



EUROCITIES Social Innovation Lab

26-27 March 2019, Glasgow

Co-creation workshops - Wednesday, 27 March 9.30 - 12.00

Venue: Grand Central Hotel, 99 Gordon Street, Glasgow



Workshop C: Glasgow city challenge - How can we produce a shift to a positive, inclusive discourse on migration to welcome diversity and ensure inclusive growth for all people?

The co-creation workshops organised at the Social Innovation Lab in Glasgow give city representatives the opportunity to work together to co-design possible new and more effective responses to a common complex social challenge presented by one city.

Objectives

- Learn about co-creating innovations to city social challenges
- Formulate more effective and efficient responses to a critical challenge of a city, in a collaborative learning process with inputs from different cities

Format

Participants will work together in a workshop to co-design possible solutions to real cases of complex social challenges in cities. The case study of city challenge will be presented, discussed and explored through situation-based group work. The workshop will result in a set of ideas for actionable solutions that the representatives from the city concerned by the given challenge could take back home and consider acting upon. The logic is to generate out-of-the-box ideas and a fresh perspective to help a city that is looking for innovative ways to tackle a pressing challenge it faces at the moment.

Structure of the workshop

9.30 - 9.50	Introduction to the workshop
9.50 - 10.20	Presentation of the city challenge
10.20 - 10.35	Brainstorming in pairs for ideas of possible solutions to the challenge
10.35 - 11.10	Collaborative brainstorming and shortlist of possible solutions
11.10 - 11.30	Pitching - presenting solutions to the city concerned by the challenge
11.30 - 12.00	Group work to turn ideas into actionable solutions
12.00	Closing of workshop
12.00 - 12.30	Plenary presentation of actionable solutions co-created in workshops

Expected outcomes

- One **challenge brief** - real case scenario of complex social challenge in a city
- List of **possible ideas for solutions** brainstormed by fellow city experts in the workshop
- One or two **actionable solutions** that the city concerned by the challenge can take back

Questions for reflection

1. Have you had a similar challenge in your city? If yes, how have you tackled it?
2. Are there common elements /factors of the city challenge that you can recognise in your city? Do they manifest in a different way?
3. What ideas can you contribute to tackling the city challenge?
 - Adding a new element or taking something away
 - Integrating a new idea
 - Turning the practice upside down, assigning new roles to the actors involved
 - Segmenting the solution, exchanging one-size-fits-all for more personalised approaches
 - Bringing elements or practices associated with another field
 - Adapting responses from my city addressing this challenge
 - Learning from interventions from other cities, any other public body, social organisation, private sector or hybrid solution that could contribute to solve the challenge
 - Activating untapped (community or other) resources
 - Who can be part of this solution? (change-makers)

CHALLENGE BRIEF

City: Glasgow

Challenge: How can we produce a shift to a positive, inclusive discourse on migration to welcome diversity and ensure inclusive growth for all people in our city?

Topics: European Pillar of Social Rights (#2. Gender equality # 3. Equal opportunities & #4. Active support to employment) and UN SDGs (#GOAL 5: Gender Equality).

The challenge

The most pressing social issue for Glasgow is inclusive growth for all, ensuring that our growth in prosperity reaches even the most vulnerable, many of whom are newcomers to the city.

For many years, Glasgow has been at the forefront of inclusive economic practice to address economic and social exclusion. However, despite this, many are still not benefiting from the economic growth taking place within the city. As far back as 2007 the OECD described Glasgow as a 'Twin Track City' because our population seems to function on two quite separate tracks - one for the people who have wealth, opportunity and cohesion in their lives - and another quite separate track where people live in poverty and isolation and face many hurdles to generate and grasp opportunity in their lives. Glasgow has more neighbourhoods in the Scottish index of multiple deprivation, almost 50% of the city's data-zones are in the most deprived 20% in the country.

Inclusion and integration of newcomers is critical and statistics show there is work to be done. In 2017 in Scotland:

- the employment rate for the minority ethnic population was 60.6% which is lower than the white population employment rate of 75.0%.
- the minority ethnic employment gap was 14.4 percentage points, lower than the gap in 2016 (16.1 percentage points).

It is worth noting that the minority ethnic population may not all be migrants and could be second or third generation however we do not have the data to desegregate further.

Glasgow's migrant population is unevenly distributed across the city. In fact, there are 5 neighbourhoods with particularly high concentrations of migrant residents. These areas are mostly home to historical migrant communities however, with newer migrants being more diffused across the city.

Migration is in the DNA of Glasgow. We are the biggest single asylum dispersal area in the UK and accommodate more people than the next four local authorities combined - 12% of all the UK's asylum seekers. Furthermore, Glasgow is the most ethnically diverse city in Scotland and as a result, we have benefited both economically and culturally. However, the current negative discourse around migration at a UK level, could threaten our ability to attract and retain newcomers and achieve more inclusive growth. Glasgow is at the forefront of challenging hostile environment to migrants (including EU citizens) however this remains a considerable societal challenge.

There is a strong need in Glasgow for a more strategic, local authority led approach to migration. In February 2017, the OECD reported that Glasgow's approach to migration was positive, pro-active and welcoming, however there lacked a strategic approach and leadership from within the local authority.

Glasgow is committed to achieving inclusive economic growth, ensuring that all citizens share in the prosperity that this brings. We have explicitly stated within our economic strategy that we must maintain the population levels of the city to ensure economic growth continues. Our challenge is therefore to create a more inclusive and welcoming city for newcomers, ensuring that Glasgow is an attractive place to live, work and play. Our plans, policies and practice must ensure that they take cognisance of our migrant community and the opportunities they bring and channel innovation from the local level through to decision making. This is a holistic approach, bringing disparate policy areas together to ensure that inclusive economic growth takes account of migration policy and integration practice while building a positive narrative around it.

Problem tree

The core problems underlying this challenge includes:

- Centralised economic and migration policy - this impacts on our ability as a local authority to influence and shape to meet the needs of the city.
- Lack of resource - as with many European cities, we are in a period of financial constraint and uncertainty. This presents significant challenges when trying support in particular the vulnerable migrant community through their period of stabilisation within the City.
- Until this point, lack of strategic direction and cross- party working as reported in the OECD report of 2017.
- Despite the highly positive view of migration within Glasgow, there remains a negative narrative in public in particular within certain elements of the press, which makes inclusive policies difficult to implement without backlash. Glasgow continues to be bold in its practice however the core challenge of negative discourse remains.

We are adopting a holistic approach rather than targeted interventions for specific groups. However, we could highlight the main target groups as 3 categories:

- The public institutions and service providers in the city;
- Glasgow's migrant community; and
- Glasgow wider non-migrant community, especially those who have experienced generational social exclusion.

The main vulnerability factors are mostly economic: are these newcomers benefiting from the economic growth Glasgow is striving to achieve while operating in a narrative that is hostile to migrants? How do we ensure that those who have historically been 'left behind' do not see themselves as competing for resources against migrants, but, benefitting together from the same and new opportunities?

The context

We recognise that inward migration is critical to achieving future inclusive growth. We require higher population levels and must work within the current climate Euro-scepticism and an uncertain future immigration policy. With this in mind, we need to work across the city to ensure population projections and their associated uncertainty are factored into future policy but also increase our marketing presence, using migration and diversity as a selling point.

It is vital that we ensure Glasgow's citizens recognise and embrace that migration involves their own mobility - and that they are encouraged to visit, travel, live and work elsewhere too - and that this results in positive social, cultural and economic outcomes for them as individuals and the City.

There is a strong view that there needs to be a shift in the current negative discourse around migration. The current negative perception of migrants in the press could potentially be damaging, not only discouraging newcomers to the country but having an impact on the migrant community already established, taking root in communities and leading to disconnect and isolation. To achieve inclusive growth, we need to ensure that we lead by example by creating policies and communications that are inclusive, robust and set a positive tone for migration.

It is critical that we mobilise the migrant workforce to address current and future skills and workforce gaps. Given some recent data showing skills shortages in social care, digital, finance and construction (combined with some stark population projections around aging population and declining working age population) we need now more than ever a skilled workforce. This can be done via inward migration, making Glasgow an attractive place to live and work, but also by assisting more vulnerable migrants, refugees for example, to access and sustain employment. Skills recognition and linking with employers are crucial.

Testimonials

"I need to work to have a quality of life in Glasgow"

"Of course I want to do anything I have done in my country, when I was 19 I went to university and I finished after 4 years and I find a good job for myself and I had everything there but here I am zero, so I think if I want to improve I need to do anything I have done that before in my country again here"

"The hardest moment is just the time, the wasted, because those time I cannot catch up... because just thinking those fourteen years it's a lot of years, so just like Home Office just took fourteen years of my life"

" So I want something where I can build my career because I was about to do 'Access to Engineering', but I realised it was going to take me a long time so now there is an employability course which is going to take just six months...so that's what I am applying to do before I get a job..."

"I applied for waiter but I didn't get it because of the communication, compared to them especially, so I just got Kitchen Porter and they asked me if I can work cleaner and I told them any kind of job you have for me, I will so I went there, I worked around six months and after I escalate to the kitchen and now I'm working with the appetisers and desserts as well."

“ When I finish that exam I will get full time from the college, I want to stop the jobcentre because I want to study more, more, education is everything in this life, if you want to make money, without education you can’t make anything...”

“I’m starting ‘Event Management’ at college, I’m really hoping to start my business at some point ...organising events.”

“I’ve got a degree in Business Management from my country but the thing is the qualifications is not equal to this country, so I have to change my qualifications here. S... um... that’s why I start HND in Accounting now... I want, I plan to, I’ve got like management and if I have finished this accounting course my plan is to have like my own business so that I can manage the accounting there.”

Previous experience

Glasgow’s previous international strategy concluded in 2012. It has not been refreshed since and as noted by OECD, required strategic focus. Meanwhile, there have been a number of economic, political and social events that have impacted on attitudes to migration.

Social inclusion policies dating back to the 1980’s, major housing regeneration and a strong focus on employability programmes have transformed Glasgow into a thriving and resilient city. However, there is now a recognition that these policies, while successful and effective in their time, haven’t sheltered Glasgow from the economic crisis and period of austerity. A new approach is required that encompasses social and economic factors. Perhaps Glasgow hasn’t fully grasped its position as a global city, something we hope now to address through inclusive cities and a new Strategy.

Key actors involved

The cross sectoral approach in Inclusive Cities is key to facilitating change within the city however the renewed commitment from the local authority to become a more inclusive and welcoming city has been critical in ensuring that solutions will be successful. The Leader of Glasgow City Council sponsors the activity of Glasgow Economic Leadership and Inclusive Cities - this strong political support is crucial.

This is a cross departmental approach. The primary departments involved are Development and Regeneration Services (leading on inclusive economic growth) Education, Neighbourhoods and Sustainability, Community Empowerment Services and Glasgow Life, the Culture and Sport arm of Glasgow City Council.

Glasgow has created a Third Sector Concordat - a new agreement between the local authority and NGO’s in the City to work in greater partnership for the benefit of the city. This closer partnership is a positive step to solve the need for a greater strategic approach.

The Inclusive Cities Taskforce has been designed comprising of public institutions, educational establishments (both higher and further education), local community representation, private sector representation and the civic service. NGOs involved:

- Scottish Refugee Council
- Bridges Programme for Asylum Seekers and Refugees
- Representative from Integration Forum - a network of organisations working with migrants, refugees and asylum seekers across the City.

These organisations support people in the city to access work and stabilize on arrival while navigating the system of support and advice available through mainstream services.

However, as the OECD noted in 2017, Glasgow has a widespread network of organisations providing both support to access mainstream services and specific services for the most

vulnerable. The need therefore is to ensure this is strategic and consistent in delivery. We still require greater engagement with culture and sport organisations and we will expand to in the next 3 year phase of inclusive cities.

International working is a critical tool in identifying possible solutions to our social challenge as this can provide us with new, innovative thinking and peer review. Drawing on international learning from EUROCITIES, Inclusive Cities and URBACT has been pivotal in facilitating the approach in Glasgow.

The current national approach to immigration however, could hinder possible solutions that require national policy or operate under national frameworks. Glasgow therefore is looking for innovative policy and practice to mitigate this.

Obstacles

There is a current insecurity around future immigration policy and in particular the status of EU citizens. In the UK this is under the shadow of Brexit but throughout the EU, it is fed by EU scepticism and populism.

Immigration, including asylum policy, is reserved. Whilst the UK Government decide where asylum seekers are located (and subsequently settle) it does not fund local authorities to participate in this due to the move to the use of commercial contracts. Planning and provision are therefore challenging for the public sector. This lack of local control is common throughout Europe and presents a common challenge in trying to tackle local issues.

However, the majority of policy and the services, which are essential to integration in communities, are devolved and are the responsibility of the Scottish Government and Scottish local authorities. This includes health, education, training and employability, housing (excluding asylum accommodation), community cohesion and empowerment.

Furthermore, there is a significant resource requirement to support the most vulnerable migrants in the city that with the right support and bespoke solutions, would be full economic participants in our city. Significant assets exist in people's skills, talents and aspirations: Glasgow will harness these for the City.

Opportunities

A pivotal moment in Glasgow's approach to greater strategic leadership is our commitment to greater international cooperation and positioning Glasgow as an open and welcoming city. In February 2019, Glasgow approved the creation of a board to oversee the development of a new International Strategy. This is a major development to embed the methodology and learning from Inclusive Cities. The strategy will:

- Enhance Glasgow's profile and ambition as a world class city which is open for business, for study, for tourism and visitors, with world class events and collaboration;
- Ensure the city can attract and retain international students, and research and entrepreneurial talent;
- Provide welcome/advice services to non-UK EU nationals in Glasgow, as well as those from outside the EU who come to the city - ensuring links to the Inclusive Cities action plan on how Glasgow welcomes migrants and improves integration.

The board is bi-partisan and supported by a cross-departmental secretariat. This presents a fundamental opportunity for Glasgow to embed the welcoming approach in policy and practice and foster greater international co-operation. It is the first time that there has been a strategic approach to migration that focusses on economic growth and harnesses NGOs to engender change.

Building a strategic approach and a more positive narrative will have an impact on the wider city. Through partnerships with NGO's and the development of new and innovative mechanisms for community engagement and empowerment, we recognise the consequences will be far reaching.

We are in the early stages of implementing measures to address this challenge. Immediately we have seen and improvement in cross-departmental working within the local authority to embed the inclusive approach in policy and practice. We have seen a renewed sense of co-operation and partnership between the local authority and organisations working across the city to support migrants and newcomers.

Over the next three years we anticipate this will evolve and filter into other sectors across the city and will begin to impact directly on the ground in local communities. Policies and practices will be designed to include and involve newcomers in the city and ensure their needs are met. We believe Glasgow already has an inclusive message, but we hope that this will evolve and expand and show Glasgow to be a welcoming, global city. We will work with the Scottish Government and their inclusive growth diagnostic tool to measure our progress in ensuring economic outcomes for our migrant community has improved.

Contact details

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Additional information

<https://www.compas.ox.ac.uk/project/inclusive-cities/>



This event has received financial support from the European Union Programme for Employment and Social Innovation "EaSI" (2014-2020). For further information please consult:
<http://ec.europa.eu/social/easi>