



Community Planning Aberdeen

Progress Report	Project Status Report 2.4 Support 50 people into sustained, good quality employment by 2023, and 100 by 2026, with a particular focus on; those from priority neighbourhoods and people over 50
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Governance Group	CPA Board – 29 February 2024

Purpose of the Report
This report presents the results of the LOIP Improvement Project Aim which aimed to support 50 people into sustained, good quality employment by 2023, and 100 by 2026, with a particular focus on; those from priority neighbourhoods and people over 50.

Summary of Key Information
<p>1. BACKGROUND</p> <p>1.1 Many people face significant barriers to employment and need additional support and mentoring to help them achieve and sustain employment. The range of barriers faced is broad and these barriers can seem overwhelming. In addition, it is well known that individuals over the age of 50, especially those who have been unemployed for more than 6 months, and those from priority neighbourhoods can be at a further disadvantage when seeking employment.</p> <p>1.2 In addition to the cost to the individual, unemployment comes at a cost to the state. In terms of the overall population, the average cost to the state to support an unemployed person claiming benefits against the cost of someone in employment, earning circa £17 k p.a, is c.£6,827, exclusive of housing and council tax benefits.</p> <p>1.3 In 2021, the claimant count for people agenda 50+ was 78,169 people. As the workforce ages and fewer younger people leave education and training, employers will increasingly need to rely on the skills and experience of older workers if they are to remain competitive and avoid skills shortages in the future. It is critical that individuals have the choice and opportunity to work longer and save towards a financially secure retirement.</p> <p>1.4 As at April 2022, the number of claimants varies across the City (Intermediate Zones), being highest in Tillydrone (325), Torry West (300) and lowest in Braeside, Mannofield, Broomhill and Seafield South where there are 10 claimants (two years ago there were none)</p> <p>1.5 From mapping undertaken by the project, it was recognised that there is already a number of employability supports available and therefore the aim of this project was to ensure</p>

earlier, more focussed interventions or referrals for support could be made to better highlight available opportunities, support individuals to access them and more rapidly move individuals into work.

1.6 The project sought to target 50 individuals by focussing on four main areas of activity:

- Highlighting job opportunities across localities to encourage applications
- Support with those applications via DWP, SDS, ABZWorks, and employability training providers including Pathways, Aberdeen Foyer and SHMU.
- Working with DWP to target individuals from locality neighbourhoods into their upcoming work around support for over 50s
- Increasing the number of referrals to employment support from different pathways

2. IMPROVEMENT PROJECT AIM

2.1 Against this background, in September 2022, the CPA Board approved the [project charter](#) for the initiation of an improvement project which aimed to Support 50 people into sustained, good quality employment by 2023, and 100 by 2026, with a particular focus on; those from priority neighbourhoods and people over 50.

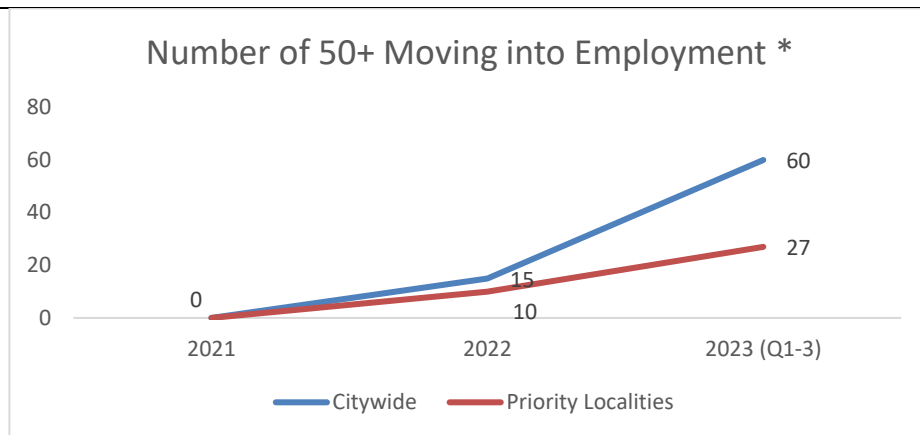
3. WHAT CHANGES DID WE MAKE?

3.1 The multi agency project team identified and tested the following changes

1. Aligning with the DWP 50+ campaign, test whether dedicated 50+ work coaches enhance the number of individuals from locality neighbourhoods entering employment (testing with DWP initially)
2. Test whether job fairs, targeting specific cohorts of people/job sectors increases the number of individuals gaining employment from those cohorts/employers, with access to employability support built-in to events to ensure those who do not secure employment have access to and information about support to assist their progression along the employability pipeline
3. Deliver information sessions by employability provider(s) to front line staff etc to test whether this increases engagement with employability support and leads to employment (initially testing with Pathways/Housing staff).
4. Provide seed funding for small, community-based/kitchen-table type businesses to utilise the experience and skills of individuals 50+ who are not in employment.
5. Piloting (Via ABZ works' Older but Wiser group) before commissioning 50+ employability provision via No one Left Behind. SHMU and Pathways are delivering in Torry. Other provision will be available in Woodside and across Aberdeen City. SHMU have dedicated space in newly built Greyhope School so are able to deliver a range of engagements

4. HAVE OUR CHANGES RESULTED IN IMPROVEMENT?

4.1 Yes, we have exceeded our aim, with 60 individuals over 50 being supported into employment citywide, 27 of those residing in priority localities. The data below is only up to Q3.



- 4.2 While our most successful change idea has been the alignment with the DWP 50+ campaign, targeted jobs fairs have had an impact on the overall number. 5 Jobs fairs were held during the reporting period. These jobs fairs attracted an average of 225 attendees, 52 of which being from priority localities. Following these events, a minimum of 10 individuals have been successful in moving into employment (this is the number of people that have been recorded to have been successful, there are likely individuals that have obtained employment who have not reported this to us). The number from one of our partners has not been reported to us yet, so this may also impact on this number once we have the data. It is also important to note that at these jobs fairs we promote our employability support services. A number of individuals following these events may sign up to our services which may lead to other forms of economic activity including education and training which has not been included in these numbers but is a step towards employment in the long term.
- 4.3 Information sessions by employability provider(s) to front line staff has been another successful change idea. The first presentation took place over teams to 40-50 housing staff. 10 referrals have come through as a result of this but this is not particular to over 50s. The presentation is now part of induction package for housing officers.
- 4.4 The seed funding has been successful. An individual from Torry received this funding and been supported in starting a business. This is provisional data and this number may be higher. We will be able to confirm once the data comes through.
- 4.5 We have also had successes through employability support events. Specifically, three 'Your Routes to Work' employability support events were held in priority neighbourhoods. These were aimed at young people and their wider families to find out information on how to get into employment, training, education or volunteering as well as provide money and benefit advice. A number of parents/carers attended and they were promoted in local areas – organised by ABZ works, they involved a number of public and third sector employability and careers partners so there was a wide benefit to the community. 30 people attended the event in Northfield; 42 the Torry event and 16 attended Tillydrone. Exit surveys were completed with a small number of event attendees. Everyone who attended and provided feedback felt the event was useful or very useful and all would be likely to visit a future event. Some people would like the events to include businesses with opportunities so more like a jobs fair.
- 4.6 In addition to the above, in relation to supporting people over 50, particularly from our priority neighbourhoods, a range of employability pilots have been developed and tested since September 2022, these have included dedicated 50+ work coaches, the launch of an employer recruitment incentive scheme, and a pilot Older but Wiser employability pilot support group. The pilot support group ran over an 8 week period and was well received with 7 participants consistently attending the 8 weeks. Travel vouchers were provided to support the participants attend a number of career fairs which occurred over the 8 week

period and one participant was able to secure a job at one of these events. As a result of the supports above as at March 2023, 10 people, all from our priority neighbourhoods, have gained employment.

4.7 We have had a number of other successes. Attendance at jobs fairs can be a first step into job seeking, building confidence and ultimately securing permanent work. This can take time however and doesn't happen straight away. This project has also, through No One Left Behind, to commission employability training offered to 50+ individuals in our priority localities. We also have a skills audit to test in Torry, so we can optimise the offerings we can provide in the Torry Skills Centre (co-ordinated by Pathways) and in the new Greyhope School where SHMU have a studio.

5. HOW WILL WE SUSTAIN THESE IMPROVEMENTS?

5.1 The improvements are currently being monitored for impact and will continue as the project aims to achieve the aim of 100 for 2026. The jobs fairs are having a good reach into the localities with 27 of the 60 (45%) individuals securing employment from a priority locality. The jobs fairs (led by DWP and ABZ Works) will continue. We are testing the commissioned training to see if delivering in the locality itself brings greater engagement.

5.2 The Skills audit planned for Torry in January will also inform what the employability offer needs to be and what is wanted by the people living there.

6. HOW WILL WE MONITOR THESE IMPROVEMENTS?

6.1 The project group meets monthly. We have clear tests of change and know that data is available to help measure the impact of these.

6.2 The data recorded will continue to be monitored and reported to Aberdeen Prospers, as well as the Outcomes Framework/Improvement programme Dashboard to ensure that performance continues.

7. OPPORTUNITIES FOR SCALE UP AND SPREAD

7.1 It is proposed that the project will continue into 2026 to support 100 people into employment, with a continued focus on priority neighbourhoods and people over 50. In line with this we have already started to spread some those change ideas proving to have impact into other localities.

7.2 The learning from the changes from this project could be used by new projects under Aberdeen prospers to be developed as part of the refresh of the LOIP.

Recommendations for Action

It is recommended that the CPA Board:

- i) Note that the aim has been achieved for 2023 with 60 people over 50 supported into employment, of which 27 were from priority neighbourhoods; and
- ii) Agree that testing is continued with the aim for 2026 to be contained as part of the refresh of the LOIP.

Opportunities and Risks
The commissioned training that we are testing with 50+ in localities depends on No one left behind Grant funding from Scottish Government. The current grant funding ends 31 st March 2024.

Consultation
Aberdeen Prospers

Background Papers
N/A

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