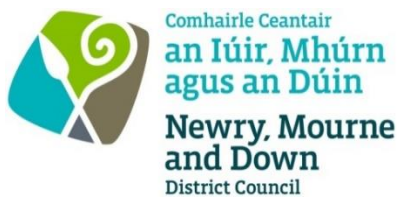


Newry, Mourne and Down

Labour Market Partnership

Action Plan 2023 - 2024



NEWRY, MOURNE AND DOWN
Labour Market Partnership
Working Together



1. Introduction	3
2. Policy Context.....	11
3. Strategic Assessment.....	19
4. Baseline Information	41
5. Turning the Curve Methodology.....	43
6. Labour Market Partnership (LMP) Action Plan.....	49

1. Introduction

Emerging from the Council's Skills and Employability Working Group, the NMD 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. Through the development and implementation of Action Plans for the 2021-22 and 2022/23 periods, the Newry, Mourne and Down Labour Market Partnership (NMD LMP) has made significant progress in improving the employability outcomes and labour market conditions of Newry, Mourne and Down residents.

NMD Labour Market Partnership Structure

The NMD LMP is a dynamic partnership, committed to working together to make a positive difference. The NMD LMP reflects best practice through extensive engagement with partners at local and regional level. Its aim is to be dynamic, responsive and innovative to achieve excellence.

NMD District Council has a number of other existing structures in place to enable successful delivery of the LMP. The Council engages regularly with external organisations such as its Local Enterprise Agencies, Chambers of Commerce, Invest NI, Intertrade Ireland, Belfast City Region Deal partners, Regional Colleges and schools, training organisations and Ulster University Economic Policy Centre (UUEPC). The ongoing partnership with these reputable organisations and others, will assist the LMP to make informed and evidence-based decisions and augment forward plans.

Membership of the NMD LMP consists of

- Newry Mourne and Down District Council
- Further Education colleges
- Local Enterprise Agencies
- Chambers of Commerce
- Area Learning Co-Ordinators for NMD
- Invest NI
- Jobs and Benefits Office
- Education Authority
- Disability Action
- National Trust
- Social Economy and Private sector representatives

Strategic Assessment

The NMD LMP has undertaken a Strategic Assessment of the local employability and labour market conditions, an integral piece of work which informs the Action Plan, strategic priorities and themes for the LMP during the 2023/24 period.

Against each of the Strategic Priorities the Action Plan identifies a number of Themes, Aims and Key Activities which are evidence based and focused on outcomes which aimed to improve employability and labour market conditions across the NMD area.

- Strategic Priority 1: To form and successfully deliver the functions of the local Labour Market Partnership for the area
 - Theme 1: LMP Delivery and Development
- Strategic Priority 2: To improve employability outcomes and/or labour market conditions locally
 - Theme 1: Economic Inactivity (Access to Work)
 - Theme 2: Skilled Labour Supply (Skills for Work)
 - Theme 3: Disability
- Strategic Priority 3: To promote and support delivery of existing employability or skills provision available either regionally or locally through
 - Theme 1: Increased Awareness

Engagement

To develop the Action Plan for 2023/24 The NMD LMP held individual meetings with a number of the LMP partners, which concluded with engagement sessions with all partners of the LMP.

The aim of the engagement process was to:

- identify the key themes / issues in relation to the local labour market within Newry Mourne and Down District Council Area
- identify what the NMD LMP wanted to change at a local level
- identify a range of initiatives from both supply side and demand side, which could help local people move closer to work and / or into work
- identify initiatives that are currently available, but that an LMP would be able to support and enhance the delivery of

The output of the process is the agreed themes, aims, activities and indicators as outlined within the NMD Action Plan.

Action Plan 2023/24

The Action Plan set out within this document is based on the assumption of a budget in place as outlined in section 5, and an operational budget available for the full 2023/24 period. Any variance to these components will impact the level of activity and performance measures achieved.

A Turning the Curve Exercise was undertaken in relation to the LMP Action Plan Themes and projects and considered the programmes of work in relation to the outcomes they delivered.

As a result of the LMP Planning exercise, it has been agreed to drive progress in 3 core strategic and cross cutting themes which focus on outcomes which improve employability and labour market conditions across the NMD area:

- Theme 1: Economic Inactivity
- Theme 2: Skilled Labour Supply
- Theme 3: Disability

NMD LMP will address Regional LMP priorities across the range of activities in the action plan.

A Summary of actions outlined in section 4	
LMP Delivery and Development	
1.1 Effective delivery of the LMP	Ensure the delivery of the 2023/24 Action Plan and respond to new challenges of the labour market.
1.2 24-27 Strategic Assessment for 24-27 and 24/25 Action Plan	A consultation exercise will be undertaken to research, identify and inform current and future employability and skills supply. It will aid in the scoping of interventions to meet skill gaps, vacancy, and recruitment challenges for a future 2024-25 Action Plan.
Economic Inactivity	
2.1 Get Work Ready: pre-employment support	Personalised employment pathways programme, supporting participants into employment, education or training
2.2 Enterprise Pathways Programme – Go for It	Specialised, mentoring and business support between 'Go for It' participation (the creation of a business plan) and establishing a trading company which offers either PT or FT self-employment for the business owner
2.3 Enterprise Readiness Programme (ERP)	<p>NI Councils are launching in 23/24 a new entrepreneurship support service (ESS). NMD LMP will add additionality to the ESS programme, supporting key target groups through their enterprise pathway journey</p> <p>The Enterprise Readiness Programme (ERP) will support individuals with entrepreneurial aspirations but who require additional pre-enterprise support. ERP will encourage them to develop enterprise skills, supporting them into sustainable employment or self-employment</p>

Skilled Labour Supply	
2.4 Upskilling for Growth	Employee Upskilling: Meeting employer needs & supporting career progression: Support employers to upskill staff to enable career progression for those in employment and open up vacancies & opportunities for those entering the labour market
2.5 HGV # 2 Bus and Drivers Academy	Continued delivery of the HGV #2 Bus and Drivers Academy which was commenced under 2022/23 LMP Action Plan
2.6 Employability Academies	Identify, design and deliver a range of employment academies for skill interventions in sectors and occupations where opportunities for employment is identified with employers.
2.7 A Place to Work	<p>Build on the 'Place to Work Campaign'- Promoting NMD as a good place to work with opportunities for career progression.</p> <p>Promoting improved information on employers, employment opportunities and career pathways.</p> <p>Creation of Content for a Digital Platform which will build schools / job seeker to business linkage, promote the district as a leading employment location, creating awareness of key sectors, employment & upskilling opportunities</p>
Disability	
2.8 Employer Engagement – Disability Awareness	Break down barriers for people with disabilities to gain employment - host an event to engage local employers, provide advice and update on legislation around disability & employment issues
Increased Awareness	
3.1 Employment Pathway Events	Support delivery of Jobs and Career fairs and events, including sectoral focused events where scope and opportunity exists.
3.2 Increased awareness of employability and skills programmes	Increase awareness among job seekers and those who wish to upskill of the range of employability and training support there is available

3.3 Promote apprenticeships, traineeships and placements as pathways to employment	Promote to employers the benefits of recruiting through opportunity pathways, such as Apprenticeships, traineeships, and work experience placements.
--	--

The LMP will report against the Action Plan as required on a quarterly basis, using the Project Report Card returns and Thematic Report Card returns will be submitted bi-annually.

The document should be considered as a living document, one that is to be reviewed and updated in response to emerging opportunities and changes within the employment and skills landscape.

Summary of LMP delivery to date - 2021/22

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 included:

Business Start: Wrap Around Support

Provision

- To support 25 Entrepreneurs who have started the process of establishing a new business. Support those PT or benefit dependant to gain FT self – employment via wrap around intensive mentoring support

Output:

- 25 participants increasing employment levels via self employment
- 5 days mentoring to support the start up and scale of on a new business
- 25 business incentive challenge fund grants delivered

HGV Drivers Employment Academy

Provision:

- Support those unemployed to gain a HGV category C (Class 2) or Category C + E (Class 1) Licence. Launched 14th Feb 2022

Output:

- 6 Employers directly supporting employment academy
- 155 Expressions Of Interest (EOI) received from participants
- 53 Eligible & invited to next stage
- 2 Information Sessions – 9th March – 45 in attendance
- 43 Participants invited to interview – 30th March
- 40 Participants passed & invited to undertake medicals/proceed to next stage of theory & practical (by April 22)

Health and Social Care Employment Academy

Provision:

- Support those unemployed to access employment opportunities in health and social care sector, creating pathways to vacancies in Domiciliary Care, Day Care Support Workers and Carers
- With a focus on 1) General HSC Academy and 2) HSC Academy for Southern Health and Social Care Trust

Output:

- 20 Places available for Band 2 | Band 3 Entry Level roles
- 13 participants recruited to Academy & received job specific training and employability skills
- 6 participants called for interview. 4 offered posts within the Trust (by April 22)

Apprenticeship awareness campaign

Purpose:

- 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.

Output:

- Apprenticeship Social Media Videos x 9
- Apprenticeships Marketing Collateral -
- Apprenticeship Information Evenings
- Digital & Social Media Campaign
- 'In Conversation with' Local Employers and Apprentices videos (4 nr) – to view web link [Local Jobs Local Apprenticeships \(src.ac.uk\)](http://src.ac.uk)
- Apprenticeship (HLA) Booklet to post primary Schools

NMD – A Place to Work – Strategy & Action Plan

Provision:

- 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



Output:

- Strategy in place
- Research complete to shape the pathways/partners and digital/non digital assets proposed for the longer term strategy
 - Employer- 50 businesses representing more than 1,270 jobs across the district

- Stakeholder - One to one interviews with more than 20 stakeholders
- Employee - Target of 50 job seekers
- Branding/Marketing:
 - A Great Place to Work draft brand created
 - PR Plan drafted for short term delivery
 - Irish News full page feature
 - Q Radio booked

Summary of LMP delivery to date - 2022/23

Despite a shortened timeframe the NMD LMP initiated the majority of the proposed actions within the 2022-23 Action Plan addressing the themes set out in the Action Plan which were:

- Theme 1: Access to work
- Theme 2: Skills for work
- Theme 3: A Place to work

A Summary of actions delivered in Q3 and Q4 outlined in 2022-23 Action Plan		
Development		
1.1 Research - Labour Market Supply Intelligence	Research will: 1) Scope the employability and skills requirements of NMD employers; 2) define and identify NMD disadvantaged groups within the unemployed and economically inactive population.	Procured and delivered
Access to work		
2.1 Get Work Ready: pre-employment support	Get Work Ready is a personalized work preparation, job search and career guidance service	Procured and delivered
2.2 High Skill Pathway: Recruitment Pilot	A pilot to test with NMD employers how hard-to-recruit vacancies can be filled through new pathways for graduates and others. The initiative will be co-designed with NMD employers	Unable to deliver due to limited time available
2.3 Self-Employment: Business Start Development Programme	Specialised, mentoring and business support between 'Go for It' participation (the creation of a business plan) and establishing a trading company which offers either PT or FT self-employment for the business owner	Procured and delivered
Skills for Work		
2.4 Upskilling for Growth	Employee Upskilling: Meeting employer needs & supporting career progression: Support employers to upskill staff to enable career	Procured and delivered

	progression for those in employment and open up opportunities for those entering the labour market	
2.5 Employability Academies	To implement Academies for skill interventions in sectors and occupations where opportunities for employment are identified with employers	Procured and delivered
A Place to work		
2.6 Engagement Campaign and Digital employability & skills platform	Promoting improved information on employers and their vacancies for people who are looking for work. Collate and communicate local employability and skills opportunities. Promote NMD as a good place to work with opportunities for progression	Key promotional activities delivered successfully; however, limited timeframe prevented digital platform development
2.7 Employment Pathway Events	Support delivery of Jobs and Career fairs and events, including sectoral focused events where scope and opportunity exists. Opportunity to showcase key sectors, and career opportunities	Delivered: 2 jobs fair 1 Bring IT on Event 1 Upskilling Your Staff for Business Growth Event

2. Policy Context

Policy Content at a Regional level

This section outlines the overarching policy context that the Labour Market Partnership Action Plan sits within. It summarises the regional priorities and commitments, how this is played out in strategy formulation and reviews the main policy and strategy development at the Newry, Mourne and Down District Council level.

Northern Ireland Programme for Government – Draft Outcomes Framework 2021

This Framework is an outworking of the 'New Decade, New Approach' deal brokered to restore the NI Assembly in January 2020. This included a number of commitments including:

1. A top priority of the Executive will be to develop a regionally balanced economy with opportunities for all
2. The Executive will make it a priority to realise the economic potential offered by the City Deals for the Belfast Region and Derry/Londonderry
3. In support of both economic and educational objectives, the Executive will develop an enhanced approach to careers advice, curriculum, training and apprenticeships to enhance employability and support economic growth.

The current relevant outcomes to the LMP identified within the Programme for Government are:

- Outcome 3: 'We have a more equal society'
- Outcome 6: 'We have more people working in better jobs'
- Outcome 8: 'We care for others and help those in need'

The DfC is the lead department for a number of indicators, through which progress on these outcomes will be measured:

- Indicator 17: Economic inactivity rates excluding students
- Indicator 32: Employment rate of 16-64 year olds by deprivation quintile
- Indicator 33: % of people working part-time who would like to work more hours
- Indicator 19: % of population living in absolute and relative poverty

Northern Ireland Draft Industrial Strategy

This strategy has a specific focus on 'Education, Skills & Employability' pillar which focuses on three areas:

- Improving educational outcomes from an early age
- Supporting those furthest from the workforce;

- Ensuring we have the necessary skills pipeline to meet business needs now and in the future.

Northern Ireland Economic Recovery Plan - Rebuilding a Stronger Economy

Rebuilding a Stronger Economy 2021 seeks to deliver interventions which will contribute to:

- Building a higher skilled and agile workforce
- Pursuing and securing better jobs; and
- Producing a more regionally balanced economy

The Action Plan is supported by an additional £290m allocation for 2021-22 across: R&D and Innovation, £20m; Highly Skilled & Agile Workforce, £50m; Greener Economy, £20m; and Investment, Trade & Exports, £200m.

10x Skills Strategy

Skills for a 10x Economy sets out a strategic framework for the development of the Northern Ireland skills system to 2030 and is a key pillar of the Department for Economies wider 10X Economic Vision for Northern Ireland.

The key objectives are set out below:



The LMP Action Plan and range of employability academies specifically align to the Skills Strategy's identification of *'the need for new entry level qualifications, to provide pathways to further engagement with skills development and labour market opportunities.'* Other NMD LMP Action Plan programmes – such as the Upskilling for Growth Programme meet the requirement set out in the Skills Strategy to uplift in the number of people undertaking professional and technical qualifications at mid-levels –

ensuring that a qualified workforce can meet the challenges of labour market demand for mid-level qualifications.

Belfast Region City Deal

The Belfast Region City Deal (BRCD) represents a new way of working between central and local government and regional partners and secures a bespoke package of investment from central government and the BRCD partners of more than £850 million to support the delivery of a shared vision of:

"Inclusive economic growth that delivers more and better jobs, a positive impact on the most deprived communities and a balanced spread of benefits across the region".

The BRCD programme aims to generate 20,000 jobs in an inclusive and sustainable way. One of the four key pillars focuses on Employability and Skills with the aim of establishing and supporting interventions which will enable a constant pipeline of talent to support the growth created by the BRCD investments and ensure that the right skills are available within the region to support emerging job opportunities.

BRCD has been designed to address both the needs of individuals seeking to enter the workforce and those who recognise a need to upskill or reskill in order to continue to avail of opportunities within the labour market. The framework integrates a suite of interventions grouped across three thematic areas of:

Themes	Actions
Skills for Inclusion	Creating opportunities to address skills imbalances and improve access to employment opportunities across the region through socially inclusive progression pathways.
Skills for Growth	<p>Working with employers to align skills programmes and employment opportunities with the growth sectors supported by BRCD; helping to create new apprenticeship pathways and fostering development of higher-level skills.</p> <p>The BRCD priority sectors include: Digital and Creative Industries; Green Economy; Health and Life Sciences; Construction; Tourism and Hospitality and; Advanced Manufacturing.</p>
Skills for a Digital Future	Helping to build our digital literacy from grassroots up and enhancing the digital transformation of businesses across the region, with a specific focus upon smaller enterprises.

A number of capital projects within NMD will directly benefit from BRCD Funding including

- The Mourne Mountains Gateway
- Newry Southern Relief Road
- Newry City Centre Regeneration
- Digital and Innovation Project

These projects will create employment opportunities for NMD residents. A need is recognised for LMP Action Plans to consider the opportunities emerging from the projects making up the BRCD so that local people are appropriately skilled and positioned to avail of them. Opportunities are:

- Sufficient flexibility for delivery of construction related employment academies;
- Contribution to the development of sectoral skills assessments aligned to the BRCD deal investment projects
- A commitment to contribute to other partnership opportunities identified through BRCD work

Northern Ireland Energy Strategy Action Plan

The new Energy Strategy – The Path to Net Zero Energy¹ was published in December 2021 after being agreed by the Executive. It outlines a roadmap to 2030 aiming to deliver a 56% reduction in our energy-related emissions, on the pathway to deliver the 2050 vision of net zero carbon and affordable energy. As part of the *Grow the Green Economy* an Energy Skills Audit for energy decarbonisation will be undertaken. This will identify gaps and the skills needed from the education and training sectors in the short, medium and long term and will ultimately identify economic opportunities and support people into secure, well paid jobs.

DfC Trust Inclusion Consultation

In September 2022 The Department for Communities (DfC) revealed that

- 1 in 5 in NI have a disability.
- Only 35% of which are employed vs 81% for those without Disabilities
- NI performs worse than UK Regions across all skills levels and all conditions.
- Disabled people in NI earn £310 per month less than in UK, and over £400 less than those without disabilities in NI.
- With Unemployment below 3%, there is a labour pool available under the right conditions and support.

Subsequently DfC launched a consultation exercise in October 2022 seeking views on a new **Trust Inclusion** scheme aiming to direct support and guidance to those employing people with disabilities. It is hoped that the Trust Inclusion Scheme will offer greater support and guidance for employers in employing those with disabilities. It will encourage and support employers of all sizes, industry and experience to be more confident and effective in attracting, retaining, and developing people with

disabilities within their organisations. According to the Ulster University Economic Policy Centre (UUEPC) almost 30,000 more disabled people would be in employment if NI matched the UK rate. (*NMDDC Economic Forecast- February 2023*).

Employability Northern Ireland

The Department of Communities (DfC), Employability Northern Ireland proposals include a new gateway service for clients to access government services, new commissioning approach provided through a dynamic purchasing programme and a menu of choices available for voluntary clients including:

- Careers Advice & Job Search;
- Skills;
- Enterprise;
- Community; and
- Health.

Employability NI will be managed through new governance arrangements at a regional level and local authority level with the establishment of Labour Market Partnerships.

Others

There exists a plethora of other relevant policies which align to the work of the Labour Market Partnership, which creates its own challenges and opportunities with respect to strategic direction and coordination. Some relevant developments include:

'Preparing for Success', the NI careers strategy, a joint Department for Education (DE) and Department for the Economy (DfE) policy delivered through 5 key policy commitments. The strategy is currently being revised.

New proposals for apprenticeships and youth training contained within *Securing our Success & Generating our Success* have been delivered including a focus on Higher Level Apprenticeships and greater alignment with target growth sectors.

The DfE is currently procuring new apprenticeship contracts Level 2 & Level 3 (Apps 21) and *Skills for Life and Work* which is set to replace Training for Success offering a mix of training, work placement and personal and essential skills training for young people aged 16-18 years old. In addition, a new Traineeship at Level 2 is to be introduced in September 2021 through the FE Colleges targeted at particular sectors across the regional economy.

Funding considerations for Skills and Employability

Finally, European funds have played a significant role in delivering employability and skills services across the Newry, Mourne and Down District Council. *European Social Fund (ESF)* programmes are currently delivered across NMD and the future loss of this funding could have a severe impact on local service provision. The replacement UK

programme, the **Shared Prosperity Fund** is still being worked on and the **Community Renewal Fund** which covers the period 2021-2022 has an allocation of £11m for NI, with Newry Mourne and Down District seeking to secure funding for the District through a partnership approach with the FE Colleges in the area.

Entrepreneurship Support Service (ESS)

A new Entrepreneurship Support Service (ESS) is being brought forward by NI Councils. The focus of the ESS is helping potential entrepreneurs, new starts and existing businesses to maximise their potential and contribution to Northern Ireland's economy. It will provide would-be and existing businesses with flexible, tailored and easily accessible advice and support at any stage of their growth journey.

One of the key areas of focus under the ESS programme is "engage" – engaging individuals in prestart activities and lighter touch support for volume starts.

Engage will focus on identifying individuals with entrepreneurial aspirations, as well as encouraging them to develop enterprise skills and consider starting a business, drawing on partnerships with organisations already active in this space.

Key activities include:

- Community outreach work to underrepresented groups,
- Facilitating events/workshops/competitions to encourage early stage entrepreneurial activity
- Advice and guidance – including idea refinement, business plan development, financial planning, marketing etc
- Delivering knowledge sharing events, including best practice/case studies, skills and knowledge development, networking opportunities
- Providing access to specialist subject matter experts in areas such as procurement, digital, marketing etc
- Aftercare support and monitoring

Activity will be delivered via:

- 1-to-many masterclasses, 1-2-1 optional advice sessions & peer support network meetings

There is an opportunity for NMD LMP to add additionality to the ESS programme, supporting key target groups through their enterprise pathway journey

LMP Deliverables may include:

- To engage and support participants with personal development
- To engage and support participants to reskill / upskill on accredited enterprise awareness skills

- To support participants to overcome financial barriers through provision of a start-up grant fund

In summary there is no shortage of policies which support employability and skills provision, there is however, a distinct lack of coordination which is the opportunity accorded to the Labour Market Partnership.

Policy Context at a Local Level: Newry, Mourne and Down

Newry, Mourne and Down (NMD) area has put in place a range of innovative structures to ensure it has become a stronger, more dynamic and unified unit, providing its citizens with outstanding public services, while unlocking the full potential of the region.

The policies in place by Newry Mourne and Down District Council via its Community Plan, Corporate Plan and the Regeneration and Economic Development Strategy is to understand that supporting unemployed and workless people on their journey into work matters; not only does it help to increase the employment rate and economic activity levels in the economy, which will have a positive effect on growth, it also mitigates the deterioration of skills, confidence and health that can occur with prolonged periods of unemployment.

The Newry Mourne and Down District Community Plan to 2030 – ‘Living Well Together’

The Community Plan to 2030 - ‘Living Well Together’, supported through its approach to partnership working with the local community, has provided the framework for collaborative working to deliver positive change for the community. The Community Plan has as its vision:

Newry, Mourne and Down is a place with strong, safe and vibrant communities where everyone has a good quality of life and access to opportunities, choices and high-quality services which are sustainable, accessible and meet people’s needs.

The economy is one of the strategic themes included within the Community Plan and includes specific references to a skilled economy. The long-term outcome under skilled economy is that, ‘*We prosper through a strong, competitive, regionally balanced economy*’ and that ‘*We have more people working in better jobs*’.

Based on an Outcomes Based Accountability model it establishes the following indicators:

- Level of economically inactive
- Level of Gross Value added (GVA) per head
- Shift in Sectoral spread of business

- Level of Skills development across population

It states, 'Both the availability of jobs and the earnings people receive are relevant for well-being. Not only do they increase people's command over resources, but they also provide people with a chance to fulfil their own ambitions, to develop skills and abilities, to feel useful in society and to build self-esteem'.

Newry Mourne and Down District Council Corporate Plan 2021 -2023

With its broadened remit following Local Government Reform, NMD is a Council which is fully equipped to lead the development agenda. Through its vision, aims and values NMD'S Corporate Plan focuses its efforts and resources firmly on Accountable, Collaborative and Transparent working with others, with tailored priorities to support business development and growth, developing workforce and employment skills, progressing regeneration plans and enhancing the health and wellbeing of its residents thus improving their quality of life.

Regeneration and Economic Development Strategy 2020 – 2025

In November 2020, Newry Mourne and Down District Council launched its Regeneration and Economic Development Strategy 2020 – 2025. The strategy was completed through desk-based research, thematic workshops, survey of business needs and stakeholder consultations. The Council, committed to prioritising local business needs, interviewed or surveyed businesses from across key sectors as part of the strategy development process. This ensured a large body of opinion and ideas for identifying employability and skills needs and opportunities within the Council area.

This strategy specifically priorities actions which will support local people to get closer to work and into work as part of the Council's commitment to short-term recovery and long-term inclusive economic growth

3. Strategic Assessment: Key Findings

This section of the report will provide an overview of current structure of the labour market and will drill down into a number of potential areas of work (and target groups) and the longer-term employability and skills challenges for the LMP to address. The general picture, before 2020, was of a tight local labour market with rising employment rates, falling numbers of both the unemployed and Economically Inactive, and difficulties in recruiting staff for some positions.

The LMP will continue to target various residents of the Council area who will be more detached from the labour market (in the case of the long-term unemployed or economically inactive) as well as those who are either entering the labour market (as school-leavers and graduates) or who are looking to improve their position within it (including apprentices, self-employed and those keen to reskill). Although there is limited data at the Council level for many of these potential areas of work, they regularly arise in any assessment of local labour markets. They are also intended for discussion in wider consultation as to their current level of priority for the work of the LMP.

Key Finding 1:

The employment rate for residents in the NMD area has dropped below the NI average.

- NMD has experienced a reversal in the steady rise in Employment Rate seen in years 2018, 2019 and 2020 - dropping below NI average in 2022. In 2020 the NMD employment rate stood at 73.7% which was above the average of the NI figure of 69.8%. (NISRA LMI) NMDCC was ranked 2nd in NI and has since fallen to 8th in NI LGD Employment Rate Statistics with an employment rate of 68.5% where the NI average is now 70.2%. A contributory factor may be the falling numbers of self-employed in the Council. (NISRA LMI)

Key Finding 2:

Labour market Economic Inactivity continues to be a challenge in NMD and needs further exploration as to its patterns

- The Economic Inactivity rate for residents in NMD has fallen over time but remains high with 22,000 (excluding students) of those of working age being inactive representing 18.7% of the working age population. (NISRA LMI 2021)
- The patterns and causes of Economic Inactivity within the Council area are less clear but are similar to those in NI more generally where the numbers who are economically inactive for illness reasons are high and have increased over time while those for reasons of early retirement and caring duties have fallen.

Key Finding 3:

Lower than average qualifications levels with a slight but growing mismatch at higher levels.

- The levels of qualifications have improved over the past decade in NMD but have experienced a decline since 2020 where numbers of residents with degree level qualifications have fallen whilst these numbers are increasing in NI. (NISRA LFS)
- UUEPC Skills Barometer forecasts for the future labour force in NMD point to an increasing demand for Degree level and above skills so ensuring this improvement continues and accelerates is important.

Key Finding 4:

Self-employment is below 2019 levels. Covid scarring among the self-employed has continued.

- Self-employment within Newry, Mourne and Down was adversely affected during the pandemic, dropping to a low of 10,200 in 2021. (NISRA LFS)
- Self-employment in NMD has risen back to 10,800 in 2022 but this remains below 2019 levels at 13,900.
- In 2022, Newry, Mourne and Down accounted for 11% of total self-employment in NI.

Key Finding 5: The Disability Pay Gap requires attention

- In 2021 the NMDDC employment rate for people with disabilities was 37.1%, the employment rate for people without disabilities was 77%. The disability employment rate gap was 39.9 percentage points (pps)

Source: NISRA LFS 2021

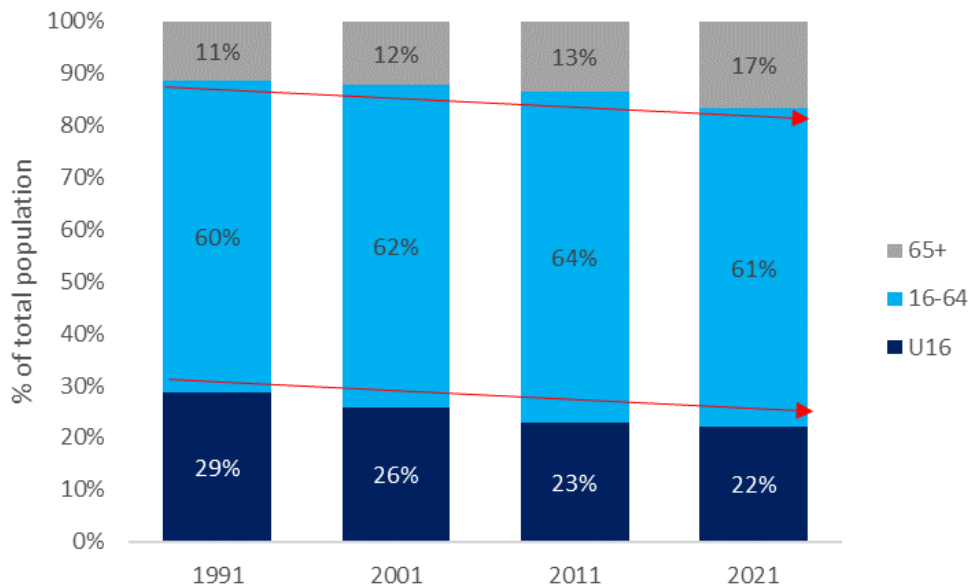
- The disability employment gap for NI in 2021 was 44pps, compared to 29pps for the whole of the UK. Since 2014, the disability employment gap has consistently been higher in Northern Ireland than the rest of the UK.

Strategic Assessment: Insights into the Newry Mourne and Down District Local Labour Market Structure, outlook to 2025 and possible areas of work for the Labour Market Partnership

Labour Market Overview

In 2021 Newry, Mourne & Down had a total population of 182,300 people¹, with 111,550 falling into the 16–64-year-old working age population. Demographic changes within the council and across the rest of Northern Ireland are showing an increase in the 65+ population and a decrease in the working age and under-16 population. Of the population growth recorded between the 2011 and 2021 census, 70% occurred within the 65+ category with under a third split between the working age and under-16 population.

Figure 1: Population by age group (%), Newry, Mourne & Down, 1991-2021

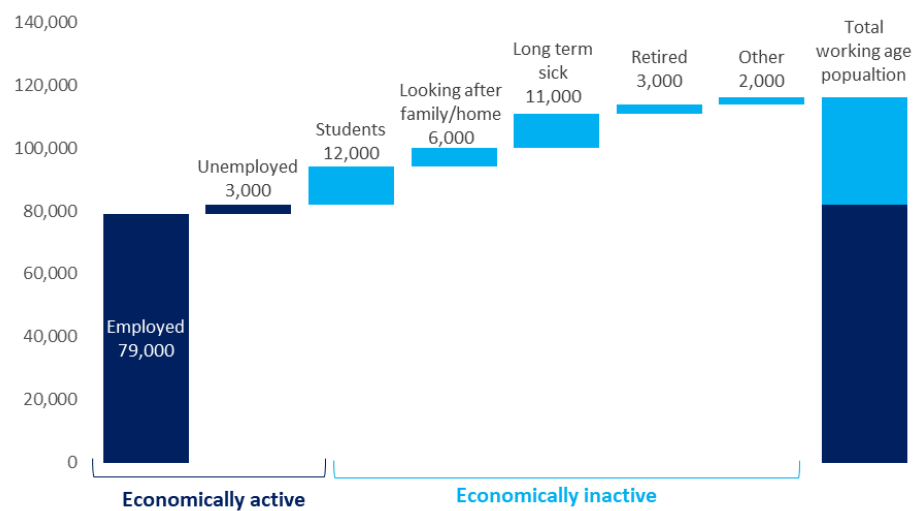


Source: NI Census 1991-2021

Figure 2 breaks down the working age population in Newry, Mourne & Down in 2021 giving an overview into the economically inactive and the subcategories of inactivity within the council area.

¹ NISRA 2021 Mid-year population estimates

Figure 2: Profile of working age population, Newry, Mourne & Down, 2021



Source: NISRA, UUEPC analysis

Employment Rate

The employment rate in Newry, Mourne and Down is particularly volatile, moving between 73.7% and 65.6% across the 2011-2021 period. These fluctuations are relatively unique to the council area and are not mirrored across most other LGD’s where the employment rate appears to move more closely in line with the NI average. In 2021, Figure 4, Newry, Mourne & Down ranked 9th compared to 2019 and 2020 where it ranked 5th and 3rd respectively, further illustrating this changeable nature. (Source NISRA (Labour Market Status - sub population, LFS))

Figure 3: Employment rate (16-64 yo), Newry, Mourne & Down vs. NI, 2011-2021

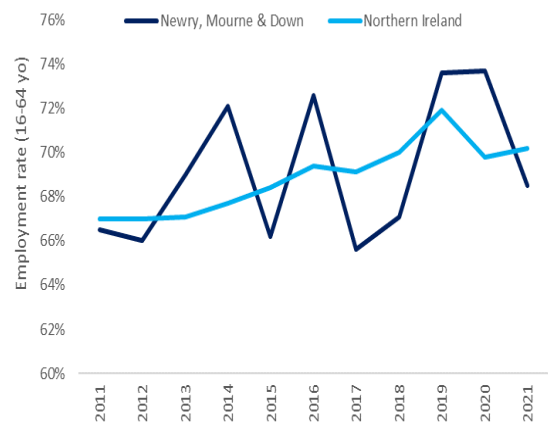
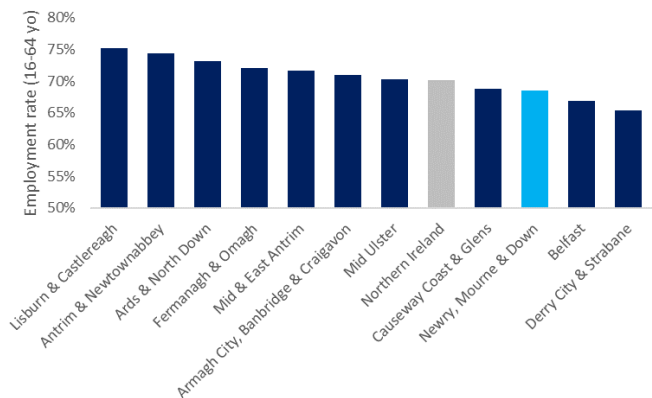


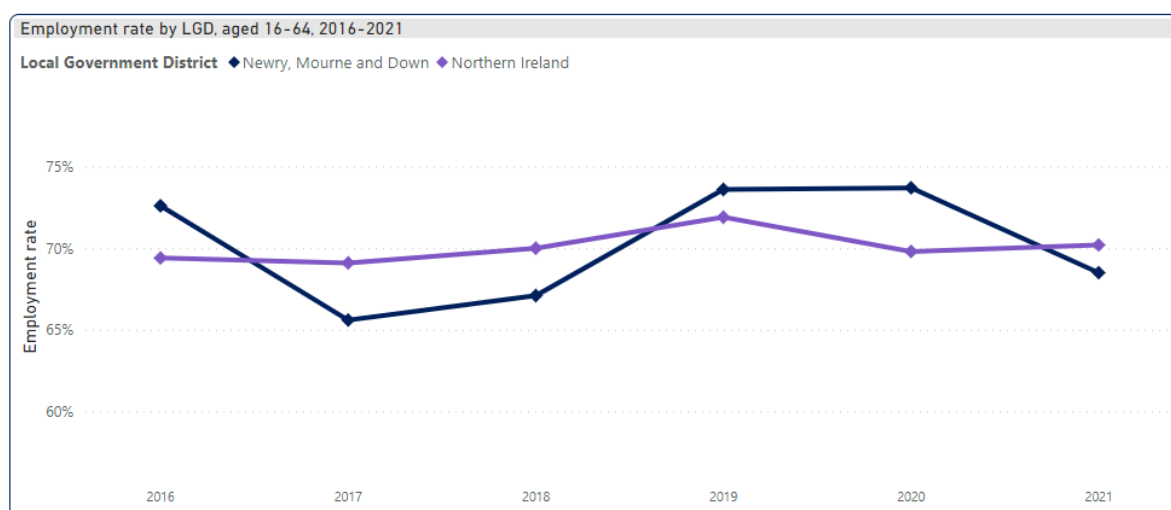
Figure 4: Employment rate (16-64 yo), NI LGD’s, 2021



Source NISRA (Labour Market Status - sub population, LFS)

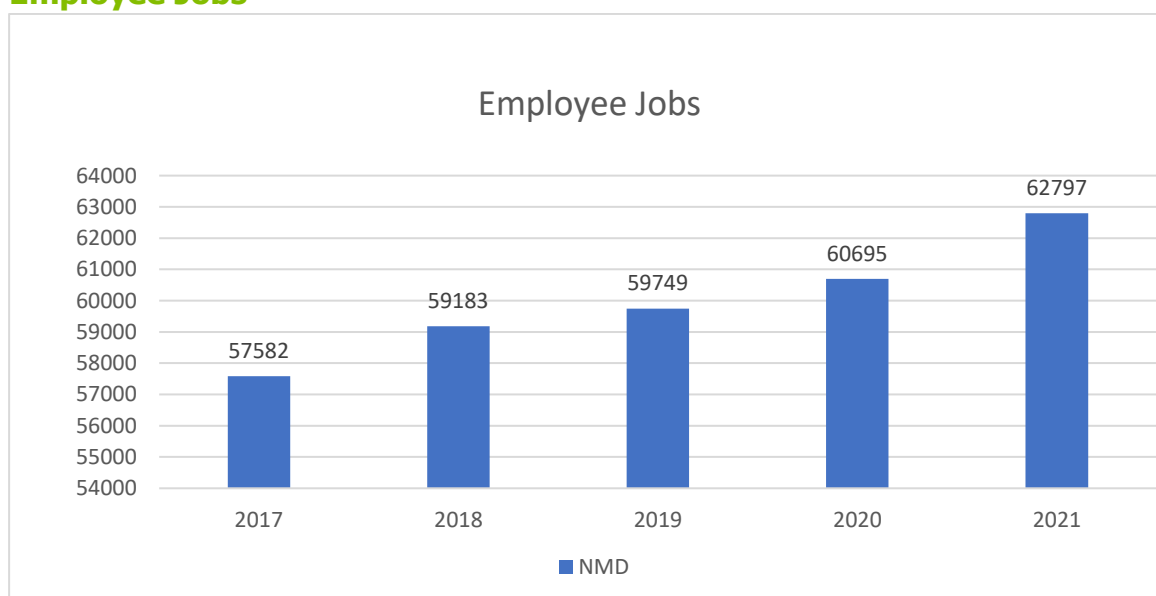
NMD	2016	2017	2018	2019	2020	2021
Employment rate (% of Working Age Population (WAP) employed)	72.6%	65.6%	67.1%	73.6%	73.7%	68.5%
Resident employment numbers	80,000	76,000	72,000	80,000	84,000	79,000

Source: NISRA LMI



Source: NISRA LMI

Employee Jobs



The number of employee jobs within Newry, Mourne & Down have increased on average by 1% each year between 2017-2021 to a total of 62,797 jobs in 2021.

Employee jobs, NMD, 2017-2021, Source: Local LMI (nisra.gov.uk)

Figure 5 illustrates the sectoral breakdown of employee jobs within the council area, half of which area are concentrated between three main sectors, Wholesale & retail (12,310 jobs), Health (10,060) and Manufacturing (8,190). Figure 6 shows the difference in sectoral concentration between Newry, Mourne & Down and the NI average. Retail, Manufacturing and Construction account for a larger proportion of jobs within the council are than the NI average. On the other hand Newry, Mourne & Down is underrepresented in terms of Public admin, Admin & support and professional services roles compared to the rest of NI however as previously outlined, these are sectors that are growing at a strong rate within the council area.

Figure 5: Employee jobs by sector (%), Newry, Mourne & Down, 2021

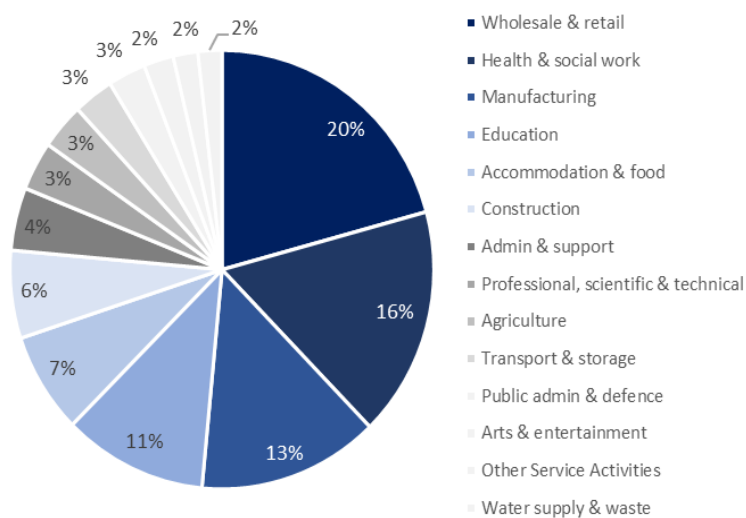
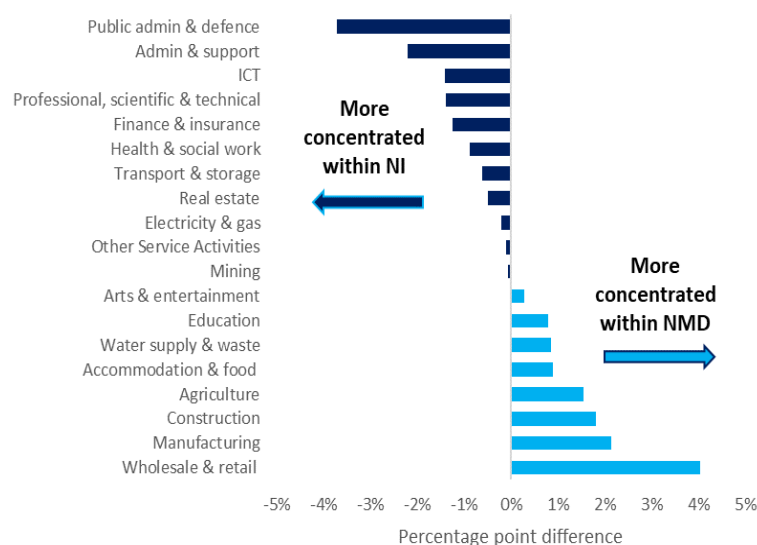


Figure 6: Percentage point difference in sectoral concentration, NMD



Source : BRES, UUEPC analysis

Note: Sectors with less than 1% representation have been omitted from figure 5

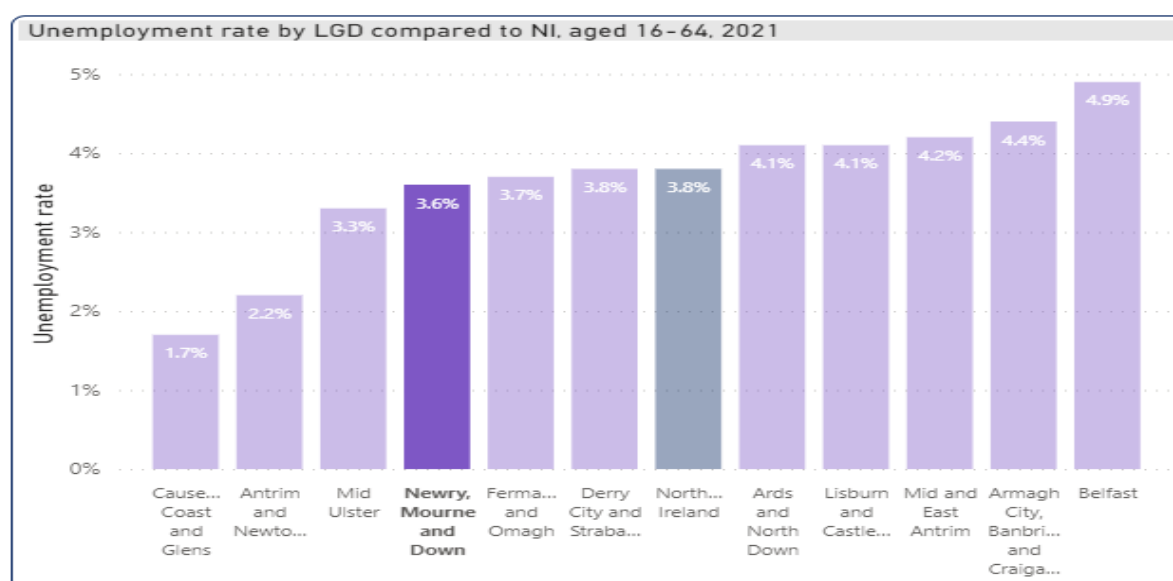
Unemployment

	NMDDC	NI	NMDDC ranking	Latest Data
LSF Unemployment rate (% of Labour Force)	3.6%	3.8%	4 th	2021

Source: [Local LMI \(nisra.gov.uk\)](https://www.nisra.gov.uk)

NMD	2015	2016	2017	2018	2019	2020	2021
LFS unemployment rate	6.3%	3.8%	4.6%	2.6%	2.8%	3.3%	3.6%
Numbers of unemployed	4,800	3,400	3,600	2,000	2,200	3,000	3,000

Source: UUEPC Local model

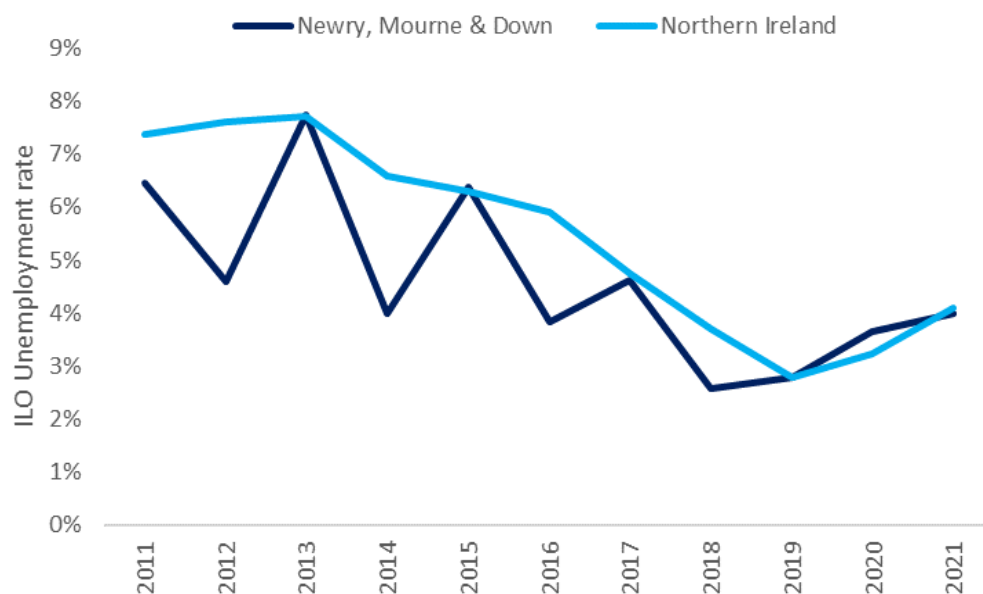


Source: NISRA LMI

Figure 7 shows the unemployment rate in opposite cycles to the employment rate in figure 3. Similarly, to the employment rate, a number of fluctuations can be observed across the 2011-2021 period. However, in recent years the rate has become less volatile showing convergence with the NI average from 2019 onwards. In 2021 this rate of approximately 3.9% translates to 3,000 individuals and accounts for 11% of the overall unemployed within Northern Ireland.

Individuals who have been unemployed for more than one year are classified as long term unemployed. The long-term unemployment rate for NI peaked at 4.4% in Q2 2013 and has been generally moving in the downwards direction, falling as low as 0.8% in Q2 2020 as shown in the graph below. An upswing has been experienced due to the Covid-19 pandemic although the rate is again beginning to fall through Q1 and Q2 2022. Long term unemployment is not available at council level, although we can assume that with volatility the long-term unemployment rate within Newry, Mourne & Down will also be moving in a similar direction to the NI average.

Figure 7: ILO Unemployment rate, Newry Mourne & Down vs. NI, 2011-2021



Source: UUEPC Local model

1. 3% of 2019/2020 graduates from Higher Education institutions in Northern Ireland are classed as unemployed compared to 5% in the UK. The proportion of graduates entering employment (72% & 71%) and continuing with further study (19% & 18%) were very similar in Northern Ireland and the wider UK².

² Source: HESA 2019/2020 graduate outcomes

Claimant Count

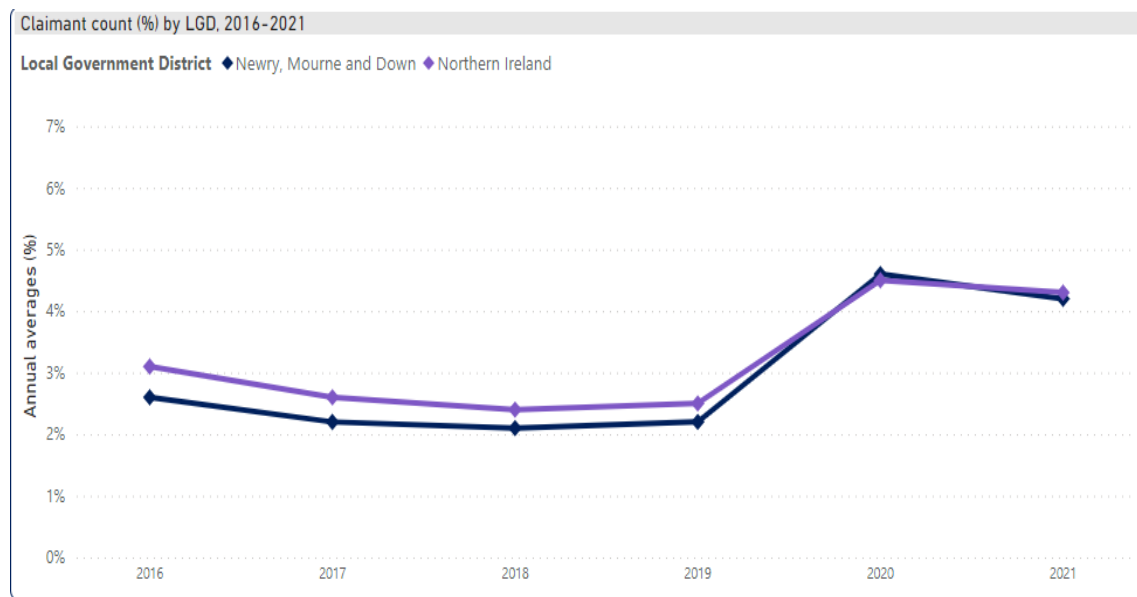
Between March and May 2020, the claimant count rate increased sharply from 2.2% to 5.9% withing Newry, Mourne & Down (Figure 8) although similar trends can be observed across all council areas in NI (Source: NISRA, Claimant Count experimental measure). At the peak in May 2020, 6,600 people were registered on claimant count. As a variety of support interventions were introduced and Covid-19 restrictions eased the claimant count rate began to fall steadily. The end to the CJRS (furlough) scheme in September 2021 did not have any adverse effects on the claimant count rate as some suggested it might as the claimant count remained constant.

Figure 8: Claimant count rate (%), Newry, Mourne & Down, January 2015 – December 2022 (Monthly)

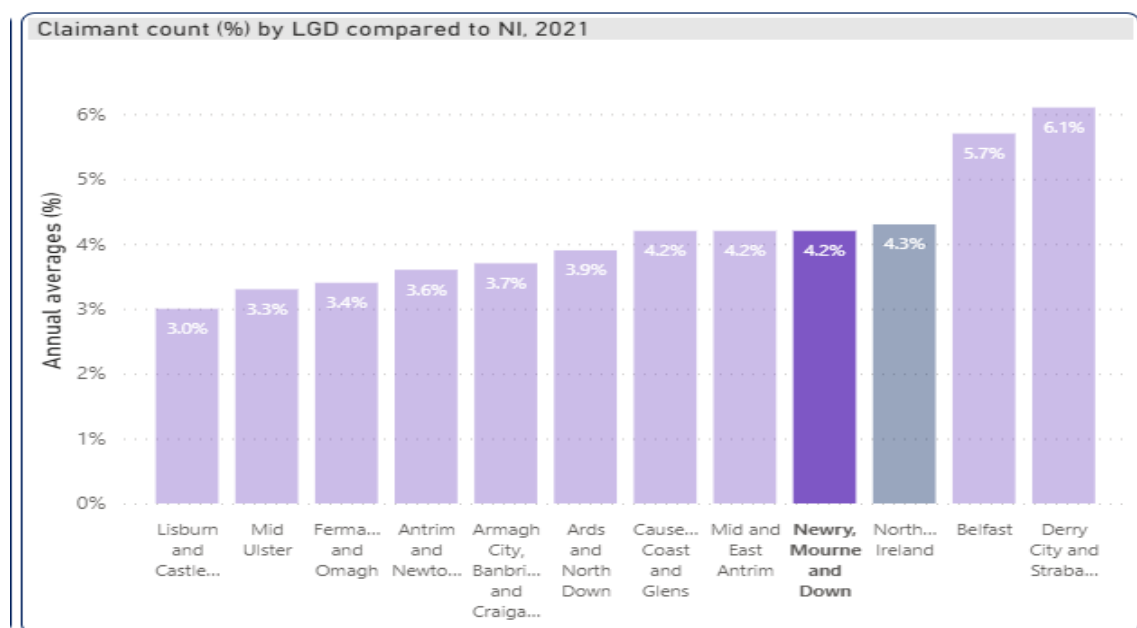


Source: NISRA, Claimant Count experimental measure

A more pressing issue is the rate the claimant count has “settled” at across NI. In 2021 the NI average was 4.3% (NISRA LMI). This increase from the 2018 of 2.4% is looking more likely to be permanent scarring from Covid-19. In 2021 NMD ranked 4th highest number on claimant count across NI (NISRA LMI). With increased vacancies and capacity within the present labour market, people have the opportunity to work if they wished to, further suggesting that this increase is a permanent effect of the pandemic. In terms of raw numbers this increase in the claimant count rate translates to around an additional 800 registered on claimant count in the council area with a total of 2,650 recorded in December 2022. (NISRA, LFS).



Source NISRA LMI

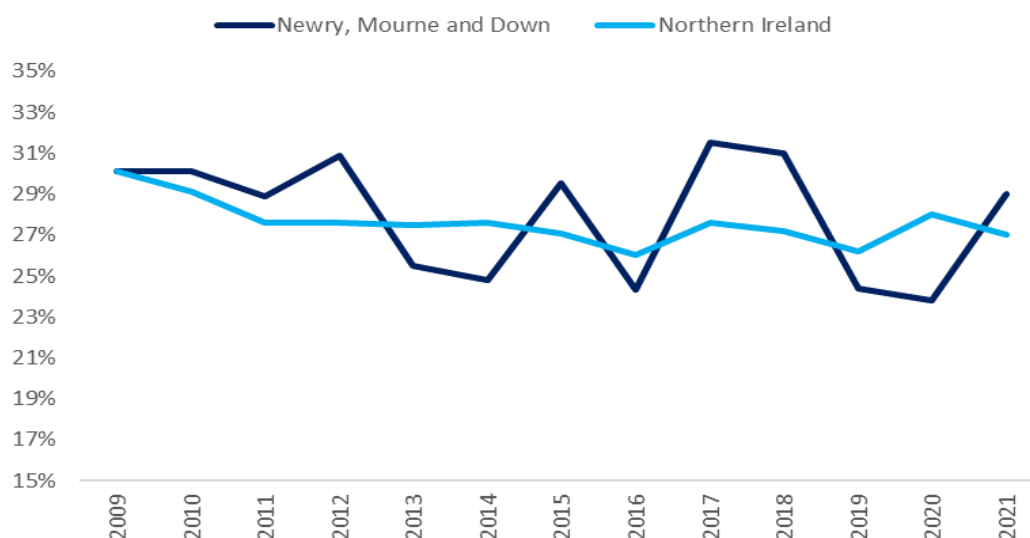


Source: NISRA LMI

Economic Inactivity

Similar to the employment and unemployment rate, Figure 9 shows an uneven trend of economic inactivity within the council area. A peak of 31.5% was observed in 2017, 7.7 percentage points higher than the lowest point of 23.8% in 2020. In 2021 the economic inactivity rate within Newry, Mourne & Down was recorded at 29%, equivalent to 33,000 individuals (including students).

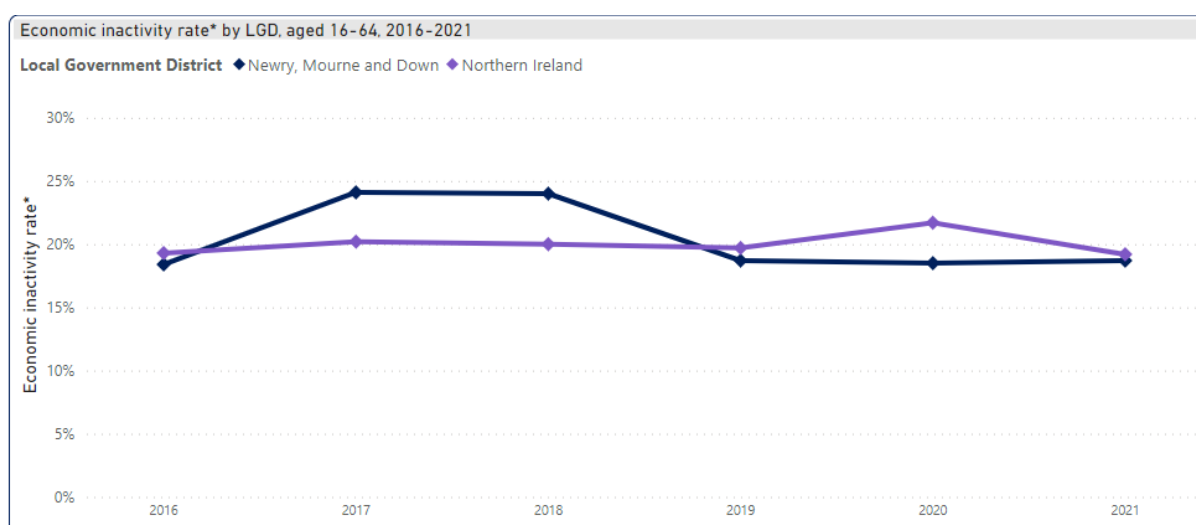
Figure 9: Economic inactivity rate, Newry Mourne & Down vs. NI, 2011-2021



Source: NISRA (Labour Market Status - sub population, LFS)

Economic inactivity rates – excluding students, NMD 2016 – 2021

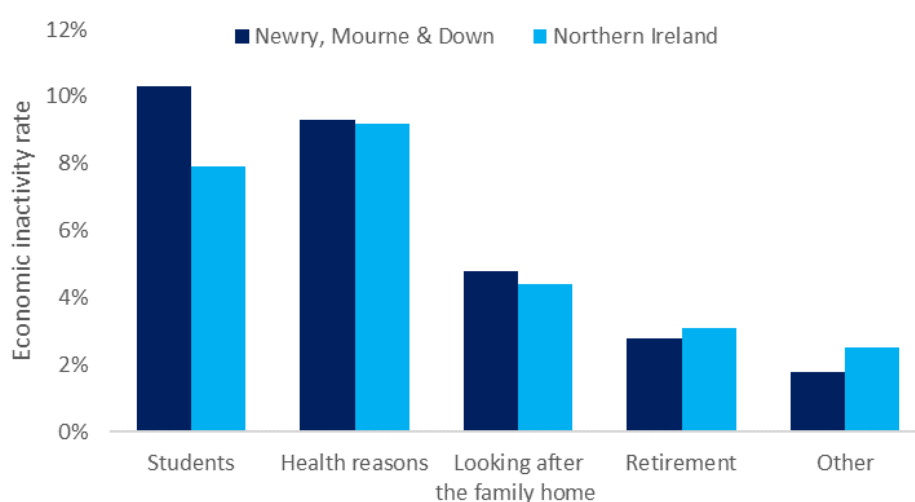
These numbers fall to 18.7% and 22,000 when excluding students (NISRA – LMI).



Source: NISRA LMI

Economic inactivity can be broken down into 5 subcategories, illustrated in Figure 10. Newry, Mourne & Down has a comparatively higher proportion of students than the rest of NI (10.3% vs. 7.9%) however, as indicated by the sizeable movements in Figure 9, this was not the case in 2019 and 2020 where Newry, Mourne & Down had a lower proportion of students. A similar picture can be observed for those under the long-term sick/ health reasons category. One category showing the opposite of this trend is “looking after the family home” This has declined from approximately 7.3% in 2019 and 2020 to 4.8% in 2021. The Retired (2.8%) and Other (1.8%) categories have remained consistent across 2019-2021 and below the NI average of 3.1% and 2.5% respectively.

Figure 10: Economic inactivity by reason, Newry Mourne & Down vs. NI, 2021



Source NISRA, LFS user requested data

Qualifications

Levels of qualifications

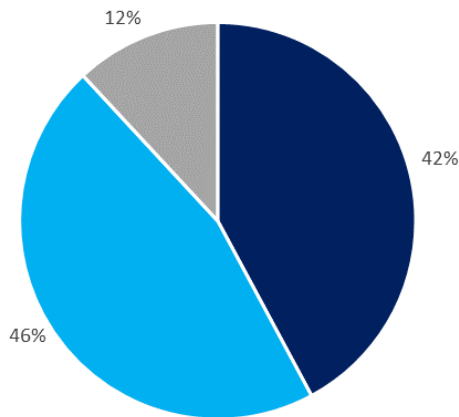
Qualifications Levels	NMDDC	NI	NMDDC ranking	Latest Data
Above degree level (% of WAP)	37.2%	42.1%	10th	2021
Below Degree level	50%	45.9%	8th	2021
No qualifications	12.9%	11.9%	7th	2021

Source: UUEPC Local model

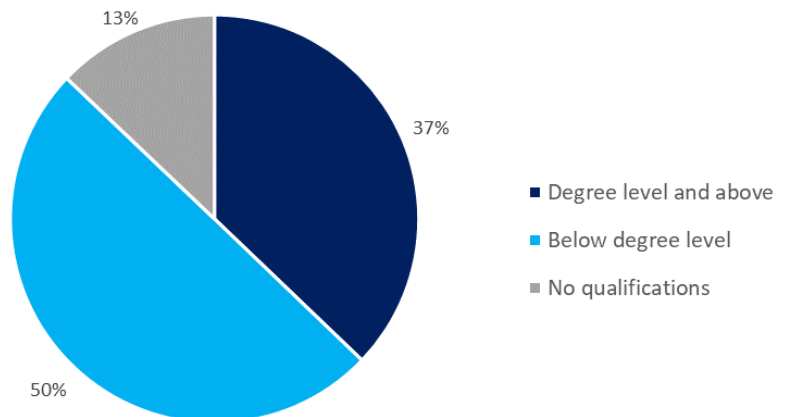
For council levels analysis resident qualifications are split into three broad groups: degree level and above, below degree level and no qualifications.

Figure 11: Qualification level, NI vs. Newry, Mourne & Down, 2021

Northern Ireland



Newry, Mourne & Down



Source NISRA LFS Annual 2021

Figure 12 illustrates how these qualification levels have changed over time from 2017-2021³. The proportion of people with below degree level qualifications has fallen by 1 p.p (percentage point) across this period whereas the number of people with degree level qualification has increased by 8.3 p.ps, showing a general increase in the qualification level of residents over time. The proportion of people with no qualifications has decreased by 5 p.ps since 2011⁴.

Figure 12: Resident qualification levels (%), Newry, Mourne & Down, 2017-2021

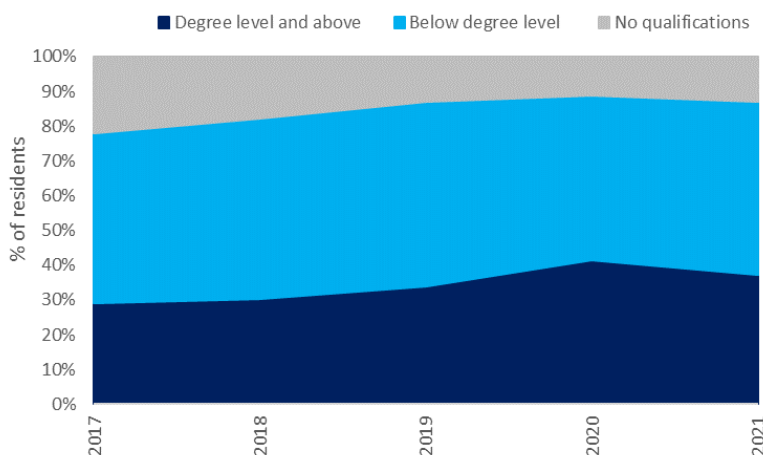
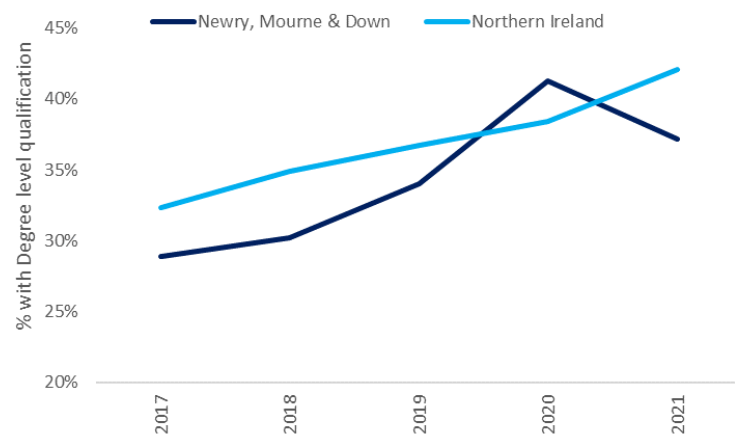


Figure 13: % of residents with degree level qualifications, Newry Mourne & Down vs. NI, 2017-2021



³ Degree level and above qualifications and below degree level qualification groupings only available from 2017 onwards

⁴ Data in 2017 was an outlier at 22.1% with no qualifications

Source NISRA (LFS Annual Reports)

The trend in qualification levels in Newry, Mourne & Down mirrors what is happening across the rest of NI. However, as illustrated in Figure 13, considerable progress had been made between 2017-2020 regarding degree level qualifications in 2017 a 3.4 p.p gap existed between Newry, Mourne & Down and the NI average, by 2020 this had been reversed to the extent that there was a 2.9 p.p gap above the NI average. This has fallen in 2021 and with a gap widening further than it was in 2017 and therefore is of importance to monitor over the coming years.

A second challenge, in terms of employability, is to match qualifications levels to the needs of the local economy. The UUEPC Skills Barometer research from 2019 suggests that the current qualifications required by workplace jobs in NMD and neighbouring ABC were below that of the population. However, this can hide situations where individual employers struggle to fill positions with specific skills requirements, something which is often mentioned in any consultations. *(Source: UUEPC Skills Barometer 2019)*

Apprenticeships

The Higher Level or Modern Apprenticeships have proved an increasingly popular route for school-leavers. In NMD the numbers participating in Apprenticeship programmes has increased from 766 in October 2020 (Source: *ApprenticeshipsNI Statistical Bulletin August 2013- October 2020*) to 985 in July 2022, the highest level of participation reached yet (Source: *ApprenticeshipsNI Statistical Bulletin August 2013-July 2022*). Apprenticeships continue to be a more popular pathway over time as the numbers of opportunities and diversity of these has improved.

NMD has a strong percentage of school-leavers entering apprenticeships and now ranks 4th across the NI Council areas.

Local Government District ⁽⁴⁾	Total	Level 2	Level 2/3	Level 3	Level not assigned
Antrim and Newtownabbey	709	348	59	302	0
Ards and North Down	582	271	24	287	0
Armagh City, Banbridge and Craigavon	965	445	65	455	0
Belfast	1,190	525	111	554	0
Causeway Coast and Glens	844	394	53	397	0
Derry City and Strabane	1,139	703	10	426	0
Fermanagh and Omagh	855	389	21	445	0
Lisburn and Castlereagh	473	211	37	225	0
Mid and East Antrim	719	312	68	339	0
Mid Ulster	1,135	525	115	495	0
Newry, Mourne and Down	985	465	35	485	0
Not Known ⁽⁵⁾	90	55	2	33	0
Total	9,686	4,643	600	4,443	0

Source: *ApprenticeshipsNI Statistical Bulletin August 2013-July 2022*

HLA Participants by LGD 16-64 yrs, 2020/21

Local Government Districts (LGD 2014)	No. of participants on HLAs
Antrim and Newtownabbey	38
Ards and North Down	82
Armagh City, Banbridge and Craigavon	173
Belfast	94
Causeway Coast and Glens	45
Derry City and Strabane	75
Fermanagh and Omagh	68
Lisburn and Castlereagh	70
Mid and East Antrim	58
Mid Ulster	149
Newry, Mourne and Down	134
Unknown	4
Total	990

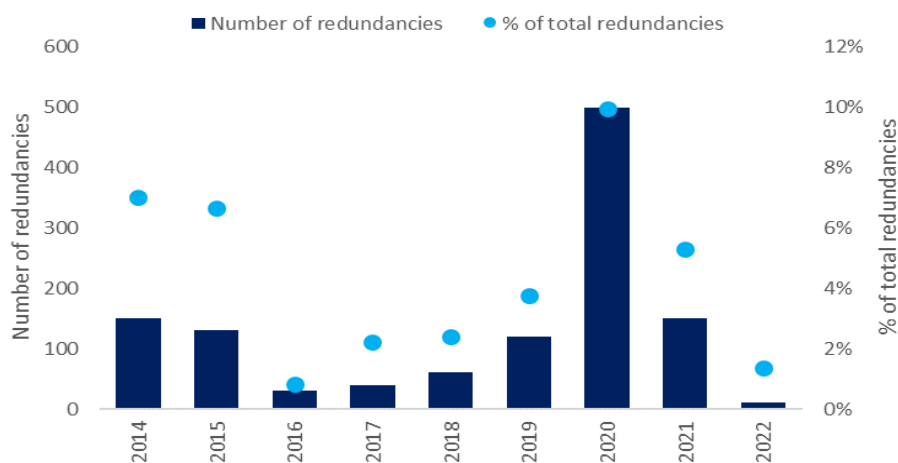
Source: FE LMS, CAFRE administration system
NISRA Mid Year Population Estimates

Source: *Statistical Bulletin Higher Level Apprenticeships (Level4/5) in Northern Ireland Academic years: 2017/18 – 2020/21*

Labour market impacts of Covid-19

Newry, Mourne & Down was not exempt from the consequences of the Covid-19 in terms of impact of the local labour market. In 2020, Newry, Mourne & Down experienced 500 confirmed redundancies, a considerable increase on previous years as illustrated in Figure 14. This figure made up 10% of total layoffs, with only 3 other council areas in NI experienced greater levels of redundancies in 2020 (NISRA: NINIS). This however was relatively short lived, with confirmed redundancies falling equal to and below the pre-pandemic levels in the years directly following.

Figure 14: Number of redundancies & % of total redundancies, Newry, Mourne & Down, 2014-2022



Source: NINIS

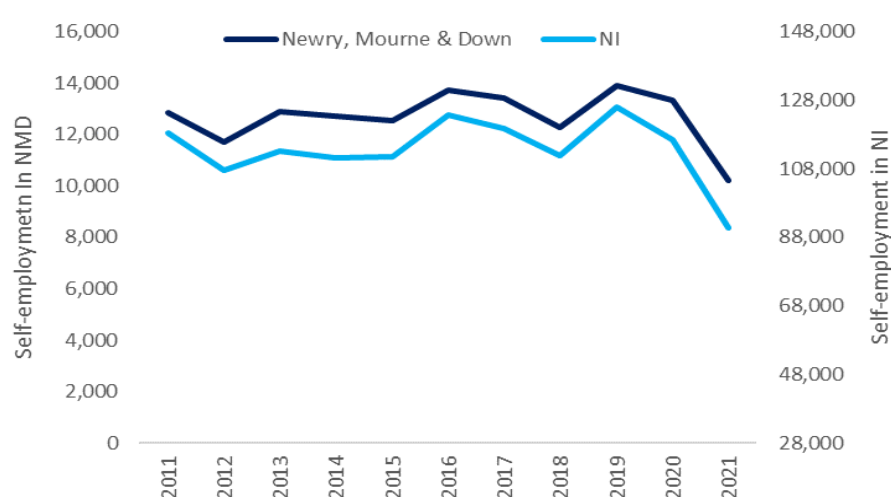
The number of vacancies in Newry, Mourne & Down decreased from approximately 3,200 in 2018/19 to 2,200 during 2020/21. However, the relative proportion of vacancies (5% of total) remained constant, meaning that the effects felt in the council were proportionate to those across the rest of NI. Vacancies within the council area surpassed pre-pandemic levels in 2021/22 reflecting newer, tighter pressures on the labour market. (Source: UUEPC Labour Market Partnership baseline assessment for Newry, Mourne & Down District Council, 2021)

Self-Employment

Self-employment within the Council area has moved in tandem with the NI average over the last decade peaking at 13,900 in 2019. During the Covid-19 pandemic the self-employed were disproportionately affected compared to other employed groups through difficulty accessing support measures and lack of specialised support. Micro and 1-person businesses experienced heightened decline across NI and the wider UK with many people transferring across to 'employed' status opposed to self-employed⁵. At council level Newry, Mourne and Down experienced a slightly smaller contraction with self-employment declining by 27.5% over 2019-2021 compared to a 30% decline at NI level.

Self-employment within Newry, Mourne & Down totalled 10,200 in 2021. Just over half of these jobs fall within three main industries: Construction (24%), Agriculture (18%) and Retail (9%). (Source: UUEPC local model)

Figure 15: Number of self-employed, Newry, Mourne & Down vs. NI, 2011-2021



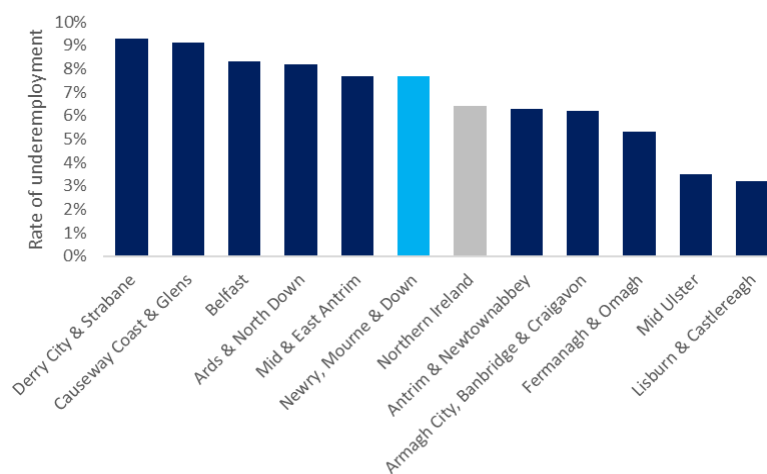
Source: UUEPC local model

Underemployment

⁵ Covid Counterfactual Research, UUEPC, January 2023

Underemployment refers to individuals who are employed but would like to work more hours through their current job, a supplementary job, or in a new job⁶. When compared to other LGD's, Newry, Mourne & Down has a higher rate of those who are underemployed (7.7%) compared to the NI average (6.4%). This translates to approximately 5,000 individuals who have capacity to take on more hours of paid work. Underemployment is particularly prevalent amongst younger people within the workforce with approximately 12.1% of 16–24-year-olds classified as underemployed in NI compares to 3.8% of 55-64 year olds.

Figure 16: Rate of underemployment, NI LGD's, Q1 2019 – Q2 2020



Geographical patterns in the Council area for levels of employment deprivation and no/low qualifications

In any assessment of the local structures of the labour market in NMD it is important to note that there are distinct variations across the Council area. The data from the 2017 NI Multiple Deprivation Measures (released in April 2018) offers some insight into these patterns at the Super Output Area (SOA) level.

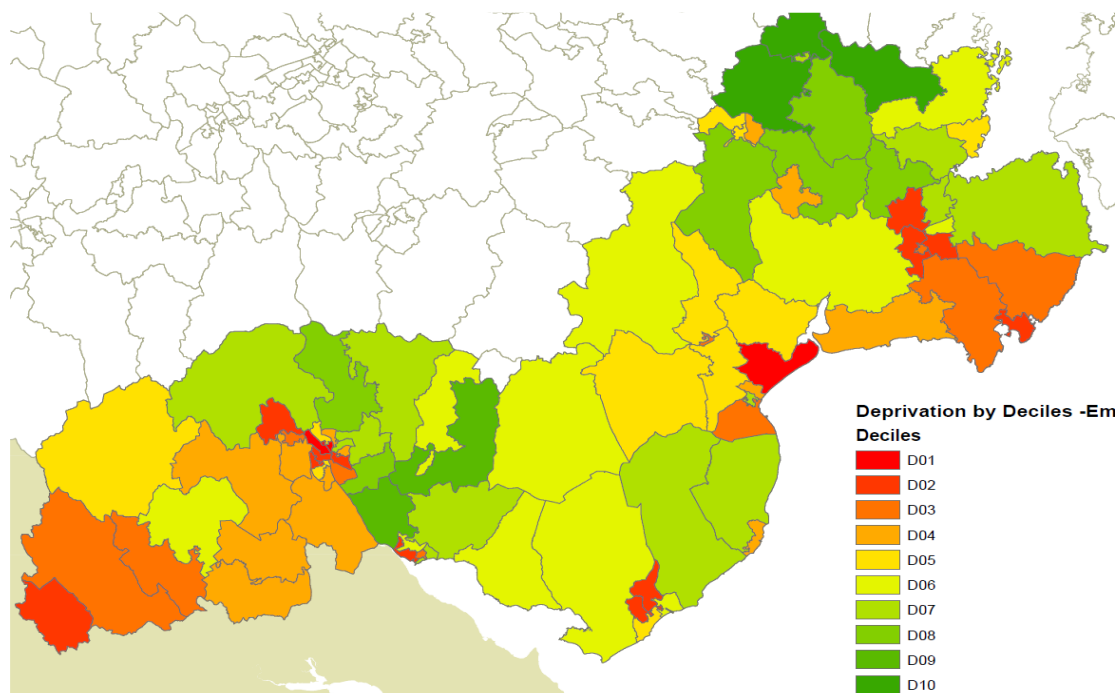
Maps available from the NMDDC Data Hub of measures of labour market deprivation (those in receipt of benefits or without income from work) highlight the variations by SOAs in the district. The highest levels of employment deprivation (where 30% of the population are in receipt of benefits or without income from work) can be found in urban SOAs in Newry, Downpatrick and Crossmaglen, as well as rural areas including Murlough (near Newcastle) and Ardglass.

Unsurprisingly, any map of deprivation by qualifications (those who have no or low levels) follows a similar pattern of SOAs to that of economic deprivation. However, across the district fewer SOAs fall into the bottom deciles, reflecting a lower level of

⁶ Underemployment in Northern Ireland, NISRA, October 2020

qualifications deprivation generally in NMD when compared to other parts of NI.

Figure 6: Employment deprivation, NMD, 2017



Source: NISRA and NMDDC Data Hub - Key: The deciles refer to which 10% band the Super Output Areas are found in ranging from the Bottom 10% (dark red) to the Top 10% (dark green).

These maps offer some insights into the spatial patterns of employability challenges across the Council area – the issue that employment deprivation is usually correlated with urban cores but also that some rural areas will have particular issues around qualifications and income deprivation – the latter being critical to people accessing labour market opportunities that lie beyond a certain distance.

Labour Market Upskilling

There is no data at district level on skills levels and there is room for improvement here. At NI level in Q1 2021 there was a 32% difference in employment rates between high and low skilled workers, the largest gap across Organisation for Economic Co-operation and Development (OECD) countries.

The OECD Skills Strategy for NI - 2020 offers a range of recommendations for locally-tailored courses and financial incentives which should be considered further by the LMP.

Quality Employment

Job or work quality has recently come to the fore, not least due to the COVID-19 pandemic and the debate over essential work. This is now an element of the Labour Force Survey (LFS) questionnaire and the Annual Survey of Hours and Earnings (ASHE) at NI level which will allow better analysis of this issue, which is critical not least for retention of employees and attraction of new staff.

To assist with this work, by the LMPs, there is new research from NISRA⁷ which has identified eight different indicators of work quality including:

- Flexibility (eg: flexitime contract);
- Involvement in decision making by employees;
- Belief that the job offers opportunities for career progression;
- Secure (permanent) employment,
- Working adequate hours (neither over nor underemployed);
- Earnings above the Real Living Wage;
- Job satisfaction; and
- Belief that he/she carries out meaningful work.

Much of the data is taken from the LFS so, again, there are difficulties in making this available at local government district (LGD) level and a compromise of annual percentages at a sub-regional level of 'batched' Council areas might be best. However, **there is scope for a work programme for research and analysis on an ongoing basis on work quality to see how this changes over time.**

In terms of earnings there is data available for NMD on an annual basis from ASHE, the latest data for 2020. This shows that NMD has the second highest level of median weekly wage for jobs located in the Council area (£428 per week), trailing Belfast by 14%. This has risen from £347 in 2015, a rise of 23% which is well ahead of the NI increase (+13%).

When it comes to wages of employees who live in the Council area the median weekly wage in 2020 was slightly higher at £431 but the fifth ranking district. This too had risen 13% from 2015. **This suggests that average weekly wages earned by residents of the Council area are very slightly higher (£3 per week gross) than the wages paid by jobs located there.**

However, with reference to quality work, there were approximately 20,000 employee jobs in NMD paid below the National Living Wage in 2019, 29% of the total number.

⁷ NISRA, *Work Quality in Northern Ireland* (February 2021).

The positive story is that this share has been falling over time (down from 31% in 2017), a sign of one element of work quality that is improving. (Source: UUEPC)

What is the outlook for the labour market in NMD?

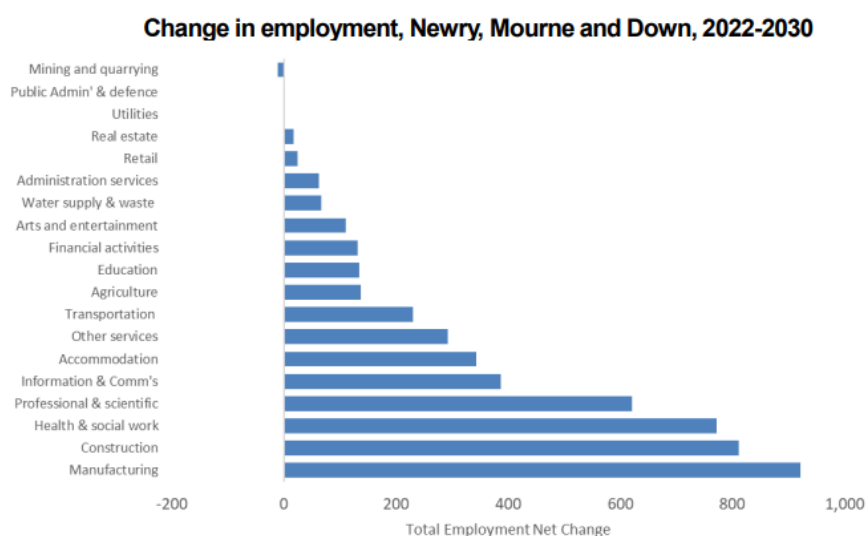
Across Northern Ireland, 2023-2024 will see a slowdown and probable recession in the economy – to be seen to a lesser extent in NMD. This is likely to mean an upward pressure on numbers of unemployed, UC claimants and economically inactive.

Source: UUEPC, Economic Forecasts

Forecasts to 2025 in NMDDC	Numbers	Rate	Nos change from 2020	Rate change from 2020
Employment	75,600	74%	+1,120	+1%
Unemployment	2,900	3.3%	+150	+0.2%
Inactive	26,400	24.3%	-1,500	-1.7%

Total employment under the baseline scenario is forecasted to increase 79,800 by 2030 from 74,800 in 2022.

Over the decade 2020-2030 the UUEPC forecast total employment growth in NMD of 5,100 new jobs. Manufacturing is forecasted to gain 18%, or 900 jobs, during 2022-2030 and is deemed to be one of the drivers for additional jobs building on the strong recent performance in this sector. This is followed by the Construction which is forecasted to gain 800 jobs. Health and Social Work is estimated to gain 770 jobs between 2022 to 2030.



Source: UUEPC Local Model – Feb 23

There is a need for economic development in NMD to keep the focus on the medium term, including:

- Continuing the delivery of the Belfast City Region Deal and the emphasis on key sectors and the productivity gains and skills challenges
- Keeping priorities for the Labour Market Partnerships fresh, not only to prevent scarring but also to widen the labour market pool (older workers, female participation, disabled employment rates, etc)
- Consider what can be done to reboot self-employment numbers and broader start-up activity – are their new cohorts to included in this work or new supports/advice around access to finance, etc

Data availability

	NMDDC Data	NI Data	Latest NMD Data
Employment rate (% of 16-64 year olds employed)	Y	Y	2021
LMI unemployment rate	Y	Y	2021
Economic inactivity rate	Y	Y	2021
Employee jobs	Y	Y	2021
Qualifications	Y	Y	2021
Claimant Count	Y	Y	2022
Long-term unemployed (>12 months)	N	Y	N.A.
Long-term claimant count (>12 months on JSA)	Y	Y	2021
Youth unemployment	N	Y	N.A.
Graduate un/employment	N	Y	N.A.
Apprenticeships	Y	Y	2021
Self-employment	N	Y	2021

Source: NISRA Labour Force Survey, Claimant Count; HMRC CJRS.

4. Baseline Information

Below sets out the Strategic priorities for the NMD LMP, the indicators the NMD LMP will impact on and the associated baseline indicator.

Strategic Priority 1:		
To form and successfully deliver the functions of the local Labour Market Partnership for the area		
Indicators to which Local LMP contribute (Source)	2022/23 Baseline	
% LMP members who feel the local LMP is making a positive contribution and delivering effectively (LMP)	% LMP members who feel the local LMP is making a positive contribution and delivering effectively (LMP)	
	Year	LMP Members (%)
	2019	0 (no baseline data)
	2020	0 (no baseline data)
	2021	0 (no baseline data)
	2022	100%

Strategic Priority 2:		
To improve employability outcomes and/or labour market conditions locally		
Indicators to which Local LMP contribute (Source)	2022/23 Baseline	
Theme 1: Economic Inactivity		
% Working Age Economic Inactivity Rate – Excluding Students (NISRA - LMI Portal)	% Working Age Economic Inactivity Rate – Excluding Students	
	2016	18.4%
	2017	24.1%
	2018	24.0%
	2019	18.7%
	2020	18.5%
	2021	18.7%
Theme 2: Skilled Labour Supply		
% Working Age: No Qualifications (NISRA – Labour Force Survey Tables)	% Working Age: No Qualifications	
# All Persons Median Wage (NISRA – LMI Portal)	Year	NMD
	2016	16.1%
	2017	22.1%
	2018	17.9%
	2019	13.0%

	<div> 2020 11.1% 2021 12.9% </div> <div># All Persons Median Wage</div> <div> <table> <tr> <th>Year</th><th>NMD</th></tr> <tr> <td>2018</td><td>£20,767.00</td></tr> <tr> <td>2019</td><td>£21,161.00</td></tr> <tr> <td>2020</td><td>£21,942.00</td></tr> <tr> <td>2021</td><td>£22,621.00</td></tr> <tr> <td>2022</td><td>£24,247.00</td></tr> </table> </div>	Year	NMD	2018	£20,767.00	2019	£21,161.00	2020	£21,942.00	2021	£22,621.00	2022	£24,247.00
Year	NMD												
2018	£20,767.00												
2019	£21,161.00												
2020	£21,942.00												
2021	£22,621.00												
2022	£24,247.00												
Theme 3: Disability													
Resident Employment Rate / working age population (NISRA LFS).	<div>% Employment rate of people with disabilities</div> <div> <table> <tr> <th>Year</th><th>NMD</th></tr> <tr> <td>2017</td><td>30.1%</td></tr> <tr> <td>2018</td><td>31.2%</td></tr> <tr> <td>2019</td><td>42.3%</td></tr> <tr> <td>2020</td><td>45.2%</td></tr> <tr> <td>2021</td><td>37.1%</td></tr> </table> </div> <div>(NISRA –LMI Portal)</div>	Year	NMD	2017	30.1%	2018	31.2%	2019	42.3%	2020	45.2%	2021	37.1%
Year	NMD												
2017	30.1%												
2018	31.2%												
2019	42.3%												
2020	45.2%												
2021	37.1%												

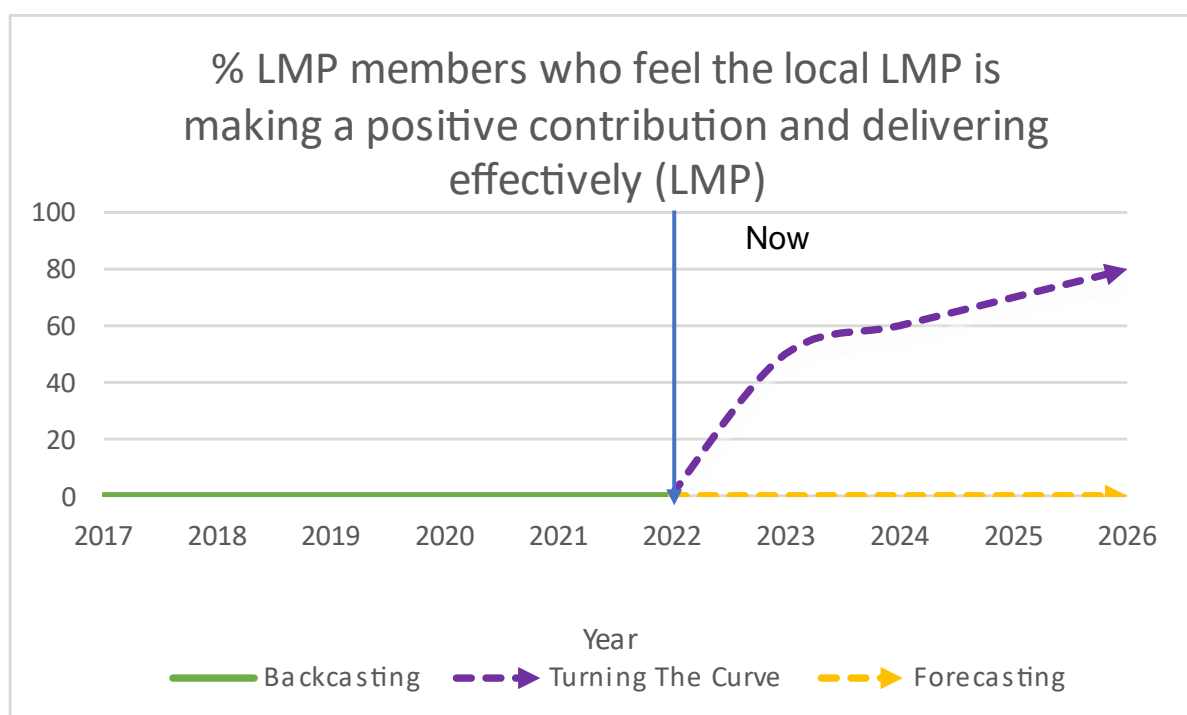
Strategic Priority 3: To promote and support delivery of existing employability or skills provision available either regionally or locally	
Indicators to which Local LMP contribute (Source)	2022/23 Baseline
Theme: Increased awareness	
Increased awareness of existing regional/local employability or skills provision (LMP)	Baseline is currently nil data will be collected in 2023-24 Action Plan

5. Turning the Curve Methodology

At the heart of the NMD Labour Market Partnership is the need to ensure that a quality skills provision is driven by demand for skills in the local economy, leading to reduced economic inactivity and unemployment at a local level. This approach has been consistently adopted by the NMD LMP with a concerted effort to move the Partnership from thinking about timely and outcomes-based interventions, to taking action that can be used to design and monitor Employability and Skills programmes in the future. Given this and as a result of the Policy Context, the Strategic Assessment and the Baseline indicators mentioned above, the NMD LMP has undertaken a '**Turning the Curve**' exercise which focuses in on Outcomes Based Accountability (OBA) across the three priorities of the LMP programme.

SP1 To form and successfully deliver the functions of the local Labour Market Partnership

The NMD LMP will Ensure the delivery of the 2023/2024 Action Plan; through being agile in response to new challenges in the labour market. Regular meetings of the NMD LMP and relevant subgroups will contribute to the % of LMP members who feel the LMP is making a positive contribution.



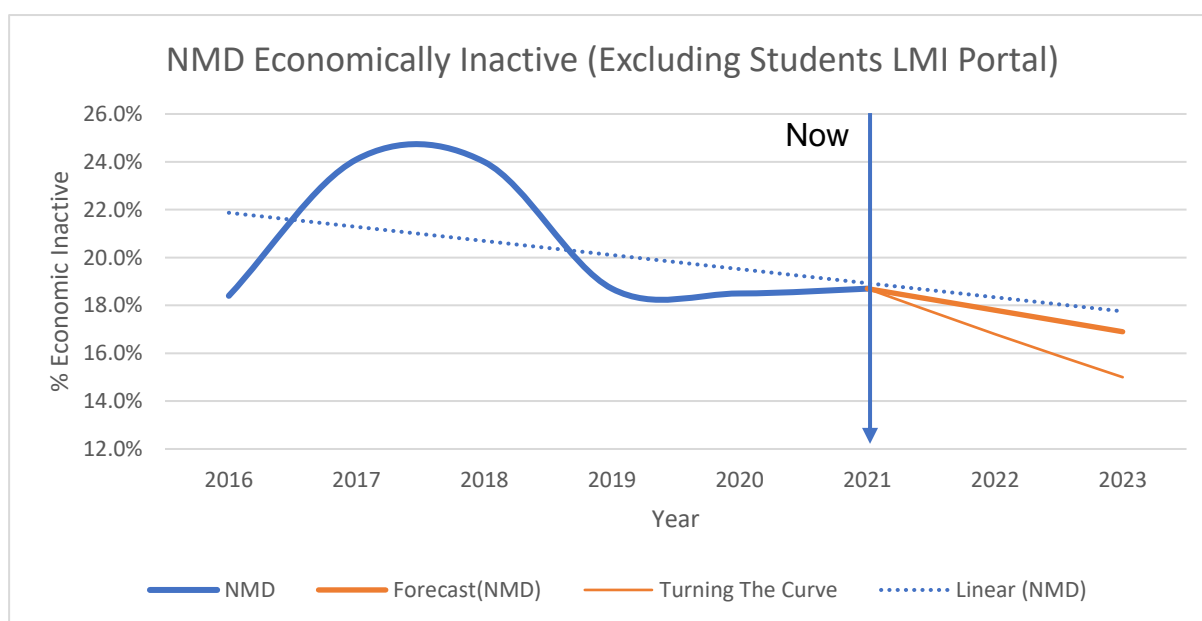
SP2 To improve employability and /or labour market conditions locally focussing on the following themes:

1. Economic Inactivity
2. Skilled Labour Supply
3. Disability

Turning the Curve – Economic Inactivity

The Turning the Curve approach to reducing economic inactivity and supporting people back into employment is shown below. The most common reasons for inactivity are being in full-time education, looking after family, retirement, or being long-term sick. The labour market barriers faced by these groups are varied and complex, ranging from a lack of skills and qualifications to low levels of self-confidence and motivation and negative perceptions of, and attitudes towards, work.

The NMD LMP will seek to address these Access to Work issues by recognising the diverse nature of these groups (including Women, over 50's and Disabled) ensuring that interventions proposed in our Action Plan are designed to help them towards the labour market and will be person-focused and based upon voluntary participation.



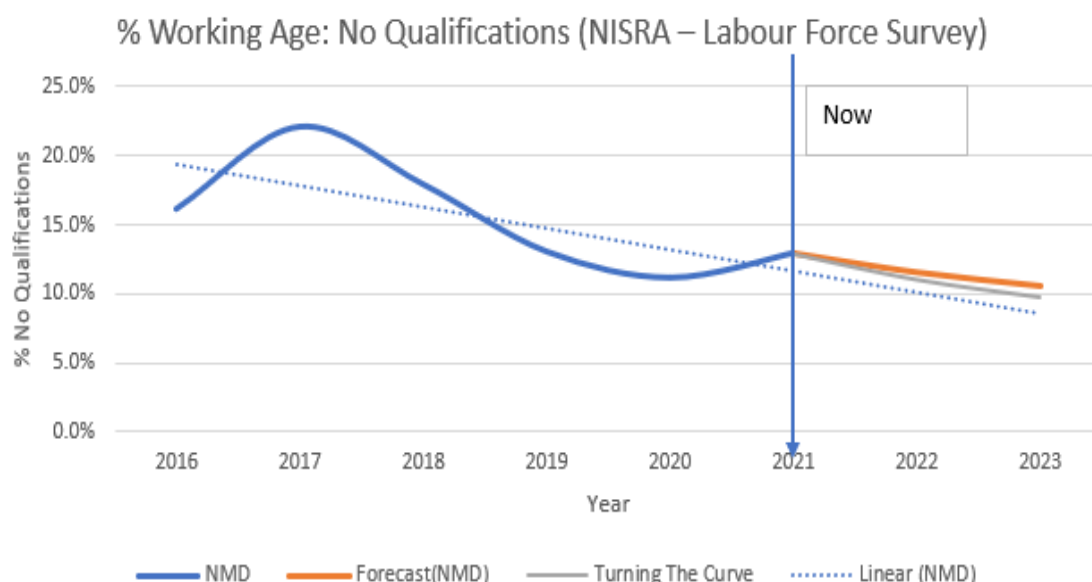
Turning the Curve – Skilled Labour Supply

Having the right skills is a key driver of productivity and is important to individuals, businesses and the macro economy. Skills benefit individuals through increased probability of being in employment and higher wages; individuals with higher levels of qualifications tend to earn more. Businesses and employers benefit from having a more highly skilled workforce which in turn increases output and labour productivity.

For vocational and practical qualifications to support the drive towards a higher skilled workforce it is important for qualification design and delivery to focus on how to promote productivity in the longer term – people with qualifications and highly developed skill-sets are more likely to have stable work backgrounds.

With this information in mind the LMP understands the importance of offering the correct level of qualifications both vocational and practical and putting in place a system of care to ensure that each participant feels supported and encouraged to reach their full potential.

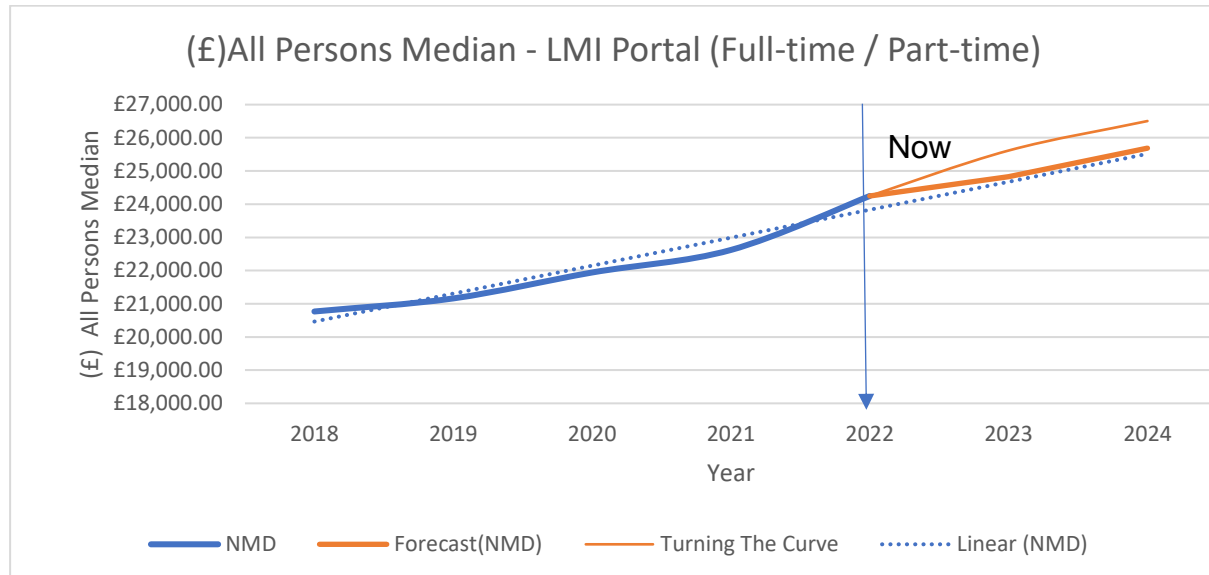
The LMP wishes to ensure that the correct methods of delivery and the implementation of differentiated learning techniques are provided. The partnership also desires to ensure that the right programmes of study and support are correctly matched to meet the needs of the outlined themes identified as high priority across the District. A combination of the continuing legacy of Covid 19, a cost-of-living crisis and a potential recession will pose great difficulties for the economy and residents of NMD. The combination of these economic issues continue to have a disproportionate impact on young people, over 50's and women, as jobs in sectors where women are overrepresented (e.g. retail and accommodation) have been heavily impacted. As a result, the Turning the Curve exercise as depicted below will direct specific interventions to reskill in areas where demand exceeds supply. Particular focus will be on hospitality (chefs, kitchen staff and front of house), Childcare and Construction which through local knowledge and employer engagement the LMP are aware of acute skills gaps. The LMP will also aim to meet the ambitions of 10x strategy through provision of digital skills training for NMD residents.



In addition to increasing the number of people with qualifications it will be important to examine the correlation between and increase in employees with qualifications

and increase in wages and as such we expect to see the earning potential increase for NMD residents.

[Grab your reader's attention with a great quote from the document or use this space to emphasize a key point. To place this text box anywhere on the page, just drag it.]



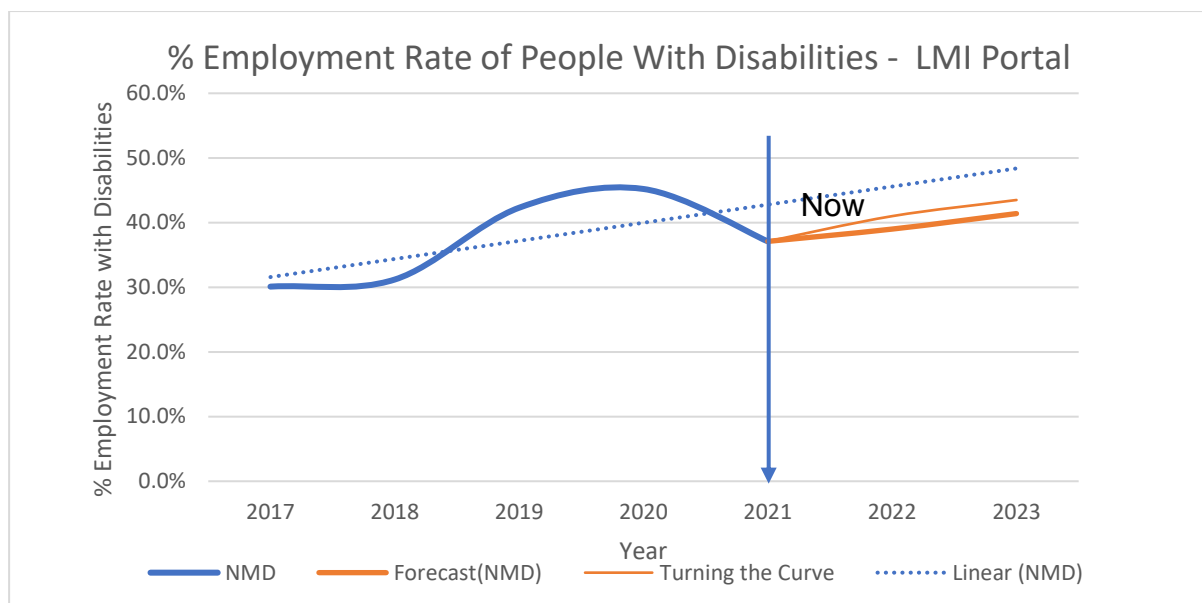
Turning the Curve -Disability

The relationships between work/unemployment, poverty and health are well scripted. People with a disability are more likely to be not working and not actively looking for work than people without disabilities, consequently, they are much less likely to be in employment than people without disabilities.

- In 2021 the NMDDC employment rate for people with disabilities was 37.1%, the employment rate for people without disabilities was 77%. The disability employment rate gap was 39.9 percentage points (pps).
- The disability employment gap for NI in 2021 was 44pps, compared to 29pps for the whole of the UK. Since 2014, the disability employment gap has consistently been higher in Northern Ireland than the rest of the UK.
- The disability employment gap was lowest for those aged 16 to 24 (when compared with other age groups) in 2020, at 25.0pps. This is consistent with trends since 2014 and is due to lower employment rates for those aged 16 to 24 without disabilities.

Source: UUEPC Maximising potential: A review of labour market outcomes for people with disabilities in Northern Ireland

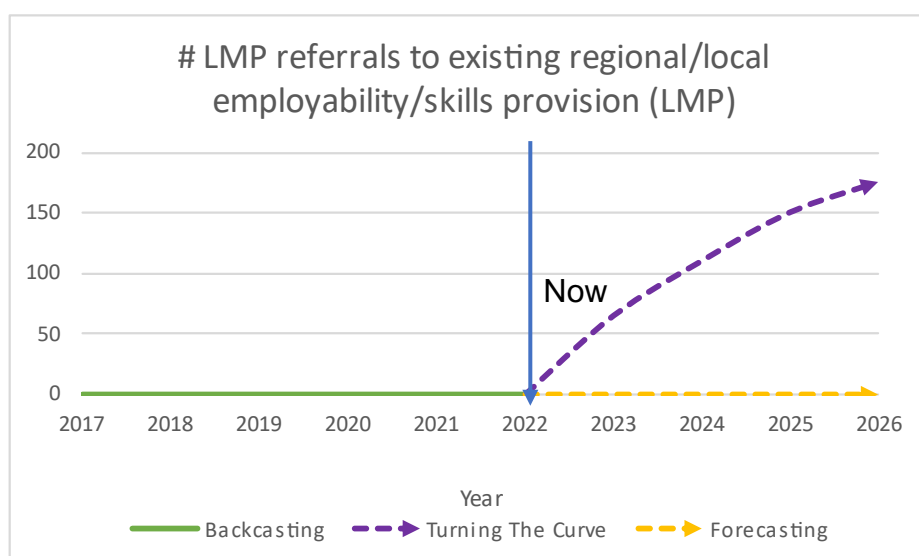
People with disabilities face barriers such as access to transport, the physical environment and limited support in employment, all of which can impact on their ability to participate in employment. The Turning the Curve exercise by the partnership aims to increase the numbers of people with disabilities in employment.



The NMD LMP will focus on understanding what the specific needs are from an employer and participant standpoint to ensure that any interventions are designed to improve employability and skills levels, and which are focused on the areas which reduce economic inactivity and increase qualification levels in the district. During 2022-23 the NMD LMP established a Business to School Working Group bringing together the Area Learning Co-ordinators representing 26 post primary schools from across the NMDDC area as well as local employers. The aim of the Business to School Working Group is to showcase successful NMD businesses to schools, parents and young people in order to encourage a future pool of homegrown talent to remain in the district and ensure the continued growth and success of local business.

SP3 To promote and support delivery of existing employability or skills provision either regionally or locally

Theme: Increase awareness



The activities identified by the LMP as a means of addressing themes identified above are: -

- A Promotional Campaign targeted at creating opportunities for employers to showcase their current and future skills needs to help secure future capacity and capability. This element will be promoted across all themes and target groups & include raising awareness of regional employability programmes and opportunities including Apprenticeships. A further aim is to create opportunities for young people, parents and schools to be better informed, speak to employers, explore options and be better equipped to secure employment locally.
- The NMD LMP takes account that it needs to do as much as it can to reduce economic inactivity and long-term unemployment within the district. It recognises there is no single silver bullet or 'programme', instead we need a joint effort on several fronts to cope with potentially the highest level of long-term unemployment in decades. Working in partnership with strategic partners to deliver on Job and Career Events, provide career guidance and stimulate self-employment are all initiatives proposed in the NMD Action Plan.

Through tailored programmes of promotion of opportunity and a support system via the Partnership, the aim of the above is to break the cycle of Economic Inactivity and to help those most at risk of disengaging from the Labour Market, as well as to showcase the skills gaps available through our Local Employers by encouraging Apprenticeships and sectoral focused programmes, it is hoped that the NMD LMP can turn the curve on Economic Inactivity and bring those furthest from the labour Market back into work.

In summary, the LMP for NMD is committed to working with its strategic partners in the local community and with our local businesses to deliver on the initiatives within the Action Plan below.

6. Action Plan

Strategic Priority 1: To form and successfully deliver the functions of the local Labour Market Partnership for the area					
Indicators	% LMP members who feel the local LMP is making a positive contribution and delivering effectively (LMP)				
Title of Programme	Key Activities, Project Aims and Description	Start Date	End Date	Performance Measures	Delivery Quarter
LMP Delivery	<p>1.1 LMP Delivery and Development</p> <p>Ensure the delivery of the 2023/2024 Action Plan;</p> <p>To be agile in response to new challenges in the labour market.</p> <p>Facilitate meetings of the NMD LMP and relevant subgroups.</p> <p>Establish external delivery contracts to ensure effective management & delivery against the LMP Action Plan.</p> <p>Issue quarterly progress returns on LMP activity.</p>	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> 6 x LMP meetings held <p>How well did we do it?</p> <ul style="list-style-type: none"> Overall total 68/90 and 76% attendance of LMP members at meetings <p>Is anyone better off?</p> <ul style="list-style-type: none"> 12/15 and 80 % of LMP members who feel that they are contributing to the delivery of the LMP. 12/15 and 80 % of LMP members who think that the LMP is making a positive difference. <p><u>Note</u> 15 members * 6 meetings per year = 90 member attendances</p>	1,2,3,4

Strategic Planning	<p>1.2 Carry out a Strategic Assessment for 24-27 and develop 24/25 Action Plan</p> <p>A consultation exercise will be undertaken to research, identify and inform current and future employability and skills supply and demand. It will aid in the scoping of interventions to meet skill gaps, vacancy and recruitment challenges for a future 2025-25 Action Plan.</p> <p>The exercise will inform the design of future initiatives which can be included in a three-year action plan and identify potential opportunities for new sectoral Academies.</p> <p>Research will be agreed with colleges and other stakeholders to create a common approach to local labour market intelligence and improvement of employability outcomes in NMD.</p>	01 Sept 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> Strategic Assessment developed on time to inform LMP Action Plan 2024/25 Action Plan drafted to address identified local needs and approved by Regional LMP <p>How well did we do it?</p> <ul style="list-style-type: none"> 14/15 and 93% of LMP Members who feel that their views have been taken into account with regard to the Strategic Assessment 14/15 and 93 % of LMP Members who feel that their views have been taken into account with regard to the Action Plan <p>Is anyone better off?</p> <ul style="list-style-type: none"> 14/15 and 93% of LMP members reporting increased awareness of local employability and labour market issues 	1,2,3,4
Strategic Priority 2: To improve employability outcomes and/or labour market conditions locally					
Indicators	<p>Theme 1: Economic Inactivity % Working Age Economic Inactivity Rate (NISRA - Labour Force Survey)</p> <p>Theme 2: Skilled Labour Supply</p>				

<p>% Working Age: No Qualifications (NISRA – Labour Force Survey) # All Persons Median Wage (NINIS – LGD2014)</p> <p>Theme 3: Disability % Employment rate of people with disabilities (LMI Portal)</p>					
Theme 1: Economic Inactivity (Access to Work)					
Title of Programme	Key Activities, Project Aims and Description	Start Date	End Date	Performance Measures	Delivery Quarter
2.1 Get Work Ready: Pre-employment support	<p>In Q4 2022/23 NMD LMP launched a pilot Get Work Ready programme; the early success of this programme has demonstrated need for continued delivery in 2023/24</p> <p>The aim of the Get Work Ready programme is to provide targeted, personalised, effective employment assistance and advice to job seekers</p> <p>The desired impact is to support participants to find fulfilling, lasting, paid work and for those claiming Universal Credit and in poorly paid jobs to get better paid work.</p> <p><u>Target participants</u></p> <p><u>Out of Work Participants</u></p> <ul style="list-style-type: none"> • Job seekers with a resident location in the District • 18 to 24-year-olds unemployed 6+ months • 25+ year-olds unemployed 12+ months (long term unemployed) • 18+ year-olds economically inactive 	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> • 80 participants enrolled on programme <p>How well did we do it?</p> <ul style="list-style-type: none"> • 64/80 and 80% participants who enrolled completed the project • 51/64 and 80% of participants who reported satisfaction with the LMP project <p>Is anyone better off?</p> <ul style="list-style-type: none"> • 48/64 and 75% of participants gaining new employment • 24/48 and 50% of participants still in employment 6 months after finishing participation (If applicable) • 56/64 and 88% of completers who reported feeling more confident 	1,2,3,4

	<p><u>Underemployed Participants</u></p> <ul style="list-style-type: none"> • Universal Credit claimants who are in low paid employment and who want to increase their income • Those at risk of losing their job • Others that although not long-term unemployed are considered by the LMP to warrant the provision of intensive employment support services. <p>Outputs of the Programme:</p> <ul style="list-style-type: none"> • 80 eligible participants are to be supported on the programme <p>Key Performance Indicators (KPIs):</p> <ul style="list-style-type: none"> • 75%: Job Entry Rate That is the proportion of all participants who secure employment by 31st March 2023. Employment must be for at least 16 hours per week at, or above, the National Minimum Wage. • 50%: Sustained Job Rate The proportion of Job Entries which are sustained in employment for 12 weeks • 15%: Earnings increase In-work UC claimant participants to increase their earnings (with current or new employer) by over 15% by 31st March 2023 			regarding their employability as a result of participation on the project	
--	--	--	--	---	--

	<p>Programme Components – 16 Weeks Maximum Support</p> <ul style="list-style-type: none"> • The duration of service a participant is entitled to will be a <u>maximum of 12 weeks</u> of intensive and personalised support to find employment • For those that secure employment a <u>maximum of 4 weeks additional</u> follow-up advice will be offered, including in-work support <p>Implementation – Core services</p> <ul style="list-style-type: none"> • One-to-One Meeting with a Caseworker • Personalised Action Plan (PAP) • One-to-one review meetings with participants • Employability Skills Support • On-going Job matching support <p>Implementation – Wrap Around services</p> <p>Wraparound targeted services are provided on a “as-needed basis” to help participants overcome individual barriers to employment</p> <p>Signposting</p> <p>Signposting and referrals will include DfE Career Service, DfC Work Coaches, health service initiatives and other community services.</p>				
--	---	--	--	--	--

<p>2.2 Enterprise Pathways Programme – Go for It</p>	<p>Specialised, mentoring and business support between ‘Go for It’ participation (the creation of a business plan), establishing and growing a new-start company which offers more sustainable employment for the participant. (i.e. PT or FT self-employment for the business owner)</p> <p>A programme of mentoring support will be offered for up to 3 months along the business start-up journey.</p> <p>Eligible participants will have completed the Go For It Programme and be</p> <ul style="list-style-type: none"> • Economically inactive • Unemployed • Under employed <p>(Under employed: those who would like to work more hours either in their current job, a supplementary job, or in a new job)</p> <p><u>Business Start-up Fund (Grant).</u> To operate a start-up fund which provides financial assistance towards business startup costs. Participants on the programme can apply for financial assistance to assist with start up costs</p>	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> • 30 entrepreneurs enrolled on the programme <p>How well did we do it?</p> <ul style="list-style-type: none"> • 24/30, and 80 % of participants who completed the project. • 20/24, and 83 % of participants who reported satisfaction with the project. <p>Is anyone better off?</p> <ul style="list-style-type: none"> • Overall total 19/24, 79% of participants reporting they have commenced self-employment. • Overall total 14/19 and 74% of participants still in self-employment 6 months after finishing participation. 	1,2,3,4
---	--	-----------	-----------	---	---------

	aligned to the business plan for the startup enterprise.				
2.3 Enterprise Readiness Programme – ESS (ERP)	<p>NI Councils are launching in 23/24 a new entrepreneurship support service (ESS). NMD LMP will add additionality to the ESS programme, supporting key target groups through their enterprise pathway journey</p> <p>The Enterprise Readiness Programme (ERP) will support individuals with entrepreneurial aspirations but who require additional pre-enterprise support. ERP will encourage them to develop enterprise skills, supporting them into sustainable employment or self-employment</p> <p>Eligible participants may include: economically inactive; unemployed 18-24 year olds; 25+ long-term unemployed; those claiming UC, underemployed and those at risk of losing their job.</p> <p>The ERP will provide: Personalised Development Support i.e.</p> <ul style="list-style-type: none"> • Resilience • Confidence building • Decision making 	1 Sept 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> • 10 participants enrolled on the programme <p>How well did we do it?</p> <ul style="list-style-type: none"> • 8/10 and 80% of participants who completed the project. • 6/8, and 75 % of participants who reported satisfaction with the project. <p>Is anyone better off?</p> <ul style="list-style-type: none"> • Overall total 6/8 and 75 % of participants reporting they have commenced employment. • Overall total 4/6 and 67% of participants still in employment 6 months after finishing participation. • 6/8 and 75% of participants who gained a qualification as a result of participation on the project 	3,4

	<ul style="list-style-type: none"> • Communication skills • Challenges presented by mental health, emotional well-being and addiction issues <p>Reskilling /Upskilling Opportunities i.e.</p> <ul style="list-style-type: none"> • Financial Management • Essential Skills packages: ICT, English, Maths • Digital marketing • Customer awareness • ESOL • Additional enterprise awareness support <p>Start-up fund</p> <ul style="list-style-type: none"> • To support participants overcome financial barriers associated with securing employment or become self employed • i.e. short term personal support i.e., childcare, start-up costs i.e., stock, equipment, marketing etc • Participants on the programme can apply for a grant to assist with start up costs aligned to the business plan for the startup enterprise. 				
--	---	--	--	--	--

Theme 2: Skilled Labour Supply (Skills for Work)					
Title of Programme	Key Activities, Project Aims and Description	Start Date	End Date	Performance Measures	Delivery Quarter
2.4 Upskilling for Growth	<p>Employee Upskilling: Meeting employer needs & supporting career progression</p> <p>Supporting employers to upskill staff to enable career progression for those underemployed or employed & seeking career progress; creating employment vacancies and opportunities for those entering the labour market.</p> <p>Engagement Engage with local employers to identify their upskilling requirements and address their skills shortages via progression opportunities for existing staff.</p> <p>Support the upskilling of employees which enables job and career progression.</p> <p>Employers will be asked for the number of vacancies that may be realized.</p> <p>Delivered in partnership with SRC and SERC as the upskilling / training</p>	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> 10 Employers Engaged 75 participants enrolled <p>How well did we do it?</p> <ul style="list-style-type: none"> 8/10 and 80% of employers reporting satisfaction with project. 56/75 and 75% of participants enrolled who completed the project 50/56 and 89% of participants reporting satisfaction with project. <p>Is anyone better off?</p> <ul style="list-style-type: none"> 8/10 and 80 % of employers have created new jobs as a result of the support received 45/56 and 80% of participants who gained a qualification as a result of participation on the project 28/56 and 50% of participants who moved into higher paid employment 	1,2,3,4

	<p>providers. Will include a range of upskilling / reskilling opportunities from L2 to L7 and will be available across 2 campuses in response to employer need and demand.</p> <p><u>Examples of training may include</u></p> <ul style="list-style-type: none"> • Leadership and Management • Strategic Management • Data Analytics • Trade and Export • Electrical Vehicle Charging Installation • Intro to Hydrogen Boilers • HVO Bio Fuels 				
2.5 HGV # 2 Bus and Drivers Academy	<p>Continued delivery of the HGV #2 Bus and Drivers Academy which was commenced under 2022/23 LMP Action Plan</p> <p>27 participants were recruited on to the academy at 31/3/23 and being supported to obtain provisional licenses</p> <p>During 2023/24 the following outcomes will be delivered Participants supported to obtain theory tests Participants supported to obtain practical tests</p>	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> • 27 participants enrolled on the project <p>How well did we do it?</p> <ul style="list-style-type: none"> • 19/27 and 70% of participants enrolled who completed the project • 16/19 and 84% of participants reporting satisfaction with project. <p>Is anyone better off?</p> <ul style="list-style-type: none"> • 15/19 and 79% of participants gaining new employment • 14/19 and 74% of participants who gained a qualification as a result of participation on the project 	1,2,3,4

	Participants supported to access and secure sustainable employment			<ul style="list-style-type: none"> 8/15 and 53% of participants still in employment 6 months after finishing participation 	
2.6 Employability Academies: Development Plan	<p>Identify, design and deliver a range of employment academies for skill interventions in sectors and occupations where opportunities for employment is identified with employers.</p> <p>Academies we consider delivering include</p> <ul style="list-style-type: none"> Construction Academy Women Returners – Business Admin Childcare/Classroom Assistant Academy Digital Skills Fibre Academy Hospitality Academy Drivers Academy Marine / Fisheries <p>Final academies delivered will be determined following consultation with stakeholders and employers to ascertain demand.</p> <p>NMD LMP will also seek to include interventions which meet recommendations of regional LMP including:</p>	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> 134 participants enrolled <p>How well did we do it?</p> <ul style="list-style-type: none"> 100/134 and 75% of participants successfully complete the academy 80/100 and 80% of participants reporting satisfaction with project. <p>Is anyone better off?</p> <ul style="list-style-type: none"> 68/80 and 85% of participants who gained a qualification as a result of participation on the project 60/80 and 75% of participants gaining new employment 30/60 and 50% of participants still in employment 6 months after finishing participation 	1,2,3,4

	<ul style="list-style-type: none"> • Supporting action on climate change by enabling green jobs; • Addressing the disability employment gap; • Utilising opportunities arising from City & Growth deals; • Supporting the aims and implementation of the Skills Strategy; and • Promoting diversity and inclusion <p>Target groups will be: unemployed; economically inactive; underemployed; at risk of redundancy.</p> <p>Mentoring support and guidance to be available to participants to support their engagement throughout their participation on the academy and follow on support to create a stepping stone into employment or further training.</p>				
2.7 A Place to Work: Job & Skill Matching Digital employability & skills platform	A Place to Work aims to: <ul style="list-style-type: none"> • Promote the district as employment location • To create awareness of the key sectors • To create awareness of local employers • To create awareness of and access to career pathways 	01 Apr 23	31 Mar 24	How much did we do? <ul style="list-style-type: none"> • 10 employers engaged How well did we do it? <ul style="list-style-type: none"> • 8/10 and 80% of employers reporting satisfaction with project. Is anyone better off?	1,2,3,4

	<ul style="list-style-type: none"> Promote NMD as a good place to work with opportunities for progression. <p><u>To develop digital content that will:</u></p> <ul style="list-style-type: none"> Link to students / job seekers to NMD employers Inform about key sectors Showcase video content of businesses, including testimonials from employers and employees Signpost to Job Centre Online <p>The platform will also link with:</p> <ul style="list-style-type: none"> Colleges: reskilling, upskilling & apprenticeship opportunities Employability and training providers Community and voluntary organisations. <p><u>To deliver an engagement “Place to work’ Campaign that will</u></p> <ul style="list-style-type: none"> Increase awareness of the range of career opportunities available locally and the pathways to access jobs. Particularly targeting job seekers, economically inactive, students, and graduates. 			<ul style="list-style-type: none"> 8/10 and 80 % of employers who reported feeling more confident that their business would be more successful. 	
--	--	--	--	--	--

	<ul style="list-style-type: none"> Promote employers and showcase local employment opportunities across NMD. 				
Theme 3: Disability					
Title of Programme	Key Activities, Project Aims and Description	Start Date	End Date	Performance Measures	Delivery Quarter
2.8 Employer Engagement Disability Awareness Raising Events	<p>Host 2 events to engage local employers and train and update around disability & employment issues.</p> <p>Session content to include:</p> <ul style="list-style-type: none"> What is a disability? Breaking down the Disability Discrimination Act 1995 Disability Advisory Services 	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> 40 employers engaged <p>How well did we do it?</p> <ul style="list-style-type: none"> 32/40 and 80% of employers reporting satisfaction with project <p>Is anyone better off?</p> <ul style="list-style-type: none"> 32/40 and 80% of employers have increased awareness of disability and employment issues 16/40 and 40% of employers have supported job seekers with a disability to access employment opportunities 16/40 and 40% of employers participating reported the event would assist in filling vacancies 	1,2,3,4
Strategic Priority 3: To promote and support delivery of existing employability or skills provision either regionally or locally					
Indicators	1. # LMP referrals to existing regional/local employability/skills provision (LMP)				
	Key Activities, Project Aims and Description	Start Date	End Date	Performance Measures	Delivery Quarter

3.1 Employment Pathway Events	<p>Support delivery of 3 nr Jobs and Career fairs and events, including sectoral focused events where scope and opportunity exists.</p> <p>Opportunity to showcase key sectors, and career opportunities.</p> <p>Enhanced Career Guidance aligned to local opportunities:</p> <ul style="list-style-type: none"> Two Jobs Fairs – NMD- wide employment opportunities One event for career teachers and schools 	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> 500 attendees at events 50 employers participating <p>How well did we do it?</p> <ul style="list-style-type: none"> 200/250 and 80% of attendees rated the events as helpful for finding work / training 32/40 and 80% of employers reporting satisfaction with event <p>Is anyone better off?</p> <ul style="list-style-type: none"> 188/250 and 75% of attendees feel more informed of career opportunities 24/40 and 60% of employers participating reported the event would assist in filling vacancies 	1,2,3,4
3.2 Increased awareness of employability and skills programmes	<p>Increase awareness among job seekers and those who wish to upskill of the range of employability and training support there is available through:</p> <ul style="list-style-type: none"> Events targeting participants and employers Regular updating of JBO's on LMP Programmes 	1 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> 200 attendees at supported events <p>How well did we do it?</p> <ul style="list-style-type: none"> 80/100 and 80% attendees reporting satisfaction with events <p>Is anyone better off?</p> <ul style="list-style-type: none"> 75/100 and 75% of attendees reporting the events increased their knowledge of the work of the LMP/Employability NI 	1,2,3,4
3.3 Promoting apprenticeships,	The LMP will work with DfC, DfE and Colleges, to increase the number of employers offering placement,	01 Apr 23	31 Mar 24	<p>How much did we do?</p> <ul style="list-style-type: none"> 500 students attending events 	1,2,3,4

traineeships and placements as pathways to employment	<p>traineeships and apprenticeship opportunities.</p> <p>We will promote to employers the benefits of recruiting through opportunity pathways, such as Apprenticeships, traineeships, and work experience placements.</p> <p>We will aim to increase the number of school leavers considering apprenticeships as a pathway to employment. The campaign will:</p> <ul style="list-style-type: none"> • Bust myths • Target parents, schools • SRC Big Apprenticeship event • Promote value of employer engagement. <p>We will use a wide range of communication channels including events, social media, print, and digital platforms.</p>			<ul style="list-style-type: none"> • 40 employers engaged <p>How well did we do it?</p> <ul style="list-style-type: none"> • 200/250 and 80% of attendees at events report that the event was informative • 22/30 and 73 % of employers who reported the event was a good platform to showcase their sector <p>Is anyone better off?</p> <ul style="list-style-type: none"> • 200/250 and 80% of attendees feel more informed of career opportunities • 200/250 and 80% of attendees reporting the events increased their knowledge of the work of the LMP/Employability NI 	
--	---	--	--	--	--

For further Information on NMD Labour Market Partnership:

Email: business@nmandd.org

Social Media Platforms:

- www.facebook.com/nmdbusiness
- www.twitter.com/nmdbusiness
- <https://www.linkedin.com/company/nmd-business/>
- <http://nmdbusiness.org/nmd-business-e-zine-sign-up1/>