Specification Paper: Employer Engagement Training – Development and Delivery

May 2025

1. Background and Context

The Integrated Regional Employability and Skills (IRES) Programme is a transformative initiative aimed at developing regional labour market policy and practice to encourage inclusive economic growth, with a strong emphasis on supporting residents into fair and sustainable employment. This change programme operates across six local authority areas: City of Edinburgh, East Lothian, Fife, Midlothian, Scottish Borders and West Lothian.

As part of our commitment to aligning employability and training with industry needs and improving employment outcomes for our citizens, our partners are focused on strengthening employer engagement across the region. To support this strategic objective, we are seeking a provider to design and deliver high-quality, tailored training for employability staff - equipping them with the skills and tools necessary to build and maintain meaningful, sustainable relationships with employers.

2. Objectives

Create a robust and sustainable training programme which will:
- Include modules covering
  - Employer identification and research
  - Initial contact, methods and approaches
  - Relationship Building
  - Needs Analysis
  - Offer development
  - Implementation and support
  - Feedback and evaluation

- Improve the quality and impact of our region's employer engagement activity
- Develop staff capacity to initiate and manage employer partnerships more effectively
- Build confidence of employability colleagues when engaging with employers, including developing the tools to overcome potential nervousness and reluctance
- Support staff in identifying opportunities to approach employers and to present co-delivery opportunities with employers

3. Scope of Work

The identified provider will be expected to:

- Design, develop and deliver a modular 1-day course for employability professionals and those new to the sector with limited employer engagement experience. Course to respond to the needs detailed in section 2
- Content should include tailored aspects based on stakeholder consultation, see the following point
- Utilise the support offered through the Integrated Employer Engagement (IEE) team throughout as well as an established short life working group for content ideas and troubleshooting
- Deliver the agreed training programme x 6 days across the ESES region
  10 places available each training day. Delivery to take place across 2 months
- Deliver all materials, slides, handouts and facilitators guide to the IEE project lead prior to launch for approval for use
- Provide unlimited access to training materials to IEE stakeholders
- Provide a short post-training evaluation and impact report

4. Target Audience

This training is intended for staff across the six local authority areas who hold direct or indirect responsibility for employer engagement as part of their day to day roles.

This includes employability professionals working with a diverse range of individuals—such as young people, career changers, clients accessing employability or welfare-to-work services, and those seeking to progress within their current roles. It may also include staff supporting individuals returning to work after a career break, people with disabilities or health conditions, refugees and migrants, care-experienced individuals, and those facing other barriers to entering or sustaining employment.

The training is also relevant to staff with responsibility for securing employer involvement with careers fairs, community benefits, skills planning, training programmes, funding incentives and insight events.
(Note: this list is not exhaustive)

5. Delivery Timeline

- Deadline for submissions – Wednesday 21st May 2025, 12 noon
- Contract Award - Week commencing Monday 2nd June 2025
- Programme Design and testing – By Wednesday 30th July 2025
- Delivery Period - Mid August – October 2025
- Final Reporting - Friday 7th November 2025

6. Budget and payment schedule

A maximum budget of £15,000 (inclusive of VAT and expenses) has been allocated. The provider must demonstrate value for money and cost breakdowns. Note: venue hires, and catering are not required to be included within the quote proposal.

Payments will be made by installments which will be mutually agreed between both parties.
Suggested schedule - 25% upon contract agreement, 50% upon completion of course development and 25% following all training and evaluation.

Should additional work be required, this will be agreed by both parties and suppliers' day rate applied.

7. Evaluation Criteria

All submissions will be evaluated and scored against a matrix which will include the following criteria:

- Relevant experience, expertise and understanding of need
- Quality of proposed training content and methodology
- Delivery plan and capacity
- Cost/value for money
- Fair work / Company Net Zero ambitions

8. Submission Requirements

Interested providers should complete the accompanying application form, in Word or PDF format no later than **Wednesday 21st May, 12 noon.**

Completed forms should be emailed to iee@capitalcitypartnership.org including **'EET Application – [company name]'** in the subject line.

9. Terms and Conditions

- This project is funded by the Edinburgh South East Scotland City Region Deal and administered by Capital City Partnership (CCP).

- Funds will only be paid into a bank account in the name of the organisation submitting the application. Payment schedule will be agreed between CCP and successful provider.

- CCP reserve the right to withdraw any grant agreements or request repayment in the event of the following occurrences:

  o Failure to comply with any terms and conditions contained in this document, except where the prior written agreement of Capital City Partnership has been obtained to the waiving of the term and conditions in question

  o The business ceases to function or is suspended, closed or ceases to operate for the purposes outlined in their constitution prior to receipt of funds

  o The business becomes apparently insolvent prior to receipt of funds

  o Any information supported in connection with the grant application is found to be false or misleading, or it is found that relevant information has been withheld

- CCP will collect and hold information on all projects for monitoring and evaluation purposes under Edinburgh South East Scotland City Region Deal. All information will be held within Helix. Helix is the management information system which has been established by CCP to securely hold all employer data relating to the IEE project activities.

If you have any questions relating to this application, please contact:
iee@capitalcitypartnership.org

Supported by