

## **Future Workforce conference for Cumbrian employers**

Employers in Cumbria are coming together in a bid to help young people gain a clearer understanding of the opportunities open to them in the world of work.

A conference – ‘Future Workforce #Generating Solutions’ - will take place at Cumbria Local Enterprise Partnership’s Redhills offices, Penrith, on Thursday 23 November (10am - 3.30pm).

Employers have recognised a need for greater co-ordination in work experience and careers education to ensure that young people are properly informed about, and have the opportunity to experience, the wide variety of career opportunities in the county.

To make this happen, they have agreed to work with key influencers to:

- Develop an inclusive programme of work experience and taster opportunities
- Produce up to date information and guidance for young people
- Develop communication opportunities aimed at attracting young people into certain industries, and strengthen the image and appeal of opportunities in Cumbria
- Improve the supply of young people applying for apprenticeships by ensuring they are ready for this stage in their learning/career.

Craig Ivison, Cumbria Local Enterprise Partnership's Head of Employability and Skills, said: "Our ambition at the LEP is to ensure that Cumbria has a vibrant and thriving economy which benefits everyone.

"Cumbrian businesses, and those engaged in the education and skills sector, face increasing challenges to make sure that young people -- our future workforce -- are prepared and able to benefit from the great job and career opportunities available both here and more widely.

"This expert reference group conference is a chance to start informing and shaping action."

As well as employers, participants will include:

- Enterprise advisors
- Representatives from the Education and Skills sector
- Local authorities
- Third sector organisations involved in this area of work
- Sector and business representative organisations.

The event will focus on aligning current and emerging policy in this area with activity that will enable employers to further develop their involvement to address the concerns they have raised.

For further information, contact Caroline Ledward at [info@cumbrialep.co.uk](mailto:info@cumbrialep.co.uk) For further details about Cumbria Local Enterprise Partnership, go to [www.cumbrialep.co.uk](http://www.cumbrialep.co.uk)

## **Ends**

For media information please contact Karen Gardner at Osprey Communications on 01539 442 436 or email [karen@ospreycommunications.co.uk](mailto:karen@ospreycommunications.co.uk)

## **Notes for editors**

- Cumbria LEP provides a strategic lead for all activities contributing to the growth and vibrancy of the county's economy and where appropriate takes positive action, using the skills, capability and networks of LEP partners.
- The LEP is keen to work with all partners and stakeholders (private and public) to undertake actions, secure funding and implement initiatives to support sustainability and growth of Cumbria's economy.
- A copy of the Cumbria Strategic Economic Plan is available at: [www.cumbrialep.co.uk/what-we-do/sep/](http://www.cumbrialep.co.uk/what-we-do/sep/)