



LifeSkills Employer engagement Strategy

Objectives of the Employer Engagement Strategy

- Confirm the priorities for the LifeSkills in relation to workforce development and set clear targets to measure performance and progress.
- Create new business activities and income to develop the skills that employers need.
- Determine actions to be taken to further develop relationships with a wide range of small and large employers to grow our market share.

Social and educational context

The benefits of apprenticeships are clear:

Apprenticeships provide employees with sustainable skills and recognised qualifications in a wide range of fields, leading to a long and successful career within a business.

- 96% of employers that take on an apprentice report benefits to their business
- 70% of employers report higher productivity and improved quality of products / services
- The average person completing an apprenticeship increases productivity by £214 a week.

These gains include increased profits, lower prices and better products.

We will work with employers in the region and the local community to:

- Equip businesses and employees with the skills, knowledge and qualifications that they need to remain competitive and ensure future sustainability.
- Provide support and guidance to help young people progress to employment.

- Develop those already in employment to progress their careers and meet their aspirations

To deliver this strategy, we will:

- Increase the number of businesses we work with Develop new services for learners and employers to increase participation on programmes.
- Access funding, wherever possible, to help support employers' training plans.
- Ensure training is flexible to meet employer needs including programme content, mode of delivery, timing and location.
- Review the existing portfolio of courses to ensure the range of programmes and qualifications meets and is prompt to employer demand.
- Raise awareness of the benefits of apprentices with employers to increase the number of apprenticeships available across the sector.
- To raise the profile of LifeSkills with employers, particularly those we are not currently engaged with.
- Develop an employer e-newsletter to raise awareness of training opportunities with an emphasis on business impact.
- Ensure our apprenticeship offer is wide ranging and comprehensive and provides learners and employers with clear, structured progression routes.
- Increase the range and offer of Traineeships to employers and Traineeship learners progressing onto an Apprenticeship with their host employer.
- Increase the number of Learners progressing onto Advanced Apprenticeship programmes.

Performance Targets

Performance targets are set against the following indicators:

- To increase the number of apprentices each year
- To increase the number of learners completing Traineeships programmes each year
- To increase the number of learners progressing from Traineeship to Apprenticeship each year
- To increase income from employers each year
- To increase the number of employers with apprentices each year
- Achieve outstanding employer satisfaction.