

In
Partnership
With:



**SOUTH
LONDON**

**JOBS FAIR
2016**



Evaluation Report



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1 Executive Summary



5 years



3D Change has delivered the annual South London Jobs Fair (SLJF) for 5 years, working in partnership across sectors, including social housing, social enterprise & local authorities and across departments, including Procurement, Regeneration & Community Investment. This partnership has resulted in thousands of jobseekers into employment and training.

Introduction

We have been comparing the results of the last five years, the last two, on which we have performed a statistical comparison with the aim of demonstrating the progress on outcomes. There are many areas that are showing growth and progress and areas we can build upon. The report highlights how this unique model with its focused delivery is gaining strength and a track record for providing real local opportunities for local jobseekers as well as opportunities for local businesses whilst providing them with a vehicle to deliver their social value objectives.



The Numbers: Headlines for 2016

74

Exhibitors

1135

Pre-event
registrations

1406

Footfall
on the day





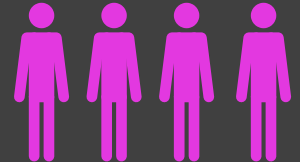
1200+

Job opportunities available

(excludes apprenticeships / training)

16

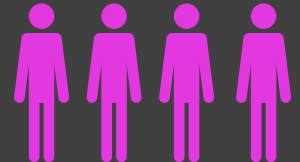
Jobs offered on the spot by employers



73

Employed resulting from event

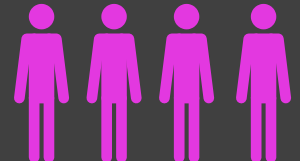
(from limited number of employers who provided statistics)



55

Employed resulting from post-event work

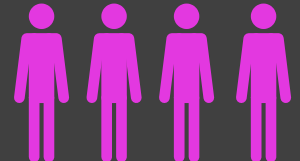
(from sample of 250 job seekers, over 3 months)



241

Interviews conducted

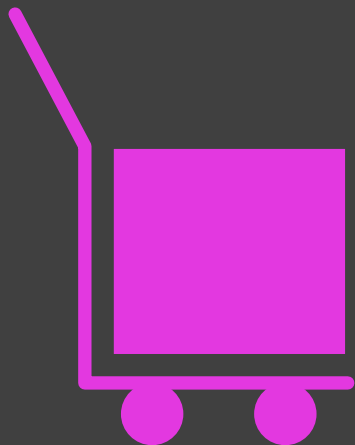
(total numbers from the day and evaluation period)



480

Subscribers for post-event Vacancy Bulletin

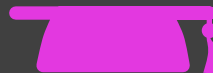
The Numbers: Exhibitors by category 2016



27

Employers

from Partner HA
Supply Chains



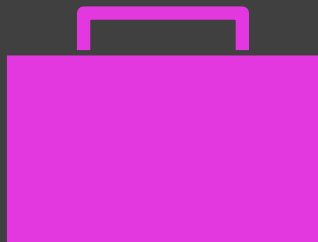
9

Training



11

Partners



23

Employers



4

Workshops

The Numbers: Jobseekers breakdown 2016



1135

Via Eventbrite

646

On the day

250

Engaged post-event

The Numbers: Supplier engagement with partners 2016



174

Number of meetings between Partner Housing Associations (HAs) / Local Authorities (LAs) and suppliers to the housing sector at SLJF



200+

Number of potential business opportunities identified by suppliers at the time of writing this report

(all figures accurate at time of writing this report)

Conclusion and Recommendations

This evaluation report focuses on the activities of SLJF 2016 and the three-month post-event work, and compares the results of the last two consecutive years to measure growth and development of the event.

The culmination of increases, including pre-event registrations; opportunities offered; jobseekers accessing employment and augmented business opportunities, demonstrates significant progress.

The event provides real jobs as evidenced by the sample of 250 random jobseekers.

The initiative is also benefitting from new features implemented for jobseekers as well as employers, attesting to the fact that we are listening to feedback and responding to the needs of our partners and all who attended.

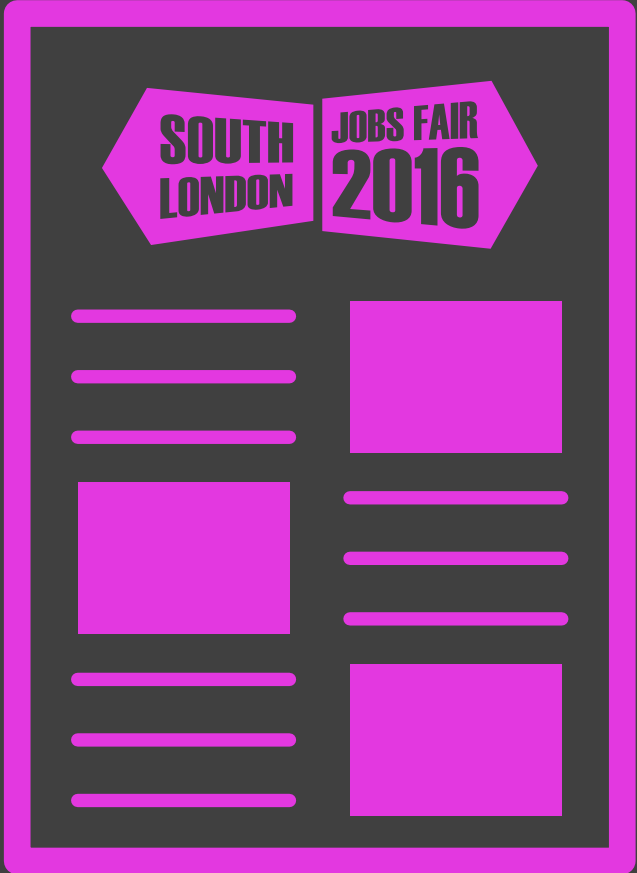
Thanks to the successes we have had over the last five years, our experiences and lessons learned so far, and the strength of the relationships we have developed with jobseekers, employers and our partners, we are delighted to announce that we will be expanding the jobs fair pan London to cover East, West, South & North, within the fringe boroughs of The City of London. We look forward to working with new and existing partners to make South London's biggest employment event deliver even greater outcomes for 2017.



Recommendations

- Maintain, build upon and create close collaborative and partnership working and strong communication throughout to maximise outcomes.
- HAs as partner community investment / employment teams to develop stronger working links with programme organisers to ensure increased resident attendance and take up of opportunities pre- and post-event.
- Enhance data requirement during registration, incorporating additional information needed for evaluation as well as submissions of CVs.
- Develop and augment the **Vacancy Bulletin** to advertise pre- / post-event. Build on current number of jobseekers subscribing as well as organisations advertising vacancies.
- Encourage employers to use the **Jobs on the Spot** method for recruiting at the next event as well as pre- and post-event pre-assessment days and telephone interviewing.





480
Subscribers
Active

The Numbers: Results of Engagement with 250 Sample of Jobseekers

153

from 250,
engaged with Evaluation Team



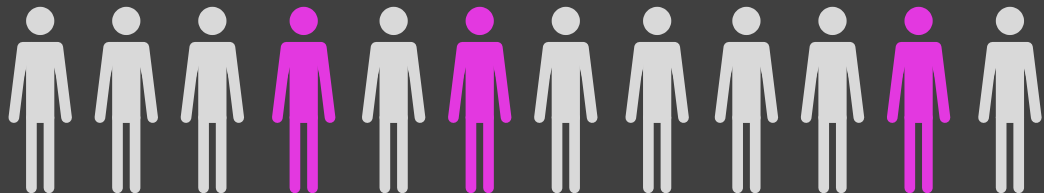
77

of the 153 engaged with,
received IAG Advice



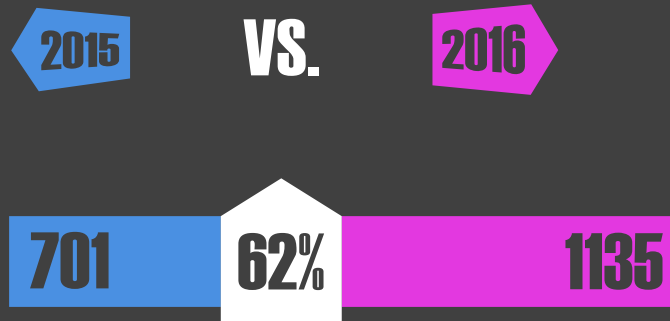
55

of the 153 engaged with,
accessed employment

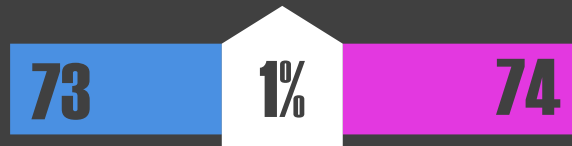


T3	The Numbers: 2015 vs 2016 figures and percentage change	2015	VS.	2016
	Job opportunities available (excludes apprenticeships / training)	600+	100%	1200+
	Jobs offered on spot by employers	-	NEW	16
	Employed resulting from event (from limited number of employers who provided statistics)	50	46%	73
	Employed resulting from post-even work (from sample of 250 job seekers, over 3 months)	52	6%	55
	Interviews conducted (total numbers from the day and evaluation period)	194	24%	241
	Subscribers for post-event Vacancy Bulletin	-	NEW	480

T3 The Numbers: 2015 vs 2016 figures and percentage change







Pre-event registrations



Exhibitors

The Numbers: 2015 vs 2016 Exhibitors by Category

	2015	VS.	2016
Employers	38		50*
Training	21		9
Partners	10		11
Workshops	4		4

*27 of these are suppliers to the housing sector, 23 mainstream employers (e.g. Metro Bank, Home Office)

The Numbers: 2015 vs 2016 Jobseekers

2015

VS.

2016

Eventbrite

701



1135

On the day

531



646

Footfall

(not all attendees registered, but all visitors counted on entry)

2003



1406

Decrease due to adverse weather conditions

T6 **The Numbers: 2015 vs 2016 Supplier Engagement with Partners**

	2015	VS.	2016
Number of meetings between partner HAs / LAs and suppliers to the housing sector at SLJF	135		174
Number of potential business opportunities identified by suppliers at time of writing this report	123		264

(all figures accurate at time of writing this report)







*"South London Jobs Fair...what can I say, but **WOW!**"*

What a great event surrounded by amazing organisations. KFC had a fantastic day at the SLJF. We had eight local KFC restaurants looking for talented people in the local area. On the day, we interviewed over 50 people on the spot and ended up making loads of offers, including 16 jobs on the spot.

The organisation from 3D Change was very professional and the buzz and interest they generated was something to remember."

Chris Hornback
London Education Coach KFC

Daniel's story

A further eight people were employed post-event by KFC, which included Daniel.

Unable to find anything in IT and being unemployed for two months, he opted to see what was available at SLJF. KFC took an interest in him and gave him a business card. Daniel gave them his CV.

They invited him the following day for an interview, leading to training and an immediate start. Two months later working full-time, he was put forward for Team Leader training. KFC were so impressed by his work ethic that they decided a few months later to fund an NVQ level 3 as well as an apprenticeship in hospitality, supervision and leadership for Daniel.

He is ecstatic to be given the opportunity for training and development. He says about SLJF, *"Definitely give it a chance, have a look. You never know what you will find. I'm working now, bringing in some money and getting qualified. It was a good move going to SLJF."*



Daniel

(to the right of Chris, KFC)
21 - Unemployed 2 months
Started work June 2016





Glynis

51 - Made redundant
December 2015
Training August 2016
Started work August 2016



Glynis' story

In December 2015, Glynis was made redundant from her job of 30 years. Believing that her age would make it difficult to secure another job, she signed up with Bromley College to do a counselling course, hoping she could get something part-time.

She heard about SLJF thanks to her brother who spotted the advert, and registered online.

Walking around the exhibits and distributing her CV, she met Metro Bank who were very friendly and asked whether she had ever considered a job in banking.

"I told her that I was too old and maybe this was a job for younger people."

They told her they were more concerned about excellent customer service.

"The representative was so nice, she persuaded me to give it a shot, so I completed an online application form."

Glynis was contacted for a telephone interview, followed by an online 60-minute test and an invitation to attend Metro Bank's assessment centre for a further interview.

To her delight, she scored high and was invited to attend their assessment centre to tour the bank, have an interview and do some role play.

"The assessment centre was nothing like I had experienced before. It was almost like everyone was on a happy pill. They were so upbeat and the whole day felt like a day out rather than a job interview. There were so many young people and I was sure that I would not get through, so once again I was shocked when they called and offered me the job."

"I would definitely recommend South London Jobs fair to others. I have found a job in a sector I would not have considered, and they have agreed to let me work part-time so I can complete my counselling course."





Kelly

Unemployed 6 months
Started work August 2016
Trainee Health & Safety
Consultant



Kelly's story

Kelly discovered SLJF by browsing the events section on Eventbrite. She had never been to a jobs fair before and was unsure what to expect, whether attending would help her find full-time employment in her specific / unique field. After experiencing it, she would recommend others to attend. She found it easier to chat in an informal setting about how her skills and career goals fit in with potential job opportunities.

"Wandering around the exhibition hall certainly reduces a lot of nervousness that often accompanies the standard interview process and it opens the door for potential opportunities that you may not have even thought of pursuing."

Kelly chatted with the friendly team at Priority Risk's exhibit who were enthusiastic about the varied work they do and the possible career avenues within the health and safety sector for someone with Kelly's experience and skills. This led to a couple of informal meetings following SLJF and a job offer.

"I am very happy in my new role, and feel that it is just the beginning of a fulfilling career path."

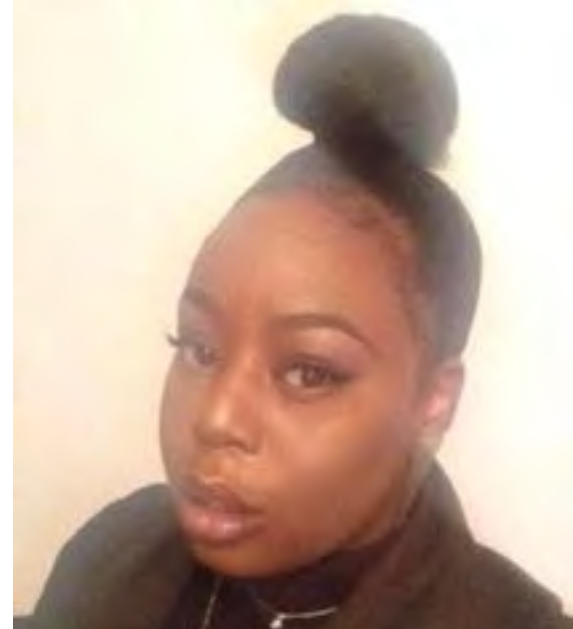
Monique's story

Due to a change in personal circumstances, Monique left prior to completing her university course. Thrust into the world of jobseeking, she had to reassess her goals and aspirations, which all seemed quite daunting.

Not a defeatist, she accessed information on a six-week employability skills programme which included a visit to the SLJF, where Monique had the opportunity to interact with employers advertising roles she had never considered, including hospitality, prison officers and even cabin crew!

"When handing out my CVs, I came across an agency named Tactical Solutions. They were engaging and were interested in my search for employment. They asked for a copy of my CV and said they'll be in touch soon."

The next day, Monique received a welcoming email asking for some documents. A few days later, she received a confirmation letter, time sheets, her ID card and a congratulations letter welcoming her to the organisation. Shortly afterwards, she received a telephone call to discuss basic employment information and offer her a shift just minutes away from where she lived.



Monique

Unemployed 2 years
Started work July 2016
Customer Service





"I'm really happy to be working for Tactical Solutions, they have given me a step up on the employment ladder. I am gaining experience and earning money whilst I'm looking for permanent full-time work. My advice to others in my situation is, don't sit hoping - try searching - and the SLJF is the best place to start."

Tactical Solutions were impressed by the selection of candidates on the day.

"Thank you for having us at the fair - we had a phenomenal day - we lost track of the number of candidates that approached us. We will definitely come back next year, and as a bonus, we met with some truly fantastic representatives from local Back to Work Schemes, which we are going to try and build relations with."

**Lucy Langham, Tactical Solutions
Resourcing Manager**

Taiwo's story

Taiwo's previous roles included being a customer service adviser for Tesco, a technical account manager, and a web scraper. He liked SLJF's concept of meeting a prospective employer where they could also see his personality.

He was particularly drawn to Play Innovations, and after speaking to them, thought he could offer them something and suggested they look at some of the apps he designed on his website.

"It's good to go to the SLJF with an open mind, you don't know what's out there in terms of jobs and your ability to do them. So many young people I know don't know what they want to do, some are holding out for the perfect job. I think it's about talking to employers to see what's on offer. The SLJF is a great place for that - You could speak to someone who brings out something in you that you don't know is there, something you haven't even thought about – that's what happened to me."



Taiwo

Unemployed 6 months
Started work September 2016
Application Developer





After the fair, he was asked to develop a digital version of Play Innovation's Street Snooker. He feels he has fallen on his feet, working with a great team and an MD who is very genuine and passionate about his company and their values. Taiwo says about his experience:

"I'm just an ordinary guy who created apps in my spare time riding the bus to work at Tesco – and now I'm doing what I love full time. It's the SLJF that has given me this opportunity."

Working together: Medacs & Notting Hill Housing

This is the second year running that NHH have worked with us post-event. Carol Morgan, Training & Employment Project Manager of NHH, who hosted the pre-assessment day with Medacs said:

"I just wanted to take the time to thank SLJF for organising with me the pre-screening interviews with Medacs Healthcare. We were able to attract ten candidates, six of whom turned up on the day with five being considered by Medacs to be potential employees. The day went very well, and I was really impressed with the Medacs representatives who were extremely professional throughout the whole process. Another success for SLJF collaborating with NHH."



Barbara & Benard from Medacs at the SLJF

Working together: Medacs & Family Mosaic

Mary Ward, Training and Partnership Team Leader, Family Mosaic tell us her experience on the day:

"Thank you SLJF for setting up the pre-assessment day with Medacs. It was especially helpful for us, as we are finding that a lot of our customers are interested in this sector and recently ran a Level 2 in Health and Social Care course to cater for their needs. The pre-assessment day provided an excellent opportunity for those who had qualified to access immediate employment in social care. It was a good outcome for us as we attracted ten customers from the course, seven attended on the day and five were put through to the next stage of recruitment."

"We found the Medacs representatives to be extremely professional and would like to invite them back next year to run another similar event. This collaborative way of working post-SLJF is something that we are keen to promote – it gets people into jobs!"

medacs
HEALTHCARE

family
mosaic





“We’ve been a platinum sponsor for cleaning category for the last five years and it gets better every time. We’re able to fill our vacancies as well as profile ourselves to our housing association clients. We’ve managed to recruit some great residents into apprenticeships as well as vacant positions. So it’s great to put something back into the community as well as be able to build our business. It really is a win win situation.”

Kate Ward, Business Development Director, Chequers Contracts Services Limited



“From a procurement prospective it’s good to meet so many local suppliers both SMEs and the larger suppliers. It helps us to put a face to the name and really get to understand and develop what companies can offer the Council. It is also reassuring to see those companies that are making a positive impact and delivering social value benefits.”

John Smith, Procurement Manager, Croydon Council



“Cratus Building Services joined the Procurement Zone of the South London Jobs Fair, It was the first time that we were able to network directly with Procurement personnel from housing associations and local authorities. Its helped us to understand more about the sector and I also believe its helped them to understand more about us and how we work and show them what we do. Its given us some fantastic leads.”

Nick Nemirov, Managing Director, Cratus Building Services



"We've been a platinum sponsor since the beginning. It's good to meet procurement reps that we wouldn't normally get the chance to meet. The scheduled meetings work really well as it's guaranteed with a time slot and if there's a problem and the HA rep isn't able to attend the jobs fair then 3D Change will organise an additional lunch time meeting on a different day. The last jobs fair was when we had those floods so some of the HA reps for the scheduled meetings couldn't make it on time for our meetings. 3D Change made sure that they re-organised for an informal lunch on another day and invited the procurement representatives who couldn't attend. We found this really helpful in an informal environment with lunch which worked really well for us. Being a sponsor we get first pickings."

Ken Larkins, Managing Director PLFS



"It was really good to meet so many influential procurement players in the housing sector. A great use of my lunch hour. Just helps us to keep on the radar of our client housing associations. 3D Change said they would get us the meetings and they did."

Les Finucane, BSW Heating, Business Development Director



"From my perspective, it was great to be in the same room as so many people who want to drive change, create jobs and support smaller businesses. I made really useful connections at the event and look forward to attending next year."

Natalie Evans, City of London Corporation, Responsible Procurement Manager





Be part of the next **London Jobs Fair!**

Connect now:

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