



Evaluation Inside Job Fair 20/09/19



EXECUTIVE SUMMARY

Although the event was successful in attracting large numbers of good quality, reasonably prepared, candidates and employers, securing a couple of jobs, 11 second interviews and 6 job offers – and “launching” Inside Job – there were a lot of learnings and in future Inside Job will operate differently.

1. Set the right outcomes: JOBS & SECOND INTERVIEWS (not numbers attending and interactions);
2. Work at a manageable scale – only with the number of candidates and employers that we can proactively follow through on (10-20). This currently means we should look at interview surgeries with SINGLE employers. In time, we might be able to expand to “sector” sessions with small numbers of employers in the same field.
3. PREPARE:
 - a) Great CV's & Disclosure Letter's
 - b) Get DETAILED job specs from the employers of the ACTUAL jobs that are currently available. The jobs available were “pro-forma” ie the “kind of jobs” that employer “usually” has available: jobs were offered which had been filled by the time the man was released – this is counterproductive. Expectations have to be accurately set and met.
 - d) Get FULL contact details before the event – of both candidates and employers – so follow-up can take place - immediately;
4. Explain: expectations of the day/ outcomes/ follow-up procedure – get everyone's buy-in;
5. Communicate: Make sure the men have enough CV's/ DL's for each employer: give each employer a schedule of who they will be seeing: get them to record – who they want to second interview: immediately post event (on the day) put the matrix together of who wants to interview who: any follow up training the prison can do: get release dates: make sure both the employer and the man have each others details. So everyone leaves knowing which men should get second interviews and jobs as a result of the event. Make sure everyone knows who to tell – if they make offers as a result – so outcomes are known.
- 6 Release: Work closely with the Prison to make sure those with Job Offers – are released on time, with ID and a bank account.
7. Unsuccessful candidates: take comments from employers about Unsuccessful candidates – what can we do to prepare them better? CV? Presentation/ interview skills/ in-prison training? Follow through with them – to make sure they feel positive and give positive feedback.
8. Consider – asking each employer to do short presentation...

9. Use local employers: make it more effective and keep costs down: the upfront cost's were c £35,000 + 3 months of Sally's Time + Prison: that is too much for the limited outcomes the event achieved.

EVALUATION:

Concept

Introduce "employers" to HMP Birmingham: Launch Inside Job: Showcase Jonathan.

Hoped for outcomes

- * jobs
- * second interviews
- * new relationships with employers
- * closer relationship with A Fairer Chance

Background

We leveraged our relationship with A Fairer Chance (AFC). A Fairer Chance are retained by "Mind The Gap", a collaboration supported by The Construction Industry Training Board, to promote construction trades in UK Prisons. AFC spent 3 months getting 15 employers to the event. We focussed on getting the right candidates to the event. Previously we had attended "Employment Fairs" in prisons, where it was clear:-

A: The employers had no jobs on offer. They had sent fairly junior people along, we felt "in order to be seen";

B: The Prison/ through the gate team/ probation/ CRC, had not worked together to ensure that men were there who 1) were coming up to release 2) wanted a job 3) had a CV & Disclosure Letter.

C: There had been no co-ordination in advance – so the men didn't know what was on offer.

D: No one made an effort to follow up or follow through – so whatever outcome (if any) was achieved was unknown.

The result – a wasted opportunity all round that achieved nothing and cost a lot in terms of time. We wanted to do better! Our candidates were prepared. AFC circulated job specs. The right level of person, from the employer was in the room. We worked with our contacts at the prison – in activities.

Actual Outcomes

1 job at RSS- the candidate and employer followed up directly;

1 job at Carmichaels – the candidate and employer followed up directly;

11 second interviews with HSS and 6 job offers

Other candidates- could have used the contacts they got on the day – but we have no way of knowing.

Relationships with employers: Inside Job now has good relationships with HSS, VGC and McGinley

Relationship with A Fairer Chance: Inside Job has a good working relationship with Maggie Walsh of AFC and together we have gone on to organise and fund an employment initiative at East Sutton Park.

What worked at the Launch of Inside Job/ Mind The Gap Event on 20th September 2019

1. **Employers:** Maggie Walsh, Founder of A Fairer Chance, got 15 good employers to the event.

HSS/ McGinley/ Rentokill/ Be On Site (Lendlease)/ VGC/ Hercules/ RSS...

2. **Commitment:** Most of the employers had travelled from London to be at the gate at HMP Birmingham at 8.30am – a 5AM start for many; a full fair; giving up a working day – most brought 2 people; most brought “Pop-Ups”, flyers, gifts, cards etc etc. This was a significant investment of time and money. If we value a days work at £1000 and a say a London to Birmingham Peak Time Train Fare is £50: the day cost the employers approximately £25,000 in time & £1250 in train fares + Cabs.

Employers Cost: roughly: £28,000. Mind the Gap invested £5000. Beating Time invested c one month of work and £2000 in third party costs. **So the day – before any follow up cost: £35,000.**

3. **Preparation:** Maggie Walsh spoke to the officers we deal with and Jonathan and secured their confidence and maintained a good open line of communication with them. She also prepared an excellent booklet of the types of jobs that each of the employers had on offer – in advance. So Jonathan could ascertain which men were genuinely interested/ had relevant experience.

4. **Candidates:** Jonathan Floyd, the prisoner who’s idea Inside Job was:-

- a) worked well with the prison – who gave him the names of men coming up for release;
- b) was given a “Red Band” so he could go round the wings, sharing the information Maggie had given him and “soft interview” men;
- c) was given access to a PC so he could help men type up their CV’s and Disclosure Letters. The Prison also gave him access to staff who help put CV’s together.
- d) Jon got 42 men to the event – double the number that would normally attend. Moreover – they were the “right” men: they knew which employers were there, what jobs they had, they had multiple copies of their CV’s and Disclosure Letters and – they were getting released in the near term.

5. **Look and feel of the event**

Professional – with lots of positive energy.

- a) All the Employers had a Stand.
- b) Inside Job had a Stand/ Jon had business cards (see below – 2 of our staff using Jons Pop-Ups at a prison officers recruitment event) c) There was Tea and Coffee: Beating Time paid to have lunch brought in by an outside catering firm for the Employers.
- d) There was a healthy noise level – appropriate to a professional event.
- e) There were no “incidents” or bad behaviour



Luke Millington and Sally Debiage promoting Inside Job at an Unlock Event in Birmingham.

6. Effectiveness On The Day

It was very effective in that –

- a) Every man got to speak to at least one employer – who they had identified in advance – and many spoke to several. There were (orderly) queues at most stands;
- b) Jon was exceptional in coaxing men who were withdrawn and nervous into meeting employers. I overheard him telling one young man who was struggling “go and get yourself a brew and I’ll make sure you get to see Rentokill next...”. It was just the support he needed.

Jon was also exceptional in working the whole room – being very aware of where log jams were building, or where stands were quiet, he kept people circulating.

7. Feedback

- a) **Employers:** Maggie took feedback immediately afterwards: the employers, many of whom had been to “Mind The Gap” Events before were very positive confirming the event attracted more men, of the right calibre, who were better prepared..
- b) **Prison:** the staff were impressed – especially the new Governor.
- c) **Men:** best summed up by the letter I received from Jonathan immediately afterwards. The Reference to the No.1, is to Paul Newton the Governing Governor.

Hx, first of all, Thank You! I got such a feeling of empowerment from the event and you enabled that. So on a personal level, thank you!

And Thank You! The lads really got something from it. The feedback is terrific and what's really positive is that all of them seem to have taken a firm step in a good direction.

In fact the event provided a real buzz about the place from all who experienced it. Comments are more than complementary. Including from the man who counts. I spoke to the N°1 this afternoon informally, but he wants a more formal debrief soon. He definitely wants to build on the momentum. When he asked me if I was pleased with it my immediate response was yes but it could have been so much better. But I didn't think it was the time to talk about lack of lists, computer time, movement, inter department co-operation, etc, because I don't think we have the. I believe we may have got to a stage whereby he may say "what do you need next time". Besides some non-believers may have been converted. Certainly the resettlement people were

What could be improved?

1. Expectations

Mind The Gap Events appeared to be judged on the number of "interactions" between employers and men. In the Wash-Up immediately post the event Maggie counted the number of "interactions" – 100's.

Many employers said they had met good candidates and were keen to follow up.

However – there was no plan or process in place to ensure:-

1.1: there was a list of which employers wanted to follow up with which candidates. It needed to be made at the event and circulated.

1.2 The employer also needed to know who to follow up with. This was, on this occasion, meant to be Beating Time, but as it was a Mind The Gap Event – that was not made clear.

1.3: that phone numbers and contact details were exchanged and express permission given to follow up.

Thus, the event was considered a "success" based on the look/ feel/ numbers of men attending/ number of employers.

Expectations should have been 2 fold – and success judged on that basis:-

A. Number and Quality of Candidates and Employers attending;

B. The Number of SECOND INTERVIEWS., OFFERS and JOBS – the event lead to.

2. Follow -Up

This was down to Beating Time. A Fairer Chance are based in London and were very clear from the outset they could not follow-up on the Event. Beating Time freed up their Midlands Manager, who works 3 days a week for three months to follow up but the process had not been made clear to the employers, BT were reluctant to tread on toes (this was a Mind The Gap Event and the employers were part of that network), AFC were reluctant to sanction follow-up that was different to how they would normally have done it. Accordingly,

- 1) there was no pre-agreed process for follow-up;
- 2) a process wasn't discussed- in advance- with employers;
- 3) the information necessary to follow up was not exchanged before hand – or sufficiently quickly afterwards.

A: At the event – each of the employers should have said the NAMES of the prisoners they were interested in following up with – so we could have done that;

B: Given express permission for us to follow up;

C: A list of names and phone numbers should have been circulated – beforehand;

D. A clear process should have been discussed and agreed with BT/ AFC/ The Employers/ The Prison

THUS the follow-up was patchy and ad hoc – and – with the exception of the HSS Interview Surgery – ineffective.

3. Numbers

Although large numbers of employers and candidates – seem like a “Good Thing” and make for a Good Event, neither Beating Time, nor A Fairer Chance, nor the Prison – were in a position to follow through on a scale of 42 Prisoners; each of whom had made multiple contacts; each of whom had a different release date and set of circumstances on release – none of which was known to any of us at the time.

Beating Time – had 3 days a week of resource, AFC has slightly more (but is London Based), the prison – has some resource, but the CRC's are not directly under it's control and it's own resource is stretched across 1000 men: resettlement efforts are often focussed on housing – a more immediate, precursive step, than work.

A: Don't do Big Events – they raise expectations that can't be fulfilled (and to a certain extent are vanity projects);

B: Only do “Events” that:-

1. Can be well prepared for in advance – meaning:-

- Detailed Job Specs;

- Good Disclosure Letters;

- Good CV's;

2. Have an agreed, communicated, process – that is understood (and bought into) by all the agencies, employers, men and prison;

3. Have a full swop of contact details and clear lines of communication.