‘WHO IS GOING TO EMPLOY ME?’

A resilience intervention for men

February 2013

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ABOUT THE YOUNG FOUNDATION

We are The Young Foundation and we are determined to make positive social change happen. We pioneered the field of social innovation with The Open University, UpRising and Studio Schools. We work closely with individuals, communities and partners building relationships to ensure that our thinking does something, our actions matter and the changes we make together will continue to grow.

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Simon Kelleher, an intern at The Young Foundation, supported local consultation and engagement.

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EXECUTIVE SUMMARY

Mind, the national mental health charity, submitted a bid for funding to the People's Health Trust to develop and deliver a programme of work that builds the resilience of individuals within economically disadvantaged communities to minimise their risk of mental health problems.

Mind have been funded to develop a programme of work to build the resilience of individuals within nine economically disadvantaged communities to minimise the risk of mental health problems.

Five of the nine projects will engage with groups of men, who are aged 45 to 60 and are out of work. The projects will provide structured, practical activities which support their wellbeing and resilience. Mind's concept of resilience building consists of three pillars:

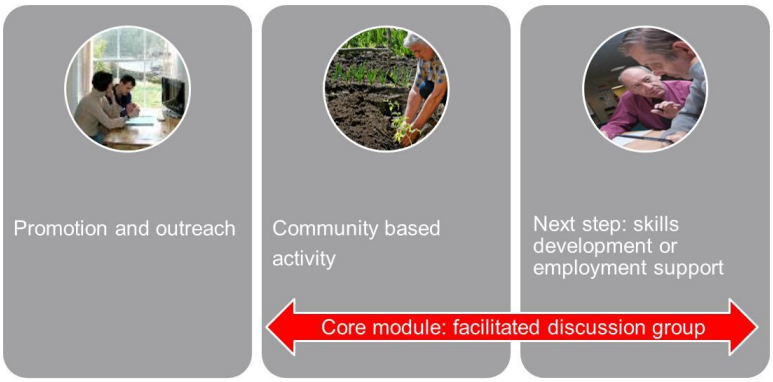
- Enhanced coping strategies
- Improved social networks and social capital
- Participation in a range of activities that enhance wellbeing

The basic design of the projects will be to deliver interventions within a group setting, with the aim to foster emotional and social support within local communities. The projects will provide therapeutic tools and materials which build coping strategies.

This report sets out the findings from local consultation across five areas: Merthyr Tydfill (Wales), Darlington, York, Newham and Hackney (London).

The resilience intervention

This report sets out a recommended approach to delivering a resilience intervention. The intervention is set out as a four stage approach:



- **Stage 1** - Promotion and outreach (pre-project phase)

Promotional and outreach strategies should target older men who do not access mental health provision, and in order to do so will need to work with and disseminate

information to partner organisations that frequently come into contact with this group. The gatekeepers are likely to have an established relationship of trust, which is crucial to build on and to increase the likelihood that participants remain engaged throughout the activity.

- **Stage 2** - Core resilience module (month 1-12): group based facilitated resilience programme in an informal setting (delivered concurrently with stages 3 and 4)

Cognitive behaviour and positive psychology sit at the heart of the intervention and will support older men to enter or re-enter the labour market and to cope with unemployment in the meantime. Resilience training provides people with the skills to overcome negative thought patterns, to persist in the face of adversity and to take up new opportunities.

We recommend that the resilience intervention is delivered as part of a male-only discussion group which convenes at the start of the activity and is held periodically. The discussion group should be led by a skilled facilitator and be based on a resilience programme.

- **Stage 3** - Participation in a community-based activity (month 1 to 10)

A number of employment and community activities currently exist within the five areas and are delivered by a range of local providers. The activities serve as a 'hook' for the men. The activities offered will be an opportunity to share or learn new skills and develop new hobbies. This will be an opportunity to experience a range of existing community projects e.g. helping local food enterprises or working with a local school to build a shed.

- **Stage 4** - Next steps (delivered from month 10 to 12)

The intervention should be timebound. The final stage centres on developing an action plan to help support employment and learning prospects. We recommend that the final stage in the activity focuses on, 'what next?' for the men.

INTRODUCTION

Mind, the national mental health charity, submitted a bid for funding to the People's Health Trust to develop and deliver a programme of work that builds the resilience of individuals within economically disadvantaged communities to minimise their risk of mental health problems. Five of the nine projects that make up this programme will work with men aged 45-60 who have been made unemployed in the past year or two. These projects are to be delivered by local Minds in Darlington, Hackney, Merthyr Tydfil, Newham, and York.

The basic design of these projects has been informed by Mind's understanding of the importance of coping strategies and social support, both of which help people to build the resilience that enables them to maintain their wellbeing through adversity. In November 2012, The Young Foundation conducted local engagement and consultation across five areas in the UK to support the more detailed design of the resilience intervention.

The work of The Young Foundation sought to add to Mind's basic design of programme of work, and address the following questions:

- What are the activities and opportunities which will encourage participation amongst the target group?
- What are the local assets,opportunities and existing provisions to ensure synergy and avoid duplication?
- What is the most suitable approach to promote the projects (including appropriate language, dissemination and promotional strategy)?

This report sets out findings from the local consultation and engagement.

Methodology

The local consultation and engagement consist of:

- Interviews and focus groups with local Mind staff and volunteers
- Interviews with other statutory and community based agencies (including work programme providers)
- Focus groups and interviews with older men who are out of work

A list of the local providers who participated in the local engagement can be found in appendix one.

A total of 31 men who are out of work participated in the local engagement. We anticipated that engaging out-of-work men would be a challenge, particularly given the timeframe of the project and included a voucher to incentivise participation. We produced a leaflet, which was disseminated (sent in the post and sent via email) to the local organisations.

The leaflets proved to have limited success in recruiting men to the focus group. Word of mouth through existing local organisations was much more effective in recruiting the target group. We approached local organisations (the gatekeepers), for instance Community Links in Newham, to help recruit.

The gatekeepers identified the difficulties of recruiting his target. Firstly, our leaflet invited out-of-work men to participate. This prompted some concerns in relation to welfare benefits and in particular to disclosing information which could impacton benefit entitlements, which deterred some people from participating. In addition, gatekeepers

reported that some men did not feel sufficiently confident to participate in a conversation, specifically on the telephone, for twenty minutes. As a result the number of men who participated in the interviews was lower than we had anticipated. This provided useful learning for how the projects should go about their own recruitment (see 'A resilience intervention for out of work men: general principles').

The report is structured as follows:

- issues facing men in the target group
- local activities available to the target group
- gaps in provision
- general principles for a resilience intervention
- recommendations for a resilience intervention for older men

ISSUES FACING MEN

Barriers to employment

The consultation exercise invited men and local service providers to set out the barriers to employment in the local labour market and discuss how this impacts on general wellbeing.

Differences within the group

In describing men who are out of work, it is important to differentiate between those men who have experienced worklessness over a prolonged period of time, and those men who are newly unemployed. The two groups present different needs, with those in the former group more likely to feel less motivated to break out of a familiar pattern of worklessness, whilst the latter group may express a desire to find work but may increasingly feel less confident about their job prospects. This can result in frustration, anxiety and depression. But, whilst both groups face different challenges to accessing the labour market, commonalities in their experience do exist, which we have set out below.

Hard to gain employment in declining sectors

The majority of men that participated in the consultation exercise had a work history confined to one labour market sector, for instance the manufacturing sector or mining industry. A limited skill mix, and limited experience across different sectors, results in some men restricting their job search. In these sectors, there is often reduced demand for labour on the part of employers but an increased supply of labourers, which makes employment hard for out-of-work men.

There has been a decline in employment in the manufacturing and industrial sectors, with many large employers withdrawing from some of the areas involved in our local consultation. Limited labour market opportunities but high demand for employment result in episodic and inconsistent income streams.

> *"Job prospects are not great and for those on offer there is much competition.*
>
> Social work team manager, Kier Hardie Health Park."

Skill mismatch and reluctance to reskill

For some of the target group, it is difficult to identify and translate their skills to other labour market sectors. Older men may find it difficult to consider new roles or different types of positions.

"I have lots of work experience but in the wrong fields. I'm always searching for more than 20-25 jobs."

Male, Newham

Generally this target group have low literacy and numeracy skills. New roles in new sectors can seem daunting if they require literacy, numeracy or I.T. skills. Even job application processes are often made very challenging by their inexperience in writing CVs, submitting applications and being interviewed. Employment support and mental health providers generally encourage men to re-train or improve basic skills to improve their chances of finding a job. A lack of confidence may stem from low levels of literacy, but it can also prevent men from taking up new opportunities to acquire those skills.

"They feel nervous, they feel like they can't do the job, they worry about mixing with people and they feel inadequate… a lot of men can't read or write… but they say they can manage."

Employee, Tydfil Training

Basic literacy courses are generally free of charge but other more advanced courses are not. There may also be costs associated with travel which can hinder take-up.

Unsuitable local labour market opportunities

Even when men try to move into different employment sectors or have successfully reskilled, many find their lack of experience to be a barrier. Those within the target group are often presented with what they perceive to be low paid roles, for instance in retail, call centre or care sectors. Such roles are thought to be unsuitable because they are low paid and do not utilise skills held by this target group.

"They have often been made redundant, they have lost their individual identity and financial independence. Historically they would have had good salaries and they have skills in industrial jobs. If they go back to work it is often low paid. Where is the motivation in that?"

Staff, Mind, Merthyr Tydfil

"There is a need for funding training. For example there is a reluctance for men to enrol on training courses they would like to do i.e. forklift truck driving, driving licences, and CSCS."

Support worker, Bridges into Work

"There was a job that was suitable for me but they were looking for someone with experience of taking care of 50 people and I've only had experience of looking after ten… Experience, that is the big problem that we've got."

Male, Newham

"When they make you go reskilling and that, when you finish and try to get a job you find that you need experience, so what do you do?"

Male, Newham

Box 1. A day in the life of one male

"I try to keep busy and look after the house and go to pay bills, go to the library and to check emails. I do a bit of painting on the house or if grass is growing, I trim it and chop the trees.

I used to have a dog, and I was a carer, which took up some time. I try to keep fit but I have mild arthritis in the knees. I used to do a lot of road running and I had an x-ray and they said there is a problem on the bone. I can't have an operation at the moment. But I do a lot of walking to my local shops. If I need something, sometimes I go down to my sister's house.

There is a Jobpoint to see if there are anything that is coming up and if there are jobs coming up in construction. You just press the screen and local jobs come up. I go onto the computer, and look at directgov.com.

I haven't worked in a factory for 20 years. If I call up a factory and when you mention your age, 58 years, they are less interested. I am still able to work onsite, I can work on a site.

The building industry is quite slow at the moment. There are so many young guys, they would rather take on someone like that than me. I still have my name down in lots of agencies. I put my name down for a chain job, and they will let me know about that soon.

I have tried to do training to be a banks man but it is in Birmingham, and this will cost £38 for National Express travel. I have tried to ask Tydfil Training to pay for it but they don't have the money. The only thing that I can do is borrow money from the family. It is £96 for the training. I have asked for some people to pay half. I have to ask the family if they can help me."

Perceptions of discrimination

Another common barrier is perceived age discrimination. This is more evident amongst older members of the target group, with the view that with only a few years before retirement, employers are more reluctant to employ them. In addition, the value of skills depreciate the more prolonged the level of unemployment.

> *"We had a 64 year old who has been sent to the board, he is stressed for weeks and he asks 'who is going to employ me?"*
>
> Staff, Mind, Merthyr Tydfil

> *"I think it's the age fact because the employer is always looking for younger people, they have a lot of choices."*
>
> Male, Newham

Poor physical health

Lastly some of the men found it difficult to find work because they were no longer physically fit enough to continue doing manual jobs. However changes to the benefits system and the Disability Living Allowance result in many men feeling pressured back into work. This can result in a feeling of resentment:

> *"For people like me right, with health problems right, they just don't give a damn."*

Male, Merthyr Tydfil

Box 2. Problems with physical health

One male in Merthyr Tydfil has been out of work for the past 18 months due to health reasons. He had worked all his life doing local factory work but then he developed heart problems and had to stop. He was previously claiming incapacity benefits but now he no longer qualifies for it. This has made him very resentful as he feels that the government are giving him no support:

"On the end of the day I'm suffering from a bad heart and high blood pressure but I still have to go out and look for work…which is not right…It don't make me happy but at the end of the day I've got to do it, just to get money, you know what I mean? Otherwise I'd be living on the streets you know."

Box 3. Job Centre

Whilst Job Centres are a key hub for information and support with job searches, men often expressed negative views about the service they received. This is in part due to challenges with negotiating the benefits system, compounded by the benefit changes, as well as difficulties using online services and I.T.

The relationship between personal advisers and the men was often coloured by distrust, and the men often felt that they were stigmatised.

Discussion about the job centre elicited the following comments from then men living in Hackney:

"I feel panicky about the Job Centre… Last year I had sanctions for two weeks, and I now have nightmares about the next sign on date."

"People's confidence is destroyed by the way the system operates."

"They don't explain the system and this can lead to aggression… You feel depression as you try all you can to get a job. It leads to aggression as you get worked you as people in the job centre ask why you have applied for 9 jobs and not 10."

The Job Centre can become more confusing for those men that are unaccustomed to using computer technology.

"It is hard to get used to online job searches. I have poor typing and computer skills."

"In the past, you could walk into a Job Centre and an assistant would get you an interview. Now everything is online and you apply but you don't get any feedback."

Impact on wellbeing

Being out of work is known to be a risk factor for poor mental health.[1] Men reported emotions and experiences which ranged from reduced confidence to bouts of anxiety and depression. In some cases, personal and family relationships had become more strained as a result, which then exacerbated stresses and frustrations, further weakening the capacity to cope.

[1] Karbon, K, Kinsella, K, Giuntolli, G South, J (July 2011), Mental health, resilience and the recession in Bradford, Joseph Rowntree Foundation.

"Some of them have been skilled professionals, they may have worked in Comet for 20 years and they don't know where to start… How do you get those people to have the self-efficacy? They don't know where to go. For them to go to the job centre, there is a loss of pride. Who is there to help them, to bring that person back to life. They have experienced a loss of socializing skills and they have lost friends. It is a grieving process."

Staff, Mind, Darlington

Furthermore, being out of work is only one of the *many* problems that men in this target group face. For men who are out of work, there is an increased likelihood of experiencing poverty. High levels of debt, insecure housing tenancies, substance misuse and tensions within families. often face men who are out of work. Handling all these issues makes finding and sustaining employment even more difficult.

"Martin [the support worker] said to me himself that I can be quite negative at times and that's something I've got to work on. You know, trying to become more positive."

Male, Tang Hall

Loss of confidence is, in part, caused by the stigma associated with unemployment as well as feeling that 'no-one will want me.' This contributes to a general sense of low morale but also comes into play at critical points in the decision-making process. Taking the intiative to submit an application, thinking of alternative work options, or considering retraining are all hindered by low confidence. Unfortunately low confidence can be both a result of having limited skills but also stumbling block that prevents men from seizing the opportunity to develop new skills.

"These blokes will probably keep jobs …as a messenger walking round the streets delivering letters or something like that and they could be top-marked skilled men but that's what they'll be brought down to. They'll go to a supermarket and fill shelves and that's not what they're cut out for. That to me is an insult. But they'll do that just to put bread on the table. To keep their sanity as well…Once they turn around and say to you, 'you've come to a certain age, you've got to go,' that is the biggest blow to your confidence you'll ever get. And that is what can cause severe depression and you know all the things that come with it, stress and all the rest of it and then they start developing heart complaints and you know, it just goes on and on and on."

Worker, Cundy Centre, Newham

Box 4. The stigma around unemployment

Men at the Newham focus group felt stigmatised. They noted that older men are expected to be self reliant:

"There is a stigma to being unemployed…45-60 is a forgotten group, especially men. You fall into that category that should be self sufficient… it's very tough times."

The men also felt frustrated by stereotypes of the unemployed:

"I really think it is not funny for lots of people to think maybe we are out [of work] because we are not doing so much, we are not sending our papers, our CVs, everything. Every blessed day we send five or six. Sometimes you hear from them, sometimes you don't. We keep revisiting our CVs."

"It's quite ironic the view of the society when one is labelled as unemployed… prior to now I wouldn't have thought it would be applied to me."

Many men who participated in the interview seem to experience low level anxiety and depression, although they may not have described their condition in these terms. Some described withdrawing from social contact and becoming isolated.

> *"Anxiety and depression feature commonly amongst the target group and are often the results of not being employed and a feeling that nobody would want to employ a man in his late fifties or sixties."*
>
> Staff, Mind, Merthyr Tydfil

> *"In my particular case, I don't sleep very well. There was a time when I couldn't cope. It was a constant battle."*
>
> Male, Merthyr Tydfil

Many men delay seeking out both informal support from family members and peers, and more formalised support, from GP's or community support groups. Yet one local Mind suggested that men are increasingly seeking help in order to access advocacy support and to help coordinate appeals where there is a proposed change in their benefit status.

> *"You will notice when people are feeling depressed. They will say things like I couldn't be bothered to shave, I haven't brushed my hair, I don't want to answer the phone, they don't get up in the morning… they are over-eating or under-eating."*
>
> Worker, Hafal, Merthyr Tydfil

Box 5. Staying at home

Many of the men we spoke to would spend very little time out of their homes socialising or engaging in other activities:

"*I just stay in the house really and just chill out and that's it.*"

Male, Merthyr Tydfil

Over time their homes increasingly became a refuge:

"*I was staying in four walls, not getting out mixing with people in society, which doesn't do any good because I mean staying in four walls drives you mad basically. And you know, I had an issue with depression and loneliness and people were trying to talk to me and I weren't listening you know, I was doing my own thing.*"

Male, Tang Hall

Box 6. The case of resident J in Newham

One male in Newham felt very resentful that he had worked his entire life and had always been very physically strong, but when he developed arthritis things started to change. He could no longer do the type of work he used to do and yet he felt a lot of pressure to look for work so that he could keep his benefits.

"*I've been working, I've paid tax, and I wish there was nothing wrong with me, I would have been working over the Olympic site, but I broke down, I turned sick, my hands swelled up, I'm 57 years of age now, another three or four years I would be retired*"

He felt that at the age of 57 it was too late for him to reskill and he didn't feel suited to moving into new working environments.

"*Carpentry work, brick work, rendering… this reskill thing that they're on about, what is there for me to reskill about except a cleaning job or something… At my age I'm not good on a computer I've got no skills on the computer, I've always been a physical person, computers are not my thing… basically the only thing open to me is some sort of cleaning job, but even that is not suitable for me in my condition*"

With limited choices and pressure from the Job Centre J felt frustrated and trapped.

"*Most of the jobs I see are for some form of lifting and I can't do any form of lifting and most of the packing jobs are for women and its very difficult to get jobs at them moment especially at my age, and yet the social is treating me like there is nothing wrong with me, I can do a little job for a week or two but then my sickness come on, I'm in a catch 22. I can't see me at my age working for a year at my age*".

AVAILABLE ACTIVITIES

In this section, we set out the activities that are currently available for the target group, which we have grouped into three categories.

- Employment and training support
- Mental wellbeing support
- Community based activities

Box 7. Volunteering

Volunteering can be a useful way of acquiring new skills and helping to explain gaps in a CV. For those older men that have participated, volunteering is seen as a positive experience, as it provides structure to the week and is an opportunity to learn new skills.

However, as one male noted:

"*Volunteering is a good idea… but all we do is sit at the computer barely speaking to, I need to talk to people who are my age.*"

Another stated:

"*The longer you are unemployed, the more likely you are to experience mental health issues. Voluntary work is a good short fix as it keeps you involved in what is going on around you, gives you a new skill to apply for new jobs."*

But some of the men in Hackney expressed some discomfort in volunteering for a private sector organisation: *"I will do voluntary work as long as it is for charity and not for Tesco, Sainsbury's and Marks and Spencer."*

However, the men were keen to have the opportunity to volunteer and expressed interest in accessing more information about volunteering work. For them, the many volunteering opportunities can appear to be confusing and uncoordinated. In addition, the men thought it would be helpful if volunteering and voluntary opportunities were presented when are in contact with the Job Centre.

"At the end of the day I really want to get a job and I need to socialise too…"

An employment support provider in Hackney reflected on the benefit of tying volunteering opportunities to industry or sectors that interest job seekers. Volunteering is a more attractive offer if it is seen as a route back into work.

The activities described below are not exclusive to the target group but illustrate the available interventions and activities. These existing local services offer opportunities for the target group to participate in meaningful activities and cultivate social networks. Resilience interventions could potentially build on some of these services. Alternatively, they could be incorporated into a resilience intervention as part of a coalition of organisations delivering resilience interventions.

The volume and range of locally-based activities and provision has changed in recent years. Our research shows a constriction of service provision in all five of the areas we studied. Funding constraints have shrunk provision and the some of the projects described here, in some cases, are vulnerable to funding cuts or are time limited. Those embarking on new projects should be mindful that the landscape of community provision is in flux, and therefore partnerships may not be as stable as desired. Nonetheless, networks between third sector and community-based provision are strong in all five areas, with information and signposting effectively and quickly shared between organisations.

This change in the local landscape is not restricted to publicly funded organisations. A number of interviewees also noted that there has been a decline in pubs, generally considered to be a social hub for men. This signals a trend towards fewer public social spaces available to men in general.

> *"There is a loss of worth. They have lost the docks, there is no work, they have lost their self respect, they are not able to support their families. There is a stigma attached … women are better at making friends… they have lost their pubs… they don't know what to do and we need to give them something to do."*
>
> Staff member, Community Links

Employment and training support

In the five areas, a number of the activities available for men who are out of work centre on employment and training. These activities often provide basic job search skills training for instance how to write a CV, I.T training, volunteering, training and work placements, with the objective of getting people into the work. They sometimes include emphasis on confidence building and mentoring. Some providers offer additional courses, which in some cases require travel, and the costs can be prohibitive.

Employment support is generally provided as part of a work programme and can be tied to benefit entitlements. As a result, such courses can be fraught with tension when coupled with threats of benefit withdrawal. Also, men generally suggested that this level of support did not accommodate their particular needs. Specifically, some men report that the information supplied can be patchy or misleading, compounding their frustrations with job search. Nevertheless, some employment support offered is not part of a work programme and is community-led.

Box 8. Fair Share Programme, Morrison Trust, Darlington

The **Morrison Trust's** Fair Share Programme tries to provide both practical and emotional support for those who are out of work. .

The Fair Share Programme has been running for the past two years, offering employment support for unemployed residents living in Northgate and Central wards in Darlington. They offer flexible one-to-one support tailored to the specific needs of the individual. What they found is that many people had difficulty filling in applications and they often simply needed moral support when applying. Many men of this age have worked in manual jobs all their lives so they have never had to write a CV and often do not have formal qualifications or relevant experience to re-skill in something else. Regular personal contact was a crucial aspect of the project. They found that what was important for many people was just having someone to talk to on a regular basis.

At first it was very difficult to get people engaged from Northgate, and it took time to build up relationships and trust. But once it got going it was successful. To date they have engaged with 67 people.

Box 9. Agricultural projects in East York

The area in and around Tang Hall in York has many activities that promote physical and mental wellbeing through agricultural projects. These have often been designed to attract people who are out of work, or experiencing social isolation and low-level mental health issues.

St Nicholas Fields is a nature reserve in Tang Hall, created 20 years ago by local residents. Previously a landfill site, the reserve now has an environment centre and 22 members of staff. For the past two years they have run the Bearing Fruit Project, which was grant funded through EcoMinds in partnership with the Community Recovery Team at Sycamore House and Mind. The aim of the project was to provide practical, outdoor volunteering opportunities for people with mental distress.

The Five Thousand Project run by Nicholas Hall is a very small project that helps unemployed people in the area to start up allotments. The project started at the Accomb allotments and there are now two plots in Fullford and Heworth.

"I've basically been out of work for a number of years now and I wasn't doing anything with myself at all and I was start of staying in four walls and I sort of shut myself off society for a number of years … and because I live on my own there was a problem with loneliness as well…But since last September I took on this gardening project … ***it's made a tremendous difference. I seem to be more upbeat about life than what I was***"

Male, Tang Hall.

"*What I've found with this gardening project … [is] that it can open so many doors… you just don't know the kind of people that you can meet and the kinds of opportunities that can be created."*

Male, Tang Hall.

It is worth noting that some men in the five areas did not have the ability or desire to do physical outdoor activities like going to the gym or gardening, and therefore basing Mind's resilience projects around agricultural activities wouldn't appeal to all.

"*I couldn't do gardening. Impossible. I'd rather sleep on the streets and give up my house right, than me doing any gardening.*"

Male, Merthyr Tydfil.

Mental wellbeing support

Mental health support ranges from intensive one-to-one provision through to activities that improve broader wellbeing, such as sports or gardening. Where services are provided as part of a mental health support package, they are generally targeted at people who have mental health issues, and have been referred or who have self referred. Often mental wellbeing and mental health support is available only for those with high or acute needs.

Generally, there is limited or no availability of this type of support, particularly for men who are not already accessing some form of mental health support. Whilst discussion groups and peer support services are available through the NHS, the eligibility threshold is high. For men with low-level mental health needs who may not meet the diagnostic criteria for a mental health problem, support is scant. There was no evidence of peer support or discussion groups for men only, or men aged 45 to 60, who are feeling stressed or experiencing low level anxiety and/or depression.

Community based activities

Our conversations found that the target group of older men is generally less likely to participate in existing community-based activities. Interviewees noted that social activities specifically targeting older men, for instance 'dads and lads' groups, struggle to encourage participation amongst older men. In consequence, there is limited visibility of older male participation in local activities.

It is difficult to untangle the reason for limited participation. One reason may be that few activities specifically target men aged 45 to 60. This could be a result of a low level of interest in the types of activities available, or, poor and ineffective outreach and promotional material.

Nevertheless various local service providers noted that there were some activities in the community that were well attended by older men, particularly those involving practical or physical activities. For instance there were many examples of older men attending football groups run by social clubs, yoga classes, gardening clubs and allotments, angling and walking groups.

> *"The community centre could be a real hub for activities that appeal to the older man. It's on their doorstep, it's got to be on the person's doorstep rather than being a mile away…it's just getting people in there maybe wanting to do things for themselves."*
>
> Activity Support Worker, City of York Council

GAPS IN PROVISION

The following section sets out the gaps in provision we indentified, which a Mind resilience intervention could potentially address. It was broadly recognised that few, if any, activities address the specific needs of older men and that few activities target this group. Furthermore, there is a lack of discussion groups or activities which focus on personal development for men in the target group.

We found that men who participated in the focus groups and interviews were keen to have access to a discussion group, and cultivate social spaces for men to meet. Discussion groups could serve a number of purposes.

Firstly, they are a forum to share information between peers, particularly soft information regarding job searches. For men who are newly unemployed, the immediate period following unemployment can be bewildering. Information on where to access support (both formal and informal), entitlements and expectations can help alleviate the stress and frustrations that may surface.

> *"When you are first made unemployed, you go to the Job Centre and they put you on a training course which then provides you with a manual handling certificate. What you need is groups where people can help each other. Where you can meet your peers."*
>
> Staff, Mind, Merthyr Tydfil

Secondly, men viewed these groups as opportunities to share the stress and frustration of their situation. Below, three statements from out of work men illustrate the role that discussion groups could play.

> *"Churches can be helpful, because they want to help people… places to talk, like forums to discuss… yeah, I've been to one before but they stopped it…[did you find it useful?] yeah very useful, people used to come from several different areas… they make some snacks and food for them then they eat, they discuss, maybe they pay their transport back… so every Saturday they go their to alleviate, meet some other people, ease off a bit."*
>
> *"There isn't really anywhere really in terms of the individual managing the impact of being unemployed, the impact that has on that individual, there isn't anywhere, its more self directed you have to find different ways of coping for yourself, there isn't any centre or organisation that can direct you to such groups, you have to find your own way of dealing with that… [feeling depressed]-the only way to fix that is to find a job…"*
>
> *"There are lots of people in their twenties out of work, what chance is there for someone for me. It would be good to have a discussion group and explain things."*

This is particularly important given that people feel there are few positive social spaces for men to get together.

> *"There are very few local activities that this target group might currently be engaging with. There are allotments, and there are pubs and Working Men's Clubs* [but] *that's not a good thing really."*
>
> Activity Support Worker, City of York Council

However, group and peer support is less desirable to men who experience more acute mental health problems. Also, service providers were divided on the benefits of peer

support networks, suggesting that this can be deemed to be patronising to out of work men. However, it is generally recognised that this approach does go some way in addressing feelings of 'isolation and powerlessness', and complimented the more practical activities offered by job centre and training providers.

Box 10. Pubs

Several interviewees noted the demise of pub culture. Whilst there are mixed views on the importance and benefits of pub culture, there is a generally held view that this represents an important social space for men to gather and talk.

In Newham, the closing down of pubs, in part due to the regeneration of the local area, has resulted in a number of empty pubs scheduled for demolition.

"*All the pubs have been shut down, demolished…as far as going out for a drink with your palls or your family, it's killed that stone dead."*

Worker, Cundy Centre, Newham.

In some instances, pubs are being used as meanwhile spaces, social spaces to deliver community projects. For instance, the "Ordnance Arms pub is now a charity shop". A community development organisation in Merthyr Tydfil lists social clubs as local assets and says:

"Use could be made of the social clubs- often with rooms for meetings and bars… The social clubs are a good place to advertise."

As described earlier, low confidence and lack of aspiration is a barrier to employment. It appears that the work programmes and job centre activities may not sufficiently seek to respond to low self-esteem, low confidence and general malaise experienced by many men within the target group. Our consultation findings suggests that there is a gap in providing support that motivates and draws out pessimistic and negative thinking patterns.

Whilst there are programmes of support that draw on Cognitive Behavioural Techniques (CBT) and provide intensive counselling support, this tends to be available only to men who have been referred or self-refer due to mental health issues.

> *"People lack aspirations around work. There could be more care plans focused on motivation… There is also a gap in social and leisure opportunities."*
>
> Social work manager, CMHT
>
> *I've volunteered with homeless people, it shows you anyone can be unemployed… you have to understand the rationale behind my thinking. Why do I want to do those things, this voluntary job… There has to be a mechanism in place to give you that enthusiasm, that desire to make you want to do those things…*
>
> Male, Newham

There is also a need for activities that support the development of interpersonal skills, such as effective communication and self management.

"Some men also lack basic skills, which tend to be acquired rather than taught; some men have issues with their appearance or body odour, personal relationships and budgeting. Few of these skills are catered for at all, yet present some men with real barriers when it comes to employment."

Staff member, Tydfil Training

There are problems around debt and management.

Staff member, Community Links

Lastly, interviewees and some men would welcome subsidised sports and leisure facilities. GPs can prescribe subsidised leisure and physical activities to patients who present symptoms of mental health problems. However, they can be prohibitively expensive for those who would have to self finance them. .

A RESILIENCE BASED INTERVENTION: GENERAL PRINCIPLES

Below, we set out a brief list of the principles that should underpin a resilience-based intervention. Our approach is based on findings from the consultation and the work of The Young Foundation in designing and delivering resilience interventions. Before proceeding to the principles, we must describe what we mean when discussing resilience.

What is resilience?

Resilience is an 'ordinary superpower' and is the positive capacity of people to cope with stress and adversity. Based on our knowledge to date, resilient thinking can be learnt. Resilience interventions are a first step in helping individuals to acquire the skills to they need take up new opportunities as well as secure wider improvements in physical and mental wellbeing.

The broad objective of emotional resilience interventions is to stem the impact of negative thought patterns and harmful relationships. Emotional resilience can help individuals break out of adverse cycles and make it easier to seize new opportunities and develop more positive relationships.

Evidence suggests that emotional resilience supports individuals to:

- Develop positive emotions to build resources to cope with negative experiences
- Experience more positive emotions even in the face of stress
- Develop positive relationships and pro-social behaviour[2][3][4]

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[2] Fredrickson,B., and Michael, C "Positive emotions." *Handbook of emotions* (2008): 777-796

[3] Seligman, Martin EP. "Positive psychology, positive prevention, and positive therapy." *Handbook of positive psychology* 2 (2002): 3-12

Emotional resilience programmes, coupled with clear routes to other employment support activities, provide an effective and supportive pathway.

Following from our extensive work on resilience interventions, The Young Foundation recommends that a resilience intervention should:

- Be based in communities e.g. schools, children centres, youth clubs, sheltered housing
- Build on community assets, including social assets such as strong community ties and role models in the community
- Be sustainable over the medium to long term- training volunteers and frontline staff ensures that resilience approaches can be applied in their work and community

Mind has reviewed the evidence base around prevention of mental health problems and drawn ideas from different disciplines to develop their model of resilience building. This model recognises the importance of three key elements in reducing the likelihood of mental health problems:

- positive activities, such as gardening and exercising outdoors, that are known to drive wellbeing, as a basis for good mental health
- building social networks and social capital - good quality human relationships are key to our capacity to respond to adversity and challenge
- education and developing psychological coping strategies, based around insight, awareness, and realistic optimism (using, for example, principles of CBT and mindfulness)

The Young Foundation recommend that the projects follow this model.

Thinking in particular about the strand that aims to develop coping skills, this should:

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[4] Reivich, Karen, and Andrew Shatté. *The resilience factor: 7 essential skills for overcoming life's inevitable obstacles*. Broadway, 2002.

- Use clear, concise and easy to understand materials, keeping in mind that online materials may not be accessible for men in this target group;
- Use materials that are tried, tested and have an evidence based approach
- Use materials that are accessible and affordable
- Be able to be delivered flexibly, over a period of time and within a group based setting

RECOMMENDATIONS FOR A RESILIENCE BASED INTERVENTION FOR OUT OF WORK MEN

The following section sets out our recommendations for ensuring the resilience-based projects are attractive to men who are out of work. The principles are informed by findings from the consultation and The Young Foundation's work in designing interventions for men.

1. **Know your target group:** There is a clear gap in available services for men who are not accessing mental health services, but experience low levels of mental wellbeing (e.g. stress, anxiety, depression, low confidence) which makes them vulnerable to a worsening mental health state. However, men in the target group may not self refer or describe their experience in the terms used above. Therefore, the intervention should be presented as a universal offer, for all men. This will require effective outreach activities to identify and work with providers that are likely to be in contact with this target group.

2. **Be clear on the main messages**: How the intervention is described is crucial to attracting the target group. Below we set out suggested messages:

    - The intervention should be packaged as an **employment prospect enhancing activity**. The emphasis should be placed on skill development and opportunity to participate in work placements and volunteering rather than a resilience or mental wellbeing intervention.

      This is in recognition of the stigma associated with words such as mental health, depression and anxiety. Also, the target group may not associate or describe their experiences in those terms, or be less willing to participate in a service that is associated with Mind or mental health. The resilience offer can be packaged as part of a wider offer of employment and training support.

      "*When I attended a meeting at [local housing association] Anchor House we had a discussion about mental health. They were concerned that as soon as you mention mental health people shy away. However words like wellbeing, feels a lot more comfortable.*"

      Staff, Mind, Newham

"[Interviewee]: *If I was to advertise something and I said something like this 'are you out of work do you feel stressed?' would these sort of words put you off?"*

[Male, Darlington]: *No, not really.*

[Interviewee]*: What about 'Do you feel depressed?'*

[Male, Darlington]: *Yeah for sure, that would make you feel more down".*

- **Ask men for help**: The activities most successful in attracting men focus on what help they can provide, rather than what can be done for them. The activities should draw on what skills and expertise they can contribute, for instance an invitation to support community development, by building a shed for the local primary school for example, are useful approaches. A role with responsibilities, e.g. skill sharing or community maintenance, ensures participants feel like they are contributing to not only their own personal development but to their community.

  "They were asking people to help plant an orchard… I have done gardening most of my life and I had something to offer, as well as get something out of it myself."

  Male, Tang Hall

  The promotional material will have to strike a fine balance and communicate the message that 'we need you' as well as convey the purpose of the intervention, to improve skills and help people to cope.

- **Be clear that participation will not impact on benefit entitlements**: There is a lot of concern about benefit entitlement changes. This concern can be masked by a general reluctance to participate in activities. Outreach and promotional material should be explicit that participation does not impact on benefit entitlements.

3. **Promotion and outreach through trusted gatekeepers**: There is generally limited success in recruiting through leafleting. Low literacy and basic skills amongst some of the target group may be a contributory factor. Levels of literacy will have to be taken into account if leaflets and promotional material are used, as well as when designing activities that are offered as part of the intervention.

   Crucially, identifying the right gatekeepers to the target group and requesting that they pass on information and support recruitment is essential. Typical gatekeepers for this group might be personal advisers in training centres, GPs, Job Centre advisers, local police officers and people who work with food banks and housing providers. Also, use of informal networks and word of mouth is an effective way of communicating. In Darlington spreading the word via Bangladeshi restaurants worked well, but communications could also disseminate via taxi drivers, pharmacies, betting shops, and posters in social clubs and pubs (e.g. on beer mats).

4. **Choose the best time**: Local providers suggested that the optimal time for an intervention is from mid-morning to 3pm. This timeslot avoids early morning start, which can be a challenging time to attract participants, but also avoids the school run.

   "Every Wednesday I come in here for job search from 10 'til 3:30. They could easily say a Wednesday discussion, everyday people coming here for job search, they could easily say one or two hours for a discussion."

   Male, Newham

5. **Utilise local assets**: The resilience-based projects should make use of assets that are active within local areas. These social assets might be pre-existing organisations likechurches and religious organisations or local clubs. They can also be informal networks through local football teams, community gyms, allotments, or angling societies. This is useful for promoting the activities and delivering the resilience-based activities.

   Local providers expressed a general appetite to contribute to the project but local Minds will need to be clear on roles and responsibilities. This presents an opportunity to avoid duplication and to create a coalition of organisations who support the project. Local Minds may want to consider whether part of their budget is allocated to partner organisations to support delivery.

6. **Reach out within the community:** Activities that are intergenerational and mixed will help to strengthen community networks. Involve family members, children and grandchildren where possible.

7. **Build in sustainability:** Mind's resilience projects should link in with existing community projects. This will enhance the social networks of participants and share resources within a local area. In addition, local commissioners, specifically Clinical Commissioning Groups (CCGs), should be informed of the design, implementation and evaluation of the resilience intervention. Discussion with CCGs at design stage will help to identify their needs and show demonstrable health outcomes.

   "We want to use evaluation with future commissioning- get some positive relationships and if we can show some real success stories it would be good. They [GPs] will need to see individual change in the patients that they are seeing. That there are less frequent appointments, that their mood is much better and they are back into employment. They want tangible results."

   Staff, Mind, Darlington

Box 11. Services that build on local knowledge and expertise in York

York, Darlington, Hackney, Merthyr Tydfil and Newham were all historically industrial centres. Many men of this age have spent their lives working in local factories, labouring or doing other manual jobs.There is the potential to build interventions that value their existing practical expertise and local knowledge.

"*I think that men have got much fewer or less developed coping strategies than women have and when they get to the age where they're approaching retirement and particularly if they become unemployed at the time, I think a sense of purposefulness can actually be developed in them."*

Activity Support Worker for City of York Council.

This has created a feeling of being undervalued. As one interviewee says, they have a lot of knowledge and skills that aren't being put to use:

"*The people of York have a lot of interests and a lot of skills. People that have worked for years for the railways, for the carriage works, that worked for the chocolate factories in York; that worked for the glass factories in York. They've got a lot of skills, a lot of abilities and a lot of knowledge they could pass on to others or share with.*"

Activity Support Worker for City of York Council.

In collaboration with local schools in York, St Nicholas Fields has run an intergenerational oral history project where students interview older residents from the area. They found that many older residents really wanted to talk about their memories of this site. This was a successful project and has the potential to continue in the future.

SUGGESTED APPROACH FOR DELIVERY

Below, we have set out a suggested approach to delivering the Mind resilience projects. We recognise that each local Mind will want to develop an approach which suits their particular area and local needs, and therefore the recommendations below are only a point of departure.

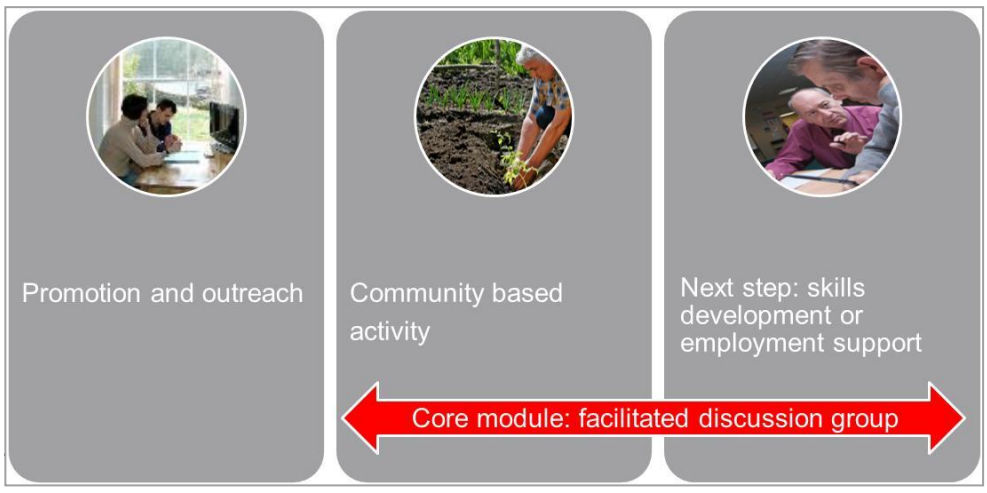
Mind's concept of resilience building consists of three pillars:

- Enhanced coping strategies;
- Improved social networks and
- Participation in a range of wellbeing activities

Our recommended approach aims to address the pillars. We recommend a four stage approach to delivering the resilience intervention, which represents a clear pathway of participation:

- **Stage 1** - Promotion and outreach;
- **Stage 2** - Core resilience module: group based facilitated resilience programme in an informal setting (delivered concurrently with stages 3 and 4)
- **Stage 3** - Participation in a community based activity (delivered from month 1 to 10)
- **Stage 4** – Next steps (delivered from month 10 to 12)

The diagram below illustrates the suggested intervention outline.



Stage 1: Promotion and outreach

Research suggests that men are generally more likely to delay seeking help than their female counterparts. In addition, men are less likely to describe their issues as problems that need to be fixed.[5] The main messages communicated will clearly need to take account of these considerations.

Research by The Young Foundation suggests that targeting men specifically is an effective way of recruitment.[6] Promotional and outreach strategies should target older men who do not access mental health provision, and in order to do so will need to work with and disseminate information to partner organisations that frequently come into contact with this group.

This may also require promotional and outreach strategies in local social hubs of activity, for instance in pubs, social clubs and working men's clubs. The findings from our consultation suggest that word of mouth is clearly more effective than posters and leaflets. In addition, some gatekeepers will have built a relationship of trust with the potential recruits and can follow up with reluctant recruits.

This method of recruitment will be essential for those men that are persistently out of work. The gatekeepers are likely to have an established relationship of trust, which is crucial to build on and to increase the likelihood that participants remain engaged throughout the activity. For instance, it will be useful for the gatekeeper to check in with the participant periodically, particularly at the beginning of the activity and if attendance starts to falter.

Though leaflets are less successful in promoting new activities, they are a useful reminder and can include contact details if there are additional queries. As suggested above, the layout and language should cater to people with low literacy. In the section above, we documented the main messages that we recommend are included in the promotional material.

Recommendations

We recommend that the following partner organisations are enlisted to recruit participants. The list below presents some of the organisations that act as access points for men in this target group and who can recruit men. This list is not exhaustive and will differ in each local area:

- Job centre or training providers
- General practitioners
- Citizen Advice Bureaus
- Food banks
- Religious organisations e.g. churches and mosques
- Registered social landlords
- Local libraries.

> *"Need to ask where are the men going to be most receptive? This could be the GPs or the Job Centre".*
>
> Staff member, Mind, City and Hackney.

[5] Johal. A, Shelupanov, A, Norman, W. (2012) Invisible men: engaging more men in social projects, London: The Young Foundation

[6] Johal. A, Shelupanov, A, Norman, W. (2012) Invisible men: engaging more men in social projects, London: The Young Foundation

"There is a working men's club in the area but there are no job clubs in the area. There are three churches in the area, they try and do their bit. Kings Church food bank are well known, food banks are going to be the norm".

Councillor, Darlington

Stage 2: Core resilience module - Enhanced resilience and coping strategies

Cognitive behaviour and positive psychology sit at the heart of the intervention and will support older men to enter or re-enter the labour market and to cope with unemployment in the meantime. Resilience training provides people with the skills to overcome negative thought patterns, to persist in the face of adversity and to take up new opportunities. The resilience courses will help men to develop strengths in the following areas:

- Develop flexibility of thinking
- Develop stronger self-regulation of emotions and behaviour
- Increase levels of motivation, focus and attention to personal development
- Build resources, including personal assets and value, identification of strengths and future aspirations

The broad objective of this stage is to stem the negative thoughts that can discourage men from taking up new opportunities and hinder their routes into employment. Self-esteem, confidence and the stories that people tell themselves sharpen individual resourcefulness and encourage individuals to seek out new opportunities. This core module coupled with clear routes to volunteering (see stages 3 and 4) can provide an effective and supportive pathway to employment. Participation will raise aspirations and support progression into employment.

The core resilience module will support participants to gain confidence, develop coping strategies and positive mental patterns through community based resilience training. On completing the resilience training the men will be signposted to opportunities including skills training, work placements, work trials and other further learning opportunities (e.g. basic skills, life skills training and employability training).

'The group has to be managed well… you don't want it to be a self-fulfilling prophecy. You need to think how do you keep people moving. There needs to be a clear action plan on how to leave the group'

Staff, Mind, Hackney

Recommendations

- The resilience intervention is delivered as part of a male only discussion group and the discussion groups convene at the start of the activity and are held periodically (weekly or fortnightly);
- The discussion groups are led by a skilled and trained facilitator who delivers the resilience intervention;
- The resilience discussions will be based on an existing resilience programme, for instance Living Life to the Full (see box 10).
- At the end of the resilience intervention the groups transition into a peer support group, which is self facilitated.

Box 12. Living life to the full

Living Life to the Full is a peer-to-peer community based project to promote emotional resilience skills. The programme was developed by Dr Chris Williams from Glasgow University. Dr Williams is a Senior Lecturer in Psychiatry and Honorary Consultant Psychiatrist at the University of Glasgow. The course contains the following seven booklets:

Why do I feel so bad?
How to fix almost everything
Why does everything always go wrong?
I can't be bothered doing anything
The things you do that mess you up
Confidence: I'm not good enough
Anger: Are you strong enough to keep your temper?
10 things you can do to feel happier straight away

The course material is based on Cognitive Behavioural Therapy (CBT) and Positive Psychology methods of 'helping people to help themselves'. Components of the course include identifying and challenging negative emotions, developing coping strategies, social problem solving skills, negotiation and relaxation techniques.

The materials present everyday problems and challenges in an accessible way with solutions and strategies to overcome anxieties or lack of confidence. The challenges in the course materials address issues that the participants encounter and encourage individuals and the groups to start to formulate solutions to their own problems.

> *"Yeah I would be very interested in learning activities, there should be a class for people like myself, I've never really used the internet. Other skills would be an indoor class for evenings, contributing their thoughts to make them move forward, there's nothing like that here."*
>
> Male, Darlington.

Stage 3: Participation in a local activity

According to Young Foundation research, the type of activity offered is a determining factor on why men choose to engage with projects. In addition, the interviewees all expressed views on what projects appeal to men and which projects struggle to gain attention. The common themes are drawn out here.

A number of employment and community activities currently exist within the five areas and are delivered by a range of local providers. Local providers are keen to be involved in working with Mind and delivering the service. This presents an opportunity for both Mind, who can utilise existing community resource to deliver services, and local organisations, who can offer structured intervention and draw in new volunteers.

The activities will serve a number of purposes:

- Forms the 'hook' to encourage participation. The activities will create an opportunity to utilise a range of skills. This could be an offer to share or learn new skills and develop new hobbies;
- The projects serve to build confidence and engage in a meaningful activity as well as improve skills and enhance employment prospects. Some projects may not explicitly offer employment enhancing support, but where possible this will be incorporated into the projects;

- Forms a bond within the group and with members of the community. The activities should act as a social space for the target group; and
- Experience a range of existing community projects e.g. local food enterprises or work with a local school to build a shed.
- And they can drive subjective wellbeing in and of themselves[7]

Recommendations

- Utilise the skills and experience of the men in the target group to decide the project;
- Shape the activities around existing community projects and activities;
- Activities that are based on physical activity e.g. arts and craft, D.I.Y, gardening, and sports activities are more attractive to men. In addition, recording and following local history are popular.

Box 13. The benefits of volunteering

One male from Merthyr Tydfil described the impact participation in local activities has on his life.

"*I usually volunteer at the hospital. I help with the meet and greet in the hospital – I work on Tuesday am and Thursday pm. I also help oncology, with the changing of batteries. Otherwise, I try and walk my dog, I go to the two parks near me. I am on a GP referral so I can go to the leisure centre and play bowls, or I do an easy circuit or participate in the different activities.*

I did lose a lot of confidence, until I started to do the 'meet and greet'. It is about meeting people and having somewhere to work even though I am not being paid. It did a lot of good to my confidence. I got to dress up just to cheer people up.

I had an interview recently. This was the first one that I had a reply to. I have 30 years in caring sector but I don't have the qualifications. I have the experience. I don't have the NVQ. I am working with Tydfil Training, we have to find 10 jobs a week.

Apart from my dogs – I talk to them – I talk to my son and wife. But I don't want to stress them out. I did join a group when I was down. I was referred to it by the GP. I was stressed out and he gave me a book, 'Mind over matter' but I couldn't read it. I couldn't concentrate. I talked it through with my GP and he referred me to the group, which was good. It was a mixed group and she used to phone me every Wednesday. I liked the group and knowing they were there if need be.

Posters don't work to promote activities. In the hospital they have signs for everything but people don't read them. You need a sign to say please read the poster! It wouldn't worry me if use the word stressed. I worked in mental health and the word mental health frightens people. It would be good to have words like 'having a laugh', 'no pressure'… 'feel free to join rather than you have to be there".

Stage 4: Next steps

The final stage centres on developing an action plan to help support employment and learning prospects. We recommend that the final stage in the activity focuses on, 'what next?' for the men. This could be an opportunity for men to take part in taster learner sessions, identify voluntary roles, and start to formulate plans to set up a micro-enterprise or undertake a work placement. The men may want to identify mentor support.

[7] Baum, A, Cohen, S, Matthews, K, Martire, L, Pressman, S, Scheier, M, Schilz, R, *Association of enjoyable leisure activities with psychological and physical wellbeing*, Psychosomatic Medicine, September 2009, vol. 71, 7, 725-732.

One option at this stage is to allow the male to move from beneficiary to volunteer. This is an important aspect of sustaining the project, ensuring that there is a continued relationship and that the beneficiaries are recruited as ambassadors for the project.

This stage of the resilience intervention will require a facilitated discussion with each of the men on what their aspirations are, what skills they have learnt and what skill they would like to develop and what general support they need.

Recommendations

- Each participant is assigned a lead person who will facilitate the discussion on 'next steps.'
- A directory of options is available to the mentor and the participant. This could include voluntary organisations in the local area, or information on where to access additional training support.
- That each local Mind aims to recruit a proportion of participants to volunteer in the resilience intervention, subject to future funding.

Other considerations

- Our approach suggests a potentially different way of working for local Minds. Our local consultation highlighted the strong networks of locally-based community organisations and most of the interviewees worked with their local Mind. Local organisations refer service users to Mind, and similarly local Minds signpost people to community-based projects.

  Our approach suggests a more integrated approach to service provision. We recommend that local Minds rely primarily on locally-based organisations to recruit and promote participants, and deliver the resilience based intervention**.** The local Minds will be responsible for:

  - Planning and co-ordinating the delivery of the intervention with community organisations
  - Designing the core resilience module
  - Delivery of the resilience discussion group in a community based setting
  - Evaluation and monitoring of the intervention (in partnership with the appointed evaluator)
  - Planning sustainability of the projects

- **Timeframe**: Our assumption is that the total activity will be delivered during a ten month period. This time period may differ across the five geographic areas.

- **Evaluation**: As part of the evaluation, each participant can use an outcome star which maps questions on levels of confidence and self esteem. This is a simple way of each participant marking how they feel. Each individual's response will be tracked and set out in an outcome star to measure changes in levels of confidence and self esteem. The outcome star is a visual aid, which may be helpful for participants who have difficulties with literacy.

Evaluating the five projects will provide useful evidence on how this model is best delivered in difference locations.

ILLUSTRATIVE EXAMPLE OF A USER JOURNEY

The user journey maps below provide illustrative examples of the journeys of five different users in each of the local areas. The user journey allows us to accurately map out how different users would engage with the participating organisation's services in different contexts, and what their likely experience would be (see text in green).

The scenarios used are hypothetical. They are designed to stimulate ideas for potential future interventions by highlighting central challenges and opportunities. The User Journey Maps build upon the characteristics and needs of the target group, as well as the specific community assets that would potentially be available to support the intervention. The personas created are composite characters, built around the interviews undertaken in each location.

Although one map has been created for each area, they are all underpinned by a similar intervention strategy.

Herbert's user journey map, Hackney, London.

Herbert joins a Men in Sheds project and the weekly discussion group held in the same place.

Herbert Wilson

Herbert is 58 and lives in Homerton, Hackney. Although originally from Trinidad, he has been living in Hackney for 20 years. He's a skilled labourer and has been out of work for 18 months.

What he thinks, knows, feels

People that he interacts with

How does he become aware of the intervention	What happens at the first session	Key moments on his learning journey	What happens at the end of the journey
Herbert thinks he's too old to 're-skill' and feels that the job centre are not giving him enough support.	Herbert is reluctant to join a men's group. He feels like it's a waste of time.	Now that Herbert has been attending the discussion groups and the workshop space for a while, he has made friends and feels a lot more confident about learning new skills and finding work.	
Jobcentre Plus refer Herbert to Peabody Trust's Hackney Employment advisors. Jobcentre Plus	Herbert feels that his expertise are being wasted so he enjoys doing something practical in the Sundial Centre.		Herbert starts to apply for a broader range of jobs and enrols on an IT course.
Peabody Trust	Men in Sheds	Now that Herbert is participating in Men in Sheds, the Mind coordinator talks to him about joining the discussion group located in the same building.	
Herbert meets with Peabody's Employment advisor. The advisor recommends a 'Men in Sheds' project based in Peabody's Sundial Centre in Bethnal Green. He also mentions the men's discussion groups that Mind run alongside the project.	Herbert goes to the Sundial Centre and he is impressed by the workshop space. He decides to join the Men in Sheds project. Sundial Centre	Some of the men who Herbert is now familiar with from the Sundial Centre bring him along to the discussion group.	From time to time Herbert doesn't feel like going to the discussion group. Instead, the Mind coordinator arranges for them to have a 1-1 session.
			Herbert still goes to the workshop space every week.

Alan's user journey map, Darlington

Alan gets involved in FRADE's furniture building project.

Alan Barnes

Alan lives in Northgate, Darlington. He's a carpenter and tradesman. He has been unemployed for just over a year, since his company went into administration. He spends most of his time at home or in the local pub.

What he thinks, knows, feels

People that he interacts with

How does he become aware of the intervention	What happens at the first session	Key moments on his learning journey	What happens at the end of the journey
Alan feels that his expertise are being wasted.		At first Alan is reluctant to stay for the discussion group after the practical sessions but then he realises it's nice to stay and talk to people in a similar situation to himself.	Alan feels proud of what they have achieved and would like to continue volunteering at FRADE in the future.
Although FRADE is in Darlington, he had never heard of it before.			
Whilst attending the local Job Club organised by the Morrison Trust, he sees a notice about help needed to build furniture at FRADE: a furniture reclamation and upcylcing enterprise.	Alan goes to FRADE to hear about the project and to meet the other volunteers in a friendly, informal setting. A Mind staff member facilitates the discussion.	Alan finds he has a lot in common with a couple of the other volunteers. They often bump into each other now on Woodland Road.	The local Mind facilitator signposts Alan to support for setting up a micro enterprise and puts him in touch with Darlington Enterprise Club
The employment advisor talks to Alan about getting involved in the project.		During the discussion sessions the local Mind facilitator encouraged them to talk about how the programme is going.	He stays in touch with a few of the volunteers.

Morrison Trust

FRADE

Darlington Enterprise Club

Imran's user journey map, Newham

Imran is involved in a temporary allotment space.

Imran Khandoker

Imran lives with his family in Custom House, Newham. He moved from a rural area of Bangladesh in 2008. He has experience of working as a taxi driver and a waiter but he has been unable to find work in 18 months. He is university educated but his English is poor.

What he thinks, knows, feels

People that he interacts with

How does he become aware of the intervention	What happens at the first session	Key moments on his learning journey	What happens at the end of the journey
Imran feels ashamed about being on benefits and he doesn't feel able to talk to his family about the pressure he's under.	Engaging in physical work from the start allowed Imran to bond with the other men despite language barriers.	Initally Imran found it hard to attend and spoke on the phone to the manager at the Trinity Centre.	By mid summer their first produce comes through.
	Imran felt his English improving through increased social interaction at the allotment and the discussion group.		
		Having a place to go outside his flat that wasn't the job centre made Imran feel less stressed.	The group donate produce for Newham Welfare Trust's charity dinner at the Trinity Centre.
He lives in a small flat with no outdoor space and wants to get outdoors more to grow food and be more physically active	Imran visits the allotment with the other participants. Afterwards they meet the Mind facilitator in the local café to have a discussion group, and divide roles and responsibilities for the different plots.		
	Temporary Allotments		
		The manager of the Trinity Centre contacts the local Mind facilitator to notify him of Imran's absence. After a chat with the Mind facilitator, Imran decides to persist.	After talking to the Mind facilitator Imran joins a basic literacy course at Community Links which builds his confidence.
After Friday prayers at the Trinity Centre, Imran hears about the allotment group set ip by the Canning Town and Custom House Regeneration team at The Place.	Trinity Centre		
The Place			Community Links

Herbert's user journey map, Hackney, London.

Herbert joins a Men in Sheds project and the weekly discussion group held in the same place.

Herbert Wilson

Herbert is 58 and lives in Homerton, Hackney. Although originally from Trinidad, he has been living in Hackney for 20 years. He's a skilled labourer and has been out of work for 18 months.

What he thinks, knows, feels

People that he interacts with

How does he become aware of the intervention	What happens at the first session	Key moments on his learning journey	What happens at the end of the journey
Herbert thinks he's too old to 're-skill' and feels that the job centre are not giving him enough support.	Herbert is reluctant to join a men's group. He feels like it's a waste of time.	Now that Herbert has been attending the discussion groups and the workshop space for a while, he has made friends and feels a lot more confident about learning new skills and finding work.	
Jobcentre Plus refer Herbert to Peabody Trust's Hackney Employment advisors. Jobcentre Plus	Herbert feels that his expertise are being wasted so he enjoys doing something practical in the Sundial Centre.		Herbert starts to apply for a broader range of jobs and enrols on an IT course.
Peabody Trust	Men in Sheds	Now that Herbert is participating in Men in Sheds, the Mind coordinator talks to him about joining the discussion group located in the same building.	
Herbert meets with Peabody's Employment advisor. The advisor recommends a 'Men in Sheds' project based in Peabody's Sundial Centre in Bethnal Green. He also mentions the men's discussion groups that Mind run alongside the project.	Herbert goes to the Sundial Centre and he is impressed by the workshop space. He decides to join the Men in Sheds project. Sundial Centre	Some of the men who Herbert is now familiar with from the Sundial Centre bring him along to the discussion group.	From time to time Herbert doesn't feel like going to the discussion group. Instead, the Mind coordinator arranges for them to have a 1-1 session.
			Herbert still goes to the workshop space every week.

John's user journey map, Merthyr

John Edwards

John Edwards is from Merthyr Tydfil and has lived there his entire life. He knows a lot about the local area. He used to work in local factories but has been unemployed for ten years due to health problems.

John joins the local history project.

How does he become aware of the intervention	What happens at the first session	Key moments on his learning journey	What happens at the end of the journey
What he thinks, knows, feels			
John is relieved that his participation in the project will not affect his claimant status or entitlements.	The nature of the project allows John to feel like he can contribute in a meaningful way even with his health problems.	After a few weeks he had bonded with the other men and looks forward to the days he volunteers.	Thanks to the work and discussion groups John felt less isolated and no longer sought to avoid social contact.
He spends a lot of time at home and is a bit apprehensive about joining a group activity.	John joins the Merthyr Tydfil Historical Society with a group of 10 other men.	Seeing the interest by locals when they exhibited some of their displays at the library gave John a real sense of pride.	John evaluated his personal development at the discussion group, sometimes talking about it with the others.	With renewed confidence John started to apply for positions he had not considered in the past.
People that he interacts with			
Tydfil Training	Merthyr Tydfil Historical Society	Merthyr Tydfil College participates in reporting the local stories of these men and the group present the oral history project at the library.	The Mind facilitator notices John giving more to the group and is able to identify his strengths.	The core group members start running the weekly sessions without the help of the Mind facilitator.
John's adviser at Tydfil Training tells him about a local history project based in the library that are looking for participants.	The project co-ordinator from the Historical Society and the Mind facilitator explain the nature of the project and why their help is needed.	MT College		
MT Central library				

Peter Parsons

Peter lives in Tang Hall, York. He has been out of work for three years. He worked for the same construction company all his life. His literacy is poor and he is not computer proficient. He is very well known in the community.

Peter's user journey map, York

Peter volunteers at a local Food Bank and then talks to other men at the lunch club afterwards.

How does he become aware of the intervention	What happens at the first session	Key moments on his learning journey	What happens at the end of the journey
What he thinks, knows, feels			
Since losing his job Peter lacks confidence and feels anxious about not being active.	He visits the local Food Bank service at the Gateway Centre organised by the Trussell Trust.	Peter feels comfortable at the centre.	Peter becomes the outreach coordinator for the Gateway Centre Food Bank on a part-time basis.
When Peter goes in the York JobCentre he talks to an advisor about volunteering opportunities in his local community.	Gateway Centre Food Bank	The Mind facilitator notices that he enjoys talking to the other volunteers and suggests that he should get more involved in the centre.	Peter and the other men take it in turns to organise the Lunch Club.
JobCentre Plus			
People that he interacts with			
His Personal Advisor talks to him about a new voluntary project in collaboration with Mind at a local Food Bank.		Peter learns some basic computing skills as he starts to help the Gateway Centre recruit volunteers online.	The men attending the Lunch Club fill out self-assesment forms on a monthly basis and use this as a basis for discussion.

APPENDICES

Appendix one: Local engagement participants

We have conducted scoping interviews with leads from the five local Minds and their colleagues. Below we list the stakeholders who participated in the interviews.

Darlington

Councillor Jan Cossins, Cockerton Neighbourhood Partnerships

Ian Saunders, Training and skills co-ordinator, Coleridge Centre

Sarah Bently, Assistant Manager, and Diane Woodcock, Chief Executive, Morrison Trust

Suzy Youldon, Crown Library

Hackney

Felicity Hunt, Employment Broker, Community Services, Peabody Housing Association

Michael Foley, Citizen Advice Bureau

Ali Aksoy, Refugee, Hackney Refugee Forum

Jackie Brett, Coordinator at City & Hackney Health & Social Care Forum (HSCF)

Juliet Formbey, AgeWell UK Development Officer & Co-ordinator for the Forward Thinking Programme

Merthyr Tydfil

Alyson Jones, Social Work Team Manager, CMHT Kier Hardie Health Park

Clare Hughes, Partnership Manager, Jobcentre Plus

Gail Powell, Senior Support Worker with Bridges into Work based at the Neighbourhood Learning Centre

Leanne Williams, Heritage and Volunteer Co-ordinator, Cyfarthfa Park

Lee Davies, Community Development Worker, The 3G's Development Trust

Shan Hafal, Practice leader, Hafal, Merthyr Tydfil

Sandra Walton, Tydfil Training

Newham

Eric Samuel, Chief Executive Officer, Community Food Enterprise

Jonny Boux, Director of Employment and Training, Community Links

Jude Simmons, Head of Early Action, Community Links

Lucky Miah, Chair, Newham Welfare Trust

Ray Hollands, Director, the Cundy Centre

Rebecca Miller, Look Ahead

Sam Clark, Canning Town & Custom House Regeneration, The Place

York

Ania Druzic, Learning and Work Advisor, Future Prospects

Bev Pawson, Deputy Head, Tang Hall Primary School

Claire Taylor and Mora Scaife, Neighbourhood partnerships, York Council

David Mudie, Activity Support Worker, York Council

Graeme Rudd, Employment Adviser, Job Centre Plus

Iain Barr, Centre for Lifelong Learning, University of York

Jonathan Dent, Volunteer Co-ordinator at St Nicholas Fields, Tang Hall

Julia Henniker Heaton, Silver Dreams, Mind.

Nicholas Hall, Five Thousand, horticultural project

To date, we have interviewed 31 men across the five areas.

Appendix two: Local area profiles

The section below provides a snapshot of the local area. The local areas of interest were identified by the local Minds and are one or two wards within the local authority areas. A description of the indicators is set out in the box below.

Definition of indicators

Mental health indicator: The proportion of adults under 60 suffering from mood or anxiety disorders, presented as a derived score. The value 0 is approximately the average proportion across all SOAs in England. Based on prescribing, suicides, and health benefits data. The data shown represents a ratio or "standardised measure" of mental illness, rather than an absolute count or percentage. A figure of less than 0 shows a lower prevalence of mental illness compared to the expected figure given the age and gender distribution in the area. Conversely, a figure of greater than 0 indicates a higher prevalence compared to the expected value.

Years of potential life lost (YPLL) (LSOA level): Numerator: Mortality data in five-year age sex bands, for 2001–05. Denominator: Total resident population plus communal establishments minus prison establishment population (resident non-staff) from ONS supplied LSOA population estimates 2005, in five-year age sex bands. Looking at the 'Value', a figure of less than 100 represents fewer years of potential life lost in that area and a figure above this shows more years of potential life lost in comparison to the expected figure in that area.

Comparative Illness and Disability Ratio (CIDR) (LSOA level): The number of people in receipt of IS Disability Premium, AA, DLA, SDA, IB as an age and sex standardised ratio of the total resident population. Measure of adults under 60 suffering from mood or anxiety disorders (LSOA level). A modelled measure of adults under 60 suffering from mood (affective), neurotic, stress-related and somatoform disorders. Based on data for prescribing, hospital episodes, deaths attributed to suicide and health benefits.

Measure of Adults Suffering from Mood or Anxiety Disorders ID: Modelled measure of adults under 60 suffering from mood(affective), neurotic stress related and somatoform disorders

Education, Skills and Training Domain Score: is a composite of two sub domains. One domain relates to education deprivation for children/young people in the area and one relating to lack of skills and qualifications among the working age adult population.

1. Canning Town North and Canning Town South, Newham

The following profile presents some key statistics relating to worklessness and mental wellbeing. (The numbers in brackets denote the LA average.)

Inhabitants

Approximately 24% (25.1%) of the population is aged 0-15, 12.6% (14%) are aged 16-24, 38% (39.5%) are aged 25 to 49, 13% (11.1%) are aged 50 to 64 (males) and 50 to 59 (females). There are an estimated 968 males aged 50 to 64, which is approximately 16% (12.3%) of the population.

Education

The Education, Skills and Training Domain Score for the ward is 27.30, compared with 20.75 for the Local Authority as a whole.

Health and Mental health statistics

	Canning Town	Newham
Mental Health Indicator (ratio)	0.32	-0.15
Years of Potential Life Lost Indicator (ratio)	82	81
Comparative Illness and Disability Indicator	184	162
Combined Health Deprivation and Disability Indicator ID 2007	1.19	0.89
Measure of Adults Suffering from Mood or Anxiety Disorders ID 2010	0.17	-0.31

Benefits

In February 2012, the number of working age claimants in Canning Town North was 2350, and that in Canning Town South is 1950. The Newham average is 1751.

In September 2012, the number of male claimants over the age of 25 claiming for 1 year was 140 in North and 115 in the South, the Newham average is 86. For male claimants over the age of 50 claiming for 6 months, this figure stands at 90 in the north and 75 in the south, with the Newham average at 33.

The number of income support claimants aged 50 to 59 are 195 in Canning North and 145 in the south. This group makes up approximately 21% of all claimants in the ward. In the local authority, this group make up 23% of all claimants.

The number stands at 20 and 15 respectively for claimants aged 60 to 69. The local authority average for the 50 to 59 group is 122, and 12 for the older age group.

In February 2012, the number of Disability Living Allowance Claimants Aged 50-59 was 190 in the north and 140 in the south. 139 is the local authority average. For claimants aged 60 to 69 the figure stands at 160 for the north and 190 respectively. 134 is the local authority average.

2. Tang Hall, York

Tang Hall is mostly covered by the **Hull Road** and **Heworth** wards.

Inhabitants

There are approximately 13,000 inhabitants in Heworth ward and 10,000 in Hull Road ward. Approximately 17% of the population in Heworth ward and 13% in Hull Road is aged 0-15; 17% of the population in Heworth and 14% in Hull Road are over 65 (males) and 60 (females) (ONS population count, 2009).

Education

The Education, Skills and Training Domain Score for the Howarth and Hull Road wards are 27.7 and 25.44, compared with 15.5 for the Local Authority as a whole.

Health and Mental health statistics

	Heworth ward	Hull Road ward
Mental Health Indicator (ratio)	0.0	-0.5
Years of Potential Life Lost Indicator (ratio)	62.3	64.7
Comparative Illness and Disability Indicator	96.9	91.0
Combined Health Deprivation and Disability Indicator ID 2007	-1.25	-0.27
Measure of Adults Suffering from Mood or Anxiety Disorders ID 2010	-0.2	-0.55

Benefits

In February 2012 the number of working age claimants in Hull Road ward was 680, and in Heworth ward was 1,120.

In September 2012, the number of male claimants over the age of 25 claiming for 1 year was 30 in Hull Road and 65 in Heworth ward. For male claimants over the age of 50 claiming for 6 months, this figure stands at 10 in Hull Road and 15 in Heworth ward.

The average number of income support claimants aged 50 to 59 are 60 in Heworth and 25 in Hull Road wards. In the local authority, this group make up 21% of all claimants.

In February 2012, the number of Disability Living Allowance Claimants Aged 50-59 was 95 in Heworth and 40 in Hull Road. The Local Authority average is 10. For claimants aged 60 to 69 the figure stands at 105 and 50 respectively. 12 is the local authority average.

3. Cockerton West and Northgate, Darlington

The following profile presents some key statistics relating to worklessness and mental wellbeing. (The numbers in brackets denote the LA average.)

Inhabitants

Approximately 20.8% of Cockerton West and Northgate 18.9% (19.2%) of the population is aged 0-15, 11% and 13.7 % (10.4%) are aged 16-24, 33.8% and 39.9% (33.1%) are aged 25 to 49, 14.6% and 13.4% (16.3%) are aged 50 to 64 (males) and 50 to 59 (females).

There are an estimated 17.3% and 16.5% males aged 50 to 64 in Cockerton West and Northgate respectively, compared to 19.3% of the local authority population.

Education

The Education, Skills and Training Domain Score for the Cockerton West ward is 52.47 and 37.68 compared with 24.69 for the Local Authority as a whole.

Health and Mental health statistics

	Cockerton West	Northgate	Darlington
Mental Health Indicator (ratio)	1.233	1.37	0.68
Years of Potential Life Lost Indicator (ratio)	97	92	76
Comparative Illness and Disability Indicator	177.3	153.8	129
Combined Health Deprivation and Disability Indicator ID 2007	1.52	1.46	0.90
Measure of Adults Suffering from Mood or Anxiety Disorders ID 2010	1.01	0.92	0.64

Benefits

In February 2012, the number of working age claimants in Cockerton West was 740, and that in Northgate is 885. The Darlington average is 487.

In September 2012, the number of male claimants over the age of 25 claiming for 1 year was 35 in Cockerton West and 75 in Northgate, the Darlington average is 23. For male claimants over the age of 50 claiming for 6 months, this figure stands at 15 in Cockerton West and 20 in Northgate, with the Darlington average at 8.

The number of income support claimants aged 50 to 59 are 60 in Cockerton West and 40 in Northgate. This group makes up approximately 27% of all claimants in Cockerton West and 18% of the Northgate ward. In the local authority, this group make up 22% of all claimants.

The number stands at 5 for claimants aged 60 to 69 in both wards. The local authority average per ward for the 50 to 59 group is 27, and 3 for the older age group.

In February 2012, the number of Disability Living Allowance Claimants Aged 50-59 was 85 in Cockerton West and 55 Northgate. 48 is the local authority average. For claimants

aged 60 to 69 the figure stands at 95 for Cockerton West and 45 for Northgate. 62 is the local authority average.

4. Chatham and Victoria, Hackney

Chatham and Victoria wards are in the east of the borough.

Inhabitants

There are approximately 12,036 inhabitants in Chatham ward and 12263 in Victoria ward. Of this population, 14.6% of the population in Chatham and 15.6% Victoria is aged 45-59 (ONS population, 2011).

Education

The Education, Skills and Training Domain Score for the Chatham and Victoria wards are 18.5 and 16.73, compared with 17.78 for the Local Authority as a whole.

Health and Mental health statistics

	Chatham ward	Victoria ward
Mental Health Indicator (ratio)	0.01	0.47
Years of Potential Life Lost Indicator (ratio)	86.7	90.7
Comparative Illness and Disability Indicator	149.78	156.32
Combined Health Deprivation and Disability Indicator ID 2007	0.98	1.08
Measure of Adults Suffering from Mood or Anxiety Disorders ID 2010	0.13	0.38

Benefits

In February 2012 the number of working age claimants in Chatham ward was 2200, and in Victoria ward was 2050, the average number across the Hackney borough is 1726.

In September 2012, the number of male claimants over the age of 25 claiming for 1 year was 205 in Chatham and 200 in Victoria ward. For male claimants over the age of 50 claiming for 6 months, this figure stands at 90 in the Chatham and 70 in Victoria.

The number of claimants aged 50 and over are 545 in Chatham and 550 in Victoria wards. In the local authority, this group make up 28% of all claimants.

In February 2012, the number of Disability Living Allowance Claimants Aged 50-59 was 115 in Chatham and 145 in Victoria. 124 is the local authority average. For claimants aged 60 to 69 the figure stands at 120 in Chatham and 135 respectively. 112 is the local authority average.

Appendix three: Local activities in the local areas

Below we set out a sample of the community and locally based organisations across the five local areas.

Darlington

Firth Moore Job Club is running for over 50s. It is part of the Red Hall Partnership (Firth Moore Community Association).

Furniture scheme (FRADE): run by local councillor in Northgate. FRADE receive donated furniture which, with the help of volunteers, they resell the furniture to the general public and offer discounts through the FRADE card to selected groups of people.

Friends of Cockerton Library: recently stopped the library from closing down.

eVolution: eVOLution aims to promote, support and develop the voluntary and community sector in Darlington to bring about positive change in the lives of people and their communities.

Workers Educational Association: Provide adult education courses on a wide variety of subjects for the general public and community groups.

Hackney

Peabody Housing Association, Community Services: provide tailored employment support for Peabody residents and people living in the local area.

City & Hackney Health & Social Care Forum (HSCF): Forum coordinating all voluntary community organisations based in Hackney

AgeWell Hackney: provide user-led and designed courses and support for Hackney residents over 50 years old.

Sundial Centre, Bethnal Green: Peabody community centre, running a Men in Sheds project.

Peter Bedford Housing Association: provide a range of support for residents including an enterprise café, training and careers support.

Hackney Volunteer Centre and Voluntary Action Islington: provide advise to signpost people to the right volunteering opportunity.

Newham

Community Links: run 10 employment and skills based programmes, include the work programme and some ESF supported programmes. In addition, they run community hubs which deliver a range of activities across Newham.

Harmony Family Centre: The Harmony Family Centre is a health and well being service for members of the black and ethnic minority community.

Cundy Community Centre: Cundy Community Centre opened in 1980 and is run by Cundy Community Association in Custom House.

Community Food Enterprise: Community Food Enterprise Limited (CFE) is an social enterprise food business which is rooted in East London and was founded in 2002 by members of the community.

Newham Welfare Trust: NWT provides welfare service for the local Bangladeshi Community based in Canning Town and Custom House area. They provide a range of facilities ranging from Bengali classes to basic English & Maths classes.

Meanwhile spaces: Canning Town and Custom House Regeneration are part of Newham council, invite residents to identity and use empty properties to deliver community projects.

Merthyr Tydfil

Tydfil Training: Worked based learning is offered to 20 unemployed people a month; this includes volunteering, training and work placements leading towards employment. – Often the participants are very nervous and fear they are not competent. As literacy is also a problem Tydfil training hold 1:1 and group sessions to build skills. There is also a Men's MOT, assessing men's health with a GP.--- they also run the GOALs programme

Cognitive Mental Health Trust

Bridges into Work- They run general and motivational activities but also more specific sessions i.e. interview skill courses as well as 1:1 help. Their six, three week construction courses are very popular amongst males and often used as a stepping stone into other courses at the NLC or even employment.

Hafal Activities include; training for qualifications, cooking, gardening, furniture making, ICT. Many of the activities are run from the Pant industrial estate, which has the advantage of allowing the participants to familiarise themselves with a working environment thus normalising the work place. Any stigma attached to mental health centres or training centres is also removed.

Venture Out-helps people to begin to get used to going out and socialising again- activities include outdoor pursuits and cultural trips such as walking groups and physical activity groups. 1:1 support is available too.

Cyfarthfa Community Greenhouses- community garden where men engage in manual tasks in the gardens such as laying paths, filling beds etc.

York

The Tang Hall community centre and **St Aelreds Church** are the main places that have community halls for people to run activities. The Tang Hall Community centre currently offers the following activities that are open to this target group:

Lunch Club for older residents, organised by York Community church for older residents (some men attend but usually only accompanied by their wives)

Adult Education classes in arts and dress making (the vast majority that attend are women)

Community Hub run by the Citizens Advice Bureau and they City of York Council**.** They offer advice on housing, employment and other issues (there is a high demand for this service)

Fitness classes including Zumba and Tai Kwando (however there are few men currently attending these classes)

University of the Third Age (U3A) offers opportunities for people that are no longer in full-time employment to share their talents and experiences with others in an informal setting.

Appendix four: Promotional leaflet[8]

Male?
Aged 45 – 60?
If so, we need you!

Do men need more support to deal with stress?
Would you like to see more places to socialise and get support?
What activities would you like to see available to help you in your local area?

We would like to talk to you about what support is currently available and what you'd like to see in place for people out of work and dealing with the stress of unemployment.

The discussion will be held on:
Tuesday 27th November 3-4.30pm
Tang Hall Explore Library Learning Centre

We will pay £20 for your time (for first 12 participants)
For more information and to RSVP contact the Young Foundation:
Tel: 0208 709 4817
Email: lucia.caistor-arendar@youngfoundation.org

THE YOUNG FOUNDATION
THINKING ACTION CHANGE

[8] This leaflet was part of the learning experience. Our recommendations on promotional materials is informed by the feedback we received on our early versions of the promotional materials.