

Report to: Employment and Skills Committee

Date: 20 October 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 type="checkbox"/> Yes <input checked="" 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

Section Heading

2022/23 Performance to Date

- 2.1. The latest data (end August 2022) shows that so far in 2022/23:

- 56 schools have made progress (towards the Gatsby benchmarks) in the delivery of quality careers education. Progress is reviewed on a termly basis and we are currently on track to achieve the target of all 181 schools in the network making progress this year.
- 1.04m people have been reached through careers campaigns and engagement with the Futuregoals website against an annual target of 2.5m. We anticipate this number to increase further due to the launch of campaigns to promote the Employment Hub and Skills Connect programmes.

- 82 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 November 2022.
- 15,966 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

2.2. **Employment Hub 2**, funded via Gainshare, provides a flexible support programme to all-age residents across West Yorkshire addressing post pandemic employment issues. Delivery, in partnership with our five West Yorkshire local authorities, commenced in August 2021 and will run until March 2023.

2.3. Performance to date (August 2021 – August 2022):

| OUTPUTS | TARGET | ACHIEVED | % |
|--|--------------|-------------|------------|
| Total number of starts | 5,500 | 4130 | 75% |
| Active | | 2390 | 58% |
| Inactive | | 962 | 23% |
| Employed | | 778 | 19% |
| Participants aged 15 -24 | | 2349 | 57% |
| Participants aged 25 -49 | | 1375 | 33% |
| Participants aged 50+ | | 406 | 10% |
| Participants from an ethnic minority | | 2080 | 50% |
| Participants with disabilities | | 955 | 23% |
| Participants from a single adult household with dependent children | | 465 | 11% |
| Participants with a basic skills need | | 1522 | 37% |
| Positive Outcomes (80% of 5,500) | 4403 | 2134 | 48% |
| Progression into work | | 663 | 15% |
| Reskilling and upskilling | | 1326 | 30% |
| Improved labour market status | | 145 | 3% |

2.4. The Mayor recently visited an individual who had received support from the Kirklees Hub to find a new position having been made redundant. A film of the visit and key messages from the Mayor can be found here [Mayor and Employment Hubs](#)

2.5. To date, the **apprenticeship levy transfer service (LTS)** has supported 357 apprentices in 89 businesses across West Yorkshire and York. Seventeen apprenticeship levy paying businesses have pledged a total of £3,273,651.

From the EDI data we have received 14% of the apprentices have a disability, 19% are from an ethnic minority and 78% are female.

- 2.6. The breakdown by level and sector of the 357 apprentices supported is shown below.

| Level of Apprenticeship | Number of Apprentices (Funding Agreed) |
|-------------------------|--|
| Level 2 | 117 |
| Level 3 | 139 |
| Level 4 | 59 |
| Level 5 | 34 |
| Level 6 | 7 |
| Level 7 | 1 |
| Total | 357 |

| Sector of Apprenticeship | Number of Apprentices (Funding Agreed) |
|--|--|
| Care Services | 250 |
| Health & Science | 2 |
| Education & Childcare | 41 |
| Business & Administration | 19 |
| Digital | 19 |
| Catering & Hospitality | 1 |
| Construction | 9 |
| Sales, Marketing & Procurement | 4 |
| Legal, Finance & Accounting | 2 |
| Transport & Logistics | 1 |
| Creative & design | 2 |
| Engineering & manufacturing | 2 |
| Agriculture, environmental and animal care | 5 |
| Total | 357 |

School Partnerships

- 2.7. Transition to the West Yorkshire Careers Hub (WYC hub) is in progress with members onboarding this term. The key objective of the Hub is to provide free support to the region's secondary schools and colleges to have a modern 21st century, gold-standard careers system, rooted in local information and careers support. In addition to mainstream schools and colleges, SEND/ PRU's and Alternative Provision schools, apprenticeship and in-work training providers and businesses of every size and sector can join.

- 2.8. This support will enable all young people in West Yorkshire to raise their aspirations and will contribute to their individual motivation, resilience, employability, destinations and social capital. It will build on learning from our EAN network, SEND Hub, Kirklees and Calderdale and Regional Hub which is now all encompassed within the WYC hub.
- 2.9. In the last quarter positive progress has been made towards the target to support 181 schools and colleges to make progress in the delivery of quality careers education (measured by the Gatsby benchmarks). The alumni project in SEND schools has successfully completed with an evaluation in progress.
- 2.10. The Burberry Foundation has co-funded activity to enhance creative skills in five Special Educational Needs and Disability Schools. This is now complete with a full evaluation and case studies. Learning will be considered prior launching a final round of Raising Aspirations funding in Jan 2023 where we hope to see around 10-15 schools and colleges directly support disadvantaged pupils.
- 2.11. Working with Ahead Partnership we have launch the Green Skills Youth Programme which will be developed and delivered with the support of the Green Jobs Taskforce. This programme will help bring green jobs to life for young people, developing essential employability skills including teamwork, critical thinking, analysis and research, creative thought, advocacy and communication skills.

Careers

- 2.12. An action plan has been implemented and is underway to develop a number of improvements to the FutureGoals platform, commencing from June 2022. The action plan includes user testing, focus groups to review navigability and functionality and working with external organisations to review existing content. The organic views and returning visitors to the site remain high, despite a small number of social media campaigns, with external visitors in August 2022 totalling 5,732. This demonstrates the reputation and exposure of the platform, with visitors being higher than the equivalent period in 2021. The most visited page on the website for August 2022 was the Employment Hub career support page, which had 15.23% of all website traffic
- 2.13. Developments to the site include a newly launched [Skills Connect](#) page with additional functionality including a filtered approach to course provision. A [Go Green](#) resource has been released, providing adults with information, advice and guidance around green skills and the future employment opportunities within this area. Future areas for development for the site include the 2022 LMI report which is currently being designed and will be launched on the platform in 2023. Work is being undertaken to evaluate the existing content, particularly for school staff, careers leaders and parents, in order to ensure this is relevant and is up to date.

Adult Training

Skills Connect

- 2.14. In September 2022, the **Skills Connect** programme was relaunched with 30 courses available online either for individuals to sign up to, or to register their interest. The courses are across a number of sectors including health and care sector, digital and construction. Courses currently available include Environmental Sustainability and Lean Management, Site Managers Safety Training and Step up to Management in the Health Care sector. Courses targeting graduates are also available. A multi-media campaign is now live including advertisements on digital billboards across West Yorkshire, social media content, radio advertisement and PR content.

Digital Bootcamps

- 2.15. The Combined Authority was 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.
- 2.16. The DfE has introduced the ability for **employers** to co-fund bootcamp provision, supporting workforce development and the ability for employers to create training courses to meet the needs of their specific organisation. Courses should fall into one of the key topic areas stipulated by the DfE but specific content is flexible. Large employers would be required to contribute 30% of course costs and SME's (up to 250 employees) would be required to contribute 10% of course costs. We are working with business-facing colleagues and organisations to promote this offer to employers across West Yorkshire.

Skills for Business

- 2.17. The part ESF-funded [Skills for Growth](#) programme started in September 2020 and has supported over 900 businesses to access skills support through connecting with education providers or through referrals to other business support programmes.
- 2.18. 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.
- 2.19. Performance up to the end of Q1, as reported to DWP as part of the funding requirements:
- Number of supported micro, small and medium sized enterprises: 256 (against a target of 256) 100%.

- 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): 147 (against a target of 157) 94%.
- Total number of participants: 1256 (against a target of 1153) 109%.

2.20. 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, 60 businesses have signed up and 974 green jobs have been pledged.

Enterprise West Yorkshire

2.21. The £6m Enterprise WY programme has been in delivery since late 2021 and provides a ladder of enterprise support. This includes activity to promote enterprise as a viable and achievable career option to all (including young people), 'hands on' advice and guidance to anybody in WY who wants to set up a new enterprise (regardless of location, sector, or growth potential), and an intensive package of bespoke support to accelerate the growth plans of a smaller number of innovation-led entrepreneurs.

The digital marketing campaign for the **Exploring Enterprise** element of the programme has been running from January 2022. The campaign is called 'people like me' and a suite of marketing collateral has been developed around role models to demonstrate that 'real people' across West Yorkshire are creating and running successful businesses (see example below). The campaign has been delivered across Facebook and LinkedIn and has generated a total of 28,890 impressions to date. A new agency has recently been appointed to lead on marketing and comms activity across the whole programme. This will reinforce the 'ladder of enterprise support' theme across all activities, helping to ensure a more consistent and homogeneous brand, image and customer journey.



2.22. Exploring Enterprise workshops have been running for nine months, with over 180 learners engaged across the 11 cohorts delivered to date. Learners are being supported from some of the region's most disadvantaged areas, with 22% being from the most deprived decile, 13% from the second most deprived decile and 10% from the third most deprived decile on the National Index of Multiple Deprivation. This equates to just under half of learners (45%) coming from the three most deprived deciles.

2.23. To complement the workshops, a new web platform has been developed to include more varied resources and on-demand content, something that many of the learners have requested. Users access the content from their devices via a dedicated link, with the additional content including: -

- new quizzes on branding, digital, sales
- new to do lists on domain registration
- new videos on branding, domains, search engines, and social media
- new podcasts on innovation, risk, and supply

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. There are no inclusive growth implications directly arising from this report.

5. Equality and Diversity Implications

5.1. There are no equality and diversity implications directly arising from this report.

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.