

JobsPlus Year 2 findings: translating place-based employment support



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Webinar agenda

- 11:05 JobsPlus evaluation findings
- 11:35 Panel discussion
- 12:10 Audience Q&A
- 12:25 Closing remarks



Evaluation of the JobsPlus Pilot

Final Report

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What is JobsPlus?

A hyperlocal support model with a strong evidence base in the USA



On-site employment services: delivered in community hubs alongside co-located services, such as education and skills providers, childcare and transport, social services and health providers.



Community support for work: Residents help shape the provision of support, local outreach and engagement to promote JobsPlus, through community champions. In the UK, some are involved in local steering groups



Financial incentives: The UK pilot includes a one-off Into Work Bonus of £400, once JobsPlus participants have sustained new employment or self-employment for at least two months and earns at least £677 monthly.



Place-based saturation: Open to all residents within a defined geographic area so that all residents in a JobsPlus site benefit directly, through enrollment and services, or indirectly, by building a culture of work.

JobsPlus sites and target communities

- Delivered by housing associations across 10 neighbourhoods
- Selected to reflect a mix of different contexts
- Sites typically include:
 - 300–1,000 households
 - high levels of social housing
 - a relatively large proportion of households with no one in work
- Communities with high levels of economic inactivity and complex support needs



Alignment with national policy priorities

System reform: tackling economic inactivity

- Get Britain Working White Paper
- Pathways to Work
- Keep Britain Working

Target groups: tackling inequality in access to work

- Child Poverty Strategy
- Milburn Review

Reaching people beyond mainstream employment support

Reaches people with multiple and complex barriers

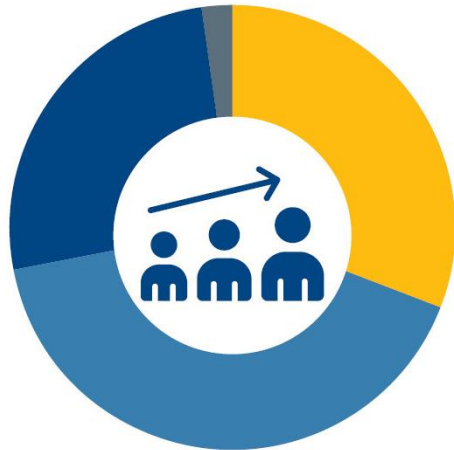
- **81%** out of work at registration;¹
- **25%** with no or low qualifications², (*31% in pilot sites; 22% nationally*)⁵
- **63%** on Universal Credit
- **39%** parental or caring responsibilities³
- **33%** with long-term health conditions⁴, (*vs 20% pilot sites; 17% nationally*)⁵
- **33%** had very low/ below average wellbeing (*vs 15-17% general population*)⁶



1. Base: 994 people who had a valid response to this question.
2. Base: 1038 (all JobsPlus participants).
3. Base: 1008 people who had a valid response to this question.
4. Base: 1008 people who had a valid response to this question.
5. Source: 2021 Census.
6. Base: 737 people who had a valid response to this question.

Age and ethnicity

Age



31% of aged 16-24, vs 11% (England) and 12% (pilot sites)¹

- 16-24 (31%)
- 25-44 (41%)
- 45-64 (26%)
- 65+ (2%)

Ethnicity



24% were Black African, Black Caribbean or Black British vs 12% (pilot sites)¹

- White British (54%)
- Black, African, Caribbean or Black British (24%)
- Mixed and Multiple ethnic groups (6%)
- Asian and Asian British (7%)
- Prefer not to say (9%)

Base: 1026 people for whom date of birth was available to calculate age at time of JobsPlus registration.

Base: 1005 people of all ages for whom ethnicity was recorded

1. Source: 2021 Census

Source: IES analysis of JobsPlus MI data (July 2024 to end of December 2025)

Why JobsPlus is effective at reaching and engaging these groups?

Hyperlocal, trusted delivery

- Accessible, friendly community hubs
- Consistent presence on the estate
- Trusted advisor relationships

Community-led and proactive outreach

- Community Champions
- Informal engagement events (non-employment focus)
- Partnerships with local community organisations
- Word of mouth
- Target outreach boosted youth engagement

Inclusive, low barrier model

- Open to all residents in the area
- Reduces stigma compared to mainstream services
- Reaches people not using mainstream services (incl YPs)

Holistic support offer

- Tailored pathways
- Career guidance for those starting out
- Focus on improving wellbeing, reducing social isolation and building confidence
- Wide-ranging support (not just jobs, housing, finance etc)

Community support for work

Community Champions



What works well

- Builds trust and credibility through peer advocates and informal engagement
- Helps to reach underserved groups
- Peer recommendations normalise support
- Works best with a strong local presence
- Boosts capacity, so caseworkers can focus on intensive 1:1 support



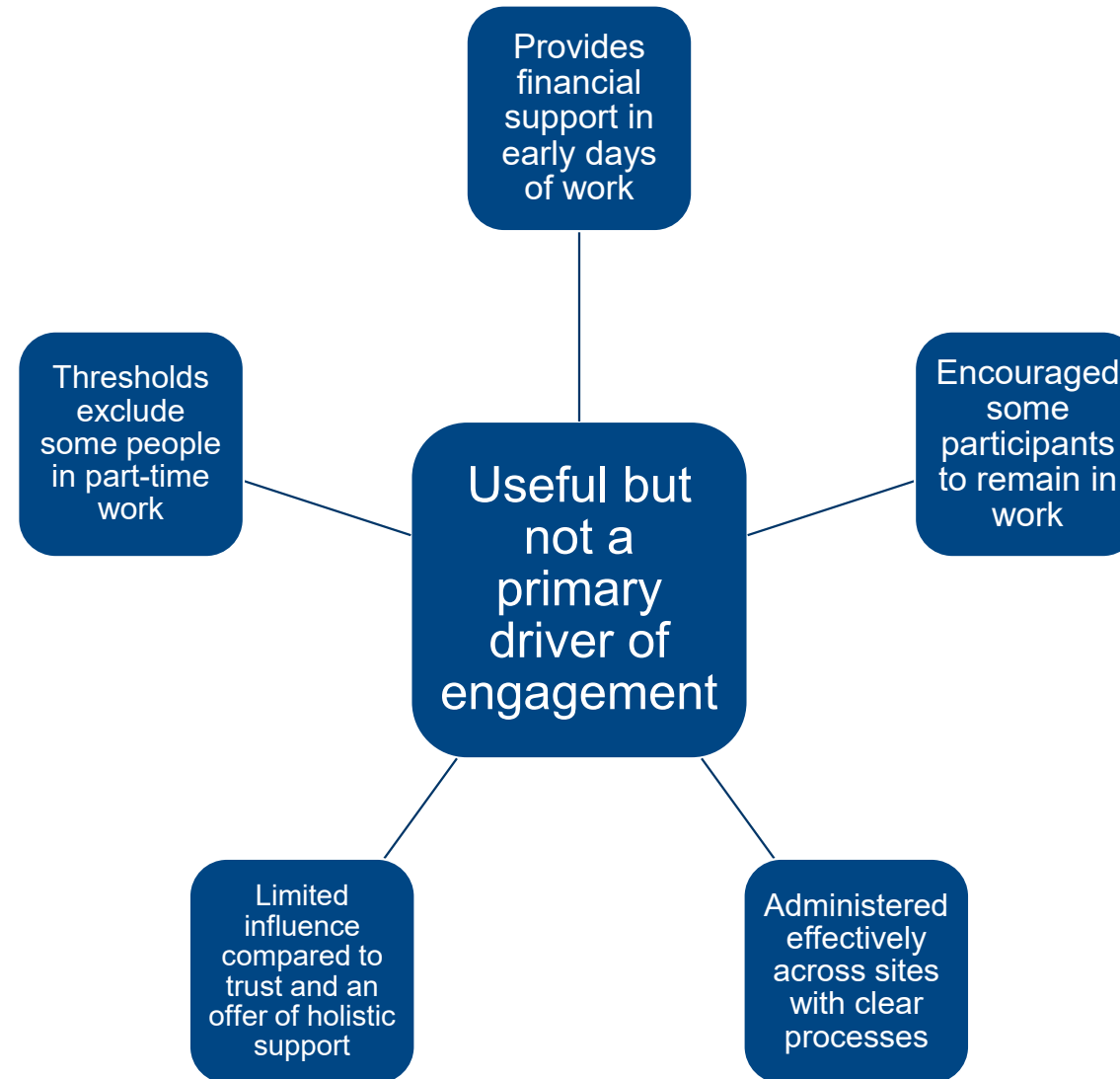
Challenges

- Recruitment and retention difficulties
- Inconsistent effectiveness across sites: context matters
- Limited clarity around the role in some areas, with support and training in the early stages



Achieving genuine community leadership needs time: some pilot sites were in early stages during the first 18 months

The Into Work Bonus



Participant experiences and what they valued most

Participants compared support favourably to mainstream employment services provided through Jobcentre Plus.

- Relational, not transactional services: personalised and welcoming
- Wide-ranging, holistic support
- Flexibility: pacing, location, duration

“I can text him anytime. And I got easy appointments. Before, I had to wait two or three weeks. The pace is fantastic... it suits me perfectly”.

“It’s more tailored... someone’s actually trying to help you find what’s relevant to you.”

Employment outcomes

July 2024 to December 2025 analysis of JobsPlus MI data:

27% (n=284) of all participants moved into employment, or changed existing role

- Early cohorts had higher job entry rates: 44% for those joining July –Sept 2024
- More than half (58%) of employment outcomes results in permanent jobs
- Sustained employment: 61% at 3 months², 55% at 6 months³, 26% at 9 months⁴
- Groups less likely to enter work: women, aged 55+, parents /carers, and those with significant health issues

Base¹: 271 participants with an employment outcome, 3m²: n=199 (by 30.09.25) | 6m³: n=139 (by 30.06.25) | 9m⁴: n=84 (by 31.03.25)

Non-employment outcomes

- Improvements in wellbeing and mental health; proportion with low wellbeing dropped from 33% to 19% on the SWEMWBS (note 29% response rate for the endline survey)
- Increased confidence, motivation, resilience, and social connection.
- Participants felt they improved their job-search skills: CV, applications, interviews.
 - 15% gained a qualification
 - 9% undertook volunteering
 - 8% entered work-based learning (incl. apprenticeships)

Features observed in sites with stronger engagement and outcomes

Hyper-local delivery and integration

- Targeting areas with high percentages (over 50%) of social renting in the local area
- Integrated delivery with housing teams, shared understanding of resident needs, established partnerships support consistent delivery

Delivery capacity and relationships

- Sufficient staffing capacity to balance outreach and one-to-one support
 - Allowing deeper, personalised engagements supports progression over time.
- Continuity of staff and relationships
 - Stable advisor relationships build trust, helping participants overcome barriers and sustain engagement.

Features observed in sites with stronger engagement and outcomes

Community engagement and practical support

- Community champions act as trusted connectors
- Discretionary financial support helps remove practical barriers

Employer engagement tailored to the local labour market

- Locally-informed, relationship-based approaches create realistic job pathways and improve job entry.
- Good practice includes:
 - building employer confidence in participant readiness
 - using specialist brokerage or screening where needed
 - matching support to local sectors and vacancies

Context

Pilot delivery started
in July 2024



Focus on impact on
cohort of residents
observed in October
2024



Only able to look at
outcomes over a
period of 5 months
(to end March 2025)

- Only able to look at impacts over a short period when delivery was still becoming established
- US pilot found it took time to build the effectiveness of the model - impacts in years rather than months
- Limited to looking at impacts on outcomes observed in administrative data sources so we could observe outcomes for comparison group over a similar period
- From Theory of Change, expected to see impacts on intermediate outcomes like confidence, wellbeing etc, in short-term, but unable to observe these for a comparison group
- Constrained to looking at impacts on longer-term outcomes - employment, earnings and benefit receipt

Impact key findings

No clear impact on employment, earnings or benefit receipt in short term

Some evidence JobsPlus may delay achievement of some outcomes due to short-term lock-in while engaging with intervention e.g. earnings for those in pilot sites slightly below what they would have been without JobsPlus



But will be important to look at impact of JobsPlus over the longer-term

Is JobsPlus effective once delivery has become established?

Does JobsPlus produce longer-term benefits for residents?

Limitations



Fast-changing policy landscape makes it difficult to assess what outcomes pilot residents would have achieved without JobsPlus

- Selected comparators from areas with a similar mix of Trailblazer activity to each pilot
- Carried out testing to explore likelihood that our impact estimates were robust



But potential for unobserved changes that affect outcomes in pilots and comparators differently to bias our estimates of impact



And this could be a challenge for any longer-term analysis as well

Summary

Too early to say whether JobsPlus had an impact on outcomes able to look at in impact evaluation

- Evidence from qualitative research that some aspects of the model not fully implemented in all pilots at this point

Only able to observe outcomes over a period of 5 months

- Not long to work with people who may not have had any recent history of employment

Likely to take longer for any impacts on employment, earnings and benefit receipt to become apparent

- Important for future research to explore whether this is the case

Implications for policy and commissioning

JobsPlus can be implemented effectively in the UK and has translated well to a range of local contexts. It has the potential to be part of place-based solutions to economic inactivity and unemployment:

- The model represents a fundamentally different offer to mainstream employment support
- The place-based, saturation approach can engage residents not reached by mainstream employment support
- Progress towards work is often non-linear, requiring time and sustained support

Implications for policy and commissioning

Expanding JobsPlus to new areas would require:

- Multi-year funding
- Investment in local delivery capacity and staffing
- Resourcing for community engagement and outreach roles
- Flexible discretionary funding to remove practical barriers
- Strong local governance structures

Panel discussion

Annex

Evaluation key questions

Our evaluation aims to understand if the model can be adapted to the UK context and implemented to improve employment outcomes

Implementation and process evaluation

- Was it possible to implement JobsPlus effectively?
- How did it work overall, in different contexts and for different groups?
- What outcomes were achieved and for whom?
- What factors have contributed to the success of implementing JobsPlus and achieving outcomes?
- Would this or similar models be scalable in future?

Impact evaluation

- Did the JobsPlus pilots increase the likelihood that residents in the pilot sites achieved a range of outcomes compared with what would have been expected if the intervention had not been introduced?

Evaluation approach

Management Information data (1,000+ participants)

Registrations, demographics, engagement and employment outcomes

Participant surveys

Baseline and 6-month follow-up on wellbeing, confidence and job readiness

Qualitative research

Interviews with participants, staff and delivery partners

Fieldwork observations

On-site visits to understand how delivery works in practice

QCA analysis

Identifying combinations of delivery factors linked to stronger outcomes

Desk research

Comparison with US model to support the interpretation of findings