



Adults Life Stage Case Study

Case Study

Door Knocking Campaign

Related Outcome

More adults have the skills and information they need to maximise their income.

Progress Update

To tackle the entrenched employability issues in the locality a partnership group comprising of key employability and financial inclusion services decided to embark on a series of door knocking campaigns. The campaign aimed to offer targeted employability advice and support to residents in Fauldhouse and the Breich Valley. Building on the experience of previous campaigns, it was agreed that door knocking would take place in an area repeatedly over a series of months. This enabled services to build up a profile in the community and ensured that targeted localised support is offered to residents. Additionally, static stalls would be set up to provide employability advice and support to the whole village, whilst simultaneously targeting identified streets and areas. The project began in October 2008.

Through the development of the adults of working age life stage model and the experiences / lessons learnt from the first six months of the project a need for additional follow up work was identified. Agencies increasingly found that individuals were presenting with multiple issues that they were struggling to deal with. Often they were finding it challenging to manage all their issues and relevant agencies supporting them.

The role of the key workers is to help identify and support the client to case manage their individuals' issues and resolutions. Additionally, the key workers are also responsible for engaging with residents not engaged with by the various campaigns. They assist in identifying individual needs and referring to relevant agencies, where appropriate, for action. If required they support agencies to engage with residents that have been identified as requiring support. Since the key worker element of the project has been introduced to the Knock Knock project in July 2009, 243 referrals to partner organisations have been made including 97 to the Advice Shop, 73 to Access 2 Employment, 28 to Skills Development Scotland and 16 to Business Gateway.



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Related Impact on Individuals / Communities

- There have been 93 results from the above referrals and a number of clients continue to work with the key workers and partner agencies to address some of their individual challenges.
- Clients are able to manage their individual issues and resolutions, as well as the relevant agencies supporting them.
- Residents not previously engaged with such employability campaigns have the opportunity to become involved and get referred to relevant agencies.

Partners / Agencies involved

Advice Shop, Access 2 Employment, Skills Development Scotland, Business Gateway, Employability and Financial Inclusion services.