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**Rural Employment
Assistance
Programme**

Renovo Employment Group are one of the UK's leading providers of telephone and web based employment support.

Each month we help more than 3,500 people on their career path. We're ready to help your customers move onto jobs where they'll be happy and fulfilled.



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Rural Worklessness



“Travelling to rural areas takes a considerable amount of time, creating extra staff costs and travel costs. Extra venue costs have to be covered to provide outreach. These factors mean that our funding does not go as far as it would in an urban area where clients can easily travel to advice centres.”

Nexstep Provider



Removing barriers to delivery

Renovo’s Rural Employment Assistance Programme (REAP) has been specifically designed to meet the challenges surrounding delivering cost effective employment support to people in rural areas.

Our telephone and web based delivery model allows large numbers of people across dispersed locations to receive personalised employment support, on demand, at a fraction of the cost of more traditional face to face programmes.

The rural labour market has unique characteristics...

- A significant proportion of rural local authority districts (LADs) in England fall below the national average employment rate, which is generally around the 75% mark *
- Self-employment and seasonal employment are more prevalent features of the rural labour market
- Business size tends to be smaller than the national average with the vast majority being small, micro or sole traders. This can limit employment and work-related training opportunities
- Progression out of low skilled, low paid employment is a particularly important challenge, because nearly half of those in poverty in rural areas are in working households
- The proportion of the economically-inactive population that is long-term sick or otherwise incapacitated tends to be greater in rural areas
- Over one-third of adult rural residents have no qualifications and around one in four 19 year olds in rural areas fails to achieve a basic qualification.

...and specific challenges for delivery of employment programmes

- Providers in rural areas encounter significant barriers to delivery, primarily to do with transport and the difficulties of getting people to services or services to people
- Providers delivering face-to-face services will tend to spend more time and money on the road, travelling to meet customers
- Outlets for support, such as Jobcentre Plus and other providers are also further from the customers and may run a reduced service
- Customers are more dispersed which makes it harder to achieve economies of scale and cost-effective delivery.

* Tackling worklessness: How to help people into employment in rural areas (I&DeA)

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Rural Employment Assistance Programme



“Thank you for an excellent service which has made a big difference to me during this difficult time.”

Ann Sanders, Glastonbury



The Programme has three distinct elements:

Job Search and Emotional Support

These support services assist individuals to resolve any barriers that may prevent them from securing work:

- Orientation to work and types of occupation
- Support, encouragement, and advice from Work Coaches, counsellors and peer groups
- Personal and family support – advice and guidance on emotional, practical, financial and legal issues, and issues relating to work, home and health
- Job Search skills (e.g. networking, interviewing, CVs).

Career Advancement

Career Advancement encourages participants to seek advancement at work whether it be an increase in pay, promotion, increased work hours, moving from part time to full time work or seeking a more advanced role with a new employer.

- Career advice, planning and guidance
- Labour market information on alternative jobs and volunteering opportunities
- Education and training market information on providers, courses, credentials and costs.

Knowledge and Skills

Knowledge and skill development services provide access to basic employability skills and additional education and training necessary for advancement:

- Assessment of skills, knowledge, experience, interests and goals
- Numeracy and literacy skills
- “Soft skills”
- Industry specific skills and training signposting.

The Renovo REAP can be tailored to meet the needs of the local region and is able to link in with existing employment programmes on the ground, often acting as a referral service.

Renovo’s Rural Employment Assistance Programme (REAP)

At Renovo our primary focus is on the individual. The Renovo REAP is designed to provide the support necessary for the individual to secure employment or to advance in their career, consistent with their strengths, resources, priorities, concerns, abilities and interests.

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24 Hour Support Lines



“It is so encouraging and helpful to have your support at any time – day and night. It has really made a difference to me”

James Haye, Hexham



Renovo provides a 24/7 telephone helpline service which provides a range of support, examples of which are shown below:

Emotional Support

- Stress and anxiety
- Personal and family problems
- General life problems
- Work-related challenges, including bullying and harassment.

Career and Job Search Support

- Career advancement
- Negotiating promotions
- Updating CVs and applications
- Interviewing and networking
- Job search techniques.

Support with Legal Enquiries

- Consumer issues
- Welfare rights
- Employment law issues
- Family and matrimonial disputes.

Support with Financial problems

- Family budgeting
- Welfare benefits and rights
- Debt and credit problems.

Helpline calls are answered empathetically. We structure the call to ascertain the caller's concern and what they are looking for from the helpline service. We draw out of the individual alternatives as to how to tackle the situation, resulting in the call ending with an action plan for moving forward.

Someone always there for your customer

Seeking support from other people can be key to getting through stressful situations. Ironically, our reaction when under stress, can often be to withdraw from those who might offer the most support. Even worse, stressful situations can put a strain on the relationships we most depend on.

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Personal Work Coach



“I have found the one to one support which was tailored specifically for me to be really useful and your help has been so valuable - I thank you for the help and advice you have provided.”

Nathan Harris, Morpeth



Dedicated one to one support for your customers

Renovo operates an individual case management approach where every customer is assigned a Work Coach with the relevant experience to support the customer for the duration of the programme.

Personal Work Coaches are available by telephone and email during extended working hours. The Work Coach will work with the participant to:

- Overcome any new or re-emerging barriers to securing employment
- Provide advice and guidance on CVs and applications, interviewing and Job Search techniques
- Provide sessions tailored to the participant's own circumstances and goals
- Develop a personalised Career Advancement or job search Action Plan
- Support the participant in identifying opportunities for advancement at work
- Identify and assess suitable providers of education, skills and training
- Provide emotional reassurance and practical guidance.

Renovo Work Coaches take a proactive approach to case management. They will agree a communication plan with the customer at the beginning of the programme. They will identify how the customer wishes to communicate with them, when is the best time of the day to do so and how frequently. The frequency of communication may alter by agreement as the programme advances.

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Online Tools and Resources

“What Renovo has provided was just what I needed - the website & the webinars, all spot on and really helpful. The ideas that I got from the website have been very inspirational.”

Tim Pantaleo, Chester



24 hour access to a wealth of information

As part of the Renovo REAP, participants have unlimited 24 hour access to “Workfriend”, Renovo’s proprietary career management portal.

Workfriend has been developed in partnership with MyKnowledgeMap, one of the UK’s leading learning technology companies. It is an easy to use and engaging online portal hosting a wealth of information, tools and resources to support people into work. The key features of Workfriend are:

“My Support”

The “My Support” section of the portal hosts a wealth of information, advice and guidance on how to overcome new or existing problems to do with their home or work life, emotional or physical health, that could act as barriers to securing employment.

- The homepage displays the most popular topics
- Guided assistance allows customers to use online decision trees to get the right information or support
- Customers can ask a question online, get answers delivered automatically, with an option to further submit a question to their Work Coach
- Each customer has their own private (password protected) area where they can view all incidents or interventions and communicate with their Work Coach or peer group through the Workfriend community.

“My Career”

The “My Career” section focuses on jobsearch, career advancement and job retention.

- Hundreds of videos, fact sheets and podcasts help the user understand what it is that employers are looking for in their employees and how to effectively navigate to workplace maze
- Where the customer is seeking a change of career, our Career Pathways tool allows them to discover what is entailed in virtually all available careers
- Utilising some of the very latest job search technology Workfriend can assist the user to find alternative work quickly and effectively.

“My Skills”

The “My Skills” section includes assessment tools, e-learning and directories of education and training providers all or which support the participant in formulating their Career Action Plan.

- Users can develop “soft skills” and increase their chances of promotion or spend time discovering the skills required to advance in their chosen industry
- Tools to improve basic employability skills such as numeracy or literacy form part of this sections resources.



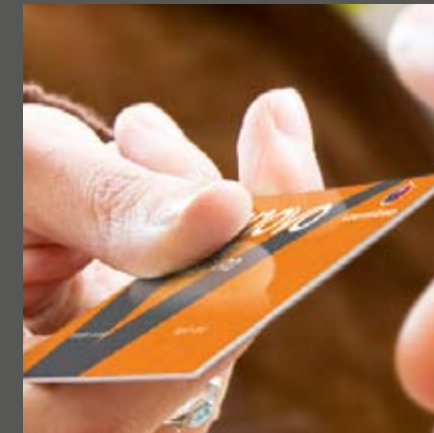
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Customer Engagement



“Thank you so much for providing me with a savings card, I have been pleasantly surprised at the amount of money I can save!”

Elizabeth Bowen, Norwich



Keeping customers on the Renovo REAP engaged is critical to success

The assigned Renovo Work Coach will agree a communication plan with the customer at the beginning of the programme. The Work Coach will agree with the customer how frequently they will communicate, the means by which they will do so and at the time of day that is most convenient for the customer.

Renovo utilises a powerful customer engagement system that enables us to constantly communicate and deliver support that we know the individual customer needs at exactly the point they need it. Features include:

- Dynamic assessments and surveys, which link to incidents and other functionality. This allows a self service approach to triage, induction and assessment as well as customer satisfaction
- E-mail and SMS marketing. The system has a powerful e-marketing tool, allowing for segmented e-marketing broadcasts as well as individual transactional emails
- Campaign workflow, allowing the creation of automated customer journeys including surveys, web pages, e-mails, incidents and notifications. These are ideal for helping us to stay in touch with customers over extended periods of time
- A community and social media facility enabling customers to engage with their peer group and other programme participants.

Rewards and Incentives

Renovo is constantly seeking additional rewards and incentives that it is able to pass onto its customers to support and reward them for achieving their goals.

- The Renovo Privilege Savings scheme provides the customer with a discount card run by the UK's largest discount card operator, Countdown. The scheme provides the customer with access to a whole range of both national and local offers from high street stores to holidays, fun days out, keeping fit and much, much more.

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Working With Providers



“It’s been a pleasure working with Renovo. I’ve received really positive feedback from customers and we’ve commented on the professionalism exhibited by ‘Team Renovo’. It has been great working with you, as a key partner, in helping people back into work.”

Kate Phillips, Jobcentre Plus



Delivering more for less

Good people to work with

We like to think that we are good people to do business with. Our core values of Innovation, Quality, Teamwork and Respect extend to our working relationships with our clients. We are passionate about what we do – helping people find work where they will be happy and fulfilled, releasing potential and changing lives.

Renovo fully appreciates the importance of your own relationships with your customer and with employers. That’s why our service is flexible and can be easily and quickly tailored to reflect your own organisational objectives. By working with Renovo, you will benefit from:

Flexible solutions that really deliver

- A low cost, bespoke, employer support solution tailored to your organisation’s needs
- Cost effective tracking and monitoring of customers in work over a long period of time
- Access to a wealth of knowledge around career advancement and supporting individuals in work
- Access to specialist employment skills including recruitment, career coaching, occupational health, skills development, employment law and human resources expertise
- Access to support for your employers through our Manager Support feature
- A dedicated Account Manager ensuring that our service is delivered consistently in line with your requirements and quality standards.

Peace of mind

- In the last 12 months, we have helped over 20,000 people find work, stay in work or advance their career
- Renovo are Momenta accredited and have been awarded the Matrix and Investors in People standard
- Our Work Coaches are rigorously trained and all hold recognised qualifications in advice and guidance or related spheres
- Our technology and telephony platforms are secure, robust and meet all the necessary industry requirements and legal obligations. Our business continuity programme ensures support for your customers is guaranteed.

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