



Get Britain Working - North Yorkshire Programme

September
2025

Purpose of the Programme

GBW Government Initiative Overview

Purpose:

Drive reforms to employment support by integrating skills and health to help more people enter and progress in work.

Key Focus Areas

- People excluded from the labour market, especially those with **health issues**
- **Young people** at risk of becoming NEET (Not in Education, Employment or Training)
- Individuals in **insecure, poor quality, low-paying work**
- **Women carers** facing challenges in staying and progressing in work
- Employers struggling to fill vacancies due to **labour and skills shortages**
- **Disparities** in labour market outcomes across places and groups

Connect to Work overview

- Connect to Work is a complementary programme with the Trailblazer programme
- £3,175,800.00 funding to North Yorkshire and York from DWP to YNYCA to support the Government's Connect to Work Scheme
- Programme will run from November 2025 to November 2030
- The grant funding will allow the existing Supported Employment team (at peak of delivery) treble in size to meet the number of starts required
- Programme lead by Kate Allanson and Charlotte Rudd

Connect to Work Programme

Purpose of the programme:

- To develop services and improve outcomes related to economically inactivity
- Aimed at helping people with disabilities, health conditions, and people facing the most complex barriers to employment, find and sustain work
- Delivered through grants to local authorities
- Two strands IPS (Individual placement and support and Supported Employment Quality Framework (SEQF))
- IPS more focussed solely on Mental Health
- North Yorkshire Council's Supported Employment team proposal to deliver the SEQF element across COY York LA and North Yorkshire Council LA
- SEQF supports different demographic who require more intensive support; e.g. people with learning disabilities, autism and generally cohorts of people with complex support needs
- IPS element out to procurement imminently by YNYCA



Trailblazer Overview

- £10m funding to North Yorkshire and York, from DWP to the Mayor
- Consortia approaches in the County and City: Councils, NHS, VCSE, Business, MCA
- Angela Crossland as overall lead for the programme
- Total of £4,171,404 to NYC-led projects
- Funding until 31st March 2026
- Year 2 high level delivery plan submission by end September 2025

Purpose of the Trailblazer Programme

North Yorkshire Programme Priorities

- **Engaging and Supporting Inactive People**
Understand reasons for economic inactivity and develop tailored service solutions
- **Good Work**
Support employers to identify and address barriers to employment and retention
- **Joining Up Systems and Services**
Create conditions for innovative service design and future approaches

Delivery Principles

- Build on **existing projects**
- Mobilise **quick routes to market**
- Develop **pilot and test activities** to inform future service development



Trailblazer projects

The programme consists of 17 individual projects that fit within the overall priorities as follows:

Engaging and Supporting Individuals

Supported Pathways	Supporting inactive people to volunteer through personalised action plans, training opportunities, 1:1 support	Hambleton CA	£100k
Overcoming Challenges to Youth Participation 14-25yrs	Work in schools and with parents and carers of 14-16yr olds at risk of long-term NEET and an enhanced employability support programme for 16-25yrs with EHCP and additional employability barriers	NYC Adult Learning	£321,750
Youth Mentoring	School mentor support for Yr 10 pupils in YNY. Up to 60 pupils at risk of long term NEET	NY Youth	£100k
Inspiring Potential in 50+	Maintaining or returning 50+ in employment. Mentor support	NYC Adult Learning	£259,500
Carers Programme	Job match, training, backfill and support to stay in or return to work and advice to employers/businesses	Carers Plus Dementia Forward	£112,500
Veterans	Improve employment pathways and support for veterans	NY Sport	£75k
MSK Hubs	Lifestyle interventions through Active North Yorkshire to reduce health condition barriers to work and reduce sickness absence rates	Active NY	£167,592
Community Grants	Small grants scheme to VCSE up to £25k per project to target priority groups/economically inactive. Pilot projects	Better Connect	£550k

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Good Work			
Workplace health checks	Employer engagement in developing workplace health and providing NHS health checks	NYC Public Health	£112,500
Active Well-Being Workforce Development	build workforce capacity to engage inactive people with health conditions	NY Sport	£72k
Employer engagement (levels 1-3)	Wraparound education, grant fund and conference model to engage and develop businesses	NYC Economic Development	£89,300
Employer Support	Target 6 businesses with specific employment challenges and support with OH and specialist HR support to improve inclusive recruitment and retention practices	NYC Economic Development	£60,700
Wage Subsidy Scheme	Wage subsidy programme to support 3mths, 16hrs pw FTC placements with businesses	NYC Human Resources	£1M

Trailblazer projects

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Joining Up Services and Support

Place Based Engagement	Public campaigns to understand 'good work' focused on specific demographics (high inactivity areas, 50-64yrs and veterans) and campaigns in schools	NYC Adult Learning	£339,686
Place Based Navigators	Network coordinators in health, business and VCSE organisations developing communities of practice and training in Local Area community hubs	NYC Adult Learning	£591,842
Health Data Analysis	Joint NYC, CYC and ICB resource commissioned by YNYCA to develop a data intelligence approach to identifying target populations for support with health and employability	NYC Strategy & Performance HNY ICB	£36,979
Behavioural Insights into Economic Activity	Behavioural Science resource commissioned by YNYCA to survey and gather research from early retirees (50-64) in rural areas	NYC Public Health	£21,616

Funding also includes 4% management and administration fees (£160k)

