

## Summary of Draft Glasgow City Strategy (January 2007)

### Introduction / Glasgow Background

- 1.1. City Strategies is a Department for Work and Pensions (DWP) two-year pilot initiative. The key employability funders in each of 15 UK Cities have been asked to come together in consortium arrangements to consider how they could work more effectively together to tackle worklessness.
- 1.2. Glasgow is one of the fastest growing economies of any city in the UK. More than 60,000 jobs were created between 1995 and 2004, faster than in the rest of Scotland and Britain. Despite the recent transformation, significant challenges in terms of worklessness and poverty still remain;
  - *Glasgow current has an employment rate of 65%, well below the UK average of 74%.*
  - *The most recent available data (May 2006) suggest that Glasgow has around 96,200 working age people on DWP benefits. (88,290 of these on 3 main DWP benefits JSA, Incapacity benefit / Income Support, Disabled and Lone Parent Premium.*
- 1.3. Glasgow's challenge is to galvanise the energy and resources of the consortium members and the imagination and professionalism of delivery organisations to achieve the maximum impact with the resources available.

### Strategic Objectives / Targets

- 1.4. Working collaboratively the City Strategy Consortium will;
  - Reduce the number of workless residents in Glasgow by 15,200 by 2010 from (2006) - figures to be confirmed
  - Simplify the strategic structures for employability decision-making and align funding.
- 1.5. The strategic focus of the City strategy will be on the engagement of workless people, and employers. This will be delivered through a two-prong approach. Firstly by creating / maintaining an employability pipeline to assist those on benefits who want to enter the labour market, move into sustainable jobs and career progression. Secondly, by increasing the number of job vacancies available to City Strategy clients, through additional employer engagement activity and improved vacancy filling processes.
- 1.6. This approach will be supported by improvements in streamlining and inter-agency cooperation. Our strategy will build on strong foundations based on partnership work done to date. It will secure long term and far sighted solutions to improving the quality, relevance, coverage and value for money of employability service delivery.
- 1.7. The overall approach is about securing improvements in the pathways and delivery of services to all workless groups. The City strategy does however have particular interest in IB stock, Lone Parents, BME's and the over 50's and the NEET group.

- 1.8. The Consortium is convinced that the distribution of resources across the employability pathway does not adequately meet the need of the target groups or employers. Moreover services are not sufficiently joined up to promote the flow of individuals into work. Glasgow needs to use its existing resources better and to design delivery systems that promote more employment outcomes.
- 1.9. The type of change proposed cannot be achieved instantly but the longer-term effects of that change will have a legacy beyond the period of the City Strategy.
- 1.10. A key underlying principle will be to deliver services that are client centred and tailored to each individual's needs.
- 1.11. The table below summarises the areas of action:

<b>ACTIONS ON STREAMLINING</b>	
Action 1	<ul style="list-style-type: none"> <li>Streamline the various strategic groups dealing with employability issues.</li> </ul>
Action 2	<ul style="list-style-type: none"> <li>Introduce Common Definitions/ Processes and Reporting Periods</li> </ul>
Action 3	<ul style="list-style-type: none"> <li>Pilot and introduce a Common Performance Tracking System</li> </ul>
Action 4	<ul style="list-style-type: none"> <li>Joining up the Pathway – Health and Social Care Provision with employment and training services.</li> </ul>
Action 5	<ul style="list-style-type: none"> <li>Alignment of funding from different partners and over time explore the potential for pooling.</li> </ul>
<b>ACTIONS ON DELIVERY</b>	
Action 6	<ul style="list-style-type: none"> <li>Development and dissemination of an Employability Delivery Good Practice Framework</li> </ul>
Action 7	<ul style="list-style-type: none"> <li>Move towards a new competitive tendering Commissioning Model</li> </ul>
Action 8	<ul style="list-style-type: none"> <li>Madano Partnership Project – using IB toolkit and partnership working to increase the resources available to assist IB clients expressing an interest in returning to work.</li> </ul>
Action 9	<ul style="list-style-type: none"> <li>Employment Support for Work Based Qualifications for City strategy target groups.</li> </ul>
<b>ACTIONS ON EMPLOYER ENGAGEMENT</b>	
Action 10	<ul style="list-style-type: none"> <li>More Systematic Approach to Vacancy Filling</li> </ul>
Action 11	<ul style="list-style-type: none"> <li>Employer Support on workforce Diversity and employee Job Retention</li> </ul>
Action 12	<ul style="list-style-type: none"> <li>Improved Links to Regeneration activities and Job Growth sectors to maximise the number of vacancies filled by City Strategy client groups</li> </ul>

### **Flexibilities/Enabling Measures**

- 1.12. City Strategy areas were invited to identify key barriers to improving the levels of workless clients entering and sustaining work. These will be considered by DWP and flexibilities may be piloted under City Strategies. It is not possible at this stage to predict which DWP will be in a position to progress or the timescales involved. The Glasgow plan includes suggestions for flexibilities on: Use of 16hr rule, Durations and conditions for benefit Run On's, Earnings disregard, Spatial Concentration of project funding to minimise postcode lottery effects, Data sharing, JCP job sustainability targets, TFW eligibility.