



# **Broadening our Horizons**

## **Making Fresh Talent work for Scotland**

### **Full Report**

**22 June 2005  
Holyrood McDonald Hotel, Edinburgh**

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# Introduction

*'We have called today's summit because we believe that Fresh Talent can make a better Scotland – if it broadens its horizons. We want to explore the wider implications of Fresh Talent with you; to identify the issues it raises for you as a business, public service provider or community organisation and to work with you to start to identify policy responses to these issues and to foster the partnerships that will be required to implement them.'*

**Kay Hampton – CRE Deputy Chair and Scotland Commissioner**

The Scottish Executive, main opposition parties, academics and business organisations are in broad agreement about the need to encourage more people to live and work in Scotland in order to stem population decline and to strengthen economic growth. Until now the debate has focused on the measures that are needed to bring people into the country. The CRE however, is concerned that there has been little focus on wider issues, such as: the readiness and capacity of Scottish businesses to attract and retain migrant workers; the impact of increased migration on public services and on existing ethnic minority communities, and the wider implications of Fresh Talent for Scottish society. We therefore invited key decision makers and thinkers to a summit looking at the wider implications of the Fresh Talent initiative for Scottish society.

The summit was held in association with the Scottish Executive and sponsored by Hudson.

# Key recommendations

## Action for the Scottish Executive

- Develop an over-arching framework which brings together all initiatives to address racial inequalities and promote good race relations and which includes a specific focus on integration
- Ensure equality/diversity are integral to economic development by making equality/diversity one measure of Scotland's economic progress
- Do more to promote the benefits of immigration and diversity and the values of respect and inclusion
- Give tackling racism the same attention as attracting people to come to Scotland
- Review jointly with local and education authorities the provision of diversity and citizenship education in schools
- Collect data to monitor migration trends and to allow policies and services to be tailored to need
- Provide a one-stop shop to assist migrants and employers with skills and qualification accreditation.
- Invest more in English language training for new migrants
- Develop a template 'welcome pack' for new migrants and employers
- Work with ethnic minority communities and the majority community to understand and address the potential negative implications of Fresh Talent for them
- Tackle the chronic ethnic penalty in the labour market

## Action for Public Service Providers

- Create local inward migration groups that bring together local authority, housing, police, health, employer and Enterprise Network representatives to proactively prepare to support new migrants
- Monitor and address the support needs of new migrants, employers and receiving communities

- Monitor the conditions under which migrant labourers are working and take action to tackle exploitation and crime
- Specific recognition of issues of ethnicity and diversity within economic/enterprise programmes of work delivered by agencies such as Scottish Enterprise and Highlands and Islands Enterprise

### **Action for Business**

- Provide visible leadership in communicating the business case for race equality by creating a Race for Opportunity campaign in Scotland [www.raceforopportunity.org.uk](http://www.raceforopportunity.org.uk)
- Business leaders must commit to promoting race equality
- Publicise your race equality policy and successes, especially among ethnic minority groups
- Take positive action measures such as targeted recruitment, work placement and shadowing schemes to counter the under-representation of particular ethnic groups in particular fields of work and in senior grades

### **Action for CRE Scotland**

- Monitor and support the Executive and all the above partners to ensure these recommendations for action are adopted
- Assist the Executive with setting up a specialist equality advice service for small and medium sized enterprises to promote the business case for equality and diversity
- Create simple and relevant guidance on how to promote race equality in employment
- Assist organisations with more advice on how to use positive action measures
- Raise awareness of the rapidly changing nature of Scotland's diverse population and of how we can proactively deal with the implications of increased immigration
- Work proactively with the Scottish media in order to inform the public discourse on issues of migration and racism.
- Engage with politicians from all parties within the Scottish Parliament in order to promote a better understanding of the links between issues relating to migration, racism and integration and gain support for policy responses to address them.

# Programme

## FRESH TALENT SUMMIT 22<sup>nd</sup> June 2005, Holyrood Hotel, Edinburgh

- 1pm Arrival and Registration
- 1.30pm **Introduction and Welcome by Chair, Ali Jarvis, Interim Director, CRE Scotland**
- 1.45pm **Will Fresh Talent make a Better Scotland?**  
Kay Hampton, CRE Scotland Commissioner & CRE Deputy Chair  
Louise MacDonald, Head of International Projects Division, Scottish Executive  
Gordon Dewar, Commercial Director, First Scotrail  
Rita Stephen, Head of Economic Development, Aberdeen City Council  
Prof David McCrone, Director of the Institute of Governance, Edinburgh University
- 3.00pm **Coffee Break**
- 3.15pm **Discussion Groups**
- 1. Increasing diversity in the Scottish economy: opportunities and threats**  
*An opportunity to consider demand and supply issues including: the readiness and capacity of Scottish business to attract and retain Fresh Talent; what motivates people to move to Scotland; the exploitation and discrimination of migrant workers*
- 2. The impact on public services**  
*Exploring challenges and opportunities in areas such as health, housing, and education*
- 3. The impact on existing ethnic minority communities**  
*Exploring the barriers that currently exist to the economic and social integration of existing ethnic minority communities and how to ensure everyone can realize their full potential*
- 4. Fresh Talent in Scottish society: can it be win/win?**  
*Exploring social inclusion, community cohesion, discrimination and the impact on wider Scottish society*
- 4.45pm Plenary Reflections
- 5.00pm Closing Remarks

# Keynote Speakers

***Kay Hampton***

***CRE Deputy Chair and Scotland Commissioner***

We all know the theoretical benefits of migration. Scotland has a declining population and it makes economic sense to increase immigration, to ensure that in ten to twenty years time we are a vibrant, thriving 21<sup>st</sup> century country, able to secure a place in the global market.

We must also acknowledge that whether or not countries are pro-actively encouraging immigration, they are experiencing it. Global migration is an unstoppable trend.

Increased immigration can bring enormous social and cultural benefits to a country as well as economic ones. The Commission for Racial Equality (CRE) in Scotland is therefore pleased that, in marked contrast to the trend in the rest of Britain and Europe where migration is viewed with a mixture of fear and confusion, the Scottish Executive is taking a lead in encouraging immigration. However, we are concerned that the wider implications of the Fresh Talent initiative are not, as yet, being addressed.

## **What Fresh Talent?**

While the Fresh Talent initiative focuses on attracting highly-skilled professionals to live and work in Scotland, other new arrivals are coming to our country every day: refugees, economic migrants from Eastern Europe and their families. They too can make a vital contribution to our country's economic and social life yet, the Fresh Talent initiative does not appear to be concerned with helping them to settle or ensuring that they can maximize their potential within our society.

## **Integration**

Migration is not a new issue for Scotland or Britain, but our history of welcoming migrants is not a happy one. In fact, you could argue that after 30 years the CRE is still dealing with the social implications of the post-world war two strategy of encouraging immigration from the Caribbean and West Indies.

Integrated societies do not emerge by themselves and unless we pro-actively deal with the implications of adopting a pro-immigration strategy new migrants to Scotland will experience the same difficulties as previous generations. The Executive's website paints an inviting picture of a country that most people would want to come to but, the reality for the majority of people from ethnic minority backgrounds does not relate to this romantic notion of Scotland.

Their reality is a Scotland where one in ten Scots believe that there is nothing wrong with attacking people from another ethnic background; a Scotland where 43% of people do not think terms like 'Paki' and 'Chinky' are racist; a Scotland where almost 40% of people believe that there is a real danger of race riots occurring soon and where 68% of people want to keep immigration low. The

Executive may understand the benefits of increased immigration, but we are not certain that the wider public is ready for it.

Any increase in the population creates increased demand for public services. While it also creates opportunities for public services, such as increased pools of staff and funding, it is often in relation to issues such as housing and health provision that tensions arise between new migrants and settled communities.

### **Inequalities**

Inequality and discrimination prevent many people from ethnic minority backgrounds from fulfilling their potential and contributing to Scotland's prosperity. The employment rate gap between ethnic minority and white groups is 19% in Scotland compared to 16% in England. It has remained unchanged for two decades. We are wasting a vital pool of talent that already exists inside this country. Moreover, unless we address the barriers that disadvantage our existing ethnic minorities, new arrivals will also find themselves prevented from fulfilling their economic potential.

### **Making a better Scotland**

We have called today's summit because we believe that Fresh Talent can make a better Scotland - if it broadens its horizons. We think the Scottish Executive needs to adopt a more overarching framework which links measures to encourage more people to live and work in Scotland with measures to address the wider issues of inequality and integration and which encompasses all new arrivals to Scotland as well as focusing on the pools of talent that already exist within our country.

During the summit we want to explore the wider implications of Fresh Talent with you; to identify the issues it raises for you as a business, public service provider or community organisation and to work with you to start to identify policy responses to these issues and to foster the partnerships that will be required to implement them.



**Louise MacDonald**  
**Head of International Projects Division, Scottish Executive**

Scotland aspires to be an outward looking, dynamic, enterprising and diverse country. Yet, our population is projected to decline below 5 million by 2017. There will be fewer young people, more older people and a smaller pool of labour. The Fresh Talent Initiative was launched in February 2004 by Scotland's First Minister. It aims to attract bright, talented and motivated people to live and work in Scotland in order to contribute towards the growth of our economy and the diversity of our society.

There has been some debate about whether we need a strong economy in order to attract people to Scotland or, whether attracting people to Scotland will stimulate the economy. Such debate is similar to that about whether the chicken comes before the egg or vice versa. A strong economy will attract people to Scotland, but attracting people to Scotland will stimulate the economy.

Fresh Talent is intended to be a long-term and evolving initiative. The key measures that we are currently undertaking include:

- Scholarships for International Students;
- The Supporting International Students Challenge Fund which provides funding for activities to encourage international students to integrate with the local community and to meet local employers and agencies;
- The Relocation Advisory Service – the first of its kind in Europe, the service provides information and advice to people interested in moving to Scotland;
- Promotional campaigns and activities to position Scotland as a great place to live, learn, work, visit and do business, including a website [www.scotlandistheplace.com](http://www.scotlandistheplace.com);
- Support for Scottish businesses.

Will Fresh Talent make a better Scotland? Yes. However, the Scottish Executive recognises that it does pose a number of challenges. We need to have a realistic debate about what makes Scotland attractive and what can be done to make it more attractive but, at the same time we don't want to discourage people from coming. We need to recognise that this initiative is new and therefore, not everything we do will work at the outset. Most importantly, we must recognise that the Executive cannot deliver this alone but needs to work together with others in order to move it forward.

We must open doors, open hearts and open minds in order to make Scotland so attractive that people do not want to leave.

**Gordon Dewar**  
**Commercial Director, First Scotrail**

2% of Scotland's population is from an ethnic minority background and it is forecast that between 1999 and 2009, 50% of the growth in the workforce will come from ethnic minorities. Assuming that we will continue in a tight labour market, we must pay increasing attention to tapping into this pool of talent.

How can we access this talent at home and abroad? There are three themes we need to consider:

- **Communication** – How can we communicate with this pool of talent at home and abroad?
- **Perceptions** – The perception of barriers to recruiting an ethnically diverse workforce is greater than the barriers themselves
- **Fear** – It can be difficult to get employers to engage because they fear they will put their foot in it by using wrong terminology and a language they don't understand

Mainstream programmes don't address these issues effectively and if we continue to rely on mainstream efforts, we will fail. What we need instead are small scale projects that provide a safe and supported environment for employers to engage. There is a strong business case for change including:

- Reduced recruitment costs;
- Improved access to talent and potential talent.

But employers also need to provide supportive mechanisms. For example, a FirstGroup company in Bradford has a flexible leave policy to allow people to have extended visits to their homeland. This is a simple and cost effective measure that helps to make us a reasonable employer. As a result of simple and effective measures such as these, we have a high representation of minority ethnic communities in our workforce in Bradford. This then improves our 'brand value' with these communities and increases our sales.

In summary, the key challenge is to engage employers and to convince people in mainstream agencies to engage in specific, targeted small scale projects. We can do this by:

- Bridging the gaps in policy and in skills
- Overcoming fear
- Involving employers and community groups

## **Rita Stephen**

### **Head of Economic Development, Aberdeen City Council**

The impact of Scotland's ageing and declining population is keenly felt by Aberdeen's economy. Aberdeen's population is decreasing faster than elsewhere, encouraging gaps in engineering, life sciences, computing, nursing, teaching, and construction. Ten percent of Aberdeen's population are students however, most leave Aberdeen after they graduate. Almost one in four (39%) of the working population work on off-shore oil and gas platforms and the average age of an off-shore worker is 58.

The decline in population risks inhibiting the growth and diversification of existing businesses, as well as reducing the number of new business start-ups. There is not enough entrepreneurial activity to reduce the dependency on the oil and gas industries. The lack of business growth and diversity affects demand for, and quality and diversity of the service sector. There is also a risk of reduced employment options for the low skilled. A continued decline in population is likely to result in reduced levels of public services and a weaker housing market. In short, Aberdeen needs immigrants more than they need us.

#### ***Encouraging Fresh Talent***

The city is working to actively encourage Fresh Talent. An inward migration working party was established almost 12 months ago in order to encourage immigration and to prepare the city to welcome new arrivals. Aberdeen already boasts a diverse society – the population comprises 54 different nationalities and 52 languages are spoken within the city. There is already access to a wide range of training and educational resources. The working party has introduced a number of initiatives and measures, including:

- Making basic English Language training available to migrants;
- Producing an information leaflet *Living and Working in Aberdeen*, which is available in five languages;
- Giving out welcome packs, which contain information about a number of services and amenities;
- Producing an employer information leaflet which has been distributed to 1800 chamber of commerce members;
- Co-ordinated European recruitment activities, which included a visit to recruit construction workers in Poland;
- Working with employers to ensure housing is available for migrant workers.

**Professor David McCrone**  
**Institute of Governance, University of Edinburgh**

We live in a climate of obsession with performance indicators – for example, it's claimed that the Executive has 'failed' to reach an 8000 target in the past year for in-migrants. We should remind ourselves what Jack McConnell said: 'we need an additional 8000 people living in Scotland each year between now and 2009' to avoid the population falling below 5 million. It is a sign of the times that critics treat this as a 'target' when it is not. In this highly politicised climate, let us strive to be more analytical and less rhetorical, and avoid wild statements.

We celebrate the fact that we are a 'mongrel' people, that our nation is a complex tapestry of peoples and traditions. We are marginally more open in our attitudes in these matters than people in England, especially to non-white people (paradoxically, more than to English incomers, it seems). Politically racist parties continually lose their deposits when they stand for election in Scotland. On the other hand, we are an overwhelmingly white population – only 2% of Scots are non-white (compared with 9% in England). Our openness might simply be rhetoric because we never had much opportunity to put our liberal ideology into practice.

If we are to make Fresh Talent and other initiatives work, we have to think outside the box. For example, what is an 'ethnic minority'? Is it a synonym for being non white? What of English-born people of whom there are 400,000 in Scotland? Are they an ethnic minority, and if not, why not? There seems to be considerable interchange and confusion between categories such as ethnic minorities, asylum seekers, refugees, 'immigrants' and so on, and we run the risk of making serious errors if we are not clear about who/what we are talking about. More generally, we are dealing with general processes of being insiders/outsideers, and these can relate not only to 'race' and ethnicity, but to class, gender, education, religion, etc.

The role of receiving communities varies enormously from parts of Scotland such as the south-east, with higher levels of non-Scots born reflecting economic prosperity, to parts of Scotland in seeming economic decline, where trying to integrate incomers may be much more difficult. Simply dumping people without doing the necessary work is counter-productive.

There is also a set of serious moral and political dilemmas. If we take workers with scarce skills, do we not denude poor countries of their much-needed labour and talent? If we turn them down on this basis, are we not guilty of institutional racism? If you come from Melbourne you're OK, but not if you are from Malawi?

Even if we succeed in attracting people to Scotland, how do we keep them here? Should we even try? In an open labour market, and one without ID cards, how can we even track what people do? Besides, the UK government is responsible for immigration matters. Is the Scottish policy doomed to fail because Whitehall will not take the matter of Scotland's population seriously?

What do we do about the media? What is their role? Can we offset the worst features of some of them in their obsession to sell newspapers in a declining market by sensationalising these issues.

# Discussion Groups

## Discussion Group 1

### ***“Increasing diversity in the Scottish economy: opportunities and threats”***

#### **Summary**

The group explored the readiness and capacity of Scottish businesses to attract and retain Fresh Talent, what motivates people to move to Scotland and discrimination against migrant workers. Participants were keen to understand who Fresh Talent is aimed at – the public or private sector, high or low skilled workers and what proportion and numbers of migrants does the Executive aim to attract. There was agreement that we need more robust data if we are to understand why migrants come to Scotland and why they leave in such large numbers. Some participants believe that the experience of migrants in Scotland is worse than in England because the Scottish population is less diverse and therefore there are fewer support networks for different ethnic groups. The majority of participants agreed that more work needs to be done to build employers' capacity to attract and retain newcomers. However, participants believe the real key is the receiving community and that we need to put a greater focus on making communities more tolerant, welcoming and inclusive.

#### **Issues raised**

##### ***The readiness of employers and the receiving community***

- Businesses are driven by commercial imperative not by national policy and they are not yet feeling the need to recruit people from elsewhere.
- Skills shortages are not acute and are mostly localised and businesses will only be moved out of their comfort zones by serious changes in the labour market.
- New industries or high tech industries are thinking further ahead than many traditional sectors, so engineering and IT may provide examples of good practice in relation to attracting and retaining Fresh Talent.
- However, settled ethnic minority communities face a chronic ethnic penalty in the labour market which suggests that employers generally are not in a good position to attract and retain new migrants.
- Even where businesses are ready for Fresh Talent, local communities may not be. In Dumfries and Galloway food processing businesses are recruiting staff from Eastern Europe but cannot retain them because of the hostile reaction from the community.

### ***Barriers to Fresh Talent***

- We are poor at welcoming people into organisations – there is no infrastructure to help them find accommodation, nurseries, childcare, etc and consequently there is great pressure on existing employees to help new arrivals to integrate. Businesses are particularly poor at this; the public sector is more flexible.
- It is hard for new migrants to learn about our community/culture and for them to feel part of it and so they are more inclined to leave.
- Many migrants are put off by the Scottish drink-fuelled culture
- Scotland's settled ethnic minority population is too small to be able to provide support networks for newcomers.
- Racism is a barrier for the non-white community but also for English people. This is often not recognized by employers who can be unintentionally racist. They do not seek to improve their internal cultures to be welcoming to a wider range of people.
- Discrimination seems to be embedded in the system – non-UK citizens don't get benefits if they lose their jobs, even though they pay tax and National Insurance. Speeding penalties can have an effect on visa renewal and new migrants face real difficulties in getting bank accounts and Disclosure Scotland checks.
- The process of obtaining work permits for non EU nationals is highly bureaucratic.
- Lack of a shared vision – the Enterprise Networks see immigration as an opportunity while some local authorities see it as a drain on services.

### ***Scotland's strengths – what will encourage people to come here?***

- As part of the UK, Scotland remains an attractive destination for many.
- Scotland has a good record on quality of life and quality of education. Some sectors offer high quality jobs and career progression e.g. informatics, biosciences, universities.
- There are already some examples of good practice:
  - Aberdeen City Council's Inward Migration Group ensures a joined up policy response.
  - Talent Scotland collects and analyses information about the experience of those migrants who use its services.

### **Action Points: what do we need to make Fresh Talent a success?**

- Some participants believe we need to develop a comprehensive integration strategy for all migrants (resident and newcomers) while others believe that a strategic approach to attracting and retaining talent will be sufficient.
- A forum for sharing information could be the first step to a more strategic approach.
- Build on the model of Aberdeen's Inward Migration Group and pull together a coalition to include local authority, housing, police, health, employer and Enterprise Network representatives.

- Develop Community Planning Partnerships to enable community members to contribute their own expertise in developing delivery mechanisms.
- Develop a ‘welcome pack’ for new migrants. The Scottish Executive or Aberdeen City Council could provide the template and local authorities could adapt to include basic information for their locality.
- Improved data would help us to understand current and potential trends in migration and to tailor policies and services according to need. The dearth of data and information about migrants’ experiences coupled with the high number of temporary migrant workers in Scotland prevents a clear understanding of why people leave Scotland and how they could be retained.
- Some participants wanted to see a more devolved immigration policy (on the grounds that the 2005 Asylum, Immigration and Nationality Act may complicate matters and open up differences between Westminster and the Executive).
- Schools could promote positive images of diversity and develop an understanding of diversity via the school curriculum.
- Invest in English language training for new migrants.
- Recognize the equivalence of overseas qualifications that migrants already hold.
- Consult with existing ethnic minority groups to understand how the Fresh Talent Initiative will impact upon them.
- Provide good quality, affordable and safe housing ‘where people want to live.’
- The real key is the receiving community – how do we make it more tolerant, welcoming and inclusive? We need to challenge the negative perceptions and myths about migrants by promoting positive attitudes through the media and through a greater focus on community development.

## **Discussion Group 2**

### ***“The impact on Public Services”***

#### **Summary**

This session explored the challenges and opportunities which Fresh Talent presents in areas such as health, housing, and education. Participants included representatives from a range of public services but, general themes emerged. These included the need to pro-actively prepare to support new arrivals and the benefits of learning from others’ experiences.

#### **Issues raised**

##### ***Attitudes***

- Issues such as housing provision, crime and health scares can easily become conflated with immigration. Scottish social attitudes to immigration shift and become more negative when it is conflated with these issues.



- A clear and coherent immigration strategy will help reduce negative attitudes.

### ***Vulnerability of New Arrivals***

- If new populations are not adequately supported they can become vulnerable to crime, both as victims and perpetrators.
- Organised crime seeks to use migrant workers, coercing them through fear of violence and the risk of deportation.
- The impact of this experience upon migrants could have lasting consequences – whole groups of people may be damaged by bad experiences they won't forget.

### ***Public Service Issues***

- Scotland is not geared towards accommodating the numbers that it needs to stem population decline and public services are often left to deal with the consequences of poor planning.
- Migrant workers are subject to poor health and safety protections. One participant reported that there is a perception among Polish workers that: "if you want asbestos taken out of you house, you get a Pole to do it."
- Public service providers need to recognise that health issues affect some migrant groups more than others.
- The mental health issues and psychological distress associated with migration need to be incorporated into a broader approach.
- There are acute shortages of housing in Fife which means that migrant workers have been accommodated in caravans. There have been objections to plans to build more appropriate accommodation for the migrant workers.

### ***The need for joined up thinking and multi agency working***

- The fragmentation of policy between different public services is a hindrance.
- The experience of immigrants to Glasgow has been instructive. These migrants were drawn by the private sector but left to fend for themselves. In the future we need to have support mechanisms in place.
- There are examples of multi agency working in the Scottish Borders, e.g. Scottish Borders Council supply information packs to migrants.
- The work associated with the ATLAS programme in Glasgow is an example of how a cumulative approach to building knowledge and accessible resources for migrants is helpful.
- There is confusion around legislation which needs to be clarified. For example, do homeless migrants qualify for assistance through homeless services?
- Westminster may well be hindering the Fresh Talent initiative with its asylum policies, such as national dispersal.

### **Action Points: what do we need to make Fresh Talent a success?**

- Fresh Talent can only work if it is genuinely part of a bigger initiative; if it stands alone it will fail.

- Firm commitment and a consistency of voice in relation to migration are vital.
- Migrant workers could be better supported if we know where they are and what they need, so they are not vulnerable to exploitation.
- There is a clear agenda for community planning in terms of schooling, health care, police services etc.
- We need to monitor the conditions under which migrant labourers are working to ensure Scotland's already poor health and safety record doesn't get worse.

## Discussion Group 3

### *“The Impact on Existing Communities”*

#### Summary

The group explored the barriers that currently exist to the economic and social integration of existing ethnic minority communities and considered what needs to be done to ensure that everyone in Scotland can realize their full potential. Participants agreed that inequalities and discrimination continue to prevent people from ethnic minority backgrounds from fulfilling their potential. The majority of participants believe that the settled ethnic minority population feel some resentment towards both new arrivals and the Fresh Talent initiative because they believe they are being ignored. There was agreement that government and business need to put a greater focus on tackling the inequalities and discrimination that the settled population face.

#### Issues Raised

##### ***Barriers to economic and social integration for settled ethnic minority communities***

- There are many people from ethnic minority backgrounds that were born and schooled in Scotland but, who face inequalities.
- Employers do not appear to be tapping into existing talent.
- People from ethnic minority communities are twice as likely not to get a job as whites.
- People from ethnic minority backgrounds often do not make it to interview stage.
- Employers still do not get enough applicants for jobs. People from ethnic minority backgrounds and women tend to be under-represented in certain professions. It is important to have ethnic minorities in certain jobs so they can be role models.
- Certain large UK companies have focused their recruitment of ethnic minorities on the areas in the UK with the largest ethnic minority populations e.g. London, Birmingham and the North of England rather than Scotland.

- Many people from ethnic minority backgrounds do not apply for jobs in public sector, such as the Fire Service, Police and Ambulance Service because of perceptions of barriers and racism. People from ethnic minority backgrounds will get interviews (which will assist with an organisation's ethnic monitoring) but many do not get the final job.
- The percentage of ethnic minority people employed by Glasgow City Council has decreased.
- Many people from ethnic minority backgrounds have been reluctant to join the police force because of institutional racism in the force and discrimination on the street. However, the police force has made more of an effort to engage with communities.
- Racist discrimination and bullying go on within the workplace.
- Second generation immigrants are less willing to accept racism in the workplace (often first generation immigrants did not always understand racist insults because of the language barrier).
- Many people from ethnic minority backgrounds end up working in ethnic minority projects.
- There are often not the opportunities for people from ethnic minority backgrounds in certain sectors to progress their career.
- There have been problems of racism towards ethnic minority communities in Scotland for the last 20-30 years.
- Problems around sectarianism show that Scotland is not a tolerant society (contrary to popular portrayal). It is important to take an honest look at Scotland and to examine the positive and negatives aspects of society.

### ***The impact of increased immigration on communities***

- There is potential for conflict between the settled ethnic minority population and new arrivals, especially as the settled talent has not been properly tapped.
- There is a perception that jobs are taken from the white population but since there is a high level of unemployment amongst ethnic minority groups this is false.
- Increased immigration from Europe is a pressing issue.
- In the Highlands and Islands, local people no longer want to work in traditional industries, such as farming and fish processing, so people can be brought in on six month contracts. This has repercussions for housing and English language teaching provision.
- Migrant workers will accept less pay than British workers, and migrants from some countries will accept less than migrants from others.
- Illegal workers are not going to report an employer for bad employment practices.
- Adverse media coverage of issues can impact on public perceptions of migrants.
- Not enough work has been done on promoting the benefits of a diverse population.

## **Action Points: what do we need to make Fresh Talent a success?**

- Run more positive action schemes in Scotland and publicise the work of race employment tribunals.
- Employers need to think about how they advertise jobs e.g. attending cultural festivals, going to recruitment groups such as the Ethnic Minority Enterprise Centre (EMEC). The company should publicise their policies (e.g. policies against racism in the company).
- Work placements and initiatives between ethnic minority organisations and large companies can help to attract people from ethnic minority backgrounds to a more diverse range of jobs. For example the Crown Office and Procurator Fiscal Service (COPFS) goes to ethnic minority communities in order to attract graduates and runs a programme for school aged children where they can shadow a public prosecutor.
- Make the business case – employers cannot afford to ignore talent.
- It is important to get proper employer feedback on job applications.
- People need training to become “job ready,” we also need more programmes to help people gain promotions.
- Unions need to do more work to address racism and bullying in the workplace.
- Workers from accession countries need to be protected from exploitation. Workers are supposed to pay a £50 registration fee, however people often come here without paying the fee. Could the UK look at making the fee free?
- Penalties will soon be placed on employers who employ workers illegally, but incentives need to be provided to persuade workers to report exploitative companies.
- Leadership is the key to taking these issues forward – Scottish Enterprise has a role to play here.
- Ensure Race for Opportunity scheme includes Scotland.
- Need to promote examples of success rather than negative examples.
- Providing better conditions in the first case will mean lower turnover (it is more cost effective to retain staff).
- It is important to look at other equality issues when addressing this agenda. If a multi equality scheme is developed, a race equality scheme can be embedded in it – this is a positive way to promote work.
- Better reporting of racial incidents.
- Organisations need to publicise their work among ethnic minority communities, it is important to establish clear links.
- Addressing racism should receive the same level of attention as attracting people to come to Scotland.
- Every organisation needs a major incident, such as the Chhokar case to force them to explore their practices.
- It is important to tackle the press in terms of how they shape attitudes.
- Learn the lessons from the earlier waves of immigration.
- There needs to be a recognition of these issues at a policy level.

## Discussion Group 4

### ***“Fresh Talent in Scottish Society: can it be a win/win?”***

#### **Summary**

The group explored ideas of social inclusion, community cohesion, discrimination and the impact of Fresh Talent on wider Scottish society. Participants considered the relationship between the economy and diversity and whether economic drivers can lead to a more progressive society. They also discussed the importance of establishing a shared sense of Scottish identity which recognises the diversity within the country’s history.

#### **Issues Raised**

##### ***The Vision***

- A dynamic economy which creates new opportunities which attract people to come and stay in Scotland.
- An economy in which diversity is an integral part, not an optional add on.
- A society which recognises the contribution of people from ethnic minority backgrounds.
- An infrastructure that supports diversity.
- A positive attitude to diversity.
- A society which enables all people to participate fully in Scottish life.

##### ***Economic Drivers***

- Business is no longer concentrated in traditional areas, we need to learn lessons from elsewhere e.g. Australia.
- We may already be missing the boat, contracts are moving to places outside Scotland.
- There is an opportunity to change mind-sets through economic endeavours.
- In some areas such as nursing and teaching, imported labour will not be as effective as robust HR policies geared towards retaining trained teachers and nurses.
- Europe is a key source of inward migration.

##### ***Community Cohesion***

- We need to look at what it means to be Scottish – images of tartan and heather might encourage people to visit but not to stay.
- We shouldn’t celebrate diversity in isolation.
- An increase in migrant workers may create tensions; we need to create a climate where they are perceived to be neither a threat nor a burden.
- Single workers may not want to move to a new country, if they do not think they’ll be able to bring their families with them.

- Shouldn't conflate settled minority populations with newer immigrant populations.
- We need to look at what is being done at a local level to address these issues.
- Unless migrant workers are helped to integrate there is a danger that Fresh Talent could be perceived as a mechanism of obtaining cheap labour. We must not treat people as commodities.

### **Action Points: what do we need to make Fresh Talent a success?**

- Scotland has constantly been *competing* for tourists and so it is now with labour, and in this sense it needs to be clearer about the different routes to Scotland.
- Gain an understanding about what draws migrants away from Scotland.
- As a society we need to recognise our historical diversity, as well as where difference is encountered in our day-to-day lives.
- Introduce a framework to match recruitment to skills gaps.
- Look at wider issues of diversity, e.g. the possibility of increasing the retirement age of the workforce.
- Keep the focus on the contributions that ethnic minorities can make not their culture.
- A focus on public services such as health, housing and education working together to improve the experience of living in Scotland.
- The Scottish Executive needs to identify what social interventions are necessary in order to promote diversity in the economy.
- Migrant workers need to be able to bring their families with them.

# Questionnaire

## CRE SCOTLAND FRESH TALENT POLICY SUMMIT

In order to stimulate thinking and debate at the summit the CRE asked participants to complete this pre-event questionnaire. We provide a summary of responses below.

### 1. Will higher immigration levels help to:

- |  |                                |                                   |
|--|--------------------------------|-----------------------------------|
| a) Reverse Scotland's population decline | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| b) Strengthen economic growth            | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |
| c) Enrich Scottish Society               | <input type="checkbox"/> Agree | <input type="checkbox"/> Disagree |

### 2. In order of priority, Scotland should do more to:

Please rank the following options on a scale of: 1 = High Priority to 4 = Low Priority

- |   |                          |
|---|--------------------------|
| a) Retain existing talent                                     | <input type="checkbox"/> |
| b) Develop existing talent                                    | <input type="checkbox"/> |
| c) Attract Scots back home                                    | <input type="checkbox"/> |
| d) Attract talented people from the rest of the UK and beyond | <input type="checkbox"/> |

### 3. In order of priority, what sort of Fresh Talent does Scotland require?

Please rank the following options on a scale of: 1 = High Priority to 4 = Low Priority

- |  |                          |
|--|--------------------------|
| a) Highly skilled professionals                          | <input type="checkbox"/> |
| b) People with lower levels of skills and qualifications | <input type="checkbox"/> |
| c) Seasonal workers                                      | <input type="checkbox"/> |
| d) International graduates                               | <input type="checkbox"/> |
| e) Other (please specify) _____                          | <input type="checkbox"/> |

### 4. In order of priority, what does Scotland need to do to retain Fresh Talent?

Please rank the following options on a scale of: 1 = High Priority to 4 = Low Priority

- |  |                          |
|--|--------------------------|
| a) Eliminate discrimination in the workplace       | <input type="checkbox"/> |
| b) Ensure equality of opportunity in the workplace | <input type="checkbox"/> |
| c) Create a more tolerant and inclusive society    | <input type="checkbox"/> |
| d) Other (please specify) _____                    | <input type="checkbox"/> |

### 5. What does increased immigration mean to you? Please tick a box from each set:

Increased pressure on public services	<input type="checkbox"/>
More support for public services	<input type="checkbox"/>

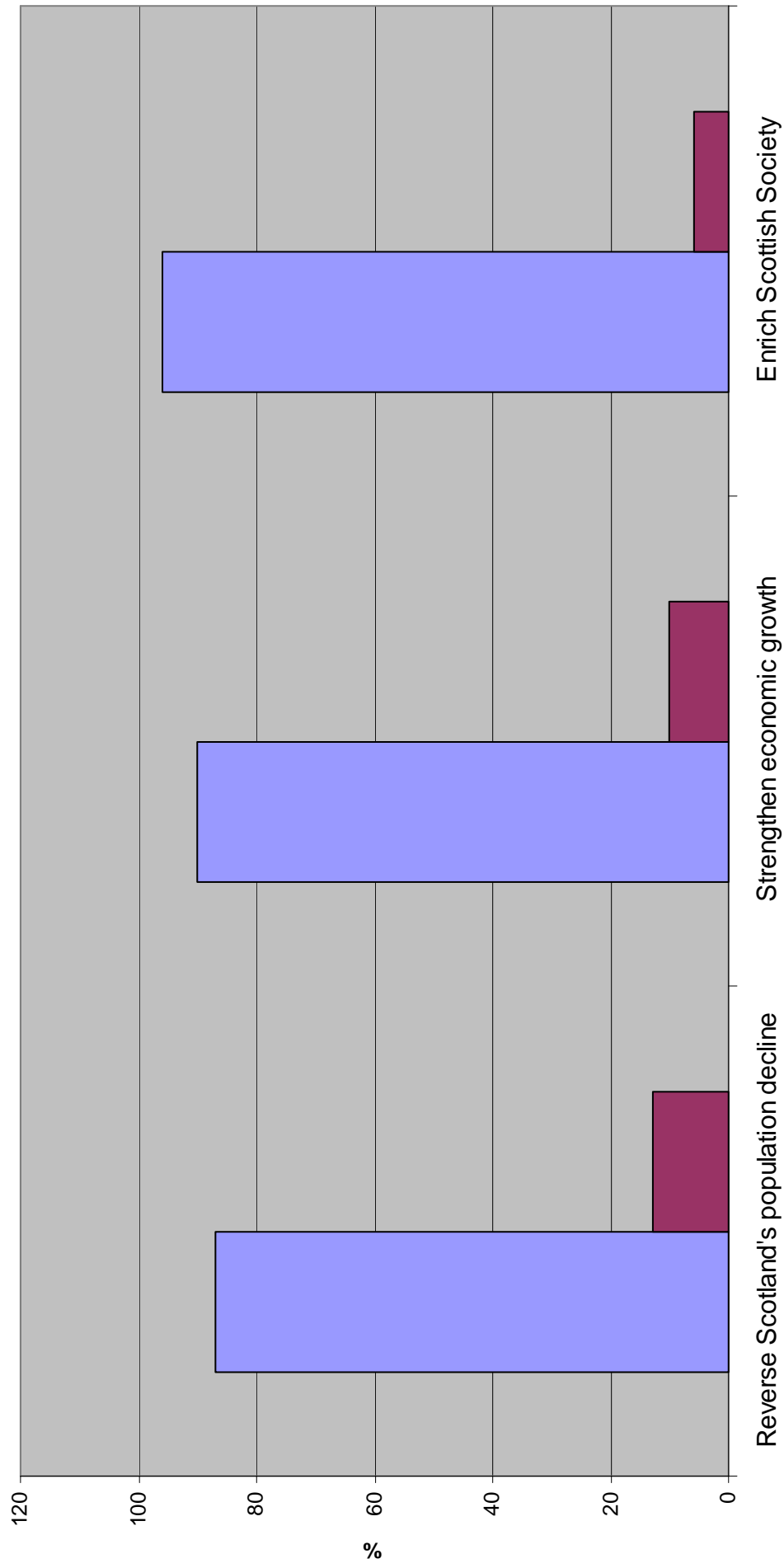
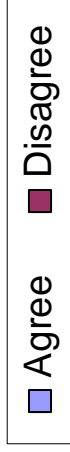
Fewer jobs for other people in Scotland	<input type="checkbox"/>
A stronger economy creating more job opportunities	<input type="checkbox"/>

A less cohesive society	<input type="checkbox"/>
A more cosmopolitan and attractive society	<input type="checkbox"/>

### 6. Scotland would benefit from being a more cosmopolitan society, regardless of any economic benefits increased immigration would bring.

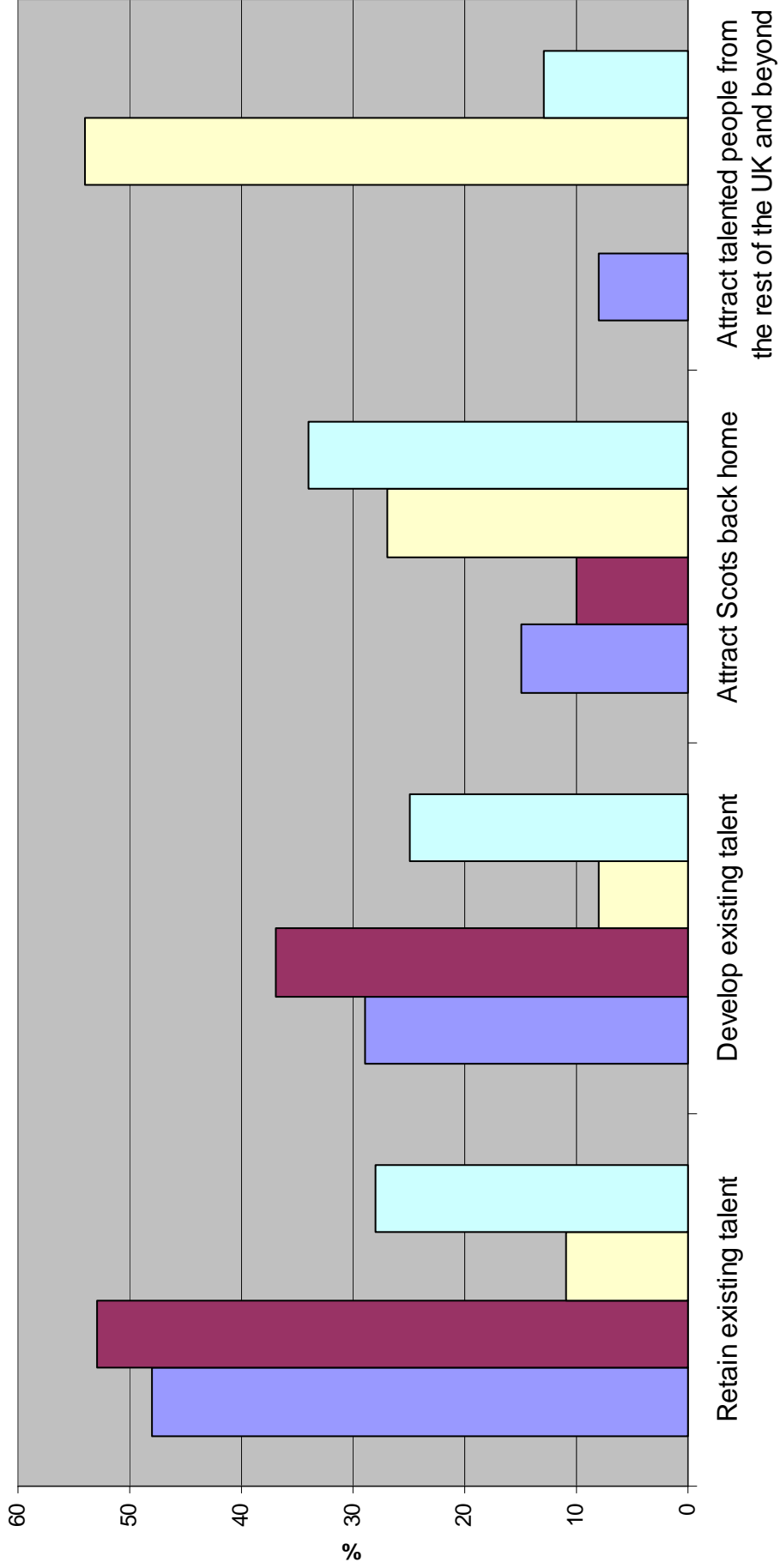
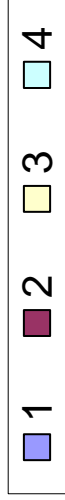
Agree  Disagree

### Will higher immigration levels help to:

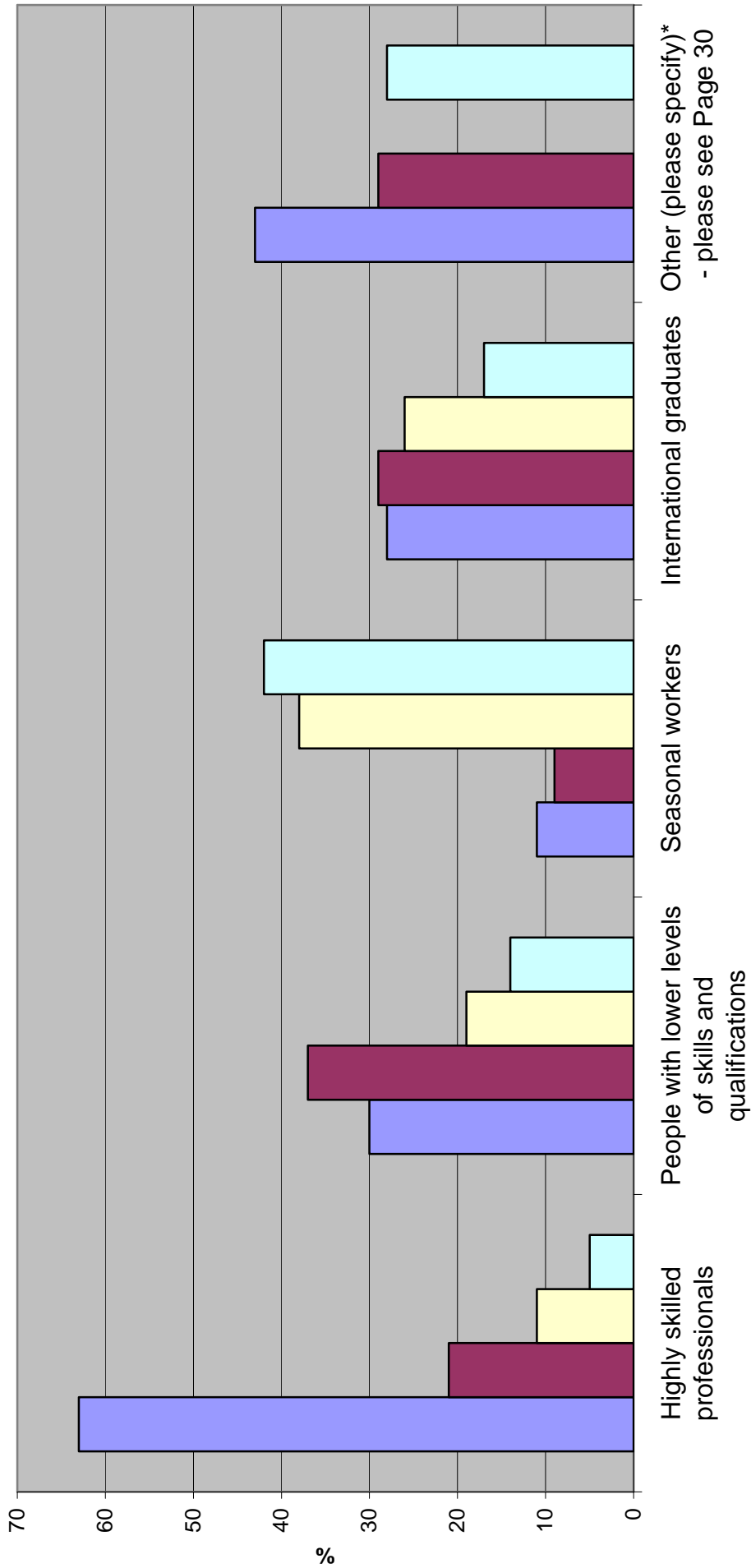




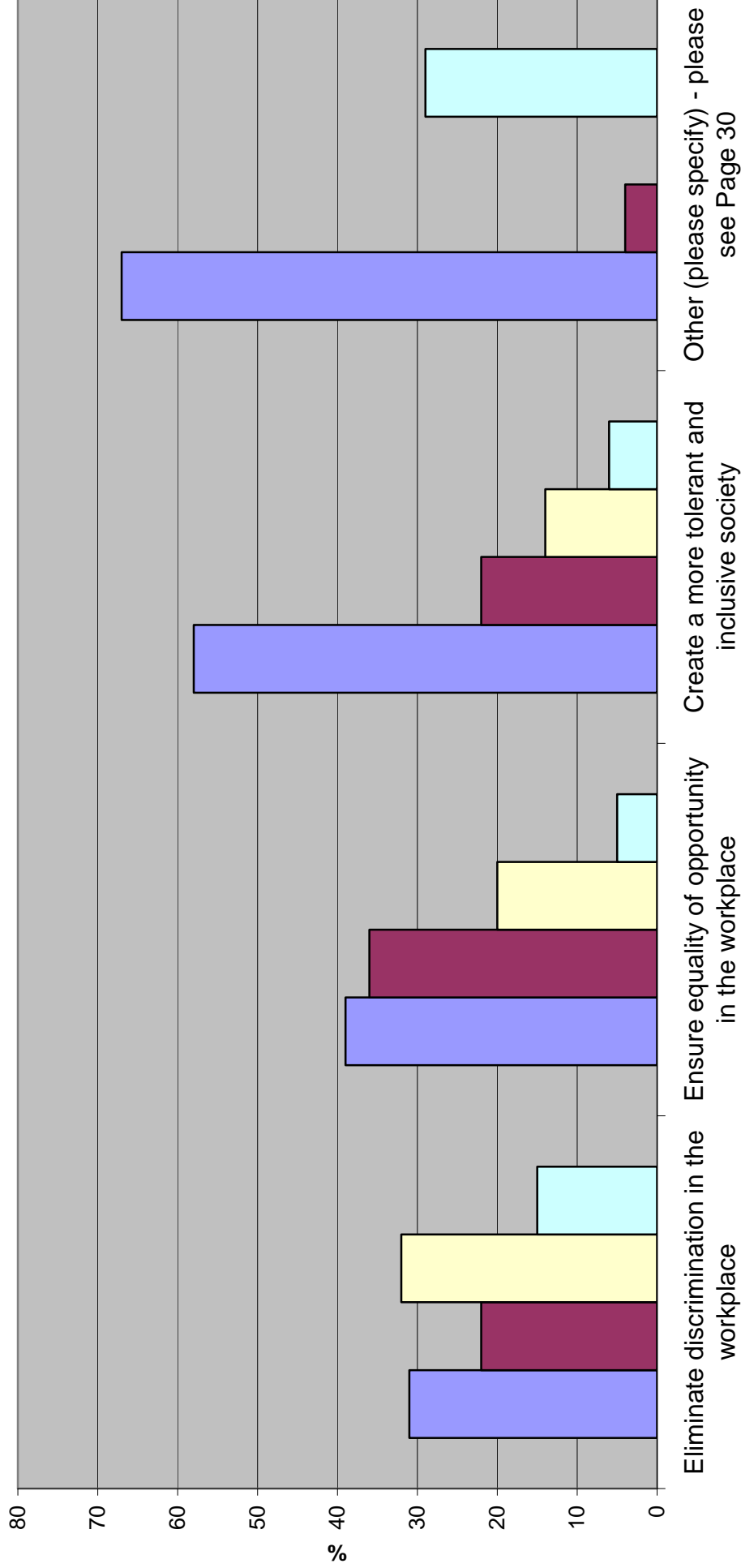
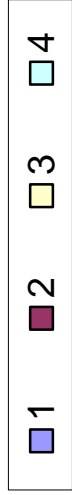
**In order of priority, Scotland should do more to:**  
 (1 = high priority, 4 = low priority)



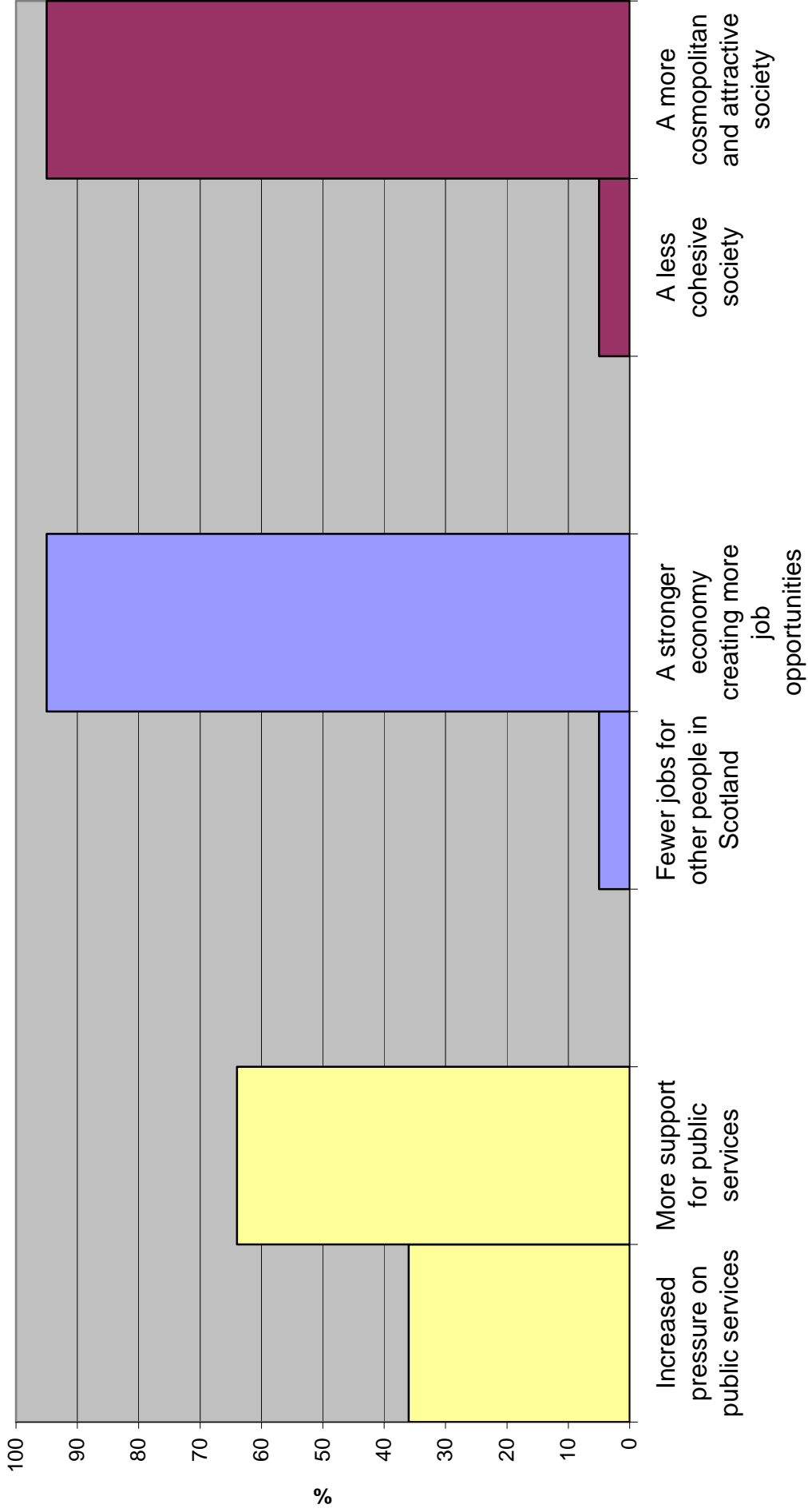
### In order of priority, what sort of Fresh Talent does Scotland require? (1 = high priority, 4 = low priority)



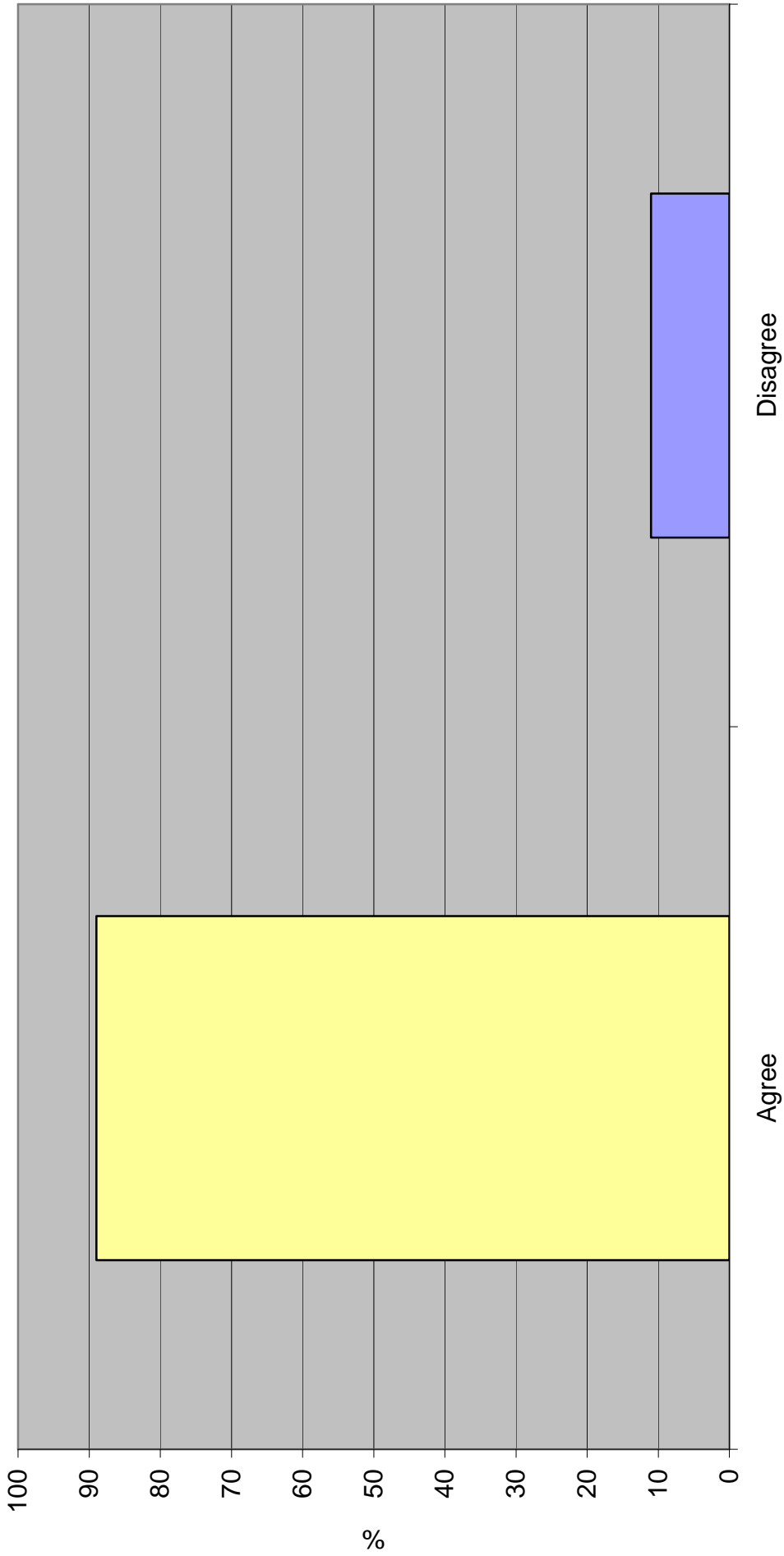
## In order of priority, what does Scotland need to do to retain Fresh Talent? (1 = high priority, 4 = low priority)



### What does increased immigration mean to you?



**Scotland would benefit from being a more cosmopolitan society, regardless of any economic benefits increased immigration would bring:**



**Question 3: In order of priority, what sort of Fresh Talent does Scotland require?  
Other.....**

- Entrepreneurs
- People with trade qualifications
- All of the above
- Social work & teaching
- Anybody wanting to work and prosper here

**Question 4: In order of priority, what does Scotland need to do to retain Fresh Talent? Other...**

- Develop competent government
- Create more job opportunities
- Make Scotland sound attractive
- Have the jobs and quality of life
- Learn from England about diversity
- Ensure a growing economy with career development opportunities
- Eliminate religious discrimination including denominational schools
- Career opportunities
- Reward success
- Have business sponsoring integrating with educational establishments
- Allow asylum seekers to work
- Provide housing especially smaller rural areas
- Create more opportunities for talent to develop careers here
- Simplify bureaucracy to allow people to transfer skills
- Plan for economic growth
- Provide access to housing and benefits
- Entrance to economic development in the west of Scotland
- Through better employment opportunities more competitive wages and salaries
- Develop a world class education system

### List of Participants

	Rita	Stephen	Head of Economic Development	Aberdeen City Council
Mr	David	Valentine	Assistant Chief Executive	Angus Council
Mrs	Lesley	Smith	Director of Nursing & Service Integration	Argyll and Clyde NHS Board
Mr	Anthony	Rush	Chairman	Barr Holdings Ltd
Mr	Tesfu	Gessese	Director	BCDP
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Mr	Will	Sommerville	Senior Policy Officer	CRE
Ms	Shelley	Perera	Senior Policy Officer	CRE
Mr	Ian	Barr	CRE Commissioner	CRE Scotland
Ms	Harriet	Hall	Parliamentary and Public Affairs Officer	CRE Scotland
			Commissioner for CRE Scotland & Deputy Chair	
Ms	Kay	Hampton	Deputy Chair	CRE Scotland
Ms	Ali	Jarvis	Director	CRE Scotland
Mr	Nasar	Meer	Directorate Support Officer	CRE Scotland
Mr	Chris	Oswald	Senior Policy Officer	CRE Scotland
Ms	Morag	Patrick	Senior Policy Officer	CRE Scotland
Mr	Gordon	Ellis	Area Business Manager	Crown Office and Procurator Fiscal Service
Mr	Amjid	Akram	Manager - Ethnic Enterprise	Edinburgh Chamber of Commerce
Mr	Ken	Ross	Managing Director	Elphinstone Group Ltd
Ms	Philippa	Bonella	Director of Policy	EOC
Mr	Rizwan	Ahmed	Manager	Ethnic Minority Enterprise Centre
Mr	Ian	White	Senior Economic Development Officer	Falkirk Council
Mr	Niall	Stuart	Deputy Parliament Officer	Federation of Small Businesses
Mr	John	Wilson	Chief Executive	Fife Acute Hospital

Mr	Gordon	Dewar	Commercial Director	First Scotrail
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Ms	Sujatha	McMurtrie	Senior Business Advisor	Glasgow City Council
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Ms	Eileen	Reid	Wider Access Officer	Glasgow School of Art
Mr	David	McKee	Training Director	Graham Technology plc
Ms	Pamela	Galbraith	Community Learning Officer	Highland Council
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Mr	Philip	Grainger	Personnel Manager	Lothian Buses plc
Mr	James	Barbour	Chief Executive	Lothian NHS Board
Mr	Gary	Entrican	Project Leader	Moredun Research Institute
Ms	Jane	Gill	Human Resources Manager	Moredun Research Institute
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Mr	Angus	MacInnes	ACPOS Support Officer	Northern Constabulary
Ms	Karen	Carlton	Commissioner for Public Appointments in Scotland	OCPAS



Prof	Anthony	Cohen	Principal and Vice-Patron	Queen Margaret University College
Mr	Simon	Allbutt	Human Resources Director	Robert Wiseman Dairies plc
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Ms	Linda	McDowall	Senior Director	Scottish Enterprise
Mr	Scott	Skinner	Head of Equal Opportunities	Scottish Enterprise
Mr	Colin	Meager	Manager	Scottish Enterprise Borders
Ms	Linda	McPherson	Executive Director	Scottish Enterprise Edinburgh and Lothians
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Ms	Lorraine	McMillan	Chief Executive	Scottish Enterprise Renfrewshire
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Mr	David	Skilling	Enterprise Networks Division	Scottish Executive
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Ms	Myra	Forsyth	Management Development Consultant	Scottish Life Assurance
Mr	Peter	Barry	Head of Development	Scottish Refugee Council
Ms	Mary	Senior	Assistant Secretary	Scottish Trades Union Congress
Mr	Henry	Eagles	Executive Producer	Scottish TV

Mr	Adrian	Shaw	Policy Manager	South Ayrshire Council
Ms	Laura	Hoskins	Policy Officer	Stirling Council
Mr	Keith	Yates	Chief Executive	Stirling Council
Dr	Mohammed	Ishaq	Lecturer	Strategic and Human Resource Management
Mr	William	Rae	Chief Constable	Strathclyde Police
Ms	Hazel	Sinclair	Project Manager	Talent Scotland
Ms	Janette	Scott	Personnel & Training Director	The Gleneagles Hotel
Ms	Lindsay Ann	Hewitt	Widening Participation Co-ordinator	The Open University in Scotland
Mr	Douglas	Thornton	Senior Assistant Clerk	The Scottish Parliament
Ms	Isla	Cruden	Compliance Officer	UHI Millennium Institute
Ms	Karen	Wren	Research Fellow	University of Aberdeen
Prof	James	Calderhead	Vice Principal	University of Dundee
Dr	Emma	Stewart	Lecturer in Human Geography	University of Dundee
Prof	Michael	Anderson	Senior Vice Principal	University of Edinburgh
Mr	David	McCrone	Professor of Sociology Director	University of Edinburgh
Ms	Fiona	Andrews	Head of Widening Participation Service	University of Glasgow
Ms	Linda	Alexander	Equality Officer	West Lothian Council
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Mr	John	Swinney	MSP	