



# Sharing economy 2.0: A model from the UK for improving the “gig” economy.

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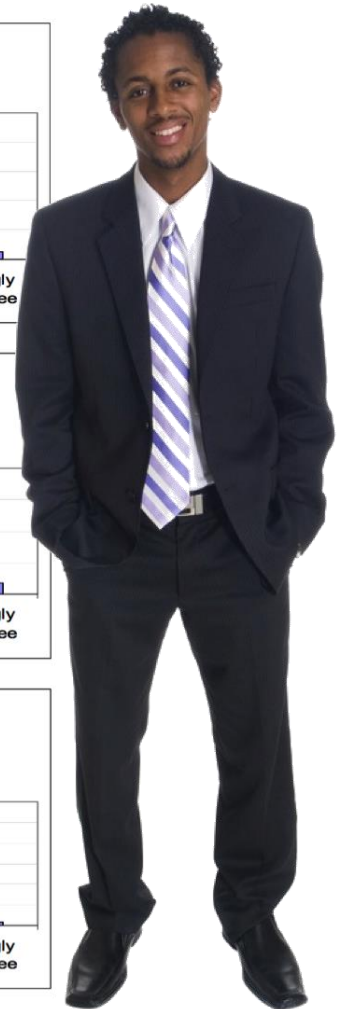
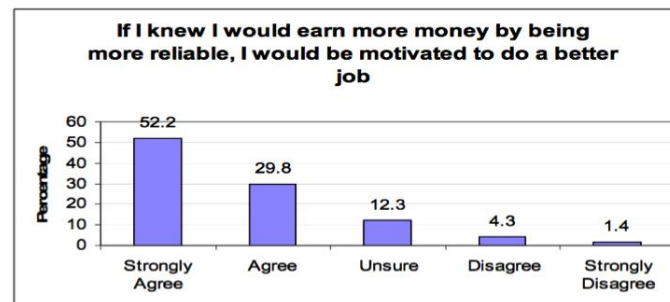
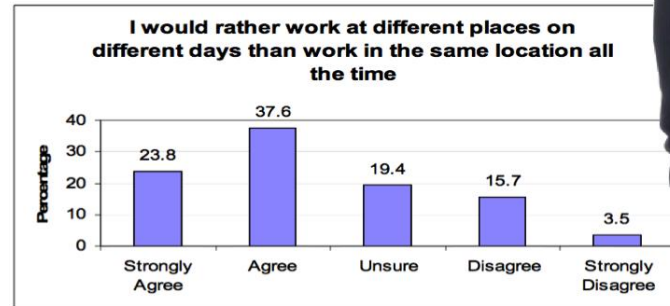
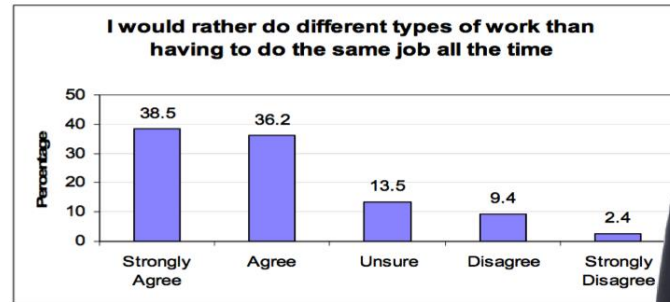
[www.BeyondJobs.com](http://www.BeyondJobs.com)

# Irregular Work: Supply



## Why Irregular Work?

- Caring for a dependent adult
- Unpredictable medical issues
- Complex childcare needs
- Starting a home business
- Studying
- Existing partial employment



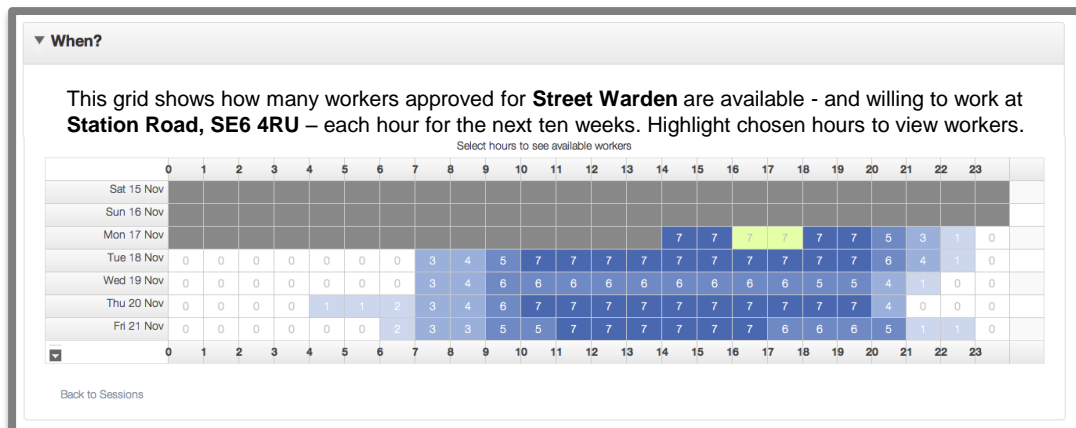
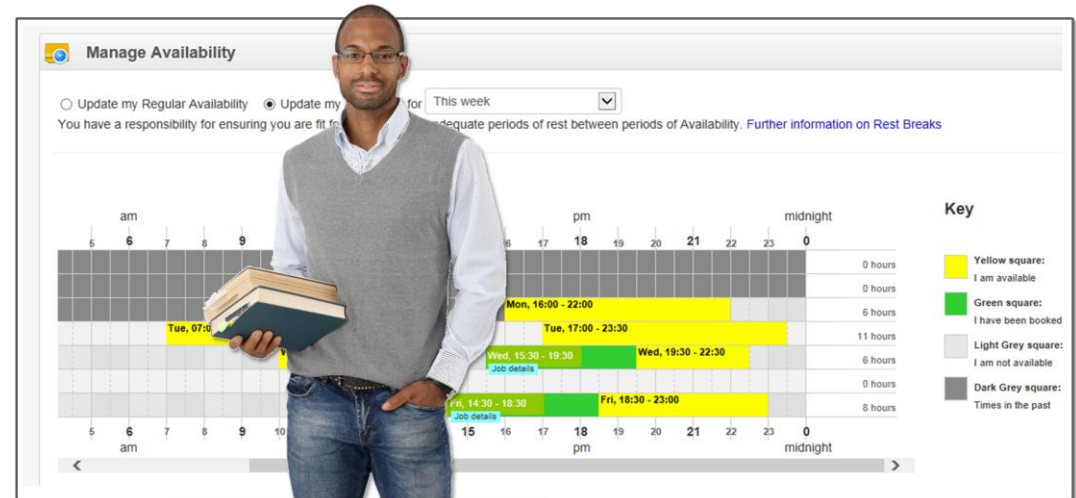
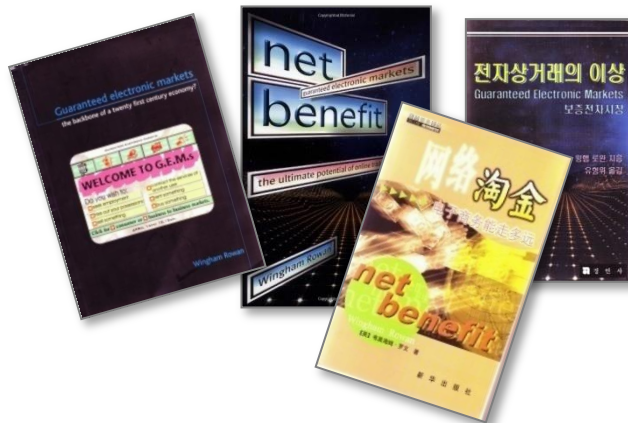
# Irregular Work: Demand



100 Sample sectors				
Row	Category	Sectors		
1.	Short periods of formal employment	Catering	Retail	Scaffolding
2.		Health assistants	Office admin.	Security
3.		Market research	Contact centre	Hospitality
4.		Van/truck driving	Leafleting/promotions	Leisure industry
5.		Nursing	Building site tasks	Cleaning
6.		Hotel	On-site web design	Painters
7.		Data entry	Factory work	Postroom
8.		Distribution	Book-keeping	Homecare
9.	Neighborhood support	Babysitting	Street wardens	Driving lessons
10.		Pet care	Beauticians	Gardening
11.		Counseling	Meal preparation	Carer breaks
12.		Environment clean ups	Erecting furniture	Resume preparation
13.		Home hairdressing	Weight loss support	Street patrols
14.		Pre/post natal support	Personal tutors	Decorators
15.		Literacy support	Tax preparation	Pool cleaning
16.		Shopping services	Rental inventory	Garbage removal
17.		Personal trainers	Clothing alterations	Pet grooming
18.		Carpet cleaning	Handmade cards	House sitting
19.		Locksmiths	Personal admin.	Dental hygiene
20.	Business support	Crop picking	Vehicle valeting	Staff training sessions
21.		Storage capacity	Auction drop services	Tax preparation
22.		Ad hoc food processing	Ad hoc hospitality	Office equipment hire
23.		Ad hoc cleaning	Translation	Data processing
24.		Event organizing	Research projects	Window cleaning
25.		Workshop hire	Legal preparation	Shelf stacking
26.		Pallet hire	Advertising placement	Sign writing
27.		Deliveries/leafleting	Document preparation	Vehicle valeting
28.	Services for tourists/travellers	Pet boarding	Bike repair	Guided tours
29.		Laundry	Photography	Childcare
30.		Personal concierge	Lifeguards	My-home nursing
31.		Accompanied travel	Vehicle repair services	Personal cook
32.	Support facilities (underpin other sectors)	Market training	Doorstep currency	Couriers
33.		User registration	Market analysis	Computer training
34.		Inventory recording	Aggregators	Holders



# Creating the market



# DWP opposition



**DWP**  
Department for  
Work and Pensions

*"It would seem unlikely that  
Jobcentre Plus' Labour  
Market System and benefit  
processing would be able to  
work with the very  
professional, automated  
and slick [CEDAH] system".*

**DWP INTERNAL REPORT:**  
**May 2007**



Slivers of Time workers get a British Waterways briefing on towpath litter collection

**Small, beautiful,  
but stymied**

A pioneering scheme praised as the future of work for people struggling in the job market has been stranded by a turf war between government departments.

After a successful pilot programme, funded with £500,000 from the now defunct Office of the Deputy Prime Minister (ODPM),

that would highlight the ability of the jobless to work while on benefits. Claimants of jobseeker's allowance can work a few hours without affecting their entitlement, and proponents of SoT say that doing so gives people valuable experience and a CV.

**The Department for Work and Pensions (DWP) has been branded "incredibly short-sighted" amid claims it is holding back innovative welfare reforms.**

**A local government chief has slammed the department's reluctance to support a scheme helping employers find staff for ad-hoc work.**

## RECRUITMENT

### DWP slammed for welfare red tape

The Department for Work and Pensions (DWP) has been branded "incredibly short-sighted" amid claims it is holding back innovative welfare reforms.

A local government chief has slammed the department's reluctance to support a scheme helping employers find staff for ad-hoc work.

Hammersmith & Fulham council leader Stephen Greenhalgh called on the DWP to cut the red tape that

benefit claimants had to wade through to work on a casual basis.

The council signed up to the Slivers-of-Time Working scheme last week, allowing it to access employees who have signed up to offer a few hours at a time.

But Greenhalgh said the pool of workers available to employers through the scheme was greatly reduced by the current state of the benefits system.

"The DWP is short-sighted," *Sonnen Today*, "tackle unemployment only has one view not solve the problem."

"There are a amount of for every time you for a couple of DWP should I

tems around the tax people can only work a few hours a week."

Wingham Rowan, project

work limited and irregular hours - in particular, students," she said.



# Small scale pilots



“Generally, the more radical the innovation, the more necessary is scale and scope for effective trialling and implementation.”

INNOVATION IN THE PUBLIC SECTOR.  
Paper for the PM's Strategy Unit.  
Mulgan/Albury, 2003.

# Irregular Work 2015

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## Drivers of supply:

- Partial employment
- Forced freelancing
- Disengagement
- [AUTOMATION]



## Drivers of demand:

- Micro-business growth
- Services sector growth
  - Responsiveness
  - Care (ageing populations)
  - “Sharing economy”

# Advanced markets



LISTINGS



STORED AVAILABILITY

TRAVEL

airline contact information			
Click www to go to the airline's web site. (Site opens in a new window)			
Airline Information	Code	Reservations Number	Web Site
Air Southwest	SZ	0870 241 8202	www
Aurigny Air Services	GR	01481 822 886	www
Blue Islands	SI	0845 620 2122	www
bmi		0870 607 0555	www
bmibaby	WW	0870 264 2229	www
Britannia Airways	BY	0870 607 6757	www
British Airways	BA	0844 493 0787	www
Eastern Airways	T3	0870 366 9100	www
easyJet	U2	0870 600 0000	www
Excel Airways	JN	0870 169 0169	www
Flybe	BE	0871 700 2000	www
Jet2	LS	0870 737 8282	www
Monarch Airlines	ZB	0871 940 5040	www
Scot Airways	CB	0870 606 0707	www
Thomas Cook Airlines	MT	0844 855 0515	www
Thomson Airways	BY	0871 231 4787	www
Virgin Atlantic Airways	VS	0870 380 2007	www



IRREGULAR WORK

## 314 Babysitting Jobs near London

### Flexible Nanny Wanted For Evenings And Weekends In Dulwich

Dulwich

Date added 23/01/2015

Able to watch my 4 year old son on weekends, and on evenings. Be flexible and available on short notice. Someone who is understanding and childlike... [Read more](#)

### Babysitter Required in Kensington

Kensington

Date added 23/01/2015

9.30 - 6PM on Tuesday 3rd and Tuesday 10th February. Please contact me for more information about my requirements. [Read more](#)

### Babysitter in Wandsworth

Wandsworth

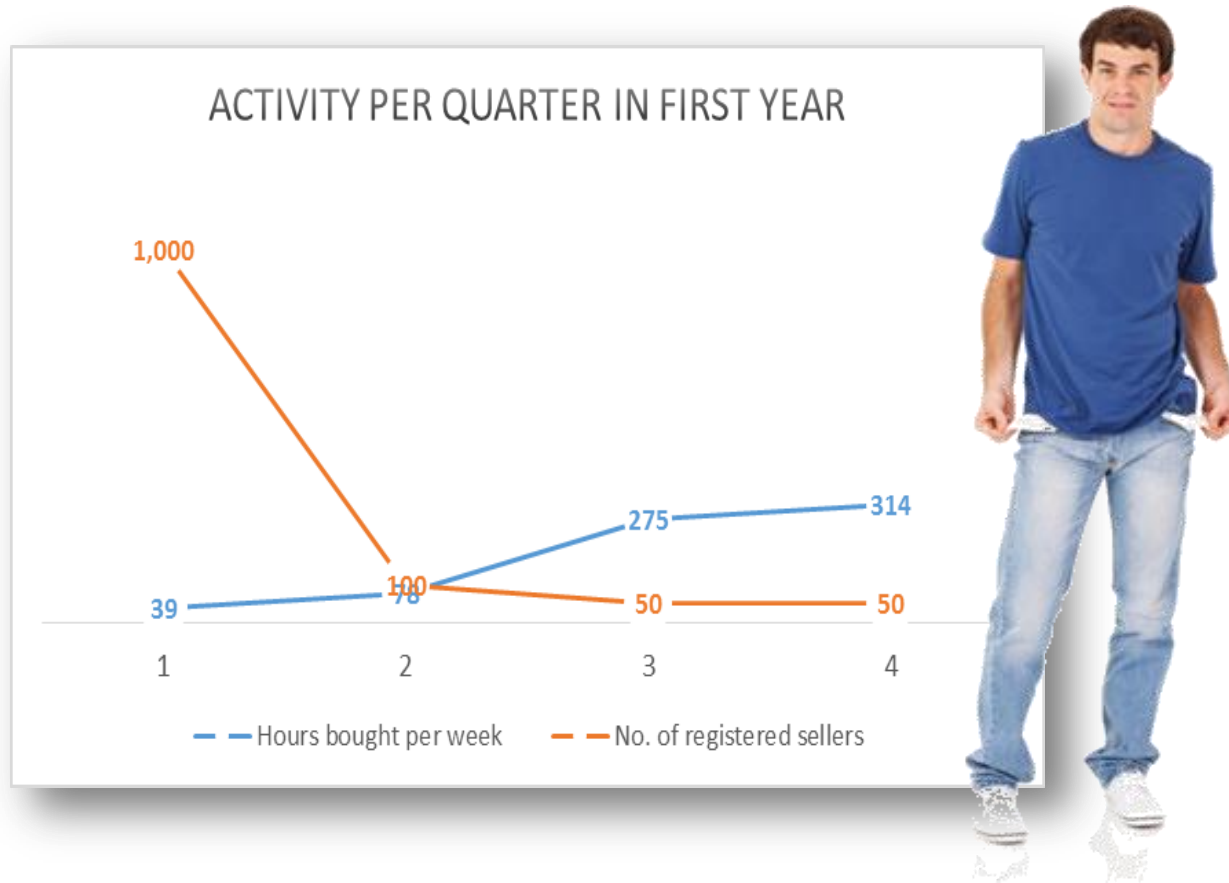
Date added 23/01/2015

Hello, I am an Italian mum and I find a babysitter for my little daughter. She is 6 months old. [Read more](#)



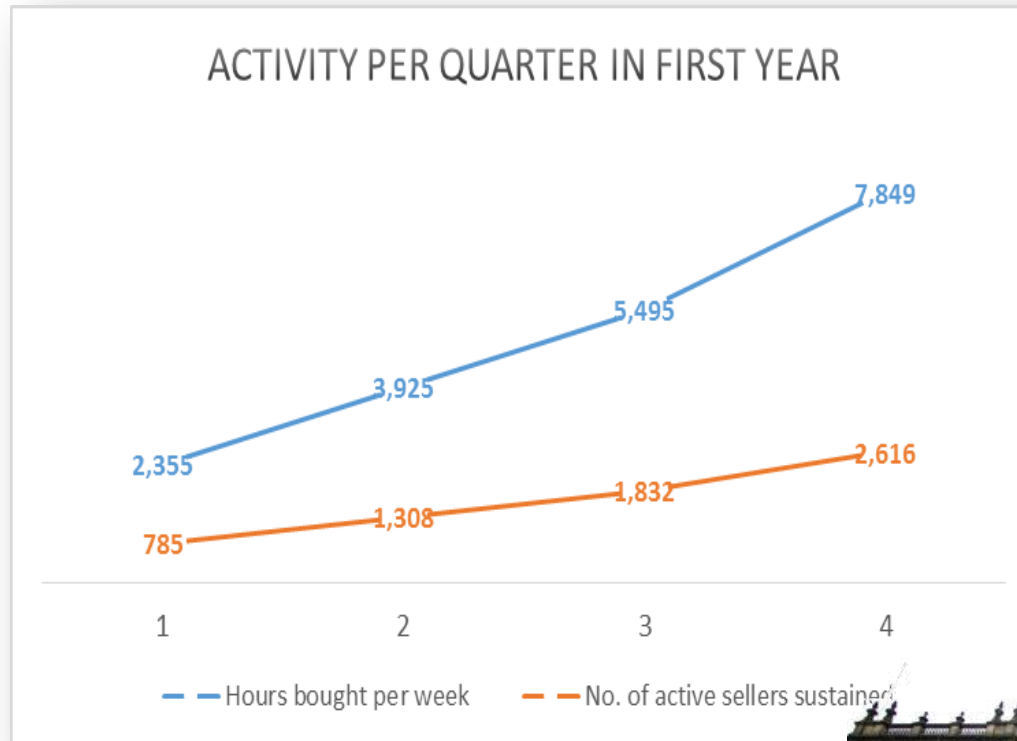


# Small scale pilot



Early supply is individual. Early demand is institutional.

# Good launch



Requires: \$2.3m demand over 12 months in 1 travel area (Minimum).



# Irregular Work: public bodies



Direct demand for irregular workers: LOCAL GOVERNMENT	
<small>Ⓜ = Role typically requires induction</small> <small>☑ = Role typically requires a VBA/CRB certificate</small>	
Department	Activities
General	<ul style="list-style-type: none"> <li>Office support and phone answering</li> <li>Hospitality (e.g. at Council events)</li> </ul>
Social services	<ul style="list-style-type: none"> <li>Homecare ☑Ⓜ</li> <li>Residential care staffing ☑</li> <li>Mentors ☑Ⓜ</li> <li>Escorting duties ☑Ⓜ</li> </ul>
Leisure	<ul style="list-style-type: none"> <li>Stewards at events</li> <li>Lifeguards ☑Ⓜ</li> <li>Attendants</li> </ul>
Electoral services	<ul style="list-style-type: none"> <li>Envelope stuffing</li> <li>Door-to-door checking of electoral roll Ⓜ</li> <li>Additional mailroom support e.g.: in election periods Ⓜ</li> </ul>
Site services / Facility management	<ul style="list-style-type: none"> <li>Janitors ☑Ⓜ</li> <li>Ad-hoc cleaning</li> <li>Receptionist</li> <li>Courier</li> <li>Post room deliveries</li> </ul>
Press office	<ul style="list-style-type: none"> <li>Leaflet delivery</li> <li>Resident/traffic research</li> <li>Distribution of posters and materials to local businesses</li> </ul>
Employment	<ul style="list-style-type: none"> <li>Specific training ☑Ⓜ</li> <li>Peer support</li> </ul>
Public Realm	<ul style="list-style-type: none"> <li>Clearing of public spaces</li> <li>Street wardens ☑Ⓜ</li> <li>Traffic enumerators</li> <li>Park wardens ☑Ⓜ</li> <li>Professional witnesses ☑Ⓜ</li> <li>Assessing public realm repairs Ⓜ</li> <li>Parking enforcement Ⓜ</li> </ul>
Contact centre	<ul style="list-style-type: none"> <li>Agents</li> <li>Data entry</li> <li>Post or email response handlers</li> </ul>
Roads	<ul style="list-style-type: none"> <li>Crossing patrols ("lollipop ladies") ☑Ⓜ</li> <li>Parking enforcement ☑</li> </ul>
Education	<ul style="list-style-type: none"> <li>Child Transport Supervisors ☑Ⓜ</li> <li>Clerking at School Governors' meetings</li> </ul>

## Indirect demand:

- Housing
- Large employers
- Chamber commerce
- Tourism
- Construction tasks
- Data entry

## PROJECTS?





**Beyond Jobs** 

Advanced markets for  
irregular work.



Working in America

[As.pn/workinginamerica](http://As.pn/workinginamerica)

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