

WHAT IS WEST AT WORK?

West at Work is a partnership project aimed at developing and supporting the economy by making sure that local people have the skills and opportunities to meet employers' needs, both now and in the future.

The project is based on the principle of coordinated partnership working between organisations that have strong links with businesses, jobseekers, community organisations and the training and education sectors.

West at Work ensures that training and recruitment is accessible for local people so they can take up jobs and match employers' needs.



KEY SITES AND PRIORITY SECTORS

There is particular emphasis on linking skills with key development sites across the West of England.

These key sites are: Cabot Circus (the city centre expansion), Harbourside Phase 2, South Bristol and Temple Quarter in Bristol; the Southgate Centre, Bath Western Riverside and the Dyson Centre in Bath; Locking Parklands and Weston Park in North Somerset and the Science Park in South Gloucestershire.

The aim is to make sure that local people have the opportunities and skills to fill jobs at the key sites either during construction phase of each development or once it is complete. This concentrates on meeting the particular skill needs of employers in the priority sectors of Construction, Retail and Tourism, Food and Drink, ICT and Media, Financial Services and Call Centres, Logistics, and the Public Sector.



WORKING WITH LOCAL COMMUNITIES

It is important that residents benefit from their local economy and are able to take up training and employment opportunities that new developments bring. In turn, employers coming into the area want a readily available and appropriately skilled local workforce.

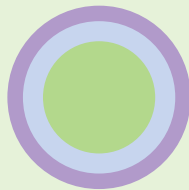
Work with community organisations targets areas of high unemployment and neighbourhood renewal areas to help people gain the skills needed by local employers. West at Work helps to ensure that people are trained (either up skilled or fully retrained) to meet local business needs specifically focusing on key sites. This includes both training people to help with the development of each site and training staff to work at each site once they are completed. Therefore a variety of jobs and skills are covered such as construction, finance, human resources, customer care, sales and so on.



LOCAL LABOUR MARKET RESEARCH

Detailed and targeted local labour market research will underpin the project and support economic development by communicating current and future skills needs.

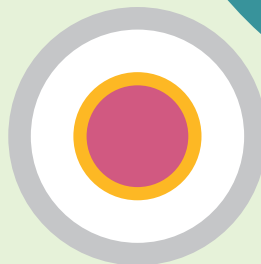
This research will inform jobseekers, the education and training sector and employers about future needs in the labour market and help ensure that local people can become appropriately skilled to fill jobs and sustain a healthy economy.



RESULTS

West at Work aims to deliver the following achievements:

- sustainable economic growth
- a coherent and effective sector approach
- more training and job opportunities for people from areas of high unemployment
- real partnership working resulting in a coordinated approach to supply and demand in the local economy
- detailed and targeted labour market information
- a unique and attractive collaborative approach to new or expanding investors
- a more appropriately skilled workforce able to meet employers' needs
- more jobs for local people.



**For more information about West at Work visit www.westatwork.co.uk
Alternatively email westatwork@lsc.gov.uk or call the West at Work team on 0117 3726452.**

West at Work is a partnership between the Learning and Skills Council (LSC), the South West of England Regional Development Agency (South West RDA), Jobcentre Plus, Business West, Connexions, Bath and North East Somerset Council, Bristol City Council, North Somerset Council and South Gloucestershire Council.