

Women Onto Work

Changing Women's Lives, Changing Society

Gender Equality &
Employability

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Women Onto Work AIMS

- **Women Onto Work (WOW)** has a 20 year track record of success providing routes into education & employment for the most vulnerable & excluded women in society
- **WOW** courses raise women's aspirations & expectations – giving them the desire, confidence & skills to progress their lives & careers.



Methodology

WOW Courses Key Elements	Personal Development
	Job Seeking Skills
	Work Experience
Support Package	Free Childcare
	Training Allowance
	Career Guidance, mentoring & Coaching



PERSONAL DEVELOPMENT

- **Confidence Building**
- **Exploring behaviours, attitudes & beliefs & building Self Esteem**
- **Identifying & overcoming barriers**
- **Identifying skills & abilities**
- **Personal Presentation**
- **Stress Management**
- **Assertiveness Training**
- **Team Building**



JOB SEEKING SKILLS

- **One to One Career Guidance**
- **Career matching packages to identify possible areas of work worth exploring**
- **Job search work inc support to set up in self employment**
- **Filling application forms, developing CVs**
- **Preparing for interviews**
- **A filmed mock interview with employers as interview panel members**

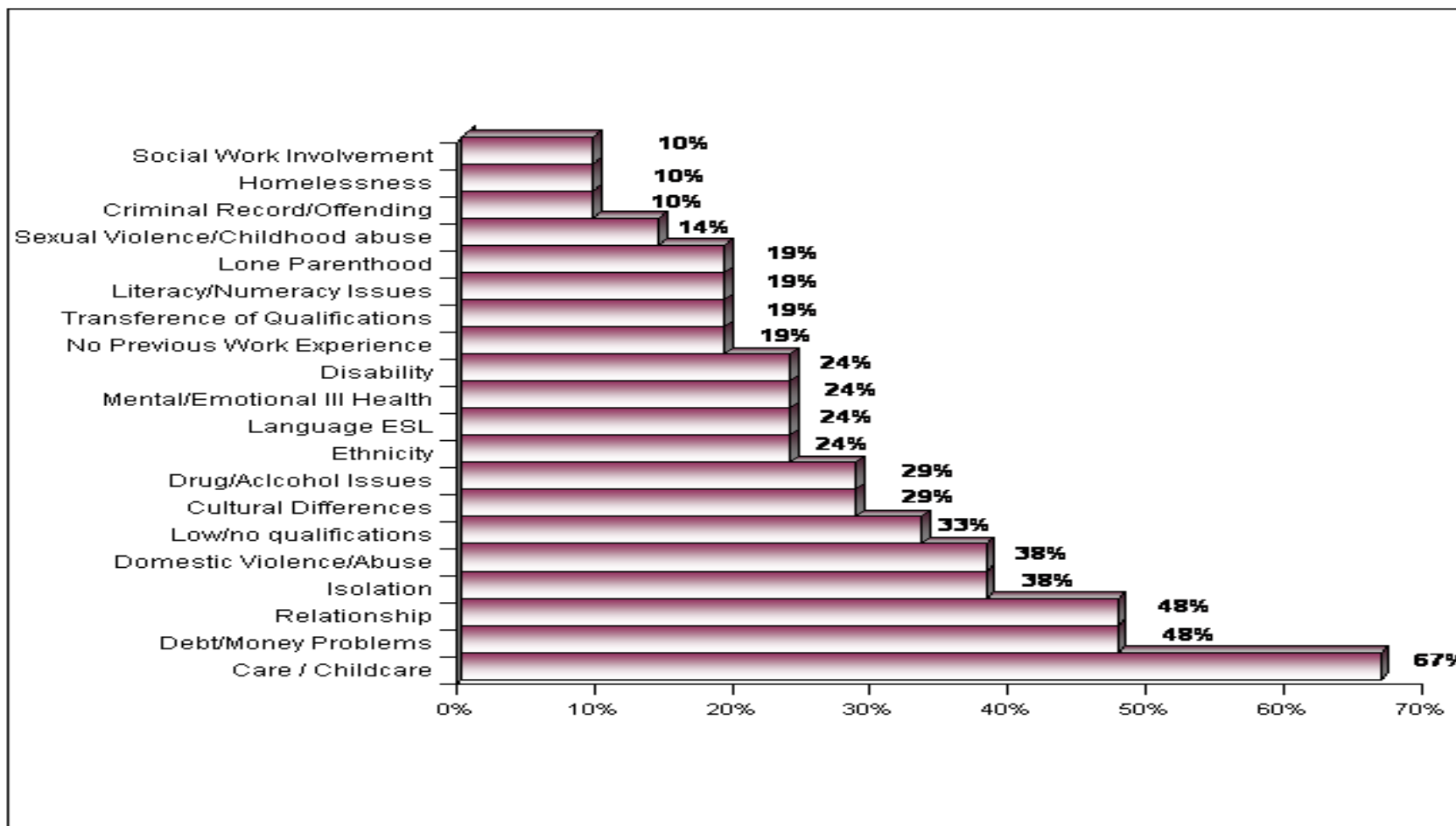


Other Dimensions

- **Money/Debt Management Skills**
- **A Negotiated Programme**
- **Emergency First Aid Training**
- **Equal Opportunity**
- **Time Management**
- **Course content tailored for:**
 - Black & Ethnic Minority Women
 - Women with Mental Ill Health
 - Young Women
- **Case Management for women with high/complex support needs**



WOW – who we work with?





Women Onto Work – Oxfam Gender works

Oxfam Genderworks Project funded by EU (partners in 4 EU Countries) to jointly influence national governments to tackle gender inequality and gender poverty across Europe

- Specifically, WOW & Oxfam have been interested in the extent to which LA's have conducted equality impact assessment with a gendered perspective in commissioning services & providing access to education, training & employability/ employment
- Oxfam undertook an analysis of EQIAs for CEC & FSF in Edinburgh

WOW and Scottish Government

- Scottish Government commissioned Engender to undertake an gendered analysis on Single Outcome Agreements
- Scottish Government funding for WOW prioritises improving Local Authorities' & other Statutory bodies' capacity to tackle gender inequality & meet requirements of Gender Duty as well as direct service delivery



Key Findings

'Conclusions from EQIAs indicate that all other equality strands are explicitly addressed but a gendered analysis is much less assured (Oxfam GenderWorks Report 2009)

Engender further conclude *'that it is clear that the SOAs have not been subject to the appropriate or necessary equality impact assessments in compliance with the Public Sector Duties on equality, which includes gender'* (Engender 2009:10).



Women, Equality & Employment – Examples of Context

- Women are more likely to be in low-paid & insecure employment. (Bennett 2009:29).
- A higher proportion of women are engaged in P/T employment - 40% of employed women work P/T compared to 10% of men.
- The range of P/T hours offered by employees, & the degree of flexibility does not fit in well with benefits & tax credits system (Bennett 2009:37).
- Childcare remains a central consideration for women when entering into & sustaining employment. Although childcare provision has expanded, affordability & availability are central concerns. (Bennett 2009:8).
- Although the right to request flexible working has been introduced & extended, the employment women find to fit around their caring responsibilities is still low quality. Bennett 2009:
- If the gender skills gap is to be filled, to reduce the £15-23 billion cost of women's skills being under-used, more priority needs to be given to women's education, training & access to affordable childcare (2009:7).



Women, Equality & Employment – Examples of Context

- Accessing employment for women is related to many of the other roles they perform, and sustain.
- For many of the poorest women, accessing employment in the local area is important, coupled with a sustained and integrated support service at a neighbourhood level (Bennett 2009:19).
- If lone parents, the majority of whom are lone mothers, are pushed into unsuitable employment before they are ready, they will not stay in these jobs (Ibid:7). Social relationships, transport and the location of childcare are all crucial issues, as are longer-term strategies to locate jobs in deprived communities (Bennett 2009:19).

The Women Onto Work model caters for holistic considerations referred to above, through tailored training programmes, the provision of suitable work placements, free childcare, and ongoing support to ensure women sustain progress in their career development. (Oxfam Genderworks 2009)



Gender, Equality & Employment – Other Implications

- Concerns that Welfare to Work Reform is & will negatively impact gender poverty & The Pay Gap In Scotland as lone parent women forced into low paid jobs with limited or no career development potential
- Welfare Reform is unlikely to support Scottish Government's priority on tackling occupational segregation
- WOW frequently supports women to consider FE as first option to ensure women can access career options which will lift themselves & their children out of poverty and which they will sustain
- WOW supports women to consider and pursue non-traditional employment



Women Onto Work – Breaking New Ground within the Scotland & The EU

- *‘If we really want to be effective in combating poverty & reducing social exclusion we could go a long way in that direction by encouraging others areas where people are living in poverty to follow the model set up by Women Onto Work in Edinburgh. I have seen this project & it works. They do combat poverty & reduce social exclusion. If the European Commission & Member States want to do the same they should fund similar projects throughout the EU’.*
David Martin MEP

WOW, Edinburgh Chamber of Commerce, Sweden & Interreg IV

- WOW part of EU partnership with 8 member states to influence policy development to address the problems of gender inequality and women's access to employment
- Based on extending several models of good practice from areas across Europe including Swedish model of Women's Resource Centres