



LEP – Sub Committee

LEP - Lancashire Skills and Employment Advisory Panel

Private and Confidential: NO

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Lancashire Skills Hub update

Appendix A refers

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Executive Summary

This paper provides an overview of activity since the last formal committee meeting in October 2019.

Recommendation

The committee are asked to note the update and endorse the minor amendment to the Terms of Reference.

1. Careers Provision

- 1.1 The Lancashire Enterprise Adviser Network currently comprises 131 schools and colleges. Of the 131, 123 are currently matched with at least one volunteer business leader (Enterprise Adviser - EA). New EAs are being recruited on a rolling basis to address churn.
- 1.2 The Careers and Enterprise Company (CEC) recently undertook an Annual Review of the Lancashire Enterprise Adviser Network and Careers Hub. The review was extremely positive with overall progress in Lancashire significantly above the national averages for both the Enterprise Adviser Network and Careers Hub. The CEC cited the governance for both contracts as robust.
- 1.3 Feedback for the Lancashire Careers Hub included:
 - 1.3.1 The Lancashire Careers Hub average performance has exceeded the Hub national averages on 7 of the 8 Gatsby Benchmarks.
 - 1.3.2 While national Careers Hubs' achievements in Benchmark 2 haven't been outperformed in Lancashire, it should be noted that progress has clearly been made in this Benchmark with a marked uplift in achievement compared to the baseline.



- 1.3.3 The Hub has made significant progress in identifying strategies and enlisting support of Senior Leadership Teams in schools and colleges to ensure benchmark progress is progressive and sustainable.
- 1.3.4 The Lancashire Hub is consistently performing in the 1st quartile.
- 1.4 Feedback for the Lancashire Enterprise Adviser Network included:
- 1.4.1 Retention of EAs and engagement of schools is very positive, schools are cross sharing resources/experience and expertise.
- 1.4.2 Enterprise Coordinators are seeing a shift in attitude from Career Leaders, especially those engaged in training.
- 1.4.3 EA retention in the LEP is good, some EAs are in their 3rd year now. EAs regularly attend network meetings and provide honest and open feedback.
- 1.5 During October, Lancashire supported the Discover! Go Creative week working collaboratively with Creative & Cultural Skills (CC Skills), Creative Lancashire and the CEC. According to the data produced by CC Skills, there were 27 schools and colleges engaged, involving approximately 600 students. The feedback from Sandra Dartnell (Partnership Manager, CC Skills) was that whilst it was hard to compare Lancashire with other regions in the North West, the Lancashire team was very pro-active and reacted extremely positively to the campaign hence such significant levels of engagement. An example of a press release from the week can be accessed via the following link:
<https://www.blackpoolgazette.co.uk/business/blackpool-shines-spotlight-on-creative-sector-careers-for-young-people-in-discover-week-1-10109043>
- 1.6 As of the end of December, 112 enquiries had been received via the 'Give an Hour' campaign and followed up resulting in a conversion rate of 42%, which according to CEC data compares very favourably against a national conversion rate of 31%. As well as generating a new pool of employers willing to 'Give an Hour', the campaign also resulted in the recruitment of an additional 6 new EAs. 'Give an Hour' continues to be promoted and has been embedded into the Lancashire Skills Pledge.
- 1.7 The partnership between the Lancashire Teaching Hospitals Technical Team and the Enterprise Adviser Network was recognised nationally at the Health Tech News Awards 2019. The partnership won the NHS Collaborative Award, recognising the commitment of 40 NHS staff who have engaged with 20 high schools, reaching 3,500 students in Lancashire.
- 1.8 Planning has commenced for the Annual Enterprise Adviser Network and Careers Hub Conference. The Conference will take Place on the 18th June at the Best Western Park Hall Hotel, Charnock Richard. Confirmed speakers include Steve Fogg, Dame Julia Cleverdon (Board member for CEC, Business in the Community and NCS Trust), John Yarham (CEC) and Mo Isap (Enterprise Adviser in Lancashire, Board member CEC and Star Academies and Co-Chair GM LEP).



- 1.9 CEC have received confirmation of funding from DfE for academic year 2020-21. They have indicated that the announcement of the overall grant and its key strands will follow in April, however, they have confirmed that the funding for the Enterprise Coordinators and Careers Hub Lead is secure for the next academic year.

2 Skills Advisory Panel (SAP)

- 2.1 The Department for Education (DfE) published guidance regarding the establishment of Skills Advisory Panels in December 2018. The Lancashire Skills and Employment Board evolved to become the Lancashire Skills and Employment Advisory Panel in April 2018. DfE have undertaken progress reviews in each of the Mayoral Combined Authority (MCA) and LEP areas, with the most recent being in November 2019. Feedback from the DfE to Lancashire has been positive in regard to the refresh of the Labour Market Intelligence (LMI) Toolkit and the level of analysis in Lancashire, and the appointment of a Voluntary and Community Sector representative to the panel. They are keen to see a refresh of the Skills and Employment Strategic Framework and have also recommended a minor tweak to the Terms of Reference so that employment programmes are referenced explicitly (see Appendix A).
- 2.2 The DfE granted £75k to each of the MCAs and LEPs to support analytical capacity in 2019/2020. The grant, released through a Memorandum of Understanding approved by the LEP Board, has been used to refresh the LMI Toolkit and evidence base (including a digital skills study), develop a monitoring and evaluation framework and recruit a Skills and Economic Intelligence Officer - Joseph Mount commenced employment on Monday 17th February on a fixed term contract until the end of March 2021.
- 2.3 The DfE have proposed providing a further £75,000 to support MCAs and LEPs for 2020/21. The DfE are keen that SAPs continue to build their leadership role in ensuring that local skills provision better meets the needs of employers in the local area. The DfE are keen for SAPs to go beyond the provision of labour market intelligence and progress to publication of annual Local Skills Reports, which will highlight how the panel has supported local providers and employers to respond to local skills priorities and set out the future challenges for the area. It is expected that further detailed guidance will be issued regarding the proposed Local Skills Reports shortly.
- 2.4 A new Skills and Productivity Board is also being established at a national level to provide the government with expert advice on how to ensure the courses and qualifications on offer to students are high-quality, are aligned to the skills that employers need for the future and will help increase productivity. It is intended

that the Local Skills Reports published by the SAPs will complement and add to the national evidence for the Skills and Productivity Board.

3. European Structural Investment Funds (ESIF)

- 3.1 Work has continued with the DWP Managing Authority to plan direct calls to enable the allocation of remaining funds in the European Social Fund (ESF) programme.
- 3.2 The 1.4 call for 'Active Inclusion' proposals closed on the 12th August 2019. Two submissions were received by DWP, one is a new project which is under appraisal and the second an extension to the 'More Positive Together' project which has been advanced via a project change request (PCR). The call for 2.2, titled 'Enabling SME's to engage in Technical Education', closed on the 7th January 2020. The call resulted in two submissions, which are now awaiting DWP appraisal. The value of the submissions exceeded the call value and therefore a request has been made for additional funds from the National Reserve Fund (NRF) to enable both to be fully funded, subject to appraisal. The outcome of the NRF application is awaited.
- 3.3 There is currently a live call for £10m under priority 2.1 titled 'Skills for Sustainable Employment' which is due to close on 9th March. A National Reserve Fund application was submitted and approved to increase the scale of the call, based on the project pipeline.
- 3.4 There is on-going discussion regarding allocations to opt-ins. Discussion is underway with the Education and Skills Funding Agency (ESFA) to extend the current opt-in contracts beyond the current end date of July 2021, using the remaining funds within the current Memorandum of Understanding and NRF.
- 3.5 A wider update regarding the ESF programme will be provided at the meeting under a separate agenda item.

4. Lancashire Social Value

- 4.1 Over the last year social value has been woven into LEP programmes and projects to align social value commitments to one common framework and toolkit for monitoring and reporting purposes. This applies across the Growth Deal, City Deal, Boost and Rosebud business loans programmes.
- 4.2 At a pan Lancashire level the Lancashire Leaders, through the Lancashire Economic Development Officers Group (LEDOG), have commissioned Matthew Baqueriza-Jackson to carry out a scoping exercise of social value across the County. This has included reviewing the extent to which social value is embedded within each of the Local Authorities approaches to planning, procurement and commissioning. A number of recommendations have emerged which are to be approved by the Lancashire Leaders group, these include:
 - Establishing a common set of Social Value questions



- A consistent Social Value Procurement Framework and Monitoring Guidance
- A Social Value Toolkit for suppliers
- Roll out of a consistent approach to spend analysis (informed by the Preston Model)
- Lancashire Ethical Procurement Policy

4.3 City Deal

4.3.1 A key mechanism for delivering social value through the construction phase of projects is the 'The Central Lancashire Employment and Skills Supplementary Planning Document' (SPD) which is now in place as a planning condition and is firmly embedded within a number of projects and developments across the Central Lancashire footprint.

4.3.2 This is evident on a number of projects within the City Deal footprint including:

- Preston Western Distributor/Costain
- Goosnargh Development/Seddon
- UCLan Student Centre/Bowmer Kirkland
- UCLan Infrastructure Work/Balfour Beatty
- D'Urton Lane Development - Wilmot Dixon/Trafford Housing Trust
- Altcar Lane/Lovell
- Pickering Farm/Taylor Wimpey
- Cuerden/ERG
- Preston Cinema/ERG
- Moss Side Test Track
- Penwortham Bypass/LCC
- A582 at pre-planning stage

4.3.3 The SPD is currently being updated and will provide greater guidance for developers/contractors including indicative outputs by projects type and value.

4.3.4 To maximise on some of the employment opportunities generated through these projects the Skills Hub and CITB worked in partnership with DWP to organise a Construction Tradebody Roundtable Event on the 4th February. The event was an opportunity for the sector to help shape provision locally to remove barriers to access to the sector and reflect skills gaps.

4.4 Growth Deal

4.4.1 Social Value has been embedded across the Growth Deal project portfolio and forms part of the business case with monitoring and reporting requirements embedded within the funding agreement.

4.4.2 To the end of the last reporting period (2018-19) Social Value generated through the delivery of the Growth Deal project portfolio stood at over £25.9 million.



4.4.3 An example at individual project level is UCLan's Engineering & Innovation Centre, which has delivered a total of £5.9m of added social value during the construction phase of the project. This included:

- 82 Employment opportunities (Full Time Equivalent) provided for local residents
- 420 weeks of apprenticeships on the contract at Level 2,3 or 4
- One person recruited from HMP Kirkham via Recycling Lives following on from a paid placement
- A total of £3.5m was spent with local Lancashire based businesses
- Of which £2.3m was spent with local SME's
- 142 hours volunteered to support employability skills and STEM activity

5. Apprenticeship Update

5.1 The Apprenticeship Action Group continues to meet to drive forward the actions in the Apprenticeship Action Plan.

5.2 Apprenticeship numbers have started to show an increase with Lancashire finishing the 2018/19 contract year 4% points above the national percentage growth figure, as shown in the table below. Whilst this is a positive trend and indicates that the bottom of the dip has been reached and there is now re-growth as the reforms start to embed, the figures are still significantly below the baseline position in 2015/16.

Overall Starts										
	15/16	16/17	15/16 to 16/17	15/16 to 16/17	17/18	16/17 to 17/18	16/17 to 17/18	18/19	17/18 to 18/19	17/18 to 18/19
			No. diff	% diff		No diff	% diff		No Diff	% diff
National	509,400	494,900	-14,500	-3	375,800	-119,100	-24.07	393,380	17,580	4.68%
Lancashire	17,553	17,841	288	2	12,019	-5,822	-32.63	13065	1,046	8.70%

5.3 There has been an increase in the number of Local Authorities in Lancashire achieving the public sector 2.3% Apprenticeship target, following the commitment of all Lancashire Leaders last year. The Local Authorities are also collectively supporting employer engagement activity in their local areas via their economic development teams.

5.4 The Lancashire Work Based Learning Executive Forum continues to run the Apprenticeship Ambassador network. The network currently has 78 active Apprentice Ambassadors and 58 active Employer Ambassadors. The Lancashire Ambassador network is now working alongside the North West Ambassador Network giving access to wider networking opportunities for the Ambassadors. The Forum continue to work closely with the Enterprise Adviser Network and the Enterprise Coordinators to help raise awareness of Apprenticeships through the ASK service and the use of the Ambassadors in schools and colleges.

6. Technical Education

6.1 The current project funded by the Gatsby Foundation and delivered by the Skills Hub, working with The Lancashire Colleges (TLC) and partners, is due to end in July 2020. A proposal has been submitted to the Board of Trustees of the



Gatsby Foundation, requesting support for further development work for Lancashire until 2022. This includes research into Higher Technical Education demand and delivery and continued support for the roll-out of T Levels, which commences in September 2020 on an incremental basis until at least 2023. Progression routes for T Level graduates is also a proposed focus of a further project.

- 6.2 The Teacher Regional Improvement Projects (TRIPs) which all Lancashire Colleges have been involved with are nearly completed, and all projects are presenting at regional or national dissemination events in March. There has been effective joint working by staff from colleges in Lancashire and beyond and business representatives, particularly within construction and health sectors, to devise models to support teachers' industry knowledge, develop placement practice and support T Level learners.
- 6.3 Other CPD activity organised by the Skills Hub to support the launch and delivery of T Levels includes a CEIAG module for careers professionals, which includes workshop activity to increase confidence in the discussion of technical options with young people. Staff involved in sourcing industry placements have requested training in consultative sales techniques, which is currently being commissioned.
- 6.4 A small grant was awarded to the Skills Hub by the ESFA to help generate interest from employers in industry placements. This has been used to sponsor 12 local business network meetings to present the Skills Pledge and the industry placement element, to encourage employers to get involved.
- 6.5 Routeway Networks, consisting of technical education leads from colleges, for Digital, Construction, Engineering & Manufacturing, Health & Science and Education & Childcare continue to be organised and supported by the Skills Hub. The groups progress projects and share understanding of the early drafts of new T Level qualifications and emerging delivery models.

7. Marketing and Communications

- 7.1 Twitter followers have increased by 273 from 2,017 on the 1st October to 2,290 on the 21st February 2020.

- 7.2 The information below covers the last 28 days:

28 day summary with change over previous period



- 7.3 Press releases have been issued in relation to the Skills Pledge celebration event, which was complemented with a social media campaign. Section 9 covers the growth in pledges that have resulted.



8. Lancashire Digital Skills Partnership

- 8.1 The Lancashire Digital Skills Partnership continues to grow and to stimulate activity against the strategic themes of the Lancashire Skills and Employment Framework.
- 8.2 The draft digital skills research report was presented by Ekosgen to the LDSP Steering Group for comment and consideration of the recommendations. Ekosgen are currently finalising the report. A roundtable event is planned for later March with Lancashire Business View (LBV) to launch the report and explore the findings with local employers. The commentary from the roundtable will be published in the May/June LBV magazine.
- 8.3 The £3m Fast Track Digital Workforce Fund is a collaborative project between GMCA, DCMS & the Lancashire Digital Skills Partnership, bringing together employers and training providers to run innovative digital training schemes linked to skills shortage vacancies. Round 2 closed of the fund closed on 31st January. A total of 27 bids were received, 12 of which cover the Lancashire area. Evaluation of the bids is in process, with view to completing appraisals by the end of March. The quality of the bids is very high and we are pleased with the range of locations and skill areas.
- 8.4 The LEP signed the Tech Talent Charter last year, and committed to advocating gender diversity within digital businesses and roles across Lancashire. Working with Debbie Forster from Tech Talent Charter and UCLAN's Institute for Research into Organisations, Work and Employment, the LDSP has devised a project that will provide a call to action and support Lancashire businesses to reflect and review the impact of their recruitment practices, their business culture, the physical environment within their business and how day to day practices impact on inclusion and diversity in the workforce.
- 8.5 There are two phases to the project, the first involves recruiting 5 Lancashire businesses to be advocates for diversity and inclusion in the tech sector, who will sign the Tech Talent Charter, undergo training - arranged for the 25th March - and then put an action plan in place for their business. The second phase will involve a business to business event, delivered in partnership with the Tech Talent Charter team, to promote diversity and to showcase the learning from the 5 businesses involved in the first phase, as well as sharing national case studies of good practice. The event will include a call to action for Lancashire's tech/digital sector and those businesses with specialist digital roles to sign the Tech Talent Charter and start to implement best practice to create a business culture to attract and retain a more diverse workforce.
- 8.6 A Steering Group has been established to support planning for the Teen Tech Festival, scheduled for the 17th November 2020. The Steering Group includes the Teen Tech team, the LDSP, Enterprise Adviser Network, Future U, Digital Lancashire, Creative Lancashire and UCLan. UCLan have kindly agreed to host the event on the campus in Preston. Discussion has also been undertaken in regard to aligning the festival with the evolving Capital of Culture bid.

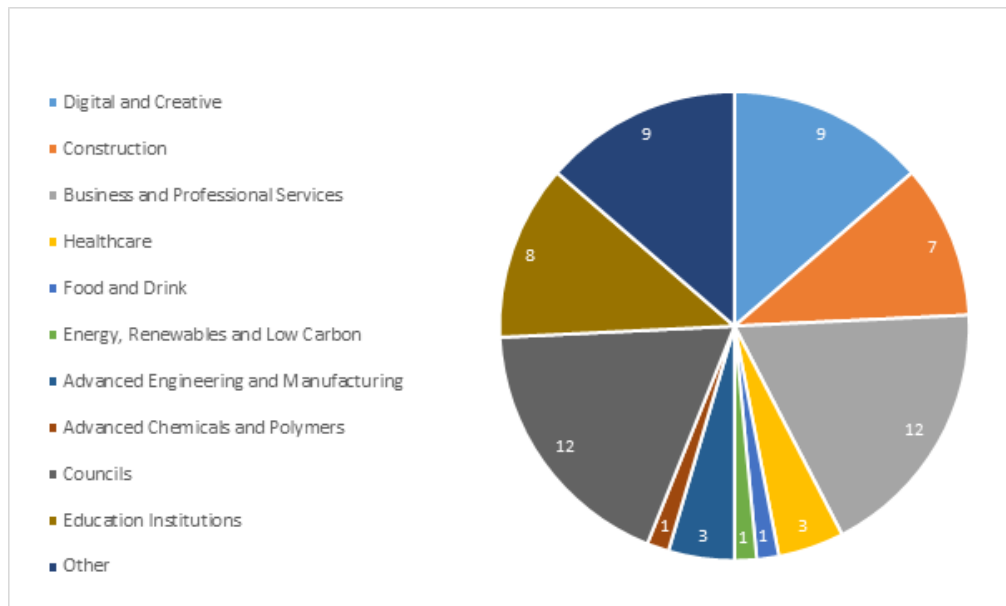


- 8.7 The LDSP and Enterprise Adviser Network are working together to plan a pilot of a British E-Sports Careers Project with partners in West Lancashire. Future U, West Lancashire College, Edge Hill and a range of schools are all interested in getting involved. An initial meeting to agree an action plan will take place in early March.

9. Skills Pledge

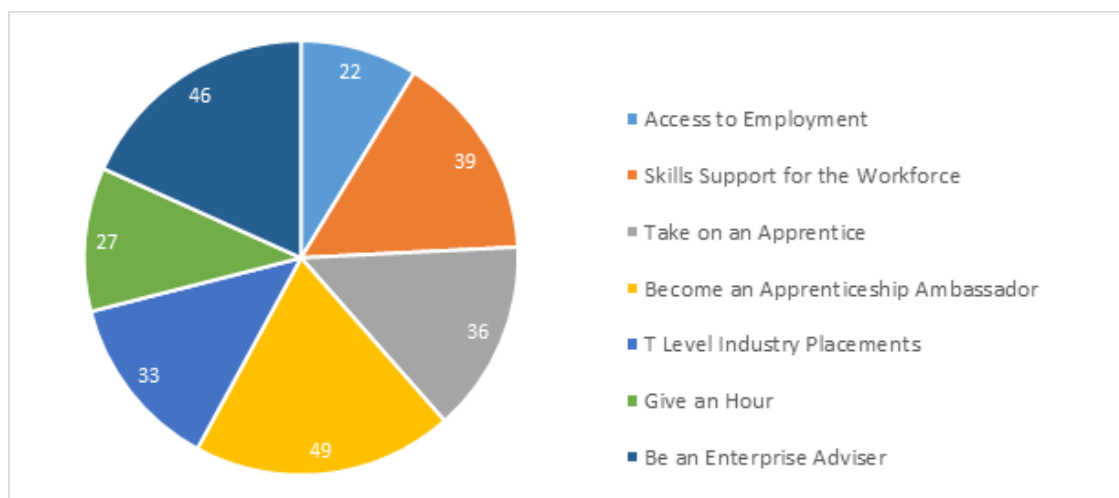
- 9.1 In December 2019 the Lancashire Skills Hub held a celebration event for the first twenty Skills Pledge Members*, Steve Fogg chair of the Lancashire Enterprise Partnership presented the organisations present with a Lancashire Skills Pledge certificate.
- 9.2 The event was positively received by all involved, and as an opportunity to share and celebrate the good work that is being delivered by Lancashire employers. A press release was issued and a range of coverage resulted in the local newspapers:
- <https://www.lancashireskillshub.co.uk/uncategorised/employers-recognised-pledging-invest-skills-lancashires-people/>
- 9.3 It has been agreed that celebration events will take place twice a year with the next one planned for June 2020. Steve Fogg has committed to continuing his role at the celebration events.
- 9.4 Following the December 2019 Skills Pledge celebration the Skills Hub conducted a promotional campaign on social media which put a spotlight on each Skills Pledge Member and promoted the reasons why they had pledged and the benefits of pledging to their business.
- 9.5 As of 26th February circa 9 months since the launch of the Skills Pledge 69 organisations have registered on the Skills Pledge website, this is triple the number since the previous Skills Hub update in October, at that point 21 organisations had registered.

The 69 organisations that have registered are from the following sectors:



The 69 registered organisations have chosen 252 pledges, of these 118 (47%) are pledges that they are interested in doing and 134 (53%) are pledges that they are already doing.

The 252 pledges registered break down into each pledge as follows:



- 9.6 Of the 69 registered organisations, 45 have so far successfully converted to become Skills Pledge Members*.

Of the 252 Skills Pledges registered:

- 100 are active;
- 110 are in progress;
- 7 on hold (interested, but not ready at present); and
- 35 have been closed.

- 9.7 The main reasons for the closure of a Skills Pledge registration is business is unresponsive to communications, or there has been a misunderstanding of



what that Pledge entails. The Skills Hub with the other Pledge Partners are working together to improve the system and marketing with aim of reducing the number of Skills Pledges closed if possible.

*To become a Skills Pledge Member an organisation has to have one or more of their registered Skills Pledges confirmed as active by the relevant Skills Pledge Partner. The three Skills Pledge Partner organisations are Lancashire Skills Hub, Inspira and Lancashire Work Based Learning Executive Forum.

List of Background Papers

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

N/A
