

## PERTH AND KINROSS COUNCIL

26 February 2014

## EMPLOYABILITY STRATEGY AND ACTION PLAN – ANNUAL REPORT 2013

## Report by Executive Director (Environment)

This report provides an update on the progress achieved one year on from the approval of the Community Planning Partnership's Employability Strategy and Action Plan.

**1 BACKGROUND**

- 1.1 The Council and its Community Planning partners approved a new Community Planning Employability Strategy and Action Plan in October 2012 (12/438). That report outlined a refreshed strategy and ambitious Action Plan for the period 2012 – 2015. The report also set out a revised governance structure which re-cast the CPP Employment Connections Partnership as the overarching partnership bringing together all elements of both strategic and operational delivery, leaving the Opportunities for All Partnership, and the Employability Network to concentrate on operational activity around two of the key target client groups of Young People and those furthest from the jobs market.
- 1.2 When the Strategy and Action Plan was approved it was agreed that annual progress reports would be produced. The Plan was prepared against a backdrop of rising unemployment levels, particularly among the 18-24 year old population. Since the plan was approved unemployment levels have reduced, and new employability initiatives have been introduced at both a Scottish and local level. The Action Plan is a "live" document and has been updated to reflect these new activities.
- 1.3 The employment situation has started to recover in Perth and Kinross, mirroring the national position which has seen unemployment reduce and employment increase. During the recent recession unemployment peaked at 2.8% in February 2012, this equated to 2529 individuals on Job Seekers Allowance (JSA). Pre-recession levels equated to c.1000-1200 individuals on JSA and a rate of 1.1%. During 2013 the numbers and percentage rates have continued to fall, with levels in December 2013 standing at 1664 or 1.8% of the working age population on JSA.
- 1.4 Levels have consistently remained below the Scottish and GB averages. Of the 1664 currently on JSA, 1144 or 69% are male; 440 or 26% are aged 18-24, 875 or 53% are aged 25-49 and 340 or 20% are aged 50-64. Sixty six percent have been unemployed less than 6 months, 14% for between 6 and 12 months, and 19% for more than a year. The numbers on JSA only reflect a partial picture of unemployment as a number of other local residents are on other "out of work benefits" including Employment Support Allowance and lone parent support. If we include all those on "key out of work benefits" the numbers unemployed in Perth & Kinross rise to over 8000 (8070 or 8.8% of the working age population).

- 1.5 The Perth and Kinross average figure mask fluctuations across the area, with higher rates of unemployment remaining in a number of areas including South Inch (5.7%), North Inch (5.6%), South Letham (5.4%), Muirton (4.%), North Letham (3.7%), Hillyland (3.4%), North Muirton (3.3%), Rattray and Glenshee (2.7%), Crieff South (2.5%), and Alyth and Old Rattray (2.5%).
- 1.6 This report will provide an overview of the key outcomes achieved since the Strategy and Action Plan was approved in October 2013. The detailed Action Plan update is attached at Appendix 1.

## **2. PROGRESS AND OUTCOMES ACHIEVED IN 2013**

### **Additional Support for Young People**

- 2.1 There has been significant activity around developing measures to support Young People in particular into employment and Positive Destinations. One of the key priorities in 2013 was the production of the Perth and Kinross Youth Employment Action Plan (YEAP) <http://www.ymcaperth.com/PandK/ymcawork.html>. This was a significant piece of work which pulled together a directory of available activities and programmes which young people can access to help them secure employment. Within the plan, 49 different activities are outlined provided by 25 different agencies and partners. These are mapped across the five stages of the Employability Pipeline, from early engagement and identification of support needs, through barrier removal, vocational activity, employer engagement and job search activities, through to in-work support. This plan will be updated by the Opportunities for All Partnership on an annual basis.
- 2.2 The YEAP provides 142 places of Stages 1 and 2 provision for those furthest from the labour market, either on a one to one basis, or in small groups. This early stage intervention includes “Activity Agreements”; Perth and Kinross has a mixed model of provision including support provided by Skills Development Scotland, Council Youth Workers, Youth Justice staff and a number of 3<sup>rd</sup> sector agencies. 41 individual Activity Agreements are in place so far in 2013/14, with 14 young people completing and progressing to a positive destination.
- 2.3 In addition Skills Development Scotland’s new Employability Fund supports a number of training programmes for the Young unemployed locally. In April 2013 Employability Fund contracts for 2013/14 were agreed with seven local providers providing support at stages 2-4 of the pipeline. These are providing a total of 285 places, with 200 of these specifically targeted at 16-17 year olds. Of the 285 contracted starts, 204 individuals have been supported in the period April to December 2013; 54 individuals are still in a training programme, while 150 have completed. Of the 150, 50 individuals (33%) achieved a positive outcome; either a job, self-employment, further training, or a Modern Apprenticeship, with the remaining 100 unfortunately remaining seeking employment.

- 2.4 The other significant provision for young people locally is via an innovative project developed by the YMCA; the Living Balance Project. This provides long term support which takes into account a Young Persons individual ability, challenges and aspirations, delivered through one to one and group activities. It provides work experience, qualifications and employment opportunities. They are now 18 months into a 3 year project, and have a target to work with 300 young people aged 14-24 years, and to date have engaged with 210. As part of the project they are working in secondary schools with young people identified with attendance and/or behavioural issues. Key outcomes delivered to date include:-
- 134 young people or 64% securing employment
  - 64 young people achieving a Level 2 Certificate
  - 117 young people achieving a Level 1 Employability certificate
- 2.5 The Opportunities for All Partnership meet on a regular basis and provide quarterly progress reports on their Action Plan to the Scottish Government.
- 2.6 The Council during 2013 established a new initiative called the Perth and Kinross Schools Guarantee. This is an innovative initiative which brings together the private and public sector locally, with the Careers Academy UK programme. 39 senior school students have secured places in the Academy which teams them up with an employer and mentor, in addition these pupils are guaranteed paid work experience with their employer in the summer break between 5<sup>th</sup> and 6<sup>th</sup> year. This will be expanded further with an additional four schools and a further 50 pupils joining the Careers Academy in the autumn of 2014. In addition to the Careers Academy programme, funding has also been committed to fund Ready for Work Courses within senior schools, a more flexible approach to Work Experience for pupils, the development of the Micro Tyco enterprise programme in a number of schools, and the extension of certificated “wider achievement” courses in the senior phase.

### **Short-term Unemployed**

- 2.7 The main provision for the short-term unemployed locally is via the HUB Employment support project, currently based in a small retail unit in the St. John’s Centre in Perth. It has now been operational for two years, and has been very successful in supporting **492** adults of all ages into employment. This equates to a 60% success rate. Further monitoring information is outlined below:-

	Project total Nov 11' - 31st January '14'		
	Target	Actual	%
Callers	3040	7505	247
Referrals to Partners	288	265	92
New Registrations J/Ready	630	972	154
Vacancy Submissions	4735	4989	105
Job Outcomes	400	492	123
Outcomes Other	57	18	32
Employer Engagement	38	137	361
<b>Targets other</b>			
	<b>Project total</b>		
New vacancies	45	173	384
Interviews	80	389	486
Referrals from JCP, SDS	100	295	295

- 2.8 In 2013 the Council agreed to provide additional resources to allow the project to expand, an additional employment adviser was recruited and this led to the piloting of Rural HUB outreach services in Aberfeldy, Blairgowrie and Crieff in the period since since October 2013. The outreach service currently runs for 1 day a week in Aberfeldy and Blairgowrie, and 2 days a week in Crieff, and to date has achieved the following outcomes.

Rural Outreach Location	No. of Clients	Job Outcomes	Other Outcomes
Aberfeldy	12	4	0
Blairgowrie	15	7	1
Crieff	25	10	1
TOTAL	52	21	2

- 2.9 Plans are also progressing to relocate the HUB project to a larger unit at 31-33 South Street which will provide improved facilities for clients of the project. The refurbishment programme is now underway and the project will relocate in the spring of 2014.
- 2.10 In July 2013 the Council introduced Recruitment Incentives for the first time. The Youth Employment Scotland Fund (YES) provides employers with 50% of the wage costs for a six month period to recruit additional employees from the 18-24 age cohort. Funding for the YES fund has been secured from the Scottish Government and the European Social Fund (ESF). We have a target of creating 100 jobs by the end of March 2014, and by mid February this was achieved, with 93 young people already in employment, and a further 7 awaiting a start date. It is hoped to increase our target and we await confirmation from the Scottish Government. The Scottish Government have also recently announced that the YES fund will continue beyond the end of March and funding will be available through to the end of December 2014.

- 2.11 The Council itself provided funding to establish the Recruit 25+ fund which seeks to provide a wage incentive to local employers to recruit individuals aged 25+ from wards with higher than average unemployment levels. This is a two year programme and to date we have supported 25 into jobs. Our original target was 20 into employment by the end of March 2014.

### **Long Term Unemployed - Work Programme Update**

- 2.12 Although the Employability Strategy and Action Plan doesn't specifically target individuals currently on the UK Government's Work Programme it is the main employability programme for those unemployed for twelve months plus, and it is sensible to reflect on the numbers and impact of the programme within Perth and Kinross. To date 1550 individuals have been in the Work Programme, and 250 of those have progressed into employment (a 16% success rate). Once it has become clearer what support will be available to those who exit the work programme without a job, local partners will consider what local support can be coordinated to further improve the employment chances of the long term unemployed.

### **Specialist Provision**

- 2.13 The Council and its community planning partners have also established an Employability Network of providers of more "specialist" employability support, for those individuals furthest from the labour market, many with significant barriers to gaining and sustaining employment. A report to the Housing and Health Committee in January 2014 provided an update of the Network's activities and outcomes in 2013. The main areas they have been progressing have been around developing the network "infrastructure" and partnership activity. A new website is now available, [www.pkemploy.net](http://www.pkemploy.net), and a DVD has also been produced to promote the work of the network: [www.pkc.gov.uk/employabilitynetwork](http://www.pkc.gov.uk/employabilitynetwork).
- 2.14 In terms of outcomes the network has helped to support 208 individuals in 2012/13 into employment; 158 into Voluntary work or Work Experience; and 103 into FE or a training programme. The Housing and Community Care service within the Council and the third sector are the key providers of support for individuals furthest from the labour market.

### **Council as an Employer**

- 2.15 The Council has made a commitment through our People Strategy 2010-2015 to develop talent within our workforce. Significant additional resources were secured in February 2012 to increase the number of Modern Apprentices (MA's) employed by the Council, and to widen the range of occupational areas covered by an MA framework. An additional £250,000 was committed per annum to help tackle youth unemployment locally, this included a commitment to provide 250 MA opportunities over the 5 year period to 2017, and provide 30 professional traineeships over the same period. Although the corporate budget originally enabled the Council to increase its MA numbers to 40, the injection of funding provided the impetus for a corresponding increase in service funded MA placements, which has allowed the Council to remain well on track to achieve its "stretch" target of 250 MA places by 2017.

- 2.16 This past year has seen continuing success in offering training and employment opportunities to our young people through the Modern Apprenticeship and Professional Trainee programmes. Both offer work based training and vocational or professional qualifications to young people in dedicated Modern Apprenticeship or Professional Trainee posts, or in other substantive posts.
- 2.17 Since February 2012 the Council has created 108 Modern Apprenticeship opportunities, and is well on target to deliver its commitment of 250 places by 2017. The Council created 59 MA opportunities in 2012/13, and to date has created a further 49 in the current financial year. These include opportunities with partner organisations such as PKAVS and St. Johnstone FC, and a further 5 through our Skills Development Scotland contract with Live Active Leisure. A further 14 MA vacancies are currently being recruited for by the Council.
- 2.18 Of those MA's appointed in 2012/13, 33 (56%) have gone on to a positive destination, either into continuous employment or into further education; 14 (24%) are still completing their apprenticeship and 12 (20%) have left for other reasons. The qualification achievement rate amongst this group of employees is projected to be 78%. The Councils' Skills Development Scotland contract requires a minimum achievement rate of 70%.
- 2.19 A Job Academy was introduced in June 2013 as a means of assisting our job ready Modern Apprentices find sustained employment within the Council. The Job Academy holds suitable GE2 entry level posts for Modern Apprentices, and since June a total of 8 young people have secured on going employment with Perth & Kinross Council through this route Modern Apprentices have also been successful in securing on going employment through posts advertised to all Council staff and since 2012 an overall total of 38 Apprentices have now gained sustained employment outwith the Job Academy. The numbers achieving sustained employment reflects the value of our Modern Apprentice programme and the skills and abilities gained by the young people during their training .
- 2.20 Since February 2012 the Council has appointed 15 Professional Trainees who are pursuing a range of 2-4 year traineeships across various disciplines. This means we are on target to achieve our commitment of creating 30 places by 2017.

### **Community Benefits through Procurement**

- 2.21 Within the Employability Action Plan one of the key actions for the Council was the development of a Community Benefits approach which would allow us to generate employment and training outcomes from our procurement activity. A short life working group was established during 2013 and this has developed a guidance document for Council officers. Further work is required in 2014 to establish clear procedures to ensure we embed Community Benefit Clauses within our procurement activity, and establish a monitoring framework to allow us to report on outcomes achieved.

## **Additional Funding For Youth Employment Measures**

2.22 An additional £1.008 million to support Youth Employment initiatives was agreed at the Council budget meeting on the 13th February. These additional resources will provide significantly increased opportunities for young people to secure employment and training opportunities, within both the Council and with local employers. Specifically the funding will:-

- Further enhance our Modern Apprenticeship programme by committing annually an additional £215,000 to create a further 25 MA opportunities
- Create a new Graduate Job Experience Programme; providing 30 six month graduate opportunities over the next two years; and
- Allow the continuation of the successful Youth Employment programme by providing funding to create a minimum of 90 jobs for 18-24 year olds over the next two years.

## **PRIORITIES FOR 2014/15**

2.23 Although the majority of Action Plan actions (outlined in detail at Appendix 1) are now underway, a number of them require to be developed further. While we have established there is a significant range of activities and support programmes being delivered locally, a number of actions are required to be progressed to ensure complementarity of provision, and to ensure appropriate and comprehensive recording and monitoring of outcomes is undertaken.

2.24 The priorities for 2014/15 can be summarised as follows:-

- To extend the mapping exercise undertaken in 2013 for the Youth Action Plan across all provision, and map current provision against a 5 stage employability pipeline.
- To develop the pipeline to establish a possible CPP programme which could bid for European Social Fund monies under the new EU programme
- To establish a new Council Graduate Job Experience programme
- To progress the work on Employer Engagement and develop an employer engagement “offer” which all partners can promote to local employers
- To ensure the new Community Benefit policy agreed by the Council leads to community benefit clauses within contracts and to opportunities for local employment and training.
- Further development of a new Social Enterprise at the former Westbank Nursery in conjunction with the Shaw Trust to create additional employment and training opportunities locally.
- To relocate the HUB project to larger city centre premises
- To review and develop the HUB outreach project
- To establish a robust monitoring system to record employability outcomes across the employability pipeline
- To develop a Forum for Employability Providers
- To establish communication tools to improve linkages between providers and employability partners, and with individuals seeking employability support.

### 3. CONCLUSION

3.1 In conclusion, significant progress has been made in taking forward the Employability Action Plan agreed by the Council and Community Planning Partnership in October 2012. The Action Plan has been updated to reflect new initiatives developed in the period since approval and the new CPP Economy and Life Long Learning Outcome Delivery Group has now been tasked with monitoring its progress going forward.

### 4. RECOMMENDATION

4.1 The Council is asked to:-

- (i) Note the progress achieved during the first year of implementation of the Employability Strategy and Action Plan as outlined in section 2 of this report.
- (ii) Approve the proposed priority actions as outlined in section 2.24 of this report.

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#### Approved

Name	Designation	Date
Jim Valentine	Executive Director (Environment)	17 February 2014

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## 1. IMPLICATIONS, ASSESSMENTS, CONSULTATION AND COMMUNICATION

<b>Strategic Implications</b>	<b>Yes / None</b>
Community Plan / Single Outcome Agreement	<b>Yes</b>
Corporate Plan	<b>Yes</b>
<b>Resource Implications</b>	
Financial	<b>No</b>
Workforce	<b>No</b>
Asset Management (land, property, IST)	<b>No</b>
<b>Assessments</b>	
Equality Impact Assessment	<b>Yes</b>
Strategic Environmental Assessment	<b>Yes</b>
Sustainability (community, economic, environmental)	<b>Yes</b>
Legal and Governance	<b>Yes</b>
Risk	<b>Yes</b>
<b>Consultation</b>	
Internal	<b>Yes</b>
External	<b>Yes</b>
<b>Communication</b>	
Communications Plan	<b>No</b>

### 1. Strategic Implications

#### Community Plan / Single Outcome Agreement

1.1 The Perth and Kinross Community Planning Partnership (CPP) brings together organisations to plan and deliver services for the people of Perth and Kinross. Together the CPP has developed the Perth and Kinross Community Plan (2013-2023) which outlines the key things we think are important for Perth and Kinross.

- (i) Giving Every Child the Best Start in Life
- (ii) Developing Educated, Responsible and Informed Citizens
- (iii) Promoting a Prosperous, Inclusive and Sustainable Economy
- (iv) Supporting People to Lead Independent, Healthy and Active Lives
- (v) Creating a Safe and Sustainable Place for Future Generations

1.2 It is considered that the actions contained in the accompanying report contributes to objectives (ii),(iii), and (iv) in the Community Plan.

#### Corporate Plan

1.3 The Council's Corporate Plan 2013-2018 outlines the same five Objectives as those detailed above in the Community Plan. These objectives provide a clear strategic direction, inform decisions at a corporate and service level and shape resource allocation. It is considered that the actions contained in the report contribute to objectives (ii), (iii) and (iv) as outlined in paragraph 1.2 above.

## 2. Resource Implications

### Financial

- 2.1 None

### Workforce

- 2.2 There are no workforce implications of this report.

### Asset Management (land, property, IT)

- 2.3 There are no land and property, or information technology implications, arising from the contents of this report.

## 3. Assessments

### Equality Impact Assessment

- 3.1 An equality impact assessment needs to be carried out for functions, policies, procedures or strategies in relation to race, gender and disability and other relevant protected characteristics. This supports the Council's legal requirement to comply with the duty to assess and consult on relevant new and existing policies.
- 3.2 The function, policy, procedure or strategy presented in this report was considered under the Corporate Equalities Impact Assessment process (EqIA) with the following outcome:
- i) Assessed as **not relevant** for the purposes of EqIA.

### Strategic Environmental Assessment

- 3.3 Strategic Environmental Assessment (SEA) is a legal requirement under the Environmental Assessment (Scotland) Act 2005 that applies to all qualifying plans, programmes and strategies, including policies (PPS). The proposals have been considered under the Act and no further action is required as it does not qualify as a PPS as defined by the Act and is therefore exempt.

### Sustainability

- 3.4 Under the provisions of the Local Government in Scotland Act 2003 the Council has to discharge its duties in a way which contributes to the achievement of sustainable development. In terms of the Climate Change Act, the Council has a general duty to demonstrate its commitment to sustainability and the community, environmental and economic impacts of its actions.
- 3.5 The proposals contained within the report are assessed to have a positive impact on sustainability, particularly with regard to the community and economic aspects of sustainable development.

### Legal and Governance

- 3.6 There are no legal implications of the proposals contained within this report.

### Risk

- 3.7 There are no issues of risk arising from the proposals in this report.

## **4. Consultation**

### Internal

- 4.1 The Executive Director of Education and Children's Services, the Executive Director Housing and Community Care, and the Corporate Human Resources Manager have been consulted on the report.

### External

- 4.2 The members of the Employment Connections Partnership have also been consulted on the report.

## **5. Communication**

- 5.1 The report will be presented and discussed by the Economy and Life Long Learning Outcome Delivery Group meeting in March.

## **2. BACKGROUND PAPERS**

- 2.1 No background papers, as defined by section 50D of the Local Government (Scotland) Act 1973 (and not containing confidential or exempt information) were relied on to a material extent in preparing the above report.

## **3. APPENDICES**

Appendix 1 - Employability Action Plan 2013-2015 Progress Report (January 2014)



# Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

## ACTION 1: EMPLOYABILITY PROVISION MAPPING

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
1.1	<p>To establish a sub-group to carry out a comprehensive mapping of all Employability Provision in Perth &amp; Kinross.</p> <p>The purpose of this comprehensive mapping exercise is to assess: WHAT support is available; how MANY people are accessing the support; WHERE that provision is located; which client group/s are targeted (for WHO); the OUTCOMES achieved by the provision; HOW and WHO funds the provision and the COST of the provision.</p>		-	-	.	<p>Sub-group established December '12 to carry out a mapping exercise to create a Youth Employment Action Plan. PKC/SDS/JCP and Perth College UHI all represented currently.</p> <p>The YEAP work is being led &amp; coordinated by SDS. A draft is now available <a href="http://www.ymcaperth.com/PandK/ymcawork.html">http://www.ymcaperth.com/PandK/ymcawork.html</a> – this is a comprehensive listing of all projects, programmes and agencies providing employability support to Young People. ECS Youth Services have progressed a mapping of need (report available). This is now to be reviewed against the map/database of provision.</p> <p>A similar Adult mapping exercise will be progressed in Spring 2014.</p>
1.2	To map the provision across a new 5 stage comprehensive Employability Pipeline		-	-	-	<p>On completion of 1.1 for all categories</p> <p>The YEAP has mapped provision across a 5 stage Employability Pipeline. In addition the Employability Network led by PKC Housing &amp; Community Care Service has also mapped provision on the pipeline – for further details see <a href="http://www.pkemploy.net/">www.pkemploy.net/</a></p> <p>Mainstream Services for adults will be mapped across the pipeline in Spring 2014.</p>
1.3	Group to report Mapping exercise to CPP Economy and Lifelong Learning Outcome Delivery Group who will review to identify any overlap and/or gaps in provision		-	-	-	On completion of 1.2 – target date is Summer 2014.

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

- Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

## Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

### Action Area 2: EMPLOYER ENGAGEMENT

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
2.1	To establish a sub-group to carry out a review of Employer Engagement activities across the partnership and identify areas for improvement.	Shelley Huggins, PKC	-	-	-	Sub-group established. Working on developing an Employer “pack” of information – to include new recruitment incentive information.
2.2	To develop a Partnership “Employer Offer” package for Perth & Kinross	Shelley Huggins, PKC	-	-	-	Work started – Employer Offer “pack” to be complete by Summer 2014.
2.3	To identify and monitor new business openings and existing business expansions; create a database of future job opportunities for our clients.	PKC/DWP	-	-	-	Monitoring new openings via Building Warrant & Tractivity database – information shared with partners & pro-active approaches made to new/expanding employers to support recruitment process.
2.4	To specifically target larger local employers to understand their needs and explain how we can assist.	PKC/DWP/ SDS	-	-	-	On completion of 2.2 – however, some work already underway through existing operations & new contacts being made to market new local Recruitment Incentives. For example, good relationship developed with SSE via Barnardo’s and The HUB has ensured opportunities available to local young people.
2.5	To support and encourage local employers to take up the various training and recruitment incentives available.	PKC/DWP/ SDS	-	-	-	On-going and pro-active – increased activity due to new Recruitment Incentives (YES and Recruit 25+)
2.6	To introduce a new Employer Recruitment Incentive (targeted at SME’s and linked to clients in Regeneration Areas)  Target 100 jobs by 31/3/14 via YES fund Target 20 jobs by 31/3/14 via Recruit 25+	Shelley Huggins - PKC	-	As at 14/2/14 YES - 90  25+ - 25	YES	Budget and committee approval now secured. Bid for Youth Employment Scotland Fund successful – Grants available from 1 <sup>st</sup> July 2013. Youth & Targeted >25 wage subsidies (in areas of higher unemployment) YES Fund (16-24). Both schemes are progressing ahead of target. Pursuing additional places from Scottish Government for period to end March 2014. Scottish Government announced funding will now be available to end December 2014.

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

- Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

## Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

### ACTION 3: ENSURING EMPLOYABILITY BENEFITS FROM PROCUREMENT ACTIVITY

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
3.1	To create a Community Benefits sub-group to establish how we can generate employment and training benefits from our Procurement activity	Allan Harrow/ Mary Mitchell, PKC	-	-	-	<p>Initial group established mid 2012 to create a Community Benefit through Procurement policy for Perth &amp; Kinross Council. (Various papers presented to PKC Corporate Management Group – latest Jan. 2014).</p> <p>Short-life working group met throughout 2013 – however, now policy agreed – systems required to ensure implementation and monitoring of outcomes.</p> <p>Quad reports will now highlight any Community Benefit clauses to aid monitoring of activity. A more comprehensive monitoring system requires to be established to measure activity &amp; outcomes generated.</p> <p>A new round of Procurement Training has been rolled out since August 2013 &amp; Community Benefit clauses and the use of them will be covered.</p> <p>A further report went to CMG on 28 Jan.14 – action required now to ensure policy being implemented &amp; appropriate staff monitoring outcomes.</p>

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

- Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

## Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

### ACTION 4: DEVELOPING A CULTURE OF ENTERPRISE

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
4.1	To provide enterprise education within P&K schools e.g. Micro Tyco project	Jennifer Kettle, ECS				St Madoes, Oakbank and St John's Academy (Secondary) successfully engaged in the Micro Tyco competition in February 2013; a presentation has been made to all Primary and Secondary Head teachers in March 2013 and this has generated a lot of interest with a number of schools expressing an interest in engaging in the competition in November 2013.  A number of other Enterprise Education activities are also on-going within schools.
4.2	To provide enterprise education within Perth College/UHI (via the Centre for Enterprise)	Sheena Howden - Perth UHI				Perth College UHI Centre for Enterprise plays a key supportive role in assisting businesses as well as providing students with opportunities to develop their enterprising skills and business knowledge. Over the past year they have offered seminars, business breakfasts and bespoke events and opportunities through Knowledge Transfer initiatives. In addition they ran a Business Idea competition attracting 52 entries from the community as well as students. One of the 2 prize winners has went on to start-up her own business.  They were one of the partners who organised Perth & Kinross Business and Enterprise month with 120 students attending events from Perth College UHI. Over four hundred students over the past year have attended enterprise workshops run by the Centre including idea generation, business start-up, marketing and financial planning.
4.3	To promote enterprising aspirations and provide business start up workshops – particularly targeting Regeneration areas.	PKC Business Growth Team/ENET				Proposal has been received from Enterprise North East Trust. Further discussion required with ECS. Plan is to run a pilot programme in North Muirton in the spring of 2014.

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

- Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational



No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
4.4	To promote & encourage take up of the Enterprise Allowance Scheme (provides advice and loan funding to those on Unemployment Benefits to establish new businesses)	DWP/Claverhouse Group	85 referred 63 started 17 left 18 trading 13 loans	87 started 43 b'ness plans 39 trading		Programme commenced July 2011, referrals up 70% in 2013.  Programme continuing & increase in applicants to the scheme in 2013/14 – and 39 businesses started trading
4.5	To promote & encourage take up of the <b>Discretionary</b> element of the Enhancing Opportunities Grant to support new businesses.	Marek Styczen - PKC	10	10		Increased up-take of grant since it was brought in-house, and marketing campaign launched in addition to closer links created with the Business Gateway and Business Growth Teams.
4.6	To encourage & support the creation & development of Social/Community Enterprises. PKC provides a Social Enterprise Development Fund to which new & existing social enterprises can seek funding from.	Marek Styczen, PKC	9 SEDF	7 SEDF approved & 1 pending		<p>Increase of applications to the Social Enterprise Development Fund – mainly due to activity encouraged &amp; supported by the Community Enterprise Support Programme delivered from January – April 2013.</p> <p>Community Enterprise Support Programme (headline outcomes):-</p> <ul style="list-style-type: none"> <li>• 49 individuals/organisations referred to the programme (target 40)</li> <li>• 5 community events took place – Perth, Aberfeldy, Crieff, Blairgowrie, Kinloch Rannoch – c. 50 attendees in total</li> <li>• 30 organisations benefitted from 2 days of initial health check consultancy support</li> <li>• 6 organisations with clear growth potential benefitted from 5 days additional targeted in-depth support</li> <li>• 4 study visits were organised to interesting Social/Community enterprises throughout Scotland – 28 individuals attended</li> </ul> <p>New Social Enterprise Network launched 20<sup>th</sup> June 2013 in Perth – organised &amp; coordinated by Voluntary Action Perthshire.</p> <p>Giraffe, one of Perth's most active and visible Social Enterprises, continues to grow and develop. In 2013 they opened an additional training facility at their new Mill Street Café, and expanded the training provided at the Ladeside People's Farm and Food Market.</p> <p>Applications continuing to come in - 7 approved so far in 2013/14 &amp; 1 pending. Total spend is £23K, with an average grant of £3275.</p>

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
4.7	Develop a new Social Enterprise based at Westbank Nursery in conjunction with the Shaw Trust	H&CC / Euna Scott, TES	-	-		<p>Committee Reports submitted to both Property Sub (May 2013) &amp; Housing &amp; Health Committees (March 2013).</p> <p>Start/opening delayed due to internal changes at the Shaw Trust.</p> <p>Westbank Enterprises – a social enterprise partnership between Perth and Kinross Council and Shaw Trust – went “live” on the 3<sup>rd</sup> January 2014. The Shaw Trust has appointed an Employment and Training Adviser who is currently working with potential new trainees recruited from those groups furthest away from the employment market. A formal launch is being planned for May 2014 when plant production for the coming year will be well advanced, and the recruited Enterprise Trainees will have experienced working within the new business partnership.</p>

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

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Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

## Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

### ACTION 5: ACTIONS FOR YOUNG PEOPLE (Opportunities for All activity)

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
5.1	<p>To deliver the actions in the Opportunities for All Action Plan</p> <ul style="list-style-type: none"> <li>• YEAP – to prepare a YEAP</li> <li>• To deliver Activity Agreements</li> <li>• LINC project</li> </ul>	<p>Shona Weir, SDS</p> <p>James Allan, PKC</p>	<p><b>65 Activity Agreements</b></p>	<p><b>41 Activity Agreements to end Dec.13 (14 positive destinations to date)</b></p> <p><b>142 places of Stages 1 &amp; 2 provision via YEAP</b></p>		<p>During 2013 a YEAP sub group of the Opportunities for All partnership met regularly to prepare a Youth Employment Action Plan (YEAP). This was a significant piece of work. This mapped the available provision across the various stages of the employability pipeline.</p> <p>2013/14 Action Plan available – and quarterly reports provided for the Scottish Government.</p> <p>Activity Agreements now embedded.</p> <p>A no. of Action Groups have been established on - Data Sharing; Assessment Framework; Progression; Integration; Employer Engagement; Health; Innovation; Sustainability; and Engaging Young People.</p>
5.2	<p>YMCA Living Balance Project</p> <p>Innovative project funded by DWP. Provides long term support taking account of individual abilities, challenges and aspirations.</p>	YMCA	<p><b>Target to engage with 300 over 3 years</b></p>	<p><b>Engaged with 210 young people to date</b></p>		<p>18 months into a 3 year project. Key outcomes to date:-</p> <ul style="list-style-type: none"> <li>• 64% of young people securing employment</li> <li>• 117 young people achieved a level 1 Employability Certificate</li> <li>• 64 Young People achieving a level 2 Employability Certificate</li> </ul>

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

-

Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
5.3	To promote & monitor the take up of Modern Apprenticeships within P&K	Keith Ridley, PKC	59 MA's recruited	49 MA's currently (31/01/14) with a further 14 being recruited.		<p>PKC target is 250 MA's over the 5 year period (2012-2017). Since Feb. 2012 the Council have created 108 MA opportunities and is on schedule to meet its target by 2017. A further 14 MA posts are currently being recruited.</p> <p>A Job Academy was introduced in June 2013 to assist our Job Ready MAs find sustained employment within the Council. The Job Academy holds suitable entry level posts for our MAs and since June a total of 8 young people have secured on going employment through this route. Modern Apprentices have also been successful in securing on going employment through posts advertised to all Council staff, and since 2012 an overall total of 38 MAs have now gained sustainable employment out with the Job Academy.</p>
5.4	PKC to introduce a Professional/Graduate Trainee Scheme	Keith Ridley, PKC		15		15 Graduates/Professional Trainees are now in post as of 31/12/13 and 1 post is currently being recruited.
5.5	To promote & monitor usage of the My World of Work portal	Shona Weir, SDS				The My World of Work Portal is widely used both within schools and with all age groups looking for career and training advice and information.
5.6	To monitor the outcomes achieved through the NEW SDS Employability Fund	Shona Weir - SDS	Not operational in 12/13	200 places targeted at 16-17 age group 71 (18-24) 14 (25+)		285 contracted starts – 204 actual starts to date 54 individuals still in training 150 leavers – 53 gained Employability Certificate & of these 50 have progressed to a Job, Self –Employment, further training or MA or to college (as at end Dec. 2013).

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

- Not applicable

**R** Red – Actions Not Yet Started

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**G** Green – Actions now Operational

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
5.7	Perth & Kinross Schools Guarantee – innovative project which brings together the private & public sector locally with the Careers Academy UK Programme. Funding also secured to continue the Enhancing Employment programmes in senior phase, encourage Micro Tyco projects in primary schools and to widen the range of work experience available to school pupils.	ECS, PKC	Not operational in 12/13	Target 40 pupils engaged in year 1		<p>Careers Academy programme launched in the Autumn of 2014 – 39 pupils recruited from 4 schools in year 1. Pupils have been allocated business mentors &amp; will be offered paid internships during summer 2014.</p> <p>Revised &amp; streamlined Work Experience framework in place as of November 2013. Target is to increase number &amp; range of opportunities available across the senior phase.</p> <p>Enhancing Employability Programmes – 2 further programmes ran in Autumn 2013, and 5 planned to commence in Feb.14</p> <p>Additional primary schools now involved in the Micro Tyco Enterprise project.</p>

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

-

Not applicable

**R** Red – Actions Not Yet Started

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**G** Green – Actions now Operational

## Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

### ACTION 6: ACTIONS FOR MORE DISADVANTAGED CLIENTS (H&CC's Employability Network)

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
6.1	To deliver the actions from Employability Network Action Plan -	<b>Andy Crichton - PKC</b>	208 clients into jobs  158 clients into work experience/volunteering  103 clients into Training/College	No update available		A progress report for year 2 of the Network was considered by the Housing and Health Committee in January 2014. This highlighted the survey results in terms of client progress in 2012/13 (see opposite).  Much of the focus of the work of the H&CC Network since early 2013 has been around "infrastructure" and partnership activity. A new website is now available <a href="http://www.pkemploy.net">www.pkemploy.net</a> and a DVD has also now been produced: <a href="http://www.pkc.gov.uk/employabilitynetwork">www.pkc.gov.uk/employabilitynetwork</a> .
6.2	Provide & monitor Volunteering Opportunities within P&K	<b>Lidia Dye - VAP</b>	<b>253</b>	<b>318</b>		VAP have recorded an increase in the number of Volunteering Opportunities registered with them in 2013/14.

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

-

Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

## Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

### ACTION 7: ACTIONS FOR ADULT CLIENTS

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required																				
7.1	To maintain & develop the one-to-one coaching and advice service available via The HUB project	<b>Shelley Huggins - PKC</b>	<b>Full Year</b>  New Registrations – 294 Jobs – 66 Applications – 1004 Other Outcomes - 3 Referrals out - 55	<b>As of 31<sup>st</sup> Dec.13</b>  New Registrations - 263 Jobs - 195 Applications – 1643 Other Outcomes – 11 Referrals to other Agencies – 45 Referrals out - 137 Employer Engagement – 104		The Hub continues to progress with new registration and job outcomes being achieved in line with or above target.  In light of the new Recruitment Incentives now available we have increased employer engagement activities.  The Hub was shortlisted at the Council Securing the Future awards in May and went on to receive a silver award.  The HUB will move to new larger premises at 31-33 South Street in the Spring of 2014.																				
7.2	To provide an outreach HUB service	<b>Shelley Huggins - PKC</b>	<b>No service provided</b>	Outreach started Oct. 13  Outcomes to date see Progress column		Committee approval in place as of June 2013. Additional budget secured for new staff member to allow the Outreach service to operate. Pilot initially in Blairgowrie, Crieff & Aberfeldy. Pilot Outreach service commenced October 2013.																				
<table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr> <th></th> <th>Clients</th> <th>Vacancies</th> <th>Employers</th> <th>Job Outcomes</th> </tr> </thead> <tbody> <tr> <td>Aberfeldy</td> <td>12</td> <td>18</td> <td>20</td> <td>4</td> </tr> <tr> <td>Blairgowrie</td> <td>15</td> <td>26</td> <td>21</td> <td>7</td> </tr> <tr> <td>Crieff</td> <td>25</td> <td>30</td> <td>15</td> <td>10</td> </tr> </tbody> </table>								Clients	Vacancies	Employers	Job Outcomes	Aberfeldy	12	18	20	4	Blairgowrie	15	26	21	7	Crieff	25	30	15	10
	Clients	Vacancies	Employers	Job Outcomes																						
Aberfeldy	12	18	20	4																						
Blairgowrie	15	26	21	7																						
Crieff	25	30	15	10																						
7.3	Community Capacity team to provide Job Clubs in Perth and rural community locations	<b>ECS Comm. Capacity Team</b>				Job Clubs in place in a no. of locations and are facilitated by the Community Capacity/Learning Team.																				

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

- Not applicable

**R** Red – Actions Not Yet Started

**AM** Amber – Actions Underway

**G** Green – Actions now Operational

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
7.4	To provide Sector based Work Academies  Health & Social Care Academy          Tourism & Hospitality Academy	<b>SDS/DWP/ PKC</b>	20 places (with 7 progressing to jobs)	1 SDS funded cohort 1 Princes Trust cohort  12 places (with 100% positive outcomes)		2 programmes of 10 individuals were funded in 2012/13 with a 35% progression rate into jobs mainly in the private sector. One SDS funded Academy currently underway, and a Princes Trust/Balhouse Care Group one completed in 2013.  Very successful iWish Hospitality programme which ran in the Spring of 2013. 11 participants progressed into employment and 1 progressed to FE.  Potentially 2 Academy programmes scheduled to commence in the Spring of 2014.
7.5	To provide the Enhancing Opportunity Training Grant	<b>Shelley Huggins-PKC</b>	43 EOG grants approved	83 applications received 26 approved (15 into jobs) 40 declined or not progressed 17 being assessed		Pro-active radio, press and bus back marketing campaign has increased applications to the Grant Fund in 2013/14.

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

- Not applicable

**R** Red – Actions Not Yet Started

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## Employability Action Plan 2013-2015 Progress Report – (JANUARY 2014)

### ACTION 8: DEVELOP SUPPORT FOR PARTNERSHIP WORKING

No	Action	Reporting Officer	2012/13	2013/14	On Target	Progress Update / Improvement Actions Required
8.1	Review role, remit & membership of the Employment Connections Partnership – establish appropriate sub-groups & monitoring framework for Action Plan reporting.	<b>Alison Seggie, PKC</b>	-	-	-	<p>The reviewed Perth &amp; Kinross Employment Connections Partnership was established in August 2012. This group were fundamental in the creation of the Perth &amp; Kinross CPP Employability Strategy which was approved in October 2012.</p> <p>The partnership and has met on a further 2 occasions and work has begun to monitor and report the progress of the Action plan. Please note the monitoring role has now been transferred to the new CPP Economy and Life Long Learning Outcome Delivery Group. This group had its first meeting in Dec. 13 &amp; had a discussion around Youth Employment.</p>
8.2	Establish a robust monitoring system to record Employability outcomes from activity being delivered through the actions identified in the Employability Pipeline	<b>Shelley Huggins, PKC</b>	-	-	-	Various systems have been looked at & views sought from LA's currently utilising. Also to explore possibility of utilising new Tractivity system. To be progressed in 2014
8.3	Establish communication channels to improve communication both between local partners & externally with potential clients <ul style="list-style-type: none"> <li>- Website/Facebook</li> <li>- Ebulletin</li> <li>- Provision/Pipeline database</li> <li>- Events for clients – e.g. Jobs Fair</li> </ul>	<b>Shelley Huggins, PKC</b>			-	Learn and build on the work being completed within the Employability Network and Opportunities for All partnerships to establish dedicated web interface for their client groups/employers/staff. Website content similar to Opportunities Fife to be developed in 2014.
8.4	To develop joint training programmes/information sessions for staff across the partnership agencies.	<b>Shelley Huggins, PKC</b>	-	-	-	To be progressed in 2014.
8.5	Develop a Network or Forum for Training Providers	<b>Shelley Huggins, PKC</b>	-	-	-	Initial Network event for Training Providers and Partner organisations planned for 9 <sup>th</sup> April 2014 – organised by SDS, PKC and JCP.

○ On Target

● Not on Target

● Not available



Performance is improving

Performance is steady

Performance is declining

-

Not applicable

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