



Economy and Jobs Cabinet Member Bulletin Councillor Manju Shahul-Hameed June 2018

Latest News

Working Together

Apprenticeships

We will be welcoming 14 new apprentices as part of the council's internal apprenticeship programme on Monday 16th July. Approximately half of the managers who are hiring apprentices in this cohort have never had apprentices before, reflecting the growing awareness across the council about the positive impact apprentices have on their respective teams. Furthermore, these apprentices will be working towards a variety of specialist qualifications including Procurement and Youth Work, gaining experience in a wide range of teams across the council. Demand for apprentices continues to grow and there have already been several expressions of interest from managers (and potential applicants) regarding recruitment for Cohort 3 which will begin in July for an October 2018 start.

In May, the apprentices were at the forefront of organising the Learning at Work Week apprentice session where they presented key information about apprenticeships amongst colleagues and potential hiring managers. They shared their story as apprentices including how life changing doing an apprenticeship at Croydon council had been for them.



"I'm 6 months into my apprenticeship and I've learnt so much about the council, my job role and myself. This has been my first ever job and as a 16 year old, working here council has shown me what it is like to be working in the public sector which is exactly what I want to do".

Beth Blakeman, Commissioning and Improvement Apprentice



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We also provided more information on apprenticeship training that is available for existing staff leading to expressions of interest from staff in both pathways:

Apprentices have been given the opportunity to take part in the apprentice swap so they could learn more across the council. Apprentices have arranged to change teams for up to a week and set up a placement in other teams of interests such as Trading Standards, Communications and Economic Growth.

Apprentices have also taken part in the borough wide 'Choose Your Future' campaign, encouraging young people across the borough to make better life decisions and think more carefully about how the decisions they make now can influence their future (right).

Despite being launched only eight months ago, our apprenticeship programme has already been identified as an example of good practice by The Learning and Work Institute and has been shortlisted by the ENEI (Employers Network for Equality and Inclusion) in their newly created Apprenticeships category. The award ceremony will be taking place on the 10th July and our nomination is one of three council projects that have been selected by the ENEI.



**APPRENTICESHIPS WORK:
JOURNEY TO SUCCESS
CROYDON 2018**

Do you want to earn while you learn?
Are you interested in exploring a new career path?

If so, then come along to this FREE event organised by Croydon Council's very own apprentices! You'll get insight into how apprenticeships work, find out about what opportunities are available to you and you might just meet your future employer.

SPEAK TO EMPLOYERS
MEET CROYDON COUNCIL APPRENTICES
CHOOSE YOUR FUTURE

THURSDAY 12 JULY 2018, 2-5PM

Event highlights
Interactive quiz • Meet employers • Hear from current and former apprentices • Light refreshments will be served • Prizes to be won
Book your free ticket
www.eventbrite.co.uk/e/apprenticeships-work-tickets-43936891997706-ubdsadstsearch
For more information contact: apprenticeshipwork@croydon.gov.uk

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CHOOSE your future
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On Thursday 12th July, the apprentices will be hosting 'Apprenticeships Works: Journey to Success', an event aimed at promoting apprenticeships across the borough and informing both residents and employers about the benefits of being involved in apprenticeships. The apprentices have worked as ambassadors by being involved in planning every aspect this event e.g. flyer design (left).

Interest in working towards professional development apprenticeship qualifications continues to rise amongst existing staff. Over the last few months, staff from different teams have enrolled in qualifications such as Leadership, Management and Professional Administration.



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Work Experience

The new system for organising work experience was launched in June meaning that every team in the council is expected to create at least two student placements each year. These placements will be advertised through the Croydon Works website so the application process will more closely imitate real life recruitment practices. This new system will result in more placements being offered to local students and a fairer selection process for those that apply.

Croydon Means Business

As part of our year long campaign for business we are pleased to announce new free drop-in one-to-one business support clinics!

Croydon's small businesses and budding entrepreneurs are being offered a boost with free, drop-in, one-to-one business support clinics again this month.



This follows the success of the first business support clinic in May, which saw business owners and entrepreneurs from across the borough benefit from free specialist advice and top tips on a wide range of topics.

Hosted by the Croydon Business Support Network, the free monthly sessions offer help with finance and funding; marketing and social media promotion; exporting and international trade; recruiting and employing staff, as well as premises and business rates.

Local business owner Mel Hollett said: *"I would like to express my sincere thanks to all I spoke with at the well organised, free monthly business support clinic event on 24 May, which was organised by Croydon Business Support Network at the Business Xchange Hub. I was warmly greeted by each business advisor that I spoke with and all the business advisors were absolutely brilliant!"*

The second clinic took place from 10am – 1pm on Tuesday 26 June and the next one will be on Thursday 26 July at The Business Xchange Hub, 5th Floor Marco Polo House, 3-5 Lansdowne Rd, Croydon, CR0 2BX. The council will be offering economic development and business growth support, including inward investment, help to identify new premises, access to a free recruitment service and financial support including loans and business rates relief.

To find out more contact the Economic Development Officer: ose.akpom@croydon.gov.uk



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Social Enterprise Network

Social Enterprises from across the borough are invited to join the Croydon Social Enterprise Network.

In order to support our social enterprises, the network meetings are designed to share information on funding and sustainability as well as encouraging collaboration and best practice for our Social Enterprise community.

Social Enterprises are businesses that trade to tackle social problems, strengthen communities or improve the environment. They aim to generate most of their income through selling goods and services, reinvesting the majority of their profits to further their social mission.

Social Enterprises show us what the future of business can look like. These are credible businesses, competing in the open market, but set up in a way that addresses some of the biggest issues we face. From homelessness and substance abuse to mental health and social care - Social Enterprises are working on the front-line creating opportunities and reducing inequalities. They are showing traditional businesses how social impact and profit can go hand in hand.

Croydon Works



Croydon Works has been working with 2 key employers to develop accessible pathways into employment for our residents.

- Construction Skills Academy – is a joint project with Croydon Works, Willmott Dixon and Carshalton College (off the back of the New Addington Leisure centre development) which was launched in March and started delivering training in April. The first cohort completed their training with some positive outcomes. 12 residents completed the course with 4 completing work experience and 3 residents going on to find work. The second cohort of 11 residents commenced training at the beginning of June 18.
- One Destination employability course - is a partnership between Gatwick Airport Ltd, Croydon Works and London Learning Consortium. It is exclusively for Croydon residents and gives them the opportunity to gain security clearance, enabling them to work with any employer on site at Gatwick, coupled with employability training including a qualification in customer service. The first cohort started in April 18 and 7 residents completed the course with 3 people being offered jobs with various employers at Gatwick with the remaining awaiting interview, we anticipate more positive outcomes.

Other:

- Shrubland's Outreach Pilot – overall this pilot was a success, 12 people signed up to the course with 8 people completing it and 4 residents have secured employment as a result. We are now having discussions to the wider team to look at other areas to run a similar programme

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- ERSA National Employability day: Croydon works is working with London Learning Consortium to host our 2nd employability day recruitment event, we have a host of employers and training providers who will be showcasing jobs and training courses on the day along with interactive workshops with Gatwick Airport around interviews and NCS around applications, confidence and motivation and how to make job applications

Work and Health Programme



February was the last month of mobilisation before the Work and Health Programme went live on 1st March 2018. Over the past few months Reed (the provider) has been securing fixed and co-location sites across the five London Boroughs within the South London Partnership and will be delivering the programme from nine locations across the sub region. The co-location sites include CALAT in New Addington, Evolve Housing and The Commonsides Trust in Mitcham, which will help support a joined up approach with local support services for participants.

Reed has met with key stakeholders from all five boroughs and visited all JCP offices to present the programme to frontline staff as part of their stakeholder engagement activity. A range of marketing materials, including a website, aimed at participants, partners and JCPs have been produced and are being rolled out across the boroughs.

An official launch of the programme was planned for May 2018, to allow time for delivery to start having an impact on participants. However, on the second day of go-live, the number of participants allocated to the programme has almost met weekly targets, with 25 participants meeting the qualification requirements.

Good Employer Charter

Croydon Council welcomes two new recently accredited businesses to the Good Employer Croydon Charter – The Oakwood Group and Baachu Works. These businesses have demonstrated their continuing commitment to supporting the success of Croydon's local economy by using local supply chains, creating local job opportunities, ensuring employees are paid the London Living wage and promoting fairness, equality and sustainability through their business practices.

The Good Employer Croydon Charter gives recognition to socially responsible businesses and is structured around four key pillars:

1. **Pay Living Wage** – paying all direct staff the London Living Wage;
2. **Employ Local** – creating employment and training opportunities for local people by using the free-to-use Croydon Works job brokerage service;



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3. **Buy Local** – supporting the local economy by investing in local business and supply chains; and
4. **Include All** – implementing best practice relating to equality and diversity in the workplace; supporting local communities, initiatives and campaigns; and minimising the business' impact on its surroundings and environment.

To date, 36 organisations have become accredited with a further 60 businesses having pledged and working towards accreditation. The list of accredited organisations includes organisations of all sizes and sectors, the full list of which and further details about the Good Employer Croydon business accreditation scheme can be found at www.goodemployercroydon.com



On the 20th June I was pleased to be part of a Joint Committee of 17 Local Authorities that approved the Coast to Capital Local Economic Partnership's Strategic Economic Plan. The plan outlines our collective ambitions for the Coast to Capital area which runs from Croydon to the south coast and sets the strategic context for millions of pounds of investment in infrastructure, digital and skills which will all contribute to improving the lives of Croydon residents.