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A CELEBRATION OF 20 YEARS OF EUROPEAN FUNDS IN WESTERN SCOTLAND

Project Title Full Employment Areas Initiative
Project Sponsor Glasgow City Council

PROJECT ORIGIN AND DEVELOPMENT

In 2000, a Glasgow City Council led working Group was charged with a brief to develop practical proposals to meet the needs of all of Glasgow's unemployed people. The group explored the nature of unemployment in the city and emphasised that the officially registered unemployed (20,000 JSA claimants) are a relatively small proportion of Glasgow's total unemployed when other benefit claimants are taken into account (eg 39,000 on Incapacity Benefit; 61,000 on various other benefits). Many of these 'hidden' unemployed could be brought back into the labour market if appropriate initiatives could be developed.

The group also looked at programme elements that had been successful in getting long term unemployed into and sustaining work (eg Intermediate Labour Market Initiatives - ILMs). The group explored what would be needed for such approaches to be joined up and extended to include the 'hidden' unemployed in order to achieve full employment within particular geographical areas.

After lengthy development and examination a proposal to establish three pilot Full Employment Areas (FEAs) was supported to start in March/April 2002.

PROJECT AIMS AND OBJECTIVES

The aim of the FEA project was to increase the employability rates in the three pilot areas from 50% to at least 61% (the Glasgow average) and by the end of 3 years to 68% (the West of Scotland average). The target areas, of 400–500 households each, were within the Nitshill/Priesthill (Pollok), Royston (Glasgow North) and Queenslie (Easterhouse) wards, were all selected because they had a low level of economic activity. Within the FEAs every effort was made to achieve 'full employment'. Full employment in this sense means getting all those who are able and want to work into a job within the 3–4 years of the pilot.

The project aimed to target 1500 households. To increase the employment rates to 68% which required an additional 540 into work, it was expected that about half of those engaged required some form of subsidised placement (ILM or other).

A comprehensive monitoring, tracking and evaluation framework was developed to ensure knowledge of progression and sustainability of outcomes and to record barriers to employment, methods and degrees of success in overcoming them.

PROJECT ACTIVITIES

The FEA used community development techniques to engage with potential customers - knocking on doors, meeting people in the street, local venues – talking directly to people where they feel comfortable using their language and on their terms.

Once engaged, the FEA outreach workers linked into existing agencies in the area already providing services to unemployed people. The FEA workers worked with individuals alongside these agencies to help them sustain progress and tackle other barriers that may hinder employment.

At the same time the community development process was encouraged and local people assisted to become involved with addressing other issues in the area.

PROJECT STRUCTURE

A project Steering Group was set up with members from Glasgow City Council, Community Enterprise in Strathclyde, Scottish Enterprise Glasgow and the Wise Group.

A project co-ordinator, located in Community Enterprise in Strathclyde, had overall responsibility for the project, including organisation of the monitoring and evaluation systems.

Local Steering Groups, led by the Local Development Companies, was established and selected the local areas. These are Rosehill (Pollok), Wellhouse (Easterhouse) and part of Roystonhill (Glasgow North).

The community development teams were located in each area and have three outreach workers (two core staff, one Glasgow Worker) The teams used the RE:generate 'Listening Matters' process to engage with households and were supported by RE:generate to develop the community aspects of the project.

Glasgow Works and the Wise Group were on board to offer Intermediate Labour Market places. Relationships were developed with local employment and training referral agencies including LDCs Action Teams for Jobs, Positive Futures, Jobcentre Plus, Careers Service, Progress2Work and local training and personal development course providers.

Contacts were established with the Local Housing Co-op staff, Money Advice, Credit Unions, Childcare Providers, Housing Offices, Social Work and other agencies which can help overcome individual barriers and community issues.

PROJECT FINANCE

Funding Partners	Glasgow City Council
Eligible Costs (£)	£617,667
ERDF/ESF Support (£)	£277,950
Priority/Measure	3.2 Routes to Opportunity

PROJECT PERFORMANCE

Key Project Outputs/Results	Target	Achievement	% Target Achieved
Full Employment Areas Initiative		£617,667	£277,950
Total no of beneficiaries	540	551	102.04%
No of leavers/completers entering employment	60	145	241.67%
No of positive outcomes for	451	258	57.21%

leavers/completers			
No of positive outcomes for leavers/completers (women)	290	97	33.45%

The outreach work began in April 2002 with the appointment of a senior worker in Rosehill and Wellhouse. Roystonhill and the remainder of the staff in the other outreach teams started at the beginning of July.

The first objective was to get round the households, meet as many residents as possible, talk to them about their community using the RE:generate Listening Matters survey. Through listening it was possible to start to connect with those who were looking for work, identify where they were in this process, establish possible barriers and start to make connections for them.

By mid August 383 surveys were completed, 281 people were found to be of working age and 43 had already been referred to employment/ training agencies/ projects with six possible starts into ILMs, or employment.

Other people; lone parents, pensioners, people on incapacity benefits had raised issues that worried them in the community and indicated they were willing to become involved. The RE:generate process also helped to support these people. In one area a group of male youths, 12–18 years emerged and began working with a Youth Intervention project. A group of girls in the area also emerged. A framework for monitoring and evaluation and a database to collect information and stories over the length of the project was developed.