

Employer Engagement Strategy

ShIPLEY College is a small College situated in the World Heritage Site of Saltaire, in the District of Bradford. The College offers education and training provision on campus, in community venues and on employer premises. The local population is culturally and ethnically diverse and this is reflected in the student cohort. Our students include school leavers on full-time courses, traineeships, apprenticeships or supported internships and adults gaining skills for professional and/ or personal development. In addition, we provide work placements for undergraduates in both Marketing and IT and voluntary teaching placements for students on the PGCE programme. Apprentices are also employed by College in Marketing, IT and Administration. The College was rated by Ofsted as 'Good' in November 2016.

We aim to connect, share and involve the local community and public with our work locally, to benefit staff, students, employers and the public, sharing our knowledge and expertise to inspire our students of the future and to have an impact on society.

ShIPLEY College's Mission Statement

To provide the highest quality, inspirational education and training that exceeds the ambitions of individuals, businesses and communities.

Our Core Values

Culture of Collaboration and Partnership: A team working closely with our stakeholders in a spirit of trust and integrity

Aspiration and Professionalism: Striving for excellence in a safe, sustainable environment, while supporting all students to achieve their personal best and to progress to their next steps in work and life

Responsiveness: Meeting the needs and exceeding the expectations of students and employers, both locally and regionally, responding to government initiatives and our local community

Equality and Respect: Celebrating the diversity of our students and staff

Strategy

Employer engagement is a priority for the College. We encourage close liaison with employers to maintain the currency of the curriculum we deliver, to ensure our students are ready to work to industry standard in their chosen vocational area. We develop close links with employers, who liaise with the sector specialists to offer work placements, and ensure our students have the technical knowledge and understanding, underpinning skills and attitudes and behaviours needed in the workplace.

At ShIPLEY College we are proud of the links we have built over the years with local businesses and organisations, in order to help develop our students and offer tailored learning. We aim to ensure they continue to gain the relevant skills to join the workforce.

We are enthusiastic to form new partnerships and work with new organisations and would be interested to hear from any employers who would like to get involved.

Apprenticeships – The College has continued to develop its apprenticeship offer with local employers and has seen a steady increase, through repeat business, over the course of the academic year. We are proud of our day release model which incorporates individual sessions for English, maths and ICT. Employers value the College for a combination of good employer support, information, advice and guidance, plus the high quality of teaching, learning and support for the apprentices. Employers also value our excellent recruitment and selection service. In our recent apprenticeship employer satisfaction survey it identified that “90% would recommend us”. Employers we work with include: Apprenticeships in Children and Young People’s Workforce and Specialist Support for Teaching and Learning, which are proving the most popular frameworks and many schools and nurseries now rely on apprentices as a key part of their workforce. Apprenticeships in Business Administration, IT, Infrastructure Technician and Assistant Accountant are also in high demand, with the largest growth being our new Digital Marketer Apprenticeship.

Anchor Employers include: ACS Business Supplies • Bradford District Care Foundation Trust • Calverley Golf Club • City of Bradford Metropolitan District Council • Colin Appleyard Suzuki, Shipley • Daisy Hill Children’s Centres • Computershare • H. C. Slingsby PLC • Harrogate Borough Council • Incommunities • Martin & Co • Northcliffe Golf Club • Prospects Services • Redfern Travel Ltd • Safestyle UK • UK Asset Resolution Limited • Woodhouse Grove School • Yorkshire Housing

The Business Development Team offer a comprehensive recruitment and selection service, providing job descriptions and support to recruit new Apprentices. The experienced team advertise the vacancies on NAS alongside Get My First Job, then interview each applicant and carry out a rigorous initial assessment and screening process. The team can arrange interviews, working closely with employers to ensure they employ the most suitable applicant for the position.

Sector Based Work Academies – The College works closely with businesses to deliver Sector Based Work Academies, which provide opportunities for unemployed people to train and gain employment with local organisations who are recruiting large numbers of employees. The College works closely with the employer (Czajka, Bradford Care Trust, Debenhams, KFC, XPO, Marks and Spencer’s, Incommunities) to tailor the delivery of the training to meet their needs. Strong links with Job Centre Plus and local employers ensure the provision is relevant to local employment opportunities. The College’s Skills House retail programme, arranged in partnership with Bradford Council, had 259 enrolments leading to 159 job starts with a number of employers, including the new Broadway Shopping Centre. The programme included a ‘World Host’ course, first introduced for Olympic volunteers. A Sector-Based Work Academy in Horticulture led to 17 individuals being accepted for full time work with the Incommunities Grounds Maintenance team.

Centre Of Excellence For Business & Retail The Centre of Excellence for Business is part of the Bradford District Industrial Centre's of Excellence (ICE) programme, developed as a collaboration between Business and Education, to prepare local young people for employment in Business. Titus Salt School was the first on board, followed by Carlton Bolling College, with others planning to join during 2017-18. The CofE4B aims to support the development of an employer focused curriculum by working with its partners and a board of local employers including Incommunities, Adviser Plus, Marks & Spencer, Computershare, Bradford Council and the University of Bradford. In 2016-17 the CofE4B students had a masterclass from Morrison's Supply Chain and Logistics Team, organised and ran the Postcard Exhibition for the Saltaire Arts Trail and worked with representatives from Sky, The Royal Bank of Scotland, Incommunities, Barclays Bank and Sainsbury's, to support development of their CVs. They took part in competitions including the CofE4B Challenge Cup, which was won by Titus Salt School, led by an employer from AdviserPlus, and the Young Enterprise Project which tested their entrepreneurship, team working and business skills. Throughout the year they also worked with employers in small groups to develop an 'Unstoppable CV' packed with experiences and skills to ensure they were ready for work. Our computing students took part in projects to develop websites for a number of small local companies.

Work Placements

We recognise the importance of putting our students in 'real life' work situations. The work placement for students is coordinated by the Work Experience Coordinators, supported by the Business Development Team. We aim to give the majority of our students the opportunity to prepare for the world of work and develop their general business awareness. This year students are being empowered to find their own placement, supported by the central team. It is anticipated that students will engage more with companies with whom they have made links.

We recognise that the industry students want to progress into will be constantly changing and evolving, therefore, it is essential that they get a taste of what the actual job roles are and what they would be expected to do, should they be successful in gaining employment in that sector.

The opportunity to gain work experience will develop the student in many areas, including their 'soft skills' such as team working, communication and general business awareness.

Mentoring/working with our sector specialist

We are constantly seeking out new employers and mentors to work with both our students and the course leaders. We recognise the importance of keeping our staff and students up to date with industry standards and have encouraged staff to spend time with employers, shadowing to ensure they are familiar with, and therefore teaching, current practice. Employers are also encouraged to work with teams of students, including in the Centre of Excellence. Accent Housing regularly mentor students who are developing their own ideas into potential new businesses.

Supported Internships

This is a work-based study programme for young people (16-24) with special educational needs or disabilities (SEND).

Across the UK, only 6% of young people with learning difficulties are in employment. Many more want to be and are capable of sustaining employment. The College is committed to getting young people with SEND into work by using experienced Job Coaches for support.

The intern is aiming to work 16 hours per week, depending on their skills and abilities. As their confidence and skills develop the support will be reduced until they are able to carry out all tasks with high levels of independence. The intern's role should make a positive contribution to your business.

Professional updating

Shingley College delivers high quality training. We help develop employees to keep their business sustainable and successful. We understand companies can find it difficult to release employees for training when there are pressures around high workloads and deadlines. Our flexible training programmes can be customised to fit with business needs. We offer:

- Accredited vocational courses in a range of areas (including Apprenticeships)
- Customised training designed around the business needs, a cost-effective way of providing training solutions which can be delivered at the College or in the workplace, depending on the group size.
- Flexible delivery either at the College or in the workplace, including evening and daytime courses

We offer bespoke training packages in a range of areas that include:

- Accounting and Finance
- Business and Customer Service
- Customer Service
- ESOL
- First Aid
- Food Safety
- Horticulture & Floristry
- Health and Social Care
- Health and Safety (coming soon)
- IT and Digital industries
- Management & Team Leading

Our employer feedback endorses an excellent local reputation for the support and training we offer. Our dedicated team is experienced at working with both large and small organisations across the region.

Strategic partners

The College maintains a strong profile in the District with a broad range of employer, community, economic, charitable and educational networks. For example, the College has continued active membership of the West Yorkshire Consortium of Colleges, The West Yorkshire Learning Partnership and the Association of Colleges. The Principal is a member of: • Bradford Council's Partnership Priorities & Joint Working Group • The AoC Regional Committee since June 2013 • The Bradford District Employment & Skills Partnership and acts as Chair • Leeds City Region Skills Network Subgroup Other staff attend the Association of Colleges meetings in Human Resources, Governance, Business Development, Higher Education, Estates and Marketing. College managers chair the regional AoC English and Maths Group.

The Vice Principal Curriculum and a range of managers and staff maintain an active peer relationship with other organisations and colleges. The Vice Principal Curriculum is also a member of the Council's Bradford Pathway Group and attends the AoC Senior Manager's Group and a range of conferences. The Vice Principal Finance attends the Finance Director's Groups and AoC Finance conferences. Key employer connections include national organisations such as Sainsbury's, Morrison's, Computershare, Royal Bank of Scotland and the Peel Hotel Group and small to medium sized organisations including furniture manufacturers, solicitors, accountants, schools, care homes and florists.

To be updated and reviewed in April 2020