

RECRUITING TALENT 2019

NEW APPROACHES FOR A NEW ERA



Summary & Evaluation Report

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Introduction

The EESG (Employer Engagement Steering Group) set up in November 2018 and brought together key stakeholders across D2N2 (Derby, Derbyshire, Nottingham and Nottinghamshire) that hold a shared vision to better engage employers to recruit more inclusively.

The EESG was set up by BBO (Building Better Opportunities) Stakeholder Managers, as part of the wider BBO objectives of '*promoting social inclusion and driving local jobs and growth*'. There is limited opportunities offered by employers that are suitable and inclusive. The aim of the EESG is to increase these opportunities.

Following an Employer Survey supported by EMC in February 2019, The EESG agreed to deliver a collaborative event; 'Recruiting Talent 2019', with three objectives;

1. Raise awareness of the recruitment issues in D2N2 and the reasons behind these – linking to socio-economic challenges, aging workforce, a tight labour market, a squeezed demographic and a skills mis-match.
2. Encourage employers to think differently and more inclusively about the way they recruit, to enable them to recruit their future workforce.
3. Connect employers to providers in D2N2 who can support employers to recruit more inclusively.

Recruiting Talent 2019 took place on Friday 19th July 2019 @ Derby College.

Event Summary:

The event included;

- A key note from Elizabeth Fagan (Chair of D2N2 LEP, Non-Executive Chair of Boots and former Managing Director of Boots); titled: The Future of Workforce Skills in D2N2 and the Boots Approach.
- Speaker: Michael Weedon, Policy Representative from FSB (Federation of Small Business). 'Not just big business: SMEs and Recruitment'.
- An Exhibitor Marketplace with 23 providers stands (for full list see Appendix 1)
- Choice of five Workshops to attend (see Appendix 2)

The Event was facilitated by Rachel Quinn, Head of People and Skills, D2N2 LEP and Coordinated by Sabina Talib, BBO Stakeholder Manager for Derby City and Chair of the EESG, with support from the BBO SM Team.

Cost & Sponsorship Summary:

The Event was sponsored by members of the EESG as follows; Joined Up Careers, Derby College, Derby City Council, Nottingham Jobs, East Midlands Chamber, South Derbyshire District Council and Essential Print Solutions.

With the venue itself and other concessions offered by sponsors at no cost, the event cost just under £2,700. The majority of this cost was on catering (Just under £1,700), the remainder was split between equipment hire at the venue and design and print of promotional material, including delegate wallets.

All contributors to workshop delivery (as listed in Appendix 2) provided their time at no cost. There was no cost to exhibit at the event and no cost to attend.

Evaluation of Event

Attendance

- Total Number Booked: 162 (95 Employers and 67 Providers).
- Total Number attended 159, based on signatures on the day.

Evaluation & Delegate Feedback

Total number of responses: 36 on the day; of which Employers: 59% and Providers: 41%

Questions and Responses:

Q1. How satisfied were you with each element of the event, as per below;

	Very Satisfied	Satisfied	Partly Satisfied	Unsatisfied
Overall Event	49%	49%	2%	0%
Programme	44%	53%	3%	0%
Speakers	55%	33%	12%	0%
Venue	65%	32%	3%	0%
Location	65%	36%	0%	0%
Catering	63%	33%	4%	0%

High Satisfaction Rating: 96% were either Very Satisfied or Satisfied with the event.

Comment: "Speakers thought provoking and very professionally organised".

Q2: Did you find the event useful in supporting you to consider alternative approaches to recruiting your Talent?

Very Useful	Useful	Somewhat Useful	Not Useful
39%	48%	13%	0%

Positive Feedback – 87% rated the event either Useful or Very Useful.

Comments:

- We already employ some ex-offenders, will look at targeting care leavers and the older group
- Currently recruiting - need to think wider.
- Useful hearing about how to be more inclusive; make provisions for disabilities; effectiveness of work trials.
- Very interesting to see the opportunities that are available
- Would like to learn more about grants and funding.
- Useful networking for new options.
- Made some great contacts.
- Re-affirmed what currently do.
- We better understand the different ways to recruit
- Working with SEND schools we are aware of the issues facing these people when looking for employment and roles within certain sectors. Further education of employers is required.

Q3. Please rate the Workshop you attended:

	Very Useful	Useful	Somewhat Useful	Not Useful	Total
Access to Finance and Skills	56% 9	25% 4	19% 3	0% 0	16
Diversifying your Workforce	20% 1	40% 2	40% 2	0% 0	5
Unlocking Talent	67% 6	22% 2	0% 0	11% 1	9
Apprenticeship Panel	50% 6	42% 5	8% 1	0% 0	12
Employment Law	44% 4	33% 3	22% 2	0% 0	9
Total	51% - 26	31% - 16	16% - 8	2% 1	51

High Satisfaction Rating: 83% of delegate attending workshop found them useful or very useful.

Numbers of respondents per workshop are low, however comments below provide a greater insight in terms of feedback and future improvements.

Comments:

Access to Finance and Skills:

- Clear options and lines of support available; didn't over complicate the information and ensured that the whole audience was fully informed.
- There are so many different providers of support, funding etc, it can feel overwhelming to know who to go to
- It was useful to learn more about what is available through the Growth Hub
- Lots of opportunities to provide support to other employers and some opportunities for our staff
- Not very engaging content or presentations.
- I had no idea about support available.
- Interesting information about grants and access for SMEs to support
- information of grants and training very useful, also the support available from D2N2
- Not sure the majority was useful in terms of my own role within the business I am in presently, however as I am considering my own business, I found it very useful.

Diversifying Your Workforce:

- Great hearing about Fire Service's targeted campaigns for marginalised groups;
- Did not really tell me anything I did not know! Very Nottingham focused - we are from Derby!
- Support not available in Derby, only Nottingham

Unlocking Talent:

- So much to choose from! Inspiring to hear about the results from Prince's Trust, Siamo, Neovio pilot. Helpful insight into how to cater more for people with disabilities.

- Work based/sector based academies offer some great opportunities.
- It was a bit too focused on the very specific elements those presenting could provide - and not so wide or applicable outside of that, primarily seem focused to larger teams/employers.
- Too many speakers, too much content, ran out of time.
- Amazing and inspirational talk from Siamo.
- Good to hear experiences gone well, Prince's Trust very powerful, EMA Academy good example;
- Amazing, inspirational workshop with real employers who were not afraid to discuss their fears when recruiting people with LD/autism. End result amazing and the employer views changed.
- Siamo Group - inspirational talk and outcome amazing; brought tears to my eyes.

Apprenticeship Panel:

- Good to hear from providers/businesses, good to hear about youth network
- As an employer that employs community based staff employing an apprentice may prove difficult, though will suggest as an option for future vacancies;
- Useful contact made with CITB.
- That the extra support if needed can be sorted.
- listen to the current market and the problems that people and companies face on a day to day basis.
- useful information about the role apprentices can play as young apprentice ambassadors

Employment Law:

- Excellent "information from someone who is informed".
- Interesting to discuss potential effects on employers and employees.
- Useful re existing workforce
- Information obtained relating to the need to be guiding our EU employees to the settlement information
- Insight into the law facing immigration, bully/harassment

Learning Lessons:

- To have less presentations within one workshop, or increase the time given to each workshop.
- To ensure each workshop is applicable to any size business based in any of the D2N2 Local Authority areas.

Q4. Did you find the Exhibitor Marketplace offered a range of useful connections to support your business and recruitment needs?

Very Useful	Useful	Partly	Not useful	Total –
32%	45%	23%	0%	31
10	14	7	0	

77% of Delegate found the Exhibitor Marketplace useful.

Comments:

- Good range of connections made.
- Lots and lots of information available and people to talk to.
- It was good to network with fellow businesses regarding recruitment

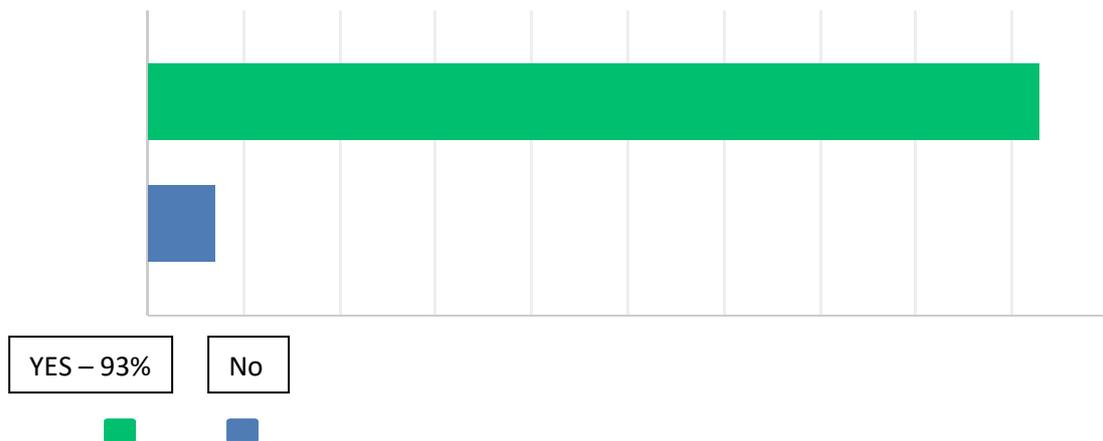
- The training information was very useful but I didn't get to speak to anyone really that could give me some advice on how to get 240 CV applications turned into people actually turning up for interview.
- Difficult to find info about access to ex-offenders and marginalised workforce.
- New contacts made
- Very Derby faced understandably; good to engage more Notts based organisations
- Most not in Derby.
- Unfortunately under used
- The workshops took up most of my time so I didn't visit any.
- I would have liked a bit more encouragement to visit the stands.

Feedback provided via evaluations and verbally on the day, for improvements, was linked to delegates having to choose between Exhibitor Market Place and Workshop, hence some workshops saw a drop in attendance on the day, despite being fully booked beforehand and exhibitors did not get the foot fall some of them would have liked.

Learning Lesson:

To create some dedicated time for the Exhibitor Marketplace, to ensure delegates receive most benefit from the offer and connections available.

Q5: Has this event inspired you to review and/or change your recruitment practices?



This is an incredibly positive rating and links directly to Objectives 2 of the event; to encourage employers to think differently and more inclusively about the way they recruit.

The event has proven a catalyst for change with 93% of respondents stating the event has inspired them to change their recruitment processes.

Q6. Employer Pledge:

We would like you to make a pledge, a step towards making a change in the way you recruit, this may be linked to a discussion in a workshop or with an exhibitor. What is your pledge or agreed action to take away from today's event?

Pledges Offered:

- To do an open day for different groups - disabled people, carers, etc
- As we work with young people who are disadvantaged already, my pledge is to open businesses eyes to the ABILITIES of young people who have perceived disabilities.

- Next time we recruit we will host an 'open morning' so applicants can meet staff and see the working environment before they even apply. People with 'difficulties' can apply in person on the day.
- Engage with key partners who can support skills and employment agenda.
- Several ideas for new initiatives;
- To try to target different sectors of the people looking for work.
- "Be what you want to see"
- Consider candidates with disabilities / encourage.
- To make contacts with contacts acquired from event.
- Will look into Disability Confident; will contact Derbyshire County Council re support with work experience; will contact Siamo re potential partnerships with TwentyTwenty; will find out more about Access to Work.
- To explore D2N2 funding and SME support options through the Growth Hub. Also to contact Derby college apprenticeship team to find out more about recruiting learners with EHCPs.
- Increase engagement with schools and colleges.
- Connect with potential new partners.
- To sign up a 16 year old onto an apprenticeship.
- To promote total inclusion.
- To contact partnership organisations to widen networking area.
- To create an inclusive and diverse workforce once our recruitment journey starts
- Look for different directions in recruitment

Some positive pledges made via the evaluation and verbally on the day. The impact of these pledges being supported into a practical reality will be dependent on the providers/ exhibitors on the day and the priority employers give these pledges – we can evidence how some of these pledges come to fruition over time via the EESG.

Future Contact: All 36 respondents said they were happy to be contacted for future events.

Final Comments:

- Efficiently organised with a wide variety of information available.
- Extremely informative and engaging workshops!
- Excellent location - well placed to support greener travel.
- Today's event exceeded my expectations in terms of content and inspiring stories. I learned a lot!
- Great first event, look forward to more in the future.
- Very informative event. Thank you.
- This event has shown the way to employers in regard to alternate employee sources and the rich diversity that can effectively provide a valuable future work force.
- Very good event and more than happy to attend any further events.
- Recruiting Talent fantastic

Conclusion:

Despite the small survey sample, the event was very well received and rated positively. The event has also been impactful and achieving the event objective; in encouraging employers to think inclusively, with 93% stating the event has inspired them to do so.

Key Learning Lessons are summarised on Page 9.

EVENT FEEDBACK FROM EXHIBITORS/ WORKSHOP DELIVERERS

Responses: 19: 14 Exhibitors, 5 Workshop facilitators.

Q1: How Satisfied were you with key elements of this event, as listed below;

	Very Satisfied	Satisfied	Partly Satisfied	Not Satisfied	Total
Overall	53% 10	37% 7	11% 2	0% 0	19
Programme	42% 8	47% 9	13% 2	0% 0	19
Speakers	63% 12	16% 3	16% 3	5% 1	19
Venue	74% 14	26% 5	0% 0	0% 0	19
Location	74% 14	21% 4	5% 1	0.00% 0	19
Catering	63% 12	37% 7	0% 0	0% 0	19

Overall very high satisfaction ratings, Q6 below provides some further feedback to help understand some of the ratings above.

Q2. Did you find the event useful in supporting you to connect with employers?



Q3. How many employer contacts did you make on the day?

16 responded with numbers. Answers ranged from 2 contacts to 25 contacts. In total 123 contacts exchanged on the day.

This links to objective 3 of the event; in connecting Employers to Providers that can support them recruit inclusively. A good number of contacts exchanged.

Q4. Tell me about a contact you made that you believe will lead to some impactful opportunities for your participants.

Opportunities listed:

- Widened opportunities for health and social care apprenticeship programme.
- Momentum - requested a visit to Beeston Jobcentre to promote their vacancies and opportunities.

- Midland Care agency have been in touch and whilst progress is slow I am certain we will generate 6-15 learners.
- It was great to have been able to talk to employers about the importance considering a wider talent pool. Five of them signed up for Disability Confident and I've loaded their applications on to www.gov.uk
- Too many to single out just one.
- Nottingham Hospitals Trust
- A Derby based IT company want to explore our support further and are seeking to establish a board level meeting in August.
- Out of the three there was one in particular that was especially interested in the stall I was responsible for. He said that after meeting with me he had all he needed and then left. He did not go to any of the information events (reference to Workshops).
- I provided information on Apprenticeships. I feel that some contacts will begin to look at recruiting apprentices.
- I spoke to a number of employers which resulted in some employers interested in our courses.

Q5 Have you heard from any employers since the Event? 48% said Yes. 15 employers to date.

Q6: Further Comments:

- I thought the event overall was well organised and offered some great opportunities, I met and spoke with Autism East Midlands that I believe will also open up some great opportunities.
- My DEA team offered advice on Access to Work and Disability Confident which went down really well. This was a great networking opportunity not just for Employment but also for connecting with organisations offering support on health and disability
- The stands seemed to be an afterthought on the day itself. The employers were walked past them for the events and then back to the Hall where the speakers were. None really felt they had the time to stop and speak to more than just a few of the stands.
- Would have benefitted from a run through as we were delivering collaboratively and I had the last slot we run out of time on the first workshop, we did manage to sort for the second workshop.
- Good range of presentations but perhaps too much for 50 minutes.
- Time was constantly pressing, but facilities were excellent
- Timings worked really well for us. Initiated some contact for support from employers in the room and generated growth hub visits for skills adviser
- more events of this nature please
- Definitely this event should be a regular on the calendar
- Great event - very interested in employer feedback as to what they want in the future.
- I personally liked the event but feel as an exhibitor on the day most people remained in the main hall after lunch and did not engage with exhibitors particularly at the far end as you entered the building. I suggest at the next event that exhibitors are placed in an area where attendees are having lunch / break out area
- I think the event was really well executed.
- Table layout needs addressing
- Broader employer sectors and HR staff who wish to discuss with actual providers of support their issues in recruitment.
- Event was excellent! very well organised and attended.

Overall Conclusion and Learning Lessons

Considering both exhibitor and delegate evaluations, I can conclude that the event was impactful and achieved its objectives.

- Very positive feedback from delegates with 93% stating that the event has inspired them to review and change their recruitment processes.
- Overall positive exhibitor feedback with 123 contacts exchanged on the day, with 48% of exhibitors having heard from employers within a week of the event (date of survey completion).

Summary of Key Learning Lessons

- Attendance was positive – however to achieve wider sector based attendance for future events, an advertising budget should be secured.
- Workshop feedback was incredibly positive – however future consideration of timing especially in relation to collaborative delivery and also relevance to audience and across D2N2 area's.
- Exhibitor Market Place, some great connections made – however, in future to consider allocated time for networking which does not clash with Workshops and also lunch being served in market place area to encourage further networking with providers.
- Evaluation was a fairly small sample, however in future, to encourage and collect greater feedback on the day during workshops or on exit.

Conclusion

The event has had sewn a seed in many employers minds, achieving our event aims in encouraging employers to think differently and more inclusively about recruitment.

The next step for the EESG members, is to consider how we can individually, locally and collaboratively build on the momentum of this event.

For more information on the event:

- For photo's and short videos from the day please see: Twitter: https://twitter.com/BBO_SM
- For news story and presentations from the day click: <https://bbo-d2n2.org.uk/resources/recruiting-talent-post-event-page/>
- For any further information please contact Sabina Talib; Stakeholder Manager Derby City (Building Better Opportunities), Economic Growth Services, Communities & Place Directorate, Derby City Council. Mobile: +44 (0)7548 224445 E-mail: Sabina.Talib@derby.gov.uk | Sabina.Talib@d2n2lep.org | Sabina.Talib@emc-dnl.co.uk. Website: <https://bbo-d2n2.org.uk>.

Appendix 1 – Exhibitors

- 1 Joined Up Careers
- 2 Derby City Council
- 3 Flint Bishop Solicitors
- 4 Derby College
- 5 BBO Towards Work
- 6 Experience Works - Groundwork
- 7 Princes Trust
- 8 ACAS
- 9 Nottinghamshire County Council / i-Works
- 10 Shaw Trust
- 11 FSB
- 12 D2N2 Growth Hub
- 13 EMC
- 14 DWP
- 15 University of Derby
- 16 APM
- 17 Enable
- 18 CTP/RFEA
- 19 Autism East Midlands
- 20 Chesterfield College
- 21 SERCO
- 22 Derbyshire County Council
- 23 South Derbyshire District Council
- 24 Nottingham City Council

Workshop Overview:

- 1. Access to Finance & Skills Support within D2N2**
Workshop showcasing the funding that is available to help you recruit innovatively and upskill your staff, ensuring you are supported to meet your future workforce needs. **Delivered by D2N2 Growth Hub**
- 2. Diversifying Your Workforce: How To Recruit Inclusively**
Practical workshop about how you can support your local economy and increase female, BAME and inclusivity in your business. **Delivered by Nottingham Jobs with best practice example from Nottinghamshire Fire & Rescue**
- 3. Unlocking Hidden Talent**
Hear from DWP, Derby College, The Prince's Trust and Groundwork Greater Nottingham on how they are working with employers to develop innovative training and work experience programmes to fill real vacancies within key sectors. Supporting businesses through a socially responsible recruitment model which tackles youth unemployment, workforce representation by promoting inclusive recruitment and tackling the skills gap. **Employer presentation within workshop: All About Demolition and East Midlands Airport.**
- 4. Apprenticeship Panel: Recruiting Your Workforce of The Future**
Derby City Apprenticeship Hub, along with Motor Point, CITB, Derby College and the University of Derby will be discussing the merits of Apprentices and how they can be recruited from diverse communities and supported in an inclusive manner to meet the needs of your future workforce. Derby City is proving to be a leader in working with employers to develop creative apprenticeships across all levels. Case studies will be presented on a day including a facilitated panel discussions with experts and providers. **Facilitated by Derby City Council Apprenticeship Hub. Panel Members: Motor Point, CITB, Derby College & the University of Derby.**
- 5. Employment Law: Likely impact of Brexit on Recruitment**
With Brexit now having been delayed until 31 October 2019, the UK's future relationship with the EU remains uncertain. This workshop aims to provide a practical and positive look at what plans businesses can put in place to prepare for the implications of Brexit on recruitment and employment law. **Delivered by Flint Bishop Solicitors**