



COPELAND WORK AND SKILLS PARTNERSHIP

Copeland Work and Skills
Programme Review 2019/20

BUILDING MOMENTUM

Lakes College



Copeland Work and Skills Partnership Programme Review 2019 – 2020

The first year of the Copeland Work and Skills Programme 2019–2022 is now complete. During this phase of the programme, partners of the Copeland Work and Skills Partnership, have worked together to raise employability skills, provide training opportunities, and support individuals to overcome personal barriers. The programme is having a positive impact on individuals who are fulfilling their potential through the provision of jointly delivered key interventions.



Some of the participants, volunteers and organisers in front of the Big Rig as part of the Fundamentals Programme

Achievements 2019/20

In total, 137 Individuals from Copeland have been directly supported with employment and training opportunities during year 1 of the programme. This includes:

12 individuals from Copeland have commenced an apprenticeship at either Level 2 or 3. ✓

21 individuals from Copeland are more “job ready” through completing Sector Based Work Academies. ✓

6 individuals from Copeland have overcome barriers to employment or training through accessing the Employability Fund. ✓

17 staff from partnership organisations have signed up to a National Vocational Qualification in Advice and Guidance. ✓

19 individuals from Copeland have now increased workplace skills and practical experience through engaging with the Wage Subsidy scheme. ✓

62 individuals from Copeland are better prepared to apply for jobs through accessing the bespoke support activities. ✓

14 individuals from Copeland have received employment offers. ✓

Developing Client Pathways



In January 2020, the Council commissioned MyPocketSkill to undertake the 'research phase' for the development of employability online support tools.

The project was driven by an underpinning desire by Copeland Work and Skills Partnership (CWSP) members to organise and coordinate the partnership more effectively in delivering work, skills and training advice and guidance. In particular, the partners recognised that there could be potential opportunities for digital tools and services to play a greater role in enabling partners to deliver a more holistic, client-centred service whilst creating pathways towards employment for Copeland residents.

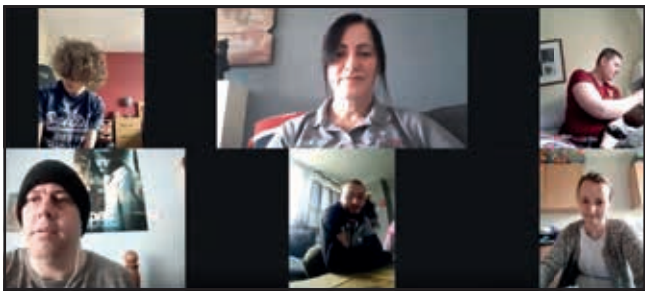
The aim of this phase of the project was to research and document the issues and potential solutions facing the members of the Copeland Work and Skills Partnership in providing employment advice and guidance services to local clients. Partners were asked to explore how a greater use of digital tools and services could support their work, and identify the key functionality and priorities for a potential product that would best meet their needs.

This 'research phase' of work is now complete, and the opportunity for ongoing development and implementation of this project remains an option later in the programme.

Above: CWSP partners involved in a workshop to explore the roles of digital technology in developing client pathways.

Response to COVID-19

Given the circumstances brought about by COVID-19, it was necessary to explore new ways of delivery to be able to maintain momentum of the programme. This included the delivery of digital sector based work academy programmes, some of which included home learning via virtual classroom platforms and online conferencing.



Above: Participants and Claire Bull from Better Bodies during an online classroom session for the Leisure Sector Programme.

Employability Fund

Over the last few months it has been possible to widen the scope of the employability fund. This has helped clients to overcome worries caused by Covid-19. A key addition to the criteria has been to enable partners to purchase IT equipment such as a laptop or tablet, to support clients accessing online learning. This has allowed them to remain active during lockdown or complete learning.

This year the employability fund has supported six Copeland residents to overcome barriers to employment by providing: IT equipment for remote pre-employment learning; course fees; contributions to the SIA licence; and CSCS Health and Safety test costs.

Support for Bryonie



Groundwork NE & Cumbria are helping Bryonie to reach her personal goals in training and work through the Choices Cumbria BBO Programme; funded by The National Lottery Community Fund and the European Social Fund. Groundwork were able to secure funding for a training laptop from Copeland Work and Skills Partnership, to loan to her for Level 2 study in the social sciences with Lancaster and Morecambe College. This helped her focus on a positive objective via distance learning during the Covid-19 lockdown.

Bryonie's key worker, Andy Deacon, said: "Bryonie's resilience and effort has been inspirational. The chance to study clearly meant a lot to her and we are very grateful for the essential support in providing IT equipment. Her confidence grew as a result of her course and she has gone on to start her own business."

Bryonie said: "I would not have been able to do my course or set up my business without the laptop. I am looking forward to running my own business and I am currently receiving lots of advice on this from Andy."



Sector Work Based Academies (SBWA)



Three Sector Based Work Academies have been delivered, supporting local employers CRS Facility Management, GLL Leisure Ltd and Wyndham Manor Care Home to fill their vacancies.

Unemployed individuals from Copeland were supported with:

- ✓ Employability skills.
- ✓ Sector specific short course training.
- ✓ Interview preparation.
- ✓ Work experience.
- ✓ Guaranteed interviews.

This gave the candidates and prospective employers the opportunity to find out about each other; the available roles, and enabled assessment of candidate suitability.

This year saw the first delivery of a digital SBWA for the care sector during COVID 19 restrictions.

Above: Participants on the CRS Facilities Management SBWA Programme.

Sue Edwards, Manager at Wyndham Manor Care Home, said: "The programme has helped us identify some good quality candidates who will fill key roles in our business. The candidates have been able to have a clear insight into what it is like to work at Wyndham Manor and have had the benefit of care sector related training as part of the process. We have really enjoyed taking part."

Copeland residents supported through the Programme

Sam Thwaite



Sam Thwaite is a 17 year old Apprentice Vehicle Mechanic on a 2 year apprenticeship at Princes Street Garage, Cleator, attending college 1 day a week.

Sam's role at the garage includes: changing brake pads; replacing brake disks; replacing vehicle fluid; car servicing; keeping the workshop and customer areas tidy; assisting customers and receiving deliveries of parts from suppliers.

Sam is working towards a Level 3 Motor Vehicle Apprenticeship. He has started to be involved in the MOT testing process (supervised), with a view to completing his MOT Tester Course.

Sam's customer service skills are also developing. This is a requirement of the role and is key to working with parts-suppliers, customers and colleagues.

Harry Lamb



Harry Lamb started working at Paul Douglas General Building & Groundworks Ltd at the beginning of March 2020. Prior to this Harry was working part time as a general labourer for a local landscaping/gardening company.

Harry works as a general labourer for a team of Bricklayers. His role involves a wide range of duties from putting in mixes; site clearing; insulating; bricklaying under supervision; pointing walls; running in small sections of walls and learning to set opening out.

He has shown that he can work well as part of a team and on his own initiative.

Despite working under difficult circumstances with the Covid-19 situation, Harry has adapted well to the new working arrangements and follows all company policies.

Quote from Harry Lamb, "I'm finding my apprenticeship enjoyable; the lads are good and helping me to learn the skills to become a bricklayer. I really appreciate the opportunity given to me and feel part of the team."

Copeland residents supported through the Programme

Sophia Munday



Sophia Munday was recruited by Chris James, proprietor of iPanda, to fill the role of 'Online Retail Assistant' in his business. This opportunity was courtesy of the Wage Subsidy workstream within the Programme.

Sophia's initial training included an overview of how the business works to help understand her role within it. She then received more specific training for her primary roles of product photography and online marketing. Sophia took and edited images to create attractive, well presented adverts to attract potential buyers. She created spreadsheets to complete some competitor price research, and used multiple cloud based apps to share information and collaborate with her manager.

Sophia said, "I've found the work to be interesting. I've learnt a lot more about eBay and how their selling structure works by using certain words in the title and description, and the way photos should be presented to a potential buyer, such as good lighting or a certain angle to really capture the device."

Julie Burns



Julie started her employment as a part-time administrator based at CRS Head Offices at Lillyhall, and worked for three weeks before the Covid-19 lockdown started. She was then placed on furlough.

During the first three weeks, Julie was trained on general data-entry tasks as well as document control and filing. General office administration and preparations for future Project Renovo intakes were started, however this came to an end with the Covid-19 lockdown.

Julie returned to the office at the start of July 2020 to assist with daily office administration tasks. She has been proactive in organising the staff uniform stock, updating files and document scanning. Julie is now beginning her training on various other administration, facilities tasks and site visits. She assists with monthly client invoicing preparation, client lists updating, inputting supplier invoices and ordering staff uniform. Julie is proving to be a valuable member of the CRS Facility Management Team.

Bespoke Support

Various themed, pilot initiatives have been provided through the Bespoke workstream to support out of work Copeland residents to enhance their employment prospects.

Mini- Master classes with Zoe Bennett “the Motivational Queen”



Participants on the mini-master classes with Zoe Bennett a.k.a “The motivational Queen”.

Four online sessions were delivered via video conferencing to help participants create a foundation of positive change in their lives to gain and retain jobs and relationships.

The project not only boosted participants' personal confidence, but also improved their digital capabilities by accessing online conferencing. Sessions demonstrated to participants how to recognise their own skills and abilities and set goals; how to trust their own judgement and assess other people's influences; and how to turn challenges into positive experiences.

DWP Partnership Manager, Julie Routledge, said: “We are delighted to be working together with the Copeland Work and Skills Partnership, and Zoe Bennett, in such a unique and innovative way. This is a real opportunity to inspire those looking for work, boost confidence and help them with their own personal journey”.

Performing Arts



Thirteen residents took part in a series of fun and inspirational activities based on a performing arts theme, designed and led by actor and voiceover artist Lucianne McEvoy.

Copeland Work and Skills Partnership organised the session in conjunction with hosts Rosehill Theatre, to trial a new way of developing pre-employment support.

Participants were shown a range of techniques to boost confidence and self-esteem. These techniques are usually associated with the performing arts, but can be used in an employment situation. These included using communication and body stances to improve confidence and purpose: breathing techniques in order to remain calm; activities to help develop trust and listening skills, and taking control.

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