

Edinburgh City Strategy

Meeting of: **Joined Up For Jobs Partnership Forum**
Held at: Business Centre, City Chambers
Date: **6 December 2007**
Present: See attached list – Annex A

1 **Introduction and matters arising**

Ken Shaw introduced the agenda and welcomed WorkDirections staff to the forum. There were no matters arising.

2 **Job Strategy update**

Matthew Crighton updated the forum on developments in the strategy. This forum would have the opportunity to feed into 3 workstreams during the meeting: Clear Offer to Employers, Clear Offer to Jobseekers, and Communications. There was a question from the forum regarding publication of workstream minutes and working papers. Matthew Crighton responded that there was too much material for general circulation: however Job Strategy Groups were on the website and other documents would be made available on request.

3 **WorkDirections - introduction**

Presentation given by Louise Betts – see Annex B

4 **Offer to Customers**

Presentation given by Jane Kerr – see Annex C

Forum members divided into 4 facilitated groups to discuss the offers to employers and to jobseekers.

5 **Feed back from workshops (See also Annex D: flipchart notes)**

Matthew Crighton summarised the recommendations fed back by the workshop facilitators:

Offer to Jobseekers: A clear menu of services should be available – if not from one organisation, use others. To implement this there should be better information about services available; who does what – relate this to pathways to work – and more information about timetables of courses etc, and about existing networks. This should all be underpinned by a) a definition of the offer and a quality standard and b) a promise of an interview/good chance of a job. The individual's involvement should be emphasised, as empowerment and in agreeing and implementing assessments and action plans. To carry this out a process of staff induction and training will be needed.

Offer to Employers: To implement a joined-up offer to employers a more structured dialogue is needed with employers. This should involve support in implementing the requirements of DDA and other legislation as well as the agreed menu of services (which should include supported employment on the list). As well as placements etc employers should be asked for involvement in design and delivery of programmes. To make this work there will have to be more sharing of information about employer contacts and liaison across all organisations including LEPs.

7 **Branding the strategy: options**

Jenny Ewing spoke to the paper prepared by Ken Shaw. See Annex E for the paper and Annex F for the presentation slides.

A PPV vote was held on a number of options. A jobs strategy brand was thought to be particularly important in communicating with service providers and agencies, and with professionals in the fields of employability, and in health and other referring agencies. Its value was also recognised in communicating with elected representatives and officials, and with service funders. A majority thought a brand was useful in communicating with jobseekers, but it was seen as being of little importance to employers. In order of popularity, the values forum members would like to see associated with the brand were:

- Professional, reliable, high standards of service 46%
- Joined up/partnership working 35%
- Responsive to customers 16%
- Part of a national initiative 3%

When asked to respond to a variety of options on names for the strategy, the results were:

- Edinburgh City Jobs Strategy 8%
- Inspiring Jobs 24%
- Joined up for Jobs 18%
- Joined up for Jobs (updated with a strapline) 21%
- Working Capital 18%
- None of these 11%

87% of attendees indicated that they would use a Jobs Strategy brand and logo on their own materials. The idea of developing a common 'Charter or minimum service standards was welcomed by 92% of attendees, with 82% believing that a charter was achievable.

For full results see Annex G.

8 **Management Information System**

Kate Kelman gave an update on progress – see Annex H for presentation.

ANNEX A Attendee List

Susanne Astwood	Autism Initiatives UK
Craig Bert	Working Links
Louise Betts	WorkDirections
Carol-Anne Bomford	JHP Training Edinburgh
Karen Bradford	Sorted
Mark Brown	Supported Employment Team, Edinburgh City Council.
Alex Campbell	RNIB Scotland
Hatty Chick	Psychological Services
Matthew Crighton	Capital City Partnership
kelly Curran	RNIB Scotland
Fiona Drape	Intowork
Gill Dudgeon	North Edinburgh Childcare
Gavin Edmonds	Spectrum
Jenny Ewing	Capital City Partnership
Sian Fiddimore	Access to Industry
James Gilfillan	Spectrum
Lorraine Gillies	Cyrenians
Roger Horam	Edinburgh Chamber of Commers
Nkaya Kaya	Linknet Mentoring
Lillian Kelly	Nisus Scotland
Kate Kelman	Capital City Partnership
Jane Kerr	Capital City Partnership
Duguall Laing	The Action Group
Susan Malone	NHS Non-Registered Workforce Development Team
Bruce Penman	Stevenson College Edinburgh
Peter Purves	Intowork
Sue Robertson	One Parent Families Scotland,
Brian Robertson	The City of Edinburgh Council, Corporate Services
Ken Shaw	City of Edinburgh Council
Martin Smith	Worktrack
Grace Spiers	RNIB Scotland
Keith Staples	samh
Madie Stark	Sorted
Tommy Steel	Cyrenians
Jackie Stoddart	JCP LEITH JOBCENTRE PLUS
Don Stubbings	EUS Community Learning Centre
Jenny Suttie	The City of Edinburgh Council, Corporate Services
Glenda Watt	The City of Edinburgh Council, Corporate Services
Gordon White	Supported Employment Team, Edinburgh City Council.