



Jobs Strategy Bulletin August 2010

Edinburgh Colleges

Following the successful bid to Capital City Partnership for support funds to help unemployed individuals into sustained employment through college programmes, the colleges are delighted to confirm early successes in programme outcomes but also success in progressing to more advanced programmes of study.

Programmes funded by the initiative include the National Certificate in TV and Broadcasting and the Diploma Foundation in Professional Photography. With the recent growth in the Creative Industries market, particularly in Edinburgh, many of the successful candidates have found jobs which utilise the skills they have developed.

Similar programmes in Retail, Construction, Hospitality and Travel & Tourism have also proved successful. All three colleges would like to express their thanks to CCP and its members for their support at this critical time.

Since June 2010 the three colleges have been working with the Partnership to best identify how to respond to the additional funding allocated to the Edinburgh colleges for economic downturn. In particular the funding has been targeted at 16-24 year olds with specific reference to the Young Persons Guarantee of work, training or work experience.

All three colleges have reacted by introducing varied vocational programmes across a range of disciplines aimed particularly at the target market. A coordinating group comprising the three colleges, Jobcentre Plus, Skills Development Scotland, Capital City Partnership and Edinburgh City Council (Economic Development and Children and Families) has been set up to manage the process.

The Edinburgh colleges have also received £2 million additional funding to provide additional courses for the 16-24 age groups (out of a Scottish total of £15 million). The funding from CCP for additional bursaries was a very helpful contribution to this. The joint prospectus is now complete and being distributed.

Employer Offer

Health & Social Care Job Opportunities and Information Day

The Employer Engagement Sub-Group in partnership with JU4J organisations held a Job Opportunities and Information Day for the Health and Social Care Sector at the Merchants Hall on 15 June. Over 200 people attended the event which had around 20 employers in attendance (including NHS and City of Edinburgh Council). In total the employers were seeking to fill over 150 jobs which are anticipated over the coming months. Information on the day was also available from a variety of Joined Up For Jobs organisations including the Social Care and the Healthcare Academies. The

feedback from employers on the day was very positive and a number of them are now going through their recruitment process following the event. There are 7 people who have already secured jobs.

Review of Employer Offer

This Review is due to report in August and JSG members will receive a copy of the Final Report and Recommendations.

Speed-dating Event

To help the successful delivery of the Employer Offer across the city it is important to improve interaction and knowledge between the Joined Up For Jobs organisations. To assist this process a second speed-dating event is planned for 15 September in the City Chambers. The event is open to all but is primarily aimed at employer-facing staff within the organisations. Details are on the website and noticeboard. To book a place at this event, please email myrtle.veitch@capitalcitypartnership.org.

Health and Employability

Health Works Scotland Conference

This conference is being held on 7 October 2010 at the Crowne Plaza Hotel, Glasgow. The aim of the event is to promote evidence, expertise and excellence in supporting people with health conditions remain in, return to, or move into work or other meaningful activity. The main speakers at the event include:

- Prof Alan McGregor - Director for Training and Employment Research Unit, University of Glasgow.
- Dame Carol Black - National Director for Health and Work
- Prof John Frank - Director, Scottish Collaboration for Public Health and Policy, Chair, Public Health and Research Policy University of Edinburgh
- Prof Ewan MacDonald - Head of the Healthy Working Lives Group and Honorary Professor, University of Glasgow

The event is aimed primarily at health and employability staff interested in working more closely in partnership to help overcome the barriers people with health conditions face. This event will highlight best practice in developing health and work services across Scotland. Workshops, exhibition stands and keynote speakers will provide delegates with an opportunity to hear the latest developments within health, work and wellbeing from both a Scottish and UK perspective. If you are interested in attending the event please contact Karl McAreavey at Karl.Mcareavey@scotland.gsi.gov.uk. Formal invitations will be issued shortly.

Mental Health Training

Further training for Intermediaries is scheduled to start in the Autumn 2010. For information contact Kate Burton: kateburton@capitalcitypartnership.org

Employers roadshow

There are plans underway for a Road Show for employers highlighting some of the key W2W changes that impact on them e.g. Fit Note.

Jobseeker Offer

Mainstream services

Operational Element 4: *Jobseeker Offer and Customer Satisfaction* aims to measure and drive up customer satisfaction rates across all client facing services. The following key action is part of this element:

4.5 Report to Jobs Strategy Group (JSG) on customer satisfaction with mainstream client-facing services.

For each of the services, the aim is to outline

- the customer care standards set by each service
- how customer satisfaction is measured
- target setting and achievement.

Data gathering is in progress and a report will be presented to the next JSG meeting.

Jobcentre Plus information is already to hand and is noted below:

The overall customer service values of Jobcentre Plus are contained in the DWP Customer Charter (<http://www.dwp.gov.uk/docs/customer-charter-dwp.pdf>). Targets are set nationally against clearance times for benefits, customer service and employer engagement. There are two sets of figures for achievement because there are two benefit processing centres which deal with customers within the Edinburgh Lothian and Borders District. The latest figures (updated May 2010) are as follows:

	Target	Actual (Bathgate)	Actual (Greenock)
<u>Dealing with claims:</u>			
Income Support	9 days	4.74 days	6.12 days
Jobseekers Allowance	11 days	7.26 days	6.19 days
Employment Support Allowance	14 days	6.72 days	9.68 days

Customer service delivered by the job centres, in person and by phone, is mystery shopped. Employer engagement is measured by a sample survey of employers who have placed vacancies with JCP. The district has improvement plans which are reviewed and updated regularly.

Edinburgh Lothian and Borders	Target satisfaction rate	Actual satisfaction rate
Customer Service	86%	92.6%
Employer engagement	91%	94.5%

Edinburgh, Lothian & Borders Jobcentre Plus District has been announced as the top District in the UK for their Mystery Shopping results

Customer Charter

Awards:

The Charter Board met in May and considered applications. Three were approved without qualification: Edinburgh Cyrenians, Spectrum, and West Edinburgh Action. A further cohort of applicants has embarked on the assessment process and more awards are expected in the autumn.

Charter Development:

The current charter standard of service defines the minimum standard of service that local employability organisations should deliver. It does not cover level 4 services i.e. case management and aftercare. It is recognised that it is not feasible – or desirable – for all charter holding organisations to deliver level 4 services. However it is important to recognise the services which are delivering level 4 particularly in order that referral

agencies have confidence in referring clients with multiple and complex needs to the appropriate employability services. It is therefore proposed that an additional award is created (working title: Charter Plus) which will specifically assess level 4. This would be open to charter holders only. A consultation is currently being carried out with providers, with a particular focus on defining the required standard of case management and aftercare; and on defining the clients who should be offered this level of support. A draft framework will be presented to the Charter Board for approval in September.

Publicity:

The Charter initiative has been widely noted in the employability sector and is covered on a number of websites including *Employability in Scotland*, *City Strategy Learning Network* and *Indus Delta*. A 2 page article was submitted to *Working Brief* and this was printed in the March issue. A proposal for a workshop has been submitted to the organizers of the Welfare to Work Conference to be held in Edinburgh in September. Locally, regular updates are included in *Working Capital* and the CCP ezine: *Social Inclusion News*. A leaflet has been drafted for service users, but is on hold pending the development and implementation of Charter Plus.

Pathfinder Funding

Job Strategy Group has approved a commitment of £180,000 to an Edinburgh Jobs Fund. The project will be similar to the Future Jobs Fund approach by offering wage subsidies (paid as allowances to individuals) to employers willing to take on individuals from the selected target group. Targeting will focus mainly on MCMC young people (including those not eligible for the Future Jobs Fund programme) and will provide a next step from current GRFW or similar interventions to maintain the momentum of earlier training. A key driver will be to identify job opportunities in the SME sector where there may be a greater chance of the position becoming permanent (although job opportunities will be sourced from all employing sectors). Formal and accredited training will be built into the programme where relevant to add value and help up-skill trainees. Maximum flexibility will be negotiated with employers to include extending the duration of the placement, or enhancing earnings and skills.

Core support staff will be employed by Edinburgh Chamber of Commerce to support the trainees. JUFJ partners, especially Careers Scotland and those agencies funded to work with the MCMC group, will signpost clients onto the programme. It was a key objective of the FJF bid to identify opportunities in the SME sector, however the interest generated from member employers of the Chamber of Commerce in seeking opportunities for DWP FJF programme was not followed up due to constraints of the contract with DWP. Engaging with SME employers via a JUFJ funded programme enables this range of businesses access to the JUFJ offer benefiting both prospective employees and the businesses themselves.

The project will aim for 9 month placements, with employing companies supporting 30% of the cost. Delivery will be in a case by case situation where the best deal will be worked up with each employer. Overhead costs are covered initially and the project team will look to maximise the balance of the beneficiary allowance funding pot. Early discussions have been held with a number of companies which had excellent job opportunities, but were deemed ineligible for FJF, and these employers have indicated a willingness to pay their share. Project targets are 61 job entries with 50 being sustained to 13 weeks. It is hoped that 30 will convert to permanent jobs post-project.

The Pathfinder Grant is now fully committed.