



LEP - Skills and Employment Advisory Panel

Thursday, 8th December, 2022 held as a Virtual meeting in Microsoft Teams, at 8.30 am

Please note the venue and time

Agenda

Part I (Items Publicly Available)

- 1. Welcome and Apologies for Absence**
- 2. Declaration of Interests**
- 3. Minutes of the meeting held on 1st September 2022** (Pages 1 - 10)
- 4. Matters Arising**
- 5. Lancashire Careers Hub - Progress to July 2022 and priorities for this academic year** (Pages 11 - 18)
(Presentation – Mark Bowman and Kay Vaughan from Inspira)
- 6. National Skills Fund: Skills Bootcamps** (Pages 19 - 26)
- 7. Local Skills Improvement Plan and Skills Advisory Panel Policy** (Pages 27 - 30)
- 8. Local Skills Improvement Plan - update from the N&W Lancashire Chamber**
(Verbal update – Geoff Mason, N&W Lancashire Chamber of Commerce)
- 9. Lancashire 2050**
(Verbal update – Neil Shaw and Cllr Karen Buckley)
- 10. Update from the Lancashire Skills and Employment Hub and Partners** (Pages 31 - 48)

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 and Programme of Meetings for 2023 / 24

The next formal meeting of the LEP Skills and Employment Advisory Panel is scheduled to take place on 2nd March 2023 at 08:30am as a virtual meeting via Microsoft Teams.

Programme of Meetings for 2023 / 24

The Panel is also asked to note the programme of meetings for 2023 / 24 that have been previously circulated via email as below:

Formal meetings:

Thurs 1st June 2023- 8.30-10.30am
Thurs 7th Sep 2023 – 8.30-10.30am
Thurs 7th December 2023 – 8.30-10.30am
Thurs 7th March 2024 – 8.30-10.30am

Informal meetings:

Thurs 6th April 2023 - 9.30-12.30pm
Thurs 9th November 2023 - 9.30-12.30pm

All formal meetings are scheduled to be held virtually using Microsoft Teams, the informal meetings are in person meetings – venue tbc.

Key Contact: Dr Michele Lawty-Jones, Director of Skills and Employment Partnership, 01772 537165, michele.lawty-jones@lancashirelep.co.uk



LEP - Skills and Employment Advisory Panel

Minutes of the Meeting held on Thursday, 1st September, 2022 at 8.30 am at the Teams Virtual Meeting - Teams

Present

Neil Shaw (Acting Chair)

Mark Allanson	Gareth Lindsay
Councillor Karen Buckley	Nicola Mortimer
Peter Caney	Kate Quinn
Dr Fazal Dad	Professor Wendy
Edwina Grant OBE	Robinson
	Bev Robinson

Observer

Paul Evans, Assistant Director, Area Lead BEIS
Stephen Jones, Head of FE Territorial Team, ESFA
David Gregson, Special Projects Manager, Research and Enterprise Services, Lancaster University
Helen Warren, Partnership Manager Lancashire, DWP

In Attendance

Dr Michele Lawty-Jones, Director of the Lancashire Skills and Employment Hub
Sara Gaskell, Strategic Partnerships Manager, Lancashire Skills and Employment Hub
Donna Sadler, Partnership Manager, Social Enterprise Lancashire Network (Selnet)
Joanna O'Donnell, Project Manager, Lancashire Skills and Employment Hub
Joseph Mount, Skills and Economic Intelligence Analyst, Lancashire Skills and Employment Hub
David Prince, Project Officer, Lancashire Skills and Employment Hub
Andy Walker, Acting Director - Growth, Environment and Planning, Lancashire County Council
Catherine Stott, Democratic Services Officer (Companies), Lancashire County Council

1. **Welcome and Apologies for Absence**

The Chair welcomed everyone to the meeting, noting that it would be Edwina Grant's last meeting, and gave thanks for her contribution to the panel.

Apologies were received from Alison Robinson, Liz Tapner, Neil Conlon, Ruth England, and Stephen Sykes. Neil Shaw chaired the meeting as Alison Robinson (chair) and Neil Conlon (vice chair) had given apologies.

2. **Declaration of Interests**

None.

3. **Minutes of the meeting held on 9th June 2022 and Matters Arising**

Under Matters Arising, Dr Michele Lawty-Jones, Director of the Lancashire Skills and Employment Hub, confirmed that the letter detailing the board's concerns around the transition from ESIF to USKPF had been delivered to the local authority chief executives, as agreed at the previous meeting.

Resolved: That the minutes of the meeting held on 9th June 2022 are be confirmed as an accurate record.

4. **Up-date from the Lancashire Skills & Employment Hub and partners**

Dr Michele Lawty-Jones, Lancashire Skills and Employment Hub Director, provided an update from the Lancashire Skills & Employment Hub and partners, highlighting the following:

- In June, the Careers Hub held its first in-person annual conference since 2019, celebrating the success of the programme so far and outlining future priorities. The Chief Executive of the Careers and Enterprise company was particularly complimentary about the work in Lancashire. The conference included a Labour Market Intelligence input from Joseph Mount and the launch of new careers materials developed by a local design agency based on feedback from over 1,200 young people. Debbie Francis, chair of the LEP closed the conference with a panel debate with Lancashire's cornerstone employers, celebrating the success of the programme so far and future considerations.
- There has been an increase in the number of physical careers and employment encounters and experiences for young people in line with the Gatsby Benchmarks, with Lancashire performing in the top quartile nationally in terms of progression.
- Two Headteacher conferences are due to take place in October, focusing on provider access legislation to reinforce the aims of the Baker clause concerning post-16 technical education routes.

- Lancashire colleges have celebrated their first T-Level Graduates with Blackpool and Fylde College, receiving positive coverage on the BBC and across the Hub's social media channels.
- The Apprenticeships and Technical Education project has seen considerable success and the hub will continue to work with the Career and Enterprise company to expand activity in the coming academic year.
- Digital Advantage, the digital pop-up agency which engages teams of young people with industry coaches to develop Apps, has run several successful programmes in SEND schools across Lancashire, culminating in a gradation event at County Hall in July.
- All the local authorities have submitted their UKSPF investment plans, with ESF funded projects ceasing in 2023. Government feedback is expected to be received the autumn.
- The three top tier Local Authorities have received government feedback on their Multiply plans, with delivery planned for autumn. The Hub will be leading the development of a Lancashire wide Community of Practice.
- Escalate, the online referral tool, created to assist organisations in directing individuals into suitable employment programmes, is to be updated in line with the launch and finalising of projects. There has been an increase in the number of referrals to Restart through the system, translating into positive employment outcomes.
- There remains a significant number of health and social care vacancies across Lancashire. The Social Care Workforce forum was a positive start in sharing ideas and practice to address some of the key issues in the sector.
- The levelling up bid for the Eden Project North has now been submitted, with government feedback expected in the autumn.
- The Hub will be recruiting a new Skills and Employment Coordinator to support the social value work following the resignation of Martin Hill.
- The Lancashire Young Apprenticeship grant has launched, encouraging employers who have not previously employed an apprentice to do so in the manufacturing sector. Paul Hammond has joined as coordinator to help deliver the programme. The first grant has been awarded, with a high volume of interest from businesses.
- The Community Renewal Fund Project, Embrace Digital Lancashire, (helping businesses to choose the right software platforms to suit their needs) has delivered 80 training sessions to date, with more to be scheduled in future to meet demand.

- Joseph Mount is producing a report in relation to the Linked-in talent insight platform, articulating how the platform can support career provision.
- The Food and Agriculture Study presented by Amion Consulting at the previous meeting is being formatted by a design agency ready for publication on the Skills Hub website.
- The Hub's online interactive evidence base is being continually updated to serve as an information source for businesses and local authorities.
- The number of businesses signing up to the Lancashire Skills Pledge is increasing, with 363 active pledges to date. A celebration event is planned for December.
- The Skill-Up Campaign, providing skills development opportunities for 16–24-year-olds, has now been launched on the Hub's various social media platforms, and is scheduled to run for a month before receiving feedback.

Questions and comments were as follows:

Bev Robinson thanked the team for the report, requesting considerations around improving the presentation of progress within the overall report, such as including RAG ratings to make the data more accessible to outside audiences. Concerns were also raised around whether the impact of the engagement outlined in the update was being effectively monitored. The Chair noted the above suggestions and agreed that greater focus was needed measuring the overall impact of engagement.

Cllr Karen Buckley queried whether the 16-24 year-old age bracket for the Skill Up Campaign was a fixed bracket, and asked what provisions are available for life-long upskilling. Michele Lawty-Jones confirmed that the campaign did concern 16-24 year olds only, but reassured the board that alternative provision is available for other age-groups via the Skills for Work website: www.skillsforwork.info .

Fazal Dad asked how the successes highlighted in the report are communicated to the wider people and what indicators were in place to measure the quality of the engagement with individuals. Michele-Lawty Jones confirmed that any successes highlighted in the update are communicated primarily through the Hub's social media channels.

The Chair suggested that the board consider developing an annual report, providing an overview of the Hub's progress against its priorities, as a means of monitoring engagement impact.

Wendy Robinson suggested that parameters be introduced to allow for the measuring of Lancashire's performance against other counties. It was referenced that local labour market intelligence is benchmarked against England minus London data.

Resolved: The board acknowledged the update and agreed with suggestions made.

5. Lancashire Skills Bootcamps Update - 2022/23 Programme

Joanna O'Donnell, Project Manager, and David Prince, Project Officer at the Lancashire Skills and Employment Hub, presented an update on the Lancashire Skills Bootcamps, highlighting the following:

- The Hub was awarded £1.25m to run Skills Bootcamps for residents and businesses. 13 applications were received from potential providers to run the Bootcamps, then shortlisted to 5 providers.
- The bootcamps are due to start in August / September and run for on average 12 weeks, with participants representing a wide demographic; including women, unemployed, over 50s, ex-offenders, and refugees.
- Following a review of the Skills Bootcamps by Amion consulting, it was recommended that a 'Community of Practice' (CoP) be introduced, encouraging providers to share knowledge and best practice as to coordinating bootcamp delivery. Meetings took place in July and August, with another CoP meeting scheduled for October.
- Each bootcamp provider is required to demonstrate what social value activities they were going to participate in throughout the programme. Further details on this can be found in the pack.
- Each provider is required to map the potential risks associated with delivery and equally, outline possible mitigations in order to maximise performance. Further details on this can be found in the pack.

The Hub's priorities for the coming months include:

- Developing the current marketing strategy for the Skills Bootcamps to expand interest and stakeholder relationships
- Developing an evaluation strategy to measure the impact of the Skills Bootcamps
- The Hub will have its first meeting with the DfE in September to discuss the performance against the Skills Bootcamps grant funding agreement to-date.
- Notification of 2023-2024 funding for Skills Bootcamps is expected in later in the year.

Questions and comments were as follows:

Bev Robinson raised concerns that graduates were disproportionately represented in the Skills Bootcamps at the expense of other groups in need of

upskilling. Joanna acknowledged the above and advised that she will consider ways to ensure a more equal distribution of recruitment as part of the risk and mitigations framework, as well as include specific data on the groups represented in the Skills Bootcamps as part of the next quarterly report.

Nicola Mortimer added that providers are incentivised to select graduates for financial reasons, as there is greater certainty that graduates will be able to complete the programme relative to other groups, and therefore further government funding will be received. It was noted that the Milliampt Technologies group in Lancaster group work with guideline limits on participants from each demographic to try and ensure even representation.

Fazal Dad, acknowledging the financial challenges faced by providers, stressed that the role of skills providers is to focus on upskilling individuals most in need, not those that are potentially over-qualified to receive training.

Michele Lawty-Jones suggested that the above concerns should be considered in the evaluation of the Bootcamps.

Resolved: The board acknowledged the presentation and noted the suggestions raised.

6. Exploring Economic Inactivity in Lancashire

Joseph Mount, Skills and Economic Intelligence Analyst at the Lancashire Skills Hub gave a presentation on economic inactivity in Lancashire, highlighting the following:

- Employment levels have dropped across Lancashire as a result of COVID-19, from 76.2% in March 2020, to a 71.5% employment rate in March 2022, 3% below the national average. The drop in employment can be attributed partly to Lancashire's aging population, with many leaving the labour market due to retirement.
- Although unemployment has increased, it has not increased by the same magnitude as employment has decreased.
- There has been a decrease in the number of economically active people (those in the job market or actively searching for work) in Lancashire since the pandemic, standing at 705,000 in March 2020, and falling to 667,00 in March 2022. While this is a national trend, the impact of the pandemic on economic inactivity has been more acute in Lancashire relative to other counties.
- Marginally more of those who are economically inactive now want a job compared to those pre-pandemic.
- Economic inactivity is highest in Fylde, Pendle, Preston, Blackburn and Darwen. Lancaster and Ribble Valley have seen decreases in economic inactivity, while the other districts are seeing increases.

- Women are more likely to be economically inactive than men and this gap is widening, from 9% in March 2020 to 11.6% March 2022
- Inactivity rates are highest amongst 16–24-year-olds.
- The primary reason for economic inactivity is long-term sickness, followed by caring responsibilities, and retirement.
- The start of the pandemic in March 2020 saw a spike in the number of people who had a requirement to search for work and were claiming universal credit. The percentage of people on Universal Credit with no requirement to search for work (for example, due to illness) has increased from 27% in March 2020 to 33% in March 2022. This is a national trend.
- An evaluation of data on Personal Independence Payments claimants suggests a link between those claiming PIP and economic inactivity, with an increase in claims associated with psychiatric disorders, particularly in the younger workforce.

Questions and comments were as follows:

The Chair thanked Joe for the presentation and expressed his appreciation for the depth of the study.

Mark Allanson raised that part of the reason for 16–24-year-olds presenting as the most economically inactive is down to many being students and queried whether the percentage of students within that age groups had increased or decreased. Joseph explained that, due to limitations on the data, he couldn't give a decisive answer.

Helen Warren from the DWP, provided a brief overview of the work that the body is doing to assist customers impacted by health issues, including launching a pilot in Lancashire to provide tailored one to one support.

Michele Lawty-Jones raised concerns regarding the increase in economic inactivity amongst younger age groups due to health issues, stressing that the board should continue to work with the health sector to address this. Particularly in wake of the uncertainty presented by the ESF to UKSPF transition.

The Chair thanked members for their contributions and noted that issues around economic inactivity should be given greater consideration by the board.

Resolved: The board noted the presentations and the subsequent comments.

7. Lancashire 2050 Update

The Chair provided an update on the Lancashire 2050 strategy, highlighting the following:

- The draft report is a suggested summary of what key themes and issues should feature under employment and skills in the Lancashire 2050 strategy, informed by the existing Lancashire Skills and Employment Framework, and discussions with local authority leaders and chief executives.
- The report aims to articulate how Lancashire 2050 will impact the employment and skills outcomes for residents. The Chair encouraged the board's feedback on whether it felt these were the right sort of priorities.
- The strategy centres around a series of priorities to focus delivery. These priorities have been shaped in consideration of the potential for a Lancashire Devolution deal.
- There will be future opportunity for board members to provide their feedback on plan in upcoming workshops, with dates to be sent out following the meeting.

Cllr Karen Buckley added the following:

- The report needs to be clearer on which age group the strategy aims to address.
- The impacts of the strategy will be cross cutting, extending beyond employment.
- The report's language needs to be accessible for all audiences, avoiding jargon.
- The strategy should focus on boosting resilience amongst young people.

Questions and comments were as follows:

Bev Robinson thanked members for their work on the report and stressed the need to align skills delivery and the curriculum with the future needs of the economy and the resources available, as opposed to what students would 'like' to study. Further clarity around how the impact of the strategy would be measured was requested.

Fazal Dad seconded concerns raised above and stressed the need for greater emphasis on the LEP's digital strategy within the report, considering the increasing importance of digital skills.

Mark Allanson suggested that an attributes framework for the future workforce be included alongside the skills outlined. Bev Robinson seconded this suggestion.

The Chair acknowledged the comments, reiterating that the planned workshops will allow for further amendments. Michele Lawty-Jones confirmed the report will be sent to a workshop with council leaders and chief executives at the end of September, with dates to be distributed following the meeting.

Resolved: The board acknowledged the report and the comments raised.

8. Reporting to the Lancashire Enterprise Partnership Board

Resolved: It was agreed that the points raised around economic inactivity, the Skills Bootcamps update, and the initial feedback on the Lancashire 2050 report should be reported to the board.

9. Any Other Business

None.

10. Date of Next Meeting

The next meeting is scheduled for Thursday 8th December at 8:30am. The meeting will take place via Teams.

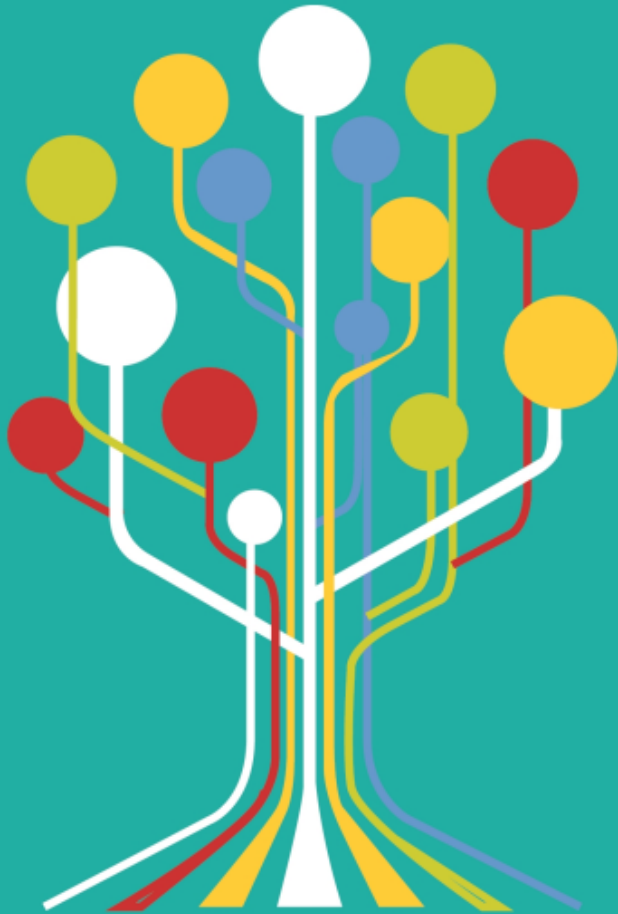
An informal meeting is also scheduled for Thursday 10th November 9.30-12.30pm. The meeting will be in-person, location to be confirmed.

Potential dates for an informal workshop in September allowing for feedback on the Lancashire 2050 Strategy will be distributed to the board following the meeting.

Lancashire Careers Hub

Mark Bowman
Chief Executive, Inspira

Kay Vaughan
Careers Hub Lead, Inspira



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Context

Lancashire Careers Hub has now reached full coverage, supporting all 154 secondary schools (including special schools and alternative providers) and colleges across Lancashire to develop inspirational careers programmes, increasing employer encounters and experiences, boosting aspiration, showcasing technical and academic routes to employment, and enabling informed choices



Main Activities During 2021 –22

- Continued to support schools and colleges to make progress against the Gatsby Benchmarks
- Launched and brokered the BAE sponsored programme aimed at inspiring young people to pursue digital and tech careers
<https://www.youtube.com/watch?v=ff27sO8H3x8>
- Progressed action plans with Business Networks to drive engagement with the Lancashire Skills Pledge and pledges associated with the Careers Hubs
- CPD for careers professionals in regard to T Levels, to drive integration of Technical Education routes
- Set up and commenced implementation of research and evaluation projects with the Careers and Enterprise Company
- Developed LMI Boardgames and Portal LMI resources
- Delivered two successful conferences – Inclusion Community of Practice Conference and our Annual Conference



Achievements 2021 - 22

	Benchmark 1 Performance		Benchmark 5 Performance		Benchmark 6 Performance	
	Target	July 2022	Target	July 2022	Target	July 2022
Lancashire Careers Hub	80	81.5	Over baseline (75%)	76.5	Over baseline (50%)	51.3
National		61.2		73.1		53.5

The average Benchmark achievement across Lancashire Careers Hub was 5.8 (target of 5), against a national average of 5.1 .



Achievements 2021 – 22 Future Skills Survey

	Lancashire	National
Do you understand this option after Year 11? Apprenticeships	93%	73%
Do you understand this option after Year 11? A-levels	86%	78%
Do you understand this option after Year 11? Traineeships	55%	26%
Do you understand this option after Year 11? T-levels	50%	27%
Do you understand this option after Year 11? Other vocational routes such as BTEC	79%	47%
Have you thought about which of these options might be right for you?	89%	68%



“I would like congratulate Lancashire Careers Hub for the fantastic work you continue to deliver in the making a difference to the lives of young people and the economic growth of the area. Lancashire’s Careers Hub has driven a highly effective partnership between education and business, increasing the amount of activity across the county to a level above the national position.

We recognise and value the outstanding contributions that the Careers Hub team have made, and the fantastic support given from the Lancashire Skills Hub and Inspira. Furthermore, the contributions made by local authority colleagues and partners from across Lancashire have all facilitated and shaped the success of the work locally, as well as informing and shaping work at a regional and national level.

Well done to all concerned and thank you for your partnership. We look forward to our continued partnership.”

John Yarham
Deputy CEO
Careers and Enterprise Company



Main Plans 2021 –22



- Continue to support schools and colleges to make progress against the Gatsby Benchmarks
- Delivery of the Headteacher and Governor Briefing with a focus on the Provider Access Legislation and Impact
- Continued focus on LMI – SEND LMI Tool Development, Portal and Boardgame roll out and Sector Days with FE colleagues.
- Continuation of the Communities of practice and delivery of the Inclusion Conference (11 May, and Annual Conference 29th June)
- Continuation of the Cornerstone Employer Group – sharpen focus and communicate impact. Implementation of the Employer standards
- Pilot the Peer-to-Peer Careers Impact Review System



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LEP – Sub Committee

LEP - Skills and Employment Advisory Panel

Private and Confidential: NO

Date: Thursday, 8 December 2022

National Skills Fund: Skills Bootcamps

Report Author: Joanna O'Donnell, Project Manager – Skills Bootcamps, Lancashire Skills and Employment Hub, Joanna.O'Donnell@lancashirelep.co.uk & Dr Michele Lawty-Jones, Director, Lancashire Skills and Employment Hub, michele.lawty-jones@lancashirelep.co.uk

Executive Summary

Digital Bootcamps were piloted in Lancashire and Greater Manchester through the Fast Track Digital Workforce Fund, in partnership with the Department for Digital, Culture, Media and Sport (DCMS). The model was driven by employers, with employer-provider collaborations developing Skills Bootcamp programmes, which provided intensive training to fast-track unemployed residents into hard to fill digital jobs.

The model was adopted and adapted by the Department for Education (DfE) under the National Skills Fund and rolled out nationally through a combination of national procurement and local allocations to Mayoral Combined Authorities (MCAs) and Local Enterprise Partnerships (LEPs). A total of £1.2m was allocated to Lancashire under Wave 3 for financial year 2022/23. An open procurement process was undertaken early in the financial year to allocate the funds, with service contracts awarded in July 2022.

Thirty nine percent of the forecast 350 learners for this financial year have been enrolled onto the Skills Bootcamps by the procured providers, with further Skills Bootcamps starting in the New Year. This is slightly less than the 50% forecast at this point, which is a concern, however providers are confident that they can recruit onto planned provision to hit the forecast 350 and deliver the Skills Bootcamps before the end of March 2023.

An opportunity arose to secure a further £100k from DfE from underspend elsewhere which has enabled the mobilisation of the next provider on the ranked list which resulted from the procurement process. As a result, a further two Skills Bootcamps will commence in January supporting an additional 30 learners.

DfE have requested proposals for funds for Wave 4 – financial year 2023/24 and have set a deadline of the end of November 2022 for proposals from MCAs and LEPs. Market engagement events have been undertaken by the Skills Hub to build



a pipeline of projects to inform the submission to DfE and to expand the technical areas aligned with demands in the local labour market. DfE have indicated that financial allocations will be agreed in January. Discussion has been undertaken with procurement to plan in a procurement process to allocate the funds.

Recommendation

The LEP Skills and Employment Advisory Panel are asked to:

- (i) Note the progress in 2022/23 and the additional allocation of funds from the DfE in-year.
- (ii) Consider the opportunity to secure grant funds for further Skills Bootcamp delivery in Lancashire in 2023/24 and propose to the LEP Board that grant funds are accepted should the application to DfE be successful, with a delegation to the Chief Executive and Section 151 Officer to review and agree the grant funding offer and terms and conditions, give due consideration to any procurement considerations and agree and enter into any legal agreements required to protect the interests of the LEP.
- (iii) Should further grant funds be approved and accepted, support the extension to contracts for the Project Manager and Project Officer, subject to advice from HR with delegation to the Chief Executive and Section 151 Officer for approval.

1.0 Background

- 1.1 Digital Bootcamps were piloted in Lancashire and Greater Manchester through the Fast Track Digital Workforce Fund, in partnership with the Department for Digital, Culture, Media and Sport (DCMS). The model was driven by employers, with employer-provider collaborations developing 12 to 16 week bootcamp programmes. The Skills Bootcamps provided intensive training to fast-track unemployed residents into hard to fill digital jobs.
- 1.2 The model was adopted and adapted by the Department for Education (DfE) under the National Skills Fund, with pilots taking place locally and in several other areas across the country. The DfE model had an increased focus on guaranteed interviews and progression into employment or progression within the workplace.
- 1.3 The Skills Bootcamps are targeted at all adults 19+ and aim to address technical skills shortages typically at Level 3 and above, thereby complementing Sector Work Based Academies, which are typically shorter in length and targeted at lower skills levels. Skills Bootcamps typically support unemployed people into technical jobs or enable people to progress within the



workplace. In Lancashire there has been a focus on boosting diversity through the targeting of women and ethnic minorities.

- 1.4 The DfE has now rolled out Skills Bootcamps across the country through a balance of national procurement and allocations of funds to local areas via Mayoral Combined Authorities (MCAs) and Local Enterprise Partnerships through Section 14 grants. As per previous papers presented to the committee, £1.2m was allocated to Lancashire for financial year 2022/23. An open procurement process was undertaken early in the financial year to allocate the funds, with service contracts awarded in July 2022. It was hoped to initiate procurement earlier in the year, however there was a delay in DfE confirming funds, which impacted on timelines.
- 1.5 This paper provides an overview of progress against this year's allocation and outlines the opportunity to bid for further funds from the DfE for next financial year 2023/24.

2.0 Progress against the Wave 3 (2022/23) allocation

- 2.1 As per 1.4, an open procurement process was undertaken from April to June 2022 to allocate the £1.2m initially confirmed by DfE for 2022/23. The process involved rank ordering proposals in accordance with the overall score against the criteria in the specification. Funds were then allocated against the rank ordered projects until all funds were used. Any projects that fell below a set threshold were rejected. Service contracts were awarded in July 2022 with providers then commencing recruitment. A number of Skills Bootcamps are in progress, with a number due to be delivered during the first quarter of next year.
- 2.2 DfE were keen that 50% of learners were recruited by this point. As the contracts were issued in July this created some challenges – with August being a poor time for recruitment activities targeting adults. However, 136 (39%) Lancashire residents are now enrolled onto Skills Bootcamps, with another 214 forecast from now through to the end of March for those contracted in July. To date 18 of the 136 candidates have completed the delivery stage and are moving onto the interview stage and the Skills Hub have been advised verbally that all 18 have been offered an interview.
- 2.3 A further £100k has been allocated by the DfE from underspends elsewhere to enable the mobilisation of the next provider on the list, for two Skills Bootcamps to be delivered in the last quarter of 2022/23 for 30 learners. A contract variation has been received from the DfE to enable contracting.
- 2.4 Initially Wave 3 delivery was to be completed by 31st March 2023, however the DfE recently introduced the opportunity for providers to start delivery of additional Skills Bootcamps in March 2023 with view to an initial payment being made from this financial year, and delivery to roll into 2023/24 and mid and final payments being made next financial year. Existing providers were consulted on this opportunity and two have expressed an interest – this would



require a further commitment of funds from the DfE for the milestone one payment and confirmation of funds for 2023/24. Feedback is awaited from DfE – it has been indicated that this will be confirmed late November / early December.

- 2.5 Data collected regarding the nature of the learners engaging in Skills Bootcamps, shown below, demonstrates how Skills Bootcamps are contributing to improving the employability and skills of unemployed and disadvantaged groups.
- 34% who are enrolled on Skills Bootcamps have declared themselves unemployed
 - 6% are self-employed
 - 37% are employed and are working towards gaining new skills, 19% of those are co-funded by their employers to re-skill or upskill
 - 65% have identified themselves as ethnic minority
 - 27% are women (pursuing digital roles)
- 2.6 Employer engagement is the golden thread running through Skills Bootcamps and currently 50 employers who recruit in Lancashire are engaged in either:
- Course development to meet the skills gaps needs and sector needs of local employers
 - Co-delivery and employability support during delivery
 - Guaranteed interviews for the 234 vacancies already identified in their businesses with graduates of the Skills Bootcamps
- 2.7 A Thematic Study was commissioned by the DfE from OFSTED focusing on the quality assurance practices nationally of Wave 2 Skills Bootcamps. It found elements of good practice, however made some recommendations which has led to Skills Bootcamps coming under OFSTED review from Wave 4. Current Wave 3 quality assurance practices are co-ordinated by the DfE and to date two Lancashire providers have been visited by the DfE and the Skills Bootcamp Project Manager, with another two planned later in November. Remaining providers will be visited in the New Year. To date there have been no areas of concern identified, and good practice has been evident throughout.

3.0 Wave 4 (2023/24) proposal for Skills Bootcamps

- 3.1 The DfE have set a deadline of the 30th November 2022 for LEPs to submit high level proposals setting out plans for Skills Bootcamps for 2023/24. Evidence is required to substantiate the need including labour market intelligence, vacancy data and employers who would likely engage. The offer at present is for one financial year, however it is likely that the model will be rolled into future years – and indeed may form part of future devolution agreements.



- 3.2 This provides an opportunity for Lancashire to secure further funds for Skills Bootcamps to address local skills shortage areas, building on the success of the bootcamps to-date, and for residents to boost their employability and earning potential. Skills Bootcamps can help to address the technical skills needs resulting from industrial digitalisation and the drive to net zero, as well as address skills shortages in digital, advanced manufacturing, construction and other areas, aligning with the LEP's growth pillars and enablers.
- 3.3 Skills Bootcamps also provide opportunity to boost diversity and to drive social mobility in disadvantaged areas of Lancashire through the targeting of provision. For example, a priority of the Lancashire Digital Skills Partnership is to increase the number of females in Lancashire's digital workforce.
- 3.4 In terms of timescales, based on feedback and learning from Wave 3, DfE have committed to confirm funds in January, to enable procurement processes to be undertaken locally so that recruitment and provision can commence from April 2023.
- 3.5 Market engagement events have been conducted by the Skills Hub with providers of existing digital bootcamps, the wider Lancashire provider network, employers and employer representative bodies to help build a pipeline of projects and inform the submission to DfE. The session also enabled connections to be made to enable conversations regarding collaborative approaches.
- 3.6 The consultation will support the formulation of the proposal. It was made clear that should grant funds be confirmed by DfE, that applications would need to be made via the local procurement process to secure funds.
- 3.7 If the DfE confirms grant funds to Lancashire, further market engagement events will be run in January to support procurement.
- 3.8 There are a number of areas of focus for Skills Bootcamps emerging – some of which build on the foundations built in Lancashire to-date and also some new areas. This is the list at the point of writing the paper – a further update will be provided at the committee meeting:

Digital

- Cyber
- Data Analysis
- Technical Support
- Digital Marketing
- Front End Web Development
- Software Development (including Back End Web Development)

Technical

- Additive Manufacturing



- Advanced Manufacturing
- Medical Engineering

Construction

- Construction Supervision & Marketing
- Construction & Digital

Pathway to accelerated apprenticeship

- Health and Social Care – accelerated route to apprenticeships

Logistics

- Logistics – HGV

Other

- Food & Agriculture
- Health and Social Care – Supervision & Management
- Creative Event Production

Green

- Green Skills
- Green Power

3.9 DfE has suggested a minimum of £1m, it is intended that a programme be submitted for £4-5m worth of funds. To note the proposal for Wave 3 2022/23 was for double the amount, with all LEP areas receiving 50% of their original ask.

4.0 Key risks

4.1 Lancashire has a track record of managing Skills Bootcamps, initially in partnership with GMCA and more recently independently, with investment made in a Project Manager and Project Officer in the Skills Hub team to manage the local 2022/23 programme. Both posts are fully funded through the management and administration costs embedded in the Skills Bootcamp funds from the DfE.

4.2 The posts are currently fixed term until 1st of June 2023. It is the intention that the posts would be extended for a further year, should a similar or higher level of funds be awarded by the DfE. If less funds than 2022/23 were awarded, consideration will be given to the level of staffing required. The extension will take the two posts to just under two years of employment, based on start dates, which would mean that there were no redundancy liabilities.

4.3 If the amount awarded is higher than this year, then additional staffing resource may be required, for example, an additional Project Officer. There was a very good response to the adverts for the two existing posts and thus it



is anticipated that it would be relatively straight forward to recruit additional posts, even though fixed term.

- 4.4 The procurement process undertaken for 2022/23 enables extension of contracts for a further two years, subject to performance. There is therefore opportunity to extend existing contracts to continue the digital Skills Bootcamps currently in delivery. The desire is to extend the range of Skills Bootcamps in-line with local technical skills needs, which would necessitate a further open procurement process. Discussions have been undertaken with procurement in Lancashire County Council to agree the approach for 2023/24 and are building the requirement to undertake further procurement into their timelines to ensure resource is available to support the process in early 2023, subject to confirmation of funds by the DfE.
- 4.5 The policy intent of the programme is to fast-track people into vacancies in the local economy or to upskill employees to progress within the workplace. DfE have set an expectation that 75% of participants will progress into employment or within the workplace. As Skills Bootcamps procured for 2022/23 are currently in delivery, data is not available in regard to performance for Wave 3. If guaranteed interviews and job outcomes are not forthcoming an element of the funding may be withheld. This is built into the back-to-back contracts but is a risk for providers.
- 4.6 There are no match requirements from the LEP or the Local Authorities. Where providers are delivering Skills Bootcamps that reskill or upskill employees, large companies are expected to contribute to 30% of the cost per learner and SMEs 10%. The providers are required to collect the funds and provide the evidence as part of the claims process. This requirement is built into the back-to-back contracts. Any financial contributions are deducted from the amounts paid to providers for the learners by the Skills Hub. The delivery programme will be tailored to the grant funding available with no match required from the LEP or the Local Authorities to support delivery.

5.0 Recommendation

- 5.1 The committee are asked to note the progress in 2022/23 and the additional allocation of funds from the DfE in-year.
- 5.2 Consider the opportunity to secure grant funds for further Skills Bootcamp delivery in Lancashire in 2023/24 and propose to the LEP Board that grant funds are accepted should the application to DfE be successful, with a delegation to the Chief Executive and Section 151 Officer to review and agree the grant funding offer and terms and conditions, give due consideration to any procurement considerations and agree and enter into any legal agreements required to protect the interests of the LEP.



- 5.3 Should further grant funds be approved and accepted, support the extension to contracts for the Project Manager and Project Officer, subject to advice from HR with delegation to the Chief Executive and Section 151 Officer for approval.

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 - Skills and Employment Advisory Panel

Private and Confidential: No

Date: Thursday, 8 December 2022

Local Skills Improvement Plan and Skills Advisory Panel Policy

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

Executive Summary

This report describes Department for Education's policy regarding the introduction and funding of Local Skills Improvement Plans (LSIP) and changes to policy and funding regarding Skills Advisory Panels (SAPs) and Local Skills Reports.

Recommendation

The LEP Skills and Employment Advisory Panel are asked to:

- (i) Note the update and the positive collaboration with the Chambers of Commerce in relation to the development and production of the Lancashire LSIP; and
- (ii) Recommend to the LEP Board that the title of the committee revert to the Lancashire Skills and Employment Board.

Background and Advice

1. Background

- 1.1 The Lancashire Skills and Employment Board has been in place since 2014. The Lancashire Skills and Employment Hub was established in 2015 to support the board and drive the development of a robust evidence base and a Lancashire wide skills strategy. The Lancashire Skills and Employment Strategic Framework was first published in 2016 and refreshed in 2021 in consultation with employers, education and skills providers, local authorities and other stakeholders, and is a jointly owned strategy.
- 1.2 The Department for Education (DfE) formulated policy regarding Skills Advisory Panels (SAPs) in December 2018. The policy aimed to build on good practice in Lancashire and other areas, by levelling the playing field in relation to the



production of good quality labour market intelligence. Lancashire contributed to the modelling of the policy regarding SAPs alongside 5 other areas, which collectively included a mix of MCAs and LEPs.

- 1.3 In April 2019, MCAs and LEPs were asked by DfE to either form a SAP or allocate the SAP responsibilities to an existing committee. In Lancashire a decision was made to change the name of the board to the Lancashire Skills and Employment Advisory Panel.
- 1.4 A small grant was made to each of the MCAs and LEPs to support the gathering and analysis of labour market intelligence against a framework published by the DfE, to enable the publication of a Local Skills Report. Grants have been received in the previous two financial years, and in this financial year £55,000 has been received.
- 1.5 In Lancashire, the Local Skills Report was aligned with the refresh of the Lancashire Skills and Employment Strategic Framework – although Lancashire went further in its analysis than required by the DfE framework to give a fuller picture of demands in the labour market. Funds were primarily used to fund LMI reports (for example, the Food and Agriculture Sector Study and the Lancashire Digital Skills Landscape study) and to purchase data, such as the Cambridge Econometrics Forecasting Tool, vacancy data and HESA data. Funds also offset the costs of the Data Analyst, noting that the post is fully embedded within the LEP staffing structure and has a wider remit regarding economic development.

2.0 Local Skills Improvement Plans (LSIPs)

- 2.1 The DfE introduced policy regarding Local Skills Improvement Plans (LSIP) in the Skills for Jobs White Paper. LSIPs aim to provide further insight into the specific technical skills needs of employers in a defined locality, to better able providers (primarily colleges and independent training providers) to meet local labour market needs. Trailblazers were announced under the Skills Accelerator brand and allocated following a competitive process which was open to 'Employer Representative Bodies – ERBs' in September 2021. Strategic Development Fund (SDF) trailblazers were also launched under the Skills Accelerator, targeted at colleges. The SDF trailblazers provided capital and revenue investment to help colleges address specific technical skills challenges in defined localities – matching the footprints of LSIPs.
- 2.2 As the committee is aware, as progress was reported throughout the trailblazers by the Chambers and The Lancashire Colleges to the committee, the Lancashire Chambers, led by N&W Lancashire Chamber and The Lancashire Colleges, led by Myerscough College, were successful in securing trailblazers.
- 2.3 The Skills Hub supported the development of the LSIP proposal from the Chambers to the DfE and have worked collaboratively with the team to support the delivery, including sharing the labour market intelligence data and analysis undertaken by the Skills Hub and by supporting events and employer



engagement. The Skills Hub also shared the Work Foundation and LEP research regarding low carbon skills challenges that underpinned the rationale for the SDF programme. Both trailblazers were successfully delivered, and the first LSIP report published in March 2022.

- 2.4 The LSIP adds value to the LMI produced by the Skills Hub, by delving further into the specific skills needs of local employers through direct consultation. For example, results were used to contribute to the rationale for Skills Bootcamp funds in Lancashire and are also currently contributing to the shaping of the Multiply programme.

3.0 Moving Forward

- 3.1 Following the success and learning from the trailblazers the DfE are rolling out LSIPs nationally and have switched funds from the SAPs to LSIPs. The SAP grants will cease at the end of March 2023, with the expectation that LMI produced this year will be shared with ERBs in local areas that have secured the LSIPs. This continues to be the partnership of the Chambers of Commerce in Lancashire.

- 3.2 The DfE guidance regarding LSIPs makes it clear that they should not be a 'comprehensive anthology of all skills gaps' in a local area, but rather focused on articulating employers' most pressing skills needs, and that the LSIPs should draw on existing data and analysis 'amplifying the voice of employers'. It also states that LSIPs should 'dock into local strategies', for example, the Lancashire Skills and Employment Strategic Framework.

- 3.3 Following the success of the partnership approach during the trailblazer phase, continued collaboration has been agreed with the N&W Lancashire Chamber, with an allocation of funds from the LSIP budget to the Skills Hub from April 2023, once the SAP funds cease. The funds will contribute to the continued purchase of data, analysis and report writing, providing the wider view of the economic, skills and employment landscape in Lancashire, with the expectation that qualitative insights from Lancashire employers will come through the LSIP process, thus negating the need to do specific sector studies with employers as has been commissioned previously. For example, the Skills Hub Data Analyst is currently producing data driven sector analysis for each of the focus groups which have been relaunched, with view to further insights being gained directly from the employers through the LSIP process building on the analysis undertaken to-date. This approach avoids any duplication in effort and ensures that the LSIP adds value to the Skills Hub evidence base and vice versa.

- 3.4 Colleges and providers will be required to articulate how they are responding to the skill needs of a local areas, as articulated through the LSIP process through accountability agreements which will form part of the Ofsted framework. Providers will be able to reference the wider economic, skills and employment landscape provided by the Skills Hub, which will feed into the LSIP report, and the deeper insights gained from the direct engagement of employers through the LSIP process, through the partnership approach.



3.5 The LSIP report will contribute, alongside Lancashire 2050, to the refresh of the Lancashire Skills and Employment Strategic Framework in 2023.

4.0 Recommendations

4.1 The committee are asked to note the update and the positive collaboration with the partnership of the Chambers of Commerce in relation to the development and production of the Lancashire LSIP.

4.2 The committee are asked to recommend to the LEP Board that the title of the committee revert to the Lancashire Skills and Employment Board, considering the changes in SAP policy by the DfE.

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 - Skills and Employment Advisory Panel

Private and Confidential: NO

Date: Thursday, 8 December 2022

Update from the Lancashire Skills and Employment Hub and Partners

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

Executive Summary


This paper provides an overview of activity since the last formal committee meeting on 1st September 2022.

Recommendation




The LEP Skills and Employment Advisory Panel are asked to note the updates.

Background and Advice


The update from the Lancashire Skills and Employment Hub and partners is structured against the strategic themes and priorities outlined in the Lancashire Skills and Employment Strategic Framework 2021. Key successes and risks are summarised, with a fuller update on the following pages.

Theme	Highlights - Successes	Risks
Future Workforce 	<ul style="list-style-type: none"> -Headteacher engagement following the Careers Hub Headteacher conferences -Launch of Portal & LMI Board Games in schools -Success of BAE Systems sponsored programme with Create Education and InnovateHer -Testing approaches to boost positive destinations – pilot with elective home educated in Blackpool & engaging young people with no post-16 intended destinations in Lancashire -LEP Digital Strategy launched, aligned to the Lancashire Skills and Employment Strategic Framework 	<ul style="list-style-type: none"> -Funds committed by DfE to the CEC for Careers Hubs until August 2023 -Data gathering in schools engaged in the Hub Incubation Project to enable evaluation of impact -ESF projects completing, withdrawing support for at risk / NEET young people. There will be limited support for those aged 16-18, such as The Prince’s Trust Teams, but much less than for the last six years. Feedback on UKSPF awaited – several Local Authorities intending on investing



<p>Inclusive Workforce</p> 	<p>-Effective working partnerships across the Adult Skills Forum e.g. Restart and LAL working together to the benefit of the unemployed to move them into work</p> <p>-Market engagement events for Skills Bootcamps for 2023/24 resulted in wider range of suggestions, including Green Energy, HGV, Care and Construction</p> <p>-Multiply delivery has commenced across Lancashire, Blackburn with Darwen, and Blackpool</p> <p>-'Close out' report completed for the Growth Deal programme showing that £56.9m of social value has been generated</p>	<p>-ESF employability projects are due to close leaving minimal support for the rising number of inactive residents in Lancashire. Feedback on UKSPF awaited</p> <p>- Several Local Authorities intending on investing</p> <p>-Multiply delivery has started across Lancashire, however there is only 4 months to deliver significant activity if Year 1 funds are to be maximised</p> <p>-Skills Bootcamp recruitment for 2022/23 behind profile, 244 spaces to fill and deliver before the end of the financial year</p>
<p>Skilled & Productive Workforce</p> 	<p>-15 Young Apprenticeship Grants Awarded</p> <p>-The Skills Hub continues to work with providers to ensure that employer facing provision meets the current needs of businesses. From the start of the ESF provision until the end of September 2022 the projects have engaged with over 3,600 Businesses and supported/upskilled over 21,000 employees</p>	<p>-Insufficient demand for recruiting/upskilling in manufacturing to award all Apprenticeship Grants</p> <p>-ESF projects that support businesses will wind down over 2023 leaving a gap in provision. Feedback on UKSPF awaited – several Local Authorities intending on investing but only from Year 3 (2024/25)</p> <p>-Business engagement has proved difficult (covid recovery and economic climate). Reprofiles submitted for some projects which will reduce funds and outcomes – with unspent funds going back to government</p>
<p>Informed Approach</p> 	<p>-Collaborative work with the Careers Hub to produce innovative LMI resources, with Portal and LMI board Games launching</p> <p>-Publication of Food and Agriculture Sector Labour Market Intelligence Report</p> <p>-Completion and submission of CEC Data Exploration Report on LinkedIn's Talent Insights platform.</p> <p>-Contribution to Lancashire County Council's Economic Development Strategy 2023-2025 and alignment with the Lancashire Skills and Employment Strategic Framework</p>	<p>-Reduction in funds to purchase data from 3rd parties as the DfE funds for Skills Advisory Panels ceases (March 2023), however agreement made with Chambers for contribution from LSIP funds</p>



	<p>Future Workforce: working with education and business to establish a talent pipeline and future workforce that meets the current and future demands of the local labour market.</p>
<p>Priority 1</p>	<p>Careers Hub: Excellent careers provision underpinned by Labour Market Intelligence (LMI)</p>
<p>Lancashire Careers Hub</p> <p>The Careers Hub held two Headteacher Conferences in October. The events were run in partnership with the Lancashire Colleges Consortium and Lancashire Work based Learning Forum. The focus of the events was to brief Headteachers and Chairs of Governors on the Provider Access Legislation and the support available in Lancashire. The sessions also included inputs from fellow Headteachers regarding the impact of their careers programmes and an overview of the latest LMI from Joe Mount, Data Analyst. Feedback was incredibly positive and resulted in several meetings with Headteachers, which was part of the aim, to ensure that careers provision is embedded into the school approach.</p> <p>The ‘Portal’ LMI resources and LMI Boardgames have been finalised and launched this past term. The resources are designed to give young people an understanding of their local labour market and the opportunities and pathways that are available to them in work and education, as well as exciting upcoming new developments in Lancashire. These resources were designed in conjunction with Cornerstone employers, careers professionals and young people and are designed to present the latest Labour Market Information for each Travel to Work Area in an engaging and accessible format. Over 1,300 young people in Lancashire were surveyed to produce a design style and tone that speaks to them, and a focus group of young people in Lancashire decided the result. £10,000 has been secured from the Careers and Enterprise Company (CEC) to develop SEND (Special Educational Needs and Disabilities) versions of the resources. Portal resources can be accessed via the Lancashire Careers Hub website: https://lancashirecareershub.co.uk/resource/portal-lancashire-careers-information/</p> <p>The CEC have launched the Future Skills Questionnaire (FSQ) which was piloted at the end of last academic year. Over 900 Lancashire Young People participated in the pilot. The FSQ gives students the opportunity to reflect on their career-related knowledge and skills. There are five versions of the questionnaire, allowing schools to assess the skills and knowledge of their students at specific points in their education journey. The headlines from the survey will be presented at the meeting. Training sessions with CEC have been provided to Careers Leaders to support the roll out of the FSQ to enable assessment of the impact of their careers programmes.</p>	



	Careers Hub Total 2022/23 (Based on October CEC data)	
	Target %	Actual %
Enterprise Advisers matched to schools	98%	97%
Gatsby BM 1 (Careers Plan)	80%	79%
Gatsby BM 5 (Employer Encounters)	Sustained Progress Baseline July 22- 76%	76%
Gatsby BM 6 (Experiences of the Workplace)	Sustained Progress Baseline July 22- 50%	53%
Average BMs (against the 8)	5	5.77

Performance against target in Lancashire continues to be above the national average, with further progress anticipated over the academic year to July 2023.

CEC Effective Transitions Project

Visits have been made to the schools involved in the project which has 95 year 11 students engaged in additional careers and employability activities and extended work experience, intended to increase participation in post-16 learning. Early reports are showing that although some circumstances are challenging, for several students, there is already increased engagement in learning at school. Staff who attended the Mentoring and Coaching training have reported that this would be useful for a wider group of teaching staff and that they themselves would like to continue with further study, which is being discussed with Lancashire Adult Learning.

Priority 2	Technical Education Vision: roll out of T levels & progression pathways to higher technical qualifications
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T Level Rollout

Further colleges continue to plan for T Level delivery from 2023, in addition to the six Lancashire colleges already delivering T Levels. The Lancashire Colleges continue to organise the T Level routeway networks for practitioners. This year's offer has already broadened with the new T Level courses which are being rolled out in 2022-23 which include engineering and manufacturing, accounting, finance, and business management.

Technical Education Vision

The Technical Education Vision is currently being refreshed, which will include a range of case studies which are being collected from providers. It is intended that the refreshed version be published early in the New Year.

Priority 3	Digital Workforce of the future
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TeenTech Live

Dani Longhurst from TeenTech visited UCLAN as part of the planning for the May event. All schools have now been sent details of the event including both the online pre-event briefing (29th March) and the in-person festival in May. The key focus is now securing employers to run activities.

BAE Systems' sponsored programme with InnovateHer and Create Education

Create Education's recent interim report outlined how they have trained 103 teachers on how to embed 3D printing and additive manufacturing into the curriculum. This is alongside 2,368 Year 8 students taking part in their workshops. 70% of students participating said that the workshop made



them consider their KS4 options leading to a job in science, technology, or engineering. 81% of students participating said they were now either confident or very confident in using the 3D modelling software.

InnovateHer have released a [Social Impact report](#) that also highlights the work with BAE Systems and a [video case study](#) of South Shore Academy students. InnovateHer have to date worked with 2,000 young people across 14 schools. **CEC Hub Incubation Project: Digital Futures** Digital Futures aims to assess the impact of high quality, locally tailored STEM related careers activities delivered at varying intensities and young females' subsequent interest in Computer Science GCSE and digital careers.

Following a slow and disruptive start to the project last academic year, partially due to COVID 19 disruption in the autumn and spring terms and agreeing UK-GDPR compliant processes for data collection, the project is now back on track. This term has seen the six participating schools actively engaged with the research. Activities with STEM Ambassadors, facilitated by STEMFirst, the Start in Lancashire Careers Platform and Create Education are all booked to take place in November and December with processes in place for data collection.

DCMS (Department of Culture, Media, and Sport) Cybersecurity

The Lancashire Digital Skills Partnership (LDSP) been in discussions with the regional representative of the DCMS Cybersecurity team about potential funding for additional skills and careers activity in Lancashire. We are awaiting confirmation of the funds from DCMS and the subsequent conditions for spending it, however the funding will need to be spent by the end of the financial year. The LDSP Steering Group will be consulted at their next meeting early December to agree priorities and projects should the funds come to fruition and a verbal update will be provided at the committee meeting.

National Cyber Force (NCF) - People and Skills Workstream Group

The stakeholder group continues to meet to develop a plan to accelerate the growth of a digital, tech and cyber talent pipeline which will meet the demands of NCF and the wider ecosystem, in line with the recently published LEP (Lancashire Enterprise Partnership) Digital Strategy, which is aligned with the Lancashire Skills and Employment Strategic Framework. The last meeting was held at GCHQ in Cheltenham, and an educational journey, primary to graduate, was mapped with assorted opportunities to raise awareness, boost skills and aptitudes, and enable Lancashire residents to compete for opportunities. A focus was also given to communications to help inform the NCF marketing and communications strategy. The group feeds into the Lancashire Cyber Partnership.

Priority 4	Supporting Young People who are NEET (not in employment, education, or training) to reengage with learning and work
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Transition Support Projects 2022

Projects to support the transition of year 11 students into post-16 destinations have been ongoing for the last few months, funded through a CEC grant, secured by the Lancashire Skills Hub in the summer.

In Blackpool, the local authority family worker and youth support teams have been working with young people who have been electively home educated, to inform them of their post-16 choices in the area. This innovative work has reached out to 35 young people who would otherwise have had no independent careers guidance and has helped form a local model for engaging these young people in the future.



Lancashire County Council has been working with Blackburn with Darwen Borough Council to identify those young people who do not have a post-16 destination and to approach them with additional careers advice and guidance, this is resulting in better levels of engagement and December destinations of those young people will show the greater levels of participation achieved

ESF Moving On Project

The ESF funded Moving On project has now reached 1,238 young people in its second phase, earning over £2 million since April 2019. Of these, 667 are already in positive destinations, with others still working through the programme. Characteristics of these learners show that 69% have low basic skills (below GCSE grade 4) and 61% have emotional or behavioural issues. The project is due to stop taking starts in December 2022 / January 2023 to enable participants to complete activity before the closure of the project. There remains a risk that there will be much less provision available to young people at risk of or NEET as the transition to UKSPF takes place due to the low priority given to this in the national guidance.

Strategic Meetings

The Lancashire Youth Steering Group and the Post-16 Officers Group (with local authority representatives) continue to meet, sharing practice in NEET prevention and supporting local authorities to build NEET strategies, working with the Careers Hub and the Skills Hub. Team representatives are involved in strategic meetings in Blackpool which are a legacy of the Opportunity Area and will continue working under the new levelling up arrangements.



Inclusive Workforce: supporting unemployed and inactive residents into sustainable employment, driving up digital skills and embedding social value to 'level up' areas of Lancashire and accelerate inclusive growth.

Priority 1

Boost employability & skills of unemployed & inactive, & support journey into work, particularly in disadvantaged areas

SF Projects

Many of the ESF projects continue to deliver and have, in some cases exceeded their targets for starts onto the programmes. Up to the end of September 27,163 adults have started a programme with 35% progressing into a positive destination.

The following tables give further information on the breakdown of starts across priority groups. Where there is a variance to the participants, it is to be noted that delivery is still taking place.

1.1 Priority – Those closer to the labour market

Output	Target	Actual	%	Variance
Participants	17,230	13,886	81%	-3,344
Male	6,998	6,036	86%	-962
Female	6,171	4,246	69%	-1,925
Unemployed	6,668	8,809	132%	2,141
Inactive	2,150	1,480	69%	-670
Aged 50+	2,688	2,724	101%	36
Ethnic Minority	1,092	1,949	178%	857
Disability	4,022	2,598	65%	-1,424
Basic Skills	2,460	5,475	223%	3,015
Lone Parents	1,983	904	46%	-1,079

1.4 Priority – Those further away from the labour market

Output	Target	Actual	%	Variance
Participants	13,053	13,277	102%	224
Male	5,970	6,507	109%	537
Female	6,350	6,265	99%	-85
Unemployed	6,604	7,208	109%	604
Inactive	5,633	4,990	89%	-643
Aged 50+	3,655	4,121	113%	466
Ethnic Minority	2,037	2,706	133%	669
Disability	4,668	5,719	123%	1051
Basic Skills	0	1,831		1831
Lone Parents	0	504		504

UK Shared Prosperity Fund (UKSPF)

All the district and unitary authorities have submitted their investment plans to the Department for Levelling Up, Housing and Communities (DLUHC). The Skills Hub have supported several authorities with data and have highlighted the risk regarding skills and employment provision, focusing on the provision that currently aligns with the Lancashire Skills Escalator which is funded by ESF. The authorities are awaiting feedback from DLUHC.

Multiply

Multiply is part of the UKSPF programme and is being led by the Department for Education (DfE) - allocations of funds have been made to the top tier authorities to boost the numeracy skills of adults



with less than a GCSE equivalent in Maths. The Skills Hub has been working with the three top tier authorities to develop the Multiply programme, undertaking pan Lancashire consultation events with the authorities. The Skills Hub has led on the development of the Lancashire County Council (LCC) investment plan and subsequent commissioning, with this authority receiving the largest allocation of funds.

Upper Tier Local Authority	Total Funding Allocation (£)	Funding Allocation 22-23 (£)	Funding Allocation 23-24 (£)	Funding Allocation 24-25 (£)
BwD	851,021.36	257,285.53	296,867.92	296,867.92
Blackpool	770,711.16	233,005.70	268,852.73	268,852.73
Lancashire	5,911,986.99	1,787,344.91	2,062,321.04	2,062,321.04

A Project Manager within the Skills Hub has been appointed, Pam Lightbown, and resource allocated in the External Investment and Funding team under Sean McGrath to undertake the contract management for the LCC programme. Pam will have responsibility for the programme in Lancashire and will also drive the development of a pan Lancashire Community of Practice working with the three authorities. The group will be a platform for bringing Multiply providers from across Lancashire together, sharing good practice and highlighting opportunities for cross referring, with the aim of maximising the success of Multiply. Providers will work collaboratively in relation to data returns, assessing impact, progression, evaluation and marketing and communications.

The Lancashire County programme has been commissioned through a two-stage process; the delivery partners are The Lancashire Colleges (including Lancashire Adult Learning – LAL), PHX Training, WEA and Inspira. WEA are running a Community Grants programme, like that which has been successfully run under the ESF programme, which will enable grass roots voluntary and community sector organisations to secure funds to delivery projects in communities. There will be range of activities across all ten Multiply interventions and the twelve districts. Delivery has commenced and WEA have run two initial calls for projects which will start in December.

Blackburn with Darwen Borough Council will be delivering Multiply internally through their Adult Learning team and will be working in partnership with Al Hayat, Blackburn College, Get Set Academy, IMO, Positive Smiles, Spring North, and several community-based organisations. Delivery within Blackburn with Darwen has commenced and their launch event is taking place on the 23rd of November at King George’s Hall.

Blackpool Borough Council will be working initially with PHX, Groundworks and Blackpool & The Fylde College. Delivery will also be provided in house by Blackpool Learning Rooms. A Project Manager has been appointed and is meeting with all the partners with a view for delivery starting imminently. There are also several Community Grant allocations being made.

The Skills Hub Team is working on raising awareness of Multiply and promoting collaboration amongst partner agencies, maximising established links and referrals from partners. Looking forward the Skill's Hub are planning a Multiply launch event for both learners and employers early in the new year, along with a Lancashire wide Marketing and Communication Strategy.

The Adult Skills Forum

The Adult Skills Forum continues to meet with an average attendance of 30 members from a range of partner agencies. The group shares good practice and highlights opportunities for cross referrals, this has proven successful with ESF delivery partners linking with Restart to support residents with further skills and training. The forum is holding a specific meeting in January to conduct a deep dive into activity for the growing number of economically inactive residents in Lancashire.



Guest speakers are invited to present at each meeting, recent speakers included:

- Seetec the new prime for the northwest National Careers Service;
- Princes Trust regarding process for referrals and pre-Skills Bootcamp opportunities;
- The Integrated Care Board demonstrated their [careers platform](#) and shared their pre-employment and support programmes with partners to enable referrals; and
- Multiply delivery partners presented their offers to the group to expediate the referral of participants.

Through the work of the Adult Skills Forum, partnerships have been made leading to collaborative delivery. For example, 106 Restart participants were referred to LAL through five pre-employment programmes, resulting in 43 participants attending the programmes and 23 obtaining jobs. Partners are keen to work closely to develop further employment programmes supporting the residents and businesses of Lancashire.

Escalate

Escalate, the online referral tool which enables referrals to employment provision, has been accessed 5,336 times since its inception. Escalate continues to be reviewed and updated as ESF projects cease. The Strategic Partnership Manager for adults has been visiting JCP offices across Lancashire to demonstrate Escalate to new staff members and to promote referrals to both Apprenticeships, Skills Bootcamps and Multiply.

Plan for Jobs

The Jets (Job Entry Targeted Support) programme started in 2020 in response to COVID 19, supporting participants who required a light touch support to gain employment. The project has performed well and was awarded an extension. Currently the programme in Lancashire has placed 6,011 participants into work. The project is now closed for recruitment.

WHP (Work and Health Programme) is targeted at claimants with health conditions and/or disabilities and was originally a 5-year programme which commenced in 2017, however a further 2 years extension has been agreed with DWP (Department for Work and Pensions). Currently the programme in Lancashire has placed 4,167 participants into work. In the last month they have placed 143 participants across Lancashire into employment (51% of starts).

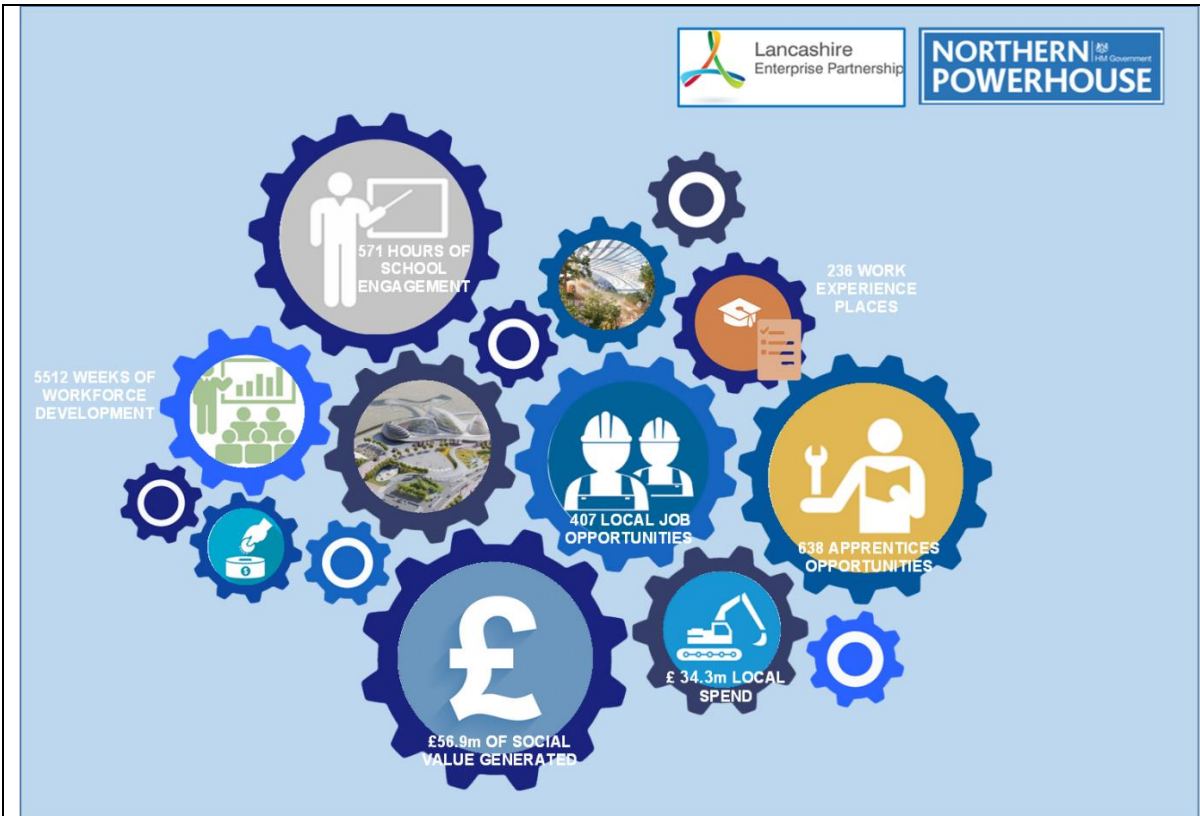
Since the start of the **Restart** programme in April 2021, there have been 10,349 referrals made from DWP with 78% of these progressing into starts (8,090). The highest number of referrals have been received from Blackburn, Blackpool, Preston, Nelson, and Burnley JCP offices. However, recently there has been a significant dip in referrals from Preston and Blackpool. The lowest number of referrals have come from Ormskirk, Leyland, and Clitheroe.

There have been 2,703 Job starts (33%) and 1,010 sustainable Job Outcomes (12%) to-date. Partners are noting that, since the eligibility onto the contract has widened, some participants who are further away from the labour market are taking longer to progress into sustainable employment.

To note the prime, G4S has consistently achieved all DWP Customer Service Standards and are the first lead body nationally to achieve green consistently. Several staff from supply chain organisations have been nominated and shortlisted for the annual Employment Related Service Industry (ERSA) awards that take place at the end of November.



Priority 2	Sector specific initiatives targeted at areas with labour market demand
<p>Skills Bootcamps A paper regarding Skills Bootcamps is on the main agenda of the committee.</p>	
Priority 3	Raise digital inclusion
<p>Digital Freedoms 50+ We await confirmation of a potential funding source aimed at continuing the successful Digital Freedoms 50+ project. This project led by a partnership of the LDSP (Lancashire Digital Skills Partnership), Selnet and Lancashire Libraries worked with over 40+ local community and voluntary sector groups to gift devices with data and skills support to those households who are digital excluded. Previously the project supported over 500 individuals and households with digital confidence raised from 100% - not very confident - to 95% - fairly or very confident.</p> <p>National Data Bank – The Good Things Foundation The Good Things Foundation has reached out to Local Digital Skills Partnerships asking for assistance in linking with local groups and networks to raise awareness of their National Data Bank. The National Data Bank, through their online centres and Digital Inclusion Network, allows individuals to access support in gaining free data. All the libraries across Lancashire are online centres and are going to apply for vouchers so that they can work with the same 40+ local community and voluntary sector groups as per the Digital Freedoms 50+ project and others to reach those in need of this type of assistance.</p>	
Priority 4	Embed social value in commissioning, procurement and planning processes
<p>Skills Hub staff changes Martin Hill has now left the Skills Hub, and Leigh McLaughlin has been appointed Social Value Skills and Employment Coordinator. Leigh joins the team from One Manchester.</p> <p>Growth Deal – Final Social Value Impact The capital delivery phase of the Growth Deal programme is now complete, as such this completes the Social Value reporting under this programme. A close-out report has been completed, which calculates that the Growth Deal programme has generated a total of £56.9m of social value over its lifetime. This has been achieved by embedding Social Value within the programme through the adoption of a LEP wide Social Value Framework.</p>	



Future Activity

There are several developments that will generate social value that are at various stages of development. These are:

- The outcome of the submission to the Levelling Up fund for Eden North is awaited.
- Social value metrics have been developed and approved for the four **Enterprise Zone sites**, with additional metrics included for environmental measures, contributing to the government environmental ambitions. This will be embedded within the coming months.
- A planning application for the Lancashire Central development was submitted and is expected to be considered in early 2023. As part of this, there is a site-wide Employment and Skills Statement which will inform the development of phase-specific Employment and Skills Plans aligned to the strategic priorities outlined in the Lancashire Employment and Skills Strategic Framework.

	<p>Skilled & Productive Workforce: working with business to drive up skills in Lancashire's workforce to boost productivity, in-line with the needs of Lancashire's growth pillars.</p>
<p>Priority 1</p>	<p>Technical Education Vision: Apprenticeships aligned with business needs, alongside growth in higher level and degree Apprenticeships</p>
<p>Lancashire Young Apprenticeships Grants Over 3,000 manufacturing businesses have been assessed against the eligibility criteria for the LCC Young Apprenticeship Grants. Over 800 of these have been contacted directly to raise awareness of the grant.</p>	



To date fifteen young people have been employed, and eight businesses financially supported through the grant. In addition to those eight employers, the Skills Hub has engaged with 34 businesses to help educate and promote the use of apprenticeships for specific roles. These discussions will continue with more grant awards in due course.

Additional NWAAN Funding

The Northwest Apprenticeship Ambassadors Network has agreed to match the grant for mature Apprentices. Five grants were made available, and all have been secured through Lancashire businesses to either employ career changers or to upskill older employees.

Priority 2

Reskilling & Upskilling the current workforce – with focus on digital skills to support technology adoption and the growth pillars

ESF Provision

The Skills Hub continues to work with providers to ensure that employer facing provision meets the current and future needs of businesses. From the start of the ESF provision until the end of September 2022 the projects had engaged with over 3,600 Businesses and supported/upskilled over 21,000 employees.

A table was shared in the previous update with end dates of projects over 2022 and 2023. As previously, the deadline for the local and unitary authorities to submit their investment plans to the Department for Levelling Up, Housing and Communities (DLUHC) was the end of July, feedback on plans is awaited from DLUHC. There will be a gap in provision aimed at upskilling individuals in the workplace.

Employer Skills Forum

The Employer Skills Forum, comprising the accountable bodies of the current ESF projects, is currently focused on ensuring clarity of the offer to businesses during the 2022 and 2023 period as projects wind down and are working together to signpost to other funded provision as some projects end.

The Strategic Partnerships Manager for Employers continues to work closely with BOOST and partners, contributing to regular meetings so that business advisers are kept fully up to date with the skills offer for the workforce. The Strategic Partnership Manager will be presenting at the BOOST Discovery meeting on 25th January to raise awareness of the provision through 2023. This meeting is attended by business facing support projects.

Redundancy Taskforce

This group was set up by the Skills and Employment Hub in June 2020 to ensure a coordinated approach to working with businesses whose staff were at risk of redundancy. The group comprises representatives from the National Careers Service, DWP and Skills Support for the Workforce. The group has continued to meet but has recently decided to commence more regular meetings after noting a gradual increase in the number of redundancies and an increase in the number of insolvencies. At the most recent meeting the Watchtower Project which works with Advanced Engineering & Manufacturing Companies attended to give an overview of the support they can give to companies who have individuals at risk through restructuring and redundancy and the support they can provide for individuals.

Embrace Digital Lancashire

This Community Renewal Fund project was designed to support businesses, organisations and charities to choose the right software/platforms for them covering productivity, marketing, cloud



accounting and e-commerce. 908 businesses and sole traders accessed at least one training or one-to-one support sessions with a total number of 1,139 engagements.

With excellent feedback from this programme, we are exploring options to continue this training in the new year.

Lancashire Cyber Alliance (LCA)

The first LCA networking event took place at the Health Innovation Campus in October with speakers including Robert Briggs (NWCSC) and Melanie Oldham OBE. The next events will take place 18th January at AMRC (Advanced Manufacturing Research Centre) NW - <https://www.eventbrite.co.uk/e/412191424647>

Priority 3

Leadership & Management capacity in SMEs

Within the ESF programme several of the projects deliver training focused on Leadership and Management, including Team Leading, access to Leadership and Management qualifications/units from Level 3 to Level 7 and bespoke programmes to support Leaders and Managers in their roles. Some of this provision is due to end in 2022 and early 2023.

One of these programmes is Leading Lancashire delivered by UCLan and their partners. Case Studies from the leadership and management programmes delivered via Edge Hill University, one of the providers, can be found here: [Professional learning and development - Edge Hill University](#) UCLan are organising a celebration event for Leading Lancashire in December.

Priority 4

Healthy Workplaces

The ESF funded ‘Building Blocks’ project, part of the Business Health Matters initiative, aims to support the mental health and wellbeing of the employees in Lancashire businesses. The project delivers basic skills training, Level 2 and Level 3 Workplace Health Champion qualifications to employees in SMEs across Lancashire and is one of the programmes continuing into 2023.

Business engagement has been a challenge for this project, with the project starting during the pandemic and the current economic climate. A Project Change Request has been submitted to reduce the outputs and funding for the project. This is currently being considered by the DWP managing authority.



Informed Approach: taking an evidence-based approach to identifying the skills and employment issues facing Lancashire’s businesses and industries, prioritising and influencing locally and nationally, and working with partners to identify best practice.

Evidence Base

The open-source Evidence Base page on the Skills Hub website has received almost 1,350 visits, from the start of September 2022 until mid-November 2022. The pages have been redesigned to make the online evidence dashboard front and centre, and previous publications have been categorised into new “Reports” and “Archive” tabs. The evidence base will continue to evolve in line with stakeholder feedback over the coming months. The Evidence Base page can be viewed here: <https://www.lancshireskillshub.co.uk/our-people/evidence-base/>



LinkedIn Talent Insight Platform, Data Exploration Project

In the previous Skills Hub Update, the panel were asked to note that The Skills Hub and the Careers Hub accepted a £20,000 grant earlier in the year from the CEC. That grant was used to purchase a 12-month licence to LinkedIn's Talent Insight platform, to test its usefulness for Careers Hubs. A report has been prepared and submitted to the CEC, with an analysis of the benefits of the tool, acknowledgement of its limitations, and recommendations. The findings will be presented to the CEC Data Exploration group which comprises representatives from other LEPs around the Country. The report found that the tool could be useful in aiding schools and colleges, but that the cost of a licence was potentially prohibitive.

The licence for LinkedIn Talent Insight is being used more widely now than just for this project, and the tool has been used to provide insight to organisations such as the Northwest Aerospace Alliance, and the Local Skills Improvement Plan (LSIP) Sector Roundtables.

Cambridge Econometrics Local Economy Forecasting Model (LEFM)

To support the development of Lancashire 2050, and due to the fast-changing economic situation nationally, the Lancashire Skills Hub invested in a refresh of the forecasting data which has been analysed and supplied to all Local Authority Economic Development teams. Work is underway to refresh the forecasting dashboard supplied to Local Authority Economic Development teams, and to refresh our shared understanding of future requirements for skills and qualifications in Lancashire, and growth areas. Early indications are that Lancashire's recovery back to pre-pandemic levels of economic prosperity is expected to be in 2024, as opposed to 2023 as previously thought.

It is likely that the fast-changing macroeconomic situation both nationally and globally will create need for a further refresh of the forecasting scenario, particularly considering downgraded growth projections for the UK economy, potential changes to fiscal policy, and further increasing interest rates.

Food and Agriculture Sector Study

The Lancashire Skills Hub's Food and Agriculture Sector Study has now been completed by AMION, been graphically designed, and now published on the Lancashire Skills Hub's evidence base page online. The report can be viewed here: <https://www.lancshireskillshub.co.uk/wp-content/uploads/2022/10/Lancashire-Food-Agriculture-LMI-study-Final-Report-2022.pdf>

The Lancashire Evening Post have highlighted their intention to write an article about the report and its key findings and they will be interviewing farmers and businesses outlined in the report as case studies. This will hopefully help raise the profile of future exciting opportunities for careers in Lancashire's Food and Agriculture sector. The article is due to be published in November/December and will go to other publications too.

The Skills Hub Skills and Economic Intelligence Analyst, Joseph Mount, will be running several sessions across Lancashire with Careers Professionals to disseminate the findings of the Food and Agriculture report, providing the key LMI that can be used to demonstrate the exciting opportunities in the Food and Agriculture sector in Lancashire now and in the future.

Lancashire County Council Economic Development Strategy

Lancashire County Council recently unveiled their new two-year economic strategy, covering the period 2023-2025. The Skills Hub was asked to contribute, and to use the opportunity to continue to champion skills initiatives to improve the lives of Lancashire residents and improve productivity across Lancashire. The strategy aligns with the Lancashire Skills and Employment Strategic Framework and created the opportunity to present data concerning the recent rise in Economic



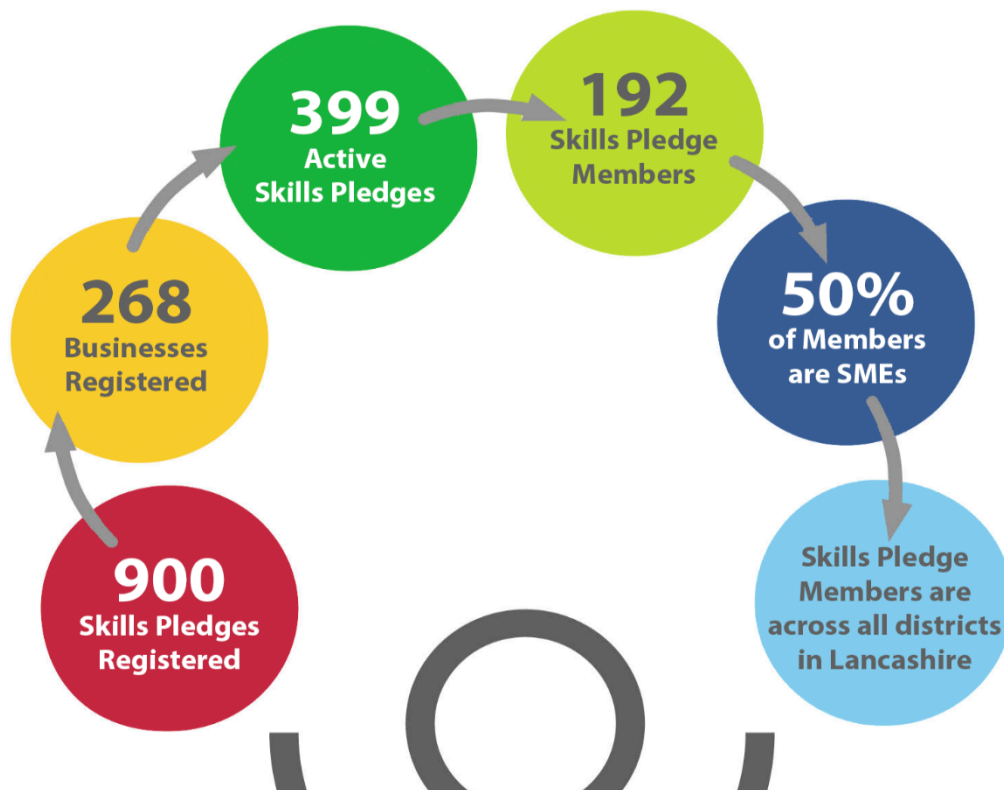
Inactivity, the fall in employment, and lower than average disposable household income and productivity across the county. The strategy brings to the fore the relationship between skills levels and productivity, and the need to close productivity gaps across the county to improve economic wellbeing and prosperity.

The Skills section of the strategy presents data on the buoyancy of the labour market in terms of job vacancies, the threat to Lancashire’s economy from an ageing population, Lancashire’s below average incidence of higher-level qualifications. The strategy also gives an overview of the 17,000 graduates produced from Lancashire Higher Education Institutions and Lancashire’s retention of these graduates in the workforce, as well as how higher-level Apprenticeships have become more commonplace post-pandemic.

Cross Cutting Tools

Skills Pledge

The Lancashire Skills Pledge provides businesses with one door to find out more about Lancashire’s key skills and training initiatives. The Skills Pledge also provides recognition to businesses, private, public and third sector, who inspire, recruit and upskill the people of Lancashire.



Since the last update, the Lancashire Skills Pledge has continued to grow across all metrics, with the number of businesses registering up 6.8% to 268 businesses. The 268 businesses registered their interest in 900 pledges, up 3.8% since the last update.

The number of active skills pledges has increased from 363 to 399 pledges, and there are now 192 Skills Pledge Members, an increase of 12.9% since the last update.

Considering individual pledges, the most common is ‘Give an Hour’, which 145 Pledge Members pledge to, an increase of 20.8% since the last update. Take on an Apprentice has 78 pledges – up 1.3% since the last update. Of those Active Pledges, around 60% are pledges from Pledge Members



who were already undertaking these kinds of activities and are now able to receive recognition for this via the Skills Pledge.

The Lancashire Skills Pledge launched a dedicated LinkedIn page this year and now has a growing social media presence, with 287 (+4%) followers to date. Please follow the page: [Lancashire Skills Pledge LinkedIn page](#)

Skills Pledge Celebration

The Skills Hub team are organising the 2022 Lancashire Skills Pledge Celebration event which is being held on the 12th of December. This event aims to recognise these organisations for the commitment they make to inspiring and upskilling the people of Lancashire, with inputs from Cllr Karen Buckley, Leader of Fylde Borough Council and member of the Lancashire Skills and Employment Advisory Panel, and Debbie Francis, chair of the LEP, who will also hand out certificates.

www.SkillsforWork.info

The Skills for Work microsite was launched in July 2020, to enable Lancashire residents to access support if furloughed, facing redundancy, looking for work or 16-25. The furlough has been replaced with 'working and want to learn new skills or upskill' and content of the website is reviewed to ensure that it remains current. As of the 14th of November 2022, the website has had over 22,000 views, a growth of 10.0% since September 2022, with almost 8,000 views to the 16-24 page. There were also over 3,600 external links clicked through to support on partner sites.

Skill Up Campaign

The Skill Up campaign contributed to this increase by raising awareness of training and employment options for those leaving school and FE (Further Education). The campaign ran between 24th August and 11th October. The campaign reached 773,374 young people on Meta platforms (Facebook and Instagram), with 1,502 people clicking through to the Skills for Work website as a direct result. Further reach was generated through the Lancashire Skills Hub and partners amplifying the campaign via social media channels. The campaign was designed and executed by a local social media marketing firm at a total cost of £3,950.26. This represents a nominal cost of £2.63 to reach each interested young person and present a selection of onward options. The campaign was jointly funded by the Skills Hub, Future U, UCLan and Nelson & Colne College. Future collaborative communications will be considered to engage 16-24 year olds, supporting positive transition to education or employment.

Twitter

Since September 2022, the Lancashire Skills Hub Twitter profile has gained 32 new followers, with a total of 3,407 followers. Since September 2022, this twitter profile has created more than 15,500 impressions.



List of Background Papers

Paper	Date	Contact/Tel
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N/A

Reason for inclusion in Part II, if appropriate

N/A

