



## Movement to Work Partner of the year submission.

The charity, youth outreach or training partner – that has made a real difference through partnership or through targeted outreach to young people.

## PeoplePlus and Movement to Work

### Introduction to PeoplePlus:

We are the UK's largest independent adult skills and training provider. Our vision is to make a direct difference to the lives of 1 million people by 2022 through our unique range of sector-leading public services and innovative employee solutions. These include apprenticeships, recruitment, justice, wellbeing, training, development and wellbeing services.

The PeoplePlus approach is to support our clients, customers, stakeholders and partners by providing 'Skills for Growth' to...

Individuals

Companies

Partners

Industries

Regions

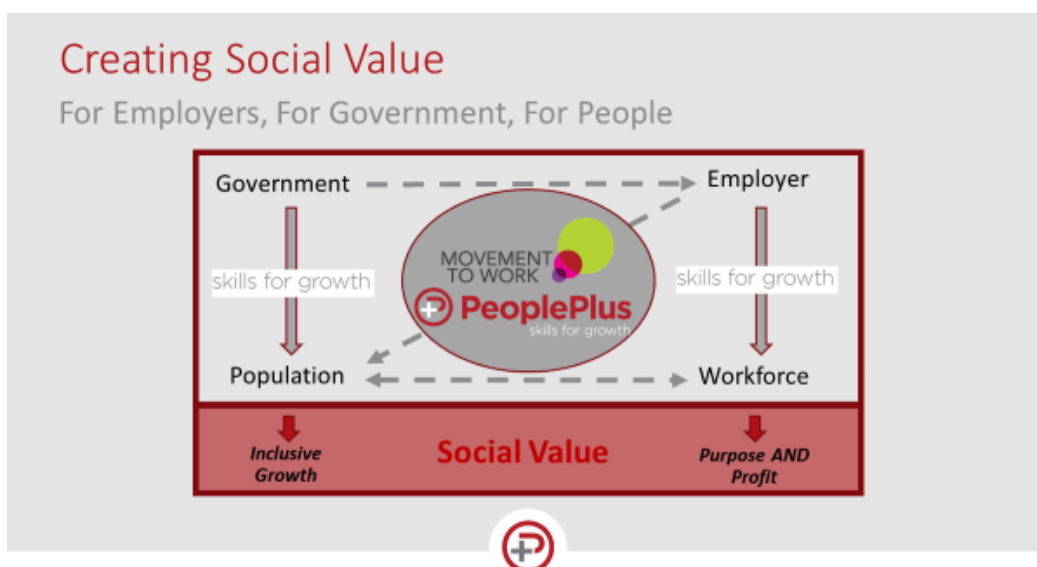
Nations

Societies

...so that mutual benefit and shared value is created through **growth**.

It's this approach that drew immediate synergies with Movement to Work and marked the start of our strategic, mutually beneficial relationship which has had yielded significantly positive results so far.

PeoplePlus believes that creating significant social mobility and equitable, sustainable employment requires a strategic view; One that is rooted in the belief that a more intelligent and accurate view of employer and labor market demand will prevent training people for jobs that don't exist. We have an ambition to unlock the creation of shared value (CSV) first introduced by Michael E. Porter which can only be achieved through an approach that matches labour market demand with appropriately trained supply.



The key to closing the supply/demand gap that has long bedeviled the labor market requires an approach that recognizes that ‘the whole is greater than the sum of its parts’. This necessitates that organisations with an overarching and proximate view of the national employment and skills landscape (such as Movement to Work and PeoplePlus) work together in true partnership to drive cumulative, positive impact through innovation and strategy, beginning at a local level and building incrementally outwards.

## OUR PARTNERSHIP

Movement to Work’s vision to break the vicious ‘no job – no experience’ cycle that is preventing around 800,000 young people, not currently in education, employment or training, from stepping onto the career ladder has a clear collaborative synergy with the PeoplePlus approach and most importantly, both organisations visions’ are complimentary.

Both Movement to Work and PeoplePlus understand the requirement to get employers on board to ensure all activity relating to training planning and provision is driven by labor market demand. Ultimately this approach will facilitate a system which sets young people up for success and at the same time enables employers to access the training and support needed to increase labor market supply and allow them to attract talent to their business.

## OUR WORK TOGETHER TO DATE

To date our approach to collaboration can be categorized in three interlinked areas; this has seen us working to a common purpose.



### 1. Strategy and Innovation

PeoplePlus and Movement to Work independently recognized the significant challenges employers were facing in relation to sourcing funded services to support their business. There are difficulties in finding the right training provider, funding steam and training subject to meet their business requirements with funding devolution proving a further challenge for employers who wanted a consistent approach at a local, regional and national level.

Furthermore, there are over 20 employment and skills funding steams from a circa £10bn allocation available to provide skills, education and training. All of which are trying to balance skills and labour

market demand. There are stark examples that illustrate the fact that funding isn't always directed towards real job vacancies, for example in 2010/11, more than 94,000 people completed hair and beauty courses, yet only 18,000 new jobs were created in the sector resulting in 76,000 people newly qualified for jobs that just didn't exist.

These are challenges that PeoplePlus is tackling through its Intelligent Routeway Framework (IRF) in collaboration with sister company Staffline. Further to this we have also been able to support an emerging coalition of other training providers and employers across multiple sectors.

We recognized that although we are the largest adult education provider in the country, PeoplePlus is not best positioned to support all employers, across all regions and subject areas in a consistent way. This is where the challenge would have historically fallen to employers to source and coordinate numerous training providers to meet their requirements – proving, costly, time-consuming and inconsistent. PeoplePlus recognized the need to innovate and think differently and developed the IRF as a service that addressed the challenges that employers had been faced with.

By disrupting the market, and not seeing other training providers as competitors but as partners, the IRF provides employers with access to multiple training providers with funding across Scotland, England and Wales. Something Movement to Work recognized as a significant benefit to the employers they work with.

## 2. Employers

Through the IRF, PeoplePlus and Movement to Work can offer a coordinated service to employers, simplifying and demystifying the training and funding sector and helping to 'connect the dots' between employer need and funding support available.

The IRF tracks employer need and matches it to training requirements in real time. Sharing employer data with training providers enables them to build a training route led by the employer intelligence where training is planned at the right time towards actual jobs – helping ensure that expenditure of public training funds align with regional ambitions. Past trends and forecasting intelligence are used to predict future demand which is shared with partners so that training providers can align themselves and provide training correlated to actual employer need. This equips candidates with skills needed to meet employer requirements and provides employers with coordinated access to the training providers with the right expertise, funding and local knowledge to tap into diverse recruitment streams.

Since August 2019 Movement to Work and PeoplePlus have supported the following employers to access 'a social recruitment service' – through training, work placement and meaningful job opportunities:



Movement to Work is a key partner whom PeoplePlus proactively introduce to existing and new clients who want to engage with youth employment, and seek the benefits work placement opportunities bring to their organisations. This reciprocal arrangement is helping both companies to support employers in a holistic, collaborative and market leading way.



Example of collaborative approach offered to employers

Clients PeoplePlus have introduced Movement to Work to:



Movement to work champion work placements as routes into sustainable employment for young people, with some of the UK's leading employers. PeoplePlus wrap labour market intelligence, job outcome opportunities, and training towards these vacancies in conjunction with Movement to Work.

### 3. People

PeoplePlus has a mission to make a direct difference to the lives of 1 million People by 2022. To date through the IRF 86% of candidates who attended job focused training were offered interviews and 60% of those who attended interviews were offered employment. By building the foundations and routeways for employers to access talent in 2019 we are in a strong position to make an even bigger impact in 2020.

PeoplePlus have been working with Movement to Work and Tesco's for several years with our training colleagues in Wales. Our team support over 200 young people each year to access the Tesco's/ Movement to Work pathway with excellent feedback from Tesco's and we are consistently recognised as the top performing provider, delivering best practice that is then subsequently rolled out to other areas of the country.



PeoplePlus have started to expand this support and collaboration with Tesco's across England and in 2019 were asked to support in locations other training providers had found challenging. We are in conversations to develop our delivery footprint for Tesco further across England during 2020.

#### TO SUMMARISE

Providing routeways for young people, and others in the NEET group to move into sustainable work requires a strategic planned approach. By collaboration, connecting services, funding, young people and employers together we really can make a significant difference to employment rates.

The impact of the collaboration between Movement to Work and PeoplePlus both in Wales prior to 2019 and following on from the IRF linked foundation work the two organisations have started in 2019 is already showing positive impact. However, 2020 looks incredibly exciting and the foundations built in 2019 looks set to deliver even more significantly through 2020.