



Maria Lloyd
Lead Employment Liaison Office
Swansea Council

'FIND YOUR PATH' - HOW TO RECRUIT GENZ

Swansea Council – MARIA LLOYD – Lead Employment Liaison Officer

Swansea, the second largest city in Wales, with its legendary nightlife centred on Wind Street and the recently developed SA1 area, is a must for any visitor. Swansea is known for being the birthplace of poet Dylan Thomas, and home of the Swans, who were until very recently in the Premier League.

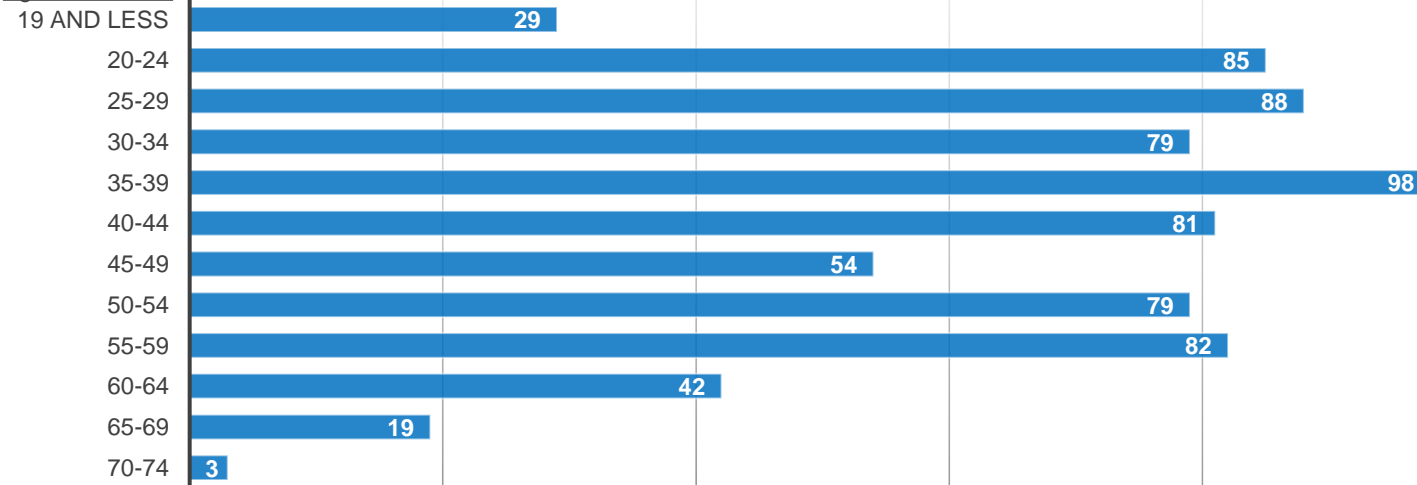
Swansea has pockets of high deprivation, with an above-average share of its neighbourhoods in the top 10% most deprived in Wales, and it faces challenges like high homelessness rates and a significant number of children living in poverty.



Cyngor **Abertawe**
Swansea Council

- Swansea Population 246,000
- Employed Population 73%
- Unemployment Population 27%
- NEETS 6% (Wales Wide)
- Swansea Council employees 6700 persons across the Local Authority
- Corporate Building Services 700 employees

Age Distribution



Corporate Building Services - 80 Apprentices across 7 trades, including 2 females

Recruitment

Apprentice launch is during Apprenticeship week

-Department of Work and Pensions

-Colleges

-Online Presentation

-HMP – Swansea (Pending Leavers)

-Social Media Forums

PATHWAYS TO WORK

Formerly funded by the SPF, until the change of Government, and now it's solely Central Government

- Economically inactive
- Students
- Prison Leavers
- Refugee and Asylum Seekers

Barriers to Work

- Lack of Qualifications
- Lack of skills and experience
- ALN
- Language Barriers
- Change of Career
- Transportation Issues
- Childcare

Referral System

- DWP
- Careers
- Support Services
- Local Area Coordinators
- WOM
- Self Referral

Mentoring and Employment Liaison Officers

Intensive Employability Support

- CV Writing
- Training and Upskilling
- Supporting with Application Forms
- Supporting with Mock Interview
- Paid Work Placements
- Voluntary Initiatives
- Trial Work Opportunities
- Funding Support – Clothing, Bus Passes

Recruitment

- Job Fairs
- Sector Specific Events
- Partnership Working
- Social Media
- Local Employers (internal / external)
- Hubs Across Swansea

Thank you

Maria Lloyd
Lead Employment Liaison Office
Swansea Council