



UNIVERSITY of  
**BRADFORD**



# Graduate Workforce Bradford

## May 2019 – March 2022

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**OfS Challenge Competition**  
**Bradford Context**  
**Partnership Approach**  
**Project activities and deliverables**  
**Success criteria and legacy**



## Office for Students: first Challenge Competition October 2018

### Focus:

To develop and implement projects to identify ways of supporting the transition to **highly skilled employment** and improving outcomes for **graduates who seek employment in their home region.**

### To meet one or more of OfS priorities:

- a. To improve the rates of progression of students from under-represented groups, particularly those from minority ethnic groups and those with disabilities.
- b. To improve graduate outcomes of mature students or part-time students intending to remain in their local area for study and post-study work.
- c. To address skills gaps by ensuring that interventions developed to enhance graduate outcomes respond to and reflect local labour market demands.

# Bradford Success

78 submissions

15 projects selected for funding

- **University of Bradford**

- The universities and colleges awarded Challenge Competition grants are:

- University of Nottingham
- University of Lincoln
- De Montfort University
- University of East Anglia
- Teeside University
- Newcastle College University Centre
- University of Liverpool
- Manchester Metropolitan University
- Canterbury Christ Church University
- Bath Spa University
- Birmingham City University
- University of Birmingham
- Coventry University
- University of Hull

# Graduate Workforce Bradford Social Mobility Project

Addresses 2 key priorities (OfS a and c priorities) :

- 1) The unemployment and underemployment of BAME graduates within the Bradford Metropolitan District
  
- 2) The recruitment, skills gap and diversity challenges of 3 priority sectors of the Bradford Metropolitan District labour market
  - Health & Social Care
  - Engineering and Manufacturing
  - Public Services – Education, Police, Social Work

# Bradford Graduate Success



**94% employed or in further study**

- 72% employed
- 22% further study

**85% employed at professional/managerial level**

(6 months after graduation: HESA Destination of Leavers from Higher Education 2016/17)

## What % of our graduates go into employment within Yorkshire and the Humber region?

**A: 60%**

**B: 45%**

**C: 70%**

**D: 85%**

**70%**

**31% of those within Bradford**

It would therefore appear that place is a key factor in the career decision making of many BAME students/graduates.

There may also be a cultural dimension to BAME students/graduates career decisions.



## What % of our 2016/17 graduates were unemployed 6 months after graduation?

A: 3%

B: 6%

C: 9%

D: 12%



# 6%

Of those:

- 51% (40) were BAME females
- 35% (28) BAME males
- 5% (4) White females
- 9% (7) White males

89% of those unemployed BAME graduates reside within 5 postcode areas of Bradford - some of the most deprived 10% of England on the index of multiple deprivation

## Higher % of BAME graduates underemployed compared to White graduates

Of all full time, UK graduates in non professional/managerial employment:

21% (70) BAME females

13% (34) BAME males

11% (24) White females

17% (15) White males

**Bradford BAME residents are under-represented in higher level skill roles across the Bradford and District labour market**

# The Graduate Workforce Bradford Partnership

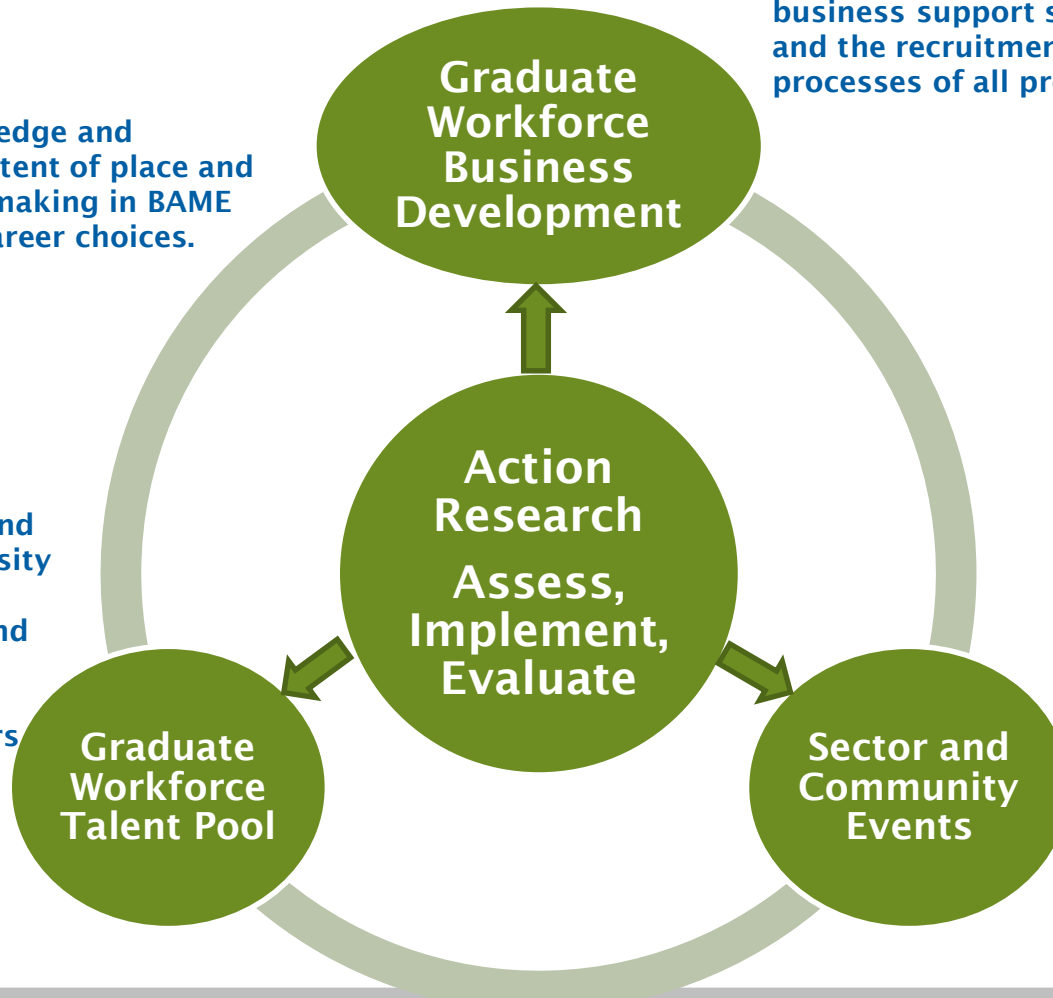
University of Bradford	QED
University of Bradford Students' Union	Khidmat Centre
Bradford Council SkillsHouse	Bradford Trident
Bradford Council Integrated Communities Programme	Opportunity Area
Education Development Trust (National Careers Service)	Leeds City Region LEP
DWP	
Bradford Chamber of Commerce - Bradford & Airedale Manufacturing Alliance, Raising the Bar	<i>Associate Partners</i> <ul style="list-style-type: none"> <li>- <i>Go Higher West Yorkshire</i></li> <li>- <i>UoB Alumni Association</i></li> <li>- <i>Bradford Industrial Centres of Excellence</i></li> <li>- <i>West Yorkshire Consortium of Colleges</i></li> </ul>
Bradford Health and Social Care Economic Partnership - One Workforce Programme	
West Yorkshire Police	

# Graduate Bradford Workforce Project

Develop in-depth knowledge and understanding of the extent of place and culture-based decision making in BAME student and graduate career choices.

Enhanced 1:1 career, job and enterprise coaching, diversity Training. Further support targeted at unemployed and underemployed BAME graduates e.g. DWP programme, local providers

Building the Student and Graduate 'talent pool'



Embed a graduate workforce focus into the business support services provided by partners, and the recruitment and workforce planning processes of all project partners.

Community & business events and interactions where real and perceived barriers to student and graduate progression into highly skilled level employment will be discussed, and innovative and creative solutions identified and tested out.

Events and interactions to build positive relationships and greater understanding, trust and confidence between BAME communities and business; increase the sharing of information and access to the local labour market information.

## Our deliverables

### Graduate Workforce Business Development

- 100 employers engaged
- Minimum 205 opportunities secured
- 6 case studies
- 9 student/graduate sector guides (1 per sector annually), distributed to 9000+ students/graduates, 1000+ community members

### Graduate Workforce Talent Pool

- 300 1:1 coaching sessions delivered
- 60 unemployed BAME graduate in employment/ placement/internship
- 45 BAME graduates into professional/managerial jobs
- 3 e-employer guides (1 each per sector annually), distributed to 2000 employers
- 100 BAME graduates/students mentored

### Sector and Community Events

- 18 sector events  
550 BAME graduates and students engaged  
100 community members  
50 employers engaged
- 24 community career and employment events  
120 BAME unemployed/underemployed graduates and students engaged  
300 BAME community members engaged
- 9 sector e-newsletters
- 9 community e-newsletter
- 18 Student and Graduate Ambassadors deployed

### Action Research

- Develop and conduct Action Research Study Framework
- Annual programme of data and evidence collections, analysis and dissemination
- Interim and final research reports
- Development of new work models and practices
- Minimum of 3 dissemination events delivered locally

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## Success Criteria by September 2022

Reduced **unemployment rate of BAME Females** (of known and available total BAME Female population) to **5.5% or under** (2016/17 8%)

Reduced **unemployment rate of BAME Males** (of known and available total BAME male population) to **5% or under** (2016/17 7.2%)

Reduced **underemployment of BAME Females** (of known and available total BAME Female population) to **12% or under** (2016/17 14.1%)

Reduced the **underemployment rate of BAME Males** (of known and available total BAME male population) to **7% or under**. (2016/17 8.8%)

# **Legacy beyond 2022**

## **Graduate Hub, Centre of Excellence for Bradford**

### **Policy and practice innovation**

Careers education, information, advice and guidance, employer engagement, workforce recruitment and development, community engagement, partnership working

### **New delivery models embedded**

### **New resources for students/graduates, employers and communities**

### **New research evidence: BAME career choices**

### **Bidding and funding collaborations**



## Want to get involved?

- Spread the word ..... to students, to graduates to employers
- Encourage BAME students (all students!) to get involved in career and employability activities
- Be a case study!
- Be a mentor!

Or we're open to your ideas .....