



**An
Employability
Strategy for
East Renfrewshire
2016 - 2019**



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FOREWORD

This strategy sets out how East Renfrewshire Council and our Community Planning Partners will work to support and deliver employability services over the next three years.



Councillor Tony Buchanan,
Leader of East Renfrewshire
Council at Crossmill Business
Park, Barrhead.



In a constantly changing economic environment, the importance attached to supporting employability remains high and our activities must keep pace. We strive to help our people and families move from and stay out of poverty, improve further our excellent record of positively progressing young people from school into a positive destination, and ensure East Renfrewshire sustains its reputation as a great place to live, work and grow businesses.

Investment in skills and planning for the future are critical to economic success and we must work with our local businesses to help them grow. In doing so, they will be stronger and more likely to need additional employees. In addition, building relationships with local and regional partners is imperative in order to ensure effective joined-up provision.

We acknowledge the increased link between employability and learning, and the importance of developing our young workforce through investing in skills for the future.

Further job and economic growth is predicted over the coming years within East Renfrewshire and the surrounding areas through the Glasgow City Region City Deal and other Local Development Plans. Our responsibility is to ensure that the residents of East Renfrewshire are given the tools and support to take advantage of those upcoming opportunities.


We thank our Community Planning Partners for their contribution to the development of this brochure and appreciate their continued commitment to the delivery of employability services within East Renfrewshire.

Councillor Tony Buchanan
Leader of East Renfrewshire Council

INTRODUCTION

Employability is defined by the Scottish Government as:

“ ... the combination of factors and processes which enable people to progress towards, move into or stay in employment, and to progress within employment.”



East Renfrewshire has a wide network of organisations that can support residents looking for employment and training opportunities. Whether someone has been out of work for some time and is looking for help to help overcome barriers or needs support to create a CV, or possibly someone would benefit from opportunities to gain new skills or would like to progress their career, there will be somewhere that can offer support.

Everyone is at different starting points so we must remember that:

- moving towards and into sustained employment is an individual journey for people, and everyone has different backgrounds and aspirations;
- the aim of all employability support needs to be progression towards a sustained job outcome, but this may involve incremental stages of progress. Some people can benefit from employability supports which may take a long time (and for a few a sustained job outcome may never be achieved);
- the link to the Prevention and Early Years agendas cannot be underestimated. Research evidence suggests what happens to a child during their early years lays the foundation for the rest of their life. A child's physical, social and cognitive development during the early years strongly influences their school readiness and educational attainment, the jobs they can do and their health later in life;
- the journey does not end when someone accesses a job. Support is then required to maintain this outcome, and to assist people to progress further in the workplace;
- a wide range of issues often needs to be addressed in the lives of the people we seek to help if they are to successfully progress in their employability journey;
- the synergy between employability interventions and health is now widely recognised – people who are in employment are mentally and physically healthier.

CHALLENGES AND OPPORTUNITIES IN EAST RENFREWSHIRE

In order to tailor support we need to recognise the local context of the area, including the challenges and opportunities.

Although East Renfrewshire is more affluent than average there remain concentrations of deprivation, and the unemployment rate at 3.3% is just slightly lower than the Scotland and UK average. Nonetheless, the population is generally highly skilled and well educated, compared to the Scotland average. More people work in professional or associate professional occupations than average, with fewer in lower skilled occupations. Over half of East Renfrewshire residents have the highest level of qualification, compared to 41% in Scotland, and 82.2% of school leavers entered further or higher education in 2015/16, far exceeding the Scotland average.

Despite positive economic trends, jobs in East Renfrewshire still pay below the Scotland and UK averages, with many of those living in the area accessing better paid jobs elsewhere, including Glasgow. Jobs in the area are more likely to be in the public sector, or in retail, although the creative industries are also well represented in the area.

The main challenge for East Renfrewshire is to continue to grow and broaden its business and employment base, and to attract more higher paid jobs to the area, whilst recognising that there will always be out-commuting, particularly to Glasgow. There is a need to meet the needs of local employers, both in growing sectors and existing ones, which will require a range of skill levels to be available.



82.2% of school leavers entered further or higher education in 2015/16



Over half of East Renfrewshire residents have the highest level of qualification

3.3%

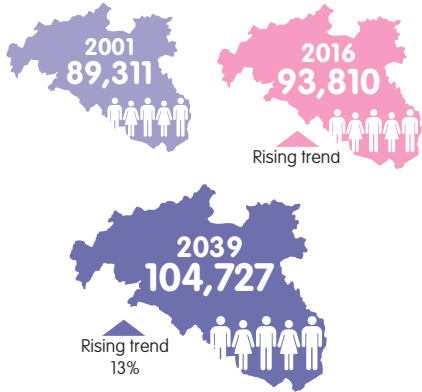
East Renfrewshire unemployment rate



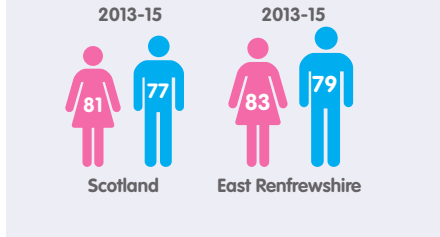
Jobs in East Renfrewshire pay below the Scotland and UK averages

LOCAL SOCIO-ECONOMIC PROFILE

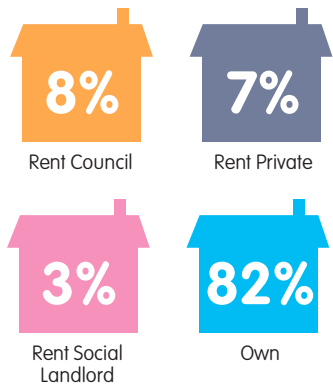
Population



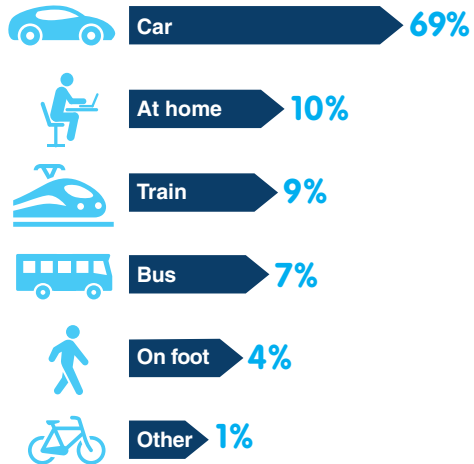
Life Expectancy



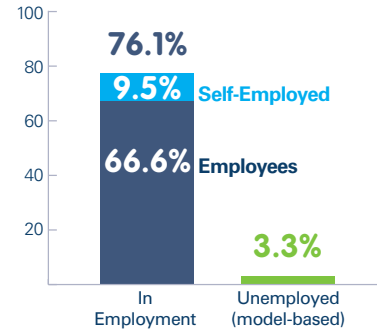
Tenure



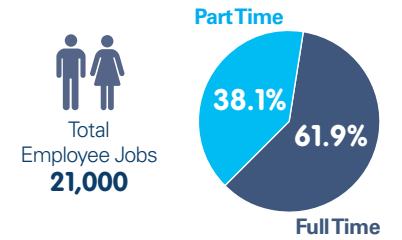
Travelling to work



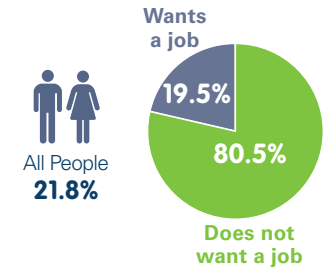
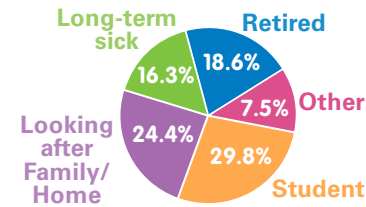
Labour Supply, ERC April 2016 - March 2017



Employee Jobs 2016



Economic Inactivity



Estimate is not available for 'discouraged' and 'temporary sick' since sample sizes are disclosive or sample size too small for a reliable estimate.

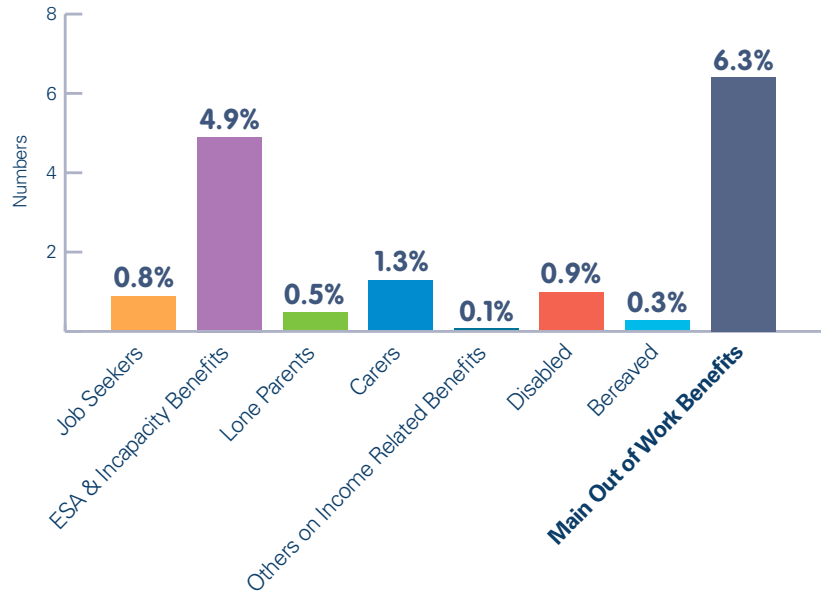
Office for national Statistics
National Records for Scotland
NOMIS - Official Labour Market Statistics



**Out of Work Benefits –
Main Benefit Claimants (Nov 2016)**



Total Claimants
8.7%



**Out of Work Benefits – Sep 2017
Claimant count by sex**



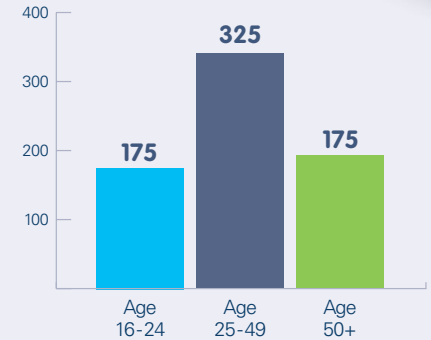
All People
675



Male
435



Female
240



East Renfrewshire's statistics compare favourably against Scottish and UK averages but within an overall context of relative prosperity, major employability challenges remain. These continue to evolve in nature and degree. In the context of labour market recovery, following the recession in 2008 and subsequent rise in unemployment, employability supports have increasingly been targeted at people most in need.



Other challenges

• Consequences of Welfare Reform

The roll-out of Universal Credit in East Renfrewshire, which started in early 2016, is likely to have an impact on our most vulnerable residents. Universal Credit represents the most significant transformation of our welfare system, merging six separate out-of- and in-work benefits into one and will require all claimants to have access to the internet.

• Deprivation and location of claims

Although the local authority area is recognised as being fairly affluent in comparison to the Scottish average there are pockets of significant disadvantage and deprivation – particularly within Barrhead and Neilston. These neighbourhoods are in the worst 10% nationally based on the Scottish Index of Multiple Deprivation (SIMD) and residents in these communities generally require higher levels of support and service provision. We need to target the geographical areas in most need, in particular the most deprived wards of Barrhead, including Auchenback, Dunterlie, East Arthurlie, Dovecotehall, and also West Neilston, Uplawmoor and Thornliebank.

• Long term unemployed

A total of 615¹ people aged 16-64 are claiming Job Seekers Allowance (JSA) (January 2016). Out of this, 430 have been claiming for up to six months, 80 have been claiming over six months and up to 12 months and a further 105 have been claiming for over 12 months. The overall number of people claiming JSA has been decreasing gradually from an August 2010 peak of 1535. Similarly, the number of people claiming for over a year has been decreasing. However, there still remains a small proportion of claimants who have not been able to progress into work. This highlights a need to address the various barriers affecting those individuals furthest from entering the labour market.

• Economic Inactivity

The current economic inactivity rate² for East Renfrewshire is 20% (April 2017). This is lower than the Scottish average of 23.2% but still represents a fifth of the East Renfrewshire population. Out of a total number of 11,600 people who are economically inactive, it is reported that 2,300 (19.8%) want a job. It is possible that with targeted support this group of people could be assisted into work.

• Youth Unemployment

Unemployment rates are significantly higher than average for 16-19 year olds, and higher than average (but to a lesser scale) for 20-24 year olds - compared to other age groups in East Renfrewshire. Over 80% of school leavers go on to Further Education or Higher Education. Still, it is important to ensure young people and their parents are better informed about non-academic and vocational routes available. A continued priority will be given to young people making the transition from school, and to young people up to the age of 25.

• In Work Poverty

The increase of 'in work' poverty is also a challenge, caused by a combination of low pay, limited working hours and zero hour contracts. New interventions are required in order to address this issue. From April 2017 by law anyone over the age of 25 and not in their first year of a Modern Apprentice should be paid £7.50. The Council is encouraging employers to pay the National Living Wage, which is £8.45 as at April 2017.

¹ www.nomisweb.co.uk (27/10/2015)

² People who are neither in employment nor unemployed. This group includes, for example, students, those who are looking after a home or those who are retired.



EMPLOYABILITY OPPORTUNITIES

Working with the Council's Invest East Renfrewshire team within economic development, our employability services team, **Work EastRen** and our local employability partners will design appropriate interventions with business partners to support local people in benefiting from the many job and training opportunities that will be generated from upcoming developments.

Glasgow City Region City Deal

The £1.13 billion Glasgow City Region City Deal provides an exciting new opportunity for the area. City Deal is a significant long term investment plan for the region-wide context which will fund major infrastructure projects and drive innovation and growth through the support of key sectors.

East Renfrewshire City Deal Projects:

A £44 million investment will provide significant new development opportunities within the area which have the potential to create employment, training and work experience opportunities in both the construction phases and the longer term end-use. Six key projects around the M77 Strategic Corridor have been designed to provide economic benefits through employment, recreational, tourism, residential and business opportunities.



Levern Works

Vacant land prepared for private investment with new commercial units now available at Crossmill Business Park, Barrhead.



Foundry Links

Enhancing business and learning in Barrhead town centre.

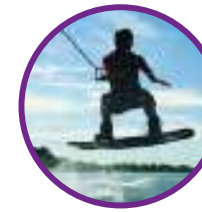
New Railway Station

Railway station planned at Barrhead South on the Glasgow to Neilston line, it will improve access to jobs, services and communities.



Greenlaw Business Centre

Meeting a growing demand for flexible business space in Newton Mearns.



Country Park Enhancement

Enhancement of Country Park into a must visit leisure destination.

Improved Road Connections

Improving connections between communities including Barrhead and Newton Mearns.





Over its lifetime the Glasgow City Region City Deal is expected to:

- Support an overall increase in the economy of around 29,000 jobs.
- Work with 19,000 unemployed residents and support over 5,500 back into sustained work.

The East Renfrewshire City Deal employment objectives are to:

- Create 1,506 construction jobs
- Create 1,026 operational jobs (non-construction)
- Enable more small and medium enterprises to grow by providing business incubator and grow-on space for entrepreneurs across East Renfrewshire

Priorities for East Renfrewshire

We want full employment and opportunity for all residents of East Renfrewshire who are able to and want to secure and sustain a job.

In order for us to achieve our vision, three priority areas for action have been identified.

KEY PRIORITIES

- Effective and focused early engagement of the people we seek to help.
- Evidenced progression for service users towards, into and within sustained employment.
- Services targeted and based on need and opportunity.

KEY OUTCOMES

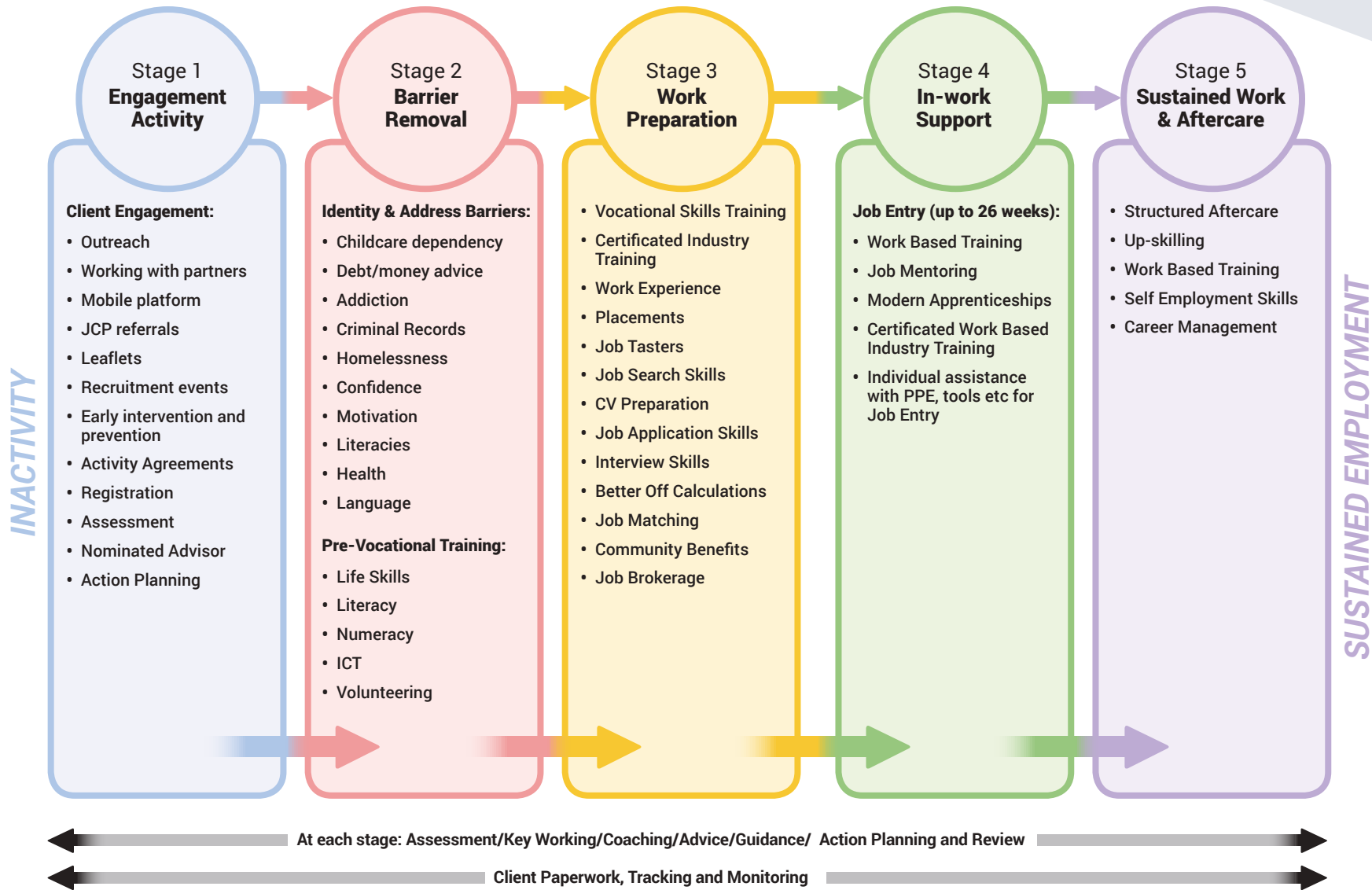
- Increase the percentage of working age population in employment.
- Decrease the percentage of working age who are economically inactive.
- Increased take up of Modern Apprenticeships.
- Reduction in the number of school leavers going into a negative destination.

Targeting Support

We need to tailor activities with employability partners to ensure that we focus more on those individuals furthest removed from the workplace and those with multiple barriers. There needs to be a strong drive towards measures to encourage, train and retrain those people not presently active in the labour market. The welfare reform agenda has made this even more important, with many people moving off benefits and being encouraged into work.

Most organisations in Scotland now recognise the Employability Pipeline model, which has been developed as a framework to support the effective delivery of employability services. The Pipeline is made up of five key stages, whereby the needs of the individual are considered in relation to existing soft skills, employability skills and skills requirement development.

THE EMPLOYABILITY PIPELINE



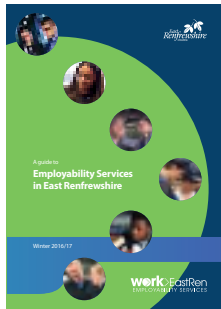
The pipeline concept was introduced to provide a structured approach to the organisation and delivery of services to unemployed people in Scotland, particularly the long term unemployed who have a greater distance to travel towards a sustainable job. It is thought that for many people there are various stages which enable people to increase their chances of gaining employment. This multi-agency approach ensures the needs of the individual are considered in relation to existing soft skills, employability skills and skills requiring development.

Each stage of the pipeline outlines the type of activity required to help progress people into sustainable employment. Training providers and partners will carry out an informal assessment to identify which stage of the pipeline and individual is at and can refer them to the most appropriate programme based on the specific needs of the individual.

WORKING IN PARTNERSHIP

Employability support, delivered through Work EastRen, covers a wide range of activities which help people to progress towards, move into, or stay in employment and to move on within the workplace.

Work EastRen brings together the expertise of a wide group of partner organisations and external business partners. Integral to our partnership working is our links to employers and local businesses which can offer support with many other interventions in the employability pathway such as work experience, volunteering training and educational placements.



East Renfrewshire has a wide network of organisations that can support residents on their journey to work. Our guide, *Employability Services in East Renfrewshire*, provides all the information on the services available in the area.

You can download a copy of the brochure which is available on the Work EastRen website at:

www.workeastren.co.uk

Helping our Young People

In East Renfrewshire, Work EastRen, East Renfrewshire Council Education Department, Skills Development Scotland, Job Centre Plus and other partners work closely together to help young people through all stages to get into work, education or training. Our YEAP (Youth Employment Activity Plan) highlights those agencies who work closely with our young people and outlines the wide range of support available to them.



You can download a copy of our YEAP at:

<http://www.workeastren.co.uk/support/youth-employability-support/>

MEASURING SUCCESS

Measuring and reviewing progress will be an ongoing task. It is important for us to celebrate successes but also to learn and adapt to suit the changing needs of the community.

We will do this by:

- Meeting regularly with our employability partners
- Establishing targets and recording performance
- Reporting progress regularly, including a formal annual evaluation
- Benchmarking out performance against other Scottish local authority areas, and the Scottish and UK averages

For further information and a copy of the full *Employability Strategy* document please contact Work EastRen on:

Tel: 0141 577 8438

Email: worker@eastrenfrewshire.gov.uk

www.workeastren.co.uk



This document can be explained to you in other languages and can be provided in alternative formats such as large print or braille. For further information, please contact Customer First on 0141 577 3001 or email customerservices@eastrenfrewshire.gov.uk

इस सूचना-पत्र में उल्लेखित सूचना यदि आप हिन्दी अनुवाद में चाहें तो कृपया सम्पर्क करें।

如果您想得到该资料所含信息的译文，请联系：

ਜੇ ਤੁਸੀਂ ਇਸ ਲੀਫਲੈਟ ਵਿਚ ਦਿੱਤੀ ਜਾਣਕਾਰੀ ਦਾ ਅਨੁਵਾਦ ਚਾਹੁੰਦੇ ਹੋ ਇਥੇ ਸੰਪਰਕ ਕਰੋ।

اگر آپ اس ایفائلٹ میں درج معلومات کا ترجمہ اپنی زبان میں چاہتے ہیں تو ہم سے رابطہ کریں

work EastRen
EMPLOYABILITY SERVICES

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