

BROMLEY ECONOMIC PARTNERSHIP

Neil Coates, Deputy Principal Apprenticeships, Adults and Higher Education

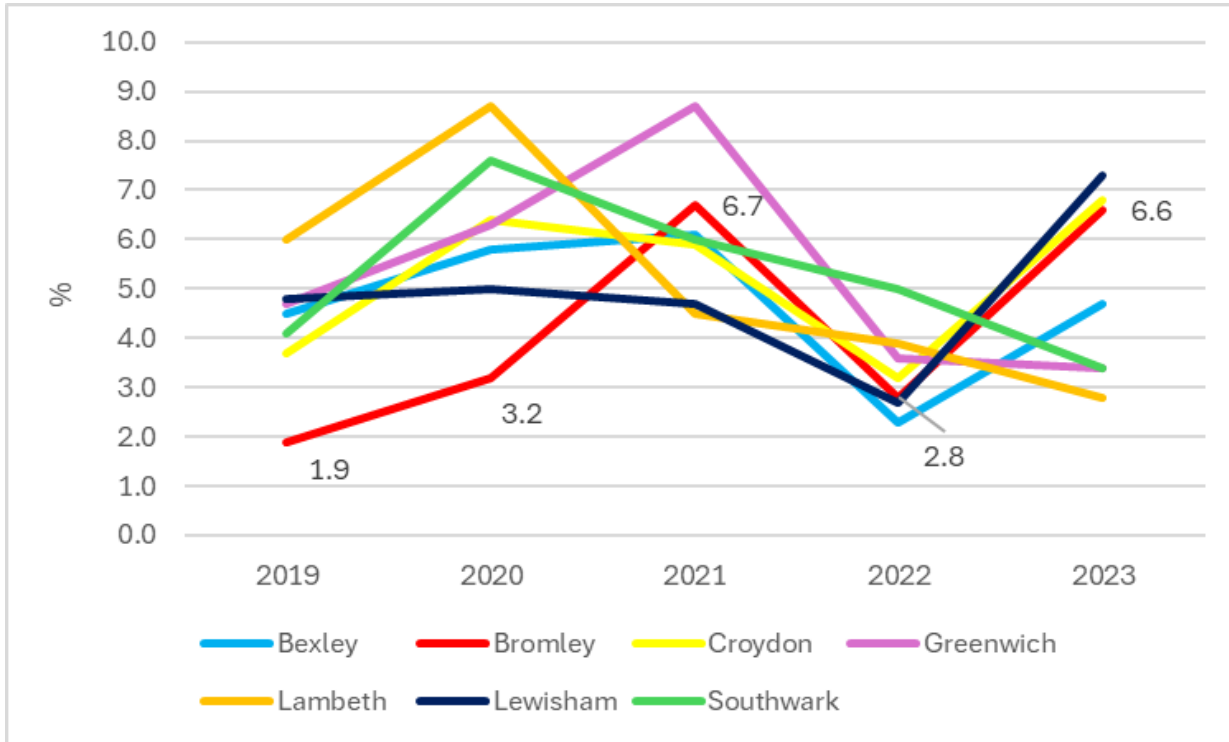
Liz Lake, Group Director of Strategic Projects and Partnerships

LONDON 
SOUTH EAST
COLLEGES

Unemployment Rate (%)

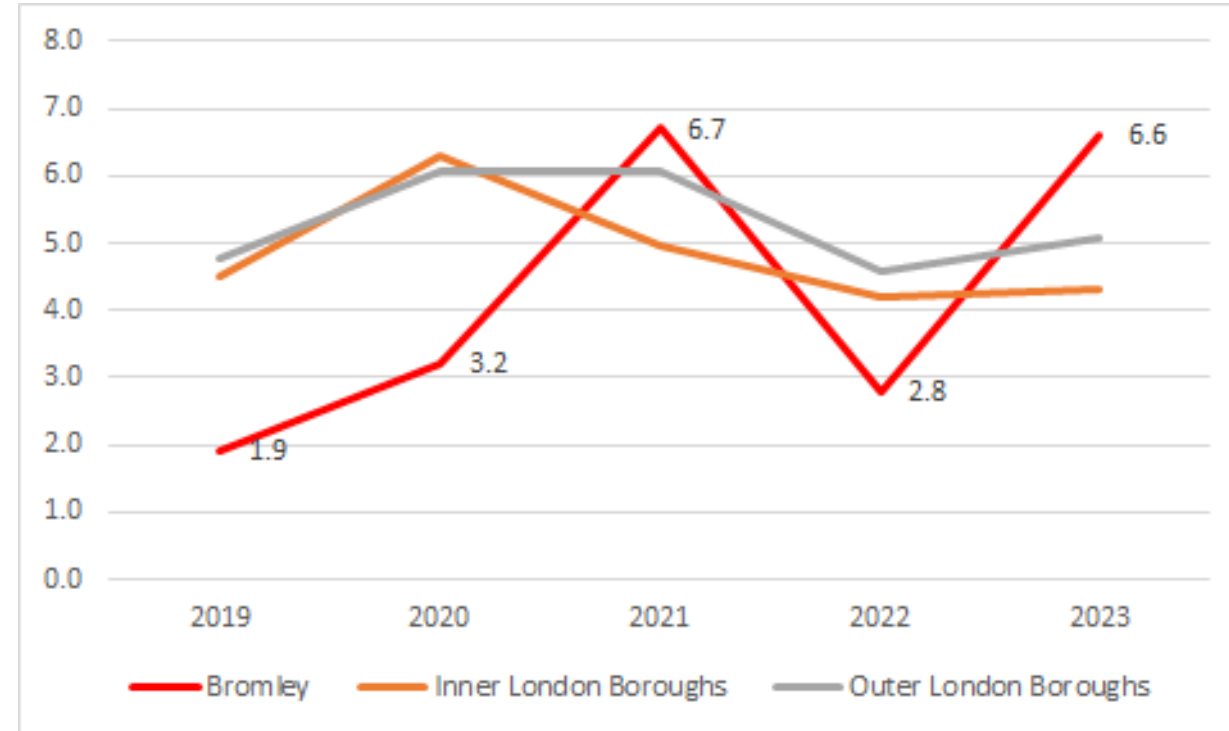
- ◆ Bromley has an older population (18%). Retired population and those looking to return to work face further barriers (e.g. mental and physical health, transport, and skill gaps).

Unemployment rate (% Aged 16-64), LB Bromley and neighbouring authorities (2019-2023)*



Source: ONS Annual Population Survey, 2023
*2023 figures up to Quarter 3

Unemployment rate (% Aged 16-64), LB Bromley, Inner and Outer London Boroughs (2019-2023)*

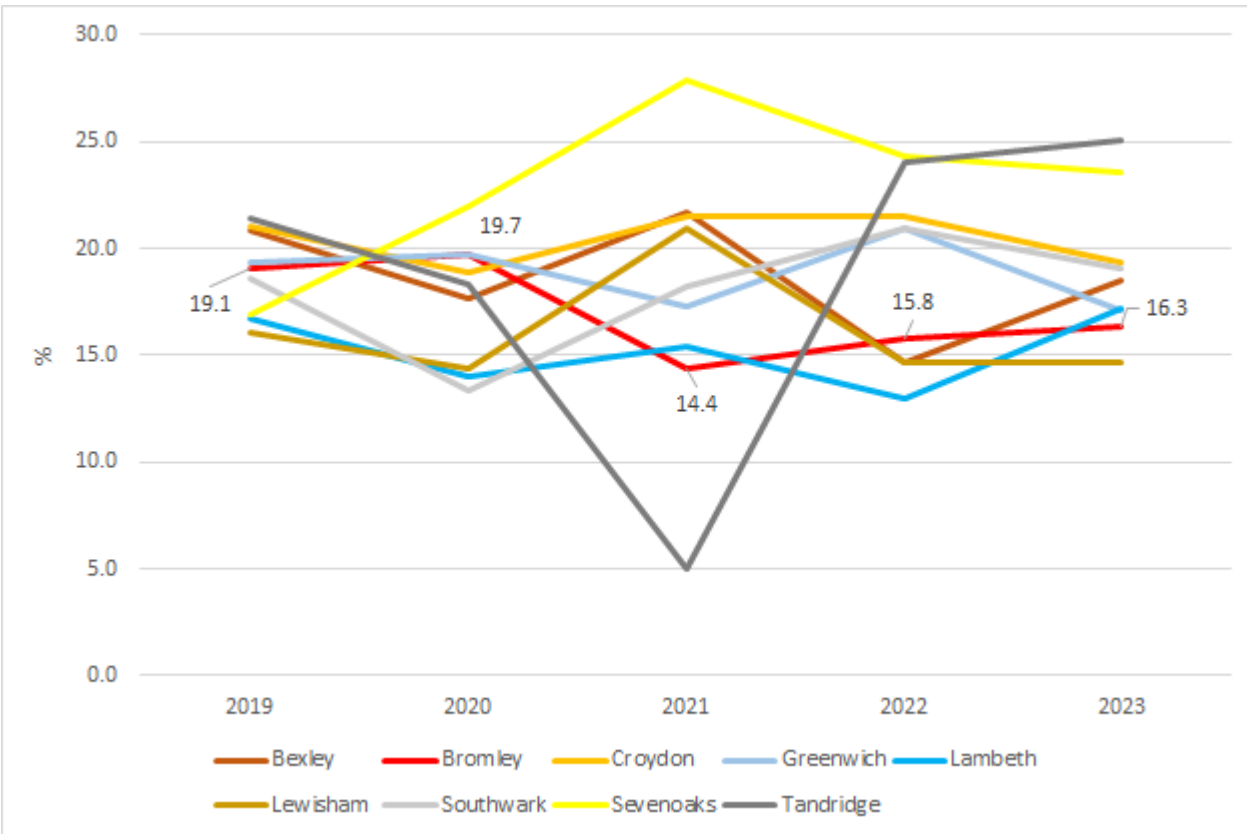


Source: ONS Annual Population Survey, 2023
*2023 figures up to Quarter 3

Economic Inactivity (%)

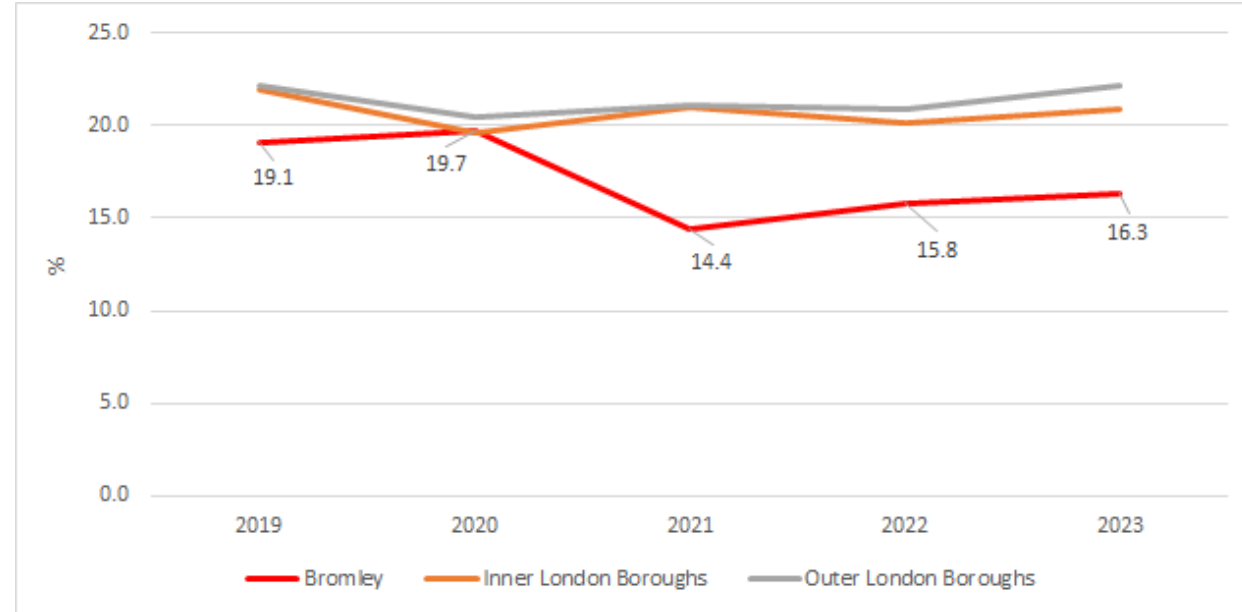
- 21% of working age population in Bromley is unemployed or economically inactive.
- More economically inactive Bromley residents want to work (30%) compared to London (15.8%) and Great Britain (17.5%).

Economic inactivity (% Aged 16-64), LB Bromley and neighbouring authorities (2019-2023)*



Source: ONS Annual Population Survey, 2023
*2023 figures up to Quarter 3

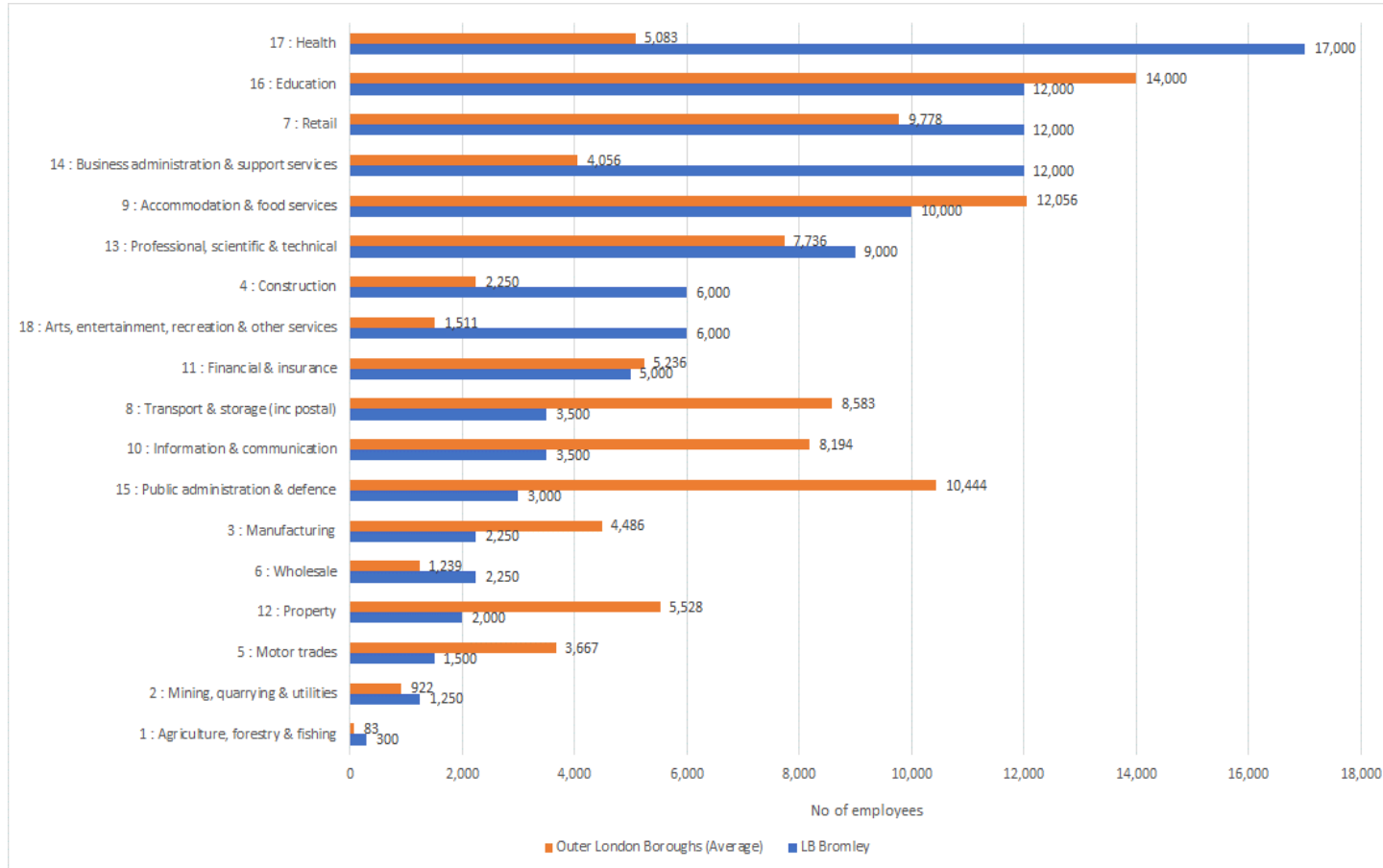
Economic inactivity (% Aged 16-64), LB Bromley, Inner and Outer London Boroughs (2019-2023)*



Source: ONS Annual Population Survey, 2023
*2023 figures up to Quarter 3

Employment by Sector

Employment by sector (LB Bromley, Outer London Boroughs, 2022)



Source: Business Register and Employment Survey, 2022

- ◆ The sectors that employed the most in Bromley was human health and social work (17k employees). This sector has successfully recovered after the pandemic (4% growth in job placements).
- ◆ Good Work Bromley Exchange deliver a SWAP with the NHS, both a clinical and non-clinical pathway (no. 1 employer in the borough).
- ◆ In other sectors, most businesses (92.6%) in Bromley are micro sized (0 to 9 staff).
- ◆ Good Work Bromley Exchange will also work with SMEs to support their growth and recruitment pipeline.

Bromley's Prominent Employers



Job Posting Trends in Bromley

- ◆ 2nd Local Authority with the most job vacancies in 2023 in Local London (9,018 unique postings).
- ◆ The first half of 2023 was good for the labour market in Bromley.
- ◆ The main challenge is to meet employer needs – every post is reposted 4 times to fill a vacancy making the recruiting process longer and more costly.
- ◆ Sectors with hard to fill vacancies
 - Human health activities (7:1)
 - i.e. Staff nurses (13:1)
 - Residential care activities (6:1)
 - Retail trade (5:1)

Unique Postings Trend

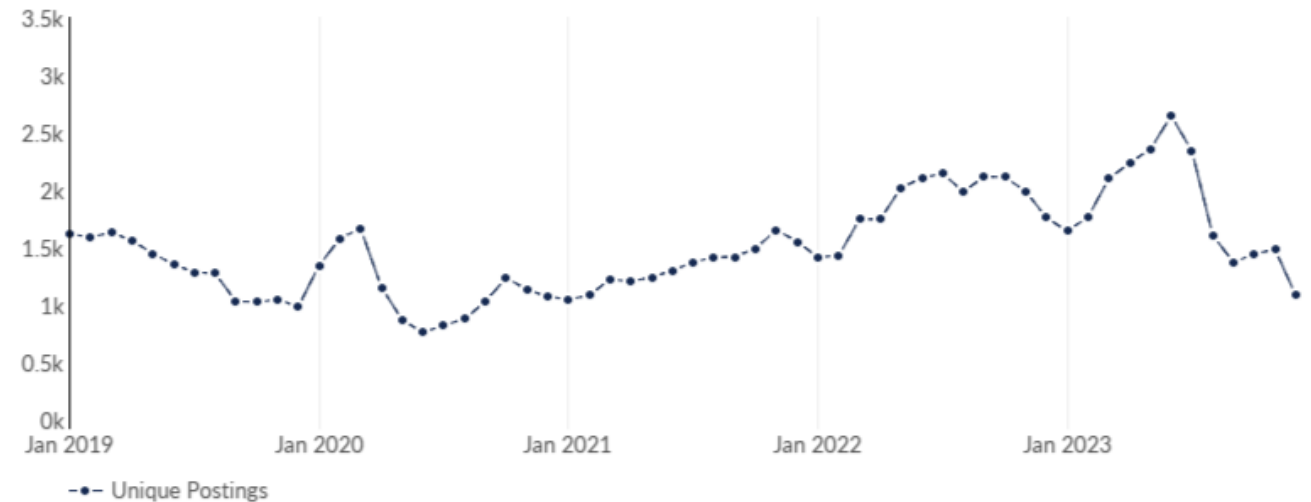
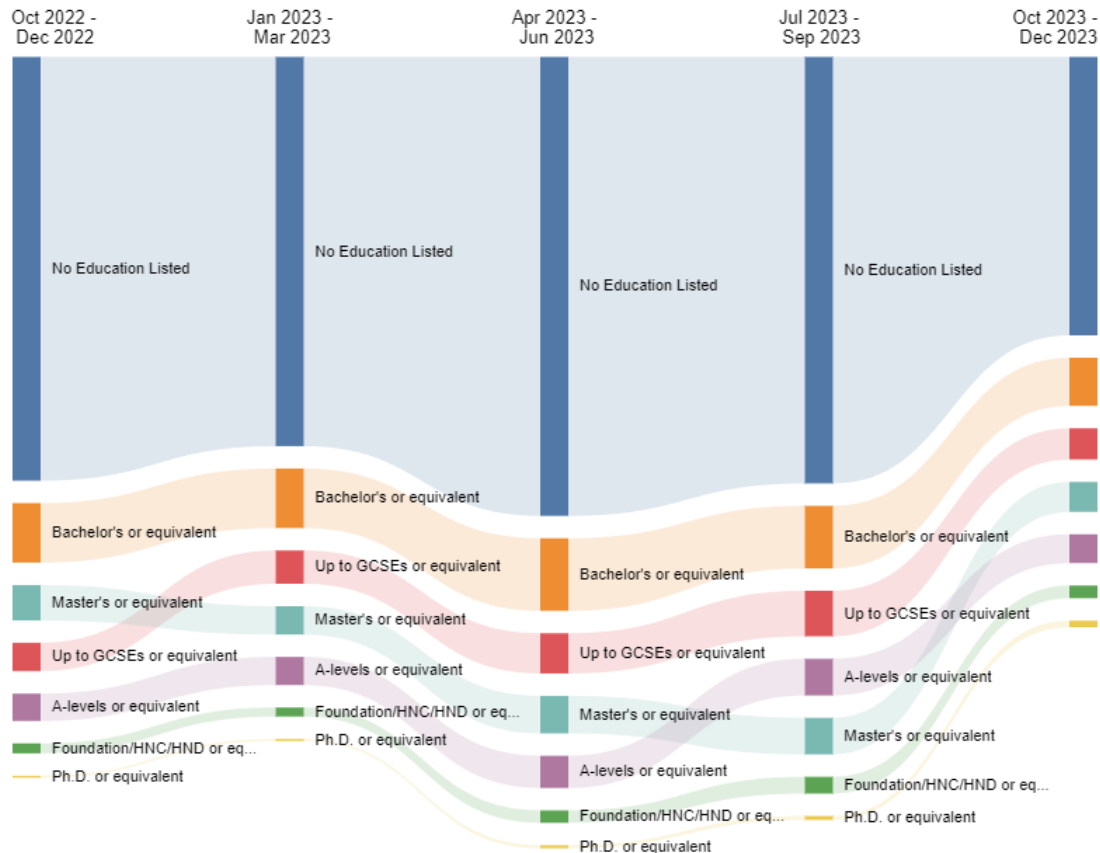


Image: [Lightcast - A Global Leader in Labor Market Analytics](#)

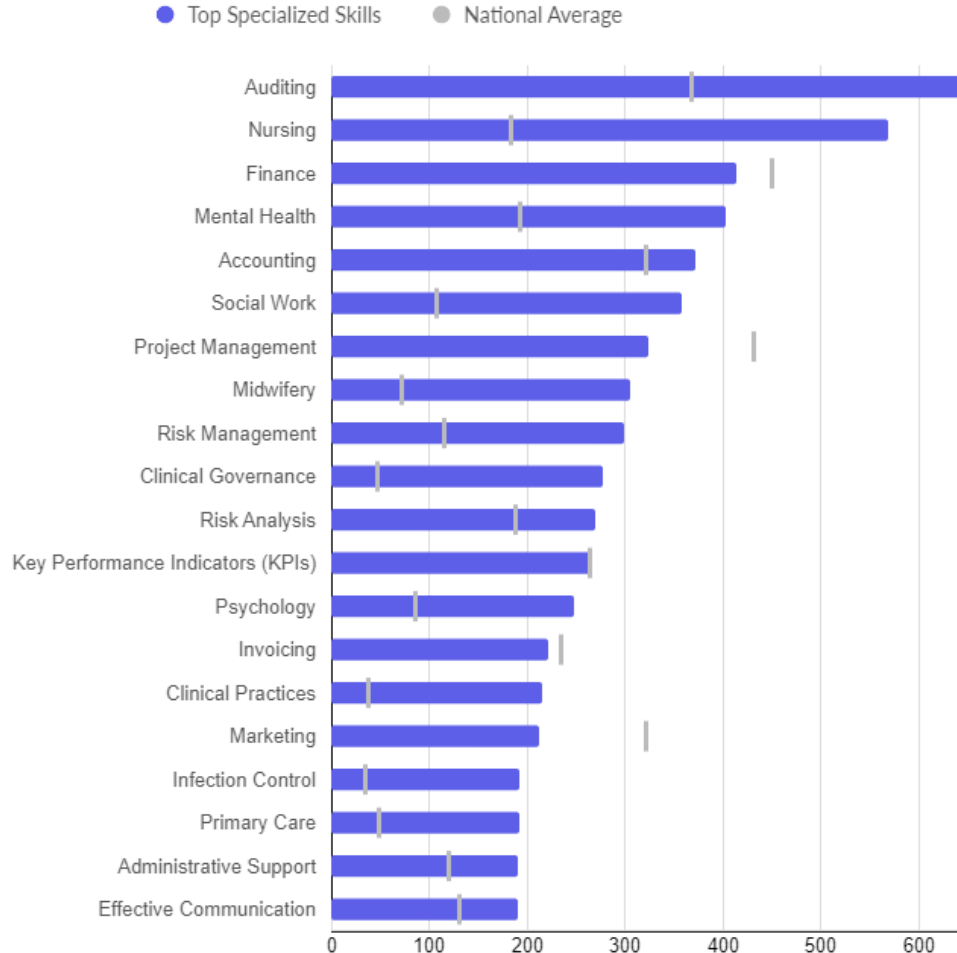
Bromley's Jobs Demand-Supply Mismatch

Education Requirement Trends in job postings in Bromley 2023



- Most job vacancies in Bromley between Oct-Dec 2023 did not specify education level (64%) requirements, a minority ask for Level 4 or above (22%).
- Bromley has a skewed distribution towards higher end qualifications. 42.8% of residents have achieved HE-level qualifications.
- Bromley residents commute outside of the borough to fill in managerial and professional occupations.
- Education levels and occupational structure of Bromley residents do not match the skill needs of employers in the borough.
- Qualifications offered by Good Work Bromley Exchange can bridge the gap between employers and job seekers.

Skills Demand in Job Postings in Bromley



- ◆ The specialised skillsets that were the most required in job postings in Bromley for 2023 were auditing, nursing and finance.
- ◆ The specialised skillsets that employers in Bromley need more than the national average are:
 - Nursing
 - Mental Health
 - Social Work
 - Clinical governance and practices
- ◆ Our SWAP and Work Skills Programmes focus on digital and transferable skills.

Top Recruiters in Bromley

NHS No.1 recruiter in Bromley

9% job postings in 2023

Top recruiters by job postings in Bromley 2023

1. NHS
2. Bromley Healthcare
3. Bromley Council
4. Wayman Education
5. Prospero Teaching
6. Mytime Active

Good Work Bromley Exchange is working with these employers to increase local recruitment.



Teaching Agencies



Bromley UKSPF Programme (2023-25)

UK SPF INVESTMENT PRIORITIES

1. Communities and place

West Wickham Library Project

Employment Land and Space Study

2. Supporting local business*

Growth Builder Programme

Supply Bromley Programme

Bromley Business Hub Programme

Start-Up Bromley

3. People and skills

Good Work Bromley

Supporting care leavers into employment

SEND Programme

Projects currently being delivered...

Bromley People & Skills Programme (2023–25)

| | Good Work Bromley | Supporting care leavers into employment | SEND Programme |
|--------------------|--|--|---|
| Overview | <ul style="list-style-type: none">• Establish Employment and Skills Centre (Good Work Bromley Exchange) to support economically inactive Bromley residents transition into employment, education or training.• Working in partnership with local employers to deliver a range of personalised support to facilitate the best progression pathways for the referred customers. | <ul style="list-style-type: none">• The programme will support young care leavers to establish healthy and meaningful connections, build a strong peer-community network and find the confidence and support needed to move into sustainable employment, training, and education.• It will be delivered by Drive Forward in partnership with LB Bromley's Leaving Care Team | <ul style="list-style-type: none">• The programme will embed a sustainable SEND employment offer to support young adults, aged 16-25 with additional needs into internships, employment and training by end of March 2025.• LB Bromley (Education and Adult Social Care) will work in partnership with Bromley Mencap, Caspa and LSEC to increase the numbers of people with SEND into employment. |
| Outputs & Outcomes | <ul style="list-style-type: none">• Economically inactive people engaging with keyworker support services• People engaged in job searching following support• People in employment, including self-employment, following support• People reporting increased employability through development of interpersonal skills• Good work jobs | | |

Working in Partnership with GWBX – Bethan Doran, SEND LBB

- Collaboration allows for a more comprehensive approach to community development, leveraging the strengths of both LBB and Good Work Bromley Exchange.
- UKSPF's financial support amplifies the impact of joint initiatives, enabling scalability and sustainability.

Tailored Support for Employment Initiatives:

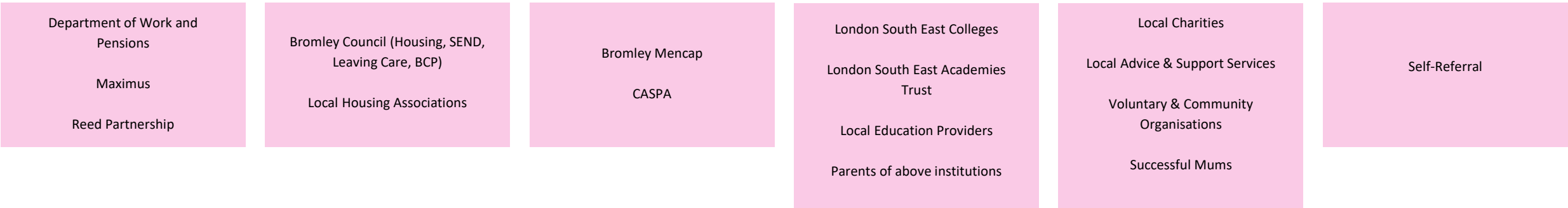
- UKSPF provides tailored funding to support employment initiatives, aligning with the goals of Good Work Bromley Exchange.
- This collaboration ensures that resources are directed towards programs specifically designed to meet the employment needs of the Bromley community.

Benefits for SEND Individuals

- Personalised training and skill development
- Increased opportunities for inclusive employment
- Strengthening community integration for SEND individuals

Supporting care leavers into employment:

- Support and advice for young care leavers to overcome barriers to employment
- Targeted support focusing on employability skills and confidence building
- 2 Young Person Advisors within London Borough of Bromley recruited



Referral is through LSEC's Website (lsec.ac.uk); by phone (020 3954 4699) or email (goodworkbromley@lsec.ac.uk); book an appointment at our physical space at The Hive, Orpington Campus

Good Work Bromley Exchange, located in Orpington

Key Roles include:

- Project Manager
- Training and Employment Advisor
- Community Outreach Advisor
- Digital Marketing Apprentice

Main Tasks include:

- Proactive outreach in the community - awareness and referral recruitment
- Establish and maintain stakeholder and employment support
- Welcome referrals and candidates - identify support required and appropriate programme
- Delivery of programmes
- Reporting, monitoring and evaluation

Specialist Pathway

Universal Pathway

Targeted Pathway

Bromley Mencap
Supported Internship Programmes

LSEC

- SWAP (Sector Work Based Academy Programmes):
- Civil Service, NHS (Clinical and Non-Clinical) and Work Skills
- Apprenticeships
- Prince's Trust
- ESOL
- Maths & English

CASPA
Mental Health, Housing teams, other charities

Reporting, monitoring and evaluation:

- Return to Bromley Council, Local London and Department for Education
- In house evaluation lead and delivered by LSEC's Policy Team