
Report to: Employment and Skills Panel

Date: 30 May 2019

Subject: **Employment and Skills Programmes**

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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 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

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
Bradford	Matt Findull	matt.findull@bradford.gov.uk	07896714555
Calderdale	Heather Campbell-Firth	Heather.Campbell-Firth@calderdale.gov.uk	01422 392220
	or	growyourfuture@calderdale.gov.uk	
Kirklees	C&K Careers	worksbetter@ckcareers.org.uk	01484 225500
Leeds		employmenthub@leeds.gov.uk	0113 378 4576
Wakefield		employmenthub@wakefield.gov.uk	01924 302057
York	Melody Hardcastle	melody.hardcastle@york.gov.uk	01904 553732
	Beverley Wills	beverley.wills@york.gov.uk	01904 553008 / 07523 179506

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