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**Report to:** Leeds City Region Enterprise Partnership Board (LEP Board)

**Date:** 20 September 2018

**Subject:** **Employment and Skills Panel update**

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## 1. Purpose of this report

- 1.1 To provide the LEP Board with a report on the work of the Employment and Skills Panel.

## 2. Information

### **Employment and Skills Plan Review**

- 2.1 As part of the review of the Employment and Skills Plan it was agreed to take forward the following actions:

- Develop a series of policy statements;
- Investigate developing Citizen Personas.

#### Employment and Skills Plan Policy Statements

- 2.2 The evolution of the current Employment and Skills Plan into policy statements will build on the strong foundations of the current plan and align to the new policy framework agreed by the LEP Board.
- 2.3 The next phase, alongside the development of the online platform, is to work up strategic/policy narratives for areas not covered in the current plan. It was agreed that 'Improving careers education, information, advice and guidance' would be discussed at the Panel in November.
- 2.4 The process for engagement and turning the policy narratives into firm visions and aims for the Combined Authority is being finalised. It is likely to include the following stages:
- Panel Members discuss strategic narratives;
  - Members of the public comment and provide input;
  - Narratives return to ESP for final comments and sign off;

- Develop narratives into final policy statements for LEP Board and Combined Authority endorsement.

### Citizen Personas

- 2.5 It was agreed that the Combined Authority's policy and strategy team should investigate the idea of producing citizen personas which map individual's pathways through the skills system who are representative of groups within the region – this will help to identify where the current system fails certain groups/individuals and allow us to develop interventions/policies to address this where possible.
- 2.6 A workshop will be held in October on developing the citizen personas and Panel Members are asked to volunteer to take part.

### **Topic Insight – Skills Obsolescence**

- 2.7 It has been agreed with the ESP Chair that topic insight sessions should become a core element of future ESP meetings. These sessions will explore key issues facing the Leeds City Region, and agree actions.
- 2.8 The issue of skills obsolescence was identified as the subject of the first session. Skills obsolescence comes about when workers' skills are rendered partly or wholly obsolete by technological change and other factors, negatively impacting on their employability. There is evidence to suggest that this issue could in future have a markedly disruptive impact on employment in the City Region as a result of developments in artificial intelligence and automation, with serious implications for inclusive growth.
- 2.9 To provide the basis for a discussion key evidence was provided, including:
- The background to the skills obsolescence challenge –developments in respect of automation and associated drivers of change
  - The scale and nature of the skills challenge facing the City Region.
  - The skills and jobs that face the greatest risk of obsolescence and the groups that will suffer the greatest adverse impact as a result
  - The jobs and skills that are relatively resistant to obsolescence and are likely to offer continuing opportunities into the future
  - The types of action that can be taken locally to address skills obsolescence and the potential levers that could support action
- 2.10 Actions agreed following discussion were:
- To discuss LEP Inclusive Growth Grant Conditions at the November Panel.
  - To form an agile squad to discuss starter jobs and how they will be defined within the new labour market context.
  - To look at more in-depth data regarding the groups and geographical areas that are particularly at risk from automation and skills obsolescence.

### **Apprenticeships**

- 2.11 The Apprenticeship Grant for Employers (AGE) went live on 1 August.

Information and guidance on the grant eligibility and application process is on The LEP website [www.the-lep.com/age](http://www.the-lep.com/age). The marketing and communications campaign focuses on priority sectors with 'One Person, Big Difference' messaging, reflecting that one grant is available per company, to encourage those who have never offered apprenticeships to get involved and see the difference an apprentice can make to their business.

2.12 Through our Enterprise in Education Programmes the following apprenticeship awareness activity has been delivered in schools across Leeds City Region during the summer term:

- 84 apprenticeship promotion activities were delivered during this period, engaging with 14,244 young people;
- Apprenticeship activities were delivered to 2,909 disadvantaged young people (receiving pupil premium funding);
- The Apprenticeship Support and Knowledge (ASK) for schools project delivered apprenticeship information sessions to 1,463 young people.

### **Delivery Agreements**

2.13 Light touch reviews have taken place during the summer with six of the seven West Yorkshire further education colleges, with the final review to take place during September. All meetings were very informative and productive. Key points to note are the impact of the apprenticeship reforms on providers.

2.14 Several colleges reported that they either have or are undertaking a curriculum review to ensure that their offer is responding to the needs of local businesses and economic need – a strategic outcome of the Delivery Agreement process we had hoped to achieve.

### **Skills Capital**

2.15 Good progress is being made in completing the Skills Capital programme. Construction is underway on the three remaining capital projects at:

- Leeds College of Building – Hunslet Road Phase II – construction ongoing and will be open to students January 2019
- Kirklees College – Dewsbury Learning Quarter – Springfield Centre completed and open to students from September 2018.
- Leeds City College – Quarry Hill campus – construction ongoing and open to students in September 2019

### **Enterprise in Education**

2.16 Leeds City Region has been successful in the competitive process to apply for a **Careers Hub** in Kirklees, to start in September 2018. Kirklees is 1 of 20 areas nationally to have a Careers Hub, and only 1 in 10 areas to receive a 'virtual wallet' and additional funding through the Hub for schools.

- 2.17 Ten secondary schools in **Wakefield**, and a further ten in **Leeds** have also been shortlisted by the Careers and Enterprise Company to receive 'virtual wallet' funding (careers and enterprise activities in schools from an approved list of providers). Enterprise Coordinators will support secondary schools with the process, when announced.
- 2.18 Enterprise Coordinators in the **Opportunity Area** of Bradford are engaged with 44 secondary schools and colleges to support employer engagement plans, the team are on track to achieve the 3 year target.
- 2.19 The Combined Authority's team of Enterprise Coordinators working with 160 secondary schools and colleges and a similar number of employers, have so far achieved, (including the apprenticeships awareness figures in 2.12):
- 69,008 employer encounters in our region
  - 9,542 pupil premium students have had at least one employer encounter, and 3,362 have had two or more against an annual target of 12,000 students to have an enhanced offer for 2 or more encounters
- 2.20 **#futuregoals** careers campaign for young people and their key influencers to support better informed choices, which has to date reached over 1 million people, is being further developed for a 'soft' re-launch of the website and further resources in September.

### **Career Learning Pilot**

- 2.21 The Career Learning Pilot, which is designed to test methods of outreach and subsidy for low skilled adults in work or close to the labour market is now underway. The outcomes of the pilot will be used by DfE to inform the re-design of the National Re-training Scheme.
- 2.22 Activity to date has included:
- National Careers Services Advisers have been trained and upskilled in the offer of the pilot in order to support individuals;
  - Local Authorities are beginning to deliver outreach work;
  - Union Learning Representatives have been trained and upskilled;
  - The central marketing campaign to support the outreach has launched;
  - The website for the campaign is live, [www.the-lep.com/earnit](http://www.the-lep.com/earnit).

### **Digital Skills Campaign**

- 2.23 The [Discover Digital](#) website has now launched alongside social media channels. The campaign is aimed at adults across the region, with the primary audience being graduates and career changers. The aim of the campaign is to inspire individuals into digital roles, to promote digital skills across our key industry sectors and to demystify digital careers.

## **Labour Market Information**

- 2.24 The 2018/19 Labour Market Information Report was launched with two workshop sessions on 12 and 19 September.

### **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. External Consultees**

- 5.1 No external consultations have been undertaken.

### **6. Recommendations**

- 6.1 That the LEP Board note and endorse the contents of the ESP report.

### **7. Background Documents**

None.

### **8. Appendices**

None.