

THE BUSINESS CASE FOR INDUSTRY PLACEMENTS

The industry placements programme provides equal opportunities for young people from all segments of society to access the workplace and kickstart their careers. The programme also presents an important opportunity for businesses to set themselves apart in the market through recognising the importance of concepts such as ‘**shared value**’¹ and ‘**responsible business**’.

That is, to be able to move beyond the traditional realm of corporate social responsibility into a sphere where **businesses not only understand but are able to demonstrate the correlation between a healthy society and their bottom line.**

There are a number of associated direct and indirect benefits for employers by integrating T Level industry placements into their corporate strategy.



Resolve skills shortages



Be cost-effective



Increase staff retention



Reduce staff absence



Improve client relationships



Up-skill existing workforce and boost morale



Demonstrate a social conscience



Boost corporate reputation

Resolve entry level skills shortages

Companies in key sectors still struggle to attract the right candidates for entry level vacancies. These include but are not limited to: utilities, support care workers, laboratory assistants, catering, transport, storage, hospitality and communications sectors. Offering a pipeline of talent for entry level jobs, apprenticeships, or higher level skills training, industry placements provide an opportunity for young people to develop their job readiness and technical skills. Students who have undertaken placements are better placed to make decisions about the career pathway that they would like to pursue.

Improve recruitment cost effectiveness

Industry placements can offer a pipeline for low cost, effective methods of recruiting from an untapped skills pool. Building partnerships with local education providers offers opportunities to advertise and raise awareness of employment opportunities to young people who are deciding on their future career paths.

¹ www.sharedvalue.org

Increase retention rates

Evidence shows that employees recruited through work inclusion initiatives are more loyal: the job seems more valuable to those who have gained it after undertaking work experience or through a placement. Lower staff turnover can result in direct cost savings to the business.

Demonstrate a commitment to diversity and better understand customers

Equality of opportunity is essential for a productive workforce. Through industry placements, there is an opportunity to achieve greater diversity amongst employees recruited from excluded groups than the existing workforce. This demonstrates not only a strong corporate commitment to diversity, but has important business benefits such as: enabling your organisation to understand the customers it serves, greater innovation, more creativity and better performing teams.



Increase opportunities for employees to build skills and experience creating greater employee satisfaction

Delivering industry placements provides the opportunity for nominated individuals in your existing workforce to act as buddies, coaches or line managers to the new recruits. These roles can deliver returns to the business: existing staff can gain skills in management and mentorship – both of which are shown to increase levels of job satisfaction.

Help companies meet tender requirements

Commitment to supporting excluded groups can strengthen bids for public sector contracts. It is likely that successful bids for public sector contracts could include the provision of a social or community benefit, e.g. through a Section 106 agreement².

Build brand value and corporate reputation

Being seen as an employer that is not only helping address some of society's most critical issues but who is also enabling employees to play a role is of real importance to many businesses. Providing opportunities to local young people raises the profile of the company - not only within the local community, but also nationally - as the initiative gains public exposure among customers and clients.

Shape the direction of technical education within your industry

Develop partnerships with local education providers and influence the learning pathway for young people entering your industry.

² These are designed to mitigate any negative effect of a new development by providing a commensurate level of benefit to the community. Such agreements may, for example, include an undertaking that a new residential development will include a commitment by the developer to provide education and employment opportunities to excluded groups