



The rationale for using a geographical saturation model to address concentrated spatial disadvantage and promote inclusive growth

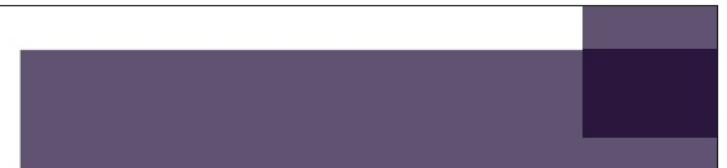
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Outline

1. Context:

- Connecting Communities programme
- What is inclusive growth?
- What is a geographical saturation model?

2. Examples of use of a geographical saturation model

3. Potential differences in a UK context

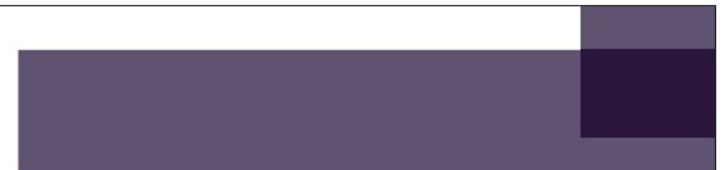
4. Rationale for using a geographical saturation model to promote inclusive growth

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Connecting Communities programme

- **Innovative, new, place-based employment support pilot** commissioned by the West Midlands Combined Authority (WMCA)
- The pilot began in **July 2018** and will **run for three years**, delivering support **in nine communities** (i.e. geographically defined neighbourhoods) across the WMCA city region
- The Institute for Employment Studies and City-REDI are currently conducting a **process and impact evaluation** of the Connecting Communities pilot



What is inclusive growth?

- Inclusive growth involves “*enabling as many people as possible to contribute and benefit from growth*” (Inclusive Growth Commission, 2017, p.6)
- **Connecting people to the labour market** through employment support is one aspect of an inclusive growth strategy (Stott, 2017)
- Nonetheless, **understanding of the potential of geographical saturation models at neighbourhood level** to address concentrated spatial disadvantage and **promote inclusive growth remains limited**



What is a geographical saturation model?

- a **place-based** approach to **employment support** delivered in low-income geographically defined neighbourhoods
- stresses the importance of **using social networks and wider community engagement to promote participation** in the programme and employment
- **Availability of all services to all residents** as long as they live in the targeted neighbourhood



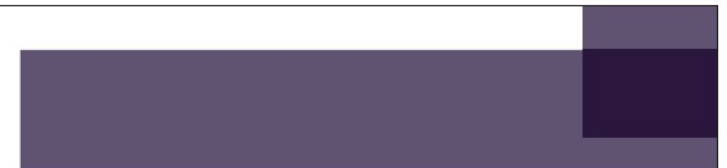
Examples of use of a geographical saturation model

- **New Deal for Communities** in the UK 1998-2010
- **Jobs Plus model** in the US
 - introduced late 1990s to **respond to high worklessness** among public housing residents & challenges for local provision in meeting residents' needs, strong results
 - located **support services where people live**, to facilitate engagement and increase opportunities for informal encounters that could lead to positive new connections
 - **'Community support work' component** to maximise the role of social capital in building individual & community well-being and promote positive change through 'bonding' and 'bridging' social networks



Potential differences in a UK context

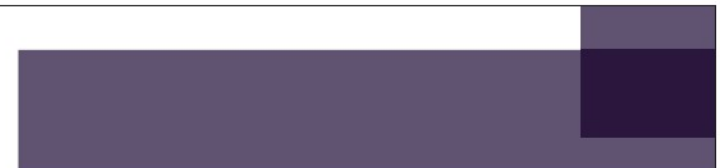
- Governance
- Funding – rent incentives
- Delivery structures





Rationale for using a geographical saturation model to promote inclusive growth

- **Focusing resources** where and on whom they are needed most
- Gaining a better **understanding of local barriers** to employment
- Gaining **results** faster through community social capital
- Potential offered by **recent devolution policies** in the UK – alignment with focus on inclusive growth in local industrial strategies





References

References

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