. There were some variances in levels of satisfaction based on customer's current employment status; mainly those who were not in work currently were less likely to be satisfied with Workplace. In addition those who had found their initial employment through Workplace were significantly more likely to be very or fairly satisfied than those who had not (90% compared with 72%).

Table 17: Satisfaction with Workplace

	Very/fairly satisfied	Very/fairly dissatisfied	Don't know
All customers 2010/11 (Base=600)	83%	15%	2%
All customers 2011/12 (Base=750)	83%	15%	2%
Same employer (Base=327)	88%	10%	2%
Different job (Base=247)	83%	15%	2%
Not in work (Base=176)	74%	23%	3%

¹² Comparisons cannot be provided with 2010/11 as this question was introduced for the 2013 survey

Source: Survey of Workplace customers 2013

Satisfaction is related to three main areas: the service received from Workplace (46%), the job achieved through Workplace (40%) and the assistance Workplace provided (30%) such as training provision, CV writing, interview skills and getting interviews. Details of these are included in Table 18.

Table 18: Reasons for satisfaction with Workplace

Reason for satisfaction	%
Service (net)	46%
Generally good service/ helpful/ useful	26%
Good advisors – approachable/ friendly/ professional	14%
Good communication/ contact	2%
Good follow up/ have kept in touch since I started work	2%
They listen/ They try to give you what you want/ tailor service to your needs	1%
Found employment (net)	40%
I got a job/ jobs through them/ they helped me find a job/ jobs	23%
Gave me regular updates/ emails on job opportunities	7%
It was quick/ found me a job quickly	2%
I got a good job/ appropriate job/ the job I wanted	4%
Gave a lot of job vacancies/ opportunities	3%
Helped me get a temporary job	1%
Assistance (net)	30%
Training opportunities/ they helped me get appropriate training/ get my licence	5%
Helped me with my CV	6%
Helped with job search	5%
Good advice/ guidance/ information	5%
Helped with interview skills/ preparation	5%
Helped me to get interviews	1%
Helped with job applications	1%
They got out of their way/ put a lot of effort into helping you	1%
Positive mention of money/ vouchers for clothes/ travel etc.	2%
Helped with confidence/ motivation	6%
Other reasons	4%

Base=750, Source: Survey of Workplace customers 2013

Where dissatisfaction was expressed, this was attributable mainly to not getting successful employment and criticisms of the service that were expressed in 2010/11 (Table 19).

Table 19: Reasons for dissatisfaction with Workplace

Reason for dissatisfaction	%
Job (net)	4%
I did not find a job/ get a job through them/ I am unemployed	2%
Job(s) were not ideal/ appropriate	1%
Did not come up with any/ many vacancies/ opportunities/	1%
Assistance (net)	3%
The advisor was not supportive/ helpful/ professional	2%
Negative mention of vouchers/ money e.g. inappropriate, did not receive them	1%
Service (net)	9%
Poor service/ wasn't helpful/ useful	5%
Poor communication/ infrequent contact	3%
Did not keep in contact/ went from good service to no service	1%
Other negative	3%

Base=750, Source: Survey of Workplace customers 2013

6.3 Impact of Workplace on customers

Customers were more enthusiastic in looking for work now (75% in both 2010/11 and 2011/12) and gained confidence in looking for work on their own without help (65% in 2011/12 compared with 64% in 2010/11) following help from Workplace (Table 20). This suggests Workplace has continued to be successful helping customers into work and helping them to become more confident and effective in their independent job-search.

Table 20: Levels of enthusiasm and confidence in looking for work

	I feel more enthusiastic in looking for work now		I feel more confident looking for work on my own without any help now	
	2010/11 (Base=600)	2011/12 (Base=750)	2010/11 (Base=600)	2011/12 (Base=750)
Strongly/slightly agree	75%	75%	64%	65%
Strongly/slightly disagree	14%	15%	26%	23%

Source: Survey of Workplace customers 2013

7 Workplace relationships

In total of 50 employers were interviewed by BMG. Over half of these come from the construction and retail and warehousing sectors (13 employers from each). Two thirds (32 in total) of employers interviewed reported their organisation was *mainly* based outside Newham whilst 18 were *mainly* based in Newham. Of the 20 employers interviewed 20 had 20 or less employees at the site they recruited for via Workplace, 15 had between 21 and 99, and 14 had 100 or more. A full profile of employer respondents is included in Appendix 1.

Employer relationships with Workplace have continued successfully since the previous evaluation, with 70% of employers interviewed having worked with Workplace for over a year compared to 40% in 2010/11.

Employers ranged in the number of individuals recruited via Workplace; one third had recruited 1-5 employees in this way (36%), whilst 18% had recruited more than 100 (Table 21).

Table 21: Number of employees recruited via Workplace¹³

Number of people recruited via Workplace	N	%
1-5	18	36%
6-10	8	16%
11-20	7	14%
21-99	3	6%
100+	9	18%
Don't know	5	10%

Base=50, Source: Interviews with employers 2013

Of the employers consulted over a quarter (28%) had employed individuals recruited via Workplace for more than 6 months. This is inconsistent with findings from the customer survey whereby a high proportion (70%) of customers had been employed for 12 months or more; however, it is possible employers were sampled who have engaged with Workplace more recently than 2010/11.

Table 22: Length of time individuals recruited via Workplace were employed at the business

Length of time employed	%
Less than one month	6%
1-2 months	28%
3-5 months	34%

¹³ Comparison not available for 2010/11

6-11 months	16%
12 months or more	12%
Don't know	4%

Base=50, Source: Interviews with employers 2013

Employers had used Workplace to fill a variety of role types; however, the most frequently cited were for lower skilled manual roles (48%) and customer service/retail assistant roles (32%). Nearly a quarter (24%) had recruited for roles which needed no skills and only 12% had recruited for managerial/supervisory roles through Workplace.

Employers used Workplace for a variety of reasons. The most common reason was a desire to work with local partners to ensure they recruit local employees. This was largely driven by a desire to employ locally or it was part of a Section 106 requirement. Other reasons for using Workplace included:

- **Recommendation from a colleague:** Positive word of mouth feedback regarding Workplace's track record of providing suitable candidates had led to further engagement.

"It's something my current manager was using and gave me the details." Employer

"The organisation got passed on by the previous manager who used them, they generally have good candidates and that's why we continue to use them." Employer

- **Past bad experience or non-positive perceptions of other services:** Workplace was seen as a good alternative to other options for recruitment such as Jobcentre Plus.

"The Website for jobcentre is not helpful and because we moved to Stratford - we found workplace finds the right employees; filtering local people on the guidelines of what is required and what we want." Employer

"They provide you with good candidates and the service Jobcentre should be supplying." Employer

- **Direct approach from workplace:** Someone in the organisation had been approached by Workplace and had followed up on this.

"They called/contacted us." Employer

"They approached me and I used them. We have a good relationship, high calibre and they are my first point of contact." Employer

- **Desire to use more local staff:** Many employers interviewed stressed that they were keen to hire locally based employees or it was their policy to hire local employees, reasons for this included convenience, local knowledge, and in some cases a sense of corporate social responsibility/wanting to support the local area.

"They are a local partner, so we work closely with the local boroughs to get the right candidates, also to encourage local employment." Employer

"This is a Newham organisation and our policy is to recruit only local residents."
Employer

"Because you want to support the local area." Employer

The majority of employers interviewed were positive about the candidates they had taken on and believed individuals recruited via Workplace had appropriate skills for the job they were hired for (88%).¹⁴

Nearly half (46%) of employers used recruitment agencies or welfare to work agencies other than Workplace (20% used recruitment agencies, 14% used welfare to work agencies, and 12% used both). The experience of Workplace compared to other agencies was positive, where 44% of employers thought employees recruited via Workplace were better than others and 52% thought employees recruited via Workplace were the same. Only two employers thought employees recruited via Workplace were worse than other agencies. Employers found Workplace candidates better in general because of the scale of the service which allows them to have a wider selection of suitably qualified and skilled candidates; this allows Workplace to be flexible and responsive to employer needs. The high level of expertise held by the Workplace staff allows them to 'pre-vet' employees which saves on employer resource.

"The whole scale of the operation and organisation, Workplace is a skilled consultancy with a substantial database." Employer

"Vetting staff, filtering candidates, and understanding our needs to meet them with correct candidates." Employer

"They provide personalised service and they are prompt, helpful and offer good advice. They also go out of their way to help us especially the agent we work with directly." Employer

The vast majority (92%) of employers were contacted by Workplace after they used them to recruit, of these three-quarters (74%) found this contact useful; it enabled them to build stronger relationships with Workplace and feedback any queries or concerns they had regarding staff.

"It helps establish that Workplace is interested in the employee and employer and it gives you a better understanding also of the employee." Employer

"It's good to have personal contact for feedback." Employer

"We have a good relationship with them. When we need anything, we contact them and it is done." Employer

Employers that did not find the follow-up contact useful tended to feel it was not of any use to them or that it was not required at that point.

"It's not relevant to us. It's for their use." Employer

"It doesn't affect me it's not relevant." Employer

"Because they were calling to confirm and gather information on the candidates rather than checking how they were doing within the job role." Employer

¹⁴ Comparisons cannot be provided with 2010/11 as this question was introduced for the 2013 research

A key indicator of Workplace's successful engagement with employers is the likelihood they would use it again; 92% of employers said they did plan to use the service in the future. Reasons for this include either having built a strong relationship with them that they can build upon or because of the high quality of service provided previously which means they are confident in Workplace's ability to provide suitable candidates in the future.

"They are our stakeholders as we are theirs and it is an important strategic partnership, with a strong relationship." Employer

"It's easy to use and reliable." Employer

"Because they have provided us good employees before." Employer

"They give excellent service. They are reliable and efficient." Employer

Employers were asked how they believed Workplace could improve their service, nearly half (48%) of the employers interviewed were not able to think of any feedback as they were satisfied with the service.

"We have been working with them for years. We talk to each other regularly. The way it is going, it's working well. So, there isn't anything in particular to say." Employer

"I have not had any problems so stay as you are." Employer

"There are no faults, it's perfect how it is. No changes." Employer

Several employers noted that the service could be improved by ensuring Workplace better checks potential employees to ensure they meet all the eligibility criteria defined by the employer, are of a high quality, and are eligible to work in the UK.

"More rigid checks of people who are able to work in Britain to make they have correct cards." Employer

"Listen to the criteria when it comes to job and person spec, make sure you understand the needs of the employer, otherwise it's wasting time; and it isn't fair on the applicant getting their hopes up when they are not suitable for the job." Employer

"Supply the best people who have pride in their work and don't worry about the difficulties of work." Employer

"They need to check the CVs thoroughly before they send people because some of them need CRB check. They sent me people who were not qualified and I have to train them." Employer

"Not revealing the interviewing process to candidates as it helps them get through the interview easily and then 3 months later they don't want to work or the skills are not shown as told in interview." Employer

Another emerging theme was the need to generally improve and maintain communication between Workplace and employers to ensure their needs are appropriately met and that existing staff recruited via the service are meeting their requirements. This was seen as important even when there were no vacancies so they could update them on possible employees and stay apprised if any new vacancies emerged.

"The process could be quicker, for example when a job opening is available on short notice and I send an email they do not contact straight away and it could be up to a

week with no contact by that time its late; other organisations we deal with, one in particular, is much quicker and responds in hours.” Employer

“Keep in contact more and make sure updates, they need to take feedback on why certain individuals are returning back to the assessment again when they clearly didn't pass the first time.” Employer

“[Workplace should] go online with a website for contact.” Employer

“Call more often to see if we have vacancies, to see if employees or candidates are suitable and have turned up, and more background information on the employee so we can discuss the best and most suitable candidates to meet our needs.” Employer

8 Conclusions

During 2011/12 Workplace continued to deliver a high standard of service and most customers and employers are satisfied with the service they received despite challenging economic conditions. The support provided by Workplace was found to be very or fairly useful to most customers both in finding their initial job and subsequently when finding other jobs.

Workplace helped the majority (70%) of its customers in 2011/12 to secure sustainable employment for 12 months. This shows a slight decrease in the annual sustainability rate compared with 76% of 2010/11 customers. However, given the changing labour market composition in Newham, with fewer jobs available in construction following the opening of key structures such as the Westfield and the Olympic Park this is still high. More customers entered jobs in retail and warehousing which tend to appeal to young people under 25 who are less likely to sustain work beyond 3 months. Despite this slight fall, Workplace continues to comprehensively outperform national and London benchmarks established in the previous evaluation.¹⁵

Average wages fell slightly between 2010/11 and 2011/12 (from £7.70 to £7.52) as a result of more people entering retail and warehousing jobs rather than construction. Customers who had previous work experience were paid more on average and are more likely to have permanent contracts. Work experience is beneficial for obtaining more sustainable, higher paid jobs. However, the number of work experience opportunities arranged and provided by Workplace has decreased. Stimulating an increase in work experience places may improve sustainability and wages.

Fewer significant differences exist by demographic factors in terms of who Workplace is supporting into work than in the previous report suggesting that Workplace has addressed some of the imbalances previously identified. Workplace supported more females and Black ethnic groups into work in 2011/12. Where differences persist (e.g. the level of pay) this may depend on wider societal factors outside which are out of the control of Workplace (e.g. lower pay in retail and warehousing sector and the likelihood for women to enter these roles).

On average Workplace customers work fewer hours than other individuals working in Newham (39% of all Workplace customers worked more than 36 hours per week compared with 60% of Newham residents in the APS). This may relate to a higher level of Workplace customers entering casual/zero hours contracts in 2011/12 which do not offer a guaranteed minimum number of working hours. In addition this may also relate to the lower proportion of Workplace customers entering jobs in the construction sector which has the highest average working hours.

Only 6% of respondents moved outside of Newham and very few key differences were found between those who remained in the area and those who had not indicating that people are happy to live in and work in Newham after gaining employment.

¹⁵ These benchmarks are for 2010/11 but no current period evaluations exist for programme sustainability.

Employer relationships have remained strong with 70% of employers interviewed having worked with Workplace for over a year compared to 40% in 2010/11. Employers used Workplace for a variety of reasons. The most common reason was a desire to work with local partners to ensure they recruit local employees. The majority of employers interviewed were positive about the candidates they had taken on and believed individuals recruited via Workplace had appropriate skills for the job they were hired for (88%). In total 92% of employers stated they would use Workplace again in the future.

Appendix 1: Research approach details

Customer Research

A database of customers who found work via Workplace was provided to BMG Research by the London Borough of Newham. This included customers who found work via Workplace between September 2011 and September 2012. All Workplace customers were eligible for an interview if they recalled engaging with Workplace and finding work (either via Workplace or independently) within this period of time.

The profile of Workplace customers was established via the database and quotas set to ensure the interviewed sample was representative of the database. 750 interviews were conducted in total.

The profile of Workplace customers was as follows in Table 23.

Table 23: Profile of customer survey respondents

	%
Gender	
Female	48%
Male	52%
Age	
18-24	33%
25-34	30%
35-44	18%
45-54	14%
55-64	5%
65+	1%
Ethnicity	
Asian or Asian British - Bangladeshi	11%
Asian or Asian British – Indian	9%
Asian or Asian British – Other	3%
Asian or Asian British - Pakistani	8%
Black or Black British – African	16%
Black or Black British - Caribbean	8%
Black or Black British – Other	2%
Chinese	0.4%
Mixed – Other	2%
Mixed - White and Asian	1%
Mixed - White and Black African	5%
Mixed - White and Black Caribbean	4%
White – British	13%
White – Irish	0.3%
White – Other	9%
Other	10%
Prefer not to say	0.3%

Disability	
Has disability	2%
Does not have disability	94%
Prefer not to say	4%

Base=750, Source: Survey of Workplace customers 2013

Fieldwork was conducted between 28th October and 26th November 2013 by telephone, a 15 minute questionnaire was administered.

Workplace customer employment sustainability was calculated by taking the date from the database when they had started their job with Workplace and asked when this job had finished (if at all). This period of time established the length of their job and hence sustainability. Sustainability has been calculated based upon respondents who were able to provide a date when their job had finished (if at all).

Independent t-tests (within the groups of interest i.e. gender) were conducted at the 95% confidence level to identify where findings were statistically significant. Within the narrative of this report differences are only discussed where these are statistically significant. Where possible comparisons to the 2010/11 findings from the previous evaluation of Workplace have also been made.

Employer Research

A database of 99 employers was provided to BMG Research. A semi-structured questionnaire was administered; this involved several closed questions as well as a good proportion of open response questions. 50 interviews were conducted with employers; the questionnaire took 20 minutes to administer. Fieldwork was conducted by telephone between 28th October and 26th November 2013. The profile of Workplace customers was as follows in Table 24 and Table 25.

Table 24: Sector of employer survey respondents

Sector	Number of interviews	% of interviews
Construction	13	26%
Retail and warehouse	13	26%
Hospitality, leisure and tourism	7	14%
Health and social care	2	4%
Security	2	4%
Public sector	3	6%
Other	10	20%

Base=50, Source: Interviews with employers 2013

Table 25: Size of employer survey respondents (site only)

Sector	Number of interviews	% of interviews
1-5	5	10%
6-10	8	16%
11-20	7	14%
21-99	15	30%
100+	14	28%
Don't know	1	2%

Base=50, Source: Interviews with employers 2013

Secondary data analysis

Secondary data analysis to was conducted to: (1) provide the background to the study based on local area labour market indicators (unemployment rates, youth unemployment, claimants and duration of unemployment), setting the Newham context compared with London and the rest of the UK; and (2) where possible to benchmark findings of the Workplace customer survey with national data sources. Data sources used included the Labour Force Survey and the Annual Population Survey.

Appendix 2: Customer questionnaire

Newham Workplace Questionnaire – Customers

ASK TO SPEAK TO: Named respondent:

INTRODUCTION

READ OUT

Good morning/afternoon/evening my name isfrom BMG Research, an independent research company based in Birmingham and I am calling on behalf of the London Borough of Newham.

We have been asked by the London Borough of Newham to contact you to find out about your experience of using their Workplace service to find employment. The interview will last about 15 minutes by telephone, can you spare some time please (or I can call back another more convenient time).

REASSURANCES TO ADD IF NECESSARY

- Your co-operation will ensure that the views and experiences of Workplace customers are able to inform the future development of the service
- All information collected will be treated in the strictest confidence. Responses will not be attributed to any individual or company.
- We work strictly within the Market Research Society Code of Conduct
- Contact at BMG Research is Elizabeth Davies on 0121 333 6006
- Contact at London Borough of Newham is Sarah Johnson on 020 3373 0886
- Contact details have been provided by the London Borough of Newham

INTERVIEWER TO RECORD OUTCOME

Respondent agrees	1	CONTINUE
Hard appointment	2	MAKE APPOINTMENT
Soft Appointment	3	
Refusal	4	CLOSE
Not available in deadline	5	
Engaged	6	
Fax Line	7	
No reply/Answer phone	8	
Business Number	9	
Dead line	10	
Other (SPECIFY)	11	

READ OUT

We would like to ask you some questions about what happened after you used Workplace. This is the Newham Council employment service that helps people in Newham find work in the local area. You may remember going to a Workplace office either in Boardman House

on Stratford Broadway, The Place in Canning Town, or on East Ham High Street to meet with someone from Workplace.

ASK ALL, SINGLE RESPONSE

Q1. Do you remember dealing with Workplace to help you find work?

Yes	1
No	2 – THANK AND CLOSE

ASK ALL, SINGLE RESPONSE,

Q1B. When did you first go to Workplace to receive support to get employment?

Before September 2011	1
After September 2011 but before October 2012	2
After September 2012	3

IF Q1B=1/3 THANK AND CLOSE (WE CAN ONLY SPEAK TO PEOPLE WHO ENGAGED WITH WORKPLACE BETWEEN SEPTEMBER 2011 AND SEPTEMBER 2012)

IF Q1B=2 PROCEED

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS

Q2. Which of these best describes what happened after the support you received through Workplace?

I went on to find a job through Workplace	1
I went on to get a job but not through Workplace	2
Something else (Please specify) DO NOT READ OUT	3 – THANK AND CLOSE

READ OUT

For the rest of this interview I am going to talk to you about Workplace, which is the name of the Newham Council service you used to find work.

ASK ALL, MULTIPLE RESPONSE

Q3. Can you remember what type(s) of support you wanted to receive when you went to Workplace, if yes what was this?

Help to find employment opportunities/vacancies	1
CV support	2
Careers advice and guidance	3
Interview advice	4
Help with confidence/motivation	5
Basic skills training such as help with reading and writing	6
Vocational or specific work related training such as food hygiene or construction courses	7
Work experience	8
Other (please specify)	9
None of the above	10
Can't remember	11

ASK ALL, MULTIPLE RESPONSE, READ OUT OPTIONS

Q4A. And which of these types of support did Workplace provide you with before you started your job?

Help to find employment opportunities/vacancies	1
CV support	2
Careers advice and guidance	3
Interview advice	4
Help with confidence/motivation	5
Basic skills training such as help with reading and writing	6
Vocational or specific work related training such as food hygiene or construction courses	7
Work experience	8
Other (please specify)	9
No support provided	10

ASK IF Q4A=1/2/3/4/5/6/7/8/9, SINGLE RESPONSE, READ OUT OPTIONS

Q4B. How useful did you find the following types of support in helping you to get

IF Q2=1: the job Workplace helped you to get?

IF Q2=2: the job you first got after your contact with Workplace?

INTERVIEWER TO ASK FOR EACH OPTION SELECTED AT Q4A

	Very useful	Fairly useful	Not useful at all	Can't remember/ don't know
Help to find employment opportunities/vacancies	1	2	3	4
CV support	1	2	3	4
Interview advice	1	2	3	4
Help with confidence/motivation	1	2	3	4
Basic skills training such as help with reading and writing	1	2	3	4
Vocational or specific work related training such as food hygiene or construction courses	1	2	3	4
Work experience	1	2	3	4
Other (please specify)	1	2	3	4

WORKPLACE EMPLOYMENT

READ OUT

I would now like to ask you some questions about

IF Q2=1: the job Workplace helped you to get

IF Q2=2: the job you first got after your contact with Workplace

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS, ROTATE OPTIONS**Q5.** Which of these industries did

IF Q2=1: Workplace help you to enter?

IF Q2=2: you get your job in?

Construction	1
Retail and warehouse	2
Hospitality, leisure and tourism	3
Office and admin	4
Health and social care	5
Security	6
Finance and business services	7
Public sector	8
Transport and distribution	9
Manufacturing	10
Other (please specify)	11

ASK ALL, OPEN RESPONSE**Q6.** And what type of job did you first get in this industry? *Prompt for job title***ASK ALL, NUMERIC RESPONSE****Q7.** How many hours were you working a week?**ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS****Q8.** What sort of contract were you on?

A permanent contract	1
A fixed term contract	2
Casual/Zero-hours	3
Something else (please specify)	4
Don't know	5

Note for interviewers: If respondent is unsure of these contract types you can add further explanation

Permanent – an indefinite contract with a guaranteed number of hours and no fixed end point.

Fixed term – a contract with a pre-determined end date. For example, 3 months or 6 months from starting.

Casual/zero hours – a non-permanent contract without a fixed number of hours.

ASK IF Q8=2/3, SINGLE RESPONSE**Q9.** What was the expected length of the contract?

Less than a month	1
1-3 months	2
3-6 months	3
6-11 months	4
12 months or more	5
Don't know	6

ASK ALL, SINGLE RESPONSE**Q10.** Did you get paid weekly or monthly?

Weekly	1
Monthly	2
Something else (please specify)	3

ASK ALL, NUMERIC RESPONSE**Q11.** And would you mind telling me how much you were typically paid in that job (either by hour, week, month or year) – that's the pay you actually received before stoppages for tax or national insurance and not including any tax credits?**WRITE IN NUMBER AS APPROPRIATE (ESTIMATE IF REQUIRED)**

- £ per hour
- £ per week
- £ per month
- £ per year
- Don't know
- Refused

ASK ALL, SINGLE RESPONSE, READ OUT IF NECESSARY**Q12.** Approximately, how long had you been unemployed BEFORE starting this job?

Already in work when you secured the job	1
0-6 months	2
6-12 months	3
1-2 years	4
2-5 years	5
5-10 years	6
10 years +	7
This was my first job and I had never worked before	8
Don't know	9

AFTER WORKPLACE EMPLOYMENT

READ OUT

I would now like to ask you some questions about what you have done since you got your job

IF Q2=1: through Workplace

IF Q2=2: after your contact with Workplace

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS

Q13. Which of these best describes you now?

I'm still in the same role with the same employer	1
I'm in a different role, but with the same employer who I first worked with after Workplace	2
I'm in a different job with a different employer	3
I'm no longer working	4

ASK IF Q13=1, SINGLE RESPONSE

Q14. Are you working the same number, more or less hours now compared to when you first started this job?

Working the same number of hours	1
Working more hours	2
Working less hours	3

ASK IF Q13=2/3, NUMERIC RESPONSE

Q15. What are your current average working hours per week?

ASK IF Q13=1/2/3, SINGLE RESPONSE, READ OUT OPTIONS

Q16A. Do you have the same contract or has this changed to a different type of contract?

IF CHANGED ASK: Has this changed to?

(Yes) A permanent contract	1
(Yes) A fixed term contract	2
(Yes) Casual/Zero-hours	3
(Yes) Something else (please specify)	4
No – Contract is the same	5

ASK IF Q13=2/3, OPEN RESPONSE

Q16B. And what type of job are you currently in? *Prompt for job title*

ASK IF Q13=2/3, NUMERIC RESPONSE

Q16C And would you mind telling me how much you are typically paid in your current job (either by hour, week, month or year) – that’s the pay you actually receive before stoppages for tax or national insurance and not including any tax credits?

WRITE IN NUMBER AS APPROPRIATE (ESTIMATE IF REQUIRED)

- £ per hour
- £ per week
- £ per month
- £ per year
- Don't know
- Refused

ASK IF Q13=2/3, SINGLE RESPONSE

Q16D Generally, thinking about your current job compared with your previous job, would you say this has been an upwards progression? By this I mean you have gained higher status work, or significantly more responsibility, or significantly higher earnings.

No – not progressed	1
Slight progression	2
Moderate progression	3
Strong progression	4
Don't know	5

ASK IF Q13=3/4, DATE RESPONSE

Q17. When did the job you started

IF Q2=1: through Workplace stop?

IF Q2=2: after Workplace stop?

- ENTER MONTH
- ENTER YEAR (2011, 2012, 2013)
- Don't know

ASK IF Q13=3/4, MULTIPLE RESPONSE, READ OUT OPTIONS, ROTATE OPTIONS

Q18. There are many different ways in which people end their jobs which they got

IF Q2=1: through Workplace

IF Q2=2: after Workplace

Which of these applies to you?

My contract ended	1
I resigned from the job or left voluntarily	2
I was asked to leave or was sacked	3
For another reason (please specify)	4
Don't know	5
Refused	6

ASK IF Q18=2, MULTIPLE RESPONSE, READ OUT OPTIONS, ROTATE OPTIONS**Q19.** Which of these best describes why you resigned?

Too far to travel	1
To start my own business	2
To start training course full-time	3
Caring responsibility	4
Illness/injury	5
Issue with employer	6
Issue with colleagues	7
I found another job	8
Inappropriate hours	9
Couldn't get enough hours	10
I didn't like the work	11
The job was too stressful	12
For another reason (please specify)	13

ASK IF Q19=4, SINGLE RESPONSE**Q20.** You say left your job because of caring responsibilities, was this for an adult, a child or both?

Adult	1
Child	2
Both	3

ASK IF Q19=4, MULTIPLE RESPONSE, DO NOT PROMPT**Q21.** What were the main issues with your caring responsibilities that led to you leaving your job?

The cost of care	1
The hours worked did not fit well with caring responsibilities	2
Other (please specify)	3

ASK IF Q18=3, MULTIPLE RESPONSE, READ OUT OPTIONS, ROTATE OPTIONS**Q22.** Which of these best describes the reason your employer gave for asking you to leave?

Too much sickness/absence	1
Misconduct	2
Work-related issues	3
There was not enough work/made redundant	4
For another reason (please specify)	5
Don't know	6
Refused	7

ASK IF Q13=4, SINGLE RESPONSE**Q23A.** After your

IF Q2=1: Workplace job finished,

IF Q2=2: First job after contact with Workplace finished,

did you go on to find other work?

Yes	1
No	2

ASK IF Q13=3 OR Q23A=1, SINGLE RESPONSE**Q23B.** Is this job based in Newham?

Yes	1
No	2
Don't know	3

ASK IF Q13=3 OR Q23A=1 AND Q4A=1/2/3/4/5/6/7/8, SINGLE RESPONSE, READ OUT OPTIONS**Q23C.** Did you find any of the skills/advice you got through Workplace useful in order to get other work?**INTERVIEWER TO ASK FOR EACH OPTION SELECTED AT Q4A**

	Very useful	Fairly useful	Not useful at all	Can't remember /don't know
CV support	1	2	3	4
Interview advice	1	2	3	4
Help with confidence/motivation	1	2	3	4
Basic skills training such as help with reading and writing	1	2	3	4
Vocational or specific work related training such as food hygiene or construction courses	1	2	3	4
Work experience	1	2	3	4

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS**Q24.** Thinking back to when you were first registered with Workplace and the 12 months following this, how much of this time period have you been in employment?

Less than a month	1
1-3 months	2
More than 3 months to 6 months	3
6-11 months	4
12 months	5

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS

Q25A. And thinking about the last five years BEFORE you registered with Workplace, how much of this time were you in employment for?

Not worked for the previous five years at all	1
Worked for less than two years	2
Worked for two but less than four years	3
Worked for four years or more	4

ASK ALL, MULTIPLE RESPONSE, DO NOT READ OUT OPTIONS

Q25B. What barriers or challenges did you experience to finding work before visiting Workplace?

Lack of confidence	1
Lack of support/help in finding a job	2
Lack of basic skills needed for work	3
English language skills	4
Health issues	5
Caring responsibilities	6
Unable to find suitable work	7
Other (please specify)	8
No barriers or challenges experienced	9

ASK ALL, NUMERIC RESPONSE, READ OUT OPTIONS

Q25C. Again, thinking about the last five years BEFORE you registered with Workplace, how much of this time were you in full time education for? **RECORD MONTHS AND YEARS**

ASK ALL, SINGLE RESPONSE

Q26. IF Q13=4: Are you currently looking for work? IF Q13=1/2/3: Are you currently looking for a different job?

Yes	1
No	2

ASK IF Q13=4 AND Q21=2, MULTIPLE RESPONSE, DO NOT PROMPT

Q27. Why are you not looking for work? DO NOT PROMPT

I have full time caring responsibilities	1
There are no suitable jobs in Newham/locally	2
I don't want to travel	3
My skills do not match existing jobs	4
I'm not well enough to work	5
Other (please specify)	6
Refused	7

ASK IF Q13=4, MULTIPLE RESPONSE, READ OUT OPTIONS

Q28. Are you currently claiming any of the following benefits?

Job Seekers Allowance	1
Employment Support Allowance or Incapacity Benefit	2
Income Support	3
Carers Allowance	4
Tax credit	5
Other (please specify)	6
Refused	7

ASK ALL, MULTIPLE RESPONSE, READ OUT OPTIONS

Q29. Did you receive any of these types of support from Workplace to help you stay in work once your job started?

Advice from advisor	1
Financial help with travel	2
Other financial assistance	3
Help looking for another job	4
Help setting up tax credits	5
Help with debts	6
Help staying motivated	7
Something else (please specify)	8
None of these	9

ASK IF Q29=1/2/3/4/5/6/7/8, SINGLE RESPONSE, READ OUT OPTIONS

Q30. How useful did you find these forms of support?

	Very useful	Fairly useful	Not useful at all	Can't remember/ Don't know
Advice from advisor	1	2	3	4
Financial help with travel	1	2	3	4
Other financial assistance	1	2	3	4
Help looking for another job	1	2	3	4
Help setting up tax credits	1	2	3	4
Help with debts	1	2	3	4
Help staying motivated	1	2	3	4
Something else	1	2	3	4

ASK ALL, MULTIPLE RESPONSE, READ OUT ALL NOT MENTIONED AT Q30A

Q31. Which of these might you have found useful when you started work to help you stay in employment?

Advice from advisor	1
Financial help with travel	2
Other financial assistance	3
Help looking for another job	4
Help setting up tax credits	5
Help with debts	6
Help staying motivated	7
Something else (please specify)	8
None of these	9

ASK ALL, SINGLE RESPONSE

Q32. I'm going to read out some things that other people have said about Workplace and getting a job through Workplace and I would like you to tell me whether you agree or disagree with each

	Agree strongly	Agree slightly	Neither Agree or Disagree	Disagree slightly	Disagree strongly
I feel more confident looking for work on my own without any help now	1	2	3	4	5
I feel more enthusiastic in looking for work now	1	2	3	4	5
I find (Q13=1/2/3)/ found (Q13=4) it difficult to manage my finances in work	1	2	3	4	5

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS

Q33. Overall, how satisfied or dissatisfied have you been with Workplace?

Very satisfied	1
Fairly satisfied	2
Fairly dissatisfied	3
Very dissatisfied	4
Don't know	5

ASK IF Q33=1/2/3/4, OPEN RESPONSE

Q34. And why do you say you have been **READ OUT ANSWER FROM Q33?**

DEMOGRAPHICS

READ OUT

Finally, I just need to ask you a few questions about yourself to understand who has been using Workplace

INTERVIEWER TO RECORD FOR ALL, SINGLE RESPONSE

Q35. Gender

Male	1
Female	2

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS

Q36. Which of these age groups are you in?

Under 18	1
18-24	2
25-34	3
35-44	4
45-54	5
55-64	6
65+	7
Prefer not to say	8

ASK ALL, SINGLE RESPONSE, READ OUT IF NECESSARY

Q37. What is your highest level of qualification? If your qualifications were attained overseas, then we are interested to know what the equivalent qualification is in this country.

Trade apprenticeship	1
NVQ/GNVQ	2
BTEC level 1	3
O-levels/CSE/GCSEs	4
BTEC level 2	5
A-levels	6
BTEC level 3	7
ONC, OND or City and Guilds	8
HNC or HND / BTEC level 4	9
University Degree	10
Post-graduate degree or qualification	11
Other (please specify)	12
No qualifications	13

ASK ALL, MULTIPLE RESPONSE**Q38.** Do you have any children living at home? IF YES What are their ages?

0-5	1
6-9	2
10-15	3
16+	4
Children have left home	5
No children	6

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS**Q39.** Which of the following best describes your marital status?

Married/ living with a partner	1
Separated/ divorced/ widowed	2
Single	3
Refused	4

ASK ALL, OPEN RESPONSE**Q40.** What is your current postcode?

IF RESPONDENT REFUSES ASK FOR THE NAME OF THE LOCAL AREA THEY CURRENTLY RESIDE IN

EQUALITIES MONITORING**READ OUT**

The next few questions are about yourself and completing them is optional. Newham Council is committed to eliminating discrimination and promoting equal opportunities. We want to deliver and improve our services and ensure that service is available to all members of our community and the data collected on this form will help us to achieve this. The data will also be used to report on the needs of different groups of people. The information that you provide on this form will remain confidential and will be used for monitoring purposes only.

READ OUT IF NECESSARY: The Disability Discrimination Act 1995 defines disability as “a physical or mental impairment, which has a substantial and long-term adverse effect on your ability to carry out normal day-to-day activities.” This includes people with physical impairments, visual impairments, hearing impairments, deaf BSL users, people with learning difficulties including people with specific learning difficulties like dyslexia, people with mental health needs and people living with a health condition. E.g. HIV, multiple sclerosis, cancer.

ASK ALL, SINGLE RESPONSE**Q41.** Do you consider yourself to be a disabled person?

Yes	1
No	2
Prefer not to say	3

ASK IF Q41=1, MULTIPLE RESPONSE**Q42.** It helps us to know whether we are reaching all disabled people. Can you please tell me which of these impairments applies to you?

Physical impairment	1
Hearing impairment	2
Learning difficulties	3
Mobility impairment	4
Visual impairment	5
Deaf BSL user	6
Blind	7
A health condition e.g. HIV, multiple sclerosis or cancer	8
Other	9
Prefer not to say	10

ASK ALL, SINGLE RESPONSE, READ OUT/PROMPT AS NECESSARY**Q43.** How would you describe your ethnic origin?

White British	1
White Irish	2
White Polish	3
White Lithuanian	4
White Romanian	5
White - other Eastern European	6
White - any other white background	7
Mixed white	8
Mixed - White and Black Caribbean	9
Mixed - White and Black African	10
Mixed - White and Asian	11
Mixed - Any other mixed background	12
Black – British	13
Black – African	14
Black – Caribbean	15
Black – Nigerian	16
Black – Somali	17
Black – Ghanaian	18
Black- Any other Black background	19
Asian – British	20
Asian – Indian	21
Asian – Pakistani	22
Asian – Bangladeshi	23
Asian - Sri Lankan Tamil	24
Any other Asian background	25
Chinese – British	26
Chinese	27
Irish Traveller	28
Roma Gypsy/Traveller	29
Other	30
Prefer not to say	31

ASK ALL, SINGLE RESPONSE**Q44.** How would you describe your religion or beliefs?

Christian	1
Buddhist	2
Hindu	3
Jewish	4
Muslim	5
Sikh	6
Pagan	7
Atheist	8
Agnostic	9
Other	10
None	11
Prefer not to say	12

ASK ALL, SINGLE RESPONSE, READ OUT OPTIONS IF NECESSARY**Q45.** How would you define your sexual orientation?

Homosexual	1
Bisexual	2
Heterosexual	3
Other (please specify)	4
Prefer not to say	5

ASK ALL, SINGLE RESPONSE**Q46.** Finally, are you the same gender you were assigned at birth?

Same gender	1
Transgender	2
Prefer not to say	3

READ OUT

We have now come to the end of the survey - thank you very much for your time.

All our surveys are conducted under the Code of Conduct of the UK Market Research Society and all responses are confidential. If you are concerned about whether BMG is a genuine market research agency, you can call the Market Research Society on 0500 396 999 during office hours.

Appendix 3: Employer questionnaire

Workplace Employers Questionnaire

ASK TO SPEAK TO: Named respondent

INTRODUCTION

READ OUT

Good morning/afternoon/evening my name isfrom BMG Research, an independent research company based in Birmingham and I am calling on behalf of the London Borough of Newham.

We have been asked by the London Borough of Newham to contact you to ask about your experience of using their recruitment service, Workplace. The interview will last about 20-25 minutes by telephone, can you spare some time please (or I can call back another more convenient time).

REASSURANCES TO ADD IF NECESSARY

- Your co-operation will ensure that the views and experiences of employers that have engaged with Workplace inform the future development of the service
- All information collected will be treated in the strictest confidence. Responses will not be attributed to any individual or company.
- We work strictly within the Market Research Society Code of Conduct
- Contact at BMG Research is Elizabeth Davies on 0121 333 6006
- Contact at London Borough of Newham is Sarah Johnson on 020 3373 0886
- Contact details have been provided by the London Borough of Newham

During this interview I'm going to ask you some questions about your dealings with Workplace and your views on how people you employed via Workplace have got on. Are you the best person to answer these questions or would it be someone else (If someone else, ask to speak with them).

I would like to stress that what you say is completely confidential and BMG Research will not pass your individual comments back to Newham Council or Workplace. Your honest answers are appreciated as this will help Workplace improve their service in the future.

BACKGROUND AND WARM UP

Firstly, could you tell me a little bit about the organisation you work for and your job role.

ASK ALL, SINGLE RESPONSE, READ OUT

Q1. Which industry does your organisation operate in?

Construction	1
Retail and warehouse	2
Hospitality, Leisure & tourism	3
Professional services	4
Health & Social Care	5
Security	6
Finance & Business Services	7
Public Sector	8
Transport and distribution	9
Manufacturing	10
Other (please specify)	11

ASK ALL, SINGLE RESPONSE, DO NOT READ OUT

Q2. Is your organisation mainly based in Newham or outside Newham?

In Newham	1
Outside Newham	2

ASK ALL, NUMERIC RESPONSE

Q3. How many people does your organisation employ at your site?

ASK ALL, NUMERIC RESPONSE

Q4. How many people overall would you estimate have been recruited as new people in the last 12 months at your site?

ASK ALL, OPEN RESPONSE

Q5. And what is your job title?

ASK ALL, MULTIPLE RESPONSE, DO NOT READ OUT

Q6. Can you tell me a bit about where you work, is it a site or branch of a wider organisation, does it operate as an agency or something else?

Single site.....	1
Branch of a wider organisation	2
Agency	3

ASK ALL, NUMERIC RESPONSE

Q7. How long has your organisation been dealing with Workplace?

ASK ALL, NUMERIC RESPONSE

Q8. Approximately how many people have you employed via Workplace since you started dealing with them?

ASK ALL, SINGLE RESPONSE, READ OUT

Q9. How long on average have the individual(s) you have recruited via Workplace been employed by your organisation?

Less than a month.....	1
1-3 months	2
3 months to 6 months.....	3
6-11 months	4
12 months or more	5
Don't know	6

WHAT THEY USE WORKPLACE FOR

(Adjust question wording if only used for one Workplace employee)

ASK ALL, OPEN RESPONSE

Q10. What made you use Workplace? INTERVIEWER TO PROBE FULLY What else?
Any other reasons?

ASK ALL, MULTIPLE RESPONSE, READ OUT

Q11. What are the typical job roles you use Workplace for? Are these...?

Managerial/supervisory.....	1
Office administration/clerical	2
Customer service/retail assistant	3
High skilled manual	4
Lower skilled manual.....	5
No skills.....	6
Other (WRITE IN).....	7

ASK ALL, SINGLE RESPONSE, READ OUT

Q12. When you use Workplace, are you usually trying to fill permanent, fixed term contract or casual hour roles?

A permanent contract.....	1
A fixed term contract	2
Casual/Zero-hours	3
A mixture of these	4
Something else (please specify)	5
No real pattern	6

COMPETITOR COMPARISONS

ASK ALL, SINGLE RESPONSE, DO NOT READ OUT

Q13. Do you deal with any other recruitment agencies or welfare to work agencies?

Yes - recruitment agencies	1
Yes - welfare to work agencies	2
Yes – both	3
No - neither	4

ASK IF Q13=1/2/3, SINGLE RESPONSE, READ OUT

Q14. How do Workplace recruits compare to those from other recruitment or welfare to work agencies?

- All better 1
- All worse 2
- Tend to be better on average 3
- Tend to be worse on average 4
- The same 5

ASK IF Q14=1/2/3/4, OPEN RESPONSE

Q15. In which ways are they better/worse? Why do you think that is?

VIEWS ON EMPLOYEES SUPPLIED BY WORKPLACE

I'm now going to ask you some questions about the people you have employed through Workplace, I would like to stress again that what you say is completely confidential by BMG Research.

(Adjust question wording if only used for one Workplace employee)

ASK ALL, NUMERIC RESPONSE

Q16. On average how many hours are individual employees supplied by Workplace working a week?

ASK ALL, SINGLE RESPONSE, READ OUT

Q17. Generally what sort of contracts are employees supplied by Workplace on?

- A permanent contract 1
- A fixed term contract 2
- Casual/Zero-hours 3
- Something else (please specify) 4
- Don't Know 5

ASK IF Q17=2/3, SINGLE RESPONSE, READ OUT

Q18A. Generally what is the average length of these contracts?

- Less than a month 1
- 1-3 Months 2
- 3 months to 6 months 3
- 6-11 Months 4
- 12 Months or more 5
- Don't know 6

ASK IF Q17=2/3, NUMERIC RESPONSE IN MONTHS AND YEARS, DK=99

Q18B. What were the shortest and longest contract lengths?

ASK ALL, NUMERIC RESPONSE

Q19A. How many are still employed by you?

ASK ALL, NUMERIC RESPONSE

Q19B. How many left?

ASK IF Q19A=>1, NUMERIC RESPONSE IN MONTHS AND YEARS, DK=99

Q20. Of those still employed by you, what is the shortest period of employment and longest period of employment?

ASK IF Q19B=>1, NUMERIC RESPONSE IN MONTHS AND YEARS, DK=99

Q21. Of those that have left, what were the shortest and longest periods of employment before leaving?

ASK ALL, SINGLE RESPONSE, DO NOT READ OUT

Q22. Generally did the employees have the skills needed for the job?

- Yes.....1
- No.....2

ASK IF Q22=2, OPEN RESPONSE

Q23. If not what skills did you require which they did not have?

ASK ALL, SINGLE RESPONSE, DO NOT READ OUT

Q24. Of those employees still working in your organisation, in general are they in the same role or a different role?

- Employed in the same role 1
- Employed in a different role 2
- Don't know 3

ASK ALL, SINGLE RESPONSE, READ OUT

Q25. If any employees supplied by Workplace have left why are they no longer working with you, please pick the most common reason?

- Their contract ended 1
- They resigned from the job 2
- They were asked to leave / sacked 3
- Something else 4
- None have left 4

ASK IF Q25=2, MULTIPLE RESPONSE, DO NOT READ OUT

Q26. Do you know why they resigned? Why was this?

- Too far to travel 1
- To start a business 2
- To start training course fulltime 3
- Caring responsibility 4
- Illness/injury 5
- Issue with employer 6
- Issue with colleagues 7
- They found another job 8
- Inappropriate hours 9
- They couldn't get enough hours..... 10
- They didn't like the work..... 11
- The job was too stressful 12
- For another reason..... 13

ASK IF Q25=3, MULTIPLE RESPONSE, DO NOT READ OUT

Q27. Why were they asked to leave?

- Too much sickness/absence..... 1
- Misconduct 2
- Work-related issues 3
- There was not enough work/made redundant 4
- Lacked the required skills (literacy/numeracy/computer/communication/etc) 5
- For another reason..... 6

ASK ALL, OPEN RESPONSE

Q28. Is your experience of Workplace employees generally consistent? If it differs in what ways?

FOLLOW-UP CONTACT

Thinking now about your contact with Workplace after an employee starts working with you.

ASK ALL, SINGLE RESPONSE, DO NOT READ OUT

Q29. Were you/ Are you usually contacted by Workplace after an employee has started?

- Yes 1
- No..... 2

ASK IF Q29=1, SINGLE RESPONSE, READ OUT

Q30. How useful do you find this contact?

- Very useful 1
- Fairly useful..... 2
- Neither..... 3
- Not very useful 4
- Not at all useful 5

ASK ALL, OPEN RESPONSE

Q31. Why do you say that? PROBE – How could it be more useful?

ASK IF Q29=2, OPEN RESPONSE

Q32. Would this contact be useful? IF YES: What would it be useful to be contacted about?

Now thinking about Workplace in the future.

ASK ALL, SINGLE RESPONSE, DO NOT READ OUT

Q33. Do you plan to use Workplace in the future to find new employees?

- Yes 1
- No..... 2
- Maybe..... 3

ASK ALL, OPEN RESPONSE

Q34. Why do you say this?

ASK ALL, OPEN RESPONSE

Q35. What key advice would you give to Workplace to make the service to work better for organisations like yours?

ASK ALL, OPEN RESPONSE

Q36. And finally, are there any further comments you would like to make about Workplace?

Thank and close, reassure regarding confidentiality.

Appendix 4: Additional tables

Table 26: Length of time with current employer in the UK, London and Newham (in 1000s, 2011/2012)

	UK (Base=134,463)		London (Base=11,944)		Newham (Base=347)	
	Freq.	Percent	Freq.	Percent	Freq.	Percent
Less than 3 months	1,186	4%	173	5%	*)	5%
3 months but less than 6	1,178	4%	173	5%	8	9%
6 months but less than 12	1,812	6%	273	7%	*)	7%
1 year but less than 2	2,901	10%	457	12%	13	15%
2 years but less than 5	6,243	22%	938	25%	22	25%
5 years but less than 10	5,661	20%	766	21%	18	20%
10 years but less than 20	5,413	19%	606	16%	12	14%
20 years or more	3,501	13%	315	9%	*)	5%
Total	27,895	100%	3,700	100%	89	100%

*) unreliable, Source: APS

Table 27: Unemployment by duration, in the UK, London and Newham (in 1000s, 2011/2012)

Duration of unemployment	UK (Base=12,003)		London (Base=1,224)		Newham (Base=70)	
	Freq.	%	Freq.	%	Freq.	%
Less than 3 months	770.5	31%	124.4	32%	3.1	18%
3 months but less than 6 months	436.3	17%	66.2	17%	2.8	16%
6 months but less than 12 months	474.9	19%	77.1	20%	4.1	24%
1 year but less than 2 years	419.4	17%	58.4	15%	3.8	22%
2 years and more	424.1	17%	59.8	15%	3.6	21%
Total	2,525	100%	385.9	100%	17.5	100%

Source: APS

Table 28: Search channel of new employment[&] found (in 1000, 2011/2012)

	UK (Base=17,729)		London (Base=1,731)		Newham (Base=62)	
	Freq.	%	Freq.	%	Freq.	%
Reply to advertisement	1,084.9	27%	123.7	22%	*)	19%
Job Centre	263.0	7%	38.4	7%	*)	11%
Careers Office	22.3	1%	1.7	0%	*)	2%
Job club	4.4	0%	0.3	0%	*)	0%
Private employment agency, business	337.8	8%	55.8	10%	*)	5%
Hearing from someone who worked there	1,007.7	25%	132.8	23%	*)	18%
Direct application	762.4	19%	122.0	22%	*)	17%
Some other way	506.2	13%	92.8	16%	*)	28%
Total	3,988.9	1	567.5	100%	*)	100%

[&] Applies to all employment reported with duration of less than 12 months

*) Unreliable; compare to survey outcomes and drop for report

Source: APS

Table 29: Roles where Workplace customers were employed

Role type	2010/11 (Base=600)	2011/12 (Base=750)
Customer facing (net)	29%	35%
Sales/ Retail/ Shop assistant/ Customer service assistant/ Retail operative	22%	27%
Customer services	7%	5%
Casino dealer/ croupier	1%	2%
Manual/ construction (net)	31%	30%
Security guard/ Security officer	8%	6%
Cleaner	5%	8%
Caretaker/ concierge	1%	0%
Machine operator/ plant operator	2%	0%
Refuse collector	1%	0%
Warehouse worker/ stock room assistant/ shelf stacker	3%	2%
Driver/ Delivery driver/ bus driver etc.	2%	2%
Forklift driver	1%	1%
Brick layer/ Fire Proofer/ Dry liner	1%	0%
Builder/ Construction worker	1%	1%
Ground worker	1%	0%
Electrician	1%	0%
Labourer	2%	1%
Carpenter	1%	0%
Other manual work	2%	7%
Catering (net)	9%	14%
Office Based (net)	8%	5%
Education/ Care (net)	3%	5%
Other	8%	12%

Source: Survey of Workplace customers 2012 and 2013

Appendix 5: Statement of Compliance

Compliance with International Standards

BMG complies with the International Standard for Quality Management Systems requirements (ISO 9001:2008) and the International Standard for Market, opinion and social research service requirements (ISO 20252:2012).

Interpretation and publication of results

The interpretation of the results as reported in this document pertain to the research problem and are supported by the empirical findings of this research project and, where applicable, by other data. These interpretations and recommendations are based on empirical findings and are distinguishable from personal views and opinions.

BMG will not be publish any part of these results without the written and informed consent of the client.

Ethical practice

BMG promotes ethical practice in research: We conduct our work responsibly and in light of the legal and moral codes of society.

We have a responsibility to maintain high scientific standards in the methods employed in the collection and dissemination of data, in the impartial assessment and dissemination of findings and in the maintenance of standards commensurate with professional integrity.

We recognise we have a duty of care to all those undertaking and participating in research and strive to protect subjects from undue harm arising as a consequence of their participation in research. This requires that subjects' participation should be as fully informed as possible and no group should be disadvantaged by routinely being excluded from consideration. All adequate steps shall be taken by both agency and client to ensure that the identity of each respondent participating in the research is protected.



With more than 20 years' experience, BMG Research has established a strong reputation for delivering high quality research and consultancy.

BMG serves both the social public sector and the commercial private sector, providing market and customer insight which is vital in the development of plans, the support of campaigns and the evaluation of performance.

Innovation and development is very much at the heart of our business, and considerable attention is paid to the utilisation of the most recent technologies and information systems to ensure that market and customer intelligence is widely shared.

