



**JOINED UP FOR JOBS**  
Edinburgh's Jobs Strategy

## Partnership Forum

**STRATEGIC** - Formal link for two way dialogue/influence between partner agencies and JUFJ Strategy Group

**PRACTICAL** - Promoting partnership working/developing new mechanisms to deliver JUFJ strategy

**COORDINATION** - Exchanging good practice and enhancing coordination of services

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**Date:** Thursday 20 August 2009

**Venue:** Business Centre, City Chambers

**Chair:** Roger Horam, Edinburgh Chamber of Commerce

### 1 Jobs Strategy update

Rhona McLinden (CCP) updated the meeting on the following:

#### **EMPLOYER AGENDA**

##### **Launch of the Marketing Products to support the Employer Offer**

- Event planned for Friday 11 September – few places left
- Aimed primarily at Employer Facing staff within Provider Organisations although suitable for others
- Will look at how we use the new Marketing Products to promote the Employer Offer forward in Edinburgh

##### **Promotion of the Employer Offer amongst Employers**

- Evening event on Wednesday 7 October to promote the Employer Offer - 'no wrong door' approach. Aimed at people who are at the decision making level within a business e.g. HR Manager, Operational Manager, Chief Executive, etc
- Keynote speaker is Philip Riddle, Chief Executive, Visit Scotland
- Great opportunity to promote the Employer Offer and will be inviting a number of employers from across Edinburgh – all employer facing organisations within the JU4J network were encouraged to take up this opportunity and to pass on details of those employers they would wish us to invite to Rhona McLinden - rhonamclinden@capitalcitypartnership.org by early in week beginning 24 August.

#### **KEY MATTERS FROM THE RECENT JOBS STRATEGY GROUP (Minutes on the Website)**

##### **Customer Charter**

- Following presentation and discussion at June forum, a workshop was held to go through draft framework in detail and discuss process. Workshop was attended by 8 members of network and the draft framework was endorsed.
- Main recommendation on process was that possession of the charter should be a condition of full membership of the JUFJ network, and that we should move to this over the next year or so.
- Proposal to Offers Delivery & Co-ordination Group will be that this recommendation should be accepted and an implementation plan drawn up.
- Intention is to launch charter at event at end of October (keynote speaker - Fiona Hyslop MSP).

- Will also be looking at how we take this forward at event on 11 September.

#### **New initiatives from Scottish and Central Governments**

- Agreed that there is a clear need for all organisations to promote all the initiatives available to support people being made redundant and those who are unemployed.
- Plans for at least one event underway quickly, with Skills Development Scotland to lead, focusing on the 16-18 age group. This is likely to be mid/end September – further details awaited.

#### **Co-commissioning**

Agreement in principle that opportunities for a co-commissioning approach should be pursued in the future.

#### **Funding**

- The allocation of Pathfinder Grant and Reward Funding was agreed.
- Pathfinder money - 2/3 restricted to deprived areas with the focus being on numbers out of work rather than the percentages - 1/3 unrestricted which will be used for match funding for any successful bid by City of Edinburgh Council to the Future Jobs Fund.
- Reward funding – part of this will be ring fenced to support the implementation of the Operational Plan.

#### **Website**

Intention is to hold a consultation meeting with users in the near future to assess the current position and to identify the way forward. Matthew Crighton will contact.

### **3 Update from Jobcentre Plus: Lindsay Geddes**

Lindsay said there had been some staff changes - Jim McGonigle is now District Manager and Anne Scott is Senior External Relations Manager and will attend events. It has been a challenging time with changes having to be made quickly to meet demands. The number of customers has doubled since January and 100 new staff have been taken on to deliver frontline services. In addition, a number of new government initiatives have had to be implemented.

#### **Future Jobs Fund**

100,000 jobs uk-wide for 16-24 year olds (£6,500 per job). Edinburgh has put in a bid to the fund through CEC – 80 jobs created. Quite an achievement as there are strict criteria. Further bids are possible.

#### **Government Initiatives**

There are 4 initiatives to help 16-24 year olds back into the labour market which is the current focus of the government. These are collectively known as the Young Persons Guarantee. The four elements of which are:

Future Jobs Fund  
Work Focus Training  
Pre-employment Training  
Community Task Force Programme

The Future Jobs Fund initiative will commence from October 2009 with the remaining initiatives due to start in January 2010.

#### **Job Strategy Review**

Phase one of the new Job Strategy Review begins on 5 October. Flexi New Deal will be less structured and is to cover all client categories. There will be 2 providers – Wise Group and Work Directions. The providers will devise courses to suit clients' needs. The contract covers a larger area as 3 districts were merged and is for a longer period than before.

### **New Support Contract**

This will cover job search, CVs etc but will also seek to remove barriers such as lack of confidence, motivation, etc in order to make a career change. Five organisations are bidding for this contract which will cover the Edinburgh & Forth Valley Fife & Tayside areas and will target clients who have been unemployed for 6 months.

A discussion followed and the main concern was whether, due to the high number of unemployed graduates, white collar workers and the government's focus on 16-24 year olds, older people were being overlooked. Lindsay said that their programmes were open to all age groups.

#### 4 **Scottish Business in the Community: Veronica Ferguson**

Veronica spoke to her presentation.

Veronica was asked whether public policy of 64 as age limit applied to SBC also. She replied that there was no specific focus on age it was a business decision who they decided to recruit.

#### 5 **Employment Issues for the BME Community: Jerusalem Barnabas (Skillnet)**

Jerusalem spoke to her presentation.

#### 6 **Edinburgh's Joint Plan for Older People: Glenda Watt (CEC)**

Glenda outlined Edinburgh's Joint Plan for Older People. There has been an exchange of information through links with Europe.

#### 7 **Employment of Older People: Prof R McQuaid (Napier University)**

Prof McQuaid spoke to his presentation which can be found at [www.napier.ac.uk/eri](http://www.napier.ac.uk/eri)

In the discussion that followed the point was made that you need to compare like with like when looking at other countries as fringe benefits can influence the picture e.g. free NHS in UK but not in USA.

#### 8 **Self-Employment for Over 50s: Roger Horam (ECC)**

Roger spoke to his presentation.

#### 9 **Discussion: How can we improve participation and productivity of older workers in Edinburgh workforce?**

The audience split into 3 groups and the following points were raised –

- Need to create a more integrated society
- Need to invest in workforce planning
- Young people can work better with older people because they respect them more
- Private business has bucked the trend with senior execs demanding more money for consultancies etc
- SBC could encourage businesses to use older workers for mentoring/apprenticeships
- More intergenerational projects
- Provide help with IT, CVs, etc
- Older people can provide skills not learned on training courses
- Need to look at structure of orgs to allow people to continue to work

- Need to review pension regulations to allow for some paid work
- Flexible working options such as job sharing/reduced working week, tapering to end point – retirement
- Need up to date information on pensions and benefits
- Pre-retirement education programmes dealing with health, finance, use of leisure time, etc
- Ideas generation workshops would be useful for self-employment

10 **DONM**

The next forum will be on Thursday 15 October 2009 in the Business Centre, City Chambers.

### ATTENDEES

<u>Name</u>	<u>Organisation</u>
Rhona McLinden	Capital City Partnership
Veronica Ferguson	Scottish Business in the Community
Lindsay Geddes	Jobcentre Plus
Jerusalem Barnabas	Skillnet Edinburgh
Al Garden	ACFAA
Irene Garden	ACFAA
M K Agarwal	Individual
W Rarity	ACFAA
P Herriot	ACFAA
Don Stubbings	EVS Community Learning Centre
Mary Cameron	ACFAA
Joan Turner	Scottish Pensions Association & ACFAA
Jim Brown	Individual
Rachel Levy	City of Edinburgh Council
Emma Salisbury	Port of Leith Housing Association (TOIL)
Susanne Dick	RNID
Carena Brogan	CCP
Val O'Rourke	Craigmillar Resident
Paul Hambleton	City of Edinburgh Council
Ceryl Homan	Wester Hailes Education Centre
Glenda Watt	CEC, Corporate Services

Kay Muir  
Frances Wheldon  
Terry Anderson  
Dughall Laing  
Myrtle Veitch

ACFAA  
CEC  
Support@Work/STUC  
The Action Group  
CCP