

Skills for the future

**Chair - Julie Cartwright –Associate Director; Social Value
Carbon & ESG - AECOM**

Skills for the Future Workshop Speakers and Panel



Julie Cartwright
Associate
Director, Social
Value
AECOM



William Oldham
Leadership
Local Government
Association



Hannah Bartram
CEO
Adept



Helen Townsend
Head of Inclusion &
Social Value
Amey



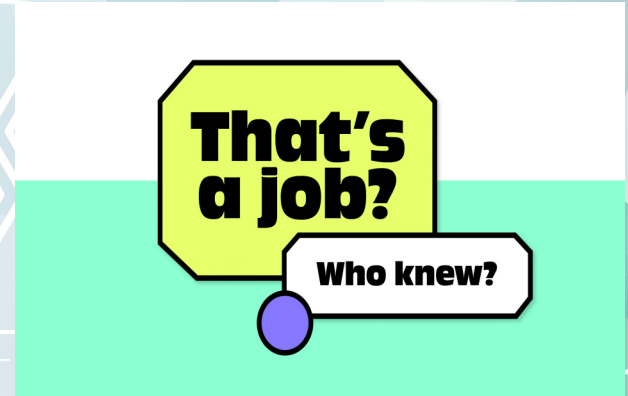
Paul Burns
Operations Director
CPJ Education



Skills and Digital

Tuesday 17 September 2024

**Make
a
difference**
Work for your
local council



Recruitment campaigns for local government

Developing a national recruitment campaign for local government

The context for local government recruitment

94% of councils experiencing recruitment and retention difficulties

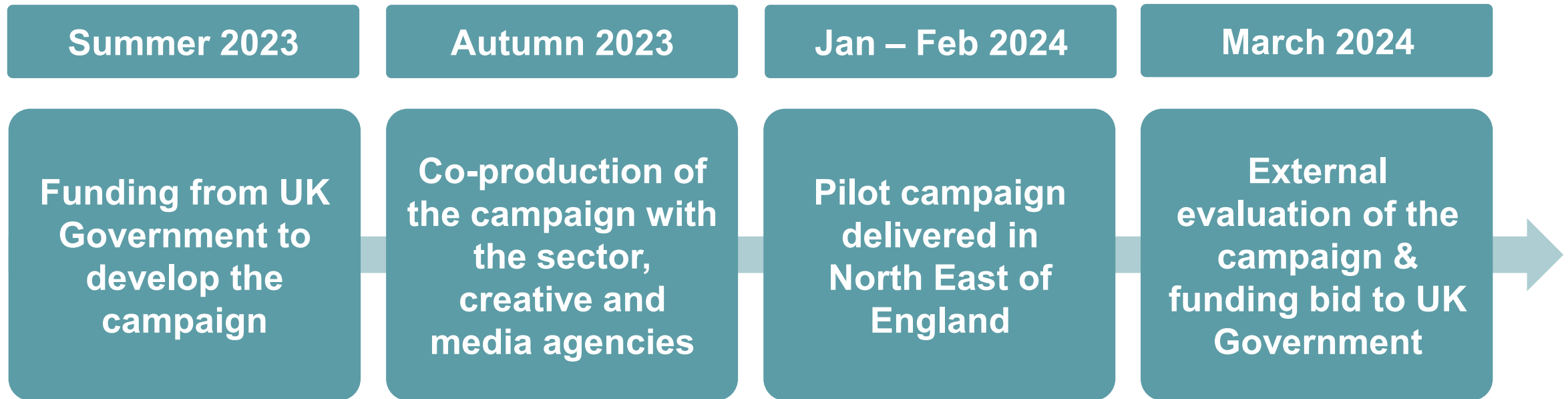
800 different roles, 1.4 million people in the workforce

Unlike others, no national brand or campaign for local government exists

Changing expectations of work, and different career motivators



How has the campaign been developed?





Hundreds of opportunities to change your future

Find a career that suits your strengths – hundreds of different roles available from social media to social care.

Make a difference

Work for your local council

Make a difference in your area, visit northeastjobs.org.uk





Change your future and embrace new opportunities

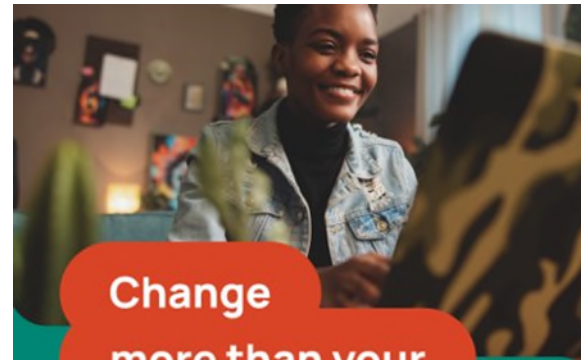
With professional training and development, and plenty of exciting opportunities, you could go further than you think at your local council.

Make a difference

Work for your local council

Search hundreds of local council jobs at northeastjobs.org.uk







Change more than your work/life balance

Flexible working at your local council could mean hybrid, part time, term time only or compressed hours – and changes the lives of real people in your community.

Make a difference

Work for your local council

Search hundreds of local council jobs at northeastjobs.org.uk


Be the change you want to see

Improve your work/life balance and develop your career. Choose from hundreds of rewarding roles and help us make a positive impact in your area.

Make a difference

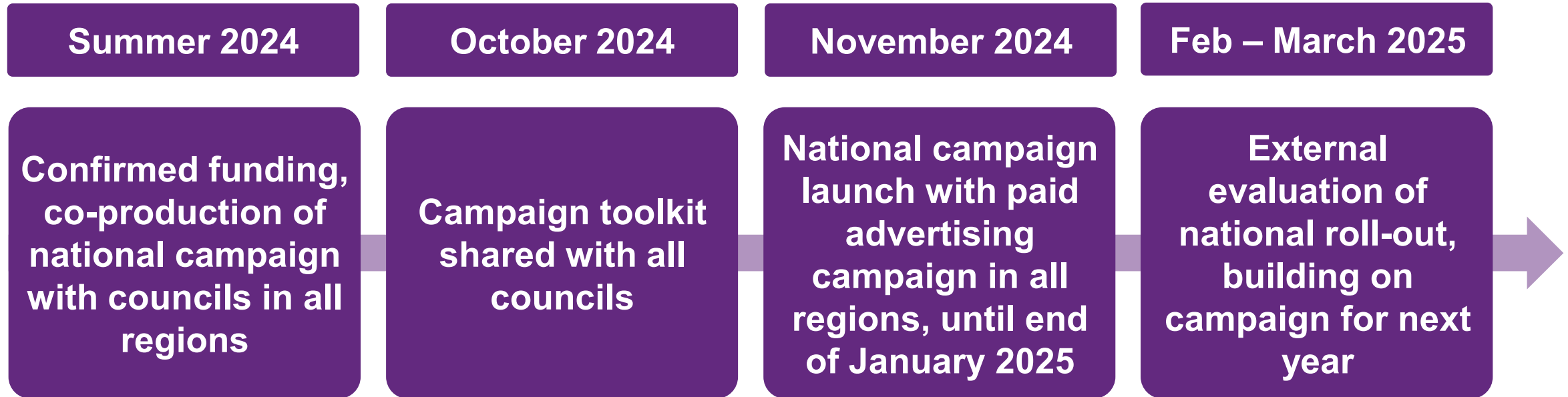
Work for your local council

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What's next for the campaign?





Gen Z recruitment campaign pilot – what’s the core challenge?

Central challenge

Increasing awareness of local authority employment opportunities & positioning them as a viable/attractive option

Contributing challenge

Complexity of our offer across five LAs and a breadth of roles

Contributing challenge

Strong (but varying) pre-conceptions about Local Authorities

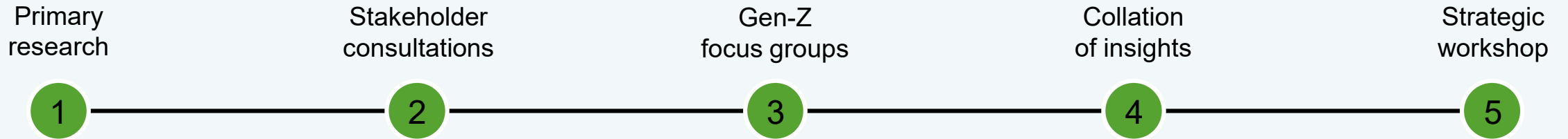
Contributing challenge

Gen Z exemplify changing attitudes to the role of work and expectations of employers

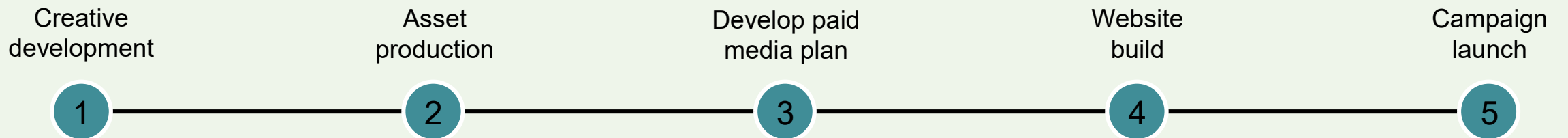




The journey so far



Next steps



That's a job?

Who knew?

Home About Jobs board Find your path Contact

That's a job? Who knew?

I'm interested in

Architecture
Climate change
Community

Related Jobs

Ecologist Apprenticeship
Dorset Council | £20,000 Per Annum

Recycling Collector
Trafford Council | £14,000 Per Annum

12:03 +Safari

Dean saves plants and animals
Dean, 26, Ecologist, Brough

That's a job?
Who knew?

Ad Find the jobs you never knew were a thing @ThatsAJob

FIND YOUR PATH

12:03 +Safari

Sarah digs to preserve the past for work
Sarah, 24, Archaeologist, Newcastle

That's a job?
Who knew?

Ad Find the jobs you never knew were a thing @ThatsAJob

FIND YOUR PATH

12:03 +Safari

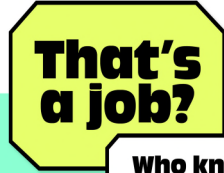
Alisha designs towns for a living
Alisha, 27, Town Planner, Manchester

That's a job?
Who knew?

Ad Find the jobs you never knew were a thing @ThatsAJob

FIND YOUR PATH





Strategy on a page

Our ambition

To 'Gen Z-ify' the LA place workforce

Target audience

Impatient Pathfinders

Their core desire

To find the jobs that helps them live their life to the fullest

How the brand can deliver

A surprising variety of interesting & appealing opportunities in an environment that gives them space to develop

Core Proposition

Job fulfilment beyond the obvious

Reasons to believe

- Huge range of roles suited for first or second job hunters
- Opportunities for graduates and non-graduates alike
- Flexible working models available for many roles
- Work in and for your local community – be closer to the impact your work is having
- Career progression pathways
- LA commitment to DEIB
- Support for employee wellbeing*
- Pay and benefits packages*



ADEPT & LGA: How we're supporting the sector with recruitment campaigns

Perceptions

Challenging pre-conceptions of local government, building a positive reputation & brand for councils, measuring our impact with the public

Awareness

Raising awareness & understanding of local government jobs for new audiences, highlighting the benefits and bringing them to our 'front door'

Collaboration

Encouraging collaboration across teams, organisations, sectors and developing new ways to recruit

Delivery

Increasing the number and diversity of people working in local government

And retaining them – the next step!





Skills and Digital

Tuesday 17 September 2024

Retention and Returners

Helen Townend
Head of Inclusion and Social Value

Mimi Welch
Civil Engineer

Amey





Midlands Highway Alliance Plus

- ✓ Amey's in-house programme to support STEM professionals to re-enter the industry.
- ✓ Structured 12-week paid placements.
- ✓ Tailored plans to identify technical and professional development opportunities.
- ✓ Opportunities across Engineering, Environmental and Digital sectors of the Consulting business.
- ✓ Bringing fresh thinking, different perspectives and new ideas into our business.
- ✓ Extensive mentoring and support to ensure individuals are well prepared to apply for a permanent role.

Get back
to what
you love.

Amey

ReStart

Amey ReStart





Midlands Highway Alliance Plus

- ✓ Inclusive workplace where everyone can be their best
 - Listen
 - Act
 - Flexible
- ✓ Learning and Development opportunities
 - People Management
 - Leadership Development
- ✓ Clear Career Progression Routes available to all.



Retention





Midlands Highway Alliance Plus

- ✓ Rewards our employees with career advancement as they develop their experience.
- ✓ Empowers staff to make their own decisions about their career advancement.
- ✓ Encourages employees to progress within our business rather than elsewhere.
- ✓ 63% success rate - 210 individuals achieved progression.

Progression Framework



Cath Cobb
Promoted to
Engineer

Amey

"I applied for promotion via the Amey **Progression Framework** in September 2023.

Support from the business and recent success in my review for my IEng gave me the confidence and belief in my own abilities to progress and in proving my commitment to Amey and to succeed in my engineering career even at the age of 54!

The interviewers made me feel welcome, and at ease as I was very nervous on the day.

The whole process of the progression Framework was so simple to use and understand and would advise anyone to go for it... Senior Engineer here I come!"

Allan Horn

Promoted to Principal Engineer

"The progression framework is a great tool as it not only allows staff to work at their own pace and but is also clear and concise in what is expected to achieve each level of grade."



Hollie Taylor

Promoted to GeoEnvironmental Engineer

"The career progression framework provided an equitable opportunity for me to progress my career to the next stage by showcasing my competencies and capabilities in a fair and professional assessment"

Progression Framework



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- **CPJ Education Ltd.** - Building Better Futures by Maximising Local Labour

- Supporting Industry to align with two key Government strategies –
 - Increasing Social Impact in the form of new and better jobs
 - Assisting SMEs to access procurement frameworks



**CONSIDERATE
CONSTRUCTORS
SCHEME**



All CPJ Bootcamp options include Supply Chain Sustainability School & Considerate Constructors Scheme sessions

Delivering Skills Bootcamps since Wave 3 with HBXL, first OFSTED visit March 2024

Wave 5 delivery areas – Suffolk & Norfolk, Lancashire, LCR, York & N. Yorkshire, Cheshire & Warrington

Framework awards – Hertfordshire & South Yorkshire

Wave 6 strategy – expand range of options in existing contract areas and become established in others to meet demand – Essex, Kent, GLA, Oxfordshire, Northants., Lincs., Beds., Cambs. & Peterborough, WMCA, WYCA, NEMCA

Developing new provision for 16-18 year olds in anticipation of policy change after formation of Skills England

Peabody arranged meeting for CPJ with report authors four days after publication - [LONDON HOMES COALITION](#)

Meeting with Peabody Development Directors 15th August to involve entire Supply Chain in Bootcamp planning

Main strengths – DfE focus is progression, not qualifications so employers of all sizes can help design and deliver Bootcamps, Self-Employed workers can access provision to improve retention and progression rates.

Candidates can achieve qualifications after Bootcamps

Main issue - inconsistency with regional funding dates and processes

Plan to make full use of Wave 5 underspend



Sample Options for SMEs – with HBXL

CAD for Construction
Estimating Skills
Business Management Skills

Project Management – *inc. new software developed by HBXL
in partnership with Innovate UK*

Procurement
Document Controller
Financial Controller
Data Manager (Retrofit)
Infrastructure Site Supervisor
Infrastructure Site Manager



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Background – Infrastructure Site Manager Bootcamp

HBXL & CPJ had a meeting with Costain EoE Gas Framework Management Team
Shared Project Competency Spreadsheet & Issues around Supply Chain compliance highlighted

10 day Bootcamp developed as a result – CITB SMSTS – Incident Investigation – Report Writing – Environmental Awareness

Funding allows a blend of certified training & job specific training





HM Government



Job and Task Management Skills Bootcamp

- Introduction to Considerate Constructors / Sustainability School / Procurement & Intro to Frameworks
- Benefits of digitisation and 'BIM Awareness'
- Importance of planning for success
- Introduction to Project Management techniques
- Introduction to 2 Project and Job Management software technologies
- Importance of profit, overheads and business modelling
- Essentials of Contracts, Deposits & Stage Payments
- EDI, Mental Health, Modern Slavery and Circular Economy awareness
- Effective Communication Skills
- Health & Safety and Risk Management inc. Toolbox Talks
- Behavioural and Psychological Safety

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One of the platforms utilised 'BuildProjex' has been part-funded by Innovate UK, Business Innovation Fund (WECA) and also ERDF (European Regional Development Fund), recognising the challenges SMEs face to Plan, Track, Manage, Share projects



Sample Options for Self-Employed Civils

Workers –

CPCS Appointed Person

CPCS Slinger/Signaller

CPCS Hoist Operator

CPCS Traffic Marshall

Assembly Technician

NCO Gas Op. & NCO Water Op.

Street Works Supervisor

Setting Out

Steel Fixing

Formwork

Highways Op.

Traffic Management

Street Lighting Op.





Entry Level Jobs - Highways

Traffic Management
CPCS Dumper Drivers
Highways Maintenance Ops.
CISRS Scaffolders Labourers
CPCS Traffic Marshalls
CPCS Slinger/Signallers

Funded by DWP DPS/UKSPF or Adult Skills – candidates can access Bootcamp funding after they start work. LAs have key role to play promoting these opportunities to Supply Chain and JCP Management





Considerate Constructors Scheme

CCS registered sites can host Skills Bootcamps

Compound Cabins used for classroom elements
Land on site used for skills based elements

Hosting Bootcamps will increase the Project Score
in terms of Community & Workforce Engagement
Keeps delivery costs down so more can be spent on
candidates

CPJ will supply all outcome information to host
contractor for inclusion in CCS report



DfE Skills Bootcamp Funding

Unemployed/Self-Employed – 100% funded

PAYE staff from SME – employer pays 10%

PAYE staff from Large Employer – employer pays 30%

Three page application per candidate

England wide funding for 19+ age group

Funding allocated throughout the financial year, not the academic year

Bootcamps must be 60 hours minimum, 16 weeks maximum

DfE require progression, not qualifications, for candidates

Candidates are eligible for a new Bootcamp every financial year

Employers can develop new Bootcamps to meet SV targets

Funding is not allocated unless employers are involved

First England wide funding source that puts employers in control





Social Value

Employers have complete control over selection of candidates and course content

Supply Chain has control over delivery dates

Upskilling and retention rates can be monitored for SV reporting

Self-Employed workers have funding security for the first time

Age profile of candidates can be monitored for SV reporting

Background of candidates can be monitored for SV reporting

Specific Bootcamps can be delivered for 50+, Prison Leavers, Care Leavers, Veterans & Homeless



CPJ - Memberships

City of London – Skills For A Sustainable Skyline
Taskforce

Green Energy Skills Training Alliance

South London LSIF Partnership & SLP Green Skills
Academy

CITB London Providers Group

Considerate Constructors Scheme Social Impact Council
– Skills Gaps

Suffolk & Norfolk CC – Growth Action Group

MoJ Academy for Social Justice

Youth Employment Group





Contact –

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07568 733683

Bootcamp funding provides an opportunity to transform Skills & Training by delivering in partnership – we look forward to working with you



Panel Discussion/ Q&A

