

Report to: Employment and Skills Committee

Date: 24 January 2022

Subject: Employment and Skills Programme Delivery

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1. Purpose of this report

- 1.1 The purpose of this report is to update the Committee on the progress of delivery of LEP and Combined Authority-led employment and skills programmes, summarised in the graphic below.

Employment and skills offers delivered by the West Yorkshire Combined Authority and Leeds City Region Enterprise Partnership



Young People				
FutureGoals Campaign to inspire and inform young people about careers.	Employment Hub Providing support through individual advice, guidance, apprenticeship and employment opportunities.	Schools Partnership Matching business volunteers to schools and colleges for promotion of career pathways and labour market information and raising aspirations for young people in West Yorkshire.	SEND Support Careers resources to support those with special educational needs and disabilities (SEND), educators within SEND schools and colleges, parents and carers and businesses.	
Adults				
FutureGoals Campaign to inspire and inform adults about careers and support them to upskill or change career.	Skills Connect Courses for individuals to retrain and upskill in key sectors including digital, construction, manufacturing and engineering and creative sectors.	Adult Education Budget The devolved Adult Education Budget (AEB) supports West Yorkshire residents who are unemployed to gain sustained employment and increase the skills for employed individuals to progress whilst in work.	Employment Hub Linking all age groups with training and retraining, employment and apprenticeship opportunities and self-employment.	Enterprise West Yorkshire Supports individuals from diverse communities to find out if starting a business is right for them and learn how to run a start-up business.
Business				
Employment Hub Provides businesses with access to employment or recruitment support including apprenticeships and a talent matching service for individuals seeking employment.	Skills for Growth Supports business skills and growth needs by engaging with the wide range of education establishments in the region.	Enterprise Adviser Network Engages employers to volunteer as an Enterprise Adviser to develop careers support in schools or support the Give an Hour campaign.	Apprenticeship Levy Transfer Supports businesses not spending all of their levy funding, to transfer up to 25% of their annual contribution to fund apprenticeships in other organisations.	Enterprise West Yorkshire Supports start-up businesses from diverse communities to grow through online and face to face workshops and tailored advice.

2. Information

Apprenticeships and Employment

- 2.1 Interest in the **Apprenticeship Levy Transfer Service** from pledging employers continues to grow. Over £2.2 million has been pledged from 11 levy paying businesses. Discussions are underway with a further 10 levy paying companies re future pledges. To date 50% of the pledged funds have been allocated to support 228 apprentices, of which 49 were new opportunities.
- 2.2 Delivery of the ESF funded **Employment Hub** programme has now come to an end. Employment Hub 2 funded via Gainshare, will pick up a similar service supporting individuals across the West Yorkshire geography who are seeking support to access and secure employment, training/retraining or self-employment.
- 2.3 Final data for the ESF funded programme will not be available until Spring 2022. However, performance to 14 December 2021, indicates the following:
- Engaged 5679 15-24 year-old participants against a programme profile 6294 (90%). Of these:
 - 1861 participants, against a profile of 800 (233 %), were recorded as being from ethnic minorities
 - 1101 participants declared they had disabilities against a target of 566 (195%)
 - 1754 participants are recorded as having no basic skills qualifications against a target of 1384 (127%)
 - 236 participants were from a single adult household with dependent children against a target of 252 (94%)
 - Of the participants starting the programme 1910 have been supported with finding education/ training, employment or self-employment against a target of 2706 (71%).
- 2.4 **Employment Hub 2** contracts for delivery (gainshare funded) began on 1 August 2021 and will run until March 2023. Data on performance on Employment Hub 2 is limited to date as our local authority delivery partners have concentrated on the final quarter delivery of Employment Hub 1. However, provisional data shows 666 participants have been engaged during October and November 2021 against an overall programme profile of 5,500.

School Partnerships

- 2.5 The **School Partnership** team has doubled Career Hub membership this year, with the majority of schools/ colleges now benefiting from enhanced support (120 Schools and College will be part of a Careers Hub for 2021/22). The team is actively recruiting new volunteers to the **Enterprise Adviser Network** for 2022 (senior business people who volunteer to work strategically with a nominated school to support their careers programmes).

New projects have successfully commenced in term one and will target and support some of our most disadvantaged young people as well as carrying out thorough evaluation of the support/ project to create an evidence base of “what works” which will be shared nationally.

- 2.6 The new **Regional Careers Hub** has successfully launched with 28 members with a focus on using exploring labour market information and embedding good practice. **The Special Educational Needs and Disability Careers Hub (SEND)** is progressing well and is working hard to share learning across the whole network and planning to launch a new resource in March 2022: Employer Engagement toolkit. This will help employers explore the many benefits that working with people with special educational needs can provide to their business and employees.
- 2.7 The **Kirklees and Calderdale Careers Hub** has integrated their new members and continues to see success and an increase in reach from the new parental careers resources launched last year. There is a focus on governor briefings to elevate the importance of careers in schools.
- 2.8 York Consulting have now completed an **evaluation** of a number of strands of school partnerships activity delivered by the Combined Authority. In particular, the report assessed the impact of the **Raising Aspirations** pilot which was a grant fund (£227,900 allocated funding) for schools to deliver projects that aim to increase social mobility for disadvantaged students by providing innovative careers interventions and connecting with employers. The pilot saw 4278 disadvantaged learners (5847 total beneficiaries) benefit from the project. Schools have reported that learners were in a significantly stronger position to make a more informed choice around careers because of the investment. Schools have also reported stronger relationships with employers within skills shortage and economic priority sectors which has led to learners progressing into work experience within these sectors. At another school there has been a 60% increase in employer engagement activities since, and as a consequence of, the pilot. The evaluation also found that schools within the **Kirklees Careers Hub** have seen an overall increase against 5 out of the 8 Gatsby Benchmarks since inception in 2018 as well as schools reporting back a ‘high level of satisfaction’ from being part of the Careers Hub. See appendix 1 for full report.

Careers

FutureGoals

- 2.9 The FutureGoals site is seeing a month on month increase in the number of individuals it is reaching across West Yorkshire. In November the site had a 42% increase in traffic compared to November 2020 and there was a 50% increase in new users again compared to November 2020. There is also an increase happening in conversion (people clicking through from the posts to the FutureGoals website) from the social media campaigns which is increasing the number of citizens from West Yorkshire accessing resources and free training through the website.

- 2.10 In the new year, FutureGoals will also become a platform that will support individuals to access employment opportunities in the region. The add on will be called FutureGoals – Jobs and will provide a comprehensive source of real-time vacancies and courses as well as Kickstart opportunities. Once live, FutureGoals Jobs will promote local employment hub services on the website which will make direct referrals for individuals seeking employment.

Adult Training

Skills Connect

- 2.11 The West Yorkshire Combined Authority and the LEP have launched free Skills Connect training courses to help adults gain skills for job roles in the digital, construction, health and social care, and environmental sectors.
- 2.12 All courses have been designed by local employers to align with local skills needs and job vacancies. Anyone over the age of 19 and living in West Yorkshire can sign up for a course. There will be opportunities for participants to learn directly from industry and business professionals with guaranteed post-training interviews available in some courses, linking them directly to current vacancies. The first courses available will boost digital skills including Cyber Security, Digital Marketing, Data Analytics and many more. From the new year, there will be many other courses available in health and social care, construction, and green jobs.

futuregoals.co.uk/skillsconnect

Reboot

- 2.13 The Combined Authority's adult re-training programme, [re]boot, is part-funded through European Social Fund (ESF) and gives adults the chance to upskill, gain new skills/qualifications and improve their employment options particularly within key regional sectors, focused on construction, digital, manufacturing and engineering and the fast-growing creative sector.
- 2.14 A Project Change Request (PCR) has been approved in principle by the Managing Agent, DWP, to give the programme the chance to make up for time lost during the pandemic when face to face training could not be delivered, and achieve the maximum number of outputs up until March. In particular, there is a focus on addressing the target of females gaining improved labour market status by offering a women only Team Leader / Line Management course.

Digital bootcamps

- 2.15 The Department for Education (DfE) has awarded a further £650,000 to the Combined Authority to extend delivery of the Digital Skills Bootcamps pilot until March 2022, allowing training to be offered to an additional 285 participants, on the basis of the success of the original pilot in West Yorkshire. The bootcamps support individuals from disadvantaged groups such as

BAME, women and those unemployed due to COVID-19. They create an opportunity to develop innovative and responsive adult training that addresses the needs of unemployed adults and those who need additional skills to progress in their current employment.

- 2.16 From January 2022, the Department will release details on the next wave of bootcamp funding which will be implemented across the country from March 2022. MCAs who were in receipt of pilot funding will be offered the opportunity to engage in consultation sessions to influence how funding will be allocated. The CA has been lobbying DfE for funding to be devolved in order to deliver locally designed adult training aligned to the regional labour market.

Creative Skills Programme/Beyond Brontës

- 2.17 Continuation funding from the Mayor's Creative New Deal Fund was agreed at October's Combined Authority, to fund another year of Screen Yorkshire's Beyond Brontës. This will support 2 cohorts across the 12 months, 72 participants in total (32 in cohort 1, 40 in cohort 2).
- 2.18 It was agreed the name would be changed from Beyond Brontës to **Beyond Brontës: The Mayor's Screen Diversity Programme**, providing greater meaning to the programme's aims and objectives around diversity and inclusion and supporting Mayor Brabin's Creative Industries pledge. It was also agreed that the eligible age criteria would be increased from 18-24 to 18-30, providing opportunities for those slightly older who might be looking for a career change or who have not followed the standard route (school, university, graduate-level job), facilitating a 'second start' and encouraging diversity in the screen content industries.
- 2.19 A Grant Funding Agreement is now in place with Bradford Council which is leading on the delivery with Screen Yorkshire.
- 2.20 Targets include recruitment from disadvantaged groups (gender, ethnicity, disability and social class), reach across the 5 West Yorkshire districts, retention of participants who complete the programme, progress of participants and conversion onto further training / apprenticeships / work placements / employment, as well as alignment with relevant Employment and Skills and Kickstart programmes.
- 2.21 Recruitment took place in the autumn and delivery for cohort 1 is due to begin in January 2022. Participants were shortlisted as follows:
- 155 applications (almost 5 times over-subscribed)
 - 34 shortlisted and offered places
 - District split and gender/ethnicity/disability/social class numbers largely all hit above the targets set, as follows;

District split:

- Bradford - 9 (7)
- Calderdale - 3 (4)
- Kirklees- 8 (6)

- Leeds - 8 (10)
- Wakefield - 6 (5)

Gender Identity:

- Men - 11 (17)
- Women - 20 (15)
- Non-Binary - 3 (no target set)

Ethnicity:

- BAME - 18 (13)

Disability:

- Yes - 13 (5)

Social class/disadvantage:

- Not upper class/don't know/prefer not to say - 28 (21)

Skills for Business

- 2.22 Since the ESF-funded [Skills for Growth](#) programme started in September 2020, the team has had contact with over 700 businesses in the Leeds City Region. Of these businesses, 500 have accessed some form of support, either through connecting with education providers or through referrals to other business support programmes.
- 2.23 The programme has exceeded targets for business engagement and number of participants engaged. The number of projects created between businesses and education providers is increasing and the programme is on track to meet this target during the next quarter.
- 2.24 Performance up to the end Q3, as reported to DWP as part of the funding requirements:
- Number of supported micro, small and medium sized enterprises: 153 (against a target of 144) 106%
 - Number of small and medium sized enterprises successfully completing projects (which increase employer engagement; and/or the number of people progressing into or within skills provision): 59 (against a target of 76) 78%
 - Total number of participants: 610 (against a target of 424) 144%
- 2.25 The Skills for Growth offer provides the first point of contact for businesses who want to support the mayor's 1,000 Well Paid, Green Skills Jobs Pledge. To date, 22 businesses have signed up to support the pledge.
- 2.26 Businesses receiving a grant from the LEP, are expected to sign up to one or more commitments to drive forward inclusive growth. The LEP and its network of partners can help businesses access products and services that will help them to take positive actions. The Skills for Growth programme is a core part of the offer to support businesses who have received LEP grants to achieve

their **Inclusive Growth Commitments**. To date, we have worked with almost 70 businesses to meet their commitments, engaging with schools, universities and apprenticeship support.

Enterprise West Yorkshire

- 2.27 The Entrepreneurial Package of Support (**Enterprise West Yorkshire**) is a 'ladder of enterprise support' across three inter-connected workstreams that will help individuals in the region to explore enterprise as a career choice and establish new businesses. A primary focus of the programme is Equality, Diversity and Inclusion and clear 'minimum floor' targets have been set to ensure that the support available is taken up by females, people from BAME backgrounds and people with disabilities, as well as people from our more economically disadvantaged communities and localities.
- 2.28 Enterprise West Yorkshire was officially launched by the Mayor of West Yorkshire, Tracy Brabin, on 3 November 2021 at an on-line event with over 150 attendees. Within 48 hours of the launch, the website for the programme had over 400 hits, which has since risen to over 1,000.
- 2.29 There has been additional promotion of the programme via Lloyds Banking Group Black Entrepreneurs Conversation event on the 14th November and JCP Advisers Enterprise launch event on 9th December. The team has also started engagement with Higher Education institutions to support graduates to explore choosing the option of starting a business, freelancing or becoming self-employed after graduation.
- 2.30 To date, over 100 referrals have been made to Enterprise West Yorkshire (mostly in to Workstream Two) from Ad:Venture and the Growth Service Gateway. Over 40 clients have been signed up to the support, just under half of whom are female and 35% of whom are from BAME backgrounds.
- 2.31 Delivery of the workshops for workstream 1 and 2 will start in January 2022.

3. Tackling the Climate Emergency Implications

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

4. Inclusive Growth Implications

- 4.1 Schools engagement activity specifically targets cohorts of young people with Special Education Needs and Disabilities. Programmes targeting individuals are designed to engage with those groups that are most disadvantaged in the labour market.

5. Equality and Diversity Implications

- 5.1 All programmes actively engage with diverse groups and include targeted activity for engagement with BAME individuals, women, over 50s from the

across the region and groups that are the most disadvantaged in the labour market and in specific sectors.

6. Financial Implications

6.1 There are no financial implications directly arising from this report.

7. Legal Implications

7.1 There are no legal implications directly arising from this report.

8. Staffing Implications

8.1 There are no staffing implications directly arising from this report.

9. External Consultees

9.1 Market research was carried out with target groups into the Skills Connect brand prior to its launch.

10. Recommendations

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

11. Background Documents

None.

12. Appendices

Appendix 1 Enterprise in Education Activity Evaluation Report