

Newry, Mourne and Down LABOUR MARKET PARTNERSHIP Annual Report April 2021- March 2022

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NMD Labour Market Partnership: Chairperson Foreword



The Newry, Mourne and Down Labour Market Partnership (NMD LMP) has taken great strides in developing and implementing its first action plan during 2021/2022. Emerging from the Council's Skills and Employability Working Group, the Labour Market Partnership was officially formed in February 2021 and is representative of the key skills and employability stakeholders from the Newry, Mourne and Down District area including Council Officials, Local Employers, local regional colleges SRC and SERC, Jobs and Benefits officials, Local Enterprise Agencies, training providers and Chambers of Commerce.

One of the first actions of the new LMP was to initiate a Strategic Assessment of the local employability and labour market conditions, an integral piece of work which informed the Interim Action Plan for the 2021 – 2022 period and identified the strategic priorities and themes for this and future Action plans for the district. With funding secured from DFC (Dec 2021) for implementation of the Labour Market Partnership Action Plan 2021/2022, the LMP implemented a number of key priority projects. Achievements have included:

- Establishing the Labour Market Partnership and appointing the Chairperson and two Vice Chairpersons
- Initiating the recruitment process for a Skills and Employability Manager and a Skill as Employability Officer
- Engagement with key stakeholders in the development of a Strategic Assessment, including local employers and key beneficiaries
- Promotion of the NMD District as a great place to work, including development of a brand, creation of YouTube content, completion of research and development of strategy and action plan for moving forward
- Promotion of Apprenticeships as a viable and alternative pathway to employment, including the development of resources showcasing the range of apprenticeships and Higher-Level apprenticeships on offer in the area.
- Our local Enterprise Agencies were able to engage with 25 local entrepreneurs to offer wrap around mentoring support to new enterprises in the NMD area.
- Launch of two successful sectoral academies a HGV academy with 40+ trainees aiming to secure employment and 24 trainees on the Health &Social Care Academy

We must acknowledge the contributions and support made by our funders, The Department for Communities in guiding us as we established the partnership and its programmes. This support has enabled the delivery of all of these activities and in driving the Interim Action Plan forward.

A significant amount of work and effort has gone into the preparation of the 2022-23 Action Plan and we look forward to achieving further success in our aim to improve the employability and skills for the residents and employers of the Newry, Mourne and Down District Council area.

Dr Conor Patterson Chairperson, NMD Labour Market Partnership

Newry, Mourne and Down Labour Market Partnership

The Newry, Mourne and Down Labour Market Partnership (NMD LMP) was established in February 2021 and has been developed by using existing structures within the Newry, Mourne and Down District Council area, namely the Employability and Skills working group and the Economic Forum. These established and successful groups combine a wealth of rich and diverse experience and knowledge and have enabled Council to respond quickly to the introduction of a local Labour Market Partnership (NMD LMP). In 2021/2022 the NMD LMP was focussed on a developing a suite of programmes focusing on ensuring that this district offers residents the best opportunities for accessing work, upskilling for work whilst promoting Newry, Mourne and Down as a great place to live and work. In February 2021 a Chair and two Vice Chairs were appointed.

Governance and Funding

The approved Action Plan for the NMD LMP is fully funded by the Department for the Communities; the LMP is administrated by Newry, Mourne and Down, and the Council Chief Executive is the Accounting Officer for the funding. The reporting structure for the NMD LMP is via the Council's Enterprise, Regeneration and Tourism committee who meet on a monthly basis with update and decision reports provided as and when required.

Accountability

The NMD LMP Uses an Outcomes Based Approach (OBA) to measure impact and improve accountability. A number of LMP members were trained on OBA in April 2021. The NMD Interim Action Plan is completed using indicator and performance measure information; a project card template is used for each initiative and thematic report cards are completed every quarter to ensure impact is measured and that the right projects are being delivered to meet identified needs.

NMD LMP Goals

- To support those unemployed or economically inactive to move closer to or into the labour market
- To support those underemployed to upskill and access meaningful employment
- To upskill and reskill those in employment to meet the current and future skills needs of our employers
- To showcase the district as a great place to live and work
- To collate and distribute local labour market intelligence to inform local labour growth requirements
- To improve linkages between job seekers and local industry / employers
- To improve business to school engagement in order to expand local industry knowledge and opportunities among students

NMD Labour Market Partnership - Membership

	Organisation	
ñ	Abbey Autoline	
	Finnebrogue	
olde	First Derivates	
akeh	PKF FPM	
ss St	MJM Marine	
Business Stakeholders	National Trust	
Bus	Norbrook	
	Re-Gen Waste	
Strategic Stakeholders	Invest Northern Ireland	
	Down Business Centre	
	Newry and Mourne Enterprise Agency	
Stake	Chambers of Commerce	
0)	DFC NISSA & Jobs and Benefits	
S S	Area Learning Co-ordinators	
ng / bldei	South-Eastern Regional College	
Training / Education stakeholders	Southern Regional College	
sta	Clanrye Group	

Action Plan Report

This Annual Report refers to the first year of the Newry Mourne and Down LMP and covers the period 1st April 2021 to 31st March 2022.

The projects developed/delivered (as appropriate) by the Partnership during 2021-22 period are set out in the following pages.

During the reporting period, Newry, Mourne and Down LMP Action Plan included the following three strategic priorities.

Strategic Priority 1: To form and successfully deliver the functions of the LMP						
Theme 1: LMP Administration						
Aim	Key Outcomes					
Effective administration of the LMP through the appropriate Administration and Governance structures.	 PR, Marketing and Engagement Establish an appropriate LMP resource managed by NMDDC Between 1st April 21 to 31st March 2022 4 meetings of the LMP – February 2021, July 2021, December 2021, March 2022 Recruitment activities undertaken to employ S&E Manager and S&E Officer. A strategic assessment of employability and labour market conditions was undertaken in 2021. A statistical analysis on labour market and employability data was undertaken on the Council's behalf by the Economic Policy Centre at Ulster University. The key findings from the Strategic Assessment informed the Interim Action Plan which issued in 2021. Procurement completed and delivery contracts awarded for those actions implemented under the 2021/2022 Action Plan Quarterly Reports and Quarterly Claims collated and submitted to DFC 					

Theme 2: LMP Implementation					
Aim	Key Outcomes				
Labour Market Analysis	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021				
Business Needs Analysis	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021				
NMD Employment Placement Programme	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021				
Graduate Placement & work ready skills Programme	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021				
Upskilling for Growth	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021				
NMD – A Place to work - Promotion and showcasing of local employment opportunities	High level output 100% of Phase 1 "NMD a Place to Work" engagement programme developed for future LMP interventions				
	Key Outcomes There have been more than 50 employers engaged in this campaign. These businesses employ more than 11,000 people in the district. This represents 14% of the total number of people employed in the district (79,000 employed working age people according to NISRA)				
	Social media posts have reached more than 3,338 people through official NMD Facebook page and had 1,469 impressions on Twitter and LinkedIn.				
	 Primary Research complete - 51 business respondents - representing over 11,000 employees in the District; 20 one to one interviews with key stakeholders across the district; 34 jobseekers completed jobseeker survey. Primary research analyzed and a "NMD Place to Work" Strategy drafted for 2022/23 LMP Brand developed specific to NMD Great place to work to give the project an identity 				

	 Press Ads in Irish News, Newsletter, Newry Democrat, Newry Reporter, Co Down Outlook, Down Recorder and the Mourne Observer. Radio Adverts on Q Radio. Range of social posts completed Press release and photography with businesses issued to launch programme Digital Brochure complete New U-tube channel set up. Requests for digital content from businesses and stakeholders complete. One testimonial meeting set up with industry body One piece of press coverage secured Commitments from 30 businesses to speak directly to schools
1.7 NMD – A place for Graduates	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021

NMD – A Place to work - Promotion and showcasing of local employment opportunities – sample of activity undertaken

Brand Developed and launched





Employer and job seeker Survey Completed and analysed

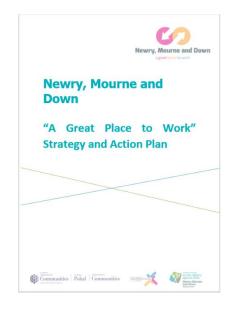




Local and regional press coverage



Strategy and Action Plan in Place



Strategic Priority 2: To improve employability outcomes and/or labour market conditions				
Theme – 1: Access to Work				
Aim	Key Outcomes			
Scope to effect real change was limited in 2021/22 due to short period of LoO Intervention. Under 2022/23 Action Plan a more comprehensive approach is proposed against the Theme Access to Work which aims to deliver more aggressively against the Claimant Count Indicator.				
NMD Work Start Programme	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021			
Stimulate self-	High Level Output			
employment as an "employment" opportunity	1 x Start-up Development Programme researched, co-designed and implemented			
	 Key Outcomes 100% / 25 entrepreneurs recruited 122.5 mentoring days delivered (average 4.9 per participant) 24 entrepreneurs received grant amounting to £24,000 - as part of the 'Business Potential Fulfilment Fund' to participants to help them overcome the financial barrier limiting their ability to develop the business achieve and achieve an employment outcome. 25 jobs sustained or created 96% of the programme delivered on time. *one participant failed to complete after having COVID despite numerous attempts by delivery team to contact. 			
	 Participant impact 25 or 100% entrepreneurs who completed the programme have increased knowledge on a range of business start-up topics 100% of participants signposted to other provision. 24 OR 96% out of the 25 entrepreneurs who completed the programme feel confident about continuing their self-employment journey. 25 or 100% entrepreneurs have been enabled to adapt to the challenges which face them and enhance the competitiveness of their businesses as well as their own competences as owner/manager 			

	 25 entrepreneurs have become self-employed or created new jobs Support Offered Business Start: Wrap Around Support – Mentoring Up to 5 days Specialised mentoring / business support between Go for It participation and establishing a trading company. Business Launch Challenge Fund - Financial 				
	of up to £1000 per business, to support the launch and establishment of the business				
	Theme 2: Skills for work				
Aim	Key Outcomes				
qualification levels are cru	f formal qualifications can be seen in the facts that icial for both the point at which people enter employment, g power over their working lifetime.				
-	s have improved significantly over the past decade in NMD opulation without formal qualifications has fallen.				
NMD has however lower than average qualifications levels with a slight but growing mismatch at higher levels.					
	labour force in NMD point to an increasing demand for e skills so ensuring this improvement continues and				
Non-Accredited Reskilling Interventions	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021				
Non-Accredited Sectoral Academies	 High Level Output 2 Health and Social care academies developed and delivered. 				
	 Targeting employment opportunities in domiciliary care, day care and residential care. 				
	 1st academy worked with the general HSC sector, 2nd academy focused in on the SHSCT, who came on as a key partner in delivery and was actively involved in implementation 				

HGV Sectoral Academy	 Key Outcomes – across 2 academies EOI Received = 24 Participant commenced the training = 13 Participants completing the training = 11 Participants secured employment to date= 4 High Level Output 1 x HGV Drivers Employment Academy implemented Number of Employers engaged and participating on the programme = 6 Key Outcomes EOI Received = 155 No. of participants eligible = 53 Participant attended the information sessions = 45 Participant attended for interview = 43 Number of participants eligible and attended for medical = 40 Number of Participants secured employment to date = training still on-going, however 40 number have a potential for future employment in transport and logistic sector 		
	 Participant impact 100 % of participants have an increased Skills/knowledge of what's needed for the Haulage sector 100 % Attitude or opinion positively changed on requirements of the training 100 % Behavioural change – participants applying for the academy 100% Improvement in circumstances 40 participants feel confident about completing the academy 40 participants feel confident about getting a job at the end of the training 		
at the end of the training Theme 3: NMD a Place to work			
Aim	Key Outcomes		
Job & skill Matching Promote local employment opportunities	Did not proceed during 2021/2022 due to insufficient time available within the LoO issued on 15 Dec 2021		

Health and Social Care Employment Academy – Sample of promotional activities undertaken



Health & Social Care Employment Academy



academy@people-1st.co.uk

HSC) Southern Health and Social Care Trust

Quality Care - for you, with you

Are you interested in a career in the Health and Social Care sector?

The Health & Social Care Employment Academy is a one-week programme that provides training in partnership with Southern Health and Social Care Trust.

You must have some caring experience (which can include looking after family/ friends), as well as being able to show compassion, respect and a desire to help others.

This programme is funded by the Department for Communities through the Newry, Mourne and Down Labour Market Partnership.



- Are you eligible? • Living in Newry, Mourne and
- Down District Council area.

 Unemployed, underemployed or
- working less than 16 hours pw.
- Benefits
- Introduction to the sector
 Guaranteed interviews with the Southern Health and Social Care Trust
- One to one mentoring
- Improve employability
- Personal development & training
- Communities | As farm | Desation for Communities



This programme is funded by the Department for Communities through the Newry, Mourne and Down Labou



HGV drivers Employment Academy – Sample of promotional activities undertaken







The HGV Driver Academy Programme will provide all required training and testing to enable participants to acquire a Category C (Class 2) License) or Category C+E (Class 1) and begin a career as a professional driver.

Participants must be available to complete all aspects of the Academy including medical appointments, theory test classes, lessons, tests and interviews.

Register

Email - info@workforceonline.org including 'NMD HGV Academy' in subject line, plus your name & contact number.

Deadline: Friday 25 February 2022

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This Programme is funded by the Department for Communities through the Newry, Mourne and Down Labour Market Partnership.



HGV DRIVER EMPLOYABILITY ACADEMY

Eligibility Criteria

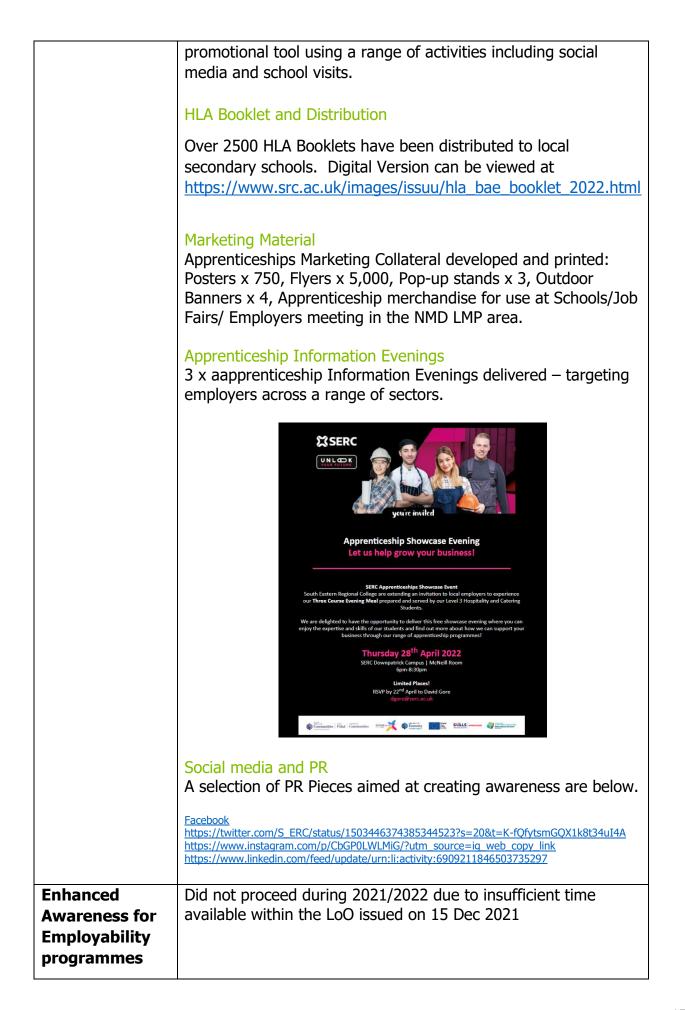
- Reside in Newry, Mourne and Down District Council area.
- Full, clean, current UK Driving Licence – candidates must have held a full UK Driving Licence for at least 2 years. Plastic card & paper counterpart required.
- Be willing and able to undertake a medical exam.
- Committed to taking up appropriate employment within the Transport sector.
- Unemployed; Under-Employed (typically working less than 16 hours); Employed but at risk* of redundancy at time of application.

*evidence of this will be required.



Strategic Priority 3: To support delivery of Employability NI					
Theme	Theme 1: Support Regional Employability Programmes				
Aim	Key Outcomes				
Apprenticeships Awareness Campaign	 High Level Output 2 x Apprenticeship Awareness Campaigns implemented 16 Employer and Apprentice Awareness Videos 1 x Social media campaign completed – branded 'Local Jobs Local Apprenticeships' 1x social media campaign completed - branded 'Advice for Apprentices from Apprentices' Over 2500 HLA Booklets Distributed to schools SERC developed a wide range of NMD LMP Apprenticeship Merchandising Campaign SERC delivered 2 x Apprenticeship Information Events A total of 1,046,993 social media impressions has been generated which has increased apprenticeship awareness 				
	 SRC's LMP social media campaign was branded as 'Local Jobs Local Apprenticeships' targeting parents and students along with other audiences, stakeholders and demographics. Overall SRC's LMP 'Local Jobs Local Apprenticeships' campaign created a total of 1,046,993 impressions, which has been effective at generating apprenticeship awareness. With SRC Campaign, 36 employers directly registered their interest to view the HLA talent pool as a result from SRC's LMP 'Local Jobs Local Apprenticeships' campaign. Employer registrations have the potential to create 56 HLA Employment positions. With SERC Campaign, 198 employers in the Downpatrick area contacted directly and provided with increased knowledge of apprentices. The awareness raising campaign will continue through the use of merchandising, flyers/posters, use of videos in social media and other marketing activities in the NMD Area 				
	Outdoor Campaign Billboards were displayed during March and April at the following locations across Newry: • Mourne Country Hotel				

Sugar IslandDublin RoadAdd Shells were used at Tesco
Survey A promotional survey was devised and sent to current HLA apprentices to voluntarily participate.
A total of 40 Apprentices completed this activity which has provided organic material to promote apprentices this promotional piece was branded 'Advice for Apprentices from Apprentices'.
Radio Q Radio – a radio script promoting Local Jobs and Local Apprenticeships was aired 80 spots in March and 80 spots in April
Videography SRC - 8 x 'In Conversation with' employer/apprentices videos recorded. From the launch of videos there has been a total of 605 You Tube views by end of April 2022, providing an excellent resource to signpost potential employers to hear the success stories of like-minded employers.
Link to View the Apprenticeship Videos
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with- cunningham-butchers-Itd-their-apprentices
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with- abp-their-apprentices
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with- norbrook-their-apprentices
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with-o- hare-mcgovern-ltd-their-apprentices
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with- nuline-utilities-their-apprentices
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with- exact-group-their-apprentices
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with-re- gen-waste-ltd-their-apprentices
https://www.src.ac.uk/apprenticeships/local-jobs-local-apprenticeships/in-conversation-with- collins-aerospace-their-apprentices
SERC - 8 x Apprenticeship Awareness Videos Recorded. These videos showcase best practice in SERC's apprenticeships across a range of vocations. The videos will be used as a long-term

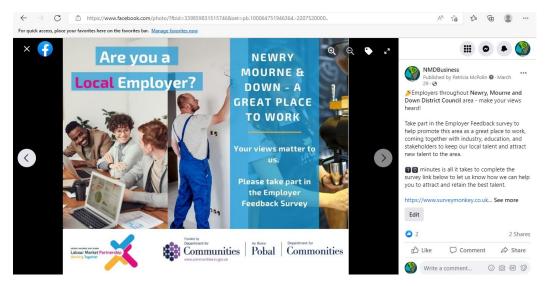


Financial Statement for 1 April 2021 – 31 March 2022

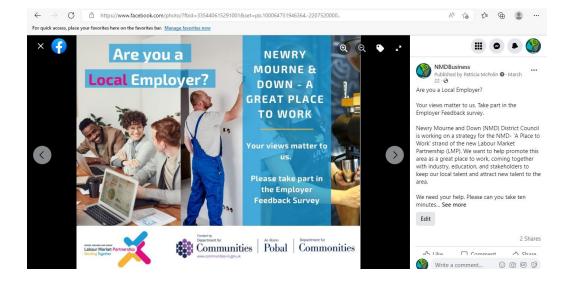
Statement of Income 8	Expenditure	•	APPENDIX	1
NMDDC Council				
NMD Labour Market Partnership				
Statement of Income & Expenditure				
Year to 31 March 2022				
real to Shhaich 2022				
	T	E	C	T-1-1
	l otal Fundi			
		Charged	Accrued	Expenditu
Funding	£	£	£	£
Funding from DfC (Administration)	66300	49240.2	14000	63240.2
Funding from DfC (Operational)	417750	162086.4	58497	220583.4
Funding from Department XXXX				
Contribution from Council				
Contributions from others				
	484050	211327	72497	283824
Payments	£	£	£	£
Salaries	L	L	L	L
Staff Costs	57300	48296.16	14000	62296.16
	9000	944.04	14000	944.04
Running Costs		344.04		344.04
	1000			
Audit Fees				
Insurance				
Total DfC Administration	111000	110.10	100015	01000 5
Strategic Priority 1 (Operational)	144000	11649	10234.5	21883.5
Strategic Priority 2 (Operational)	232750	114356.44	48262.5	162618.94
Strategic Priority 3 (Operational)	40000	36080.96		36080.96
Total DfC Operational				
Payments - Department XXXX (Admin)				
Payments - Department XXXX (Operat	ional)			
Payments - Council Contribution				
Payments - other Contribution				
Total Other				
	484050	211327	72497	283824
Certificate of Chief Financial Officer				
Certificate of Chief Financial Officer				
Subject to the central charges shown above properly reflecting actual costs incurred centrally				
by the Department for Communities on behalf of the Labour Market Partnership. I am satisfied				
that the expenditure shown has been wholly, exclusively and necessarily incurred by the				
Council on the Labour Market Partnership and that the grant receivable is in accordance with				
the regulations and conditioner and the regulations and conditioner and the second second second second second				
06.07.22				
Chief Financial Officer	9	_	Date	
			Date	

Appendix 1 Social Media Promotion

NMD Business Facebook Posts - Sample of social media posts – repeated on Linkedin, NMD Corporate Website, NMD Business Website and Twitter







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