

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



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.

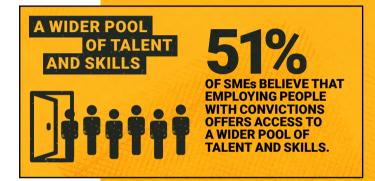
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SOCIAL MEDIA EXAMPLES

- 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.



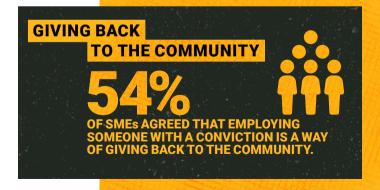


CREATIVE MATERIALS

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.







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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