
Report to: Employment and Skills Panel

Date: 1 June 2018

Subject: **Employment and Skills New Developments**

Director(s): Sue Cooke, Executive Head of Economic Services

Author(s): Emma Longbottom

1 Purpose of this report

- 1.1 The purpose of this report is to update the Panel on new developments within employment and skills in the Leeds City Region.

2 Information

Career Learning Pilot

- 2.1 In autumn 2017, Leeds City Region was one of five areas that were selected by Department for Education (DfE) to be part of the Career Learning Pilot, the outcomes of which will be used to design the National Retraining Scheme. The pilot will be testing two key themes: outreach - what engagement activity will encourage adults currently in employment or re-entering employment who have a level 2 qualification, to consider their next career/learning steps at level 3 and above; and cost - what level of funding subsidy (25%, 75% or 100%) will encourage individuals to pay for their learning. The subsidy will be passed by the ESFA directly to local providers.
- 2.2 The overall aim of the pilot is to raise the aspirations and motivation of adults within the region, with a focus on the low skilled - low waged, to build a sense of pride in the place where they live and work and provide robust labour market information and CEIAG to support their personal growth through skills provision and career progression.
- 2.3 The planned approach, which is set out pictorially in Appendix 1, will build on current partnerships and programmes, add value and complement delivery and ultimately raise aspiration and support the progression of adults in the labour market.

- 2.4 Due to the short timescales associated with the pilot, methods of outreach will build on and complement (but not duplicate) the current provision in the region. The pilot will test new methods of outreach alongside our current activity. This will allow a cost effective method of engagement, enable a large range of partners to collaborate and increase the reach of the outreach activities. The range of partners undertaking outreach activity includes: local authorities; colleges and training providers; trade union learning reps; National Careers Service; and centralised marketing. A key outreach method will be the development of an adult focused marketing campaign to build aspiration, increase confidence and promote skills and development. In addition, to test whether the cost of travel is a barrier to engagement in learning, free monthly bus passes will be available for individuals.
- 2.5 Outreach work will be completed in all sectors, with particular focus on low wage, low skills sectors such as hospitality and health and social care, including individuals working in the “gig economy”. However sectors which we will target for subsidised qualifications will be linked to areas with the greatest economic value in the City Region. These are digital, engineering and construction, along with some generic leadership and management skills. Subsidised qualifications will begin in September 2018.
- 2.6 The intended outcomes of pilot are to:
- Understand what outreach methods work to engage adults into learning and skills provision. Outreach methods to be tested are:
 - Marketing campaign to raise aspirations and promote adult learning, including call to action to contact NCS
 - Travel subsidies
 - Training subsidies
 - Local outreach through Local Authorities
 - Employer engagement, focussing on sectors employing low wage – low skilled individuals, through trade union ULRs and Skills Service
 - Promotion through training providers and FE colleges
 - Increase the number of employed adults accessing NCS support;
 - Encourage the uptake of level 3+ qualifications, through training subsidies and CEIAG
- 2.7 It is hoped that these intended outcomes will lead to a wider set of outcomes for adults in the region – to:
- Raise aspirations, and awareness of CIAG, for adults, particularly those who work in low wage, low skill sectors and/or are qualified below level 3;
 - Build confidence and a sense of pride in the region;
 - Increase understanding of the opportunities available within the local labour market; and
 - Support career progression of low wage, low skilled adults.
- 2.8 The outreach phase of the pilot will commence in May 2018, with subsidised qualifications available from September 2018.

- 2.9 A robust evaluation of the pilots will be undertaken by Learning and Work Institute on behalf of DfE.
- 2.10 West Yorkshire Combined Authority are working with partners to deliver this pilot, including local authorities, National Careers Service, the TUC and local colleges and training providers.

Leeds City Region Employment Hub

- 2.11 Following the release of a European Social Fund open call titled Routeways: Developing Young People on 26 March 2018, the Combined Authority has worked with local authority partners to develop and submit a Full Application for funding. The call has a value of £4.5m with the requirement to provide a further £4.5m (50% match funding) over three years.
- 2.12 If successful, the programme to be known as the LCR Employment Hub, will deliver through a 'hub and spoke' model and include:
- Enhanced centralised Careers, Information, Advice and Guidance, marketing and contract management activity;
 - Intensive support of young people 16-24 years old in preparation for employment (including apprenticeships) or further learning.
 - Establishment of local Hubs in 6 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 delivered by the same partnership).
- 2.13 The contract will be awarded by Department for Work and Pensions and will be offered for three years delivery with an anticipated start date of August 2018.

Skills Advisory Panel (SAP)

- 2.14 DfE see SAPs as a process for bringing together local representatives including business, training providers and FE / HE to ensure that the local provision of skills, and the delivery of skills policy in local areas, meets and responds to changing employer needs. The work of SAPs will be founded on a rigorous and comprehensive assessment of the local labour market and will inform Local Industrial Strategies and local post-16 skills provision, so that provision (including T-Levels) better meets labour market needs.
- 2.15 It is envisaged that the existing LCR Employment and Skills Panel structure, together with our approach to analysing and disseminating labour market intelligence largely meets the requirements of SAPs.
- 2.16 A workshop was held with DfE in May 2018, to discuss the development of SAPs and how they could add value to existing arrangements at a local level. Officers are continuing dialogue with DfE to: develop and improve local

arrangements; provide feedback regarding proposals; and consider opportunities for support at a national level.

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 legal 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 new developments within employment and skills in the Leeds City Region.

8 Background Documents

None.

9 Appendices

Appendix 1 – Career Learning Pilot Delivery Model