



# BUSINESS IN THE COMMUNITY'S JOB COACHING PROGRAMME

## EMPLOYABILITY SKILLS: RESOURCES FOR COACH AND CLIENT

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## TOPS TIPS FOR WRITING A GOOD CV

How a CV is presented is just as important as what you write and how you write it. Inconsistent formatting, too many different types and sizes of fonts, and poor spelling will put off any reader straight away. Here are some tips to ensure an employer will continue reading the CV:

- Keep it brief, no longer than two pages.
- Avoid casual language, jargon and abbreviations.
- Don't put CV or Curriculum Vitae at the top, just start with your name and contact details.
- Use one simple and easy to read font such as Arial all the way through.
- Make use of bullet points and avoid large blocks of text.
- Use headings and sub-headings to show different sections.
- Don't use too many ways of highlighting text, use bold or underlined or italics, not all at once.
- Ensure all dates are written in the same format.
- Check grammar and spelling. Don't just rely on spellcheck e.g. check you've used the right 'too' or 'to'.
- Use examples that quantify what you did, e.g. Decreased customer complaints by 10% within 9 months.
- Give it to someone else and ask them to read it in 60 seconds. What information stood out for them? Is it what you would want a prospective employer to notice?
- A CV should be sent with a tailored covering letter if the company have asked for one but they may only ask you to upload your CV as part of an application form

### One size doesn't fit all!

A CV must be constantly reviewed, updated and tailored for each job application. An employer can tell if the CV doesn't address the requirements of the company and job role. Try to keep a folder of useful information for your CV and never delete or throw away an old version, you never know when a particular phrase or sentence will come in handy for another job application.

### Covering letters

Don't forget the covering letter! If it isn't up to the same standard as your CV, the employer might not even bother reading it. Covering letters are an opportunity to introduce yourself and why you would be the best person for the job they have advertised. Even more so than CVs, covering letters must be tailored for each individual job application, as you need to show you've read the job description and other details properly and done some research.

### DO ✓

- Tailor your CV to the position you are applying for.
- Use the same layout, font, style the whole way through.



- Be brief and to the point.
- Check for grammatical errors.
- Make your most relevant experience and skills prominent.
- Describe your achievements quantifiably.
- Get someone to proofread your CV for you.
- Highlight skills that may be useful to an employer (e.g. driving, IT skills)
- Be positive and sell yourself.
- Explain any career break – a simple three or four-word explanation with dates is usually sufficient (e.g. Family Career Break, 2018-2020).

## DON'T X

- Lie
- Exceed two pages of A4.
- Mention your marital status, gender or date of birth.
- Cram your CV onto one page.
- Use too large or too small a font (11 point is a good size)
- Write long descriptive paragraphs – opt for bold headings/bullet points instead.
- Leave unexplained gaps in your work record.
- Add a photo.
- Have any spelling or grammatical errors.

## Further guidance

- Lloyds Bank Academy Video: [Improving your CV](#)
- Prospects guidance: [Writing a successful job application](#)
- Barclays LifeSkills: [Showing your best you](#)  
[Tailoring applications to roles](#)  
[What to include in a cover letter](#)  
[Filling out application forms confidently](#)  
[Importance of a good CV & letter - incl CV builder](#)

# CV TEMPLATE

**Full Name**

**Address, Phone Number**

**Email, LinkedIn (make sure they are hyperlinked)**

## PERSONAL STATEMENT

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An experienced and results-driven Retail Manager, with over six years' worth of customer service experience, currently seeking a new position in this field. Proven track record of success, with an ability to motivate, innovate, and meet and exceed KPIs. Also have a wealth of experience in merchandising and promotional launches, demonstrated in a recent store layout change that increased average customer spend by X%.

## KEY SKILLS

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Excellent communication and interpersonal skills.

The ability to lead and motivate a team in order to fulfil company objectives. An energetic and enthusiastic approach to new ideas and incentives. Proficient in dealing with difficult situations and working under pressure.

Confident and well-informed decision-making skills.

## EMPLOYMENT HISTORY

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**Deputy Manager, Company Name, Location**

*(April 2016 – Present)*

Achievements and responsibilities:

- Encouraged add-on purchases through an incentivised sales scheme, which increased average basket spend by X%
- Reduced the loss of stock by X% through the implementation of dedicated loss prevention strategies (e.g. regular stock takes, staff signing in/out system, stock rotation)
- Daily customer service duties, such as processing sales, helping customers, and providing refunds and exchanges.



- Recruitment and training management for new employees
- Management of displays and promotional products
- Complaint handling and dispute resolution

**Team Leader, Company Name, Location**

*(June 2014 – April 2016)*

Achievements and responsibilities:

- Came up with tailored incentives (e.g. rewarding a gift card to the employee who got the most loyalty card sign ups) – which boosted membership levels by X%
- Led team with highest revenue against target in the entire company.
- Managing the day-to-day running of the store.
- Delegating tasks to X number of employees.
- Motivating and coaching members of the team.
- Supervising employees and resolving any disputes.
- Assisting customers, processing payments, and cashing up tills.

**Retail Assistant, Company Name, Location**

*(October 2012 – May 2014)*

Achievements and responsibilities:

- Hit or exceeded sales target for 12 consecutive months.
- Headed up a product training scheme for new members of staff – with an approval rating of 97% of those involved.
- Greeted customers and identified their needs.
- Answered questions and made product recommendations.
- Replenishing stock and arranging promotional displays.

**EDUCATION**

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**College/School Name**

*(September 2007 – June 2009)*

**A-levels:**

BCC - Sports Science, English and Business Studies respectively.

**School Name**

*(September 2001 – June 2007)*

10 GCSEs, grade A-C, including Maths and English

## HOBBIES & VOLUNTEERING

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Enjoys playing football all my life and is passionate about all kinds of sport. Part of a local football team and takes part in weekly practice sessions, as well as monthly tournaments. This passion has led to volunteer for a youth club, helping young people get into football. References

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**References are available upon request.**

## WRITING A COVER LETTER

Covering letters are an opportunity to introduce yourself and why you would be the best person for the job they have advertised. Even more so than CVs, covering letters must be tailored for each individual job application, as you need to show you've read the job description and other details properly and done some research.

### What to include

#### 1. First paragraph: The job

Explain why you are writing, making sure it entices them to read on. If you are replying to an advert, say where and when you saw the advert and quote the reference number.

#### 2. Second paragraph: Your experience and qualifications relevant to the job

Briefly explain your current or most recent job role and, if applicable, qualifications (professional and/or academic). If you have taken a career break, address it briefly here.

#### 3. Third paragraph: You, your skills, and qualities relevant to the job

Say why they should employ you and why you would be a good employee. Relate your skills and qualities to the job description / person specification to help the employer see why you would be suitable for the job.

#### 4. Fourth Paragraph: Why you want this job

Explain why you would like to work with them, mention the company name/website to demonstrate you know something about them. See if you can link your interests / experience to the company to show you could work well together.

### 12 Quick Tips to Remember

- **Keep it Short:** Research shows that short letters work best.
- **Make it Easy to Read:** Ensure your cover letter is clear and concise.
- **Use Action Words:** These positive words help to give your cover letter extra impact. For example, instead of saying 'I have to carry out a study' say 'I devised and prepared a study'.
- **Don't Rely on Spell-check:** Do use spell-check but be aware that it does not pick up everything! For instance, you could write 'to' instead of 'too' and it will go unnoticed by the programme but not by the hiring manager. And make sure it's set to English UK rather than English US which is often the default. Reread your cover letter several times before submission.
- **Personalisation:** Make the hiring manager feel as if the letter is addressed to the company they represent, as opposed to the typical generic dross they read. Try to find the name of the person likely to read the letter and address it to them.
- **Make Sure You Relate Your Skills to the Role:** If the job calls for problem solving, communication and team working skills (and virtually all corporate jobs do to some degree), show that you possess these skills and outline how you have used them to great effect in a previous job.



- **Show Knowledge of the Company:** By showing you have gone the extra mile, you will immediately mark yourself out as one to watch. Research the company's values and use these in your covering letter. Find out what they call their customers and use the same language e.g. 'customers' or 'clients' or 'end users'
- **Address Any Career Gaps:** Keep it short and sweet, e.g. "Following a four-year parental career break" and include things you have done during the break that are relevant to the job.
- **Write Like a Human:** Instead of going down the path of jargon, clichés and general corporate speak, use your own words as it will read a lot better.
- **Outline Your Availability:** Tell them when you're ready to begin working. Be as flexible as you can.
- **Flattery Gets You Everywhere:** There is nothing wrong with a little flattery as long as you are not too cloying. You can state that the company is 'a leader in its field' rather than gushing about how it is a 'giant in its industry'.
- **Be Enthusiastic:** Although you must come across as a professional, it is also important to show some degree of excitement. It will brighten the day of the hiring manager forced to read 63 templates. Just make sure you sound authentic.

## Example cover letter: Customer Service

Dear [Mr./Mrs./Ms.][Manager's Name],

I am writing to you regarding your company's Customer Service Representative opening. I worked as a Customer Care Specialist at Satellite TV Co. for more than 2 years, and during that time I developed impeccable phone manners and an ability to politely deal with disgruntled customers. I am accustomed to working on multiple projects simultaneously and can offer new ideas to help your company grow and surpass all goals and objectives.

Duties at my previous company included making 60 cold calls a day to businesses and private individuals in order to solicit sales for goods and services. During my tenure, I implemented a new sales strategy, reducing training expenses by 90% and increasing the close ratio by 10% within 3 months.

My experience at Satellite TV Co. has helped me improve my leadership skills, hone my organisational skills, and has provided me with extensive knowledge of how to upsell services and goods to potential clients. I also worked at Scottrade as a Customer Service Intern, where I further cultivated useful customer service abilities while handling technical support for clients on a wide range of company products. Working there, I was able to resolve issues at a 90% rate and memorise an entire line of company products & services – including prices and special discounts.

I'm looking forward to discussing the position and my qualifications with you in more detail soon. I feel confident that I fulfil the requirements for the Customer Service Representative position at [TARGET COMPANY]. Thank you for your time and consideration.

Sincerely,

[Name]



## Further guidance

- Cover letter examples:
  - [Prospects example cover letter](#)
  - [Resume Genius cover letter examples](#)
- [Basic cover letter template](#)

# INTERVIEWS

## Preparing for an interview

### Before your interview:

- Do your research on the company that you are meeting, the services that they offer, job spec. Prepare a couple of questions to ask the interviewer.
- Refresh your memory on your CV.
- Be prepared to explain any career breaks.
- Keep regular eye contact throughout your interview.
- Prepare some answers prior to interview, having STAR examples ready.
- No matter what role you are interviewing for, you want to look as professional as possible. If you have a suit, wear the suit, or if not, wear business casual clothes, such as trousers and a shirt. Make sure everything is clean, ironed and stain free.
- If you have been asked to attend an assessment centre, there are some useful tips here: [Assessment Centres](#)

The following questions are commonly asked at interview. You can prepare some answers to these questions to help prepare.

### 1. Tell us about yourself

An ideal opportunity to highlight your personality, strengths, unique selling point, and how your experience or current role make you a good fit for the job. This gives you a chance to focus on your strengths and abilities that you can support with examples. Please keep the examples as relevant to the role as possible.

### 2. What would you say were your main strengths?\_

The main reason an employer would ask this question is to see if your strengths align with the company's needs and the responsibilities required for the role. They want to see if you would be a good fit for the company. They don't want you to list random skills that you have, they want you to demonstrate your suitability to the job that you are applying for. This is why it's very important to research the company, the job spec and person spec.

### 3. What are your weaknesses or what areas do you think you have to work on?

"What are your weaknesses" is one of the most popular questions interviewers ask. It is also the most dreaded question of all. Handle it by minimising your weakness and emphasising your strengths. Show how self-aware you are, demonstrate an ability to overcome any shortcomings. It's important to be honest as no one is perfect. It's also an opportunity to reinforce a skill, by highlighting an example of a weakness that you have turned into a strength.



Example: I failed my Maths GCSE, but I've done a course at college since and I passed at grade C, as I recognised this was important if I wanted to work in retail. I now help others in the team when they get stuck.

#### **4. Tell me about a situation when you contributed as part of a team.**

This is a chance to show that you can collaborate with others in order to achieve a common goal. You can communicate well with others and affect the workplace in a positive way. You should include a concrete example of when you achieved a similar success in the past. Choose an example that is professional but also says something about your personality and goals. Link your definition of success to the job at hand, reminding the interviewer that you're the best candidate.

#### **5. Why do you want to work here / What attracts you to this position?**

By asking you, "Why do you want to work here?" the interviewer is listening for an answer that indicates you've given this some thought and are not sending out resumes just because there is an opening. For example, "I've selected companies that I feel excited about what they sell and do and this company is very high on my list of desirable choices".

#### **6. Why should we employ / hire you?**

Answer "Why should we hire you?" by summarising your experiences: "With five years' experience working in the financial industry and my proven record of saving the company money, I could make a big difference in your company. I'm confident I would be a great addition to your team."

#### **7. What are your goals?**

When you're asked, "What are your goals?" sometimes it's best to talk about short-term and intermediate goals rather than locking yourself into the distant future. For example, "My immediate goal is to get a job in a growth-oriented company. My long-term goal will depend on where the company goes. I hope to eventually grow into a position of responsibility."

#### **8. Tell us about a time when you had to deal with a difficult situation?**

One of the hardest questions to answer at interviews is to describe how a difficult situation at the workplace was dealt with.

Read the sample text and think of a time you have had to deal with a similar situation.

"I was working in a restaurant and a client wanted to make a formal complaint because his food had taken a long time to arrive, was a bit cold and had something in it that he'd asked to be removed. He was very upset and the waitress who served him was quite stressed. I saw how she looked and decided to help, so I asked him what I could do for him while he waited for his new meal to be prepared. He said that we should have offered him a free drink. The manager was not there but I figured that a drink would not make much of a difference and would solve the problem, so I offered him a drink of his choice and brought a portion of complementary olives. He smiled and enjoyed his drink. Then he ate his meal, left a tip and said thank you, which showed us he was happy."

- Think about what you would like to say.
- Ask a friend to listen to you and give you feedback. It is a good idea for you to practice at

## **9. Why did you leave (or why are you leaving) your job?**

If an interviewer asks, “Why did you leave (or why are you leaving) your job?” and you’re unemployed, state your reason for leaving in a positive context: “I managed to survive two rounds of corporate downsizing, but the third round was a 20% reduction in the workforce, which included me.” Or “I’m leaving my job because I’m looking to upgrade and there are no chances for me grow there.” Or “I’m on a short term/ temporary/ 0-hour contract, so I need a job that offers security and a stable income.”

If you are employed, focus on what you want in your next job: “After two years, I made the decision to look for a company that is team-focused, where I can add my experience.”

## **10. Can you explain your career**

Having a career break shouldn’t prevent you from moving successfully through the interview process but potential employers will expect an explanation. Take time before your interview to prepare a way to address the gap in a positive way. You must be honest, but you don’t need to go into unnecessary detail. Emphasise anything you did during that period that is relevant to this role, e.g. volunteer positions, any events you attended, or any other way that you advanced your professional skills. The goal is to show that you’ve been engaged even if you haven’t been formally employed.

## **11. When were you most satisfied in your job?\_**

The interviewer who asks this wants to know what motivates you. If you can relate an example of a job or project when you were excited, the interviewer will get an idea of your preferences, e.g. “I was very satisfied in my last job, because I worked directly with the customers and their problems; that is an important part of the job for me”.

## **12. What can you do for us that other candidates can’t?\_**

Emphasise what makes you unique when you are asked this. This will take an assessment of your experiences, skills and traits. Summarise concisely: “I have a unique combination of strong technical skills, and the ability to build strong customer relationships. This allows me to use my knowledge and break down information to be more user-friendly.”

## **13. What are three positive things your last boss would say about you?\_**

It is time to pull out your old performance appraisals and boss’s quotes to answer this question. This is a great way to brag about yourself through someone else’s words: “My boss has told me that I am the best designer he has ever had. He knows he can rely on me, and he likes my sense of humour.”

## **14. Tell me about your experience / take me through your CV**

The interviewer is not looking to hear about every single job that you have had. Pick your most relevant roles and highlights. Bear in mind what the role needs, what skills and relevant experience you have had in previous roles that you may be able bring to the company. Show you understand the culture of the company that you are interviewing with.

## 15. What do you enjoy most about your work / what are you good at?

The interviewer here is looking for constructive and positive answers. Consider how what you are good at in your current/previous role will translate into your new role. Focus on the job itself and not the people that you worked with.

### Example:

“Initially working as an office assistant filing and shredding when I joined, I worked my way up to administrator. I thoroughly enjoyed working within the administration team because it provided me with a chance to build on my administrative skills and learn how to use many different software programmes in my day-to-day work such as Microsoft Word, Excel etc. Skills I didn't have previously have. It's built up my confidence and has allowed me to gain skills I can use further on my career.”

## 16. How do you deal with pressure at work?

In this instance the interviewer is looking to see exactly how you would react in a stressful situation. They are looking for healthy/positive responses. Show how you can overcome problems and challenges to reach your goal. Use a specific example that shows how you turn challenges into opportunities and emphasise what you learnt from it.

## 17. Do you have any questions for us?

Always have a few questions ready. Use this as an opportunity to learn a little bit more about the company and the role itself. If there is anything that you are not sure about this is your chance to ask. This shows that you are genuinely interested in the role. Never say 'No I don't have any questions'.

### Examples would be:

- What would I do on a typical day?
- Would there be an opportunity to progress further down the line?  
What sort of training is involved?
- What is your favourite thing about working for the company?
- What are the most challenging aspects of the job?

## STAR Interview Technique

The STAR interview technique is very helpful for shaping your interview responses. STAR stands for:

- S – Situation
- T – Task
- A – Action you took
- R – Results achieved

### Situation and Task

Describe the situation that you were in or the task that you needed to accomplish. You must describe a specific event or situation, not a generalised description of what you have done in the past. Be sure to give enough detail for the interviewer to understand. This situation can be from a previous job, from a volunteer experience, or any relevant event.

## **Action you took**

Describe the action you took and be sure to keep the focus on you. Even if you are discussing a group project or effort, describe what you did – not the efforts of the team. Don't tell what you might do, tell what you did.

## **Results achieved**

What happened? How did the event end? What did you accomplish? What did you learn?

Barclays LifeSkills: [Types of Interview and the STAR Model](#)

## Pre-Interview Checklist

Action	Done
<p><b>Research the company/role</b></p> <ul style="list-style-type: none"> <li>• Look on the company website / social media / LinkedIn</li> <li>• Make sure you are familiar with the job description and person specification</li> </ul>	
<p><b>For in-person interviews:</b></p> <ul style="list-style-type: none"> <li>• Check travel routes and timings – arrive 10 minutes early</li> <li>• Use Google Maps and make a practice run</li> </ul> <p><b>For telephone or online interviews:</b></p> <ul style="list-style-type: none"> <li>• Find a quiet place</li> <li>• Make sure you have access to a good internet connection</li> <li>• Log on to the call in plenty of time in case of any issues</li> <li>• If using a webcam, make sure that it is in a good position with your face clearly visible</li> <li>• Practice using the software in advance. You could ask to do a practice call with a friend of family member</li> </ul>	
<p><b>Check dress code/make sure you are well presented</b></p> <ul style="list-style-type: none"> <li>• Pick outfit the day before the interview</li> <li>• Make sure your clothes are clean and wrinkle-free</li> </ul>	
<p><b>Take documents with you</b></p> <ul style="list-style-type: none"> <li>• Find Passport / Driver's License / Right to Work or any other documents that have been requested the day before and put them somewhere where you won't forget to bring them</li> </ul>	
<p><b>Make sure you are familiar with your CV and have a copy to hand</b></p> <ul style="list-style-type: none"> <li>• Print CV the day before the interview, put it somewhere where you won't forget to bring it</li> <li>• Pick out relevant roles you have had and prepare STAR scenarios</li> </ul>	
<p><b>Prepare for some common interview Questions</b></p> <ul style="list-style-type: none"> <li>• <i>Tell me about yourself</i></li> <li>• <i>What are your strengths / weaknesses?</i></li> <li>• <i>Why should we hire you?</i></li> <li>• <i>Why do you want to work here?</i></li> <li>• <i>Why did you leave your previous job?</i></li> <li>• <i>Tell me about a time you gave excellent customer service?</i></li> <li>• <i>When have you worked as part of a team, and give me an example?</i></li> <li>• <i>Tell me about a time when you dealt with a challenging customer or situation?</i></li> <li>• <i>What are your goals?</i></li> <li>• <i>Can you explain your career break?</i></li> <li>• <i>When were you most satisfied in your job?</i></li> <li>• <i>Tell me about your experience / take me through your CV</i></li> <li>• <i>What do you enjoy most about your work / what are you good at?</i></li> <li>• <i>How do you deal with pressure at work?</i></li> <li>• <i>Why are you the best candidate for the role?</i></li> </ul>	

**Have questions ready**

- *What are the next steps in the interview process?*
- *Are there opportunities for progression within the company?*
- *If I were hired for the position, would I be going through any training prior to starting the work?*

**Ensure you have contact details in case of any problems**

- Put interviewers' number in your phone

**Interview Dos and Don'ts**

<b>Do</b>	<b>Don't</b>
<ul style="list-style-type: none"> <li>• Enter the room confidently</li> <li>• Shake hands firmly and introduce yourself (subject to social distancing rules at the time)</li> <li>• Smile</li> <li>• Be polite, friendly and look the interviewer in the eye</li> <li>• Check that it is OK to use cue cards and notes during the interview</li> <li>• Try to maintain eye contact with the person or people you are talking to</li> <li>• Look interested and ask questions as well as answering</li> <li>• Answer questions as fully as you can, avoiding just saying 'yes' or 'no'</li> <li>• Provide examples to prove your skills and achievements</li> <li>• Ask if you don't understand a question</li> <li>• Speak clearly</li> <li>• Sell yourself – get your good points across and be positive</li> </ul>	<ul style="list-style-type: none"> <li>• Fidget or slouch in the chair or fold your arms</li> <li>• Swear – even mildly</li> <li>• Criticise your past employers</li> <li>• Interrupt</li> <li>• Draw attention to your areas for development</li> <li>• Lie or embellish the truth – stay calm and stick to the facts</li> <li>• Chew or eat during the interview</li> </ul>

**Further guidance**

- [Lloyds Banking Academy Video: Preparing for Interviews](#)
- [Lloyds Banking Academy Video: Making Video Calls](#)
- [Prospects Video: Video Interview Tips](#)



- Prospects Video: [Tips for Assessment Centres](#)
- Barclays LifeSkills: [Virtual Interview Practice Tool](#)
- Barclays LifeSkills: [Interview Skills 1 / Interview Skills 2 / Interview Skills 3](#)

## SEARCHING AND APPLYING FOR JOBS

### Searching for jobs

There are a number of places you can carry out your job search. It's best to keep up to date with a few different sources, as new vacancies will appear across different platforms every day:

- Barclays LifeSkills: [Finding better work opportunities](#)
- Barclays LifeSkills: [Building your career network](#) and [How to build a network](#)
- Local Careers Fairs
- GOV.UK's [Find a Job](#) service
- Job boards
- [LinkedIn](#)
- Local and national newspapers  
[Recruitment agencies](#)
- Sector-specific websites e.g. [https://www.careersinconstruction.com/Social media](https://www.careersinconstruction.com/Social%20media)
- [Speculative applications](#)
- University careers and employment services
- [Get My First Job](#)
- [Total Jobs](#)
- [Reed](#)
- [Career builder](#)
- [Indeed](#)
- [Job.com](#)
- [Monster jobs](#)
- [Google jobs](#)
- [Link up](#)
- [Simply hired](#)

While you can still hand in your CV and cover letter to a business, many jobs are now advertised and applied for online. This [free online course](#) from Learn My Way can help you develop your skills in job hunting online.

### Applying for jobs

There are two main approaches that employers take to the first stage of the recruitment process:

- CV and cover letter – for further guidance see resources here in this toolkit
- An application form – either completed on an online system or e-mailed to the employer for consideration. Here are some good tips for completing an application form - [Application Forms](#)



## VOLUNTEERING, TRAINING, APPRENTICESHIPS AND SELF EMPLOYMENT

### Volunteering opportunities

Some clients may benefit from volunteering, either before or whilst seeking paid employment. There are many good reasons to volunteer:

- the chance to have fun doing something you've never tried before
- increased confidence
- a sense of satisfaction and achievement
- the opportunity to make new friends and contacts with people from diverse backgrounds and experiences
- increased job and career prospects and new skills - over 70% employers would hire a candidate with volunteering experience over someone who has never volunteered
- use volunteering as a “way-in” as sometimes volunteering can turn into paid work

We know that employers do consider volunteering as legitimate opportunities and recognise this as ways to build experience and remove lengthy gaps on CVs. Equally responsibilities such as caring for younger or older people should be seen as a form of volunteering.

There are many local organisations that can provide volunteering opportunities. Depending on what they are, some may have quite a formal application and interview process. If vulnerable people or children are service-users, applicants for volunteer roles may be required to do a Disclosure & Barring Service Certificate (DBS, formally CRB).

You may have some volunteering opportunities very close to them offered by their current accommodation provider, such as becoming a tenant representative or helping at gardening clubs etc. Some housing organisations also have social enterprises which often rely on volunteers to run shops, support refurbishment projects or provide child-care facilities.

### Free training

The following websites feature lots of free training and resources to help develop your skills for work.

- [National Careers Service](#)
- [Barclays LifeSkills](#)
- [Lloyds Bank Academy](#)



## Apprenticeships

Apprenticeships can be a great route into the world of work. The following websites feature helpful guidance to get you started:

- [Prospects](#)
- [Gov.UK](#)

## Self-employment

### **New Enterprise Allowance: start your own business**

Helping unemployed people become self-employed You could get mentoring and an allowance to help you start your own business through New Enterprise Allowance. You may be eligible if you're over 18 and either:

- you or your partner get Universal Credit, Jobseeker's Allowance or Employment and Support Allowance
- you get Income Support and you're a lone parent, sick or disabled

### **Do you have a good idea for a business?**

NEA could give you money and support to help you start your own business. You need to be [receiving certain benefits and have a business idea that could work](#).

### **Get started with NEA**

Speak to your Jobcentre Plus work coach – they will explain how NEA could help you. They will also tell you about the support volunteer business mentors offer in the early months of trading.

If you're not eligible you may still be able to get [other help with setting up a business](#).

For more information - <https://www.gov.uk/government/collections/new-enterprise-allowance-campaign>

## INCREASING KNOWLEDGE OF THE JOB MARKET

### Labour Market Information

It may be useful for you to look at the Labour Market Information (LMI) for the area where your client is based, to help them understand which types of sectors might be more likely to recruit in the coming weeks. You may have your own knowledge around this topic too which you can use to support your client.

#### UK wide/general

- LMI For All (useful information and links) - [http://www.lmiforall.org.uk/explore\\_lmi/](http://www.lmiforall.org.uk/explore_lmi/)
- Sector forecasts - <https://www.prospects.ac.uk/jobs-and-work-experience/job-sectors>
- Future work and skills - <https://www.nesta.org.uk/project/future-work-and-skills/>
- Skills shortages and Covid-19 - <https://www.prospects.ac.uk/skills-shortages-and-covid-19>
- Skills shortages in the UK - <https://luminare.prospects.ac.uk/skills-shortages-in-the-uk>
- CIPD labour market outlook - <https://www.cipd.co.uk/knowledge/work/trends/labour-market-outlook#gref>

#### West Midlands

Greater Birmingham and Solihull LEP - <https://gbslep.co.uk/strategy/local-industrial-strategy/>  
Leading work on five Sector Action Plans;

- Business, Professional & Financial Services  
Creative Industries
- Health Technologies
- Low Carbon & Environmental Technologies  
Food & Drink Manufacturing
- Two of the new major market opportunities; Data driven health and life sciences and modern services.

Coventry and Warwickshire - <https://www.cwlep.com/>

Identified five core pillars of activity for improving economic performance and creating rapid, dynamic change across the Coventry & Warwickshire region.

- Unlocking growth potential - Due to rapid growth in the AME and logistics sectors
- Advanced Manufacturing and Engineering Sector Development

- Growth of SMEs
- Growing Talent – Skills Strategy
- Culture and Tourism

Stoke on Trent and Staffordshire <https://www.stokestaffslep.org.uk/>

Stoke on Trent and Staffordshire is home to around 33,000 businesses, ranging from small and micro enterprises to global leaders in their field, it has a strong foundation in industry including ceramics and advanced manufacturing. Manufacturing alone employs nearly 58,000 people and continues to thrive.

Black Country LEP <https://www.blackcountrylep.co.uk/>

5 regional Sector Action Plans that are being led by the demands of local industry by working with trade bodies and businesses themselves.

- Aerospace sector
- Construction sector
- Health and Care Sector
- Metals and Materials
- Rail sector

Marches LEP <https://www.marcheslep.org.uk/>

Information has been collated on the skills needed for the following sectors:

- Advanced manufacturing
- Business and Professional services
- Cyber security and resilience
- Environmental Technologies
- Food and Drink
- Construction

Worcestershire LEP <https://www.wlep.co.uk/>

Internationally recognised names such as Worcester Bosch, Yamazaki Mazak, Vax, Halfords, Brinton's Carpets, GKN, Morgan Motor Cars, QinetiQ and Joy Mining alongside growing businesses and entrepreneurial enterprises.

Strengths are in manufacturing, cyber security and defence, and agri-foods. The County is also the destination for thousands of tourists every year.

## North East

NE LEP – <https://www.nelep.co.uk/wp-content/uploads/2019/02/executive-summary.pdf>

Strategic Economic Plan published in 2014, sets out their ambition to:

- Increase the number of jobs in the North East economy by 100,000 by 2024
- Ensure that 70% of the jobs growth is in better jobs

The key focus areas for the NE economy are:

- Digital
- Advanced Manufacturing
- Health and Life Sciences
- Energy

Four service sectors which support the wider economy and offer significant opportunity for more and better jobs in the North East.

- Education
- Financial
- Professional Business Services
- Transport and Logistics and Construction

In Newcastle Skills Hub is a one stop shop for employers and local jobseekers

<https://www.skillshubnewcastle.co.uk/>

## Wales

Careers Wales - [Wales LMI](#)

Future demand for specific jobs - <https://careerswales.gov.wales/job-information/>

Business Wales - [Skills Gateway LMI](#)

Important sectors in Wales - <https://businesswales.gov.wales/financial-and-professional-services/sectors>

## London

Careers London, information by sector - <https://careerslondon.org/LMI-London>

London LEP - <https://lep.london/projects-and-priorities/infrastructure>

London Labour Market Projections - <https://www.london.gov.uk/business-and-economy-publications/london-labour-market-projections-2017>

London Data Store - <https://data.london.gov.uk/topic>

Haringey - [Haringey LMI](#)

National Careers Service - [LMI London](#)