

# Stakeholder *information pack*

Information for our key stakeholders on  
the North Wales Skills Portal.

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# *Preface*

As one of our valuable stakeholders, we are extremely grateful for your support in developing the North Wales Skills Portal (Portal). Your contribution and feedback have been integral, and the entire team is thankful for the time and resources you have allocated to support its development.

However, the work is not yet complete, and as we prepare for the public launch in early 2025, we need your final feedback on how to make the Portal as user-friendly as possible.

This stakeholder information pack will provide you with key messages and information necessary for the next stage of the Portal's launch. Please get in touch if you have any questions.

# Context

Earlier in 2023, we conducted a region-wide survey to understand the issues that employers faced whilst developing their workforce.

The research found the main challenges to be a lack of awareness of offers provided, duplication, and difficulty finding the various opportunities that existed within the region.

Following this survey, further market research was conducted using annual surveys, continuous employer engagement and nationwide findings, to paint a broader picture of access to employability services. The results found a consistent pattern and, as a result, a need to provide an easy-to-use, simple platform with local employment, skill, apprenticeship, and training opportunities in one place.



# *Market Research* Findings

The following were the **main** findings:

70% of employers in the region  
are facing skill challenges.

Almost 50% of people under 24 don't feel  
prepared for the job or course they want.

47% of employers stated that 'difficulty  
finding training providers' was one of the  
main workforce barriers.

An increase in individuals not  
in education, training or  
employment.

# *Overview of the Portal*

The Portal brings together information on career vacancies, apprenticeships, training opportunities, and career support available in North Wales.

It is a **free-of-charge** online platform that collates regional opportunities in one place. The Portal aims to **make it easier** for people to find these **opportunities and support services** whilst **connecting individuals with employers and providers**, which will, in turn, address skills challenges in the region.

Following its launch, the Portal will not be a static entity, but rather an **evolving platform**. It will be continuously measured, monitored for performance, and adapted to respond to user needs, ensuring its relevance and effectiveness.

# *Shaping the Portal*

## **1. Submit and Collaborate**

Action: Providers and partners submit events, news, and resources to the North Wales Skills Portal.

Goal: Ensure a comprehensive range of local employment and skills opportunities are accessible

## **2. Promote Usage**

Action: Encourage individuals and employers to use the North Wales Skills Portal.

Goal: Increase engagement and utilisation of the portal's resources.

## **3. Collect Feedback**

Action: Gather feedback from users and partners about their experiences.

Goal: Understand the needs and challenges faced by users and provider

## **4. Inform Improvements**

Action: Use the feedback, with the support of a steering group, to make informed changes and enhancements to the portal.

Goal: Continuously improve the portal to better serve users and ensure it remains a valuable regional asset.

# *Timeline*

**November 2024**

**Stakeholder launch:**  
Launch of the Portal at  
the RSP Board meeting.

**December 2024**

**Feedback Implementation:**  
Gather and use stakeholder  
feedback to further develop  
the Portal.

**January 2025**

**Public launch:**  
Launch of the Portal for  
everyone to access.



# *Key Messages*

- The North Wales Skills Portal aims to streamline access to local skills development, training opportunities whilst promoting live job vacancies and apprenticeships.
- Individuals can discover local opportunities and directly connect with providers.
- Employers can access skills support specifically for businesses, in topics such as staff development, training and growth opportunities.
- The Portal aims to add value, avoid duplication, promote collaboration and encourage innovation.
- As a regional asset created with user feedback in mind, the Portal will continue to improve based on user input and performance.

# *Next Steps*



## **Your Feedback**

We would greatly appreciate your final feedback on the Portal, or if you can help us access learners or participants to carry out further testing, please contact:

[reesbrown@ambitionnorth.wales](mailto:reesbrown@ambitionnorth.wales)

## **Employer Showcase**

If you would like to be showcased as an employer on the Portal or know of a business that would benefit from this, please complete or share the form below. This service is free of charge and is available to employers in North Wales who want to help people discover a wide range of career opportunities and the in-demand skills across different sectors.

[Employer Showcase Form](#)

## Useful Contacts:

- [reesbrown@ambitionnorth.wales](mailto:reesbrown@ambitionnorth.wales)
- [info@rspnorth.wales](mailto:info@rspnorth.wales)

