



# Engage Presentation on Why Your City Needs You!

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# Background

- High local unemployment – Dual Economy
- Recruitment Problems - Skills Shortage i.e Tourism Sector
- Benefit Pressure on the local economy - £3,500 per annum (IS)
- Socio-economic problems - Psychological aspect

# Equal Brighton & Hove

- £10.5 million part-European Social Fund/part-Brighton & Hove City Council funded programme
- Employment focus
- Action 2 delivery phase started in July 2005, ends December 2007
- 23 different projects, 70 different partners



# Background to Equal

- Focuses on 11 socially excluded groups in the City – LGBT, BME, Ex Offenders, Ex Substance Misusers, Homeless, Deaf People, NEET 16 – 25, Deprived areas, Disabilities, Over 50s, Mental Health

# Engage

- 45 agencies/organisations in the City working with target groups to get them into employment
- Offering advice & guidance
- Information on changes in employment legislation
- Matching right people to your business

# What you need as a Business

- Motivated staff
- Low sickness records
- Time Keeping Skills
- Local Knowledge
- Responsible Attitude
- Loyalty – lowers churn rate
- Willingness to learn

# Business Benefits

- Improved visibility and profitability - CommunityMark Award
- Extra staff support without the costs
- Low risk, effective and economic route to staff recruitment
- Involving current staff in work placements is a powerful tool to improve their management and motivational skills
- Boost the local economy

# How does it Work?

1. Contact the Engage
2. You will be sent a placement description form for completion
3. Upon completion send this back to Engage
4. Placement form will be sent to all members of the Engage through the EE Forum



# How it Works Continued

5. Interested members will contact you direct and build the relationship
6. Contact the Engage with any positive testimonials or fundamental issues
7. Top 10 businesses offering placements/employment opportunities  
press coverage in the Argus

How can you say no?

