



## **LEP - Lancashire Skills and Employment Advisory Panel Wednesday 11th November 2020 via Zoom 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 9 September 2020** (Pages 1 - 6)
- 4. Matters Arising**
- 5. Up-date from the Lancashire Skills & Employment Hub** (Pages 7 - 16)
- 6. Lancashire Skills and Employment Strategic Framework Refresh**  
*Verbal update by Dr Michele Lawty-Jones*
- 7. ESF Programme - progress, priorities and future**  
*Presentation from Sara Gaskell, Janet Jackson, Strategic Partnership Managers, and Sean McGrath, Head of External Funding & Investment*
- 8. Reporting to the Lancashire Enterprise Partnership**
- 9. Any Other Business**
- 10. Date of Next Meeting**

The next informal meeting is scheduled for 8.00am on Wednesday 20 January 2021.

The next formal meeting is scheduled for 8.00am on Wednesday 03 March 2021. Venue/arrangements to be confirmed.

The proposed schedule of meetings 2021-22 is set out below:

*08.00 28 April 2021 informal meeting*  
08.00 Wednesday 26 May 2021  
*08.00 21 July 2021 informal meeting*  
08.00 Wednesday 08 September 2021  
08.00 Wednesday 10 November 2021  
08.00 Wednesday 23 February 2022

**11. 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.

**Part II (Private and Confidential)**

**12. Lancashire Institute of Technology**

*Presentation from Daryl Platt, Blackpool and The Fylde College and Neil Burrows, Burnley College*

**13. Redundancy Taskforce Report (Pages 17 - 24)**



## LEP - Lancashire Skills and Employment Advisory Panel

### Minutes of the Meeting held on Wednesday 9th September 2020 at 8.00am virtually via Zoom

#### Present

Amanda Melton

Mark Allanson

Neil Conlon

Andrew Dewhurst

Lynne Livesey

Bev Robinson

Dr Lis Smith

Liz Tapner

#### Observers

Stephen Jones, Head of FE Territorial Team, ESFA

Heather Murray, Senior Partnership Manager Lancashire, DWP

Jane Robinson, DWP

#### In Attendance

Sarah Kemp, Chief Executive Officer, Lancashire Enterprise Partnership

Dr Michele Lawty-Jones, Skill Hub Director, Lancashire County Council

Lisa Moizer, Lancashire Skills Hub

Joseph Mount, Skills and Economic Intelligence Officer, Lancashire County Council

Holly Tween, Democratic Services Officer, Lancashire County Council

#### 1. Welcome and Apologies for Absence

The Chair welcomed everyone to the meeting. Apologies had been received from Councillor Briggs, Edwina Grant, Dean Langton, Lindsay Campbell, Ruth England, Gareth Lindsay, Paul Evans and Carla Passarello.

#### 2. Declaration of Interests

None

#### 3. Minutes of the meeting held on 03 June 2020

**Resolved:** that the minutes of the meeting held on 03 June 2020 are confirmed as an accurate record.

#### **4. Matters Arising**

None

#### **5. Lancashire Skills and Employment Hub update**

Michele Lawty-Jones, Skills Hub Director, presented the report (circulated) giving an update on the activities of the Skills Hub since the last meeting. She particularly highlighted the following:

- 3.2 DWP had undertaken the due diligence checks and gateway assessments of projects submitted under the £1.4m 2.2 call 'Enabling SMEs to engaging in Technical Education' which closed in January and the £10m 2.1 call 'Skills for Sustainable Employment' which closed in March. Two projects were submitted against the former, and 5 against the latter. It was understood that all projects submitted against the calls had passed the gateway assessment and were deemed eligible, but are now awaiting assignment of an appraiser by DWP. Timescales for appraisal are currently unclear due to the volume of projects across the country in the appraisal pipeline.
- 3.4 The Education & Skills Funding Agency (ESFA) has issued contract extensions to the European Social Fund (ESF) opt-in projects, extending projects until the 31<sup>st</sup> March 2023. This will enable the extension and growth of 3 projects:
  - 'Moving On' which provides support to young people who at risk of or NEET (Not in Education, Employment or Training) with view to engaging them in learning and/or work;
  - 'Skills Support for the Unemployed' which supports unemployed and inactive adults into work through skills and employability interventions
  - 'Skills Support for the Workforce' which aims to upskill employed people (including furloughed workers) in-line with business needs and provide redundancy support to businesses and individuals.
- 6.4 A call from government for bids for Institutes of Technology (IoT) is expected early in the autumn, focusing on delivery of Higher Technical qualifications at levels 4 and 5 in key STEM subject areas Local partners had already agreed that Blackpool & the Fylde College should be the lead organisation for a Lancashire bid, working with FE and HE partners, following a session led by the LEP Chair prior to lockdown. In preparation for the bidding round, the Skills and Employment Hub, along with Blackpool & the Fylde College, hosted a Visioning Session with FE and HE partners, to identify the priorities for a Lancashire IoT. A further session with all partners in early September will continue to progress developments, including the specific sectors for focus and identifying which provision can be built upon and what will need to be newly developed across partner organisations.
- 8 the Lancashire Digital Skills Partnership had been shortlisted for the Digital Skills and Inclusion initiative of the Year award, the results of which would be announced in October.

- 8.3 Fast Track in Lancashire – a further £1.5m to the partnership to increase the activity and number of projects. This was an opportunity to influence future policy around a national skills fund.

It was noted that it was important to continue to put out communications to ensure partners could engage and to make people in Lancashire aware of what was on offer.

**Resolved:** that the Skills and Employment Advisory Panel note the update

## 6. Careers Hub Expansion

The Panel received a presentation from Mark Bowman, CEO – Inspira, and Kay Vaughan – Careers Hub Lead, on the expansion of the Careers Hub. The presentation outlined the journey so far, current progress against the average benchmarks, support available during Covid-19 restrictions and plans for the next term.

In answer to questions, it was noted that the Careers Hub was interlinking with Careers Leaders, and was working to develop a community of practice for Special Schools across Lancashire. The latter will involve working with DWP to engage Disability Confident employers in activities with SEND young people. It was asked that connections be made in regard to the development of Youth Hubs with DWP.

Mark and Kay were congratulated on their work so far.

**Resolved:** that Kay Vaughan engage with DWP regarding the development of Youth Hubs

## 7. Impact of Covid-19 - Latest Insights

The Panel received a presentation from Joe Mount, Skills & Economic Intelligence Officer, and Lisa Moizer, Skills Hub Coordinator, highlighting the latest insights on the impact of Covid-19, and specifically updating on furlough rates and claimant counts by district, age, gender and sector, a comparison of the north west to the UK as a whole and the take up of the Self Employed Income Support Scheme.

Michele Lawty-Jones updated on local responses, including the Skills Swap, Skills for Work, Redundancy Task Force, Post-16 Officers Group, Digital Skills and Devices, Digital Careers Journey and online stakeholder engagement.

It was noted that a social marketing intern had been appointed to help develop the use of social media platforms to market the support available.

The 'Lancashire Keep Learning' social media campaign, aimed at providing 16-24 year olds with information and encouragement to remain in or return to education,

had appointed an agency with experience in reaching this age group to develop creatives for Snapchat, TikTok and Instagram. £15,000 had been allocated to the campaign, though it was intended to request partners to contribute to allow expansion.

Heather Murray, DWP, updated the panel on some of the government-led initiatives, including sector based work academies and a fund for increasing private sector capacity for job finding support and the green grant scheme. She requested that information on the Kickstart scheme was included on the website to help promote it to employers.

**Resolved:** that the Skills and Employment Advisory Panel note the update, and a further update be brought to the next meeting

## **8. Lancashire Skills and Employment Strategic Framework 2021**

Michele Lawty-Jones updated the panel on the refresh of the Lancashire Skills and Employment Strategic Framework. It had been agreed at the July committee meeting that the framework should be refreshed for a one year period, taking into account the unique environment resulting from COVID-19, the development of the LEP's Strategic Economic Framework and the Greater Lancashire Plan, and the requirements of Department for Education for a Local Skills Report. The panel were directed to the draft framework at Appendix A.

The panel discussed the draft and agreed that the light touch consultation was the appropriate approach. It was also suggested that it should be made clear that this was only an interim paper while the other strategies were being developed, as the landscape was continually changing. It was acknowledged that although there was pressure in the short term to respond to the current situation, it was important to continue to consider the medium to long term plan.

**Resolved:** that the Skills and Employment Panel approved the draft framework for consultation and agreed to the light touch consultation

## **9. Reporting to the Lancashire Enterprise Partnership**

**Resolved:** that the activities and feedback from the panel be fed into the LEP Board

## **10. Any Other Business**

Andrew Dewhurst announced his intention to resign from the panel, following his appointment to an additional role at Nelson and Colne College as Chief Information Officer which created a conflict of interest. Andrew was thanked for his work on the panel.

A recruitment process for vacant private sector posts would commence shortly.

It was also noted that the Vice-Chair position on the panel was still vacant.

**Resolved:** that

- i. the panel record their thanks to Andrew, and note the recruitment process
- ii. any member interested in taking the vacant Vice-Chair role should speak to Amanda or Michele this week

#### **11. Date of Next Meeting**

The next meeting was scheduled for 8.00am on 11 November 2020.  
Arrangements to be confirmed nearer the time.







## LEP – Sub Committee

### LEP - Lancashire Skills and Employment Advisory Panel

**Private and Confidential: NO**

**Date:** Wednesday, 11 November 2020

### Up-date from the Lancashire Skills & Employment Hub

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

#### Executive Summary

This paper provides an overview of activity since the last formal committee meeting in September 2020.

#### Recommendation

The committee are asked to note the update.

## 1. Careers Provision

- 1.1 The expanded Lancashire Careers Hub was officially launched at a virtual Careers Hub Conference on the 13<sup>th</sup> October. The event attracted over 160 delegates including Head Teachers, Senior Leadership Team members from educational institutions, Career Leaders, Enterprise Advisers (volunteer business leaders) and partners. The event was opened by Steve Fogg, Chair of Lancashire LEP, followed by an introduction by Dr Michele Lawty-Jones celebrating our journey and reminding delegates of the importance and impact of careers provision. This included reference to the impact of COVID-19 on young people's aspirations and perceptions of the labour market. Speakers included John Yarham, Acting Chief Executive from the Careers and Enterprise Company (CEC) and Marie Jobson, Education Manager, CEC and Kay Vaughan, Lancashire Careers Hub Lead, Inspira.
- 1.2 As a result of the expanded network, the team have welcomed and inducted a number of new volunteer Enterprise Advisers (business leaders), and will continue to recruit to increase the number of Enterprise Advisers to ensure all the new schools are matched before the end of this calendar year, following the growth from 130 to 154 institutions. Enterprise Advisers are particularly sought



for SEND secondary and post-16 schools, as all have now been invited to engage in the network.

- 1.3 The CEC have recently launched a 'Can Do Guide' for Careers Leaders and Employers providing insight to national best practice taking place in a virtual environment. This was a key discussion at the launch, with Marie Jobson introducing the guide, followed by break outs which enabled the collection of a plethora of examples of provision taking place across Lancashire, Blackpool and Blackburn with Darwen, as well as new ideas. The Careers Hub team will continue to support the cascading of best practice and development of virtual encounters. This will include:
- Launch of the Lancashire Careers Hub website this term (<https://lancashirecareershubs.co.uk/home>)
  - Delivery of three Learnlive Broadcasts for Lancashire in November, enabling young people to interact with local employers and gain an insight into the local labour market.
  - Launch of the Start in Lancashire platform in December following the success of Start in Blackpool. The platform is being developed in response to the unique environment resulting from COVID-19 and the need to provide a blend of virtual experiences:
  - Dissemination of the central hub fund enabling schools and colleges to develop innovative practice across a locality to drive progress against the Gatsby Benchmarks of best practice.

## 2 Skills Advisory Panel (SAP)

- 2.1 Stephen van Rooyen (EVP and CEO, UK and Europe at Sky) has been announced as the chair of the new national Skills and Productivity Board. The Skills and Productivity Board has been described by government as 'playing a central role in driving forward the government's ambitious FE reform programme. The Board will provide expert advice on how to make sure the courses and qualifications on offer to students across the country are high-quality, and aligned to the skills that employers need for the future and that will help grow our economy after the coronavirus outbreak'.
- 2.2 The work of the Skills and Productivity Board will be carried out by a panel of five leading skills and labour market economists, supported by Department for Education (DfE) officials. The panel will undertake independent research and analysis in response to questions set out by the Secretary of State and Chair. Applications for panel members closed in September and appointments will be made in due course.
- 2.3 It is intended that the Local Skills Reports published by the SAPs will complement and add to the national evidence for the Skills and Productivity Board. The DfE have informed LEPs that the final guidance regarding the proposed Local Skills Reports will be issued in early November. The requirement to produce a Local Skills Report by the end of this financial year,



however has not changed. The refresh of the Lancashire Skills and Employment Strategic Framework will support the production of the Lancashire Local Skills Report.

### **3. European Structural Investment Funds (ESIF)**

- 3.1 Work has continued with the Department for Work & Pension's Managing Authority (DWP MA) to allocate remaining funds in the European Social Fund (ESF) programme.
- 3.2 Further to the previous update, the projects submitted under the 2.1 and 2.2 calls have now been assigned appraisers by DWP MA and are currently being appraised and are expected to be submitted to the ESIF committee for comment on strategic fit by written approval. Whilst this is positive, many months have now passed since the submission of the applications and the process is frustratingly slow.
- 3.3 The National Reserve Fund (NRF) application submitted for 1.4 has been rejected and the submission against 2.1 put on hold. Feedback regarding the 1.4 submission was that the request was not based on an immediate need aligned with COVID-19. The 1.4 request is being re-submitted based on this feedback. The 2.1 request was to accommodate the projects submitted under the 2.1 call, as the combined project value exceeded the project call value. The application will be reviewed once the project submissions have been appraised, so that there is clarity on the exact amount of NRF required.
- 3.4 The Adult and Employer Skills Forums have continued to meet regularly with positive attendance. The group share good practice, new project information e.g. JETS (Job Entry Targeted Support project), and updates on progress and changes to projects are discussed. Many partners have now moved to face to face delivery, operating within the COVID-19 restrictions and there has been an uplift in activity, A presentation was provided on the NHS Orb App at the last meeting and it has been agreed that the Skills for Work website and Escalate will be built into the App to support Lancashire residents with skills and employment, recognising the positive impact on health and wellbeing.

### **4. Lancashire Social Value**

- 4.1 As previously outlined, over the last year social value has been woven into LEP programmes and projects to align social value commitments to one common framework and a toolkit for monitoring and reporting purposes. This applies across the Growth Deal, City Deal, Boost and Rosebud business loans programmes.
- 4.2 This process has continued with the embedding of social value requirements within the service specifications for Lancashire Fast Track Digital Workforce commissioning for Round 3 of the programme.
- 4.3 The Skills Hub have shared their good practice with other LEP's who are just starting out on the process including Coast to Capital LEP and GFirst LEP.



#### 4.4 City Deal

4.4.1 The adoption of the 'The Central Lancashire Employment and Skills Supplementary Planning Document' (SPD) is embedded within a number of projects and developments across the Central Lancashire footprint.

4.4.2 This is evident in the number of projects who have developed an Employment and Skills Plan and are working toward the delivery of social value outcomes during the 'works' phase of the project. These include:

- Preston Western Distributor/Costain
- Goosnargh Development/Seddon
- UCLan Student Centre/Bowmer Kirkland
- UCLan Infrastructure Work/Balfour Beatty
- D'Urton Lane Development - Wilmot Dixon/Trafford Housing Trust
- Altcar Lane/Lovell

4.4.3 Following on the back of the social value successes of the Penwortham Bypass project, the Skills Hub have engaged at a key early stage in the development of the A582 South Ribble Bypass project to ensure that social value is a key consideration of project development.

#### 4.5 Growth Deal

4.5.1 As outlined in the report to the committee on 11<sup>th</sup> March, Social Value has been embedded across the Growth Deal project portfolio and is embedded within the funding agreement. To date the Growth Deal project portfolio has generated a cumulative social value of over £25.9 million.

4.5.2 The Skills Hub are currently working with the 10 projects selected for the £34.1m 'Getting Building Fund' as the business cases are developed to scope opportunities for social value to be delivered throughout the works and operational phases of the selected projects with key deliverables set out in the project funding agreements.

### 5. Technical Education

5.1 The first delivery of T Levels is now live, with the four early adopter colleges in Lancashire having recruited around 150 learners in total to Digital, Education & Childcare and Construction T Levels. Colleges are confident in the calibre of young people they have recruited to the courses and although most Industry Placements are planned to start next spring, there are discussions taking place already with employers about potential for some experience to be virtual. In Childcare, which needs to include 700 hours of experience to gain the licence to practice, alternative models are already planned in some colleges with some employers asking for 2 week blocks instead of day placements. This is to avoid traffic between settings of college and childcare in the same period and reduce COVID risks.



- 5.2 The Technical Education Steering Group has met remotely and agreed the plan for the second phase of the Gatsby Foundation funded project in Lancashire which runs until December 2021.
- 5.3 CPD is now being planned for the academic year. There is a range of courses available from the Education and Training Foundation (ETF) which includes remission payment to colleges, and anything organised locally will fill gaps. Some colleges are also keen to collaborate on new TRIP projects which bring funding ranging from £2k to £45k, dependent on size of project. Of particular interest is development of transition (Level 2) programmes for year 12 to support progression to T Levels and other technical education routes at Level 3.
- 5.4 Routeway Networks, consisting of technical education leads from colleges, for Digital, Construction, Engineering & Manufacturing, Health & Science and Education & Childcare continue to be held remotely, with good engagement. Sharing of practice is already underway from those colleges who have recruited to T Levels this year and who ran transition courses last year.
- 5.5 The bidding round for the next wave of Institutes of Technology (IoT) is now open, focusing on delivery of Higher Technical Qualifications at levels 4 and 5 in key STEM subject areas, with digital being mandatory in each bid. There have as yet been no IoTs granted in the North West, and it is suggested that 5 of the 8 new IoTs proposed will be in the NE, NW and Midlands. Blackpool & the Fylde College is the lead organisation for a Lancashire bid, working closely with Burnley College and with FE and HE partners. Two visioning sessions have been led by the Skills Hub to progress developments, including identifying the specific sectors for focus and which provision can be built upon and what will need to be newly developed across partner organisations. Blackpool and the Fylde College are now convening two working groups to support the bid process. Key to the collaboration will be the ability to attract 1500 new learners at Levels 4 and 5 by Year 5 of delivery. An input will be provided by the two colleges at the meeting.

## **6. Social Care Workforce Forum**

- 6.1 The Social Care Workforce forum event organised jointly by the Lancashire Skills and Employment Hub and Healthier Lancashire & South Cumbria was held on line on Wednesday 7<sup>th</sup> October with 77 people participating in the event. The session built on a successful event held in Preston last year. There was a high number of attendees from the private Social Care sector and the NHS.
- 6.2 The event covered a range of topics including two plenaries focused on Health and Wellbeing support for staff and Regional & National Developments resulting from COVID-19. On-line breakout rooms also covered:
- Recruitment and Retention;
  - Organisational Remodelling;



- Leadership / Registered Managers;
- Upskilling current staff: training offers and new government incentives;
- Staffing Support to staff and managers of BAME staff and staff at risk during COVID.

6.3 A set of resources is being collated following the event and will be made available online. There will also be some follow up meetings for various topics.

## 7. Lancashire Digital Skills Partnership

7.1 The Lancashire Digital Skills Partnership (LDSP) was named winner of the Digital Skills or Inclusion Initiative of the Year Award 2020 at the Digital Leaders 100 Awards Ceremony on the 15<sup>th</sup> October. This is recognition of what partners have achieved to date, strength in our collaborative approach with partners and the leadership from the Coordinator, Kerry Harrison. The judges commented particularly on the breadth and reach of activity and how each partner had a very clear role.

7.2 On the 14<sup>th</sup> October 2020 the LDSP with Tech Talent Charter and UCLAN held a successful event as part of Digital Leaders Week, Innovation Month and Digital Lancashire's Reboot Festival focused on diversity and inclusion: 'Making the Business Case for Diversity in Digital Businesses'. Speakers included: Adam Blakey (Creative Director, Get Your Mobi, Lancaster), Pradeep Passi (Director of Equality, Diversity and Inclusion, UCLAN), Naomi Timperley (Co-Founder of Tech North Advocates) and Lexi Papaspyrou (Tech Talent Charter). A replay of the event will be available here - <https://week.digileaders.com/talks/making-the-business-case-inclusion-diversity-for-lancashire-business/>. Next steps, working in partnership with UCLAN and Maya Ellis at LCC, are to hold a series of further work shops where local digital and tech businesses can do a deep dive in to this topic focusing on: starting the conversation, internal culture and recruitment.

7.3 Kerry Harrison also represented the LDSP at two recent events. Firstly on a panel at CompTIA's EMEA Member and Partners Conference and secondly, as part of Lancashire's Innovation Festival, at which Kerry chaired a panel focused on encouraging the next generation of innovators. Ann Dean, Chair of the LDSP Steering Group, was a panellist at a session during the Digital Lancashire Reboot 2020 Festival – Digital Union: Bringing Lancashire Together.

7.4 By the end of November all of the programmes operating under the Fast Track Digital Workforce Fund in Lancashire will have started recruitment and/or delivery. Two of the first programmes to get underway, and provide innovative learning using alternative methods of training to allow adults to boost their skills and access digital roles, included [IN4.0 Talent Academy](#) (IN4.0 Group) and [DEEPer](#) – a partnership of E4All, CB Partners and Magma Digital. The first cohort of IN4.0 Talent Academy graduates have completed the delivery and are now being supported into jobs. By clicking the links, you



can [hear from some of cohort one](#) on why they signed up to the programme and how they have found the programme or [listen to Joel's experience](#) working with an employer to support and develop the business whilst gaining valuable work experience and professional insight.

- 7.5 The success of the Fast Track Fund has attracted attention from other government departments. A further £1.5million from the Department for Education (DfE) has been secured over the summer. The LDSP, GMCA and DCMS are now working with the DfE on a Digital Bootcamps pilot that extends the current work of the Fast Track Fund and will influence the future shape of the National Skills Fund. Due to the timescales imposed by DfE we are in the final stages of securing further skills programmes and will be in a position to announce these by mid-November.
- 7.6 The Teen Tech Festival has been rescheduled and is set to be held between mid-January and mid-February online. Content is now being discussed that will both include some well-known presenters as well as local universities and businesses. Further details will be shared with schools imminently and a launch event is in planning for November. Kerry Harrison is working closely with the Careers Hub team to integrate the festival into careers programmes with Careers Leaders across Lancashire.
- 7.7 The Digital Futures 50+ (sometimes referred to as Digital Freedoms 50+) project with Lancashire Libraries and Selnat is progressing well and partners are currently in phase 1 of distributing lap tops and tablets with data to local residents across Lancashire. This is being undertaken by working with approximately 60 local distribution partners which include community groups, voluntary sector organisations and adult learning teams. The LCC libraries team have been very instrumental with the set-up of devices and distribution to partners. For phase 2, to ensure equal distribution across all the districts of Lancashire, we will need in some areas to identify more distribution partners – such as in Fylde, Wyre and Ribble Valley. Feedback from residents receiving devices has been very positive and we hope to produce some good news stories about their experience moving forwards.
- 7.8 Clockwork City have completed delivery of a further 2 courses in Lancaster and Morecambe and Central Lancashire, based on the success of the first two which were delivered in the former and West Lancashire. The programme aims to support female entrepreneurs and business owners to develop their digital marketing skills and sits under the Digital Skills Innovation Fund. One face to face session was managed at Strawberry Fields prior to the new arrangements, following all social distancing guidelines. Those who decided to join this class, were very positive about the session. The feedback for all the provision has been very positive.



## 8. Skills and Employment Lancashire's Response webinar

- 8.1 In response to positive feedback from attendees at a 'Response to COVID-19' webinar, the Lancashire Skills and Employment Hub are now delivering monthly webinars to stakeholders. The aims of the webinars are to:
- Inform people of the Skills Hub and partner's response to date to the impact of COVID-19 on skills and employment, and get partner engagement with key initiatives.
  - Provide updates on relevant policy and guidance announcements.
  - Provide local data on COVID-19 impact to support partner's decision making.
  - Discuss how we can coordinate locally and work together to the benefit of local businesses and residents.
- 8.2 There have been three webinars to date which have consistently attracted circa 30 attendees. The third webinar took place on 30th September and 33 individuals joined from organisations including Local Authorities, Housing Associations, FSB, DWP, Third Sector and education partners. The Skills Hub provided an update on the Prime Minister's announcements and launched the Lancashire 'Skills for Work' campaign requesting that partners join. The Redundancy Taskforce also provided an overview of their work and DWP gave a summary of their Youth programme.

## 9. Skills for Work

- 9.1 In response to COVID-19 and the need to support Lancashire residents, the Skills Hub and partners launched the Skills for Work microsite [www.skillsforwork.info](http://www.skillsforwork.info) over the summer to:
- Bring support to those that are furloughed;
  - Boost skills for business recovery and employability;
  - Support those facing redundancy and those seeking work; and
  - To support 16-24 year olds.
- 9.2 As of 26th October 2020 the microsite has had over 4700 page views, this is a 57% increase from the last reported numbers in the last update which were up to 20th August 2020. A quarter of these views have been driven by social media referrals, with the majority of the social media views coming via Facebook (62%), and Twitter (31%). The Skills Hub have been working with a broad range of partners to disseminate and publicise the Skills for Work microsite, this has included Local Authorities hosting a link to the site on their relevant support pages. As a result over 2,400 page views have come from individuals directly accessing the site.
- 9.3 To date Job Centre Plus, the National Careers Service and a number of other partners have joined the marketing campaign. Blackpool, Preston and South Ribble Councils have also worked with the Skills Hub to have their own branded version of the Skills for Work website on their webpages, and we hope to continue this approach with other partners.





9.4 The Skills Hub's graduate intern has produced a stakeholder marketing toolkit which has been shared with partners. Content is also being pushed out on Facebook, LinkedIn and Twitter to promote [www.SkillsforWork.info](http://www.SkillsforWork.info). The Skills for Work campaign on Facebook has resulted in organic and paid for posts reaching 82,617 people.

## 10. 'Skill Up Lancashire' - 16-24 year old campaign

10.1 The Lancashire Skills Hub launched a social media campaign on 7 October 2020 to encourage 16-24 year olds to stay or return to education. It was agreed by the committee that this was a priority message to disseminate, providing young people the opportunity to enhance their skills, and to pursue personal development activities so they are better equipped to (re) enter the jobs market when the current employment conditions improve.

10.2 The Skills Hub has approached partners to support the campaign, including asking for financial contributions to extend the ad spend budget. This has attracted a further £7,500 of funding to-date. All campaign partners who have committed to supporting the campaign have received a Partner Toolkit too, which will help reach a wider audience. This adds to the £15k investment the LEP and Skills Hub have made, £5k of which has paid for ad spend.

10.3 The campaign consists of carousel adverts and videos aimed at 16-24 year olds, which have been created to work successfully on Tik Tok, Snapchat and Instagram. You can see the videos created here:

[https://www.youtube.com/watch?v=so0vuW\\_2RQU](https://www.youtube.com/watch?v=so0vuW_2RQU)

<https://www.youtube.com/watch?v=-vBKXdXTqOQ>

10.4 The pilot campaign is running for four weeks and in the first fortnight the tracking results were:

Instagram	Impressions	272,247
	Reach	113,110
	Clicks	537
	Amount Spent	£1,108.33

Snapchat	Impressions	157,141
	Swipe Ups	895
	Page Views Per Swipe Up	79
	Cost per Page View	£2.02
	Amount Spent	£231.06

Google Ads	Impressions	5054
	Clicks	665
	Cost	£558.11

## 11. Radio Lancashire

- 11.1 The Lancashire Skills Hub team members have featured weekly on the morning show as part of Radio Lancashire's "Just the Job" campaign in October. These short sessions on Thursday's at 11:30am have informed listeners about a range of support available through the [www.skillsforwork.info](http://www.skillsforwork.info) site including for unemployed young people and adults, those needing digital skills and those needing support due to redundancy.
- 11.2 Janet Jackson discussed the Skills for Work website, answering questions from presenter, Sharon Hartley, about the local impact on young people in particular and signposting listeners to The Prince's Trust Team programme, the Digital Skills Partnership's offers, Jobcentre Youth Hubs and National Careers Service provision. Sara Gaskell discussed the Escalate system and Kerry Harrison discussed the digital offer. Future segments will include a focus on supporting those facing redundancy and more support for those aged 16-24.

## 12. Twitter

Twitter followers have increased by 84 followers since September 2020, making our total number of followers 2,609.

## 13. Recruitment of Employer Members to the Committee

An advert has been placed on the LEP and Skills Hub website for new employer members – the deadline for expressions of interest (CV and statement of interest outlining added value) is Monday 23<sup>rd</sup> November. Committee members are asked to encourage applications from individuals who are able to provide insight into the skills and employment challenges in: advanced manufacturing, energy, digital and health. The website link is: <https://www.lancshireskillshub.co.uk/news/seeking-employers-to-join-the-lancashire-skills-and-employment-advisory-panel/>

### List of Background Papers

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

# Agenda Item 13

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