

Report to: Employment and Skills Committee

Date: 23 January 2023

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

2022/23 Performance to Date

- 2.1 The latest data shows that so far in 2022/23:

- At the end of December, 139 schools have made progress towards the Gatsby benchmarks in the delivery of quality careers education. The Gatsby Benchmarks are the framework for best practice careers service provision ([Good Career Guidance | Education | Gatsby](#)). Progress is reviewed on a termly basis and the aim is for all 181 schools in the network to make progress this year. Pupil referral units and special schools will need particular support to achieve this.
- By the end of November, 1m people have been reached through careers campaigns and engagement with the Futuregoals website (which is our main regional careers online platform) against an annual target of 2.5m.

- 235 businesses have been supported to engage with employment and skills programmes against an annual target of 266. This includes support to recruit graduates, to engage with schools and colleges, access apprenticeship funding and to develop a talent pipeline.
- 36,085 people of an annual target of 62,300 have so far been supported to upskill, re-train or access employment/self-employment. This support for re-training, technical training in high-demand areas, and the basic qualifications that adults need to be employable. This includes fully funded support for Maths and English qualifications which will enable people to progress into careers in nursing and policing (for which this is a requirement).

2.2 The infographic at **Appendix 1** summarises the WY employment and skills offer and some key achievements.

Apprenticeships and Employment

2.3 The **Employment Hub programme** is delivered by our local authorities and delivery partners, supporting people into work, training/retraining, progression support whilst in work and self-employment.

2.4 The service is accessible remotely or face to face in local communities, job centres, and events across the region and has been developing positive relationships with partners and providers. The all-age programme aims to support 5,500 people by March 2023.

2.5 To date the employment hubs have engaged 5,445 participants with support, and the target of 5,500 is projected to be achieved ahead of contract end (March 2023). Hubs are concentrating on converting these starts into more positive outcomes.

2.6 Performance to date (August 2021 – November 2022):

OUTPUTS	TARGET	ACHIEVED	%
Total number of starts	5,500	5445	99%
Active		3103	57%
Inactive		1184	22%
Employed		1158	21%
Participants aged 15 -24		2877	53%
Participants aged 25 -49		1981	36%
Participants aged 50+		563	10%
Participants from an ethnic minority		2794	51%
Participants with disabilities		1201	22%
Participants from a Single Adult Household with dependent children		633	12%
Participants with a Basic Skills Need		2098	39%
Positive Outcomes (80% of 5,500)	4,403	3667	67%

Progression into work		825	
Reskilling and upskilling		2600	
Improved labour market status		242	

- 2.7 The programme is supporting communities and individuals who need this support the most, including targeted local events to support SEND, young people including schools, and apprenticeship/T-Level information sessions.
- 2.8 The hubs have also been actively involved in contributing to recruitment drives with employers across the region, including West Yorkshire Police for their contact centre, PCSO, Special constables and PC roles where the priority is to attract more females and ethnic minorities into the Force.
- 2.9 The DWP Job Entry Targeted Support (JETS) scheme, launched in 2021 to support individuals who lost jobs in the pandemic finished in September 2022. Our local DWP/Jobcentre were looking for alternative support to refer clients into. We engaged with DWP in a mapping exercise to compare the JETS and the hub offer and found that the hub offer was very similar. As a result from October 2021 DWP are now referring new claimants to the employment hubs for support.
- 2.10 To date, the **apprenticeship levy transfer service** (LTS) has supported 440 apprentices in 112 businesses across West Yorkshire and York. Twenty apprenticeship levy paying businesses have pledged a total of £3,729,993.
- 2.11 The breakdown by level and sector of the 440 apprentices supported is shown below. Apprenticeships are a more established pathway into some sectors than others and that is reflected in this data. We are working with key growth sectors, eg digital, to encourage apprenticeship take-up. Pledging organisations are encouraged to support priority sectors as well as being driven by their corporate social responsibility (CSR) priorities.

Level of Apprenticeship	Number of Apprentices (Funding Agreed)
Level 2	145
Level 3	173
Level 4	67
Level 5	43
Level 6	11
Level 7	1
Total	440

Sector of Apprenticeship	Number of Apprentices (Funding Agreed)
Care Services	277
Health & Science	2
Education & Childcare	49
Business & Administration	36
Digital	24
Construction	10
Sales, Marketing & Procurement	27
Legal, Finance & Accounting	3
Transport & Logistics	1
Creative & design	2
Engineering & manufacturing	2
Agriculture, environmental and animal care	7
Total	440

School Partnerships

- 2.12 All schools and colleges in the Combined Authority are now part of **West Yorkshire Careers Hub**. The Hub provides support through our Enterprise Co-ordinators and Business Advisors to develop a modern 21st century, gold-standard careers system, rooted in local information and careers support. The Regional “Buddy programme” has now been established, providing an opportunity for practitioners to share learnings from across the region. We have several “Benchmark Champion” schools that have been recruited from each local authority area.
- 2.13 **SEND virtual work experience** has been developed in collaboration with schools and Cornerstone employers. It will act as a stepping-stone towards in person experiences for the less confident SEND and SEMH (Social, Emotional, and Mental Health) learners. This aims to inspire its target audience through hearing the experiences of people already in work with SEND. This resource is being launched in January 2023 with a devoted social media campaign.
- 2.14 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 framework for best practice careers service provision)
- 2.15 Additional funding for 2023 has been secured for two pilot projects; one focusing on post 16 pathways and the other teacher Continuous Professional Development. The Apprenticeship and technical education pathway element will be delivered with Amazing Apprenticeship and the Teacher Encounters is in development delivered with “We are IVE”.

- 2.16 The final round of **Raising Aspirations** grant funding will be launched in January 2023 where we hope to see around 10-15 schools and colleges directly supporting pupils who need it most. This support will enable young people to raise their aspirations and will contribute to their individual motivation, resilience, employability, destinations and social capital.

Careers

- 2.17 The FutureGoals platform provides careers information, advice and guidance for adults, young people and careers leaders across West Yorkshire. The site details our latest offers in adult training, contains resources for school staff and up to date, live West Yorkshire employment opportunities through FutureGoals Jobs. Continued improvements are in development to the **FutureGoals** platform, which commenced June 2022 including conducting a 'heat spot' analysis to identify the pages with limited traffic and those where individuals are spending more time. The organic views and returning visitors to the site remain high, despite a small number of social media campaigns, with external visitors in November 2022 totalling 9,331, the second highest number of total website users in 2022. The overall traffic to the FutureGoals website for November has increased by 23.22% compared to October 2022 and 37% based on the same period in 2021. High profile Skills Connect campaigns could be a factor in this increase.
- 2.18 Several resources are in development for the site including the launch of an Adult Inspiration page, targeted at different audiences to provide information about the different offers for participants, targeting career changers, individuals who are unemployed and graduates. The Employer page is currently under development which is to be updated to reflect the different employment and skills offers for employers.
- 2.19 Officers of the CA are working with partners including National Careers Service to ensure that labour market information on the site is as robust as possible, also utilising the Combined Authority's Labour Market Information report. Resources are in the process of being created to support careers leaders and educators to interpret Labour Market Information and use this appropriately within their subject areas.

Adult Training

Skills Connect

- 2.20 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. There are currently 12 Skills Connect courses live and including Environmental Sustainability and Lean Management, Site Managers Safety Training and Step up to Management in the Health Care sector. To date, the programme has had 332 participants starting courses, 130 individuals completing courses and 75 individuals who

have had progressed into new employment opportunities or have increased employment responsibilities following the end of the course.

Digital Bootcamps

- 2.21 The Combined Authority is currently delivering a £3.6m programme of **Skills Bootcamps**, funded by the Department for Education, with participants due to start on courses by the end of March 2023. Several providers have been procured through a newly created Digital Skills framework to deliver specialist digital provision, with a clear line of sight to new employment opportunities. The DfE has set out core areas for 90% of the funding, to cover specifically digital and technical provision. The Skills Bootcamps will continue to align to Skills Connect and provide a complementary offer to residents.
- 2.22 In collaboration with LA officers to identify areas of in-demand skills, the Combined Authority has submitted a proposal to deliver the latest round of national funding for **Skills Bootcamps**, to be delivered from April 2023 to March 2024. Award confirmation is anticipated in January 2023. The DfE has confirmed increased flexibility in this latest round, increasing the course areas outside of technical and digital to 30% from 10% under the previous round. This will allow the Combined Authority and partners to respond to the needs of the region, include an offer for the creative and cultural sector and to address skills needs such as project management and leadership across a number of sectors.
- 2.23 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. The Combined Authority's submission has a significant focus on supporting employers across several sectors. A campaign to promote the co-funded option for West Yorkshire employers is planned for the end of January 2023. 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.

Multiply

- 2.24 Multiply is an adult numeracy programme, led by the Department for Education (DfE) as part of the £2.6bn UK Shared Prosperity Fund (UKSPF). West Yorkshire Combined Authority has been given an allocation of £12.4m for Multiply across 3 financial years. The funding is to engage more adults with numeracy levels below level 2 (GCSE C/4 pass) in informal learning to boost their maths skills for life and work.

2.25 The Investment Plan was approved in June 2022 and has been accepted by the Department for Education. The Investment Plan outlines 3 key streams of activity:

Individual Focussed	<ul style="list-style-type: none"> Flexible activity and courses delivered through community organisations which provide money management and budgeting support to tackle numeracy and cost of living concerns. Flexible activity and courses delivered to families to support children with numeracy: aspiration raising and myth-busting. To include 'barrier breaker' funding targeted to overcome participation issues Additional numeracy modules to be embedded into vocational programmes 	4,700,000
Business Focussed	<ul style="list-style-type: none"> Innovative programmes delivered together with employers – including courses designed to cover specific numeracy skills required in the workplace. Numeracy champions embedded within workplaces to identify and support staff needs: triage skills needs, signpost to (new &) existing programmes, provide mentoring/buddy support. To include training package and coordination of mentors 	3,000,000
Capacity Building	<ul style="list-style-type: none"> Training subject specialists in maths to embed numeracy into vocational curriculum and community provision (supporting Individuals focussed provision in stream 1) Sector training for front line staff (e.g. employment hub advisors, student services, PAs for Care leavers, careers teams, community tutors) to be numeracy ambassadors and/or numeracy mentors 	3,600,000

2.26 The UKSPF Local Partnership Group has reviewed all work packages prior to commissioning, providing advice and recommendations regarding the route to market, strategic fit and value for money. Progress on the commissioning of the programmes is outlined below.

- Local Authorities are leading on the **Community Focused** strand (£3.7 million). Grant agreements have been issued to the five local authorities, the majority of whom have commissioned and commenced delivery in communities.
- FE booster** (£1 million) delivery plans have been agreed, with grant agreements finalised. Many colleges have begun implementation already, ahead of agreement.
- Following consultation, the **Numeracy Champions** (£1 million) work package will be procured with the **Business Training** (£2 million) delivery, as an integral part of the programme. This will provide a more cohesive offer to businesses and ensure that delivery is complementary. A tender specification has now been published for this workstream, closing on 23rd January 2023.
- Capacity building for vocational and community tutors** (£1.8 million) has been determined and agreed with Local Authorities and Colleges to support the delivery of the Community Focussed and FE Booster programmes. Capacity building programmes are planned for rollout from January 2023.
- Capacity Building for front line staff** (£1.8 million) is the final work package still under consultation with stakeholders. Detail on the proposal will be taken to a future UKSPF Local Partnership Group for advice and endorsement.

- 2.27 Department for Education, as lead Government department for Multiply, has provided information on the investment plan update process for year 2, and supplied some detail on reporting requirements. Delivery in year one is extremely challenging across the country due to the short timescales allowed to design and implement this programme from scratch. While every effort is being made implement and deliver the programme to schedule, underspend in year 1 is likely. The team hope to mitigate this through strong delivery in Year 2, in the knowledge that DfE are discussing the possibility of in-year growth for successful providers.

Skills for Businesses

- 2.28 Part-funded through European Social Fund, the [Skills for Growth](#) programme started in September 2020 and has supported over 950 businesses to access skills support through connecting with education providers or through referrals to other business support programmes.
- 2.29 The programme has exceeded targets for business engagement and number of participants engaged. The number of projects created between businesses and education providers has increased due to several school events at the end of term and internships over the summer. Businesses across all sectors identify graduate recruitment as a challenge. SMEs report a lack of understanding of the opportunities they offer and the range of roles and career opportunities they offer. In response to overwhelming feedback from SME's, the team hosted a 'Big Futures in Small Businesses' event in December 2022. This gave the opportunity for 28 SME's in key sectors to showcase roles within local businesses and to participate in panel discussions regarding sector skills. Students from across the region attended the event with support from all of the region's universities. Persis Duaik from Snave UK, in Huddersfield gave feedback following the event, "Thank you and your team for the event. It was mind-blowing, and I have already invited one student for an interview. Let's hope it works."
- 2.30 Performance up to the end of Q2, as reported to DWP as part of the funding requirements:
- Number of supported micro, small and medium sized enterprises: 309 (against a target of 304) 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): 193 (against a target of 193) 100%.
 - Total number of participants: 2424 (against a target of 1297) 187%.
- 2.31 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, 62 businesses have signed up and 1007 green jobs have been pledged.

Enterprise West Yorkshire

- 2.32 The £6m Enterprise WY programme has been in delivery since late 2021 and provides a package of enterprise support.
- 2.33 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. The campaign has been delivered across Facebook and LinkedIn and has generated over 50,000 impressions to date.
- 2.34 A new agency has recently been appointed to lead on marketing and comms activity across the whole programme. A key focus of the activity is realigning the customer journey to ensure that the programme is accessible to underrepresented groups (such as women, ethnic minorities and people who identify as having a disability). The agency will also focus on developing customer persona's from market research and a partner toolkit for the programme's delivery partners. A new marketing campaign to support this activity will launch in February 2023.
- 2.35 Exploring Enterprise workshops have been running for just under 12 months, with over 263 learners engaged across the 18 cohorts delivered to date. Learners are being supported from some of the region's most disadvantaged areas, 37% of learners coming from the 20% most deprived deciles. The support is reaching participants from across the region and beyond the cities; indeed, Bradford and Leeds are slightly under-represented (see appendix 1).
- 2.36 In October the programme sponsored a Parents of Small Biz event which aimed to provide child-friendly networking to parents of small children, to help them overcome the barriers which prevent parents from engaging in networking opportunities. At the event Stephanie discussed how she had benefitted from the Exploring Enterprise course in January 2021, as she wanted to explore the idea of setting up a business to help manage working around childcare. Since then, Stephanie has successfully launched her business and progressed with the other support available as part of Enterprise West Yorkshire. She has completed the Start Up West Yorkshire programme and is now working with the Leeds Start Up Manager.

Delivery Agreements

- 2.37 Meetings have been arranged with all seven FE colleges in West Yorkshire for early in 2023. The intention is to build on the success of West Yorkshire's ground-breaking Delivery Agreements by developing a framework for a strategic relationship with the region's college's which reflects the changed nature of the relationship with the CA in a devolved context.

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 direct inclusive growth implications arising from this report.

5. Equality and Diversity Implications

5.1 There are no direct equality and diversity implications arising from this report. However, a number of programmes presented in this report have made a positive impact on certain groups including individuals with SEND and people from ethnic minority communities.

6. Financial Implications

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

7. Legal Implications

7.1 There are no legal implications arising from this report.

8. Staffing Implications

8.1 There are no staffing implications arising from this report.

9. External Consultees

9.1 No external consultations have been undertaken on this report.

10. Recommendations

10.1 The Panel is asked to note and comment on the progress of delivery of employment and skills programmes in the West Yorkshire Combined Authority area.

11. Background Documents

[Delivery Agreement Report 2019;](#)
[Delivery Agreement Report 2021](#)

12. Appendices

Appendix 1 – map of individuals supported through Enterprise West Yorkshire
Appendix 2 – summary of WY employment and skills offer.