

Tackling Skills Shortages

a five-point plan to help businesses

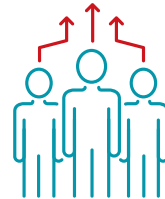
Through regular dialogue with businesses, we have become increasingly aware that skills shortages are becoming a significant barrier to growth. In a recent survey undertaken by Warwickshire County Council and the Coventry & Warwickshire Chamber of Commerce, two-thirds of businesses reported that were facing skills shortages. In an area with very low levels of unemployment, it is clear that tackling skills shortages, thinking creatively about recruitment, and maximising the impact of the existing workforce will be crucial. We have therefore put together this plan, which will be supported by a range of events, workshops, case study examples and expert advice and guidance to help you tackle this key issue.



1. Get Involved

Are you a Warwickshire business who has a skills shortage? Are skills shortages a barrier to the growth of your company? If so, sign up to our campaign today and tell us about the particular issues and barriers you face. We will set up a free Skills Assessment with our dedicated Skills Advisor, and will build a Skills Strategy completely tailored to your needs and your business; and will invite you to attend a series of workshops that we are establishing to give you inspiration and help to explore different routes and approaches to skills and recruitment.

So why not sign up today and - [START HERE](#)



2. Upskill and Develop

A great starting point is looking at the workforce that you currently have, and how you can build and develop your existing staff to address some of the skills shortages that you may face. Through our Skills Assessment, we can help you identify the types of training that are most suitable for you, help you find and identify the most appropriate provider for you and your business, explore whether there any sources of funding to help support your skills development, and look at other ways to develop and motivate your staff to deliver improved outcomes.

3. Widen Your Search



Within Coventry & Warwickshire, over 30,000 people of working age are economically inactive for various reasons.

Of these, some 25,000 have stated they would like to work and it is likely that many others would be interested under the right circumstances. This could be the answer for many businesses.

Many businesses have already benefited from employing from this wider workforce. Support is available to businesses to help source people from this wider pool and to help identify and potentially fund any adjustments in the workplace.

Simple changes to how you are advertising your employment opportunities and how you are “selling” your company can also lead to radically improved responses to job vacancies.

4. Grow your own talent



Each year 1,000 16-18 year-olds leave Warwickshire schools and colleges looking for work.

Building links with local schools and colleges can attract young people to your business and provide a new pool of labour, lower recruitment costs and better retention rates.

It can also bring in new ideas and create a connection to younger consumers.

Warwickshire County Council’s “Skills for Employment” programme links businesses to local schools and colleges and can help fund innovative projects to address skills shortages.

[www.warwickshire.gov.uk/
growing-your-business/skills-for-employment](http://www.warwickshire.gov.uk/growing-your-business/skills-for-employment)

Apprenticeships, from school leavers right up to degree-level schemes, bring young people into your business and provide the structured support to help maximise their impact.

www.getingofar.gov.uk/employers

5. Focus on Improving Productivity



With low unemployment, a growing economy, and potential additional controls on migration flows in the future, a shortage of labour could well become the “new normal”.

Businesses will therefore increasingly need to focus on improving productivity, exploring how technology and new ways of working can be combined with an upskilled workforce to enable you to do much more with the resources that you have.

Within Coventry & Warwickshire, there are a range of business support programmes that could help, including business coaching and mentoring; support for innovation; access to finance support; and the provision of capital grants to help part-fund investments.

For information, advice and signposting to this range of support, contact the Coventry & Warwickshire Growth Hub
www.cwgrowthhub.co.uk or
tel: **0300 060 3747**.

Learn from experiences from other businesses and experts in the field through a range of workshops and events. Sign up now to be kept up to date with this programme of events.

Contact **Fay Winterburn** – t: 01926 412261 m: 07554 778316 **m:** faywinterburn@warwickshire.gov.uk **w:** www.warwickshire.gov.uk/skills