**Skills for Work: Employer Engagement Strategy**

**Aims of the Employer Involvement Strategy**

Skills for Work (SfW) is committed to raising the skills level of the district’s workforce by driving regeneration to support the district’s economy, jobs and skills. By working with partners, we aim to create apprenticeships and learning opportunities for unemployed residents, and provide skills in the district’s key sectors. We actively encourage engagement with employers so that we can be more responsive to their needs and contribute to the original objectives set out in the Bradford District Employment and Skills Strategy:

* Unlocking enterprise and employment growth in the private
* Raising employer demand and investment in skills at all levels, including accelerating employer take-up of Apprenticeships (including SMEs and micro employers) particularly in retail, advanced manufacturing, construction, financial and business services, and creative and digital industries.

SfW aims specifically to support: -

* To improve our capacity to engage with employers and therefore increase the number of customers moving into Apprenticeships and work with the opportunity to progress.
* To work with local employers to develop Apprenticeship Standards that meet their particular needs, especially in priority sectors.
* To increase the involvement of employers in designing, developing and where appropriate and delivering programmes.
* Build mutually beneficial relationships with employers and challenge employers’ negative perceptions of long-term unemployed people.
* To enhance employers' commitment to the principles of Inclusivity, Corporate Social Responsibility by working with employers to support people with disabilities, young people, and other disadvantaged groups to access and sustain employment.

Employers are key stakeholders and partnership with employers is crucial to the success of these aims.

**SfW’s employer engagement strategy supports:**

* The Council’s priorities: **Better Skills, More Good Jobs and a Growing Economy** - growing our local economy in an inclusive and sustainable way by increasing productivity and supporting businesses to innovate, invest and create great jobs. [Your Council Bradford Council Plan](http://intranet.bradford.gov.uk/your-council/strategies/bradford-council-plan); [Your Council Bradford District Plan](http://intranet.bradford.gov.uk/your-council/strategies/bradford-district-plan);
* West Yorkshire Combined Authority Economic Strategy; boosting productivity and enabling inclusive economic growth: [Economic strategy - West Yorkshire Combined Authority (westyorks-ca.gov.uk)](https://www.westyorks-ca.gov.uk/growing-the-economy/economic-strategy/)

**Employer Engagement**

To continually improve and our provision we will seek feedback from employers by: -

* Developing links with existing employer networks/trade organisations/sector skills councils, the National Apprenticeship Service (NAS) and Jobcentre Plus.
* Undertaking business needs analysis/training needs analysis to identify “what employers need”.
* Seeking employer’ views via the FE Public Information FrameworkEmployer Views Survey and conducting annual on-line surveys
* Ensuring employers’ and work place supervisors contribute to learner progress reviews.
* Ensuring employers’ views inform self-assessment/internal inspection processes
* Undertaking internal quality monitoring

**The benefits of an Employer Involvement Strategy**

* + To deliver programmes that can respond to local employment needs and opportunities.
* Learning which is planned and therefore meeting the needs of employers, employees and other customers.
* Improve the employability of customers by equipping them with the employability skills desired by prospective employers.
* Improved links between on- and off-the-job training and the quality of provision for customers.
* Use our links with employers to evaluate our programmes as part of our quality improvement arrangements.
* Improve SfW’s employees’ knowledge of industry sectors and the demands of particular employment fields.
* Sharing of good practice.

Reviewed 29/08/25 Suzan Mc Gladdery