

# Greater Customer Reach

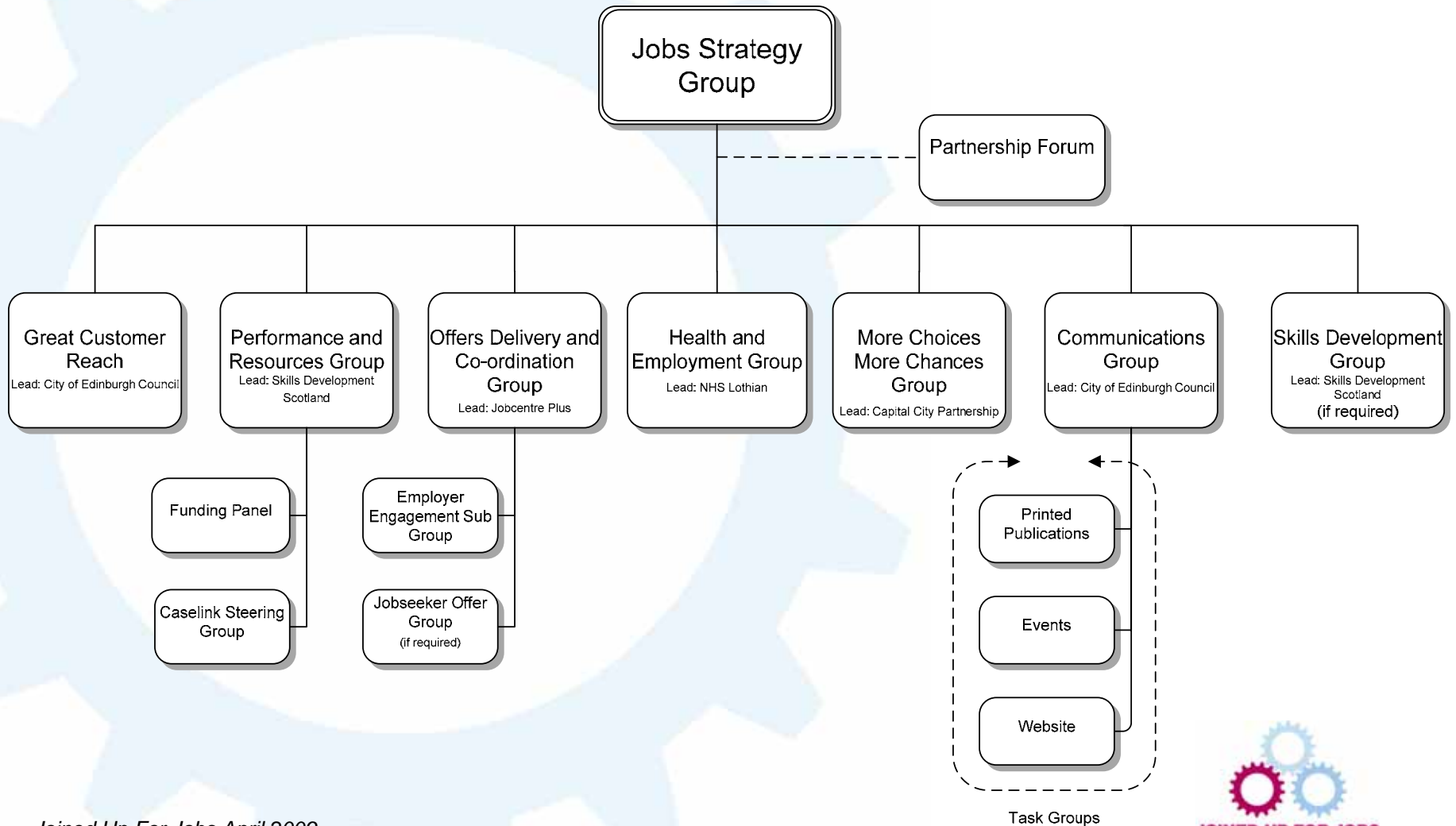
Joined Up For Jobs Forum

16<sup>th</sup> April 2010

Brian Martin

GCR Chair

# Joined up for Jobs: implementation groups



# Greater Customer Reach

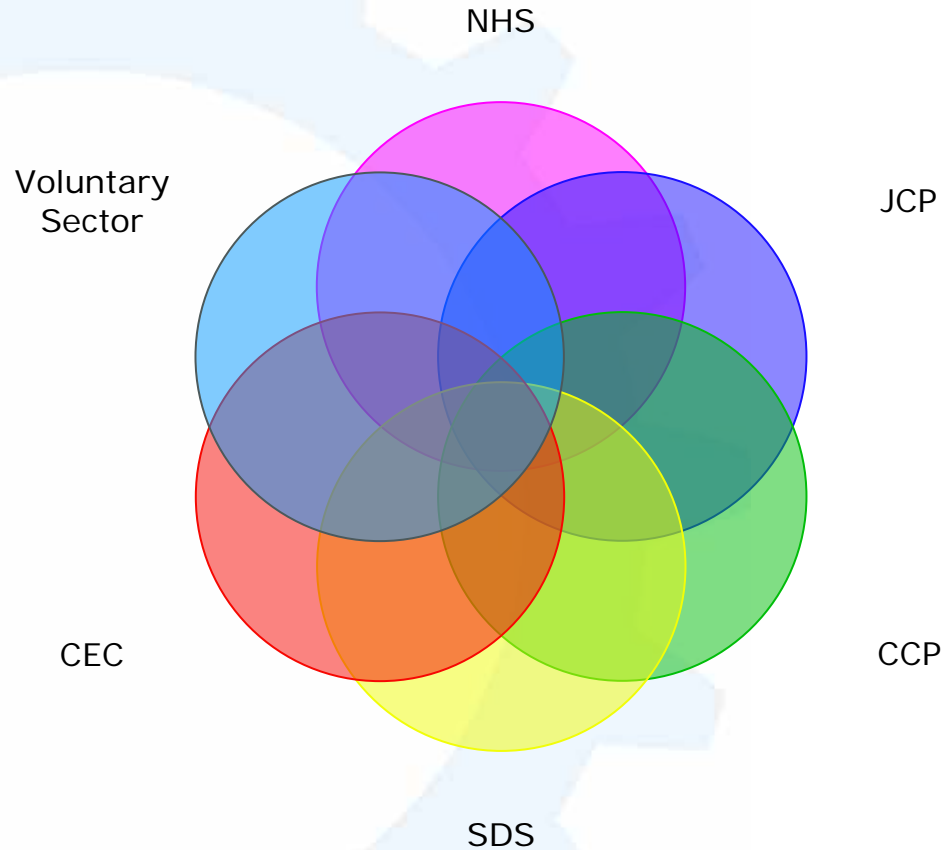
## Key Purpose

- The Greater Customer Reach (GCR) work-stream has a responsibility to see that the Edinburgh City Strategy Pathfinder achieves its stretching targets by engaging with priority groups and individuals beyond current levels.
- Given that the Pathfinder brings little additional money, it is incumbent on the Greater Customer Reach (GCR) working group to gain an understanding of current reach and encourage or propose effective new processes or methods, building upon existing partnership activity, to ensure that stretching targets can be met.

# Greater Customer Reach

- need to ensure that City Strategy Pathfinder and associate partners in Joined Up For Jobs are able to engage with target groups/individuals beyond the levels currently being provided for
- need to reach more, harder to help customers, we will assess the barriers facing each of the target groups; deepen the co-operation with the agencies which give generic support to them.

# Key Service Providers covering the city's working age population



# Greater Customer Reach Operational Plan Extract

|  |  |
|--|--|
| Deliver employability and frontline guidance training to staff in key agencies including neighbourhood partnerships.   | Action plan for each group achieved  |
|  | Content of training agreed   |
|  | Training phased and contracted (if necessary)  |
| Ensure effective dissemination (two-way) between strategic and operational groupings.  | Produce list of directories and link to website, monitor their use   |
|  | Facilitate info flow between Neighbourhood Partnerships (NPs) and relevant sub groups  |
| Create a single point for referrals.   | Specification of service   |
|  | Delivery of service  |
| Ensure appropriate steps are taken to achieve the Job Strategy's objective of closing the gap between the city's most deprived datazones and the city average. | Ensure appropriate steps are taken to achieve the Job Strategy's objective of closing the gap between the city's most deprived datazones and the city average. |

# Get On

- Get On is a mobile information and referral service.
- Partners promote and give access to a range of local and citywide services.
- It is out on the streets and helps anyone who would like to improve different aspects of their lives.
- It helps staff to learn more about partner organisations and services.
- It provides a focal point for organisations to work together.



NEIGHBOURHOOD  
PARTNERSHIP



III  
Skills  
Development  
Scotland

◆ EDINBURGH ◆  
YOUR COUNCIL - YOUR CITY





Questions?

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