JOBSPLUS: HELPING SOCIAL HOUSING RESIDENTS INTO WORK

What is JobsPlus?

JobsPlus is a community-led employment support programme that provides tailored support to local residents who face some of the most significant barriers to employment.

JobsPlus is designed to support disadvantaged individuals living in social housing by connecting them with the training, skills, and opportunities they need to move into meaningful work.

Backed by the Government and supported by Communities that Work (CtW) members, JobsPlus pilots launched in April 2024 in 10 neighbourhoods across England with high levels of economic inactivity.

These pilot sites demonstrate how integrated, long-term investment in social housing communities can successfully engage economically inactive people and create clear, sustainable pathways into employment and better earnings.

Peter Dowd MP visit to JobsPlus in Toxteth.

Helen Whately MP visit to JobsPlus in Swale

1,000+ residents supported across 10 estates	**27%** into work by Dec 2025 – up 50% on the interim figure	**58%** of those who got a job secured a permanent contract	**1 in 6** eligible residents engaged on average

> *"JobsPlus gave me the space to rebuild, one step at a time. I would recommend it to anyone struggling because sometimes what makes the biggest difference is simply having someone who listens, believes in you, and helps you see what's possible again"* - Marcus, JobsPlus Borehamwood.
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> *"It's not just a service, it's a lifeline"* - Agartha, JobsPlus Swale.

Reaching people other schemes miss

- JobsPlus is working as intended: the on-site support hub is consistently the strongest and most valued part of the offer, and residents say it feels far more personal and flexible than previous job support they've had.
- It is reaching people the system often misses: 81% of participants were out of work when they joined, a third had a health condition, and 39% had caring responsibilities.
- It engages groups who typically disengage from mainstream services: 31% of participants are aged 16–24 (vs 12% of local residents) and 24% are from a Black ethnic minority background (vs 12%).

> *"I got involved because Jamie knocked on my door and said, "Are you looking for a job?" - I don't think I'd have got my job without JobsPlus."*- Mir, JobsPlus Wirral

More than 1 in 4 straight into work

- More than a quarter of participants (27%) have moved into work – up 50% since the last progress report, as sites have bedded in.
- Jobs are sticking: 55% of those who found work were still employed six months later, and most (58%) are in permanent roles.
- Beyond jobs, residents report real gains in confidence, mental health and readiness to work – the everyday building blocks that make a lasting job possible.
- Some groups need more tailored support to catch up – including women, older residents, carers and those with significant health conditions.

LIVERPOOL, IN NUMBERS

What 50 jobs in 24 streets is really worth

On 18 September 2026, the Liverpool JobsPlus team helped 50 people get into work across just 24 streets.

£856k+ estimated new annual wages, in 24 streets alone	**9 jobs** away from passing £1m, hopefully by Christmas	**~2x** estimated return: ~£500k spent, ~£1m generated in wages

These are estimates, and still don't capture the wellbeing, health, training and community gains that don't show up on a payslip.

Why this works

- A visible, trusted community champion on the ground.
- Strong local partnerships and clear referral routes into the programme.
- Flexible, discretionary financial help that removes practical barriers to starting work.

The Independent Commission on Neighbourhoods has called JobsPlus to be made a **permanent model of neighbourhood employment support**, citing it as a good, low-cost example of integrating employment support across public and community services. Full report available here.

"An innovative, flagship initiative showing how community-based support in social housing can reach economically inactive people, helping deliver the Government's goal of an 80% employment rate."

— Kate Henderson, Chief Executive, National Housing Federation

Our ask: back JobsPlus for the long term

Evidence shows that JobsPlus works, but it needs time and continuity to deliver at scale. We are asking for:

- Longer-term, multi-year funding certainty so local partnerships and trust can fully mature.
- Continued flexibility to adapt the model to local circumstances.
- Investment in staffing and caseloads, so the quality of one-to-one support is protected as the programme grows.
- A review of financial incentive rules that currently exclude part-time workers and people with health conditions.

JobsPlus in Stockton: community champions, local people, CtW, and Thirteen Housing Group