

Addressing Women's Poverty in East Staffordshire: Local Labour Market Initiatives

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Foreword

Gender Equality

East Staffordshire Borough Council has worked in close partnership with Sheffield Hallam University, and eleven other local authorities over the last three years to take part in this national research study, the **Gender and Employment in Local Labour Markets Project** (GELLM).

We welcome this report which complements our existing knowledge about our communities. The research will inform our decision making in the future. We will also share the research with partners and encourage them to use it to address the issues identified.

Through active participation in this research project, East Staffordshire Borough Council is well prepared for its new legal responsibility for implementing the 'Gender Duty' requirements of the Equality Act 2006 in all key service areas, and to effectively address gender inequality in the borough.



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Focus group participants

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Members of the GELLM Team contributed as follows

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Key findings

This study has explored the scale and experience of women's economic disadvantage in the East Staffordshire town of Burton on Trent. It also examined the barriers to paid employment and the extent to which current regeneration and labour market initiatives have supported women's employment opportunities.

Women's poverty and economic disadvantage in the three wards

- The wards are more diverse than the East Staffordshire district.
- The wards have a relatively young population.
- Over a fifth of dependent children live in families with no working adults.
- Lone mothers were less likely to be in work than in the borough as a whole.
- Among women of working age, poor health and limiting long-term illness is relatively high.
- There is a high level of private renting in the area.

Women's position in the local labour market

Compared with women in East Staffordshire and England as a whole, women in the three wards are:

- Less likely to be in full-time or part-time employment.
- More likely to work in unskilled and semi-skilled jobs.
- Less likely to be in professional or managerial occupations.
- If they have unpaid caring responsibilities, less likely to work either full-time or part-time.
- More likely to be unemployed.
- Much more likely to work very close to home (within 2 km).

Low qualification levels and limited job opportunities are deterrents to women's employment prospects:

- 40% of women of working age living in the neighbourhood have no educational qualifications.
- Only 9% have degree level qualifications.
- Growth in service sector employment has resulted in many low paid, part-time and poor quality jobs.

- Local stakeholders and women living in the area feel local residents are not benefiting from higher skilled and better paid jobs available in the district.

Barriers to labour market engagement

Local women and local organisations identified the following as important barriers to employment:

- Low educational attainment and lack of relevant skills, particularly among women who left school without formal qualifications.
- The tax and benefit system, which was regarded as inflexible and over complicated.
- Limited public transport and long travelling times in the district.
- The cost of childcare.
- Limited childcare provision, particularly for school aged children.

Area based regeneration

Analysis of regeneration policies, delivery plans, economic and employment targets and evaluation techniques showed that:

- Women's economic disadvantage in the local labour market had not been addressed as a specific issue in the SRB6 programme.
- There were few explicit requirements to consider the position of women and men separately in interventions to reduce economic inactivity.
- Data used in regeneration documents on the locality, including unemployment statistics, were not disaggregated by gender or ethnicity.
- Evaluation approaches adopted in existing regeneration initiatives took little account of the key differences in women's and men's economic position and experience of living in the locality.

Local services

East Staffordshire Borough Council and other service providers could do more to assist women by:

- Developing a comprehensive information and advice service aimed at assisting women at different stages.
- Working more closely with community-based organisations to identify the employment and training needs of women living in the locality.

- Developing support tailored to the needs of unemployed and economically inactive women, including mentoring schemes.
- Extending childcare provision which reflects the differing childcare needs of lone parents and other low income households in the area.

Impact of initiatives on women's economic disadvantage

Labour market policy and regeneration have had limited impact on women's disadvantage:

- Public and private investment in the area has attracted employers, but many of these jobs are poorly paid.
- Sure Start and family learning projects have been successful in engaging local women, including Asian women, to undertake child care and early years courses.
- The potential for classes held in community centres involving women in developing skills, including ITC, is constrained by short term funding.
- Local services and community projects could offer an effective route to paid work for local residents.
- Further work with local employers to address job flexibility, hours, pay structures and in-house training for women wishing to enter the labour market is needed.

Introduction

The purpose of this study was to identify how effective regeneration strategies and initiatives have been in addressing economic disadvantage among women living in three wards in Burton on Trent. The research was also designed to inform future regeneration strategies undertaken by East Staffordshire Borough Council and its partner organisations to ensure that the specific needs of men and women living on low incomes are directly addressed.

The study, undertaken between January and December 2005, used a variety of methods including: statistical analysis of ward level data; documentary analysis of regeneration strategies and evaluations; key stakeholder interviews; and focus groups with women living in the selected wards.

This report presents research undertaken as part of the GELLM research programme (Appendix 1).

Parallel studies were also conducted in five other English local authorities; a synthesis report of the findings from all six areas is also available. *The Gender Profile for East Staffordshire* (Buckner et al 2004) provides the district wide statistical evidence and context for the study.

Women's poverty and economic disadvantage

In the UK, women are more likely than men to live in poverty. Poverty amongst women remains a persistent feature of some local labour markets, despite recent policy changes. Women's poverty is often hidden, and is exacerbated by widespread assumptions about their financial dependence on men and about their role being primarily as mothers and carers rather than as wage earners. These assumptions contribute to the low pay of many women who enter the labour market and to the low incomes of those who remain outside it. Although there is a relationship between economic inactivity and poverty, employment does not necessarily provide an escape from poverty for women. Women in the labour market face the risk of low wages, insecure work, occupational segregation and lesser access to promotion than men, in jobs that are often fitted around domestic responsibilities.

It is important to recognise the ethnicity dimension of women's poverty, as some ethnic minority women face a particularly high risk of poverty (WRG 2005). Poor health and low self esteem, often associated with the stress of managing poverty, has also been highlighted in other research (Bradshaw et al 2003; Yeandle et al 2003).

Regeneration initiatives

Over the past 30 years, national, regional and local initiatives, under the broad heading of local economic development or 'urban regeneration', have sought to tackle disadvantage in areas of economic decline. Local authorities and others have invested considerable resources in these initiatives, and private sector urban renewal developments and investment have also been heralded as bringing prosperity to declining economies. This study focuses on area-based economic initiatives and developments, and explores their impact on women and on their participation in the local labour market. It was

carried out in the context of a broader understanding of regeneration, including Oxfam's research on community engagement, which concludes that regeneration policies often fail to take into account differences between men and women in their experience of a range of local services including education, transport, care provision and economic development (Oxfam, 2005).

Existing research does not explain why so many women living in communities where there has been significant public and private investment continue to experience economic disadvantage. This study explores how local economic and employment structures continue to disadvantage women, and considers how women can be assisted by future initiatives.

National and regional regeneration policy

The Government has a number of policy initiatives which are directly relevant to this study.

- The national target to engage more women and men in employment (DWP, 2004).
- A skills strategy which ensures fair access to training and jobs, including barriers between welfare and work (DFES, 2005).
- The Neighbourhood Renewal Strategy (Social Exclusion Unit, 2001) to improve the quality of life in the most deprived areas of the country.
- The recognition that deprivation can be highly concentrated in neighbourhoods, requiring tailored approaches to providing services, work incentives and promoting self-employment (SEU, 2004).
- The target to significantly reduce the difference between the employment rates of disadvantaged groups and the overall rate by spring 2008 (NRU 2005).
- The target to increase the employment rates for lone parents, ethnic minorities, people aged 50 and over, those with the lowest qualifications and those living in local authority wards with the poorest labour market position (NRU 2005).

To help address these policy issues in East Staffordshire, this study offers a more detailed understanding of the local labour market in which women living on low incomes are located. To date, public policy evaluation and academic research assessing the success or otherwise of regeneration initiatives has only rarely adopted a gender perspective. While targeted regeneration projects are known to have differing impacts on

women and men, and some focus on lone parents and ethnic minority groups, most fail to highlight gender issues. In addition, key differences in the experience of particular groups of women facing economic disadvantage, for example, young women, older women and women with disabilities, are often overlooked in the analysis. Stereotyping and focusing on problems facing some groups of women, for example through initiatives targeting teenage pregnancy, are an added concern.

A further rationale for this study is the contribution it can make to the evidence base for labour market policy at regional level. The policy direction of *Regional Development Agencies* and *Regional Assemblies* and, at sub-regional level, of *Learning and Skills Councils* is increasingly important for economic regeneration, employment and training. Regional Economic Strategies and related sub-regional plans are expected to include 'equalities' as part of their policy framework, but the requirement to improve economic competitiveness and to promote economic development has rarely been enhanced by local analysis which informs the promotion of gender equality.

East Staffordshire's approach to regeneration

The Shobnall, Eton Park and Anglesey wards, located in central Burton on Trent, were selected for the study by East Staffordshire Borough Council, which identified them as areas suffering from relatively high levels of unemployment and economic inactivity. The local authority noted that many local residents who had traditionally worked in manufacturing and processing jobs were still affected by the results of contracting job levels in these sectors. Job growth in the district did not appear to be benefiting local residents, many of whom live on very low incomes whether or not they are in work. Poverty levels were identified as particularly high among the district's Pakistani population, which is concentrated in the selected wards.

The wards were included in SRB 6¹ funding. A recent assessment of SRB 6 funding in the area (Burton Community Partnership, 2004) concluded that the programme had assisted in raising

¹ SRB 6 is the Single Regeneration Budget Round 6 programme, which provided funds for regeneration initiatives. SRB 6 has now been subsumed under the Advantage West Midlands (AWM) single programme.

educational attainment and reducing unemployment. The Heart of Burton Partnership has been working in the area since 2001 as part of the Government's Neighbourhood Management Pathfinder Initiative², with the aim of reducing the gap between people living in the area and the rest of Burton. Sure Start³ has been operating locally since 2001. From 2005 its work is being taken forward by the Children's Centre, which offers a wide range of locally based services to families living in the locality and beyond. There have been no recent private sector regeneration initiatives in the selected wards, and there are few specific employment related projects in the area. The area is part of the Inner Burton Housing Initiative.

Aims and objectives of the study

This study has assessed how far area based regeneration initiatives have addressed women's economic disadvantage and poverty. The specific objectives were:

- To identify and analyse the nature and extent of women's poverty and economic disadvantage in the East Staffordshire wards of Anglesey, Eton Park and Shobnall.
- To develop an evidence base about the relationship between poverty, gender and local labour markets in the neighbourhood.
- To examine relevant area based public and private sector initiatives and their impact within the three wards on women's labour market opportunity.
- To assess local service provision and to identify the service needs, including unmet needs, of women living on low incomes in the locality.
- To make policy recommendations of relevance to East Staffordshire Borough Council and its local partners, including the Local Strategic Partnership, and other regional and national policy makers.

² Neighbourhood Management Pathfinders are a national initiative set up in 2001 to improve deprived neighbourhoods, public services and quality of life.

³ Sure Start is a Government programme whose aims include increasing the availability of childcare and supporting parents into employment.

Women's poverty and economic disadvantage in East Staffordshire: evidence from three wards⁴

The study uses a multi-method approach (see Appendix 2), combining qualitative and quantitative data:

- Ward/district level data from the 2001 Census.
- Documentary analysis of council reports and policies.
- Interviews with local organisations.
- Evidence from focus group discussions at three community-based meetings.

Women's poverty and economic disadvantage in the neighbourhood

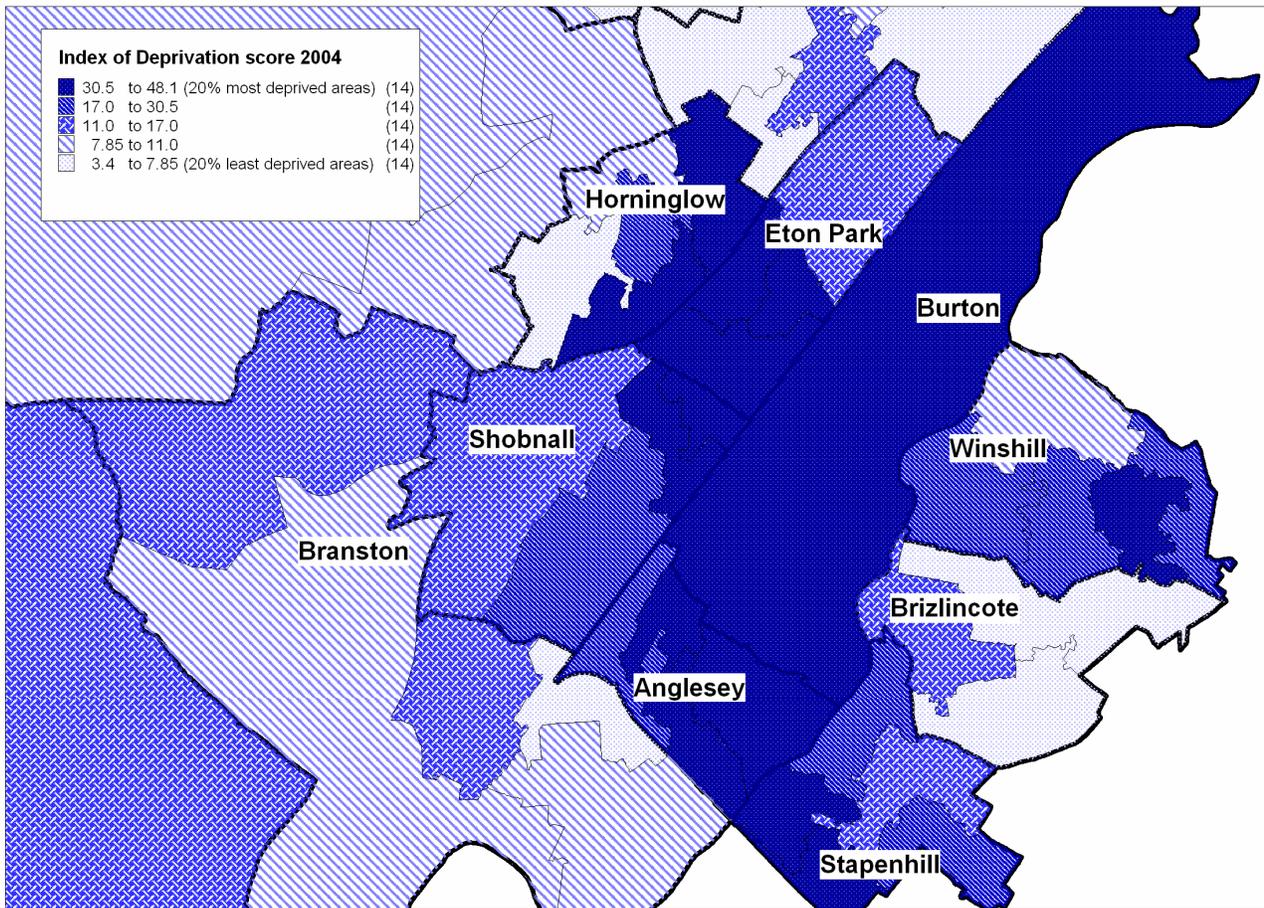
Anglesey, Eton Park and Shobnall are among the most deprived wards in Burton. This is evident from population and housing data about the locality, as well as the labour market and economic indicators presented below. Figure 1 shows the neighbourhood, together with the Index of Deprivation 2004 scores for the areas within them.

The number of people resident in these wards is 17,335, which is 17% of people living in the East Staffordshire district. The area has a relatively stable population. Of those who had moved in the year prior to the 2001 Census, most moved from within the UK.

Compared with East Staffordshire as a whole, fewer Shobnall residents (68%) own their home and 15% of people in the ward live in rented social accommodation. The level of private renting is high in all three wards, and in Anglesey ward only 3% of homes are rented from the council. The majority of people in all three wards live in a terraced property. This proportion is well above the average for East Staffordshire, and in Anglesey is three times the national rate. Only 22% of people in Anglesey live in a semi-detached or detached property, compared with 69% in the borough and 60% in England.

⁴ Data in this section are from the 2001 Census Standard Tables, Crown Copyright 2004, except where specified.

Figure 1 Index of Deprivation: Anglesey, Eton Park and Shobnall wards in East Staffordshire



Source: ODPM, Crown Copyright 2004, 2001 Census Super Output Areas, Crown Copyright 2004. This work is based on data provided through EDINA UKBORDERS with the support of the ESRC and JISC and uses boundary material which is Copyright of the Crown. The index includes seven domains which cover: Income, Employment, Health Deprivation and Disability, Education, Skills and Training, Barriers to Housing and Services, Crime and Disorder and Living Environment. In the Living Environment domain (which includes quality of housing, air quality and road traffic accidents), 5 of East Staffordshire's 70 SOAs, mainly in Eton Park, Shobnall and Anglesey wards, are in the 5% most deprived in the country.

The housing stock, which is predominantly Victorian terraced housing, was felt to be a constraint on the economic prosperity of the area:

Much of the housing was built to support workers in brewing which has since declined^A.

The ability for people to buy affordable housing in the area is difficult on the kind of wages most local residents are on^A.

Low income households⁵

Women are trying to manage their lives on very low incomes.^A

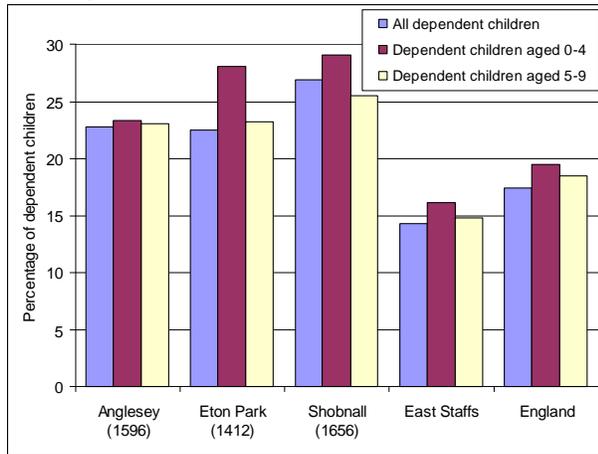
The locality has a relatively young female population (23% of Anglesey's population and 24% of Eton Park's and Shobnall's population is aged 0-15), and fewer people aged 50 and over compared with the district and national rate. Over a fifth of dependent children live in families with no working adult⁶, considerably more than in East

⁵ Quotes in this and following sections are either from interviews with local organisations (marked A) or from focus group participants (marked B).

⁶ Source: 2001 Census Standard Tables, Crown Copyright 2004.

Staffordshire, or in England as a whole (Figure 2). Of the three wards, Shobnall is the most deprived on this indicator, with over a quarter of households with dependent children having no working adult. The figure is even higher for dependent children in the 0-4 age group (nearly 30%).

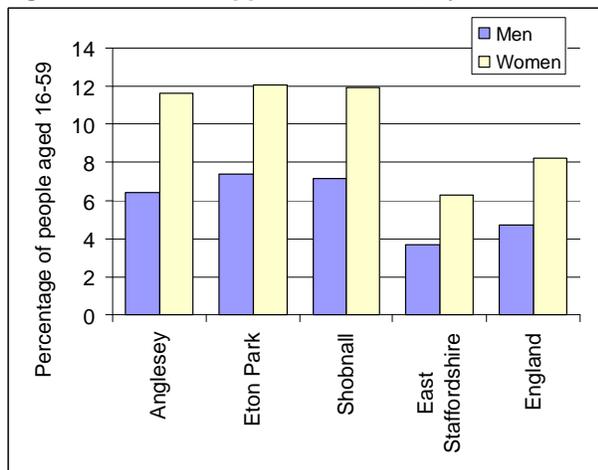
Figure 2 Dependent children in households with no working adult



Source: 2001 Census Standard Theme Table, Crown Copyright 2003.

690 female lone parents lived in the three wards in 2001, representing 29% of all lone parents in the borough. Female lone parents in these wards are more likely to be economically inactive than those in the borough as a whole. In Shobnall 11% of female lone parents said they were unemployed. In Eton Park only 16% of female lone parents were in full-time employment, well below the figures for East Staffordshire and England.

Figure 3 Income Support claimants, by sex



Source: DWP 2003, 2001 Census Standard Tables, Crown Copyright 2003

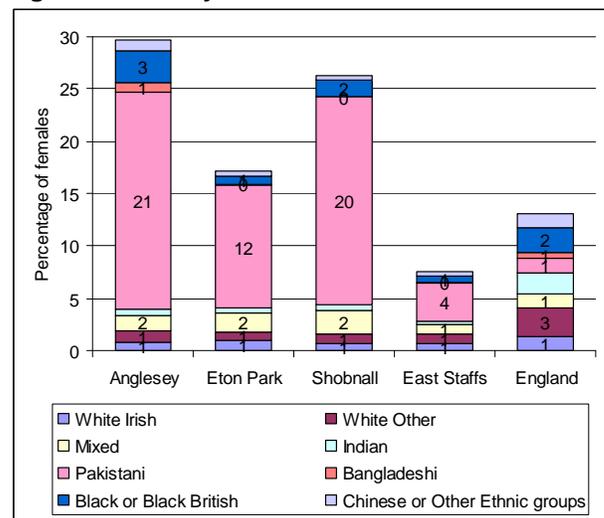
Over 950 people living in the locality (63% of them women) claim Income Support (Figure 3).

Limiting long-term illness among men and women of working age is higher in both Anglesey and Shobnall wards than in East Staffordshire or England as a whole. Men in Shobnall and women in Anglesey reported high levels of poor health. Among women of working age who provide unpaid care to others, lower proportions are in paid employment than in East Staffordshire or England as a whole.

Ethnicity

As we showed in the *Gender Profile of East Staffordshire's Labour Market* (Buckner et al, 2004), 8% of East Staffordshire's population is from ethnic minority groups. The ethnic mix of the locality is much more diverse than the district. 30% of women living in Anglesey, 26% in Shobnall and 17% in Eton Park are from ethnic minority groups. The largest minority group in the locality is people of Pakistani origin, representing a fifth of the population in Anglesey and Shobnall.

Figure 4 Ethnicity



Source: 2001 Census Standard Theme Table, Crown Copyright 2003.

Our interviews highlighted high levels of economic disadvantage among ethnic minority groups living in the area. In addition to a significant Pakistani community in the area, recent arrivals include Kurds, Poles and Slovaks. Many men and women were highly skilled but could not read or write in English.

We are finding that whereas before we had people with very low basic skills because they weren't able to read or write in English, we are getting

other groups who are unable to read or write in English, but have a very high level of literacy and numeracy in their own language^A.

They are very well educated and trained, but they can't break into the labour market so they are taking very low paid jobs in production manufacturing whereas they are perhaps officially trained as solicitors and engineers.^A

It was reported that some local employers are understood to be actively recruiting Eastern Europeans, often finding accommodation for their workers in these wards. Some local employers are understood to be a.

Our focus group participants included some Pakistani women who highlighted the language difficulties some of them and other women from ethnic minority groups experienced, and which prevented them from gaining employment.

Residents' views of the neighbourhood

A strong sense of 'community' existed, although participants acknowledged this was only true for those who are aware of services, activities and events in the neighbourhood. Some members of the community were isolated, particularly those who were new to the area. One focus group described the neighbourhood as a "diverse community" where residents from different ethnic backgrounds get on well. More established migrant communities were originally attracted to the area by jobs. However, older residents often felt vulnerable, as many were fearful about the behaviour of young people, whether they were causing problems or not.

Women's position in the local labour market

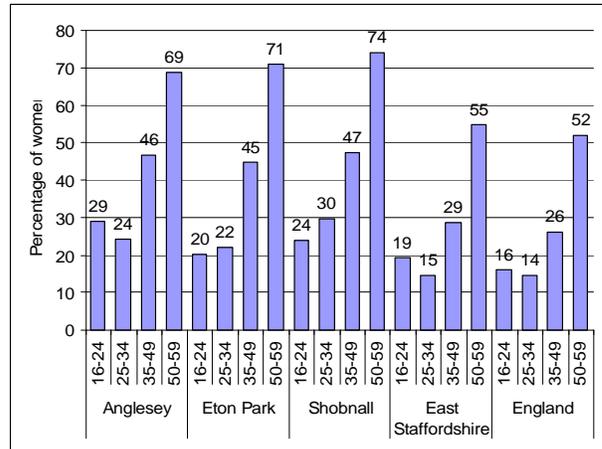
We reported elsewhere (Buckner et al, 2004) large increases in part-time employment across the district for both sexes between 1991 and 2002. In these years, there was a very significant fall in the share of employment in manufacturing jobs, an increase in employment in distribution, hotels and restaurants, and a large increase in employment in public administration, education and health.

Qualifications and skills

A higher proportion of women in the three wards have no qualifications than in East Staffordshire and England (Figure 5). This is particularly

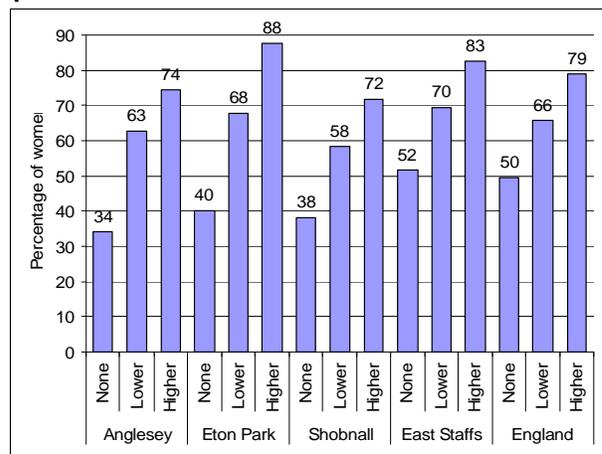
marked among the older age groups. Nearly 70% of women aged 50-59 in Anglesey have no qualifications. Similar rates are found in Eton Park and Shobnall. However, levels of qualification among younger women are also well below the borough and national level, and remarkably, in Anglesey more women aged 16-24 (and in Eton Park more women aged 25-34) than men are completely unqualified.

Figure 5 Women with no qualifications, by age



Source: 2001 Census Standard Tables, Crown Copyright 2003

Figure 6 Women in employment, by level of qualification



Source: 2001 Census Standard Tables, Crown Copyright 2003

Note: Lower level qualifications are equivalent to 'A' level and below and higher level qualifications are equivalent to first degree and above

As elsewhere, those with degree level qualifications are most likely to be in employment. However, only 9% of women living in the three wards have a degree, while 40% of women and 44% of men have no qualifications. 51% of women and 46% of men have middle range qualifications (equivalent to A level).

Women with degree level qualifications are almost as likely to be in employment in Anglesey and Shobnall as nationally (Figure 6) while in Eton Park 88% of these well qualified women are in employment – a higher rate even than in East Staffordshire (83%) or England as a whole (79%). By contrast, among women with no qualifications only 34% in Anglesey, 38% in Shobnall and 40% in Eton Park are in employment, compared with 52% for this group in East Staffordshire and 50% in England as a whole. Thus women in the neighbourhood are less well qualified, but when qualified have higher rates of employment.

Women's employment patterns

Women in all three wards are less likely than women nationally to be in full-time or part-time employment (Figure 7). While female employment rates in East Staffordshire are relatively high, the level of part-time working among local women is lower, especially in Anglesey and Shobnall, where female full-time employment rates are also very low by national standards (Figure 6). Almost a quarter (24%) of women in Shobnall, 22% in Anglesey and 19% in Eton Park look after their home and family full-time, well above the national rate of 14%.

As at national, regional and borough level, there is a gendered pattern in men's and women's jobs (Figure 8). Women in the three wards are even more likely to work in lower level jobs, and less likely to be in skilled, technical, professional or managerial occupations than at other levels.

Almost a third of local women work in elementary jobs or operative positions (Figure 7), double the national figure (15%). Only 4% of women in Anglesey, 5% in Eton Park and 6% in Shobnall work in professional jobs, compared with 8% in East Staffordshire and 10% nationally.

Local women are strongly concentrated in certain industrial sectors (Figure 7). Almost a third of women work in the wholesale, retail, restaurants and hotels sector, compared with a quarter in East Staffordshire and England as a whole, while only 1 in 10 local women work in finance and real estate, compared with 18% nationally.

Figure 7 Economic activity for women of working age

	Anglesey	Eton Park	Shobnall	East Staffs	England
Economically Active	60	65	60	72	71
Employee full-time	29	33	27	34	36
Self-employed full-time	2	2	2	3	3
Employee part-time	21	23	21	27	23
Self-employed part-time	1	2	1	2	2
Unemployed	3	2	3	3	3
Student	5	4	5	3	3
Economically Inactive	40	35	40	28	29
Retired	1	1	1	2	1
Full-time student	6	4	4	4	6
Looking after home or family	22	19	24	15	14
Permanently sick or disabled	4	6	4	4	5
Other	6	5	7	4	4

Source: 2001 Census Standard Tables, Crown Copyright 2003

Figure 8 Main occupations and industries of women in employment in the locality

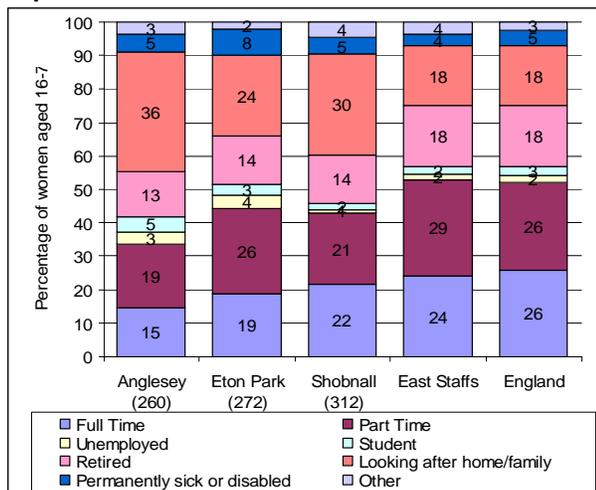
	Anglesey	Eton Park	Shobnall	East Staffs	England
Occupation					
Managers, senior officials	8	9	8	11	11
Professionals	4	5	6	8	10
Associate professionals & technical occupations	9	12	8	13	14
Administrative and secretarial occupations	17	17	17	21	23
Elementary occupations	21	20	23	16	12
Industry					
Manufacturing	15	15	14	13	9
Wholesale, retail, restaurants and hotels	31	31	29	25	24
Finance and real estate	10	10	12	12	18

Source: 2001 Census Standard Tables, Crown Copyright 2003

Caring responsibilities

In the locality, over 840 women aged 16-74 have unpaid caring responsibilities⁷. These carers are less likely to work either full-time or part-time than in East Staffordshire or nationally. This is particularly marked in Anglesey, where among women with caring responsibilities only 19% work full-time and 15% work part-time (Figure 9). In Anglesey 36% of women who provide care to others also look after their home and family, twice the level in the district and in England as a whole. The proportion is also much higher than the national average in Eton Park and Shobnall. Fewer women who provide care are themselves retired in the three wards, when compared with East Staffordshire and England as a whole.

Figure 9 Economic activity of women who provide unpaid care



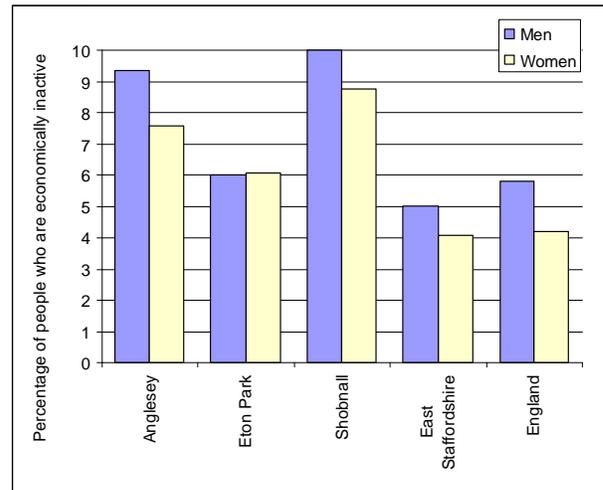
Source: 2001 Census Standard Tables, Crown Copyright 2003

Unemployment and economic inactivity

Local unemployment rates are higher for both men and women than in East Staffordshire and nationally (Figure 10). Of the three wards, Shobnall has the highest level of female unemployment (9%), more than double the national rate. Compared with the district and national picture, a high proportion of unemployed women in the three wards had last worked in elementary jobs or as process, plant and machine operatives.

⁷ The 2001 Census included a question asking people about help or support which they gave to family members, friends or neighbours with long term physical or mental ill-health or disability which was not part of their paid employment.

Figure 10 Unemployed men and women of working age, as a proportion of those who are economic activity



Source: 2001 Census Standard Tables, Crown Copyright 2003

Economic inactivity across all geographical areas is higher among women than men. Although similar numbers of women (5,068) and men (5,405) were economically inactive in these wards, women were much more likely to be economically inactive due to looking after their home and family full-time - 59% of women in Shobnall, 55% in Anglesey and 54% in Eton Park, compared with 48% of women nationally and 53% in the district.

Unemployment and economic inactivity were identified as key problems for the neighbourhood.

What we are looking at from Jobcentre Plus side is that there are a large number of people from that area who are claiming benefits. We find it hardest to get lone parents on benefits and people on incapacity through disabilities into work. When we interview them and start to discuss their problems and barriers we see other things like literacy and numeracy coming through. We need to chart this problem more clearly.^A

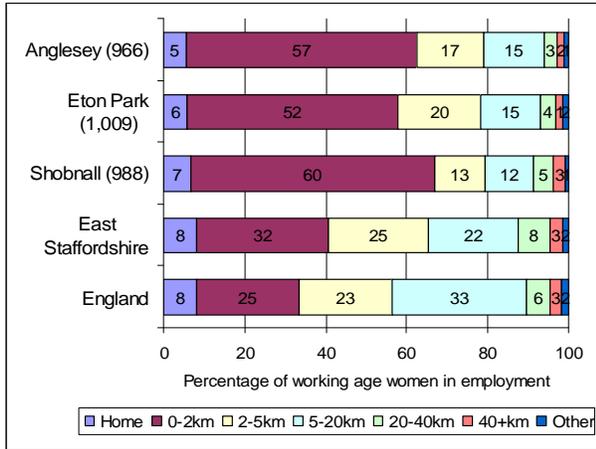
Transport and travel to work

Many residents in the locality live and work in close proximity, and this is particularly true for women. 60% of women in Shobnall, 57% in Anglesey and 52% in Eton Park travel less than 2kms to work, compared with the national figure of 25% (Figure 11).

This is linked to the high proportion of women in the neighbourhood who walk to work (Figure 12). As elsewhere, most women go to work by car or

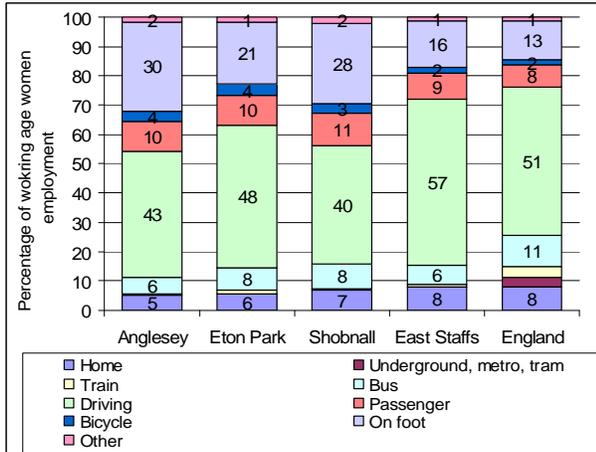
van. Bus use is higher among women living in the three wards than in East Staffordshire, but lower than the national rate.

Figure 11 Distance travelled to work by women of working age



Source: 2001 Census Standard Tables, Crown Copyright 2003

Figure 12 Travel to work by women of working age



Source: 2001 Census Standard Tables, Crown Copyright 2003

Views of the labour market

District and regional level changes have impacted adversely on many households living in the neighbourhood. Interviewees identified the continuing decline of the manufacturing base and the increase in service industry employment.

It's being replaced by retail warehousing, sort of one great big storehouse for everything.^A

What we've got now is this low wage economy.^A

There is an absolute mass of cleaning jobs and a lot of administrative opportunities, but many are poor quality jobs.^A

High skilled jobs were not easily accessible, and better skilled jobs were expected to go to people from outside the area.

Low skilled jobs in warehousing and retail were identified as sectors of substantial job growth. However, some employers had introduced new skill requirements which required higher qualifications and experience.

Now we are seeing more multi-skilling, adding jobs together. The job that was there has gone. Labouring jobs have gone; you have to also run a machine.^A

Focus group participants confirmed this view of the local economy. All three groups felt that there were few permanent jobs and limited opportunities for high quality, part-time jobs. Local companies did not encourage family friendly policies such as job sharing. Many felt that women's work was never valued, and several engaged in evening or night time part-time work as they felt they had no other options.

The growth in service sector employment was not considered positively by participants. Experiences of work in retail highlighted unsociable hours and poor rates of pay.

You haven't got the luxury of choice if you're a woman.^B

Women have to take a step back.^B

Typical employment among participants was low paid and those that were in employment felt that part-time work in schools was the most suitable employment for those with children.

Barriers to labour market engagement

Barriers to employment include a number of constraints, including aspects of the tax and benefits system which can only be resolved at national level. Others relate to the economic, social and physical infrastructure of the locality under study which can be influenced by regional and local agencies as well as by central government and private investment.

Tax Credit and the benefits system

Local organisations and focus group participants expressed widespread lack of confidence in the benefits system.

I think one of the major problems is fear of coming off benefits. They can get their council tax and rent paid and have a small amount to live on. What they don't realise is that with Tax Credits and Child Tax Credits, they can be better off by going back to work.^A

The vast majority of those claiming Income Support as lone parents are women. Jobcentre Plus reported recent success in assisting women.

The Government initiatives and incentives are coming into this area using tax credits and help through childcare. Women are saying, 'I'm not going to stay on benefit for the rest of my life - I will use this period on income support to get training without loss of benefit'.^A

Respondents suggested that some of the regulations regarding working tax credits should be relaxed. For example, a system where family members such as grandparents are qualified and can be registered for child care, thus making it possible to claim childcare costs, was advocated.

Young, single people were considered to be particularly vulnerable to the limitations of the tax and benefits system.

If they earn the minimum wage and then have to pay rent and all the bills, there may only be a few pounds left.^A

Flexibility of shift patterns, childcare support and simplification of the tax and benefits systems were regarded as crucial if women with caring responsibilities were to increase their employment potential and earnings.

Gender differences in the household structure impacted on employment and benefits. Respondents felt that although employment in the

traditionally male manufacturing sector has declined, the tradition of the man going out to work and the woman staying at home to care for children still prevailed.

The 16 hour limit⁸ to Working Tax Credit gave little incentive to seek employment and was regarded as over complicated. Most women in the focus groups either worked part-time or would like to work, but several criticised the government for exerting pressure on women to rejoin the labour market even when it is not financially viable. A small minority of participants felt dependent on benefits and several explained that they were economically inactive because of childcare responsibilities.

Childcare

Interviewees stated that whilst the area had seen a marked improvement in childcare for pre-school children there were a number of problems:

- The cost of childcare was prohibitively expensive for those in low paid occupations, which were often part-time.
- Childcare provision was poor for school age children.
- School holiday periods posed a major problem for women in paid employment.
- Employers in the locality were generally not regarded as flexible employers; the option of taking unpaid leave for school holidays was not common.

Sure Start and the subsequent work of the Children's Centre was regarded as extremely important since there were now more choices for women with children, particularly lone parents, who wished to return to the labour market. Some focus group participants were involved as service users or volunteers in Sure Start. Catchment area restrictions were regarded as a problem. It was pointed out by some stakeholders that the local authority itself does not run a nursery or crèche for its own employees. For focus group participants without family or employer support, childcare costs prohibited them from working.

⁸ Entitlement to Working Tax Credit is only available for those working at least 16 hours a week.

Work related skills and experience

Some employers required job applicants who have had continuous employment over the last two years. This was identified as a key barrier by focus group participants, especially for young people, who lack work related opportunities in the area. Several women felt that employers were not willing to invest, which could affect the confidence of young people.

Training in interview skills was considered to be vitally important for women in the locality. Training at a Pakistani community centre was seen as a valuable approach, but short-term funding had meant it had a limited impact.

Employment related improvements were identified by focus group participants who felt that courses preparing them to return to work would be useful, but that childcare costs had to be met.

There is a real will to learn and a high demand for courses.^A

Transport

The bulk of new job opportunities are outside the town centre. Limited public transport outside the neighbourhood was a particularly important physical barrier for women. Access to employment opportunities was regarded as a constraint for women.

Burton is not a large place and can be quite cut off from jobs if you have not got your own transport.^B

The Neighbourhood Pathfinder had held initial discussions with the local agencies about improving transport links for employment opportunities, but limited progress had been achieved.

Focus group participants felt that the bus service was poor and that '*users are treated like second class citizens*'. However, women in the locality did use the local bus service as their primary form of transport.

Aspirations and expectations

Physical barriers can create mental barriers in looking for employment.^A

Low expectations for future education were common among local residents. There are many families where no household members have been ever been to college or university.

The aspirations of some young Pakistani women are low.^A

A project aimed at giving young women skills in textile design where the college worked with the local secondary school had helped raise aspirations for further education and training.

Women aspired to undertake training and courses as they felt that they would be unable to work without qualifications. Useful training would involve courses on how to sell yourself, help with CVs, interview techniques, and organisational skills.

Focus group participants identified a series of barriers including:

- Lack of suitable employment opportunities
- Difficulties with spoken English
- Care responsibilities
- Lack of family support
- Lack of qualifications and continuous employment
- Poor health, including mental health problems
- Lack of information on local services and available courses and employment opportunities.

Area based public and private regeneration: gender perspectives

The equalities dimension of regeneration strategies was examined through stakeholder interviews and documentary analysis⁹.

This found that while equalities and gender are mentioned in relation to capacity building, with targets such as reducing teenage pregnancy and domestic violence, there are few policy developments, delivery plans, economic and employment targets and evaluation techniques which specifically address women's economic disadvantage in the labour market. Connections were not clearly made between women as potential beneficiaries of regeneration activity and labour market projects designed to assist women in the area who are unemployed or in low paid and poor quality employment.

⁹ The documents evaluated in East Staffordshire are listed in the bibliography.

While policy aims and objectives were clearly geared to addressing neighbourhood problems, they were less strong on the economic strategies which are required to address the unemployment, economic inactivity, low pay and financial hardship faced by particular groups (including lone parents, women who are in part-time and/or casual employment and ethnic minority women, who may be doubly disadvantaged). For example, project targets in the Neighbourhood Plan include the introduction of neighbourhood wardens, neighbourhood beat officers to reduce crime and increase safety, increased health promotion and education, and a first day contact initiative to increase attendance and attainment at school. However there were no specific equality or gender dimensions to these outputs.

Consultation and capacity building were integral to the Heart of Burton Neighbourhood Plan which covers much of the neighbourhood under study. It included six areas: worklessness; health; crime; education; housing; and young people/community infrastructure development. The plan showed sensitivity towards gender issues, for example, performance targets included 50% or more participation by women in capacity building activities, and a reduction in the teenage pregnancy rate. Participatory methods, which were expected throughout the project cycle, aimed to enhance community engagement while acting as an evaluation and monitoring tool.

Baseline data rarely identified women's needs or situation specifically. For example, the SRB6 health and unemployment data was not disaggregated by gender or ethnicity. The intended SRB6 beneficiaries include young people and the unemployed living in the area and basic skills training was targeted at ethnic minorities, but there is no specific focus on young, unemployed or ethnic minority women.

Many of the project delivery outputs and outcomes were economic development criteria. For example, the SRB 6 programme initiated projects designed to provide adult basic skills in the neighbourhood and workplace, an ILM project, grants and loans for enterprise development, training of local residents in construction skills, creation of neighbourhood centres and youth facilities. However, there was no disaggregation of gender issues from the wider themes relating to basic skills, labour market opportunities and capacity building.

Targets have been set to reduce unemployment and worklessness. Service interventions designed to address these targets include:

- Outreach workers from the Careers Service and Employment Service
- LSC to develop local ward-based learning opportunities
- A job matching service to link local people to local employment opportunities
- Sure Start and Early Years Development Partnership to map existing childcare facilities with the aim of increasing affordable childcare

Apart from the commitment to improve childcare facilities, there is no identifiable gender focus in the proposed interventions to reduce economic inactivity. Unemployment statistics used in target setting are not disaggregated by gender or by ethnicity.

Evaluation approaches adopted for the regeneration initiatives which are currently investing in the area take little account of the key differences in women's and men's economic position or experience of living in the locality.

Local views of regeneration

Our focus group participants felt that SRB funding had brought improvements to the area, including the advice shop, youth club and gardening/decorating projects. A neighbourhood forum had been established which brings together a broad cross-section of residents. Employment-related projects have included IT training through the local college, but no specific funding was mentioned in relation to women.

Local services and support

In the interviews and focus groups we discussed the types of services available to economically disadvantaged women living in the three wards.

Supporting economically inactive women

Interviewees from local agencies considered that working with benefits recipients and engaging women who are not economically active in training and education initiatives was often more effective on a one-to-one basis.

Staying on benefits for too long leads to depression, lowers motivation and your confidence takes a knock. The art comes in the interviewing and advising, breaking down the barriers and the

perception of what they think they are coming to in the first place.^A

We're (Jobcentre Plus) only just starting to see people on Incapacity Benefit.^A

Initial assessments found that 40% of those attending the service have mental health problems. This was now recognised as a key problem, and staff were trained in mental health awareness.

Focus group participants were aware of the advisory services through Jobcentre Plus, the local authority and Connexions, but did not always find these services relevant or appropriate to their needs.

Training was identified as a service which needed to be more specific in its approach.

We work with an organisation that tailors training to what is relevant in the area, and undertake work placements.^A

Mentoring was also needed to support individual needs.

You give people milestones, two or three things to do in a fortnight, pool ideas and decide on next steps.^A

Several interviewees stated that this approach was more likely to be successful in the long run for women who had not been in paid work for a long period.

Addressing disadvantages faced by ethnic minority women

Several interviewees highlighted the lack of knowledge in many organisations about the origins and history of ethnic minority groups in the Burton area. In addition, there has been relatively little outreach work locally. This has implications for work carried out by agencies in relation to diverse groups, and was identified by one interviewee who suggested that the lack of ethnic minority workers prohibited effective work in the community.

We could hold surgeries in the community, but it's like three or four white people going into an Asian or a Black community saying, 'This is good for you, you ought to take it up', rather than people living in the community saying, 'I've been to Jobcentre Plus and you should go on my recommendation'.^A

The lack of English speaking among some Asian women was seen as a barrier to training and employment. ESOL classes targeted at groups of women living in situations of high economic deprivation were suggested as an area of specific provision that was needed in the locality.

Employment in public services

The employment and recruitment practices of public service agencies and providers did not always reflect the local community.

I think we have a problem as most of the organisations don't have the same ethnic split in the office as you have in the community. As an Asian woman you would probably prefer to be advised by another Asian woman, but we don't have any working here.^A

The reorientation of services through the Neighbourhood Management Pathfinder Initiative (one of 21 national pilots) is expected to include institutional change and changes in the methods by which agencies deliver services in the area. Much of the work so far has involved services delivered through the neighbourhood wardens and physical improvements to the area. The pathfinder has not worked specifically on the economic agenda for the area, and has not yet engaged with the local authority, other public agencies and businesses around employment opportunities for disadvantaged groups.

Impact of initiatives on women's economic disadvantage

Measuring the employment impact of area-based regeneration in a locality is notoriously difficult, particularly when considering the gender dimension. This study has examined qualitative evidence to consider whether women living in the three wards have benefited from improved economic prosperity, employment opportunities and locality based initiatives.

Raising the quality of employment

The Burton labour market is relatively buoyant. However, pay levels were generally regarded as low in the employment growth sectors. Jobs are often recruited through agencies and are part-time and temporary. Public and private investment in the area had attracted employers but many of these jobs were poorly paid.

I think there are fewer issues around the destinations of young men, but the low wage economy still applies^A.

I think they need to attract more higher paid and higher skilled jobs to the area, because there are lots of jobs at £5 an hour or at the national minimum wage - but try living on that.^A

Now there are more unskilled jobs, more agency jobs, more people working in service industries rather than manufacturing. People are taking wage cuts. Even for people with a good education it is difficult to get a well paid job in Burton.^A

Local education and employment initiatives

Gendered differences were identified among job seekers.

I interviewed over 400 people and helped half of them find jobs, but in this area women tend to go for traditional job roles such as retail, childcare, hospital work and administrative jobs. The men seem to go for warehousing and driving jobs.^A

Job Centre data is monitored by gender and ethnicity, but this information is not used locally.

The Intermediate Labour Market project (funded through SRB, AWM and ESF) in Burton, which was designed to assist unemployed people into training with a view to working again, attracted more men than women; many of the men in the second round were in the 18-25 age group. Two thirds of those participating in the Working Burton project were male. The project targeted local groups of women through workshops, but take up among Asian women was very limited. Cultural issues were considered to be a barrier, with some Asian women preferring to work in an all female environment.

The SRB 6 project also operated without a clear baseline from which to measure improvement. There has been relatively little targeted intervention.

One of the big weaknesses in relation to SRB 6 has been the over estimation of community capacity.^A

Targeted projects in the wards raised issues about geographic boundaries which may be too restrictive. A local training project had been hampered by the resident post code restrictions.

You've got people in the same street, but on the other side of the road, who do not qualify.^A

Short term funding has limited the potential impact of some employment-related projects. Project sustainability was an issue of concern for many stakeholders and focus group participants.

Community education and learning projects

Family learning projects are successfully attracting mothers living in the three wards. Several stakeholders argued that this provision should be mainstreamed as a core service to ensure that these projects are adequately funded. Since many of these projects do not result in participants gaining formal qualifications, current funding arrangements are short term and very limited.

Classes held in Sure Start and community centres tend to involve more women than men. Sure Start has been successful in attracting a small group of ethnic minority women to undertake childcare and early years courses, supported by assistance with childcare expenses. This is expected to be enhanced by the work of the Children's Centre. ITC sessions held in community centres are popular, but are not usually geared to qualifications. Many women living in the area like dropping in to local centres.

Regeneration project managers in Burton highlighted the education attainment gap between the three wards and the rest of Burton. The proposal to locate a Staffordshire University centre in Burton was widely supported, and the key challenge will be to engage local residents into further and higher education. A bursary scheme aimed at engaging local people in education opportunities was suggested, recognising that the financial and cultural barriers need to be addressed in this context.

New approaches

Direct employment of local residents in local services and projects was felt to be more effective than relying on employers to take on trainees from a training project. Jobs became more sustainable in the long term if training and support was provided as part of the employment conditions.

This approach was often considered to be more effective than setting up training projects and expecting women to participate.

My experience is that you entice people in with something that they may be connected to – some

sort of leisure or social activity, and then you look at the options for them.^A

A University Centre for Burton was an opportunity to develop strategies to retrain and upskill the workforce and increase qualification levels. This was also a dimension that could be considered for Burton College's provision which had a long history of involvement in the wards. Both these initiatives were considered important in raising the profile of the town's labour supply.

Health sector employment opportunities were felt to be important for the locality. PCT proposals to build health centres in two of the wards were viewed as a very positive step. For local residents to be skilled for future employment opportunities, a strategic approach was needed which took on board the lessons of community-based education and labour market initiatives. Financial support for local residents who wished to raise their educational attainment and to work in the longer term would be a key factor in this approach.

Many of the focus group participants were volunteers, and volunteering was seen as having a value in its own right. Women experienced high levels of 'job' satisfaction, more support, more flexibility, found their work enjoyable and lacked the stress experienced in many areas of paid employment.

Supporting women with children

The Children's Centre in Inner Burton, established in September 2004, has staff from many different professions working in one location. This allowed services to be more responsive to local needs.

Instead of people - who don't necessarily have the means to traipse from one agency to the next coming to these locations - the agencies traipse to them, which is a much more effective model.^A

The local authority's co-location of services policy aims to provide more targeted work with those who have traditionally been socially excluded. 70% of children who come to the centre are from the neighbouring community and around half are from ethnic minority families. However, the centre is now being run on business lines, with childcare places also being sold commercially. This could result in fewer immediate benefits for the local community. Training and educational courses operate in the centre and there has been specific work with Asian women; one worker was

employed specifically to support the recruitment of Asian childminders.

Staff were concerned to recruit local people.

We try and reflect our community in our workforce; I wouldn't say we were fantastically successful at that, but we have some staff from our immediate community.^A

Community based facilities

Queens Street Centre has been redefined as a neighbourhood resource centre and funded through SRB 6 and ERDF. As part of this investment, the Centre aims to have more comprehensive adult community learning services which involve the PCT and other mainstream providers delivering courses and activities in the Centre. Sure Start also operates an outreach service from the refurbished Centre. Focus group participants felt the venue was becoming a 'nerve centre' which has led to voluntary involvement and increasing confidence among women.

Initial attempts to establish plans for local community enterprises and project work had started with proposals for school care and home maintenance services. This has been developed in collaboration with parents at a local school and was highlighted as particularly important for women who often wanted services to be provided by women staff. Examples included home maintenance services such as plumbing and carpentry. Project proposals aim to meet local service needs by training and employing local people to provide those services.

Conclusions and policy recommendations

This section provides key policy messages and practical suggestions for East Staffordshire Borough Council and partner local and regional agencies responsible for public service delivery and regeneration investment in the locality. Some recommendations have a wider remit, as they are the concerns of central government departments, including those related to the tax and benefit systems.

Women's economic disadvantage

The relative economic position of women living in the wards is considerably worse than in the district as a whole. Strategies encouraging more women to gain paid employment need to recognise and understand the scale of women's non-participation and distance from labour market opportunities. Appropriate action is required to address low incomes among many groups of women. These problems are also a key challenge for the district's economy. Local employers will need to be able to access the experience and skills of women living in the area, and to retain staff and fill job opportunities in the coming decades. Women in the neighbourhood need specific support to improve their education and skills levels to enable them to access jobs and improve their employment potential.

Understanding local labour market barriers

Employment strategies and project development need to recognise the barriers women face in the locality. These include addressing restricted training and employment opportunities, variable support services, limited childcare provision and high childcare costs, and recruitment and employment practices amongst employers.

- *Raise awareness and improve information on education, training, childcare support and employment initiatives, using a range of media in local community venues to reach women living in the three wards.*
- *Create employment projects which bring together training provision, childcare support, and work experience, supported by effective local services.*

Regeneration initiatives

The question of whether women have benefited from regeneration investment cannot be answered, since baseline data, and monitoring and evaluation systems are not particularly

gender sensitive. Our qualitative research shows that women are the beneficiaries of some community regeneration initiatives.

- *Strengthen working relationships between senior policy makers, community based organisations and regeneration agencies in the locality.*
- *Establish explicit employment targets for public and private sector schemes designed to enhance job opportunities for local residents.*
- *Ensure gender equality is taken into account in the commissioning and contracting of regeneration programmes by Advantage West Midlands and East Staffordshire Borough Council.*
- *Introduce gender impact assessment for all future regeneration and area based initiatives.*

Delivery of area based projects

Labour market projects undertaken in the area did not target women as an identifiable and diverse group. The practical delivery of regeneration and labour market initiatives, including those administered through East Staffordshire Borough Council and Advantage West Midlands, needs to ensure that the differentiation between men and women's position is reflected in local projects.

- *Integrate gender equality measures in regeneration policy making and delivery programmes.*
- *Use statistical evidence and qualitative information from those who work and live in the area to improve understanding of the neighbourhood.*
- *Identify baseline data and project delivery targets, including outputs and outcomes, in terms of the specific impact on women and men.*
- *Include measures which are directly aimed at addressing women's poverty in the locality in monitoring and evaluation of regeneration schemes.*

Taking advantage of employment potential

In the context of inward investment and employment growth occurring in the district and region, many women living in the wards aspire to be trained and job-ready for new investments. The more limited employment opportunities in the wards need to be taken into account in planning for local employment.

- *Develop explicit support for young women and women who wish to return to paid employment in regeneration objectives.*
- *Establish vocational and skills based courses, self-employment schemes, including mentoring.*
- *Provide resources and long term project development to support women to engage in non-traditional and higher paying sectors.*
- *Maintain employment sites in areas of physical regeneration and housing redevelopment to prevent the further loss of manufacturing and service employment in the locality.*

Supporting women with care responsibilities

Services are required at the neighbourhood level which address the specific needs of women who provide care to dependants. Childcare provision is improving, but remains particularly difficult for those mothers whose children are at school.

- *Invest in pre-school, after-school and holiday care services.*
- *Build on good practice found in employment and family projects operating in the locality.*
- *Ensure that the success of Sure Start and community based family services are maintained and developed in targeting disadvantaged women living in the wards.*

Employer responsibilities

Interviewees stated that greater flexibility in working practices amongst local employers would benefit women living in the area. More work is needed to convince employers that job sharing and other flexible modes of employment are mutually beneficial.

- *Engage employers in labour market projects which encourage clearer routes to work for women in the locality.*
- *Explore the role of public sector service providers (local government, health, education and related agencies) as local employers, and review their employment strategies.*
- *Identify public, private and voluntary sector employers who are facing skills shortages and problems in recruiting and retaining qualified and skilled staff in the locality and wider district.*
- *Encourage local employers to reconsider new ways of advertising and recruiting local jobs.*

Local schools were felt to be an employment option for women with caring responsibility as they were local, had shorter working days, and were local. This model could be identified among other employers to:

- *Encourage flexible working patterns to accommodate women in the workplace. This would include greater responsiveness by employers to vary patterns of work, introduce annualised hours and explore the potential for term time only working.*

Qualifications, skills and advice

The research has shown low levels of formal qualifications among women in the locality. Strategic approaches should include:

- *Mainstreaming successful skills and employment initiatives into neighbourhood service initiatives and statutory services operating in the area.*
- *Closer working between skills partnerships including funding agencies (LSC, Job Centre Plus, Further Education) and voluntary sector training providers with schools and community based organisations.*

Initiatives to assist local women should include:

- *Clearer guidance for women returners on training options, work experience opportunities, preparation for job applications, confidence building in preparing for job interviews and information on childcare support.*
- *Targeted education, skills initiatives, mentoring and support for young women, who may be constrained by their social and household situations.*

Limited post-19 careers advice is a constraint for women in the locality.

- *Target careers advice at the needs of women of different ages and ethnicities with differing care responsibilities.*
- *Introduce work experience schemes, including placements, which are clearly planned and supported.*
- *Support women returners, building on their previous employment and experience, through access courses and job related schemes.*

Promote and support schemes which:

- *Encourage women in the locality to consider access courses and degree level qualifications through higher education initiatives.*
- *Introduce bursaries and other forms of financial support to access further and higher education, targeting women living in the locality.*

Working at the neighbourhood level

Community based projects have proven success in working with women from a range of backgrounds and women of different ages. Many women are volunteers working to improve local services, such as childcare, activities for the elderly and young people. The skills and experience of voluntary work should be more clearly acknowledged in employment projects.

- *Develop accreditation for voluntary work and community based involvement which can be utilised in job applications and CVs.*

In-work benefits and incentives

Further work on state benefits and greater understanding of the key financial barriers to work were central concerns among local stakeholders. Simplification and greater flexibility in the tax and benefits system were considered crucial. In-work costs include childcare and transport. A particular issue for lone parents and families on low incomes is the increase in childcare costs when moving into work.

- *Introduce better financial incentives for women returning to work, and in-work incentives through the tax credit system.*
- *Develop greater flexibility in the benefits system for those women moving into work and for those taking a break from employment.*
- *Encourage greater take up of Working Tax and Child Tax Credits through support services.*
- *Improve information and advice for women living in the locality.*

The local authority and Job Centre Plus are key agencies in awareness raising and delivering locally based advice and support.

- *Introduce further community based services, including Jobcentre Plus, in order to assist those households facing a benefits trap.*

- *Analyse Job Centre monitoring data by gender and ethnicity and use at local and regional level to inform strategies and local project work aimed at assisting claimants.*

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East Staffordshire Borough Council *Community Strategy*, 2003-2020

ODPM *Heart of Burton Partnership Neighbourhood Plan 2003-06*

Appendix 1 Gender and Employment in Local Labour Markets

The *Gender and Employment in Local Labour Markets* project was funded, between September 2003 and August 2006, by a core European Social Fund grant to Professor Sue Yeandle and her research team at the *Centre for Social Inclusion*, Sheffield Hallam University. The award was made from within ESF Policy Field 5 Measure 2, 'Gender and Discrimination in Employment'. The grant was supplemented with additional funds and resources provided by a range of partner agencies, notably the Equal Opportunities Commission, the TUC, and 12 English local authorities.

The GELLM project output comprises:

- new statistical analysis of district-level labour market data, led by Dr Lisa Buckner, producing separate **Gender Profiles** of the local labour markets of each of the participating local authorities (Buckner, Tang and Yeandle 2004, 2005, 2006) - available from the local authorities concerned and at www.shu.ac.uk/research/csi
- 6 **Local Research Studies**, each involving between three and six of the project's local authority partners. Locality and Synthesis reports of these studies, published spring-summer 2006 are available at www.shu.ac.uk/research/csi. Details of other publications and presentations relating to the GELLM programme are also posted on this website.
 1. *Working below potential: women and part-time work*, led by Dr Linda Grant and part-funded by the EOC (first published by the EOC in 2005)
 2. *Connecting women with the labour market*, led by Dr Linda Grant
 3. *Ethnic minority women and access to the labour market*, led by Bernadette Stiell
 4. *Women's career development in the local authority sector in England* led by Dr Cinnamon Bennett
 5. *Addressing women's poverty: local labour market initiatives* led by Karen Escott
 6. *Local challenges in meeting demand for domiciliary care* led from autumn 2005 by Professor Sue Yeandle and prior to this by Anu Suokas

The GELLM Team

Led by Professor Sue Yeandle, the members of the GELLM research team at the *Centre for Social Inclusion* are: Dr Cinnamon Bennett, Dr Lisa Buckner, Ian Chesters (administrator), Karen Escott, Dr Linda Grant, Christopher Price, Lucy Shipton, Bernadette Stiell, Anu Suokas (until autumn 2005), and Dr Ning Tang. The team is grateful to Dr Pamela Fisher for her contribution to the project in 2004, and for the continuing advice and support of Dr Chris Gardiner.

The GELLM Partnership

The national partners supporting the GELLM project are the Equal Opportunities Commission and the TUC. The project's 12 local authority partners are: Birmingham City Council, the London Borough of Camden, East Staffordshire Borough Council, Leicester City Council, Newcastle City Council, Sandwell Metropolitan Borough Council, Somerset County Council, the London Borough of Southwark, Thurrock Council, Trafford Metropolitan Borough Council, Wakefield Metropolitan District Council and West Sussex County Council. The North East Coalition of Employers has also provided financial resources via Newcastle City Council. The team is grateful for the support of these agencies, without which the project could not have been developed. The GELLM project engaged Professor Damian Grimshaw, Professor Ed Fieldhouse (both of Manchester University) and Professor Irene Hardill (Nottingham Trent University), as external academic advisers to the project team, and thanks them for their valuable advice and support.

Appendix 2 Research methods

The research included a mix of qualitative and quantitative research techniques:

1. Statistical analysis to assess the nature and extent of women's poverty and economic disadvantage in the selected geographical areas using Census 2001 and other relevant sources.
2. Documentary analysis including:
 - A review of relevant academic and other policy literature
 - Assessment of existing evaluations for the identified local regeneration initiatives in relation to women's economic circumstances
 - An equalities and gender proofing template was used to facilitate the desk based exercise. The template identified equalities and gender sensitive approaches
3. Semi-structured interviews lasting an hour or more were held with twelve representatives in eight local neighbourhood initiatives. The interview schedule included a number of questions organised under the themes of:
 - Social and economic conditions in the locality
 - Women's experiences of living on a low income
 - Locality based regeneration and employment projects
 - Addressing women's disadvantage in the locality
 - Local services
 - The local labour market
 - Unemployment and economic inactivity

Representatives of the organisations involved included local government and of organisations delivering and responsible for regeneration programmes in the locality, including East Staffordshire Borough Council, Job Centre Plus, and Sure Start. Staff working in local community and voluntary organisations were also interviewed.

4. Views of 40 local women through three focus groups attended by women living in the area. The group ranged in age from 19-55 and Pakistani, Indian, Bangladeshi origin as well as White British. The majority had been in paid employment at some point in their lives and about half were currently in paid employment. The remainder of the participants were seeking work or undertaking training. Most of the group had some formal qualifications. The discussions held in local community venues included questions on the following themes:
 - Views about the neighbourhood – services, job opportunities, childcare, service improvements and regeneration projects
 - Experiences of work and unemployment – types of job available, levels of income, opportunities and barriers, problems
 - Aspirations for themselves and families
 - Ideas and solutions

Appendix 3 Additional data for Anglesey, Eton Park and Shobnall wards in East Staffordshire

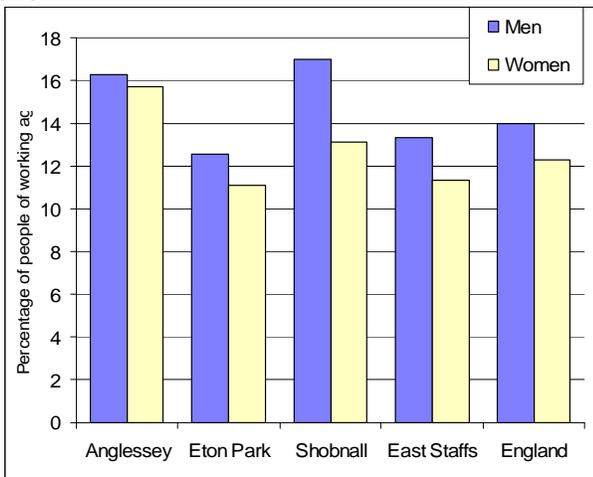
General Information

Figure A1 Age structure of the resident population

	Anglesey	Eton Park	Shobnall	East Staffordshire	England
All males (numbers)	2,875	2,606	2,964	50,593	23,922,144
0-15	26	25	25	22	19
16-24	13	11	13	10	13
25-49	38	40	35	36	36
50-64	13	13	15	18	18
65-74	6	6	7	8	8
75+	5	5	5	5	6
All females (numbers)	2,960	2,767	3,163	53,194	25,216,687
0-15	23	24	24	20	18
16-24	14	12	12	9	12
25-49	36	37	33	35	35
50-64	13	13	14	18	17
65-74	7	8	8	9	9
75+	8	6	9	9	9

Source: 2001 Census Standard Tables, Crown Copyright 2003

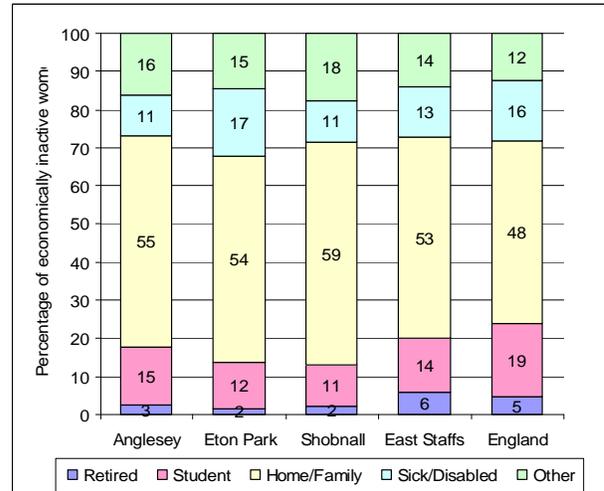
Figure A2 Limiting long-term illness in working age population



Source: 2001 Census Standard Tables, Crown Copyright 2003

Unemployment and economic inactivity

Figure A3 Economic inactivity, by reason



Source: 2001 Census Standard Tables, Crown Copyright 2003

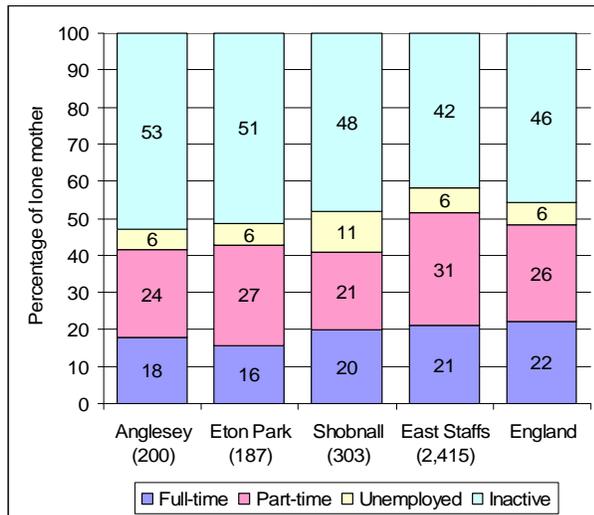
Figure A4 Unemployment rates for men and women from different ethnic minority groups in the wards

	Anglesey		Eton Park		Shobnall		East Staffs		England	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
<i>Proportion of people aged 16-74</i>										
All	7	4	5	3	7	4	4	2	4	2
White British	6	3	4	3	6	4	4	2	4	2
Pakistani	9	7	8	3	10	4	10	5	9	4
<i>Proportion of economically active people aged 16-74</i>										
All	9	7	6	5	9	8	5	4	6	4
White British	8	5	6	5	8	7	5	4	5	4
Pakistani	14	28	12	14	14	16	14	20	14	15

Source: 2001 Census Standard Statistics, Crown Copyright 2003

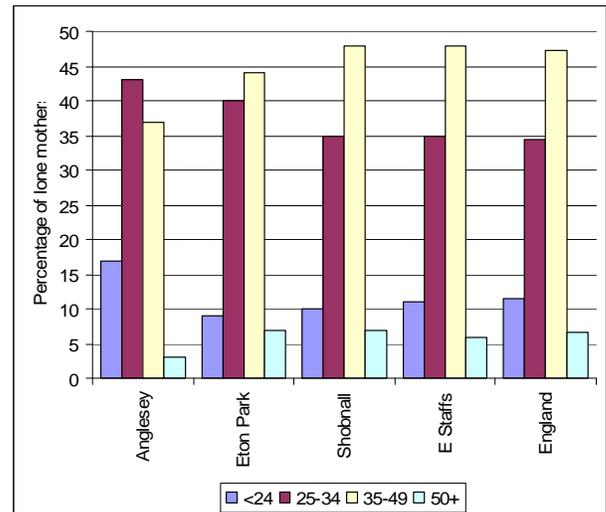
Note: ** data unreliable due to very small population sizes

Figure A5 Lone mothers by economic activity



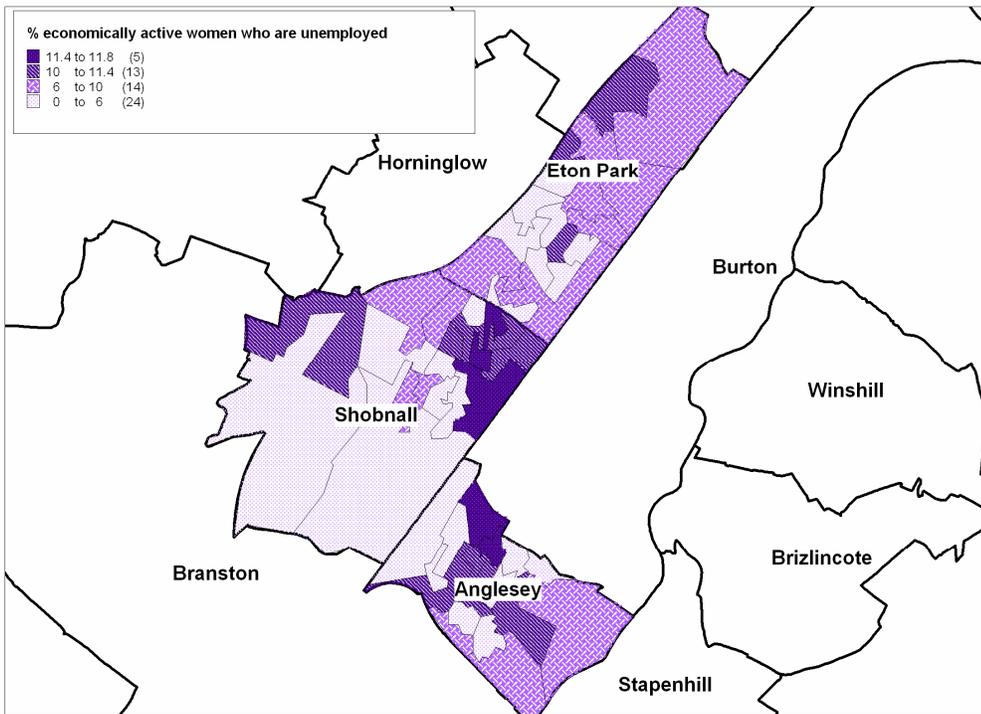
Source: 2001 Census Standard Tables, Crown Copyright 2003

Figure A6 Lone mothers by age



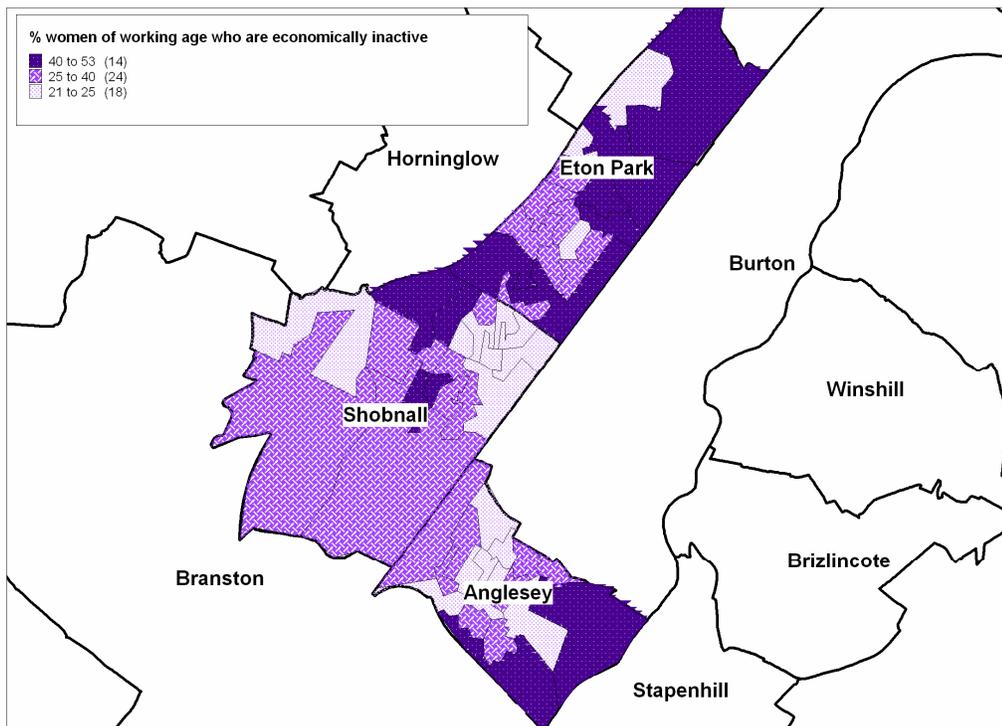
Source: 2001 Census Standard Tables, Crown Copyright 2003

Figure A7 Geographical distribution of economically active women who are unemployed: East Staffordshire



Source: 2001 Census Standard Theme Tables and 2001 Census Output Area boundaries, Crown Copyright 2003. This work is based on data provided through EDINA UKBORDERS with the support of the ESRC and JISC and uses boundary material which is Copyright of the Crown

Figure A8 Geographical distribution of women of working age who are economically inactive: East Staffordshire



Source: 2001 Census Standard Theme Tables and 2001 Census Output Area boundaries, Crown Copyright 2003. This work is based on data provided through EDINA UKBORDERS with the support of the ESRC and JISC and uses boundary material which is Copyright of the Crown

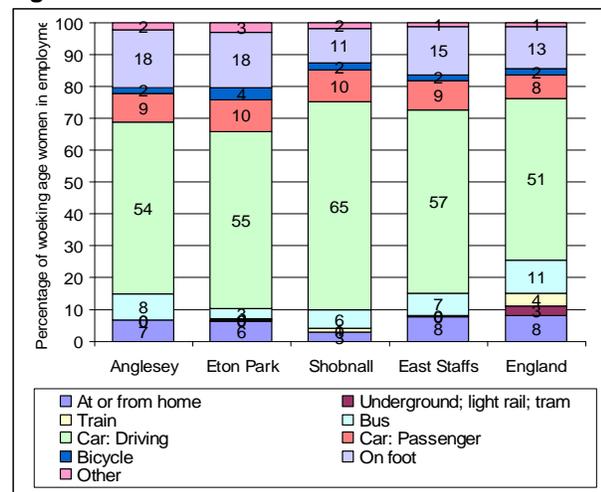
Figure A9 Former occupations and industries of unemployed and economically inactive women

	Anglesey	Eton Park	Shobnall	East Staffs	England
Occupation					
Managers, senior officials	10	7	8	7	7
Professionals	3	1	2	4	6
Associate professionals & technical occupations	6	6	5	7	9
Process, plant and machine operatives	8	8	8	5	5
Elementary occupations	31	25	33	25	21
Industry					
Manufacturing	17	17	15	14	11
Health and social work	20	19	21	19	16
Finance and real estate	11	8	11	11	15
Wholesale, retail	25	27	22	23	22
Hotels and restaurants	11	12	9	11	10

Source: 2001 Census Standard Tables, Crown Copyright 2003

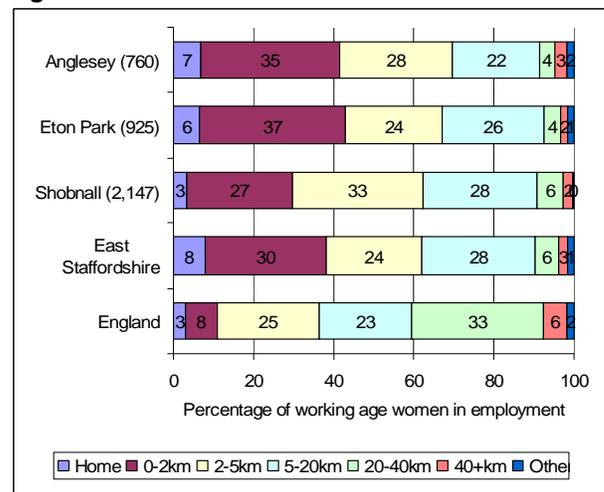
Work travel to work data - travel to work data for women who work in the area but may live elsewhere

Figure A10 Method of travel to work



Source: 2001 Census Standard Tables, Crown Copyright 2003

Figure A11 Distance travelled to work



Source: 2001 Census Standard Tables, Crown Copyright 2003

