Customer Journeys: Improvement resources for partnerships
2: Customer research: health and worklessness

Introduction

This listing of improvement resources expands on links contained in the L2D briefings on 'Customer Insight & LAAs' www.westmidlandsiep.gov.uk/download.php?did=2103 and 'Customer Journeys and Worklessness' www.westmidlandsiep.gov.uk/download.php?did=2107. It concentrates in particular on recent contributions to knowledge, evidence and techniques relating to the needs and experiences of customers of health and worklessness services - clients, claimants, service users, patients – especially those in disadvantaged and vulnerable groups, including ex-offenders and problem drug users.

Part 1, also available for download, lists improvement resources relating to customer needs, transitions and person-centred commissioning.

Customer research – employment, skills and welfare-to-work

DWP have a substantial research and evaluation programme which can help inform local research and analysis looking at different groups of workless customers.
http://research.dwp.gov.uk/asd/asd5/

Some reports focus on customers on particular programmes such as Pathways to Work for Incapacity Benefit claimants, while others look at life circumstances and living in poverty.

Pathways to Work customers

DWP (2008) **Pathways to Work: the experiences of existing customers**: Findings from a survey of existing incapacity benefits customers in the first seven pilot areas
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_527.asp
Early research into Pathways customers, focusing on IB claimants on the benefit for between one and three years. Describes the customer profile, their experiences of involvement with Pathways and their work and other outcomes. Also provides analysis according to different age groups and for customers with mental health conditions.

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This was later complemented by:

DWP (2009) **Pathways to Work: the experiences of longer term existing customers**: Findings from a survey of 4-7 year incapacity benefits customers in the first seven pilot areas
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_586.asp
This involved a large scale, face-to-face survey of IB customers with longer periods on the benefit (c four to seven years). The scope was similar, with comparisons drawn with the earlier report.

DWP (2009) **A qualitative study of the customer views and experiences of the Condition Management Programme** in Jobcentre Plus Pathways to Work
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_582.asp
Findings from qualitative research exploring the views and experiences of participants on the Condition Management Programme (CMP), which helps IB customers better understand and manage their health condition with a view to them returning to work at some point in the future. The research focused on their reasons for taking up CMP, or not; their experience of CMP provision; their views on the impacts of CMP on their health management, their confidence and progress towards work; their perceptions of gaps in provision and suggestions for improvements

DWP (2009) **People with mental health conditions and Pathways to Work**
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_593.asp
Findings from qualitative research to explore how Jobcentre Plus Pathways to Work may better meet the needs of the heterogeneous mental health client group. Focused on the key areas of Jobcentre Plus and non-Jobcentre Plus staff perceptions and experiences of working with people with mental health conditions and Pathways to Work; clients' attitudes towards and beliefs about work; their experiences and perceptions of Work Focused Interviews, and of referrals and other services, and issues in entering and sustaining paid work

DWP (2010) **WORKSTEP customer survey**
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_622.asp
Findings from piece of research into customer experience and a baseline of the WORKSTEP customers. (WORKSTEP is a broad range of programmes and schemes to help disabled people find and retain work, through supported work placements with mainstream employers and in businesses established to employ disabled people.) The baseline data is feeding into an evaluation of the Work Choice Programme, which is set to replace WORKSTEP in October 2010.

DWP (2010) **Employment and Support Allowance: Early implementation experiences of customers and staff** http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_631.asp
Findings from an early study of the implementation of the Employment and Support Allowance (ESA) which is replacing IB, involving customers and a range of staff from JCP and Pathways Providers. Customers interviews covered a range of topics including their ESA experience, their health condition, and the outcome of their ESA claim.

Referral practices & experience of front-line services

DWP (2009) **Pathways to Work from incapacity benefits: A review of research findings on referral practices and liaison with service providers**
http://research.dwp.gov.uk/asd/asd5/report_abstracts/wp_abstracts/wpa_057.asp
Review of research findings on referrals and working relationships between JCP and other organisations helping people with health problems and disabilities. Drew on previous research for Pathways to Work, and other published reports on a range of disability employment services.

DWP (2009) **Pathways to Work from incapacity benefits: A study of referral practices and liaison between Jobcentre Plus advisers and service providers**
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_555.asp
Findings from qualitative research to explore referral practices and liaison amongst JCP staff and service providers involved in helping incapacity benefits recipients move towards, and into, paid employment. Focused on the knowledge of external (and internal) services Incapacity Benefit Personal Advisers (IBPAs) and Disability Employment Advisers (DEAs) on other services; influences on their referral decisions and practices; differences and overlaps in the roles of IBPAs and DEAs; working relationships between JCP staff and external providers; and the understanding and practice of the 'case management' of Pathways to Work clients.

DWP (2009) **Exploring the nature of unappointed face-to-face contacts in Jobcentre Plus offices**
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_613.asp
Provides estimates on the total weekly footfall volume (ie, the number of visitors) across the JCP network, as well as a more detailed breakdown by visitors with, and without, pre-booked appointments. In particular, the research focuses on visitors who had contact with a member of staff without having a pre-booked appointment (unappointed face-to-face contacts) in order to understand the reasons for unappointed contacts and awareness of alternative contact channels. Includes recommendations as to how Jobcentre Plus could encourage more people to use telephone and online services.

Life circumstances

Consumer Focus (2009) At the centre: Finding the Plus for unemployed people during the recession
http://www.consumerfocus.org.uk/assets/1/files/2009/06/Atthecentrefor-web1.pdf
Research by the national statutory body that champions the needs of consumers to determine how effectively customers are being served by JCP, in particular those recently unemployed. Found that, while many saw JCP as first port of call, they tended to find it difficult to access the wider set of services they need in dealing with their new circumstances – with Personal Advisers seen more as gatekeepers than gateways. Furthermore, the evidence pointed to those least informed obtaining the worst service, and posed serious questions about consistency in applying customer service standards. The report recognises proposals to develop the role of JCP Advisors, which needs to take account of these findings.
Research report: http://www.consumerfocus.org.uk/assets/1/files/2009/06/Annex-3-Ipsos-MORI-research-report.pdf

CRESR (2010) **Women on Incapacity Benefits** http://www.shu.ac.uk/_assets/pdf/cresr-woib-report-2010.pdf
Survey and in-depth interviews with claimants and staff in JCP and partner organisations. Found little difference between the indicators the for men and women on IB, and little evidence of cultural acceptance of being 'on the sick'. Also identified changes in practice whereby GPs and benefit officers now encourage

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people to remain in or move towards employment whenever possible. In practice, most women on IB appear to be both 'sick' and unemployed'. Once out-of-work on incapacity benefits, however, their self-image can shift from being a 'worker' to being 'sick'. Extended periods on IB also appear to be associated with accumulating or worsening health problems. Likewise, rather than being either 'rational' or 'dependent' in claiming incapacity benefits, most could be better described as 'risk averse'. To a woman who is risk-averse, 'dependency' is a rational choice because entering employment risks their health and financial stability should a job not work out.

DWP (2008) **Work and well-being over time: lone mothers and their children**
http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_536.asp
Findings from the third wave of a qualitative longitudinal study (which started in 2003), following a sample of lone mothers who elected to move into employment supported by tax credits following a period of unemployment in receipt of Income Support (or in a few cases Jobseeker's Allowance). Examines employment sustainability, exploring the factors that influence how the mothers and children have experienced employment over time and how they have managed the everyday challenges of combining work and care.

DWP (2009) **Reporting changes in circumstances: factors affecting the behaviours of benefit claimants** http://research.dwp.gov.uk/asd/asd5/report_abstracts/rr_abstracts/rra_544.asp
Investigated the levels of awareness and motivations of people in receipt of the benefits, Jobseeker's Allowance; Income Support; Housing Benefit; Council Tax Benefit and Pension Credit, and attempted to identify the factors that lead some claimants to declare changes of circumstances promptly and others to delay or not to report the change at all. Purpose: to inform DWP's approach to tackling fraud and error.

DCSF (2010) **Families Experiencing Multiple Disadvantage: Their Use of and Views on Childcare Provision** http://publications.dcsf.gov.uk/default.aspx?PageFunction=productdetails&PageMode=publications&ProductId=DCSF-RR191&
Research using data from the 2008 Childcare and Early Years Survey of Parents to explore the experience of multiple problems among parents and the relationship between multiple disadvantage and childcare, using a specially devised index of multiple disadvantage to explore: childcare use, parents' views on local childcare provision, and how childcare and other issues influence maternal employment decisions.

Commission for Rural Communities (2008) **Major Life Events: job loss**
http://www.ruralcommunities.gov.uk/projects/majorlifeevents/overview
Research into defining events in the lives of rural residents which fundamentally shape how they see the world and their future prospects, looking at the experiences of service users and the work of service providers. The aim was to understand more about challenges in rural service delivery and inform CRC's work in stimulating and informing better service provision for people living in rural areas. Background research (2008) also included *Service needs and delivery following job loss: evidence based review*
http://www.ruralcommunities.gov.uk/publications/serviceneedsanddeliveryfollowingjoblossevidencedbasedreview

Joseph Rowntree Foundation (2009) **Work and worklessness in deprived neighbourhoods** (report & film) http://www.jrf.org.uk/publications/work-worklessness-deprived-neighbourhoods

Research setting out to test policy assumptions about work and worklessness against the personal experiences of residents living in deprived neighbourhoods. Draws on interviews with residents in deprived neighbourhoods to reflect on the validity of these assumptions, exploring four themes:

- how workless residents perceive the availability of work in a recession
- the experiences of work among residents and how this compares with official claims about the benefits of work
- how workless parents feel about returning to work, and the impact of employment on family life for those in work
- the potential for training and education to help workless people enter the labour market or, once in work, to secure better jobs

Social Exclusion Task Force (2009) **Learning from the Past: Working together to tackle the social consequences of the recession** – Briefing Paper, evidence pack & research report, 'Social impacts of recession: The impact of job loss and job insecurity on social disadvantage'
http://www.cabinetoffice.gov.uk/social_exclusion_task_force/short_studies/downturn.aspx

The evidence pack looks at the economic context, the social impacts of recession and identifying those most at risk. It highlights the use of customer journey maps in substantiating the importance of a personalised approach to tackling unemployment and the social consequences of job loss, and how partnership working at the local level can help break down barriers to support services. Also research report, '

Work Foundation (2008) **Life After Longbridge: Three years on**
http://www.theworkfoundation.com/research/publications/publicationdetail.aspx?oItemId=204&parentPageID=102&PubType=

Findings on what has happened to the workers who lost their jobs in the collapse of MG Rover in April 2005: 90% of workers who lost their jobs have found new employment, but most have taken significant pay cuts. Tended to substantiate previous studies which showed that workers may present different profiles regarding the time typically taken to re-enter the labour market, depending on their personal characteristics and strategies. Respondents who found re-employment sooner were younger, used similar skills to those they used at MG Rover and seem to have been more mobile with many increasing their travel to work distance. Workers re-employed sooner also reported higher levels of overall job quality with higher life satisfaction and lower anxiety levels. In contrast, workers who took more time to re-enter employment tend to be older, less qualified and less mobile. They had to undergo some form of training and had to change their work profile to find a job in their labour market.

Health

DH/DCSF (2009) **Improving access to child and adolescent mental health services**
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_103651

Guide to improving access to child and adolescent mental health services in meeting the standard for 18 weeks from referral to treatment standard (set out in the NHS Operating Framework for 2009/10). It shows how accessible low-wait CAMHS can be achieved and provides good practice examples.

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DH (2009**) Review of customer experience information**
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_098657
Findings from a review of "customer experience information" (CEI) in the NHS, seeking to identify what information is currently collected, how this is likely to change in the future, and how patient/user feedback and public engagement can be included into everyday activity.

DCSF (2009) **Parental Experience of Services for Disabled Children - Qualitative Research**
http://www.dcsf.gov.uk/research/programmeofresearch/projectinformation.cfm?projectId=15825&type=5&resultspage=1
Explores the experiences of parents and their views on the range of services they access for their disabled children, looking into the factors that underpin and influence experiences and satisfaction levels, especially in relation to the five elements of the 'core offer' (information, transparency, assessment, participation, and feedback).

DH (2008) **Understanding detailed patient experience data: toolkit for analysts**
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_091660
Intended to help organisations identify where they can improve patient experience, aimed at performance/information analysts in the NHS and other interested healthcare personnel.

DH (2009) **Understanding what matters: A guide to using patient feedback to transform care**
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_099780
Sets out best practice in terms of collecting, analysing and using patient feedback to transform services. It also includes examples of how the NHS is already using feedback from patients to get results.

DH (2009) **Summary of insight research with middle aged adults**
http://www.dh.gov.uk/en/Publicationsandstatistics/Publications/PublicationsPolicyAndGuidance/DH_111816
Research to investigate habits and attitudes to diet, physical activity and weight status, intended to inform a subsequent health promotion campaign.

SETF (2010) **Inclusion Health** http://www.cabinetoffice.gov.uk/social_exclusion_task_force/short_studies/health-care.aspx
Provides a framework for driving a step-change in outcomes for socially excluded groups, accompanied by an evidence pack bringing together existing and new data and analysis on the health needs and outcomes of socially excluded groups. Highlights promising practices and customer points of contact with the health system. Uses customer experience maps for particular excluded groups including homeless people, people with learning disabilities and travellers.