

EMPLOYMENT AND SKILLS PANEL

**MEETING TO BE HELD AT 2.00 PM ON THURSDAY, 29 NOVEMBER
2018 IN ROOM 404, WELLINGTON HOUSE, 40-50 WELLINGTON
STREET, LEEDS**

A G E N D A

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATIONS OF DISCLOSABLE PECUNIARY INTERESTS**
- 3. EXEMPT INFORMATION - POSSIBLE EXCLUSION OF THE PRESS AND PUBLIC**
- 4. MINUTES OF THE MEETING OF THE EMPLOYMENT AND SKILLS PANEL HELD ON 11 SEPTEMBER 2018**
(Pages 1 - 4)
- 5. CHAIR'S UPDATE**
A verbal update will be given.
- 6. TOPIC INSIGHTS: A) CAREERS AND B) POLICY STATEMENT METRICS**
(Pages 5 - 44)
- 7. SKILLS COMMISSION**
(Pages 45 - 48)
- 8. PREPARING FOR BREXIT - SKILLS**
(Pages 49 - 54)
- 9. DIGITAL FRAMEWORK AND DIGITAL SKILLS**
(Pages 55 - 68)

10. PROGRESS REPORTS ON THE DELIVERY OF SERVICES
(Pages 69 - 74)

Signed:

A handwritten signature in black ink, appearing to be 'B. M. M.', with a horizontal line underneath.

**Managing Director
West Yorkshire Combined Authority**

**MINUTES OF THE MEETING OF THE
EMPLOYMENT AND SKILLS PANEL
HELD ON TUESDAY, 11 SEPTEMBER 2018 AT COMMITTEE ROOM A,
WELLINGTON HOUSE, 40-50 WELLINGTON STREET, LEEDS**

Present:

Rashik Parmar MBE (Chair)	IBM
Mike Curtis (Advisory Representative)	NHS
Peter Duffy	Peter Duffy Limited
Tom Keeney	TKHR Associates
Karen Milner	Paths and Progress
Beverley Parrish	Parrish Environmental Consulting Ltd
Mark Roberts	Beer Hawk Ltd
Amanda Stainton	Portakabin
Councillor Susan Hinchcliffe	Bradford Council
Ian Billyard (Advisory Representative)	Leeds City Region Skills Network

In attendance:

Roger Marsh OBE	Leeds City Region Enterprise Partnership
Merran McRae	Wakefield Council
Diana Towler	Department of Work and Pensions
Sue Cooke	West Yorkshire Combined Authority
Christian Denison	West Yorkshire Combined Authority
Julie Haigh	West Yorkshire Combined Authority
Peter Glover	West Yorkshire Combined Authority
Emma Longbottom	West Yorkshire Combined Authority
Janette Woodcock	West Yorkshire Combined Authority

9. Apologies for absence

Apologies for absence were received from Simon Barratt, Nick Bowen, Cllr Darren Byford, Prof Margaret House, Cllr Naheed Mather, Cllr Jonathan Prior, Cllr Carol Runciman, Cllr Daniel Sutherland and Sue Soroczan.

10. Declarations of disclosable pecuniary interests

There were no disclosable pecuniary interests declared by Members at the meeting.

11. Minutes of the meeting of the Employment and Skills Panel held on 1 June 2018

Resolved: That the minutes of the Employment and Skills Panel held on 1 June 2018 be approved and signed by the Chair.

12. Chair's update

The Chair opened the meeting by welcoming Roger Marsh who attended to discuss the LEP Review and new Member Mike Curtis representative from Health Education England, West Yorkshire and Harrogate Partnership.

The Chair explained that topic insight sessions will become a core element of future ESP meetings. These sessions will explore key issues facing the Leeds City Region, supported by structured inputs from officers. The aim is to identify practical responses that meet local needs, whether that be in the form of policies or solutions / services. Actions will be taken forward by time-bound task and finish groups comprised of nominated members of ESP supported by officers.

13. Governance Arrangements

Resolved: That the governance arrangements for the Employment and Skills Panel approved by the Combined Authority at its annual meeting on 28 June 2018 be noted.

14. Employment and Skills Plan refresh

The Panel considered a report to update members on the Employment and Skills Plan refresh.

Following agreement at the last Panel Meeting, the first draft policy statements, which will form part of the refreshed plan, were presented to the Panel. The Panel was asked to comment on and agree the draft policy statements.

The statements were welcomed, however, it was requested that metrics be added, so that the Panel could be clear on how the topics will be measured.

It was agreed that the subject of the Topic Insight session at the November Panel Meeting would be 'Improving careers, information, advice and guidance'.

In order to develop Citizen Personas, which map individuals' pathways through the skills system, a workshop will be held in October, a volunteer from the Panel to attend the workshop was requested.

Resolved:

- (i) That the contents of the report be noted.
- (ii) That the draft policy statements be agreed.

- (iii) That an email will be circulated to agree the sequence of additional policy / narratives / statements to be developed.
- (iv) That an email will be circulated regarding the workshop to develop citizen personas. Panel members are asked to volunteer to attend.

15. Topic Insight - Skills Obsolescence

The Panel considered a report and presentation to provide an overview of the key issues surrounding skills obsolescence in Leeds City Region, which gave a basis for discussion by the Employment and Skills Panel, with a view to identifying potential practical responses to this challenge.

Detailed discussion took place and the following actions were agreed:

That the LEP board inclusive growth grant conditions for employers are circulated to Panel for information.

That an `agile squad' be formed to consider what starter jobs look like and how will they be defined, in the context of skills obsolescence?

Further data be produced, in partnership with DWP, to identify which groups and geographical areas are most at risk from skills obsolescence.

Resolved:

- (i) That the contents of the report and presentation be noted.
- (ii) That the recommendations of the Panel and actions agreed be noted.

16. Skills System Review

The Panel considered a report on plans to undertake a review of the education and skills system.

There is strong evidence to show that the national skills system is not delivering at a local level for areas like the Leeds City Region. The City Region faces a skills deficit to other parts of the country, employers find it difficult to get the skills that they need, levels of lifelong learning are long in spite of a rapidly changing labour market and disadvantaged people often find it difficult to access opportunities. Many of the issues can be traced to the education and skills system that undervalues vocational routes, is overly centralised and is inflexible in the face of the needs of individuals and employers. In response to these challenges, the Chair of the Combined Authority has requested that a radical review of the education and skills system be undertaken.

The Panel was asked to invite two members to join the commission that will oversee the review.

Resolved:

- (i) That the proposals for a review of the education and skills system be noted.

- (ii) That the Panel agreed the proposed scope of the study.
- (iii) That Rashik Parmar and Mark Roberts will serve on the review commission.
- (iv) That the Panel will receive regular updates on the progress of the review.

17. Progress Report

The Panel considered a report to update on the progress of delivery of LEP-led employment and skills programmes in the Leeds City Region.

Resolved:

- (i) That the contents of the report be noted.
- (ii) That the comments on the progress of delivery of employment and skills programmes in the Leeds City Region be noted.

18. Strengthened Local Enterprise Partnerships

The Panel considered a report on the implications of Government's 'Strengthened Local Enterprise Partnerships' (LEPs), presented by the Chair of the LEP. The Panel was asked to provide views to inform the LEP Board's response, which will be agreed at its meeting on 20 September.

The Review makes clear the opportunity for those LEPs that are able to move forward in line with its recommendations in conjunction with strong local political leadership. Discussion took place regarding the key recommendations of the Review, particularly the removal of overlapping areas.

Resolved:

- (i) That the contents of the report be noted.
- (ii) That the views of the Panel on any issues raised in the report to be considered by the LEP Board when it determines the shape of the City Region's response on 20 September 2018.

19. Date of next meeting

Thursday 29 November 2018 at 2 pm in Committee Room A, Wellington House, Leeds

Report to:	Employment and Skills Panel
Date:	29 November 2018
Subject:	Topic Insights: a) Careers b) Policy Statement Metrics
Director(s):	Alan Reiss, Director of Policy, Strategy and Communications / Sue Cooke, Executive Head of Economic Services
Author(s):	Christian Denison

1. Purpose of this report

- 1.1 To set out the approach to the Topic Insight session on careers that will take place at the Employment and Skills Panel on 29 November. An overview of the key issues surrounding careers advice in the Leeds City Region will be provided at the session. This will form the basis for discussion by the Employment and Skills Panel, with a view to identifying potential practical responses and a policy position for the Leeds City Region.
- 1.2 To update Panel members on Policy Statement Metrics that were requested at the last meeting.

2. Information

- 2.1 It has been agreed with the Chair of ESP that topic insight sessions should become a core element of future ESP meetings. These sessions will explore key issues facing the Leeds City Region, based on summary of the evidence and key issues. The aim is to identify practical responses that meet local needs, whether that be in the form of policies or solutions / services. This session focuses on the action that needs to be taken locally to address the issue of effective careers education, information and guidance.
 - a) Careers Education, Information, advice and Guidance
- 2.2 Careers education, information, advice and guidance should play a vital role in ensuring that the region has the skills needed to meet the challenges it faces. Given the disparate nature of funding and the multiple players it is often a confusing space with patchy provision for young people and adults.

2.3 To provide the basis for discussion, a short presentation will be given. The presentation will cover the following areas, as set out in the slides provided at Appendix 1:

- What we mean by careers education, information, advice and guidance.
- Importance of careers support
- The current offer in the Leeds City Region and across the country.
- The challenges with the current system.
- Potential responses to the challenges.

2.4 Panel members will be asked to discuss the following questions during the course of the presentation:

- What should the City Region's overarching ambition be in this area?
- How can we address the challenges / what can we do better?

b) Policy Statement Metrics

2.5 At the previous ESP, Panel Members requested that more specific targets be added to the draft Policy Statements. A new section 'key metrics and aspirations' has been added to each of the statements discussed and agreed at the last meeting, these are included at Appendix 2.

2.6 In the More and Better Apprenticeships policy statement the limited ability of the region to increase apprenticeship starts in order to meet the Government's ambitions has been highlighted. Panel Members are asked for views on this.

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 That a Policy Statement is developed and agreed at the next Panel meeting which incorporates answers to the discussion questions.

7.2 That Panel Members agree the sections on 'key metrics and aspirations' now included in the previously agreed Policy Statements.

8. Background Documents

None.

9. Appendices

Appendix 1 – Presentation – All Ages Careers Education, Information, Advice and Guidance.

Appendix 2 – Policy Statements with metrics included.

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The logo for West Yorkshire Combined Authority features a large, stylized letter 'W' composed of three overlapping curved segments in shades of teal. The text 'West Yorkshire' is written in a large, bold, teal sans-serif font, with 'Combined Authority' in a smaller, teal sans-serif font below it.

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6

**ALL AGES CAREERS EDUCATION, INFORMATION,
ADVICE & GUIDANCE
EMPLOYMENT AND SKILLS PANEL, 29 NOVEMBER 2018**

Outline of the presentation

- What we mean by careers education, information, advice and guidance
- Importance of careers support
- The current offer in the Leeds City Region and across the country
- The challenges with the current system
- Potential responses to the challenges

01

What do we mean by Careers Education, Information, Advice and Guidance?

11

- A means of developing the knowledge, understanding, confidence and skills people of all ages need in order to make well-informed, considered choices and plans that enable them to progress effectively into further learning, training or work, now and in the future.
- **Careers education** is the delivery of learning about careers as part of the curriculum. Careers education is often closely related to work-experience and other forms of work-related learning.
- **Careers information** is the provision of information and resources about courses, occupations and career paths.
- **Careers advice** is more in-depth explanation of information and how to access and use information.
- **Work-related learning** is the provision of opportunities to develop knowledge and understanding of work and to develop skills for employability through direct experiences of work.
- **Careers guidance or careers counselling** is a deeper intervention in which an individual's skills, attributes and interests are explored in relation to their career options.
- Ensuring that individuals are equipped with employability and transferable skills, and able to understand the jobs market

Importance of careers support – young people

- Research from the Education and Employers Taskforce indicates that poor support limits aspirations, lowers expectations and probability of success for all ages, particularly those who live in areas of deprivation, or whose ethnicity or gender is under represented in certain occupations.
- Research from the Education and Employers Taskforce shows:
 - Young adults who have 4 or more contacts with employers whilst at school are 25% less likely to become NEET, and can expect, when in full-time employment to earn more than peers who had no such exposure - a 1.6% wage premium.
 - That the early years of a child's life are a key time in the formation of their attitudes and expectations. Children start to rule career options in or out at an early age and girls and boys hold stereotypical views about male and female careers by age 7
 - Where a pupil is from (socially, economically, geographically) influences their access to, and interaction with, employers and the wider business community.

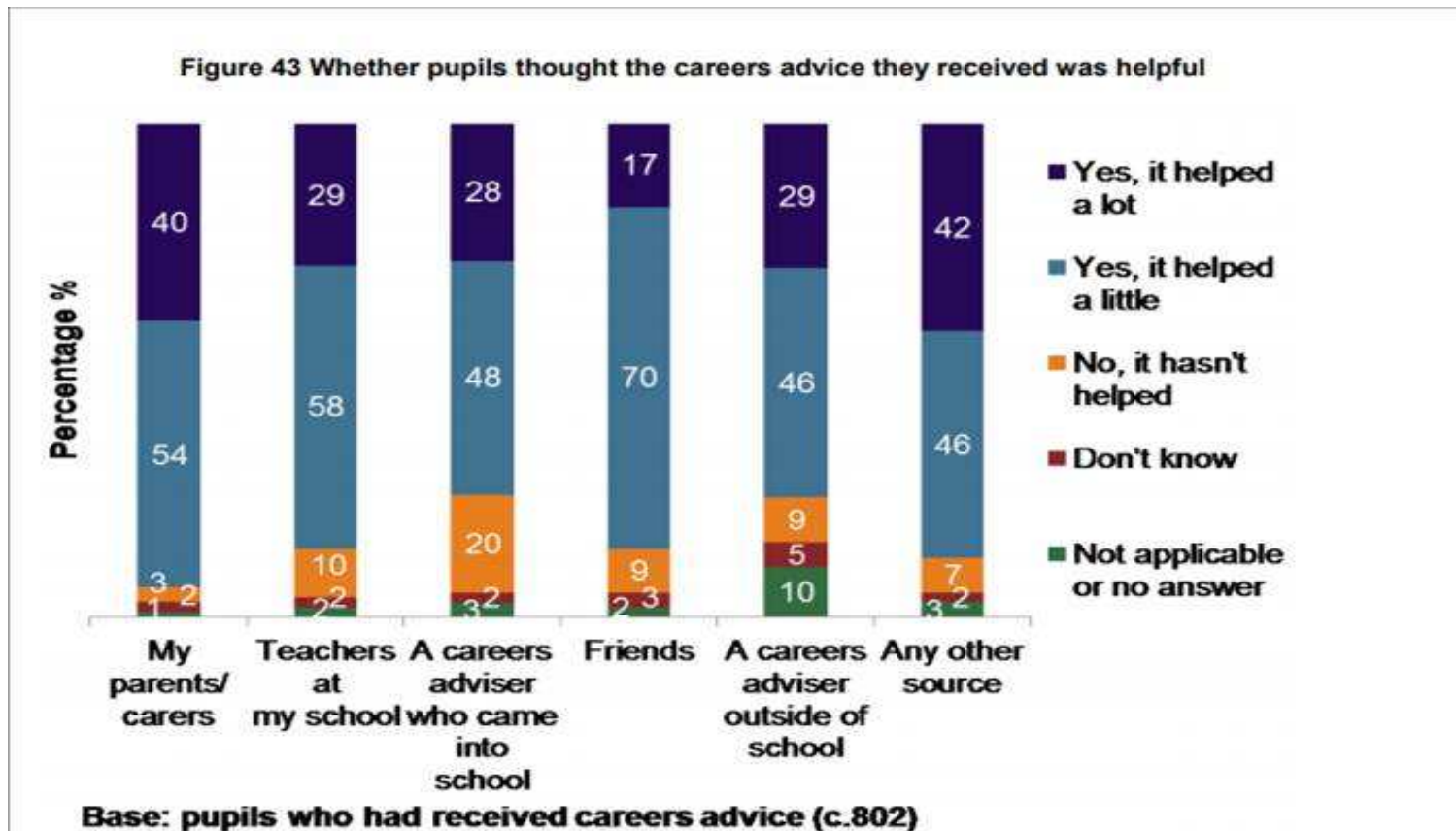
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Importance of careers support – young people

The most important influencers on careers are: parents, teachers, peers and careers advisers.

Source: Omnibus Survey of Pupils and their Parents/Carers, DFE

13



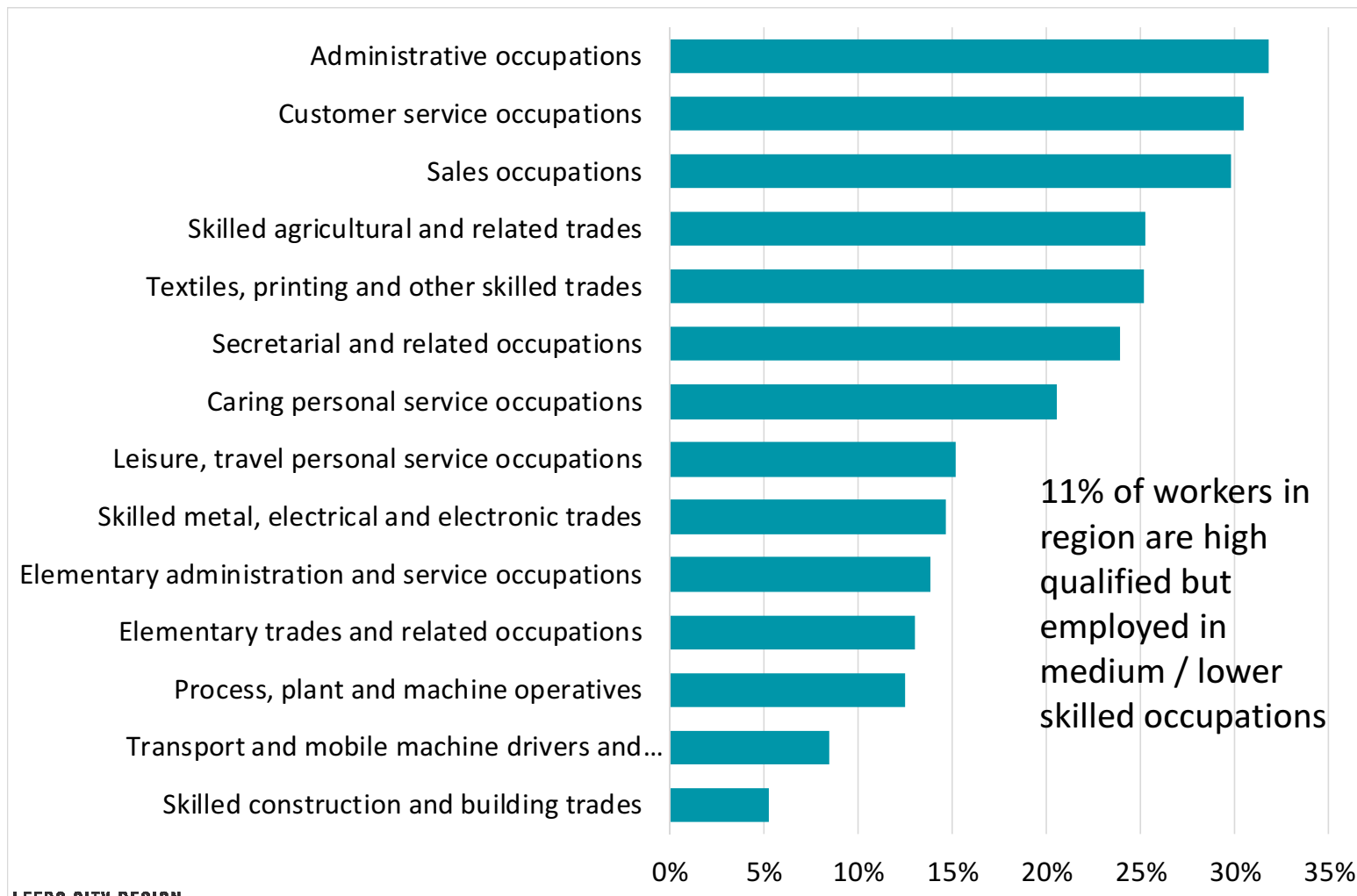
Importance of careers support - adults

- Five million UK adults are in low paid work, one million more than the OECD average.
- More than 300,000 people in the Leeds City Region are paid below the Real Living Wage – the hourly level that the Living Wage Foundation calculate is required to enable people to get by
- Engaging adults in learning throughout their lives is not only about increasing the supply of learning opportunities, but also about building motivation to learn and making participation feasible and accessible.
- Adults who have the lowest levels of skills are also the least likely to take part in learning of any kind and have fewest opportunities to do so in the workplace.
- Engaging these adults in learning is essential for achieving a more productive economy and a fairer society

14

Importance of careers support - Many workers in medium / lower skilled roles are likely to be under-using their skills and qualifications

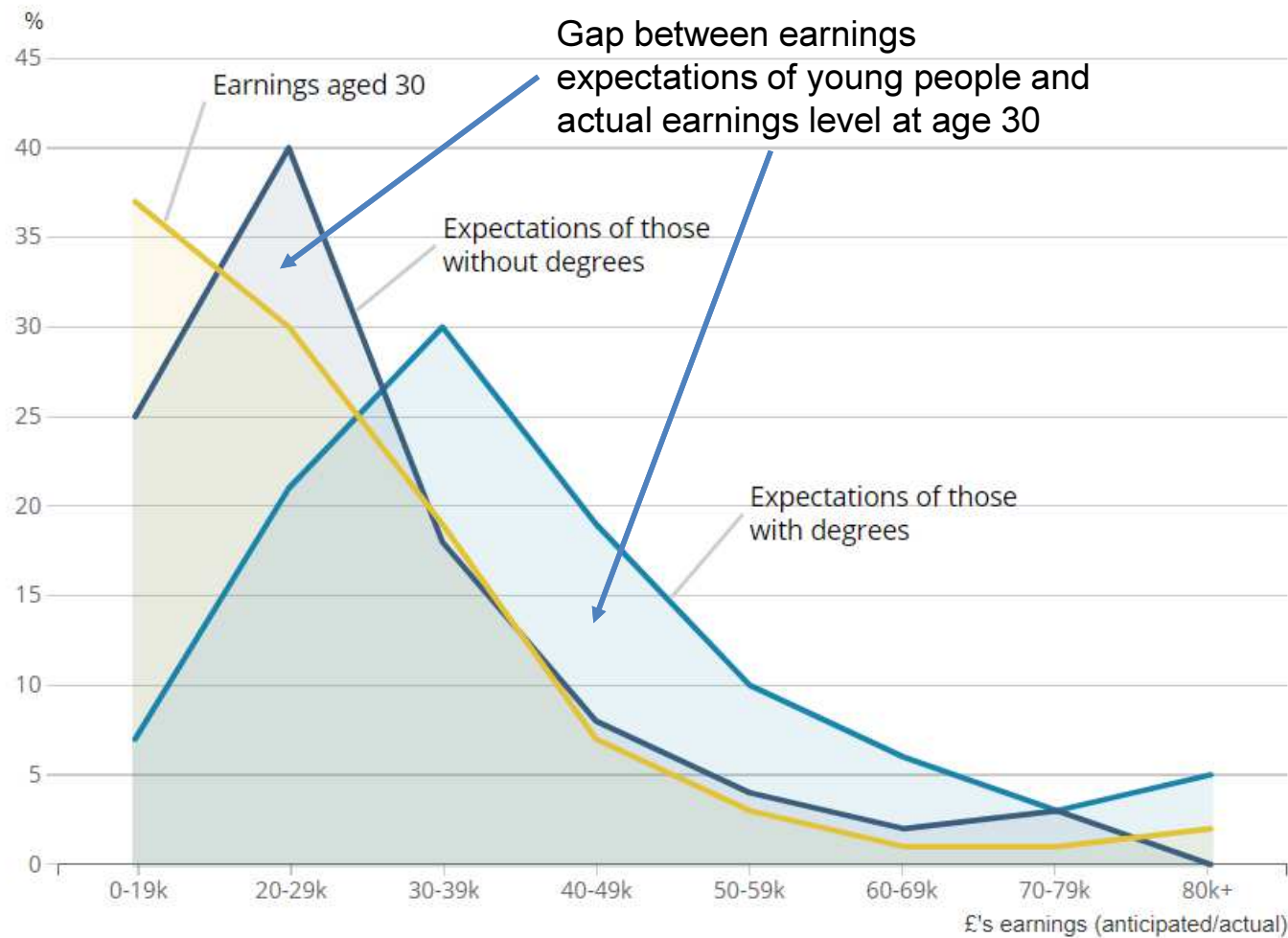
Figure: Medium and lower-skilled occupations with the greatest proportion of workers (aged 25+) qualified at level 4+; Yorkshire and the Humber



15

Importance of careers support - Earnings expectations of young people are highly unrealistic

Expected earnings of young people (aged 16 to 21) by age 30, 2015 to 2016, compared with 30-year-olds' earnings, 2017

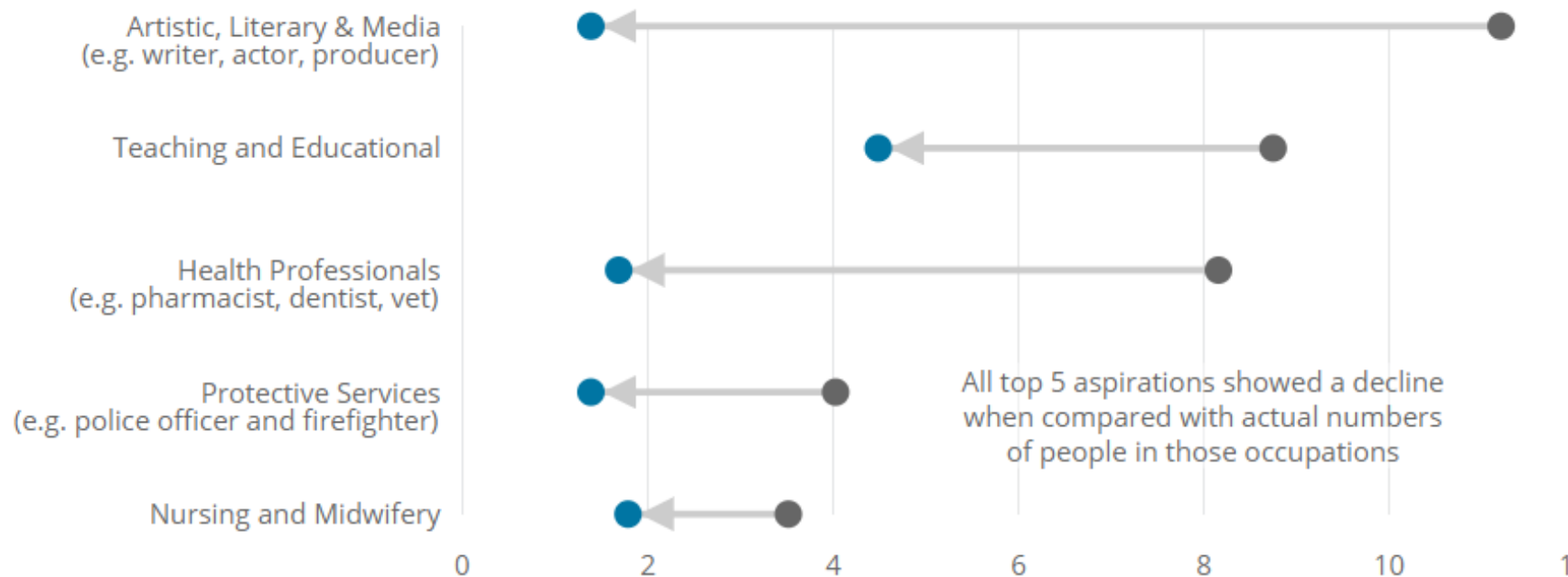


Source: Understanding Society & Annual Survey of Hours and Earnings

Importance of careers support - There is a mismatch between expectations of young people and their eventual employment destinations

Top five jobs chosen by 16 to 21-year-olds, 2011 to 2012, and proportion of 22 to 29-year-olds doing those jobs in 2017

● What did 16 to 21 year olds want to be? ● What 22 to 29 year olds do those jobs?



Source: Understanding Society & Annual Population Survey

National careers policy and funding

Careers Strategy

- Careers Strategy stresses the important links to Industrial Strategy and the new technical routes, and that having clear routes and information (including labour market info) is vital to helping career choices and ensuring the country has the right skills for the future.
- Schools must give providers of technical education and apprenticeships the opportunity to talk to all pupils about jobs and courses they offer.
- All schools should use the eight Gatsby Benchmarks to develop and improve their careers provision.
- Careers Hubs across the country to help support the implementation of the Strategy and the Gatsby Benchmarks.

Careers Strategy Funding

- The announcement stated that the CEC would run the campaign, and that the Government would spend £70 million on its strategy to improve careers education and guidance in this Parliament, including continued funding for the CEC.
- In March 2016, the then Prime Minister announced a further £14 million of funding, comprised of £12 million over the course of this Parliament for a new investment fund “to build capacity in the system”, managed by The Careers & Enterprise Company, and £2 million for an advertising campaign to encourage business people and professionals to volunteer to act as mentors.⁶³
- By September 2018, under the strategy the Careers and Enterprise Company (CEC) would launch a **new investment fund** of £5 million to support the most disadvantaged pupils.

National careers policy and funding

National Retraining Scheme – Budget announcement

- The recent autumn Budget allocates £100m for the first phase of the National Retraining Scheme (NRS). This will include a new careers guidance service with expert advice to help people identify work opportunities in their area, and state-of-the-art courses combining online learning with traditional classroom teaching to develop key transferable skills.
- The National Retraining Partnership between the Government, the Confederation of British Industry and the Trades Union Congress will focus on job-specific retraining in phase two

19

Careers and Enterprise Company – young people

- CEC has an ambition to deliver one encounter each year a young person is in secondary school.
- To meet this ambition employers need to offer at least 4 million employer encounters and 1 million workplace experiences every year. In the City Region this means around 200,000 employer encounters each year.
- 4 million employer encounters each year follows directly from the approximately 4 million young people in the seven years of secondary education at any one time. With around 500,000 to 600,000 young people in each year group, providing two workplace experiences at some point over those seven years translates into an average of around 1 million required annually.
- In the last three years, the CEC's focus has been on two core activities:
 - building a network that now links 2,000 schools and colleges to employers
 - investing in over 150 employer engagement programmes where they are most needed.
- To do this, CEC work in collaboration with national and local partners, including all 38 Local Enterprise Partnerships.

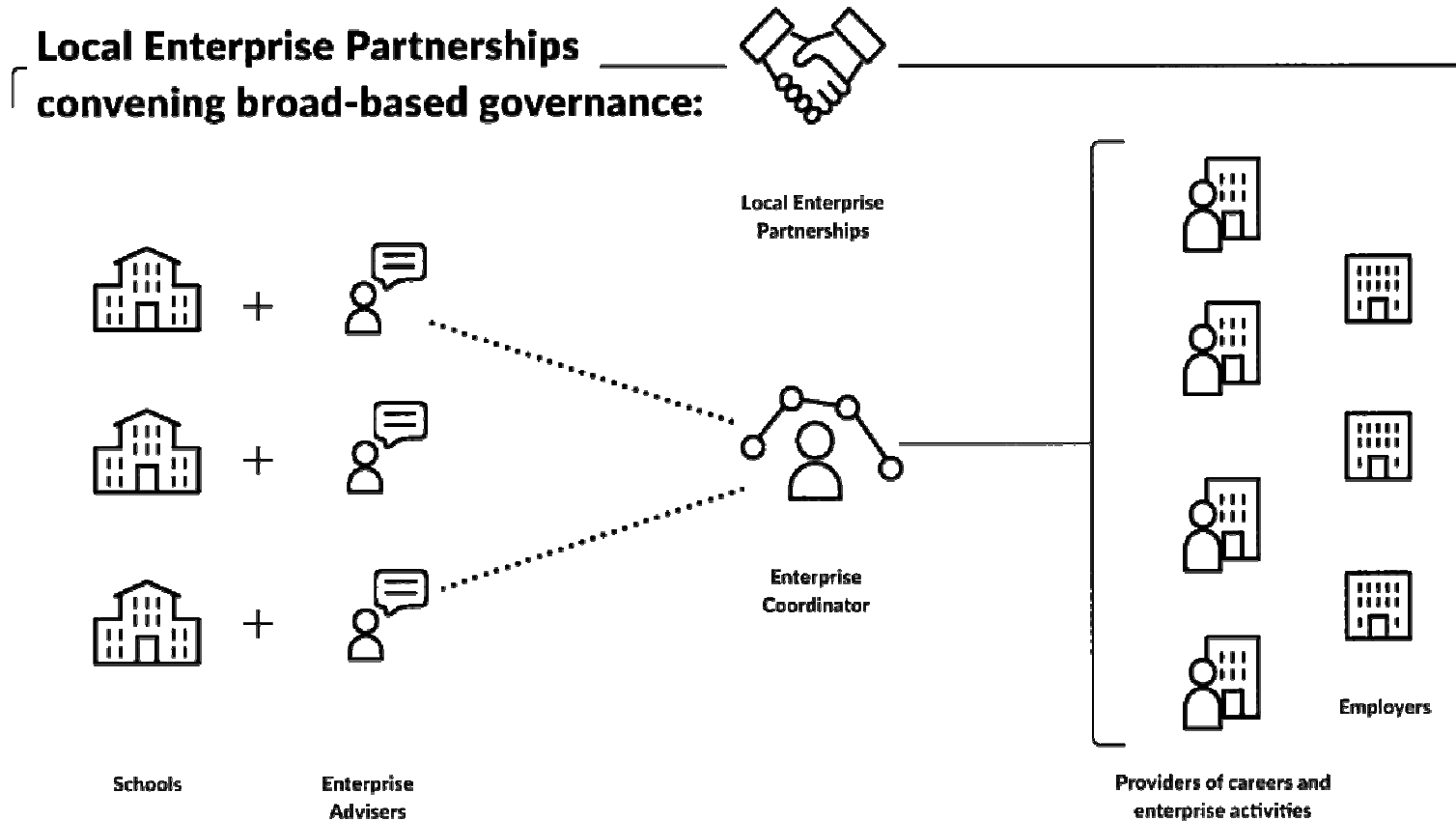
20

National Careers Service - Adults

- The National Careers Service offer is available to all adults and young people living or working in England. The offer includes information and advice about learning and career management including apprenticeships and traineeships. Customers access the service through the following delivery routes in an area based service:
 - Face-to-face and telephone advice service for adults.
 - Face-to-face and telephone information service for adults.
 - Email information and advice for adults.
 - Digital services including: local pages on the National Careers Service website, local social media activity, email information and advice for adults
- Area based contract ensures that local priorities, such as priority groups (over 50s), are focused on. Value of Yorkshire and the Humber contract from October 2018 for 3 years is £13m

21

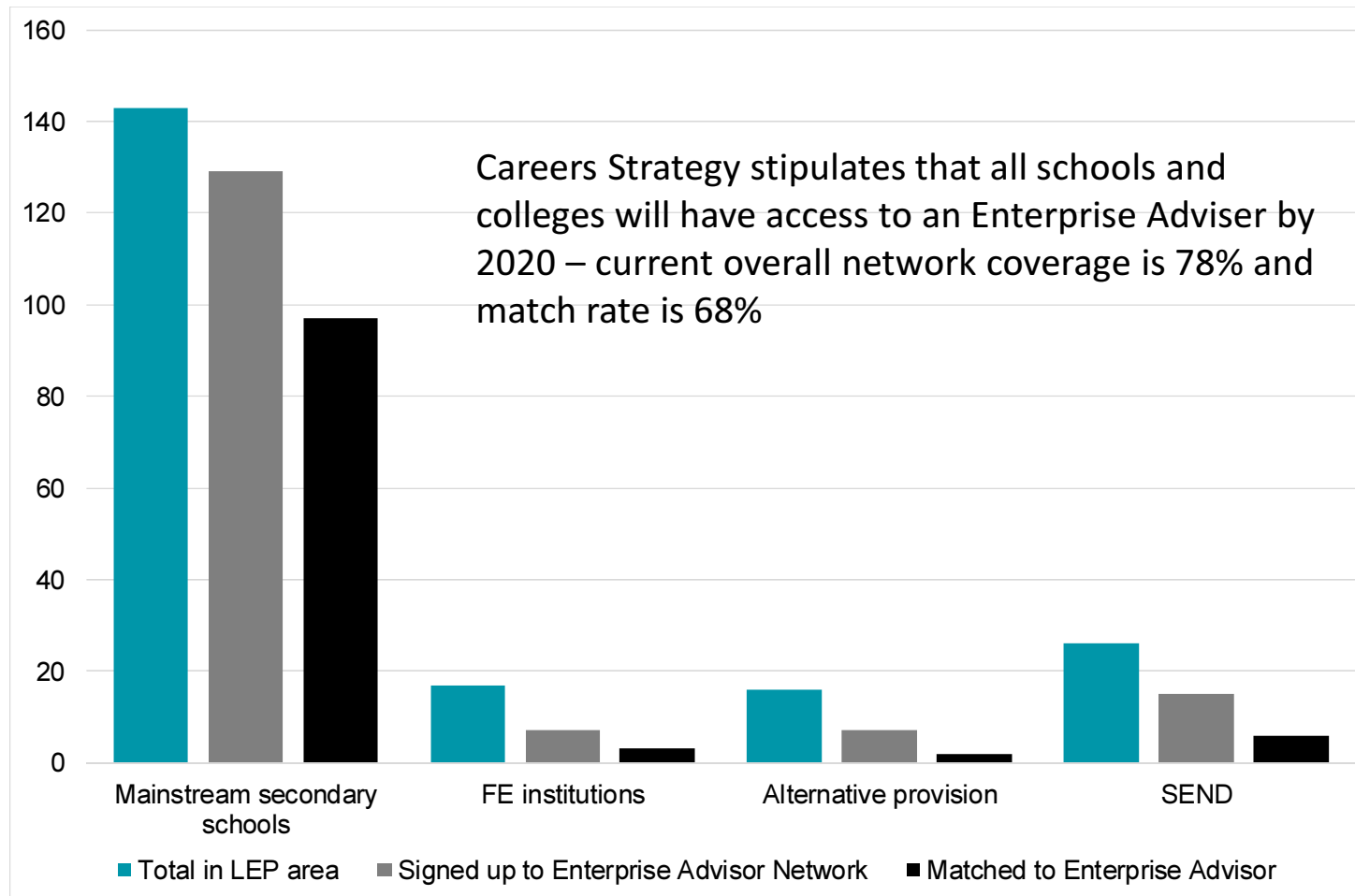
The Enterprise Adviser Network: How it works



22

Enterprise Adviser Network: City Region coverage

EA network coverage and match rate by institution type, Leeds City Region, July 2018

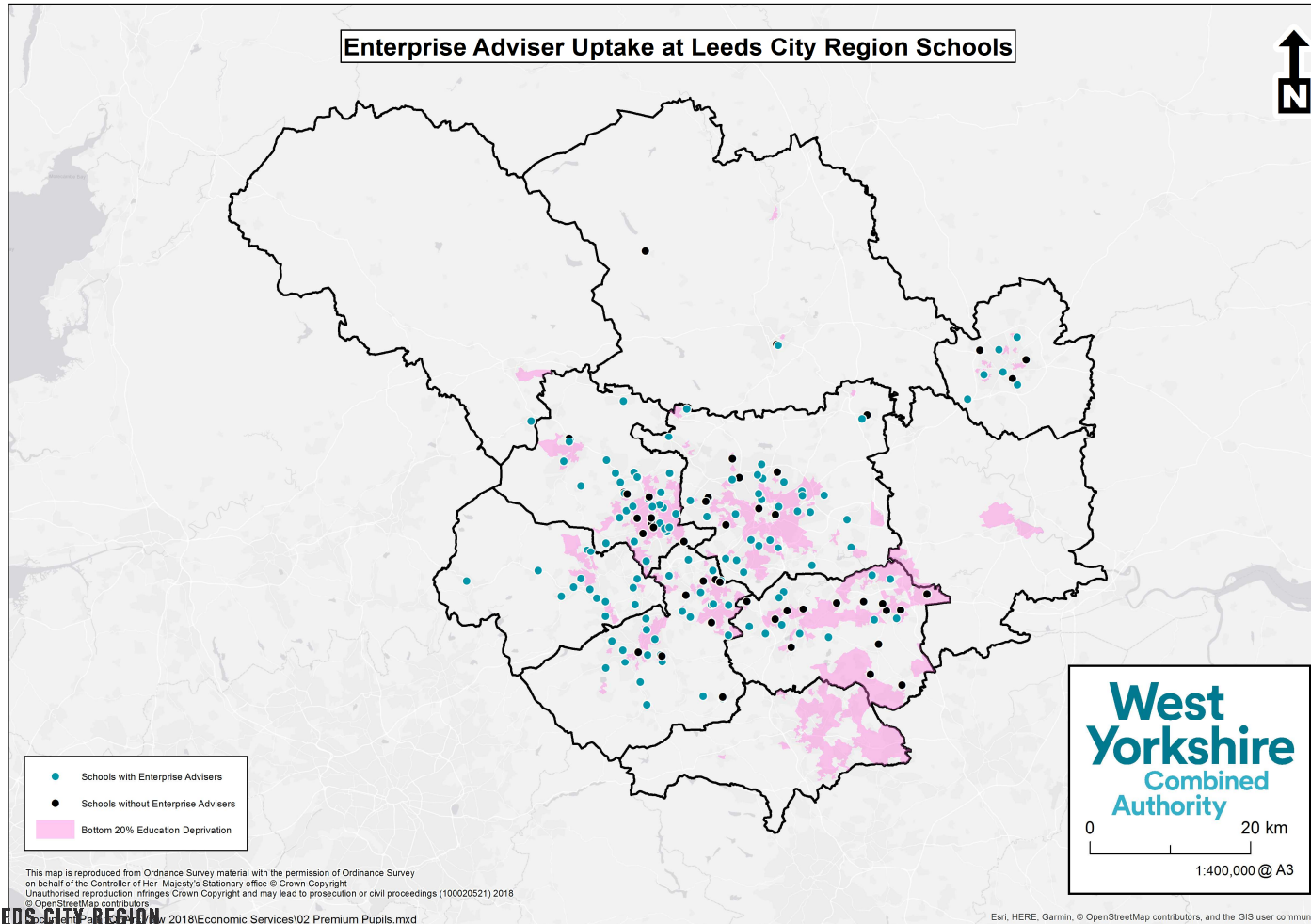


23

Enterprise Adviser Network

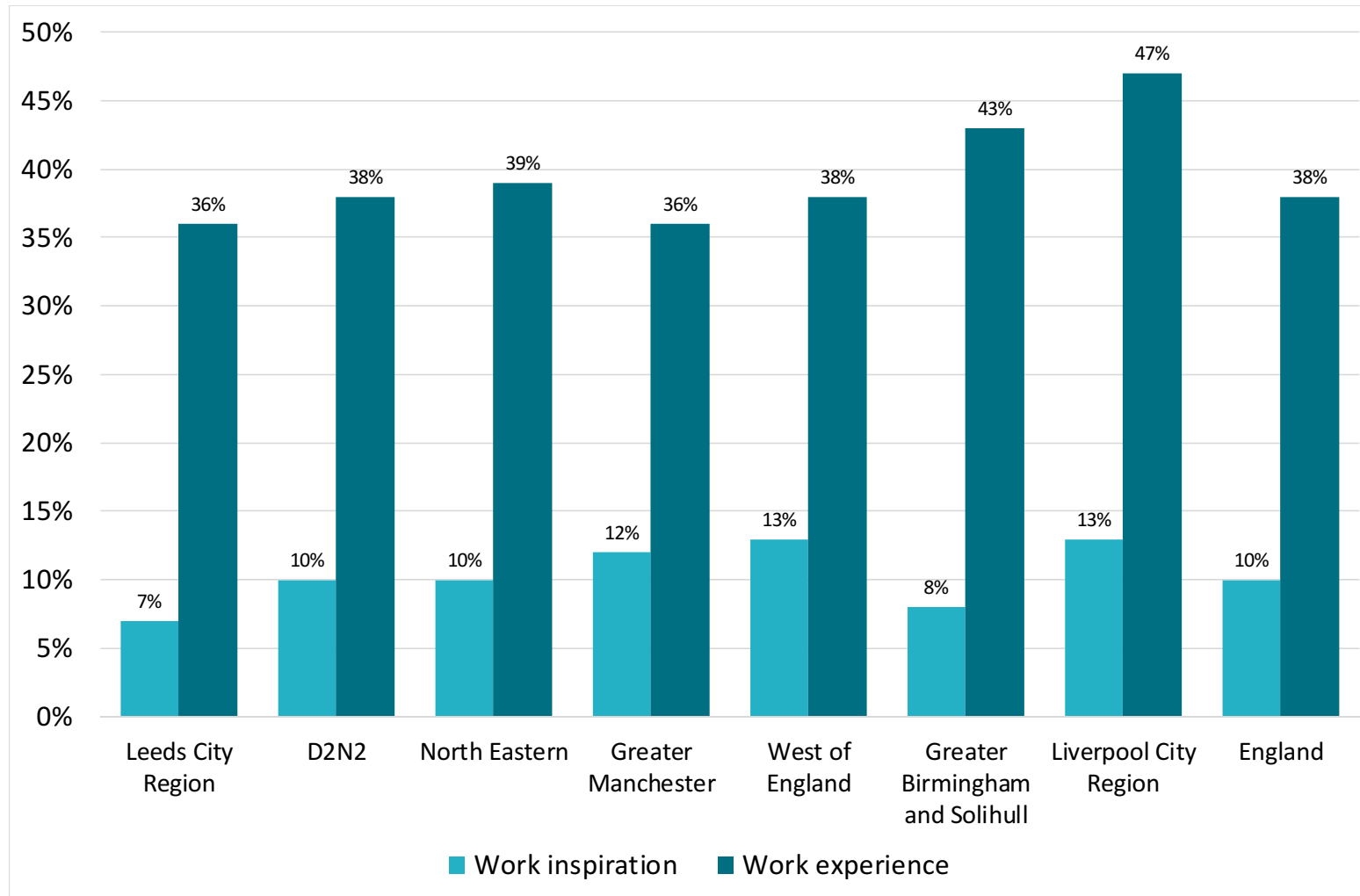
There are still schools within the City Region with no Advisers – including in areas of greatest need

24



A minority of local employers engage with work experience and work inspiration opportunities

Figure: % of local employers participating in work inspiration and work experience activities, Leeds City Region



25

Source: Employer Perspectives Survey, 2016

National Careers Service - Adults

National Careers Service Provision (all adults) in the Leeds City Region

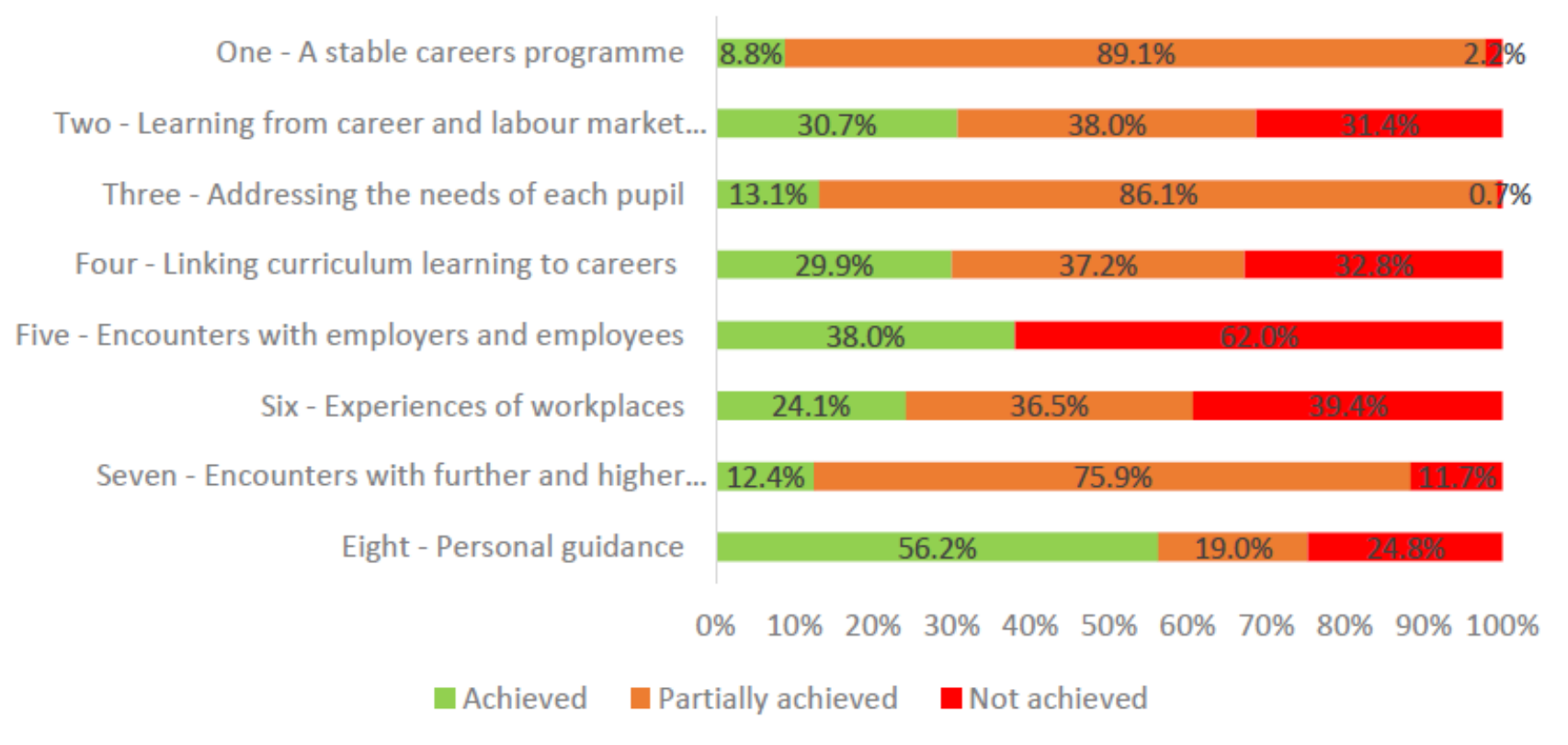
District	Customers Seen	Customers in Employment when seen	% in Employment when 1st accessing service
Bradford incl Craven	7794	768	9.85%
Leeds	8627	927	10.75%
Wakefield	5233	527	10.07%
Kirklees	3511	518	14.75%
Calderdale	1990	328	16.48%
York and Selby	4178	689	16.49%
Harrogate	767	52	6.78%
Total LCR	32,100	3,809	11.9%

26

National Careers Service - Adults

Benchmarks achieved, partially achieved and not achieved – Leeds City Region LEP

27



Source: Careers and Enterprise Company

Challenges – Employer & Employee Engagement

Demands on Employers

- Nationally, 1.7 million more employer encounters and workplace experiences are needed each year to get all young people to the recommended minimum levels set by the CEC. In the City Region this means around 200,000 employer encounters each year.
- Business engagement levels as a total population is low so many different programmes/organisation fishing from same small pond
- Measuring the impact of these encounters is extremely challenging.
- New T Levels will increase the pressure on employers to provide engagement and work experience opportunities.
- Employers and businesses are increasingly required to input into qualifications development and to influence skills provision.

Access to Employers and Employees

- Access to employers and employees to tackle issues such as career progression and skills under-utilisation is difficult. This is important as these are factors in poor productivity.
- Requires a change in mindset of employers.

Challenges – Inclusivity

The Learning and Work Institute have identified 3 areas in relation to individuals' circumstances which prevent them from engaging in careers support:

Situational

- Arising from an adult's personal, family and work situation
- More likely to be cited by women, younger people and those with lower levels of disadvantage

Dispositional

- Relating to attitudes, perceptions and expectations.
- More likely to be older respondents, those with higher levels of disadvantage

Institutional

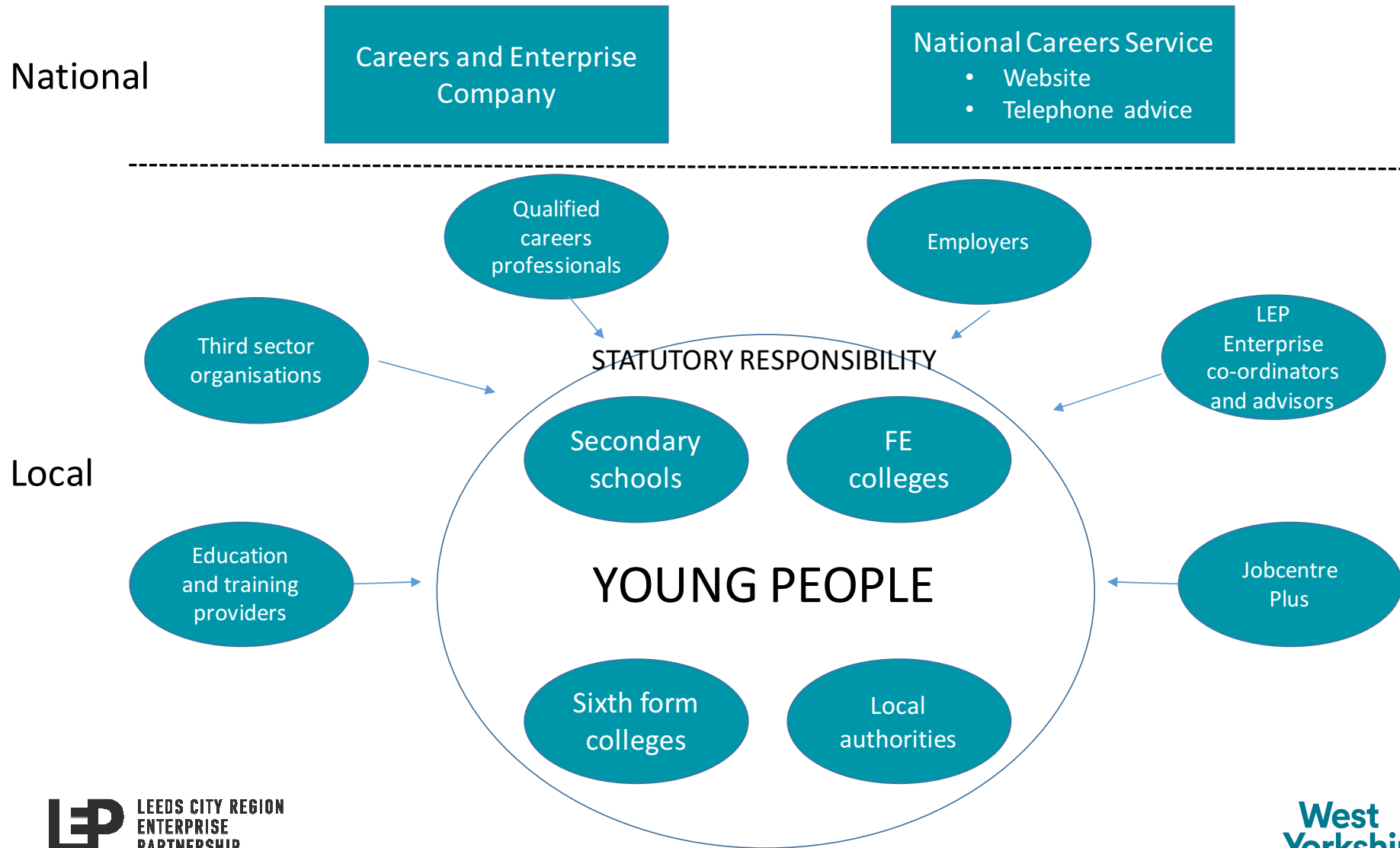
- Arising from the unresponsiveness of educational institutions or a lack of flexibility in the provision on offer, such as inappropriate scheduling or content of provision

Challenges – complicated system

- The delivery of Careers Education Information Advice and Guidance (CEIAG) is fragmented, not always well linked to labour market opportunities and of variable quality. The subsequent availability of the next steps are also sometimes lacking.
- We don't know enough about all parts of the careers system, there are multiple players involved, including the often overlooked informal private sector networks; professional bodies and CPD programmes; websites and social/business networks.
- The LEP is a key player in piloting new initiatives and innovative services, e.g. apprenticeships, SEND engagement, Careers Hubs. Flexibility to apply funding across different areas would be helpful but funding flowing from the CEC is very restrictive and the short term nature of programmes and initiatives is an issue.

30

Challenges - Complicated system - The careers offer to young people



31

What other areas are doing: the opportunities of devolution

West Midlands

- Creating a West Midlands Career Learning Hub to support, develop and co-ordinate an all age careers offer which will:
 - Set out a clear strategy and investment plan overseeing and coordinating existing investment, particularly in relation to CEC and National Careers Service (NCS) activity, and stimulating new investment, particularly through the private sector
 - Trial a place-based approach to careers education to establish what works for our young people.

North East LEP

- First area in the UK to test the Gatsby benchmarks.
- Approach has been rolled out nationally as the Careers Hubs programme.
- Aim to improve career advice and guidance from primary school upwards. Goal is for all north East schools and colleges to be achieving the Good Career Guidance Benchmarks by 2024.

32

What should the City Region's overarching ambition be in this area?

Discuss the below proposals..

- *'To ensure that all, no matter their age, are aware of the opportunities available in the City Region, are able to make informed decisions based on local evidence, and know how they can achieve their ambitions and fulfil their potential.*
- *To ensure that individuals have the resilience to deal with a changing work environment, and are able to respond to the challenges and opportunities.*
- *To inspire young people and encourage them to access new regional opportunities*
- *To ensure that from a young age individuals are aware of the opportunities that are available to them.*
- *To encourage more employers to offer work experience and provide encounters to help raise ambitions and ensure they get they skills needed to thrive'*

33

How can we address the challenges / what can we do better?

- What should our priorities be within the current system?
- What would our priorities be if not constrained by the current system or funding?
- What should our key messages be to Government?

34

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PARTNERSHIP



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Appendix 2 – Policy Statements

More and Better Apprenticeships

Vision / Aims & Objective

To drive productivity by supporting an increase in high quality apprenticeships that address employers' skills needs and enable firms to meet business objectives.

To contribute to inclusive growth by enabling individuals from all backgrounds the opportunity to fulfil their potential and to access apprenticeships that offer economically valuable skills, leading to strong earnings prospects and the potential for career progression.

To increase the awareness of business and individuals within the region of the benefits of apprenticeships, especially higher level apprenticeships, ensuring that opportunities are high quality, open and available to all.

To encourage more employers to offer good quality, well-paid apprenticeship opportunities, including in priority skills areas and at higher / degree level.

To have an integrated T level and apprenticeship offer across the region that addresses local needs.

That all business, particularly those in key sectors, are able to recruit and realise the full benefits of employing apprentices and that businesses are able to use their levy contributions effectively.

To demonstrate a year on year increase in apprenticeships opportunities in priority sectors identified through our Labour Market Information.

Evidence and rationale to support vision

The current apprenticeship reforms have been linked to a decline in starts nationally and locally, but they play an important role in supporting business to get the skills they need and young people to access the right opportunities that develop into rewarding careers.

The Government ambition for 3 million starts by 2020 remains. The Leeds City Region's achievement rates are above the national average but 30 percent do not complete.

There is still a perception that apprenticeship are only for young people – they are for all age groups and can plan an important part of individuals of any age developing their own career routes.

The take-up of higher / degree apprenticeships in the region lags behind leading areas, including not just London but also Manchester and Sheffield. Higher and degree level apprenticeships can help address the skills deficit in high level skills areas – high skills jobs are more resistant to automation and contribute to narrowing the productivity gap.

Local delivery partners are struggling because of the reduced take-up of apprenticeships due to the reforms bedding in.

There is still scope to increase employer involvement in apprenticeships.

Employment and Skills Plan Policy Statement Template

The Government's Careers Strategy and the Technical and Further Education Act 2017 ensures that schools must allow FE providers to speak to pupils about technical qualifications and apprenticeships.

[Include link to more substantial evidence base – assume that this will be possible as part of the same suite of documents that sit under the policy framework]

How to achieve the vision

In order to deliver the Region's vision action is needed from the Combined Authority, the LEP and our partners.

Current Action

The Combined Authority, the LEP and Local Authorities promote apprenticeships to young people across the region through the Enterprise Coordinator programme and the #futuregoals careers campaign. One of the Enterprise Coordinators is funded through National Collaborative Outreach Programme and Go Higher West Yorkshire to deliver apprenticeships messaging in schools.

We offer grants to companies in our priority skills shortage areas to take on apprentices for the first time, with top up grants available for higher or degree level apprenticeships, which help deliver the high level skills the region needs.

We are working with Go Higher West Yorkshire to develop a broader degree level apprenticeship offer. This work has been facilitated initially through the national Degree Apprenticeship Development Fund which has provided over 200 apprentice degree level opportunities for the 2018/19 academic year.

The Delivery Agreements that we have in place with colleges will be refreshed to include aspirations around all apprenticeships delivery – not just for 16-18 year olds.

Future Action

We will promote awareness and take-up of apprenticeships through the Employment Hub programme. This programme will play a key role in ensuring business have the right skills needed to grow, and individuals are able to enhance their skills and access the right opportunities through an impartial brokerage service. It will ensure that skills gaps are addressed by aligning opportunities with the region's needs, with a particular focus on high quality opportunities linked to priority skill areas and advanced and higher level apprenticeships.

The Employment Hub will be complemented by the Apprenticeship Grant for Employers - offering financial incentive of up to £2,000 to SMEs to encourage them to offer high quality apprenticeships in priority skill areas and at advanced and higher levels, with young apprentices receiving the full National Living Wage.

We will push ahead with our work on Delivery Agreements – using our labour market intelligence to align the provision of FE colleges with the needs of the labour market through shared aspirations linked to the City Region's employment and skills priorities. A key focus of the Agreements is to promote the availability of high quality apprenticeship opportunities for all communities, that lead to positive destinations and earnings outcomes.

To make a bigger difference to individuals, helping them gain the skills they need for rewarding careers, and ensuring that business has the right skills to prosper, more freedom

Employment and Skills Plan Policy Statement Template

is needed over the apprenticeship levy – this could make a real difference to the delivery of apprenticeships in the City Region.

Any unspent or unallocated levy funding, which will currently be recouped by Government if not spent by the individual companies, should be ring fenced for use in the region to engage more businesses in apprenticeships. This allocation of funding locally would support our ambitions and activity of working with the 80 percent of business in the region who have never offered apprenticeships.

There needs to be a more open and collaborative approach between Government, the ESFA and Combined Authorities / LEP to ensure a real difference is made in this area. Timely discussions on changes and details of any marketing activity need to be shared at an early stage so that we can effectively complement the work. An example of this would be to give us access to the list of levy paying companies in the region, this would enable the Combined Authority to help businesses with the effective use of their levy contributions, ensuring that they get the apprentices they need.

The citizens of the Combined Authority and LEP geography, and in particular young people and their key influencers (parents, teachers and careers practitioners) need to be able to see the benefits that an apprenticeship can deliver, in terms of prospects and a rewarding career. This can only be communicated through effective careers information, advice and guidance – apprenticeships need to be seen as an opportunity for all rather than a poor relation to the academic route. They also need to be seen by business and individuals at all ages as being an attractive proposition.

We need to reflect on the current programme of action, to build on the work with HEIs on the development of a local degree apprenticeship offer that reflects the skills needs of the Leeds City Region.

Key metrics and aspirations

A minority (46%) of employers in the City Region say they are aware and have a good knowledge of apprenticeships (including those who already offer apprenticeships). This is slightly lower than the national average of 49%. Our longer term aspiration for 2025 is to increase this to 60%.

The latest available data indicates that 10,970 workplaces in the City Region take on a funded apprentice each year. Our aspiration is to increase this to 15,000 by 2025. This links to our operational target of supporting 1,000 employers per annum to take-up apprenticeships for the first time.

There were 30,200 apprenticeship starts in the City Region in the 2016/17 academic year, a fall of 3% on the previous year. It is believed that disruption linked to the apprenticeship reforms has led to a much deeper decline in starts since then of around 30%.

The Government ambition for 3 million starts by 2020 remains. In order for the City Region to contribute to this target, we would need to increase annual starts to 38,800 in the remaining years to 2019/20. It is unlikely that this can be achieved in the current climate. However, in the longer term our aspiration is to increase the annual level of apprenticeship starts to 35,000 per annum by 2025, although clearly this is subject to a range of factors such as the timing of devolution and potential changes in government funding policy.

Through our Delivery Agreements, we aspire to increase the number of apprenticeship starts by West Yorkshire further education colleges by around 2,500 per annum, or 62 per cent, by 2020.

Employment and Skills Plan Policy Statement Template

Just under half (47%) of apprenticeship starts are at advanced or higher level. As part of our aim to increase the availability and take-up of higher quality apprenticeships, we aspire to increase this to 60% by 2025, recognising that an intermediate apprenticeship route is still relevant to many people.

Similarly, we aim to increase the proportion of total starts that are in the priority subject areas of digital, engineering / manufacturing and construction, from the current level of 23% to 35% by 2025. This reflects the importance of apprenticeships in addressing skill shortages in these occupational areas and the strong demand for apprenticeship in these subject areas prior to the government reforms.

To support equality of opportunity we will:

- Monitor entry into priority subject apprenticeships by females. They are currently heavily under-represented at only 8% of total starts in these subjects.
- Raise the proportion of apprentices who are from an ethnic minority from 10 per cent to 15 per cent to reflect representation in the wider population.
- Monitor entry into apprenticeships by residents of deprived communities, subject to data becoming available from ESFA.

We are currently developing our own database of apprenticeship employers in the City Region. We aim to use this as the basis for further data collection around employer satisfaction with apprenticeship provision and to explore the key issues that prevent employers from realising the benefits of apprenticeships.

Employment and Skills Plan Policy Statement Template

Raising the Bar on High Level Skills

Vision / Aims & Objective

To drive innovation and productivity by ensuring that local employers are able to access employees with the high level skills that they need.

To contribute to inclusive growth by widening access to high level learning across all communities, opening up opportunities to disadvantaged groups and deprived neighbourhoods, as a means of supporting increased employability, earnings and social mobility.

To increase the proportion of the working age population with higher level qualifications and close the gap to the national average.

To ensure that the right pathways are available for young people to progress into higher level learning.

Evidence and rationale to support vision

We have a current deficit in high level skills and there is strong projected employment growth in high skilled occupations – high skills jobs are more resistant to automation and contribute to narrowing the productivity gap.

There are continuing skills shortages in higher level STEM areas, including engineering and digital, which we need to address by increasing the pipeline of relevant skills, including getting more women into STEM.

In some districts in our region there are low Higher Education participation rates, especially for disadvantaged groups and Black and Minority Ethnic groups, contributing to the pockets of stubborn deprivation and the stall in living standards.

There is a limited pipeline of higher and degree level apprenticeship opportunities and a relatively low completion rate for higher apprenticeships.

We have the largest higher education sector outside London, with a diverse body of institutions. Our HEIs generally perform above the national average with regard to overall student satisfaction (captured through the National Student Survey) while the University of Leeds is ranked 13th (out of 131 institutions) by the Complete University Guide and the University of York is ranked 21st, based on entry standards, student satisfaction, research quality and graduate prospects.

[Include link to more substantial evidence base – assume that this will be possible as part of the same suite of documents that sit under the policy framework]

How to achieve the vision

In order to deliver the Region's vision action is needed from the Combined Authority and our partners.

Current Action

Employment and Skills Plan Policy Statement Template

We have developed and agreed Delivery Agreements with colleges which include aspirations around development of higher level skills which benefit the local economy.

Our Enterprise Coordinator programme works with businesses and schools to encourage employer encounters and raise aspiration and awareness of higher level skills, including the Combined Authority's #Futuregoals campaign. Our approach includes targeting disadvantaged pupils with an enhanced enterprise, employability and careers offer.

We are supporting the development of infrastructure to offer degree apprenticeship across 12 occupational areas, with a view to supporting social mobility

Our digital skills campaign is increasing awareness of the importance of high level digital skills and the benefits they can bring to individuals thinking about a career change.

The Combined Authority, LEP and partners are delivering a range of ESIF funded programmes which contribute to delivering higher level skills, including:

- reBoot
- Skills Service
- Reach Higher

We are investing £79m of skills capital into new or refurbished FE facilities to ensure colleges can offer a high standard of education, especially in those subjects in demand by employers.

The Leeds City Region Enterprise Partnership helps to attract businesses to the region which will create skilled jobs.

Future Action

To make a bigger difference change is needed.

The new government emphasis on technical education presents an opportunity for high level skills. We need to see choices available to all, and ensure that all have access to the right information to make informed choices.

We need to be able to work with partners to ensure provision is available that benefits the region. We are already doing this through the Delivery Agreements but with the right levers (e.g. being able to incentivise delivery of provision that directly addresses the region's needs) more could be done, including extending delivery agreements to include Higher Education Institutions.

Business already works with providers to develop specific provision outside of the mainstream qualifications but more could be done here. The region needs to enable SMEs to access tailored higher education provision by facilitating aggregation of demand – can this be facilitated by technology. It needs to be easier for business to shape higher education curriculum, especially in fast moving technical subjects.

Effective management and leadership is key to productivity, higher level apprenticeships are a vital aspect of this. As part of wider efforts to help companies make the most of the levy the Combined Authority, LEP and partners will look at how it can be used more effectively to develop management skills and improve productivity across the region.

The region needs to ensure key priorities such as Med-Tech have the high level skills they need, e.g. by clear educational/skills routes available in the region (apprenticeships, T

Employment and Skills Plan Policy Statement Template

levels). High level skills are directly related to innovation, having greater influence over local provision will help with ensuring both high level skills are available resulting in high levels of innovation in the region.

As part of work on careers advice and through the Enterprise Coordinator programme greater links between qualifications and priority sectors/jobs in the region needs to be made. Links to the National Collaborative Outreach Programme (NCOP) need to be strengthened. People need to understand how they can access advice and provision and get to higher levels, this can only be achieved with a fully integrated careers advice service which includes adults.

Key metrics and aspirations

34% of the working age population of the City Region are qualified at a higher level (level 4+), significantly lower than the national average of 38 per cent. By 2025 our aspiration is to see an increase to 40%, giving the prospect of eliminating this gap.

Through our Delivery Agreements, we aspire to increase the number of starts on higher level courses delivered by West Yorkshire further education colleges by around 1,400 per annum, or 39 per cent, by 2020.

A number of districts in the City Region (Barnsley, Wakefield and Leeds) have entry rates into HE that trail the national average. Meanwhile, all districts (with the exceptions of Kirklees and Bradford) have a gap between entry rates for disadvantaged pupils and non-disadvantaged pupils that exceeds the national average.

In 2016/17 there were 2,030 starts on higher and degree apprenticeships in the City Region. Take-up at this level has grown rapidly, albeit from a low base. Our aspiration is for continued rapid growth, with 7,000 starts by 2025.

Only 11 per cent of apprenticeship starts at the higher / degree level were in priority subjects in 2016/17. We need to increase this substantially as relevant standards come on stream in these subject areas; with an aspiration to increase the proportion to 25% by 2025.

Employers currently face problems in filling their vacancies for high skilled jobs, particularly in respect of digital professional and engineering professional roles, for example. One fifth (19%) of vacancies for high skilled occupations are difficult to fill due to a lack of candidates with the required skills. Hoped-for success in attracting further investment in sectors like digital could intensify skill shortages in the near future. However, in the longer-term (by 2025) our aspiration is to reduce the prevalence of shortage vacancies to 10 per cent.

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Report to: Employment and Skills Panel

Date: 29 November 2018

Subject: **Skills Commission**

Director(s): Sue Cooke, Executive Head of Economic Services, Alan Reiss,
Director of Policy, Strategy and Communications

Author(s): Michelle Burton, Peter Glover

1 Purpose of this report

- 1.1 To update the Employment and Skills Panel on plans to launch a review of the education and skills system.

2 Information

- 2.1 At its last meeting, the Panel endorsed the proposal to undertake a radical review of the post-16 vocational skills system which would:
- Assess the current performance of the system.
 - Identify future challenges.
 - Set out a coherent blue print for a reformed system that can meet needs more effectively at both local and national level.
 - Inform the national policy debate.
 - Develop the Combined Authority's thinking around powers and responsibilities.
- 2.2 Since the last meeting, it has been confirmed that Cllr Susan Hinchcliffe, as Chair of the West Yorkshire Combined Authority and lead Local Authority Leader for Skills, will chair a Commission which will carry out the review.
- 2.3 Rashik Parmar and Mark Roberts of the Employment and Skills Panel have agreed to join the Commission. The Chair intends to write to other potential members of the Commission to invite them to join.
- 2.4 It is intended that the review will launch in January 2019, lasting for 12 months and culminating in a high profile conference.

- 2.5 Work is underway to draw together existing evidence to provide an initial assessment of the current state of knowledge in respect of the review's objectives. This consists of analysis of local data on the performance of the skills system and a review of the extensive national literature on skills policy and delivery. This will be used to inform the content of the call for evidence, including the key questions posed to consultees; to provide an early stage briefing to members of the Commission; and to identify gaps in our understanding where further investigation is required and resources need to be targeted.

3 Financial Implications

- 3.1 The review remains unbudgeted within existing Combined Authority budgets. Financial resourcing of the review is currently under consideration as part of business planning for 2019/20.

4 Legal Implications

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

5 Staffing Implications

- 5.1 A project team meets regularly, currently comprising of existing members of staff from within the Combined Authority.

6 External Consultees

- 6.1 No external consultations have been undertaken.

7 Recommendations

- 7.1 It is recommended that members of the Panel note the update.

8 Background Documents

None.

9 Appendices

Commission membership

Appendix 1: Commission membership

Chair – Combined Authority and LEP

Employers (up to 6)

Employer Representative Bodies (1)

Trade Union (1)

Education and Training Sector (4)

Think Tanks (3-4)

Local Authority (1)

Learner Voice (2)

Media/Commentator (1-2)

National Government (Advisory) (2-3)

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Report to: Employment and Skills Panel

Date: 29 November 2018

Subject: **Preparing for Brexit - Skills**

Director(s): Alan Reiss, Director of Policy, Strategy and Communications
Sue Cooke, Executive Head of Economic Services

Author(s): Patrick Bowes, Michelle Burton

1 Purpose of this report

- 1.1 To provide an update on the latest economic and business intelligence for the Board and to consider the key messages from this as the UK prepares to leave the European Union.
- 1.2 To update the Employment and Skills Panel on ongoing work to prepare and support the city region's businesses and communities ahead of the UK's withdrawal from the EU.
- 1.3 To seek the Panel's comments on whether the preparations are sufficient and identify any potential gaps or requirements.

2 Information

Main national and international headlines

2.1 The main headlines are:

- The International Monetary Fund (IMF) has recently revised down its forecasts for global growth to 3.7% for both this year and next – down 0.2% from its forecasts in April. Recently announced tariffs and trade measures are key reason for this downward revision, which keep growth projections in line with 2017.
- The IMF forecast growth in the UK to slow from 1.7% in 2017 to 1.4% and 1.5% in 2018 and 2019 respectively. Poor weather in Quarter 1 (Q1) is a factor in this, though anticipated higher barriers to trade post-Brexit are also a factor in the medium term despite the IMF assuming that UK-EU trade remains tariff-free.
- UK Gross Domestic Product increased by 0.7% in the three months to August. This is substantially higher than the 0.1% growth in March-May.

Warm weather was an important factor in this. The service sector expanded by 0.5%, though this was outpaced by growth of 0.7% in production and 2.9% in construction.

- UK productivity increased by 0.5% in Quarter 2 (Q2) 2018, following a Quarter on Quarter fall in Q1. Productivity growth remains below the pre-recession trend.
- Inflation fell to 2.4% in September, down from 2.7% in August whilst average earnings increased by 3.1% in the three months to August, the highest annual growth rate since 2008. Real pay has increased by 0.7% in the past three months, with wage growth outpacing inflation for five consecutive months.
- Total employment in the UK was largely unchanged in the three months to August, according to Office of National Statistics (ONS). The employment rate dipped to 75.5% from a record high of 75.7%.
- Unemployment also fell by 47,000 to 1.36 million, an unemployment rate of 4%.

Leeds City Region economic headlines

2.2 For Leeds City Region, the key headlines include:

- The value of goods exports from Yorkshire and Humber increased at a faster rate than any other English region between Q1 2018 and Q2 2018. The region's goods exports increased by 3.4% in Q2, compared to a 2.2% fall nationally, according to HMRC data. The region has seen the joint fastest growth in goods export of any English region since the EU referendum in June 2016.
- New ONS analysis suggests Yorkshire and Humber exported services worth £7.78bn in 2016, an increase of 8.1% on 2015. This growth rate is third lowest among UK regions, and falls between North West (-0.9%) and North East (+14.3) at a northern level.
- Business activity continued to expand across Yorkshire and Humber through September according to the Natwest Regional PMI (Purchasing Managers Index), albeit at a reduced pace.
- Yorkshire businesses reported increased domestic and international demand in the PMI survey, and remain optimistic that output will continue to increase over the next year. As such, headcounts continue to expand.
- Total employment in Leeds City Region increased by 4,000 (0.3%) between Q1 and Q2 2018, taking the employment rate to a new record high of 73.7%. Employment increased faster than in the UK as a whole where it increased by 0.1%.
- Unemployment in the City Region fell by 3,100 (4.5%) in Q2 2018. There are now 65,200 people unemployed, the lowest level since 2005. The unemployment rate is 4.4%, also its lowest since 2005.

Brexit commentary and assessment

2.3 There are signs that UK businesses are beginning to become increasingly alive to the uncertainty of Brexit negotiations and the perceived higher risk of a "no deal" outcome. A Confederation of British Industry (CBI) survey suggested

one in five businesses had already begun to implement contingency plans, with increasing numbers of companies planning to follow suit if no certainty emerges before the end of 2018. Similarly, the Chambers of Commerce have reported lower levels of investment in their national survey for Q3.

At City Region level, the labour market remains relatively strong with employment increasing and unemployment decreasing. However, it is notable that some of the sectors that have seen strong employment growth of late are among those with reliance on EU workers which may pose a challenge to these industries in future, most notably logistics and hospitality sectors.

The region's goods exporters continue to see the benefit of sterling's fall and have seen export activity expand strongly in the past two years. This may be a factor in the continuing levels of confidence among the region's businesses, who remain more optimistic than those in most other regions. The apparent fall in new business starts does however suggest a degree of hesitancy in some quarters.

That same hesitancy is evident in the housing market, where sales volumes point to a slowdown despite rising prices. Many households, like businesses, appear to be waiting for clarity and confidence in future arrangements before making significant investment decisions. This pattern may be more evident in the consumer sector as it enters the critical Christmas trading period.

Implications for employment and skills

2.4 In September 2016, it was reported to the Panel that:

- There are approximately 68,000 EU migrant workers in the City Region, equating to around one in 20 of total workers in employment;
- The district with the strongest concentrations of NI registrations from EU migrants is Leeds, with 37 per cent of the City Region total. More than three-quarters of registrations are concentrated in four districts (Leeds, Bradford, Wakefield and Barnsley);
- The broad sectors with the greatest numbers of EU migrant workers are manufacturing, wholesale / retail and transport / storage. More than one quarter of all EU migrant workers are employed in manufacturing in the City Region;
- One in eight workers in manufacturing are estimated to be EU migrants. The detailed industries with the highest intensity of EU migrant employment include food manufacture and clothing manufacture. Among non-manufacturing sectors the highest intensities are in warehousing and accommodation. Anecdotal evidence suggests that some employers have developed their entire business model around the use of EU migrant labour;
- There is a particularly heavy reliance on EU migrant workers in semi-skilled occupations including elementary process plant operatives (18,000 workers which represents 45% of total employment).

2.5 There is already some evidence that the influx of EU migrants into the local labour market is reducing. According to figures from the Department for Work

and Pensions the number of EU nationals registering for a National Insurance number (NINo) within the City Region declined by 22 per cent between 2016/17 and 2017/18 (April to March for both periods). According to the Bank of England Agents' report (Q2 2018) a slowing in the inward flow of EU migrants for lower skilled and/or seasonal work is acting as a constraint in sectors such as agriculture and food, hospitality and warehousing.

Preparation for Brexit – skills services

- 2.6 Since December 2016 the Combined Authority and Leeds City Region Enterprise Partnership (LEP) have continued to develop the products and services provided to business to help strengthen the support offer so that it remains relevant to the needs of businesses in the current climate. Work is also underway to maximise the drawdown of European Structural funds to help enhance the services provided in those areas that will provide most benefit to our businesses and our citizens, across the areas of Business Support, Inward Investment, Trade, and Employment and Skills.
- 2.7 Businesses with a high volume of EU migrant workers may respond to greater controls on movement of labour by recruiting greater numbers of local people in future. Alternatively, businesses may respond by automating routine processes and replacing high volumes of low skilled jobs with fewer higher skilled employees. In either of these scenarios, support is available for businesses and individuals with the Growth Service providing an initial point of entry to all business support services:
- Skills Service advisors can support businesses to develop a plan to upskill their existing staff to meet new requirements and to find appropriate training, with subsidies available, to support businesses to address skills shortages. Advisors will be briefed to discuss preparing for Brexit more proactively with the companies they are advising.
 - Extensive support is available through Jobcentre Plus to design a bespoke recruitment package to meet employer needs and find the best people to fill jobs. In the case of businesses losing large numbers of semi-skilled workers, this offer will be particularly relevant to mitigate the impact.
 - Where individuals want to re-train in order to access new employment opportunities, tailored support will be available through the [re]boot programme, launching in January 2019.
 - The Apprenticeship Grants for Employers programme (AGE) supports non-levy paying businesses to recruit apprentices for the first time, including to address skills shortages as a result of Brexit.
 - The European Structural and Investment Fund-(ESIF) funded Employment Hub (launching January 2019) will support 15-24 year olds to access support for training, employment (including apprenticeship) and self-employment. It will also engage businesses in offering apprenticeships and other employment opportunities and offer a job match service.
- 2.8 It will be important to work closely with firms in key sectors heavily reliant on European Economic Area (EEA) migrant workers to support their skills needs and to make sure they have access to a local workforce that meets their

labour needs. Briefings will be provided to colleges, universities and independent training providers, via the Leeds City Region Skills Network, about those areas of the economy that are most heavily reliant on EU migrant workers. It will be important that these providers respond to the needs of these sectors by ensuring that appropriate training provision is available.

3 Financial Implications

- 3.1 All employment and skills services, including those listed above, are externally funded, time limited and constrained by the requirements of the funder/s.

4 Legal Implications

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

5 Staffing Implications

- 5.1 The majority of LEP/Combined Authority staff working on this agenda are funded through short-term external sources to deliver specific services. If additional services are required, funding would need to be identified and secured to deliver these services, including funding staffing requirements.

6 External Consultees

- 6.1 No external consultations have been undertaken.

7 Recommendations

- 7.1 It is recommended that the Panel notes the update and considers whether there are any gaps in the Employment and Skills services provided to Leeds City Region businesses and individuals by the LEP/Combined Authority and other organisations.

8 Background Documents

None.

9 Appendices

None.

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Report to: Leeds City Region Enterprise Partnership Board (LEP Board)

Date: 22 November 2018

Subject: **Digital Framework and Digital Skills**

Director: Alan Reiss, Director of Policy, Strategy and Communications / Sue Cooke, Executive Director of Economic Services

Author(s): Sarah Bowes / Emma Longbottom

1. Purpose of this report

- 1.1 To provide the Employment and Skills Panel with an update on the development of the Leeds City Region Digital Framework and Digital Skills programmes and seek endorsement for the adoption of the Framework.

2. Information

Background

- 2.1 As previously reported, over the last 12 months work has been progressing to develop a Digital Strategy for the whole of the City Region.
- 2.2 The overall ambition is for the Digital Framework is to provide a framework for investment and a collective narrative/ ambition for 'digital' across the whole City Region.
- 2.3 The Framework sets out to articulate an approach to the digital economy and to the development of digital capability across the City Region's population and institutions that sets the direction of travel and encourages all the other actors in the region to align with both the Leeds City Region Enterprise Partnership (LEP) and the Combined Authority and each other.
- 2.4 One of the five outcomes detailed in the Framework is *digital skills for all* – ensuring everyone in Leeds City Region has the opportunity to develop the skills they need to thrive in the digital economy. The key principle behind this outcome is to develop and evolve a joined up pipeline for digital skills to meet the needs of businesses and citizens:
- Inclusion/ basic skills; Ensure everyone has basic digital capability to ensure no one is excluded from opportunities because of a lack of digital skills and can operate in a digital society.

- General skills: Look at opportunities for improving outcomes for those who have basic digital skills, but lack the confidence and knowledge to make the most of the digital economy, whether at work or beyond.
 - Advanced skills: ensure that the Leeds City Region develops, attracts and retains the talent needed for higher skilled roles.
- 2.5 To ensure as much buy in and support to the Framework as possible from people who will ultimately be impacted by it, an online consultation was launched in July using the Combined Authority’s new Engagement Hub *Your Voice*. The consultation provided a starter for ten in terms of ambition and suggested interventions, with a view to gathering much wider input to shape the Framework.
- 2.6 Over 100 responses to the survey were received. 75% of responses were from individuals, 14% from businesses and 11% from organisations.
- 2.7 95% of respondents strongly agreed with our approach in respect of digital skills. The following areas relating to digital skills were identified as important: increasing social mobility into digital roles; increasing the number of apprenticeships; and developing robust pathways into the sector.
- 2.8 Feedback received through the consultation process has now been incorporated into the revised framework.
- 2.9 The five outcomes of the framework will be owned by various existing Panels and Boards. Working groups will report directly to Panels.

Outcome	Panel	West Yorkshire Combined Authority officer lead
Digital opportunities for all businesses	BIG / ESP	Sarah Bowes/Henry Rigg
Digital skills and inclusion for all	Skills – ESP Inclusion – Inclusive Growth and Public Policy Panel	Peter Glover / Emma Longbottom James Flanagan/Sarah Bowes
Digital Sector	BIG Panel	Tony Corby/ Sarah Bowes
World class infrastructure	Place Panel	Justin Wilson
Tech for good	BIG Panel / LEP Board	Sarah Bowes/ Kate Gifford/ Tony Corby

Digital Skills

- 2.10 The Digital Framework builds on much existing good practice and activity taking place across the City Region, with digital skills already identified as a key priority sector within the Leeds City Region Employment and Skills Plan in 2016. In order to address the issues identified, a number of programmes are in development and delivery, as detailed below.
- 2.11 The Discover Digital website launched in August alongside social media channels. 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. Since the launch, the website has had 1,224 new visitors and over 9,600 individual page views with users staying on the site for an average of 3 minutes and visiting on average 6 pages each. This is a considerable amount of time to spend on the site and shows that the traffic being driven is of a high quality, with each person engaging with the site. The campaign has also reached over 80,000 people through social media channels. (See Appendix 1)
- 2.12 Digital Skills is also a major component of #futuregoals, the careers campaign targeting young people, parents and key influencers with information about career opportunity in skills shortage and growth sectors in Leeds City Region. (See Appendix 2). Digital business volunteers are working with schools as part of our Enterprise Adviser Network. For example, Lloyds Banking Group have arranged a Bradford schools Digital Skills Event in November and Asda's Technology Team have set digital competitions to young people from a number of schools across the region.
- 2.13 Delivery Agreements with the seven FE colleges set out how the institutions can better respond to the needs of the economy, including by addressing digital skills shortages.
- 2.14 As previously reported the Combined Authority 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. Confirmation has now been received from The Department of Work and Pensions (DWP) that the outcome of the application was successful. Procurement of sub-contractors has commenced. Delivery is expected to commence in January 2019.
- 2.15 An Expression of Interest is being developed for submission to Government to develop a Local Digital Skills Partnership (LDSP). If successful, the partnership will work with the national Digital Skills Partnership, Government, local businesses and providers to develop and deliver digital skills training for individuals and businesses. It is Government's intention to launch three LDSPs by April 2019. This will include an officer spending two days a month in Whitehall, building relationships with DCMS and other Government departments and various stakeholders keen to support local regions.
- 2.16 Working with District Partners, a submission will also be developed for the Digital Skills Innovation Fund, which if successful will support people from

underrepresented groups and disadvantaged backgrounds to increase their digital skills.

- 2.17 Working with partners including Local Authorities and DWP, an offer will be developed to ensure that everyone has basic digital capability to ensure no one is excluded from opportunities because of digital skills, and everyone can operate in a digital society.

3. Financial Implications

- 3.1 There are no financial implications in endorsing this strategy. Specific activities may require future funding, this will be requested separately.

4. Legal Implications

- 4.1 There are no legal implications arising from this report

5. Staffing Implications

- 5.1 Staff will be recruited to deliver the new [re]boot project and other projects should applications for funding be successful.

6. External Consultees

- 6.1 Consultation and engagement has taken place through the following routes: Chief Executives; BIG Panel; ESP; private sector pre consultation workshops; local authority workshops; public engagement via YourVoice; twitter; LinkedIn.

7. Recommendations

- 7.1 That the Employment and Skills Panel notes the update.
- 7.2 That the Employment and Skills Panel consider the digital skills programmes that are planned and are currently being delivered and consider any gaps in provision.

8. Background Documents

- 8.1 None

9. Appendices

Appendix 1 Images from *Discover Digital* campaign

Appendix 2 Images about digital careers from *#futuregoals* campaign

Appendix 3 Digital Framework ambitions

THINK YOU DON'T HAVE TIME FOR A CAREER IN DIGITAL? YES YOU DO.


Digital offers huge opportunities for flexible working
#discoverdigital



Uncover your opportunities at discoverdigital.org.uk

LEP LEEDS CITY REGION ENTERPRISE PARTNERSHIP
West Yorkshire Combined Authority
DISCOVER **DIGITAL**

DIGITAL FEELS LIKE A DIFFERENT LANGUAGE, RIGHT? WRONG. IT'S NOT ALL WRITTEN IN CODE.




You'll be surprised at the opportunities open a new chapter
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West Yorkshire Combined Authority
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GOOD AT SOLVING PROBLEMS? A CAREER IN DIGITAL COULD BE YOUR IDEAL SOLUTION.

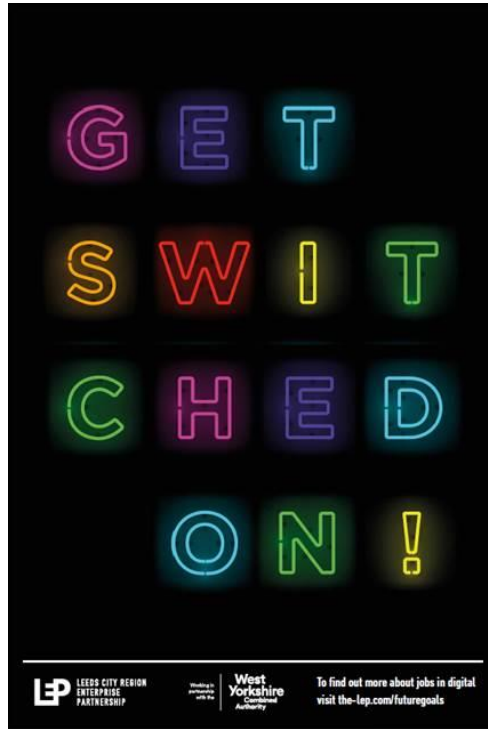


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West Yorkshire Combined Authority
DISCOVER **DIGITAL**

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Digital for all businesses

Ambition:

All our businesses will be equipped to exploit new digital technologies and take advantage of the opportunities for business growth through data.

Principles:

Our prosperity and success depends on ensuring all our businesses have the opportunities to access and exploit the best digital technology and data to drive innovation and productivity. We will work to stimulate, encourage and enable the business leadership, behaviour changes and cultural shift needed to embrace the 4th industrial revolution.



Digital skills for all

Ambition:

Everyone in the City Region has the opportunity to develop the digital skills they need to flourish in the new digital economy.

Principle: To develop an evolving and joined up pipeline for digital skills to meet the needs of businesses and citizens:

64

- Inclusion / basic skills: Ensure everyone has basic digital capability to ensure no one is excluded from opportunities because of a lack of skills and can operate in a digital society.
- General skills: Look at opportunities for improving outcomes for those who have basic digital skills, but lack the confidence and knowledge to make the most of the digital economy, whether at work or beyond.
- Advanced skills: Ensure Leeds City Region develops, attracts and retains the talent needed for higher skilled roles (E.g. coding).

The digital service sector to enable the rest

Ambition:

To become the leading digital services City Region and the best place to start and grow a digital technology business

Principle:

To support our existing business base and grow the ecosystem of digital tech businesses across the City Region, building on existing strengths around Fintech, Data, Artificial Intelligence and Cyber Security.



World class digital infrastructure

Ambition:

To build on existing strengths to further develop a globally competitive digital infrastructure delivered through public, private and community activity.

Principle:

The development of the essential underlying enabling infrastructure across the City Region stimulated by activities to upskill business, employees and citizens to exploit and maximise impact, creating an environment which encourages further investment in infrastructure, from businesses and inward investors.



Tech for good

Ambition:

Leeds City Region, open for innovation, globally relevant and proactively embracing and exploiting technology and data to improve peoples lives.

Principles:

We will adopt a people first approach to ' smart city thinking', continuing to develop our approach as a City Region which proactively embraces and exploits technology and data effectively and intelligently to improve outcomes for all citizens across Leeds City Region.

To create the culture in which we actively embrace new technologies and use data to solve our biggest problems and create new economic opportunities.

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Report to: Employment and Skills Panel

Date: 29 November 2018

Subject: **Progress Report**

Director(s): Sue Cooke, Executive Head of Economic Services

Author(s): Michelle Burton, Emma Longbottom, Catherine Lunn, Sonya Midgley

1 Purpose of this report

- 1.1 The purpose of this report is to update the Panel on the progress of delivery of Leeds City Enterprise Partnership (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 available 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.
- 2.2 Applications and registrations for the grant have been very slow to date in contrast to the popularity of previous AGE schemes run by the LEP. This may be due to changes to the eligibility for AGE grants (sector focus, businesses new to apprenticeships and paying the minimum wage) or due to the learning for most apprenticeships starting in mid-September /October. Marketing activity is being reviewed and a formal review of performance and any risk to programme will take place in January.
- 2.3 Apprenticeship awareness raising and activity in schools is being supported through the Enterprise in Education programme of activity. In the autumn term so far (September to October 2018):
- Apprenticeship promotion activities have been delivered to 3930 young people this term, including careers fairs, Apprenticeship Skills and

Knowledge (ASK) sessions led by West Yorkshire Learning Providers (WYLP) in West Yorkshire, and apprenticeship presentations from employers and their apprentices.

- Apprenticeship activities were delivered to 1182 disadvantaged young people.

- 2.4 The Combined Authority in partnership with local authorities has been successful in an application to a competitive European funding call, Routeways: Developing Young People. The programme, with a value of £4.5m plus £4.5m match, will support young people into learning, employment and apprenticeships and support businesses to offer apprenticeship opportunities and other employment options. This programme will be delivered across Leeds City Region, excluding Barnsley which is part of a different European funding programme.

Delivery Agreements

- 2.5 Formal reviews of college performance against aspirations and targets in their Delivery Agreements will take place during November and December 2018. A formal report with findings, progress and future actions will be published on the LEP website by February 2019.

Skills Capital

- 2.6 A summary of the Skills Capital programme was included in the papers for the September panel meeting. Since then:
- The Springfield Centre at **Kirklees College** was formally launched on 15 November. The centre forms part of the Dewsbury Learning Centre and will focus on skills development for young people, with a range of new courses, which will prepare them for the world of work or to take the next steps into Higher Education, including courses in Computing and Digital Industries, Construction and Health and Social Care. Kirklees Council is on site completing its part of an ambitious plan to bring the iconic Pioneer House back into use as part of the new Dewsbury Learning Quarter. Pioneer House will be open to students in Autumn 2020.
 - **Leeds College of Building** – Hunslet Road Phase II construction works will finish on site in December 2018 and will open to students in January 2019. The College will then commence works refurbishment works on its North Street Campus as part of the overall project. These works are scheduled to complete by April 2019.
 - **Leeds City College** – construction continues on the Quarry Hill campus which will open to students in September 2019. The College will then commence works refurbishment works on its Park Lane Campus as part of the overall project.

Enterprise in Education

- 2.7 A refreshed careers campaign targeted at young people and their key influencers, **#futuregoals.co.uk** was launched in October and had already achieved the following by the end of the month:
- 1,384 website views
 - 997 unique views
 - 619 home page views
 - 122 educators page views, average time spent 3 minutes
 - 82 employer page views
- 2.8 Enterprise Advisers, Coordinators and Young Apprenticeship Ambassadors are engaged in a programme of assemblies and teacher training sessions in the City Region's schools to raise awareness of the **#futuregoals** inspiration work. At the recent Skills Yorkshire and Humber Show at Elland Road in October, an interactive live show for parents/carers and young people 'Play Your Careers Right' was well attended.
- 2.9 LEP Enterprise Coordinators have also worked with Leeds Manufacturing Alliance, supporting to manufacturing businesses to engage directly with 44 schools across Leeds. This will enable schools to develop a better understanding of the manufacturing sector, resulting in new meaningful employer encounters and experiences of the workplace. This includes 41 events, including planned factory tours or visits into schools, engaging 1,700 young people.
- 2.10 A **cornerstone employer** commitments plan will be published in November by Careers and Enterprise Company (CEC). These employers seek to support specific needs in the City Region, particularly in areas of deprivation, and act as a champion for social mobility. They work strategically with partners and other employers to look at how collective resources and networks can be mobilised to grow the number and quality of opportunities for young people. Cornerstone employers in the region currently include Barclays, Burberry, Lloyds and PwC. Cornerstone employers are actively engaging with secondary schools and colleges in Bradford to ensure all young people in secondary aged education experience employer encounters. On 20 November, Lloyds is hosting 'The Rediscover Project', to raise awareness of the value of digital skills for future careers. 140 year 10 pupils from 10 secondary schools in Bradford will be attending the event, supported by Enterprise Coordinators and local digital employers.
- 2.11 As previously reported, Leeds City Region has been successful in the competitive process to apply for a **Careers Hub** in Kirklees. A Lead Enterprise Coordinator – Careers Hub has recently been appointed and will start in post in December and will develop the Cornerstone Employer plan in Kirklees.
- 2.12 The Leeds City Region has been selected to pilot an approach to promoting creative skills and careers, part of the sector deal for creative industries

announced as part of Government's modern industrial strategy. The **Creative Careers Pilot** seeks to convene partners, including the Careers and Enterprise Company and creative industries to develop an online toolkit resource/portal that provides for teachers, parents and young people information on:

- An overview of the sector and the sector aims provided by the Burberry Foundation
- Creative industry sub-sectors, regional businesses and entrepreneurs and events to learn more
- Careers teaching resources
- Young people telling their own stories in case studies and videos

Career Learning Pilot

- 2.13 The Career Learning Pilot is funded by the Department for Education and designed to test methods of outreach and subsidy for low skilled adults in work or close to the labour market. 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.
- 2.14 Activity to date has included:
- 'Face to face' outreach activity, delivered by partners, reaching 315 participants.
 - The Combined Authority's marketing campaign has reached:
 - 547,187 people during September, through printed media; bus stop and 'big screen' advertising and social media campaigns.
 - The-lep.com/earnit pages include awareness raising information about the labour market and acts as a signpost. The pages have 1,899 'click throughs' from the social media campaign. This is an estimated click through rate of 1.15% and considered to be good. The bounce rate for the website in September was 60% (industry average is 58%). Following changes to the website the bounce rate now stands at 53%
- 2.15 Subsidy for specified courses is available. Take-up of this has been very low, however officers have provided feedback to the Department for Education about the appropriateness of the selected courses for the target beneficiaries, as well as about the availability of the provision in Leeds City Region.
- 2.16 On 1 October, there was a change to the **National Careers Service** prime contractor in Yorkshire and Humber following a competitive tendering process. The award has been made to EDT, and following TUPE arrangements a new delivery plan is being agreed for the pilot.

Social Prescribing Pilot

- 2.17 The York Work Wellness Social Prescribing model has achieved 34 eligible referrals with 27 people having returned to work and 1 entering a full time treatment programme. This represents a significant over-achievement against an original target of 10. The project has demonstrated a need within the identified cohort and also on a wider scale with employers, charities and other individuals outside of the scope the project requesting help. Over 50% of the participants are over 50 (the target demographic). 82% 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. Although more male participants have been referred recently, it appears that female participants are more likely to engage with this type of support.
- 2.18 The activity of the Work Wellness Advisor has already potentially saved 150 GP appointments and saved businesses significant disruption and cost by getting individuals back to work successfully. In addition there have been several approaches from large scale employers requesting assistance in setting up support for line managers to help staff experiencing mental health difficulties.
- 2.19 As reported at the last meeting, the pilot project is to be rolled out to a GP surgery within Calderdale, with recruitment to an advisor post currently underway.

Higher Level Learning

- 2.20 Go Higher West Yorkshire is the partnership of Higher Education Institutions (Colleges and Universities) in West Yorkshire. One of their priorities is to bring together the institutions to better support businesses to access the appropriate higher level learning for their employees, and to ensure that the offer across the city region is appropriate and accessible. An agile group meeting will take place on 26 November to look at institutions' approaches to businesses, their offer and barriers facing businesses.

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.

7.2 The Panel is asked to receive and comment on a review of the Apprenticeship Grant for Employers (AGE) scheme prior to the next meeting and to delegate authority to the Panel Chair to progress ensuing recommendations with officers and the LEP Board, if required.

8 Background Documents

None.

9 Appendices

None.

ⁱ Bounce-rate; the percentage of visitors to a particular website who navigate away from the site after viewing only one page.