COVID-19: Before, During and After
Debbie Sheldon
Work Avenue was founded in April 2006.

Help people earn a living either through building businesses or creating employment.

We help everyone, at any life stage, in any situation.

Over 2,500 people accessed Work Avenue’s services in 2019.
Work Avenue’s Support

We Offer:
A job readiness programme including advice on CV writing, job searching, transferable skills, networking and mock interviews

Employment advice
Job placements
Training Courses
Special events
Business advice including advice on business proposition, marketing, finance, networking and investment
Business enterprise programme
Shared workspace
Impact of COVID-19 on the UK Workforce

In the three months to September 2020, redundancies reached a record high of 314,000; an increase of a record 181,000 on the quarter.

Unemployment rate has risen to 4.8%. 0.9 percentage points higher than a year earlier and 0.7 percentage points higher than the previous quarter.

Indicators show that the number of employees on payrolls was down 782,000 as compared with pre-lockdown.

There were an estimated 525,000 vacancies in the UK in August to October 2020; this is 278,000 fewer than a year ago.
Unemployment Rate (aged 16+)
Redundancies between 2005 and 2020
Payrolled Employees

Payrolled employees

Payrolled employees  Flash estimate


Payrolled employees

Flash estimate
Claimant Count

Thousands

October 2010  October 2015  October 2020
What has the UK Government done to support people?

- Coronavirus Job Retention Scheme
- Kickstart Programme
- Deferral of VAT payments for businesses
- Business Rates Relief
- Self Employed Income Support Scheme
- Coronavirus business interruption loan scheme
- Coronavirus Bounce Back Loan (Max £50k)
- Small business grants £10k
- Retail and hospitality grants up to £25k
Emergency Community Fund

Work Avenue established a fund in partnership with the Jewish Leadership Council to support those across the community whose earnings have been directly affected by COVID-19. The fund specifically assists those who are ineligible for Government support or who face delays accessing Government funds.

The fund allocated £418,000 to 235 households.

The fund has supported people living in various types of households located in 72 different postcodes across the UK.
How has Work Avenue adapted to support people during COVID-19?

All services offered **virtually** servicing UK clients and beyond

**Increased number** of attendees to all events

Large range of relevant **webinars online**

**Virtual Networking** advice

**Pivoting** earning streams

**Transferable** skills and virtual **interview** skills advice

**Modifications** to **shared workspace**

**Securing jobs** due to increased demand
Work Avenue: The Next Phase

**Upskilling** for new opportunities:

- **Technology:** General IT skills, **cyber security**
- **Education:** Different routes to gain QTS
- **Finance:** Bookkeeping
- **Design:** Web and **graphic design**
- **Marketing:** **Sales training**, social media for business, SEO

Providing **work experience** in a safe and secure environment
What does the future look like?

A social enterprise to facilitate upskilling and work experience

Provide subsidised training courses to upskill

Secure work from our business community (500+) and beyond

Provide services and routes to re-employment to the community

Quality assurance mentors will oversee the work carried out

Creates a micro economy where businesses pay affordable rates for services

Clients gain valuable experience leading to jobs in the open market
What does the future look like?

CLIENT JOURNEY

Employment advice with Work Avenue
Skills & Resilience assessment
Training
Employment through WAGE
Assignment of brief
Completion under QA guidance
Experience gained
Exit from WAGE

BUSINESS JOURNEY

Business advice with Work Avenue
Business plan for growth
Business brief
Ongoing updates from WAGE manager
Business growth
We encourage our clients to

Do something today that your future self will thank you for

Any Questions?
Responsive Approach to an Evolving Pandemic

11/30/2020

Lisa Countryman-Quiroz
CEO
JVS San Francisco

Providing Workforce Development Programs in the Bay Area since 1973

Serving approximately 2300 people each year, including youth and adults

Service Strategies include Career Pathways training, Job Search, and Youth Career Readiness and Awareness

Sectors of focus: Healthcare, Technology, Utilities and Skilled Trades
Responding to a Pandemic: JVS's Strategic Response

- **MAR**
  - National emergency declared; CARES Act enabled
  - Shelter In Place order begins
  - First wave of COVID-19 related furloughs and layoffs

- **APR**
  - JVS implements "Phase 1" of Pandemic Response Strategy
  - JVS closes physical offices, moves all programming remote

- **MAY**
  - Client needs results:
    - 82% of respondents living paycheck to paycheck and cannot afford an unexpected cost of $400

- **JUN**
  - JVS implements "Phase 2" of Pandemic Response Strategy
  - One-time stimulus are being spent
    - Unemployment rises to 15.5% in California
    - Some California businesses re-open

- **JUL**
  - JVS implements "Phase 3" of Pandemic Response Strategy
  - Additional Unemployment insurance benefits are reduced
    - Paycheck Protection Program ending
    - Re-closure of many businesses
    - Second wave of layoffs

- **AUG**
  - Client needs update:
    - 70% of respondents don't think they'll be able to meet basic needs for the next three months

- **NOV**
  - JVS implements "Phase 3" of Pandemic Response Strategy
  - Covid cases spike
  - New business closures
  - Remote schooling begins for many households
Pandemic Response Strategy: Phase 1

**Pathways**
- Ongoing pathways programs
- Development of new pathways in occupations with emerging or ongoing demand

**Skill building**
- JVS-taught workshops and workshop series
  - Teaching skills people need to job search/work remotely (i.e. Zoom, MS Teams)
  - Skills that span industries and occupations (i.e. project management, digital literacy)
  - Sector-specific skills
- Connecting people to external content
  - Industry-recognized credentials
  - Navigation of online content (curated lists, support with online learning)

**Stabilization**
- Connecting people to emergency jobs
  - Job search support workshops
  - Employer events
- Connections to emergency resources
  - Disbursement of supportive services
  - Connections to external resources
- Navigation of UI applications
Pandemic Response Strategy: Phase 2

Continued Pathways Training and Job Search Support

- Deliver pathway programs remotely wherever possible
- Work with employers and training partners to identify innovative ways to deliver programming that has traditionally been in-person
- Continuous evaluation of labor market information to determine impact of Covid-19 on occupations
- R&D into newly emerging occupations

Stabilization for current and former clients

- Ongoing assessment of client needs through surveys and partnership with other CBOs
- Distribution of cash grants and other supportive services
- Connections to external resources
- Focus on developing new services to meet client needs (including new workshops and information about unemployment insurance and workers’ rights)

Build-Up Internal Infrastructure

- Investment in infrastructure needed for remote work and delivering training remotely
- Establish guiding principles for the year, focused on an ongoing commitment to creating economic mobility, racial equity, operating as an employer of choice, and being a learning organization
- Raise funds to support huge needs identified in client needs assessment
Pandemic Response Strategy: Phase 3

Continued Pathways Training and Job Search Support
- Piloting new occupational training pathways with an eye toward occupations with strong future demand
- Piloting innovative solutions to work-based-learning as businesses remain virtual
- Continued focus on occupations with strong labor market demand
- Adapting to supporting clients for longer as the economic landscape continues to change
- Focus on opportunity; serving clients and employers across larger geographic area

Skill Building for the Future of Work
- Testing frameworks for training in digital literacy and skills to protect against future automation
- Evaluation of skills that cut across sectors and occupations

Ongoing Stabilization Services
- Ongoing assessment of client need, and distribution of cash grants and other supportive services
- Connections to external resources
- Refinement of new service offerings and evaluation of impact
Questions?

Please follow up with me via email lcounrtyman@jvs.org