

'The Apprenticeship programme brings a fresh boost of enthusiasm into the business each year. Year-on-year our apprentices move onwards and upwards, gaining greater understanding and confidence in our industry.'

Mark Gaskins, Projects Managers, Lawtronic

'M6 Toll has always invested in the development of our people but the added value of Train to Gain is the range of services it offered. From the initial skills needs analysis and advice to the flexibility and quality of the training offer, coupled with the funding support provided by the LSC, it is a very attractive and beneficial package with clear and demonstrable benefits for a business.'

M6 Toll Human Resources Manager Karen Lucas

'We are delighted to be working in partnership with Jobcentre Plus to change people's lives by helping them into meaningful jobs. Our ability to recruit, develop and retain excellent people by being an employer of choice is vital to the success of our business.'

John McDonough, Chief Executive, Carillion PLC

'A diverse workforce is critical to B&Q and I am certain that being part of the Local Employment Partnerships gives us the best chance of securing the people we need, now and in the future. Working with Jobcentre Plus is proving to be a very practical step towards this aim.'

Ian Cheshire, Chief Executive, B&Q

If you are interested in any of the services mentioned in this guide, please contact the relevant organisation.

For Recruitment contact:

Birmingham and Solihull: 0121 255 8351

Black Country: 01902 435290

Marches (Shropshire, Herefordshire and Worcestershire): 01562 623649

Coventry and Warwickshire: 02476 232598

Staffordshire: 01785 358816

For Workforce Development contact: 08000 754 557



Including Jobcentres and
social security offices



Leading learning and skills

THE EMPLOYER OFFER FOR THE WEST MIDLANDS

Unlocking talent





In today's labour market you need a skilled workforce at every level to compete and succeed in a dynamic world economy.

Here in the West Midlands, we have unique challenges and opportunities. As the heavy industries which have represented the backbone of our economy for generations have declined, a legacy of low skills has remained. Meanwhile, we have seen opportunities grow in service and professional sectors, where employers need higher level skills.

In the next decade:

- There will be a 40 per cent reduction in jobs requiring no skills or qualifications,
- There will be a 35 per cent increase in those jobs requiring higher level skills.

In response to this challenge the Learning and Skills Council (LSC) and Jobcentre Plus have formed a partnership to produce the Employer Offer, a seamless service that can support you to fulfil your recruitment and skills needs in order to benefit your business. This will require your involvement and commitment because it's only by working together that we can unlock Britain's talent.

In the next decade, nearly one million new recruits will be required to replace those leaving employment across the West Midlands. We want to work with you to help you open up your job opportunities to a wider pool of potential talent and develop your existing workforce to meet your business needs now and for the future.

The Employer Offer for the West Midlands will ensure that you have immediate access to the right service at the right time, and the help of experts within the partnership.

The Offer, in partnership with you, will provide a structured and co-ordinated response to address your business recruitment and training needs.

David Cragg

Regional Director: West Midlands Learning and Skills Council

Margaret Tovey

Regional Director: Jobcentre Plus

We will ensure employers, regardless of their size and sector will be offered a range of services to meet their business needs; from recruiting new employees to retraining existing workforces



EMPLOYER OFFER

We will ensure that you are offered services to meet your business needs regardless of the size of your company and the sector you cover. In return we are asking for your commitment to open up job opportunities to a wider pool of people and retrain your existing workforce.

The services we can offer you include:

- Recruitment tailored to your requirements, delivered by Jobcentre Plus. This could range from a core vacancy advertising service, to the Local Employment Partnership initiative, depending on your commitment to supporting people back into work and your business needs;
- Job scoping and individual skills assessment, to ensure a match between prospective recruits and the skills requirements of a job;
- Free training to address basic literacy, communications and numeracy needs. Training employees to their first Level 2 qualification;
- Meeting your organisation's development and training needs to help improve the skills of your employees and your business performance through the Train to Gain service.
- Bespoke pre- and post-recruitment training programmes designed by employers to equip prospective recruits with essential skills to be job-ready;
- Access to the Work Trial initiative, where potential recruits have the opportunity to demonstrate their suitability for a job with an employer, before committing themselves to moving from benefits to employment.
- Youth and Adult Apprenticeships - a tried and tested way of recruiting and developing existing skilled individuals with real experience in your workplace;

In addition, our Offer will ensure you will have a named contact who will be responsible for supporting your recruitment and skills requirements and who will bring together the key partners to meet these needs.