Welcome to the last edition of our Newsletter in 2010. It has been a year in which almost all aspects of Employability have undergone some sort of change. The major policy shifts have come about as a result of the change in the UK Government, and the resultant implementation of the Coalition’s Welfare Reform agenda.

At a practical level, this has meant the early termination of the Future Jobs Fund, and the winding down of the support structures for young people and the organisations participating. Also the development of proposals for the Work Programme has caused everyone in Employability to stop and reforecast the next few years on the basis of a very different contractual regime, and client base.

We have also been working through the implications of the changes to the Scottish ESF Programme, with Community Planning Partnerships and local Employability structures taking responsibility for local skills pipelines in a way which is radically different to the previous Challenge Fund models.

There have been many new local initiatives too, the confirmation that the Commonwealth Apprenticeship Initiative will continue to develop in 2011 as part of the wider Glasgow Works programme, and is to be joined by the Commonwealth Jobs Fund are both very welcome. They will increase the range of tools that can be used to reinforce our work in tackling Youth Unemployment.

This edition of the Newsletter covers these, and other stories from around Glasgow. We can be fairly certain that there will be as many important changes in the coming year, and that Employability will continue to be Glasgow’s key issue.

David Coyne
Executive Director
Glasgow Works

Commonwealth Jobs Fund

Jobs for 1000 unemployed young people

The Commonwealth Jobs Fund was unveiled at the 13th annual State of the City Economy Conference by Councillor Gordon Matheson, Leader of Glasgow City Council. Tackling youth unemployment and supporting the local economy are two key priorities for the council. This scheme will be aimed at people aged 18-24 who have been unemployed for more than six months and who live in Glasgow.

It follows the continued success of the Commonwealth Apprenticeship Initiative, which has again provided places for hundreds of Glaswegian school-leavers in 2010. Both schemes are designed to contribute to the legacy of the Glasgow 2014 Commonwealth Games. Councillor Matheson told the city’s business leaders: “I am delighted to announce the establishment of a new fund which will create 1000 new jobs in the city by July 2012.

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Commonwealth Apprenticeship Initiative

Entering a third year of success

The Commonwealth Apprenticeship Initiative was launched by Glasgow City Council two years ago to help the city’s school leavers secure a bright future. The initiative is now embarking on a third year into 2011.

This year, the CAI has helped 600 Glasgow school-leavers into modern apprenticeships. Hundreds of places were found within the council and its arm’s-length external organisations, like City Building Glasgow and Glasgow Life; and from throughout the private sector. The initiative is designed to contribute to the legacy of the Glasgow 2014 Commonwealth Games. The council is determined to ensure it does everything it possibly can to give this, the Commonwealth generation, hope. That’s why next year we’ll provide more apprenticeship places than ever before. Aimed at people aged 16 and over, apprenticeships can provide them with a recognised qualification, good quality training and excellent job prospects. They are an exciting way of gaining skills and qualifications that will help to start a career without having to study full-time. Through opportunities like the CAI, the council is giving our young people a real start in life that they might otherwise have missed out on.

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Equality & Diversity update

The Glasgow Works, Employer Engagement group supports employers in recruitment, retention, rehabilitation and diversity in the workplace.

Currently we are working on the promotion of new rehabilitation services that will help employers to improve attendance and retention via a series of employer engagement events. These services include the new UK Fit Note, Working Health Services Scotland, and the Healthy Working Lives Mental Health employer advice line.

In January we are hosting a seminar on Hidden Bias in the Workplace as many organisations are finding that their work on diversity has stalled. This master class aims to support diversity thinking to a new level by tackling the subject of unconscious bias which can be difficult to address.

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Employer Engagement

Licenced Trade Pilot

Glasgow’s Licensed Trade has experienced a growth in vacancies over the last quarter. The city benefits from a healthy tourism sector and investment in tourism has maintained visitor numbers, which in turn have supported the licensed trade.

Following initial development work with British Institute of Innkeepers, Glasgow West Regeneration Agency (GWRA) organised an employer focus group and, together with Glasgow Works, Jobcentre Plus and a number of local employers, developed a Licensed Trade course designed to meet the needs of both unemployed seeking work and the sector employers.

The pilot course offered 12 participants access to tailored vocational training and accredited qualifications which will equip them with the necessary skills to secure employment within the trade. The course ran over 7 weeks on a part time basis and included a work placement.

Employers included The Hilton, The Garage, Wetherspoons, Leven Valley and the Millenium Hotel.

All twelve participants completed the course and two have already got employment as a result.

A Graduation Ceremony took place in the City Chambers, and Councillor Stephen Dornan, Chair of Glasgow’s Licensing Board was delighted to give out the certificates and congratulate the graduates.

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Policy Guidance/Toolkit

Glasgow Works and Scottish Government are currently developing a Policy Guidance and Toolkit on Ethnic Minority Employment and the aim is to share best practice and disseminate the work of the Ethnic Minority Employment Policy Group across Scotland.

The objective of the Policy Guidance and Toolkit is to provide guidance for frontline staff and Employability partnerships in terms of working with Ethnic Minority communities and to support them with the following:

• Supporting EM clients into suitable employment
• Effectively engaging with local EM organisations
• Building the capacity of local EM organisations to refer people for employability advice
• Developing effective local action plans and targets on EM employability

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Future Jobs Fund: End of Round 1

It’s hard to believe that early October saw the conclusion of FJF Round 1. In that time 303 people secured jobs through our Partnership with 9 organisations who worked with 24 different employers. The jobs lasted for a maximum of 26 weeks with 72% of the people achieving maximum sustainability. Early leavers averaged 17 weeks in employment. Overall, 30% achieved a positive transition to mainstream employment and 4% education with each young person receiving on average 13 Units of learning attached to their job.

Individual Partners outcomes varied quite considerably, but all spoke highly of the FJF Programme and the young people who engaged. I would like to thank all our Partners for their support. Below is a flavour of some of the outcomes.

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FJF Mini Case Studies

GERA: William took up his FJF opportunity of Community Janitor with GERA in December 2009. An ongoing aspect of his job was to take part in job search, his co-ordinator supported him to apply to a local employer called Count On Us, and he was successful in getting the job. William’s new job offers considerable responsibility and the chance to earn up to £23,000 per year. He started work with them on 1st April and is still in post. William says “It wouldn’t have happened without Future Jobs Fund”.

Wise Group
Lisa fully sustained her FJF position as Assistant Trainer at the Wise Group’s Call Centre and progressed so well that she was retained by the company when her FJF contract came to an end. Lisa says “the job presents a real challenge and the boost to my confidence through my period of employment through FJF put me in a better place in my personal and work life. Best of all for me is I have my independence back and no longer have to rely on state benefits”

GSWRA Blair was made redundant in August 2009 and was unsuccessful in any of his attempts to find work. Through FJF he gained a position of Learning Assistant with GSWRA. His position provided a range of training that allowed him to work in community settings with a diverse range of people with health and social care needs interested in progressing towards employment. His FJF position came to an end in September 2010. Prior to his leaving he successfully applied for the post of Employment Progression Officer with the company. Blair says” I would never have got this job without the experience I gained through my FJF job”

Royston Youth Action
Nicola concluded her FJF position at RYA as Trainee Youth Worker in June 2010. She says “I have developed in so many different ways. My job knowledge and working skills have improved by a long way. I have had the best experience ever”. She is now employed with the organisation.

Employability and Financial Inclusion

Employability and Financial Inclusion are at the heart of the UK and Scottish Government strategies to tackle poverty. Any citizen who is actively seeking work or receiving support to secure employment will often face barriers in the form of unmanageable debt or claiming benefits. Ensuring a multi agency approach will address these issues. Indeed, given the current financial and welfare reform climate, the need for the two to connect strategically and operationally is particularly pressing.

To explore how this is being achieved in Glasgow, Glasgow Works and Glasgow City Council’s Financial Inclusion Team engaged with the five Local Regeneration Agencies (LRAs) and Local Financial Inclusion Consortia to identify existing links and delivery of financial inclusion support within LRA services.

Following meetings in the 5 areas, it was established that the services were working together and sharing expertise but a variety of models of delivery were in place. There also appeared to some under reporting of quite a high level of activity. A workshop then took place to explore the scope for developing more robust recording and reporting and for identifying effective practice that could be shared. Based on the findings, guidance is currently being developed to help organisations who wish to incorporate or further develop financial inclusion activity within their employability programmes.

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Glasgow Business Awards

Glasgow Works was proud to once again sponsor the award category of Equality and Diversity for the Glasgow Business Awards on 8th October. The Glasgow Business Awards is sponsored by the Bank of Scotland and hosted by the Glasgow Chamber of Commerce.

The three contenders for the award were: Ailsa Care, Royal Mail and the Marriott Hotel with the Marriott Hotel being voted overall winner. All three contenders demonstrated excellent equality and diversity practice within the workplace.

The Marriott Hotel currently employs a workforce of Associates coming from 24 different nationalities and diverse ethnic origins. The educational background of their Associates ranges from graduates to those who have little or no qualifications with many having experienced long term unemployment. Specific Diversity training and continual adjustments to suit the needs of such associates has ensured strong rewards such as a reduction in staff turnover in 2009 of 13.4% down from 17.7% in 2008. Their annual associate opinion survey showed employee engagement was up from 66% in 2008 to 72% in 2009.

Patricia Rainey of the Marriott Hotel says “Winning the award was a tribute first and foremost to our Associates and the hard work that is put in both at management and associate level. We are particularly proud of the training that the HR department has carried out for unemployed women with mental health issues which resulted in some attendees being employed by us, and the dedication the Kitchen department continues to exhibit in training ten new trainee Chefs who have come through the Future Job Fund. All departments are justifiably proud.

In short, the award cements the hotel’s commitment to be recognised by potential employees and customers as a forward thinking socially responsible company, and as such is just the start of a long-term commitment to Diversity which is good business for everyone”.

ESF Update

Over the last 3 years Glasgow Works has secured in excess of £10m from the European Social Fund under Priority 1 to deliver its Employability Programme. With around 7 months of the current programme still to run we have supported over 3,500 of the most disadvantaged clients into work. Glasgow Works is already considering the future of its Employability Programmes and its future priorities once this phase ends in June 2011.

At the same time and in direct response to the economic recession the Scottish Government has revisited its structures and developed a new Priority to address the emerging issues. Priority 5 has a focus on developing the skills and experience of those who have significant barriers and will find it most difficult to move into work in the current and future climate. The main focus of Priority 5 will be the linking of needs and opportunities at local level and the main delivery vehicle will be through the Community Planning Partnerships.

A call for applications for Priority 5 funding was made in Summer 2010 and Glasgow Works prepared and submitted a bid which primarily focussed on the City priorities of supporting young people and those with health and social care needs. However, bids for Priority 5 funding across Lowland and Upland Scotland far exceeded the available budget and some difficult decisions had to be made on where the funding would be allocated. As we go to print we await the outcome of our bid. We are working to ensure that a comprehensive pipeline is established throughout the city which will engage and support Glasgow residents to take advantage of current and future employment opportunities. It will also embed career progression, vocational achievement and higher level job related training firmly within the pipeline and as an established route to sustaining employment.

Full details of partners, delivery mechanisms and activities are still being developed and will be communicated as they are finalised in the next few months.

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