

Business, Employment and Skills –NOTES

What do you think are the top 3 key priorities that the Central LAC needs to address based on our discussions for this theme?

Getting the full picture. Local business owners weren't contacted in the survey, just asked residents and shoppers for their opinions. To get the full picture, we should look at engaging with business owners.

Skills for businesses.

- Provide opportunity for smaller businesses to develop their social media skills, including sole traders.
- Develop a priority list of skill gaps, from surveys etc, so we know what the greatest needs are and provide targeted solutions, potentially working with training providers. Examples include finance skills, communication skills, digital skills, as well as technical skills.
- Developing jobs for the future, such as roles in the green sector, is important. It's right that we're trying to develop skills locally, and then attempt to retain those skills in the local areas. There may be an opportunity to liaise with guilds and trade groups within these sectors to identify the best way to do this.

Awareness & Promotion. People aren't always aware of what's going on, job fairs for e.g. We need to ensure activities, events and opportunities are promoted as much as possible. Most things are advertised online but need to look at whether this reaches everyone and if there's a better way of promoting.

1. Any other comments / views

Doesn't seem to be a theme for the three main shopping areas within the LAC. Not promoted as retail, leisure focussed etc. This could help raise awareness and develop businesses across the area.

There's a feeling that there isn't really a business community, business owners don't really come together. Reaching out to businesses to listen to their needs and concerns could help develop this.

Speaking to people within the LAC area, they want their highstreets back. Hillsborough, Walkley, Middlewood Road are strong areas. We need to understand how we can support local businesses, as well as larger retailers.

How can we develop a higher level of skill in local areas? Opportunity to work with the Universities to support upskilling. Not just develop skills in the usual zones (near to motorway for eg).

People have moved more to shopping online, so not likely that large retailers such as John Lewis will return. People value small local retails more.

Job fair events, with DWP, held across city. For Central LAC, local is St Marys in February.

Currently looking at how we can upskill people for jobs in the future. Climate change related jobs, retrofitting buildings for eg. What would people like to see?

Employability is important. 'Business Sheffield', 'Opportunity Sheffield' are useful tools/services to promote this.

SCC website does have lots of info sharing what's going on, but not everyone knows about it.

'Opportunity Sheffield' has a role in employer engagement. Speaking to business to see how they can support developing their staff. Includes digital skills.

We have a good retention of graduates living within the Central LAC, but they often ultimately move away as limited by career progression.

We need to look at how we can provide a stronger career support. This also includes developing and promoting local communities to provide more links to stay in an area. Support for people to start businesses, incentives to takeover empty shops.