

Employment Research Institute Summary Annual Report 2003/2004

“During the year we celebrated the fifth anniversary of the Employment Research Institute. The first two years were under the directorship of Professor Jonathan Winterton and since taking over in November 2000 I have built upon this firm foundation.

Some highlights of the year included joint projects involving China, Australia and Japan, as well as starting a major study for the Scottish Executive on evaluating the £20m Working for Families initiative. Our seminar series attracted many speakers and visitors to the University to hear a wide range of topics.

Fourteen main projects were worked on during the year (August 2003 to July 2004), including developing our research into work life balance, older workers and regional and local economic development and related transport. This resulted in a significant rise in new project income, particularly from the Scottish Executive and central government, as well as the European Commission and a range of other bodies.

This Summary only covers part of the Employment related research in Napier University Business School as the research community continues to grow in numbers and levels of activity. Our links with Napier’s Transport Research Institute continue to expand, including our close links to the Business School’s Maritime Research Group, and we carried out work with each of the Faculties of Health and Life Sciences, Arts & Social Sciences and Engineering & Computing during the year. This only emphasises the genuinely multi-disciplinary nature of our work, but which is embedded in strong specialist skills of the ERI team.”

Professor Ronald McQuaid (Director)

ERI PROJECTS 2003 / 2004

Details of projects commenced and / or completed in 2003 / 2004 are listed below under the themes of:

- *Employment and Employability;*
- *Regional and Local Economic Development & Transport; and*
- *Equal Opportunities and the Changing Nature of Work.*

We acknowledge, with thanks, the support of the many funding bodies and project partners.

PC = Principal contact for the project
 CH = Contract holder
 * = Commenced between Aug 03 and July 04
 ◇ = Completed between Aug 03 and July 04

EMPLOYMENT AND EMPLOYABILITY

Urban unemployed women in Shanghai and their re-employment

Funding: British Council and Department for International Development
Duration: Apr 2002 - ongoing
Partners: College of Economics & Business, East China University of Science and Technology, Shanghai, China
CH: Prof. R.W. McQuaid (PC)

The purpose is to conduct research, develop short courses and inform policy on increasing successful self-employment for women living in urban Shanghai, especially those aged over 40. Unemployment in this area is a serious problem due to a reduction in employment in state enterprises and in-migration from the countryside. Urban women aged above 40 are particularly affected due to a lack of employment opportunities.

www.napier.ac.uk/depts/eri/research/China.htm

Evaluation of the Falkirk Inter-Employment Programme * ◇

Funding: Falkirk Council
Duration: Dec 2003 to Feb 2004
Team: Colin Lindsay (PC), Malcolm Greig and Beverley Christy.
CH: Prof. R.W. McQuaid.

The ERI was commissioned by Falkirk Council to evaluate the impact of their *Inter-Employment Programme*, a labour market and training initiative operated in partnership with Scottish

Enterprise Forth Valley, and part-funded by the European Social Fund. The programme seeks to improve the employability of disadvantaged job seekers by providing targeted training and paid work placement opportunities. The ERI conducted survey and focus group research with current and previous trainees as well as interviews with participating employers and service providers. The findings were used by Falkirk Council to assess the programme's effectiveness and to plan future activities.

www.napier.ac.uk/depts/eri/research/falkirkinteremp.htm

REGIONAL AND LOCAL ECONOMIC DEVELOPMENT & TRANSPORT

Evaluation of the Coalfields Regeneration Trust * ◇

Funding: Coalfields Regeneration Trust
Duration: Oct 2003 – Mar 2004
Team: Colin Lindsay (PC) and Malcolm Greig
CH: Prof. R.W. McQuaid

The ERI was commissioned by the Coalfields Regeneration Trust (CRT) to evaluate the impact of its activities in Scotland. Founded in 1999, the CRT provides grants and undertakes community regeneration activities across the four Scottish coalfields. The ERI research team carried out an analysis of the CRT's work, including a major survey of project managers of initiatives funded by the Trust and interviews with key stakeholders in the regeneration field. The results were used by the CRT to plan its future activities in Scotland.

www.napier.ac.uk/depts/eri/research/CRT.htm

Community Enterprise Limited Evaluation: Inspire II Social Entrepreneurs ◇

Funding: Community Enterprise Limited
Duration: Jun 2003 – Oct 2003
Team: Colin Lindsay and Beverly Christy
CH: Prof. R.W. McQuaid (PC)

An evaluation of an ESF-funded, Community Enterprise Limited project, "Inspire" - to promote successful models of social enterprise through a quarterly newsletter, website and a series of seminars. The evaluation measured the effects of the programme and changes that were made in response to monitoring.

www.napier.ac.uk/depts/eri/research/CEL.htm

Economic Impact of the Scottish Rugby Unions Spring Six Nations Tournament ♦

Funding: Scottish Rugby Union
Duration: Jan 2003 – Oct 2003
Team: Malcolm Greig
CH: Prof. R.W. McQuaid (PC)

This study aimed to quantify visitor spending at Scotland home rugby matches and examine the benefits brings Edinburgh and Scotland's economy. The project entailed one of the largest surveys of spectator spending ever undertaken in Scotland providing valuable information on the importance of hosting sporting events.

www.napier.ac.uk/depts/eri/research/rugby.htm

Support for the Analysis of the Impact of the Rugby World Cup ♦

Funding: New South Wales Government
Duration: Jun 2003 – Aug 2003
Team: Malcolm Greig
CH: Prof. R.W. McQuaid

This project provided support in the analysis of the economic impact of the Rugby World Cup in Australia.

The Importance of Transport in Businesses' Location Decisions: A Scoping Study ♦

Funding: Department for Transport
Duration: Dec 2002 – August 2003
Team: Austin Smyth, Malcolm Greig and James Cooper
CH: Prof. R.W. McQuaid (PC)

This review pulls together the evidence on the factors which influence businesses' locations decisions, the extent to which transport is a consideration and the impacts of these decisions on operations and the travel patterns of its customers and employees. The study consolidated current understanding of the impact of transport in businesses' locational decision-making and assisted the Department for Transport in identifying areas for future research.

www.napier.ac.uk/depts/eri/research/dftscoping.htm

Air Demand in Central Scotland * ♦

Funding: Department for Transport and Scottish Executive
Duration: Jul 2003 – Dec 2003
Team: Malcolm Greig and Colin Lindsay
Lead Partner: Arup Consulting
CH: Prof. R.W. McQuaid (PC)

The ERI and Transport Research Institute contributed to a report by Arup Consulting on the future of air transport in Scotland. The report provides a supplement to Technical Note 17, published as part of a consultation on the future of air transport in the UK. The aim of the report was to provide a review of socio-economic indicators and trends in Lowland Scotland and their potential effects on demand for air travel.

www.napier.ac.uk/depts/eri/research/airtransport.htm

Edinburgh, Road Pricing and the Boundary Problem: Issues of Equity and Efficiency *

Funding: SCOTECON and the Scottish Economic Policy Network
Duration: June 2004 – August 2004
Team: Fiona Rajé and Margaret
CH: Prof. R.W. McQuaid (PC)

Discussions of road user charging in Scotland have been confined to the proposed introduction of road user charging in Edinburgh. This research study looked into the efficiency and equity issues surrounding the proposed introduction of road user charging using a review of academic literature, press reports, telephone and face-to-face interviews and a review of the precognition statements to the Public Inquiry on Congestion Charging in Edinburgh.

www.napier.ac.uk/depts/eri/research/roadpricing.htm

EMIRES: Economic Growth and Sustainable Mobility

Funding: EC Framework Information Society Technologies
Duration: May 2002 – May 2002
Team: Malcolm Greig, Colin Lindsay and James Cooper
Partners: University of Newcastle upon Tyne and Highlands Council
CH: Prof. R.W. McQuaid (PC)

The objective of EMIRES is to develop and demonstrate a network of Regional Service Centres (in five European Regions) offering personalised, dynamically generated packages. The focus is on geographical areas or social groups where uneven, unpredictable demand exists, such as in low density rural areas. The UK study area is East Sutherland in the Scottish Highlands Council area. Sutherland is a remote and sparsely populated area whose small population is both ageing and declining, with limited local employment opportunities.

To address the problems of lack of suitable employment information and limited public transport provision, the project launched a web-based system in May 2004 that enables individuals to obtain personalised information on local job vacancies and training; and provides information on the public transport services to get to them there as well as information on demand responsive transport (DRT) services.

www.napier.ac.uk/depts/eri/research/EMIRES.htm

EQUAL OPPORTUNITIES AND THE CHANGING NATURE OF WORK

***EQUAL – Social Networks of Older Workers* ***

Funding: European Social Fund

Duration: Jul 2004 – Aug 2005

Team: Robert Raeside, Emma Hollywood and Kaberi Gayen (PC)

CH: Prof. R.W. McQuaid

This research addresses the concern of social inequality of the over fifties within the labour force. The aim of the project is to examine the social networks of older workers and if, and how, different networks affect their participation in the labour market. The effects of social networks will be assessed in conjunction with other factors such as social class, health, occupation, and the degree to which those over fifty face discrimination by employers and colleagues.

www.napier.ac.uk/depts/eri/research/equal.htm

***Older Workers in the Scottish Labour Market* ◇**

Funding: SCOTECON

Duration: Dec 2002 – Aug 2003

Team: Emma Hollywood, Ronald McQuaid, Ross Brown (Scottish Enterprise) and Mike Danson (Paisley University)

CH: Prof. R.W. McQuaid

The report outlines some of the key literature and makes recommendations for future research and policymaking. It specifically considers: demographic change in the Scottish population; the characteristics of older workers; work experiences of older workers; social legislation and policies aimed at older workers; and areas for future research and policy making. The focus is on Scotland but the UK, EU and other industrialised countries is also discussed.

www.napier.ac.uk/depts/eri/research/olderworkers.htm

***Work-life balance in the UK and Japan* ***

Funding: Daiwa Anglo-Japanese Foundation

Duration: June 2003 – Dec 2004

Team: Sarah Wise (PC) and Dr Takeko Iinuma (Senshu University)

CH: Sarah Wise

This project investigates work-life balance policy issues in the UK and Japan from a comparative perspective. The broad aims are: to compare public and private work-life balance policies and practices; to investigate impediments at the national and organisational levels; and to synthesise the findings for policy implications. As part of this synthesis Sarah Wise travels to Japan in October 2004, presenting to academics and students at Senshu University.

www.napier.ac.uk/depts/eri/research/wbjapan.htm

***Reconciling Career and Family Life in NHS Nursing and Midwifery* ◇**

Funding: Scottish ESF Objective 3 Programme

Duration: Dec 2002 – Jul 2004

Team: Sarah Wise (PC) and Sue Bond

Partners: Lothian Health Board and Royal College of Nursing Scotland

CH: Sarah Wise

The project aimed to identify how the NHS can improve recruitment and retention through the development of work-life balance practices and achieve equality of access to career development for the staff who make use of those policies. The report provides an in depth analysis of issues from access to and experience of family leave and flexible working practices to long working hours and workplace culture, set in the broader political context of NHS service provision, helping to inform policies at local and national level.

www.napier.ac.uk/depts/eri/research/esf.htm

***Gender Stereotyping and Career Choice* ◇**

Funding: Scottish ESF Objective 3 Programme

Duration: Feb 2003 – Feb 2004

Team: Sue Bond (PC) and Peter Robinson (School of Psychology and Sociology)

Lead Partner: Careers Scotland

CH: Prof. R.W. McQuaid

This project examined gender stereotyping in career choice among 12 to 16 year olds. It identified how career choices are formed in young people, the relationship between sex-

stereotyping in career choice, educational attainment and the gendered nature of employment. The project involved a literature review, secondary analysis of existing surveys of young people in Scotland, a web survey of S2/S3 pupils in schools in Edinburgh and West Lothian and case studies in four schools.

www.napier.ac.uk/depts/eri/research/genderstereo.htm

Evaluation of the Working for Families Fund *

Funding: Scottish Executive
Duration: May 2004 – Feb 2007
Team: Sue Bond (PC), Colin Lindsay, Sarah Wise and Malcolm Greig
Partners: CRFR, Edinburgh University
CH: Prof. R.W. McQuaid

The Working for Families Fund invests in new initiatives to improve the employability of parents who have difficulties in participating in the labour market by helping them find sustainable childcare solutions and access to other employability services. The ERI is implementing an evaluation framework, measuring barriers to work, the distance travelled by participants towards employment, and the effectiveness of services delivered through the programme.

www.napier.ac.uk/depts/eri/research/wff.htm

Review of Local Exchange and Trading Schemes and Timebanks in Scotland *◇

Funding: Scottish Executive
Duration: Feb 2004 – Apr 2004
Team: Sue Bond and Beverly Christie
CH: Prof. R.W. McQuaid (PC)

The project examined the current extent and activities of Local Exchange and Training Schemes (LETS) and Timebanks in Scotland. Representatives from majority of schemes in Scotland and other policy actors were interviewed to ascertain the scale of activity, membership of schemes and support for vulnerable groups.

www.napier.ac.uk/depts/eri/research/lets.htm

Evaluation of the Scottish Workforce Empowerment for Lifelong Learners (SWELL)

Funding: SFEU / SWELL
Duration: Apr 2003 – May 2005
Team: Colin Lindsay and Martin McCracken (School of Management)
CH: Prof. R.W. McQuaid

SWELL is an ESF EQUAL-funded initiative which aims to provide interventions enabling disadvantaged groups to overcome barriers to progression in working and learning. The ERI was commissioned to develop, and implement, an evaluation framework to monitor the impact of the initiative in terms of meeting specified strategic objectives and in facilitating progress under the key themes of the EQUAL programme.

www.napier.ac.uk/depts/eri/research/swell.htm

ERI PUBLICATIONS 2003 & 2004

This section contains ERI publications for 2003 and 2004. Conference papers between August 2003 and July 2004 are also listed.

JOURNAL ARTICLES

BOND, S. and WISE, S. (2003) 'Family Leave Policies and Devolution to the Line', *Personnel Review*, Vol. 32(1), pp. 58 - 72

LINDSAY, C., MCCRACKEN, M. and R.W. MCQUAID (2003) 'Unemployment Duration And Employability In Remote Rural Labour Markets', *Journal of Rural Studies* Vol. 19(2), pp 187-200

LINDSAY, C. and STURGEON, G. (2003) 'Local responses to long-term unemployment: delivering access to employment in Edinburgh', *Local Economy*, Vol. 18(2), pp. 159-173

WISE, S. and BOND, S. (2003) 'Work-life Policy: Does it do exactly what it says on the tin?', *Women in Management Review*, Vol. 18 (1/2), pp.20 – 31

LINDSAY, C. and M. MAILAND (2004) 'Different routes, common directions? Activation policies for young people in Denmark and the UK', *International Journal of Social Welfare*, Vol. 13(3), pp. 195-207

LINDSAY, C. and R.W. MCQUAID (2004) 'Avoiding The 'McJobs': Unemployed Job Seekers And Attitudes To Service Work', *Work, Employment and Society*, Vol. 18 (2), pp. 297-318

MCQUAID, R.W. and DANSON, M. (2003) "Reaktionen der britischen Politik auf die Überalterung der Erwerbsbevölkerung, G.I.B. 3.2003, pp. 36-38

MCQUAID, R.W., GREIG, M. and ADAMS, J. (2004) 'Are New Deal Employment Initiatives On Target? Evidence from Job Search Success in Local Labour Markets' *International Journal of Manpower*, Vol. 22(4), pp. 392-410

MCQUAID R.W., LINDSAY, C. and M. GREIG (2004) 'Re-Connecting' The Unemployed: ICT and Services for Job Seekers in Rural Areas', *Information, Communication & Society*, Vol.7(3), pp.364-388

PUBLISHED REPORTS

HOLLYWOOD, E. DANSON, M., BROWN, R. and R.W. MCQUAID (2003) *Older Workers In The Scottish Labour Market*, Scottish Economic Policy Network, Stirling and Glasgow, ISBN: 1904365205

MCQUAID, R.W., M. GREIG, A. SMYTH and J. COOPER (2003) *The Importance of Transport in Business' Location Decisions - Scoping Study*, Report for Department for Transport, London

MCQUAID, R., C. LINDSAY and M. GREIG (2003) *Wired For Work? ICT and Job Seeking in Rural Areas*, York Publishing, York. ISBN: 1849351190

YEANDLE, S., PHILLIPS, J., SCHEIBL, F., WIGFIELD, A. and S. WISE. (2003) *Line Managers and Family Friendly Employment: Roles and Perspectives*, The Policy Press for the Joseph Rowntree Foundation, Bristol. ISBN 1861345569

BOOK CHAPTERS AND REVIEWS

MCQUAID, R. (2003) 'The Changing Nature of Work and Transport' in Hine, J. and Preston, J. (eds.) *Integrated Futures and Transport Choices*, Ashgate, Aldershot, pp. 55 - 67

MCQUAID, R.W. (2004) Book review of 'Entrepreneurship and Local Economic Development' by OECD in *Journal of Regional Science* Vol. 44(3), pp. 626-628

MCQUAID, R.W. (2004) Book review of 'New Regional Development Paradigms - Volume I: Globalization and the New Regional Development' Kumssa, A. and McGee, T.G. in *Urban Studies*, Vol. 41(1), pp. 230-2

CONFERENCE PAPERS

LINDSAY, C. MCQUAID, R. and M. GREIG (2003) 'Delivering job search services for unemployed people in rural areas: the role of ICT', *European Regional Science Association Conference*, University of Jyväskylä, Finland, 27-30 August

MCQUAID, R. (2003) 'Using Transport to Overcome Barriers to Regeneration' *Transport and Regeneration: Drivers for Economic Renewal Conference*, London, 16th September

MCQUAID, R., BROWN, R., and M. DANSON (2003) 'Older Workers In The Scottish Labour Market', *Scottish Economic Policy Network Conference*, Edinburgh, 1st September

MCQUAID, R.W. (2003) 'Rural Development Issues Panel', *Regional Science Association International 43rd European Congress*, Jyväskylä, Finland, 27-30 August

MCQUAID, R. and M. GREIG (2003) 'The Economic Impact of a Sporting Event: A Regional Approach', *European Regional Science Association Conference*, University of Jyväskylä, Finland, 27th-30th August

MCQUAID, R.W. and M. GREIG (2003). 'Transport and the economy in a devolved Scotland.' *Regional Studies Association Conference. Economic Governance Post-Devolution: Differentiation or Convergence?* London, 21 November (ISBN 1 89772 122 6)

WISE, S. (2003) 'Reconciling Career and Family Life in NHS Nursing and Midwifery: Dilemmas in Ward Management', *Dilemmas in Human Services 7th International Research Conference*, Staffordshire University, Stoke, September

LINDSAY, C. (2004) 'Job seeking, skills and attitudes towards service work', paper presented at *ESRC seminar on Skills and the Service Sector*, Warwick, 27th April

LINDSAY, C., GREIG, M. AND R. MCQUAID (2004) 'Social networks, job seeking and the unemployed', *Regional Studies Association Conference*, Angers, France, 15-16 April

LINDSAY, C. (2004) 'The European Employment Strategy and employability policies in the UK: towards a quality at work agenda?', paper presented at *New Policy Institute Seminar. The EES: what does it offer the UK?*, London, June

MCQUAID, R. AND M. GREIG (2004) The School For Social Entrepreneurs - A Case-Study In Public Private Partnerships, *X International Conference on Public-Private Partnerships*, Faro, Portugal, 5-6 April.

MCQUAID, R. (2004) 'ICT and Job Vacancy, Training and Transport Information Services for Job Seekers in Rural Areas', *European Commission Stella Focus Group Meeting*, Budapest, 22-23 April

WISE, S. (2004) 'Other People's Families: Tensions at work in the NHS', *CRFR International Research Conference*, Edinburgh University, 30th June - 2nd July

IN THE PRESS

China Project

20/11/03 *The Independent* "Long-distance collaborations: how British and Chinese researchers are making common cause."

Gender Stereotyping Project

06/02/04 *Times Educational Supplement*

"Gender still rules career choice"

09/02/04 *Daily Record* "Mums know best on careers"

10/02/04 *Aberdeen Press and Journal* "Gender still an issue in job choices says survey"

14/02/04 *Evening News* "Boys will be boys when it comes to careers"

15/02/04 *Sunday Mail* "Jobs still sticking to gender stereotypes" Gender stereotyping

15/02/04 *Sunday Times* "Mother knows best when its time to choose a job"

Rugby Project

26/02/04 *The Scotsman* "Festivals earn over £200m for capital"

EMIRES Project

15/04/04 *The Press and Journal* "Finding Jobs on the Net"

16/04/04 *Evening News* "Napier System is Just the Job"

ERI SEMINAR SERIES

For more information on past and future events visit: www.napier.ac.uk/depts/eri/seminar.htm

REGINA HUANG, East China University of Science and Technology, Shanghai, PR China
"Assisting older redundant workers in China - policies aimed at women aged over 40 years"
19/11/03

PROFESSOR RON MCQUAID, COLIN LINDSAY and MALCOLM GREIG, Employment Research Institute, "Wired for work? ICT and job seeking in rural areas: Project Seminar" 05/12/03

DR PAUL BENNEWORTH, University of Newcastle upon Tyne, "Universities and regional development: conceptual issues and practical work" 12/12/03

DR DIMITRIS BALLAS, University of Sheffield, "Geography matters: simulating the local impacts of national social policies" 23/01/04

MALCOLM GREIG, Employment Research Institute, "Visitor Spending at the 6 Nations Rugby Tournament" 24/02/04

DR DENNIS NICKSON and PROFESSOR CHRIS WARHURST, University of Strathclyde, "Education and training: the implications of aesthetic labour" 23/04/04

SARAH WISE and SUE BOND, Employment Research Institute, "Work-life Balance in NHS Nursing and Midwifery: Project Seminar" 30/04/04

DR WALLACE MCNEISH, Abertay University, "Young people, employment and inclusion policies in Europe" 28/05/04

DR SUSAN BAINES, University of Newcastle-upon-Tyne, "E-enabling social care: promises and challenges for front-line staff" 22/06/04

ERI STAFF

CURRENT CORE STAFF

Professor Ron McQuaid (Director); Malcolm Greig Emma Hollywood (Research Fellows); Sue Bond, Colin Lindsay and Sarah Wise (Research Associates); Olga Kozlova (Fund Raiser); Cathy Craig (Administrator); James Cooper (Senior Research Fellow on secondment from TRi).

STAFFING NEWS

Dr Olga Kozlova, Fund Raiser/Research Associate, is the newest member of the ERI joining in May 2004. Olga has a PhD in Life Sciences from the University of Edinburgh and is completing a Masters in Entrepreneurship at Glasgow Caledonian University. Olga started her career as a Research Enterprise Fellow at the University of Edinburgh and as a founding director for a biotechnology start up company.

James Cooper is on part-time secondment from the Transport Research Institute, working on the EMIRES project. James serves on academic and industry committees and is an active member of the TRi-Northern Ireland Centre and TRi Main Board. His Taxi Research Group in the TRi is developing several proposals with the ERI.

Beverley Christy worked at the ERI between August 2003 and June 2004 on several projects. In addition to her research activities, she teaches economics and business studies at a local college of further education in Edinburgh and in Napier's School of Accounting and Economics



REFERRING AND APPOINTMENTS

PROFESSOR RONALD MCQUAID is on the Editorial Board for the World Review of Science, Technology and Sustainable Development, the International Journal of Public-Private Partnerships and the Scottish Transport Review, and is editor of its research pages. SCOTECON Research Co-ordinator for Transport (Feb 2003 – Aug 2004)

During the year ERI staff refereed for: Energy, Environment and Planning A; International Journal of Public Sector Management; Local Economy; Urban Studies; World Review of Science; Technology and Sustainable Development; International Small Business Journal; and Information, Communication and Society.

VISITING RESEARCHERS

ERKGANG GAO, LUJIN HUANG, and WALTER WANG all from East China University of Science & Technology, Shanghai, China are currently carrying out research on urban womens' employment in Shanghai with the ERI. Dr TAKEKO IINUMA now lectures at Senshu University and is working with Sarah Wise on Work-life Balance in Japan and the UK.

TEACHING CONTRIBUTIONS

Teaching on Masters courses in Local Economic Development and in Enterprise and Undergraduate courses in Employment in Context and Organisational Behaviour. Supervision of five PhD and two honours dissertations.

LESLEY KELLY (registered with the School of Accounting) was awarded a PhD in 2003 for her thesis *"The Nature and Effectiveness of Monitoring and Evaluation of Social Inclusion Projects in Scotland: An Exploratory Analysis"*.

Employment Research Institute

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