

# Preparing for sector-based work academies

## Fact sheet for Jobcentre Plus District Employer and Partnerships Teams and the National Employer Services Team

### [Skills Funding Agency information version]

#### What are sector-based work academies?

**Sector-based work academies** are one of the Get Britain Working measures and are part of the wider Employer Offer (England only. Wales and Scotland still under discussion). They are driven by sector demand to meet the requirements of our customers and employers. Sector-based work academies last for a maximum of 6 weeks (but can be less) and consist of three elements;

- pre-employment training;
- a work experience placement; and
- a guaranteed job interview.

The pre-employment training element of sector-based work academies will be delivered by Further Education (FE) Colleges and other Skills Funding Agency contracted training organisations.

The eligibility criteria has been kept simple to 18+ JSA and ESA (WRAG) customers who are close to the labour market.

#### What should I be doing now?

Although sector-based work academies are not scheduled to 'go live' until August 2011, we need to begin early engagement with employers to determine the most appropriate offer to meet local needs.

Early engagement with employers is key to ensuring that sector-based work academies are in place for the launch in August 2011.

#### District Employer and Partnership Teams

should 'warm up' employers by :-

- using your local labour market knowledge and information on the Knowledge Hub to identify the relevant sectors that would benefit from having a sector-based work academy in your area. Ask advisers in your District what types of jobs customers are looking for and see what the skills gaps are;
- actively engaging with employers, understanding their recruitment requirements and promoting the benefits of a sector-based work academies to their business using the Features and Key Messages in this fact sheet to support the discussions;

- revisiting employers previously approached about the GBW measures who may have shown an interest in sector-based work academies;
- identifying employers who would be willing to offer work experience placements and a guaranteed job interview;
- considering and exploring the possibility for an employer led sector-based work academy where employers are willing to fund their own training (this may be non accredited);
- managing employer expectations and clarifying their responsibilities when participating in a sector-based work academy – e.g. employers are expected to offer a guaranteed job interview;
- assuring the employer that ongoing support would be provided whilst customers are participating in the work experience placement;
- working in partnership with training providers to co-ordinate employer engagement and build on existing employer relationships;
- brokering the relationship between employers and FE Colleges and training organisations to identify and agree pre employment training requirements and, if appropriate, linking sector-based work academies to Apprenticeships

#### Engagement with National Employers

Senior Employer Relationship Managers (SERMS) should talk to national employers about the full range of GBW measures and explain that activity will be driven by local need to support unemployed people into work.

Sector-based work academies will vary to reflect the needs of local areas and SERMs should encourage employers to commit in principal to the sector-based work academies concept at a national level and agree a local contact strategy.

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### What to say to employers.....

Features	Key Messages
<ul style="list-style-type: none"> <li>• Flexible model.               <ul style="list-style-type: none"> <li>• Variable pre-employment training and work experience placement periods (within the 6 week window)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• A flexible delivery model that can be tailored to meet your recruitment needs and improve attrition rates.</li> </ul>
<ul style="list-style-type: none"> <li>• Simple eligibility criteria – 18+, JSA and ESA (WRAG) customers who are close to the labour market.</li> </ul>	<ul style="list-style-type: none"> <li>• Eligibility is simple to help you to access a wide pool of potential candidates, aged 18 and over, who will receive the right preparation, and be ready to work in your business.</li> </ul>
<ul style="list-style-type: none"> <li>• Lasts a maximum of 6 weeks and consists of three elements:-               <ul style="list-style-type: none"> <li>• pre employment training funded through the skills system;</li> <li>• a work experience placement with a host employer; and</li> <li>• a guaranteed job interview for the customer who completes the training and work experience placement.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• A tailored package of support to help you get the right person for the job. A person who has the necessary experience and skills to work in your business;</li> <li>• You are in control of your own recruitment and have a chance to try out a potential employee in your work place before offering them a guaranteed interview;</li> <li>• An opportunity to find the right person for the job, with influence over the pre-employment training this person will receive;</li> <li>• Churn vacancies should be easier to fill using sector- based work academies participants, with quick and easy access to a wide pool of candidates.</li> </ul>
<ul style="list-style-type: none"> <li>• Work experience placements in your business</li> </ul>	<ul style="list-style-type: none"> <li>• Workforce development opportunities for existing employees to share their insight and expertise with motivated people, broadening the skills of the workforce, for example, by developing their mentoring, supervisory and coaching skills;</li> <li>• Supporting the local community to become more prosperous by creating opportunities and improving the job prospects of local people;</li> <li>• Participants stay on benefits and we pay their travel, child care and replacement care costs.</li> </ul>

Features	Key Messages
<ul style="list-style-type: none"> <li>• Sector specific training.</li> </ul>	<ul style="list-style-type: none"> <li>• We want to work with you to ensure that the pre-employment training meets your needs so candidates are prepared and ready to work in your business;</li> <li>• You are the experts, we need to work in partnership with you and FE Colleges and training organisations; to share ideas and good practice; and to develop a package of support that meets the needs of the local business community;</li> <li>• You can deliver your own 'in house' training as a component of the sector- based work academy</li> <li>• Sector-based work academies participants will achieve accredited units that will ensure that they have the skills required to enter your business and they can use these to build towards full qualification or lead onto an apprenticeship;</li> <li>• There is potential to increase productivity by recruiting people with the right skills for now and the future.</li> </ul>
Employer networking	<ul style="list-style-type: none"> <li>• Giving you the chance to network with your peers, raising your company profile;</li> <li>• A chance for positive publicity and media opportunities to show how like minded businesses are working together to meet their social responsibilities;</li> <li>• Participating in sector- based work academies could help you to meet your business objectives, for example, your corporate social responsibility target.</li> </ul>

For more information on all the Get Britain Working measures and sector-based work academies as they develop, signpost employers to:

[www.dwp.gov.uk/policy/welfare-reform](http://www.dwp.gov.uk/policy/welfare-reform)

or

[www.businesslink.gov.uk/workexperience](http://www.businesslink.gov.uk/workexperience)

[www.businesslink.gov.uk/worktogether](http://www.businesslink.gov.uk/worktogether)

[www.businesslink.gov.uk/workclubs](http://www.businesslink.gov.uk/workclubs)