



LEP - Lancashire Skills and Employment Board

Wednesday 6th June 2018 in Committee Room 'D' (The Henry Bolingbroke Room) - County Hall, Preston, at 8.00am

Agenda

Part I (Items Publicly Available)

- 1. Welcome and Apologies for Absence**
- 2. Declaration of Interests**
- 3. Minutes of the meeting held on 11 April 2018 (Pages 1 - 6)**
- 4. Matters Arising**
- 5. Lancashire Skills Hub Update (Pages 7 - 12)**
- 6. Lancashire Digital Skills Partnership (Pages 13 - 16)**
- 7. Digital Advantage (Pages 17 - 22)**

Part II (Private and Confidential)

- 8. Exclusion of the Press and Public**

The Committee is asked to consider whether, under Section 100A(4) of the Local Government Act 1972, it considers that the public should be excluded from the meeting during consideration of the following items of business on the grounds that there would be a likely disclosure of exempt information as defined in the appropriate paragraph of Part I of Schedule 12A to the Local Government Act 1972 as indicated against the heading to the item.
- 9. European Social Funds – committed funds and ESFA offer for future opt-in activity (Pages 23 - 26)**
- 10. ESF Project Progress Report: 'Moving On' and 'Access to Employment'**

Robin Newton-Syms (The Lancashire Colleges) and Joan Costello (Preston's College) to attend to provide a presentation

Part I (Items Publicly Available)

11. Reporting to the Lancashire Enterprise Partnership

- Identification and agreement of any recommendations for consideration/approval by the LEP Board.
- Identification and agreement of issues for inclusion in the feedback report for the LEP Board.

12. Any Other Business

13. Date of Next Meeting

The next meeting is scheduled for 08.00am on Wednesday 10 October 2018 in Committee Room D, County Hall, Preston.

An informal meeting was scheduled for 12 September 2018, venue to be confirmed.



LEP - Lancashire Skills and Employment Board

Minutes of the Meeting held on Wednesday 11 April 2018 at 8.00am in Committee Room 'D' (The Henry Bolingbroke Room) - County Hall, Preston

Present

Amanda Melton (Chair)

Lindsay Campbell
Steve Gray
Paul Holme

Joanne Pickering
Bev Robinson

Observers

Paul Evans, BEIS
Chris Hebblethwaite, Combined District DWP
Dean Langton, Pendle Borough Council

In Attendance

Tracy Heyes, Strategic Partnership Manager
Dr Michele Lawty-Jones, Lancashire Skills Hub Director
Lisa Moizer, Lancashire Skills Hub Coordinator
Holly Tween, Democratic Services Officer, Lancashire County Council
Andy Walker, Head of Service - Business Growth, Lancashire County Council

1. Welcome and Apologies for Absence

The Chair welcomed everyone to the meeting and introductions were made by all in attendance.

Apologies had been received from Mark Allanson. Chris Hebblethwaite was attending in place of Sharon Riding.

2. Declarations of Interest

Amanda Melton and Bev Robinson declared an interest in the ESF item as their organisations were involved in the consortiums delivering the ESF activity.

3. Minutes of the meeting held on 29 November 2017

Resolved: that the minutes of the meeting on 29 November 2017 are confirmed as an accurate record and signed by the Chair.

4. Matters Arising

It was noted that the next BBL School Improvement Board was scheduled for May, and that Michele would be attending.

5. Lancashire Labour Market Intelligence Toolkit

Cassie Houlden from Ekosgen was welcomed to the meeting, and gave a presentation on the refresh of the evidence base and the Local Labour Market Information (LMI) Toolkit.

In considering the presentation the Committee discussed a number of points including progress made since 2015, the differences in the working population, qualification levels, employment levels, jobs growth, skills gaps and economic forecasts.

The Committee also considered the LMI factsheets, Travel to Work Area Reports and the data matrix (previously circulated) which would be available to partners on the Skills Hub website. This would be launched on 27 April at the Lancashire Enterprise Adviser Network celebration and development event, and there would be a number of events which would help publicise this resource.

Cassie was thanked for her presentation.

Resolved:

1. That the PowerPoint presentation be circulated to Committee members
2. That a link to the information on the Skills Hub website be circulated to Committee members once live

6. Lancashire Skills & Employment Hub update

Michele Lawty-Jones presented the update report on the Lancashire Skills Hub's activities, and highlighted the following:

The Lancashire Enterprise Adviser Network had grown to 120 schools and colleges, and a celebration had been held when the 100th school was signed up. A draft implementation plan had been published by the Careers and Enterprise Company in March, which included a plan to pilot 'Career Hubs', which would add value to the current network. The Skills Hub were developing a bid for a pilot Careers Hub in Lancashire, and the final bid was due in May. Michele asked that members support a proposal for a hub which would span areas of most need – the Blackpool Opportunity Area, Burnley and Pendle.

A Priority 3 Delivery Group had been established in the Blackpool Opportunity Area and had met several times. It was noted that all 13 secondary schools and

colleges in Blackpool were engaged in the Lancashire Enterprise Adviser Network and that so far pupils had received over 9000 employer encounters.

The DWP appraisals of the two stage 2 project submissions against Investment Priority 2.2 had been reviewed by the ESIF Committee in January, and the projects would proceed to contract in the near future.

Seven launch events for the Escalate online tool had been held across Lancashire, with over 450 people attending. A number of referrals had already been received by partners as a result.

Interviews had taken place for the Technical Education Project Manager post, supported by the Gatsby Foundation. In agreement with the Gatsby Foundation, the Skills Hub were in discussion with HR to suggest the post could be filled by a part time manager and a graduate.

Resolved:

1. That the update be noted
2. That members support the evolving Careers Hub proposal, spanning the Blackpool Opportunity Area, Burnley and Pendle

7. Apprenticeship Update

Lisa Moizer highlighted three key areas of activity regarding the Apprenticeship Growth strategy:

1. The Skills Hub had been given access to the datacube. The Learning and Work Institute (funded by ESFA) were providing support by analysing this data, alongside using the £5,000 that Lancashire have been awarded by the ESFA to purchase Bluesheep data.

The Board requested that data be split by levy and non-levy payers and by sectors.

2. The Learning and Work Institute were also providing training for local Intermediaries who work with businesses, e.g. JCP staff supporting employers to recruit, the BOOST support team, Local Authority Economic Development staff. The Skills Hub had organised the training to take place at the Globe and was at capacity (35). The aim of the training was to enable these intermediaries to confidently sell the benefits of utilising apprenticeships to recruit staff and meet L&D needs, ensuring that messages of quality and keeping on apprenticeships following completion of their training were embedded in the discussion. It is also part of the training that intermediaries can confidently refer interested employers to the local Apprenticeship Provider base, and Raeleen Duthoit would be inputting at the training to ensure this.

3. Lisa attended the Lancashire Forum Executive group meeting on 14 March

where she presented the latest apprenticeship figures and discussed how the Forum could be supported to grow apprenticeships in Lancashire. As a result, an activity plan to support providers was formulated and funding from the ESF Capacity Building Plan has been allocated to enable activities such as CPD training to develop the skills and knowledge of the employer engagement staff and sharing of best practice.

Resolved:

1. That the update be noted
2. That the data from the datacube be split by levy and non-levy payers and by sectors

8. Lancashire Digital Skills Partnership

Lisa Moizer presented the update report on the Digital Skills Partnership.

The Skills Hub had been developing a relationship with the Department for Digital, Culture, Media and Sport (DCMS) and were working with the Department to help develop local Digital Skills Partnerships (LDSP). Lancashire would be the first area nationally to launch a LDSP which would take place at the Digital Skills Summit on 18 April 2018.

It was further noted that the DCMS have a limited amount of funding that could support a Digital Skills Coordinator post in Lancashire for one year, if a business case from Lancashire was accepted.

Resolved: that the Skills Hub be approved to progress the proposal for a DCMS funded Digital Skills Coordinator Post

9. ESF/ESFA Projects - Performance Report

At this point the Committee approved that the meeting move into Part II, Private and Confidential, to consider the items which contained exempt information provided in confidence as defined in the Freedom of Information Act 2000. It was considered that in all circumstances of the case the public interest in maintaining the exemption outweighed the public interest in disclosing the information.

Janet Jackson and Sarah Gaskell, Strategic Partnership Managers, joined the meeting. Along with Tracy Heyes, they provided an update on the performance of each of the ESF ESFA Opt In projects against their profiles.

It was noted that Skills Hub officers were meeting with Preston's College to discuss performance management processes and planning project profiles which would inform recommendations to the ESFA in regard to project extensions. It was suggested that representatives from Preston's College could be invited to the June meeting to discuss.

The Committee discussed a matter affecting the extension of the Skills Support for the Workforce project after July, and agreed that the matter be raised with the ESIF Committee the next week. The ESFA has been asked to formulate options to address the potential gap in activity. Michele would provide an update on progress with the ESFA within the next week.

Resolved:

1. That officers from Preston's College be invited to the next meeting to discuss the ESFA projects
2. That Michele update the committee on discussions with the ESFA regarding options within the next week

10. ESF/ESFA Projects - Capacity Building/Engagement Activity Plan

Tracy Heyes presented an update on the Capacity Building/Engagement Activity Plan ESF/ESFA projects.

Resolved:

1. That the progress made against the plan to date be noted
2. That the changes to the Capacity Building/Engagement Activity Plan be approved as set out in the report

The meeting then returned to Part I of the agenda (items publicly available)

11. Reporting to the Lancashire Enterprise Partnership

None.

12. Any Other Business

It was noted that the private sector vacancies on the Committee would be advertised shortly.

As it was Lisa's final meeting before maternity leave, the Committee thanked her for her work to date and wished her all the best.

13. Date of Next Meeting

The next meeting was scheduled for 8.00am on Wednesday 06 June 2018 in Committee Room D, County Hall, Preston



LEP – Sub Committee

LEP - Lancashire Skills and Employment Board

Private and Confidential: No

Date: Wednesday, 6 June 2018

Lancashire Skills Hub Update

Report Author: Dr Michele Lawty-Jones, Director Lancashire Skills Hub,
Michele.Lawty-Jones@lancashirelep.co.uk

Executive Summary

This paper provides an overview of Lancashire Skills & Employment Hub activity since the last committee meeting, and proposes the inclusion of a Head Teacher in the committee membership.

Recommendation

The Lancashire Skills and Employment Board are asked to:

- 1) Note the update.
- 2) Recommend the inclusion of a Head Teacher in the committee membership to the LEP Board, and propose Ruth England who is Head Teacher at Shuttleworth College in Burnley.

1. Careers Education, Information, Advice and Guidance (CEIAG)

- 1.1 The Lancashire Enterprise Adviser Network has grown from 120 schools and colleges in February 2018, to 121 as of the end of April. Of the 122, 111 have been matched with at least one volunteer business leader (Enterprise Adviser). 656 employer encounters have taken place across Lancashire since the start of the academic year, involving thousands of young people. Encounters (CEC terminology) are varied – from one-to-one mentoring and extended work experience, to work place visits and research projects, to mock interview and employability days, to careers fairs.
- 1.2 Benchmarking data supplied by the CEC indicates that the mainstream network coverage in Lancashire exceeds other areas - 86% compared to an average of 63% in other LEP areas, exceeds for alternative provision (e.g. Pupil Referral Units and Special Schools) – 46% to 29%, and that the number of Enterprise Advisers matched is higher. Data from Compass also indicates that Lancashire



schools are performing better than the national average on 5 of the 8 Gatsby Benchmarks.

- 1.3 Funding has been confirmed for a further Enterprise Coordinator to enable all mainstream schools and colleges in Lancashire to access the network. The post is currently being advertised via Inspira, our delivery partner. The deadline for applications is the 3rd June and the web link is:
<https://www.inspira.org.uk/join-our-team>
- 1.4 As reported previously, the Enterprise Coordinators are in the process of moving schools and colleges to the new digital tools that have been developed by the Careers and Enterprise Company (CEC), which enable schools to assess progress against the Gatsby Benchmarks. The tools are called the Career Compass and Tracker. As of the end of February, 106 schools had undertaken the Career Compass assessment and 62 had adopted Tracker – this is an increase on the previously reported numbers. This number will increase over the coming months. A version of Career Compass for the FE sector is due to be launched in September 2018. Benchmarking data indicates that a higher percentage of schools are using Compass, in comparison to other LEP areas.
- 1.5 The Lancashire Enterprise Adviser Network Conference took place on Friday 27th April at Barton Grange Hotel. The event attracted over 180 school and college representatives, businesses and stakeholders, and received excellent feedback from delegates. Inputs included a key note from Claudia Harris, CEO of the CEC and Ryan Gibson, who facilitated the NE Pilot of the Gatsby Benchmarks. The Lancashire Labour Market Intelligence (LMI) Toolkit was launched at the event and was very much welcomed. Inputs also included DfE regarding T Levels, NAS regarding Apprenticeship reforms and opportunities, and a panel of Enterprise Advisers. 98% of attendees said that the event met expectations and 97% rated the event organisation as good or excellent. The North West Regional Lead from the Careers and Enterprise Company commented '*I just wanted to congratulate you for such a great event today. Everyone was so positive and had wonderful things to say about everything that is going on in Lancashire. Testament to you, the team and all involved.*' The press release can be viewed here:
<https://www.lancashireskillshub.co.uk/news/lancashire-skills-conference-celebrates-success-enterprise-advisor-network-role-local-business-supporting-skills/>
- 1.6 As previously, the Government's Careers Strategy was published in December 2017; CEC have published an Implementation Plan following consultation, articulating how they intend to take forward aspects of the Careers Strategy, including the piloting of 'Career Hubs', the Career Leaders programme and the release of activity funds for employer encounters and funds to test guidance models.



1.7 The call for 20 'Careers Hub' pilots was issued in April by CEC, with a deadline of Friday 25th May. As discussed at the last committee meeting, a proposal has been developed covering schools and colleges in the Blackpool Opportunity Area, Burnley and Pendle and submitted, with the approval of the LEP Executive Committee. An interview is scheduled with CEC regarding the proposal on Tuesday 5th June – verbal feedback will be provided at the meeting from the interview.

1.8 Based on the level of activity being undertaken with schools and colleges, and the focus on the 'Future Workforce', it is recommended that the membership of the Skills and Employment Board be expanded to include a Head Teacher from a mainstream secondary school. Following discussion with the Chair, it is proposed that the committee recommend the inclusion of a Head Teacher to the LEP Board, and that the committee propose that this be Ruth England who is Head Teacher at Shuttleworth College in Burnley. Ruth is Lancashire's representative Head Teacher on the CEC national Head Teacher Advisory Group and is also the named lead in the Careers Hub bid to the CEC.

2. European Structural Investment Funds (ESIF)

An update against the ESIF programme and committed European Social Funds is provided under Part 2.

3. City Deal

Interviews were held for the position of City Deal Skills and Employment Coordinator on 11th May 2018 and an offer of employment has been made.

4. Escalate

4.1 The Escalate on-line tool to support people on their journey into work was launched in April: <https://www.lancashireskillshub.co.uk/escalate/> with seven launch events held across Lancashire. Over 400 people attended and as reported in the previous update, feedback was excellent. Escalate is now being opened up to the wider Lancashire unemployed offer with passwords being created for providers to add in their offer which sits outside of ESF funding.

4.2 During the summer we will be analysing the data from Escalate to support actions based on where there may be gaps or duplicate provision.

4.3 Following on from the positive feedback from the marketplace attendees at the Escalate Launch events, the Lancashire Adult Skills Forum have decided to hold a further 7 regional events to support cross project working. The first event is planned for the end of June and will be held at Brockholes. The aim of the events is to bring together front line workers across the ESF projects and other providers to enable them to start some positive conversations and to facilitate the increase of cross project referrals and progressions.



5. Apprenticeship Update

- 5.1 As reported in the February papers The Hub secured £5,000 of ESFA funding in January 2018 to purchase the Blue Sheep data. The latest data (RO6) is now available on the Data Cube, once interrogated we will then purchase the data from Blue Sheep, which will give greater insight into the nature of starts, levels and standards, and employer engagement. This will enable the Hub to refresh the Apprenticeship plan in an informed way, classifying Lancashire businesses, so we can engage with innovators to share best practice, identify key businesses who are not taking full advantage of the reforms and those not engaged at all. It will also enable the Hub and partners to develop targeted apprenticeship marketing collateral to address different circumstances. To note the data cannot be used for direct marketing purposes.
- 5.2 In conjunction with the funding noted in 5.1, we have engaged with The Learning and Work Institute who delivered an intermediary training session for 35 attendees on the 24th April. Attendees included, Lancashire's Growth Hub – BOOST, JCP employer advisors, local authority economic development officers, business networks such as: Blackpool Business Leaders and sector focussed business networks such as the Northern Automotive Alliance and Digital Lancashire. The session was delivered by Howard Gannaway (L&W) and Raeleen Duthoit (Lancashire Work based Learning Forum) to explain the local offer/support network. Feedback indicated that attendees improved their knowledge of frameworks and standards, that they improved their knowledge of the funding model for non-levy paying employers, and most importantly, that they had improved their understanding of the business benefits. All said that they would recommend the training to others.
- 5.3 The Lancashire Ambassador Network continues to grow and is linking to both the North West Network and the National Network, with attendance at the recent 2018 North West Apprentice Ambassador Network, Planning & Delivery Event held last week. The group included, providers, businesses and stakeholders and topics included: growing Apprenticeships through Social Media, the geographical footprint of the attendees and how this could support growth and the growth of BMEs in Apprenticeships. The Lancashire network has increased the number of Young & Adult Apprentice Ambassadors to 43 over the last year. The Ambassadors have attended 94 events over the life of the project, an increase of 84 from the previous year. There are now 39 Employer Ambassadors across Lancashire who attend events to promote Apprenticeship vacancies and training for all ages. The network is currently supported by ESF funds – a strategy for sustainability is being developed by the Lancashire Work Based Learning Executive Forum. Recent newsletters can be accessed via the website: <http://www.lancsforum.co.uk/apprentice-ambassadors/apprentice-ambassador/>
- 5.4 The Hub is sponsoring the Apprentice Award at the Sub36 awards. Sub36 is Lancashire Business View magazine's campaign to showcase Lancashire's



most influential, innovative and inspiring young men and women in business. Sub36 was created to celebrate the success of those beginning to carve their careers, moving up the ranks or already at the top of their game, using their youthful vision to bring ideas that positively disrupt their sectors.

- 5.5 The Hub is also sponsoring the North West Regional Apprenticeship Awards held by the National Apprenticeship Service. The regional awards accumulate at the national awards in London. Activity is underway to encourage more applications from Lancashire-based businesses and their apprentices.

6. Technical Education

- 6.1 A foreword to the Technical Education Vision for Lancashire report is being drafted from the chair of the LEP and the chair of the Skills and Employment Board, with view to the report being formally published on the LEP and Hub websites.
- 6.2 Whilst consideration is still being given as to whether further consultancy days from SDG should be funded to support the development of the action plan with stakeholders, as the commission with SDG focused on the development of the vision and the high lever route map, a working action plan is now in early draft form to support activity towards the priorities arising from the Visioning Piece and the activities funded by the Gatsby Foundation.
- 6.3 Following the confirmation of funds from the Gatsby Foundation, the action plan starts to outline the collaboration with the colleges and providers in relation to the development of the Technical Education route ways and T Levels. The Association of Colleges (AoC) North West and Gatsby facilitated a 'Routes Ready' conference at the Hallmark Hotel, Leyland on 23 May, where the local support from the Skills Hub was introduced to attendees.
- 6.4 The Hub attended a joint meeting at in Sheffield on 19th May with Gatsby and the other three areas receiving funds from the trust (West Midlands, Manchester and Sheffield). The meeting involved an interesting input from EMSI, an organisation being funded by Gatsby to map FE delivery data to the occupational maps and LMI to assist colleges with their planning. Further discussions with Lancashire's Colleges will determine how this mapping could be used locally.
- 6.5 The Technical Education Project Manager, supported by Gatsby, has been appointed to work on a part time basis. A further position for Project Officer has been approved and will be out to advert shortly. This will allow for strategic and partnership work to be undertaken by the Project Manager and organisation of networks, task and finish groups and progress on individual routeways to be undertaken by the Project Officer.
- 6.6 Following informal consultation at the Enterprise Adviser Conference, where Kevin Burke from the DfE gave an overview of Technical Education, and



referring to LEP priority sectors and latest available LMI, it has been decided to establish Routeway Networks for the following Technical Education Routes:

- Digital
- Construction
- Engineering and Manufacturing

6.7 College Principals have been asked to nominate curriculum leads to join the networks. It is planned to hold the first (likely digital) before the summer break.

7. Skills Advisory Panels

The Department for Education (DfE) are continuing to review feedback from the University of Warwick IER, who were commissioned to support the development of the data framework and methodology by DfE, and further feedback from the LEPs to develop their approach to the proposed SAPs. This includes discussion about how DfE may better support, and be involved in, local Skills and Employment Boards. As previously, it is understood that DfE remain fully committed to the development of the SAPs but that the development phase will be longer than previously anticipated, to ensure that the approach adds value. It is understood that DfE are also liaising with other Government departments to consider a joined up approach, e.g. DWP and DCMS – which is very much welcomed.

8. Marketing and Communications

8.1 The Lancashire Skills and Employment Hub website has been updated to include:

- The new LMI Toolkit and the data matrix. The toolkit is available under: <https://www.lancshireskillshub.co.uk/about-us/evidence-base/> Feedback has been excellent to-date with rollout activity continuing across the region through presentations at a range of forums.
- The Skills Pledge pilot, funded through the Skills Support for the Workforce project, will also be launched shortly and added to the website.

8.2 It has been another positive month on Twitter, with an additional 120 followers since the last report, bringing the total to 1,275 as of 21/5/18. The launch of the Digital Skills Partnership trended number 3 nationally during the event!

List of Background Papers

Paper	Date	Contact/Tel
N/A		
Reason for inclusion in Part II, if appropriate		
N/A		



LEP – Sub Committee

LEP - Lancashire Skills and Employment Board

Private and Confidential: NO

Date: Wednesday, 6 June 2018

Lancashire Digital Skills Partnership

Report Author: Tracy Heyes, Strategic Partnership Manager (Employers),
tracy.heyesh@lancashire.gov.uk

Executive Summary

Lancashire was the first area in the country to launch a Local Digital Skills Partnership, in partnership with the Department for Digital, Culture, Media and Sport (DCMS) at the Digital Skills Summit held on the 18 April 2018. Following the launch of the partnership the focus has been on establishing the partnership structures, continued working with DCMS and taking a coordinated approach to working with support opportunities relating to digital skills. In addition a business case has been put forward to DCMS for funding for one year for a Digital Skills Coordinator role.

Recommendation

It is recommended that the Lancashire Skills and Employment Committee:

- 1) Note the progress made to date
- 2) Give delegated authority to the Chair to review the offer from DCMS, should the business case be approved, and make a recommendation to the LEP Board regarding DCMS funding.

Background and Advice

1. Background

Following the April meeting of the committee, at which it was reported that Lancashire would be the first LEP to launch a Local Digital Skills Partnership (LDSP) in partnership with the Department for Digital, Culture, Media and Sport (DCMS), considerable progress has been made both in terms of launching the partnership, working with DCMS and progressing support opportunities to enhance the digital skills offer in Lancashire.



2. Launch of the Lancashire Digital Skills Partnership

- 2.1 The Lancashire Digital Skills Partnership (Lancashire DSP) was launched at the Lancashire Digital Skills Summit, held at EKM's offices, on Wednesday 18th April 2018.
- 2.2 The summit was opened by Mike Blackburn, LEP Director and the keynote speeches were given by Phil Smith, Chairman of Innovate UK & The Tech Partnership and co-chair of the National Digital Skills Partnership and Richard Keelty, Head of the Google Digital Garage UK.
- 2.3 The summit, in addition to launching the Lancashire DSP, comprised 3 panel discussions focused on the Skills and Employment Strategic Framework themes of Future Workforce, Inclusive Workforce and Skilled and Productive Workforce. The panels showcased local digital skills initiatives from across Lancashire, but also included reference to new activities and offers from corporate partners to support discussion about the future development of the Lancashire DSP. As such, the panels comprised of representatives from local partners currently delivering activities in Lancashire, corporates delivering digital skills initiatives including Lloyds and TSB, and representatives from organisations delivering digital initiatives nationally and internationally, for example, Freeformers.
- 2.4 The summit was attended by 97 people from 64 organisations including national and local businesses, local and national partners and many of our local digital skills projects. DCMS were extremely pleased with the event and the first launch of a LDSP.
- 2.5 Feedback from delegates was incredibly positive. There was excitement about what had been achieved to-date by working in partnership, and the potential of what can be accomplished together going forward. Delegates also said how important it is to maintain the enthusiasm and momentum that had been built. An issue raised several times throughout the day was that Lancashire doesn't showcase enough what it does and that improving communication of this agenda and achievements both within the County and nationally is something we have to work on. The press release, which received a significant amount of coverage, can be viewed here: <https://www.lancshireskillshub.co.uk/news/uks-first-digital-skills-partnership-launched-lancashire/>
- 2.6 It is now essential that we develop practise locally, growing and sustaining projects that have an impact, as well as bringing on board corporate support and national policies in a coherent and collaborative way so that we are consistently adding value to the local picture and continuously learning.
- 2.7 Google, TSB, Lloyds and Freeformers have all agreed to give more support to digital skills training in Lancashire through the partnership. Google has committed to work with local partners to train 1,000 people/businesses through its Google Digital Garage programme.



3. Next Steps

Following the summit focus has been on the following actions:

3.1 Establishing the Lancashire DSP Structures

Terms of Reference and a proposed structure are being drafted for the Lancashire DSP with the proposal for a LSDP Steering Group comprising representatives from the Skills Hub, Lancashire County Council, Digital Lancashire and DCMS and in addition 3 networking groups focused on the 3 themes of Future Workforce, Inclusive Workforce and Skilled and Productive Workforce.

3.2 Working with DCMS

We will continue to work closely with DCMS to support the development of their 'playbook' (best practice guide for establishing Local Digital Skills Partnerships) and to ensure that we take a coordinated approach to the take up of corporate support opportunities and Government initiatives to test new models and ideas, and proactively share our experiences with areas who wish to set up their own local DSPs across the Country. The Director of the Skills Hub presented at the May LEP network Skills Lead meeting on progress Lancashire has made regarding the Lancashire DSP.

DCMS have a limited amount of funds allocated to support the development of Digital Skills Partnerships in a small number of LEP areas. A business case and proposed job description for the role of Digital Skills Coordinator for one year have been submitted to DCMS. It is anticipated that a decision will be received regarding the funding of this role by the end of May. The committee are requested to give delegated authority to the Chair to review the offer from DCMS, should the business case be approved, and to make a recommendation to the LEP Board regarding the funding offer, as this will be required before the next committee meeting.

3.3 Corporate Support Opportunities

Discussions have commenced with a number of the initiatives introduced at the Digital Skills Summit with the aim of ensuring a coordinated approach to the development of these support opportunities and alignment and joint working with existing projects and partners.

4. Recommendation

It is recommended that the Committee note the progress made to date and give delegated authority to the Chair to review the offer from DCMS, should the business case be approved, and make a recommendation to the LEP Board regarding the funding offer.



List of Background Papers

Paper	Date	Contact/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A



LEP – Sub Committee

LEP - Lancashire Skills and Employment Board

Private and Confidential: NO

Date: Wednesday, 6 June 2018

Digital Advantage

Appendix A refers

Report Author: Dr Michele Lawty-Jones, Director of the Lancashire Skills & Employment Hub, michele.lawty-jones@lancashirelep.co.uk

Executive Summary

The paper attached at Appendix A is the draft evaluation of the 2017/18 Digital Advantage programme. As you will be aware the programme was co-funded by Lancashire County Council and the Careers and Enterprise Company. The programme has been embraced by the educational institutions involved and feedback from the young people involved has been excellent.

The programme aligns with the Lancashire Digital Skills Partnership (LDSP), and the development of a future pipeline of digital talent. One of the Industry coaches was on the 'Future Workforce' panel at the Digital Skills Summit, at which the LDSP was launched.

It has been agreed to make a funding contribution to the programme next academic year, with the expectation that further funding will be secured from other sources.

Recommendation

The Lancashire Skills and Employment Board are asked to note the report.

List of Background Papers

Paper	Date	Contact/Tel
N/A		
Reason for inclusion in Part II, if appropriate		
N/A		

DRAFT Executive Summary Evaluation of the Digital Advantage Lancashire Programme.

May 2018

Rosie Clayton Independent Evaluator

Executive Summary

Digital Advantage is a digital skills and entrepreneurship programme designed to equip young people with the core digital and employability skills that they will need to succeed in the context of the ongoing digital revolution, and help bridge the gap between the classroom and the world of work. The programme is delivered through an innovative pop-up digital agency in schools/colleges. It brings industry practitioners and experts into the classroom to work with teams of young people to design, plan and develop a digital business proposition in the form of the 3 minute film, website, business model and marketing campaign.

The programme aims to:

- bridge the skills gap between school and college leavers and the employability requirements of industry
- improve the digital skills, capabilities and creative mindsets of young people
- develop a deeper awareness of the CDI sector and stimulate the talent pipeline for Creative and Digital Apprenticeships across Lancashire.

Digital Advantage Lancashire ran from October 2017 to March 2018 in 11 schools and colleges across Lancashire. This year it reached 220 students and worked with two SEND Groups. It was jointly funded by Lancashire LEP and Careers and Enterprise Company (CEF16).

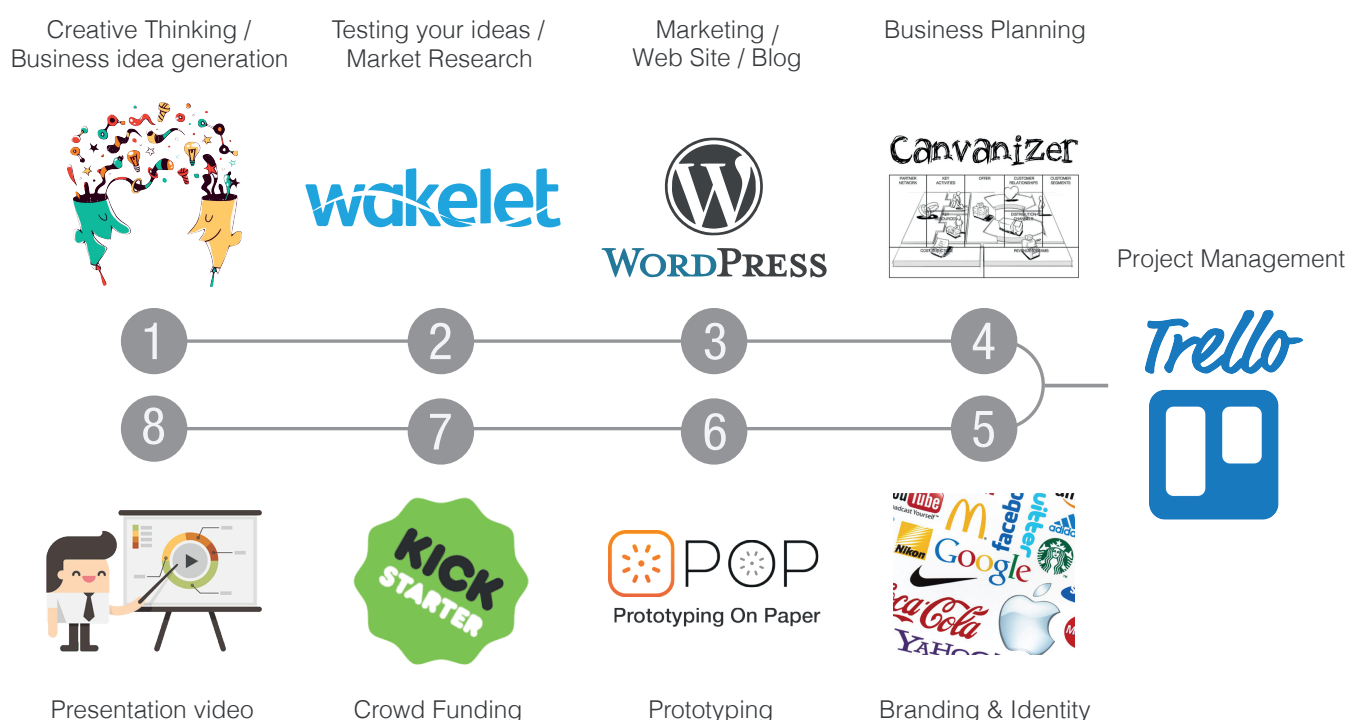
Through the establishment of an employer led pop up digital agency in school/college the programme significantly improves the digital, creative and general employability skills of young people, and is beginning to stimulate a talent pipeline for the sector and wider economy across the region.

In total 220 young people and 20 teachers/facilitators participated in the programme, and over 330 hours of curriculum delivery took place across participating institutions, including informal CPD for staff. Participating Schools/Colleges.

1. Nelson and Colne College
2. Lancaster and Morecambe College
3. Heysham High School
4. Prestons College
5. Burnley College
6. Primet Academy HS
7. Marsden Heights Community College (Nelson)
8. a) Pendle Com College (SEN) b) Pendle Com College (SEN)
9. Runshaw College
10. Accrington and Rossendale College
11. Ashton College

This year Digital Advantage had been augmented to a 5-day programme that now includes the development of a website, digital marketing campaign and a 3-minute film pitch to an industry panel. This years delivery also allowed schools to vote on their favourite pitch from other schools and has established an LinkedIn group for alumni of the programme. The Filmed pitches and websites were judged by an industry panel provided by local trade organisation Digital Lancashire. The Graduation and Prize event was held at County Hall, Preston and was attended by 240 students, staff and business. The Pitch Showreel and digital assets can be viewed: <http://digivantage.co.uk/> . The winners were Witt from Heysham High School. They receive £2000 and ongoing business support. A film of the event is being edited.

2017-18 Programme Outline



Evidence for this evaluation was collected via detailed student surveys of participants at the beginning and end of the programme; pre and post delivery questionnaires with staff; and also phone interviews with three of the Digital Advantage trainers.

Overall, the evaluation highlighted that participation in the programme was linked to:

- Significant improvements in the use of digital platforms 92%,
- Improved confidence and motivation of young people 83%,
- Increased awareness of and appetite for Enterprise creation and business skills 71%,
- Enhanced understanding of career opportunities in the creative and digital sector, and improved career awareness linked to business, enterprise and self employment 89%.

Outcomes were particularly strong in:

- Developing specific and general employability and transferable skills such as creativity, problem solving, presenting/communication, and team working 84.5%,
- Improved self knowledge and self esteem 63%.

Similarly, participating teachers reported improvements in:

- their confidence in engaging with external professionals from the sector 98%
- desire to engage more with employers 100%
- to enhance and improve their curriculum 84%.

100% of teachers participating said they would recommend the programme to other schools and colleges and be keen to offer it again in their own setting.

Initial feedback includes - On the overall experience:

Good experience learnt the principles of starting a digital business.

It was really interesting and enjoyable and a good look at work life

it really helped my confidence because I was treated like an adult

it is a very good experience and I would strongly advise it to other schools

I HAD SOME GREAT EXPERIENCE. THE TEAM LEADER WHO HELPED OUR GROUP WAS A REALLY GOOD PERSON AND ALL THE ADVICE GIVEN WAS USEFUL

It was good, I enjoyed myself, it was stressful at times but it was good working with a different group

I actually had a great experience, it was in fun than what I thought, I learnt so many things

My experience of working with Digital Advantage was amazing i really enjoyed working with Simon & Steve

I had a fun time and found out what it's like in the real world. I had close deadlines and with hard work and a positive attitude I was successful with matching the deadlines.

It was great since I went to the digital advantage course I've kind of changed

As a team we liked the concept of working with others to develop our ideas. In hindsight as a college with special needs we would liked to have visualised the end product at the beginning of the course rather than in the middle as it is hard for us to visualize concepts in advance

it was kind of tiring, some bits were kind of fun to do and overall i guess i was happy to go because it improved my creative, communication and confidence skills

Digital Advantage has been a fun and helpful experience. It has helped me develop skills I was weak at and to give me more confidence in general.

Digital Advantage was a daunting concept when my tutor first told me about it. The idea of creating a business/company and competing with other schools was not unheard of. Last year I, along with some good friends, entered the Young Enterprise (YE) competition which, unfortunately, we lost. YE was fun, but it made me realise that maybe I'm not much of a team

player (Except in videogames). However, I decided to sign up for Digital Advantage (DA) anyway. And I'm glad I did. I was given a role that gave me the opportunity to use skills from one of my hobbies - writing. This, of course, gave me a huge boost of confidence when it came to doing the job as I knew I would love doing it. That wasn't the only thing that was enjoyable, however. Meeting new people and working with them was amazing. You don't realise the talent people have when you first meet them, but as the weeks went on, they started showing. It's great to work with people who are eager to win, eager to succeed and eager to enjoy. Thanks DA

Agenda Item 9

(NOT FOR PUBLICATION: By virtue of paragraph(s) 3 of Part 1 of Schedule 12A of the Local Government Act 1972. It is considered that all the circumstances of the case the public interest in maintaining the exemption outweighs the public interest in disclosing the information)

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