



CANOLBWYNT CYFLOGAETH
CONWY
EMPLOYMENT HUB

CYMORTH HYFFORDDIANT GRYMUSO
SUPPORT TRAINING EMPOWERMENT

DECEMBER 2022

Hub News



WELCOME

It's hard to believe that we are only three weeks to Christmas and that another very busy year is fast drawing to a close!

There have been many exciting developments within the Hub this year, and most notably we have recently introduced a Youth Hub. Children and young adults are among those who suffered the most from the pandemic and on the back of securing additional funding through the Welsh Government Young Person's Guarantee, we will have two full-time mentors to support and help 16-24 year olds gain skills and employment.

We also produced our first Annual Report. It is very easy for all businesses and organisations to continually look forward, but some reflection is also good and we found compiling this a very useful exercise in demonstrating our achievements to stakeholders. The feedback we have received has been extremely positive, but if you didn't receive a copy and would like to, you'll find details on how you can request one in this newsletter.

I hope it's not too early to wish you a happy Christmas, and wish you a very happy and successful 2023.

Libby Duo, Strategic Manager

EDITION 4

Newsletter Highlights

[Young Person's Programme](#)

[Employer Support](#)

[Community Renewal Fund](#)

[Movers & Shakers](#)

CONWY DATA

The Regional Skills Board has recently produced its Quarter 2 Economy Overview for Conwy:

- The county's population stands at 118,001, an increase of only 1.181% on last year. In the next 5 years, it's projected to only grow by an additional 1.47%.
- The total working age population (16-64) is 65,495, of which 16,689 are not in the Labour Force, and of the remaining 48,806, 1,651 are unemployed.
- Retirement risk is high in Conwy, with 55,468 people expected to be retiring soon.
- Jobs have decreased by 3,778 over the last 5 years, and the projected growth is only 332 over the next 5 years.
- Average Wages in 2021 was £22,700, which is £7.8k below the National average.
- The top three growing industries are Administrative and Support Service Activities, Transportation and Storage, and Human Health and Social Work Activities.
- The number of jobs in Hotels and Similar Accommodation has declined by 28%, although Accommodation and Food Service Activities is the second largest industry in the county.



If you are in the Health and Social Care Sector you might find the following stats of interest:

- The total number of jobs in this sector was 6,960 in 2021 and it is expected to grow by only 0.1% in the next few years which is less than the National Average growth of 2.7%. North Wales as a region is forecast to lose 166 jobs in this sector by 2025.
- 22.3% of jobs in this sector were Care Workers and Home Carers, and Nurses at 13.4%.
- The average wage in this sector was £23,050 in 2021 which is less than the National Average of £26,497.

* Data Source and Calculations

The RSP Report contains data from Emsi's Input-Output model. It is based on data from the Office for National Statistic's Input-Output supply and use tables, Census flows data, UK Business Counts from BRES, and several Emsi in-house data sets.

CONWY EMPLOYMENT HUB ANNUAL REPORT

2021-2022 was a resounding success for Conwy Employment Hub, and to celebrate our achievements we produced our first Annual Report which was circulated last month. If you didn't receive the Report and would like a copy please email us at ceh@conwy.gov.uk.

Alternatively, an Accessible version of the Report can be read [here](#).



YOUTH HUB

Having secured additional funding from the Welsh Government's Young Person's Guarantee to help and support 16 to 24 year olds into employment and/or training to develop lifelong skills, we felt it was important to establish an identity for our new Youth Hub, which sits within the Conwy Employment Hub.

The new logo has been designed by Youth Friendly in Conwy, who are specialists in using design, film and media to communicate with children and young people. They firmly believe that all work must engage, relate and communicate for it to be effective.

We are delighted they have captured the energy, aspiration and the positive journey we offer participants, and it also got the thumbs up from their Youth Advisory Group (older teenagers who live in Conwy) who were involved in the design process.

The Young Person's Guarantee is a Welsh Government programme for Government commitment, which is funded in part through the Communities for Work + programme.



Canolbwynt Cyflogaeth
Conwy Employment Hub



COST OF LIVING CRISIS

As we all struggle to keep our heads above water, we are doubling our efforts to offer advice and support to the Conwy residents.

While there is no magic wand to end everyone's financial woes, there are resources to help and our team of Mentors and Advisors are armed with all the up to date details.

This includes support for those aged over 60, Benefits Advice, Disability Support, Family Support, Grants, Foodbanks, and support with household bills as well as Debt Advice and Solutions.

We are continuing with our regular Drop-In sessions around the county and are working closely with Family Centres and Libraries to ensure we are where the community needs our support most.

We also held an Information Session on Illegal Money Lending at the end of November to prevent people being exploited. The session was run in conjunction with the Illegal Money Lending Unit which is part of Trading Standards. It has the power to investigate loan sharks, prosecute them and importantly help borrowers by writing the loan off.



ARE YOU STRUGGLING TO FILL VACANCIES?

Over the years we have worked with many businesses and organisations across Conwy to help fill their vacancies, and we are always on the lookout to build new relationships with local employers, and help even more people find sustainable work.

Unlike an employment agency, there is no fee involved when we help to identify suitable candidates for jobs. Our team of highly skilled mentors and work coaches are brilliant at getting to know our participants, and we pride ourselves on matching the right people for the right job.

There are many ways in which we can help to promote your vacancies;

- We can arrange for a representative from your business to join one of our weekly meetings via Teams, offering the opportunity to talk to our mentors about the roles you are recruiting for.
- We are on the radio twice a week, and again we can arrange for a representative to join us and talk to our listeners live on the airways.
- We can also set up online information sessions via Teams, allowing people to join virtually and learn about your vacancies and discover what a day's work looks like in your business / organisation.

Our Communities for Work Plus Employer Engagement Officer, Clare Kingscott is passionate about helping people to find employment that they will enjoy, and believes this is the key to job sustainability. "When someone comes to us looking for work, it is important to find out what their interests are, and what kind of working environment would suit them. Sometimes we might suggest someone could expand their skillset and undertake some training or take part in a course, and this in turn benefits our employers, especially when we have been able to identify any skills gaps that would benefit the workplace."

"Having a job is so much more than paying the bills. We spend a vast amount of our time working, and going to work should be enjoyable so it is important to us as a team that we help people to find a job that they look forward to leaving the house for, and it is equally as important that the employers we work with are happy with the candidates we put forward."

So why not get in touch today and find out how we can help to strengthen your workforce?

BREAKING NEWS ...

As part of our continued support of Bayside Radio, we're delighted to announce our sponsorship of the station's News bulletins.

The 12 month contract, which started in November, will ensure listeners hear our 15-20 second opening sponsorship credit before every News bulletin throughout the day.

The credits will follow the same format but the creative content will vary, and currently we have two versions which are broadcast in rotation.



WELCOME TO THE TEAM

Rees Brown has joined the Hub as Communities for Work Plus (CfW+) mentor. He previously worked across multiple employability projects throughout Anglesey and Gwynedd with Mon Communities Forward, as a mentor, employer engagement officer and manager of a team dedicated to supporting employers of all sizes to recruit and develop. Having recently moved to the area, Rees is looking forward to further integrating himself into the community, and supporting Conwy residents into employment. Outside of work, Rees plays football for Mochdre Sports FC, and with their new kit sponsors, Conwy Mind, they're helping raise awareness of Mental Health in Conwy.



Sarah Davies has been a CfW+ mentor since July 2021, and with the Hub's additional funding to support the young people aged 16-24, Sarah is now focusing solely on improving engagement with this age group and will work with them on overcoming any barriers they have to support them into employment or training. Outside of work, Sarah runs Shine, a theatre arts academy which teaches singing, acting and dance to school children in Corwen and Denbigh, culminating in two sell out shows every year.

Lyndsay Edwards has joined the Hub team as Communities for Work Plus mentor to work with Sarah supporting young people aged 16-24. She has been a work coach/ employment adviser supporting residents of Conwy into employment for nearly 17 years and has run local job clubs and drop in sessions supporting people with CVs, job applications and any other employment help required to enable the community in moving forward with their lives and make a difference. Outside of work, Lyndsay enjoys Crossfit, trail running in the mountains and watching rugby. She also helps run a local juniors rugby club which caters for 4 to 18 year olds which is so successful and popular that it now has over 180 players registered.



Emma Thomas was appointed as CfW+ mentor that specialises in recruiting into the social care sector. She joined us in June transferring from her role as a Family Worker with CCBC. She has previous experience as an Employment Facilitator with North Wales Training and as Referral Coordinator with the charity Adferiad Recovery. She is pleased to have secured this unique joint role working with both the Hub and Workforce Development Team and hopes to successfully raise the profile of working within social care by highlighting all the rewarding roles the sector has to offer. Outside of work, Emma is a 'soccer mom' and her free time is mostly given up supporting her son play in his local league.

Sarah Jones has joined the team as CfW+ mentor taking over Sarah Davies' role. Sarah previously worked in recruitment for 21 years supporting job seekers across North Wales and placing them in temporary or permanent roles. Sarah managed a team in Colwyn Bay with a temporary agency workforce of up to 200 staff. She is now looking forward to supporting people to overcome their barriers to employment and help them find a path to their ultimate goal.



COMMUNITY RENEWAL FUND

The last quarter has been busy for the Projects funded by the UK Community Renewal Fund (CRF):

- **Community Cooking Workshop**

Five fun community cooking workshops focusing on creating affordable, healthy and tasty meals using store cupboard and food bank basics were held in Family Centres in Llanrwst, Colwyn Bay, Abergele, Llandudno and Llandudno Junction.

- **Social Media and Marketing**

A 6-week course with Teresa Carnall from TBC Marketing to teach new business owners how to use Social Media to market their business.

- **Crest Course**

A two-day course over four weeks with Crest which gave people an insight into various career choices including retail, care/support work and woodworking/joinery while providing skills and work experience.

- **Family Fun Days**

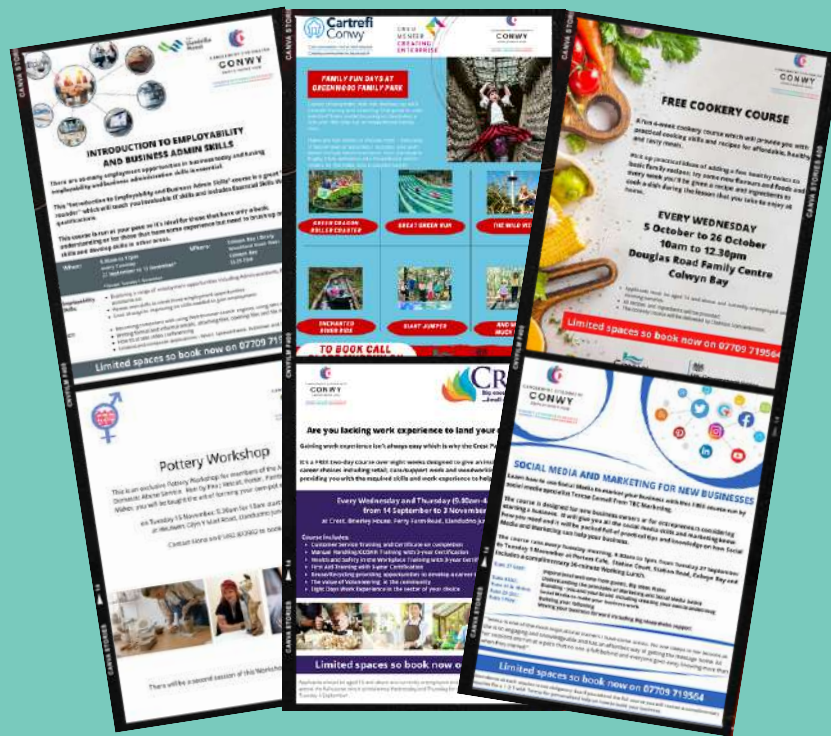
We teamed up with Cartrefi Conwy and Creating Enterprise to offer families from social housing a free family day out at GreenWood Family Park.

- **Pottery Workshop**

Two exclusive Pottery Workshops for members of the Aberconwy Domestic Abuse Service.

- **Foraging Day**

Working with Creating Enterprise, we ran a family outdoor activity day for its Working Families Project. The event was a huge success with families taught the art of foraging and how to identify the plants and fruits that grow wild and provide an incredible and edible feast for free. This was followed by lunch in a cafe and a guided tour of Conwy Castle.



- **Employability and Business Admin Skills**

An 11-week course with Grwp Llandrillo Menai. This was a great all-rounder teaching invaluable IT skills.

- **Headway**

We partnered with Headway, the brain injury association to offer members of the Conwy group a day out on the historic Welsh Highland Railway from Caernarfon to Porthmadog. The trip was an important element of Headway's Art Workshops which got participants using crafts to embed their day's memories.



CONFIDENTLY YOU

Confidently You is another Community Renewal Fund project which is having a major impact on the participants by reducing social isolation, building resilience and increasing confidence/self-esteem through a range of activities and one to one mentoring. Out of a cohort of 41 participants, five have gained full time employment, two participants are volunteering, one participant has gone into full time education, 3 have gone on the NHS Mentor Circle which enables them to have a six-week work placement with Betsi Cadwaladr University Health Board, and more than a quarter have gained recognised qualifications that will help them in their search for a job.

If you're visiting Venue Cymru in the next few weeks, keep an eye out for the Confidently You Landscape Inspired Textiles Exhibition. The work was inspired by the landscape of Colwyn Bay, family and friendships and is the result of Cyfunio / Fusion workshops the participants attended which were led by renowned textiles artist Cefyn Burgess.

ON THE MOVE!

Our next advertising campaign will see the Hub clocking up some mileage as we'll be running a four-week campaign on the local buses.

The campaign, which starts in January, includes 12 Rear Bus ads and 15 Interior Passenger Panels. We'd love to know where our adverts are seen so if you see one and it's safe to do so, please take a photo and email it to us at ceh@conwy.gov.uk or share it on Facebook and tag us in.



Contact Conwy Employment Hub on 01492 575578, email ceh@conwy.gov.uk or visit <https://www.conwy.gov.uk/conwyemploymenthub>

Conwy Employment Hub runs the following Welsh Government Employability Programmes: Communities for Work and PaCE which are supported by the European Social Fund, and Communities for Work Plus which also funds the Young Person's Guarantee. For more information on the programmes visit <https://bit.ly/CEHProgrammes>

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