

“Joined up for Jobs” Edinburgh’s Employability Agreement

presented on behalf of the partnership by;

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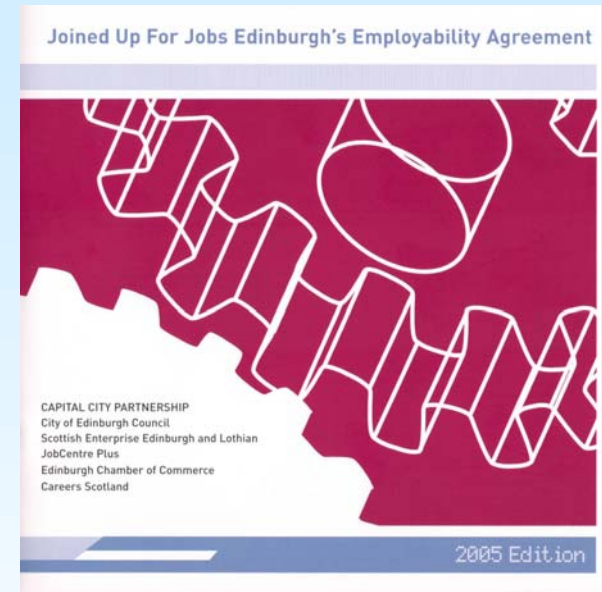
Joined up for Jobs: Edinburgh's Employability Agreement

The Context & Partners

The Strategy: Objectives & Principles

Implementing the Strategy

Review: The ups and downs!



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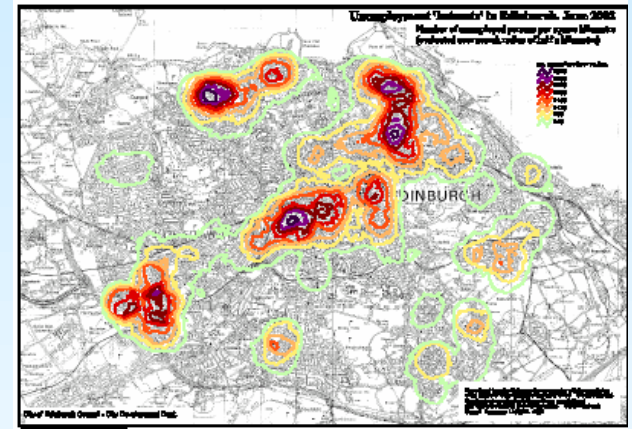
Context: Edinburgh Labour Market

Labour Supply:

- Claimant unemployment rate 2.3%
- Economic inactivity rate 20% with pockets as high as 50%.
- Clients harder to reach and help

Demand for Labour:

- Vacancies notified: 4000 per month
- Employers facing increasing recruitment difficulties.



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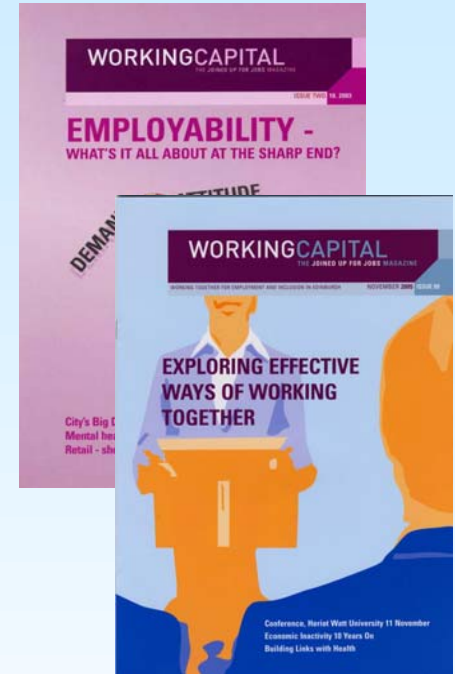
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Context: Key Issues identified

Issues identified

- diverse range of stakeholders with interest in “employability”
- uneven & fragmented spread of provision
- scope for wider stakeholder participation
- scope for better co-ordination across service areas



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Strategic Response

Bringing together the key players

- Capital City Partnership (Chair)
- City of Edinburgh Council (Lead agent)
- JobCentre Plus
- Scottish Enterprise Edinburgh & Lothians
- Careers Scotland
- Chamber of Commerce
- Providers, Clients & Employers



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The Strategy: Aims & Objectives

Objectives

- To maximising the benefits of economic growth for excluded...
- Increase rate of success rate in recruiting from excluded...
- To support clients to stay in work and progress
- To develop innovative schemes which demonstrate...advantages of integrating benefits and welfare to work resources
- To create an integrated ... pattern of service delivery

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The Strategy: Principles & Methodology

Demand led:

- Employer-driven: focusing on access, progression & retention.
- Address root causes of labour market mismatch

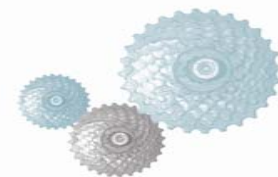
Client-centred:

- Informed choice for the individual
- Develop pathways to sustained employment

Joined-up:

- Partnership approach, blending services to meet client and employer needs

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Implementing the Strategy

Better informed

- Working Capital, Web Site, Labour Market Unit

Increasing and widening participation

- Employers (“Academies”), Health Services

Joining-up and enhancing services

- cross-organisational working groups
- outcome rather than output based agreements
- developing & strengthening employment pathways

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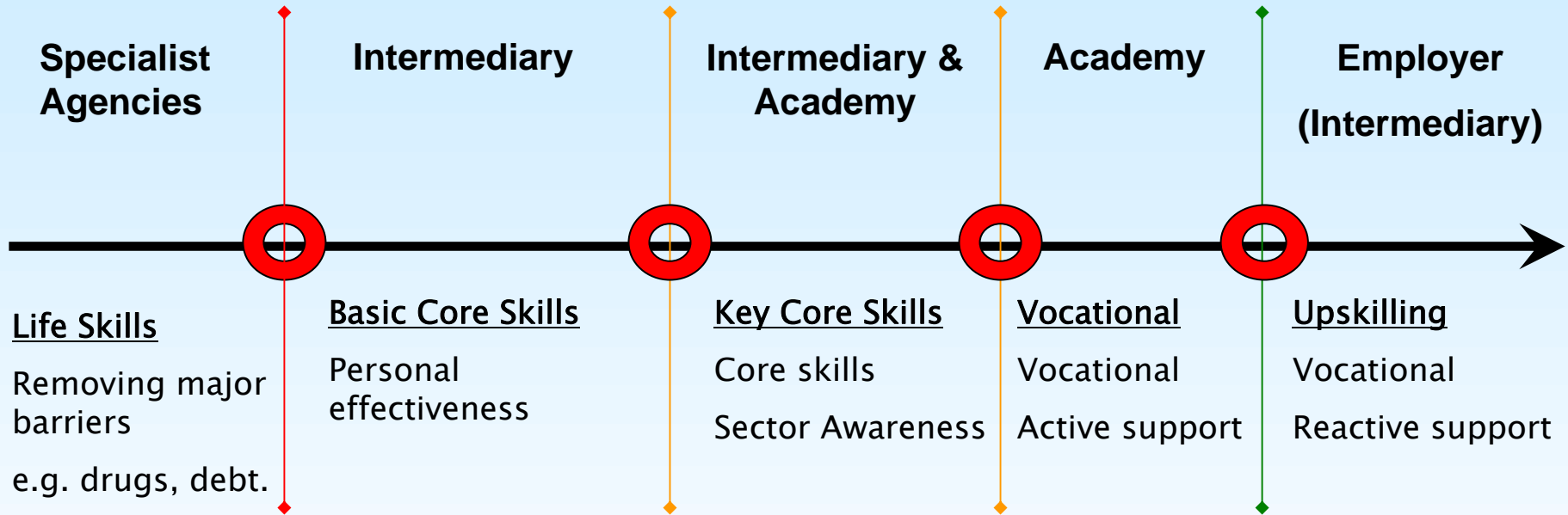
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Implementation: Developing Pathways



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Implementation: Academies

What are the “Academies” ?

- Employer-led employability organisations
- Focused around industrial sectors

What do academies do?

- identify opportunities & increase access
- take a lead role in workforce development
- co-ordinate the interests of key players
- Promote the sector to job-seekers



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Implementation: Academies

Sectors engaged

- Construction ⇒ Edinburgh Construction Academy
- Hospitality & Tourism ⇒ Springboard
- Retail ⇒ Edinburgh Retail Academy
- Healthcare ⇒ Healthcare Academy
- Creative Industries ⇒ Cultivate
- Social Care ⇒ Social Care Academy
- Public Sector ⇒ City of Edinburgh Council

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Implementation: Academies

Making a difference...

- Encouraging participation of employers in delivery of services and challenging accepted practice
- Helping job-seekers to effectively sell their skills
- Helping employers to effectively sell their sectors
- Helping training providers to better understand industry needs
- Work with employers and FE/HE on qualifications and career development

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Implementation: Pathways (Get-On)

Aim & Objectives

- To reach the clients that do not engage with “employability” services.
- To facilitate the joining-up of services in developing pathways to employment for clients.
- To expose the gaps in provision, imbalances in resources and the dynamics of provision.
- To develop stronger links with health services.



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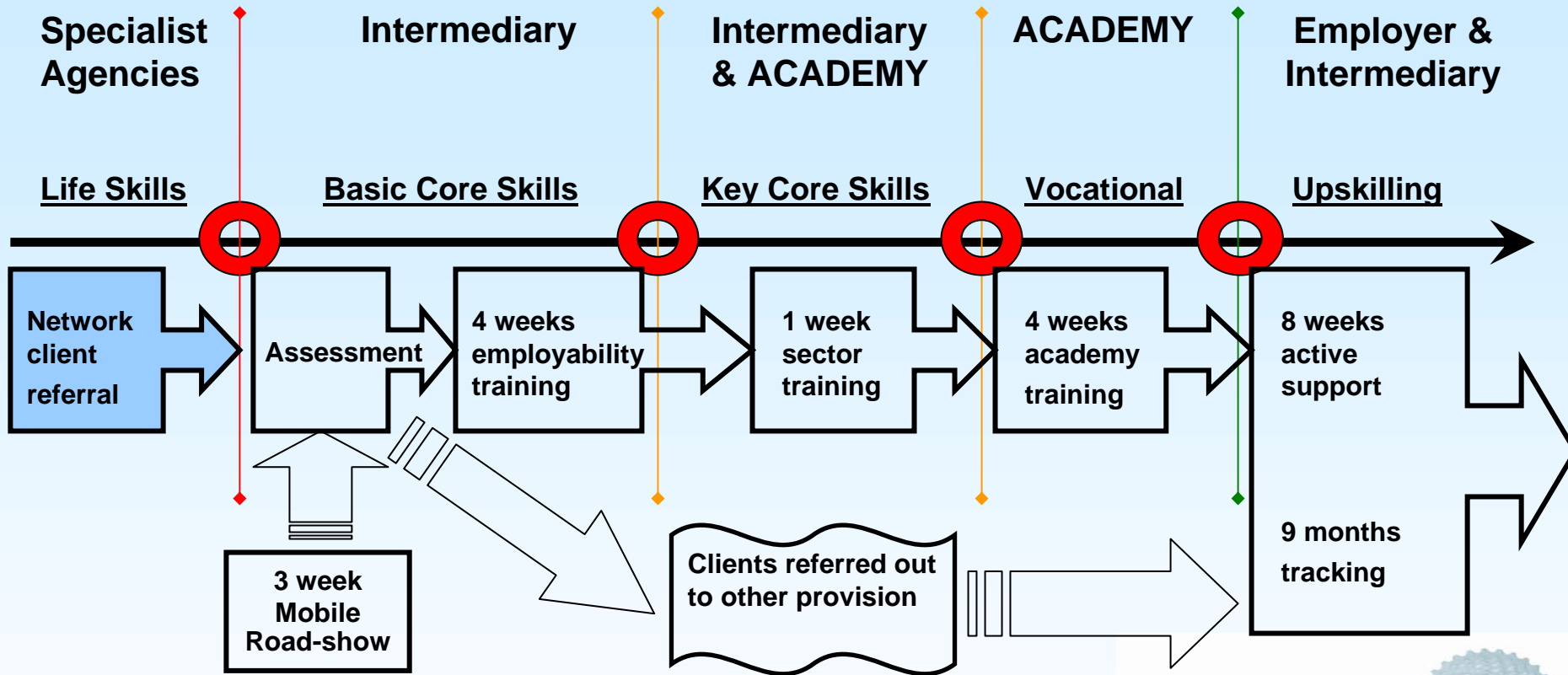
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The "Get On" process



“Get On” Progress to date

Key points

- Road-show highlighted latent demand.
- Circa 70% on non-work related benefits.
- Starting to expose weak linkages in network.
- Highlights issue of how performance measures can reward effective co-operation.



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Where next for “Joined up for Jobs”?

Operational

- Examining the how you can combine resource at a local level in a purchasing consortium approach.
- Effectively blending services in support of sustainable employment pathways.
- Smarter use of ICT to aid active referral between agencies and capturing the impact on strategic aims
- Smarter client tracking mechanisms to identify gaps and bottlenecks in provision.

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Where next for “Joined up for Jobs”?

Strategy

- “Working together” project will inform way forward.
- Need to further build employer engagement element to complement Academy approach
- Need to building stronger links to health services as part of the “employability” package.
- Push for more local flexibility's and autonomy on employability matters.

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Questions

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