

## **EMPLOYMENT AND SKILLS PANEL**

**MEETING TO BE HELD AT 2.00 PM ON THURSDAY, 30 MAY 2019  
IN COMMITTEE ROOM A, WELLINGTON HOUSE, 40-50 WELLINGTON  
STREET, LEEDS**

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### **A G E N D A**

- 1. APOLOGIES FOR ABSENCE**
- 2. DECLARATIONS OF DISCLOSABLE PECUNIARY INTERESTS**
- 3. EXEMPT INFORMATION - EXCLUSION OF THE PRESS AND PUBLIC**

There are no items on the agenda requiring exclusion of the press and public.

- 4. MINUTES OF THE MEETING OF THE EMPLOYMENT AND SKILLS PANEL HELD ON 28 FEBRUARY 2019**  
(Pages 1 - 10)
- 5. CHAIR'S UPDATE**
- 6. LOCAL INDUSTRIAL STRATEGY DEVELOPMENT**  
(Pages 11 - 16)
- 7. FURTHER AND HIGHER EDUCATION OFFER TO BUSINESSES**  
(Pages 17 - 24)
- 8. CAREERS POLICY STATEMENT**  
(Pages 25 - 36)
- 9. EMPLOYMENT AND SKILLS PROGRAMMES**  
(Pages 37 - 44)
- 10. DATE OF NEXT MEETING**

Thursday 12 September 2019 at 2pm in Committee Room A, Wellington House Leeds

**Signed:**



**Managing Director  
West Yorkshire Combined Authority**

**MINUTES OF THE MEETING OF THE  
EMPLOYMENT AND SKILLS PANEL  
HELD ON THURSDAY, 28 FEBRUARY 2019 AT COMMITTEE ROOM A,  
WELLINGTON HOUSE, 40-50 WELLINGTON STREET, LEEDS**

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**Present:**

Rashik Parmar MBE (Chair)	IBM
Peter Duffy	Peter Duffy Limited
Tom Keeney	TKHR Associates
Karen Milner	Paths and Progress
Amanda Stainton	Portakabin
Councillor Darren Byford	Wakefield Council
Councillor Susan Hinchcliffe	Bradford Council
Councillor Naheed Mather	Kirklees Council
Councillor Carol Runciman	City of York Council
Councillor Keith Wakefield OBE	Leeds City Council

**In attendance:**

Nav Chohan	Leeds City Region Skills Network
Professor Margaret House	Leeds City Region Skills Network
Diana Towler	Department of Work and Pensions
Ian Smyth	West Yorkshire Combined Authority
Sue Cooke	West Yorkshire Combined Authority
Michelle Burton	West Yorkshire Combined Authority
Peter Glover	West Yorkshire Combined Authority
Catherine Lunn	West Yorkshire Combined Authority
Megan Hemingway	West Yorkshire Combined Authority

**31. Apologies for absence**

Apologies for absence were received from Councillor Imran Khan, Councillor Dan Sutherland, Mark Roberts, Nick Bowen, Sue Soroczan, Mike Curtis, Merran McRae, Glynn Robinson and Simon Barratt.

**32. Declarations of disclosable pecuniary interests**

There were no pecuniary interests declared by members at the meeting.

**33. Exempt Information - Exclusion of the press and public**

There were no items on the agenda requiring exclusion of the press and

public.

**34. Minutes of the meeting of the Employment and Skills Panel held on 29 November 2018**

**Resolved:** That the minutes of the Employment and Skills Panel held on 29 November 2018 be approved and signed by the Chair.

**35. Chair's update**

The Chair gave an update as to the progress of two key topics.

The LEP Merger

The Chair confirmed that activity was underway to work towards a merger with the York, North Yorkshire and East Riding LEP by April 2020, with a view to eliminating overlapping areas and securing investment for the region.

Members welcomed the planned merger but were keen that the following should be considered:

- The different sector strengths of the two LEP areas
- That current advisory panels, including the Employment and Skills Panel, continue to have influence in the new LEP

Overall the Panel welcomed the opportunities this LEP merger would bring.

Personas

The Chair was keen to continue progress on the work taking place on the 6 personas. A meeting had taken place a couple of months ago with a group of stakeholders, which developed the 6 "personas" based on cohorts in the Leeds City Region population.

A follow-up meeting of stakeholders has been scheduled to take place later in March to explore next steps in joining up services effectively via this tool. Feedback on the use of personas had been positive and they were felt to be a useful tool to highlight inclusivity, which is key to the success of the skills agenda.

There will be a follow up report on this work back to Panel.

Vote of Thanks

The Chair noted that it was Councillor Wakefield's last meeting as he stands down in May after 31 years of public service. Warm thanks were extended to him for his contribution to the Panel and indeed the Combined Authority and the Leeds City Region Enterprise Partnership (the LEP).

The Chair also gave a vote of thanks from the Panel to Sue Cooke, who is leaving the Combined Authority at the end of April 2019. It was acknowledged that much had been achieved in the Skills agenda with Sue's significant

contribution and leadership.

## 36. Policy Insights

### (a) Skills Advisory Panels

The Panel was given background as to the role of the Skills Advisory Panels (SAPs), namely; *'to help Local Enterprise Partnerships (the LEP) and Combined Authorities to fulfil their local leadership role in the skills system by developing a better understanding of local skills needs, as a basis for setting out skills priorities and working with skills providers to address these priorities.'*

The Panel was informed of the proposed approach set out in the report to implement the remit of Skills Advisory Panels (SAPs) within the existing structure of the Employment and Skills Panel (ESP). It was noted that the proposal also included the Panel taking on the additional functions of:

- Analytical Capability
- Ensuring the range of T levels reflects local labour market needs
- Dissemination of information and data

It was noted that a further report on findings and recommendations would be made available to Panel in October 2019.

Members noted the report and supported the proposals.

The Panel discussion highlighted a number of key points:

- The existing Panel was effective but needed a voluntary sector member in order to comply with SAP guidance
- Some support would be available to SAPs to build capacity on this agenda
- The Panel questioned the value of "re-badging" activity
- Any additional analysis must add value, including by influencing investment, provision and the decisions of businesses and individuals

#### **Resolved:**

- (i) That the contents of the report be noted.
- (ii) That the Panel's comments and suggestions on the implementation of Skills Advisory Panels (SAP) be considered and incorporated in to the proposed timetable of work.
- (iii) That the Panel approve the proposed approach and the timetable for the initial programme of work in the City Region to take forward the SAP agenda, subject to the Leeds City Region Enterprise (the LEP) Board agreement.

**(b) T Levels**

The Panel was updated on the development and implementation of the Government's T Levels programme and their views sought.

A presentation was given to the panel, which defined the key goals of the T Levels. It was highlighted that the Skills Advisory Panels could serve a function of developing the policy position around T Levels.

This provided the basis for a panel discussion around the implementation of the T levels programme. These new 2 year courses will start roll out from September 2020, with further courses available in 2021 and 2022.

The Panel noted that:

- There may be a risk of a negative impact on apprenticeship take-up
- T Levels have the potential to respond to local need
- It is unclear whether Universities would accept T Levels under their entry requirements
- There is a heavy work placement element for T Levels which is likely to be challenging for some businesses
- Young people in receipt of benefits are unlikely to be ready for T Levels and will need extensive support in preparation

Some members expressed surprise that College's approach to T Levels had been reported as tentative. Three regional institutions had made successful bids to pilot T Level: York College, Notre Dame Catholic Sixth Form College and Shipley College. It was also felt that many large employers were primarily focussed on apprenticeships as they tried to re-coup their levy monies.

The Panel agreed that the Leeds City Region Enterprise Partnership (the LEP) and the Combined Authority needed to maximise the value of T Levels. Members commented that work experience was key, especially for disadvantaged young people. Members noted that employers and parents need to understand this new qualification, which the Chair suggested may enable a pathway to progressing into 'New Collar' employment opportunities, rather than 'white' or 'blue collar jobs', in emerging, less traditional areas such as care and digital services.

It was suggested an "Agile Squad" should be formed to explore employer engagement with education, whether as part of offering work experience opportunities, apprenticeships, T Levels, internships, etc.

**Resolved:**

- (i) That the contents of the report and presentation be noted.

- (ii) That the Panel's comments and guidance be noted in relation to the roll-out and raising awareness of T Levels.
- (iii) That the Panel agree the focus of workplace encounters to be key in apprenticeships, T levels and other qualifications as well as work experience.
- (iv) That the Panel note the role of Skills Advisory Panels and the Employment and Skills Panel in the shaping of T Levels.
- (v) That an "Agile Squad" be held –date to be confirmed.

**(c) Apprenticeships Across the Leeds City Region**

The Panel was provided with an update on the Apprenticeship position across the Leeds City Region.

The Panel commented that some Colleges had seen growth in this period and they were keen to ensure that the sector was able to learn from those that had been successful. In general, those colleges with strong and well-established relationships with businesses had seen apprenticeship growth against a national decline.

The Panel's discussion raised the following points:

- There are challenges regarding the diversity of take-up of apprenticeships, including socioeconomic, ethnic and gender factors
- The Maths and English requirement can present a challenge for pupils with special educational needs and disabilities (SEND)
- There are recent examples of apprenticeships being chosen by high-level learners as an alternative route to University
- To attract more diverse apprentices, they and their families need to understand what apprenticeships offer
- Course provision needs to match job opportunities and growth sectors

**Resolved:** That the Panel noted the update report.

**(d) Education Inspection Framework**

The Panel was provided with information on Ofsted's consultation on a new education inspection framework, which will be implemented from September 2019.

It was noted that the key change of interest to members is that the proposed framework includes an increased focus on personal development, individual outcomes and the destination of young people. All of which are consistent with the position of the Combined Authority and the Leeds City Region Enterprise Partnership.

Members noted that the new framework will also:

- Discourage 'teaching to the test'
- Encourage the studying of arts, languages and humanities subjects
- Maintain the current inspection grading scale
- Include the proposed new judgements of: Quality of education; Behaviours and attitudes; Personal development and Leadership and management

The Panel welcomed the greater weight that would be given to young people's awareness of career opportunities as a result of this change as well as a move away from a focus on results to the practice that is observed.

**Resolved:** That the Panel noted the report.

### **37. Skills Commission**

The Panel was provided with an update on the launch of the Commission for a Future-Ready Skills System in a Devolved UK.

Councillor Hinchcliffe informed the Panel, in her capacity of Skills Commission Chair, that the first meeting had taken place in January.

A list of Commission Membership was circulated in **Appendix 1** and its diversity was commended by the Panel. Members encompassed a broad set of skills and insight, some whom were already known to the Leeds City Region Enterprise Partnership and others who were not.

Panellists suggested that a workshop should be held with Universities to ensure that they can feed into the Commission.

A Call for Evidence will be issued shortly in order to gather views from a broad range of stakeholders. The Commission will report back to the Employment and Skills Panel on its findings throughout, and is intended to culminate in a high profile conference.

**Resolved:**

- (i) That the Panel noted the Skills Commission update.
- (ii) That a meeting will be held for regional Universities to contribute to the Commission.

### **38. Delivery Agreements**

The Panel was provided with an update on the progress and recent review of the Delivery Agreements with the seven Further Education Colleges in West Yorkshire.

It was noted that a report recording the outcomes and findings from the first



formal review of the Delivery Agreements is planned to be published in spring 2019.

The following themes were highlighted:

- Apprenticeships in key sectors have not performed as well as hoped.
- Changes are taking place in curriculum provision to reflect skills and sector needs
- Colleges are experiencing issues in relation to frequently changing funding rules and opportunities
- It is difficult for colleges to attract and retain tutors in skills shortage occupations

The Panel commended this important and unique work and were keen to explore how colleges can be supported to address some of the challenges identified. Suggested approaches included introducing incentive rates for delivering economically valuable courses, and a co-ordinated approach to sharing industry expertise across institutions.

It was felt specifically that the findings of the review should be used to influence future provision, particularly in skills shortage areas.

Councillor Hinchcliffe will invite colleges to attend a meeting to discuss next steps, once the Delivery Agreements have been published.

**Resolved:**

- (i) That the update on Delivery Agreements be noted.
- (ii) That Panel recommend that the final sign off of the report of the Delivery Agreement Reviews be delegated to the Chair of the Employment and Skills Panel, subject to Leeds City Region Enterprise Partnership ( the LEP) Board agreement.
- (iii) That colleges will be invited to attend a 'next steps' meeting upon the publication of Delivery Agreements.

**39. Employment and Skills Programmes**

The Panel was provided with a report on the progress of delivery of Leeds City Region Enterprise Partnership(LEP)-led employment and skills programmes in the Leeds City Region. Key points were noted:

Apprenticeships

Members noted that the proposed changes suggested at the November 2018 Employment and Skills Panel had been endorsed by the LEP Board on 23 January 2019.

The revised grant criteria had been launched in mid-February and will be reviewed after three months to assess the impact on take up and employer

participation.

### Leeds City Region Employment Hub

It was reported that the Combined Authority had received approval to manage the European Social Funded Employment Hub. This will be operational until 31 December 2021 and delivered through Local Authority partners, C&K Careers and Leeds Beckett University. It will focus on supporting 15-24 year olds and on businesses who have never had apprentices before.

### Enterprise in Education

The Panel was informed that the Careers and Enterprise company had announced a bidding round for a new wave of Careers Hubs. The Combined Authority had submitted an application for a pan-regional hub to support young people with special educational needs and disabilities to gain meaningful encounters with employers. A decision is anticipated in April 2019.

### Social Prescribing Pilot

Members noted that the York Work Wellness Service project has now completed- this. The Work Wellness Service has now launched this month in Halifax following the same principles with an advisor based within a GP Surgery.

The Panel was keen to share any learning with Clinical Commissioning Groups (CCGs).

### Sector Skills

It was reported that work was underway to enable education, the public sector and businesses to address skills needs resulting from the Channel 4 decision to locate its national headquarters in Leeds.

**Resolved:** That the report on the progress of delivery of employment and skills programmes by the Leeds City Enterprise Partnership (the LEP) be noted.

## **40. Future Meetings**

At the close of the meeting the Chair invited members to provide ideas for discussion at future meetings. Comments have been grouped into a number of themes:

### 1. A clearer offer to businesses

- Explore what more can be done to engage more businesses with education
- Focus on work experience and how the Panel can facilitate this with regional employers. The offer is often dis-jointed, dependent upon the institution
- Need to ensure that activity is effectively joined up from the

perspective of business and individuals

- Private sector panel members can provide valuable advice on how to strengthen the current skills offer to businesses

## 2. An inclusive skills system

- Consideration needs to be given to how people currently in receipt of benefits can be supported to access apprenticeships and T Levels
- A significant number of people are employed on zero hours contracts and in insecure employment, and should be supported to access better employment opportunities
- Need to consider how to engage minority communities in apprenticeships

## 3. Reviewing performance

- Review of Skills Advisory Panels- are they functioning as intended?- review their actions and successes
- The Panel should continue to review and update each element of its Employment and Skills Plan
- The Panel should review whether activity continues to respond to the needs of the economy, including in the context of Brexit and its potential impact on the region's economy and its workforce
- The private training provider offer needs to be a greater area of focus for the Panel
- The quality of apprenticeships, and outcome for apprentices, need to be an area of focus as well as apprenticeship starts

## **41. Date of Next Meeting**

Thursday 30 May 2019 at 2 pm in Committee Room A, Wellington House, Leeds

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**Report to:** Employment and Skills Panel

**Date:** 30 May 2019

**Subject:** **Local Industrial Strategy Development**

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**Director:** Alan Reiss, Director of Policy, Strategy and Communications

**Author(s):** Emma Longbottom

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## **1. Purpose of this report**

- 1.1 To update the Employment and Skills Panel on progress to develop a Local Industrial Strategy (LIS) for the proposed new LEP geography, which encompasses the areas of West and North Yorkshire, and seek input on the strengths and opportunities in the new geography.

## **2. Information**

- 2.1 In early 2018, the LEP Board and Combined Authority agreed that work would begin on the development of a Local Industrial Strategy (LIS) for Leeds City Region. Sitting at the heart of a new, long-term strategic policy framework, the emerging LIS will focus on bold steps aimed at boosting productivity and driving both inclusive and clean growth living for a post-2030 economy.
- 2.2 Guidance in the form of a policy prospectus on Local Industrial Strategies was published by Government in early October<sup>1</sup> 2018. The guidance highlights that agreeing a Local Industrial Strategy will be a necessary condition for LEPs and Mayoral Combined Authorities to draw down any future local growth funding (or Shared Prosperity Funding) being deployed. The prospectus also states that Local Industrial Strategies should remain strategic documents and not contain any proposals that require new funding or have spending implications outside of existing budgets available to local areas.
- 2.3 The policy prospectus articulates that LISs should set out clearly defined objectives to increase the productivity of the local economy. So that all places:

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<sup>1</sup> <https://www.gov.uk/government/publications/local-industrial-strategies-policy-prospectus>

- Are able to increase productivity and realise their potential, building on well-evidenced and distinctive strengths aligned to the national Industrial Strategy.
  - Set out spatial impacts of national and local policy across cities, towns and rural areas, informing priorities and choices and demonstrating how they will allow all communities to contribute to, and benefit from, economic prosperity. This is seen as increasingly important due to the government's focus on areas that have been left behind.
- 2.4 The LEP Board away day in September 2018 helped to shape thinking on the development of the Leeds City Region LIS. Government representatives were invited to attend the event to update on the latest developments nationally and provide input and steer on the proposed approach.
- 2.5 Following the LEP Review (September 2018) there is now local consensus that supports the establishment of a new LEP encompassing the areas of West and North Yorkshire. Teams from the two LEPs are now working towards the development of a single LIS to cover the entire geography. This will be completed by December, to be signed off by Government by March 2020.
- 2.6 The LIS will focus on bold steps aimed at boosting productivity and driving both inclusive and clean growth living for a post-2030 economy.
- 2.7 Work is underway to identify key priorities against the five foundations of productivity – People, Place, Infrastructure, Ideas and Business Environment, which can be further developed, tested and supported by evidence over the coming months to ensure that the LIS is reflective of the proposed new geography.
- 2.8 In addition Government has set out four grand challenges – Clean Growth, AI and Data, Future of Mobility and Ageing Society. LISs will demonstrate how and where they can contribute to one or more of these global challenges by identifying nationally significant strengths, assets and opportunities.
- 2.9 The LIS will be co-produced with Government. Its ultimate endorsement by Government will mean it is a local expression of Government policy. This makes it a particularly powerful and influential strategy which will have an impact on future decisions about the region, for instance with regard to funding.

### Process

- 2.10 Government guidance is clear on the need for LISs to be underpinned by robust evidence which draws out relative strengths and weaknesses, with an emphasis on productivity. A strong evidence base is already in existence and this will be developed and brought together into a full economic analysis, which will support the development of policy priorities.
- 2.11 A broad range of stakeholders have responded to an initial call for evidence to inform the development of the LIS. A second, more focused call for evidence

will also be launched in May to delve into key areas, based on more specific questions.

- 2.12 Additional work is being undertaken where there is a gap in the existing knowledge base and a more intensive examination of the issues is required to address gaps in intelligence and determine areas of distinctiveness across the new geography. External consultancy and support has been commissioned to develop more detailed evidence around:
- *Productivity review*: greater analysis of productivity performance across the City Regions, including analysis of sectors that have significant levels of low productivity firms.
  - *Supply chain analysis*: identifying areas where there are opportunities to improve processes and develop new opportunities for businesses.
  - *Understanding innovation in the region*: culture, capacity and potential for innovation across our business base.
  - *Health-tech/digital health audit* - seeks to better understand the nature of health-tech, particularly digital health, beyond the top line facts and figures, identifying genuine areas of distinctive strengths and opportunities across the region.
  - *Inclusive growth* – understanding approaches across the new geography and working towards a set of indicators in the context of the LIS.
  - *Clean growth audit* - identify the current clean growth sectors and develop new areas of opportunity.
- 2.13 The initial economic analysis, and associated commissions will be complete in May 2019. Further detailed work may follow. The final data report will be produced in July 2019.
- 2.14 The People section of the economic analysis will be based on the data requirements of the Skills Advisory Panel and will be reflective of the proposed West and North Yorkshire geography. Headline findings regarding productivity and people will be provided at the meeting for comment and discussion. Panel members are asked to consider the strengths, areas of distinctiveness and opportunities to drive productivity.
- 2.15 Consultation and engagement with a wide range of partners, stakeholders and individuals is planned to ensure the LIS encompasses the needs and distinctiveness of the new geography. A stakeholder mapping exercise was undertaken in March to fully understand key communication channels across the new geography.
- 2.16 An independent panel has been established to provide expert challenge and advice, and critical review of the evidence base and subsequent policy priorities. Members of the panel will be drawn from academia, business, the public sector (including large employers such as the NHS), and the voluntary and community sector.
- 2.17 In addition engagement will take place with LEP Board Panels, businesses, universities, local authorities and community and citizen groups to best

understand their priorities and the role that the new LEP can play in meeting these. This engagement will commence in earnest from May, with a range of methodologies being explored including online consultation, social media, workshops and roundtables, and place-based community engagement events.

- 2.18 To reflect the scale and long-term ambition of the LIS, we will also engage with young people on their views and input into shaping our proposals. This engagement will align with current communications channels such as #futuregoals.
- 2.19 The process to develop the LIS will be iterative and will therefore evolve throughout the year. Engagement and co-production with Government will be undertaken throughout the development process to ensure that the LIS is completed and submitted to Government in December 2019.

### **3. Financial Implications**

- 3.1 In addition to core staff resource to support research and intelligence and policy development activity, a budget of approximately £200,000 is available from Combined Authority / LEP internal budgets across the financial years 2018-19 and 2019-20 to support development of the evidence base for the LIS. In addition, both LEPs have been allocated funding identified in the 'Strengthened Local Enterprise Partnerships' guidance for capacity building. Officers from both teams are currently developing proposals for deploying this budget. The additional funding has been approved by Government.

### **4. Legal Implications**

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

### **5. Staffing Implications**

- 5.1 The LIS development forms a central component of the Combined Authority and LEP's programme of work to broaden its policy range. This will require capacity and expertise from the Combined Authority, local authorities and other partners. This can largely be provided within existing resources.

### **6. External Consultees**

- 6.1 External engagement to inform the development of the LIS has been commissioned to review productivity, innovation, clean growth, health tech and inclusive growth.

### **7. Recommendations**

- 7.1 That the Employment and Skills Panel:
- Notes progress made and endorses the proposed way forward.



- Provides feedback on some of the strengths, assets and opportunities across the new geography, particularly relating to the analysis of the People element of the LIS that will be presented at the meeting.

## **8. Background Documents**

8.1 There are no background documents.

## **9. Appendices**

9.1 There are no appendices.

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**Report to:** Employment and Skills Panel

**Date:** 30 May 2019

**Subject:** **Further and Higher Education offer to businesses**

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**Director(s):** Henry Rigg, Interim Executive Head of Economic Services

**Author(s):** Michelle Burton

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## **1 Purpose of this report**

- 1.1 The purpose of this report is to provide an overview of the Further and Higher Education offer to businesses, and invite comments.

## **2 Information**

- 2.1 At the last Panel meeting, the Chair invited members to provide ideas for discussion at future meetings. A number of members highlighted the need to discuss how a clearer skills offer to businesses could be developed and implemented.
- 2.2 Prof Margaret House (Vice Chair of CLR Skills Network and Vice Chancellor of Leeds Trinity University) will deliver a presentation on the offer from the University Sector. The paper attached has been prepared by Nav Chohan (Chair of the LCR Skills Network and Principal of Shipley College) about how Colleges are responding to the current and future skills needs of businesses. The paper then offers suggestions for how both Universities and Colleges may work together with the Employment and Skills Panel to address major challenges and opportunities.

## **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 presentation from Nav Chohan and Prof Margaret House.

## **8 Background Documents**

None.

## **9 Appendices**

**Appendix one** – West Yorkshire Consortium of College – Introduction to Further Education Colleges

## West Yorkshire Consortium of College – Introduction to Further Education Colleges

### About Further Education Colleges

Further education colleges provide high-quality technical and professional education and training for young people, adults and employers. Nationally, they prepare over three million students with valuable skills for the workplace, helping to develop their career opportunities and strengthen the local, regional and national economy.

Colleges vary in size - our own area ranges from the nearly £100m annual turnover at Leeds City College to less than £10 million at Shipley College. Most delivery takes place in Leeds City Region though some Colleges, particularly Leeds College of Building, do have a national reputation and substantial delivery across the country.

We work with thousands of large employers and SMEs across the region and offer a range of qualifications and training including:

- A Levels
- Apprenticeships
- Vocational qualifications for 16-18 year olds including work placements with employers
- Vocational qualifications for adult learners
- 14-16 part-time provision
- Higher education
- Special Needs
- Entry level and Basic Skills training
- Traineeships (short term placements for potential apprentices)
- Sector Based Work Academies (where participants do short courses in preparation for specific job opportunities)
- Supported Internships (where students with special needs undertake a year-long work placement).

Delivery Agreements have been published with the seven further education colleges in West Yorkshire setting out shared aspirations, particularly with the aim of improving alignment with and responsiveness to economic demand.

### Statistics for Delivery in Leeds City Region

2017/18 Apprenticeships Overall Achievement Rates for Leeds City Region <sup>1</sup>			
Institution Type	Apprenticeship Type	Cohort Numbers	Achievement Rate %

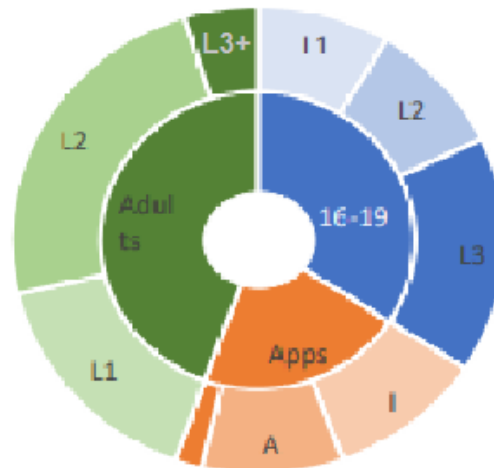
<sup>1</sup> From <https://www.gov.uk/government/statistics/national-achievement-rates-tables-2017-to-2018>

General FE and Tertiary College	All	8,460	72.8
Other Public Funded	All	1,050	57.3
Private Sector Public Funded	All	16,190	64.7
Specialist College	All	260	79.8

Education & Training Overall Achievement Rates for Leeds City Region			
Institution Type	Education Type	Cohort Numbers	Achievement Rate %
General FE and Tertiary College	All	114,140	84.6
Other Public Funded	All	11,170	89.9
Private Sector Public Funded	All	26,920	81.6
Sixth Form College	All	13,190	83.3
Specialist Colleges	All	3,600	86.6

The relative numbers of enrolments at different qualification levels across Yorkshire and Humber are shown in the pie chart below<sup>2</sup>:

### YH GFE/Specialist Colleges



### Financial Issues for Further Education<sup>3</sup>

Colleges have most of the information they need to set 2019-20 budgets but face considerable uncertainty about 2020 and beyond. Particular issues include:

<sup>2</sup> From [RCU Learning and Performance Summary Document](#)

<sup>3</sup> Adapted from <https://www.aoc.co.uk/news/the-2019-20-budget-round-colleges-harder-ever-15-april-2019>

- **fixed funding rates:** This is the 7th year in which funding has remained flat. Colleges spend two-thirds of their income on staff and face understandable pressure to increase pay levels to motivate staff and to keep up with jobs in comparable sectors. DfE provided a [teacher pay grant to schools in 2018](#) to support a two-year pay deal but nothing comparable for colleges.
- **apprenticeship spending controls:** The Education Skills Funding Agency has issued 2019-20 allocations to colleges for the training of non-levy apprentices. These allocations are slightly less than 2018-19 activity and will require many colleges to ration places.
- **constraints on the adult education budget:** The total budget has been fixed at £1.5 billion since 2015 despite inflation, a rising population and growing skills shortages.
- **higher pension costs:** All colleges will pay [higher contributions to the teacher pension scheme](#) from September 2019 and many will face higher contributions to the Local Government Scheme from April 2020. DfE has promised to provide funding for one year to cover the extra TPS costs. There will not be any funding for higher LGPS costs and there will not be any information on changes to contributions until autumn 2019.
- **new costs, obligations and unfunded mandates:** Colleges will take on new technology costs in 2019-20 as a result of reductions in DfE funding to JISC Colleges and those colleges with higher education provision will pay subscription fees from April 2019 for the Office for Students. The [ESFA's funding agreement](#) with colleges runs to 50 pages and includes numerous obligations on colleges; the equivalent document from 1999 was ten pages long (ie 20% as long)
- **a tougher intervention regime:** Banks used to be prepared to offer overdrafts to colleges but have been reducing their lending to the sector since 2015. DfEs published a [new College Oversight and Intervention policy](#) in April 2019 which will declare more colleges as having finances that "require improvement" and that will involve remedial action against these institutions and those whose finances are judged inadequate. The impact when it comes to 2019-20 budget setting will be to induce more caution in terms of assumptions and a stronger incentive to avoid deficits while conserving cashflow.

### West Yorkshire Consortium of Colleges (WYCC)

The West Yorkshire Consortium of Colleges operates on behalf of seven [Joint Venture Colleges](#) in West Yorkshire, representing over 100,000 students per year with a combined annual turnover of nearly £250m.

The Chair of the WYCC also chairs the Leeds City Region Skills Network and in this role is represented on the Future-Ready Skills Commission, being led by the West Yorkshire Combined Authority. This Commission will design a blueprint for a skills system that can deliver better outcomes for businesses and individuals at a local level.

The Consortium bring businesses, organisations and training providers together to deliver workforce training and skills support, funded by the European Social Fund (ESF). These programmes contribute to the economic growth of the Leeds City Region, tackle social mobility and connect the education and business sectors. The projects offer funding opportunities for a range of training providers to deliver

training in the region. You can read about our latest [bids and opportunities](#), then register and apply on [In-Tend](#).

WYCC has started work on a three year ESIF funded project called Let's Talk Real Skills.

Let's Talk Real Skills will ensure significant improvements in skills provision through a strong collaborative approach of active engagement with sectors and industry groups linked to FE & HE. A tailored sector model of engagement will each include key elements; employers, industry body, Colleges and Universities. This approach will:

- Transform the skills system to work for employers
- Create space for employers to work within their supply chains, business clusters and with skills providers
- Deliver a sector market for skills development where SME employers make a greater contribution for higher quality training.

The collaborative model will:

- Develop partnerships between colleges, universities, private providers and industry bodies to develop pathways for key occupations
- Design pathways and offers that will engage employers not currently investing in skills

Let's Talk Real Skills will soon define a set of sectors that will be explored in detail. Currently these are earmarked to include:

- Chemical Industries
- Construction
- Creative Industries
- Digital
- Engineering & Advanced Manufacturing
- Health and Social Care
- Transport

## Next Steps

1. WYCC would appreciate ESP support to develop an ongoing conversation that can develop a coherent and effective skills offer across the region
2. WYCC will be appointing 7 or 8 sector leads to develop employer/provider partnerships that can lead this work
3. Identify teams and individuals in education providers that are doing innovative/high demand activities



4. Find appropriate companies and individuals to take an active part in the employer/provider partnerships

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**Report to:** Employment and Skills Panel

**Date:** 30 May 2019

**Subject:** **Careers policy statement**

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**Director:** Alan Reiss, Director of Policy and Strategy

**Author(s):** Christian Denison, Sonya Midgley, Peter Glover

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## 1. Purpose of this report

- 1.1 To seek comments from the Panel on the draft policy statement on All Age Careers Education, Information, Advice and Guidance.
- 1.2 To seek approval for the policy statement from the Panel.

## 2. Information

### Employment and Skills Plan Policy Statements

- 2.1 At the September 2018 meeting of the Employment and Skills Panel it was agreed that the refreshed Employment and Skills Plan will consist of thematic policy statements, each of which will be separately developed and approved by the Panel.
- 2.2 The statements will ultimately be presented via an online resource (currently under development) that will incorporate the LEP's entire policy framework. This will provide a more agile and flexible system which will be easier to update and will be accessible to the public.
- 2.3 Two policy statements have been approved by the Panel to date, relating to higher level skills and apprenticeships.

### Careers policy

- 2.4 A topic insight workshop on careers was run at the November 2018 meeting of the Panel. This provided an overview of the key issues surrounding careers in the Leeds City Region and was followed by a discussion by the Panel, focusing on potential practical responses and the key elements of a policy position for the Leeds City Region.

- 2.5 Two workshops have been run (in October and March 2018) to develop citizen personas. Personas map individuals' pathways through the skills system and help to identify where the current system fails certain groups/individuals, providing an input into policy development. Although this is work in progress, the personas have already highlighted a number of learning points for careers policy.
- 2.6 As a follow-up to the topic insight session on skills obsolescence at the September meeting of the Employment and Skills Panel, an agile squad workshop was held (November 2018) to explore issues around the future of entry level jobs. This session also adopted a persona approach to identify the key issues facing workers in entry level occupations arising out of automation and other changes in the labour market and to highlight ways in which the skills system should be improved to address their needs. A number of conclusions arose from the workshop that have implications for careers policy and delivery, including:
- The need for careers advice that takes account of the opportunities available in the local labour market and which is based on up to date intelligence.
  - The growing importance of careers advice for employed individuals
  - The importance of face-to-face guidance and support.
- 2.7 The Future-Ready Skills Commission, chaired by Councillor Hinchcliffe, has careers information and inspiration as one of its three key themes, along with technical education and training and workforce skills. The Commission's future recommendations are expected to be relevant to thinking around local careers support. They will be considered by the Panel as they become available and incorporated into our policy-making as appropriate.
- 2.8 Comments from Local Authority Officers were sought, with the feedback incorporated into the statement where appropriate. The comments also indicated areas for further consideration across the skills landscape, and will feed into both the Skills Commission and future delivery around this policy:
- The need for career information and inspiration to be available at each and every life stage from primary school age to adults.
  - The importance of the availability of impartial careers advice for all ages.
  - The need to do more to with FE and HE to support productivity and issues with underemployment.
- 2.9 A draft policy statement on careers has been developed, taking into account the outcomes of the topic insight session and the additional work on personas described above. The draft statement is included at the appendix to this paper for comment and approval.

### **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, work will be completed within current staffing structures.

#### **6. External Consultees**

6.1 No external consultations have been undertaken.

#### **7. Recommendations**

7.1 That Employment and Skills Panel Members:

- Comment on and approve the draft policy statement on careers.

#### **8. Background Documents**

None.

#### **9. Appendices**

Appendix 1 – Draft Policy Statement on Careers.

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## Appendix 1

### **Policy statement: All Ages Careers Education, Information, Advice and Guidance**

#### **Vision / Aims & Objective**

To ensure that all people, no matter their age, have an awareness and understanding of the career opportunities available in the City Region, are able to make informed decisions based on local evidence, and know how to achieve their ambitions and fulfil their potential.

To encourage more employers to offer work experience and to provide encounters in the workplace to help raise ambitions, support better informed decisions and ensure that individuals and business get the skills needed to thrive.

To contribute to increased resilience and adaptability among individuals by raising their understanding of the changes taking place in the labour market and by enhancing their career management skills.

To promote inclusion and social mobility by inspiring and supporting all individuals to achieve their potential and fulfil their personal ambitions, irrespective of their background and circumstances.

To contribute to productivity growth in the City Region by helping the labour market to work better, thereby improving the alignment of skills supply and demand, and addressing skills shortages by focusing on higher level skills and reducing underemployment.

#### **Evidence and rationale to support vision**

There are three main policy rationales for the delivery of effective careers support:

- It supports engagement with learning and improves the functioning of the education and training system. For example careers support in schools contributes to increasing students' engagement and success by clarifying the relevance of subjects to future opportunities.
- It contributes to the effective operation of the labour market, most notably by improving the alignment between people's skills and career aspirations and the needs of employers
- It facilitates social inclusion and social mobility; for example by helping young people to develop the career management skills, social capital and networks for career success, by assisting unemployed people and labour market returners to re-engage with the world of work and by facilitating investment in skills and career development by people in low-paid work.

In this context there are a number of challenges that act as constraints on the effectiveness of careers support.

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 provision in its current form has limited capacity due to limitations on available funding, and the design and commissioning of services.

Research from the Education and Employers Taskforce indicates that poor careers education and 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 experience contacts with employers whilst at school are less likely to become Not in Education, Employment or Training (NEET), and can expect, when in full-time employment, to earn more than peers who had no such exposure.
- 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, and geographically) influences their access to, and interaction with, employers and the wider business community.

In the Leeds City Region, 300,000 people are paid below the Real Living Wage<sup>1</sup>. 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. They are also more likely to be in unsecure work. Engaging these adults in learning and ensuring that they have the knowledge of the opportunities that are available is essential for achieving a more productive economy and a fairer society, where everyone benefits from economic growth.

Effective careers guidance contributes to productivity through improved matching of supply and demand in the labour market. It supports this by enabling individuals to develop human capital in line with the needs of employers and the wider economy and it equips individuals with the capability to actively seek out opportunities where their human capital is most effectively and productively utilised<sup>2</sup>.

The economic benefits of guidance can be significant. A recent evaluation found that for every £1 invested in the National Careers Service: Careers Yorkshire and the Humber £9 is returned in fiscal benefits to the Treasury and the wider economy. This arises from the cost savings in payments of Job Seeker Allowance (JSA) and other benefits, as well as the additional income to the Treasury accrued from income

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<sup>1</sup> The hourly level that the Living Wage Foundation calculate is required to enable people to get by

<sup>2</sup> Hughes, D. (2004) Investing in Career: Prosperity for Citizens, Windfalls for Government. Winchester: The Guidance Council.



tax payments from those adults newly employed who had received careers guidance<sup>3</sup>.

In view of the importance of engagement with the world of work to the career prospects of young people and adults it is of concern that employers in the City Region have low levels of participation in engagement activities.

According to the Employer Perspectives Survey, 36 per cent of employers in the Leeds City Region offer work experience opportunities, slightly below the England average of 38 per cent and slightly lower than a number of core cities but well below Liverpool City Region (47 per cent) and Greater Birmingham and Solihull (43 per cent). Only 7 per cent of local employers participate in work inspiration, lower than the national average of 10 per cent and lower than all other core city LEPs.

## **How to achieve the vision**

### Current Action

The Combined Authority's Enterprise in Education programme works with business, secondary schools and colleges to create employer engagement plans that generate at least one employer encounter each year for every pupil whilst in secondary education (aged 11-18), and two encounters for disadvantaged learners.

The programme is central to a wide range of partnership work which includes working with the National Collaborative Outreach Programme to work on progression to HE; working with Job Centre Plus to place advisers in schools; and coordinating the Careers and Enterprise Company's commissioned initiatives.

The Careers Hub (The Kirklees Hub) is one of 20 established by The Careers & Enterprise Company. It ensures that schools in the Hub have access to support and funding to help them meet the eight Gatsby Benchmarks of excellent careers education. An application for a second Careers Hub for learners with special educational needs and disabilities (SEND) is pending final approval.

The Combined Authority's Raising Aspirations Schools Pilot will support our ambition to give extra support to the most disadvantaged learners to increase aspirations and promote social mobility. The pilot aims to enable secondary schools and colleges to achieve the Gatsby good careers education benchmarks by allowing secondary schools and colleges to flexibility to tailor innovative solutions for employer engagement, according the need of their students.

In 2019/20, the Combined Authority aims to engage 250,000 people through **careers campaigns** to raise awareness of career opportunities in the city region, including

- through: #futuregoals futuregoals.co.uk – a campaign designed by young people for 11 - 19 year olds and their influencers, to inspire young people about

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<sup>3</sup> DMH Associates (2018) Productivity and the Economic Benefits: National Careers Service - Careers Yorkshire and the Humber.

the career opportunities available in the City Region with engaging content based on robust labour market evidence

- Discover Digital [discoverdigital.org.uk/](https://discoverdigital.org.uk/) – business-led media campaign raising awareness of digital job opportunities in the City Region
- #Earnit [www.the-lep.com/skills-and-training/earnit/](https://www.the-lep.com/skills-and-training/earnit/) – campaign stimulating demand for training among people in low paid and low skilled occupations

The £9m **Employment Hub** – funded through European Social Fund and delivered in partnership with Local Authorities – launched in March 2019 and will support over 6,000 young people to access apprenticeships and employment.

### Future Action

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

The ultimate policy aims of the Combined Authority and the LEP are not achievable within the current system due to the centralised nature of control over funding and commissioning of activity.

To make a bigger difference change is needed. We need to ensure that young people together with those wishing to develop or change career direction, have meaningful encounters with employers that raise their aspiration and awareness of the opportunities available in the region. We need to raise the number of these encounters in the region up to, and ideally beyond, that of the highest performing areas.

We also need to make sure that people of all ages and circumstances are able to access the right information and opportunities to develop skills, further their careers and realise their ambitions. This includes access to impartial careers information and advice.

The ultimate policy aspiration should be to have fully devolved careers delivery which better serves local needs and which raises awareness of the career opportunities that are available in the City Region.

A comprehensive all age and lifelong careers offer needs to be developed and any opportunity to do so will be explored by the Combined Authority / LEP and its partners. This should also include an IAG network to encourage knowledge sharing and best practice across the region.

It is important to recognise the different roles and responsibilities in this space. The role of the LEP and Combined Authority should not be to provide impartial advice, it should be to ensure that people are aware of the opportunities within the region and how to access them, supported by strong labour market intelligence.

The roles of those involved in the careers system should be as set out below:

Who	Responsibilities
Government	<ul style="list-style-type: none"> <li>• Overall standards / strategic national framework</li> <li>• Wider national policies (e.g. local industrial strategy)</li> </ul>
LEPs – functional labour market areas	<ul style="list-style-type: none"> <li>• Employer Engagement</li> <li>• Inspiration and championing of the region as a place to develop your career</li> <li>• Addressing skills shortages (through SAPs and with devolved funding)</li> <li>• Commissioning of careers support activity</li> <li>• Production and dissemination of robust LMI</li> </ul>
Local Authorities	<ul style="list-style-type: none"> <li>• Statutory responsibilities on participation of young people in education, employment or training</li> <li>• Developing local networks, including employer and community engagement</li> </ul>
Schools and colleges	<ul style="list-style-type: none"> <li>• Responsibilities in meeting Gatsby benchmarks – checked via Ofsted</li> <li>• Provision or impartial and independent advice and guidance, ensuring young people are aware of all opportunities.</li> </ul>

In our representations to national policy makers we will stress the importance of ensuring that resources are channelled into customer-facing local delivery to ensure that the people who need careers support most see the maximum benefit from the available funding.

Action to be taken under the current arrangements

The Future Ready Skills Commission, set up by the Combined Authority and the LEP, will be examining in more detail what a functioning careers system should look like, including at what level it should be delivered.

The Combined Authority and the LEP are key to piloting new initiatives and innovative services, e.g. apprenticeships, SEND engagement, Careers Hubs. Greater flexibility at local level to apply funding across different areas is needed.

We will look to extend our successful Careers Hubs, either with more geographic hubs, thematic hubs or specialist hubs such as one focussing on SEND.

As part of work on careers advice and through the Enterprise Coordinator programme greater links between qualifications and priority sectors/jobs in the region need 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 access for adults, in particular those in low-paid employment.

A 'Skills for Growth' model that responds to and engages with business to identify issues, concerns, gaps, future needs in relation to skills gaps and recruitment issues is currently proposed and delivery is subject successful application to ESIF. The

Skills for Growth model will act as an honest broker and link businesses to learning providers, including further and higher education institutions to research, plan and implement a range of programmes which bring education and businesses together which might include company visits, work experience, industrial placements (T levels), internships, undergrad/grad placements.

Launching in 2019/20, the innovative **[re]boot** programme will support adults (particularly under-employed graduates and those in low quality and low paid jobs) to re-train in evidenced skills shortage areas – digital skills, construction and engineering. This £2.6m programme is co-funded through the European Social Fund (ESF).

Local employers, especially those in our key sectors<sup>4</sup>, need to be able to participate in an effective CEIAG system. They need to be made aware of the benefits, both short term and long term, of investing in this. We will explore ways to improve employer engagement.

The local Skills Advisory Panel will have a key role in identifying local skills needs and ensuring that investment in skills by local institutions takes account of these requirements. The analysis generated will also be re-purposed to inform decision making by individuals around local career opportunities, building on the LEP's existing careers campaigns.

### **Key metrics and aspirations**

Our core operational target is to deliver an enhanced model of employability, enterprise and careers education to 18,000 disadvantaged students in the City Region during 2018/19. We expect this indicator to be rolled over into future years.

We will seek to increase the number of local schools and colleges participating in our Enterprise Adviser Network from 180 to 200 (full coverage) in 2019/20.

In addition to this we will support schools to make progress against the core Gatsby Benchmarks, which define excellence in careers practice and are now part of statutory guidance. We will aim to:

- Increase the proportion of schools fully achieving Benchmark 5 (Encounters with employers and employees) from 50% to 70% in 2019/20
- Increase the proportion of schools that are matched with an Enterprise Adviser and which fully achieve Benchmark 6 (Experiences of workplaces) from 45% to 55% in 2019/20.

Key outcomes of effective careers support include the career readiness and employability of young people. We will track this using published data relating to the proportion of pupils entering a sustained education or employment destination following Key Stage 4. Four districts in Leeds City Region currently have a proportion of pupils entering a sustained destination that is lower than the national average and

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<sup>4</sup> Our key / priority sectors are: Digital; Engineering and Manufacturing; and Infrastructure

the aspiration should be to bring all four up to this level. We will also look to adopt the tools currently being developed by the Careers and Enterprise Company to measure the impact of careers support on young people's career readiness and employability.

Currently, only 7 per cent of employers in the City Region offer "work inspiration" opportunities and only 36 per cent offer work experience opportunities, which significantly limits the ability of young people, including those from disadvantaged backgrounds, to benefit from engagement with the workplace. Our aspiration is to increase these proportions to 15 per cent and 50 per cent respectively by 2025 – higher than the best performing region in the country.

The National Careers Service (NCS) currently provides support to around 32,000 adults per annum in the Leeds City Region. Around 12 per cent of these customers are in employment (less than 4,000 in absolute terms), reflecting the priority that is assigned to jobless clients in the NCS funding regime. This means that only 0.3 per cent of people in employment receive careers support each year. Our aspiration should be to increase this in absolute and proportionate terms. We will set the level of our future aspiration drawing on the findings of the evaluation of the Career Learning Pilot when these become available.

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**Report to:** Employment and Skills Panel

**Date:** 30 May 2019

**Subject:** **Employment and Skills Programmes**

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**Director(s):** Henry Rigg, Interim Executive Head of Economic Services

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

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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**

### Enterprise in Education

- 2.1 The **Enterprise Adviser Network** and the Combined Authority's Enterprise Coordinators are currently engaged with 177 (89%) secondary schools and colleges. The network has delivered over 165,000 employer encounters, with over a third of the encounters with pupil premium learners. This includes 14,036 pupil premium pupils who have had at least two employer encounters, against the annual target of 12,000.
- 2.2 A new nationally commissioned campaign, tailored locally; [Give an Hour](#) was launched to encourage SME businesses in the region to volunteer in schools. The campaign promotes volunteering in schools for one off events and was launched at the beginning of March, with 21 volunteers registered at the end of March against a target of 24 to end of campaign in May.
- 2.3 A **Raising Aspirations Pilot** was launched on 4 April to all secondary schools and colleges in or able to join the Leeds City Region Enterprise Adviser Network (177) and those eligible to join (23). The pilot aims to support an increase in activity to raise aspirations amongst disadvantaged pupils by strengthening engagement with employers, widening pupils' experiences of jobs beyond their home communities and engagement with young role models working in priority sectors, including apprentices. Colleges, secondary schools or consortia of secondary schools will be able to apply for grants ranging from £7,000 to £50,000. Applications should be submitted to

[enterpriseadvisers@the-lep.com](mailto:enterpriseadvisers@the-lep.com) by 21 June 2019 for delivery in the academic year 2019/20.

- 2.4 The **Kirklees Careers Hub** is making progress in supporting schools to achieve the Gatsby benchmarks of good careers information, advice and guidance. The average number of benchmarks achieved by the 34 secondary schools and Kirklees College in the Hub is 3.6, against a national average of 2.3. This includes four secondary schools fully achieving all Gatsby benchmarks, among only 31 nationally. The Kirklees Careers Hub has provided twilight sessions to Heads of Departments as well as a Governor briefing session in order to build capacity at leadership level for careers education.
- 2.5 The Combined Authority has submitted an application to the Careers and Enterprise Company for a pan-regional **Leeds City Region SEND Careers Hub** to support young people with special educational needs and disabilities to develop a better understanding of careers opportunities and routes into employment and to have meaningful interactions with employers. This Hub is due to commence delivery in September 2019.
- 2.6 The **#futuregoals** careers campaign and activities aim to raise awareness of careers opportunities in skills shortage and high growth sectors. Young people are the primary target audience for the marketing campaign, with parents/carers and teachers as the secondary audience, using the relevant social media channels for age profiles.
- 2.7 During March and April 2019 the campaign has reached 10,700 young people, parents/carers and educators through a targeted marketing campaign, 90 teachers through employer-led CPD sessions and the website has had over 30,000 unique users. This includes a collaborative event with Go Higher West Yorkshire, to showcase and raise awareness of careers and Higher Education opportunities in the live events and creative industry sector. Over 90% of teachers accessing training are satisfied with the content.
- 2.8 A **creative industries careers toolkit** for young people and parents is in development, supported by Burberry Foundation and will be developed through the **#futuregoals** campaign. The toolkit will be aligned to the DCMS funded national Creative Sectors Creative Careers Programme, led by Creative & Cultural Skills and Screen Skills. A launch of this work took place in early March at Burberry Business Services, Leeds and convened partners and businesses from the Creative Industries in Leeds City Region to launch the programme and the Leeds City Region **#futuregoals** creative industries video [www.futuregoals.co.uk/creative](http://www.futuregoals.co.uk/creative)

#### Leeds City Region Employment Hub

- 2.9 The Combined Authority has now signed a Funding Agreement with the Department for Work and Pensions to deliver a £9m **Leeds City Region Employment Hub programme**, including £4.5m European Social Funding. The programme will be operational until 31 December 2021. Delivered through



Local Authority partners, C&K Careers and Leeds Beckett University, the Employment Hub will offer:

- Enhanced centralised careers, information, advice and guidance.
- Intensive support of young people in preparation for employment (Including apprenticeships), further learning or self-employment.
- Establishment of local Hubs in six Local Authority areas (Bradford, Calderdale, Kirklees, Leeds, Wakefield and York (incorporating Craven, Harrogate and Selby) who will provide a business engagement and talent matching service, particularly in relation to creation of new apprenticeship opportunities (building on the success and learning of the original City Deal wave 1 Apprenticeship Hub programme).

- 2.10 The project will support 15 to 24 year olds and businesses of any size with a particular focus on engaging with businesses who have never had apprentices before, which will be enhanced by opportunities to access to the Apprenticeship Grant for Employers (AGE).
- 2.11 A briefing event for providers and local partners was held on 1 March, attended by over 100 people and was well received.
- 2.12 Telemarketing activity has commenced, targeting businesses that have never had an apprentice before.
- 2.13 Contact details for local Employment Hubs are included below. Businesses can also contact the LEP Growth Service for referrals to the Employment Hub.

Young People Referrals	Name	Email	Tel No
<b>Bradford</b>	Matt Findull	<a href="mailto:matt.findull@bradford.gov.uk">matt.findull@bradford.gov.uk</a>	07896714555
<b>Calderdale</b>	Heather Campbell-Firth	<a href="mailto:Heather.Campbell-Firth@calderdale.gov.uk">Heather.Campbell-Firth@calderdale.gov.uk</a>	01422 392220
	or	<a href="mailto:growyourfuture@calderdale.gov.uk">growyourfuture@calderdale.gov.uk</a>	
<b>Kirklees</b>	C&K Careers	<a href="mailto:worksbetter@ckcareers.org.uk">worksbetter@ckcareers.org.uk</a>	01484 225500
<b>Leeds</b>		<a href="mailto:employmenthub@leeds.gov.uk">employmenthub@leeds.gov.uk</a>	0113 378 4576
<b>Wakefield</b>		<a href="mailto:employmenthub@wakefield.gov.uk">employmenthub@wakefield.gov.uk</a>	01924 302057
<b>York</b>	Melody Hardcastle	<a href="mailto:melody.hardcastle@york.gov.uk">melody.hardcastle@york.gov.uk</a>	01904 553732
	Beverley Wills	<a href="mailto:beverley.wills@york.gov.uk">beverley.wills@york.gov.uk</a>	01904 553008 / 07523 179506

Business Referrals	Name	Email	Tel No
Bradford	Matt Findull	<a href="mailto:matt.findull@bradford.gov.uk">matt.findull@bradford.gov.uk</a>	07896714555
Calderdale	Heather Campbell-Firth	<a href="mailto:Heather.Campbell-Firth@calderdale.gov.uk">Heather.Campbell-Firth@calderdale.gov.uk</a>	01422 392220
Kirklees	Kirklees Council	<a href="mailto:WorksbetterEmployers@kirklees.gov.uk">WorksbetterEmployers@kirklees.gov.uk</a>	01484 221000
Leeds		<a href="mailto:employmentleeds@leeds.gov.uk">employmentleeds@leeds.gov.uk</a>	0113 378 4576
Wakefield		<a href="mailto:employmenthub@wakefield.gov.uk">employmenthub@wakefield.gov.uk</a>	01924 302057
York	Bob Watmore	<a href="mailto:robert.watmore@york.gov.uk">robert.watmore@york.gov.uk</a>	07769 640241
	Melody Hardcastle	<a href="mailto:melody.hardcastle@york.gov.uk">melody.hardcastle@york.gov.uk</a>	01904 553732

### Apprenticeship Grant for Employers

- 2.14 The revised **Apprenticeship Grant for Employers (AGE)** relaunched on 13 February 2019 with new criteria which extended the grant to businesses with up to 249 employees across all sectors. The maximum grant amount has been increased to £2,500 from £2,000 as recommended by the Employment and Skills Panel.
- 2.15 Since February, only one application has been received (8 in total since August 2018). Contributory factors may include national changes to the employer co-investment (business contribution towards an apprenticeship training) reducing from 10% to 5% from 1 April 2019 and the main intake/employment period for apprenticeships being during the summer term.
- 2.16 Marketing of the AGE Grant has continued with a two week LinkedIn campaign as part of National Apprenticeship Week. This campaign was targeted at directors of SME's in West Yorkshire and York and has generated 69 leads (from an initial review of the leads around 30% appear to be potentially eligible for the grant). A second follow up email will be sent to these businesses to ensure they are reminded of the grant and support that is available with the apprenticeship recruitment process through the Employment Hub.
- 2.17 The grant will remain under review given the low take-up.

### Apprenticeships in school activity

- 2.18 Apprenticeship activities have been delivered in 103 schools across the Leeds City Region, impacting on 65,249 young people and 15,026 pupil premium learners. Additional work is being undertaken with schools in order to develop a fuller picture of activity in schools to raise awareness of apprenticeship opportunities.

## Skills Capital

2.19 An update on the Skills Capital programme was included in the papers for the February panel meeting. Since then:

- Leeds College of Building – Hunslet Road Phase II – construction has completed and snagging is being undertaken. The building is fully open and operational to students. Refurbishment works on the North Street Campus have been completed
- Leeds City College – Quarry Hill Project – construction is ongoing with the facility on schedule to open to students in September 2019. Works will commence in the summer to complete a partial refurbishment works to the Park Lane Campus as part of the overall project
- Kirklees College - Dewsbury Learning Quarter Project – Springfield Centre was successfully opened to students in September 2018. Pioneer House is on schedule to open September 2020.

## Social Prescribing Pilot

2.20 An evaluation of the Work Wellness Service project in York and Calderdale is now underway. The York Work Wellness Service project has now completed.

2.21 The Halifax Work Wellness project has been established at Beechwood Medical Centre in a deprived area of Halifax, with delivery commencing in January 2019. In January and February, the Work Wellness Advisor supported 148 clients, including 85 in-work and 72 in receipt of benefits. These clients presented with a wide-range of complex needs affecting their ability to access and remain in work, with issues including: homelessness, housing, domestic abuse, bereavement, education issues, mental health, financial support, employment advice, emotional support, fitness and wellbeing, carers' support and alcohol addiction.

2.22 The Work Wellness Advisor has already supported five clients to return to work, including by working closely with other agencies.

## Sector Skills

2.23 Officers of the LEP/Combined Authority are working with Local Authorities, colleagues, the West Yorkshire Consortium of Colleges, Screen Yorkshire and businesses to develop an offer to the **independent TV production sector** to address acute shortages of editors and producers, particularly in the context of the relocation of Channel 4's national headquarters to Leeds.

2.24 The **Discover Digital** campaign engages adults across the region, from graduates to career-changers, looking to retrain or upskill into a digital role and to improve their digital skills. The campaign continues to provide a dedicated website to inspire career choices for individuals, where they can engage with

businesses and training opportunities. The [discoverdigital.org.uk](https://discoverdigital.org.uk) website has had almost 5,000 new visitors since its launch 9 months ago.

- 2.25 The **[re]boot** programme, part-funded through European Social Fund, will target underemployed graduates, career changers, and returners to the labour market, giving them the chance to upskill and re-train to access careers in key growth and skills shortage sectors – Digital, Engineering and Construction. A contract with DWP as the Managing Authority for ESF has now been signed by the West Yorkshire Combined Authority. Leeds Trinity University is a partner in the programme, and will commence training – including in production skills for the independent production sector – in May 2019. Another delivery partner is being procured.

#### Delivery Agreements

- 2.26 As reported at the February Employment and Skills Panel, formal reviews have been undertaken with the seven further education (FE) colleges in West Yorkshire against their **Delivery Agreement** commitments. The report recording the outcomes and findings from reviews will be published once the politically restricted period (“Purdah”) has ended.
- 2.27 Cllr Susan Hinchcliffe has invited Principals and representatives from the seven FE institutions to a roundtable discussion in June, following publication of the report, to consider next steps, future actions and collaborative working.

### **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**

None.

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