



**Caerphilly Public Services Board Well-being Plan Performance Report
6 monthly report April – Sept 2021**

Action Area AA2b

Job Growth & Employability Support

Positive Change— working with PSB partners and local employers to establish a locally co-ordinated gateway into placement, apprenticeship and employment opportunities

Positive Start— providing a direct access route into opportunities for participants of employment support programmes, to match labour need with available local workforce

Positive People— support local people to fulfil potential and access relevant training and placements, apprenticeships and employment, to enable them to take up opportunities and achieve greater individual prosperity

Positive Places – develop local jobs and career routeways for local people, improving prosperity and reducing worklessness across communities

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Performance Levels

Performance measures where identifiable	Is there a risk this will not be achieved?
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 placement opportunities.	No
Increase the number of local businesses offering opportunities for apprenticeships, traineeships, work placements and sustainable employment.	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 provided as a result of links with procurement contracts.	No

Quantifiable measures	Is there a risk this will not be achieved?
Achieve annual targets for people into work via employment support programmes, as follows: CfW – 72 job entries, CfW+ - 275 job entries	Potentially – pandemic still impacting upon employment opportunities and summer months traditionally quieter; however expecting increase within Q3 and Q4
Support 100 local employers via participant matching with Employability Support programmes	No
Promote Kickstart takeup within CCBC departments and partner organisations, linking to Employability Support participants where appropriate – establish 15 Kickstart Placements	Yes – partially; final Kickstart bid was for 10 rather than 15 placements
Complete full pilot year of Caerphilly Academy – Gateway to Employment (apprenticeship programme) – develop 12 apprenticeships/opportunities via Academy	No
Work with Procurement departments to maximise community benefits and targeted recruitment and training opportunities (arising from public sector contracts) – develop 32 opportunities via procurement contracts	No

Evidence

Priority	Comment
AA2b.1 – Establish an all age apprenticeship programme across PSB member organisations with a co-ordinated point of access.	<p>Significant work underway within CCBC to develop placements and apprenticeships, aligned to workforce needs where appropriate. Supported by Academy Pilot programme and Academy Mentor who is in place to provide additional support to maintain individuals in post and maximise success of opportunities.</p> <p>Mapping work to be done to establish opportunities across PSB members and consider possibilities for co-ordinated point of access.</p>
AA2b.2 – Maximise the opportunities for residents through the Cardiff Capital Region City Deal and the Valleys Task Force, through local and regional job creation.	<p>Significant levels of employer engagement occurring across PSB member organisations (see specific updates below), providing support with schemes including Kickstart, apprenticeships and training pathways, to grow local jobs and match individuals to these roles via employment programmes. Next stage of this process requires further coordination or employer engagement to avoid duplication of contacts across PSB members.</p>

Key Tasks

Ref	Task	Progress
A	Support local and regional employers to grow sustainably through the provision of an appropriately skilled workforce (utilising processes including redundancy response and promoting initiatives such as the Welsh Government Employer Incentive Scheme, providing a	<p>CCBC, DWP, local colleges and other partners working with employers across the county Borough to support growth.</p> <p>CCBC Business Liaison/Business Support teams have upskilled a number of participants in hospitality to combat the depletion of staff in this sector and supported companies to take on apprentices by encouraging them to partake in the Employer Incentive Scheme. A CCBC</p>

	financial incentive for businesses to recruit apprentices)	<p>redundancy response team was also formed, whereby local businesses were invited to attend meetings where they may be offered support with grants and signposting to Business Wales.</p> <p>The Welsh Government all age Employer Incentive Programme (EIP) for the recruitment of apprentices has been extended (subject to Funds) until 28th February 2022. This will give a good platform on which to continue to support the development of a skilled workforce across local and regional employers.</p>
B	Support local town centres and high streets to grow sustainably through engagement with employability support schemes to match emerging workforce with labour demand (utilising processes including redundancy response, Kickstart, Jobs Growth Wales)	<p>Employment support teams have engaged with Caerphilly Tourism Association to promote employment support/recruitment offer to local employers.</p> <p>Employment Manager working with Town Centres team to explore linking employability support in to Town Centre transformation agenda, via potential social value contracts etc.</p> <p>CCBC Business Liaison staff have supported approx. 10 participants into Kickstart retail placements within the Caerphilly Borough towns and high streets (and are also planning opportunities within departments of CCBC through the Academy project – see updates below).</p> <p>Liaison with local JCPs and partner organisations such as Remploy and Educ8 Training (providing Jobs Growth Wales opportunities) has enabled staff to match emerging labour workforce demands and provide robust training pathways to ensure successful job opportunities and return people into work. This proved extremely beneficial to those facing redundancy as staff were able to match transferable skills to other industry sectors and move those facing job losses into other vacant posts.</p>
C	Engage effectively with local communities and residents to promote placement, apprenticeship and employment opportunities offered by PSB partner organisations	<p>The Welsh Government Apprenticeship Vacancy Service (AVS) provides a platform for effective engagement to promote apprenticeship opportunities. The Apprenticeship Matching Service (AMS) continued to promote vacancies for Job opportunities via the Job Growth Wales programme.</p>

		<p>Locally, employment support teams within CCBC work with partners including the DWP to provide opportunities to local communities, directly via the Jobcentre Plus jobseeker referral process – and also via outreach engagement work to reach communities/individuals who are not engaged with JCP. Engagement work throughout the pandemic has predominantly been via remote means (e.g. social media), however staff are now resuming attendance at/development of face to face engagement activities, to include those communities who became more detached during pandemic due to exacerbation of barriers.</p>
D	<p>Work with the Procurement Enabler to maximise community benefits and targeted recruitment and training opportunities arising from public sector contracts</p>	<p>Supplier Survey Sessions held by CCBC Procurement on how we can change procurement in the future – Sharing of Communities for Work and Communities for Work Plus and CCBC Academy Support Services Offer – Information provided on the support available in accessing job support as part of the presentation given.</p> <p>Catch up meetings now arranged every 6 weeks with the CCBC Employment Support team to discuss upcoming contracts as part of Procurement’s Forward work plans / social value and how we can link together to provide best possible outcomes for both contractors and CCBC.</p> <p>Pre-tender engagement meetings with 21st Century Schools and CCBC procurement team.</p> <p>Walters UK Awarded demolition of Hafodryns - CCBC Procurement and Employment Support staff met with the Managing Director of the company and successfully obtained a 14 week paid work position (interviews to be held in October, possible case study to follow).</p>
E	<p>Maximise the earning capacity of residents by ensuring they have the right qualifications and skills to meet local labour market needs</p>	<p>Colleges, training providers and Employment Support teams continuing to provide education, training and upskilling for local residents. Specific pathways delivered (e.g. contact centre, construction) and further pathways being developed to try to address current demand sectors including care and hospitality. Key relationships also being formed to address current shortage of HGV drivers and upskill residents to address these needs.</p>

		<p>Over last 6 months, CCBC employment support programmes have achieved 116 training outcomes for local residents as a route to employability.</p>
F	<p>Ensure apprenticeship and employment pathway programmes are aligned to workforce planning needs and where skill shortages are evident, including areas and roles that are difficult to recruit to across PSB partner organisations</p>	<p>Within CCBC, Employment Support and HR teams working closely together to consider workforce development and align Kickstart, placements, apprenticeships and employment pathways to workforce demands. Also carrying out specific activity with targeted departments who are experiencing specific recruitment problems, to develop new and possibly innovative ways to address these issues.</p> <p>CCBC have approved £0.5m for the development for apprenticeships internally as part of the recent outturn report. Work is being undertaken with Heads of Service to consider how apprenticeship and employment pathway programmes can support workforce planning across the organisation, in particular in areas where there are local and national skills shortages</p> <p>This work now needs to be expanded across PSB, with a resumption in coordinated activity (planned for Q3).</p> <p>Reps from local authority also attend Regional Skills Partnership meetings, where insight is shared into regional labour demands, enabling Caerphilly teams to align activity to these demands where appropriate.</p>
G	<p>Create a robust schools, college and vocational career pathway into employment, in particular working closely with schools and colleges to engage young talent into vocational pathways as an alternative to university. This includes work experience placements and links with local businesses</p>	<p>PSB members including Coleg y Cymoedd and CCBC working in partnership to develop employment pathways, in areas including Hospitality, Rail, Construction (Groundworks), with further opportunities to expand this offer across other vocational areas. Links developed with Coleg y Cymoedd futures team to support those learners seeking employment and avoiding NEETS.</p> <p>Work is being undertaken with the Chief Education Officer and Head Teachers to consider how the Council can engage more effectively with schools and offer more work experience placements so that pupils have a better understanding of the Council's business and future employment opportunities.</p>

		The pandemic significantly impacted upon our work with schools across the PSB partnership group - as a PSB action area, we now need to consider our approach with schools and improve links.
H	Ensure existing staff within PSB partner organisations are able to undertake training to improve their skills and knowledge, and access apprenticeship opportunities where appropriate	CCBC - The opportunity to increase apprentice / trainee / work placement opportunities is currently being considered within the Council. The Council has just agreed a Workforce Development Strategy which will better coordinate learning and development opportunities across all services, to support the improved skills and knowledge of staff.
I	Develop a shared apprenticeship programme (Caerphilly Academy) within the local authority and across PSB partner organisations	<p>Caerphilly Academy now progressing after a delayed pilot year due to pandemic. Academy mentor in post and following opportunities in development/ongoing:</p> <ul style="list-style-type: none"> • Parish Trust receiving support from Employment Support programmes to recruit 3 x apprenticeships and 2 x Kickstart opportunities. The employer has formally committed to Academy support and the successful candidates will be enrolled with the Academy mentor for in work support. One participant on an apprenticeship has since left the placement having secured FT employment elsewhere. • Relationship developed with Caerphilly based employer (Ridgeway Golf Club) who have engaged with the Academy to recruit and offer in-work support to various Kickstart vacancies. One participant is being supported on a KS placement which is due to end in November. • Discussions held with RCT Apprenticeship and Grad Scheme Manager to discuss best practice in support of Academy planning. • Deadline for EOIs for Academy/Kickstart placements passed in September 2021. EOIs consisted of: <ul style="list-style-type: none"> - 8 Directorates - 10 Job roles - 45 individual opportunities requested Decision making and selection process underway. • Caerphilly Homes have requested support in regards to 9 apprentices being recruited

		<p>in Q3. The Academy mentor will support with recruitment, apprentice sustainability and stakeholder management. Recruitment due October 2021 for a January start.</p> <ul style="list-style-type: none"> • Work placements completed with CCBC Rural Development, Celtic Horizons and CCBC Planning, with participants then moving on to full time education or full time employment.
J	Promote Welsh Government initiatives (including Kickstart, Jobs Growth Wales, Traineeships) to employers as an entry point to apprenticeships and/or sustainable employment	Business Liaison and Business Support staff continue to support local employers, which includes discussing opportunities to build and upskill workforce, including Kickstart and apprenticeships. External employers are referred directly to DWP or gateway contacts for Kickstart placements, with additional support offered from CCBC employment staff to support them to recruit. Within CCBC, approval has been given for hosting 10 Kickstart placements, which are currently in development.
K	Develop a career offer locally that promotes the foundational economy as a route to economic prosperity for people of all backgrounds (linking to the Resilient Communities Action Area), supported by appropriate pathways	CCBC Business Liaison/Support teams have developed multiple employment pathways supporting the care & health services, hospitality & retail, construction and housing. By upskilling participants, teams were able to provide the crucial 'stepping stone' into employment. By targeting specific disadvantaged areas and having CCBC representation in the hubs of these communities, we are able to forge strong relationships with residents and provide sustainable job opportunities to those most in need, helping our communities most in need to flourish.
L	Provide support to businesses to improve their competitive edge and to take advantage of new opportunities through the provision of placements, apprenticeships and/or paid employment – linking directly to available regional workforce via employment support programmes	CCBC Business Liaison support many businesses within the borough by supporting in the development of work experience, apprenticeships and placements – and promoting these opps to participants from all employability programmes. The business liaison team is able to offer a bespoke employment service to each business it serves. This service provides a competitive advantage to those companies that use our services, enabling access to training budgets and support staff to enable them to identify the correct candidate for each job and providing opportunities to develop training and

		<p>recruitment pathways to upskill individuals to meet employer needs.</p> <p>Specific innovative work with key employer relationships has enabled employers to meet demand, for example supporting Transcend Packaging to develop family friendly shift patterns.</p> <p>As a PSB action area group, we now need to expand this activity across the group, to coordinate key employer contacts to avoid duplication across agencies.</p>
M	Develop close links with the Volunteering element of the Action Area to provide residents with opportunities for progression into employment	No significant update at this stage – to be developed. (However, CCBC Employment teams maintain strong links with Caerphilly Cares team, who support volunteers alongside GAVO and refer in to employment programmes where appropriate).
N	Map all current traineeship and apprenticeship programmes and structures across PSB partner organisations	No significant update at this stage.
O	Explore the most appropriate way to deliver a 'one stop shop' approach across PSB partner organisations, to raise awareness of apprenticeship opportunities	No significant update at this stage.
P	Identify how best to influence and maximise apprenticeship and training opportunities from the Cardiff City Region for Caerphilly county borough and its residents	<p>A number of senior officers are working with officers from the Cardiff City Region to maximise apprenticeship and training opportunities.</p> <p>Reps from CCBC also attend CCR Regional Skills Partnership meetings, to influence discussion around opportunities offered by group, feeding back and linking in where appropriate.</p>
Q	Engage with schools at the earliest possible opportunity in a child's life to highlight the positive benefits of apprenticeships as a realistic alternative to university	<p>Coleg y Cymoedd has good working relationships with schools, however this is something as a network and provision we need to improve. Covid has impacted this until now.</p> <p>CCBC - Work is being undertaken with the Chief Education Officer and Head Teachers to consider how the Council can engage more effectively with schools and offer more work experience placements so that pupils have a better understanding of the Council's business and future employment opportunities.</p>

		CCBC Employment teams considering how best to involve schools within evolving engagement plans, now that restrictions due to pandemic have lessened.
R	Identify upcoming growth sectors and labour market demand across Borough and wider Gwent region	By constantly liaising with CCBC business team, JCPs, community groups, partner organisations, Business Wales, CCR Regional Skills Partnership and Welsh Government, we are able to identify upcoming growth sectors and labour market demands. We have strong communications with local community groups, other local authorities and also local colleges. Through constantly liaising with these groups we are able to be proactive in our approach to employment support for Caerphilly and the wider Gwent region.

Conclusion

It is evident within the updates above that this is a rapidly evolving yet vital area of action for PSB partners within Caerphilly, as the local authority area and wider region continue to recover from the economic impact of the Covid pandemic. The focus of activity across all partners has been employer engagement, harnessing opportunities to enable progression of participants into employment; however employers in some sectors (e.g. Hospitality, Care) have also reached out to partners across this action area to address very real problems in terms of labour shortages and ongoing recruitment issues. Whilst job growth in the wake of the pandemic has been a clear priority, it is also apparent that work needs to be done with employers to encourage them to also consider longer term plans to grow their workforce, by taking advantage of trainee and apprenticeship schemes.

Whilst there has been significant amounts of work done by individual partners across the action area (see updates above), it is also apparent that, within the pandemic, there has been a stall in co-ordinated partnership activity. Whilst some ad hoc partnership work has taken place between different members of the action area group, a focus for the next period should be a resumption in specific meetings of the group and co-ordinated planning and delivery to meet labour market needs.



Contribution to the 7 Well-being Goals: A prosperous Wales, A resilient Wales, A healthier Wales, A more equal Wales, A Wales of cohesive communities, A Wales of vibrant culture and thriving Welsh language, A globally responsible Wales.