

The New Glaswegians Projects

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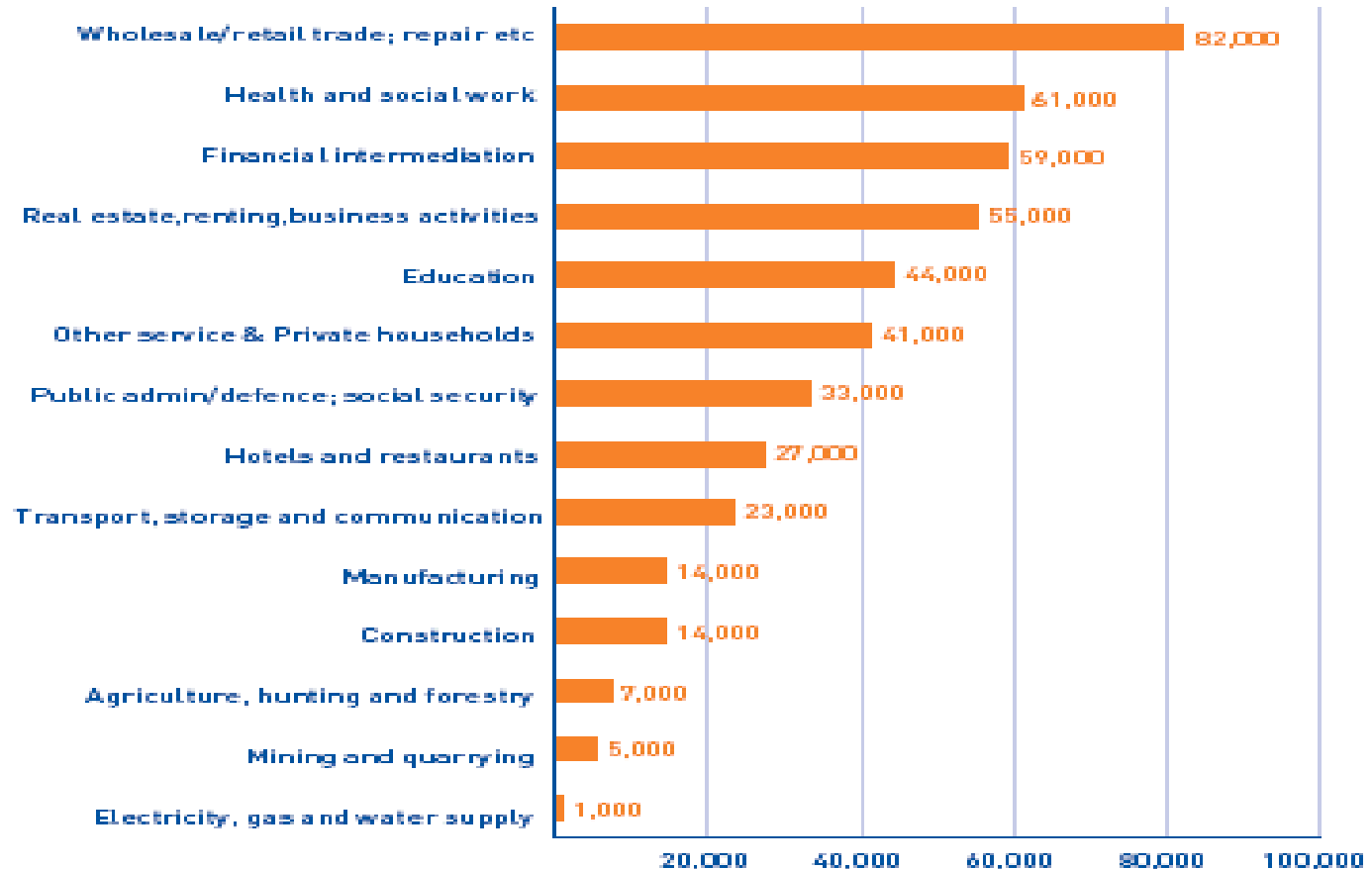


What are The New Glaswegians projects?

- Two new projects supported by the Scottish Executive, Glasgow City Council, Scottish Enterprise Glasgow, and delivered in association with Glasgow North Ltd.
- ‘Supported Professional Development’ is designed to assist professionally qualified refugees into the labour market
- ‘New Skills for New Glaswegians’ is designed to assist with the integration of semi-skilled and manual refugees into the labour market
- Both projects are underpinned by a marketing campaign aimed at raising employer awareness of the potential that exists in the refugee community

Why are the projects needed?

Forecast of jobs requiring
new employees 2002-2007
by sector
Source: IER



What benefit can a New Glaswegian offer my business?

- Many New Glaswegians possess skills needed by employers in the industry sectors noted above

‘These people have much to offer...and it is essential that work continues so that refugees have the skills to successfully integrate into our communities’

Margaret Curran MSP, Communities Minister

- High level of motivation and reliability

‘Benham [Iranian refugee] is a great lad with loads of confidence and self-belief. He works great as part of a team, he also has good initiative and can be left to work on his own’

Jeff Lennox, Assistant Manager, Springburn Leisure Centre

- Cost effective source of labour
- Flexible staff - keen to work any hours which may be required

How are The New Glaswegians Projects improving the employability of refugees?

THE SUPPORTED PROFESSIONAL DEVELOPMENT PROGRAMME

- Business Etiquette programme is helping 80 refugee professionals to learn how to compete more effectively for employment by addressing:
 - Interview Technique
 - CV preparation and job search skills
 - An understanding of the labour market and industry specific issues
 - Business communication, presentation and networking skills
 - Culture and behaviour in the workplace
- The Business Etiquette programme seeks to move 25 New Glaswegians from the key sectors noted above into employment by 31/10/04
- An Employment Assistance Fund will be available to help clients overcome specific barriers to employment (e.g. clothes for interview, membership fees for a professional body etc)

How are The New Glaswegians Projects improving the employability of refugees?

THE NEW SKILLS PROGRAMME

- Employment Orientation programme operated through Training for Work offers seven 4-week programmes to 60 semi-skilled/manual refugees, addressing:
 - Essential skills for work
 - CV preparation and job search skills
 - An understanding of the labour market and industry specific issues
 - Money advice and salaries
 - Basic IT
 - Culture and behaviour in the workplace
- The New Skills programme seeks to move 25 New Glaswegians by 31/10/04
- An Employment Assistance Fund will be available to help clients overcome specific barriers to employment (e.g. clothes for interview, Health and Safety certificates)

The story so far.....

- 3 courses completed for around 44 clients
- 7 clients into employment:
 - Administration Assistant with Department for Work and Pensions
 - Quality Controller with Hewlett Packard
 - Carer with Loretto Homes
 - Refugee Community Worker with Glasgow Chamber of Commerce
 - Production worker
 - Administration assistant with Maryhill Citizen's Advice Bureau
 - Night Manager with the Radisson SAS Hotel
- Further clients on work placements (Hospitality/Tourism, Accountancy, Administration, Health Care), with increased employer interest in the skills of the New Glaswegians
- Projects have assisted Health professionals such as doctors, with their IELTS, MRCP and PLAB examinations

Providing the link with Employers

- The New Glaswegians Projects continue to engage with Glasgow employers operating in the Healthcare, Financial Services, Construction, Engineering, Hospitality and Tourism and administration sectors
- Successful launch event by the Deputy Lord Provost in the City Chambers on 24/02/04 is being followed by future seminars to employers and trade unions to address their concerns and help overcome barriers
- Information pack for employers identifies legal issues, myths and facts, benefits of refugees' skills to employers and case studies of refugees who are contributing to their employers' businesses
- Regular PR and press coverage has kept the project visible
- The New Glaswegians Projects have crucial role to play in the economy of Glasgow and in solving current skills shortages in the city