

**FLINTSHIRE COUNTY COUNCIL**

**REPORT TO:** **FLINTSHIRE COUNTY COUNCIL**

**DATE:** **WEDNESDAY, 30 APRIL 2014**

**REPORT BY:** **DIRECTOR OF LIFELONG LEARNING**

**SUBJECT:** **EMPLOYERS' PROMISE**

**1.00 PURPOSE OF REPORT**

- 1.01 To introduce members to the concept of the Employers' Promise and to:
- endorse the principles of the Employers' Promise and support as an active partner.
  - support the monitoring of impact from implementation of the Employers Promise, to take place in November 2014 and subsequently.

**2.00 BACKGROUND**

2.01 The County Council alongside other Local Service Board (LSB) partners has signed up to the Employers' Promise because as employers LSB partners are committed to developing a skilled workforce equipped to meet the challenges of the future. As employers, LSB partners are committed to working with other organisations to create additional training, apprenticeships and work opportunities. Partners believe that this will support employees and residents in the County by creating additional opportunities for all residents, however there is a specific focus on improving the routes to employment available to young people.

**2.02 Partners have committed to:**

1. aspiring to be employers of choice;
2. developing, promoting and supporting a range of lifelong learning opportunities for people at work, at schools, college and universities; and in our communities; and
3. developing, promoting and supporting a broader range of education, employment and training opportunities for all people, with young people aged 16 to 24 years a priority.

### 2.03 **This will be achieved by:**

- leading by example as employers in Flintshire;
- all LSB Partners committing to the Employers' Promise;
- developing the skills of our workforce;
- encouraging more apprenticeships and work placement opportunities in the County;
- providing opportunities for young people to enter the workforce;
- giving people the opportunity to re-train or re-enter the workforce; and
- growing the skills of the local community to produce the workforce of the future.

### 2.04 **What we are going to do:**

Partners will develop new ways of delivering public services that have the potential to make a difference to peoples' lives at the same time as making better use of public money. This will be achieved in partnership with our public, private and voluntary sector partners.

In partnership with other organisations, partners will develop new frameworks for the following:

- **Basic Skills**  
We will ensure that our employees have high levels of literacy and numeracy.
- **Employee Development**  
We will ensure that our employees are developed in their role with on and off the job quality training.
- **Workforce Planning**  
We will develop our employees to meet our current and future needs. This will include a renewed approach to work experience and apprenticeships.  
  
We will provide opportunities for progression and career opportunities.
- **Reduce Inequalities in employment**  
We will recruit fairly and equitably where possible from within the local labour market in Flintshire.  
  
We will identify and address any inequalities between different protected characteristics
- **Well Being**  
The health and well-being of our employees will be protected and promoted in the workplace.

## 2.05 HOW ARE WE GOING TO DO THIS?

All LSB partners will maximise opportunities to support opportunities in employment, education and training, including:

- increasing the number and range of work based learning opportunities available, for example, apprenticeships, industry / organisation based academies, training, and work experience;
- developing an Entrepreneurship Programme, including support for Enterprise Clubs through, for example, mentoring; training, and; business and financial planning;
- developing an Employability Programme, including Work Clubs, work experience including volunteering, Department of Work and Pensions schemes, etc.
- contributing to a broader range of Pathways to employment by maximising capacity amongst agencies, accessing national and local programmes and securing funding opportunities, making an impact on unemployment;
- developing local labour market information to support public and private sector business planning in relation to education, training, qualifications and vocational skills; and
- developing more innovative approaches to workforce planning.

## 2.06 Who we will involve

All LSB Partners are committed to this Promise. Furthermore, our ambition is to encourage all our public, private and voluntary sector partners to support the goals associated with this Promise.

Risks to manage include:

- ensuring capacity to support paid work placements and other programmes;
- ensuring that there are resilient arrangements to promote successful outcomes following apprenticeship and traineeship opportunities (including planning ahead with participants); and
- ensuring that we engage with young people at risk of being excluded and not in employment, education or training.

### **3.00 CONSIDERATIONS**

#### **3.01 Summary of main progress/achievements to date: -**

##### **Launch the Employer's Promise in the public sector to promote and enhance our roles as employers**

- The Employers' Promise has been developed (see Appendix 1) and has been agreed by the LSB. A formal launch of the Employer's Promise took place on 3<sup>rd</sup> April 2014.
- At its last meeting the Local Service Board commissioned HR representatives from each partner agency to develop a broader joint work programme encompassing joint work on workforce planning and organisational change and this is being progressed.

##### **Development of early key projects**

- Key early projects include supporting the development and implementation of the Youth Engagement and Progression Framework, ensuring tracking and support for those vulnerable at transition to training or further education at 16.
- Flintshire County Council has also sponsored development of the BEN network, which encourages creativity in people wanting to start or grow a business, develop entrepreneurial skills needed. Most crucially it supports and enables young people to access opportunities in Flintshire.
- Key early projects also include renewal of our own apprenticeships programme to ensure equity of access to apprenticeships at all appropriate levels. Flintshire County Council has also promoted development of new partnership shared apprenticeship and traineeship programmes, such as those developing in the construction sector and through the Deeside Enterprise Zone.

### **4.00 RECOMMENDATIONS**

#### **4.01 Members to:**

- Endorse the principles of the Employers' Promise and support as an active partner.
- Support the monitoring of impact from implementation of the Employers Promise, to take place in November 2014 and subsequently.

### **5.00 FINANCIAL IMPLICATIONS**

#### **5.01 There are no new financial implications arising from this report.**

**6.00 ANTI POVERTY IMPACT**

6.01 There are no anti-poverty implications arising directly from this report.

**7.00 ENVIRONMENTAL IMPACT**

7.01 There are no environmental impact implications arising directly from this report.

**8.00 EQUALITIES IMPACT**

8.01 There are no equalities impact implications arising directly from this report.

**9.00 PERSONNEL IMPLICATIONS**

9.01 The Employee Promise sets out reasonable expectations for progressive and positive employer practice.

**10.00 CONSULTATION REQUIRED**

10.01 None at this stage.

**11.00 CONSULTATION UNDERTAKEN**

11.01 Stakeholder consultation including the LSB and partners of the Employment, Skills and Jobs Partnership (formerly known as AEWE)

**12.00 APPENDICES**

12.01 Appendix 1 Employers Promise

**LOCAL GOVERNMENT (ACCESS TO INFORMATION ACT) 1985  
BACKGROUND DOCUMENTS**

None.

**Contact Officer: Ian Budd  
Telephone: 01352 70 4190  
Email: [ian.budd@flintshire.gov.uk](mailto:ian.budd@flintshire.gov.uk)**