



# Community Planning Aberdeen

## Improvement charter template

<b>Improvement Project Title:</b>  Seaton Employability – Job club
<b>Executive Sponsor:</b> Madelene MacSween
<b>Project Lead:</b> Emma McPherson
<b>Aim statement (What are we trying to accomplish? Over what time? Numerical target for improvement?)</b>  To increase the number of people seeking employability support weekly in Seaton from 2 to 10 by end November 2018.
<b>Link to Locality Plan:</b>  Primary Driver: To improve employment opportunities
<b>Business case (Benefit to clients/ stakeholders/ residents? Are costs reduced now or in the future by addressing this issue?)</b>  Seaton has higher than City average levels of unemployment, with the rate being 14.7% and the number of people in receipt of out of work benefits is high at 18.8% at locality level. This contributes to the high levels of poverty and children living in poverty in the community.  This will ultimately lead to employment, with improved financial circumstances and contributing to alleviating poverty levels in Seaton.
<b>Measures: (How will we know if a change is an improvement?)</b> <ul style="list-style-type: none"><li>• Outcome measures –<ul style="list-style-type: none"><li>○ no of people receiving weekly employability support attending Job Club increases from 2 to 10</li><li>○ no of people referred to employment programmes (PPP) and (Momentum) increases from 2 to 10.</li></ul></li><li>• Process measures<ul style="list-style-type: none"><li>○ No of people attending</li></ul></li></ul>

- **Monitoring of Comms – posters, flyers, social media interaction to assess the best way to recruit attendees**

**Change ideas (What can we do that will result in improvement?)**

- **Promote a weekly drop-in and Job Club in the community - where people can access PCs and support;**
- **Improve participants access to partner organisations to make referrals easier;**
- **Explore possibility of a community champion to promote employability in the community;**
- **In-work benefit calculations;**
- **Further develop links to PPP workshops (separate charter)**
- **Access to advanced training opportunities.**
- **Generate increased referrals to partner employment agencies by signposting and supporting**

**Potential Barriers**

**Attendance may be lower during school holiday period**

**Participants may not attend.**

**Partner organisations may be unavailable to attend or disengage.**

**Project Team:**

Emma McPherson ACC

Marion Watson ACC

Angela Taylor ACC

Stan Smith Pathways

Gillian Anderson CFine

Kirsty Jarman, DWP

Momentum (tbc)

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