

Victoria
Employment
Charter

Prosperous Economy

The Victoria Business Improvement District (BID) will help secure SW1 as a thriving commercial hub for business, creating sustainable models to bolster increased footfall for retailers, development of small business networks and secured inward investment. In light of truly testing times for businesses nationwide, Victoria is on track to seize opportunities that will cement its commercial prosperity for the long haul, safeguarding sources of inward investment and viable opportunities to come. One priority will be the support and strengthening of local employment schemes, promoting additional spend in the area.

The Victoria Employment Charter will play an effective role in providing a local workforce with the required level of skills to meet the retail, hospitality and construction demand being generated. The Victoria BID will work alongside the London Employer Accord and partners, to provide a co-ordinated service to support employers with their recruitment and training needs. Employers who have signed up to the Charter should notify all employment and training opportunities to the London Employer Accord who will liaise with partners such as Westminster Works, Jobcentre Plus and the wider stakeholder community.

The aim is to create maximum awareness of the opportunities presented by Victoria and the Business Improvement District, working with the business community, partners and stakeholders to deliver pathways of progression within the Retail, Hospitality and Construction sectors.

The Charter provides a firm basis for a true and effective partnership to generate sustainable employment opportunities for local people within the BID zone and wider areas within Westminster.



Charter Principles

All occupiers within the Retail, Hospitality and Construction sectors will be invited to sign up to the Victoria Employment Charter. Employers will be asked to make a pledge to the following principles:

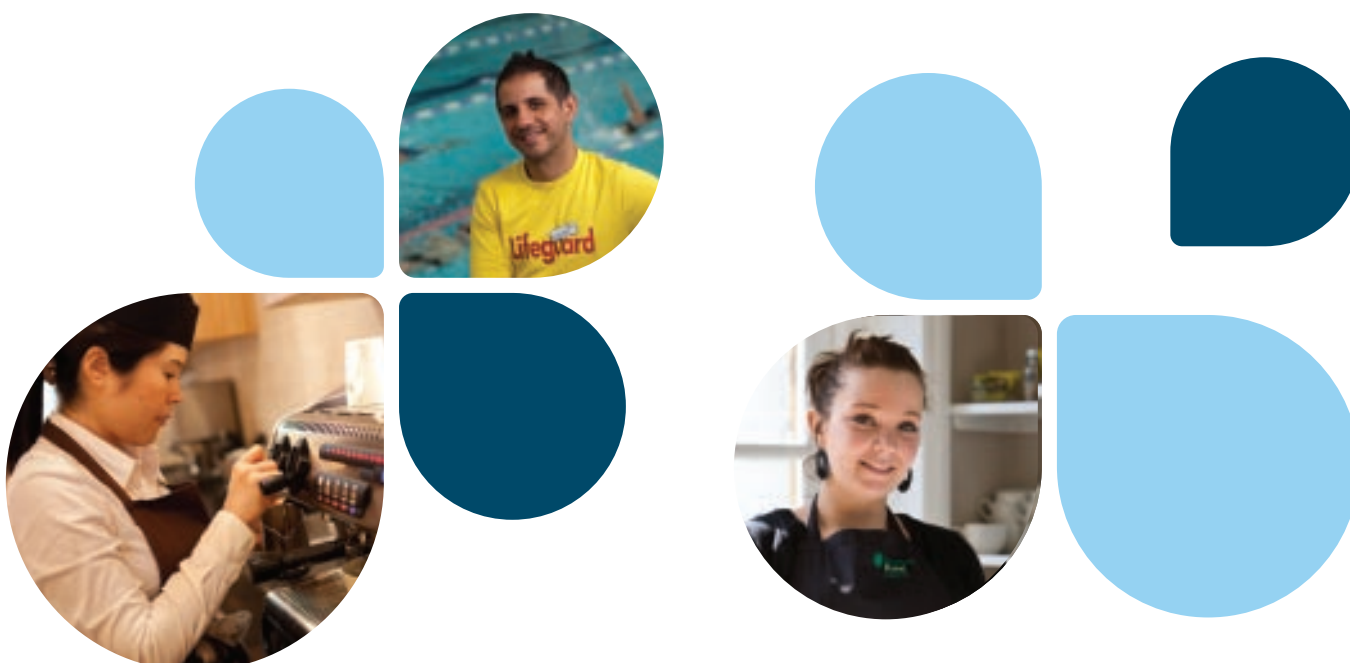
- To identify jobs across all occupational areas in Retail, Hospitality and Construction, from entry level positions through to piloting opportunities for highly skilled positions and graduate programmes
- To inform the London Employer Accord of the new employment opportunities and vacancies in the Victoria area, with a lead time of 3 weeks from notification of vacancy through to final employer interview
- To work towards promoting accredited training opportunities throughout Victoria
- To discuss any requirements for pre-employment or workforce development training with the London Employer Accord
- To work with the London Employer Accord to monitor and evaluate the effectiveness of the Charter and its objectives by producing market intelligence; namely the numbers of opportunities offered against the number of candidates placed into employment training and sustainability at 6 and 12 months

Benefits of the Charter

The objective is to facilitate a time efficient, cost effective recruitment strategy that targets local people for local vacancies. Employers signing up to the Charter will benefit from:

- A streamlined recruitment process, fully project managed by the London Employer Accord, Westminster Works and associated partners
- Job brokerage facilities for job interviews and the assessment of prospective employee skills, via work trials and on-the-job assessment
- Access to local residents via organised recruitment campaigns, job fairs and information sessions as required
- A co-ordinated vacancy promotion service and support for local unemployed residents, able to register for employment and training opportunities
- Access to publicly funded support for Apprenticeships, workforce development, training and work trials, to decide on candidate suitability prior to offer

In addition, details of employers who sign up to the Charter will be publicised in a range of promotional and publicity material delivering a coordinated approach to the private sector's Corporate and Social Responsibility (CSR) objectives .



Focus on Construction

Land Securities are working in partnership to deliver construction training and employment opportunities across the Westminster area with a focus on Victoria. Over the next few years, the Victoria area will see a number of development schemes being implemented which are part of a larger development pipeline for the area over the next ten years.

The Construction section of the Charter will be crucial in delivering a programme that will engage with and enable local job seekers to access training and employment opportunities across Land Securities development sites throughout Westminster.

A key feature of this will be to:

- Maximise training and employment via support of the main contractors on the development sites and their supply chain
- Develop a skilled workforce that supports the construction of high quality developments and offer training, leading to quality jobs for local residents
- Offer appropriate places on training schemes to local people such as apprenticeships, pre-employment training and upskilling of existing workforce
- Agree to deliver identified targets as part of the Construction and Education Skills Plan
- Work in coordination with other main contractors to offer a pathway of progression across development sites for apprentices and trainees

Equal opportunities

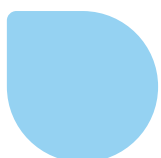
All employers that participate in the Victoria Employment Charter should demonstrate their commitment to equal opportunities and be determined to ensure that they oppose all forms of unfair and unlawful discrimination.

All employees should be recruited, trained and developed on the basis of their ability and the requirements of the job.

Health and Safety

It is the policy of all businesses signing up to the Victoria Employment Charter to ensure that the activities of their organisation will be carried out in accordance with the relevant statutory provision and that all reasonable, practicable measures will be taken to assess and avoid risks to their employees and others who may be affected.

All employees/trainees have a responsibility to co-operate in carrying out these policies and must ensure that their own work, so far as is reasonably practicable, is carried out without risks to themselves and others.



Declaration

I _____

On behalf of _____

Commit to the aims of the Victoria Employment Charter and to work in partnership, using our best endeavours, to:

- Place employment and training vacancies generated in the Victoria area with the London Employer Accord
- Recruit a significant number of local people into new Retail, Hospitality and Construction opportunities
- Increase the number of local unemployed people offered work through publicly funded employment schemes
- Provide opportunities to the London Employer Accord across all occupational areas identified throughout the area, from entry level through to higher level skilled opportunities and graduate programmes
- Work towards promoting accredited training opportunities within the Retail, Hospitality and Construction sectors, preferably through Apprenticeships
- Monitor progress on a quarterly basis by the completion of a monitoring form collected and collated by the Victoria Business Improvement District and partners involved in the running of the Charter
- Provide training, leading to quality jobs for local residents
- Support the upskilling of existing workforce

Signed by _____

Position in the Company _____

Date _____

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