

MADRID



BELEN GARCÍA DÍAZ

DIRECTOR, MADRID EMPLOYMENT AGENCY
GARCIAADBE@MADRID.ES

THE NEIGHBOURHOOD EMPLOYMENT PLANS

AN INTEGRATED EMPLOYMENT MEASURE BY THE CITY COUNCIL TO TARGET VULNERABLE GROUPS IN SPECIFIC NEIGHBOURHOODS.

In the first quarter of 2015 according to the National Labour Market Survey (EPA), Madrid's unemployment rate was 17.79%, the lowest unemployed rate among the major regions due to a decrease of 11.0%. However, some neighbourhoods are characterised by high rates of unemployment and the presence of vulnerable groups experiencing difficulties accessing the labour market.

Madrid's local government has made it a priority to revitalise employment in these neighbourhoods with the aim to promote a more balanced social and territorial development of the city. Since 2009, Madrid City Council and the Madrid Federation of Regional Neighbourhood Associations have been implementing specific Neighbourhood Employment Plans. These plans were launched to promote employment among the most disadvantaged groups: the long term unemployed, women, young people, NEETS, older and low skilled workers, and people with disabilities.

THE NEIGHBOURHOOD EMPLOYMENT PLANS

The Neighbourhood Employment Plans are a key tool in promoting the employment of the most disadvantaged people in the city. These groups are the priority of the Madrid Employment Agency (Agencia para el Empleo de Madrid - AEM).

The objective of this initiative is to attract residents that have difficulties in finding employment, provide them with customised career guidance and trainings that meet their needs, and facilitate their access to the labour market.

Each neighbourhood has developed an employment plan that includes three lines of action:

- outreach to target groups and careers guidance
- job hunting
- training and job placement

The approach used by the Neighbourhood Employment Plan is characterised by intense direct contact with the target groups to help facilitate their access to the labour market. Specific attention is paid to customising the services to bring vulnerable groups, who normally remain isolated, closer to local services.

The Neighbourhood Employment Plan also takes direct actions to tackle the issues specifically related to the target groups; for example lack of information regarding the city services or the job opportunities available.

In this context building trust is vital and a crucial entry point is through the informal social networks of these groups.

To do this the post of neighborhood employment facilitator was created. This is a qualified professional in charge of motivating people from the disadvantaged groups to participate in customised labour insertion pathways. They also improve and reinforce the channels of communication between the beneficiaries and the neighborhoods, both with the public actors as well as with NGOs, cultural associations etc.

The facilitator identifies the groups able to participate in the programme, assesses the obstacles that prevented

THE NEIGHBOURHOOD
EMPLOYMENT FACILITATORS
HAVE PROVIDED THEIR
SERVICES TO

4,596
PEOPLE



2,527 PEOPLE
BENEFIT FROM THE
CAREER GUIDANCE
SERVICE

them from participating in the various existing employment programmes (training, career advice, job placement and entrepreneurship) and comes up with solutions.

The specific work programme set out by the AEM for 2015 to further develop the Employment Neighbourhood Plans can be seen below:

1. Goal:

- provide customised services focused on disadvantaged and vulnerable groups e.g. employment consultation, information and training.

2. Benchmark indicators:

- 900 users to be served by facilitators
- 630 users to benefit from the career guidance service
- 10 training courses to be held
- 150 students to be trained.

3. Activities:

- identify and attract people who have more difficulties entering the labour market and motivate them to participate in customised labour insertion pathways
- personalised guidance to unemployed people in disadvantaged situations who live in the neighbourhoods included in the project
- design and plan customised labour insertion pathways
- learning assessment and training follow-up
- promoting the active participation of the partners and stakeholders (NGOs, business associations; retailers associations, neighbourhood associations)
- scholarships for the participating students to facilitate their insertion and attendance at the training courses.

INNOVATION

The main innovative approach of this initiative lies in including not only the usual unemployed target groups but all citizens in the neighbourhoods who suffer from inequality.

Another innovative element is the creation of the post of neighbourhood employment facilitator, a professional responsible for reaching out to those who normally stay away from employment programmes; improving their inclusion in the neighbourhood social networks.

SUCCESS FACTORS AND RESULTS

- The neighbourhood employment facilitators have provided their services to 4,596 people.
- 2,527 people from the target group benefit from the career guidance service.
- In 2015, 900 people in disadvantaged or vulnerable situations will benefit from the services provided by the employment facilitators. Some 70% of them (630 people) are expected to become part of a career guidance process run by the Madrid Employment Agency Information and Careers Guidance Service.

CHALLENGES AND WORK FOR THE FUTURE

The programme will go through an on-going evaluation process that will ensure:

- The achievement of the established goals
- The adoption of corrective measures if needed, taking into account the social or economic variables during the implementation of the plan

- The best coordination among the participating agents
- The monitoring of the number of job placements
- Communication and information dissemination with citizens and local stakeholders about the progress of the plan, as well as the achieved results.

