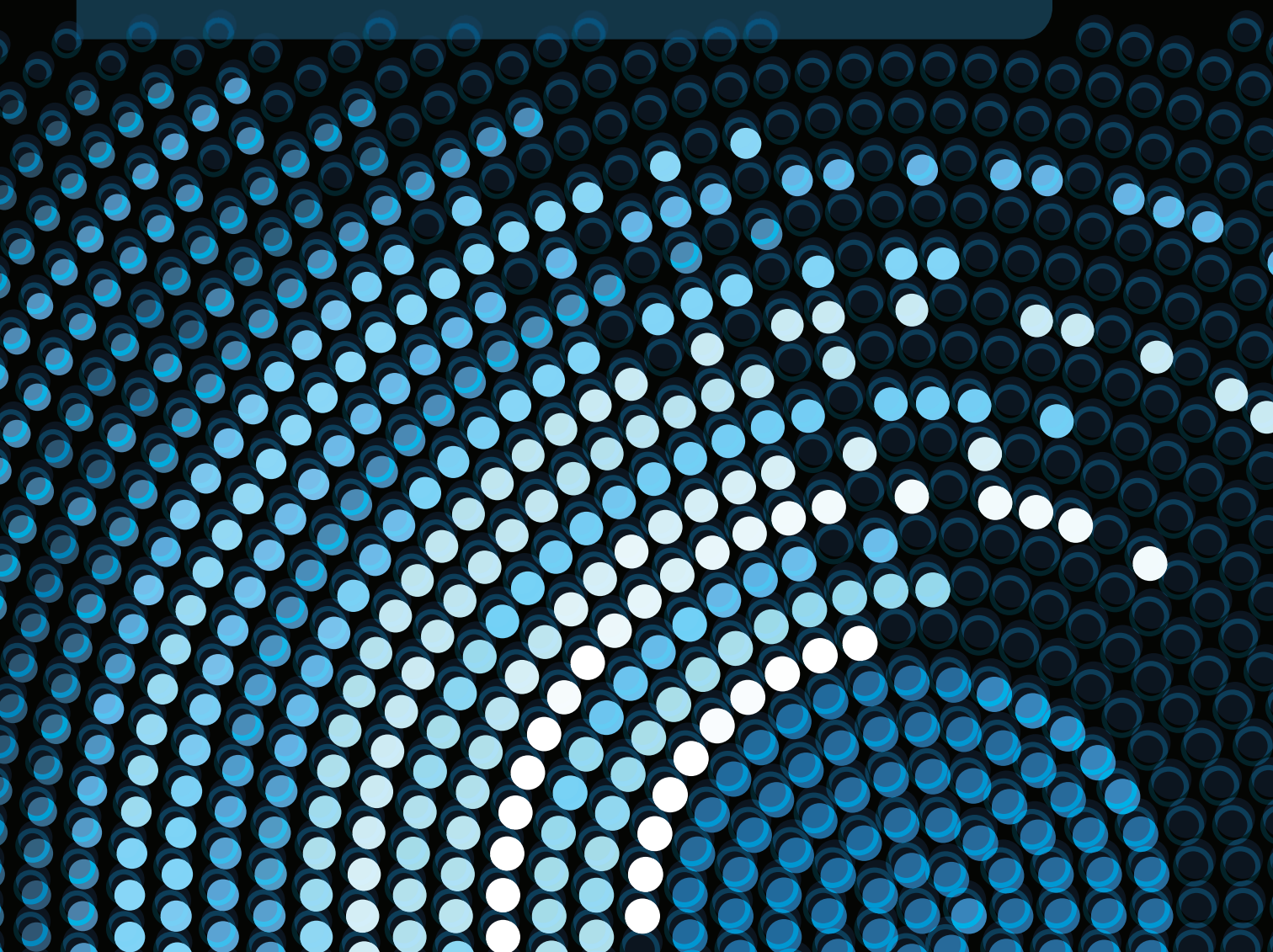


# Championing the welfare to work industry

Membership booklet 2011/12



**ersa**

Employment Related Services Association

# FOREWORD

Welfare to work is a maturing industry which is essential to the well-being of our economy, our local communities and to individuals making the journey into sustainable employment. We are proud to support and lead this sector at a time of so much change.



2010/11 was a turbulent year for the industry, with the cancellation of contracts and the introduction of new ones. However, against this backdrop, our membership has grown and we have increased our profile to help the industry overall. During 2011/12, ERSA will:

- Act as the premier voice of the welfare to work industry to government, media and the general public.
- Lead efforts to drive up standards within the industry in order to benefit customers, providers and government.
- Develop a greater degree of thought leadership. Welfare to work has been at the forefront of public service reform and there is much that can be learnt and shared to benefit both this industry and other sectors.

If you are already a member, I thank you for your support. If you are not, but are interested in joining us, please do get in touch. I hope this booklet is helpful in outlining our services.

**Kirsty McHugh, Chief Executive of ERSA**

# ABOUT ERSA

The Employment Related Services Association (ERSA) is the trade body for the welfare to work industry. Established in 2005, we exist to help our members achieve their shared goal: to help people achieve sustainable work.

Our members range from large multi-national organisations through to small specialist charities. What binds them together is the delivery of employment related services, which provide those who are out of work with the help they need to get into, or return to sustainable work. The types of services our members provide include job brokerage, interview coaching and skills development.

Our members are involved in the delivery of a range of different employment programmes funded from both governmental and non-governmental sources. Many, but by no means all, of our members are involved in the delivery of the Work Programme, the government's flagship welfare to work scheme, or Work Choice, the specialist disability programme. The diversity of our membership is what gives us our strength to speak as the authoritative voice for the entire sector.



# MEMBERSHIP BENEFITS



## REPRESENTATION

From specialist charities to large companies, ERSA speaks up for the welfare to work industry with a unified voice.

ERSA ensures that your interests are represented at the very highest levels of government. We regularly meet with ministers, senior civil servants and parliamentarians to help shape the best possible environment for welfare to work services to thrive. We work to ensure that the welfare to work sector is held in high esteem not only in Westminster, but also in the media where we secure regular coverage in the national and sector press.



“Members benefit from ERSA’s strong lobbying voice which plays a crucial role in shaping the future landscape of the welfare to work industry.”

Michael Fothergill,  
Crisis

## INFORMATION AND ADVICE

ERSA's newsletters, events and publications allow you to stay on top of the game with the latest information at your fingertips.

ERSA issues a weekly bulletin to all members which collates news from across the welfare to work sector including government policy announcements, consultations, industry events and news from other ERSA members. Individual support can be provided by ERSA's staff. We also undertake research which has a direct beneficial impact for our members, such as our annual salary survey.



“ERSA offers us unrivalled support and information about every aspect of the welfare and employment market.”

Steve Swan, Tomorrow's People

# MEMBERSHIP BENEFITS

## ACCESS TO NETWORKS

Membership of ERSA provides you with excellent opportunities to network with industry peers and develop effective working partnerships.

Our members are promoted on our website where each member has an individualised membership profile. ERSA hosts all member meetings every two months where members have the opportunity to learn more about the salient issues of the day. Our annual conference allows delegates to discuss key issues and engage with some of the leading figures in welfare to work and related services.

“There is the opportunity to connect with other people in the sector, which has led to sharing best practice, joint work and informing our own development.”

**Matthew Lester,**  
Papworth Trust



## SPECIALIST FORUMS

ERSA members have access to a number of professional forums which allow you to exchange information, share best practice and lobby the government for change.

FORUM	REMIT
Policy and Communications	Guides ERSA policy and positioning on key issues.
HR	Addresses issues relating to staff including professional qualifications, recruitment and TUPE issues.
Finance and Commercial	Leads work on legal, financial and core business issues.
PRaP and MI	Allows providers to share information and lobby on issues relating to the exchange of information about customers and other data.
Skills	Allows the industry to share best practice on the integration of skills within welfare to work services.
Supply Chain	Leads work on supply chain management.

# ACHIEVEMENTS 2010–2011

## PUBLIC POLICY

As the principal voice of welfare to work, ERSA has been key to securing lobbying wins for the industry.

ERSA won a significant lobbying victory by securing the extension of many welfare to work contracts to aid transition to the Work Programme, ensuring greater continuity of services for our members' customers. We also played an important role in lobbying on the design and contractual terms of the Work Programme. In addition, we advised the government on the development of the Merlin standard which has been designed to ensure fairness within supply chain relationships.

A crucial element of our success has been establishing and developing relationships with key parliamentarians and in February we were called by the Work and Pensions Select Committee to give evidence on their Work Programme Inquiry. Our lobbying voice was amplified through coverage in publications and broadcast media including: The Financial Times, BBC 5 Live and BBC Radio 4.



*Rob Murdoch, ERSA Chair  
2010/2011*



## PROFESSIONAL STANDARDS

Improving standards and sharing best practice is at the core of ERSA's mission. In conjunction with other stakeholders, ERSA has played an important role in the development of a set of qualifications designed specifically for the welfare to work industry. We have also been involved in developing and promoting the Customer Charter, to ensure quality of service to DWP customers.

## ACCESS TO NETWORKS

ERSA's 2010 annual conference was a huge success and attended by over 200 delegates. Its prime pitch events, attended by 100 people, brought together potential Work Programme prime contractors and subcontractors to facilitate introductions. ERSA also regularly fielded speakers at a number of welfare to work conferences and events.

## THOUGHT LEADERSHIP

ERSA commissioned research to measure the social and economic return on investment of welfare to work services, thereby justifying spending to both policymakers and the taxpayer. We also produced our annual salary survey, which aids members' workforce planning.

# FULL AND ASSOCIATE MEMBERSHIP



ERSA offers two types of organisational membership: Full and Associate membership. Full membership is open to all organisations directly participating in the employment related services (welfare to work) sector. Associate membership is available to those who do not directly participate but still have an interest in the sector. Membership subscriptions are based on your organisation's current turnover and rates are available from our website: <http://www.ersa.org.uk/join>

## HOW DO I JOIN?

To join ERSA please email [membership@ersa.org.uk](mailto:membership@ersa.org.uk), call us on 020 7960 6809, or go to our website: [www.ersa.org.uk/join](http://www.ersa.org.uk/join)

# ERSA BOARD 2011 / 2012

Matthew Lester, Operations Director, *Papworth Trust* (ERSA chair)  
Stuart Vere, Chairman, *Avanta* (ERSA vice chair)  
Chris Blackwell, Chief Operating Officer, *Ingeus*  
Sally Burton, Chief Executive, *Shaw Trust*  
Bob Leach, Managing Director, *MAXIMUS Employment and Training*  
Rob Murdoch, Executive Director, *A4E*  
Dan Murphy, Director of Communications, *Remploy*  
Helen Robinson, Deputy Director and Development Manager, *Salvation Army*  
Ian Smith, National Delivery Director, *Working Links*  
Kate Still, Director of Development, *Wise Group*  
Steve Swan, Director of *Welfare to Work, Tomorrow's People*  
Sean Williams, Managing Director, *G4S Welfare to Work*

## **Thank you to ERSA's board who led the organisation during 2010/11:**

Rob Murdoch, Executive Director, *A4E* (chair)  
Matthew Lester, Director of Operations, *Papworth Trust* (vice chair)  
Jules Blackwell, (previously) Director of Business Solutions - *Employability, JHP Group*  
Sally Burton, Chief Executive, *Shaw Trust*  
Sue Gidman, (previously) Head of Operations, *Intraining*  
Stuart Knowles, (previously) Executive Director of Operations, *Shaw Trust*  
Anne Linsey, Chief Executive, *YMCA Training*  
Chris Melvin, Chief Executive, *Reed in Partnership*  
Dan Murphy, Director of Communications, *Remploy*  
Helen Richardson, (previously) Managing Director – *Employability, JHP Group*  
Ian Smith, National Delivery Director, *Working Links*  
Kate Still, Director of Development and Delivery, *WiseGroup*  
Steve Swan, Director of *Welfare to Work, Tomorrow's People*  
Stuart Vere, Chairman, *Avanta*

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