



Clackmannanshire Economic Regeneration Trust (CERT)

Performance Report of CERT's Contribution to Positive Moves

1st Jan 2023 to 31 March 2025

24th April 2025

EXECUTIVE SUMMARY

Clackmannanshire Economic Regeneration Trust (CERT) delivers part of the UK Shared Prosperity Funded Positive Moves (PM) programme in Clackmannanshire, with a focus on those who are furthest from the labour market. CW delivers the other part.

This report aims to set out CERT's performance in this role and contribute to our improved operations as well as inform the forthcoming Evaluation of UKSPF.

The UKSPF People and Skills programme seeks to boost the skills of those to support them to work; reduce levels of economic inactive; supporting people furthest from the labour market; and support local areas to meet skills gaps. CERT's PM contributes to each of these objectives to a greater and lesser effect.

CERT's approach broadly comprises the recruitment, outreach and engagement of residents in Clacks to starting the employability journey; key working to provide customised support to suit each individuals' needs and the provision of local based workshops and course.

The performance review has concluded:

- CERT has been hugely successful in reaching out and engaging with residents who are predominantly economic inactive and are not currently engaging with other employability services. In all just under 900 clients have been engaged in some way
- CERT has established a strong brand for Positive Moves and recruits predominantly from word of mouth and CERT's social media (36%) and referrals from organisations, the most important of which is DWP (21%).
- There has been a growth in recruitment over time as momentum has gathered
- We are successfully reaching out and engaging the target audience of those facing major barriers:
- Our key worked clients are predominantly economically inactive and face multiple barriers.
 - 53% of those who are key worked report suffering from a long term health condition. Of these, this is dominated by mental health conditions (71% of those with a long term condition),
 - 35% of our clients (131) are parents and in all 87 are single parents.
- Our clients on average move slowly to securing full key working with an average of 70 days (as at Nov 24).
- We are currently or previously provided key working support for 365 clients residents.
- CERT's key working is customised to the needs of our client group, requiring slower and lighter touch support and often focused on mental health and wellbeing rather than more traditional employability support

- CERT has successfully established a unique and major training and workshop programme delivered in Clacks offering 170 courses and with 1,555 attendances. This has met a major gap where previously travel outwith clacks was required or courses not available at all. The programme is now accessed by most employability support agencies for their clients including CW, Skills Development Scotland, DWP and many NOLB/TCPF grant holders
- Our training programme has delivered 147 qualifications
- Progression for our client group is notoriously hard to measure with only limited achievement of targets to traditional measures such as movement to employment or education/training. Further work is being undertaken to seek to establish a system to measure progression for those furthest from the labour market.
- Despite not being an employability programme, 78 of CERT's clients have secured employment.

CERT is now at a position where we:

- Are one of only 5 key working organisations
- Have a strong established and skilled team
- After many months we now have efficient CRM, audit and reporting system and processing to many high volumes of clients. Reporting on all 900 clients over the time of the programme
- Have established and administer a major training and workshop programme, delivered in Clacks for clients from most employability services
- Have outstanding partnerships with other public and third sector organisations to ensure smooth transition and mutual support for clients
- Have delivered massive community benefits through our Clacks based approach, generating £934,000 Value to the Clacks economy over and above the benefits to the clients.

We continue to work with 52 ongoing clients and a further 60 residents are on a waiting list for support under the next programme.

There are however areas of clear improvement and these include developing a clearer process for measurement of progression and, given inevitable resource constraints, refine our priority client groups and support the development of efficient methods to support our large client base.

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1 Introduction and Background

1.1 Funding Programmes and Objectives

Positive Moves (PM) is a programme funded through the UK Shared Prosperity Fund's People and Skills priority which provides support to those who are economically inactive and unemployed to help move them to employment. The programme started on 1st January 2023 and completed in its current format on 31st March 2025.

In Clackmannanshire PM is delivered in part by Clacks Works (the employability arm of Clackmannanshire Council) and CERT. CERT focuses on those who are at a pre employability stage with Clacks Works providing support for those who are closest to the labour market.

A pilot of the programme – Pre Employability in Clackmannanshire (PEC) – was delivered with support from the Community Renewal Fund in 2022 and was delivered by a range of 10 third sector partners with Clackmannanshire Economic Regeneration Trust (CERT) providing the key working and project management of the programme. An evaluation is available of PEC.¹

A one year extension to UK Shared Prosperity has been announced for 2025/26 with reduced funds and the scale and nature of any People and User spend is uncertain at the time of writing this report.

The objectives of the UKSPF's People and Skills priority were:

- **Boosting core skills and support adults to progress in work**, by targeting adults with no or low level qualifications and skills in maths, and upskill the working population, yielding personal and societal economic impact, and by encouraging innovative approaches to reducing adult learning barriers (Scotland, Wales and Northern Ireland only. In England, this is delivered through the Department for Education's Multiply programme).
- **Reducing levels of economic inactivity through investment in bespoke intensive life and employment support tailored to local need**. Investment should facilitate the join-up of mainstream provision and local services within an area for participants, through the use of one-to-one keyworker support, improving employment outcomes for specific cohorts who face labour market barriers.

¹ Evaluation of Pre Employability in Clackmannanshire 2023

- **Supporting people furthest from the labour market to overcome barriers to work by providing cohesive, locally tailored support including access to basic skills.**
- **Supporting local areas to fund gaps in local skills provision to support people to progress in work, and supplement local adult skills provision e.g. by providing additional volumes; delivering provision through wider range of routes or enabling more intensive/innovative provision, both qualification based and non-qualification based. This should be supplementary to provision available through national employment and skills programmes.**

CERT's element of PM contributes to each of these objectives. CERT's focus on those who are economically inactive in objective 2 and 3 is emphasised alongside providing core skills in objective 1 and 4.

CERT's PM aligns with each of the priorities of Scottish Government's No One Left Behind (NOLB) action plan:

- Continuing to improve the employability system
- Increasing awareness and uptake of employability support
- Tackling child poverty by increasing parental income
- Support disabled people and those with long term health conditions
- Delivering jointly with wider partners

This report presents an overview of the performance of CERT's contribution to Positive Moves, drawing on activity, output and where possible outcome information.

Clackmannanshire is an area of particular deprivation and, for context, as at Dec 2024 had a substantially higher proportion of economically inactive who do NOT want a job and higher unemployment than Scotland as a whole. It is the poorest performing Local Authority in Forth Valley. Over recent years a striking trend has been the reduction in unemployment and the major increase in economically inactive and those who are economically inactive but do not want a job. The proportion of households who are workless is substantially higher than for Scotland as a whole.

Table 1: Level of Unemployment and Economic Inactivity in Clackmannanshire for 16 to 67 year olds, Scotland and GB Dec 24

Economic Status	Clackmannanshire		Scotland	GB
	Number	%	%	%
Economically Active	23,300	67.9%	77.0%	78.6%
In Employment	21,600	62.6%	74.5%	75.5%
Unemployed	900	4.1%	3.2%	3.8%
Economically Inactive	10,600	32.1%	23.0%	21.4%
of whom - Want a job	800	7.6%	16.8%	18.3%
Workless households (Dec 2023)	4,700	29.1%	17.4%	13.9%

Source: Nomis April 2025

1.2 Employability Services in Clackmannanshire

Key Working in Clackmannanshire

An Employability System was developed in 2023 which provides a framework for all support to residents to support their journey to employment. This system revolves around Key Workers who provide long term support for clients, customised to the needs of each individual. The Key Worker will draw on a range of other specialist or additional supports for an individual at the point when this might benefit them.

A core principle of the employability system is that no individual is supported by more than one key worker at any time. Clients may however be referred between different organisations dependent on their needs and the services that best suit them at that time.

This system identified 5 key working organisations in Clackmannanshire

- **Department of Work and Pension** who employ Work Coaches who provide one to one support for 16 to 67 year olds to encourage job search and application. Where an individual is identified as having greater barriers to employment, they are referred to CW for support.
- **Skills Development Scotland** who employ case workers who work with young people who are 16 to 19 (26 for care experienced) and are not in a positive destination
- **CW**, the employability arm of Clackmannanshire Council who employ Key Workers who deliver a suite of employability programmes. These include Scottish Government's NOLB/TCPF Child Poverty key workers and support for the legacy clients of Scottish Government's Fair Start Scotland. CW also delivers part of UKSPF's Positive Moves with a focus of clients who are unemployed and near the labour market.
- **Clackmannanshire Economic Regeneration Trust (CERT)** employs key workers as part of Positive Moves providing support for those in pre-employability stages

- **Inclusion Workers.** Funded by the City Region Deal and operating across Stirling and Clackmannanshire providing supports to a small number of clients who face particular challenges to engage in supports and services.

1.3 Operation of Positive Moves

The UKSPF funds are provided to and managed by Clackmannanshire Council. The Council developed an approach which commissioned part of the programme to be delivered by their in house team and part by CERT. This was agreed through a contract including an allocation of a range of programme targets to identify which organisation was responsible for delivering which targets.

The broad split of responsibilities were:

Clackmannanshire Council/Clacks Works (CW)

- Key Work Support for those who are:
 - Unemployed and close to the labour market
 - Those referred by DWP for support
 - Those “upwards” referred by CERT and other agencies
- Barrier Free fund to provide customised support for travel, childcare, training and other needs (for CW clients only)
- Money Advice for their clients (for CW clients only initially then extended to all clients of PM)
- Digital workshops and one to one supports in digital issues

CERT

- Key Work support for those who are:
 - Economically inactive
 - Those that Clacks Council felt were more appropriate for CERT to key work
- Specialist criminal justice key working system (via Apex Scotland) and disclosure service (available to Clacks Works clients)
- Marketing and promotion of the programme
- Outreach and recruitment
- Wellbeing workshops designed to support the development of individuals, overcoming barriers (available to CW clients); and
- vocational skills courses (available to CW clients)

Interpreting this against Scottish Government’s Employability Pipeline, the programme operates across stage 1 to 3 as is set out in Table 2

Both CERT and CW use Hanlon as a customer relationship management system, however this has developed separately between organisations as PM has been implemented.

:

Table 2: The Mapping of PM delivery against the Scottish Employability Pipeline

Stage	Activity	By Whom
1. Referral, Engagement and Assessment including Outreach and Referrals. Not Job Ready	Outreach supporting people into engagement and regular contact Recruitment including marketing and social media	CERT
	Referral from individuals involved in another part of the employability system	CERT and CW
2. Needs Assessment: Not Job Ready including	Key Work including action planning for their clients	CERT and CW
3. Vocational Activity: Job Ready	Vocational Courses and licenced courses	CERT
	Training for individual clients	CW
4 Employer Engagement and Job Matching: Job Ready	n/a	N/a
5 In Work Support: In Employment	n/a	n/a

2 Positive Moves in CERT

CERT is responsible for the delivery of Positive Moves to those who are at a pre employment stage and who are furthest from the labour market. This includes targets for working with economically inactive and unemployed residents.

A full set of targets are set out in Annex A

2.1 CERT's Objectives for Positive Moves

CERT's objectives in their delivery of Positive Moves are

- To deliver outreach to engage with as many residents as possible to encourage them to move towards stable employment
- Provide a customised one to one support to support progression to stable employment
- Provide the resilience, confidence and skills required for clients to overcome barriers to employment

The clients of CERT, drawn from those at an earlier stage of their progress towards employment, face major barriers including mental health and wellbeing. Recognising this different client group, CERT have identified within the employability pipeline, 4 stages to monitor progression:

Stage 1: Referral, Engagement and Assessment

- 1a Recruitment of an individual to PM for the first time
- 1b Engaging in some form of one to one contact with a Key Worker, along a journey towards full Key Working

Stage 2: Needs Assessment. Complete a formal engagement with a key workers including an assessment, often the use of an outcome star, a discussion of goals and the development of an action plan. Regular contact to monitor progression and achievement of action plan goals

Stage 3: Vocational Activity. The provision of a suite of courses for residents to provide essential skills including accredited training, vocational licences (such as CSCS, IOSH, REHIS Food Hygiene), employability skills including job search, core skills and most recently work tasters.

Progression from CERT's Positive Moves programme can occur in a number of ways, for example:

- Directly to a positive destination of employment, further and higher education or volunteering

- Referral onto another organisation to provide key working support such as Clacks Works; and more negatively
- Those that dis-engage. These are often those that are furthest from the labour market and struggle to engage at all. CERT operates an open policy and many of these clients re-engage some time later – often months on.
- Those who conclude that employment is not right for them at this time. This is often due to barriers which they perceive as insurmountable.

2.2 CERT's Clients

As with all employability programmes, there is no standard client, with specific characteristics or an ability to categorise them. Therefore a customised one to one engagement is fundamental to its success. The CERT's Positive Moves clients differ substantially from those of CW Positive Moves and have a broader range of characteristics. An illustration of the type of clients we are working with are:

- A Clients who have complex and additional needs who struggle to engage with any service. This group are often unable to start a more formal key working process or work in a group setting. These clients typically working with a key worker and other staff to encourage full engagement.
- B Clients with medical conditions which present barriers to engagement. For example clients face neurodiversity disorders – diagnosed and undiagnosed which have prevented engagement in the past and present challenges going forward. Some of these clients struggle with group settings, but engage with key workers and CERT staff through one to one contacts.
- C Clients who face a range of challenges, typically including mental health and who are able to have a clear discussion on weaknesses, areas for improvement and action plan towards employment. These clients are able to fully engage with PM supports, but typically benefit most from our wellbeing workshops. These are key worked clients.
- D Clients who are near the labour market who only wish to attend a training course, typically a vocational course such as CSCS or Food Hygiene. After this, they quickly leave the programme and move on. These are a mixture of key worked clients and clients who are rapid “users” of the training and workshops only.
- E Clients of Clacks Works and those being key worked by others who attend our training courses and workshops only. These are not key worked by CERT.
- F Clients who have engaged with PM, but who realise and/or report that employment is not a positive outcome for them in the near future. These clients are encouraged to explore volunteering and become “case managed” within CERT by providing light touch, occasional input.

The above list is neither comprehensive or presents the uniqueness of each individual.

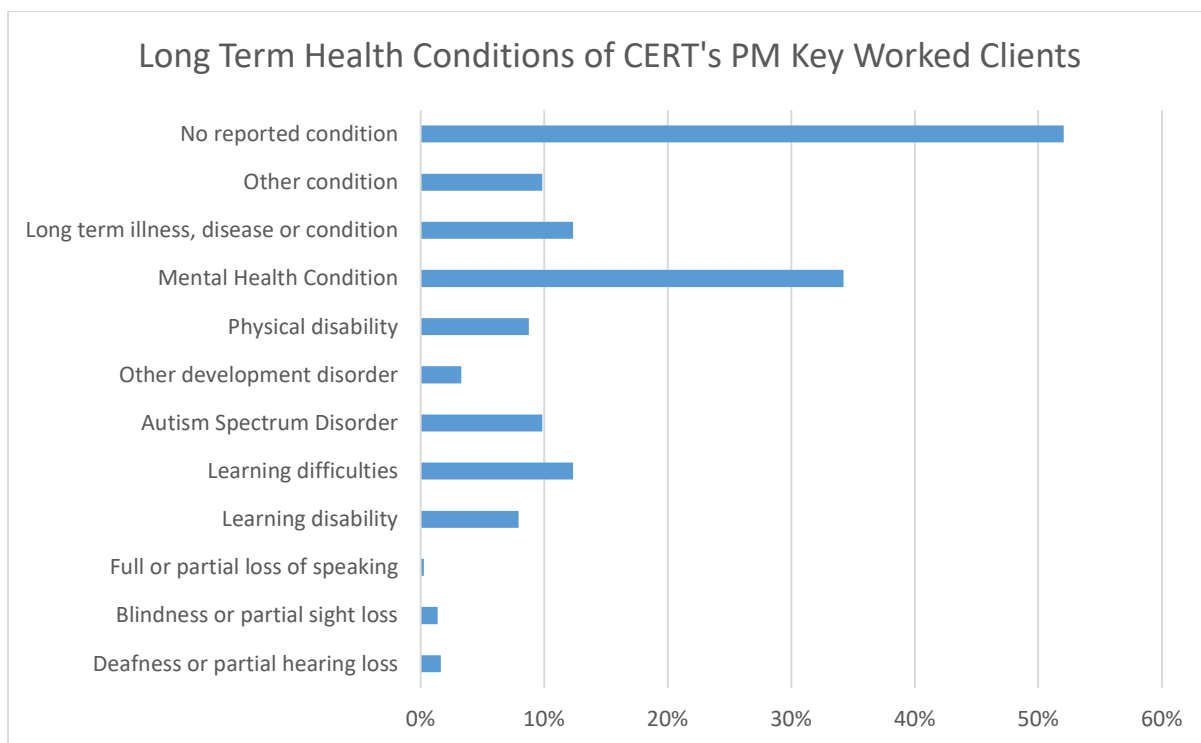
2.3 Our Client Demographic

For those who are fully registered to CERT's Positive Moves, we have a range of information on their characteristics. NB this does not cover those who have expressed an interest but have not completed the full paperwork.

Over half (53%) of CERT's clients have a long term health condition. Of these the most dominant one is Mental Health with 71% of those suffering from a long term condition, followed by Learning difficulties (26%), Autism Spectrum Disorder (21%) and Physical disability (18%).

Table 3: Analysis of Health Conditions of CERT's PM Clients

Clients who responded yes to "Do you have any physical or mental health condition or illness lasting or expect to last 12 months or more?"



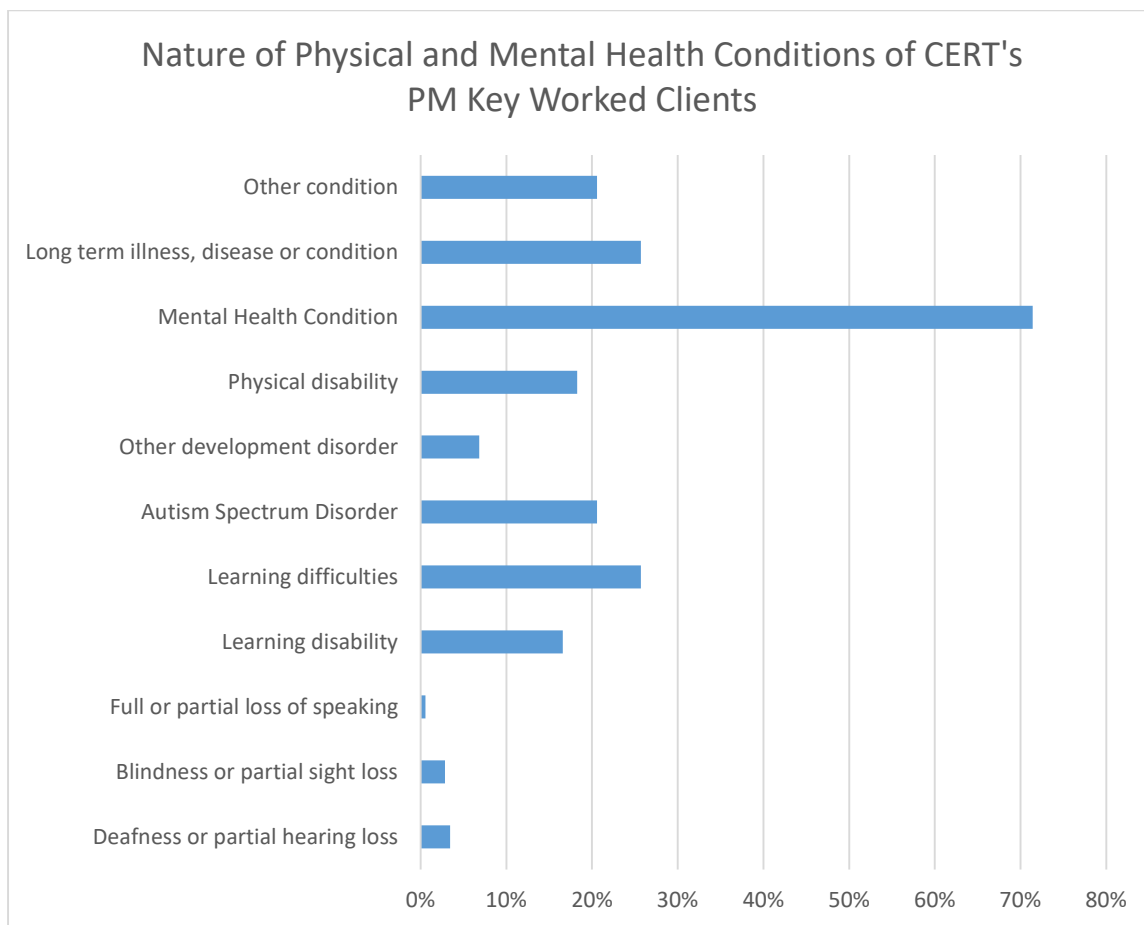
Source: Analysis of CERT PM's Fully Registered clients

NB: Clients can suffer from more than one long term condition and excluding those who prefer not to say

In considering only those who have reported that they have a long term health condition, this is dominated by mental health with 71% of all those reporting a long term health condition identifying Mental Health.

Table 4: Analysis of Nature of Long Term Health Conditions of CERT's PM Clients with a long term health condition.

Clients who responded yes to "Do you have any physical or mental health condition or illness lasting or expect to last 12 months or more?"



Source: Analysis of CERT PM's Fully Registered clients

NB: Clients can suffer from more than one long term condition and excluding those who prefer not to say

Of those with a long term health condition, 86% are affected a little (46%) or a lot (40%) by their condition in undertaking day to day activities.

Table 5: Impact of Health Conditions of CERT PM Clients

“Do your conditions or illnesses reduce your ability to carry out day to day activities?”

	% of those with long term condition
Yes, a lot	40%
Yes, a Little	48%
No, Not at all	12%
Total	175

Source: Analysis of CERT PM's Fully Registered clients

This high level of engagement and support of those with long term health conditions contributes strongly to NOLB's priority to supporting disabled people and those with long term health conditions.

“I was never out the door and the courses have been great. I get knowledge and they give me purpose. They are uplifting and I feel respected by all the staff

Lorna

131 of CERT's clients (35%) are parents. Of these parents, 66% are single parents.

Table 6: Parental Status of CERT's PM Clients

Parental Status	Number	% of Clients
Not a parent	243	65%
Parent in a Couple	44	12%
Single Parent	87	23%
Total	334	100%

Source: Analysis of CERT PM's Fully Registered clients

Almost a quarter – 24% - feel they have faced barriers to employment as a result of childcare issues.

Most parents' children live with them full time (61%).

Table 7: Living with Dependent Children

	Do you live with your dependant child/children?	%
Yes Full Time	80	61%
Yes Part Time	7	5%
No	44	34%
Total	131	

Source: Analysis of CERT PM's Fully Registered clients Nov 24

33 parents (25%) reported having a disabled child or adult in the family.

From this information, we can conclude that a substantial number of our clients are parents contributing to NOLB's priority of tackling child poverty.

Outcome Star

For some of our clients, the Key Workers use the Outcome Star to help structure a discussion with clients around the stage they are that in a range of aspects of their life and journey to employment. CERT have used both the Pathway Star (which is suited to those who are relatively close to employment) and the Home Star (for those with greater barriers and further from employment), depending on the stage of their journey.

The results of these stars, across our clients is shown in Annex B

Key results are that for my clients, the areas of particular weakness ("Stuck" or "Getting Help") are Trust and Hope (22% of clients); How I feel (23% of clients) and My Health (23% of clients). More positively areas of less concern ("Self-Reliance") are Alcohol and Drugs, Safety and Crime and Where I'm Living.

2.4 Our Overall Approach

2.4.1 Referral, Engagement and Assessment

CERT's approach to outreach, engagement and recruitment has been developed over 3 years from experience of PEC and finding out which messages, mechanisms and "offerings" are most effective.

At the core, CERT's messages are:

- This is not a compulsory programme but entirely voluntary. This is a crucial message for those who do not wish to engage fully with DWP for fear of an impact on their benefits or the Council due to (inappropriate) concerns that information will be passed to other departments such as housing and social work
- This is a fully open programme. As long as you are resident in Clackmannanshire aged between, 16 to 67 and not in full time work you are eligible
- The programme is never closed. You are welcome to engage as you wish, at the pace that suits you and when you wish.

This open messaging has been crucial to overcome barriers that many face, particularly those that are facing substantial barriers such as mental health and/or have not worked for many years.

Over the years we have developed a range of techniques for proactive recruitment and the most successful are:

- Offer “hooks” of workshops and courses. Clients do not want to be “Key Worked” and largely see no value in it, although they would often benefit hugely from being key worked. Rather they respond to the offer of free and easy to access workshops that are of interest. We have learnt that different hooks are most effective for different client groups:
 - Wellbeing workshops targeted to common mental health and wellbeing issues such as anxiety, depression, motivation, sleep, menopause etc
 - Short vocational licences such as the CSCS construction card, Food Hygiene REHIS and First Aid are seen by clients as the key to securing quick employment
 - Fun and Hobby workshops such as animation, flower arranging, outdoor activities. These have been successful in securing those who are particularly far from the labour market
- Offer Vouchers for Attendance. A £10 ASDA voucher is provided for all who attend a workshop or course or attend an outcome star Key Work meeting. This has been crucial to secure engagement and for some this helps to meet the transport costs for attendance
- Positive Moves web site. www.positivemoves.scot is the main source of information on the programme and includes information on courses and workshops coming up and how to register interest for them and a simple way to (pre) register for a course and PM.
- Social Media. Through Twitter, Facebook and an enewsletter we maintain ongoing engagement with our followers which includes both clients and stakeholders.
- Work in partnership with referring agencies. We have promoted PM to a range of organisations and individuals such as Community Link Workers to encourage referral

- Work with community organisations and collaborated with these to deliver PM to their members and users. An example is partnerships with HomeStart and Hawkill
- Align PM alongside other CERT programmes. This has included programmes funded through NOLB and the Community and Mental Health Wellbeing Fund in the past where a progression to PM has been encouraged
- Family and “Fun” days. We have run two family fun days. These have been successful in raising the awareness of PM and encouraged some engagement and interest.

We are in the process of establishing a peer support group, run by clients who have graduated from active support from PM. It is hoped that this will allow ongoing wellbeing support for PM clients as well as provide a mechanism for others in Clacks to find out about Positive Moves.

Despite attempts, we have found that some methods of recruitment remain a challenge:

- any “drop in” activity where CERT staff attend to encourage sign ups
- events and activities outwith Alloa, unless in partnership with local active community groups
- indication of interest in a course is efficient, however where an individual does not secure a place on the course, for example because the course has been oversubscribed, this can lead to disenchantment.
- PM has established a presence in social media through facebook and twitter and through a regular newsletter. The scale of social media reach will always be a challenge and continual methods are made to increase its engagement

CERT has directly attracted 896 people to engage with Positive Moves in some way. Of these 540 people have had a direct engagement with our key workers or services. This is over and above the 202 Clacks Works key worked clients who have been supported through CERT's training/workshops.

Aat the time of engagement 697 of CERT's PM clients were not being key worked by Clacks Works. In the absence of figures on CW element of the Positive Moves programme, this is thought to be the largest and most successful employability engagement programme in Clacks.

2.4.2 CERT's Key Working Support

Key Working is the core of the operations of CERT. This provides customised support to clients on a one to one basis.

CERT's pre-employability clients means that they often find it difficult to engage with any organisation including CERT. Key working is customised to the needs of the individual, but typically will include:

- ongoing engagement through calls and face to face meetings to encourage the client to become fully engaged and able to be key worked
- completing registration paperwork including gathering evidence of eligibility
- undertaking an indepth discussion with the client to identify their aspirations as well as barriers to employment. This often includes the use of the Outcome Star. This can be the Work Pathway Star or reflecting the early stage of many clients who are often facing a wider range of issues, the Home Star.
- development of an action plan setting out goals for the client and support to be provided via CERT
- ongoing contact with the client to suit their ability to engage and the stage of their development
- identifying and referring clients to additional/other services that would support the individual. This includes services such as:
 - digital supports at CTSI
 - money advice
 - support from Multiply
 - support from Thrive
 - support to other NOLB/TCPF funded projects

“Stefan came on leaps and bounds since joining up with CERT / Positive Moves and started to thoroughly enjoy it, seeing his progress en route. I believe the one to one and friendliness sure went a long way. I think the environment & atmosphere at the Ecentre was (speaking for Stef) way nicer than the school environment which he didn't particularly enjoy back then. So to sum up his time with you, was overall fantastic, huge smiley face and thumbs up and a super result too”

A client's parent

- Onward referral for support by other organisations who will key work. As the individuals' needs change it can be appropriate to refer on the client for key work support from another organisation. The most common ones are Clacks Works (for those who are closest to job searching/employment) and Inclusion Workers who need more intensive support than CERT can provide.

The scale and nature of the key working support provided by CERT is substantially different from CW key working:

- There is a stage between when a client first expresses an interest in Positive Moves at CERT before they are ready and able to be key worked. This can often take weeks and months of one to one and telephone support from the key workers to get them to the stage of Key Working.

- Pre-employability clients find it hard to engage actively. The frequency of engagement is therefore dictated by them and is often less intensive than for those closer to the labour market
- Our clients often “drop off the radar” when they feel they cannot cope or consider employment due to wider issues in their life. These clients can often have a period of non engagement and many weeks/months later re-engage. This makes their length of engagement with CERT much longer but sporadic
- The supports for clients are more often around wellbeing and mental health supports – both in the attendance of our wellbeing workshops and in the topics of the discussions between clients and key workers
- The services to which clients are referred to are often wellbeing focused such as Thrive, Tier, Resonate Together and Reach Out.

Depending on the client a more formal review and updating of the action plan is undertaken later down the line.

2.4.2.1 Key Working Definition and Measurement

As outlined by Clacks Council, to comply with reporting, PM Key Working is defined as comprising:

- a completed registration form
- a face to face meeting with the client, or a substantial phone or on line meeting
- a clear action plan
- a signature to demonstrate face to face contact
- eligibility evidence of address, date of birth and right to live and work in the UK

Ongoing key work comprises regular, meetings with the client which are at least fortnightly or have contact to attempt to arrange such meetings

For programme reporting, CERT uses these measures to report on 1st Engaged with Key Worker (the start of the process) and Sustained Engagement with Key Worker for 6 months (to measure the intensity and length of key working support).

This measurement is however inappropriate for the key working that pre-employability clients require. A more appropriate definition which aligns with CERT's proposal included in the awarded contract and CERT's approach is:

- Face to face meeting with the client
- A clear action plan
- Regular contact, at the client's pace to discuss progress
- Encouragement to engage with other wider services to provide support
- Encouragement to engage with group activities including workshops
- Continue an ad hoc, as required resource for the client to engage when they are able.

The clients who are closer to the labour market or who have a clear route to employment or a positive outcome often have a short key working experience which may include:

- Face to face meeting with the client
- A clear action plan
- Provision of practical support such as vocational skill or employability skills

Clients would then typically move to employment or referred for further support from CW.

2.4.3 Workshops and Courses

CERT offers a range of workshops and courses. The courses are all delivered in Clackmannanshire and purchased on a “group” basis. Some are delivered in house by CERT staff (largely wellbeing and employability courses) and others are contracted to third parties.

The courses are categorised as:

- Life skills
- Career Skills
- Digital Skills
- Entry/Hook courses
- General Vocational
- Job Specific Vocational

Many vocational courses are accredited. CERT is an SQA approved centre and offers accredited course in Employability, Preparing for Employment and Wellbeing.

2.4.4 Mental Health Support

As highlighted above, 34% of all clients and 71% of those reporting a long term health condition have a mental health condition. This manifests in a range of ways and some clients are able to cope with such conditions better than others.

Recognising the high level of mental health challenges in our client group, many of our clients require support in these areas. With an acknowledged lack of clinical mental health support from the NHS support, this becomes an even more important issue for our clients. This is confirmed by the increasing number of referrals from the Community Link Workers.

To help support clients with these challenges, CERT:

- is open, welcoming, entirely voluntary
- provides one to one support delivered in an empathetic way, at the pace of the individual
- provides mental health workshops and groups in topics such as handling anxiety, decider skills etc

Mental health continues to be a major barrier despite these supports. In recognition of this, CERT is separately undertaking a detailed investigation into Mental Health including a mapping of existing supports and has prepared a Strategic business Case for actions to improve supports. It is hoped that some of these will be implemented over 25/26.

2.4.5 Criminal Justice

CERT's Positive Moves programme included a specialist element to support those with experience of the criminal justice system. Initially delivered by Apex Scotland under contract, this was brought "in house" to CERT in the final months. A total of 29 clients were supported with this specialist key working support.

32 clients received support through a Disclosure Service to identify what convictions and other engagements with the course they are required to disclose to future employers.

"I had no idea what impact my conviction actually had. I'm really glad you've been around to explain it to me because now I know what I need to focus on for the future."

Participant NB

2.4.6 Recording, Performance Monitoring and Customer Relationship Management

CERT operates a number of systems to manage the scale of our activity and clients. The most important of which is Hanlon our CRM system. Originally a "mirror" of the Hanlon system used by Clacks Works, this has since been customised and adapted to our needs and is used for all our interactions with individuals (including programmes outwith Positive Moves).

The Hanlon system is built around a series of "activities" which are attached to individuals. In the analysis of our performance we have established some triggers and key activities that are used to support the effective management of the programme and drive our reporting. The most important of which are:

- Registering our clients. We operate a two stage recording of engagement and recruitment.
 - *Pre Registration Only.* For those clients who have expressed some interest in PM, have perhaps expressed an interest in or attended a workshop or course, had a one off conversation with a key worker, but have not completed a full registration or assessment or action plan. Whenever an enquiry/interest has been expressed through this stage CERT liaises with Clacks Works to confirm

if they are an existing Clacks Works client so ensuring there is no overlap and these are “new” to Positive Moves.

- *Full Registration.* For those clients who have joined the programme fully and have undertaken an assessment and action plan with a key worker.
- *1st Engaged with Key Worker.* This is the trigger for a client to be counted as key worked and is used only when a client has had a major intervention from a key worker including the development of an action plan.
- *Status.* Throughout we use statuses to indicate if a stage is successful, unsuccessful (often used in attempts to call/set up meetings) and incomplete (where something is in the process of being set up complete but not yet finalised).
- *Recording all contacts.* Although challenging with a high case load, we seek to record all activity with clients including phone calls made, email and text. Realistically the “unsuccessful” actions eg calls not responded to are least likely to be recorded.
- *Single Case Manager.* Each client has an allocated case manager. This is a named individual or organisation who is responsible for the key working of a client. In the situation where an individual is Key Worked by Clacks Works, while they may attend a CERT course they remain “Clacks Works Key Worker” as their case manager. Throughout an individual’s journey they will likely change their case manager for example if they are referred to and from different key working agencies, if they have left the programme, if they have become inactive, if they are starting their journey with CERT and are supported by a non key worker member of staff prior to the engagement with the key worker.
- *Training and Workshops.* These are recorded on the basis of training course records including characteristics of the course, location etc and record of attendance and non attendance. This information then feeds in directly to the records of individuals.
- *Leaver Survey.* A brief survey is undertaken for those who have left to ascertain their destination and then recorded on Hanlon
- *Course Feedback.* This is gathered and recorded through a series of survey monkey based surveys.

3 Our Performance

This section sets out the performance of CERT in addressing their objectives for PM and the stage of the employability pipeline.

CERT has worked with over 1,100 clients since January 2023 including supports provided through other non Positive Moves programmes including Multiply.

Stage 1 of the Employability Pipeline

3.1 1a) Recruiting an individual to CERT's PM for the first time.

The first key step for CERT is to reach out and secure engagement from as broad a group of individuals as possible. The priority is to reach those who are economically inactive and those that are not already engaging with other public agencies.

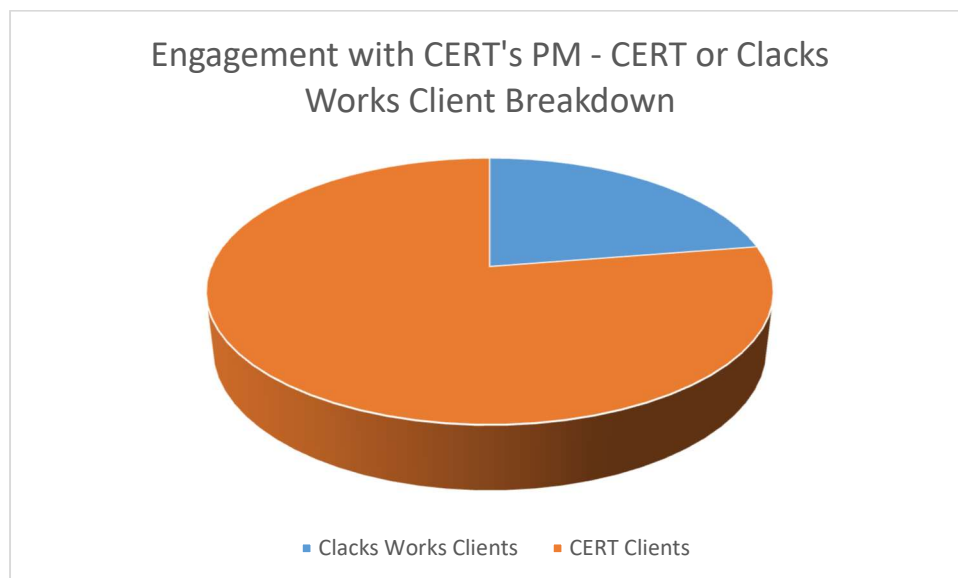
CERT has an outstanding performance of outreach and encouraging initial engagement and interest in Positive Moves:

Table 8: Total Individuals making initial interest in CERT's PM

Category	Number
Total New Recruits	896
Less CW Key Worked clients*	202
Total New Recruits attracted to CERT's PM. Of Whom:	697
Pre Registration	332
Full Registration and Key Working	365

Source: CERT Hanlon. Pre Reg and PM Clients

(*). Clacks Works key worked clients are those who are attending courses or workshops delivered by CERT and have never been key worked by CERT. 30 of these have previously been key worked by CERT.



When considering this against a context of 1,700 residents of Clackmannanshire who are either unemployed or economically inactive and wanting to work (as at Dec 24), CERT's outreach and recruitment has been hugely successful in directly generating some form of interest from 697 residents who are not/have not been engaged with other CW supports.

Using our workshops to engage

Our Courses and workshops are one of the key tools to raise awareness of PM and to encourage engagement. As CERT's PM has become more established, we have found that we have a core group of clients who value and wish to attend multiple courses and workshops.

In recent months we have restricted our courses to focus on the recruitment of new clients to PM. This now informs our programme going forward.

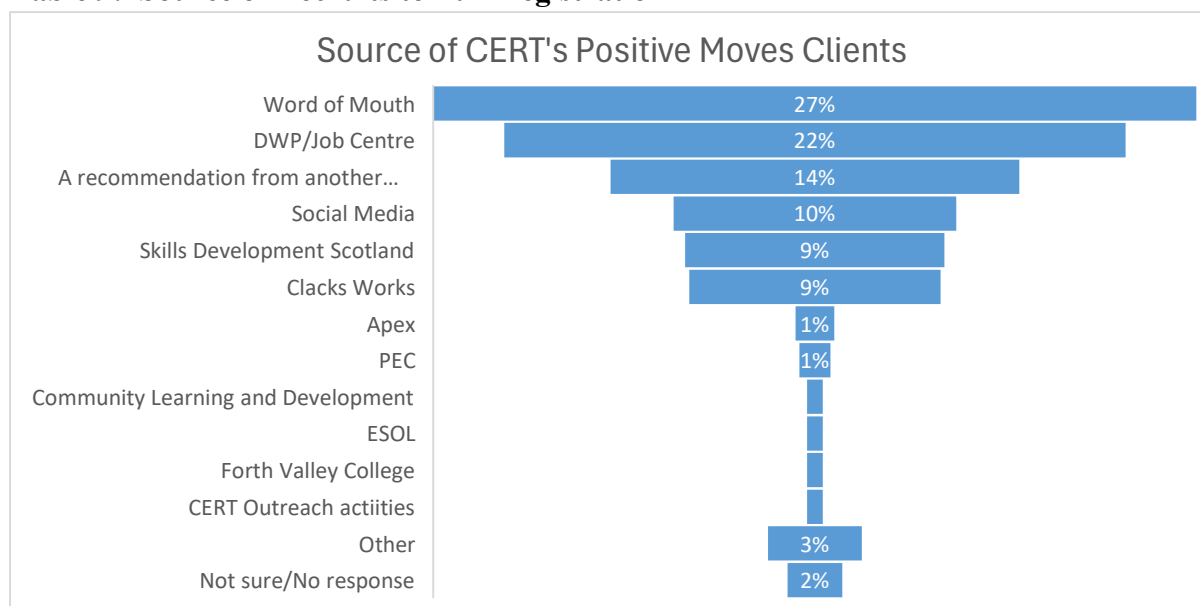
Where do our clients come from?

At the point of full registration and at the start of key working, clients are asked how they found out about CERT's Positive Moves. (see below) The most common source of clients who complete full registration is through word of mouth or via CERT's social media (36%). Word of mouth has strengthened with the longevity of CERT's delivery from Jan 22 starting with PEC.

The second most common source of recruits is DWP/Job Centre (21%). These referrals are made directly to CERT and are often driven by identifying the benefits of support from identified courses and employability supports. SDS is responsible for 9% of referrals with this increasing in recent months as relationships build and during peak times of school leavers. 32% of clients are referred from another organisation including a wide range of

community based non employability organisations such as mental health, social work, HomeStart, Women's Aid, CTSi, recovery Café and others.

Table 9: Source of Recruits to Full Registration



Source: Analysis of PM Registration Forms on CERT Forms as reported by client

Clacks Works are a significant source of referral and account for 8% of new clients to date. This is an under reporting by clients who are formally referred from Clacks Works to CERT for key working. During this period 53 were formally referred by CW to CERT for key working representing c14% of new clients. The difference is likely to be clients referred by DWP to Clacks Works who are quickly referred onwards to CERT without detailed engagement.

3.2 1b) Engaging with Some Form of Contact with Key Worker (Pre Full Key Working)

CERT then works to encourage those who have expressed an interest in Positive Moves and may have had a low level of engagement, to support them to become fully engaged and move to key working. CERT have improved the effectiveness of this process over the months of its operation as its team strengthens, resources are added and our systems have improved.

For many of our clients, the journey to more intensive support can be challenging with many making a step to express interest in engagement on the spur of the moment and do not follow up or respond later.

For others they are willing to engage but on a light touch basis only such as telephone call, text or email or meeting a key worker but without the detailed consideration of completing off-putting registration forms, providing evidence of eligibility and discussing their challenges and action planning. This group often face mental health and other barriers.

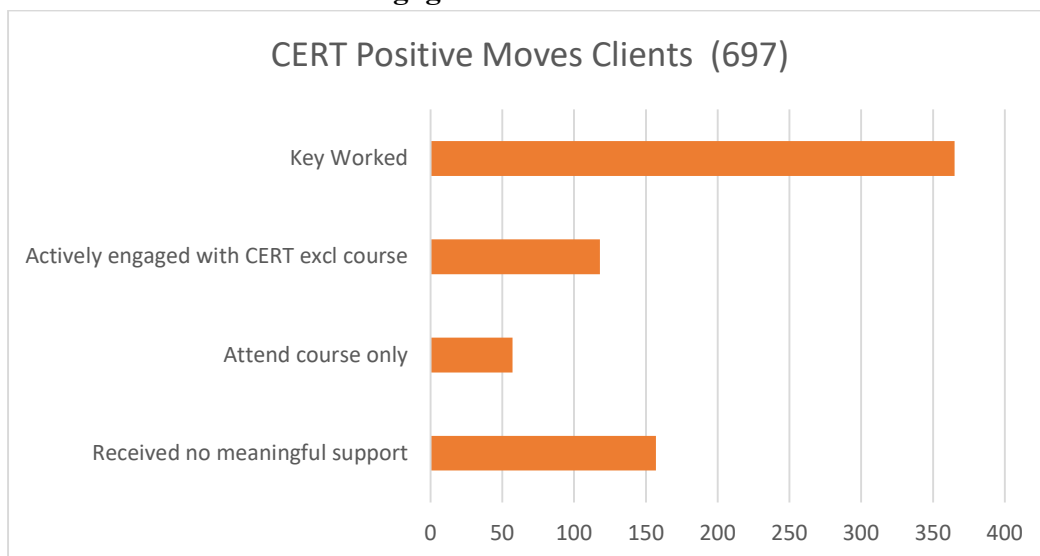
Excluding the 202 Clacks Works clients who have engaged with CERT in some way, 795 have expressed some form of interest in CERT's Positive Moves.

- 365 Became Key Worked (52%)
- 118 have had some form of successful contact from CERT (call, or one to one meeting), but did not progress to key working (17%)
- 57 have attended a course or workshop only but have had no other engagement with CERT or a key worker (8%)

The remaining 157 (22%) had no further engagement with PM after their initial expression of interest.

The depth of engaged differs substantially between individuals.

Table 10: Breakdown of Engagement for CERT's PM Clients



Source: Analysis of CERT's Hanlon

For the 202 Clacks Works clients who have engaged with CERT's Positive Moves programme, the majority relate to booking and attendance at CERT's courses and workshops. Only 102 attended one or more workshop, with an attendance of no more than 50% of courses/workshops.

Stage 2 Employability Pipeline**3.3 Needs Assessment: Key Working Engagement**

Once an individual is engaged with Positive Moves and as part of the start of key working engagement, they then complete a full registration. This involves the client sitting with a Key Worker, completing a registration form, providing evidence of eligibility for the programme (Date of Birth, Address and Right to Live and Work in the UK). At this stage a formal action plan is developed which sets out the goals of the individual and actions which can be taken towards this with support from PM, the Key Worker and other supports.

CERT have supported 365 clients through key working who are either currently or have been key worked.

Thank you so much it's given me something meaningful to help others and I'm hoping it will help me too with moving towards work.

Client Supported to Volunteer at Play Alloa

Throughout there has been a greater proportion of economically inactive clients than unemployed. Economically inactive is defined by not actively seeking work in the last 4 weeks.

The recruitment varies by month but an increase in Key Worked clients is often influenced by:

- (1) long term working with clients from early months which finally lead to conversion to Key Worked
- (2) holiday periods
- (3) improved processes to capture and maintain interest in PM
- (4) increased referrals from SDS and Clacks Works's school key worker
- (5) increased referrals from Clacks Works

Stage 3 of Employability Pipeline**3.4 Vocational Activity**

CERT established a wide ranging programme of workshops and courses for clients. Clacks Works clients are provided with free access to these.

The courses and workshops were run to:

- (i) Drive awareness of Positive Moves and spearhead recruitment. It was clear that the attraction of key working and general support is not of interest to most clients, including those who would benefit from it. Offering something tangible to get

- engaged with has been crucial to achieve recruitment and goodwill from the clients
- (ii) Enhance the mental health and wellbeing of participants. This is in part delivered by the subject matter of our wellbeing programmes and in part providing a mechanism for group participation and social skills and experience
 - (iii) Improve practical and vocational skills. These include employability skills and vocational skills and licences

All courses were delivered in Clackmannanshire and purchased on a “whole course” basis. This was crucial to ensure, often for the first time, that courses and workshops were available to residents of Clacks without challenging and costly travel. These were delivered in house by CERT or from a mixture of Clacks based organisations (Forth Valley College, Apex, Resonate, ReachOut, TCV, Co-Lab etc) and those based outwith Clacks where the expertise was not available locally.

A total of £106,000 has been invested in training delivered locally (over and above that which is delivered by in house resources). The majority of this training is delivered by Clackmannanshire based organisations (see community benefits section).

Attendance of the courses by CERT clients is dictated through the recommendations of the Key Workers and the interest of the client. As PM became more established and has continued to develop an offering which suits the needs and wants of clients, we are now forced to operate a more selective system to allow individuals onto a course through a waiting list system tied into recommendation/endorsement by their Key Worker.

In total there have been 170 courses run and 1,555 attendances (an average of c9 people individuals attending each course). The nature of our client group means that attendance at courses as well as one to one meetings is challenging for some. Attendance was rarely 100%, and on average was 59%. In all a total of 351 unique individuals attended one or more workshop.

Clacks Works clients from Positive Moves, Parental Support and Fair Start Scotland (when it was operational) were free to use the CERT PM course and workshop provision at no cost. 202 registered for one or more courses and of these and 88 attended one or more course representing a lower 44% attendance rate.

Clacks Works clients make up 25% of all clients supported through CERT's courses and workshop programmes.

Table 11: Individuals Attending PM's courses by category of client

Category of Individuals/Clients attending Workshops/Courses	Number	% of attendees of courses/workshops
Key worked by CERT	206	59%
Key worked by CW	88	25%
NOT Key Worked	57	16%
All Individuals who attended one or more courses/workshops	351	100%

Sources: *Analysis of CERT Hanlon*

The majority – 84% of clients who are attending courses were or became key worked, with the support being an integral part of the support package provided alongside one to one meetings with key workers.

The balance of course places by type of course are:

Table 12: Number of courses and Attendance by type

	Number of courses	Attendances	% of courses	% of attendances
Career	1	10	1%	1%
Digital	3	12	2%	1%
General Vocational	38	354	22%	23%
Job Specific Vocational	40	370	24%	24%
Life Skills	88	809	52%	52%
Total	170	1555	100%	100%

Source: *Analysis of CERT's Hanlon*

Reflecting the stage of CERT's client base and their needs, the majority of courses are life skills including wellbeing.

Accreditation

Some of the courses we offer provide independent accreditation. The number of qualifications awarded for each by category of course:

Table 13: Qualifications Achieved

Course Type	Number of Qualifications Awarded
General Vocational	116
Job Specific Vocational	25
Life Skills	6
Total	147

Source: Analysis of CERT Hanlon records

Feedback from Clients

After every course, an anonymous feedback form is issued. The results are collated for each course, but have a low response rate. At the point of writing we are reviewing how we gather feedback from participants to secure a greater level of response

We continue to get client testimonials including some which are included throughout this report.

4 Progression

For the pre-employability client group, progression is complex, varied and often non linear. Most clients are a long way from a positive destination in employment or education/training. They often face many barriers which prevent them from accessing more traditional employability such as skills development, improvement of job searching skills, interview skills and CV and application writing skills. Rather, the barrier can include fundamental challenges around mental health including anxiety, caring responsibilities, challenges with everyday life, low aspiration, conflicts with benefit entitlements and available (and convenient), employment opportunities, poor public transport in Clacks, additional costs of employment making employment unattractive and many other issues.

CERT has found that the very basic stage of engagement with a service provider has been a barrier for many and therefore individuals often find it hard to commit to a continued engagement with a service. This means that it is common for clients to drop in and out of PM.

CERT are actively looking at different methods which would be effective at monitoring progression for clients within PM or other pre employability programmes. It is recognised that the measurement of progression is an area which will be always be complex, but remain a priority for CERT.

While each individuals' progression journey is unique, for CERT's Positive Moves journey, the most relevant progression journeys mapped against the employability pipeline are set out below.

Table 14: Selected Positive Progression Journeys

Initial interest to securing low level engagement with key worker Reg to 1a	Crucial progression for those facing mental health barriers and other factors affecting their reluctance to engage. Moving to the stage of contact on some level with a key worker
Engaging in group work. Reg to 1b	Participating in group activities, often a crucial step for those facing social anxiety.
Secure Full Engagement 1a/1b to 2.	Full key work engagement for those who had initial and typically gentle engagement with KW to full assessment and key working
Gain Skill: 2 to 3	For those who gain a employability and work skill to better prepare for work
Positive Outcome: 2 to Referral	Those who are key worked who progress to receive support from Clacks Works
Positive Outcome: 2 to positive outcome	Those who are key worked who progress to employment, education or volunteering.

“I can't tell you how much the workshops have helped my mental health. Its good to know that I am not the only one who feels the way I do”.

Anon

Overall Map of PM in CERT

In considering progression within CERT's PM, it is useful to have an overview of the numbers and categories of individuals CERT have supported to date.

Although not quantifying progression, a snapshot of CERT's clients is:

896 clients have had some form of engagement with CERT's positive moves

- 365 are, or have been key worked by CERT
 - Of these 30 have since been referred to Clacks Works for key working
- 332 have not been key worked by CERT and are made up of:
 - 57 who have attended one or more courses ONLY but not key worked
 - 118 have actively engaged with CERT staff in a “pre-key worker” support but not yet fully key worked; and
 - 157 have had no meaningful engagement with CERT;
- 202 have been key worked by Clacks Works but have engaged with CERT either because they have attended a CERT course or have been registered but did not attend a course with CERT. Of these 30 are also counted under being key worked by CERT prior to their referral to CW

4.1 [Securing Partial/Light Touch Engagement \(Progression from stage 1a to 1b\)](#)

There have been 896 individuals who have expressed some interest in CERT's positive moves.

Once the individual is first engaged with CERT's Positive Moves, a key objective is to progress these to full engagement.

While some can progress to full engagement with a key worker, for many this is challenging.

Engaged “Pre Full Key Working”

There are 118 clients who have registered, are securing some light touch engagement with a key worker through calls or one to one meetings, however they have not progressed to the more in depth Key Working.

CERT's

Contribution to Positive Moves

This group have not attended a course or workshop and reflects that often this group are undertaking a slow encouragement and engagement before they feel able to participate in groups.

“There’s not many places for me to go to get help these days. No-one has the same time for me that you do and I appreciate it”

Participant JB

In addition there are 97 clients who have attended a workshop/course but have had no other engagement with CERT's PM.

In all there are 175 who have been actively engaged but have not led to key working. This is for a range of reasons including:

- Receiving ongoing support is still being provided in a process to key working;
- they have left the programme to a positive destination (see below)
- they have “disappeared” and no longer responding or engaging

4.2 Securing full Engagement (Progression from Stage 1 to 2)

This is the movement from initial interest to full engagement with a key worker. 365 individuals have become fully engaged with key working.

The time between initial interest expressed and the 1st full engagement with a key worker. Based on analysis undertaken in mid November 24, where this information is available it is set out in the table below.

Table 15: Length of Time between registration and 1st Engagement of Key Worker

Length of Time in Days	Number clients	%
Up to 10 days	79	28%
11 to 30	68	24%
31 to 60	45	16%
61 to 100	27	10%
101 to 365	52	19%
365 plus	10	4%
Total	281	100%
Average Time	69.7 days	

Source: Analysis of Raw Data Hanlon report 12th Nov 24

NB Information not available for all clients.

Those who are less than 1 month can be broadly regarded as those that move straight to key working.

This shows that around half take over a month before they fully engage. A significant proportion take longer with 23% taking 3 months and longer to engage and some over a year. For key worked clients, it takes them an average of 70 days to become key worked.

This timing reflects for many the sensitive and empathetic engagement with PM that they require to build relationships and then progress towards gradual engagement through attendance at wellbeing and other courses before progressing to key working.

4.3 Gaining Skill (Progression to Stage 3)

Once fully engaged, CERT's PM has supported many clients to secure a skill which would improve their ability to secure employment.

Moving from initial interest to gaining a skill and/or qualification, the number of attendees of a CERT vocational course are set out below. Across each type of vocational course, 211 individuals attended more than one.

Table 16: Number of vocational courses and attendees of CERT's Key Worked clients by type of course

	Number of courses	Attendees
Career	1	4
Digital	3	10
General Vocational	38	171
Job Specific Vocational	40	133
Total	82	
Unique attendees		272

From these courses, as set out in Table 13 a total of 147 qualifications were awarded.

4.4 Securing Positive Employability Outcome

For CERT's Positive Moves it is challenging to identify when an individual leaves the programme and no longer wishes support due to the programme design. In particular the programme is always open to all when they need it and at no time is anyone forced to leave the programme

This means that for many, PM becomes a drop in drop out programme. Some may leave and be in employment for some time then return to CERT for support, others may move to securing some income through self employment but continue to work with CERT. Others may engage for some months then "disappear" to re-emerge some months later.

For those who have dis-engaged with CERT, attempts are made to discover what they are now doing, however this often faces practical issues and many clients fall off the radar. However our knowledge of is:

“Your help has given me a lot of confidence for interviews. I know what I’m going to say now and that makes a difference. Thanks”

OM

Table 17: Destination of CERT's PM clients

	All CERT PM Clients	
	Number	%
In Employment 4 weeks	78	9%
In Employment 26 weeks	15	2%
In Education	21	2%
Referral to CW	35	4%
Left/Unknown	455	51%
Active (at some level)	291	33%
Total	895	
<i>Source: Hanlon analysis of outputs</i>		
NB Some may have more than one destination		

This does not include clients who have been referred to or are currently working with Clacks Works who have not been pursued to identify their destination.

We would expect some of the 455 clients who have an unknown destination to re-engage in the future and many are in receipt of our newsletter and have access to our social media. However communication can be patchy with these clients changing phone numbers, address and emails.

The resource requirements to track down these individuals is substantial and has been re-prioritised to support the work with those who are on the programme and to encourage the light to full engagement with PM.

During an (ongoing) exercise to review our client base, as at 24 April 2025 there are 52 active clients on CERT's PM programme and 60 have in the process of fully signing up to PM and its successor programme and have been placed on a waiting list for the next programme to open. With the hiatus between an open programme and time delays in engaging some of these clients, we would expect not all these “waiting list” clients would transfer to a new programme.

4.5 Non Engagers

There are 157 who have had no meaningful engagement with PM.

These are thought to include those who:

- expressing an interest in a course and then changed their mind
- booked onto but didn't attend the course/workshop; and
- expressing an interest in the programme as a whole but not responding to invitations to meetings or calls.

Going forward this is an area of process improvement to ensure that these clients are contacted quickly after they express an interest to help engage them more effectively.

5 Community Benefits

CERT's Positive Moves has had a huge impact on the community of Clackmannanshire. This section sets out these benefits which are over and above the direct benefits which our participants have received.

5.1 Local Delivery

ALL delivery of the programme has been delivered in Clackmannanshire. This includes the face to face support either at CERT's offices, Apex's offices or in convenient locations for clients.

A total of 170 courses have been delivered in Clackmannanshire using Clackmannanshire venues, without exception from the third sector. As well as providing a source of income to some vulnerable community based venues, this has been instrumental in embedding the programme into communities and forming partnerships with community organisations.

Prior to CERT's PM programme, there was limited, if any, provision of wellbeing, vocational and others courses within Clackmannanshire. Rather training was funded to support individual which was customised to their needs but which was delivered through the purchase of a single training place on a course typically delivered outwith Clackmannanshire.

By delivering courses in Clacks, this has transformed the level of attendance of courses and engagement, particularly those with mental health and other barriers which often discourages travel.

5.2 Economic Benefits

5.2.1 Indirect Economic Benefits

CERT's PM programme is based on a strong partnership model, with the use of local organisations to deliver different elements – largely through the delivery of workshops and courses, but also through the commissioning of specialist services such as the delivery of the criminal justice key working and disclosure service.

In all, CERT have invested over £95,000 in commissioning local provision. This represents 89% of all third party spend with the remainder being used to fund provision from providers outwith Clacks for specialist skills to deliver activities in Clacks.

Local organisations funded by CERT's PM include Forth Valley College, Resonate Together, Reach Out with Arts in Mind, Apex Scotland, Pink Thistle Flowers, The Conservation Volunteers, The Tree Line, Beauty Boss Academy, Fuzzies, Co-Lab, Clacks CAB,

Including the cost of local venues (c£26,000) a total of £122,093 has been subcontracted to local organisations.

This has generated a local supplier (indirect) multiplier of 1.6

5.2.2 Induced Economic Benefits

For the delivery of CERT's PM programme, all but one member of staff are residents of Clackmannanshire.

This generates an investment in salary of £120k over the length of the programme.

This generates further economic benefits with a local induced multiplier of 1.8.

5.2.3 Overall Economic Benefit

Considering the Direct, Indirect and Induced benefits of CERT's PM programme, this has generated £934,000 benefits to the Clackmannanshire economy from the £389,000 investment in the programme.

CERT's PM programme has therefore generated a local multiplier effect of 1:2.4.

For context, this is substantially higher than an indirect multiplier across the Clackmannanshire economy which would be expected to be between 1.1 and 1.2

5.3 Social and Wider Benefits

We have not been able to calculate wider social benefits such as improved health and wellbeing, reduction in poverty, savings in provision of other public and third sector supports, savings in health services, savings in benefits costs and others.

This would be valuable to examine in more detail going forward.

6 Conclusion and Going Forward

This report sets out an overview of the Positive Moves programme as delivered by CERT from 1st January 2023 to 31st March 2025 as well as an analysis of the activity and performance of CERT's element of the delivery of Positive Moves including key working for predominantly pre employability clients and the provision of training courses and workshops and specialist supports.

This sets out the performance of CERT against objectives of outreach and engagement and the progression of clients towards employment.

This should be read alongside the formal reports to UKSPF which records more operational activity and include some measures not as directly relevant to our clients.

We conclude that CERT has:

- Established a strong and increasingly efficient team delivering the programme
- a highly effective method of outreach and engagement to PM. A total of just under 900 clients have been engaged
- Established and operate a strong marketing presence including a web site and active social media activity. This has led to a strong brand for Positive Moves, demonstrated by the high level of word of mouth and social media being the largest source of new recruits (36%)
- A strong partnership with other agencies securing referrals from SDS, DWP/Job Centre and other organisations as well as CW. The programme has also referred clients onto a range of supports with partners. Over 218 referrals to additional services have been made for our clients.
- After a number of challenges, CERT has established a series of processes and systems which now deliver an efficient, robust and well recorded and reported programme which can handle large numbers of clients and requires extensive recording, gathering of evidence and complex reporting. This has been a huge achievement given the scale of clients and the multiple measures and definitions used.

Jean E Hamilton
Chair
24th April 2025

Annex A**CERT Performance against UKSPF Output and Outcome targets**

CERT Positive Moves: Outcomes and Outputs Cumulative to 31 March 2025

Target Achieved

Not target, but contribution to measure

Measure	S31: Key working Economically inactive			S32: Courses for Basic skills for non EI			S33: Volunteering			S34: Digital Skills		
	Revised Target	Actual	%	Revised Target	Actual	%	Revised Target	Actual	%	Target	Actual	%
Output												
Number of EI people engaging with Key Worker Support Services. <i>Measure and target in contract but not audit guidance</i>	240	229	95%									
Number of unemployed people engaging with Key Worker Services. <i>Measure and target in contract but not audit guidance</i>												
Number of Socially excluded people accessing support. <i>Measure and target in contract but not audit guidance</i>	240	229	95%									
Number of people supported to access basic skills <i>Measure and target in contract but not audit guidance</i>	240	229	95%							10	0	
Number supported to engage in life skills <i>Measure and target in contract but not audit guidance</i>		229		160	175	109%				10		
Number of people supported to engage in job searching	50	59	118%									
Number of people receiving support to gain employment	195	229	117%									
Number of people retraining <i>Measure and target in contract but not audit guidance</i>		46										
Effective working between key working and additional services. <i>Measure and target for S35 in contract but not audit guidance</i>	150	166	111%									
Number of people supported to gain a qualification or complete a course		128		42	74	176%				10		
Number of Volunteering opportunities supported		19					25	27	108%			

CERT Positive Moves: Outcomes and Outputs Cumulative to 31 March 2025

Target Achieved

Not target, but contribution to measure

Measure	S31: Key working Economically inactive			S32: Courses for Basic skills for non EI			S33: Volunteering			S34: Digital Skills		
	Revised Target	Actual	%	Revised Target	Actual	%	Revised Target	Actual	%	Target	Actual	%
Outcomes												
Number of people reporting increased employability through developing inter personal skills	10	10	100%									
Number of People sustaining engagement with key work support and additional services (defined as 6 months)	50	39	78%									
Number of people engaged in job searching following support (FS)	60	59	98%									
Number of people in employment, including self employment FS at 4 weeks	15	17	113%									
Number of people in employment, including self employment FS at 26 weeks	8	8	100%									
Number of people in education/training FS		10										
Number of people gaining qualifications, licences and skills		43										

CERT Positive Moves: Outcomes and Outputs Cur

Measure	S35: Unemployed Key Worked			S31 AND S36 Combined		
	Revised Target	Actual	%	Target	Actual	%
Output						
Number of EI people engaging with Key Worker Support Services. <i>Measure and target in contract but not audit guidance</i>		136		240	365	
Number of unemployed people engaging with Key Worker Services. <i>Measure and target in contract but not audit guidance</i>	120	136		120	136	
Number of Socially excluded people accessing support. <i>Measure and target in contract but not audit guidance</i>	120	136	113%	360	365	101%
Number of people supported to access basic skills <i>Measure and target in contract but not audit guidance</i>	120	136		360	365	101%
Number supported to engage in life skills <i>Measure and target in contract but not audit guidance</i>	120	136		120	365	
Number of people supported to engage in job searching		27		50	86	172%
Number of people receiving support to gain employment	120	136	113%	315	365	116%
Number of people retraining <i>Measure and target in contract but not audit guidance</i>	30	33	110%	30	79	263%
Effective working between key working and additional services. <i>Measure and target for S35 in contract but not audit guidance</i>	50	52	104%	200	218	109%
Number of people supported to gain a qualification or complete a course	51	78	153%	51	206	404%
Number of Volunteering opportunities supported		8		25	27	108%

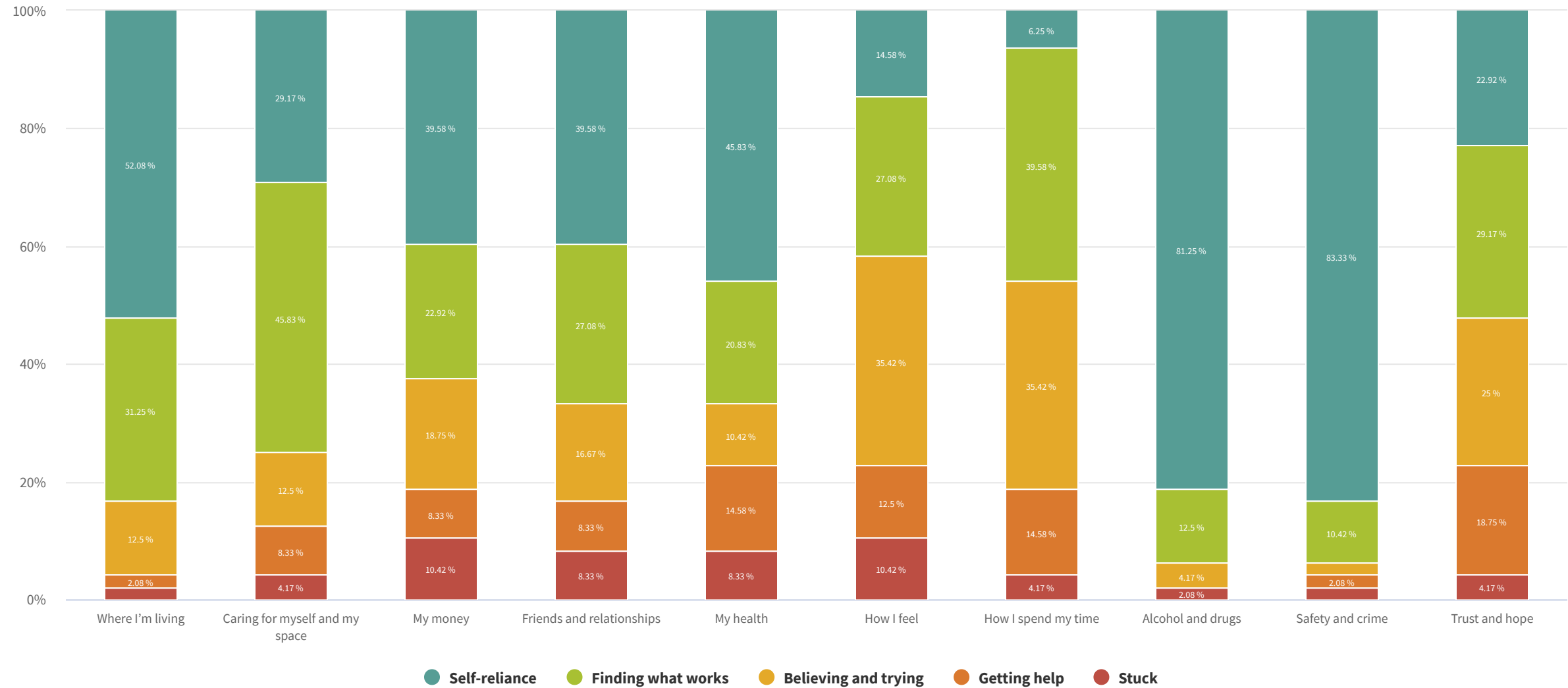
CERT Positive Moves: Outcomes and Outputs Cur

Measure	S35: Unemployed Key Worked			S31 AND S36 Combined		
	Revised Target	Actual	%	Target	Actual	%
Outcomes						
Number of people reporting increased employability through developing inter personal skills	1	5	500%	11	15	136%
Number of People sustaining engagement with key work support and additional services (defined as 6 months)	10	8	80%	60	47	78%
Number of people engaged in job searching following support (FS)		27		60	86	143%
Number of people in employment, including self employment FS at 4 weeks	30	31	103%	45	48	107%
Number of people in employment, including self employment FS at 26 weeks		5		8	13	163%
Number of people in education/training FS	5	8	160%	5	18	360%
Number of people gaining qualifications, licences and skills	27	35	130%	27	78	289%

Annex B**Outcome Star Reports**

Star Online Snapshot Report

What stage are people at on the Journey of Change?



Star Online Snapshot Report

What stage are people at on the Journey of Change?

