



## WEST LONDON, United Kingdom

### The Skills Escalator

#### Key facts

In 2014, The West London Alliance (on behalf of the London Boroughs of Hounslow and Harrow) developed the Skills Escalator, a personalised advice and skills acquisition support service for working people on low incomes to move into better-paid and more stable employment.

<b>Timeframe and funding</b>	The programme was launched in 2014 and is ongoing. It is funded by the London Borough of Ealing and the European Social Fund.
<b>City population</b>	1,880,800
<b>Governing body</b>	London City Council
<b>Link</b>	<a href="http://wlc.ac.uk">Skills Escalator (wlc.ac.uk)</a>

#### Main objectives

The key objective of the programme is:

- To support the upskilling and reskilling of working people in the Borough through targeted adult learning programmes and career guidance free of charge.

## Content and mode of delivery



The programme targets workers over 25 in the Borough living in council, privately rented or temporary accommodation and receiving housing benefit. The programme provides residents with an integrated support. This is comprised of direct marketing for eligible individuals using Housing Benefits data; one-to-one support from an adviser structured around a personalised action plan; a core referral offer for existing skills provisions (e.g. training providers, the National Careers Service (NCS) and colleges) with the cost of the provision covered by the service; wrap-around support from other existing services, and employer engagement.

## Stakeholders



The main stakeholder is the West London Alliance.

## Key challenges, success factors & transferability



In 2017, an evaluation showed that over an 18-month period, the programme supported 361 clients, with over a third taking up training. This resulted in a range of outcomes including increased earnings, improved self-esteem, confidence and job performance. One (1) in five (5) participants increased their earnings while on the programme, by securing a new job or a promotion.

A cost benefit analysis of the programme suggested that when taking into account the full range of public value benefits (including the economic benefits of earning increases and the benefits of wellbeing improvements as a result of these increases in earnings), there was a public value return on investment of GBP 3.41 for every GBP 1 spent on the programme.

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