
Report to: Employment and Skills Panel

Date: 29 November 2018

Subject: **Progress Report**

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1 Purpose of this report

- 1.1 The purpose of this report is to update the Panel on the progress of delivery of Leeds City Enterprise Partnership (LEP)-led employment and skills programmes in the Leeds City Region.

2 Information

Apprenticeships

- 2.1 The Apprenticeship Grant for Employers (AGE) went live on 1 August. Information and guidance on the grant eligibility and application process is available on the LEP website 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 apprenticeship to get involved and see the difference an apprentice can make to their business.
- 2.2 Applications and registrations for the grant have been very slow to date in contrast to the popularity of previous AGE schemes run by the LEP. This may be due to changes to the eligibility for AGE grants (sector focus, businesses new to apprenticeships and paying the minimum wage) or due to the learning for most apprenticeships starting in mid-September /October. Marketing activity is being reviewed and a formal review of performance and any risk to programme will take place in January.
- 2.3 Apprenticeship awareness raising and activity in schools is being supported through the Enterprise in Education programme of activity. In the autumn term so far (September to October 2018):
- Apprenticeship promotion activities have been delivered to 3930 young people this term, including careers fairs, Apprenticeship Skills and

Knowledge (ASK) sessions led by West Yorkshire Learning Providers (WYLP) in West Yorkshire, and apprenticeship presentations from employers and their apprentices.

- Apprenticeship activities were delivered to 1182 disadvantaged young people.

- 2.4 The Combined Authority in partnership with local authorities has been successful in an application to a competitive European funding call, Routeways: Developing Young People. The programme, with a value of £4.5m plus £4.5m match, will support young people into learning, employment and apprenticeships and support businesses to offer apprenticeship opportunities and other employment options. This programme will be delivered across Leeds City Region, excluding Barnsley which is part of a different European funding programme.

Delivery Agreements

- 2.5 Formal reviews of college performance against aspirations and targets in their Delivery Agreements will take place during November and December 2018. A formal report with findings, progress and future actions will be published on the LEP website by February 2019.

Skills Capital

- 2.6 A summary of the Skills Capital programme was included in the papers for the September panel meeting. Since then:
- The Springfield Centre at **Kirklees College** was formally launched on 15 November. The centre forms part of the Dewsbury Learning Centre and will focus on skills development for young people, with a range of new courses, which will prepare them for the world of work or to take the next steps into Higher Education, including courses in Computing and Digital Industries, Construction and Health and Social Care. Kirklees Council is on site completing its part of an ambitious plan to bring the iconic Pioneer House back into use as part of the new Dewsbury Learning Quarter. Pioneer House will be open to students in Autumn 2020.
 - **Leeds College of Building** – Hunslet Road Phase II construction works will finish on site in December 2018 and will open to students in January 2019. The College will then commence works refurbishment works on its North Street Campus as part of the overall project. These works are scheduled to complete by April 2019.
 - **Leeds City College** – construction continues on the Quarry Hill campus which will open to students in September 2019. The College will then commence works refurbishment works on its Park Lane Campus as part of the overall project.

Enterprise in Education

- 2.7 A refreshed careers campaign targeted at young people and their key influencers, **#futuregoals.co.uk** was launched in October and had already achieved the following by the end of the month:
- 1,384 website views
 - 997 unique views
 - 619 home page views
 - 122 educators page views, average time spent 3 minutes
 - 82 employer page views
- 2.8 Enterprise Advisers, Coordinators and Young Apprenticeship Ambassadors are engaged in a programme of assemblies and teacher training sessions in the City Region's schools to raise awareness of the **#futuregoals** inspiration work. At the recent Skills Yorkshire and Humber Show at Elland Road in October, an interactive live show for parents/carers and young people 'Play Your Careers Right' was well attended.
- 2.9 LEP Enterprise Coordinators have also worked with Leeds Manufacturing Alliance, supporting to manufacturing businesses to engage directly with 44 schools across Leeds. This will enable schools to develop a better understanding of the manufacturing sector, resulting in new meaningful employer encounters and experiences of the workplace. This includes 41 events, including planned factory tours or visits into schools, engaging 1,700 young people.
- 2.10 A **cornerstone employer** commitments plan will be published in November by Careers and Enterprise Company (CEC). These employers seek to support specific needs in the City Region, particularly in areas of deprivation, and act as a champion for social mobility. They work strategically with partners and other employers to look at how collective resources and networks can be mobilised to grow the number and quality of opportunities for young people. Cornerstone employers in the region currently include Barclays, Burberry, Lloyds and PwC. Cornerstone employers are actively engaging with secondary schools and colleges in Bradford to ensure all young people in secondary aged education experience employer encounters. On 20 November, Lloyds is hosting 'The Rediscover Project', to raise awareness of the value of digital skills for future careers. 140 year 10 pupils from 10 secondary schools in Bradford will be attending the event, supported by Enterprise Coordinators and local digital employers.
- 2.11 As previously reported, Leeds City Region has been successful in the competitive process to apply for a **Careers Hub** in Kirklees. A Lead Enterprise Coordinator – Careers Hub has recently been appointed and will start in post in December and will develop the Cornerstone Employer plan in Kirklees.
- 2.12 The Leeds City Region has been selected to pilot an approach to promoting creative skills and careers, part of the sector deal for creative industries

announced as part of Government's modern industrial strategy. The **Creative Careers Pilot** seeks to convene partners, including the Careers and Enterprise Company and creative industries to develop an online toolkit resource/portal that provides for teachers, parents and young people information on:

- An overview of the sector and the sector aims provided by the Burberry Foundation
- Creative industry sub-sectors, regional businesses and entrepreneurs and events to learn more
- Careers teaching resources
- Young people telling their own stories in case studies and videos

Career Learning Pilot

- 2.13 The Career Learning Pilot is funded by the Department for Education and designed to test methods of outreach and subsidy for low skilled adults in work or close to the labour market. The outcomes of the pilot will be evaluated by the Learning and Work Institute and used by DfE to inform the re-design of the National Re-training Scheme.
- 2.14 Activity to date has included:
- 'Face to face' outreach activity, delivered by partners, reaching 315 participants.
 - The Combined Authority's marketing campaign has reached:
 - 547,187 people during September, through printed media; bus stop and 'big screen' advertising and social media campaigns.
 - The-lep.com/earnit pages include awareness raising information about the labour market and acts as a signpost. The pages have 1,899 'click throughs' from the social media campaign. This is an estimated click through rate of 1.15% and considered to be good. The bounce rate for the website in September was 60% (industry average is 58%). Following changes to the website the bounce rate now stands at 53%
- 2.15 Subsidy for specified courses is available. Take-up of this has been very low, however officers have provided feedback to the Department for Education about the appropriateness of the selected courses for the target beneficiaries, as well as about the availability of the provision in Leeds City Region.
- 2.16 On 1 October, there was a change to the **National Careers Service** prime contractor in Yorkshire and Humber following a competitive tendering process. The award has been made to EDT, and following TUPE arrangements a new delivery plan is being agreed for the pilot.

Social Prescribing Pilot

- 2.17 The York Work Wellness Social Prescribing model has achieved 34 eligible referrals with 27 people having returned to work and 1 entering a full time treatment programme. This represents a significant over-achievement against an original target of 10. The project has demonstrated a need within the identified cohort and also on a wider scale with employers, charities and other individuals outside of the scope the project requesting help. Over 50% of the participants are over 50 (the target demographic). 82% of participants are female and employers range from self-employment to large scale household name businesses. Participants are from varied backgrounds and from both skilled and non-skilled positions at all salary levels. The varied nature of the participants reflects the lack of existing in-work support. Although more male participants have been referred recently, it appears that female participants are more likely to engage with this type of support.
- 2.18 The activity of the Work Wellness Advisor has already potentially saved 150 GP appointments and saved businesses significant disruption and cost by getting individuals back to work successfully. In addition there have been several approaches from large scale employers requesting assistance in setting up support for line managers to help staff experiencing mental health difficulties.
- 2.19 As reported at the last meeting, the pilot project is to be rolled out to a GP surgery within Calderdale, with recruitment to an advisor post currently underway.

Higher Level Learning

- 2.20 Go Higher West Yorkshire is the partnership of Higher Education Institutions (Colleges and Universities) in West Yorkshire. One of their priorities is to bring together the institutions to better support businesses to access the appropriate higher level learning for their employees, and to ensure that the offer across the city region is appropriate and accessible. An agile group meeting will take place on 26 November to look at institutions' approaches to businesses, their offer and barriers facing businesses.

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 staffing 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 progress of delivery of employment and skills programmes in the Leeds City Region.

7.2 The Panel is asked to receive and comment on a review of the Apprenticeship Grant for Employers (AGE) scheme prior to the next meeting and to delegate authority to the Panel Chair to progress ensuing recommendations with officers and the LEP Board, if required.

8 Background Documents

None.

9 Appendices

None.

ⁱ Bounce-rate; the percentage of visitors to a particular website who navigate away from the site after viewing only one page.