

Staffordshire Chambers' of Commerce – Employment, Skills and HR forum

This forum is tasked with exchanging information on human resources, skills, education and training. Recent topics covered include the living wage, apprenticeship levy, and gender pay gap reporting. It also steers Chambers' representations on these matters and receives updates on developments in employment law.

Date of meeting	Friday 24th January 2025
Venue	Strategi Solutions, Newcastle under Lyme
Number of attendees	18 People
Agenda topics	<p><u>Employer Brand – Strategi Solutions</u></p> <p>Overview on what an Employee Brand is, and why it is important for companies to take interest in.</p> <ul style="list-style-type: none"> • The difference between an Employer Brand & Employee Brand • Does your employee values feed into you brand • Internal communications/feedback – Feedback and insights, and the value of this. • Discussion on the negative impact if the values of a company, the employees don't recognise in the company actions. <p>External portals such as Glassdoor, what impact that can have. How can impact people applying/turning up for interviews and how to manage</p> <p><u>Salary Guide Research – Hays</u></p> <ul style="list-style-type: none"> • Overview of Employment outlook • Review of the skills shortages – and the impact • Demands in recruitment and retention • Use of AI in the workplace, • Benefits – how they play a bigger part in the decision making of applicants, and what people are looking for. • New survey launched – if you don't feel that the results reflect your business and experiences, then it is essential to complete. <p><u>Tribunals</u></p> <p>For everyone concerned, they have a huge impact this included:</p> <ul style="list-style-type: none"> • Individual making the claim • Direct manager

	<ul style="list-style-type: none">• Witness/other members of a team• CEO/CFO – other SMT <p>Impacts the employee brand, and internal relationships Very few get to a court – and the true cost isn't just the fine. The Cost includes time and impact as well as external solicitors/HR support. Cases can escalate quite quickly – but it all comes back to the systems you have in place, training records and processes being followed.</p>
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Date/time of next Employment, Skills and HR forum: Friday 2nd May 2025, 9AM to 11AM.

In person at Commerce House (ST1 5BE) – or attend remotely through Teams

If you have any questions about our HR, Skills & Employment Forum please contact:

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