

WORKINGCAPITAL

THE JOINED UP FOR JOBS MAGAZINE

JULY 2007 ISSUE 14



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EDINBURGH
INSPIRING CAPITAL

NEW IDEAS, NEW ENERGY

The make up of the City of Edinburgh Council and the Scottish Parliament may have changed in May's elections but one thing stays the same – the determination to help increase employment opportunities for people facing disadvantage.

In fact, as a new member of the Council's Executive, I'll be working hard to see that new ideas and even greater energy are devoted to this important task.

The new Cities Strategy presents a chance to build on what's gone before. Among other things this brings in other local partners in health and education, which will mean there's more integrated help for jobseekers. The latest news on this important initiative is featured on pages 3 and 6 of this edition of Working Capital.

Another issue that's covered is the role that employers play through Scottish Business in the Community in the provision of workplace training and personal development for groups who can be overlooked in the jobs market.

We highlight the recently established Edinburgh Community Technology Academy, which is helping people access job opportunities in IT, and there is the regular collection of news, views and informative statistics.

For the first time I'm delighted to say I hope you enjoy your latest edition of Working Capital.



**COUNCILLOR
TOM BUCHANAN**
Executive
Member for
Economic
Development and
Chair, Capital City
Partnership

FREQUENTLY ASKED QUESTIONS

What is Working Capital?

Working Capital is the quarterly bulletin of the Joined up for Jobs strategic network in Edinburgh. A local employability agreement with the name of Joined up for Jobs, was established in 2002 by Capital City Partnership to promote collaboration between the public, voluntary and private sectors to help people most distanced from the jobs market, and those in low paid and insecure work to access and sustain employment and vocational training.

Who is in the Joined Up for Jobs Network?

This magazine reaches 3,000 local front line employment support and training workers, policy makers and employers. There are 75 organisations listed in the online directory on www.joinedupforjobs.org.uk and over 130 projects and policy makers linked in to the Joined up for Jobs Partnership Forum which meets every two months.

Editorial Group

This magazine is edited and published for the JUFJ partnership by the Access to Employment strategy team, Economic

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UPDATE FOR JUFJ NETWORK MEMBERS

JUFJ Mail List Registration

Sign up under Join Our Network - www.joinedupforjobs.org.uk/Join_our_network.shtml

Make sure that you have re-registered your contact details online so that you are included in our new electronic mail lists. These will eventually replace the old ones for the Forum and Working Capital. Use our main 'Join our Network' registration form to sign up as an organisation or individual. You should also use this to unsubscribe from mail lists.

Online Service Directory

www.joinedupforjobs.org.uk/directory/
Make sure you have your local service listed on our Directory.

Contact info@joinedupforjobs.org.uk for more information on arranging an 'entry'

Online Noticeboard

<http://forum.joinedupforjobs.org.uk/>

We aim within the year to have all 'listed' local service providers sharing material via the new online Noticeboard. This will aid client referrals and recruitment, and will keep everyone in our network better informed.

Please encourage all your frontline staff to visit the Noticeboard on www.joinedupforjobs.org.uk regularly so they can offer your clients more choice and opportunity to access joined up support.

Noticeboard Posting Rights and Digests

An additional registration process is required for each of these options (see Join our Network menu and FAQs on Noticeboard homepage).

If your Edinburgh programme or service is already listed on the online Service Directory your organisation should:

- sign up a team member for each of your projects for posting rights to the Noticeboard so you can feed your own information into the network
- register to receive e- Digests of new information(daily or weekly) which you can share with colleagues.

You can change your Noticeboard settings at any time by clicking on Profile.

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COVER STORY

CITIES STRATEGY PATHFINDER – A NATIONAL INITIATIVE WITH A LOCAL FOCUS

Edinburgh's Cities Strategy Pathfinder started in earnest in April. It is an evolution of the Joined Up For Jobs strategy.

The **Cities Strategy Pathfinder**, launched by the Department for Work and Pensions in 2006, aims to tackle worklessness in the UK's most disadvantaged communities. It aims to find the best ways to combine the work of government agencies, local government and the private and voluntary sectors to provide the support jobless people need to find and progress in work. Building on the success of Joined up for Jobs, Edinburgh was appointed one of 15 Cities Strategy Pathfinders, starting in April 2007.

This gives Edinburgh partners the opportunity to further demonstrate that more can be delivered if there are combined efforts, shared targets, and more freedom to try out new ideas in response to local need. A plan has been produced by those involved: Capital City Partnership,

Careers Scotland, City of Edinburgh Council, Edinburgh Chamber of Commerce, Jobcentre Plus, NHS Lothian, Scottish Enterprise Edinburgh and Lothian and the city's Further Education colleges. A small core team has been set up in Capital City Partnership to provide support for the consortium.

The strategy will contribute to the government's aims of increasing the number of people in work and tackling child poverty. Partners will also identify barriers to work such as national benefit rules and funding mechanisms, and make the case for local flexibility to remove these.

A vision for Edinburgh

The vision is to better integrate and manage publicly funded activities. Partners will build on work to date, and integrate health, social care and other treatment agencies into this

expanded Jobs Strategy. They will also increase effective co-operation with employers to enhance job entry rates and aid progression beyond entry-level jobs.

The challenge in Edinburgh

The city economy has grown and changed, with fewer manual and manufacturing jobs, and more part-time and temporary opportunities. Despite a strong local economy, substantial hidden unemployment still exists, and low unemployment means people with deep-seated and multiple disadvantages make up a growing proportion of the total unemployed. Services to help people into work must prioritise those who are most disadvantaged and help them to break the low pay – no pay cycle.

***More details on page 6**

* For more information contact **Matthew Crighton** at the Capital City Partnership on 0131 270 6042, email: matthewcrighton@capitalcitypartnership.org

We strive to reflect the diverse views and perspectives of a voluntary partnership and while every effort is made to ensure that all information given is accurate, no legal responsibility is taken by City of Edinburgh Council for any errors, omissions or misleading information.

STUDENTS GET JOB READY

Craigroyston Community High School students have been preparing for the world of work with a short course tackling a range of topics. The programme, supported by Scottish Business in the Community (SBC) North Edinburgh and North Edinburgh Area Renewal (NEAR), has been running for three years.

This term, 'Business Matters' has seen students visit Superlogo a garment printing and embroidery business in Leith. Meanwhile, 90 students and 29 businesses took part in a unique day of interview practise. Companies involved included lawyers Pinsent Masons, Alba Catering, and Joy Beauty Therapy. ■

* For more information contact **Hazel McDonald** at SBC North Edinburgh
email hazel@near.org.uk



Looking good:
Carla Barnes with Cary Harris
of Joy Beauty Therapy



Souped up:
Pam Goodfellow of Alba Catering
with Keir Williamson



Work and play:
Mhairi Irvine and Karen White have fun
with a customer at Molly's

ECTA TRAINEES' EXTRA HELP

Jobseekers on Edinburgh Community Technology Academy (ECTA) courses benefited from professional career advice from leading UK recruitment agency Hudson during June.

IT Essentials and Cisco Networking trainees from ECTA's Wester Hailes and Haymarket centres gained valuable local job market information and individual CV support in a workshop led by senior Hudson recruiters.

Peter George, Cisco Instructor with ECTA training partner Net Resources Academy who hosted the workshop said: "This was a great opportunity for trainees to focus their career objectives on Edinburgh IT job market requirements. As well as receiving up to date intelligence on companies who are recruiting, they had first class CV development support, guidance on employer expectations from job applicants, and useful advice on searching for jobs."

With several positive job outcomes already, ECTA is recruiting more jobseekers over the summer for Microsoft and Cisco courses, and working with city employers to arrange essential work experience placements. ■

* For more information, contact
Karen Malone on 0131 442 1400
See special feature on ECTA on pages 8 & 9

JOBSEEKING HITS HOME!

Jobseekers can now access the 400,000 jobs that Jobcentres are advertising without moving from their own sofa.

A new partnership between Jobcentre Plus and Looking Local, the local government digital TV portal, offers all digital TV viewers access to a national job search engine.

The service is available to anyone who has access to Sky, cable or broadband-enabled Freeview boxes. Details of how to access the service are available on the Jobcentre Plus website: www.jobcentreplus.gov.uk ■

Photography by Iain Sharp

PUBLIC SECTOR ACADEMY ALL GO

Edinburgh's Public Sector Academy is up and running to help people get work experience and training in the City Council – and help the Council take full advantage of the skills available in the wider workforce.

Laura McIntyre, the senior economic development officer at the Council who helps oversee the Academy said: "In our first year, in line with Council policy, we're looking at ways to work with people from black and minority ethnic (BME) communities, people with disabilities and people who want to do atypical work in the council (in other words women who want to do traditional male jobs and vice versa). Other target groups are people with caring responsibilities and young people."

Laura added that since January significant progress has been made. Among other things, there's been support for a BME

focused recruitment event, seventeen people have started on the Make it Work for Families programme for parents with caring responsibilities, and there have been six recruitment workshops for people interested in working for the Council.

"We're doing lots more over the next year, too," she said. "We'll recruit another 30 people to Make it Work for Families, offer 20 more work experience placements to people from BME groups, and develop opportunities for people who have physical, mental or learning disabilities."

In addition, the Academy will give 20 young people in S3 and S4 the chance to

Role reversal: Academy goes against tradition



get work experience and learning through the JET programme, improve the monitoring and co-ordination of schools' work experience, recruit young people for the Young Persons Training Programme, and continue to provide recruitment workshops for community organisations. ■

* For more information on the Public Sector Academy e-mail laura.mcintyre@edinburgh.gov.uk or call her on 0131 529 3727

WATERFRONT JOBS SUCCESS

Edinburgh Waterfront

Four long-term unemployed people are now enjoying life as Gas Distribution Assistants with Scotland Gas Networks thanks to an initiative lead by the Waterfront Recruitment Centre.

The Waterfront enjoys a close relationship with employers like Scotland Gas Networks. When it discovered the company was looking to fill new positions the Centre got together with local partners to put together a training programme to give people the skills and certificates needed for gas distribution assistants.

The Waterfront handled initial recruitment, carried out interviews and shortlisted 12 people to go forward for a final interview with SGN. Eventually, four people were selected. All successfully

completed the training and started work on 7 May.

Jim O'Rorke, Waterfront Recruitment Centre manager said: "The partnership approach brought in the various strengths of NEAR, ourselves, Jobcentre Plus, and SEEL. We were able to adopt a co-ordinating role that ensured a seamless service with one point of contact for interested parties."

Since opening in July 2005 the Centre has helped 384 people into jobs. ■

www.waterfront-recruitment.com

* For more information contact the Edinburgh Waterfront Recruitment Centre on 0131 552 7025 or contact at info@waterfront-recruitment.com

THE WOODWORKS OPENS FOR BUSINESS



The Woodworks, a new social enterprise, has been launched by Forth Sector at 20 Graham Street, Bonnington.

This environmentally friendly project recycles scrap wood for reuse, and provides work experience for people who have experienced mental health difficulties. Four trainees have already benefited, and it's hoped three more will join by the end of the year.

* For more information contact 0845 838 2440 or visit www.woodrecyclers.co.uk

ALL THE ELEMENTS FOR SUCCESS

The new Cities Strategy will focus on several important elements:

• **Element 1: A Clear Offer to Jobseekers**

(Lead Partner: Jobcentre Plus)

Letting customers know what's available, getting help from the most relevant organisations, pooling resources to deliver better services, encouraging greater customer input to inform strategy.

• **Element 2: Greater Customer Reach**

(Lead Partner: City of Edinburgh Council)

Assessing the barriers people face and increasing co-ordination between agencies including the NHS, who will contribute expertise to help support jobseekers.

• **Element 3: A Clear Offer to Employers**

(Lead Partner: Jobcentre Plus)

Making sure that organisations engaging with employers are well informed and can offer employers a range of appropriate contacts, products and services from City Strategy Pathfinder partners.

• **Element 4: Joined-Up Infrastructure**

(Lead Partner: Scottish Enterprise Edinburgh and Lothian)

Focusing on achieving joined-up funding and procurement.

• **Element 5: Improved Information Management**

(Lead Partner: Capital City Partnership)

Making better use of data for monitoring outcomes and managing programmes.

• **Element 6: Improving Sustained Employment**

(Lead Partner: Careers Scotland and Scottish Enterprise Edinburgh and Lothian)

Helping people stay in a job and progress further through skills training and through gaining industry recognised qualifications.

• **Element 7: Strategy Targets and Development**

(Lead Partner: Careers Scotland)

By May 2009 - two key targets agreed for Edinburgh

- 5% reduction in claimants across Incapacity Benefit, Jobseekers Allowance, and Income Support for Lone Parents

- a rise in the city's employment rate from 78% to 79.2%.

- there is also an aspirational target of 82% employment rate by 2014.

• **Element 8: Communications and Consultation**

(Lead Partner: City of Edinburgh Council)

Improving and developing consistent network communications about Pathfinder aims and activities and consulting with target audiences and stakeholders to inform direction of the Pathfinder. The full business plan is available at

www.joinedupforjobs.org.uk/Cities_Strategy_Pathfinder.shtml

* For more information contact **Matthew Crighton** at the Capital City Partnership on 0131 270 6042, email: matthewcrighton@capitalcitypartnership.org

THE APPROACH TO EMPLOYERS

The Cities Strategy Pathfinder will aim to deliver a simple, coherent 'offer' to employers across the city, whether they are large major companies or small and medium size enterprises.

Led by Jobcentre Plus, the partners will work together to produce a consistent understanding of the 'offer', which will encourage more firms to think of City Strategy activity as an important way to recruit and retain people. The approach will include:

- Tried and tested elements from the Employment Academies model.
- Jobcentre Plus pre-recruitment.
- Scottish Enterprise client/account management.

- Developing a guide for large scale recruitment, mapping developments from inception to recruitment and retention.
- A 'job brokerage' model, where the combined recruitment power of a group of employers in a particular sector can be linked to potential target groups through one or more agencies.
- Building the capacity of large public sector employers to recruit from less traditional groups.

By developing a range of products, the Cities Strategy can generate awareness of what's on offer to employers and improve joined up working in a way that satisfies demand in the jobs market.

To take things forward, a sub-group of the Jobs Strategy Group has been set up and had its first meeting during May. It will now develop specific proposals in consultation with appropriate people and organisations. ■

* For more information, or to offer advice or help contact **Jane Kerr** at Capital City Partnership on 0131 270 6049

EUROPEAN FUNDING LATEST

The latest update on ESF Funds from the Scottish Executive confirms that overall funding to Scotland between 2007 and 2013 is reducing by over 50% to £570 million.

In addition there will be tighter restrictions, and this may be the last significant ESF funding that Scotland sees.

For Lowlands and Uplands Scotland there will be two programmes both under the Competitiveness Objective.

For this region there will be a total of £260 million for ERDF (that's £37m a year) and £185 million available under the ESF (£27m a year).

As before there will be priority given to specific areas of activity. They are:

ERDF

- **Priority 1** – Research and Innovation (£9m)
- **Priority 2** – Enterprise Growth (£12m)
- **Priority 3** – Urban Regeneration (£10m)
- **Priority 4** – Rural Development (£5m)

ESF

- **Priority 1** – Progressing into employment (£12m)
- **Priority 2** – Progressing through employment (£10m)
- **Priority 3** – Improving access to lifelong learning (£4m)

Also of interest to Edinburgh and the surrounding region are the territorial cooperation funds. Under the transnational heading money will be available for prioritising innovation, environmental management, and accessibility, and creation of sustainable and competitive communities.

Under the inter-regional banner funds will help support regional and urban networks in the interests of growth, job creation and sharing best practice.

And city focused funding (URBACT II) is designed to prioritise cities as engines of growth and jobs, and attractive and cohesive places to live.

Funding will be awarded by competitive bidding. Up to three-year funding is possible and there is a two-stage application process.

Eligible projects must have minimum annual average costs of £200,000. Smaller complementary projects could join together to form a larger eligible project.

Selection for funding will place emphasis on a number of criteria. They include the fit of projects with national and local strategies, partnership with relevant local and national bodies, the track record of the

lead applicant in running Structural Funds projects, and taking forward the Programme's environmental sustainability and equal opportunities aspirations

It is proposed that certain funds will be set aside for designated projects to be coordinated via local 'intermediate delivery bodies'. Funds will also be allocated to Community Planning Partnerships (by competitive bid) to support social inclusion and regeneration activities. ■

* For more information visit: www.scotland.gov.uk/structuralfunds



NEW ACADEMIES GOT IT TAPPED

Information Technology's changed our lives, and opened up all sorts of new job opportunities. Until now, there's been no dedicated Joined Up For Jobs initiative to help people tap into that market. The recently opened Edinburgh Community Technology Academy (ECTA) has changed all that...

Operating from four sites in the city, ECTA booted up for business in January and has plans to offer training to up to 100 people a year in a range of IT disciplines. Roger Horam of Edinburgh Chamber of Commerce was closely involved in the establishment of ECTA and he explained its background.

"Cisco Systems, the IT networking company, approached the City Council twelve months ago to talk about the possibility of setting up a community based training academy. The Council brought together interested parties from Joined Up For Jobs and a meeting was held involving Cisco and the Govan Initiative, an existing technology academy in Glasgow."

That provided the spark to get things going, Roger submitted a successful application to the European Social Fund, and the serious planning to get ECTA off the ground started.

"We knew we had no knowledge or experience but one big advantage was being able to tap into help from the Govan Initiative, which has been in existence for over six years," said Brian Martin of City of Edinburgh Council.

"First off, we had to decide on sites and

visited a number of locations around the city. Eventually we settled on a main base in Wester Hailes with satellites at Haywired in Craigmillar, Nisus in Leith and Net Resources in the city centre. All of these are well-run centres with excellent IT facilities."

Roger knew that getting Microsoft on board was important, too. The dominant IT giant puts a strong emphasis on community involvement in its corporate social responsibility and business rationale. "There's a lot of overlap between the companies when it comes to this kind of initiative. For example, the Global Leaders conference held in January at the Scottish Parliament, which Bill Gates attended, was a joint venture between Cisco and Microsoft."

Getting the right accreditation and backing lets ECTA offer a variety of courses. "Our programmes suit people who have high levels of IT knowledge and experience, and those who are just starting out," explained Karen Malone, who manages the project.

At the more advanced end is the CCNA (Cisco Certified Network Associate) qualification. This is a year long course in two parts for people who have existing skills.

Further down the scale is MOS (Microsoft Office Specialist) which gives students a good grounding in the basics of Word, Excel, Powerpoint, Outlook and Access. The Microsoft Certified Desktop Support Technician (MCDST) course helps people get the skills to work with the Microsoft Windows operating system. "Software-focused expertise is the type of help a lot of companies need," said Roger.

On the other side, IT Essentials is a basic course that focuses on system hardware.

"We're about to begin a course on Panduit Networking Infrastructure Essentials (PNIE).

It's for people interested in network cabling and installation. Students learn about worldwide standards, cabling, networks, and signal transmission."

At the moment there are three groups of 10 people completing a CCNA course with Net Resources, studying IT essentials in Wester Hailes, and going through a MOS course at Nisus (with another just underway at Haywired).

One of ECTA's aims is to help under-represented groups get access to IT jobs. In line with that goal, the current CCNA course has men and women of different ages (from 18 to forty something) and backgrounds (including Indian, Chinese, and Vietnamese).

"But we make sure that we have the right people on the right programmes," Roger stressed. "For example, we won't try to push someone with low skills onto a CCNA course. They would struggle and their self confidence would take a bash as a result."

The ultimate aim is to get people into work. And, as far as job opportunities are concerned, Roger believes that these employment academy graduates will have good options.

"There are a large number of IT support companies out there. The nature of the business means there is often a good turnover of staff. That opens up chances for new people. At the same time, we're working with recruitment agencies who are keen to get qualified staff on their books."

Well-backed training and good job opportunities – for lots of unemployed people, ECTA clearly presents Windows of opportunity. ■

* For more information about ECTA visit the Academy website at: www.ecta.org.uk or contact Karen Malone at: karen@ecta.org.uk



SURPRISE CAREER FOR CRAIG

"I'd always been interested in computers but a career in IT hadn't crossed my mind – when I saw the piece in the paper I thought 'why not' and now I'm really glad I decided to take it up."

Twenty-nine year-old Craig Rendall is speaking almost three months into his IT Essentials course with ECTA.

It was early in 2007 that he spotted details of the course in a local newspaper. A few enquiries, several phone calls and an interview later, and he was one of the first people to start benefiting from Edinburgh's new academy.

Getting involved in IT represents a change of direction for Craig. He's well qualified already with a degree in Business Studies and an HND in sound engineering, but he believes he's found the sector in which he wants to work.

"I've been studying almost full time since I left school, and most of the jobs I've done have been part time to help me get through my studies. But, after completing the IT Essentials course I want to start out in the technical support side of IT.

The style of learning is different to what Craig's used to, but he enjoys it. "A lot is crammed into every week here. It's a lot more focused and intense than college, but that's good.

"At the end we have a choice. We can take the IT Essentials exam, which is related specifically to this course, or the A Plus test, which is an industry standard but involves an extra two exams."

Whichever option he chooses, the career that he hadn't even considered until a few months ago, will be one step nearer reality. ■

"It's a lot more focused and intense than college, but that's good"



JOB FOR THE GIRLS

At the moment you don't get a lot of women working in IT. Lee-anne Reeves can help change that. The 27 year-old from Broomhouse is one of a number of female learners taking part in a current ECTA course.

Lee-anne believes this is part of a natural progression. She said: "This is an area I've wanted to get into for a while. Previously I've been involved in learning but mostly concentrated on the creative side of things. I've taken courses in the likes of creative arts, stage management and photography, but I think this opens up even more opportunities."

She found out about the course thanks to West Edinburgh Action. "I applied as soon as I heard about it and was lucky enough to get on.

"It's been great so far. Parts of it are tough and it's very hands on – the mix is about 50/50 between theory and practical work."

The timetable suits Lee-anne. "It's two and a half days a week which works out fine with me. I have a son, Jamie who has just turned eight and there are some childcare issues, but I'm lucky enough to have support that lets me make the most of the course."

She sees the current IT Essentials course that she's taking as a stepping stone. "Once this is finished I plan to carry on learning. I'm keen to continue improving my skills before I try to look for work.

"I'm really happy with the way things have worked out. The environment's great and everyone's really friendly – not just the tutor, Awais but all of my fellow students, too." ■

"Once this is finished I plan to carry on learning. I'm keen to continue improving my skills before I try to look for work"

SBC: THE BUSINESS OF RESPONSIBILITY

Scottish Business in the Community (SBC) a membership organisation which supports firms to promote responsible business practice, has enjoyed a new lease of life since a restructure in 2006. Always an enthusiastic supporter of Joined Up For Jobs, it continues to help people who are disadvantaged in the jobs market through several initiatives.

"SBC was set up in 1982," said Karen Davidson, development manager. "Our aim is to support, broker and challenge businesses to have a positive impact on society.

"Corporate responsibility covers four main areas – the marketplace, the workplace, the environment and community. In Scotland this means we channel activity towards issues that are particularly relevant to our communities: employability, education, health and the environment."

Karen explained that SBC tackles the challenges in two main ways. The first is delivering programmes that create tangible initiatives and bring together businesses, groups and voluntary organisations to tackle specific issues. The second is through brokering and challenging their member companies.

Karen added: "We act as a representative of the private sector on policy issues, and we challenge businesses to help them understand how better to engage with the Scottish Executive, and with the community and society as a whole."

Another outcome of the re-structure that took place in 2006 saw the establishment of a team dedicated to helping businesses become more involved with the employability agenda. The team works in a number of ways to encourage SBC members to become more actively engaged with employability, education and the NEET strategy.

On a strategic level, an employability leadership group brings together significant employers in Scotland to share good practice, champion employability and influence the Scottish Executive. Members include Marks and Spencer, Royal Mail, Dunfermline Building Society, and Boots. Another leadership group, focusing on Youth Employability and Education, is being set up.

"We now work with other business led organisations, such as the Chamber of Commerce, to explore how we can support closer links between business and voluntary sector employability agencies".

"...we challenge businesses to help them understand how better to engage... with the community and society as a whole."

"And we have an active working partnership with The Scottish Centre for Healthy Working Lives. A member of the SBC employability team is in a joint post that involves encouraging employers to recruit from hard to reach groups and explores the links between work and health".

The SBC network office in North Edinburgh works with organisation members and local businesses. Many are involved in schools to help increase employability opportunities of young people, particularly those at risk of falling into the NEET category.

SBC also delivers employability programmes including Ready for Work and Closing the Gap.

"Ready for Work involves people taking a two- to four-week placement in one of our member companies," said Karen. "We help make sure it's as successful as possible by setting things up and working with the

employer, the agency that put forward the client, and the individual.

It's all about benefits and new ways of working for business, too. It allows companies to challenge their recruitment practices, reduce recruitment costs, raise their awareness of the talent that is available, and develop existing staff, who often act as 'buddies' for those coming on placement.

What's more, outcomes of a programme like Ready for Work allow companies to recruit more successfully from disadvantaged groups.

Firms involved nationally include the likes of Marks & Spencer, John Wood Group, George Wimpey, and the Royal Mail.

The programme helps establish relationships between employers like these and agencies working with particular groups.

In Scotland, Ready for Work has helped around 160 people in its first two years. They've come from all kinds of groups, including homeless people, ex-offenders, and youngsters in the NEET category.

Karen said: "We can adapt the programme quite easily to all kinds of people. And we keep tabs on how people fare, tracking them for six months at least. We're careful to make sure that anyone who lands a job has the chance to progress in the workplace like any other member of staff.

"Because it's not just about being ready for work, it's about being ready for longer term achievements." ■

* For more information on Scottish Business in the Community contact [Lara Friedman](mailto:lara.friedman@sbcscot.com) on 0131 451 1100, email: lara.friedman@sbcscot.com



Best programme:
Mark Laing and successful
trainees Elaine Russell and
Gordon McCall

SOME THINGS NOT CHANGING

A change of name doesn't necessarily mean a change of policy. Simmers, the biscuit manufacturer based in east Edinburgh is changing its name to Nairn's Oatcakes, but it's still helping people who face disadvantage.

Mark Laing, managing director, said: "We're involved in a new venture designed to give employment opportunities to people who have learning difficulties or face other problems. It's a programme we're operating with Jobcentre Plus and Haven Products, a social enterprise based in Glasgow.

Suitable candidates have two weeks placement with Haven where they learn about the disciplines involved in the workplace. Assuming all goes well they then come to work with us."

The programme has been in place for two months and it began with two people. They're now in place with Nairn and fitting in well. It's hoped more can be helped in the fullness of time.

"We like to play an active role in SBC and we've always believed in helping people who have to contend with hardships that most of us don't come up against," added Mark.

"I know that if you give people the chance you often get rewarded. We have several people on our books who've had problems in the past – but they're hard-working skilled individuals with a very good attitude.

"Of course, the company benefits, too. We get good workers, and we can use the programme for developing other staff. During their first few weeks with us the newcomers are 'buddied' with an existing worker, and that mentor often get as much out of the experience as the trainee.

"We've been involved with other programmes in the past, but we're particularly pleased with this new initiative. It gets all the elements right and has already produced two very good people for us." ■

THE STANDARD APPROACH

In May, Sandy Crombie, the chief executive of Standard Life was named Prince Charles' ambassador for corporate social responsibility in Scotland.

The appointment was announced at a ceremony marking SBC's 25th anniversary celebrations and is in response to the company's efforts to help people who face disadvantage.

Karen Frost, Standard Life's community investment manager told Working Capital about Work Life, a programme that helps increase employability skills for homeless people and others.

"It's part of an overall community investment strategy and it's a six month programme offering a real job for real pay. We work with relevant agencies, such as homeless organisations like the Edinburgh Cyrenians or social work team, to identify people who might benefit.

"Through our education team, we run workshops for the Edinburgh Cyrenians' People with Potential course and this helps explain more about applying for a job, creating a CV, interview technique, and so on. After that, our assessment centre selects participants."

Work Life has run for several years and helped around 40

people, with approximately 60% still working with the company.

Usually, people are in customer service roles, but there's a wide range of occupations in Standard Life so the working area isn't restricted.

"We don't always have permanent job opportunities for those who take part, but we do make it a useful and educational experience."

Participants have ranged in ages from 17 to late 30s, and included people with a disability.

"One important thing we've found with disabled people is that the adjustments needed are usually very slight. For example, we've had epilepsy sufferers and found that all that was required was a simple screen to go over the pc."

Karen and her team are currently planning the latest programme and looking forward to a new intake. "We value everyone in our local community and this gives us a chance to provide practical help to people who really need it." ■



Making a community investment:
Karen Frost and colleague Liz Macleod

EMPLOYMENT ACCESS ALL AREAS [SPOTLIGHT ON MIDLOTHIAN]

Increasing numbers of people are travelling in and out of Edinburgh across Lothian boundaries to access work. In this issue we compare city job opportunities with those in Midlothian and find out how our neighbours engage with employers to support employment access.



UNEMPLOYMENT

Claimant unemployment in Midlothian has dropped significantly over the past year.

In April 2006, the number of jobseekers was 1147 (7,164 in Edinburgh). By April 2007 the figure had gone down to 867 (6,174 in Edinburgh).

The overall rate of 1.8% is slightly lower than Edinburgh's 2%.

The economically inactive population averages 14.3% with around a third (2,300 – more than double the unemployed figure) seeking jobs, although only 1 in 4 inactive men wish to work.

MIDLOTHIAN COMMUTING PATTERNS [2004]

Working age population: 49,021.

Daytime workforce working in Midlothian: 25,006.

Number of people working in Midlothian's daytime workforce who commute into the area: 7,765.

Midlothian resident working age population in employment who commute out: 20,637.

This represents 31% of Midlothian daytime workforce who commute in and 54% who commute out to Edinburgh.

Statistics from research for SEEL, supplied by Alasdair Mathers, Midlothian Council.

BUILDING SUPPORT NETWORKS

The Midlothian Employment Action Network (MEAN) is actively linked into Joined up for Jobs, and has around 40 member agencies.

Similar to our own network in Edinburgh it aims to:

- improve access to work for those facing disadvantage;
- support a more joined up and accessible framework of employment support services;
- provide organisations working in Midlothian with a stronger collective voice at a regional level;
- help buy in to wider employment focused initiatives and attracting new resources to the area.

MEAN has one Development Officer, Gillian Cousin, and she is based at Midlothian Training Services (MTS).

TRAINING AND WORK EXPERIENCE

Midlothian Training Services runs several employment training programmes for unemployed adults and engages with local employers to coordinate work experience.

- Dedicated placement officers generate opportunities for clients through word of mouth and outreach activity
- Placements include childcare, skilled trades, engineering firms and shops
- There is a much higher conversion rate from training programme to sustained employment than many clients could expect without placement support
- The relationship built between the employer and placement support staff is crucial
- Placements are a two way process with benefits for both client and employer.

* For more information on The Midlothian Employment Action Network you can contact **Gillian Cousin** at MEAN on 0131 561 5378, email gillian.cousin@midlothian.gov.uk For information on Midlothian Training Services contact **Jim Murphy** at MTS on 0131 561 5384, email jimmurphy@midlothian.gov.uk

TOP 20 EMPLOYERS IN MIDLOTHIAN 2007



Employer	No of Employees (FTE)
1. NHS Scotland (estimate)	5,000*
2. Midlothian Council	3,490
3. Tesco	465
4. IKEA	450
5. Charles Letts and Co (diaries)	380
6. Roslin Institute	305
7. Arthur McKay	280
8. Mactaggart Scott	270
9. Roslin Bio Centre	230
10. Sainsbury's	227
11. Scottish Qualifications Authority	220
12. Costco	206
13. The Royal (Dick) Vet	198
14. Scottish Agricultural College	175
15. Jewel & Esk Valley College	162
16. Moredun Research Institute	159
17. First Edinburgh Ltd	156
18. Penicuik Windows	150
19. Deans Foods	110
20. Crummock (Scotland)	107

*Approximately 28,000 Lothian-wide.

Source: Midlothian Council Development Unit.

TOP 20 EMPLOYERS IN THE CITY OF EDINBURGH 2007



Employer	No of Employees (FTE)
1. City of Edinburgh Council	20,818
2. NHS Scotland	18,361
3. The Royal Bank of Scotland	8,914
4. University of Edinburgh	7,833
5. HBOS plc	6,459
6. Standard Life	6,420
7. Scottish Widows	3,667
8. The Scottish Executive	3,400
9. Royal Mail	3,200
10. AEGON UK	2,640
11. Lloyds TSB Scotland	2,300
12. Lothian Buses	2,176
13. Selex Sensors & Airborne Systems	1,870
14. British Telecom	1,869
15. Napier University	1,867
16. Tesco	1,801
17. Heriot Watt University	1,618
18. Scottish Gas	1,500
19. John Lewis	1,379
20. Marks and Spencer	1,287

Source: City of Edinburgh Council, 'Edinburgh by Numbers' on www.capitalreview.co.uk. (More information from David Hanna of Economic Development Service, CEC).

WHERE ARE THE JOBS?

	Midlothian	City of Edinburgh
Total employee jobs	26,300	317,200
Part-time jobs	9,000 34.2%	97,600 30.8%
Manufacturing	2,100 8.1%	13,000 4.1%
Construction	3,100 11.9%	11,000 3.5%
Services	20,500 80%	290,900 91.7%
Distribution, Hotels, Restaurants	5,800 22%	63,400 20%
Transport & Communications	1,200 4.5%	14,800 4.7%
Finance, IT, Other Business	3,600 13.8%	104,700 33%
Public Admin, Education, Health	8,500 32.2%	90,700 28.6%
Other Services	1,400 5.4%	17,300 5.4%

Source: NOMIS (www.nomisweb.co.uk) Annual Business Enquiry 2005



* For more information on activity in Midlothian you can contact **Gillian Cousin** at: MEAN on 0131 561 5378, email gillian.cousin@midlothian.gov.uk And for more information see the site: www.mean.org.uk

HELP THE HELPERS

Volunteering can be a great way to help people gain employability skills. But, as Marion Findlay, co-ordinator of the Volunteer Centre says, it's vital that organisations don't get asked to do too much.



In Edinburgh, volunteering is a major part of social and economic activity – there are around 1800 voluntary and community groups that directly involve volunteers.

Often these organisations depend on volunteers to deliver all kinds of important services, such as social care, improving the environment, raising funds and much more.

Volunteers are vital and without their involvement many charities could not survive.

Because of the benefits it brings, volunteering is often suggested to people who've been out of the job market for some time. The personal gains are tremendous: volunteers develop work related skills, build confidence, make useful contacts and gain experience that they can put on their CV and job applications.

Volunteering is a clear two-way street and has big advantages for individuals and the organisations they help.

Expectations

Crucially, there are high expectations on volunteering to provide safe and structured opportunities for people with a wide range of needs including mental health problems, addictions, offending behaviour and complex disabilities.

However, the truth is that resources are stretched. Support available to volunteers in placements can vary considerably. Only

51% of organisations have a paid member of staff whose primary responsibility is the management of volunteers. Often, volunteering is an 'add-on' to an already full slate of responsibilities. What's more, some organisations have no paid staff and are completely volunteer-run and led.

It's reaching crisis point. While organisations are happy to involve volunteers who lack confidence or need some support, many report that they are reaching saturation. People have to bear in mind that the priority of any organisation is to deliver a service to its 'clients'; the capacity to provide intensive support to volunteers over and above general induction and supervision can often be limited.

In Edinburgh, 62% of organisations report they have volunteers with additional support needs, and 39% say they turn potential volunteers away because they don't have the resources to provide the support they need (Inspiring Volunteering: A Volunteering Strategy for Edinburgh 2006).

When any agency refers a client to voluntary work it has to be understood that this is a process (sometimes a lengthy one). It should never be seen as a one-off exercise in sign-posting before the client is discharged from a caseload.

Involvement

Organisations welcome the involvement of support staff in helping clients with support

needs to become volunteers. They appreciate contact from key workers who are willing to share information about their client and help identify suitable tasks. They also value ongoing contact and support.

It's perfectly possible – and often highly recommended – for referring staff to accompany clients on visits to the placement or to interviews. They can also work alongside the client as a "buddy". On many occasions key workers and support staff say that they knew nothing about what's involved in volunteering until they buddy a client for a few shifts.

Keeping up regular contact with the organisation once the client is placed can be a great help too, not just to the volunteer, but to the people they work with. This kind of support helps maintain and enrich placements and is vital if and when problems arise.

The Inclusion Team at Volunteer Centre Edinburgh provides a range of guidelines for anyone who wants to help their clients get into volunteering. And there are fortnightly drop-in sessions for referrers and clients who are keen to find out about everything that's involved in volunteering. ■

* For more information, contact Marion Findlay on 0131 225 0630, email: marion.findlay@volunteeredinburgh.org.uk

AUGUST

Joined Up For Jobs Partnership Forum

Thursday, 2 August, City Chambers Business Centre, 9.30am–12.30pm

Theme—Learning Disability and Employment, hosted by the Action Group

"steps2work" Craft Fair (Work Rehabilitation Projects)

Saturday 11/Sunday 12 August (provisional date), St John's Church, west end of Princes Street.

Trainees from the Work Training Project, Occupational Therapy Rehabilitation Unit, Occupational Therapy Horticulture Project and Pathways Projects will be selling goods made in Prevocational Training workshops.

* For more information www.joinedupforjobs.org.uk

Get On

Various dates and locations in August/September

A new improved version of the Get On programme will be recruiting. Changes to the old format include:

- More referrals direct from Joined Up For Jobs agencies
- Clients will undertake an initial two-week motivation programme
- They'll then have the chance to move on to provision to suit individual needs
- 6-9 weeks vocational training in Support Work and IT Systems will be provided from September under Training for Work
- Clients will have a dedicated case manager throughout the process and beyond.

* For more information contact Brian Robertson at City Development on 0131 529 3253, email get-on@edinburgh.gov.uk

OCTOBER

Equal Access Development Partnership, Final conference - Combined event with Refocus

October 5th, Hilton Hotel, Glasgow

This event will highlight emerging lessons from the Partnership as well as relevant policy developments.

* For more information www.equal-access-scotland.org.uk tel: 01236 618160

Watch out for Edition 15 of Working Capital coming your way in the autumn. Meanwhile, if you have any contributions, please send them to:

EMAIL: workingcapital@edinburgh.gov.uk

USEFUL PUBLICATIONS AND WEBLINKS

For info on employer perspectives and for those seeking business development support.

PUBLICATIONS

Federation of Small Businesses Biennial Membership Survey 2006 - Lifting the Barriers to Growth in UK small Businesses (Scotland)
www.fsb.org.uk/data/default.asp?id=381&loc=policy

Futureskills - What Employers Think - Skills in Scotland 2006
www.futureskillsscotland.org.uk/web/site/home/Reports/WhatEmployersThink/Report_Skills_in_Scotland_2006.asp

WEBLINKS

The Business Gateway: www.bgateway.com or 0845 6096611

Edinburgh Chamber of Commerce: www.edinburghchamber.co.uk - 0131 221 2999

Scottish Chambers of Commerce: www.scottishchambers.org.uk

North Edinburgh Business Incubator:
www.edinburghchamber.co.uk/skills%5Fdevelopment/nebi/

Craigmillar Business Incubator: www.craigmillarinubator.co.uk

West Edinburgh Business Incubator: www.webi.org.uk

Federation of Small Businesses: www.fsb.org.uk

Scottish Council for Voluntary Organisations: www.scvo.org.uk - 0800 1690022

Scottish Business in the Community: www.sbcscot.com

Social Enterprise Edinburgh: www.go4see.info

PRIVATE SECTOR WEBSITES

www.startips.co.uk

www.smallbusiness.co.uk

BANKS (good source for business plans and funding)

Lloyds TSB: www.lloydstsb.com

HSBC: www.hsbc.co.uk

Halifax/Bank of Scotland: www.hbosplc.com

Royal Bank of Scotland: www.rbs.co.uk

Clydesdale Bank: www.cbonline.co.uk

National Employment Panel: www.nationalemploymentpanel.gov.uk

Sector Skills Alliance Scotland: www.ssascot.org.uk

You can get this document on tape, in Braille, large print and various computer formats if you ask us. Please contact **ITS** on **0131 242 8181** and quote **ref. 07508**.

ITS can also give information on community language translations. You can get more copies of this document by calling the City of Edinburgh Council Access and Training Team on 0131 529 4817.

ব্যবসা বানিজ্য চালাবার মূলখন

আপনার সম্প্রদায়ের ভাষায় এই দলিলপত্রের অনুবাদ পেতে হলে ইন্টারপ্রেটেশান এ্যান্ড ট্রান্সলেশন সারভিস-এর সাথে 0131 242 8181 নম্বরে টেলিফোন করে রেফারেন্স নম্বর **07508** উল্লেখ করুন।

勞動的首都

如查欲詢這份文件的翻譯資訊請致電愛丁堡城市議會傳譯及翻譯服務並說明檔案編號 **07508**，電話 0131 242 8181。

الرأسمال العامل

للحصول على معلومات حول ترجمة هذه الوثيقة إلى لغة جاليتكم، الرجاء الاتصال بخدمة الترجمة ITS هاتف: 0131-242 8181 وذكر الاشارة **07508**

درنگ کپیٹل (ملازمتوں کے متعلق سرمایہ رسالہ)

اپنی کمیونٹی میں بولی جانے والی زبان میں اس دستاویز کے ترجمے کے متعلق معلومات کیلئے برائے مہربانی انٹرنیشنل پر آئیڈ ٹرانسلیشن سروس ITS کو **0131 242 8181** پر فون کریں اور ریفرنس نمبر **07508** کا حوالہ دیں۔