



Work and Pensions Select Committee  
House of Commons  
London  
SW1A 0AA

10<sup>th</sup> March 2025

Dear Chair and members of the Work and Pensions Select Committee,

**Call for evidence: Get Britain Working: Reforming Jobcentres**

We are the professional body for HR and people development. We've been championing better work and working lives for over 100 years. We help organisations thrive by focusing on their people, supporting our economies and societies. We're the professional body for human resources (HR), learning and development (L&D), organisation development (OD) and all people professionals - experts in people, work and change.

With more than 160,000 members globally - and a growing community using our research, insights and learning - we give trusted advice and offer independent thought leadership. And we are a leading voice in the call for good work that creates value for everyone.

**Jobcentre reform welcomed**

Plans to overhaul Jobcentres and provide more quality support and coaching to jobseekers is a welcome move, especially for those who have been out of the labour market for some time. The move to provide a new digital offer stands to be a significant development, helping jobseekers access services wherever they are. It could be particularly beneficial for those with mobility challenges who might struggle to access services in person.

These are welcome developments for jobseekers, but the government must also consider how it can improve engagement between jobcentres and employers as CIPD research finds fewer than one in 10 employers currently see Jobcentre Plus as an effective source for recruiting employees.

**Yet, engagement needs to be improved between jobcentres and employers**

Findings from the CIPD and Omni RMS Resourcing and Talent Planning survey 2024 suggest more needs to be done to improve engagement between employers and job centres - just 7% cite Jobcentre Plus as an effective source of recruiting employees (8% 2020, down from 15% 2017 and 19% 2013)\*. The most popular sources for recruiting employees include:

- Corporate websites (38%)
- Internal advertising to existing talent pools (30%)
- Generic job boards (30%)
- Recruitment/search consultants (29%)
- Targeted campaigns across social networking sites (29%)

**A proposal to strengthen this relationship through the proven work of the CIPD Trust**

The CIPD Trust is a charitable organisation which helps people get into work, return to work, and make their contribution in work that's right for them. By harnessing the power, skills and experience of the people profession, the Trust empowers those facing the biggest barriers to work to build a fairer, more accessible world of work.



From 2011-2023 CIPD Trust worked in collaboration with DWP to deliver the Steps Ahead employment mentoring programme. Given the government's objective to support large numbers of economically inactive people across the UK into employment and engage employers with a revised Job Centre offering, the CIPD Trust would like to relaunch an evolved and improved programme, which provides personally tailored employment and careers support to individuals but also importantly engages recruiters from businesses across the country with their local job centres. The mentoring support would be provided by CIPD-qualified HR practitioners who would help provide support for job seekers on CV development, developing employability skills, understanding their transferrable skills and on how to present at interview. The mentoring programme, which could be delivered either face-to-face or online, could be a source of support for Job Coaches who could refer clients to the programme that would benefit from additional expert help to enable them to build their confidence and employability. It is proposed that initially a pilot programme would be delivered in partnership with a devolved authority, with a view to seeking to replicate the model across the UK over time. For further details of how this could work, [please see the attachment to this letter](#).

### **Cost-effectiveness and Impact**

Steps Ahead was a highly cost-effective intervention, as the majority of delivery was undertaken by volunteers. As such, the main operational costs were volunteer matching and management.

### **Impact metrics**

- 6500+ young people supported
- 60% people finished the programme in employment
- 86% people who've used the programme said it helped them build their confidence
- 900+ parent returners supported
- 400 partnerships with local Job Centers
- 6800+ volunteers engaged
- 67% volunteers reported greater understanding of people from different backgrounds as a result of the programme.

We would welcome to discuss this with you in more detail.

Kind regards,

Ben Willmott  
Head of Public Policy, CIPD

\*All figures, unless otherwise stated, are from YouGov Plc. Total sample size for this particular point was 815 UK-based people professionals. Fieldwork was undertaken between 4 April 2024 and 22 April 2024. The survey was carried out online. The figures have been weighted and are representative of UK employers by business size and sector.