

Caerphilly Public Services Board Well-being Plan
Six Monthly Performance Report

Agenda Item 05—AA2b

Date: March 2021

Action Area: AA2b Job Growth & Employment Support (previously Apprenticeships)
Contribution to the 4 Well-being Objectives:
This Action Area will make significant contributions to the Positive People well-being objective.

The proposed work also has the potential to support and contribute to all of the other Action Areas, and links are being made to these other groups. There is particular synergy with the Volunteering Action Area, and the Lead for this Action Area is a member of the Apprenticeships Delivery Group, as is the Lead for the Procurement Enabler.

Contribution to the 7 Well-being Goals:

The proposed work will make a significant contribution to the Prosperous Well-being Goal. It will also contribute to the More Equal and Cohesive Communities Goals.

Evidence

There has been limited progress in this action area as a direct result of the ongoing pandemic, which has placed significant limits on the capacity of employers (including CCBC) to host apprentices. This downturn in apprenticeship availability is due to both a reduced demand from employers who are experiencing difficulties in the current economic crisis; in addition to greater risk implications for those employers who may otherwise still have the workload to justify additional staff. Given the unprecedented change in economic circumstances, in terms of the impact of the Covid pandemic (which would have been impossible to predict when this action area was first proposed) and in addition to the potential economic impact of Brexit, we have agreed a change in focus of this area. Rather than focusing solely on apprenticeships, we have expanded the action area to include a focus on growing the local economy in general, of which apprenticeships would continue to be a key element, but with an added recognition that local communities also now require job creation as a priority. Performance measures have also been adapted to reflect this change in focus.

There has been an ongoing focus on maintaining links with local employers, to generate new opportunities and ensure that employment support teams are able to be responsive to labour market demand within those sectors that have continued to operate throughout the period (and to enable upskilling/training of prospective candidates in preparation for those sectors that are due to reopen in the near future).

The Caerphilly Academy pilot was delayed during the 2021/21 delivery year for reasons relating to the pandemic, however the Academy mentor has been recruited and initial opportunities identified, in readiness for the scheme to commence in April 2021.

The DWP Kickstart scheme was also rolled out within the reporting period. CCBC Business Liaison staff have supported local employers across the County Borough to engage with the scheme by offering placements and CCBC are also in the process of developing an offer to host a number of placements.

CCBC Procurement were successful with winning the social value category at the 2020 Go Awards (case studies available). CCBC Social Value Policy also in final stages of development/approval, to include community benefits and TR&T initiatives. CCBC employment teams are working with procurement staff to develop placement/training/recruitment opportunities within upcoming procurement contracts and link employment programme customers into these opportunities.

Performance measures where identifiable	Is there a risk this will not be achieved?
Aim to reduce the impact of poverty by supporting people into better employment prospects.	Yes
Support schools to help those who do not wish to follow a traditional attainment pathway to access alternative provision.	No
Provide an all age, all level apprenticeship programme for residents of the county borough, and ensure that we raise awareness of the opportunities available within our communities.	No
Align communication pathways and approaches to promote apprenticeship opportunities to the new approach being developed by WG i.e. the replacement for the Apprenticeship Matching Service.	No
Ensure that the local delivery of work programmes aligns and maximises opportunities from the Caerphilly PSB apprenticeship programme.	No
Maximise the links and develop appropriate pathways to the apprenticeship opportunities available via the Cardiff Capital Region City Deal.	No
Qualitative measures	
Increase the number of people supported into employment via the flagship employment programmes.	No
Increase the number of residents engaged in apprenticeships, traineeships and work placements.	No
Increase the number of local businesses offering opportunities for apprenticeships, traineeships and work placements.	No
Increase the number of apprenticeships, work placements and employment opportunities provided by Caerphilly Council.	No
Increase the number of opportunities for apprenticeships, traineeships, work placements and sustainable employment	No

Ref	Key Tasks	Progress
A	Employment, Education and Training	<p>Ongoing liaison with local employers to support throughout pandemic and identify skills and recruitment gaps. Planned additional engagement via Caerphilly Business Club and Caerphilly Tourism Association.</p> <p>Placement and apprenticeship opportunities (included Kickstart opportunities) promoted to jobseekers within Borough via employment support programmes. Caerphilly Academy also providing additional support to some employers and working with employers to develop new opportunities, promoting support available including Kickstart and Employer Incentive scheme.</p> <p>Work ongoing with CCBC Procurement to plan placement and recruitment opportunities as part of upcoming procurement contracts. Staff from both procurement and Employment Support programmes to develop an action plan to ensure Community Benefits and TR&T incorporated into future opportunities.</p> <p>Work carried out with local employers to develop and deliver successful training pathways (including guaranteed interviews) within specific sectors (Contact Centre and Hospitality) as part of planning for pandemic recovery.</p> <p>Work ongoing with CCBC Workforce Development to identify priority departments/roles for upskilling and recruitment. Need to expand these conversations to identify skills shortages across all PSB partners.</p>
B	Communities, Outreach and Links	<p>Ongoing support of local employers by CCBC Business Liaison staff throughout pandemic - working as key recruitment support.</p> <p>Links to volunteers via close affiliation between CCBC employment teams and Caerphilly Cares team, providing direct referral route for volunteers seeking to progress to employment.</p>
C	Platforms and Communication	<p>There has been no further information from Welsh Government on the replacement matching service to date.</p> <p>Ongoing membership of CCR Regional Skills Partnership, to ensure regional labour market intelligence shared.</p> <p>Engagement with schools had been suspended due to the pandemic and the resulting pressure on schools. We will begin the process of making further links throughout the next year.</p>
<p>Guidance sought from the Public Services Board</p>		