Money and Support to Hire New Talent

Webinar 21st July 2026

Brenna Taylor
Senior Project Officer
ESCC Employment and Skills Team

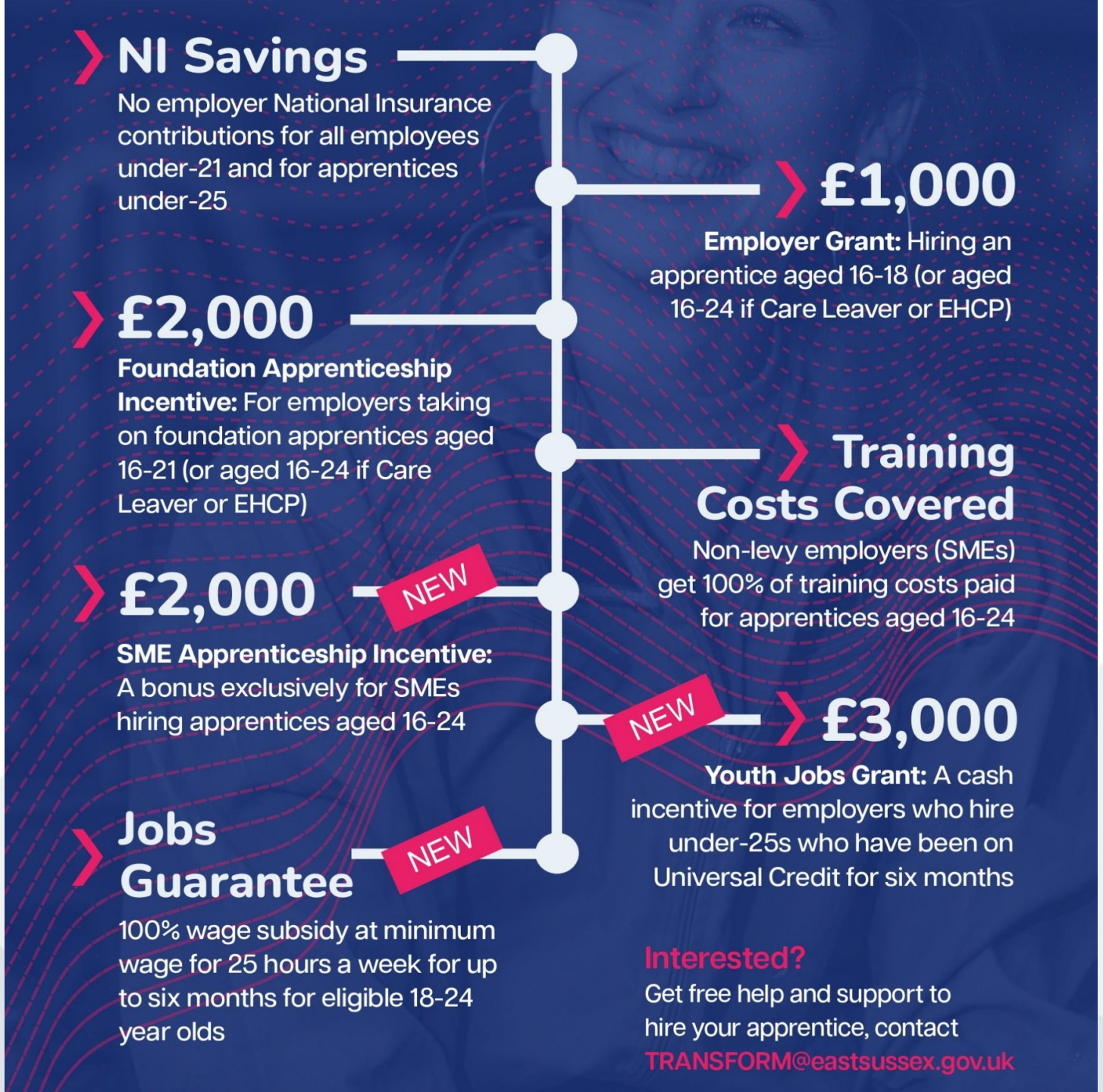
Emma Ridley
Employer Engagement Officer
ESCC Employment and Skills Team

Melanie Butcher
TRANSFORM Service
ESCC Employment and Skills Team

East Sussex County Council

- Welcome
- Recruitment challenges
- Financial incentives & apprenticeship support
- Making the most of the support available
- Q&A

Government Incentives available:



East Sussex County Council

Timeline

Available now:

- 100% apprenticeship training costs for eligible SMEs
- National Insurance savings
- £1,000 Employer Grant
- £3,000 Youth Jobs Grant

From 1 August

- £2,000 Foundation Apprenticeship Incentive

From November

- £2,000 SME Apprenticeship Incentive
- Jobs Guarantee wage subsidy

East Sussex
County Council

Adult Learning - Skills Bootcamps

Free for unemployed and self-employed individuals, and employers hiring from the scheme. Employers only pay a small contribution to upskill any current staff.

- 10% for SME's (up to 249 employees)
- 30% larger organisations

Around 20 Skills Bootcamp courses. For a full list of courses please visit East Sussex Skills Bootcamps

Skills Bootcamp Courses in:

- Digital
- Early Years and Education
- Construction
- Hospitality
- Health and Social Care
- Land Based
- Business and Administration

SKILLS FOR LIFE

SKILLS BOOTCAMPS

eastsussex.gov.uk

East Sussex County Council

Connect to Work

For you?
It's an opportunity to access motivated, skilled candidates for FREE. Receiving up to 12 months post onboarding support for both employer and employee

Sussex Community Development Association; Reed in Partnership	Adults
PeopleMatter supporting jobseekers	50+ & Ex Carers
ESTAR Supporting People into Learning & Work	Those at risk of homelessness
CXK inspiring people to thrive	16-24 year olds
Southdown	Those who require mental health support
Little Gate Supported Employment; The Education People	Learning Disability & Neurodiverse
Genius WITHIN	Those with lived experience of the criminal justice system

CONNECT TO WORK

Funded by **UK Government**

eastsussex.gov.uk

East Sussex County Council

Task Groups

East Sussex strategic body for employment and skills. Partnership activity driven forward through 8 priority sector task groups.

Priority Sectors

- Engineering and manufacturing
- Construction
- Health and social care
- Visitor economy
- Creative, cultural, digital and media
- Land & Agriculture
- Professional Services
- Transport & Logistics

New roofing apprenticeship launched in September 2026

SKILLS & EMPLOYMENT EAST SUSSEX

East Sussex County Council

Example: How an East Sussex business could use alongside other services

Construction Business

- East Sussex-based SME
- Recruiting their first apprentice
- Focus on candidates enthused by construction, with a motivation to work and learn

Skills Bootcamp Candidate 1

- Hired by the business as an apprentice
- Keen to further their knowledge
- Moves on to do the ‘Project Management’ Skills Bootcamp (19 yrs+)

Skills Bootcamp Candidate 2

- Has completed the ‘Entry to Labouring’ Skills Bootcamp
- Seeks role to further knowledge in Construction
- Hired by business as an apprentice

Connect to Work (C2W) Candidate

- Through C2W establishes Construction is the career path of choice
- Receives support to start at business as apprentice
- Business receives support with onboarding and beyond

Example: How an East Sussex SME Could Benefit

Meet Green Oak Property Services Ltd

- East Sussex-based SME
- 15 employees
- Recruiting their first apprentice
- Looking for a Property Maintenance Operative

Meet Liam

- 19 years old
- Lives in Eastbourne
- Previously not in education, employment or training (NEET)
- Receiving Universal Credit
- Ready to start a Level 2 Apprenticeship

Question: *What support could this employer access?*

East Sussex County Council

Three Key Financial Incentives

Incentive	Employer Benefit
Government-funded Apprenticeship Training	Training costs funded for eligible SMEs.
SME Hiring Incentive	Up to **£2,000** towards recruitment, induction, supervision and equipment.
Youth Jobs Grant	Up to **£3,000** where eligibility criteria are met (e.g. eligible 18–24-year-olds claiming Universal Credit).

Potential direct financial support: Up to £5,000 + funded apprenticeship training

East Sussex County Council

Additional Support Available & Overall Employer Benefits

Additional Support

- National Insurance savings (where eligible)
- Transform Service advice on apprenticeships and skills
- Connect to Work recruitment support
- Candidate matching
- Mentoring and retention support
- Transform Service advice on apprenticeships and skills

Why Employers

- Lower recruitment costs
- Reduced recruitment risk
- Build future talent
- Develop a skills workforce
- Support local young people into employment

East Sussex County Council

Could Your Business Benefit?

- ✓ Government-funded apprenticeship training
- ✓ SME Hiring Incentive £2,000
- ✓ Youth Jobs Grant £3,000
- ✓ National Insurance savings
- ✓ Recruitment & retention support

Important to Remember

Eligibility depends on:

- Employer size
- Apprentice age
- Individual circumstances
- Programme rules
- Funding availability at the time of recruitment

Our team can help identify which incentives your business is eligible for and guide you through the recruitment process.

East Sussex County Council

Q&A



East Sussex
County Council

Key Takeaways

- Financial support is available to reduce recruitment costs – contact the Transform service for more information.
- Connect to Work and Skills Bootcamps are a great way to hire motivated candidates for free.



Contact

- Support with training needs:

TRANSFORM@eastsussex.gov.uk

- Recruitment support:

EmployerSupport@eastsussex.gov.uk

- More on our services:

Careers East Sussex

East Sussex
County Council