



# Community Planning Aberdeen

## Improvement charter template

<p><b>Improvement Project Title:</b></p> <p>Enhancing employer brokerage</p>								
<p><b>Executive Sponsor (Chair of Outcome Improvement Group):</b></p> <p>Matt Lockley</p>								
<p><b>Project Lead:</b></p> <p>Kirsty Jarman</p>								
<p><b>Aim statement (What are we trying to accomplish? Over what time? Numerical target for improvement?)</b></p> <p>Increase the number of people entering employment from six skills academies within 13 weeks of completion to 40% by September 2019.</p>								
<p><b>Link to Local Outcome Improvement Plan:</b></p> <p>The Local Outcome Improvement Plan has a primary measure and underlying improvement aims for Inclusive economic growth – “A skilled workforce for the future that provides opportunities for all our people”</p> <table border="1"> <thead> <tr> <th>Primary Drivers</th> <th>Secondary Drivers</th> <th>Improvement measures and aims</th> </tr> </thead> <tbody> <tr> <td>We will ensure there is access for all employers to qualified labour</td> <td>Address skills shortages in key sectors including public services and health sectors as identified in the Regional Skills Strategy</td> <td>Reduce proportion of employers reporting skills shortages by occupation</td> </tr> </tbody> </table> <ul style="list-style-type: none"> <li>• Develop the people and skills necessary to deliver economic development</li> <li>• Ensure access for all employers to qualified labour by addressing skills shortages</li> </ul>			Primary Drivers	Secondary Drivers	Improvement measures and aims	We will ensure there is access for all employers to qualified labour	Address skills shortages in key sectors including public services and health sectors as identified in the Regional Skills Strategy	Reduce proportion of employers reporting skills shortages by occupation
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<p><b>How does this support prevention and early intervention? (Benefit to clients/ stakeholders/ residents? Are costs reduced now or in the future by addressing this issue?)</b></p> <p>Although we already gather data from the local labour market regarding current and future skills shortages and use this information to develop sector based skills academies (SBWAs), the percentage of course completers recruited by local employers remains low – between 12% and 21% of DWP customers completing SBWAs went into work within 13</p>								

weeks of completing their courses in 2017/18 and, of these, an average of 14% entered the sector in which they had received the training.

By taking a more targeted approach and increasing the input and commitment from local employers to ensure that the training meets their requirements in terms of content and application criteria, we aim to increase employment rates, reduce the skills gap and reduce the time customers spend on benefits.

**Measures: (How will we know if a change is an improvement?)**

**Outcome measures**

- Number of local employers committing to input into training
- Number of successful course completers being offered a guaranteed interview by a local employer
- Number of successful course completers entering employment within 13 weeks of the course ending
- % of successful course completers entering employment within the academy sector

**Process measures**

- Number of additional employer-led sector based work academies run
- Feedback from existing / previous training participants regarding barriers faced
- Targeted use of sector-based skills training
- Alternative application processes tested

**Balancing measures**

- Demand from employers might exceed availability of training budgets
- Lack of take-up from unemployed people could result in employers disengaging from the process

**Change ideas (What can we do that will result in improvement?)**

- Employer focus groups to identify skills shortage reporting mechanisms and encourage input into training development
- Trial different types of employer engagement in the design and delivery of skills training
- Encourage new and existing businesses to consider Work Experience placements to increase the skills of jobseeking adults
- Utilising Community Benefit Clauses to encourage employer engagement and input into training
- Creation of a recognised mechanism for local employers to share information regarding skills shortages
- Collaboration between employers within key sectors to agree training priorities and utilise training courses as part of their recruitment process where a skills shortage has been identified

- More defined engagement between local employers and training procurers, e.g. DWP, SDS

**Potential Barriers**

- Engaging local employers to “buy into” the process
- Resources – securing appropriate funding
- Promoting the employment opportunities within the sectors where skills shortages have been identified as positive career choices

**Project Team:**

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