working together as **one voice**

Employer Engagement

Peter Huntington

22 January 2009

Alliance
Sector Skills Councils

Content

- ABOUT THE ALLIANCE
- HOW WE ARE ORGANISED
- WORK IN REGIONS
- HOW WE ENGAGE
- OUTPUTS/ASKS

Alliance
Sector Skills Councils

ABOUT THE ALLIANCE

- Representative body for 25x SSCs
- Developmental as well as representative
- Regional/national capability

Alliance
Sector Skills Councils

HOW WE ARE ORGANISED

- English regions have SSC Fora chaired by a CEO
- Similarly for other UK nations
- SSCs have very significant employer engagement
- No direct employer engagement by Alliance

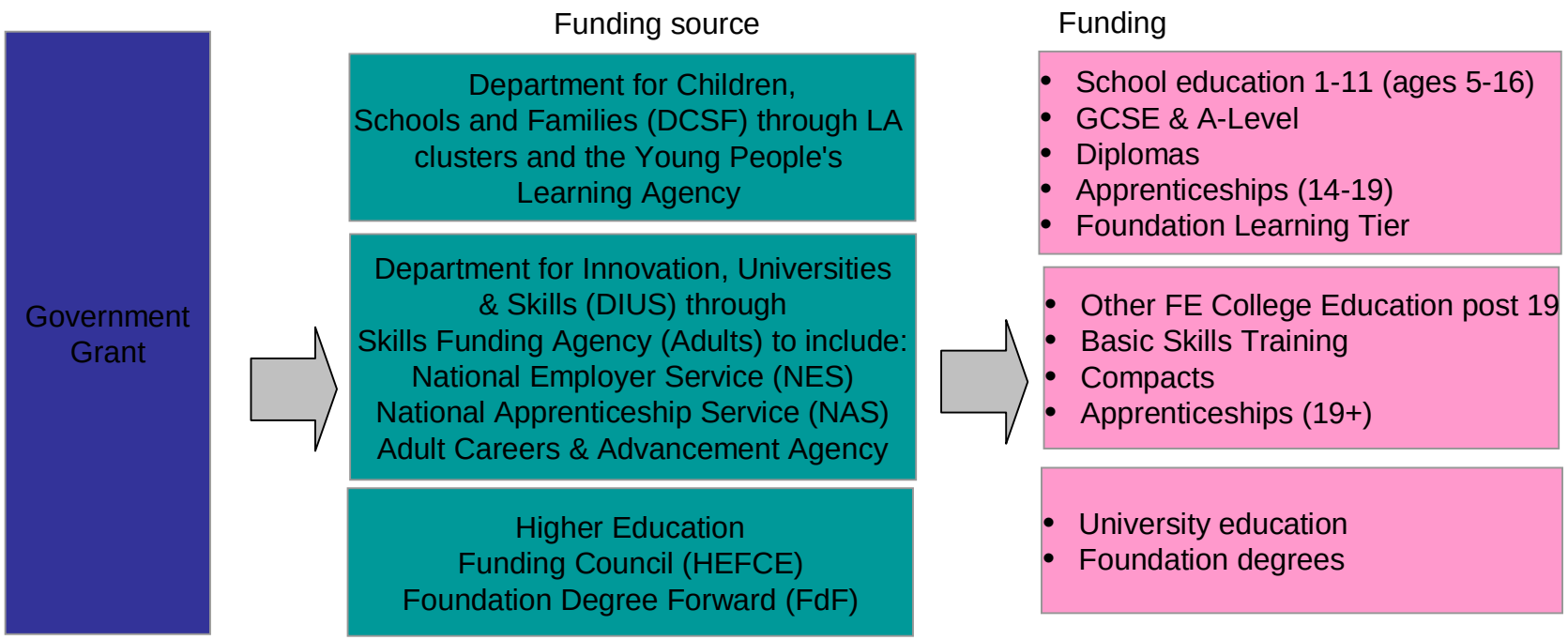
Alliance
Sector Skills Councils

WORK IN REGIONS

We are not alone…

Alliance
Sector Skills Councils

The Emerging System



Alliance
Sector Skills Councils

Objectives in Regions

- Regional Engagement to ensure SSCs are seen as the voice of their Sectors, impact in the region, ensure activities/initiatives benefit and are appropriate to all sectors
- Ensure SSCs impact and respond to the current downturn
- Look for SSCs to operate collectively in order to achieve common goals – eg Skills Action Plan in WM

Alliance
Sector Skills Councils

WM Strategic Groups

- Public Services
- Manufacturing
- Built Environment
- Creative Media
- Transport and Tourism
- Customer Services
- Business and Professional Services

Alliance
Sector Skills Councils

Partnership Working

- SLA with LSC in WM
- SLA with AWM, eg. work with ‘clusters’
- MoU with Business Link – ROI
- CBI
- Chamber of Commerce
- EEF
- FSB

Alliance
Sector Skills Councils

HOW WE ENGAGE

- *GoSkills'* model:
  - Differentiate market
  - Largest 14 with plans on CRM
  - Self-employed in taxi/driver training thro' partners
  - Governance structure-regions/industries
  - Membership scheme
  - Newsletters
  - Regional team
  - T2G partnerships/influence

Alliance
Sector Skills Councils

OUTPUTS/ASKS: WM

- Downturn steering group fully operational with full engagement from all partners
- Funding secured from LSC
- SSC operating collectively
- SSC contributing to WMRO data ensuring sector information published and analysis undertaken
- Representative at RSP and key groups within the region – partners see value of Alliance

Alliance
Sector Skills Councils

OUTPUTS/ASKS: WM

- Ensure SSCs are consulted, in the first instance, when seeking employer support/ response
- Promote SSCs when dealing with internal and external customers
- Engagement with SSCs as a matter of course thus ensuring relationships are established

Alliance
Sector Skills Councils

Discussion

- Can we use intermediaries better in our engagement strategies?
- Do we need to distinguish levels of employer engagement?
- Are there other examples of employer engagement members wish to share?
- How easy is it to join everything up?

Alliance
Sector Skills Councils

Thank You

Alliance
Sector Skills Councils