



Press Release

Improving job prospects for Gloucester residents New initiative launched to deliver jobs and skills in the city

RESIDENTS and businesses in Gloucester received a massive boost today (Tuesday 7 October) with the launch of a new initiative – called Gloucester Works – designed to meet the jobs and skills needs of workers and local employers.

An investment plan worth £6 million has been developed aimed at improving workforce skills and the employability of those who work or live in Gloucester. The plan includes major contributions from the Learning and Skills Council, via its European Social Fund (ESF) programme and the South West Regional Development Agency, as well as other partners in the project.

The initiative is managed by Gloucestershire First, the county's business-led economic partnership, and is a collaboration between Gloucester City Council, Gloucestershire County Council, Gloucester Heritage Urban Regeneration Company, the Learning and Skills Council, JobCentre Plus, Gloucestershire PCT and the South West Regional Development Agency.

The collaboration – the first of its kind in the South West – has been developed to make sure that local people have the best chance of benefitting from anticipated growth in the job market, stimulated by Gloucester's regeneration. Gloucester Works will run for an initial three years with the potential to continue longer, and signifies the importance of Gloucester to the county's economy.

Julian Wain, Chief Executive of Gloucester City Council and Chair of the Gloucester Works management board says: "With substantial regeneration taking place in and



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around the city, significant numbers of new jobs are being created - including around 1,000 jobs alone in the Gloucester Quays development, set to open in the Spring.

“But this isn’t just about the creation of new jobs. There are an estimated 111,000 existing jobs which will need to be filled in the county over the next few years as people retire or leave the workforce. Local employers of all shapes and sizes need to know that the right skills are here on their doorstep when needed.

“Despite the current global economic climate, Gloucester has a real opportunity to become a more prosperous city for those who live and work here. Through Gloucester Works we’re calling on employers to ‘sign up’ and pledge their commitment to the city, and in return we and our partners will support them to access all the training and skills advice they need for their workforce.”

One element of the project will focus on offering free training opportunities for unemployed individuals, helping local people to achieve the qualifications and skills they need to move into long term employment and, once in employment, to progress up the job ladder.

The second element of the project focuses on Gloucester employers and their employees. Gloucester Works will work with them to understand their recruitment and skills needs, to develop tailored training packages and encourage them to invest in the ongoing development of their staff.

Businesses including Ecclesiastical Insurance, Gloucester City Homes, RamadaJarvis, Reed Recruitment and SLG Beauty have already signed up to Gloucester Works, and discussions are underway with other major city employers including Asda.

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Notes to editors:

More information about Gloucester Works

Gloucester Works for individuals

Gloucester Works offers a free personal service for local people:

- A personal action programme to help identify their current skills, what they want to do and how to get there
- Free training and qualifications to help get into local employment
- Support to identify childcare and transport options while working
- Links to real jobs in the Quays, Business Parks and throughout the city
- Work trials and guaranteed interviews when job ready
- Ongoing support and further training to enable them to progress when in employment

For example, a Gloucester resident could take a free pre-employment course and interviewing techniques course that guarantees a job interview. Once employed, they would then receive ongoing support and the chance to achieve a free level 2 National Vocational Qualification (NVQ) relevant to their employment with the support of the Train to Gain initiative, plus further personal development opportunities to help their career progression.

Gloucester Works for businesses

Working with partner agencies and providers within the city, Gloucester Works will develop an integrated service for employers of all sizes across all sectors, focusing on the following key elements:

- Recruitment Services tailored to an employer's individual needs and delivered by public and private partners. The Gloucester Works recruitment package will include:
 - Job scoping and individual skills assessment, to ensure a match between prospective recruits and the skills requirements of the job;
 - Assistance with selecting and recruiting the right staff from a local workforce;
 - Work Trials to enable employers and their prospective employees to assess suitability for a particular role;
 - A Gloucester Job Bank to promote employer vacancies across the city;
 - Access to and advice about local apprenticeship opportunities.



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- Training and Development Services. Integrating the training provision in the city to ensure it meets the needs of all employers. This part of the offer will include:
 - Pre and post recruitment training programmes designed in consultation with employers to equip prospective employees with essential skills that businesses need
 - Ongoing support for new staff during their induction period
 - Organisational Needs Analyses including discussions relating to succession planning
 - Development opportunities for existing staff
 - Signposting to relevant skills and development opportunities

In addition employers will receive the support of the Gloucester Works team and a guarantee to ensure a seamless and integrated service from partners across the city.

The role of Gloucestershire First

Gloucester Works is managed by Gloucestershire First, the private sector-led countywide economic partnership established to support and develop the economic wellbeing of Gloucestershire. By bringing together relevant partners in the field of economic development, including local authorities, the South West RDA and the private sector, it provides an overall strategic plan for Gloucestershire. Further information is available on www.glosfirst.co.uk