



Glasgow City Council

**Neighbourhoods, Housing and Public Realm
City Policy Committee**

Item 2

20th August 2019

Report by Executive Director of Regeneration and the Economy

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GLASGOW GUARANTEE REFRESH UPDATE

Purpose of Report:

To provide Committee with an update on the Glasgow Guarantee Refresh. The report outlines the principles and implementation timeframes.

Recommendations:

Committee is asked to consider the content of the report

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes No consulted: Yes No

1 Introduction

- 1.1 Members will be aware that a number of reports have been presented to both Neighbourhoods, Housing and Public Realm Committee and the City Administration Committee on the refresh and development of the Glasgow Guarantee.
- 1.2 This report provides an update on activity, outlining the principles of the refresh and implementation.

2 Background

- 2.1 The Glasgow Guarantee has been Glasgow City Council's flagship employability programme for over 10 years. The programme has been supported with in excess of £50m core funding and helped over 2000 companies recruit more than 9000 people from key target groups.
- 2.2 GCC recently commissioned an external evaluation of the Glasgow Guarantee programme and its 2009 predecessor the Commonwealth Apprenticeship Initiative. The review was undertaken by Ekos consultants and identified the following key points:
 - The programme is well-funded and supported with circa £50m investment since 2009;
 - There is real strength in the programme's flexibility to respond to broader target groups and increase the range of employment opportunities;
 - It has delivered more than 9000 job outcomes for Glasgow residents supporting a reduction in unemployment levels with high levels of sustainability and in work progression;
 - Stakeholders, candidates and employers all supported the programme continuing;
 - Although unemployment levels have reduced, persistent challenges remain around economic activity and inequalities and consideration should be given to the programme focusing on these areas;
 - Targets should be reviewed in line with review of programme focus;
 - There is still a limited awareness and understanding of the Glasgow Guarantee brand.

3 Overview

- 3.1 As previously reported the refreshed Glasgow Guarantee will be launched in the autumn of 2019. The refresh will support the Council's Strategic Plan and Economic Strategy. It will reflect and react to the current economic landscape and act as a vital intervention in supporting Glasgow's Inclusive Growth priorities namely:
 - **Costs and benefits of fair work practices.** The Glasgow Guarantee will continue to be open to employers who pay the Glasgow Living Wage (GLW) and a training allowance will also be available to enable the progression of the people gaining work through the programme.

- **Entry level skills / work readiness.** By working more closely with employability providers and introducing job readiness criteria, the programme can be further targeted to support people under-represented in the labour market
- **Basic digital skills.** Access to the new training allowance will support the acquisition of digital skills which will support individuals to progress once in work.
- **Health and wellbeing.** There is a clear correlation between health and work, with evidence showing that good work improves health and wellbeing and protects against social exclusion. Working with employability providers supporting people with health conditions will allow more people living with health conditions and disabilities to progress into work.

4 Principles of the refreshed Glasgow Guarantee

4.1 The key principles are based on the conclusions and recommendations from the external evaluation and input from the Glasgow Partnership Economic Growth (GPEG), Employment and Skills hub partners. The most significant change to the programme is that it will no longer focus solely on unemployed young people, however young people with barriers to employment will still be eligible for support. The refreshed Glasgow Guarantee will:

- be an 'all age' offer to Glasgow residents who are furthest from the labour market, to support them to gain quality, sustainable employment or a modern apprenticeship;
- work in partnership with GCC Education Services and Further Education Colleges to provide access to opportunities supporting students into a positive, sustainable destination;
- continue to offer an employer recruitment incentive to the City's businesses of up to £6,000;
- partner with the City's employability providers to offer individuals they have worked with and who are now ready for work access to employment opportunities;
- pass on the public sector equality duty (PSED);
- support individuals that have obtained a job or a modern apprenticeship through the programme to progress in employment, through a training allowance of up to £1,000; and
- remove the 'minimum' contracted hours requirement to ensure the inclusion of people who are unable to work full time hours due to health, financial circumstances or caring responsibilities.

5 Equality Impact Assessment

5.1 Given the changes proposed for the Glasgow Guarantee an Equality Impact Assessment (EQIA) has been undertaken to assess the potential impacts on groups with protected characteristics. This assessment found it to have an overall positive impact for age, disability, gender and race;

- **Age:** The expansion of age eligibility for the programme and removal of upper age limit for Modern Apprenticeships will allow a wider range of unemployed Glasgow residents to access employment and qualifications.
- **Disability:** The programme will pass on the public sector equality duty (PSED) which will ensure that there will be no discrimination against people with a disabilities. Businesses accessing the programme will offer guaranteed interviews for people with disabilities that meet the minimum job criteria. Increased flexibility around contracted working hours will further facilitate people with disabilities into employment. Eligibility through engagement with employability providers will allow easier access to and ongoing support for people with disabilities.
- **Gender:** Increased flexibility around contracted working hours and changes to the age eligibility will facilitate movement into the labour market for lone parents. Lone parents are predominately women in their mid to late thirties.
- **Race:** Eligibility through engagement with employability providers will allow easier access to and ongoing support for people from minority ethnic groups – particularly those with English as a second language.

6 Implementation

6.1 It is intended that the refreshed Glasgow Guarantee be launched by 1 October 2019. Outlined below are the key elements being taken forward to support implementation;

- **Marketing Strategy:** GCC Communications and Strategic Partnerships are providing support to positively market and promote the refreshed programme.
- **Partner / Stakeholder engagement:** All partners/stakeholders in the city who are supporting employability will be engaged prior to the implementation of the refreshed programme, including employability providers, Skills Development Scotland, third sector organisations, Chamber of Commerce, Glasgow's Further Education Colleges, Department for Work and Pensions and the Glasgow City Region.
- **Internal partner engagement:** Teams across GCC and the Council family, including Education Services, Customer and Business Services, Jobs and Business Glasgow and other Economic Development activities such as Business Support will be engaged in finalising and supporting the future delivery structure.

6.2 The remaining 6 months of this financial year will be used to pilot the new approach therefore no targets have been set for 2019/20. The lessons learned will be used to shape the programme for 2020/21.

7 Policy and Resource Implications

Resource Implications:

Financial: Covered by approved budgets

Legal: None identified currently

Personnel: No direct personnel implications

Procurement: None identified

Council Strategic Plan: Specify which theme(s) and outcome(s) the proposal supports

- A Thriving Economy:
1, 2, 3, 4, 5
- Excellent and Inclusive Education:
28, 36
- Heathier City:
42, 44
- Resilient and Empowered Neighbourhoods:
85

Equality and Socio-Economic Impacts:

Does the proposal support the Council's Equality Outcomes 2017-22 Improve Economic Outcomes for People with Protected Characteristics

What are the potential equality impacts as a result of this report? Changes to the programme increase the number of members from protected characteristic groups to access employment opportunities and employment with qualifications.
The programme has deliberately limited entry routes and strict eligibility terms to support the service to achieve its fundamental objective to effectively target those furthest from the labour market.
The wage subsidy is attractive to businesses, encouraging equality and inclusivity in recruitment practices and fairness in Glasgow's labour market.

Please highlight if the policy/proposal will help address socio economic disadvantage. Yes. The activity detailed in this report is designed to support those most economically disadvantaged.

Sustainability Impacts:

Environmental: None identified

Social, including Article 19 opportunities: Access to economic growth is maximised

Economic:

The delivery of inclusive growth actions to lead to economic growth and the realisation of the Glasgow Economic Strategy goals

**Privacy and Data
Protection impacts:**

A DPIA will be undertaken given the wider involvement of employability providers in the programme.

8 Recommendations

8.1 Committee is asked to consider the content of the report.