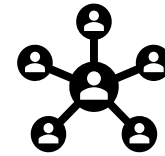


# Growth Works with Skills

Connecting learners and employers with opportunities that enable growth



Innovative & demand-led skills brokerage service – bringing the pieces together



Talent Pledge – Linking employer volunteers with schools & colleges to showcase careers and sectors.



An enabling environment for business to access the skills they need & diagnostic tools to support business growth.



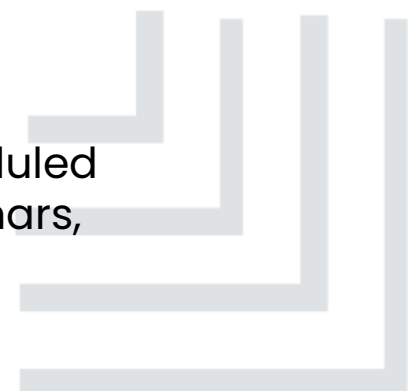
Providing access to resources that support career choices, learning in work and lifelong learning.



Digital Talent Platform acting as a “single shop window” careers information for all, vacancies, work placements, courses, individual profiles.



Active support via scheduled & bespoke events, webinars, meetings and phone



# Delivery & Team Utilisation



## ENGAGEMENT

Small SME's  
Micros  
Start ups  
Marketing / Coaching  
diagnostics – drive to  
platform  
Automated approach to  
*primarily* self-serve.

Ade Gardner Skills &  
Business Relationship  
Manager  
Platform / Diagnostic  
(0.8 FTE)

## RELATIONSHIP MANAGEMENT

### North

Nikki Burton  
Skills & Business  
Relationship Manager  
Peterborough  
(1.0 FTE)

Steve Walker  
Enterprise Coordinator  
P&H  
(0.8 FTE)

Mark McCreesh (1<sup>st</sup> Aug)  
Skills & Business  
Relationship Manager  
Hunts / Fens  
(1.0 FTE)

Debbie Longhurst  
Enterprise Coordinator  
P&H  
(0.8 FTE)

Top & Medium SME's  
Priority & key sectors  
Coverage for the 6 DC's  
Schools & Colleges

Merry Clark  
Skills & Business  
Relationship Manager  
Small/Micro  
(0.8 FTE)

Form the Future  
Referral & Engagement

Federica Bocchetti-Dunn  
Skills & Business  
Relationship Manager  
Cambridge  
(1.0 FTE)

Jen Wilby  
Enterprise Coordinator  
Cambridge / E & S Cambs  
(0.5 FTE)

Maturity (TDMI scoring)  
Provider network &  
representative bodies  
Business strategy group  
Multipliers &  
influencers

Chris McKechnie  
Skills & Business  
Relationship Manager  
East & South Cambs  
(1.0 FTE)

Lisa Gledson  
Enterprise Coordinator  
Cambridge / E & S Cambs  
(1.0 FTE)

### South

## KEY ACCOUNT MANAGEMENT

Top & key employers  
District councils / (EDO's / HR)  
Public Sector (NHS & Schools &  
Colleges  
Multipliers & influencers  
Movers & shakers

Jim Curran  
Head of Skills  
(1.0 FTE)

Gareth Preece  
Managing Director  
(0.4 FTE)

Nigel Noble  
Ops Lead - Skills, Business &  
Education  
(1.0 FTE)

Core Team

Leadership

Subcontracted

Core/CRF

Solange Barbosa (Admin Officer / Project Support)      Henna Aslam (Project Co-Ordinator)      Laura Dryhurst & Rosie Wareham (Marketing)

# Talent Development Maturity Index

*A diagnostic tool that helps organisations understand and improve their approach to recruitment & talent development.*

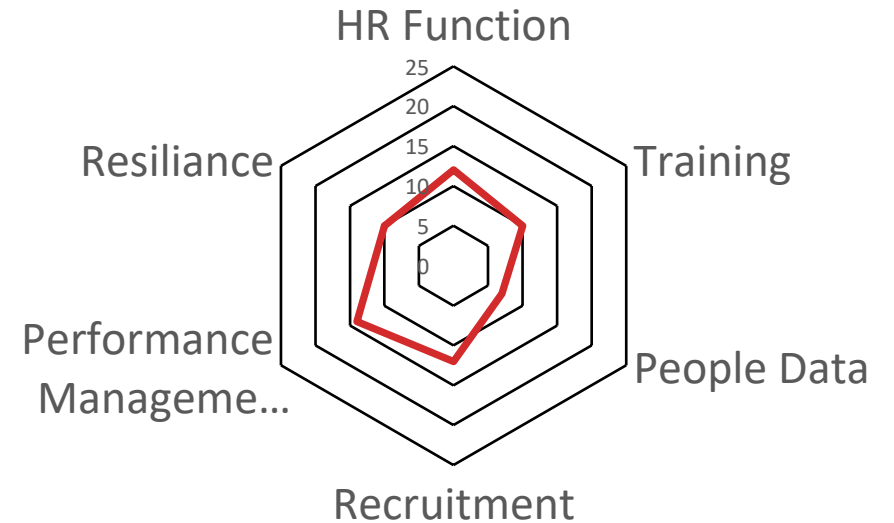
## Six Themes

- HR Function
- Training
- Performance Management
- Recruitment
- People Data
- Resilience

## Five Maturity Levels

- Transactional
- Operational
- Tactical
- Strategic
- Optimal

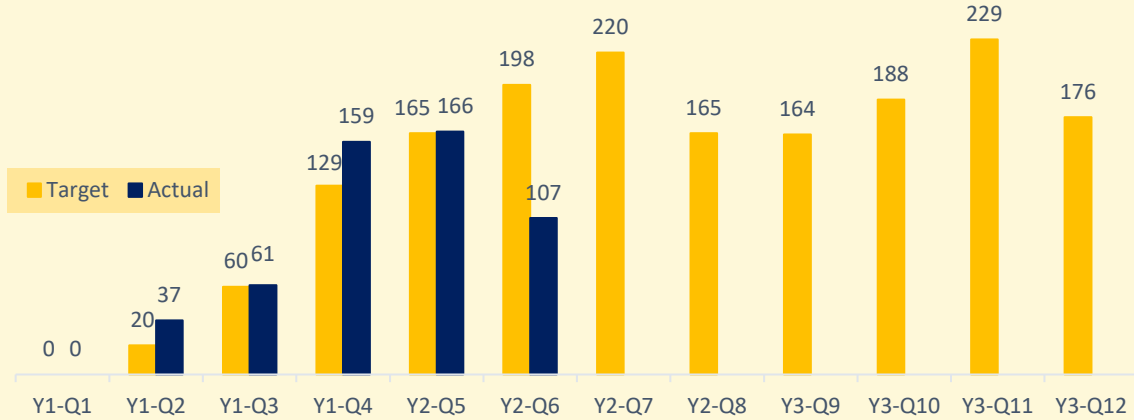
## Talent Development Maturity Index for Company 'A' Maturity Across Themes



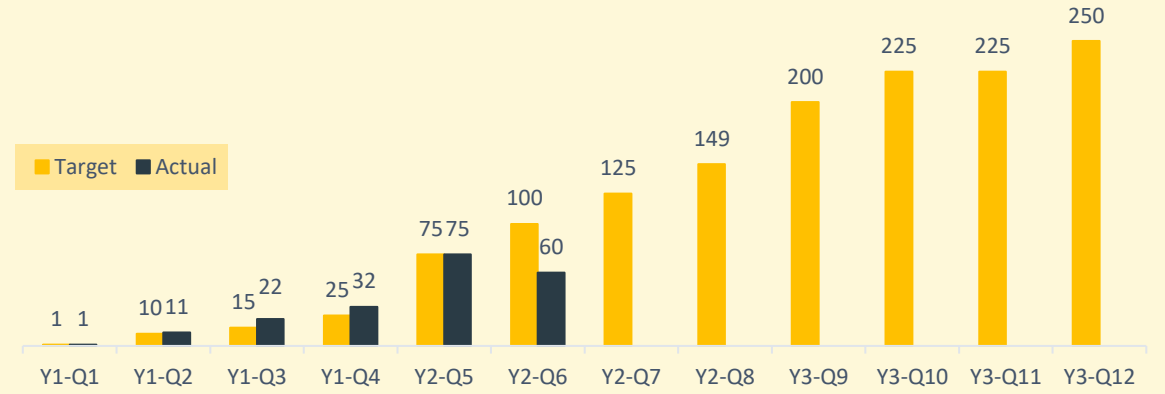
# SERVICE LINE DASHBOARD VIEW: Skills Service

NOTE: Q7 data is to 31st Aug 2022.

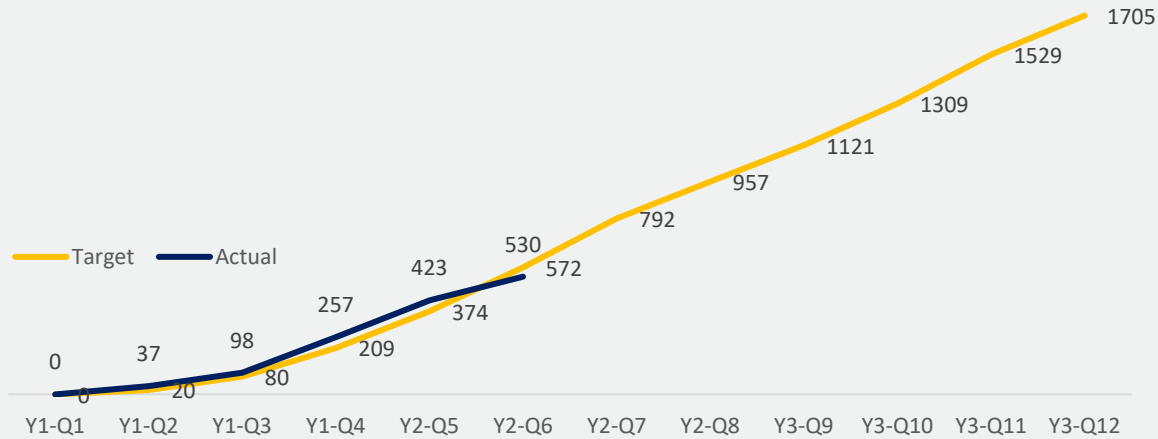
### Additional Training / Learning Outcomes (excludes apprenticeships)



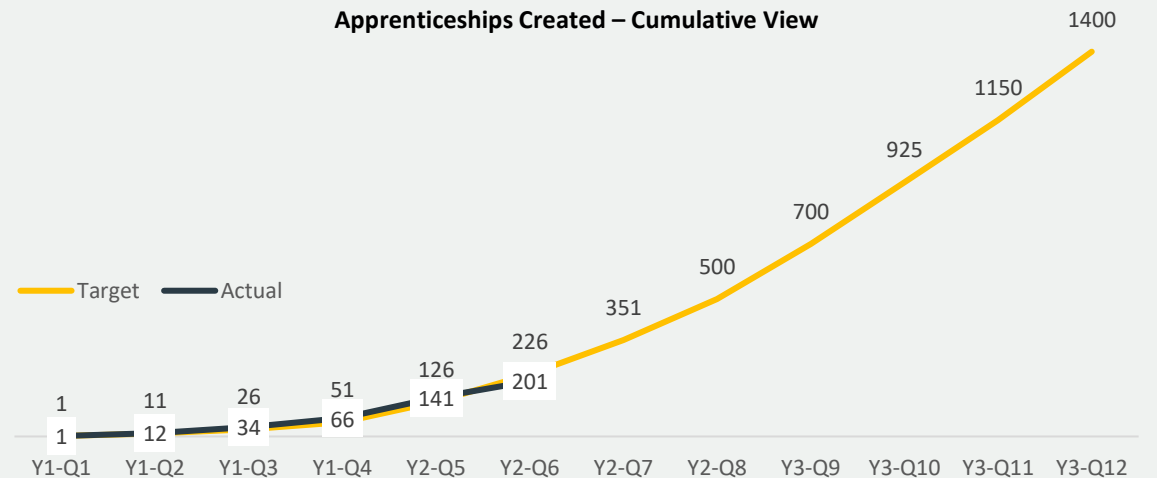
### Apprenticeships



### Additional Training + Learning Outcomes – Cumulative View



### Apprenticeships Created – Cumulative View

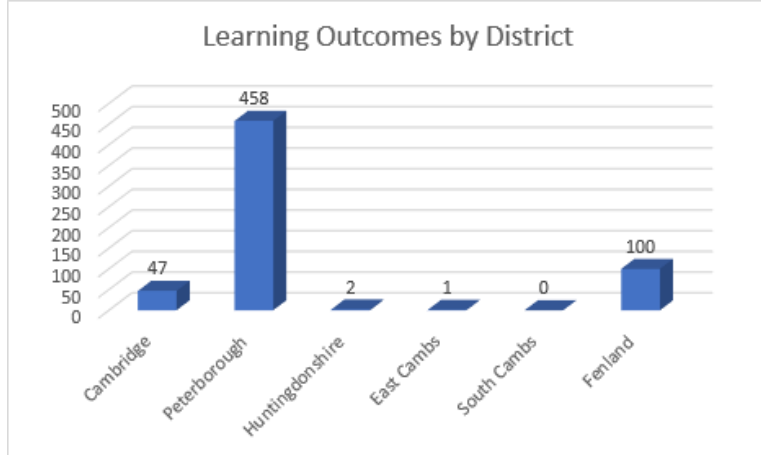


# SERVICE LINE : Skills Service – Learning Outcomes and companies (with LOs) by district

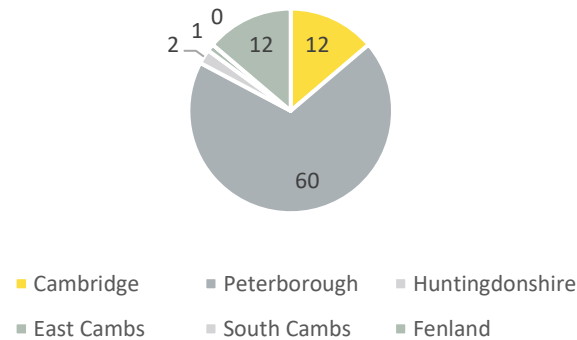
NOTE: Q7 data is to 31st Aug 2022 as contract performance to date, with a table showing this quarter’s breakdown.

The imbalance between districts continues and is an area that we continue to address:

1. The team continue to build on geographic portfolios and in the month of August diagnostic referrals from Growth Coaching have been picked up at pace by respective Business and Skills Relationship Managers through maximising CRM functionalities and automations
2. Continuing to work with each district council and respective EDO's to understand their top employers, to drive impact in the Learning Outcomes delivered and Apprenticeships created across all the districts within the region
3. Work has continued to focus on districts that have fewer reported learning outcomes and apprenticeships
4. Plans to host Geographic and Sector based Apprenticeship Events in Q8 to further strengthen the team's approach in areas requiring focuses – This will also help elevate the appointed BSRM in their respective patches and introduce them to existing businesses and draw in new engagement



Companies (with LO's) by District



**NOTE:** at 31st Aug 2022 a total of 87 companies had created 609 learning outcomes – contract to date.

Table-1 below shows performance, by DC, since Growth Works with Skills commenced contract delivery.

| District        | Learning Outcomes | Companies |
|-----------------|-------------------|-----------|
| Cambridge       | 47                | 12        |
| Peterborough    | 459               | 60        |
| Huntingdonshire | 2                 | 2         |
| East Cambs      | 1                 | 1         |
| South Cambs     | 0                 | 0         |
| Fenland         | 100               | 12        |
| <b>Total</b>    | <b>609</b>        | <b>87</b> |

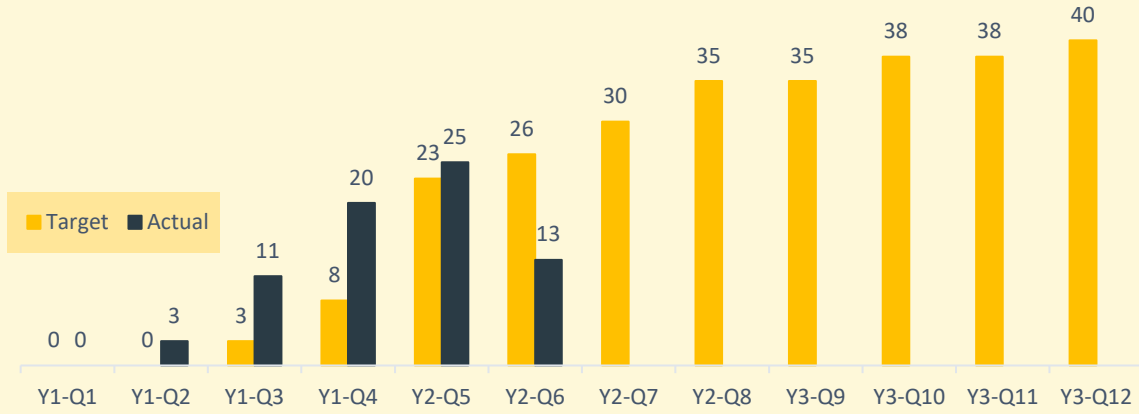
Table-2 shows the number of learning outcomes in each of the months so far in Q7, by DC.

| District             | Q7        | Jul'22    | Aug'22    | Sep'22 |
|----------------------|-----------|-----------|-----------|--------|
| Cambridge            | 16        | 7         | 9         |        |
| Peterborough         | 57        | 28        | 29        |        |
| Huntingdonshire      |           |           |           |        |
| East Cambridgeshire  |           |           |           |        |
| South Cambridgeshire |           |           |           |        |
| Fenland              | 6         |           | 6         |        |
| <b>Total</b>         | <b>79</b> | <b>35</b> | <b>44</b> |        |

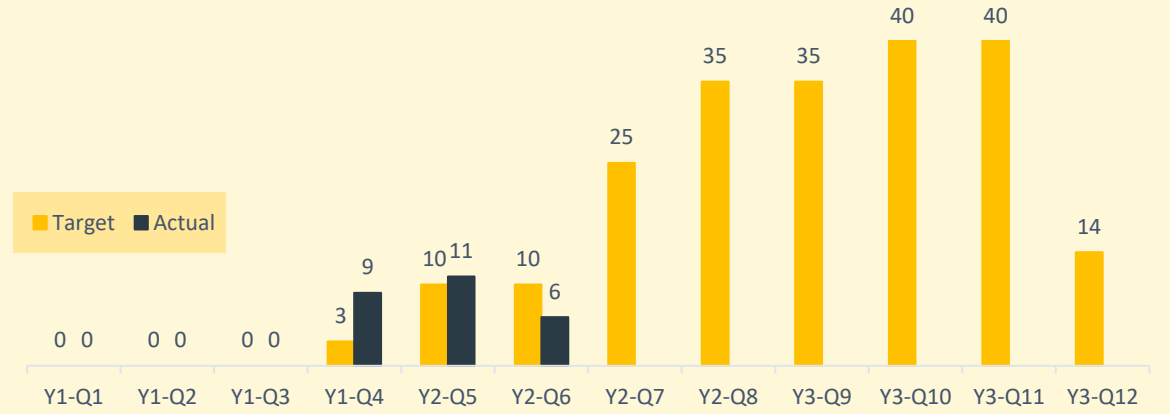
# SERVICE LINE DASHBOARD VIEW: Skills Service – ESF Metrics (CO23 and R9 Performance)

NOTE: Q7 data is to 31st Aug 2022.

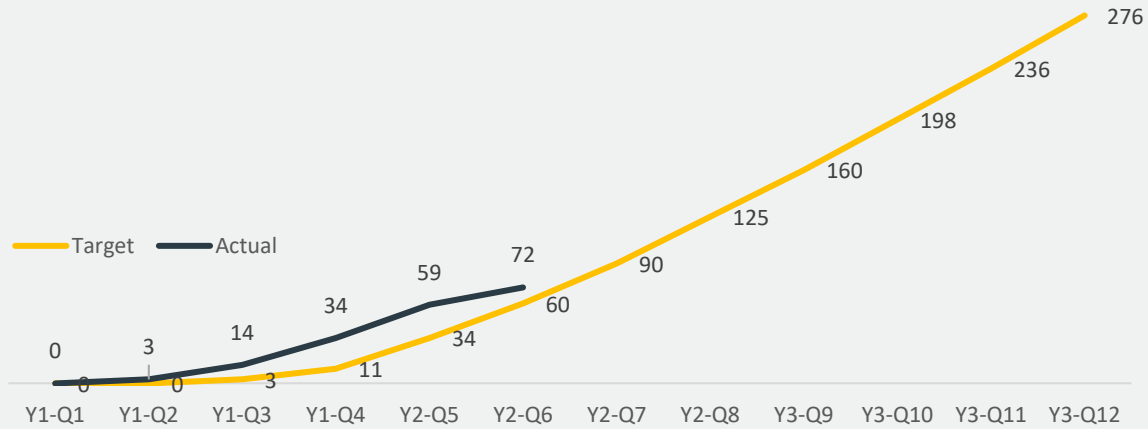
ESF Performance: CO23



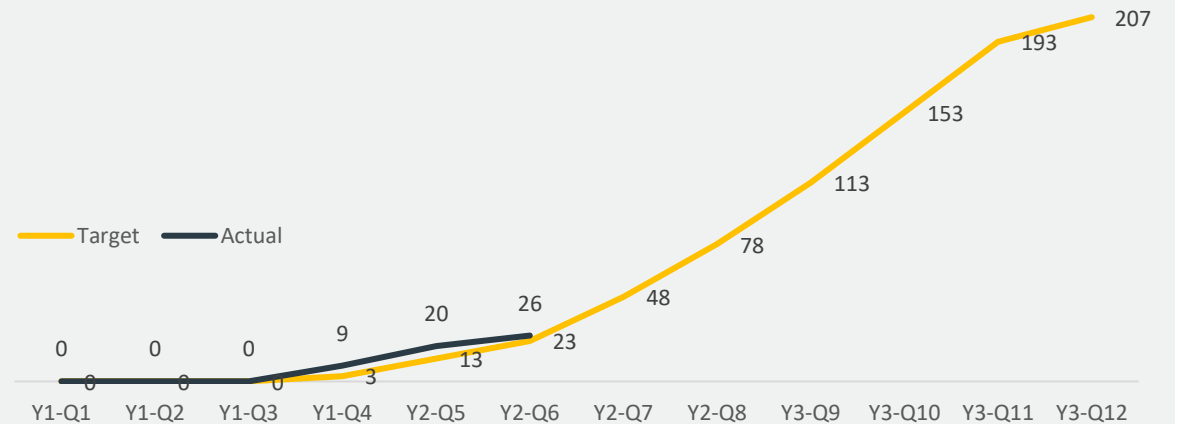
ESF Performance: R9



ESF Performance: CO23 – Accumulative View



ESF Performance: R9 – Accumulative View



# Focus to increase outcomes

## Engagement:

- Direct engagement with c800 leads from Growth Works Coaching diagnostic
- Direct engagement with multipliers & employer representative bodies
- Additional engagement on Strategic accounts
- Co-ordination with providers
- Localised District-level portfolios (c.350 employers targeted)

## Marketing:

- LinkedIn campaigns; initially to 32,000 individuals across all six Districts; second phase to 23,000 individuals across defined sectors
- Promotion via events
- Continued social media activity