

## Business Spotlight Project Gatwick Diamond Pilot

Coast to Capital's Skills and Labour Market Research report identified a population gap of residents aged 20-40. As part of the engagement for the Local Industrial Strategy we carried out three Youth Consultation sessions with students 17+ in the area, across which 24 out of 32 participants said that they will seek employment outside of their local area due to better opportunities and career progression. This demonstrates an opportunity to do more to attract and retain young people to work in this area. In order to do this, we identified a need to research what is already happening in terms of careers activities and educational outreach, how this practically fits in with schools and how they operate, and whether there is scope for improvement. This pilot project aims to reach a set of recommendations for businesses and educational institutions in the Coast to Capital area, by engaging with organisations who are running successful educational outreach programmes and/or activities, and consulting with careers leads in schools on the practicalities of these programmes, which will form a report that can be used as a knowledge sharing tool internally at Coast to Capital for the Enterprise Coordinators and Growth Hub team who work with education providers and businesses as part of their daily role.

The aim of the project is to facilitate communication and better ways of working between business and education to increase the accessibility of careers activities and education outreach offer by businesses to students, to inform and inspire career choices of our future workforce.

The project is being piloted in the Gatwick Diamond area, and the project team have engaged with four businesses (Fig 1). We are now moving into the Career Lead engagement stage, with a view to finalise the report by May 2020 (Fig 2).

| Organisation  | Location (in C2C) |
|---------------|-------------------|
| L3Harris      | Crawley           |
| Red River     | Horsham           |
| Thales        | Crawley           |
| Wilmott Dixon | Crawley           |

Figure 1. Businesses engaged with as 'Spotlight' organisations in the Gatwick Diamond pilot

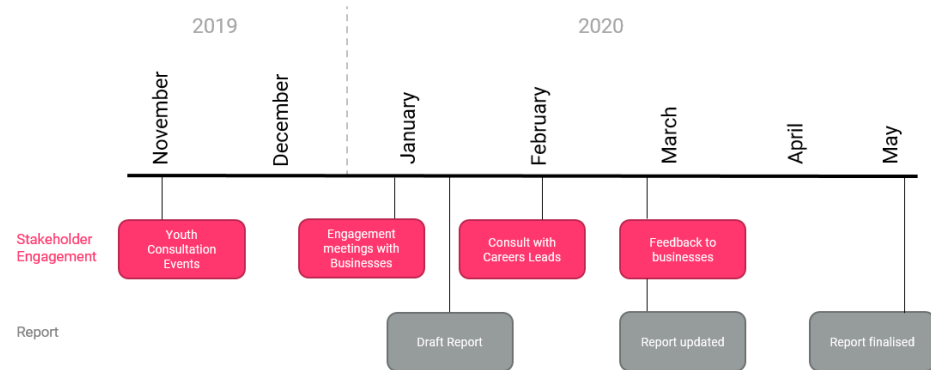


Figure 2. Business Spotlight Project Gatwick Diamond Pilot Timeline