



# Unlock York's Talent

A guide to the 'skills offer'  
for employers in York

...the York challenge  
is to continue to  
develop a skilled  
workforce at  
every level...



## The Skills Challenge and The Skills Offer

THE SKILLS PROFILE OF YORK'S  
WORKFORCE IS STILL APPRECIABLY  
BETTER THAN ACROSS YORKSHIRE  
AND THE HUMBER, LET ALONE  
NATIONALLY.

It's one of York's assets that helps to  
support strong economic activity across  
the city.

If York is to maintain this competitive  
advantage and support businesses to  
succeed in a dynamic local and global  
economy, the challenge is to continue to  
develop a skilled workforce at every level,  
both now and in the future.

The 'Skills Offer' provides access to, and  
financial assistance with, an impressive  
range of training, learning and recruitment  
opportunities that can enhance your  
workforce and boost its performance.

This guide simplifies and explains the  
publicly funded 'skills offer' so that your  
business has a greater awareness of the  
variety of opportunities that exist.

### WE CHALLENGE YOU AND YOUR ORGANISATION TO:

- make better use of what's on offer
- commit to investing in skills
- help unlock York's Talent

### THE SKILLS CHALLENGE...

- Have you accessed skills support for your organisation through the Train to Gain Brokerage service?
- Have you sought support for your own personal development needs?
- Have you declared your Skills Pledge to your staff and the wider community?
- Are you adding to your talent pool through recruiting apprentices?
- Are you working with Jobcentre Plus to develop your recruitment plan and open up your job opportunities to a wider pool of potential talent?
- Are you and your organisation investing in your future, by working with education to help develop the talent pool of tomorrow?

WANT TO KNOW MORE?  
LET US HELP YOU ACCESS THE  
'SKILLS OFFER' THAT'S AVAILABLE  
TO SUPPORT EMPLOYERS' SKILLS  
NEEDS.

### THE SKILLS OFFER...

- Funding to invest in the skills of your existing workforce from basic skills to higher level technical and business leadership & management skills, backed in this region by more than £60m of public funding
- Access to a wide range of accredited and non-accredited training at all levels for all employees
- More young people, graduates and adults with the right attitude, skills and talent for work
- An effective vacancy filling service



# Train to Gain and The Skills Pledge

## TRAIN TO GAIN... UP-SKILLING

Through Train to Gain you can access quality-assured, impartial advice from skills brokers with expertise in your sector to help you identify your organisation's skill needs, at all levels, and source the training and business support solutions, delivered at a time and place to suit you that will help improve your business performance.

Train to Gain Brokers will also help find sources of funding for training and for some this may be fully funded.

### Less than 50 employees?

Additional financial contribution is available to help meet the costs of releasing your staff to undertake agreed training leading to qualifications through Train to Gain.

→ 10,000+ employers across Yorkshire and The Humber have used the service

→ 40,000+ employees are working towards their first work-related qualification

## TRAIN TO GAIN... SECTOR SPECIFIC BROKERS

- Agriculture, Horticulture and Land-based industries
- Childcare / Early Years
- Construction and the Built Environment
- Digital, ICT, Creative & Media
- Health & Social Care
- Hospitality, Tourism, Sport & Leisure
- Manufacturing, including Advanced Engineering
- Ports, Logistics and Distribution
- Retail Services
- Voluntary, Community and Faith
- Generic ie: every other sector

## SKILLS CHALLENGE

Have you accessed skills support for your organisation through the Train to Gain Brokerage service?

### TO FIND OUT MORE...

- T: Train to Gain Brokerage Regional helpline: 0845 833 7000
- W: [www.traintogain.gov.uk](http://www.traintogain.gov.uk)

## TRAIN TO GAIN... LEADERSHIP & MANAGEMENT

### 10–250 employees?

A specialist Leadership & Management Advisory Service operates across the region to work with owner managers, MDs and Chief Executives in organisations with between 10 and 250 employees to identify their personal development needs and find sources of help to address these.

Grants are also available to help with the costs.

## SKILLS CHALLENGE

Have you sought support for your own personal development needs?

### TO FIND OUT MORE...

- T: Exemplas 01707 398 204

## THE SKILLS PLEDGE

You can demonstrate your commitment to unlocking talent by making the Skills Pledge – a voluntary, public commitment to invest in the skills of your employees and support them to improve their skills and gain new qualifications.

The pledge ensures that all staff are encouraged as a minimum to gain basic literacy and numeracy skills and work towards a level 2 qualification (the equivalent of five GCSEs at A–C grade), with support from the government.

Open to employers of all sizes, in all sectors, you can access the support you need to deliver your Pledge commitment through the Train to Gain Brokerage Service. Financial support is available to help with your Skills Pledge.

## SKILLS CHALLENGE

Have you declared your Skills Pledge to your staff and the wider community?

### TO FIND OUT MORE...

- T: Train to Gain Brokerage Regional helpline: 0845 833 7000
- W: [www.lsc.gov.uk/skillspledge](http://www.lsc.gov.uk/skillspledge)

*"'Train to Gain' has been part of our people development plan and has provided 18 of our confectionery manufacturing process workers with a structured engineering development programme. It has focused on fundamental engineering skills which will enable our non-technical employees, now with a more advanced skill set, to add value to their part of the manufacturing business."*

→ Guy Redshaw,  
Senior HR Business Partner,  
Nestlé Confectionery Ltd.



# Local Recruitment Opportunities

## OFFER APPRENTICESHIP PLACES

*'As a business, Apprenticeships really allow us to invest in our workforce. We get free training and our apprentices gain on-the-job training as well. It's a win-win situation'*

→ **Glen Morrell, Head Chef at the Churchill Hotel, York**

Apprenticeships are a tried and tested way of attracting talent to your business, and it's not just large employers that offer Apprenticeship places. Many SMEs and voluntary and community organizations recognize the value that Apprenticeships can add to their business.

2600 young people and adults started an Apprenticeship in York and North Yorkshire in 2007, of which 1300 were in York.

Apprenticeships are available across 80 industry sectors, covering everything from customer services to aviation.

By the end of 2008, the on-line Vacancy Matching Service will be launched, bringing together employers who have Apprenticeship vacancies with potential apprentices.

## SKILLS CHALLENGE

Are you adding to your talent pool through recruiting apprentices?

### TO FIND OUT MORE...

- T: Apprenticeships helpline 0800 015 04 00
- W: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)

## LOCAL EMPLOYMENT PARTNERSHIPS

*'Royal Mail in York aim to employ a rich and diverse workforce that reflects the communities in which we work. Working in partnership with Jobcentre Plus has helped raise awareness of Royal Mail job vacancies amongst groups of people who might otherwise be denied the opportunity to work.'*

→ **Royal Mail, York**

Whether you are a large or small organization, LEP is based on a simple proposition. Jobcentre Plus will prepare and carefully select people from the local community who are realistic candidates for your vacancies. You agree to give them a fair shot. You are not obliged to take people you don't want.

You will have a named contact within Jobcentre Plus who will endeavour to understand your business and your recruitment needs. They will discuss a tailored approach to recruitment and how your job opportunities can be opened up to a wider pool of candidates.

You may wish to join forces with Jobcentre Plus to develop pre-employment training, offering guaranteed interviews for successful completers and use Work Trials, which allow you to take a potential recruit on a trial basis. There are many other options.

## SKILLS CHALLENGE

Are you working with Jobcentre Plus to develop your recruitment plan and open up your job opportunities to a wider pool of potential talent?

### TO FIND OUT MORE...

- T: 0845 600 8192
- E: [lep.enq@jobcentreplus.gsi.gov.uk](mailto:lep.enq@jobcentreplus.gsi.gov.uk)
- W: [www.jobcentreplus.gov.uk/up](http://www.jobcentreplus.gov.uk/up)

### TO ADVERTISE YOUR VACANCIES...

with Jobcentre Plus:

- T: 0845 601 2001 or 0845 601 2002 (text phone service)
- W: [www.jobcentreplus.gov.uk/employers](http://www.jobcentreplus.gov.uk/employers)

# Shaping the skills of tomorrow's workforce

*'We are on the cusp of one of the biggest changes in education in the last 50 years – a change that will alter the way we deliver the curriculum to young people. And with that change comes an exceptional and exciting opportunity for us, as employers and educationalists, to work in partnership to provide young people with a relevant and meaningful context for learning'*

→ **Clive Jones – Chairman of GMTV and Two Way TV, Chair of Skillset**

Helping to ensure that young people have the right technical and generic transferable skills along with industry knowledge and business awareness will have a positive impact on York's economy.

In York, we are already working with employers including Smith & Nephew, Nestle, HSBC, Portakabin, Marks & Spencer, Norwich Union and the City of York Council.

We need more local employers and business people to contribute to new curriculum developments, such as the new sector-specific Diplomas for 14-19 year olds and new Foundation Degrees.

Could you:

- Visit a school, college or university to tell students (and tutors) about the work you do?
- Provide real challenges and simulations for students to tackle?

- Invite young people (and tutors) to visit your workplace and see for themselves the day to day running of a business, current best practice and different job roles?
- Facilitate ongoing student support, including mentoring and feedback on student's project work?
- Offer quality work experience placements?
- Help to shape, develop and deliver resources and work-related learning activities?

Participating employers will be seen to be leading the way and will build a reputation as a progressive employer of choice.

## SKILLS CHALLENGE

Are you and your organisation investing in your future, by working with education to help develop the talent pool of tomorrow?

### TO FIND OUT MORE...

Working with 14-19 year olds:

- T: John Thompson, 14-19 Partnership Manager, Learning City York, 07917 595575
- E: [john.thompson@york.gov.uk](mailto:john.thompson@york.gov.uk)
- W: [www.futures4meyork.com](http://www.futures4meyork.com)

- T: Claire Robinson, NYBEP, North Yorkshire Business & Education Partnership 01904 693632
- E: [claire@nybep.org.uk](mailto:claire@nybep.org.uk)
- W: [www.nybep.org.uk](http://www.nybep.org.uk)

Working with York colleges and universities to create opportunities for all in higher education:

- T: Higher York, 01904 876394
- E: [contactus@higheryork.org](mailto:contactus@higheryork.org)



# The Skills Offer – How to find out more



Train to Gain...  
access to advice and funding support  
for the full range of essential up-skilling  
services and the Skills Pledge:

→ **T:** Train to Gain regional helpline  
0845 833 7000

→ **W:** [www.traintogain.gov.uk](http://www.traintogain.gov.uk)

For Leadership & Management:

→ **T:** Exemplas 01707 398204



Offer Apprenticeships...

for young people and adults in York:

→ **T:** Apprenticeships helpline  
0800 015 04 00

→ **W:** [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)



Shaping the future workforce...

working with young people, 14-19, in  
York schools, colleges and training  
providers:

→ **T:** Claire Robinson, NYBEP, North  
Yorkshire Business & Education  
Partnership 01904 693632

→ **E:** [claire@nybep.org.uk](mailto:claire@nybep.org.uk)

→ **W:** [www.nybep.org.uk](http://www.nybep.org.uk)



Leading learning and skills

More than 5,000 employees...

access training support and links into  
Local Employment Partnerships:

→ **T:** Learning & Skills Council National  
Employer Service 02476 823501

→ **W:** <http://nes.lsc.gov.uk>

jobcentreplus

Local Employment Partnerships...

could work for your business in York:

→ **T:** 0845 600 8192

→ **E:** [lep.enq@jobcentreplus.gsi.gov.uk](mailto:lep.enq@jobcentreplus.gsi.gov.uk)

→ **W:** [www.jobcentreplus.gov.uk/up](http://www.jobcentreplus.gov.uk/up)



Shaping the future workforce...

working with York colleges and  
universities to create opportunities  
for all in higher education:

→ **T:** Higher York, 01904 876394

→ **E:** [contactus@higheryork.org](mailto:contactus@higheryork.org)

To advertise your vacancies...

with Jobcentre Plus:

→ **T:** 0845 601 2001 or

0845 601 2002 (textphone service)

→ **W:** [www.jobcentreplus.gov.uk/  
employers](http://www.jobcentreplus.gov.uk/employers)

