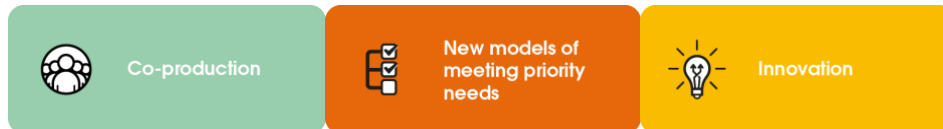


JOBS



Glasgow City Council

Glasgow Futures: Employability Service Re-Design

In early 2023, Glasgow's Local Employability Partnership Board (LEP) approached The Centre for Civic Innovation (CCI - a citizen-centred design team within Glasgow City Council), to assist with the re-design of employability delivery in Glasgow, using a Service Design approach. Service Design is a workstream within the No One Left Behind delivery plan, the Scottish Government's national strategy for placing people at the centre of the design and delivery of employability services.

Preliminary work revealed an extremely complex landscape, which was difficult for citizens to navigate and often led to people being unable to access the right service at the right time. It was therefore decided that the key question to ask was: *"How might employability provision better join up to improve outcomes for Participants?"*

Over the course of 2023, the CCI engaged with key stakeholders, ensuring that appropriate design and research methods were used.

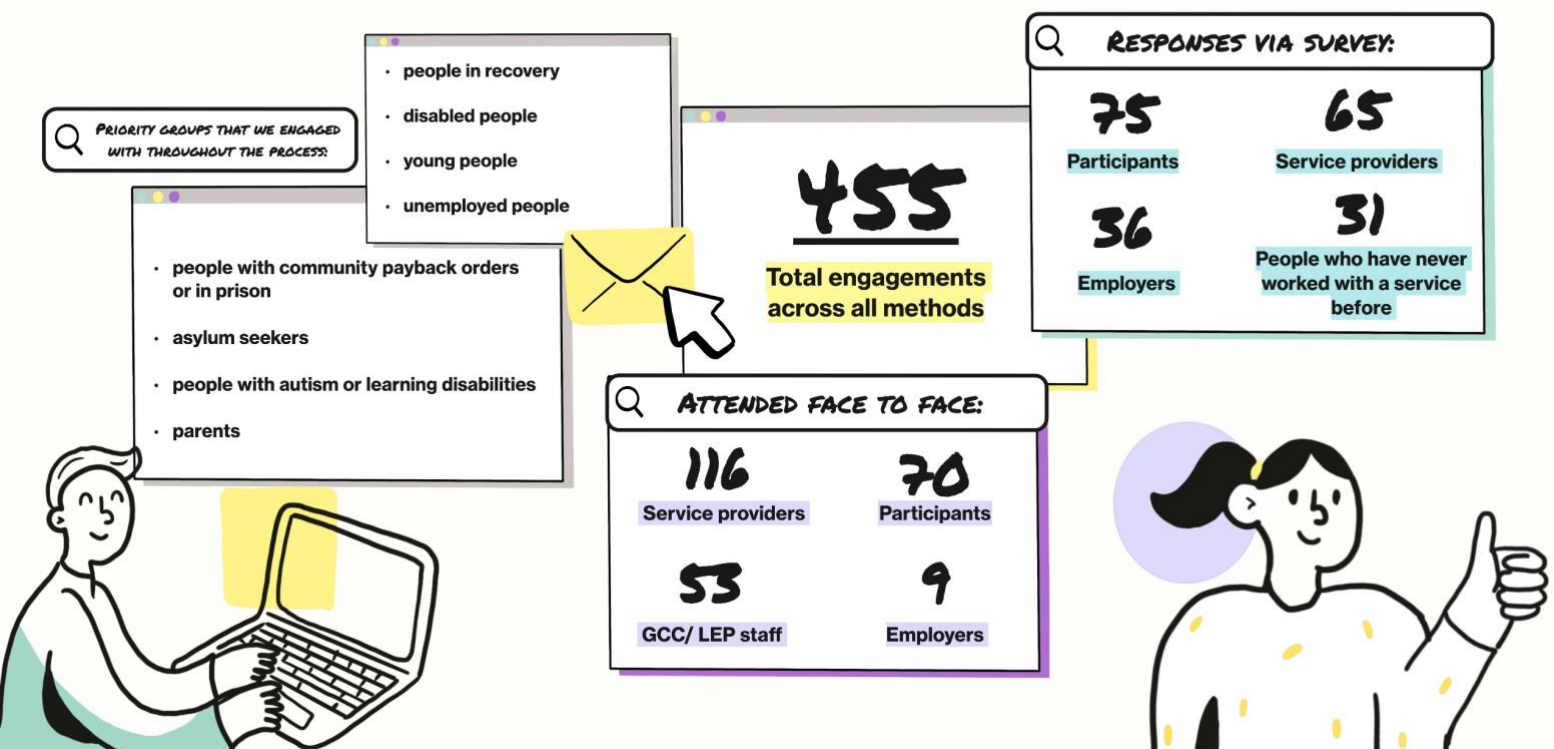
For participants, a suite of methods was utilised, to take into consideration the complex barriers and challenges most had experienced, including informal focus groups, printed materials which participants could complete individually or discuss with the group, and informal conversations. Engagement was undertaken with empathy, patience, understanding and always valuing each person's voice, unique experience and perspective.



To capture insights and co-design with decision makers, service providers and employers, more formal engagement methods were used, such as workshops, interviews and surveys. Employing a diverse range of design tools and methods played a crucial role in obtaining the necessary outputs to advance through each stage of the project.

The Glasgow Futures LEP Board contributed to this process throughout.

The infographic illustrates the breadth of engagement undertaken to co-design a simplified employability landscape. None of this would have been possible without the input of the employability services funded via Glasgow Futures and their participants, all of whom volunteered their time to collaborate, innovate, and truly co-produce, with the goal of making Glasgow's employability landscape more user friendly and person centred.



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Intensive analysis, mapping and theming was undertaken to condense the initial ideas into five key themes:

1. Increasing Awareness of Services and Supporting Referrals
2. Facilitating More Networking and Collaboration
3. Enable Stronger Links to Employers
4. Use A Data Led Approach to Understand Gaps
5. Enhance Feedback and Evaluation

Across the 5 themes are 14 opportunities for development which forms the basis of the work of the LEP and Glasgow City Council's Employability Team.

In 2024, the CCI and Employability team prioritised themes 3 and 5 for further service design investigation and input.

Work has been ongoing since then, led by the CCI, with regular co-production undertaken with partners, projects, participants, LEP members, employers and employability team staff, to investigate and design how the LEP might:

- engage with and work with Employers, to strengthen links, enhance relationships, and ultimately improve job seeking and employment opportunities for citizens AND
- embed Lived Experience into the LEP to ensure decisions are person centred and better reflect the needs of the people using the services

We are now at the end of this process, which has taken the best part of a year and has generated many insights. We are busy reviewing, categorising, prioritising and developing the ideas created, and adding a strategic lens, which will form the basis of a framework for both pieces of design work. These will be piloted in 2025, with the results and impacts gathered and evaluated.

The outcome will be an employability landscape that is easier to navigate and projects which work in real partnership, putting the participant first and using their voices to shape the services they use. Employability projects will have improved employer engagement, leading to better relationships with employers, who understand the needs and diversity of the people using their services, ultimately leading to better outcomes for participants, into fair and sustainable work.

For further information contact:

Alison McCrae
Economic Development Manager - Glasgow City Council
alison.mccrae@glasgow.gov.uk | GlasgowFutures.org



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