

SMART JUSTICE IN ACTION: EMPLOYABILITY

Stakeholder toolkit

OVERVIEW

In 2019, Community Justice Scotland (CJS) commissioned independent research to understand the extent and nature of the employment of people with convictions in small to medium sized enterprises (SMEs) in Scotland.

This research indicates that more than half of SMEs in Scotland have already employed someone with a conviction. And, the majority said it had been a positive experience for them or the employee.

Employers have said that being open to people with convictions gives them access to a wider talent pool.

So, what's stopping you from employing someone with a conviction?



THE CAMPAIGN

This campaign is aimed at the 170,000+ SMEs across Scotland. Our goal is to communicate the benefits of employing people with convictions (both to the individual and organisation) and start to challenge some of the perceived barriers.

To start this conversation, we have created a new animation which sits online in our smart justice series. This 60 second film aims to challenge some of the SMEs who are still judging people on their past. By challenging these perceptions, we are creating a fairer and safer Scotland where people who are ready to move into employment can do so.

The campaign will launch on 20 February 2020, World Day of Social Justice.

**“WE KNOW THAT FINDING
EMPLOYMENT CAN BE ONE
OF THE BIGGEST FACTORS IN
PREVENTING REOFFENDING
AND REBUILDING YOUR LIFE.
THE EMPLOYMENT OF
PEOPLE WITH CONVICTIONS
NOT ONLY MAKES GOOD
BUSINESS SENSE BUT ALSO
ENABLES US TO BECOME A
MORE INCLUSIVE EMPLOYER.”**

Ewan Aitken,
CEO Cyrenians

WHAT ARE WE TELLING PEOPLE?

CAMPAIGN KEY MESSAGES

- Half of surveyed SMEs in Scotland have employed someone with a conviction.
- 51% of surveyed SMEs agree that employing people with convictions gives access to a wider pool of talent and skills.
- Almost two thirds of surveyed SMEs who have employed someone with a conviction stated it had been a positive experience for them and/or the employee.
- 64% of employers said employing someone with a conviction had been a positive experience.
- Visit www.releasescotland.com/ for more information and support on how your business can employ people with convictions.

- Visit **Ban the Box** campaign to see what other organisations are signed up to giving people a fair chance when they apply for a job

See, Executive summary of findings: Smart Justice in action: Employability Background report (March 2019) published [here](#).



HOW YOU CAN HELP

PR

To raise awareness and inform SMEs about the campaign, a press release will be issued to local trade and HR publications.

Real stories featuring employees and employers have a greater impact in terms of communicating campaign messages in the media. If you would like to be involved in the campaign as a spokesperson, want to tell us about local initiatives, or just need some advice, please contact

nina.rogers@communityjustice.scot

SOCIAL MEDIA

Through the Community Justice Scotland LinkedIn, Facebook and Twitter accounts, we will make digital content available including the animation, infographics, and key information about the campaign.

We would appreciate your support in sharing our messages through your own social media channels. Please use the campaign hashtags [#smartjusticeinaction](#) [#employability](#) in your posts.

f [communityjusticescotland](#)

t [@ComJusScot](#)

in [company/community-justice-scotland](#)

SOCIAL MEDIA EXAMPLES

- What is stopping you from employing a person who has a conviction? Let's create a fairer and safer Scotland. **Find out more.** [#smartjusticeinaction](#) [#employability](#)
- Increased motivation, greater loyalty, lower staff turnover. Just some of the benefits of employing people without judging their past. That's [#smartjusticeinaction](#) **Find out more.** [#employability](#)
- Employing people with convictions helps reintegration, prevents reoffending and reduces the number of victims. Think [#smartjusticeinaction](#) next time you recruit [#employability](#) **Find out more.**

A WIDER POOL OF TALENT AND SKILLS



51%

OF SMEs BELIEVE THAT EMPLOYING PEOPLE WITH CONVICTIONS OFFERS ACCESS TO A WIDER POOL OF TALENT AND SKILLS.

A POSITIVE EXPERIENCE



NEARLY TWO THIRDS OF SMEs THAT HAVE EMPLOYED SOMEONE WITH A CONVICTION SAID IT WAS A POSITIVE EXPERIENCE.

CREATIVE MATERIALS

The following creative materials are available for use by stakeholders and partners:

- Smart justice in action: employability animation. Download [here](#) or [here](#).
- A series of infographics for use on social media platforms. Please get in touch if you'd like the image files.

THE RIGHT QUALIFICATIONS

2/3

OF SMEs SAID THEY WOULD EMPLOY SOMEONE WITH A CONVICTION IF THEY WERE QUALIFIED FOR THE JOB.



GIVING BACK TO THE COMMUNITY

54%

OF SMEs AGREED THAT EMPLOYING SOMEONE WITH A CONVICTION IS A WAY OF GIVING BACK TO THE COMMUNITY.



CONTACTS

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We're looking forward to working with you. If you want to get involved or have any questions, suggestions or comments, please contact the Community Justice Scotland Team:

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