

Evaluation Sector Based Work Academy In Partnership with Stobarts



**Lynda McGowan
Employer Liaison Officer**

Sefton @ Work

Background

- With the new development in the Port sector and Liverpool 2, job growth is anticipated and Sefton Council departments are working to support the growth and ensure our residents are best placed to apply for any jobs that are created as a result of the expansion.
- The purpose of Sector Based Work Academies is to assist unemployed people to move closer to working within their chosen career. The academy is made up of three elements; pre-employment training workshops, work experience within partner employers and a guaranteed job interview.

Delivery

- January 2014 saw the Stobart Group and Sefton Council successfully launch a two week Sector Based Work Academy programme in partnership with Sefton@Work (part of Sefton Council) a number of Liverpool Port employers, Talent Training, and Job Centre plus.
- Sefton @ Work's successful partnership with Port related employers enabled them to identify a number of companies who had worked with them in the past and who would be willing to support this initiative by offering an insight into the sector, placements, interviews and paid employment.
- The programme delivered by Stobart Group and Sefton@Work began with a 3 hour assessment centre with 45 delegates referred from both Sefton@Work and Job Centre plus. Following the assessment centre 21 delegates were selected based on their performance to commence the two week Sector Based Work Academy.
- Throughout the programme delegates attended a number of workshops including: Teamwork, Introduction to Transport, Supply Chain and Logistics, Presentation Skills, Communication Skills, Employability Skills, Introduction to Finance & Introduction to Health and Safety. These interactive and dynamic workshops were designed to

give delegates the best possible opportunity of gaining employment by providing them with the skills employers have expressed they would like to see in future employees.

- Sefton @ Work sourced a work placement for all 21 participants on the course and identified vacancies for them to apply for on completion. Placements lasted a minimum of 1.5 days to enhance their employability within the sector. Companies that participated included, Peel Ports, Drake Port Distribution, Roport Logistics , Docklands European, DACSA, Kindec and Discount Express Retail. Not only did Jobseekers gain an insight into the individual operations of the particular company but the sector as a whole.
- All applicants were given pre-screening interviews after the academy was complete and then matched to specific jobs that met their skills set.

Outcomes

- 40 clients have gone into work on the Port from 12/11.2013 to 1/8/2014.
- 16 of these were clients that took part in the Sector based Academy, the remainder were as a result of the relationships built within the sector, subsequent to the academy.
- In January 2015 Drake Port Distribution Service lost their contract to supply staff to PeelPorts. Blue Arrow have been awarded the contract to supply and train staff and clients previously placed on the port have been TUPE'd over.

Future Planning

- Sefton@Work are currently working with Blue Arrow and Jayne Ward (Account Manager) from JCP as due to the National Contract with Blue Arrow, they will lead on the Sector Based Work Academy. Up to 110 jobs are anticipated and interested parties will initially attend an Open Day.
- Whilst Sefton@Work clients will be able to apply for a place on the SBWA at the open days, Sefton@Work will draw on our experience to deliver a short course to prepare our clients for the open day so they are better prepared and more likely to secure a place on the academy.

Issues / Concerns:

Activity	Date	Concern	Recommendations	Changes/owner.
Excused signing process	20.01.2014	3Clients had money stopped by JCP	JCP to take Ownership of clients attending courses and liaise with Sefton @ Work to eradicate claimant's money being stopped or delayed.	
Due to time of year not enough Live vacancies were generated	20.01.2014	Some clients unable to apply for current vacancies due to skill set.	Better intelligence of workforce planning and proactive approach needed, with consideration given to time of year/resources etc.	
No 'live' vacancies and/or placement opportunities from JCP	25.01.2014	Not enough vacancies for clients to apply for.	More 'Live' vacancies and placement opportunities from JCP	
Protective clothing/footwear	20.01.2014	Employers had not informed Sefton @ Work that this would be a requirement . Too much time spent on this and JCP initially were unable to order for their own clients	Clearer process to be included when agreeing placements to identify when it is applicable and to facilitate the permissions / ordering of PPE equipment.	
Customer Care	Througho	ELO picking	JCP to provide a	

(nominated representative)	ut programme.	up queries and concerns from JCP Clients.	nominated person.	
Organisation and delivery of the Course	31.01.2014	ELO and team took part in Interviews 4 X ELO's for half a day instead of using employers.	Future Academies require the ELO to be present at initial discussion stages for future planned academies to ensure that all parties are aware of content (internal and external).	
Drug and Alcohol Testing	27.1.2014	2 clients unable to take up Opportunities.	Session on drugs in Health and Safety unit to be included in course and health representative from SMBC to attend information sessions at least 30 days prior to recruitment to try and improve failure rate.	
JCP Health and safety Questionnaire	27.01.2014	ELO team had to visit Employers day before placements were due	Need to include this as part of the employer commitment	
Better off calculations	Throughout course	Clients would have been better equipped to make more informed decisions when considering	Ownership of this to be undertaken by JCP. Should this be done at the pre-screening stage to ensure that those candidates that are not	

		job opportunities	going to be 'better off' do not take the place of those that will?	
Assessment Day		Presentation requirements seemed to disadvantage longer unemployed applicants.	Consider format of the Open Day. Activities at the assessment event to be revised to ensure that all candidates get a fair assessment and chance to progress onto the programme.	
Pre-screening events		Some clients did not know much about the course that they were attending prior to the assessment event.	<p>Include the type of roles on offer and what the programme entails at information sessions prior to the open day so that appropriate people apply.</p> <p>Literature/marketing material to be produced and agreed and then distributed to all advisors so that everyone is delivering the same message to customers and they can then make an informed decision as to whether they would like to attend.</p>	
Publicity		Obtaining agreement from all Partners	To be agreed at outset of next course.	

		that there should be one AGREED press release that names all partners and participating employers.		
Proof of Delegates on Job Seekers Allowance	Once names are confirmed following assessment event	Talent Training did not have proof that customers were on job seekers allowance until the programme had commenced (this was through them not informing us they needed this)	Once names are confirmed following the assessment event JCP and S@W to send written confirmation to RF of those customers currently claiming JSA.	
Proof of ID		Talent Training did not have sight of this so some information was missing from enrolment forms.	When customers are confirmed a place on the course, their advisor also informs them that they are to bring proof of ID on the first day of the programme.	

