

Serco announces joint research project to boost the Welsh job market

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[Serco](#) is spearheading a critical research initiative with the Learning and Work Institute aimed at delivering a more inclusive Welsh labour market.

As the UK Government's 'Get Britain Working' White Paper moves towards providing greater powers for the Welsh Government, the research will provide new ideas on what might be done to support people into employment in Wales.

Results from the research are expected by the end of this year and will feature viewpoints from those furthest from the jobs market in Wales through focus groups, workshops, and data analysis.

The initiative will expand upon the insights gained from Learning and Work Institute's 'Which way now for employment support in Wales?'. The report indicates that Wales has a higher rate of economic inactivity among working-age individuals compared to England and Scotland.

Serco has been a key business in supporting the job market in the country, having delivered the Department for Work and Pensions Restart Scheme contract across Wales since 2021. During this time, 34,900 individuals have been referred to the Restart Scheme in Wales, with 6,900 now in long-term sustainable employment. In 2024, Serco's Employability Services division integrated with Serco Skills and Training Services to be 'Employment, Skills and Training' meaning that Serco can support those that are looking for work as well as upskilling for skills shortages or business needs.

Serco's Director of Employability, Andy Bowie, said: "We are delighted to partner with the Learning and Work Institute to address the pressing challenges within the Welsh labour market. This research is crucial for developing informed, effective strategies that not only address current disparities but also pave the

way for a thriving, inclusive economic future for Wales.”

Joshua Miles, Director for Wales, at Learning and Work Institute said: “Good policy starts with a strong understanding of people’s lived experiences. That’s why this research is going to be critical and will give us a direct view from those further from the labour market.

“Through this initiative we hope to draw in both local and international insights, culminating in a comprehensive report with actionable policy recommendations, aimed at fundamentally transforming employment support and addressing the unique challenges faced by those furthest from the labour market in Wales.”