
Report to: Employment and Skills Panel

Date: 11 September 2018

Subject: **Progress Report**

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1 Purpose of this report

- 1.1 The purpose of this report is to update the Panel on the progress of delivery of LEP-led employment and skills programmes in the Leeds City Region.

2 Information

Apprenticeships

- 2.1 The Apprenticeship Grant for Employers (AGE) went live on 1 August. Information and guidance on the grant eligibility and application process is on The LEP website www.the-lep.com/age. The marketing and communications campaign focuses on priority sectors with 'One Person, Big Difference' messaging, reflecting that one grant is available per company, to encourage those who have never offered apprenticeship to get involved and see the difference an apprentice can make to their business. Inclusive growth is embedded within the programme, with all employers receiving the grant being required to pay at least the minimum wage rather than the apprenticeship minimum wage. Various enquiries about the grant have been received and applications are expected from early September, when the majority of apprenticeship training programmes start.
- 2.2 Through our Enterprise in Education Programmes apprenticeship awareness raising and activity in schools is now being monitored. Apprenticeship activity delivered in schools across Leeds City Region for the summer term (May to July 2018) is recorded as follows:
- 84 apprenticeship promotion activities were delivered during this period, engaging with 14,244 young people (against a target of 20,000 engagements to be delivered by March 2019);
 - Apprenticeship activities were delivered to 2,909 disadvantaged young people (receiving pupil premium funding);

- The Apprenticeship Support and Knowledge (ASK) for schools project delivered apprenticeship information sessions to 1,463 young people in the Leeds City Region;
- Engagement activities were delivered to young people ranging from Year 7 to Year 13; the most activities were delivered to pupils in Years 10 and 11.

2.3 At the June Panel, it was reported that the Combined Authority had worked with local authority partners to develop and submit a full application to a competitive European funding call. The call, Routeways: Developing Young People, has a value of £4.5m with the requirement to provide a further £4.5m (50% match funding) over three years. At the time of writing, no announcement has been made as to the successful bidder by DWP.

Delivery Agreements

- 2.4 Light touch reviews have taken place during the summer with six of the seven West Yorkshire further education colleges, with the final review to take place during September. All meetings were very informative and productive. Key points to note are the impact of the apprenticeship reforms on providers. For example, many levy paying companies are not currently planning and utilising their levy, which has led to a reduction in the number of apprenticeship starts. This in turn will affect the projected income for providers. Nationally there is also a reported decrease in the number of apprentice starts with non-levy companies, which again is having an impact on college provision and performance.
- 2.5 Several colleges reported that they either have or are undertaking a curriculum review to ensure that their offer is responding to the needs of local businesses and economic need – a strategic outcome of the Delivery Agreement process we had hoped to achieve, and will pursue with those colleges who haven't yet considered this opportunity.
- 2.6 A refresh of the Delivery Agreement process was considered at a recent West Yorkshire Consortium of Colleges board meeting. The colleges agreed that using the Delivery Agreements as a conduit, shared/joint planning should take place in future around curriculum provision/offer for level 3 programmes and above as a way of ensure breadth of offer in response to business and economic need.
- 2.7 All West Yorkshire Colleges have been involved in workshops during 2018 facilitated by the LEP in partnership with Department for Work and Pensions (DWP) around local provision and responsiveness to the rollout of Universal Credit. All colleges are now working more closely with a range of partners at local authority level including independent training providers, facilitated by local authority and Jobcentre Plus Officers, to identify and plan provision in response to identified gaps and need. This will ensure better use of individual providers' Adult Education Budget Allocations (AEB) and improved social mobility for individuals.

Skills Capital

2.8 Good progress is being made in completing the Skills Capital programme. New or refurbished facilities have now been completed and opened in the following colleges:

- Shipley College – refurbishment of two listed buildings at Saltaire
- Kirklees College – new build of Process Manufacturing Centre
- Selby College – extension of Aspiration Building
- Wakefield College – new build of Advanced Skills & Innovation Centre
- Leeds City College – refurbishment of Printworks III
- Bradford College - dental equipment for Advanced Technology Centre (Nordec)
- Calderdale College – refurbishment of Percival Whitley main campus building.

2.9 Construction is underway on the three remaining capital projects at:

- Leeds College of Building – Hunslet Road Phase II – construction ongoing and will be open to students January 2019
- Kirklees College – Dewsbury Learning Quarter – Springfield Centre completed and open to students from September 2018.
- Leeds City College – Quarry Hill campus – construction ongoing and open to students in September 2019

Enterprise in Education

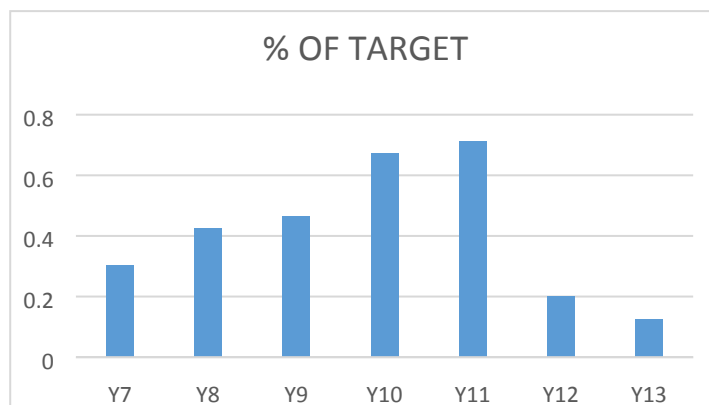
2.10 Leeds City Region has been successful in the competitive process to apply for a **Careers Hub** in Kirklees, to start in September 2018. Kirklees is 1 of 20 areas nationally to have a Careers Hub, and only 1 in 10 areas to receive a 'virtual wallet' and additional funding through the Hub for schools.

2.11 Ten secondary schools in **Wakefield**, and a further ten in **Leeds** have also been shortlisted by the Careers and Enterprise Company to receive 'virtual wallet' funding (careers and enterprise activities in schools from an approved list of providers). Enterprise Coordinators will support secondary schools with the process, when announced.

2.12 Enterprise Coordinators in **Opportunity Area** of Bradford are engaged with 44 secondary schools and colleges to support employer engagement plans. 37,303 employer encounters were delivered last academic year against a target of 47,504 (79%). Whilst below target for the year, the team was not appointed until mid-year is now on track to achieve the 3 year target.

2.13 The majority of these encounters took place in years 10 and 11, with fewer at Key Stage 3 / (years 7 & 8), (see figure 1). This profile is typical of national activity, a trend the government's careers strategy is seeking to reverse by asking schools and employers to work together to ensure every young person has at least one employer encounter each year they are in secondary level education.

Figure 1; % of target of employer encounters achieved by year group in Bradford (Opportunity Area).



- 2.14 The Combined Authority's team of Enterprise Coordinators working with 160 secondary schools and colleges and a similar number of employers, have so far achieved, (including the apprenticeships awareness figures in 2.7):
- 69,008 employer encounters in our region
 - 9,542 pupil premium students have had at least one employer encounter, and 3,362 have had two or more against an annual target of 12,000 students to have an enhanced offer for 2 or more encounters
- 2.15 The map provided in Appendix 1 shows the coverage of employer encounters across the Leeds City Region from 1 April 2018 to 31 August 2018. It should be noted that in the summer term, there was not an Enterprise Co-ordinator operating in York and North Yorkshire. Following recent recruitment activity, delivery will commence in these areas from September 2018.
- 2.16 **#futuregoals** careers campaign for young people and their key influencers to support better informed choices, which has to date reached over 1 million people, is being further developed for a 'soft' re-launch of the website and further resources in September.
- 2.17 Employers from the Region met on 23 August to inform the changes, in particular the new resources and toolkit aimed at employers to further support employers working in schools. The campaign aims to achieve the following in 18/19:
- Reach 40,000 young people and parents to instil a sense of pride in our region and to increase awareness of local labour market opportunities
 - Upskill 175 teachers to deliver careers education activities to enable young people to make better informed choices.
 - Increase by 20% secondary schools in Leeds City Region achieving Gatsby benchmarks 2 & 4 (Learning from career and labour market information and Linking curriculum learning to careers)

- Enable 120 Leeds City Region secondary schools and colleges to use, publish and promote current Labour Market Information through #futuregoals resources
- Engage with a further 10 new to project employers to support #futuregoals resource development

Career Learning Pilot

2.18 The Career Learning Pilot, which is designed to test methods of outreach and subsidy for low skilled adults in work or close to the labour market is now underway. The outcomes of the pilot will be evaluated by the Learning and Work Institute and used by DfE to inform the re-design of the National re-training Scheme.

2.19 Activity to date has included:

- National Careers Services Advisers have been trained and upskilled in the offer of the pilot in order to support individuals signposted through the central marketing campaign and outreach partners
- Local Authorities are beginning to deliver outreach work
- Union Learning Representatives have been trained and upskilled in to the offer of the pilot in order to support their members. The workshop was delivered in early June to over 30 union learning representatives.
- The central marketing campaign to support the outreach is being developed and will have a main call to action to find out more about the Leeds City Region's labour market and / or to contact a National Careers Service Adviser for personalised careers support
- Over 300 pilot enquiries have been generated in July
- The website for the campaign will go live in August, see www.the-lep.com/earnit

2.20 Pilot participants that uptake the subsidised learning offer in Levels 3-5 courses in our key priority sectors and on the approved list will also qualify for a further travel subsidy in West Yorkshire.

Digital Skills Campaign

2.21 The [Discover Digital](#) website has now launched alongside social media channels. Each month, from August, a breakdown of engagement from social media posts (engagements, reach and clicks), traffic driven to the site including overall site statistics and most popular outbound links will be available.

2.22 The Discover Digital campaign is aimed at adults across the region, with the primary audience being graduates and career changers. The aim of the campaign is to inspire individuals into digital roles, to promote digital skills across our key industry sectors and to demystify digital careers.

- 2.23 The next phase of the campaign will be an outdoor advertising campaign, which will commence at the beginning of September, and will include printed outdoor advertising, digital newspaper column advertising, website and press release.
- 2.24 As previously reported the Combined Authority has submitted a full application to a competitive European funding call to develop a programme named [re]boot to support graduates and career changers into key sectors. At the time of writing, no announcement has been made as to the successful bidder by DWP.

Social prescribing pilot

- 2.25 The York Work Wellness Social Prescribing model has reached the mid-year stage and achieved 18 eligible referrals with 8 people having returned to work and 1 entering a full time treatment programme. At least 50% of the participants are over 50, which is the target demographic. 94% of participants are female and employers range from self-employment to large scale household name businesses. Participants are from varied backgrounds and from both skilled and non-skilled positions at all salary levels. The varied nature of the participants reflects the lack of existing in-work support and the gender split is considered to be due to female participants' willingness to engage with this type of support.
- 2.26 Following the success of one individual's return to work, the Work Wellness Advisor was invited to a large high street retailer to speak to the management team during Mental Health Awareness Week. In addition, the advisor has developed resources which can be shared with individuals and provides sign-posting, guidance and a source of support to be accessed as required by both individuals and businesses. The programme has received recognition in various sectors and has led to a request from MIND to provide a case study to form part of their training programme.
- 2.27 In light of this success in York, the decision has been made to extend the programme into an alternative location and the project is to be rolled out to a GP surgery within Calderdale, with the launch planned for 1 November 2018.

3 Financial Implications

- 3.1 There are no financial implications directly arising from this report.

4 Legal Implications

- 4.1 There are no legal implications directly arising from this report.

5 Staffing Implications

- 5.1 There are no staffing implications directly arising from this report.

6 External Consultees

6.1 No external consultations have been undertaken.

7 Recommendations

7.1 The Panel is asked to note and comment on the progress of delivery of employment and skills programmes in the Leeds City Region.

8 Background Documents

None.

9 Appendices

Appendix 1 – Enterprise Adviser Network Employer Encounters 1 April 2018 to date.