[2.7.1] Community Engagement

Please describe the community engagement that you have undertaken to inform the design of this provision.

Your response should:

- Identify the characteristics of the local community, any other local factors and the impact of these on the local labour market
- Provide evidence of proactive engagement with a range of organisations from a variety of sectors, detailing the specific organisations that you have consulted to gain an understanding of the local community
- Explain how you have used the above engagement and understanding when designing the provision content to ensure that it aligns to local needs and those of the specified priority groups
- Explain how your provision adds value compared to any existing delivery that is already available in the area

Insert your response in the pre-set, shaded space on the following pages. Your response MUST be limited to 2 sides of A4.

PLEASE NOTE THE SCORE ATTAINED IN THIS SECTION MAY ALSO BE USED IN A TIE-BREAK SITUATION WHERE APPROPRIATE.

The Local Delivery Partnership (LDP) is well networked across REDACTED: G4S has been involved in employment services in the area since 2011; our Performance Manager (PM) REDACTED has worked with REDACTED JCP since 2006 and has a great understanding of local delivery, and leads a top REDACTED performing CWP contract.

1. Characteristics of the local community and factors impacting labour market

The LEP is re-establishing REDACTED as an economic powerhouse and a national centre of excellence in advanced manufacturing, and predicts that growth sectors will create REDACTED jobs over the next ten years. To deliver the 'arc of prosperity', the LEP has developed a Skills and Employment Strategic Framework which notes that constraints on these aspirations are an ageing workforce, a limited number of well qualified younger people and a lack of the skills required by e.g. construction firms. However, for sectors such as logistics, distribution, leisure, and the visitor economy, skills demands can be relatively quickly met through training, which may be brokered through ESF provision. Through our work in REDACTED we have learned that:

- Our participants need more jobs to sustain employment at six months because of the temporary nature of tourism and some manufacturing/retail services who tend to fill bulk vacancies for short periods of time e.g. REDACTED and REDACTED at Christmas.
- The zero hours contracts used in some sectors, e.g. Care/Hospitality are resisted by participants through fear of the transition from benefits to an uncertain income.
- There are unrealistic work expectations amongst the over 50s, based on outdated knowledge of the local labour market, e.g. seeking work in traditional manufacturing rather than recognising the transferable skills they have gained.
- Many lack the qualifications and skills to enter emerging sectors, e.g. advanced manufacturing vacancies are rarely accessible for the ESF priority groups.
- REDACTED aging population means that many of our potential participants will lack the IT skills now expected by most employers.
- Despite its great transport infrastructure, there are pockets of inaccessibility, e.g. REDACTED is relatively isolated, and despite the recent increase in jobs (REDACTED over the last 10 years), it is hard to place people in the dominant manufacturing sector as most work is offered through agencies and there is cynicism amongst participants about the temporary nature of these jobs.

2. Evidence of engagement: To prepare for this bid and to add to the LDP's experiential understanding of the local community we have engaged with the LEP, contacting REDACTED, attending the ESF event and speaking with key contacts at district and borough councils. For example, REDACTED the National Careers Service Contract Manager at REDACTED with REDACTED, who asked us to focus on aiding those with low level mental health issues, recommended that we consider REDACTED as a subcontractor and suggested that we should connect with REDACTED. Our subcontractors are speaking with key stakeholders every day to ensure they are linked in locally and that their services are aligned to need e.g.

- REDACTED Council is co-located with REDACTED Wellbeing Service and thus understands the need for, and can provide ease of access to, a supportive and tailored employability service for people with low level mental health needs.
- Over the last 12 years REDACTED has built solid working relationships with employers in the county through their portfolio of commercial and funded training courses, including Apprenticeships. They employ a dedicated employer-facing team to meet their needs, source vacancies, placements and training opportunities.

- REDACTED is in discussions with REDACTED, leader of REDACTED Council of Mosques, to better understand the needs of the Muslim community and to explore ways of taking employability and literacy workshops into mosques.

3.How we have used these links to inform design and content of our provision

All stakeholders stressed the importance of personalisation and engagement. Our model of Keyworkers with a small caseload (average REDACTED) is designed to better support participants in identifying their needs and employment goals, and our requirement for fortnightly contact as a minimum will maintain momentum. Provision will be directly delivered by locally known organisations that will be the 'face' of ESF. Also, our model has been designed to:

- Align activity with the three Enterprise Zones at REDACTED, REDACTED, REDACTED Business Park and REDACTED Airport (which is predicted to generate REDACTED jobs) e.g. REDACTED Council will actively promote ESF to all new EZ employers.
- Work with the LEP to support their capital programme Section 106 agreements.
- Include resilience/career management training to counter the temporary nature of visitor economy jobs (e.g. in REDACTED) and include a strong in-work support offer that quickly identifies new opportunities for participants who fall out of work.
- Provide services beyond the traditional pathway, a need identified by REDACTED, particularly for young people, over 50s and those with language or skills barriers e.g. REDACTED Council offers confidence building courses to these groups and encourages participants to link with community groups, developing social skills and creating a local support network which can then offer ongoing peer support to help promote social inclusion, which then promotes sustainability in work.
- Align with REDACTED new project with REDACTED which supports women from the BAME community to take part in sport and employability workshops.
- Offer placements and intermediate labour market jobs for those who are distanced from the labour market e.g. with REDACTED in REDACTED.
- Engage directly with the hidden unemployment group of REDACTED people who may be wanting to work but who do not receive JSA (Source: LEP Strategic Framework); we will reach out to those not currently accessing services e.g. by visiting foodbanks such as REDACTED in REDACTED and the REDACTED in REDACTED, and through REDACTED Council's HMO licencing drive on the REDACTED and REDACTED estates which goes house-to-house and offers the opportunity to engage with many who are currently economically inactive.
- Offer a co-ordinated approach to filling national employer vacancies. G4S will hold the relationship via our national Employer Engagement Forum, getting all supply chain partners together to share vacancies rather than have multiple approaches to employers or unnecessary competition in the supply chain.

4. How our provision adds value: The LDP will add value to Work Programme (WP) by offering a progression route for WP leavers and for those looking for sustainable work following CWP. We will offer a specific focus on over 50s which is not available through JCP. We will align our service with the seven Sector Skills Development Partnerships and the sector specific 'Ready for Work' programmes to contribute to addressing skills gaps locally. There is no targeted employability service for ex-services personnel who often have distinct barriers such as mental health problems, a lack of basic skills or an inability to explain/translate their skills into a civilian environment. We will add value here by liaising with REDACTED,

providing employment-related progression opportunities. We will also establish formal relationships and referral protocols with ESF BBO and SFA providers to ensure that the three programmes work in harmony to provide the right level and type of support to the people of REDACTED.