


Helping people to thrive in Gateshead

How eligibility can lead to poorer
outcomes and increased demand (and
what we're trying to do about it)

June 20th, 2022

A dramatic, low-angle shot of a person, likely a man, suspended in the air and completely entangled in a complex web of thick, light-colored ropes. The person's arms and legs are spread out, and they appear to be struggling or trapped. A single, bright red rope cuts through the network of white ropes, extending from the top right towards the person's chest. The background is dark and indistinct, focusing all attention on the person and the ropes. The lighting is moody, with highlights on the ropes and the person's skin.

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What we
learned
about
eligibility #1:

It increases
demand

75% of highest
consumers had
previously been
screened out

“Come back when
you’re worse...”



What we learned about eligibility #2:

Applying eligibility criteria does not come for free



Checking
outweighed doing
2:1

What we
learned about
eligibility #3:

Assessments
don't work (for
people or
organisations)



How much of
what we do can
we do to you?

Assess – do –
refer – assess –
do – refer –
assess – do –
refer...

What we
learned
when we
tried to turn
eligibility off
#1:

Bespoke by
default works



Understanding
nuance unlocks
abundance

What we
learned
when we
tried to turn
eligibility off
#2:

The system
fights back...

- Professionalism
- Boundaries
- Inspectorates
- Culture
- 'Efficiency'

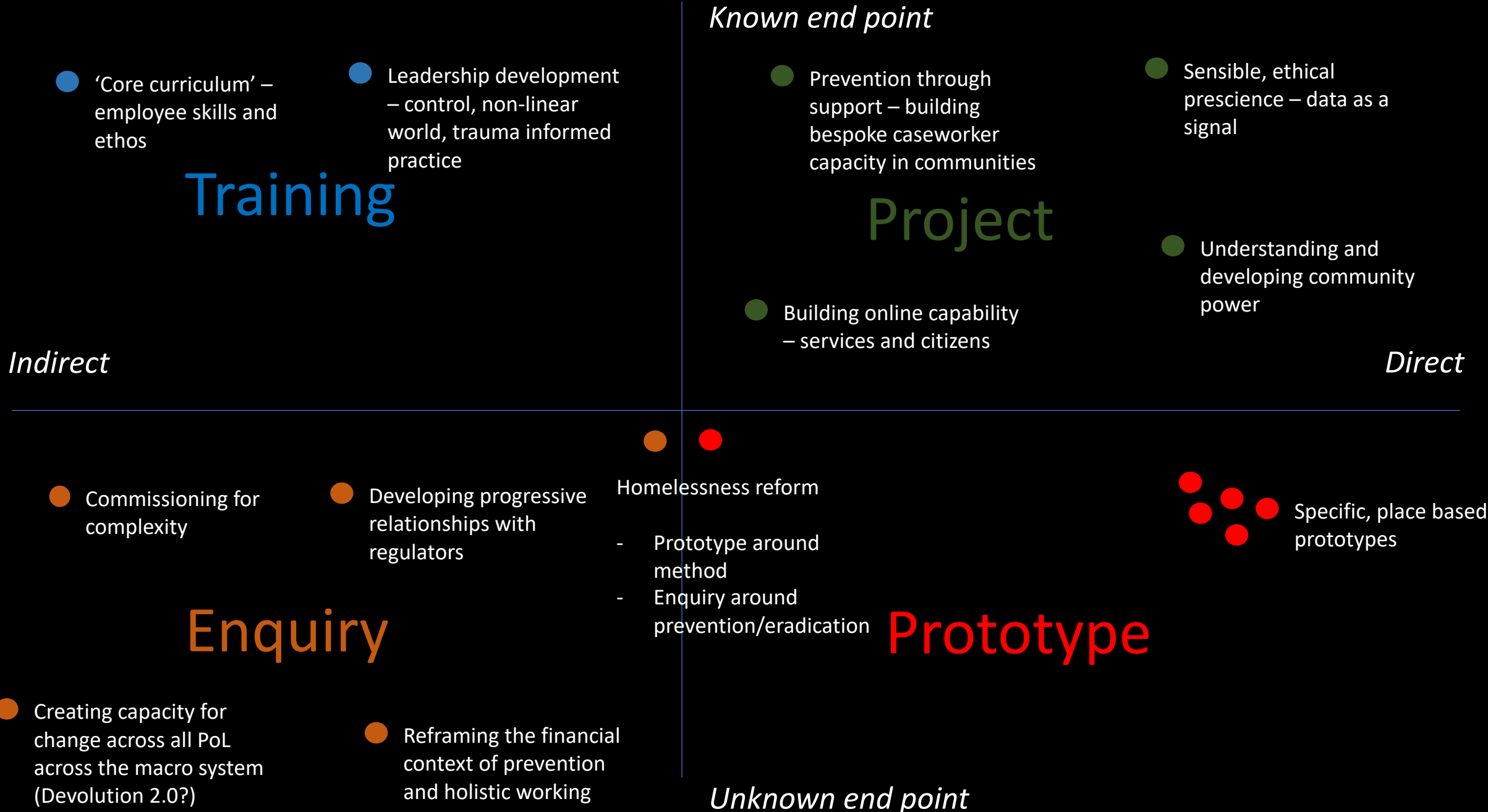


So how do we
create a system
which makes
turning off
eligibility criteria
even possible?

(We can't just turn them
off...)



We work on the
points of leverage
that help us to help
people thrive...





Everyone is
eligible to
be
understood