

**The Additional Restrictions Grant (ARG) covered A9 months period from Nov 21 – Sept 22. The grant is for the support of business recovery from the impact of covid.**

**Introduction:** Employer Brokerage Service, matching employer vacancies and needs to local unemployed and economically inactive residents. To meet the demand of the skills shortage in the construction, health and social care, hospitality, leisure, retail, warehousing and logistics across Shropshire. Landau delivered a pilot a project to support growth in SMEs across Shropshire by supporting their HR functions through effective recruitment and retention of staff and skills.

**Criteria:**

Landau will operate a brokerage service to meet local employer skill shortages by connecting them with unemployed, economically inactive, young people or apprentices looking at enhancing their careers to meet their vacancy needs. Landau will support at least 100 vacancies with the appropriate candidates to meet the employer's need.

Landau will work with at least 27 businesses to help with their skills shortage and will support the creation of 2 new businesses.

This project will provide the opportunity to identify some of the challenges that employers are facing and gather data on why job seekers are not applying for certain roles this will allow us in the partnership (Landau and Shropshire Council) to make informed decision about what mind-set changes needed to happen for us to meet the skills shortage.

**Summary**

Due to the uncertainty surrounding homeworking causing a slow start to the pilot it has gained traction and managed to exceed all the targets it was set and has provided some rich information on how we can meet better the recruitment needs of business's both large and small across Shropshire.

We have learnt that job shops based in local community settings including JCP offices are not reaching the unemployed. Where job shops did work extremely well were in the refugee hubs where we were able to provide supported employment for individuals. We also learnt a significant amount about the barriers for refugees around the cultures, mental wellbeing, translation and skills, this is a potential skilled workforce that needs support to transition to a new country and overcome trauma.

The 2 Jobs Fairs that we held had significantly more reach in attracting the unemployed and economically inactive.

The connectjobs4U site has been well received, and could be more fully utilised with a dedicated administration resource who would work on behalf of the employers and potential employees. A managed digital platform is definitely a support for SMEs recruitment.

**Key Performance Indicators Dash Board**

KPI	Target	Achieved	Comment
Support at least 100 vacancies with appropriate candidates	100	206	Achieved through Job shop/Fairs
Identify the skills/employment needs of at least 27 businesses	27	60	Achieved through Job Fairs and ConnectJobs4U
Support 2 new businesses	2	2	Achieved through bespoke 1-2-1 Employment Support

## Job Fairs

Landau held 2 Building Shropshire Job Fairs to support local business looking to recruit local people. The Job fairs were held in Oswestry and Shrewsbury, both received good footfall with 160 unemployed people attending across both events. Feedback from attendees was positive and the opportunity to talking informally to employers was a huge benefit in breaking down barriers. Feedback from employers was also very positive stating they had received a lot of interest and enjoyed the opportunity to network whilst working.

Employer feedback:

*'I recently attended a Job Fair hosted by Landau at the Dana Prison in Shrewsbury. I met a lovely lady who had recently moved to the UK from Ukraine. After being successful at interview, she is now a valued member of our Catering Team' ' JCA, Condover Hall*

The Oswestry Jobs Fair held at the Wynnstay Hotel on the 26<sup>th</sup> January attracted significant coverage from local business tabloids, with articles appearing in the business section of the Shropshire Star, Shropshire Live Business, Love Shrewsbury and 'What's What' magazine. It also received good media coverage with a live interview on 25<sup>th</sup> January with BBC radio Shropshire and listings on The Marches Growth Hub Business Support Finder and Shropshire Councils website and a blog post on Landau's website. The event which was attend by 11 local employers looking to fill 115 jobs was well attended with over 60 meaningful enquires leading to further conversations or interviews with people

The second Job Fair held at the Dana in Shrewsbury on the 20<sup>th</sup> July, built on the learning from the Oswestry event with more data collected enabling us to follow up with participants and employer post the event. 27 employers attended the event and received over 176 enquires (interest in the role and spoke to the employer about the job on the day) 22 interviews arranged on the day, 5 job offers and 3 people have since started in their job.

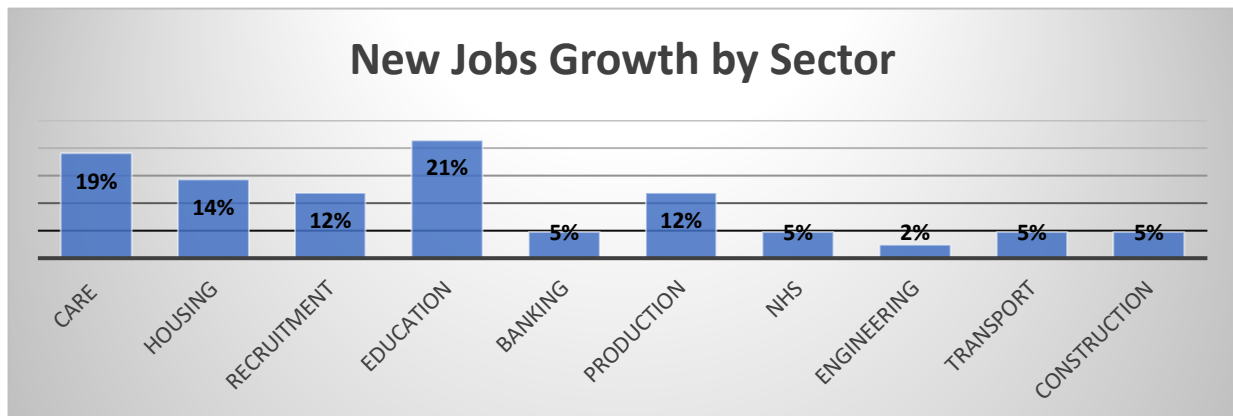
The events provide networking opportunities and the introduction of inspirational speaker and the Shrewsbury event attracted significant media coverage, including a video by Shropshire Live TV <https://vimeo.com/734282073/b2152b780f>. The speaker quite aptly had spent time as an inmate at Shrewsbury Prison before turning his live around after meeting celebrity furniture restorer Jay Blades and embarking on his how restoration business.

The table below list s the company, role advertised, whether they have been given access to 'list' their own vacancies on the CJ4U website and details about interviews and job offers.

# Shrewsbury Jobs Fair 20th July 2022

	Company attending	Sector	Follow up email	Follow up visit	Login for CJ4U	CJ4u follow up call	Number of vacancies advertised	NEW roles	Existing vacancies	Number of Enq's	Interviews Arranged	Jobs Offers	Jobs Starts
1	Agro Merchants	Construction	Yes	Pending	No	Yes	1	0	0	1	1	1	1
2	Bethphage	Care	Yes	Yes	No	Yes	11	1	10	3	2	1	1
3	Connexus	Various	Yes	Yes	Yes	Yes	14	1	13	10	2	0	0
4	Home Instead	Care	Yes	Yes	Yes	Yes	10	2	8	8	0	0	0
5	Shropshire Fire and Rescue	Various	Yes	TBC	No	Yes	5	0	5	1	0	0	0
6	Radfield Home Care	Care	Yes	Yes	Yes	Yes	10	2	10	5	0	0	0
7	Apollo Home Healthcare	Care	Yes	Yes	Yes	Yes	5	2	3	2	1	0	0
8	Coral/Ladbroke	Retail/CS	Yes	Yes	No	Yes	6	0	3	3	2	0	0
9	The Wrekin Housing Group	Various	Yes	Yes	No	Yes	35	5	15	15	0	0	0
10	Team4You UK	various	Yes	Yes	Yes	Yes	15	2	10	5	0	0	0
11	Brite Start FM	Cleaning	Yes	Yes	No	Yes	25	5	14	5	2	0	0
12	SBC Training	Apprenticeship	Yes	No	No	Yes	25	0	18	8	0	0	0
13	Proactive Personnel	Administration	Yes	Yes	Yes	Yes	15	3	3	5	3	0	0
14	DMOS People	Recruitment Agency	Yes	TBC	No	Yes	25	0	18	5	0	0	0
15	Barclays Bank	Banking	Yes	Yes	No	Yes	5	1	4	4	0	0	0
16	ABP UK Shrewsbury	Production	Yes	Yes	Yes	Yes	29	5	15	3	0	0	0
17	Pave Aways Ltd	Construction Trades	Yes	Yes	No	Yes	6	0	5	0	0	0	0
18	MPFT NHS	Care /Admin/ Maintenance	Yes	Yes	Yes	Yes	20	2	18	15	1	0	0
19	Americold	Production	Yes	Yes	No	Yes	20	0	15	5	0	0	0
20	WR Partners	Administration	Yes	Yes	No	Yes	4	0	1	6	0	0	0
21	Nationwide Building Society	Finance	Yes	Yes	No	Yes	4	1	1	8	1	0	0
22	JCA Adventure Condover Hall	Various	Yes	Yes	Yes	Yes	10	3	4	15	1	1	1
23	Grainger and Worrell	Legal	Yes	Yes	No	Yes	5	1	3	2	0	0	0
24	Arriva	Transport	Yes	Yes	Yes	Yes	12	2	5	6	1	1	0
25	Coverage Care	Care	Yes	Yes	Yes	Yes	40	1	19	15	2	1	0
26	Early Years and Childcare- T&W Council	various	Yes	Yes	Yes	Yes	10	1	8	3	1	0	0
27	Housing Plus Group	Construction	Yes	Yes	Yes	Yes	25	2	10	10	1	0	0
							415	42	246	176	22	5	3

415 vacancies were advertised at the Shrewsbury Fair of which 42 were new roles in the company indicating business growth.



### Job Shops

A schedule of job shops designed to support individual job seekers was delivered across the county covering multi locations. We co-located all the job shops within established organisations near to the local JCP or within the JCP.

We found a lack of engagement from job seekers from the Job Centres, even when clients were mandated to attend there was still very little footfall. It is thought attendance was low due to DWP running their own programmes (Kickstart etc.).

We adopted a different approach in Ludlow with a more aggressive advertising model, relying less on JCP coverage but increasing flyer drops in the area including all community centres – GP's, libraries, community centre, colleges and supermarkets – the support from Leominster JCP was good as well as organic footfall from local people who had seen the promotional material.

We achieved over 10 referrals at this event from graduates now finding themselves living on the street to those in early retirement looking for part-time work.

Following a review on the third month we decided to not continue in areas where the footfall was very low. We saw a significant interest from the refugee centre in Shrewsbury and increased resources to support the weekly demand from this group. At peak times we also partnered with Home Plus using their resources to job search and interview. We are now connecting with the refugee centre in Ludlow on a regular basis.

Below is a table of the attended job shops, their location by month and day of the event.

JOB SHOPS	Feb/Day	March/Day	April/Day	May/Day	June/Day	July/Day
Mascall Centre, Ludlow	3,24	10	26			
Library, Oswestry	4,11	4,11				
The Hive, Shrewsbury Town Centre	10,14	7,28		9, 18		
Community Centre, Craven Arms	22	16	12			
Wem Town Hall, Wem	28	18				
The Community Hall, Bridgnorth		3,17				
DRAYTON CENTRE, Market Drayton			27		7	
Job Centre, Shrewsbury				18,24	14,21,28	
Refugee Centre, Shrewsbury				25	8,15,22,29	6,13,20,27
Job Centre, Whitchurch					8	



Landau Employment Advisors at Shrewsbury Community Hub, giving support to Zubida Ghaze who is from Syria.

We have supported Ukrainian, Russian and Syrian refugees by translating paperwork and working closely with community hubs to be available to support them into sustainable employment with local employers. Two Ukrainians living in Bayston Hill have moved into paid jobs secured at the Shrewsbury Jobs Fair.

## Business Engagement

We have employed a dedicated Employer Engagement Advisor to work solely with the businesses, informing them of the support and introducing them to Employment Specialists who can offer suitable clients with the right skills to fulfil their job vacancies.

Businesses are offered a package of support and access to a dedicated local employment website to post their own vacancies or have a managed service by the Employer Engagement Advisor.

We have reached out to 137 employers to date (Appendix 1) introducing them to the project, whilst some are happy to sign a Service Level Agreement (SLA) with the project many more were reluctant. As businesses were finding the SLA a barrier for employers, we have proceeded without it as a requirement. This indicates business prefer an informal arrangement when accessing support and with difficulties in attracting job seekers to live vacancies, want to ensure they have a broad approach to advertising vacancies, promoting them widely to try and attract job seekers.

## SLA with local business

The Building Shropshire project has signed business service level agreement for the job brokerage service with the offer of:

- Gaining data on employers needs and employment shortages
- A pledge to open vacancies up to the project and receive applicants from the project
- A pre-screening service matched to your business needs
- Business skills assessment
- Free invitation to jobs fairs
- Free advertisement on the employment website
- Arrange work trials 'try before you buy'

We have signed agreements with the following businesses:



No.	Business Name	Sector	Operational Area
1	Radfield Homecare	Health & Social Care	Shrewsbury, Oswestry
2	Phoenix Homecare	Health& Social Care	Oswestry
3	Perthyn	Health & Social Care	Shrewsbury, Oswestry, Bridgnorth, Church Stretton
4	Home Instead	Health & Social Care	Shropshire wide
5	Halo Leisure	Sports& Leisure	Shropshire wide
6	Connexus	Housing	Shropshire wide
7	Bethphage	Health & Social Care	Shropshire wide
8	Condoover Hall	Education	Shropshire

## Connectjobs4u

To support the matching of vacancies to the right person we have launched a jobs website [www.connectjobs4u.co.uk](http://www.connectjobs4u.co.uk)



Currently we have 60 employers live on the site, with 204 vacancies of which 33 are newly created roles and 171 are replacing current positions. Please see the table below:

 <b>Building Shropshire Live Vacancies</b> 					
Sector	Employers	Number of Vacancies	Job Titles	New roles	Replacement Roles
Health & Social Care	PODS, Bluebird, HC One, Complesso, CoverageCare, Radfield, HomeInstead, NHS, Small Talk Nurseries, Shrop Youth Support Trust, Overley Hall,	30	Prep for Adulthood, HC Assistant, Activities Advisor, Dementia Assistant,	2	28
Factory	IPL	1	General Ops,	0	1
Manufacturing	Rec Direct, B+K, Schnieder Elec, Working Solutions, Encore,	15	Printer, Ind Sewing Machinist, Goods In Op, Packer, HR, Embroider	2	13
Hospitality	Five Guys, Paragon Group,	38	Customer Service Advisor, Front of house,	7	31
Retail	Waterstones, Paperchase, Shoezone, Specsavers, Halfords, Asda, Lidl,	15	Bookseller, Salesperson, Shop Assistant,	0	15
Driving / Transport	Amazon, Arriva,	20	Delivery driver, Bus Driver,	5	15
Administration	SBC Training, Beeline,	5	Office Admin,	0	5
Construction and Engineering	Kier, Bovis, Taylor Wimpey, Breedon, GCH Bui	15	Street lighting Ops, Bricklayer, Logistics, Plant Supervisor, General Labourers,	5	10
General Labourer	Corbetts Galvanizers, ABP UK,	5	Press Operatives,	0	5
Customer Service	Connexus, M&S, EFH, Jag Land Rover,	5	Customer Service Advisor, Furniture Hire,	1	4
Education	Beech Grove School,	1	Catering Ass,	0	1
Housing	Trident Housing, Sanctuary,	2	Comm Support worker, Chef,	0	2
Hospitality & Leisure	Nuffield Health, The Elms, JCA Condover Hall,	2	Payroll, Cust Service,	1	1
Sales	AGA,	1	Salesperson,	0	1
HR	WR Partners	1	Legal Aid Op,	0	1
Engineering	Gater,	1	Production Op,	0	1
Security	BAE Systems	3	Finance Officer,	1	2
Medical	Newport Back centre,	1	Physio,	0	1
Legal	National Probation Service,	10	Prob Officers (remote)	5	5
Packaging	Reflex Labels, Lyreco,	6	Printer, FLT Driver,	0	6
Beauty	Regis Hair,	10	Trainee Hairdressers, Receptionists,	2	8
Catering	Frydays, RAF Cosford, Oxbow Manor,	12	Customer Server, Catering staff, Head chef,	2	10
Charity	Meeting Point Trust, Barnardos, Maninplace,	5	Finance Officer, Business Manager, Keyworker	0	5
TOTAL		60	204	33	171

Through the Jobs Fair and Website, we have seen 75 new jobs created.

## Business Set Up

### 1. Sutra Construction – Neil Sutra

Neil Sutra had previously had a successful 20 year career working in the entertainment industry. Following the Government 'lockdown' due to the Covid 19 pandemic his business was forced to stop operating and eventually close. Neil had attempted to seek employment independently but rejection affected his confidence and he was feeling despondent. He had also contemplated setting up his own gang workforce and business as a long term plan. Neil heard about Building Shropshire Job Shop pop-ups via an advert on Landau's Facebook page and attended the Bridgnorth job shop. He would initially require his CSCS card to allow him access on site and then he would be able to sit a practical test to obtain Telescopic Handler

license (SSSTS and SMSTS). We supported Neil with HMRC UTR website and showed him how to apply for his UTR number via HMRC in order to be self-employed. Neil sub-contracts and is being support towards setting up his own business Sutra Contractors.

## 2. Sourdemondoll

Online illustration business created by Ashleigh Morris. Ashleigh's last employment was at TGFI restaurant in 2020. She has recently been diagnosed with ADHD, Autism and Personality disorder. She felt having her own business was her only viable long-term employment option. She is registered with HMRC as a self-employed artist/designer. She now sells items online via ETSY and her website [sourdemondoll.com](https://sourdemondoll.com)

[Sourdemondoll](#) | [Instagram](#), [Facebook](#), [TikTok](#) | [Linktree](#)

**Collaboration** Opportunities, Employers, Job seekers, Third sector and LA.

The project has collaborated with a wide range of stakeholders from the public, private and third sector to promote the Building Shropshire project and publish employment vacancies on the [www.conectjobs4u.co.uk](https://www.conectjobs4u.co.uk) website.



**APPENDIX 1 - Employers contacted and informed about the Building Shropshire Pilot.**

Bluebird	Specsavers	Beefy Boys (Shrewsbury)
Compass Groups	Halfords	Newgate World
Salvation Army	Asda	Provac
TK Maxx	Lidl,	Culina Logistics
Golden Bear	Amazon	Brightcore
Butler Landscaping	Arriva	Buy From
Tena	SBC Training	Full Fibre
Evri	Beeline	Highbury Poultry
FRO Blinds	Kier	Pentons Cold Store &
JYSK	Bovis	Transport
Bupa	Taylor Wimpey	Gillhams Deli
Dawley Dental	Breedon	Morris Care
Knights Construction	GCH Builders	Bridgnorth Aluminium
Denplan	Corbetts	Radis Group
Hi-Q Tyres	Galvanizers	Shropshire Fire and Rescue
Jewson	ABP UK	Coral/Ladbroke's
The Gym Group	Connexus	The Wrekin Housing Group
Tricas	M&S	Team4You UK
Veolia	EFH	Brite Start FM
Severn Trent	Jag Land Rover	The Lion Hotel
Avant Homes	Beech Grove School	DMOS People
Starbucks	Trident Housing	Barclays Bank
Costa	Sanctuary	Shropshire Chamber of
Hugo Meynell	Nuffield Health	Commerce
Oak Furniture Land	The Elms	Pave Aways Ltd
SCS	JCA Condover Hall	Midlands Partnership NHS
Decathlon	AGA	Foundation Trust
One Stop	WR Partners	Americold
PODS	Gater	WR Partners
HC One	BAE Systems	Nationwide Building
Complesso	Newport Back centre,	Society
CoverageCare	National Probation	Hays Travel
Radfield	Service,	Grainger and Worrell
HomeInstead	Reflex Labels	Coverage Care
NHS	Lyreco	Early Years and Childcare-
Small Talk Nurseries	Regis Hair	Telford & Wrekin Council
Shrop Youth Support Trust	Frydays	Housing Plus Group
Overley Hall,	RAF Cosford	Hope House Children's
IPL	Oxbow Manor	Hospices
Rec Direct	Meeting Point Trust	Driver Hire
B+K	Barnardos	West Midlands Ambulance
Schnieder Elec	Maninplace	Service
Working Solutions	Aico LTD	Insynch Media
Encore	Phoenix Homecare &	Reech Media
Five Guys	Support	Culina Group
Paragon Group	Buisness Doctors	Muller
Waterstones	Wynnstay Hotel	Caterpillar
Paperchase	Britpart	Sain
Shoezone	McConnel	