



<p>R2:That the Employment Strategy and subsequent action plans specifically outline how it will support new and small communities access employment with key public sector organisations</p>	<p>The recently adopted Employment Strategy outlines the direction for the council and its partners. The indicative action plan contains specific actions regarding projects which will support new and small communities. Where services are available from mainstream, the council will signpost individuals to access them. Additionally projects focusing on women and worklessness, key disadvantaged groups and geographic areas are in development to ensure that accessible services are available to communities that experience multiple barriers to skills and employment.</p>	<p><b>Andy Scott Employment and Enterprise manager</b></p>	<p><b>Ongoing</b></p> <p>The Employment Strategy action plan contained some early actions to work with disengaged Women from diverse background and age groups to identify aspiration, knowledge and individual needs with regard to entering the labour market. It also highlighted a major underserved group of those residents who are workless but not claiming a work related benefit. The Employment &amp; Enterprise team has worked alongside the voluntary and community sector to: Develop and introduce a pilot programme “Women and Worklessness” to explore the disengagement, barriers to skills and work, and the routeway to jobs for 5 groups of Bangladeshi and Somali Women. An evaluation of this programme will inform further programme development toward diverse women’s groups and also feed into the Councils wider Equalities research. The Employment &amp; Enterprise team have developed and introduced the “Working Start” Programme to specifically focus on residents who are detached from mainstream services and find it challenging to engage with job advice services. This programme launched in December 2011 and will place over 150 local resident into jobs. Over two years. Lastly the Council are currently developing a geographic based multi- agency programme which will focus on the central area of the</p>
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<p>R3: That the Third Sector Team and the Council for Voluntary Services supports advocacy work in the borough aimed at new and small communities. This should include mapping which organisations currently deliver advocacy work and how this can be improved through greater joined up and partnership working.</p>	<p>The Third Sector Team will undertake a mapping of Advocacy Services provided by local voluntary and community organisations.</p> <ul style="list-style-type: none"> <li>• The Third Sector Team will contact TH CVS to ascertain:</li> <li>• Whether they are aware of any other organisations providing advocacy services</li> <li>• What support is available to local organisations to encourage joined-up and</li> </ul>	<p><b>Maura Farrelly Community Resources Officer - Advice and Anti-Poverty Ali Ahmed Third Sector Strategy Officer</b></p>	<p><b>Complete</b></p> <p>A mapping of Advocacy Services provided by local voluntary and community organisations was completed in July 2011</p> <p>THCVS is currently working with AHWB to support front line organisations to improve collaboration and develop partnerships and consortia to help meet the information and advocacy needs of vulnerable residents in the Borough.</p>

	<p>partnership working</p> <ul style="list-style-type: none"> <li>• Provide the O&amp;S Committee with an update</li> </ul>		
<p>R4: That the Corporate Communications Team refreshes how it engages and reaches out to new and small communities and explores innovative methods of communication considering a reduction in public finances.</p>	<p>The service has limited resources to invest in new activity however we are able to review our existing activity and adjust our approach where appropriate.</p> <p>The service will review its approach to obtaining media coverage to ensure publications associated with smaller and new communities are included in our media plans.</p> <p>In addition East End Life will work closely with the Equalities and Third Sector Teams to ensure the activities of a wide range of community groups are reflected in the news output of the paper.</p>	<p><b>Takki Sulaiman Service Head Communications and Marketing</b></p>	<p><b>Complete</b></p> <p>The Communications Team is actively using social media - a new way of reaching out to and engaging communities in the borough. It's also a more innovative way of communicating given current financial pressures. The council's Twitter feed has more than 2,000 followers.</p> <p>We have also developed My.TowerHamlets, an interactive media tool accessed via the council's website that enables individuals to access information about key issues they select, in the way they wish to receive this information (ie texts or emails).</p> <p>In addition, we continue to issue media releases through all our media outlets (local, regional, trade, translated in Bengali and distributed to all interested media outlets) promoting messages around One Tower Hamlets, including specifically the following one developed with colleagues in Equalities and included in East End Life about the issue of engaging with new communities.</p>