

Wiltshire Council Information Item

Subject:	The new one-stop shop Work Wiltshire website
Contact Details:	https://workwiltshire.co.uk/

Key message:

On the 4th July, the new Work Wiltshire website launched. This is a unique website containing a huge range of education, employment and skills information which would normally have been located on several different sites and can now be found in one location with signposting to other relevant sites.

This website has been made to be accessible, attractive and a professional information hub. By having a one-stop-shop website, it will enable us to become the go-to place for career information, advice and signposting to relevant sites that the customers are looking for.

Work Wiltshire website contains information and links for: next steps in education, apprenticeships, information for employers, support available for those with barriers to work, information for those looking for work or wanting to upskill, financial support, further and higher education, local projects, support for schools and policies and data.

Questions:

How we set it up?

The Work Wiltshire website was originally created to support employers, employees and those looking for work. It then expanded to cover the programmes that the Employment and Skills Service were running, as well as providing career information, labour market intelligence, Wiltshire statistics, news and events and the services strategy.

The Employment and Skills service decided expand the website further and extend the range of audiences it catered for and allow them to access all the information they may need in one location. The redevelopment of the website was funded by Action 4 Wiltshire and has engaged with key stakeholders throughout the development to make sure that the website will work as effectively as possible and include tailored information to the different users.

Who were involved?

The main development of the website was conducted by the Employment and Skills Service at Wiltshire Council with stakeholders from Children's Services, Employment and Community Skills, local schools, Carer Support Wiltshire, Community First as well as others, contributing content and feedback to ensure the website is relevant, engaging and accessible.

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What we are hoping to achieve?

A helpful and credible website which enables local people and employers to find the key information and links they would like to know in one location.

Is this a model used elsewhere?

Other websites focus on specific sections which are included on the Work Wiltshire, but to our knowledge the combination of having all education, employment and skills information for young people, the general public, those with barriers to work and employers, all in one location is unique.

What has been the website take-up so far?

Since its launch we have had over 3,540 people use our website looking at 13,175 pages, with a wide variety of age demographics. The most popular pages so far being apprenticeships information for employers, apprenticeships, support for schools, and young people's next steps.

What can it do for people?

People will be able to search through the different sections on the website to find out education, employment and skills information. There is also a news section and events page, which shows the Employment and Skills service blog, local vacancies, Higher Education open days and much more.

It will help employers with find information and support for their business including how to set up an apprenticeship, free HR support, how business can get involved in local programmes, grants and other information.

It also has a dedicated section to help schools with careers education, giving information of local support, provision, the Wiltshire Careers Education Programme and support helping them arrange careers events.

It also has a section for those with complex needs and barriers to work; which highlights what support there is for them.