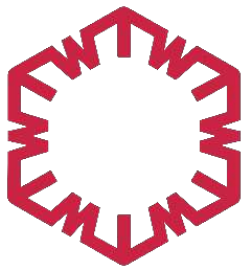


Annex 20

Telford & Wrekin Council A Proactive Approach to Employer Engagement





Telford & Wrekin
Co-operative Council

Recognising the critical importance of skills for business growth....

and to raise skill levels locally Telford & Wrekin Council delivers a Skills for Growth programme. This is available for businesses that are expanding as well as new investors and for those businesses restructuring or facing redundancies. 7 of the top 10 Telford employers access skills, recruitment or redundancy support through the service with an average of 150 direct business supported through the service annually. This is a collaborative tailored service that works with partners and training providers across the area. Telford & Wrekin Council also manage an HR Forum which provides regular contact, information and knowledge sharing for 120 employers in the borough.

Strategically there is a current focus on the boroughs economic strategy which is being developed by the Council's Invest Telford team in collaboration with local businesses, partners, and agencies.

In 2021/2022 600 young people were studying in post 16 provision out of the borough in year 12. We attracted 302 young people into the borough to study who were residents outside of Telford and Wrekin.

Retaining talent and attracting students is vital for the economy in a competitive market. Telford is addressing this challenge through transformational town centre projects including Station Quarter which is creating new opportunities for living, studying, working and leisure in a highly accessible location. Central to the development is a new Digital Skills & Enterprise Hub offering new HE/FE provision tailored to business need alongside incubator space. Alongside the move of Telford College's 6th Form to Station Quarter this is creating a new Town Centre academic campus and enterprise focus which aims to respond to employer need for key skills and flexible access to academic and vocational training. The offer is being promoted through proactive destination marketing, showcasing the unique quality of life available here for employers and learners alike.

Louise Harding Account Manager - Skills Specialist, Invest Telford

Website: <https://www.telford.gov.uk/site/> & <https://www.investtelford.co.uk/>

