




Jamie Brogan
Project Manager





DELIVER

- DELIVER Aims
 - Understand components of a successful labour market
 - Identify areas of weakness at local level
 - Improve relevance of training provision to employer and individual needs
 - Pilot response to findings as a local partnership
 - Mainstream pilot activities locally
 - Share results at local and transnational level
- DELIVER Partnership
 - Partners in Scotland, Sweden, Latvia and Poland
 - Funded through ESF Article 6






Local Partnership



- Napier University (Lead Partner)
- Edinburgh's Telford College
- Stevenson College
- City of Edinburgh Council
- Edinburgh Chamber of Commerce
- Edinburgh Trade Unions Council
- Careers Scotland





Outcomes

- Employability skills provision identified as an area weakness in the local labour market
- Established the employability needs of local employers
- Successfully mainstreamed employability training throughout Stevenson and Telford College curriculum
- Improved student performance, student retention and workplace skills
- Transnational partnerships and information exchange


Aims & Agenda

To share with you:

- The Strategic Perspective (Ray Harris, Telford College)
- The Employers Perspective (James Thomson, The Witchery)
- What Employers Want (Roger Horam, Edinburgh Chamber)
- What is Employability? (Bruce Penman, Stevenson College)
- Pilot Projects and Outcomes (Carole Redpath & Nicola Shanks, Telford College)
- Joined-Up Working (Mandy Lawson, Edinburgh Council & Des Loughney, ETUC)

COFFEE @ 11.00

- Another Labour Market perspective: East Sweden (Mats Helander, Ostsam)

To listen to your ideas and feedback:

- Discussion on project outcomes and thoughts on future "employability" activity



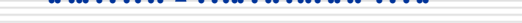



Ray Harris






James Thomson



Outcomes 


- Participants showed a much better awareness of “core” employability attributes asked for by employers
- Participants were able to better demonstrate that they had developed these attributes
- Staff reported better attendance, retention and more effective participation in most aspects of the students’ core programme areas

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Issues 

- “Face Validity” – I’m here to study Business Admin, not this other stuff
- I’m going on to Higher Education so I don’t need employability
- Resource issues – more time needed (individual and group) to effectively embed the personal effectiveness elements of the programme.

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What's Next? 

- DELIVER II – College Tutors being trained to deliver personal effectiveness and other elements of employability model
- These Tutors will act as “Champions” and trainers within their faculty areas
- Intention to role out to most programmes during academic session 07-08.

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DELIVER @Edinburgh’s Telford College


A brief overview



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What is employability?


- “Employability is the capability of getting and keeping satisfactory work”. Institute of Employment Studies, 1999.
- It’s not just about getting a job
- Identifying goals and developing skills



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Task set

- **Embed employability in the curriculum**
- **Linked to direction from the Funding Council**
- **Linked to initiatives in schools eg Determined to Succeed, Curriculum for Excellence and to the whole drive for a Smart Successful Scotland (now too Workforce Plus)**
- **Work with Jobzone@ETC**



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- Initial study of what was happening in college
- Employer survey by Edinburgh Chamber of Commerce
- Focus groups
- Key competencies identified
- Employability matrix devised to identify gaps in curriculum



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Employability Matrix

Courses should include these elements

- Preparation of a CV
- Preparation for and undertaking of an interview
- Analysis of personal goals
- Analysis of personal competencies
- Action plan for development of personal competencies



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- Belief in oneself
- Responsibility, ability to work independently
- Team working
- Communication
- Awareness and ability to respond to the needs of the customer and the business
- Quality focus
- Willingness to learn



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- Materials devised and piloted
- Exchange of ideas with partners in Sweden on study visit
- Materials adapted by other pilot groups for their vocational areas
- Materials on staff intranet



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Pilot courses 2005/06

- Sport
- Business
- English for Speakers of Other Languages

Then adapted for Food, Hospitality, Hair and Beauty



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Rollout across the College

Key issues to make rollout succeed

- Commitment of Senior Management Team
- Materials to choose from and adapt
- Time for staff to work on this with students in tutorial
- Staff development



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- Embedded in Individual Learning Plan to be used with all full-time groups as part of tutorial
- Support pack pulled together for staff and staff trained



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- Jobs fairs – general and specific
- Visits to firms for staff and students
- Sessions by Edinburgh TUC on employment rights



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- Links to other organisations
- North Edinburgh Business Incubator
- Waterfront Recruitment
- Career Scotland
- Link to another employability project by a group of colleges, Focus on Learning 2
- Good links with all the DELIVER project partners
- Spin off – Fresh Talent bid successful



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- Work is the surest way out of poverty
- Further Education has a role here
- Now we want to build on DELIVER partnership and employer links



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- Over to Nicola Shanks of Jobzone@ETC



Jobzone@etc

The Student Employment Service at Edinburgh's Telford College

- Development of a service which complements the work being carried out within the curriculum
- Acknowledging that many students need to work while studying and turning it into a virtue by recognising and supporting the learning students gain through paid employment
- Provision of daily drop ins for students



Jobzone@etc

- Support provided in Job Search, CV Writing and Applications
- Additional Support available from the Careers Scotland adviser based on campus
- A Code of Good Practice operates to ensure that all jobs advertised are suitable and students are encouraged to combine work and study safely



Jobzone@etc

- Communication between students and Jobzone is made via one to one drop ins, Email Bulletins, Notice Boards on campus and group discussions
- An online resource is currently being developed
- DELIVER has encouraged closer working relationships between Jobzone and Course Tutors as well as Joined up



Jobzone@etc

- A seat on the Executive Committee of the National Association of Student Employment Services (NASES) provides a fantastic support network and the ability to gain and share knowledge and best practice with the experts in the area of Student Employment on a national level
- Membership of NASES provides the opportunity to network with colleagues



Joint Presentation for 'Deliver' Dissemination Event

City of Edinburgh Council and Edinburgh Trades Union Council

Joined up for Jobs Partnership Forum
Edinburgh City Chambers
European Room
8th February 2005

Mandy Lawson, Economic Development Officer, City Development, CEC
Des Loughney/Sandra Macaskill, ETUC



Edinburgh's Employability Agreement

"Joined Up For Jobs"

DEMAND LED – CLIENT CENTRED –
JOINED UP



The Deliver Project Joined up Working in Action

- Bringing together
 - key JUFJ Strategy Partners
 - Further and Higher Education Providers
 - Specialist Employment Support Services
 - Employers



New Prospects— Post Deliver

Building on Joined up for Jobs Strategy

"Joined up for Vocational Education"

- Students and teaching staff more aware of local labour market demand
- More tracking and sharing of student 'employment outcomes'
- Better informed careers guidance for students/jobseekers
- Development of courses to meet local job market demand
- More joined up working between local Colleges, Universities and Schools and Employers to promote lifelong learning and employability
- More input to vocational training from local specialist employment support agencies.

DINB RGH

New Prospects— Post Deliver

Building on Joined up for Jobs Strategy

Key role for education providers in

- New DWP Cities Strategy (Edinburgh)
- National 'Workforce Plus' and NEET Strategies
- Local NEET strategy – targeting 'disengaged' young people

The Challenge for Training Providers

- to work collaboratively with local support agencies and employers to develop flexible, responsive vocational training provision which matches the changing needs of local employers and jobseekers

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Delivering New Dialogue and Relationships

■ Linking Scottish and Swedish Trades



TU's in Sweden - key role in supporting vocational and employability training.

- Exchanging best practice
- New ideas/learning for Scotland/Edinburgh

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Trades Unions and Employability - what works in Sweden?



Student Membership



Job Coaches

DINB RGH

Delivering New Products

Edinburgh Trades Union Council



- Support @ Work – a 'first' in for Scotland
- Customised training sessions for college staff and students – on employment law, rights and responsibilities
- New training materials for college 'virtual learning environment'
- Access to information and expert advice via ETUC Support@Work helpline for students/teaching staff
- (already available to JUFJ partner agencies)

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New Prospects – Post Deliver

Increased Trades Union Role in Employability Support

- ETUC to deliver further specialist training at Telford College (new funding streams)
- ETUC to present at STUC national conference April 2007 on work of Deliver and 'Support@Work'
- STUC exploring funding for roll out of 'Support@Work model in other parts of Scotland
- Edinburgh TUC maintaining links with Swedish Trades Unions for further learning.
- More use of Trades Union expertise in JUFJ network

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Motion for Scottish Trades Union Congress - April 2007

" Congress recognises that the recruitment and organisation of workers will be boosted by a trade union input into pre-employment training. An input on employment rights and the role of trade unions will assist those workers who are entering into the labour market or who are returning after unemployment, caring responsibilities or education. A trade union input will assist those workers with a disability or a condition that will require negotiations or advocacy on reasonable adjustments to the workplace environment.

Congress calls on the STUC to campaign for local authorities and the Scottish Executive to make available resources to allow the extension of the successful 'Support at Work' project in Edinburgh to other parts of Scotland."



Questions ?



Edinburgh Trades Union Council
Helpline 0800 0283 280

Mandy Lawson
Economic Development
City Development
Department
mandy.lawson@edinburgh.gov.uk





DELIVER

Development of Labour Market: Innovation, Vocational training, Employability and Renewal



About DELIVER

Swedish experiences

Mats Helander, Edinburgh 2007-02-08




EUROPEAN UNION
European Social Fund
Article 6 Innovative Measures






Basic information

- Article 6 project. Apply directly to Brussels.
- Four transnational partners:
 - Riga City
 - Kujawsko-Pomorskie Voivodship
 - Napier University (Edinburgh Learning)
 - Östsam Regional Development Council (Lead Partner)
- Budget € 1,1 million, 67 % EU funding.




EUROPEAN UNION
European Social Fund
Article 6 Innovative Measures

Activities

1. Interchange of knowledge and experiences
 - Transnational Focus Group
 - Study Visits
2. Pilot activities in Edinburgh and Östergötland



EUROPEAN UNION
European Social Fund
Article 6 Innovative Measures




Study Visits

- One Edinburgh to Östergötland
- One Poland to Östergötland
- One Poland to Edinburgh
- One Riga to Östergötland
- Four Östergötland to Edinburgh (combined with other funding)

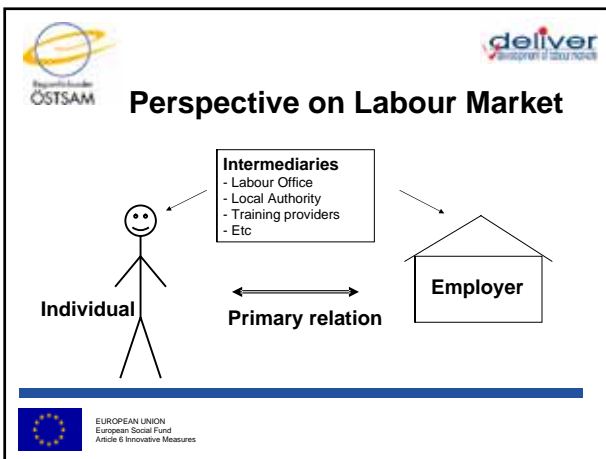
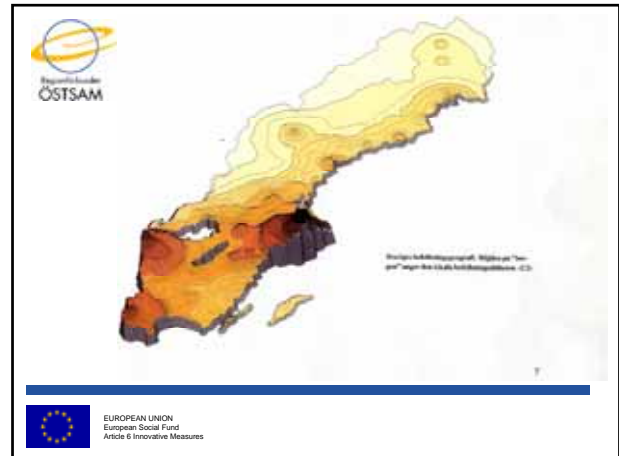


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Article 6 Innovative Measures

About Östergötland
(and Sweden)

- Structural changes during the 90:s
- Continuing Urbanisation
- Many good macro economic indicators, BUT:
- High unemployment (European level) 4 – 7 %
- Lack of labour with demanded competence.
- Mismatch: education vs labour market demand
- Inefficient supportive system, strong sectorization
- Forthcoming new political division

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European Social Fund
Article 6 Innovative Measures



Pilot projects

- 1. The Tap**
Facilitate transfer to new job at redundancy situation, using public and private resources
- 2. Deliver i Kinda**
 - Strong interaction business and public
 - New apprenticeship
 - Training of tutors
 - Promote (summer) work for young people

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Article 6 Innovative Measures

Pilot projects, cont.

- 3. Self-employment company**
 - Own business without register
 - Lower threshold for start-up
 - Turn black economy white
- 4. Shaking Hands**
 - Active support to long term unemployed
 - Making use of public support systems

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European Social Fund
Article 6 Innovative Measures

Pilot projects, cont.

- 5. Flexible Vocational Training**
 - Broadened approach: curriculum and schedule
 - New design process
- 6. Industry Council**
 - Promote dialogue: employer vs training providers
 - New kind of partnership

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European Social Fund
Article 6 Innovative Measures



Learnt from Study visits:

- Capital city Partnership
 - Joined up for Job: Pathway to work
 - Career advisor
 - Ethnic Entrepreneurship
 - Employability modules
- All partly financed by other sources



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• Thank You

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**Discussion: Project Outcomes & Future
Employability Activity**



Conclusions



News from the Joined Up For Jobs Forum