

Working with Employers

Engage, Deliver, Sustain



Outcome-based funding and the current state of the UK labour market have thrown a spotlight on the quality of your relationships with employers.

Engage, Deliver, Sustain is a three-phase approach to effective employer engagement.

1. Are you confident that employers are being presented with an appealing offer?
2. Do front-line staff have the skills, experience and confidence to build trusted relationships with employers?
3. Do you maximise the potential of all those who come into contact with employers (building control, inward investment, trading standards, business support etc.) to promote your services?
4. Do you sell the specific abilities of your clients to contribute to businesses or sectors you know well?
5. Are you able to offer high quality in-work support which encourages employers to sustain their commitment to clients?

Rocket Science has drawn on 10 years' experience to develop the "Engage, Deliver Sustain" three-stage model of effective employer engagement in welfare to work by:

- Focusing on the bottom-line benefits to business (it's about more than just their social responsibility);
- Providing training for frontline staff working with employers to help build mutual understanding and uncover 'latent vacancies';
- Designing and delivering demand-led approaches which have achieved very high placement rates;
- Working closely with groups of employers and providers to develop local partnership approaches to welfare to work;

- Brokering offers from specialist providers (including financial advice services) to help sustain clients in work.

Our clients include:
The London Employer Accord, London Skills and Employment Board, Capital City Partnership (Edinburgh), Opportunities Fife, Tyne and Wear Employment and Skills Board.

For an informal discussion about taking this approach forward within your organisation contact:

Richard Scothorne

0131 226 4949

richard.scothorne@rocketsciencelab.co.uk

or

John Griffiths

020 7253 6289

john.griffiths@rocketsciencelab.co.uk

Rocket Science has over 10 years' experience designing, developing and evaluating welfare to work programmes for national and local government, delivery partnerships and providers. We offer:

National credibility:

- Delivering a learning and practice network on tackling worklessness for Department for Work and Pensions;
- Working with Local Government Improvement and Development in designing guidance for local economic assessments and researching best practice guides on tackling worklessness;
- Conducting a strategic review of Employer Coalitions for Department for Work and Pensions.

Regional approaches:

- Design of regional frameworks to improve employability pathways in the North East and Scotland;
- Stakeholder engagement and strategy development for Employment and Skills Boards;
- Mapping and developing employment and skills supply chains for providers and commissioners across and within contracting areas;
- Managing grant funds which build third sector provider capacity and complement employment programmes.

Local solutions:

- Scoping and developing employment and skills strategies to help maximise the use of discretionary funding;
- Evaluation of employment and skills programmes;
- Design of innovative, demand-led approaches to secure and retain job outcomes;
- Capacity building and support for local providers, including the third sector, to secure contracts and become high performing organisations.



To find out more about us visit our website
www.rocketsciencelab.co.uk

Or to register for our weekly
employability e-bulletin
info@rocketsciencelab.co.uk

For more information and to speak
to a consultant contact

| | |
|-----------|---------------|
| Edinburgh | 0131 226 4949 |
| London | 020 7253 6289 |
| Newcastle | 0191 230 8078 |