

Employer Engagement Strategy

Stanmore College

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Introduction

Employer engagement is a cornerstone of Stanmore College's ambition to create futures, strengthen community prosperity, and ensure every learner progresses into meaningful, skilled employment. As the College continues its transformation into a modern, inclusive community campus, our partnerships with employers will shape curriculum design, enhance employability, and drive local economic growth.

This strategy outlines our approach to employer engagement for 2026-27. It is fully aligned with the College's Strategic Plan and embeds the newly established Employer Skills Forums as a central mechanism for collaboration, intelligence-gathering, and curriculum development. Through sustained, purposeful engagement, we will ensure that every learner benefits from high-quality employer interaction and that employers view Stanmore College as a trusted, agile, and future-focused partner.

1. Context and Rationale

Stanmore College operates within a rapidly evolving skills landscape shaped by demographic change, technological innovation, and shifting employer expectations. The College's strategic commitment to becoming a community college places employer engagement at the heart of our mission.

Local and Regional drivers include:

1. Local Skills Improvement Plan (LSIP2) priorities, particularly in digital, health, construction, STEM, and green skills.
2. Harrow Borough's Skills Strategy, including targeted support for residents with English as a second language.
3. West London Alliance
4. AI – Transformation: The fourth industrial revolution, requiring digital fluency, adaptability, and resilience.
5. Increasing employer demand for work-ready behaviours, soft skills, and practical experience.
6. West London Construction Hub Board Priorities NWL
7. CTEC – Construction Hubs (Specifically Electrical and work with ECA)
8. DWP Youth Guarantee Offer | Careers Service Offer
9. The College's Employer Skills Forums will provide structured, sector-specific insight to ensure our curriculum remains demand-led, future-proofed, and aligned with local and regional economic needs.

2. Benefits of Employer Engagement and Industry Placements

For Students

- Exposure to real workplaces and professional expectations.
- Development of employability skills, confidence, and career clarity.
- Access to mentors, networks, and role models.
- Improved progression into employment, apprenticeships, and higher study.
- Broader understanding of sectors, pathways, and opportunities.

For Employers

- A pipeline of skilled, motivated future employees.
- Influence over curriculum design and training provision.
- Enhanced corporate social responsibility and community impact.
- Staff development through mentoring and coaching.
- Short-term workforce support through placements and projects.

For Stanmore College

- A curriculum enriched by real-world relevance.
- Stronger community and employer partnerships.
- Improved learner outcomes, motivation, and aspirations.
- Increased staff knowledge of industry expectations and pathways.

3. Aims and Objectives

AIM 1: LEARNERS

We will empower all learners to aspire to high achievement in life and work, promoting social mobility and supporting adults to develop the enhanced skills required to realise their ambitions.

To achieve this aim from an employer engagement perspective:

- Employers will engage with learners throughout their journey to inspire, inform, and broaden horizons.
- A respected, consistent employability framework will underpin all programmes.
- Every learner will develop a career development plan enriched by real workplace experience.
- A clear ladder of opportunity will support progression into employment or apprenticeships.
- No learner will be left behind, with targeted pathways including traineeships and supported internships.
- Learners will be equipped with the skills employers need now and in the future.

AIM 2: EMPLOYEES

We will equip our staff to enable our learners to reach their full potential.

To achieve this aim from an employer engagement perspective:

- Staff will collaborate across the College and with external partners to meet employer needs.
- The employer engagement function will shift from transactional sales to strategic relationship management.
- Staff will develop deep understanding of employer needs and sector trends.

- Employees will confidently involve employers in curriculum design and delivery.
- Employability skills will be embedded across all teaching and learning.
- Staff will maintain up-to-date industry knowledge and professional practice.

AIM 3: EMPLOYERS

We will work with local employers to provide our learners with the skills they need today and those that will help them thrive in the future.

To achieve this aim from an employer engagement perspective:

- The Employer Skills Forums will facilitate in-depth, future-focused conversations with employers.
- The College's employer offer will be simple, clear, and accessible.
- Collaboration with partners will ensure joined-up conversations with employers.
- Employers will inform curriculum development, delivery, and future planning.
- The College will respond quickly to emerging skills needs.
- Service levels will be segmented and tailored to employer needs.
- Employers will access holistic talent solutions, including placements and supported internships.
- Engagement will be seamless regardless of the initial point of contact.

AIM 4: COMMUNITY

We will be a significant force for raising aspirations throughout the communities we serve.

To achieve this aim from an employer engagement perspective:

- The College will be a central partner in local regeneration and economic development.
- Employers will help articulate future opportunities for local residents.
- Local employment pathways will be promoted to encourage learners to stay and grow locally.

- Partnerships with employers and universities will support higher-level skills development.
- Employer involvement will enrich programmes of study and raise aspirations.

4. Stakeholder Analysis

For each programme, the College will undertake a full analysis of labour market intelligence to identify, prioritise, and engage suitable employers. The LSIP and local skills hubs (Collaborations) will continue to inform curriculum planning and employer targeting, with a focus on priority sectors and growth areas.

5. Targets and Measures

Success will be measured through:

- Forecast enrolments aligned with employer demand.
- Number of industry placements required and secured.
- Number of employers engaged per curriculum area.
- Industry placements secured at least six months in advance.
- Actual industry placements completed.

6. Guiding Principles

Success will be measured through:

- Long-term partnerships built on trust, consistency, and shared goals.
- Dedicated employer contact for seamless communication and support.
- Valuing employer feedback to drive continuous improvement.
- Celebrating success through events, case studies, and media.
- Expanding and diversifying networks to widen opportunities.
- Clear communication that makes the College's offer simple and accessible.
- Collaborative learning through shared practice, forums, and joint initiatives.

7. Roles and Responsibilities

- Teaching staff will lead the delivery of this strategy and embed employer engagement within curriculum planning.
- Curriculum teams will coordinate employer activity and ensure alignment with learner needs.
- Staff will prepare learners for placements through employability and work-readiness development.
- The Employer Skills Forums will provide structured challenge, insight, and strategic guidance.

8. Approaches to Employer Engagement

The College will use a range of approaches, including:

- Dedicated employer webpages and simplified employer offer.
- Updated Course Directory and Connect service.
- Increased use of LinkedIn and digital platforms.
- Attendance at local business and networking events.
- Sector-specific Employer Skills Forums.
- Employer-led lectures, workshops, and masterclasses.
- Networking events and employer roundtables.
- Local press, radio, and media campaigns.
- Case studies showcasing impact.
- T Level newsletters and employer updates.
- Leveraging governors, parents, and community networks.

9. Evaluation and Monitoring

Employer engagement will be evaluated through:

- Tracking employer participation and activity types.
- Employer satisfaction surveys and feedback loops.
- Interviews to understand motivations and impact.
- Analysis of student outcomes and destinations.
- Benchmarking against sector standards.
- Reporting findings to stakeholders for continuous improvement.

10. Strategy Review

This strategy will be reviewed annually to ensure alignment with strategic, economic, and social developments, and to reflect insights from the Employer Skills Forums.

Implementation Date: **September 2026**

Review Date: **July 2027**