



Lancashire Skills and Employment Board

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City Deal Metrics

Report Author: Dr Michele Lawty-Jones, Director of the Lancashire Skills & Employment Hub, michele.lawty-jones@lancashire.gov.uk & Lisa Moizer, Co-ordinator of the Lancashire Skills & Employment Hub lisa.moizer@lancashire.gov.uk

Executive Summary

A workshop was held on Thursday 5th May with the City Deal Skills and Employment Steering Group members to discuss and agree metrics for the set of objectives, identified as a result of the Ekosgen research. These will feed into the overarching City Deal business plan and will be used to assess progress.

The objectives and draft metrics, including assumptions and limitations, are presented to the committee for member's comments before being further refined and progressing to the City Deal Executive and Stewardship Board at the end of August.

Recommendation

The Board is asked to comment on draft metrics and endorse the direction of travel.

1. Background

- 1.1 As reported at the January committee meeting, Ekosgen were commissioned by the City Deal Executive to identify the skills and employment implications of the City Deal programme for Preston and South Ribble. A Skills and Employment Steering Group was established to oversee the study and the development of a skills and employment action plan; it was agreed in January that the group should continue to meet and oversee the implementation of the plan – feeding into both the City Deal Executive and the Skills and Employment Board.

- 1.2 The Steering Group is made up of representatives from Preston's College, Runshaw College, Training 2000, Preston City Council, South Ribble Borough Council and the LEP / Lancashire Skills Hub, and is chaired by Dr Lis Smith from Preston's College.
- 1.3 The study identified 4 key areas of action:
- 1) Providing a workforce for the new economy, particularly the priority sectors; including a large cohort of young and well qualified workers attractive to incoming employers.
 - 2) Providing a workforce for the construction industry which will deliver the infrastructure, commercial and residential development set out in the City Deal, addressing the challenge of delivering a marked increase in new housing development.
 - 3) Maximising the training and employment opportunities available for both young people and older people from construction activity, using procurement processes to deliver a higher level of industry engagement and increase social value for public sector construction expenditure.
 - 4) Providing training and skills support which helps to secure new inward investment and company expansion in the City Deal area.

2. Objectives

- 2.1 The following objectives have been agreed to take forward the actions identified in the Ekosgen study (see overleaf). The objectives have been inserted into the overarching City Deal business plan.

Activity	Ownership
1. Co-ordinate IAG / engage others / engage businesses with schools and colleges to inspire young people (FW).	IAG Taskforce for City Deal area.
2. Grow apprenticeships (at all levels) in construction and priority sectors aligned with employment sites and the Enterprise Zones (SPW).	Preston College , supported by UCLAN.
3. Improve and make explicit vocational and academic pathways & involve employers in curriculum development (FW).	Preston College , supported by T2000, Runshaw, and UCLAN.
4. Increase project placements and internships in Further Education and Higher Education to increase graduate retention locally (SPW).	UCLAN supported by Runshaw.
5. Retraining / pre-recruitment training / employability skills for adults / older workers to increase local recruitment (IW).	Lancashire Skills Hub and DWP.
6. Agreed approach across partners in relation to Social Value (agreed policy) and Social Value toolkit (feeding outcomes to all of the above) (IW).	Preston City Council , supported by South Ribble Council and Lancashire County Council (LCC).
7. In-work skills support targeting sector skills needs based on local intelligence (SPW).	Lancashire Skills Hub until ESIF funds are contracted.
8. Business support, <i>workforce planning</i> , procurement support for businesses in construction, the supply chain and incoming businesses linked to employment sites / Enterprise Zones (SPW).	Boost supported by Lancashire Skills Hub.
9. Development prospectus / marketing / easily accessible information in regard to offer locally – business support and skills & employment provision. Clear point(s) of contact for businesses.	LCC Economic Development Team , supported by Marketing Lancashire and UCLAN.

3. Metrics

- 3.1 In addition to agreeing objectives, the group have also been working on metrics that could contribute to City Deal progress reports to Government, and also aid reporting on progress to the City Deal Executive.
- 3.2 A workshop was held in May to develop the metrics with partners. The primary aim of the City Deal is to develop new housing and create 20,000 jobs (including 5,000 in the Enterprise Zone). The overarching metrics are therefore job outcomes, with activity outcomes which help to assess the success of various activities. There was much discussion at the workshop about simplifying the metrics, so as to not add additional administrative burden, as no additional resource is available to monitor progress. Assumptions and limitations were thus added to the metrics, to articulate how data was being collected and on what footprint.
- 3.3 It is recognised that the Skills and Employment activity will also generate qualitative information and case studies – which will highlight the 'human aspect' and impact on local residents. For example, disadvantaged into work, creation of new apprenticeships and events such as the Science Fair. Case studies have therefore been included.
- 3.4 The draft metrics are provided in the table below.

City Deal Skills & Employment Metrics – Draft

July 2016

Overarching Metrics	Data Lead	Definition	Limitations and assumptions	Baseline	Achieved			Target		
				Academic Year 2012/13	Year 1 13/14	Year 2 14/15	Year 3 15/16	Year 4 16/17	Year 5 17/18	Year 10 2022/23
Job Outcomes: 16-24 year old apprenticeships in the construction sector within the City Deal area.	Preston's College	<p>The number of new starts in a 12 month period of 16-24 year old apprenticeships.</p> <p>Main providers with construction apprentices who live in Preston and South Ribble.</p> <p>*Construction sector need to be determined and needs to include frameworks and/or standards in the Construction sector.</p>	<p>Assumption that the growth in 16-24 apprenticeship in the Construction sector are new jobs and the growth is a product of the economic uplift that has resulted from City Deal.</p> <p>This will count the majority of apprenticeships as focus is on the main providers operating in the area.</p> <p>(Does not include adult apprenticeships as the majority are conversions from current jobs not new jobs).</p>	N/A	45	54	58*	5% uplift	8%	15%
Job Outcomes: All 16-24 year old apprenticeships (excluding construction)	Preston's College	The number of new starts in a 12 month period of 16-24 year old apprenticeships.	Assumption that the growth in all 16-24 apprenticeship (excluding construction) are new jobs and the growth is a product of the economic uplift	N/A	317	368	379*	2%	4%	6%

within the City Deal area.		Main providers with apprentices who live in Preston and South Ribble.	that has resulted from City Deal. This will count the majority of apprenticeships as focus is on the main providers operating in the area. (Does not include adult apprenticeships as the majority are conversions from current jobs not new jobs).							
Job Outcomes: Increase of graduates into construction and engineering graduate jobs (location to be defined on basis of availability of data).	UCLan	Destinations of Leavers in Higher Education (DLHE) data into construction and engineering graduate jobs. Additionality beyond the 2012/2013 baseline.	Assumption that the growth of graduates into graduate jobs in the Construction sector are new jobs and the growth is a product of the economic uplift that has resulted from City Deal.	85	116	69				
Job Outcomes: Increase of graduates into all graduate jobs (location to be defined on basis of availability of data).	UCLan	Destinations of Leavers in Higher Education (DLHE) data into all graduate jobs. Additionality beyond the 2012/2013 baseline.	Assumption that the growth of graduates into graduate jobs are new jobs and the growth is a product of the economic uplift that has resulted from City Deal.	4,223	4,332	4,118				

Job Outcomes: Jobs created resulting from inward investment or growth in businesses due to business support / opportunity afforded by City Deal.	LCC Economic Development Team	The number of jobs associated with the creation of new commercial floorspace in specified City Deal employment sites	An average employment density formula is applied to generate job outcomes. No figures have been provided for road infrastructure/housebuilding construction as these are temporary jobs in respect of City Deal activity. Assumptions have been made regarding occupancy rates, employment creation and retention levels. This information covers newly developed employment sites only.	-	-	77	147	484	854	4,808
		The number of jobs associated with the take up of business units	An average employment density formula will be applied to generate job outcomes. Assumptions will be made regarding occupancy rates (although these will mainly be tenants rather than landlords therefore premises should generally be fully occupied), employment creation and retention levels. This information largely covers existing premises.	Tbc	tbc	tbc	Tbc	n/a	n/a	n/a

		The number of jobs created via BOOST business support	Standard ERDF criteria. Jobs (safeguarded/created) associated with business support activity is generated via BOOST reporting. It does not include retail businesses.							
		Jobs created		n/a	25 (Jun – Mar)	116	93 (Apr-Oct)	n/a	n/a	n/a
		Jobs safeguarded		n/a	6 (Jun – Mar)	9.5	2.5 (Apr-Oct)			

Activity Metrics		Definition	Limitations and assumptions	Baseline	Achieved			Target		
				Academic Year 2012/13	Year 1 13/14	Year 2 14/15	Year 3 15/16	Year 4 16/17	Year 5 17/18	Year 10 2022/23
Increase in graduate placements and paid internships.	UCLan	Graduate placements and internships across all sectors. Additionality beyond the 2012/2013 baseline.	Assumption that the increase in graduate placements and internships across all sectors is a product of the economic uplift that has resulted from City Deal.	323	476	566	2% uplift year on year			
Reduction in JCP claimant count in	JCP	As Universal Credit is being introduced it is difficult to	Assumption that the reduction is due to an increase in the	JSA April 2012	JSA April	JSA April	JSA April			

City Deal area.		assess trends from the beginning of City Deal.	number of jobs due to the economic uplift of City Deal. (Assume that 'Access to Employment' SFA ESF project and sector based work academies will feed into this metric).	- 5245. April 2013 - 4830	2014 - 3705	2015 – 1930. UC - 828 Total on out of work benefits 2758	2016 – 1570 UC – 1356 Total out of work benefits 2926			
Number of TNAs delivered through Skills Support for the Workforce with employers that are located within the City Deal area and number of employers accessing learning.	Provider TBC	Employer beneficiaries of Skills Support for the Workforce who are located in the City Deal area.	Indicator of how many employers in the City Deal area are engaged in workforce development.				TBC when project starts			
Students moving from KS4 to KS5 choosing STEM and construction subjects – increase from baseline.	LCC	TBC	The attraction of City Deal has increased the number of students choosing STEM and construction subjects at KS5 (outcome of City Deal CEIAG Taskforce). To be explored further.							
Students choosing STEM and construction subjects at UCLan – increase from	UCLan	New students selecting STEM/Construction undergraduate degree subjects.	The attraction of City Deal has increased the number of students choosing STEM and construction subjects at UCLan.	1,361	1,663	2,306	2% uplift year on year			

baseline.										
Number of interventions/ activities with education institutions promoting City Deal and the career opportunities it presents.	City Deal CEIAG Taskforce	Interventions/Activities with: A. Young People, B. Teachers/IAG practitioners, C. Parents, and D. Schools such as Labour Market Information events, careers fairs and other information giving events. Education institutions: schools, colleges, private training providers etc.	Taskforce was formed in Feb 2016 – therefore just over ½ the academic year in Year 3 15/16, therefore targets are fewer than the subsequent years. No activities specifically promoting the City Deal and the opportunities it presents took place before the formation of the CEIAG Taskforce therefore the baselines in 13/14 and 14/15 are zero. All interventions that come out of the work of the taskforce and the members of the taskforce are counted. Assumption that the Lancashire Science Festival will be sponsored by the City Deal each year from 2015/16 onwards and the City Deal stand will be run by the Taskforce.	A 0 B 0 C 0 D 0	A 0 B 0 C 0 D 0	A 0 B 0 C 0 D 0	A 1000 B 130 C 130 D 130	A 1500 B 300 C 200 D 200	A 1500 B 300 C 200 D 200	A 1500 B 300 C 200 D 200

Number of businesses supported in the City Deal area.	LCC Economic Development Team / BOOST	Businesses supported through LCC and BOOST in the City Deal area.	Standard ERDF criteria. Includes pre-starts, business engagement, business assists, new business starts. Not including retail businesses.	n/a	tbc	tbc	tbc	tbc	tbc	tbc
			Business assists (incl. pre-starts)	n/a	49 (Jun-Mar)	185	103 (Apr-Oct)			
			New businesses	n/a	0	0	23 (Apr-Oct)			
Production of Case Studies	Skills and Employment Hub working with SKV	Case studies to highlight good practice and bring stories with a human angle to the forefront (one per quarter)				2	4	4	4	

