

Title of Report:	Labour Market Partnership Annual Report 2022-23
Committee Report Submitted To:	Leisure & Development Committee
Date of Meeting:	17 October 2023
For Decision or For Information	For information
To be discussed In Committee	No

Linkage to Council Strategy (2021-25)	
Strategic Theme	Accelerating our Economy and Contributing to Prosperity
Outcome	Enhancement of skills and job creation opportunities
Lead Officer	Head of Prosperity & Place/ Labour Market Partnership Manager

Budgetary Considerations	
Cost of Proposal	£516,667 (2022-23 budget)
Included in Current Year Estimates	N/A (2022-23 budget)
Capital/Revenue	Revenue
Code	100067
Staffing Costs	N/A (2022-23 budget)

Legal Considerations	
Input of Legal Services Required	NO
Legal Opinion Obtained	N/A

Screening Requirements	Required for new or revised Policies, Plans, Strategies or Service Delivery Proposals.		
Section 75 Screening	Screening Completed:	No	Date:
	EQIA Required and Completed:	No	Date:
Rural Needs Assessment (RNA)	Screening Completed	No	Date:
	RNA Required and Completed:	No	Date:
Data Protection Impact Assessment (DPIA)	Screening Completed:	No	Date:
	DPIA Required and Completed:	No	Date:

1.0 Purpose of Report

The purpose of this report is to update Members on the 2022-23 Annual Report for the Labour Market Partnership. The total budget for the 2022-23 Action Plan was £517,667. £466k was 100% funded by the Department for Communities; and £50k was 100% funded by DfE.

2.0 Background

Action 27 of the Causeway Community Plan aims to:

‘Support the development of the Labour Market Partnership - supporting educational and skills initiatives within the Causeway Coast and Glens area to match current and future business needs.’

Further to the reports of August 2021 and June 2022, the Causeway Coast and Glens LMP Action Plan for 2022/23 was developed and agreed with Council, DfC and the Regional Labour Market Partnership. The key aims of the Causeway Coast and Glens LMP in 2022-23 were to:

- *Review and confirm priority employability and labour market issues locally based on strategic assessment;*
- *Ensure the Action Plan reflects local employability and labour market needs, priorities or emerging issues; and*
- *Develop and monitor their Action Plan, to measure the impact their actions have in this borough and to help with the evaluation of projects and programmes of work.*

The Strategic Priorities in the 2022-23 Action Plan were:

- *SP1: To form and successfully deliver the functions of the local Labour Market Partnership for the area.*
- *SP2: To improve employability outcomes and/or labour market conditions locally.*
- *SP3: To support delivery of Employability NI.*

The Causeway Coast and Glens Labour Market Partnership 2022-23 Annual Report is detailed in **Annex A**.

Causeway Coast and Glens Labour Market Partnership

2022-2023 Annual Report

CAUSEWAY COAST
AND GLENS

Labour Market Partnership
Working Together



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Pobal

Department fur
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**Causeway
Coast & Glens**
Borough Council

Foreword

It has been a very exciting, busy, and impactful inaugural year for Causeway Coast and Glens Labour Market Partnership, especially in quarter 4 when the majority of delivery took place, with the Letter of Offer for programme delivery being received in Autumn 2022.

The partnership has continued to gain momentum over the year. The LMP Manager started in the role in June 2022 with the full team in place by August 2022. LMP Members had their inaugural meeting in August 2022. LMP Members attended workshops on the Action Plan, KPIs and Outcome Based Accountability, as well as training in Governance, Code of Conduct, and Conflicts of Interest.

When the Letter of Offer was received in Autumn 2022 the LMP Members reviewed the 2022-23 Action Plan and budget along with the considerably shorter delivery timeframe, and other delivery risks and challenges, agreeing to proceed with full delivery.

With over 500 enquiries for programme support and funding, the LMP team and delivery partners were extremely busy engaging with and selecting the most suitable candidates for project.

Even though the combined volume of enquiries were high, recruitment for some programmes and employment academies proved very challenging. Engaging and progressing people not in employment worked considerably better with employment opportunities that paid well, had a clear career progression pathway, and were more flexible considering life and family commitments.

Lessons from 2022-23 delivery were taken forward in the development of the 2023-24 Strategic Assessment and LMP Action Plan. Projects that worked well were developed further, and projects that were a challenge were reviewed and amended appropriately.



Without the funding from the Department for Communities and without the help and support provided by the LMP Team within DfC these local opportunities and achievements would not have happened. Partnership within Council and with the Jobs and Benefits Office was extremely effective and will be built on moving forward.

Co-design and collaboration is at the heart of LMP planning at both a regional and local level. This joined up approach and support from LMP Member organisations has been really encouraging, fruitful and positive.

We look forward to implementing the 2023-24 Action Plan despite a slightly reduced funding allocation, and hope the role, value, and impact of the LMPs are recognised with funding decision makers.



Dearbháile Hutchinson, Marc McGerty and Chloe Stewart launching the Causeway Coast and Glens Labour Market Partnership.

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BACKGROUND

A new era of employability support...

Employability NI is the Department for Community's new approach to providing support services for unemployed individuals seeking to get back into to work. Rather than a stand-alone programme, it is a series of interventions that will evolve over time, as legacy programmes (such as Steps to Success and Access to Work) end.

One of the key elements of the Employability NI programme design was the proposal to create "11 Local Labour Market Partnerships" in each council area. They intend to:

- Create a partnership to enable collaboration between key partners and services within the employability/skills ecosystem.
- Develop local Action Plans including setting targets for performance.
- Manage devolved funding and its delivery.
- Manage arrangements for the development, delivery and evaluation of local interventions focussed towards improving employability outcomes and labour market conditions locally.

Labour Market Partnership is an opportunity for agility...

A key element of any LMP will be the involvement of local stakeholders to ensure local issues are surfacing. That involvement was an essential part of developing this LMP Plan.

In considering the role of the Labour Market Partnership, consultees suggested the following:

- The LMP offers an opportunity to be more agile.
- Create a partnership with a primary focus on employability supports for the economically inactive and (in the near term) the newly unemployed.
- The LMP is a conduit through which local labour market intelligence is passed to ensure skills demand and supply are matched. Intelligence is therefore key, resulting in a need to maintain comprehensive labour market intelligence that



will drive the work of the partners, particularly the linkages between employment/unemployment and barriers to accessing a job (e.g., childcare, skills).

- Engage employers/sector bodies to understand likely demand and to develop targeted interventions, focusing particularly on LTU/economically inactive.
- Explore how partner (e.g., Council) interventions can add value to the DfC offer.
- Co-design interventions that can help move people back into work as quickly as possible – this will be particularly important for the “newly unemployed”.
- Review the progress of specific interventions regularly to understand what is working and to share insights with partners.

100% funding secured ...

In 2022-23 Causeway Coast and Glens LMP secured £466,666.57 of funding from the Department for Communities. This 100% funding included £112,666.57 for secretariat and programme management support, and also £354,000.00 of funding for the delivery of strategic priority projects.

Causeway Coast and Glens Borough Council provided leadership, accounting, and operational support to the Labour Market Partnership, leading on secretariat management, procurement, accountancy, and audit support.

Using an Outcomes Based Approach...

Causeway Coast and Glens LMP use of Outcomes Based Approach to measure impact and improve accountability. The Strategic Action Plan is completed using indicator and performance measure information and a project card template is used for each initiative and thematic report cards completed every quarter to ensure impact is measured and that the right projects are being delivered to meet identified needs.



Causeway Coast and Glens Labour Market Partnership Membership

2022-23 Membership of the Causeway Coast and Glens Labour Market Partnership includes:

- Careers Service
- Causeway Chamber of Commerce
- Enterprise Causeway
- DfC Jobs & Benefits Office
- Invest NI
- North West Regional College
- Northern Health and Social Care Trust
- Northern Regional College
- Roe Valley Enterprises

The LMP secretariat team in Causeway Coast and Glens are:

LMP Manager	Marc McGerty
LMP Project Development Officer	Dearbháile Hutchinson
Project Administration Officer	Chloe Stewart

The secretariat and members are also supported by several Council Departments including Finance, Grants and Funding, Audit and Risk, and HR. The team are managed by the Leisure and Development Department within the Prosperity and Place team.



Action Plan Report

This Annual Report refers to the full year of the Causeway Coast and Glens Labour Market Partnership and covers the funding period 1st April 2022 to 31st March 2023, although delivery of some projects has continued into 2023/24.

Funding was secured for the following strategic priorities and actions over the 2022-2023 period, however, due to the delay in commencing programme delivery (due to the delay in the Letter of Offer from DfC), programme delivery has continued in to the 2023-24 financial year.

These actions are consistent with the labour market activation proposals in the Borough's economic development strategy and reflect the key findings from the preceding statistical and consultative process, namely that the analysis and strategic context highlights the challenging circumstances of the Causeway Coast & Glens Borough Council's labour market which is impacted by long standing issues such as high levels of economic inactivity, unemployment and a lower level of employment rates relative to Northern Ireland and other council areas.

In turn, these issues impact upon earnings potential for both residents and workplace employees. We considered how Covid-19 has impacted the Causeway Coast & Glens Borough Council labour market, further hindering progress. Reflecting on the analysis, the Strategic Priorities were:

- SP1: To form and successfully deliver the functions of the local Labour Market Partnership for the area.
- SP2: To improve employability outcomes and/or labour market conditions locally.
- SP3: To support delivery of Employability NI.

Strategic Priority 1 - To form and successfully deliver the functions of the local Labour Market Partnership for the area.

Theme 1- To form and successfully deliver the functions of the local Labour Market Partnership for the area.

Aim 1: Establish a Labour Market Partnership.

Description: LMP will operate under a defined term of reference. Membership will include a broad range of social partners providing local expertise. Integrated approach will elicit strong attendance at regular meetings, ensuring streamlined approach to LMP objectives.

Activities: Identify and convene social partners for LMP board.

Outputs:

- > LMP Membership appointed across 9 organisations.
- > 4 meetings held from August 2022 to March 2023.
- > 82% attendance rate by LMP Members to LMP meetings.

Aim 2: Ensure key objectives within Action Plan are fit for purpose.

Description: Research to be undertaken to guarantee interventions are targeted at those most in need.

Activities: Undertake research to ensure programmes developed are aimed as needed.

Co-Design of LMP Programme – Action Plan to be developed.

Outputs:

- > Action Plan for 2023/24 developed.
- > 100% of members have an increased knowledge of employability and labour market conditions locally.
- > 100% of members feel confident to deliver on the LMP action plan.



Aim 3: Determine needs of LMP social partners.

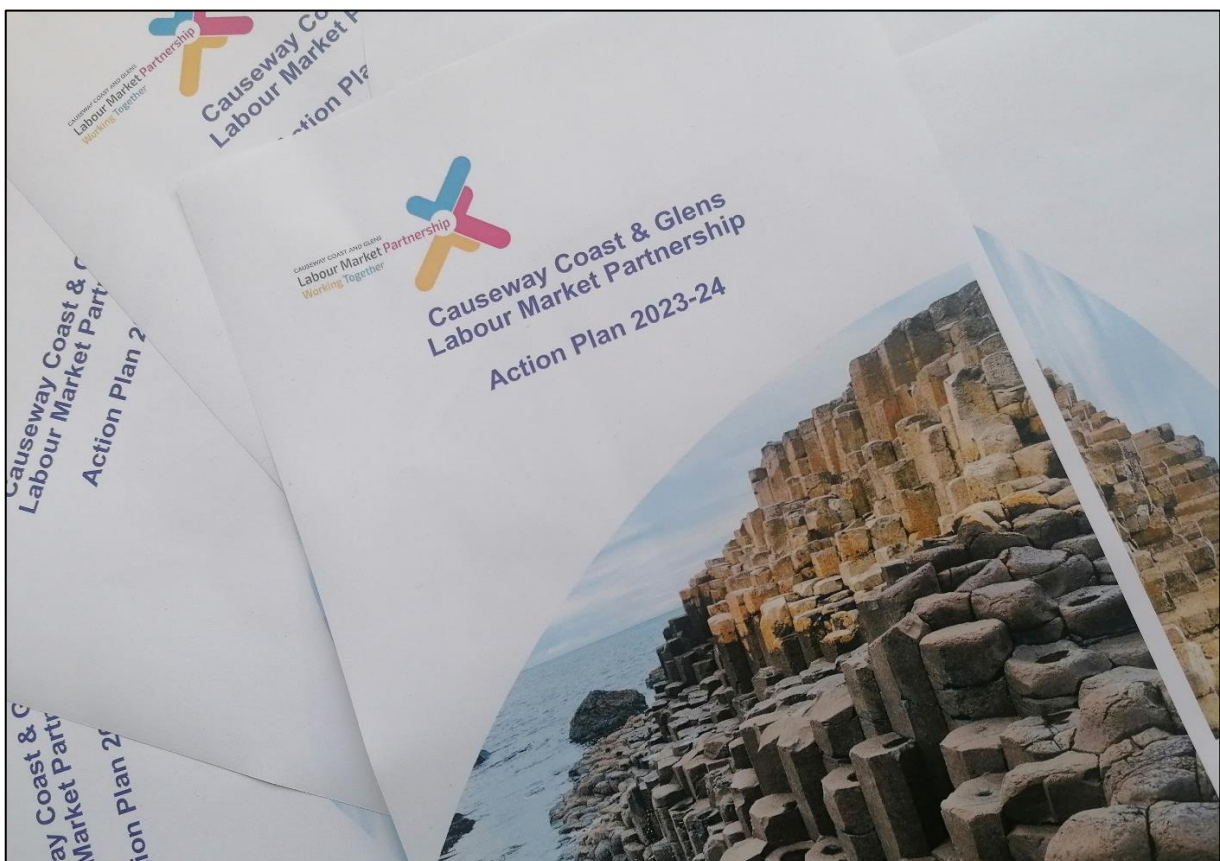
Description: Optimise understanding of LMP objectives, to ensure commitment and effective participation through relevant training and support.

Activities: Induction training to be provided to all social partners.

Needs assessment of social partners to be conducted. Training and support to be provided if weakness identified i.e., action planning.

Outputs:

- > 2 training programmes delivered with LMP Members.
- > 3 training workshops delivered with staff.



Strategic Priority 2 - To improve employability outcomes and/or labour market conditions locally.

SP2.1 Work Ready Employability Programme.

Theme: Employability supports for the economically inactive (EI) /long term unemployed.

Aim: Develop and provide a support programme for the LTU and EI.

Description: Research and identify the issues affecting the LTU and EI. Develop a programme to engage specifically with these groups, delivering a pathway to health, skills, and training.

Activities: Delivery of employability support to the economically inactive (EI) / long term unemployed including training, mentoring and job searching.



Catriona Sweeney from NWRC (L) pictured with LMP Manager Marc McGerty, Causeway Coast and Glens Mayor, Councillor Ivor Wallace, and Marie Donaghy from NRC at the launch of the Work Ready Programme.



Summary: The Work Ready Employability Programme was delivered by Northern Regional College and North West Regional College. On this programme support was provided to people from across the borough who were looking to develop their employability skills to help them find employment.

The target initially for the programme was 16 participants. This was increased to 50 participants to ensure the service was available to support any candidates participating on employment academies and other LMP Programme.

50 candidates have participated on the programme following recruitment. This includes 20 who have been on other LMP programmes including Retrain Plus and the Priority Sector Personal Learning Account. Work is ongoing in 2023-24 with 18 candidates.

WORK READY OUTPUTS:

ACHIEVED OUTPUT:

- > 50 participants enrolled on the programme.
- > 30 candidates completed the programme.
- > Work ongoing with 18 candidates.
- > 8 successfully moved into employment.

TARGET ON ACTION PLAN:

- > 50 participants enrolled on the programme.
- > 40 candidates completed the programme.
- > 15 successfully move into employment.

Output comment: Work ongoing with 18 candidates. Additionally, ongoing monitoring with candidates will increase the employment output to an anticipated target of 15.



Case Study:

Stefanie from Castlerock had previous career experience in the professional services sector, however, was not working due to caring commitments. When circumstances changed and Stefanie was able to work again, she participated on the Work Ready Programme.

On the programme candidates received help in a range of employability areas, including CV's, Job Application Forms, Interview Techniques and Job Searching. Candidates were also encouraged to apply for appropriate and suitable job vacancies.

Immediately after completing training on the programme, Stefanie applied for a job and was called for interview. Within days she had a job offer and start date!

“The Work Ready Programme helped me to get my CV ready for distribution, and it helped me to source live job vacancies.

I was apprehensive about going for interviews and the programme and training gave me the confidence and self-belief that I needed to move forward and find employment.”



SP2.2 Business Start & Seed Fund

Theme: Employability supports for the economically inactive/long term unemployed.

Aim: To support and empower individuals enabling their progress into employment.

Description: LTU (i.e., unemployed for 1yr+) who are looking to establish their own business to receive business support (how to write business plan, basics of financial planning etc.). Upon successful completion of business support course, participants had the opportunity to apply for a business start-up seed grant.

Activities: Outreach, training, mentoring and a grant of up to £1,000 for start-ups.

Summary: Tangible Consulting were appointed in December 2022 to manage and deliver the Business Start & Seed Fund.



Dearbháile Hutchinson (L) pictured with LMP Manager Marc McGerty, Causeway Coast and Glens Mayor, Councillor Ivor Wallace, and Chloe Stewart at launch of the Business Start & Seed Fund.

Outreach, marketing, and advertising took place in January and February 2023 including in community centres and in the 3 local JBO offices. This was really effective, and a very large volume of enquiries were received at outreach events.

Over 80 enquiries were received for the 48 spaces on the programme. As a result, the mentoring budget was increased from 48 to 80 candidates, and the Seed Fund budget was increased from £24,000 to £40,000.

The LMP team and Tangible Consulting worked with local Go For It providers to ensure candidates could be supported to complete business plans, also collaborating with Causeway Advice Centre to ensure participants were fully informed about benefits considerations.

The Grants and Funding Unit in Council coordinated the Seed Fund Grand Applications.

In April and May 2023, 44 candidates were awarded Seed funding via the CCAG Funding Unit Platform. Support is ongoing with these start-ups and is anticipated to conclude in December 2023.

BUSINESS START & SEED FUND OUTPUTS:

ACHIEVED OUTPUT:

- > 80 participants enrolled on the programme.
- > 50 participants applied for the Seed Fund (up to £1,000).
- > 46 successfully proceeded to grant award.
- > 44 grant payments were completed.
- > 3 additional clients started without LMP funding.
- > 44 Applicants still in business by 30 June 23.

TARGET ON ACTION PLAN:

- > 80 participants enrolled on the programme.
- > 40 participants proceed to grant award.
- > 46 successfully proceeded to grant award.
- > 44 grant payments were completed.
- > 3 additional clients started without LMP funding.
- > 24 applicants will still be in business by 30 June 23

Output comment: Monitoring with clients will be ongoing to measure those still trading.



Bronagh Cavlan, Business Start & Seed Fund Programme Manager with LMP Manager Marc McGerty.



Causeway Coast and Glens Mayor, Councillor Steven Callaghan pictured with LMP staff and supported new start-ups at the Business Start & Seed Fund celebration event.





Case Study:

"Having retired and found myself economically inactive after working 37 years in the NHS in paid employment I was totally clueless as to how to set up my own business. My ambition of developing a complementary service to clinically treat women from preconception, pregnancy and beyond was made a reality through the Causeway Coast and Glens business mentoring.

The Causeway Coast and Glen's Labour Market Partnership Teams start up programme has helped me get on my feet and without it I wouldn't have got off to the start I have. I learned some really important first necessary steps such as setting up my bank account and getting registered with HMRC, the importance of bookkeeping and how to start marketing my service.

I would recommend the start-up programme to anyone planning a business... it really does make dreams come true!"

Barbara Strawbridge, Caring Hands Midwife.





SP2.3 Pathways for the Disadvantaged.

Theme: Employability supports for the economically inactive/long term unemployed.

Aim: Develop a programme to target the most disadvantaged areas in the Borough.

Description: Provide flexible learning opportunities on accredited courses for those not immediately ready for work, in areas experiencing greatest deprivation within the Borough.

Activities: Short cookery course, providing the opportunity for participants to upskill - learning about nutrition, budgeting, and healthy eating.

Summary: Janice Tracy Nutrition was appointed in February 2023 to manage and deliver the Pathways for the Disadvantaged programme.



Janice Tracey (L) pictured with Causeway Coast and Glens Mayor, Councillor Ivor Wallace and 'Let's Get Cooking' participants at the celebration event in Cloonavin.

Pathways for the disadvantaged aimed to engage with long some of the hardest to reach residents from areas experiencing greatest deprivation within the Borough.

The approach for the programme was a short cookery course delivered in local community centres. The programme was branded "Let's Get Cooking!" and provided the opportunity for participants to upskill including learning about nutrition, budgeting, and healthy eating. All those who completed the course also completed their Level One Certificate in Food Hygiene.



As well as the upskilling offered on the programme, participants also found out more about other training courses they could participate in, employment opportunities they could consider applying for, and also other employability programmes offered across the Borough.

Following engagement with the community and voluntary sector, as well as Council's community development and neighbourhood renewal teams, the programme commenced in mid-February. A series of six courses were delivered across the borough including:

- Limavady
- Dungiven
- Armoy
- Ballymoney
- Ballysally
- West Bann

Due to the success of the programme and demand, the target was increased from 40 to 60 participants being supported and we were able to accommodate 72 candidates on the programme.

PATHWAYS FOR THE DISADVANTAGED OUTPUTS:

ACHIEVED OUTPUT:

- > 72 participants enrolled.
- > 66 candidates completed the programme.
- > 65 participants gained a qualification.
- > 13 participants who complete the programme moved into employment or further education.

TARGET ON ACTION PLAN:

- > 60 participants enrolled.
- > 30 candidates completed the programme.
- > 30 participants gain a qualification.
- > 3 participants who complete the programme moved into employment or further education.

Output comment: Monitoring is ongoing to see if candidates progressed to other courses, programmes, qualifications, or secured employment.



SP2.4 Retrain Plus – Employment Academies

Theme: Programmes to be delivered in response to the rise in claimant numbers, due to redundancies caused by the COVID pandemic.

Aim: Support the newly unemployed with the opportunity to retrain and learn new skills.

Description: To meet current labour market demands in key sectors including transport (HGV and Bus), Hospitality and Social Care.

Activities: Pre-Employment Academies to including training, accreditation, licencing, work interviews and work placements.

Summary: A transport academy was delivered with Sandy Arthur Training Services and a Chef Academy was delivered with North West Regional College.

Transport Academy:

With over 200 expressions of interest for the Transport Academy additional stages of the recruitment and selection process were added. After selection, 35 clients were offered a place on the Transport Academy. This included 29 for the HGV route and 6 for the Coach route.



Causeway Coast and Glens Mayor, Councillor Ivor Wallace at the launch of the Transport Academy.

Medicals were undertaken with all selected candidates and provisional licences were applied for. The majority of licences were returned without any delay by DVA, however, some delays were encountered and some are still currently outstanding.

Prior to the stepping into a vehicle candidates must pass driving theory tests. This proved to be a significant obstacle with some candidates needing several retests. Theory test training was offered to all candidates prior to doing tests, however, uptake on the training was poor, as was the pass rate. 11 candidates did not complete the HGV and Bus Academy and the majority of these were because they did not pass the theory tests.

19 candidates completed all training and achieved their licences. 5 candidates are still undertaking some training.

Interviews were arranged with several employers, and 9 candidates have secured employment, with an additional 10 currently being supported to find employment opportunities. An additional 5 clients will receive employment support once they attain their licences.

TRANSPORT ACADEMY OUTPUTS:

ACHIEVED OUTPUT:

- > 35 candidates enrolled on the Academy.
- > 19 have completed the Academy.
- > 9 candidates have secured employment.
- > 10 clients recently passed their test and are being supported to find employment.
- > 5 candidates are still undertaking training.
- > 11 candidates did not complete the Academy.
- > 3 candidates have undertaken additional training.

TARGET ON ACTION PLAN:

- > 30 participants enrolled on the Transport Academy.
- > 24 to complete the Transport Academy.
- > 24 participants gaining new employment.

Output comment: Considering clients still participating in the academy it is anticipated that 20+ clients will complete the academy and secure employment. If delivered again candidates will undertake medical, provisional licence application and theory test as part of the recruitment process and places only offered to participants once this is complete.



Chef Academy

The 4-week Chef Academy was delivered by North West Regional College, commencing in March 2023. Training included essential kitchen and chef skills, knife work, food safety, allergen awareness, employer visits and chef masterclasses. Participants also undertook a short work placement.



Chef Academy participants pictured with Causeway Coast and Glens Mayor, Councillor Ivor Wallace, Sinead Hawkins, and Luke McCloskey from NWRG, and Dearbháile Hutchinson from the LMP.

Recruitment of candidates proved to be very challenging and only 16 people initially applied for the Chef Academy. 14 candidates enrolled, however, due to family and other commitments only 8 candidates completed the Chef Academy.

Participants on the Chef Academy undertook placement in a number of locations across the borough including Ballycastle, Bushmills, Coleraine and Limavady.

CHEF ACADEMY OUTPUTS:

ACHIEVED OUTPUT:

- > 14 candidates enrolled on the Chef Academy.
- > 8 candidates completed the Chef Academy.
- > 6 candidates secured employment.

TARGET ON ACTION PLAN:

- > 15 candidates enrolled on the Chef Academy.
- > 12 candidates completed the Chef Academy.
- > 9 candidates secured employment.

Output comment: Recruitment proved very challenging which impacted on the number of enrolments and progression to employment.



Case Study:

After completing the Chef Academy in March 2023 Will Campbell from Limavady secured employment with The Corner Bar and Market Yard Restaurant in Limavady.

During the 4-week academy, which was delivered by North West Regional College in Limavady, the 8 candidates were trained on the key skills required to kick start their career as a chef including kitchen skills, knife skills, food safety, and health and safety.

Participants got to take part in Masterclasses with some of the Causeway Coast and Glens most creative chefs, also visiting some local food producers. The candidates also undertook work placements in local restaurants.



“The Chef Academy helped me to get the core skills and knowledge that I needed to get a job in a busy restaurant. I am looking to continue to and further develop my skills further, progressing in my career as a chef.” Will Campbell, Limavady.

SP2.6 PLA

Theme: Addressing the future skills deficit identified.

Aim: Enabling upskilling within priority sectors.

Description: Participants can get new skills and qualifications that local employers need to help them progress in their current career. Maximum grant of £500 towards course within priority sectors which demonstrates upskilling of employee.

Activities: Funding up to £500 for upskilling within priority sectors.

Launching in January 2023, the Personal Learning Account opened for applications from individuals, groups, and employers. The Grants and Funding Unit in Causeway Coast and Glens Council created a bespoke platform for PLA applications.

In addition to candidates detailing how this course would help them get a job / better job we undertook a value for money assessment to determine if the cost of the course was efficient, and that the course was at normal market price or below. LMP also undertook a review of alternative course provision and funding, e.g., Skill Up funding in local colleges, before approving funding.

Letters of Offer issued to successful individuals and groups. In total funding was issued for 364 places on courses and qualifications.

In total 262 individual candidates enrolled and commenced on the PLA programme, with 241 individuals completing. 35 participants who completed the programme moved into employment or further education.

PERSONAL LEARNING ACCOUNT OUTPUTS:

ACHIEVED OUTPUT:

- > 262 participants enrolled on programme.
- > 241 participants gain a qualification.
- > 35 participants who complete the programme move into employment or further education.

TARGET ON ACTION PLAN:

- > 200 participants enrolled on programme.
- > 150 participants gain a qualification.
- > 50 participants who complete the programme move into employment or further education.

Output comment: Monitoring is ongoing to see if candidates progressed to other courses, programmes, qualifications, or secured employment.

SP2.7 Apprenticeship Alert

Theme: Addressing the future skills deficit identified.

Aim: Increase awareness of apprenticeships within the Borough.

Description: Develop a virtual apprenticeship alert platform to promote opportunities and raise awareness of vocational training. This will act as a one-stop-shop for people out of employment looking to identify retraining opportunities across the borough and alternates to traditional academia.

Activities: 1 x Virtual Jobs Board, Marketing, Advertising, Promotion and Events

Summary: The CausewayApprenticeships.com platform was launched in August 2023. Lots of time was required to develop the content and information for the site. The site also has a large section of case studies which includes video case studies with apprentices and employers across the borough.

A Facebook page was also created to complement the website. Since launching in August 2023, the Post Reach on Facebook is 5,949 and the Post Engagement is 512, with 134 Page Likes and 142 Page Followers.

17 live apprenticeship vacancies have been promoted for employers on the platform and supported on social media.

During the development phase of the website the LMP hosted and co-hosted several events to promote apprenticeships, also undertaking several marketing. This included a skills and apprenticeship breakfast with 60 employers, careers events with 1,400 students, apprenticeship ezines going to 1,600 local businesses, and radio adverts on Q-Radio.

An apprenticeship celebration event is planned for October 2023. At the event 30 apprentices from across the borough will receive a special recognition award for their outstanding achievement as an apprentice.

As the site is only recently live, work will continue throughout 2023-24 to promote the platform and to also promote apprenticeships and opportunities in the borough. Activities are included in the 2023-24 LMP Action Plan.



Chloe Stewart and Dearbháile Hutchinson pictured with Causeway Coast and Glens Mayor, Councillor Steven Callaghan and LMP Manager Marc McGerty, at launch of the CausewayApprenticeships.com platform.

APPRENTICESHIP ALERT OUTPUTS:

ACHIEVED OUTPUT:

- > 1 virtual jobs board.
- > 60 employers engaging.
- > 267 visitors to the site.
- > 17 apprenticeship employment opportunities promoted through the platform.

TARGET ON ACTION PLAN:

- > 1 virtual jobs board.
- > 100 employers engaging.
- > 300 visitors to the site.

Output comment: The platform went live in August and work is ongoing to promote the site and to ensure content and apprenticeship opportunities are further developed.

Strategic Priority 3 - To promote and support delivery of existing employability or skills provision available either regionally or locally.

Theme: Increase awareness of employability and skills programmes.

Aim: To ensure communication across the Borough of regional employability initiatives.

Description: Actively promote the regional and local LMP programmes through the various communication methods, in partnership with other local community and business networks.

Activities: Throughout the year the LMP delivered, and co-delivered, a number of programmes, projects and events to promote awareness and participation in regional employability programmes. Over 2,000 attended these events which included jobs fairs, careers events, employer events, priority sector events (e.g., Female, 3rd Age), and also promotional campaigns including press, radio, social media and employer ezines.

SP3 OUTPUTS:

ACHIEVED OUTPUT:

1 LMP website developed.
2,021 participants attending events.
83 referrals to ENI Programmes.
5 referrals to regional programmes sign up.
1,980 Unique users' engagements with promotional activities.
290 attendees have increased awareness of Regional and LMP programmes.
80 business engaged have increased awareness of support available through LMP and regional programmes.

TARGET ON ACTION PLAN:

1 LMP website developed.
200 participants attending events.
25 referrals to ENI Programmes.
5 referrals to regional programmes sign up.
1,000 Unique users' engagements with promotional activities.
150 attendees have increased awareness of Regional and LMP programmes.
40 business engaged have increased awareness of support available through LMP and regional programmes.

Output comment: The platform is only live, and work is ongoing to promote the site and to ensure content and apprenticeship opportunities are developed.



Jobs Fairs.

In partnership with the 3 local jobs and benefits offices 9 jobs fairs were held across the borough. This included Coleraine, Limavady, Ballymoney, Ballycastle, Portrush and Ballysally. In total 610 people attended the jobs fairs with over 30 employers attending and 20 support organisations present.



Staff from the Jobs and benefits Office at a Limavady Jobs Fair.



Age Friendly Events.

In partnership with Causeway Chamber of Commerce the LMP held a breakfast for 40 employers about the benefits of employing people aged 50 and over. This included help and support to recruit and upskill staff with an emphasis on older candidates.



Mayor of Causeway Coast and Glens Borough Council, Councillor Ivor Wallace, along with speakers and sponsors at the Age Friendly Employer Breakfast in October 2023.

The LMP also hosted 3 events alongside jobs fairs to engage with older people looking for employment. These parallel events were run in Limavady, Coleraine and Ballymoney.



Keynote Speaker Billy Dixon (Back left) with the Causeway Coast and Glens LMP Team and Speakers from Platinum Care at the Age Friendly Careers Event in October 2022.



Student Careers Events.

Careers events were delivered across the borough to students still in education. This included a large careers and course conference which was delivered with Ulster University and Causeway Area Learning Partnership with over 1,400 students attending.

Careers events were also delivered to students in Limavady High School, St Mary's High School, and also Cross and Passion High School. Travel for 70 students was also funded for careers visits to Springvale Belfast Creative Industries Careers Conference, and also to the Atlantic Technological University, Letterkenny.





Skills to Propel Business Breakfast.

With over 80 businesses, employers and support organisations present the Skills to Propel Business Breakfast shared information about funding and programmes to upskill your business.

The focus of the event was Apprenticeships and Higher Level Apprenticeships and included speakers from Northern Regional College and North West Regional College, as well as other skills and apprenticeship providers.



Marie Donaghy from NRC (L) pictured with Causeway Coast and Glens Mayor, Councillor Ivor Wallace, LMP Manager Marc McGerty, and Helen O'Hara from NWRC at the Skills to Propel Employer Breakfast.





Promotion of NI Apprenticeship Awards and Apprenticeship Week.

Causeway Coast and Glens LMP coordinated a number of events with providers during National Enterprise Week, also promoting the 2022 Northern Ireland Apprenticeship Awards. The LMP Manager was also on the Higher Level Apprenticeship Advisory Assessment Panel also with staff from DfE.



Donna Friel from Little Treasures Limavady pictured with Roisin McCloskey who was a Finalist in the 2022 Northern Ireland Apprenticeship Awards, Mike Brennan, DfE Permanent Secretary and Catherine Boyle, NWRC.



ROISIN MCCLOSKEY
LITTLE TREASURES DAY
NURSERY & AFTER SCHOOLS
NORTH WEST REGIONAL
COLLEGE

Since beginning the course Roisin has consistently maintained excellent attendance and submitting her work through ePortfolio. In practice the work placement assessor has seen a student who has worked in the same setting for the past 25 years but who is open to change and always open to new learning. This is just one of many strengths that makes Roisin stand out on her own.
NORTH WEST REGIONAL COLLEGE

Roisin shows great loyalty and commitment to the workplace. She has solid relationships with both parents and staff and her willingness to upskill shows an understanding of the need to keep up to date in an ever-changing industry. Roisin deserves this award as recognition of her career to date. It's rare, particularly in Daycare, to retain staff who are enthusiastic, dedicated and passionate about the job they have.
LITTLE TREASURES DAY NURSERY





Causeway Chamber of Commerce Awards.

As sponsor of the Employer of the Year Category at the Causeway Chamber Awards in November 2022, the LMP received lots of exposure and profile to employers and key stakeholders across the borough.

The Employer of the Year Award was won by Covernet from Coleraine who provide specialist software to the insurance sector.





Making a Difference – 2023 International Women’s Day Event.

As part-funder of the 2023 International Women’s Day Event we were able to shape the event considerably to include a dedicated theme around Skills and Employment. This included a Skills and Employment Panel with speakers from NRC, UU, and from Women’s Tec. A dedicate skills and careers zone was developed with 12 support agencies including statutory and community partners. 210 delegates attended the highly successful conference in Coleraine.





5. Statement of Income and Expenditure.

	Total Funding	Expenditure Charged	Expenditure Accrued	Total Expenditure
	£	£	£	£
Funding				
Funding from DfC (Administration)	112,666.57	105,740.25	6,598.38	112,338.63
Funding from DfC (Operational)	354,000.00	105,191.09	244,208.16	349,399.25
Funding from Department DfE	50,000.00	0.00	50,000.00	50,000.00
Contribution from Council	0.00	0.00	0.00	0.00
Contributions from (Other Please state)	0.00	0.00	0.00	0.00
Contributions from (Other Please state)	0.00	0.00	0.00	0.00
	516,666.57	210,931.34	300,806.54	511,737.88
Payments				
Salaries	101,266.57	94,679.25	5,598.38	100,277.63
Staff Costs	3,500.00	4,161.00	0.00	4,161.00
Running Costs	6,900.00	6,900.00	0.00	6,900.00
Training	0.00	0.00	0.00	0.00
Audit Fees	1,000.00	0.00	1,000.00	1,000.00
Insurance				
Total DfC Administration	112,666.57	105,740.25	6,598.38	112,338.63
Strategic Priority 1 (Operational)	25,000.00	8,906.47	11,538.80	20,445.27
Strategic Priority 2 (Operational)	299,000.00	71,943.72	226,996.06	298,939.78
Strategic Priority 3 (Operational)	30,000.00	24,340.90	5,673.30	30,014.20
Total DfC Operational	354,000.00	105,191.09	244,208.16	349,399.25
Payments - Department DfC (Operational)	0.00	0.00	0.00	0.00
Payments - Council Contribution (Operational)	0.00	0.00	0.00	0.00
Payments - Dfe(Operational)	50,000.00	0.00	50,000.00	50,000.00
Payments - (Other Please state) (Operational)	0.00	0.00	0.00	0.00
Total Other (Operational)	50,000.00	0.00	50,000.00	50,000.00
	516,666.57	210,931.34	300,806.54	511,737.88



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