

ABERDEEN CITY COUNCIL

COMMITTEE	City Growth and Resources
DATE	27 November 2018
REPORT TITLE	Training and Employability Support Services
REPORT NUMBER	PLA/18/257
DIRECTOR	N/A
CHIEF OFFICER	Richard Sweetnam
REPORT AUTHOR	Angela Taylor
TERMS OF REFERENCE	2.2 determine the Council's strategies for city growth and place planning except in relation to major infrastructural planning; and 2.3 consider reports on key actions by the Council towards the delivery of the Regional Strategy and the Inward Investment Plan.

1. PURPOSE OF REPORT

- 1.1 The purpose of this report is to inform Committee of the findings of an investigation into the feasibility of running regular neighbourhood career and employability support sessions in the regeneration areas as part of the ESF-funded project and to encourage project participation through enhanced communications.

2. RECOMMENDATION(S)

That the Committee:-

- 2.1 Note the findings of the feasibility study and Seaton pilot project, and instruct the Chief Officer, City Growth, to continue to work with partners to develop employability sessions in the city's other regeneration areas; and
- 2.2 Note the project communications plan (Appendix 1) and instruct the Chief Officer, City Growth, to work with the Communication and Marketing Manager to further develop with partners and roll-out the activity detailed.

3. BACKGROUND

- 3.1 Aberdeen City Council secured European Structural Fund (ESF) monies to deliver the Progress Through Positive Partnerships employability project, which was approved by the Communities, Housing and Infrastructure Committee in August 2016. As part of this project, a series of neighbourhood audits designed

to identify the needs of local people in the regeneration areas of Middlefield, Woodside, Tillydrone, Torry and Seaton, was carried out.

- 3.2 These audits identified a lack of knowledge and signposting about available services in the regeneration areas and the associated area reports identified, amongst other things:
 - Need for greater promotion of available support and benefits;
 - Need for partner organisations to link up and have a presence in the localities to increase knowledge of and access to services.
- 3.3 At its meeting on 29 June 2018, members of the City Growth and Resources Committee instructed officers to investigate the feasibility of running neighbourhood career and employability support sessions in the regeneration areas, as part of the Progress Through Positive Partnerships project, funded by the European Social Fund.
- 3.4 Officers carried out a consultation amongst training and other support providers, including members of the Aberdeen Employability Training Providers Forum, to establish whether or not there was an appetite for this type of activity, whether they would wish to be involved in it, and if they would be willing to contribute to any costs of running the sessions. They were also asked if they would wish to play a part in a joint communications strategy to more broadly promote the services available across the city, and to contribute to any associated costs.
- 3.5 The response to the neighbourhood sessions was largely positive, with the majority of respondents being keen to have some form of involvement, though few felt they were in a position to contribute towards costs. Some, however, indicated a willingness to contribute staff time and materials.
- 3.6 The response to the joint communications strategy was also largely positive, but again few were willing to contribute to costs but were happy to support the activity and share messages via their own websites, social media feeds and broader communication channels. A communications plan has been developed to increase promotion of support services and opportunities, which will be shared and developed with partners to encourage a collaborative approach to marketing.
- 3.7 City Growth officers worked with the Seaton Community Development team to develop a pilot project under the Progress Through Positive Partnerships banner which, if successful, could be rolled out to other regeneration areas.
- 3.8 A programme taking in various aspects of employability was drawn up, and partners from the public, private and third sectors invited to deliver workshop sessions and/or attend drop-in sessions to promote their services in a local one-stop shop format. As well as the organisations listed below, a number, including DWP, Job Centre Plus and the Council's Financial Inclusion Team, chose to attend the drop-in sessions to promote their services to Seaton residents. Other organisations which could not attend, sent promotional materials for distribution to session attendees.

3.9 The programme is detailed in the table below.

Week	Worskhop Topic	Provider
1	Launch, introduction to the ESF project and overview of upcoming sessions	Aberdeen City Council and Pathways
2	Confidence Building	Pathways
3	Introduction to Skills Development Scotland	Skills Development Scotland
4	Opportunities for all – youth focused	Aberdeen City Council
5	Overcoming Barriers to Employment	Aberdeen Foyer
6	CV Skills	Aberdeen City Council
7	Interview Skills	NHS Grampian
8	My World of Work	Skills Development Scotland
9	Self-employment / Business Start-ups	Elevator

The pilot launched on 5 October and will be approaching its conclusion by the time the Committee meets. A verbal update will be provided.

4. FINANCIAL IMPLICATIONS

4.1 The implementation of elements of activity detailed in the communications plan have associated costs as detailed in the document. These costs will be met from the existing project budget.

5. LEGAL IMPLICATIONS

5.1 There are no direct legal implications arising from the recommendations of this report.

6. MANAGEMENT OF RISK

	Risk	Low (L), Medium (M), High (H)	Mitigation
Customer	The recommendations made in the Neighbourhood Audit reports brought forward new ways to engage with and support customers on their doorsteps and digitally. These will not be realised if the recommendation is not pursued. The potential	L	A Progress Through Positive Partnerships communications plan has been drafted to support the work of the project and will be updated to find new ways of spreading information about services available to the public.

	Risk	Low (L), Medium (M), High (H)	Mitigation
	benefits of making people more aware of the support they are entitled to may not be realised without awareness raising campaigns and a presence in communities.		
Reputational	Failure to follow-through on the success of the Seaton pilot may carry some reputational risk to Aberdeen City Council, as it may be seen to be aware of the difficulties facing people, but doing little to support them back into work. This could damage some of the positive work done and relationships built via the development of the Local Outcome Improvement Plan and Community Planning Partnership, as well as among residents in the communities and via the media.	M	A Progress Through Positive Partnerships communications plan has been drafted to support the work of the project and will be updated to find new ways of spreading information about services available to the public.
Financial	There is a risk that the project overspends against the available budget.	L	Close monitoring of spending commitments against the project budget.

7. OUTCOMES

Local Outcome Improvement Plan Themes	
	Impact of Report
Prosperous Economy	<p>Inclusive Economic Growth - We will ensure there is access for all employers to qualified labour.</p> <p>We will significantly improve the city through regeneration of our communities and ensuring a vibrant economy.</p> <p>By providing improved access to support services, training and job seeking skills, people living in our communities will be in a stronger position to find and sustain employment, improving their lifestyles and reducing reliance on the state.</p>

Design Principles of Target Operating Model	
	Impact of Report
Partnerships and Alliances	<p>Closer working with partners and the strengthening of existing relationships would support the further development of a strategic employability pipeline in Aberdeen, while encouraging cross-referrals resulting in greater support for those citizens in need of it and reducing duplication of effort.</p>

8. IMPACT ASSESSMENTS

Assessment	Outcome
Equality & Human Rights Impact Assessment	The recommendations arising from this report do not require that a full Equality and Human Rights Impact Assessment is completed.
Data Protection Impact Assessment	Not required.
Duty of Due Regard / Fairer Scotland Duty	This report meets the Fairer Scotland Duty.

9. BACKGROUND PAPERS

1. Report PLA/18/034 Neighbourhood Audits of Regeneration Areas
2. Skills Audit Report on Regeneration Areas in Aberdeen City
3. Middlefield Neighbourhood Audit
4. Woodside Neighbourhood Audit
5. Tillydrone Neighbourhood Audit
6. Torry Neighbourhood Audit

7. Seaton Neighbourhood Audit
8. Report CHI/16/154 European Social Fund – Employability Pipeline

10. APPENDICES

1. Progress Through Positive Partnerships Communications Plan.

REPORT AUTHOR CONTACT DETAILS

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