

Provision for the Unemployed Tesco/Sainsbury Retail (North East)

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Summary: A number of Tesco and Sainsbury's stores opened across the county in 2010, the completion is expected to be the end of 2012 creating over 1500 new retail jobs

Phase 1	Tesco, Bishop Auckland (400 jobs) Sainsbury's Bishop Auckland (300 jobs)
Phase 2	Tesco, Consett (replacement store 150 net +jobs)
Phase 3	Tesco, Stanley (300 jobs)
Phase 4	Tesco, Peterlee (400 jobs)

- Through partnership working with the Local Authority, and the shared employability and skills agenda, an initial approach was made by the Skills Funding Agency to both retailers at the land/planning stage to promote the pre-employability skills model.
- Once the retailers were in agreement to the approach the lead was passed to Jobcentre Plus and the Skills Funding Agency to implement a suitable model.
- To help agree the pre-employment training content and approach, a collaborative partnership approach was required between a number of local training providers to work together utilising an appropriate mix of pre-employment training.

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An agency of the Department for Business, Innovation & Skills

- Further education Colleges were at the centre of the programme, working with specialist employability providers to get the best mix of expertise and funds available.

The provider base included:

Bishop Auckland College
 Contact Centre Professional (a training organisation known as CCP)
 Derwentside Training
 New College Durham

Working Links

(NB: Derwentside College and East Durham College will be included in the partnership when new stores reach construction stage in their localities)

The challenge

- Respond to the employers demands to create 1500 new retail jobs across county Durham and ensure unemployed people have the right employability skills to improve their chances of sustainable employment
- Ensure existing skills funding was best deployed to maximise job opportunities for local unemployed people

Value added/ benefits

One of the key benefits of this collaborative approach was that there was no need to dismantle the provider base and rebuild it for each new store opening. Instead, all of the providers continue to be involved, working in collaboration to support future store phases.

The analogy used to describe this approach, and one that Tesco particularly liked and used, is “recruitment and training in a box”, for example, the training programme, provider base and funding streams partnership model was established once, and then reused across the county as new stores came on-line (everything put in the box can be taken around the county to different locations, reopened and used when required).

This mix of providers also ensured:

- A wide geographical coverage to help maximise the recruitment process.
- A full complement of funding streams to support pre-employment training delivery and that all Jobcentre Plus customers were supported.
- A mixture of pre-employment training delivery models which included part-time and full-time programmes and local delivery locations to improve accessibility and reduce costs.

- extended partnership working, this included proactive work with the local Voluntary and Community sector (VCS) groups, to promote and engage potential candidates. This ensured job opportunities were promoted to as many unemployed people as possible.

Phase 1 of the programme ended in December 2010 and the outcomes were:

- 600 PET places across all provider organisations
- 600 individuals attended interviews
- 350 were job matched.

Continuation of the programme exits supporting Tesco metro stores opening across county Durham and phase 2 of the programme is expected from August 2011 when construction work begins on additional stores.

Learning points

As the employers were recruiting both in large volumes and across the county, it was essential to build the provider partnership at the very early stages to deal with key issues in advance of the programme start; in particular how to collaborate to share the opportunity and maximise outcomes in the most efficient and effective manner.