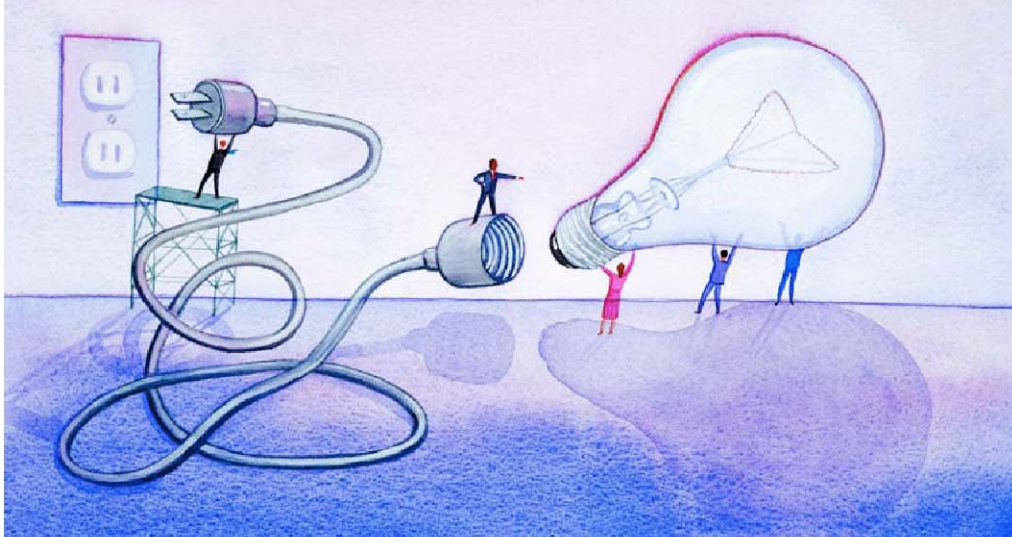


# How can we get better employer engagement to improve employability?

A Scottish Centre for Regeneration practice event

Monday 4th December 2006

Apex City Quay, Dundee



Workforce Plus, Scotland's Employability Framework, was published by The Scottish Executive in June, and challenges all community regeneration partners to work together to maximise prospects for employment and employability. Drawing on practice, this event will focus on one of the six themes identified by the framework – employer engagement.

The event will be chaired by Prof Alan MacGregor of Glasgow University's Training and Employment Research Unit and will include case studies from Pollok's Silverburn development, the Highland Employers Coalition and international experience from Stockholm.

Who should attend?

This event is for people interested in community regeneration policy and practice. You may work for or be involved with:

- Community planning partnerships
- Social economy organisations
- Regeneration companies
- Scottish Executive
- Local authority departments
- NHS boards and the wider health sector
- Community and voluntary organisations
- Registered social landlords and housing associations, or
- Members of the Community Voices network and community representatives



SCOTTISH EXECUTIVE



Monday 4<sup>th</sup> December 2006  
10 am – 4 pm

Workforce Plus, Scotland's Employability Framework, was published by The Scottish Executive in June, and challenges all community regeneration partners to work together to maximise prospects for employment and employability. Drawing on three examples of practice, this event will focus on one of the six themes identified by the framework – employer engagement.

*How employers are helping design effective local employability services*

Employer coalitions bring business know-how to the design of local employability services for individuals and employers. Chaired by prominent local business leaders, and made up of senior private and public sector employees who volunteer their time and expertise, coalitions provide valuable input to our policy recommendations and serve as a test bed for new initiatives.

Highland Employer Coalition has been working with the Shirlie Project, an established social economy supported employment agency that represents clients with support needs who are looking for paid employment within their chosen field.

*How employers are working with local partners to maximise employment opportunities*

The development of the £350M Silverburn retail park in Greater Pollok will create more than 3,000 jobs in the area and a local partnership between developers, retailers and the public sector will maximise job opportunities for local people.

Building on previous successful approaches, the partnership has been brokered by EQUIP – the local development company for the area – which is trying to secure 25 per cent of the 600 construction jobs and an additional 20 apprenticeships earmarked for people in Greater Pollok. It also hopes the area's workforce will secure almost 80 per cent of the 3,000 retail jobs in Silverburn at stores such as Tesco, Debenhams and Marks & Spencer.

*How the public sector can help employers recruit from the economically inactive*

Stockholm Matching has been running an active matching programme with the aim of increasing the employability of unemployed residents in 15 district councils and four municipalities in Stockholm, Sweden. The approach is now being replicated in other parts of the European Union.

The matching process comes with training tailored to meet companies' specific needs, through job-related training modules. The approach offers long-term close contact with employers, particularly temporary staffing agencies; and tailor-made training and engagement only when jobs are guaranteed. It also plays a significant role in challenging public opinion on the culture of unemployment.



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## Programme:

- 10.00 am Registration, tea and coffee
- 10.30 am Welcome from Scottish Centre for Regeneration  
Jan Bird, Scottish Centre for Regeneration
- 10.35 am Introductions from the Chair  
Alan McGregor, University of Glasgow
- 10.45 am **Highland Employer Coalition and the Shirlie Project**  
Don Toonen, SHIRLIE
- 11.30 am Roundtable discussions, questions and comments
- Noon **Pollok Silverburn**  
Sandra Inrig, EQUIP
- 12.45 pm Lunch
- 13.45 pm Roundtable discussions, questions and comments
- 14.15 pm **Stockholm Matchning**  
Taisa Ranchber, Stockholm Matchning
- 15.00 pm Roundtable discussions questions and comments
- 15.30 pm Taking forward the learning
- 16.00 pm Close

## How to book

This event is now fully booked.

## The venue

Apex City Quay is part of Dundee's regenerated waterfront. It is a 15 minute walk from Dundee train station.

## The Scottish Centre for Regeneration Events Series

The Scottish Centre for Regeneration is part of Communities Scotland – the Scottish Executive's housing and regeneration agency. Our events are designed for people interested in community regeneration policy and practice. The 2007 programme will be available shortly.

There is no charge for this event, but places are limited per organisation. If you can't attend after booking a place, please tell us as soon as possible. Our events are often oversubscribed and we need to be sure that as many people as possible can benefit from them. If you fail to attend without giving us at least 24 hours' notice, you may be put on a waiting list if you wish to book a place at future events.



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