



Delivering the Glasgow Welfare to Work City Strategy

Name of the Project:

Glasgow Works Ethnic Minority (EM) Policy Group

Name of organisation:

Glasgow Works Partnership

Brief description of the work/project

The Glasgow Ethnic Minority Policy Group was set up to develop partnership working with a wide range of organisations including Local Regeneration Agencies (LRAs) to reduce the ethnic minority employment gap in the city, estimated at 10%.

The Policy Group brought together a range of stakeholders and identified positive action, engagement and progression, employment and sustainability as the key areas for the action plan.

The group advised the Glasgow Works Partnership on best practice in relation to EM employability and supported LRAs to develop local action plans.

The policy group was supported by an EM Employment Policy Manager

Which groups does it relate to / who are the beneficiaries?

Ethnic Minorities

How would you categorise the project / which areas of work or theme does it relate to?

- Promoting equality
- Addressing harassment, prejudice & stigma
- Promoting good relations
- Partnership Working

What is the reason for the project/scheme?

Glasgow is one of fifteen pathfinders in the UK participating in the Department of Work and Pensions (DWP) Cities Pathfinder Initiative. This initiative aims to enable City areas to establish local consortia and by allowing them to shape the delivery and provision of training opportunities and employment programmes in their area, give them control over plans to tackle worklessness. The long term aim of the initiative is to achieve an 80% employment rate in the UK and it is recognised that Cities have an important part to play in this goal.

Funding allocated to this initiative in Glasgow includes a share of the £32M UK-Wide Deprived Area Fund (DAF), plus funding from the Scottish Executive, Glasgow City Council, Scottish Enterprise Glasgow and Glasgow Community Planning Partnership.

A City Strategy Partnership Group has been formed to be known as 'Glasgow Works' and will guide and monitor the delivery of the Strategy.

The overall approach is about securing improvements in the pathway and delivery of services to all workless groups. The City Strategy does however have particular interest in those currently on IB, Lone Parents, Black and Minority Ethnic groups, the over 50's and the young MCMC group.

The Glasgow Works Ethnic Minority Policy Group was set up to advise the partnership on how it could tackle to EM employment gap, estimated at 10% in Scotland, and meet the Glasgow Works targets for EM employability.

What are the aims and objectives of the project/scheme?

- To benchmark activity using existing data and advise on actions to increase EM engagement at a local level;
- To monitor activity to ensure it is achieving the Glasgow Works objective to reduce the EM employability gap;
- To advise Glasgow Works on policy and best practice in terms of EM employability;
- To support/advise organisations taking positive action to reduce the EM employment gap

Who is involved in delivering the project/scheme?

The Policy Group was chaired by the NHS and members included Job Centre Plus, Local Regeneration Agencies, Glasgow City Council, BEMIS (Black and Ethnic Minority Infrastructure in Scotland), GARA (Glasgow Anti-Racist Alliance), Scottish Government, EMEC (Ethnic Minority Enterprise Centre).

How is the project/scheme funded?

The EM Employment Policy Manager Post is funded by the Scottish Government Workforce Plus Team.

Project / scheme start date

June 2008 and on-going

What have been the project's outcomes and the benefits to participants and how have these been measured?

The project had exceeded the EM employability targets by May 2009. In the light of this Glasgow Works revised the targets to reflect the aspiration to close the ME employment gap. The following table illustrates the progress to date (18/01/10):

Target Group	Clients	Job Supported Outcomes
Ethnic Minorities on Benefits	645	64
Ethnic Minorities NOT on Benefits	1782	228
TOTAL	2427	292

The target was amended as follows:

Target Group	Engagement Target	Jobs Target
Ethnic Minorities	3700	500

The targets are measured by a common recording system which is used by all the funded employability providers in the City.

What are the challenges and how are these addressed?

The LRAs have carried out local research to identify barriers to EM employability. For example Glasgow South East Local Regeneration Agency (GSERA) identified the following challenges-

- Categorising the EM community as an amorphous group of people fails to recognise the diverse mix of communities in Govanhill.
- Cultural restrictions particularly for women with children may be a barrier on the time women can be away from their children when considering working hours.
- Recognising that many younger EM community members, in particular, are heavily influenced in their choices by family members.
- Lack of engagement with local projects and community points of contact.

Research commissioned by Glasgow West Regeneration Agency (Assenti Research- August 2009) provided an understanding of a wide range of issues and qualitative research in terms EM population in Glasgow West and Central areas. Barriers to accessing services for EM communities included:

- Lack of awareness of Glasgow West Regeneration Agency and perceiving it as a mainstream agency that probably could not help them
- Previous negative experiences with mainstream agencies
- Lack of intensive and sustained support on offer
- Language/Lack of cultural understanding
- Too many forms/paperwork to completed
- Employer discrimination.

The Local Regeneration Areas are addressing these issues in the following way with support from the EM Employment Policy Manager-

- The GSWRA engagement team incorporated Ethnic Minority Enterprise Centre secondees which has supported GSWRA's engagement activity in terms of EM clients and delivers an integrated package of support for the EM group.
- Glasgow East Regeneration Agency gathered feedback on expectation levels of employability support through focus groups and individual people. In addition, working with local EM network groups, GERA will facilitate an awareness raising event in the area.
- North Glasgow Integration Network will share findings of recently completed mapping exercise which will highlight gaps in the asylum seeker and refugee local intelligence base line.
- GSERA incorporated the findings of the Frontline Staff Attitudinal Studies undertaken by FMR research and delivered four awareness

raising/training sessions to EM engaging organisations. The aim of the sessions focused on the following:

- Better understanding of the employability pathway
- Increased confidence in responding to and raising awareness of employability
- Improved co-operation and shared working practices between engaging organisations and consortia partners, particularly at a front-line practitioner level.

What could be done to improve or develop the scheme?

Key learning from the project points to the following areas for development-

- Recognising diversity among EM groups and their differential needs in relation to employability.
- Recognising the different support required by different generations.
- Early engagement with EM communities (groups and services) is necessary in the creation of action plans.
- Improved information collation e.g. Data on the number of employees from an EM background in public bodies as well as the grade they work at.
- Partnership working e.g. Specialist services need to work more closely with mainstream services. Funding organisations also need to stop giving funding for funding's sake (ticking the box) and focus on the needs of the client not the delivery organisation.
- Recognition to be given to positive EM achievements e.g. high graduate rate, high self employment rate.
- The use of case studies, local champions and EM role models should be contemplated when trying to get across key messages to the EM population or employers on the benefits of a particular employment/training measure or career choice.

Contact for more information

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