



# CITY DEAL

Preston, South Ribble & Lancashire

## City Deal Executive and Stewardship Board

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Private and Confidential: No

### Employment and Skills - Draft Metrics

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### Executive Summary

A workshop was held on Thursday 5<sup>th</sup> May with the City Deal Skills and Employment Steering Group members to discuss and agree metrics for the set of objectives, identified as a result of the Ekosgen research. These will feed into the overarching City Deal business plan and will be used to assess progress. The metrics have been reviewed by City Deal Project Team and the LEP's Skills and Employment Board.

The objectives and draft metrics, including assumptions and limitations, are provided for consideration by the City Deal Executive and Stewardship Board.

### Recommendation

That the City Deal Executive and Stewardship Board endorse the proposed employment and skills metrics as set out in the report.

### 1. Background

- 1.1 Ekosgen were commissioned by the City Deal Executive and Stewardship Board (E&SB) in 2015 to identify the skills and employment implications of the City Deal programme for Preston and South Ribble. A Skills and Employment Steering Group was established to oversee the study and the development of a skills and employment action plan, which was presented to the E&SB in 2015. It was also agreed in January 2016 that the group should continue to meet and oversee the implementation of the plan – feeding into both the E&SB and the Skills and Employment Board.
- 1.2 The Steering Group is made up of representatives from Preston's College, Runshaw College, Training 2000, Preston City Council, South Ribble Borough

Council, LCC and the LEP / Lancashire Skills Hub, and is chaired by Dr Lis Smith from Preston's College.

1.3 The study identified 4 key areas of action:

- 1) Providing a workforce for the new economy, particularly the priority sectors; including a large cohort of young and well qualified workers attractive to incoming employers.
- 2) Providing a workforce for the construction industry which will deliver the infrastructure, commercial and residential development set out in the City Deal, addressing the challenge of delivering a marked increase in new housing development.
- 3) Maximising the training and employment opportunities available for both young people and older people from construction activity, using procurement processes to deliver a higher level of industry engagement and increase social value for public sector construction expenditure.
- 4) Providing training and skills support which helps to secure new inward investment and company expansion in the City Deal area.

## **2. Objectives**

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

2.2 In addition to the inclusion of metrics in the CD monitoring and reporting arrangements, the Chair of the Skills and employment Steering Group will also present an update to the CD E&SB once a year and according to operational need.

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

### **3. Metrics**

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

**City Deal Skills & Employment Metrics – Draft**

**September 2016**

<b>Overarching Metrics</b>	<b>Data Lead</b>	<b>Definition</b>	<b>Limitations and assumptions</b>	<b>Baseline</b>	<b>Achieved</b>			<b>Target</b>		
				<b>Academic Year 2012/13</b>	<b>Year 1 13/14</b>	<b>Year 2 14/15</b>	<b>Year 3 15/16</b>	<b>Year 4 16/17</b>	<b>Year 5 17/18</b>	<b>Year 10 2022/23</b>
<b>Job Outcomes:</b> 24 year old apprenticeships in the construction sector within the City Deal area.	Preston's College	The number of new starts in a 12 month period of 16-24 year old apprenticeships.  Main providers with construction apprentices who live in Preston and South Ribble.  *Construction sector need to be determined and needs to include frameworks and/or standards in the Construction sector.	Assumption that the growth in 16-24 apprenticeship in the Construction sector are new jobs and the growth is a product of the economic uplift that has resulted from City Deal.  This will count the majority of apprenticeships as focus is on the main providers operating in the area.  (Does not include adult apprenticeships as the majority are conversions from current jobs not new jobs).	N/A	82	89	107*	112* 5%	121* 8%	139* 15%
<b>Job Outcomes:</b> All 16-24 year old apprenticeships (excluding construction) within the City Deal area.	Preston's College	The number of new starts in a 12 month period of 16-24 year old apprenticeships.  Main providers with apprentices who live in Preston and South Ribble.	Assumption that the growth in all 16-24 apprenticeship (excluding construction) are new jobs and the growth is a product of the economic uplift that has resulted from City Deal.  This will count the majority of	N/A	558	585	608*	620* 2%	644* 4%	682* 6%

			<p>apprenticeships as focus is on the main providers operating in the area.</p> <p>(Does not include adult apprenticeships as the majority are conversions from current jobs not new jobs).</p>							
<p><b>Job Outcomes:</b> Increase of graduates into construction and engineering graduate jobs (location to be defined on basis of availability of data).</p>	UCLan	<p>Destinations of Leavers in Higher Education (DLHE) data into construction and engineering graduate jobs. Additionality beyond the 2012/2013 baseline.</p> <p>(update annually, July 31st)</p>	<p>Assumption that the growth of graduates into graduate jobs in the Construction sector are new jobs and the growth is a product of the economic uplift that has resulted from City Deal.</p>	85	116	69	5% uplift	5% uplift	10% uplift	uplift
<p><b>Job Outcomes:</b> Increase of graduates into all graduate jobs (location to be defined on basis of availability of data).</p>	UCLan	<p>Destinations of Leavers in Higher Education (DLHE) data into all graduate jobs. Additionality beyond the 2012/2013 baseline.</p> <p>(update annually, July 31st)</p>	<p>Assumption that the growth of graduates into graduate jobs are new jobs and the growth is a product of the economic uplift that has resulted from City Deal.</p>	4,223	4,332	4,118	2.5% uplift	2.5% uplift	2.5% uplift	2.5% uplift

<b>Job Outcomes:</b> Jobs created resulting from inward investment or growth in businesses due to business support / opportunity afforded by City Deal.	LCC Economic Development Team	The number of jobs associated with the creation of new commercial floorspace in specified City Deal employment sites  To be collected 6 monthly (data available May and November)	An average employment density formula is applied to generate job outcomes. No figures have been provided for road infrastructure/housebuilding construction as these are temporary jobs in respect of City Deal activity. Assumptions have been made regarding occupancy rates, employment creation and retention levels. This information covers newly developed employment sites only.	-	-	77	147	484	854	4,808
		The number of jobs associated with the take up of business units To be collected 6 monthly (data available May and November)	An average employment density formula will be applied to generate job outcomes. Assumptions will be made regarding occupancy rates (although these will mainly be tenants rather than landlords therefore premises should generally be fully occupied), employment creation and retention levels. This information largely covers existing premises.	2383	2779	3835	3000	n/a	n/a	n/a

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

Activity Metrics		Definition	Limitations and assumptions	Baseline	Achieved			Target		
				Academic Year 2012/13	Year 1 13/14	Year 2 14/15	Year 3 15/16	Year 4 16/17	Year 5 17/18	Year 10 2022/23
Increase in graduate placements and paid internships.	UCLan	Graduate placements and internships across all sectors. Additionality beyond the 2012/2013 baseline. (update annually, July 31st)	Assumption that the increase in graduate placements and internships across all sectors is a product of the economic uplift that has resulted from City Deal.	323	476	566	2% uplift year on year	2%	2%	2%
Reduction in JCP claimant count in City Deal area.	JCP	Active job seekers – Combined figure of all JSA claimants and all UC claimants not in employment. (Figures annually from NOMIS. April figures available 20 <sup>th</sup> May).	Assumption that the reduction is due to an increase in the number of jobs due to the economic uplift of City Deal. (Assume that 'Sector Skills for the Unemployed' ESF project and sector based work academies will feed into this metric).	April 2013 – not available	April 2014 - 3705	April 2015 - 2760	April 2016 - 2990			



Number of TNAs delivered through Employer Skills Support (ESS) with employers that are located within the City Deal area and number of employers accessing learning.	Provider TBC	Employer beneficiaries of Skills Support for the Workforce who are located in the City Deal area.	Indicator of how many employers in the City Deal area are engaged in workforce development.				<b>TBC when ESS starts</b>			
Students choosing STEM and construction subjects at UCLan – increase from baseline.	UCLan	New students selecting STEM/Construction undergraduate degree subjects.	The attraction of City Deal has increased the number of students choosing STEM and construction subjects at UCLan.	1,361	1,663	2,306	2% uplift year on year			
Number of interventions/ activities with education institutions promoting City Deal and the career opportunities it presents.	City Deal CEIAG Taskforce	Interventions/Activities with: A. Young People, B. Teachers/IAG practitioners, C. Parents, and D. Education Institutions, such as classroom activities, competitions, Labour Market Information 'LMI' events, careers fairs and other engagement/info giving events.  Education institutions: schools, colleges, private training providers etc.	Taskforce formed in Feb 2016 - targets in Year 3 15/16 are therefore fewer than subsequent years. No City Deal specific activities took place before the formation of the CEIAG Taskforce therefore the baselines in 13/14 and 14/15 are zero.  Assumption that the Lancashire Science Festival will be sponsored by City Deal each year as it was in 15/16 and a City Deal stand will be run by the Taskforce.  All interventions that come out of the work of the taskforce and the members of the taskforce are counted.	A 0 B 0 C 0 D 0	A 0 B 0 C 0 D 0	A 0 B 0 C 0 D 0	A 660 B 150 C 100 D 70	A 1500 B 300 C 200 D 200	A 1500 B 300 C 200 D 200	A 1500 B 300 C 200 D 200

Number of businesses supported in the City Deal area.	LCC Economic Development Team / BOOST	Businesses supported through LCC and BOOST in the City Deal area.  To be collected 6 monthly (data available first week in April/Oct)	Standard ERDF criteria.  Includes pre-starts, business engagement, business assists, new business starts.  Not including retail businesses.							
			Business assists (incl. pre-starts)	n/a	49 (Jun-Mar)	185	103 (Apr-Oct)			
			New businesses	n/a	0	0	23 (Apr-Oct)			
Production of Case Studies.	Skills and Employment Hub working with SKV	Case studies to highlight good practice and bring stories with a human angle to the forefront (one per quarter)				2	4	4	4	