

Report to: Employment and Skills Committee

Date: 6 July 2022

Subject: **Update on current programmes**

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Is this a key decision?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
Is the decision eligible for call-in by Scrutiny?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Does the report contain confidential or exempt information or appendices?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
If relevant, state paragraph number of Schedule 12A, Local Government Act 1972, Part 1:	
Are there implications for equality and diversity?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

1. Purpose of this Report

- 1.1. The purpose of this report is to update the Committee on the progress of delivery of Combined Authority-led employment and skills programmes.

2. Information

2021/22 performance

- 2.1 In the financial year 2021/11 all key performance indicators were exceeded. Across programmes, the Combined Authority:
- Supported 1,102 businesses to engage with education and training, to create a pipeline of talent through apprenticeships and to recruit to hard-to-fill vacancies, against a target of 425. Of those (1,069) where data is available, 32% are in the 20% most deprived areas in the country.
 - Reached 3.2 people through our all-age careers platform and campaigns to raise awareness of career opportunities here in WY and how to access them, against a target of 2m
 - Supported 46,421 adults into training, employment or self-employment, including:

- Giving 43,555 people, particularly from our most disadvantaged communities, the basic skills they need for work through the devolved Adult Education Budget. Of learners supported through AEB, 15% consider themselves to have a learning difficulty and/or disability or health problem; 62% are from minority ethnic backgrounds; 44% live in the 10% most deprived wards (according to the Index of Multiple Deprivation)
- Working in partnership with LAs, supported over 1,000 people into jobs and training through Employment Hubs
- Supported 696 people to upskill or re-train in some of our most acute skills shortage areas
- Where data is available for non-AEB provision, 42% are from ethnic minority groups, 14% have a disability and 4% are aged over 50

2022/23 performance to date

2.2 The latest data (end May 2022) shows that so far in 2022/23:

- 329,867 people have been reached through careers campaigns and engagement with the Futuregoals website against an annual target of 2.5m. We anticipate an increase in this number as new campaigns launch.
- 36 businesses have been supported to engage with employment and skills programmes against an annual target of 266. With the ESF-funded Skills for Growth programme reporting quarterly, we anticipate a significant increase in the number reported against this KPI after August 2022.
- 6,021 people of an annual target of 62,300 have so far been supported to upskill, re-train or access employment/self-employment.

Apprenticeships and Employment

2.3 The **Employment Hub** programme was launched in January 2019 and delivered in partnership with our local authorities. Funded through European Social Fund the three year, £9m programme (£4.5m ESF; £4.5m match) completed formal delivery of employment support to 15-24 years olds across West Yorkshire and York at the end of December 2021. Two of the three years of the programme were delivered during the pandemic which has impacted on overall performance. Although there was a need for enhanced support during this period, engagement with hard-to-reach participants remotely has been challenging. The table below gives an overview of actual performance against programme targets.

Measure	Target	Achieved	% Achieved
ESF Outputs			
Participants (below 25 yrs of age) who are unemployed or inactive	6,294	5,919	94%
Males	3,208	3,458	108%

Females	3,086	2,461	80%
Unemployed, including long term unemployed	4,322	4,803	111%
Inactive	1,972	1,116	57%
Participants from ethnic minorities	800	2,063	258%
Participants with disabilities	566	1,138	201%
Participants without basic skills	1,384	1,832	132%
Single adult household with dependent children	252	241	96%
ESF Results			
Participants gaining basic skills	200	54	27%
Participants (below 25) in employment including self-employment, or education/training upon leaving	2,706	2,156	80%
Participants in employment, including self-employment, six months after leaving	1,000	555	56%
BRP Results			
Businesses Engaged	5,000	4,217	84%
Apprenticeship places created	1,800	941	52%

- 2.4 An external evaluation of the programme took place mid programme and at the conclusion and the final report can be found here [ESF Employment Hub evaluation report - May 2022](#).

Key conclusions from the evaluation include:

- The Employment Hub programme responded to identified needs
- The model of a central team combined with local Hubs leading delivery worked well overall but was not without challenges
- Hubs, and the programme, responded creatively and effectively to the pandemic. However, the impact of COVID-19 on Hub operation was pronounced and will have significantly reduced outputs and results
- Performance against targets was strong in many respects given the challenging context but varied significantly across geographies and output and result measures
- Goals for creating apprenticeship opportunities was admirable but difficult in practice (even pre-pandemic) and not a good fit for the target group
- The programme is estimated to have achieved a gross economic impact of approximately £48.1 million, and net economic impact of approximately £41.5 million. Return on Investment of £4.80 per £1 invested

- 2.5 Learning from the mid programme evaluation was considered for implementation of Employment Hub 2 in August 2021 which, during the pandemic, expanded the programme to be an all-age service.

- 2.6 **Employment Hub 2** provides a flexible support programme to all-age residents across West Yorkshire addressing post pandemic employment issues. Delivery commenced in August 2021 with 10 more months to run, until March 2023.

- 2.7 To date, the **Apprenticeship Levy Transfer Service** (LTS) has supported 290 apprentices in 64 businesses across West Yorkshire and York. Sixteen apprenticeship levy paying businesses have pledged a total of £2,825,409.
- 2.8 13% of the apprentices have a disability, 13% are from an ethnic minority and 83% are female.

The breakdown by level and sector of the 290 apprentices supported is show below. The highest proportion are in the care services sector.

Level of Apprenticeship	Number of Apprentices (Funding Agreed)
Level 2	110
Level 3	104
Level 4	48
Level 5	24
Level 6	3
Level 7	1
Total	290

- 2.9 For more information on the Levy Transfer Service visit [Levy Transfer Service](#)

School Partnerships

- 2.10 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) with a particular recruitment need within Bradford Schools and Colleges. From September 2022, all members will be part of a single Careers Hub, ensuring that good practice can be shared across the region. This activity, co-funded by the Careers and Enterprise Company, supports the careers destinations of young people across West Yorkshire, particularly the most disadvantaged, through working with senior leaders in schools. In 2022/23 we have a target to support 181 schools and colleges to make progress in the delivery of quality careers education (measured by the Gatsby benchmarks).
- 2.11 Meanwhile, the **Regional Careers Hub** is developing a new and updated labour market information tool. The Mayor recently launched a new **Special Educational Needs and Disability (SEND)** 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. Pledges have been made linked to this event from businesses within the network.
- 2.12 The **Kirklees and Calderdale Careers Hub** Careers Hub continues to see increased attainment of the Gatsby Benchmarks comparative to other areas not in a Careers Hub. The Careers Hub has delivered several CPD sessions

to upskill practitioners to evaluate their programmes to ensure they meet the needs of the region and young people.

- 2.13 The Burberry Foundation have supported activity to enhance creative skills in five Special Educational Needs and Disability Schools. Delivery commenced at the start of January. Each project is tailored to the needs of their pupils with a robust evaluation being carried out.
- 2.14 Since February, the Combined Authority has been working with local schools to support them with delivering a creative careers resource, in partnership with the Burberry Foundation and Leeds Beckett University School of Events Management. The sessions have been very well received by both the schools and the students with feedback conducted indicating students enjoyed the activity and it gave them a better understanding of Creative jobs in the region. We have procured York Consulting to conduct the evaluation who will be producing a full report with findings from student evaluations and staff interviews.

Careers

FutureGoals

- 2.15 Following the relaunch of the FutureGoals all-age careers platform in September 2021, an average of 260,000 people have been reached per month. An annual target was set to achieve a website reach of 2 million for the financial year 2021/2022. In April 2022, our annual KPI target was surpassed for the reach of the website, resulting in an annual figure of **3.2 million**. In March 2022, the overall traffic to the FutureGoals website for was 190% higher than the same time the year previously and was the highest level of recorded users ever to the FutureGoals website.
- 2.16 Additional areas and resources have been added to the website to support adults to make decisions around upskilling, retraining and to find available employment opportunities. [FutureGoals Jobs](#) was added in May 2022 and allows individuals to search for West Yorkshire job opportunities, training courses and apprenticeship opportunities. [IBM Skills Build](#) was also added in June 2022 which allows individuals to access free digital training to support young people and adults interested in improving their digital skills. For young people and careers advisors, [Go Green](#) resources were launched through the UK Community Renewal fund, providing young people activities, information and links to research to support their knowledge around green skills and information about the green sector. An equivalent version to support adults to explore the necessary skills for employment in this area will be launched in July 2022.
- 2.17 Future plans for FutureGoals in the coming months include user testing to ascertain the areas for development for the site, updating and reviewing all content to ensure relevance and ongoing accuracy and additional content. This includes resources to support School Governors with Careers Advice and Guidance and updates to our Adult Skills offer.

Adult Training

Skills Connect

- 2.18 **Skills Connect** will innovative and responsive employer-led training across the region to 4,500 individuals. At the meeting on 23 June, the Combined Authority broadened the offer and extended the delivery period for the programme until 2025 to ensure that support for upskilling and re-training remains available in West Yorkshire in response to an uncertain labour market.
- 2.19 Courses are currently available in digital marketing, construction (including retrofit) and health and social care. Additional digital courses are due to be launched soon.

[re]boot

- 2.20 The part-ESF funded **[re]boot** programme was the predecessor programme to the Gainshare funded Skills Connect offer for adults to upskill, gain new skills and qualifications and improve their employment options. The programme was extended to March 2022 due to the challenges delivering face-to-face training during the pandemic.
- 2.21 Delivery has now completed on the programme, with a total number of 1074 individuals supported to upskill and retrain. The evaluation report for the programme is currently in development and will be issued in August 2022. The learnings from the evaluation will be used to inform and adapt the design and delivery of the Gainshare funded Skills Connect courses moving forwards.

Digital Bootcamps

- 2.22 The Department for Education (DfE)-funded **Skills Bootcamps** have been delivered as a pilot since January 2021 and delivery has finished on the initial Wave 1 contract in March 2022. Throughout this period, we have delivered over 16 digital and technical bootcamps, with employer input and co-design to support individuals to progress into opportunities within the digital sector.
- 2.23 At the close of the reporting period for the Wave 1 Bootcamps delivered from January 2021 – March 2022, 51% of participants secured positive career progression* as a result of skills acquired through their Bootcamp. Progression percentages are tracked from 6 months following completion of the course, therefore we anticipate this percentage to increase throughout the next 6 months. From the delivery which has taken place up to March 2022, 30% of Skills Bootcamps participants have been female and 29% are individuals from a BAME background.
- 2.24 The Combined Authority has been successful in applying for an additional £3.6m to deliver Skills Bootcamps, with delivery planned to take place between August 2022 and March 2023. The funding is to support delivery

across digital and technical areas and includes a target to upskill 1,000 individuals. The Skills Bootcamps will align with and complement the existing Skills Connect offer of adult upskilling provision.

**This includes becoming or continuing to be self-employed, a new role with current or new employer or continuing in current role with additional responsibilities and progression prospects.*

Skills for Business

Skills for Growth

- 2.25 The part ESF-funded [Skills for Growth](#) programme started in September 2020 and has supported over 600 businesses to access skills support through connecting with education providers or through referrals to other business support programmes.
- 2.26 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.
- 2.27 Performance up to the end Q4, as reported to DWP as part of the funding requirements:
- Number of supported micro, small and medium sized enterprises: 213 (against a target of 208) 102%
 - 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): 121 (against a target of 130) 93%
 - Total number of participants: 1073 (against a target of 504) 212%
- 2.28 The programme is, however, underspending on marketing activity. Spend has been reprofiled to meet the requirements of the contract and is awaiting approval from DWP as the Managing Agent for ESF.
- 2.29 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 and 645 green jobs have been pledged.
- 2.30 The team have ran a series of medtech events, working with the Trade and Investment team and has identified a number of interventions to support SMEs to recruit.
- 2.31 An interim evaluation has highlighted strengths and opportunities for the programme. A summary of the progress for the outcomes and impact of the programme from the evaluation states:

There has been good progress on most outcomes, in particular:

- SMEs have notably greater awareness of the offer available from learning providers and improved ability to influence it – although only a minority appear to have done so to date
- 79% of businesses engaged say that they have already or would expect to see a future rise in business productivity due to improved access to skilled labour
- We would expect to see a significant GVA impact increase in GVA as new jobs are created and filled, based on 21% of businesses saying that they had already created new jobs, and a further 60% expecting to do so in the future – with a proportion of these attributable to the programme.
- We would expect to see a reduction in skills gaps as a large majority of businesses engaged say the programme is helping to address these.

2.32 Recommendations from the evaluation include:

- Having a strategic value added approach by targeting disadvantaged groups and working with businesses on the diversity of their workforce.
- Increase marketing of the programme to engage more businesses.
- Better communication with local authorities to ensure local provision is promoted to businesses.

Enterprise West Yorkshire

- 2.33 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.
- 2.34 There has been a focus on engaging with local networks and community groups to raise awareness and provide support for under-represented groups. This has included having a presence at events where there is a specific focus on supporting these groups. An example includes delivering a presentation at the She Can Shine Networking event, which is a networking event for women in business, delivered in partnership with Shine and NatWest Women in Business.
- 2.35 The Business Start Up Managers play a key role in community engagement and have made progress in working with key organisations such as Shine in Harehills (Leeds), the Federation of Small Businesses (FSB) Ethnic Minority Networking Event and Tod Connect in Calderdale. From June 2022 the Start Up Manager team will be at capacity for the first time, with one officer based in each of the five Local Authorities.
- 2.36 There has been significant progress in the completion of marketing assets for the 'People like me' campaign. The campaign aims to raise awareness of enterprise as a career choice and drive sign ups to the Exploring Enterprise course. To date, the campaign has reached 143,195 individuals. Over the next

two months the focus will be on pushing a pay-per-click social media campaign to drive sign-ups.

2.37 To coincide with the end of the academic school year there has been development of marketing collateral for school leavers and additional promotion of the programme in HE and FE institutions. The programme support graduates to explore the option of starting a business, freelancing or becoming self-employed following the end of their course.

2.38 To date, 466 enquiries have been made to Enterprise West Yorkshire for the Exploring Enterprise and Start Up West Yorkshire Programmes. 361 clients have been signed up to the support, 55% of whom are female and 44% of whom are from ethnic minority backgrounds.

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. Programmes now report EDI performance as part of corporate KPIs.

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. No external consultations have been undertaken.

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

There are no background documents referenced in this report.

12. Appendices

None.