[2.8.1] Employer Engagement

Please describe how you will engage with employers in the local area to achieve job outcomes.

Your response should:

- Identify the specific key employment opportunities in the specified geographical area over the life of the contract
- Show an understanding of the sectors in the area and those that are experiencing (or are expected to experience) significant growth over the life of the contract
- Clearly explain what Employer engagement you will undertake to capitalise on the opportunities to achieve job outcomes for participants
- Show how you will identify newly arising employment opportunities and utilise these to support your above methodology

Insert your response in the pre-set, shaded space on the following pages. Your response MUST be limited to 1 sides of A4.

Working Links (WL) and partners work with 4,000+ D2N2 employers, as a result we understand the local employment opportunities and key sectors. **Key Opportunities:** D2N2 regeneration projects providing opportunities for participants include: REDACTED locating its European Distribution Centre at Derby Commercial Park, creating 250 jobs from Jan. '17 (REDACTED, JCP Employer & Partnership Manager (EPM) has agreed to work with WL to recruit for these jobs); Construction is due to start on the 'Peak' a £400m leisure, health, sport, education resort on the Birchall Estate, Unstone creating 1,300 jobs by summer 2018; the £150m regeneration of the Broadmarsh Area, Nottingham will create up to 3,000 jobs over the next 4 years in construction, retail, hospitality and facilities management; Derby's Castleward project will see the development of 800 new homes and commercial space creating over 850 jobs in construction and commercial operations once complete. **Key Sectors** include: **manufacturing** (15% of employment) employing 155,000 people (NOMIS), employers include REDACTED, REDACTED and REDACTED; Advanced Manufacturing is expected to grow by 2,300 jobs (D2N2 Strategy for Growth 2013-23); **distribution, hotels & restaurants** (18%) encompassing the visitor economy (D2N2 priority sector) has circa 52,000 jobs (British Register & Employment Survey, 2014) employed in local attractions e.g. REDACTED. A further 6,900 jobs are expected within the accommodation & food industry (D2N2 State of the Economy Report 2015 (SER)); **public admin, education & health** (30%) - admin & support services is expected to grow by 8,200 jobs (D2N2 SER); 12.7% of businesses are **construction** companies, a D2N2 priority growth sector; employers include REDACTED and REDACTED. **Transport & Logistics** is a key employment sector which is expected to see a shortage of drivers due to an ageing sector workforce, it is anticipated the sector will require and extra 10,000 new workers by 2022 (D2N2 Sector Development Action Plan: Transport & Logistics March '15). **Employer engagement to capitalise on opportunities to achieve job outcomes** will include**:** REDACTED FTE Employer Services Consultants (ESC) will generate 60 job vacancies a month by contacting employers within the sectors described via our existing D2N2 employer links and networks e.g. REDACTED and working with Local Economic Development teams and JCP EPMs on recruitment initiatives for major employment projects e.g. REDACTED new European Distribution Centre; 1 FTE Local ESCs (LESCs), will work with employers to create assessment days and employer specific training; we have successfully delivered employer routeways for REDACTED (bus drivers) and REDACTED. ESCs will conduct job brokerage to match participants with vacancies; they will promote the provision via employer contacts and social media; we will provide in-work support for participants and employers including dispute mediation to enhance job sustainability. In addition our REDACTED FTE central ESC will liaise with LESCs to market participants to identified local employers and generate interviews and work placement opportunities to satisfy their requirements. Through this approach we will deliver our target of REDACTED (average) job outcomes a month. To **identify new employment opportunities** 1) ESCs will utilise our excellent existing relationships with JCP EPMs to gather LMI and conduct employment trend analysis, to be reviewed by our Performance Manager (PM) monthly to identify new sectors, roles and opportunities for participants; 2) On-going employer engagement of our existing extensive employer base by our ESCs to identify new employer needs; 3) The PM will work with D2N2's Growth Hub and 8 priority sector advisory & skills boards, N2 and D2 Skills & Employment Boards, employer bodies e.g. REDACTED and local JCP offices to gain an insight into the local jobs market and future opportunities.