



Democratic Support

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#workingplymouth

WORKING PLYMOUTH

Wednesday 9 December 2015
4.00 pm
Council House, Plymouth

Members:

Councillor Ricketts, Chair
Councillor Murphy, Vice Chair
Councillors Ball, Deacon, Fletcher, Hendy, Jarvis, Martin Leaves, Morris, Storer and Wheeler.

Members are invited to attend the above meeting to consider the items of business overleaf.

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Tracey Lee
Chief Executive

WORKING PLYMOUTH

AGENDA

PART I – PUBLIC MEETING

1. APOLOGIES

To receive apologies for non-attendance by panel members.

2. DECLARATIONS OF INTEREST

Members will be asked to make any declarations of interest in respect of items on this agenda.

3. MINUTES (Pages 1 - 12)

To confirm the minutes of the meetings held on 30 September 2015 and 14 October 2015.

4. CHAIR'S URGENT BUSINESS

To receive reports on business which, in the opinion of the Chair, should be brought forward for urgent consideration.

5. 1000 CLUB (Pages 13 - 18)

Members will be provided with an update on the 1000 club.

6. SKILLS PLAN (Pages 19 - 56)

Members will be provided with a presentation and information on the Skills Plan.

7. APPRENTICESHIPS (Pages 57 - 64)

Members will be provided with an update on Plymouth City Council Apprenticeships.

8. TRACKING RESOLUTIONS AND UPDATE FROM THE CO-OPERATIVE SCRUTINY BOARD (Pages 65 - 66)

For the Panel to review and monitor the progress of tracking resolutions and receive feedback from the Co-operative Scrutiny Board.

9. WORK PROGRAMME (Pages 67 - 68)

The Panel to discuss and agree future items for the Working Plymouth work programme.

10. EXEMPT BUSINESS

To consider passing a resolution under Section 100A (4) of the Local Government Act 1972 to exclude the press and public from the meeting for the following item(s) of business on the grounds that it (they) involve(s) the likely disclosure of exempt information as defined in paragraph(s) of Part I of Schedule 12A of the Act, as amended by the Freedom of Information Act 2000.

PART II (PRIVATE MEETING)

AGENDA

MEMBERS OF THE PUBLIC TO NOTE

that under the law, the Panel is entitled to consider certain items in private. Members of the public will be asked to leave the meeting when such items are discussed.

NIL.

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Working Plymouth**Wednesday 30 September 2015****PRESENT:**

Councillor Ricketts, in the Chair.

Councillor Murphy, Vice Chair.

Councillors Ball, Sam Davey (substitute for Councillor Wheeler), Deacon, Fletcher, Hendy, Jarvis, Martin Leaves, Morris and Storer.

Apologies for absence: Councillor Wheeler.

Also in attendance: David Draffan (Assistant Director for Economic Development), Paul Brookes (Programme Director, History Centre), Nicola Moyle (Head of Arts and Heritage), Louisa Blight (Collections Manager), Ray Crockett (Naval Heritage Centre), Paul Santillo (Naval Heritage Centre), Ross Jago (Lead Officer) and Helen Rickman (Democratic Support Officer).

The meeting started at 4.30 pm and finished at 6.10 pm.

Note: At a future meeting, the committee will consider the accuracy of these draft minutes, so they may be subject to change. Please check the minutes of that meeting to confirm whether these minutes have been amended.

56. DECLARATIONS OF INTEREST

There were no declarations of interest in accordance with the code of conduct.

57. CHAIR'S URGENT BUSINESS

There were no items of Chair's Urgent Business.

58. THE HISTORY CENTRE

David Draffan (Assistant Director for Economic Development), Paul Brookes (Programme Director, History Centre), Nicola Moyle (Head of Arts and Heritage), Louisa Blight (Collections Manager), Ray Crockett (Naval Heritage Centre) and Paul Santillo (Naval Heritage Centre) provided Members with a presentation on the History Centre.

Members were informed that –

- (a) in May 2015 the National Heritage Lottery Fund had awarded £13m to the History Centre project;
- (b) the Working Plymouth Panel would be provided with a further presentation upon the History Centre at the 14 October 2015 meeting whereby Event Management, the project contractor, would be in attendance to answer questions;

- (c) South West Film & Television Archive, South West Image Bank, Plymouth University and Plymouth City Council were the four principle partners of the project; the Stakeholders Partnership Board included representation from the Ministry of Defence, BBC, Destination Plymouth, Plymouth College of Art and Plymouth Culture Board;
- (d) the proposed History Centre was situated between the University and College of Art and was on the site of the current museum and library; the impetus for the project centred around the Records Office which contained the city's archives. There was concern that the archives were at risk and needed saving for the future; the History Centre project evolved to save the archives, show off the City's collections of artefacts and provide a new visitor attraction for Plymouth;
- (e) Officers provided the National Heritage Lottery Fund with a review report detailing progress on the project; detailed plans were required to be submitted by Spring 2016 however it was considered that additional funding was required, due to the increased costs linked to inflation. A bid for £4.175m had been submitted to the Arts Council however a decision wouldn't be made until February 2016;
- (f) one of the aims of the History Centre was to try to create a sense of place and identity; changes would be required to the public realm to ensure this was achieved particularly when linking the building to St Luke's Church. It was anticipated that there would be a modest amount of demolition to the rear of the central library where the 1950's extension currently stands to bring the building up to a national standard for exhibition space. There would also be programmable space outside the centre where art collections and heritage displays could be spilled out onto the street creating an active environment both day and night;
- (g) 'Event Communications' were appointed at the end of April 2015 to help develop the content of the project including how internal spaces should be designed to create the desired effects; the café and shop space would also be expanded from original plans;
- (h) the ground floor of the History Centre would allow visitors to walk in the footsteps of Darwin, Drake and Scott, visit the Plymouth portal, explore reasons why men and women have gone out into the wider world, Plymouth's link with the Navy and the importance of the sea to the city; it was planned that the commercial and learning spaces would be massed to the south of the building whilst the visitor offer would be concentrated in the northern part of the building. The gallery space would allow Plymouth to curate major international and national shows;
- (i) upstairs in the History Centre would encourage visitors to explore through the millennia and identify how Plymouth has inspired creativity, paintings, craft and film; to the north of the balcony a suite of spaces would be created to encourage creativity. It was proposed that a woolly mammoth would also be situated in this space as they inhabited Plymouth many years ago;

- (j) Louise Blight was responsible for overseeing the decant and coordinating the development of the 12 separate galleries; each gallery had a lead which was supported through the partnership.

In response to questions raised it was reported that –

- (k) the request for extra funding from the Heritage Lottery Fund was one of the risks involved with the project however Officers were confident that funding would be secured through a variety of sources including the Arts Council; HLR were sympathetic to the rising costs due to increased inflation and a formal bid for funding would be submitted in the Spring of 2016;
- (l) it was estimated that between 250,000 and 300,000 visitors were required per year to ensure the project was sustainable; further analysis was due to be undertaken by a consultancy company on this issue;
- (m) the economic sustainability of the History Centre project in the longer term was detailed in the stage 1 business plan; savings were expected due to the co-location of the library, archives and museum and increased visitor numbers were anticipated with a higher spend per head. In order to complete stage 2 of the project in April 2016, 'Event Communications' would be working alongside the Council and partners to build a financial model of resilience and governance - a five year resilience model would be created;
- (n) study zones had been opened up in several areas throughout the History Centre to ensure that learning didn't take place behind closed doors; in order to help engagement, spaces were designed to be as open as possible to create a characterful space, one whereby children would have space to perform a play, where a collection could be displayed and discussed or where demonstrations could be held;
- (o) officers were actively working to a digitisation programme to digitise as much of the city's archives and collections as possible; this would help to create a portal whereby information could be easily accessed. The use of modern technology was an important aspect of the project to ensure it was up to date with other visitor attractions nationwide;
- (p) Event Communications had previously worked on similar projects throughout the country so were experienced in creating a vision; the Partnership Board were equally involved in the vision for the project and discussing the Masterplan;
- (q) exhibition designers would be responsible for providing the framework for the collections; it was vital that the project told Plymouth's story including its maritime history, its involvement in the war and the impact of the Navy on the city however collections needed to be rotated to create interest and maintain visitor numbers;

- (r) St Luke's Church was bought by Plymouth City Council in the 1960's and had a covenant attached to it relating to its use; Officers were currently in negotiations with the Church of England regarding the covenant and its future use as part of the project;
- (s) the Council had a conservation plan linked to its collections and archives and officers were looking to rationalise collections to ensure that acquisition of different artefacts could take place in the future;
- (t) a Decant Officer had recently been appointed to take a lead on moving the Council's collections offsite to a secure store; Council officers and volunteers would be responsible for moving the majority of items;
- (u) it was the expectation that public access to the History Centre would be free however there may be a charge to access a specific exhibition due to added value; donations would be welcome and voluntary;
- (v) an indicative plan for exhibitions for the History Centre had been programmed from 2020 to 2024; Officers had also planned exhibitions from the point of the building closing to ensure that the museum and library would continue to have a presence in the city despite building work taking place;
- (w) the Herald newspaper would be heavily involved in the marketing of the new name for the History Centre;
- (x) officers were confident that the 2020 completion date for the project would be adhered to; it was planned that the building work would be completed approximately one year before the centre was required to open however this was to allow for the building to be properly fitted out and for collections to be installed;
- (y) it was hoped that the History Centre would play a huge part in the Mayflower 400 celebrations;
- (z) two Cabinet decisions were required to be taken; the first in October 2015 to start a procurement exercise and the second to agree how the project will be modelled and run and revenue calculated.

Members praised the work of officers and were excited to see the project develop.

The Chair thanked officers for their attendance at the meeting and highlighted to all present the opportunity this project would represent for the city.

59. **EXEMPT BUSINESS**

There were no items of exempt business.

Working Plymouth

Wednesday 14 October 2015

PRESENT:

Councillor Ricketts, in the Chair.

Councillor Murphy, Vice Chair.

Councillors Ball, Deacon, Fletcher, Mrs Foster (substitute for Councillor Martin Leaves), Jarvis, Morris, Parker-Delaz-Ajete (substitute for Councillor Hendy), Storer and Wheeler.

Apologies for absence: Councillors Hendy and Martin Leaves.

Also in attendance: David Draffan (Assistant Director for Economic Development), Paul Brookes (Programme Director – History Centre), Councillor Smith (Deputy Leader), Nicola Moyle (Head of Arts and Heritage), Gareth Simmons (Strategic Project Director), Esther Dugdale (Event Communications), Abby Coumbes (Event Communications), Paul Woods (Chair of the Growth Board), Patrick Hartop (Head of City Deal), Adam Hickman (Economic Strategy and Partnership Officer), Tudor Evans (Leader), Amanda Ratsey (Head of Economy, Enterprise and Employment), Gill Peele (Lead Officer) and Helen Rickman (Democratic Support).

The meeting started at 4.00 pm and finished at 6.10 pm.

Note: At a future meeting, the committee will consider the accuracy of these draft minutes, so they may be subject to change. Please check the minutes of that meeting to confirm whether these minutes have been amended.

60. **DECLARATIONS OF INTEREST**

There were no declarations of interest in accordance with the code of conduct.

61. **MINUTES**

Agreed that the minutes of 8 July 2015 were an accurate record of the meeting.

62. **CHAIR'S URGENT BUSINESS**

There were no items of Chair's Urgent Business.

63. **PLANNING AND BUILDING CONTROL**

This agenda item was deferred due to Officer sickness.

Agreed that the Planning and Building Control item would be discussed at the next scheduled meeting in December 2015.

64. **HISTORY CENTRE PRESENTATION**

David Draffan (Assistant Director for Economic Development), Paul Brookes (Programme Director – History Centre), Councillor Smith (Deputy Leader), Nicola Moyle (Head of Arts and Heritage), Gareth Simmons (Strategic Project Director), Esther Dugdale (Event Communications) and Abby Coumbes (Event Communications) provided Members with a further update on the History Centre Project.

Members were advised that –

- (a) the Working Plymouth scrutiny panel had received an update on the History Centre at a previous meeting on 30 September 2015 whereby officers provided a detailed sense of the building and ambitions; at this meeting Members would be introduced to Event Communications, the lead consultant for the project, whose representatives would discuss methodology, the content and community engagement;
- (b) Event Communications had been in business for 30 years, was considered to be Europe's largest and leading visitor destination industry and had delivered over 200 destination projects since its establishment. Examples of projects delivered by Event Communications, relevant to the Plymouth History Centre, were presented including the following:
 - Experience of the Titanic – Belfast
 - Bletchley Park – Heritage Site
 - The Roman Baths
 - Mshed – Bristol
 - Southbank London
- (c) Event Communications had been appointed as consultants for the History Centre at the end of April 2015; the first phase of the development included master-planning whereby the entire visitor experience would be discussed and the use of space planned. Officers would work closely with architects in order to ensure that spaces were open and offered the flexibility required to meet aspirations;
- (d) the master-plan concept included two floors of primarily public spaces; areas included a large open foyer (facing St Luke's Church) as well as galleries which would focus on telling the stories of Plymouth;
- (e) the team were aware of the need to create spaces that would result in repeat visitation and interest, and were exploring opportunities to create a space where visitors could learn new skills and look into their own history within the city;
- (f) between September and November 2015 officers had been undertaking content development and consultations; specific parts of the community had been contacted regarding the preliminary ideas for the content; partners and

stakeholders had been engaged;

- (g) there was an acknowledgement that not all of Plymouth's history could be presented/ displayed in the History Centre however exhibitions would be rotated to tell as many stories as possible and to add interest; officers were currently viewing 'elevator pictures' as a catalyst for discussing what the content of the galleries might contain;
- (h) in terms of next steps, the Heritage Lottery Fund bid would be undertaken between November 2015 to March 2016, the content of design exhibitions needed to be developed, public contribution needed to be defined, requirements of the architectural scheme needed to be coordinated and the risk review needed to be undertaken;
- (i) confirmation of the Heritage Lottery Fund would be notified to officers in June 2016 in preparation for the 2020 opening.

In response to questions raised it was reported that –

- (j) Officers confirmed that they would be engaging with representatives at the Citadel and Stonehouse Barracks as well as the Naval Heritage Centre in order to present a broader scope of the city's defences;
- (k) on opening in 2020 the History Centre exhibitions and displays would not form the 'fixed' visitor experience – part of the design of the project centred around the space being flexible to accommodate new exhibitions echoing that of national museums and galleries; a balance was required between providing creative space, telling Plymouth's history and having flexible programmable space;
- (l) Officers would aim to engage with the Lord Mayor's Mace Bearers due to their extensive knowledge of the city and lord mayoralty;
- (m) David Draffan was the Senior Responsible Officer for the project and the Council was responsible for the History Centre however this was a partnership and other stakeholders were actively engaged. A bid was currently with the Arts Council for £4m and officers were awaiting a response;
- (n) this project had cross party support as Councillor Glenn Jordan was a member of the board;
- (o) the total funding for the project was £32.11m (£28.07m capital and £4.04m revenue); the majority of the revenue costs was funded through the Heritage Lottery Fund however as round two of the bid the Council was required to present a plan of resilience;
- (p) it was considered that the Mayflower 'story' specifically in 2020 would have an international appeal, especially for US visitors;

- (q) officers were aiming to have a shortlist of possible projects for the History Centre by the middle of 2016 in time for the Heritage Lottery Fund;
- (r) Members of the public were encouraged to take part in the consultation for the History Centre by accessing the following weblink on the Council's website: loveourpast@plymouth.gov.uk; people were also encouraged to register on the mailing list to receive updates and take part in roadshow events. A programme of events would be circulated to Working Plymouth Members for their information;
- (s) a variety of different exhibition techniques were being used to ensure that some of the content of the History Centre would be relevant to the school curriculum; there would also be more than double the learning space in the new development than is provided on the existing site;
- (t) the building was being designed to ensure maximum flexibility of space therefore officers were working closely with architects to ensure that walls could be moved and that the placement of steel frames would not hinder this;
- (u) officers accepted the points raised by the Chair that the Working Plymouth scrutiny panel requested to keep an eye on how the History Centre will look, the governance arrangements and that future meetings of the panel are scheduled in line with History Centre timeline to ensure optimum engagement;
- (v) there was an offer from the Assistant Director for Economic Development to attend a select number of community workshops, local surgeries or 'have your say meetings' to continue the engagement process with residents; it was agreed that an email would be sent out to Councillors advising them of this invitation.

The Chair thanked officers for their attendance at the meeting.

Agreed to recommend to the Cooperative Scrutiny Board that –

History Centre

1. that the panel continue to monitor progress with the History Centre project planning, content design, funding and build and that meetings are arranged to coincide with future key milestones in the project plan;

(that in addition to 1 above)
2. that the panel receive information on all consultation to date and the planned consultation timeframe to ensure that Working Plymouth have an ongoing opportunity to feed into the process further
3. that as the project progresses and gathers momentum the panel have a monitoring role to ensure that effective governance arrangements continue to be in place.

65. **ROLE OF THE LOCAL ECONOMIC PARTNERSHIP**

Please refer to minute 66 'Corporate Plan Monitoring'.

66. **CORPORATE PLAN MONITORING**

David Draffan (Assistant Director for Economic Development), Paul Woods (Chair of the Growth Board), Patrick Hartop (Head of City Deal), Adam Hickman (Economic Strategy and Partnership Officer) and Amanda Ratsey (Head of Economy, Enterprise and Employment) provided Members with an introduction to the Local Economic Partnership and a presentation upon Corporate Plan Monitoring.

Members were advised that –

- (a) Paul Woods had been Chair of the Growth Board for two years and was previously Chair of the Chamber of Commerce in Plymouth. The Growth Board met five times a year and was an informal public/ private partnership and was represented by Plymouth City Council with the membership of Councillor Evans (Leader of the Council), Tracey Lee (Chief Executive) and David Draffan (Assistant Director for Economic Development);
- (b) the Growth Board had the responsibility for overseeing the delivery of the Local Economic Strategy, were ambassadors for the city and were target and results driven;
- (c) the following were the six strands as drivers of growth for Plymouth:
 - Ocean City Infrastructure
 - Digital Economy
 - People, Communities and Institutions
 - Learning and Talent Development
 - Business Growth and Investment
 - Visitor Economy and Culture
- (d) the Chair of the Growth Board congratulated the role of the Council's Economic Development Team and said that there was better engagement between the private and public sector in the city now than there had been for the past 30 years and that this would pay dividends for the future success of Plymouth;
- (e) Plymouth was beginning to be nationally recognised for projects undertaken including and the City Deal, South Yard and History Centre; the aim now was to drive forward inward investment in the city;
- (f) inward investment in Plymouth was focused around the marine, hotel and social enterprise sectors; the Council actively worked to help businesses grow in the city by providing support and advice on grants, apprenticeships and funding.

- (g) the South Yard flagship project was a transformation growth project for part of the South West Local Enterprise Partnership; the site itself was 7 and ½ hectares in size and would be a marine industry campus. The aim of this project was to narrow the productivity gap in this sector in the south west region in comparison to the rest of the country. Significant progress had been made on site preparing the site for growth activity and a legal agreement had been signed by the MOD to transfer the land;
- (h) South Yard had been designed as an Enterprise Zone and was due to commence in 2016; there was a proposal for a technology centre which would link to 'in sea' testing for prototypes;
- (i) Plymouth was part of the Heart of the South West Local Enterprise Partnership that had their own strategy that strongly reflected Plymouth's objectives; Plymouth led on business projects on behalf of the LEP which included new business innovation space and business support services. Every year the HSWLEP would bid into the Growth Deal and so far Plymouth had done well and secured funding for the South Yard Project and Forder Valley Link Road. The next focus was Growth Deal 3 and future bids for funding;
- (j) the following LEP and EU funded projects had the following benefits for Plymouth:
- a grant of £6.7m awarded to Plessey from the Regional Growth Fund unlocked another £40m of growth;
 - Oceans Studio artists' studios secured £4.2m of funding and supported over 100 artists and was supporting graduate pathways from Plymouth University;
 - Plymouth Science Park Phase 5 secured £7m of funding and supported 190 jobs;
 - Hearder Court secured £2.7 million of funding and supported 80 jobs;
 - Drake Circus Leisure secured £40m of funding and would support 350 jobs with 12 cinemas and 14 restaurants;
- (k) the Council regularly tracked 4 Key Performance Indicators (KPIs) including productivity, net business growth, jobs and JSA claimant count:
- Plymouth's productivity was currently 97% - this was the highest it had been in several years;
 - Plymouth had 14% net growth in business; higher than anyone else in the Heart of the South West Area;
 - Since 2012 Plymouth has noticed a year on year decline in JSA Claimants – Plymouth was below the national average for the first time in 15 years
 - Total employment had gradually increased in the past 5 years
- (l) an offer letter detailing Growth Deal 2 funding had not yet been received despite the funding being announced; this was a cause for concern for Officers and was being followed up.

In response to a question raised regarding the Growth Board it was reported that Steve Gerry, employed by Plymouth Manufacturers Association, provided the Growth Board with a piece of analysis stating that Plymouth had more manufacturing than Bristol – Plymouth manufacturing was worth £730m whereas Bristol amounted to £600m – these figures were supported by the percentage of people employed – this information would be made available to Members of the Working Plymouth scrutiny panel.

The Chair thanked officers for their attendance at the meeting and for their presentation however confirmed that due to a lack of time Members of the scrutiny panel were unable to ask questions or further scrutinise the Corporate Plan Monitoring item.

Agreed to recommend to the Cooperative Scrutiny Board that an additional meeting of the Working Plymouth scrutiny panel is arranged before the next scheduled meeting to follow up on the Corporate Plan Monitoring presentation provided by officers.

67. **TRACKING RESOLUTIONS AND UPDATE FROM THE COOPERATIVE SCRUTINY BOARD**

Members noted the tracking resolutions document

68. **WORK PROGRAMME**

Members noted the Working Plymouth work programme and agreed to defer the Planning and Building Control item to the December 2015 meeting.

69. **EXEMPT BUSINESS**

There were no items of exempt business.

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Working Plymouth Scrutiny Panel

9th December 2015



The 1000 Club

Established in 2012, the 1000 Club is a network of local businesses that are committed to supporting people into careers in the city.

The Club aims to provide:

- Independent advice and guidance for businesses in relation to their specific recruitment and training needs
- Individuals with a consolidated list of the various routes to employment and the agencies that can assist
- Young people with information regarding all the employment information, advice and guidance available to them
- A brokerage service to support schools with development young people's employability skills, in particular in relation to the Employability Passport

The 1000 Club also disseminates the latest information on incentives and support available and provides a route to promote vacancies. This is a free service and members can be sure that the advice they are given is completely independent.

Current situation

To date 1,550 businesses have signed up to be members of the 1000 Club, committing to support people into careers by providing work experience and job opportunities. This represents 20% of the total business stock in Plymouth. The number of businesses signing up and opportunities recorded; however, has begun to plateau over recent months. This plateau is likely to be the result of several contributory factors: a significant drop in the number of people claiming benefits in the city; a change in priorities of the partners that comprise the 1000 Club Task and Finish Group resulting in them not feeding the most up to date figures through to the 1000 Club Coordinator; and expansion of the range of other activities and initiatives supported through the 1000 Club. To increase membership further the 1000 Club has begun to engage with business sectors that have not previously been engaged, specifically the businesses within the two Business Improvement District areas. Initial analysis has identified that there are roughly 800 businesses between the two BID areas that are not members. The 1000 Club will also work directly with partners to re-prioritise the 1000 Club activity to ensure they update the Coordinator on a regular basis. Increasing the membership of the 1000 Club will re-invigorate the status of the 1000 Club as a city wide priority.

The table below outlines the number of members that have signed up to the 1000 Club and also the number of people who have been supported into the different opportunities by the 1000 Club and its partners to date;

Fig.1 Breakdown of the number of businesses and people who have received support

Members	1550
Jobs	821
Apprenticeships	924
Graduate Internships	381
Work Experience Placements	874
Student Work Experience	3194
Total opportunities	6194

Fig.2 Sector breakdown of members of the 1000 Club

Sector	No. of Business Members
Business Services	194
Construction and Housing	105
Creative Industries	80
Education and Training	161
Leisure, Tourism and Hospitality	152
Manufacturing and Advanced Engineering	78
Marine and Maritime	10
Medical and Healthcare	93
Retail	181
Transport	6
Other	33
Better Together	186
Green Network	274

Fig. 3 Breakdown of number opportunities supported via the 1000 Club since its start in 2012

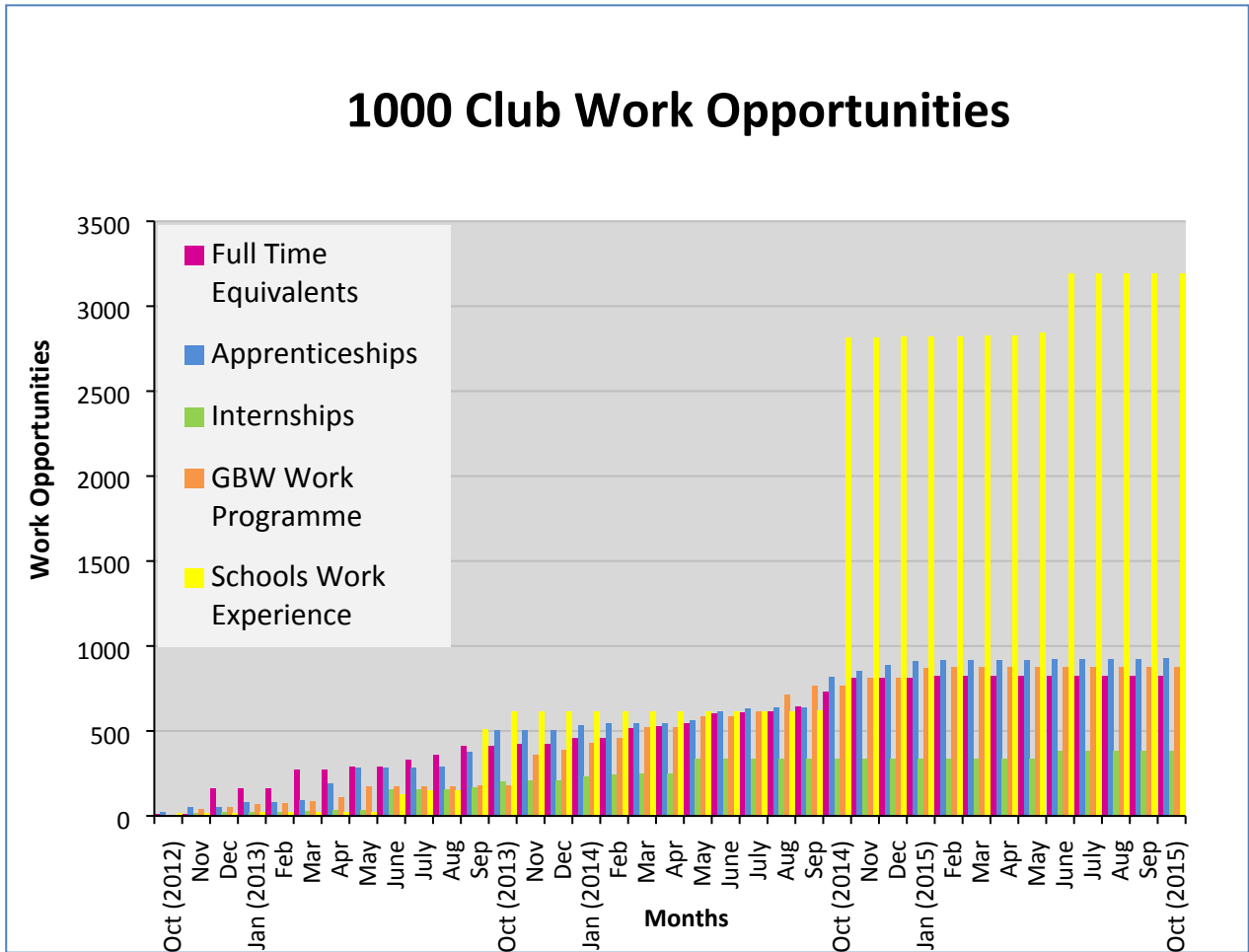
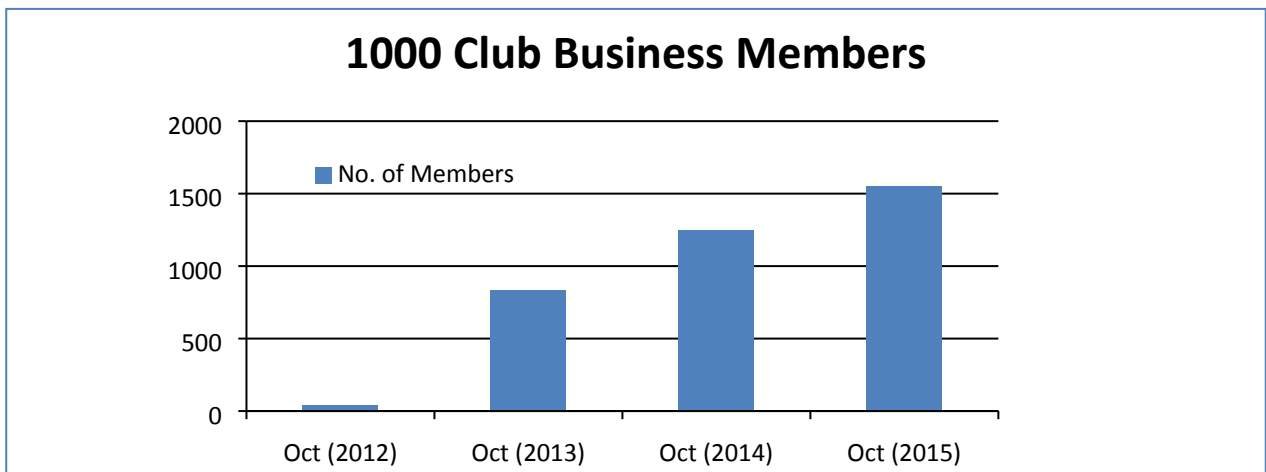


Fig.4 The number of businesses that have signed up to the 1000 Club since its launch in 2012



Widened the target age

The 1000 Club was launched in 2012 to tackle the level of youth unemployment within the city. At the outset of the 1000 Club the number of 18-24 year olds claiming Jobseekers Allowance represented 33% of the total claimant population in the city. The latest statistics indicate that this figure now stands at just 20.81% and that Plymouth is outperforming the national average when measuring the relative reduction in youth unemployment.

Through partnership working it was identified that there was a gap in specific provision for supporting older people back into the workplace. The decision was taken, in September 2015, to widen the age remit of the 1000 Club. This enabled the existing model and partnership to provide support to older people as well as young people. The 1000 Club has made a number of amendments to its website creating a single hub of information and signposting that people are able to access. Specific information for ex-military personnel, people with long term health issues or disabilities, and people over 50 years old has been added to the website. This essentially allows any business to become a 1000 Club member as long as they are supporting someone to develop their employability.

Building Plymouth

A major skills gap in the construction industry has been identified and the Building Plymouth campaign was developed to help address this. The 1000 Club was a vital partner at the outset of the Building Plymouth campaign, helping to identify construction companies that might engage with it. The 1000 Club used its network to engage with and secure the buy in for the Building Plymouth campaign. Utilising its newsletter, the 1000 Club requested all of the construction companies which are members to support the initiative. The 1000 Club now has 105 members across the construction and housing sectors.

Employability Passport

The Employability Passport is an initiative which encourages school aged young people to develop their employability skills by taking part in a range of business and employment skills related activities. The Passport allows the young people to make a record of their activities to create a portfolio of their achievements. To operate effectively the Passport needs the buy in of the business sector. The 1000 Club used its network to encourage businesses to get involved and support the Passport, for example some businesses have been working with schools to offer mock interviews to young people. At present the 1000 Club coordinator is creating a digital platform (which will sit on the 1000 Club website) to simplify and speed up the process of businesses and schools engaging with each other. Schools will be able to outline what activities they are looking for businesses to get involved in and businesses will be able to commit to that specific activity. The 1000 Club has supported the Passport further by helping to organise its launch to increase awareness of it across the city. As a result of this City College Plymouth are looking to roll out a similar model for their FE students, and Plymouth University is considering an HE model as well.

National Apprenticeship Week 2016

The National Apprenticeship Service (NAS) was in charge of coordinating the National Apprenticeship Week (NAW) since its conception. The amount of funding available for NAS in the city has been reduced which has reduced their capacity to coordinate NAW 2016 in Plymouth. NAW shines a spotlight on apprenticeships and raises their profile in the city. The 1000 Club partners identified that there is a significant risk that the impact of NAW 2016 may be lost if the activities that are taking place are not coordinated. The 1000 Club, working in partnership with the Plymouth Apprentice Network, has been asked to provide this coordination role. The 1000 Club is currently compiling a list of activities that are taking place across the week and will communicate these via press coverage and on the 1000 Club website closer to the time. In addition, the 1000 Club is developing a range of posters that will raise awareness of NAW, signposting people towards the information available. By raising awareness of apprenticeships in

the city we will help to encourage more people to consider the career options that are available to them, with the aim of reducing the number of people claiming Jobseekers Allowance in the future.

Early Years sector

In Plymouth we currently have 105 early years' education providers in the private, voluntary and independent sector, plus 48 funded childminders, 100 non funded childminders, 20 nursery classes, and 2 nursery schools. All three and four year olds in England and eligible 2 year olds are entitled to up to 570 hours of free early education or childcare a year. This can either be taken as 15 hours each week for 38 weeks of the year or 12 hours a week for 47.50 weeks a year. The Childcare Bill, announced in the Queen's Speech, increases this entitlement to 30 hours a week for working parents. This change is due to come into effect from September 2017, but some working parents in other local authorities will be entitled to the additional hours when pilots begin in September 2016. This increase in hours will have an impact on the number of staff needed to deliver this service, especially as many providers are already reporting to the Early Years Service how difficult it is to recruit qualified, experienced staff. The 1000 Club, in partnership with Plymouth City Council and Jobcentre Plus, are working with providers to identify the challenges being experienced by members in securing qualified staff, and the increase in demand will put further pressure on local providers.

The future of the 1000 Club

The 1000 Club was established in 2012 with PCC funding, and has since secured a range of different income. The Club is currently identifying external funding to enable its continuation beyond March 2016 and several potential sources are being explored. The goal is for the 1000 Club to become a self-funding entity, while maintaining its current linkages with the City Council and other partners. The 1000 Club has established a valuable network of business and working relationships with partners that have sustained the support of unemployed people in Plymouth.

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Working Plymouth:

The skills landscape in Plymouth, linking people to opportunities



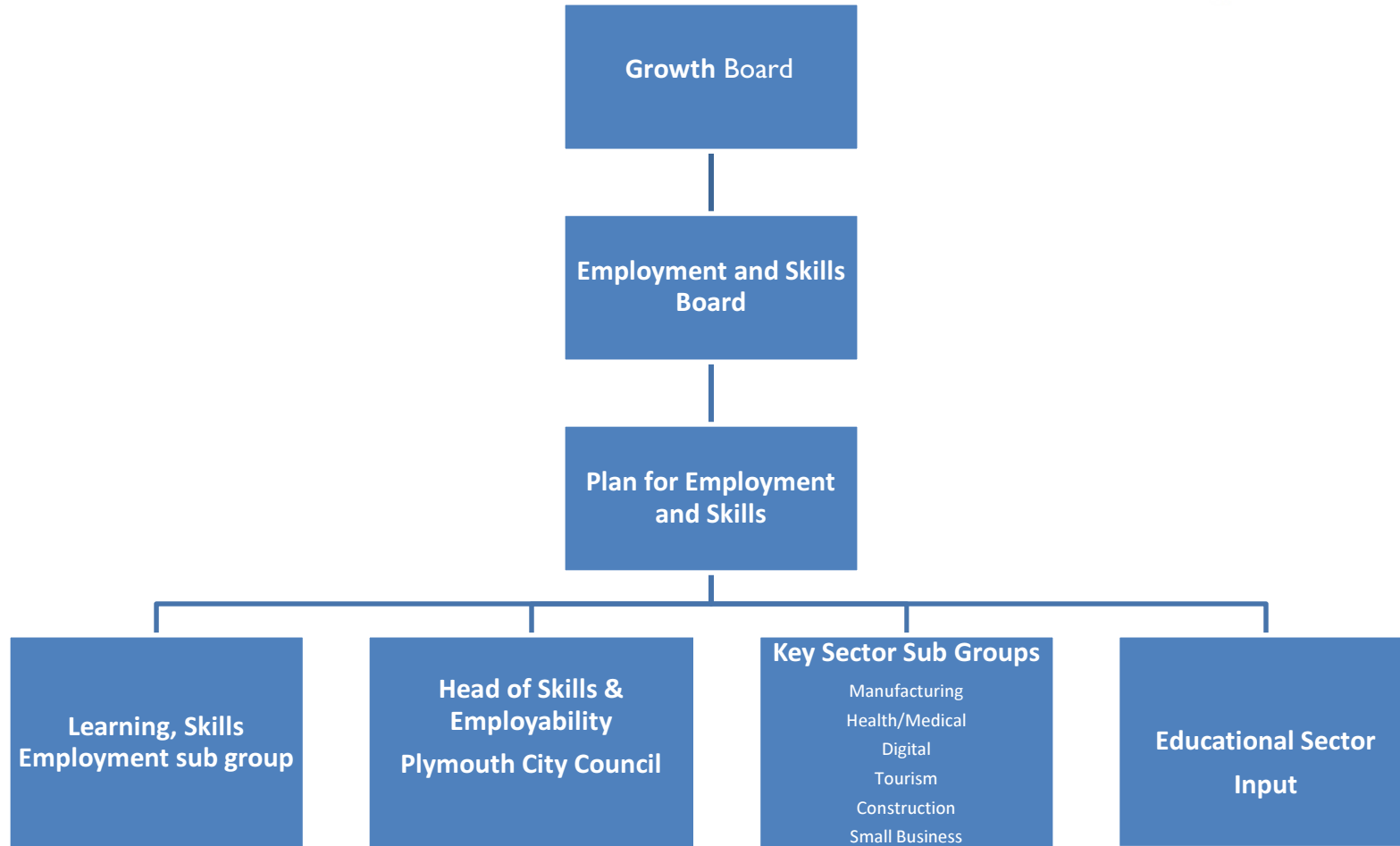
- Skills landscape across the city
- Apprenticeships
- 1000 Club

Edward Coley, Head of skills and Employability

Patrick Knight, Economy and Employment Manager

Background context: structure

Learning and Talent Development Flagship



Plan for Employment and Skills 2015-20



Aims and Objectives

What	Matching skills with demand	Drive Enterprise and Innovation	Preparing for Work and addressing worklessness	Improve Core Skills in Plymouth
Why	Better engage and align education and training in Plymouth to meet future economic need.	Increase Plymouth's scope and performance in entrepreneurship and business start-ups.	Plymouth's young people are work- ready, confident and can achieve economic success.	Put skills on everyone's agenda.
How	<p>First-class drive to engage business and education partnerships across Plymouth's sectors.</p> <p>Enhance impartial advice, employability matching and mentoring to guarantee career progression support for all young people (10-25).</p>	<p>Extend a Business Enterprise Mentors Programme, leading on leadership training and support for new and expanding businesses.</p> <p>Skills Gap Interventions in marine, advanced manufacturing, ICT and construction.</p>	<p>Streamline and coordinate high quality training and education courses to ensure there is a fair city-wide offer.</p> <p>Improve Employability/STEM skills through launch of Passport, Charter mark and STEM Strategy; alongside Youth Deal Programme to provide 1-1 support for employment.</p>	<p>Major Civic push on Core and STEM Skills.</p> <p>Major Promotional Campaign using innovative technology and advertising.</p>

Key achievements 2015



Matching Skills with Demand	Drive Enterprise and Innovation	Preparing for Work and addressing Worklessness	Improve Core Skills in Plymouth
<ul style="list-style-type: none"> • City wide review of the city’s skills training offer • “Reach for your future” Prospectus 11-18 offer (2nd edition produced October 15)* • Plymouth Skills Analysis* • Additional LMI tools purchased • Apprenticeship analysis • New STEM Centre opened in Feb 15 (CCP) • Funding for Regional STEM Centre of Excellence • Building Plymouth Skills Co-ordinator appointed (Oct 15) • ESB membership to reflect key sectors • Target developed: increase in apprenticeship starts 	<ul style="list-style-type: none"> • Extension of • Evaluated Growth Hub. Mapping Business Support and identifying priorities for business • Launch of Princes Trust centre in Plymouth March 15. • Extension of Enterprise Coaching Outset Plymouth and Outset Finance • LEP wide Careers and Enterprise Company Enterprise Advisor pilot. • Other activities continuing (Young Enterprise etc.) • Urban enterprise 	<ul style="list-style-type: none"> • City Deal activity launched • Mentors project supporting 375 u/e 18-24 into work • “Work Coach” pilot supporting 100 young people 16-17 preparing for work • Wage Incentive Pilot launched • Plymouth Manufacturing Challenge launched • Apprenticeship Ambassadors Programme developed • Employability Passport launched • Target developed: reduction in NEET numbers • Target developed: reduction in ESA numbers 	<ul style="list-style-type: none"> • STEM Summit held June 2015 • Strategy draft in place for December 15 • Building Plymouth Summits undertaken (Jan 16) • Digital Summit • Skills Show South West • STEM Ambassadors from FE, Training Providers and Schools and STEMnet



Documents

- Plan for Employment and Skills
- Plan for Skills and Action Plan

Intelligence

- Plymouth Skills Analysis*
- LMI tools

Quality Provider base

- Ofsted G and 2 (No 3's and 4s)
- “Reach for Your Future”**

Targets

- Increase the number of Apprenticeship starts
- Reduce the number of NEETS
- Reduce those on ESA

And

- Improve the quality of Careers Education Information Advice and Guidance

*<http://www.plymouth.gov.uk/lse/skillsanalysis/pres.pdf>

** <http://www.plymouth.gov.uk/reachforyourfuture>

The importance of data to us



- Strategic: helps to show direction of travel as a City
- Strategic growth and planning: e.g. aim to be a 300K population City
- Need to understand the landscape that does exist, and the landscape that will exist
- Grow and nurture our existing sectors and encourage new growth and employment areas (e.g. increase take up of apprenticeships as a result)
- Operational: helps to form bids and applications:(City Deal, ESF, EOS and other bids to Gvt for funding)
- Relies on us having an economic development function that supports this
- Helps to develop a service and product function to support our needs (to influence skills provider responsive skills system)
- Understand and influence the funding systems being applied
- Apply “the more for less” principles

Why this is important as a City: what do we need?

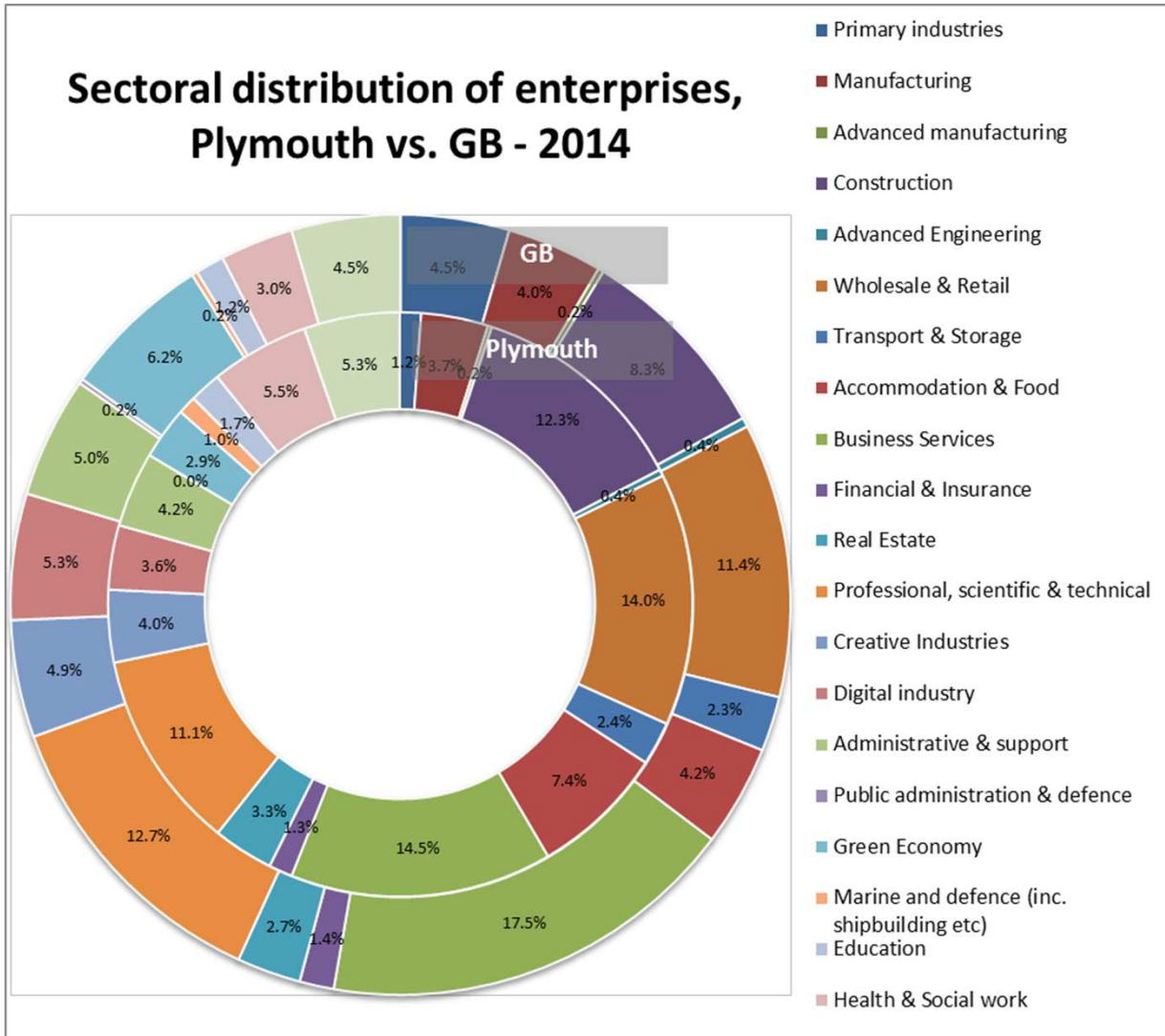


- Skills provider base that is responsive to skills needs for growth and improving productivity – matching skills with demand
- Demonstrates to investors the strengths of Partnership and good practice
- An assurance that we have a good quality offer to both existing and new investors
- Sharing good practice and ideas
- Helps to deliver an employer responsive skills system
- Tests ideas and offers opportunity for pilots
- Helps deliver actions from city partnerships (Plymouth Employment and Skills Board)

Plymouth's Business Base

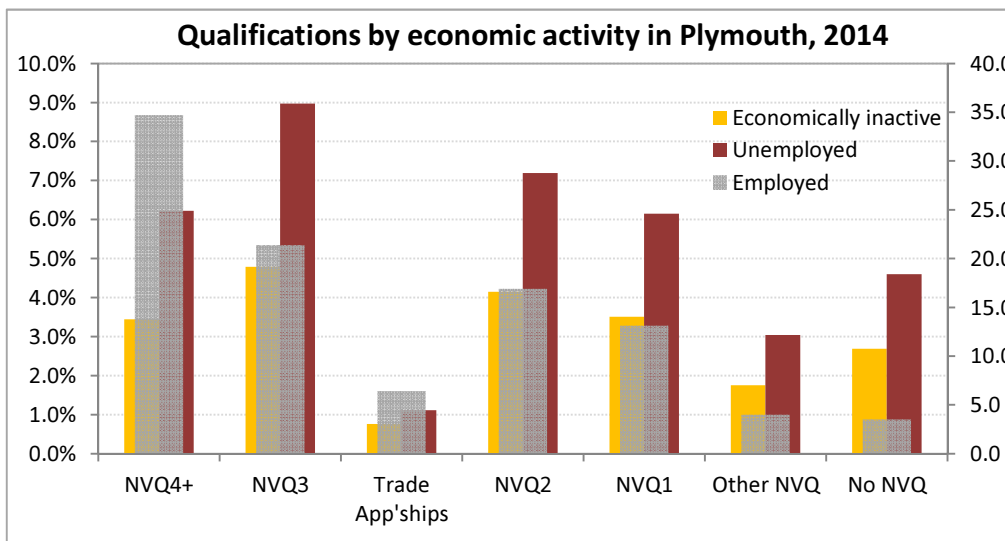


Sectoral distribution of enterprises, Plymouth vs. GB - 2014



- The chart on the left shows the sectoral make-up of Plymouth's business base; c 5,300 businesses
- An important observation is that Plymouth's high value added service sectors are underrepresented, with the share of enterprises in Business Services, Advanced Manufacturing, Professional, Scientific & Technical, Financial & Insurance lower than nationally;
- Conversely, Plymouth has a higher cluster of enterprises in the Advanced Engineering, Marine & Defence, Digital and Constructions sectors.

Skills Profile



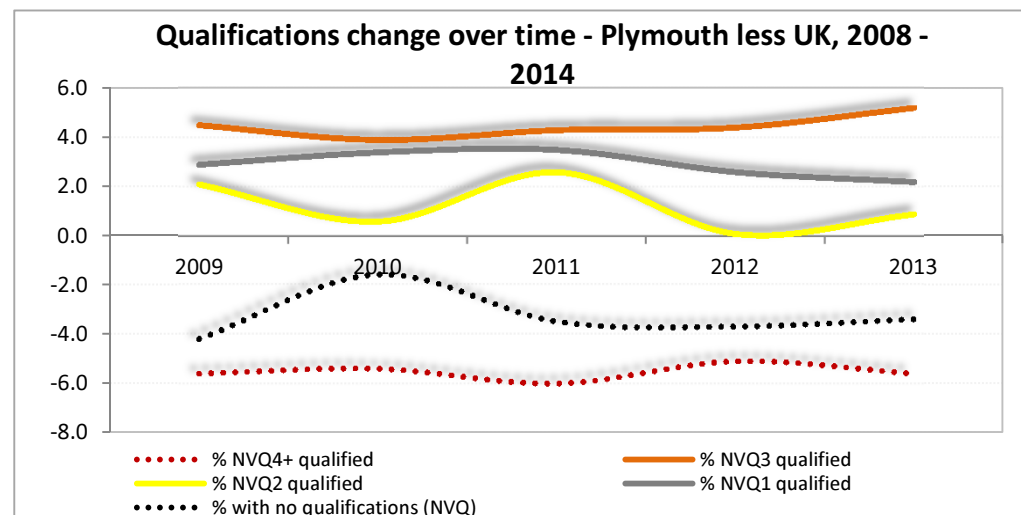
Increasing number of degree+ level qualified and a high proportion are employed.

Decline in the number of residents without a qualification that is below the UK average

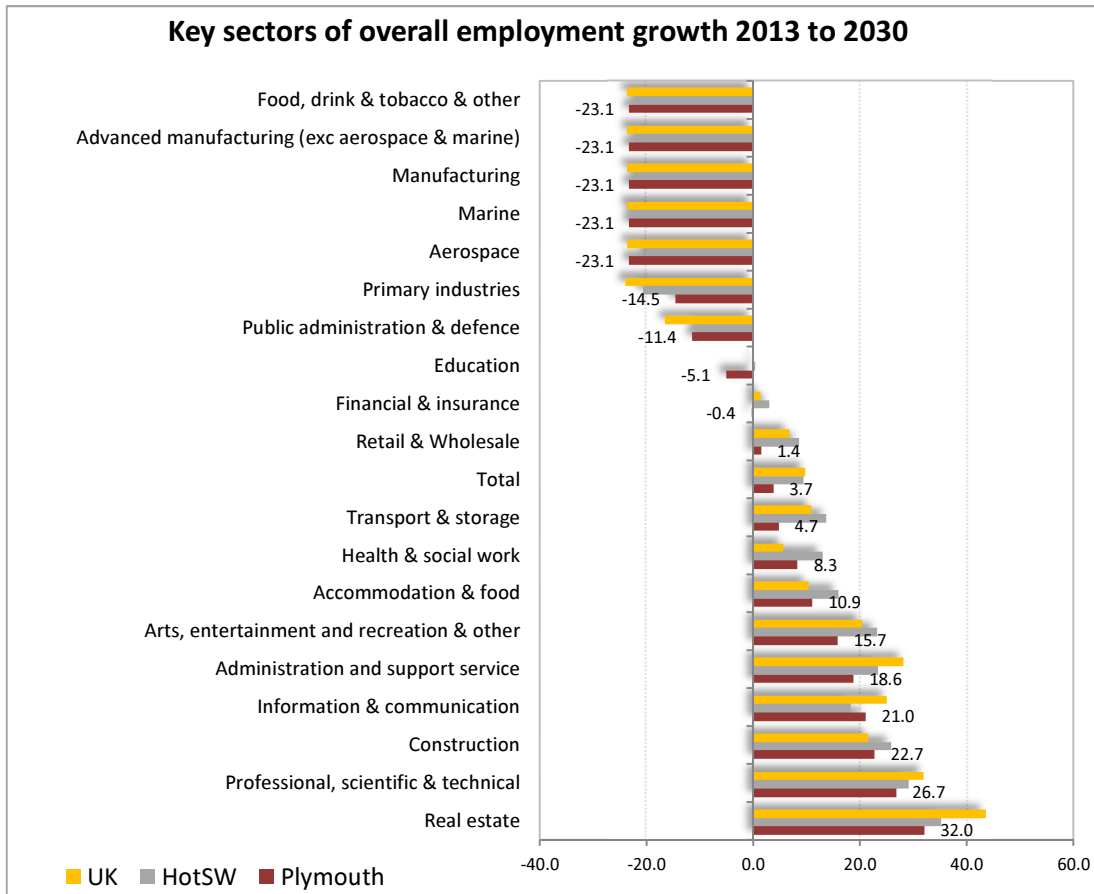
However, a large proportion of the NVQ3 and NVQ2 qualified are unemployed, indicating a lower demand for intermediate skills.

This is against an increase in the supply of intermediate skills above the UK average, which might result in a further increase in unemployment for these groups.

Source: Annual Population Survey, ONS - 2014



Changing Industrial Structure



- The Health sector will continue growing, by 8.3%; employment in the Education and Public Administration & Defence sectors, however, is expected to decline, therefore public sector dependency will further reduce.
- At the same time, private sector employment, mainly experienced in Real Estate, Professional, Scientific & Technical services, Construction and Information & Communication, will see a large expansion of around 32%, 27%, 23% and 21%, respectively. The creative industries (16%) and accommodation & food (11%) will also see significant growth.
- The manufacturing sector, however, is expected to contract but with definite replacement demand.

Apprenticeships



National context of skills and apprenticeships



Apprenticeship Growth and Reform

- Growth of Apprenticeships to 3 million starts by end of this Parliament
- FE focussed on 1 year full time courses- (grow apprenticeships)
- A continuing reduction in skills/education funding - unless it is Apprenticeships
- Apprenticeship Trailblazer standards developed and rolled out - to be implemented in full by 2017/18
- Alongside a new Gvt 2:1 contribution system with digital vouchers used by employers to fund training.
- Apprenticeship Levy for large employers – April 2017
- More localised funding structures
- Area Reviews announced in July conducted in all areas (LEPs) by March 2017 with FE and Sixth Forms in scope

Other considerations

National Minimum Wage revised from October 1st

National Living Wage for over 25s March next year

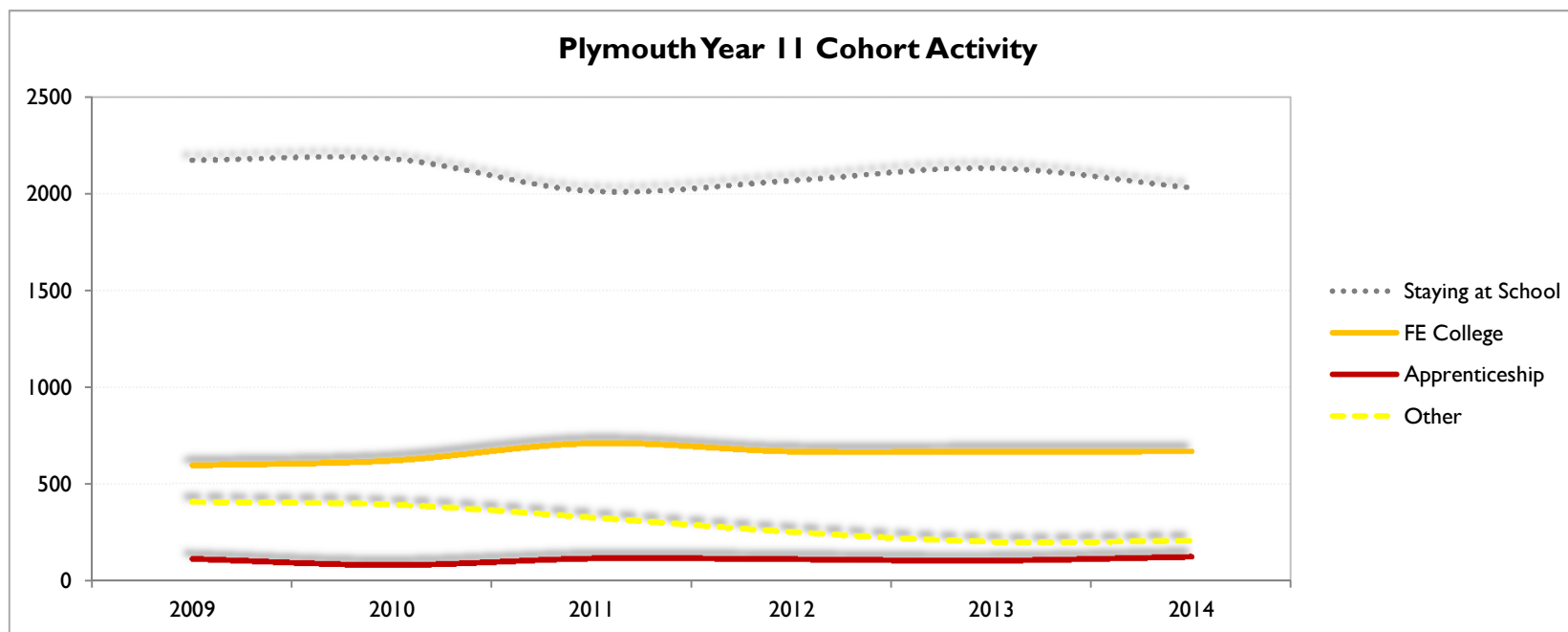
National Gvt procurement to include apprenticeship requirement

“Softer” intelligence based on declarations

Sir Michael Wilshaw (Chief Inspector of Ofsted) has told MP’s that Ofsted would make a focus on the quality of advice on post 16 options a big part of school inspections

- Only 6% of school leavers at age 16 to 18 going into Apprenticeships was a “disaster”
- “Schools must make their pupils aware of all options and that good careers advice should not be seen as a bolt on”
- Thorough recording of destination data also will be praised, something in general we don’t do well

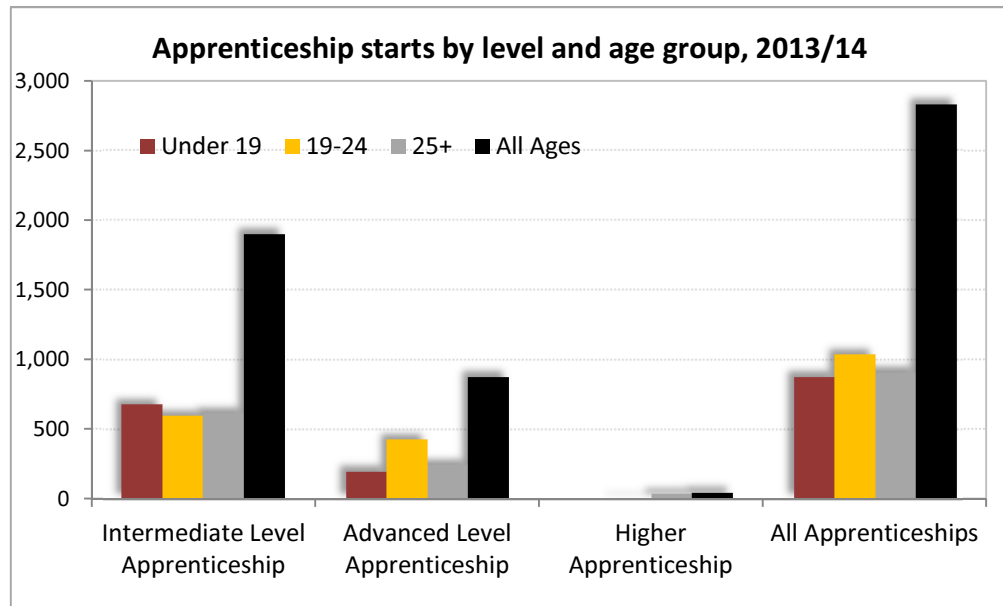
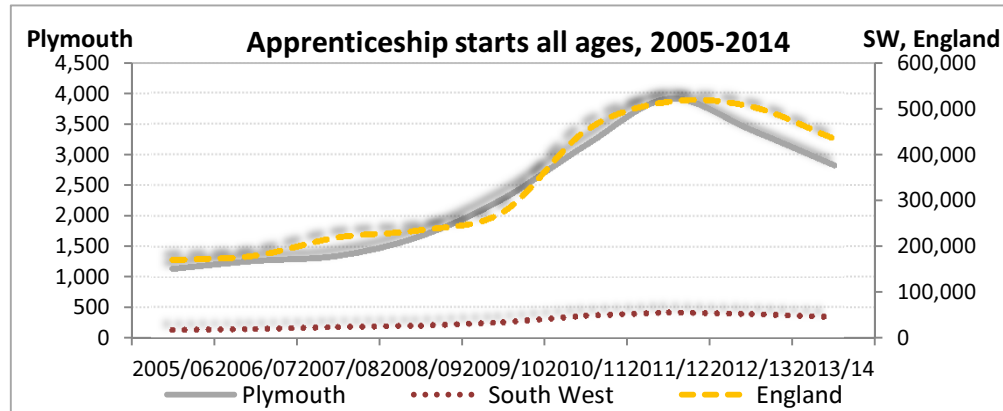
Plymouth:destination of 16-year olds



- Approximately two thirds of 16 year olds remain at School
- Between 20% and 25% of 16 year olds transfer to FE Colleges
- Around 4% of 16 year olds start an Apprenticeship

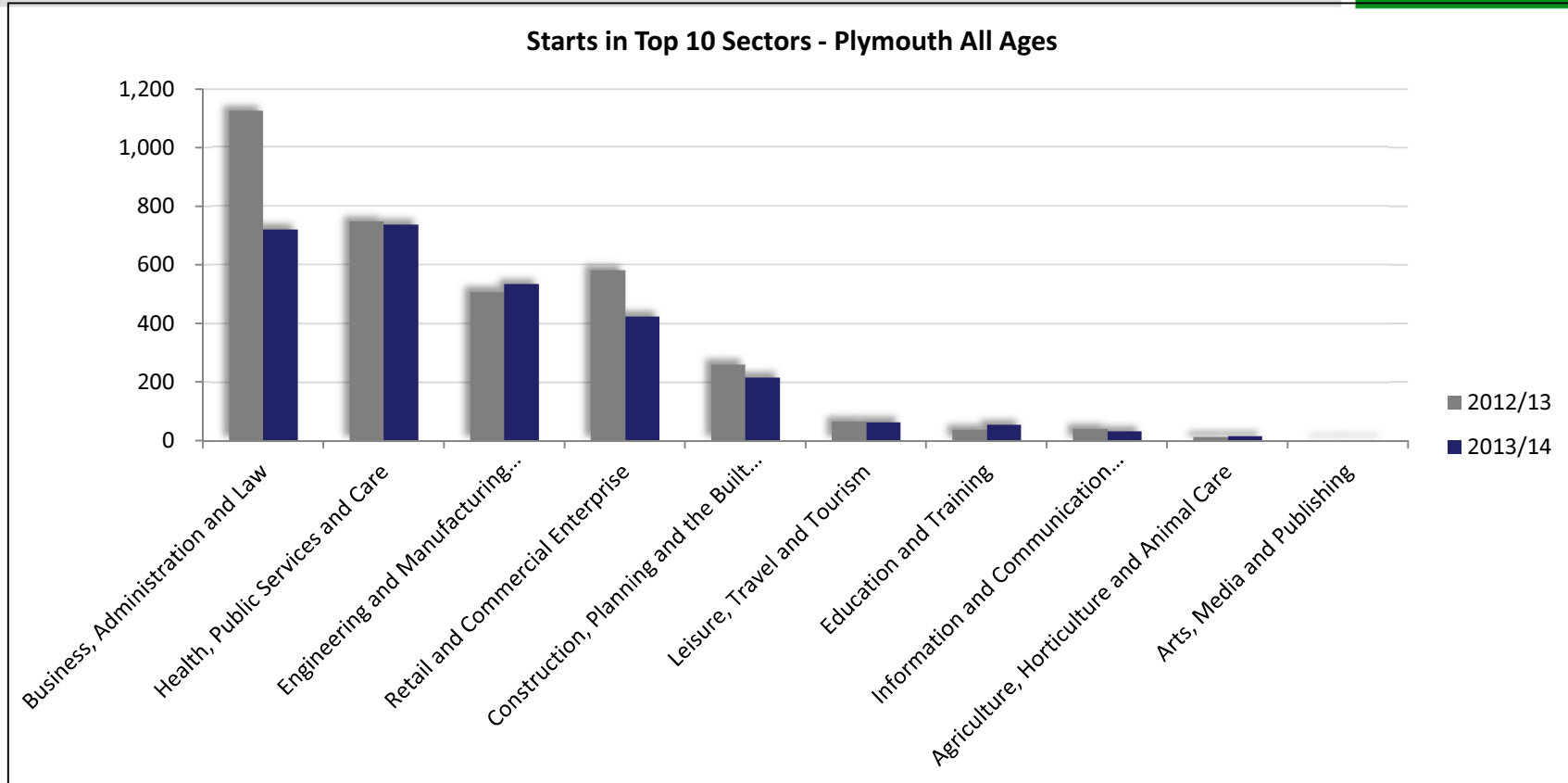
Source: CSW Statistical Reports 2014

Plymouth picture: Apprenticeship Starts



- Apprenticeship enrolments have been dropping significantly after reaching a peak in 2012;
- RPA seen as a contributor to this
- In 2013/14, total 2880 starts:
- In 2013/14, most starts have occurred at the intermediate level amongst those under 19:
- Adult apprenticeship starts are also mainly at the intermediate level, and are not far below the number of starts below the age of 19;
- Most enrolments are concentrated in Business, Administration & Law and Engineering & Manufacturing.
- Indications are that starts have increased 2014/5.

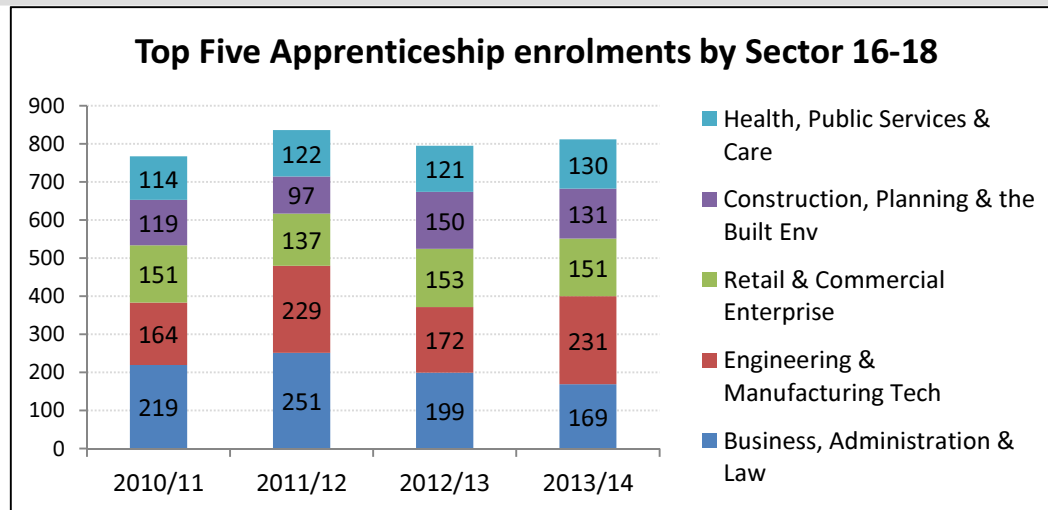
Apprenticeship Starts- Plymouth



Source: SFA Learner Cube 2014

- 5 sectors dominate with over 93% of all starts
- Except for Engineering and Manufacturing Technologies, all top sectors have seen a decline in starts from 2012/13 to 2013/14
- Of particular note is the Business, Administration and Law sector

Priority Apprenticeship Sectors



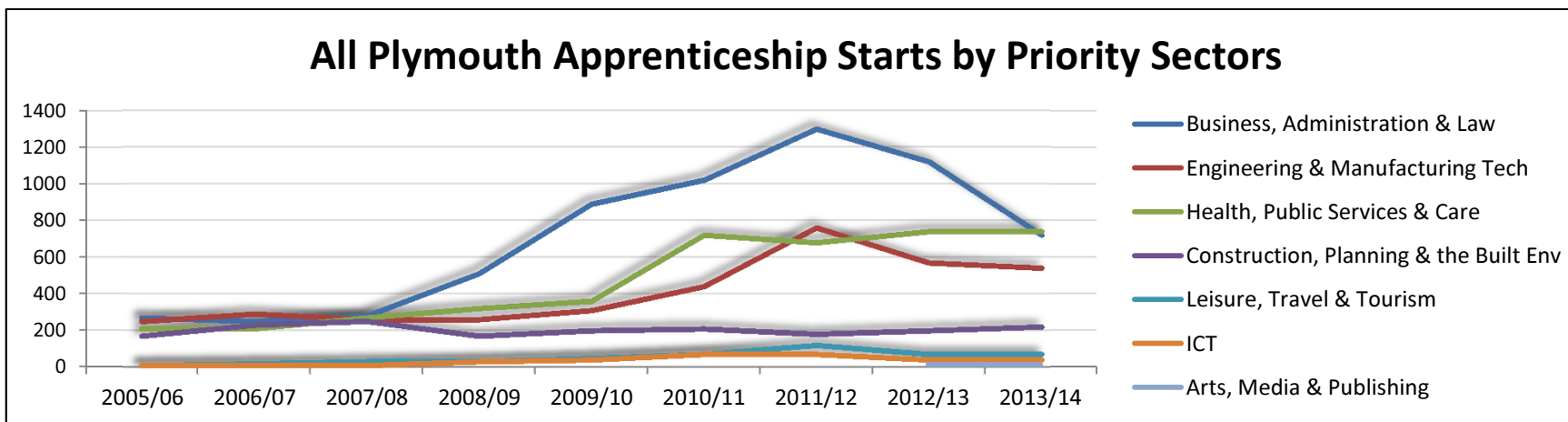
Source: SFA Learner Cube

16-18

- Increased demand for Health/Engineering/Construction across the 4 years
- Retail is holding steady
- Decline in demand for Business Admin & Law

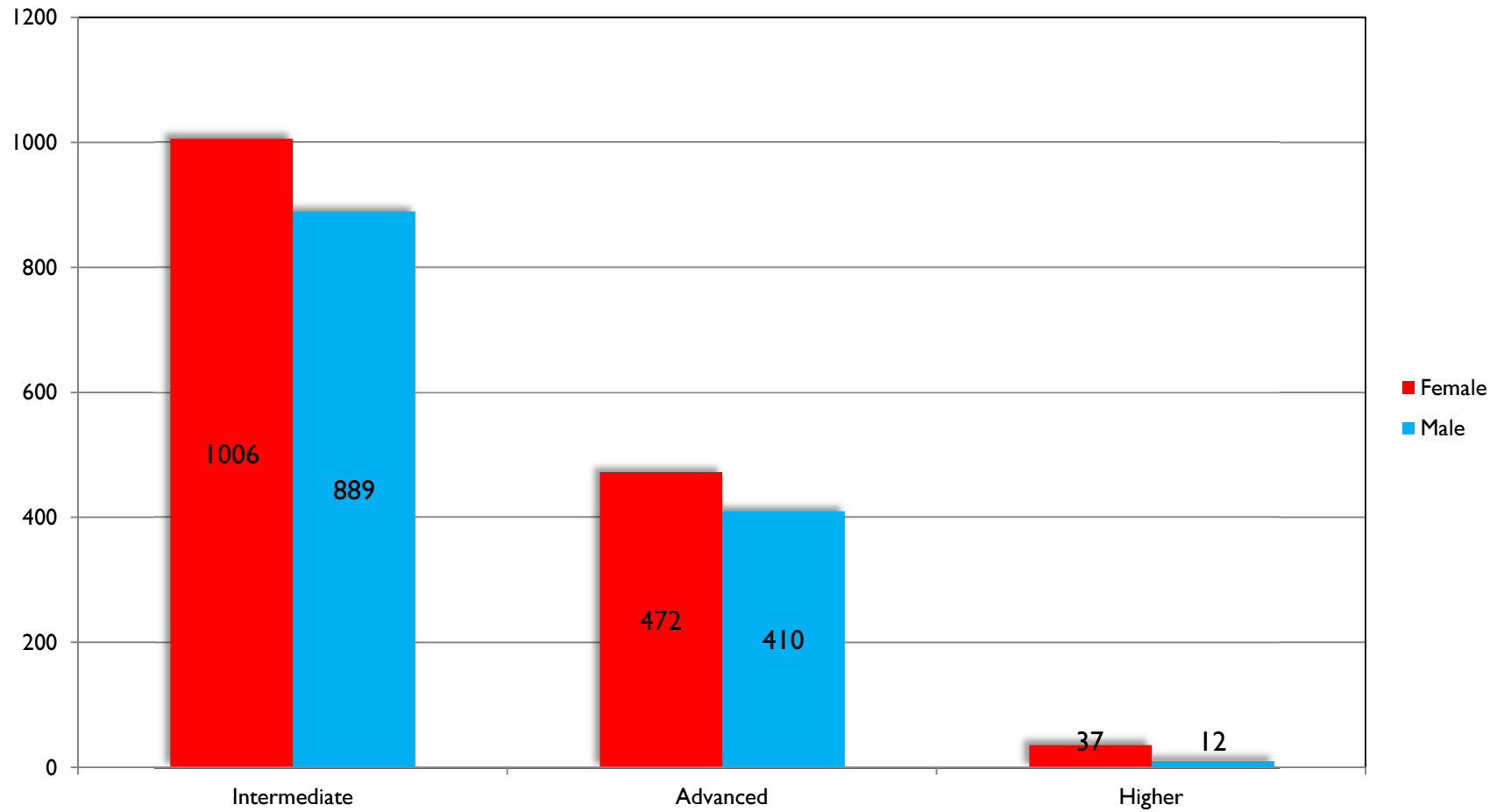
All Starts

- Strong demand in Business Admin & Law until 2012, now in decline
- Health & Engineering have shown growth over the period, other areas have remained reasonably steady



Source: SFR, DFE

Apprenticeship starts by gender



Providers delivering Apprenticeships in Plymouth by volume 2013/14



PROVIDERS	2013/14			
	Inter	Adv	High	TOTAL
City College Plymouth	298	185	1	484
Skills to Group Limited	287	77		364
Achievement Training Ltd	103	90		193
Acacia Training & Development Ltd	81	67	5	153
Marr Corporation Limited	71	54	21	146
EQL Solutions Limited	138	1		139
Exeter College	79	53	4	136
Focus Training (SW) Limited	86	44	1	131
GHQ Training Limited	83	44		127
Babcock Training Ltd	92	22		114
Lifetime Training Group Limited	76	28		104
Learndirect Ltd	56	37		93
Elmfield Training Ltd	56			56

PROVIDERS	2013/14			
	Inter	Adv	High	TOTAL
GP Strategies Training Limited	25	29	1	55
Cornwall College	51	1		52
Paragon Education & Skills Ltd	41	10		51
CITB	36	11		47
New College Swindon	35	7		42
Hit Training Ltd	25	2		27
West Nottinghamshire College	7	14		21
Plymouth College of Art	1	19		20
Education & Training Skills Ltd	2	8	5	15
Serco Limited	13	2		15
Eastleigh College	7	1		8
First4Skills Limited	5	2		7
Sussex Coast College Hastings	5			5
Other	276	78	11	365

Source: SFA Delivery Cube 2014

Apprenticeships

By 2020:starts grow by 25% (3,650)



Assets

- Quality provider base (G1 and 2)
- Reasonable spread of offer across sectors and levels
- Apprenticeship % provider market share
FE : Private = c25:75
- Gvt policy dictates growth to 3m
- Talented “older workers” pool
- Employment and Skills Board push to get sector driven activity
- Growth sector identification; AM, Marine, Hospitality,

Opportunities

- Ensure supply is responsive to demand
- Help employers understand the benefits
- Understanding our growth sectors and capital investment developments
- Make education, peer groups and parents more aware of what is happening across the city
- Increase market penetration rate of apprenticeships (currently 10 -15%)
- Capitalise on Ofsted starting to have CEIAG as a focus with schools
- Capitalise and develop on CEIAG activity

CEIAG activity



Current

- Plymouth Skills Analysis
- “Reach For Your Future” offer to young people (yr 8+)
- 1000 Club
- Plymouth Manufacturing Challenge
- STEMnet
- STEM ambassadors
- Apprenticeship Graduation Award October 15 (U of P and CCP)
- Apprenticeship Ambassadors launch
- Employability Passport launched
- Apprenticeship Ambassadors launching
- National Apprenticeship Week
- Skills Show South West
- Bespoke sector events

Proposed new

- Activity with parents (parent ambassadors)
- Employer engagement through ESB structures
- Existing models applied with new sectors
- Investigate the Development of an Employer Hub
- Further engagement activity with schools
- Conference/Seminar with schools –Spring 16

Example

Milestones achieved to date

- Hosted two Building Plymouth Summits – partnering with the industry to understand the issues
 - Agreement reached to adopt the Construction Industry Training Board, Client Based Approach through Planning and Procurement to deliver a skills and employment dividend locally
 - Launched the Building Plymouth brand
 - Remarketing construction careers through advertising and events, “Try out a trade” days leading to jobs and apprenticeships
 - Working with the HSWLEP to deliver labour market intelligence and to lever funding for the sector
 - Engagement with the local Employability Passport – pilot scheme championed through the construction sector
 - Establishing the Building Plymouth network forum to support the formulation and delivery of the local strategy for the sector
- **From now until March 2016**
 - Finalise the Delivery Plan and Marketing & Communications Plan
 - Setting KPIs for BP and creating a model to monitor/ report
 - Submit PCC’s Client-based application to the National Skills Academy for Construction for CITB’s Client Based Approach
 - Engagement with the Training Providers – group meeting scheduled 10th December
 - Host Summit 3 (January 2016) – officially unveil the Delivery Plan and ambitions for BP going forward
 - Construction Apprentice of the Year award (Ron Simmonds Trophy)
 - Planning for National Apprenticeship Week (March 2016) – including a high profile construction focused event badged jointly with the Plymouth Manufacturers Group, a Chamber of Commerce employer event and the two day Skills Show SW
 - Action planning for engagement with local secondary schools
 - Organisation of a City wide two day Construction and Built Environment sector specific event (April 2016)
 - Building the infrastructure for the management of enquiries and ‘customer journey’
 - Working with ED colleagues on the Client Based Approach in relation to the local planning applications: identifying demand

- ✓ Working with PCC colleagues in planning;
- ✓ 5-10 largest developments
- ✓ Ascertain what will come from Employment Skills Plans for each
- ✓ Develop into a skills demand pipeline and also forecast over immediate, medium and long term
- ✓ Regular dialogue with providers and employers to develop provision accordingly (scaffolding, roofing, dry lining etc)
- ✓ Check current capacity
- ✓ Use of additional funding ESF or steering provider ASB to remove gaps



Patrick Knight
Economy and Employment Manager

Background

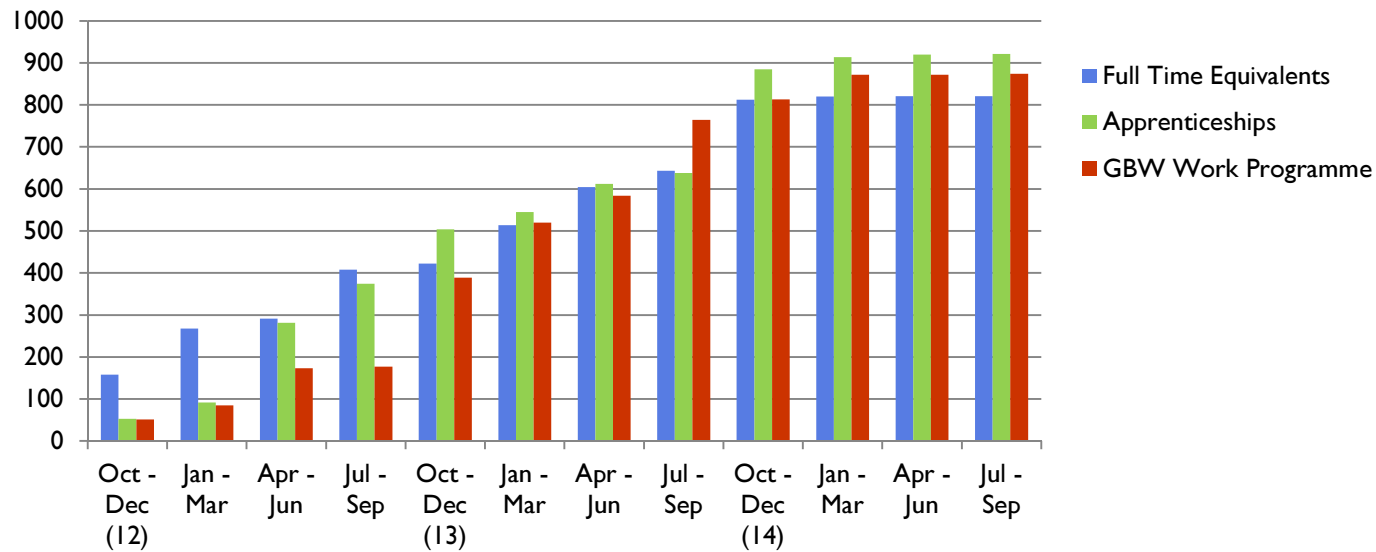


- Established in 2012
- Direct response to youth unemployment
- The Club aims to provide:
 - Independent advice and guidance for businesses
 - A consolidated list of routes to employment
 - Signposting young people to the information, advice and guidance available to them
 - A brokerage service to support schools in developing their students employability

Success to date



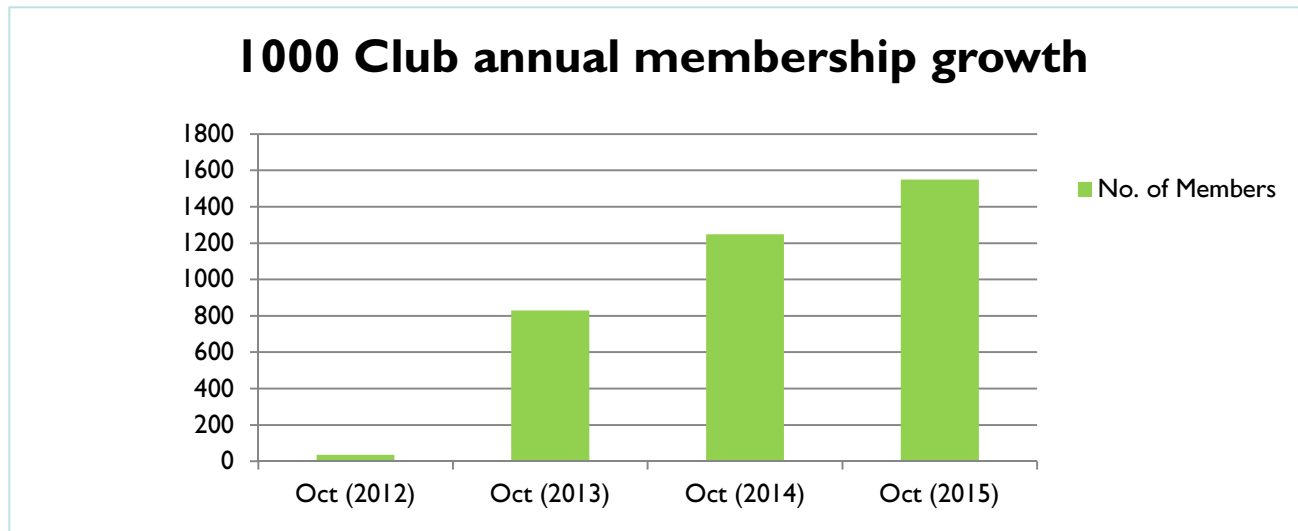
- 821 people supported into jobs
- 924 people supported into apprenticeships
- 874 people supported into work experience placements



Success to date



- 1,550 businesses have signed up to be members of the 1000 Club – c. 20% of the total number of businesses in the city



Case studies



1000 CLUB SUPPORTING YOUNG PEOPLE INTO EMPLOYMENT

Go far with an Apprenticeship in Plymouth

"The completion of a Level Three Diploma in Tourism made me realise I needed a career in Tourism. I kept searching for good employers as a Tourism Assistant Apprentice at Plymouth City Council and began studying Tourism gaining my AAT qualifications. I thoroughly enjoy the combination of studying and working and with the backing and support from my employer I aim to achieve my ambition of becoming a Chartered Accountant."

Rebecca, 18, Tourism Assistant Apprentice, Plymouth City Council

People already having over 1000 individuals on apprenticeships in the city. There are currently approximately 200 vacancies in the Plymouth area.

TO FIND OUT THE WAYS YOU CAN ACCESS THESE VACANCIES VISIT 1000club.co.uk

The 1000 Club is supported by

1000 CLUB SUPPORTING YOUNG PEOPLE INTO EMPLOYMENT

Go far with an Apprenticeship in Plymouth

"I started my IT apprenticeship with Bournemouth University. I had never had a job after I left school and wasn't sure if I had what it took to get a job. I have now and there are no more problems or difficulties with me and my job. I have also completed my National Diploma in Computing and my Level 3 Certificate in Computing and I am now able to continue in higher education while working in the IT industry."

James, 18, IT Apprenticeship, Bournemouth University

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Go far with an Apprenticeship in Plymouth

"I have passed my GCSEs as a step gone between completing my A levels and going to university, and was involved as a signatory in the working in production. However, I enjoyed the job and really liked to work. The priority for me was to get an apprenticeship where I can now able to continue in higher education while working in the IT industry."

Rebecca, 18, Apprenticeship Signatory, Design England, MCAI

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Go far with an Apprenticeship in Plymouth

"I studied at college to get my first qualification in professional cooking and had some work experience, but decided to go for the Advanced Apprenticeship of a Level 2 qualification in professional cooking. I have now and there are no more problems or difficulties with me and my job. I have also completed my National Diploma in Computing and my Level 3 Certificate in Computing and I am now able to continue in higher education while working in the IT industry."

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Widening support and activities



- Support for over 50's
- People with disabilities
- Military Resettlement

- Employability Passport
- Early Years education providers
- Building Plymouth



There's one more...



Devolution

A declaration to Gvt that it can be done better -locally

An ask for devolved powers including skills and employability:

Skills Funding Agency (SFA)

Education Funding Agency (EFA)

DWP-Work Programme

Apprenticeship Grant for Employers (AGE)

Adult Skills Budget ASB

Expression of Interest submitted 4th September 2015 from Devon and Somerset LAs.

Business cases to Gvt based on sound rationale and argument

Questions



LEARNING AND TALENT DEVELOPMENT

Executive Summary

‘A major civic push to learning and skills development – driven by individuals, businesses and institutions, supported by providers and civic society’

Growth Board Champions:

Phil Davies and Steve Cardew

Flagship Sponsors:

David Draffan and Judith Harwood

Report Author: *Edward Coley*



Highlights

Progress against strategic objectives and actions set out in the LES Review 2013/14 over the last 12 months (more detailed information in ‘full report’).

Match Skills with Demand

- **STRATEGIC FOUNDATION:** The Employment and Skills Board has a new Chair, Steve Cardew of Kawasaki. Representation has increased with education now present alongside business and the Local Authority. The Board has verified the objectives of the Plan for Employment and Skills (PES) against the LES Review and the Skills Audit and Skills Analysis. The PES has been approved by the HotSW LEP and PCC Cabinet. The Head of Employability and Skills is now responsible for its delivery. A Building Plymouth Skills Coordinator was appointed in October 2015.
- **SKILLS ANALYSIS:** Completed and published on the Plymouth City Council website, providing a comprehensive picture of skills and employment across Plymouth, both now and looking forward to provide a landscape across the city; act as an additional CEIAG tool that can be utilised by schools and others; provide background information for business cases and bids; provide supporting data for devolution.
- **DRIVE TO ALIGN BUSINESS AND EDUCATION:** Four Summits linking education with business delivered this year (2 Construction, 1 Digital, 1 STEM). A Manufacturing Challenge project was also launched to focus on linking secondary schools with the localised needs of the manufacturing sector. SW Skills Show hosted at Plymouth Pavilions and attended by schools across the SW.

- **PROSPECTUS IN PARTNERSHIP:** Two editions of Plymouth Learning Prospectus 'Reach for your Future' for ages 11-18 delivered to Years 8, 9, 10, 11 detailing impartial careers advice, all publicly funded training opportunities, apprenticeships, traineeships and core skills information. This dovetails with the recent Ofsted drive to ensure fair provision and access to careers information in schools.

Drive Enterprise and Innovation

PLYMOUTH ADULT LEARNING SERVICE SPUN OUT INTO SOCIAL ENTERPRISE: Relating to core skills, 'On Course' became a Community Interest Company in April 2015 sustaining a turnover of approx. £2.2million. This is in partnership with Shekinah and YMCA, using community centres, schools, libraries, enterprises and children's centres to widen skills opportunities and provide a more flexible gateway into up skilling for those 16+, often at most risk of social exclusion.

URBAN ENTERPRISE PROGRAMME: Fifteen major stakeholders coordinated and funded by the European Regional Development Fund and Plymouth City Council delivered a linked business support programme and two managed workspace infrastructure projects delivered by two social enterprises. Resulted in 400 jobs, 260 businesses and 70 social enterprises.

HIGH LEVEL INNOVATION: Asset transfer of Devonport Market to the Council enabled a pioneering project for Plymouth University and Real Ideas Organisation (RIO) to develop Plymouth's Institute of Digital Arts (i-DAT). Here, there will be a 'hatchery' for new firms and a testing ground for established companies to 'entice' a new generation of researchers and would-be designers from Plymouth schools in addition to University students.

MENTOR SUPPORT: GAIN provided accessible, well-publicised advice, mentors and support for business start-up, small business and growing business. (See Business, Growth and Investment Flagship.

Preparing for Work and Worklessness

MENTOR SUPPORT: A DWP Work Coach has started work with CSW teams and staff from the Youth Service to offer advice and guidance to approximately 100 16-17 year old NEETs with support for re-engaging in education and training. Additionally, the Mentors Project aims to support 1500 unemployed young people (18-24) from across the peninsula, (including Plymouth), into work. The Council has submitted a further application for the personalised mentor's project as part of the Youth Deal, to extend this into new identified postcodes. Further mentoring is taking place through with the Wage Progression Project, the largest of its kind in the country and now open to all age

groups. It acts as an incentive for progression in work and supports recruitment and retention in some career sectors.

EMPLOYABILITY PASSPORT: launched in October 2015 to address and focus schools on the benefits of employability skills in addition to qualifications. Developed locally in partnership with employers, schools, colleges, Plymouth Learning Trust (part of Plymouth Learning Partnership - a direct link into Head teachers), Plymouth University and CEIAG Networks.

REDUCING NEETS: A robust analysis of NEETs in Plymouth is taking place with a 'deep dive' being shared with the Learning, Skills and Employability Group across Plymouth to determine focused interventions going forward.

Improve Core Skills:

PRIMARY SCHOOL DEVELOPMENT IN ENGLISH: PCC in partnership with Plymouth Teaching School Alliance delivering 'Talk for writing' across all Primary schools in order to boost reading and writing outcomes particularly boys' literacy levels. Results in reading and writing, especially for boys, have improved above national results since 2014.

PRIMARY SCHOOL DEVELOPMENT MATHS: Maths subject knowledge training and a 'visual maths' programme has been successfully provided in Plymouth alongside other maths courses for teachers. Results for primary aged pupils have improved well this year.

SECONDARY SCHOOL DEVELOPMENT IN MATHS AND ENGLISH: Subject hubs are being set up by PLT (Plymouth Learning Trust) in all secondary schools to share best practice and work on city specific priorities in attainment of English and maths. Additionally, the English and maths Skillspace at City College was set up in 2013 and continues to be developed.

STEM DEVELOPMENT: An innovative STEM Centre opened in February 2015 at City College Plymouth for schools and colleges to access and develop skills. Furthermore a £5.4m has been secured from the HotSW LEP Growth Fund, as part of a £12.8m package for a new Centre of Regional Excellence for STEM in Plymouth to be delivered by September 2017.

DIGITAL DEVELOPMENT: Plymouth Learning Partnership (PLP) has started to develop a computing hub for teachers with a responsibility for digital education in schools. This will provide routes for a variety of training opportunities including the Barefoot Computing initiative through CAS (Computing at School) and SWGfL (South West Grid for Learning).

Key Questions for Plymouth Growth Board:

1. How could the Growth Board contribute to the improvement of Careers Education Information Advice and Guidance in the city?
2. There are still businesses in the city that do not engage with apprenticeships; how can the Growth Board help to overcome this?
3. How would the Growth Board like to be informed of developments and progress on devolution?

SMT Briefing; **Plan for Employment and Skills (PES) in a nutshell**

**Plan for Employment and Skills
(PES)**

Plymouth

2015-2020



SMT Briefing; **Plan for Employment and Skills (PES) in a nutshell**

Summary	Plymouth and its travel to work area response
<ul style="list-style-type: none"> • The PES is the delivery plan for the Learning and Talent Development Flagship. • To enable the provision of skills and learning to meet economic and labour market needs of Plymouth +TTWA. • Provides evidence of need to support Plymouth’s ‘asks of Government’. • To proactively prepare for the opt-in arrangements with European and other funding. • Represents Plymouth’s input into the HotSW LEP’s Employment and Skills Strategy. 	<ul style="list-style-type: none"> • Developed on behalf of Plymouth’s Employment and Skills Board (ESB) in consultation with stakeholders. • Brings together evidence base and views.. • Coordinated by newly appointed Head of Skills and Employability (HoSE) bridging Directorates of Place and People. • Supported by the Plymouth Learning, Skills and Employability Group (LSE) accountable to the Plymouth Employment and Skills Board (ESB), performance managed by the Plymouth Growth Board.
Local Characteristics	
<ul style="list-style-type: none"> • Of 16-18 year NEET data ,19% of NEETs are Young Parents, 8% have Learning Difficulties or Disabilities, 7% in the care of the LA • 18-24 claimants 30.4%, Plymouth, SW (25.4%) and the UK (24.3%). • 12.6% of 18-24 claimants claiming for over 12 months • 16% of total long-term claimants are aged 18-24 • 45% school leavers without five good GCSEs including Maths and English • 20% of 19 year olds without a Level 2 qualification. • 655 (500) NEETs is 2.1% higher in Plymouth than the South West. (UK 8%; Plymouth 7.7%). • 300 unfilled apprenticeships in the city • Decline in school 16-17 WBL recruits, now 29% lower than in 2010. • In 2013 13% drop nationally in apprenticeship take ups and substantial drop in 24+ apprenticeships • 3,053 JSA • 13,500 ESA • Plymouth retains approx. 21% of its graduates, the largest group in education but otherwise don’t represent Plymouth’s priority sectors. • Business birth rate remains static. 	

SMT Briefing; **Plan for Employment and Skills (PES) in a nutshell**

PES Core Priorities 2015-2020 with annual action plans to ensure flexibility.

What 4 Strategic Priorities (LES)	Match skills with demand	Drive Enterprise and Innovation	Prepare for Work and address worklessness	Improve Core Skills
Why	Better engage and align education and training in Plymouth to meet future economic need.	Increase Plymouth's scope and performance in entrepreneurship and business start-ups.	Plymouth's people are work- ready, confident and can achieve economic success.	Put skills on everyone's agenda.
How 8 Transformational Interventions (ESB)	First-class drive to engage business and education partnerships across Plymouth's sectors. Enhance impartial advice, employability matching and mentoring to guarantee career progression support for all young people (10-25).	Extend a Business Enterprise Mentors Programme, leading on leadership training and support for new and expanding businesses. Skills Gap Interventions in marine, advanced manufacturing, Digital and construction.	Streamline and coordinate high quality training and education courses to ensure there is a fair city-wide offer. Improve Employability/STEM skills through launch of Passport, Chartermark and STEM Strategy; alongside Youth Deal Programme to provide I-I support for employment.	Major Civic push on Core and STEM Skills. Major Promotional Campaign using innovative technology and advertising.

SMT Briefing; **Plan for Employment and Skills (PES) in a nutshell**

Economic growth depends on the availability of the right skill levels, in the right place, at the right time.

APPRENTICESHIP REVIEW 2011 – 2015

Ken Holder Senior Apprenticeship Coordinator



PLYMOUTH CITY COUNCIL APPRENTICESHIPS

Introduction

Over the last 5 years Plymouth City Council has been committed to supporting young people into work through its apprenticeships programme and today stands proud as one of the South West's most successful apprenticeship employers.

The Council's modern Apprentice Scheme was launched September 2010, starting with just 4 apprentices in the finance and youth work sectors. In 2011 the council set a 3 year target to achieve 100 apprenticeship starts, by April 2014 by the end of 2013 we passed this target. To date we have supported 205 individuals through an apprenticeship, with 97% completing the apprenticeship.

Apprenticeship Pay and conditions

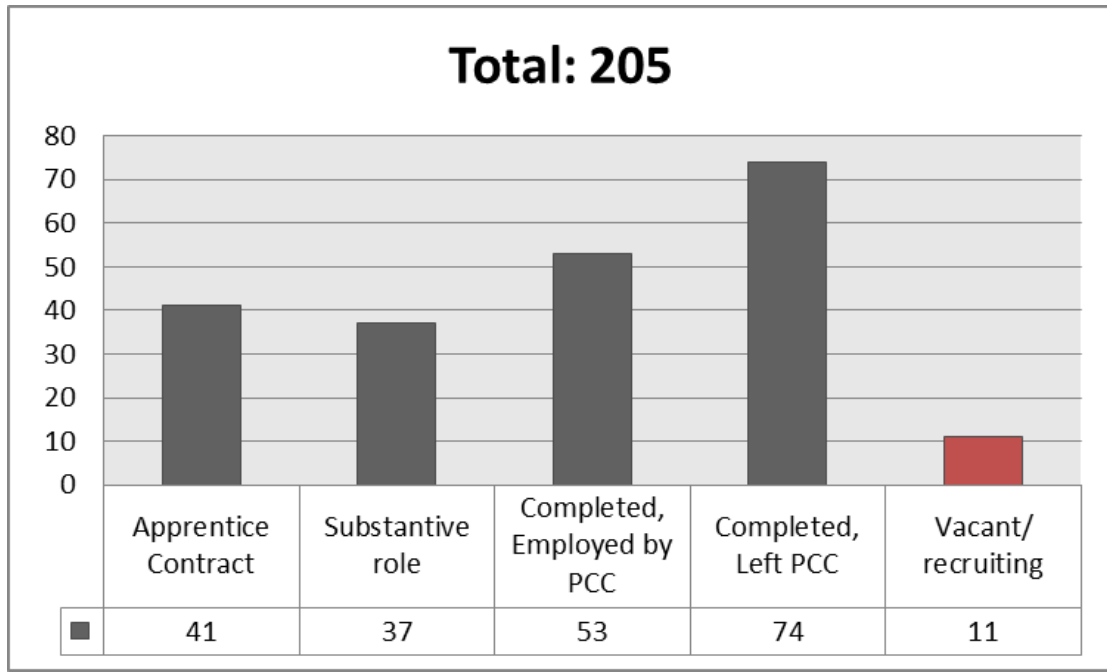
Plymouth City Council has always rewarded its apprentice learners with good pay which is well above national minimum pay for apprentices. This has reflected on the commitment of our apprentice learners and has rewarded them for completing their apprentice journey with ourselves.

NVQ	Annual Pay
NVQ 2 (Year one)	£10,322
NVQ 2 (Year two)	£12,926
NVQ 3	£12,926
NVQ4	£15,070

Currently all our apprentices are also given access to apply for full time employment posts upon completion of their 6 month probation. This has allowed us to provide the opportunity to support our apprentices to complete their apprenticeship and secure full time employment. Out of the 205 apprentice starts 131 are still employed at Plymouth City Council with the remainder moving to other employers or further education mainly within Plymouth.

The Current Picture (November 2015)

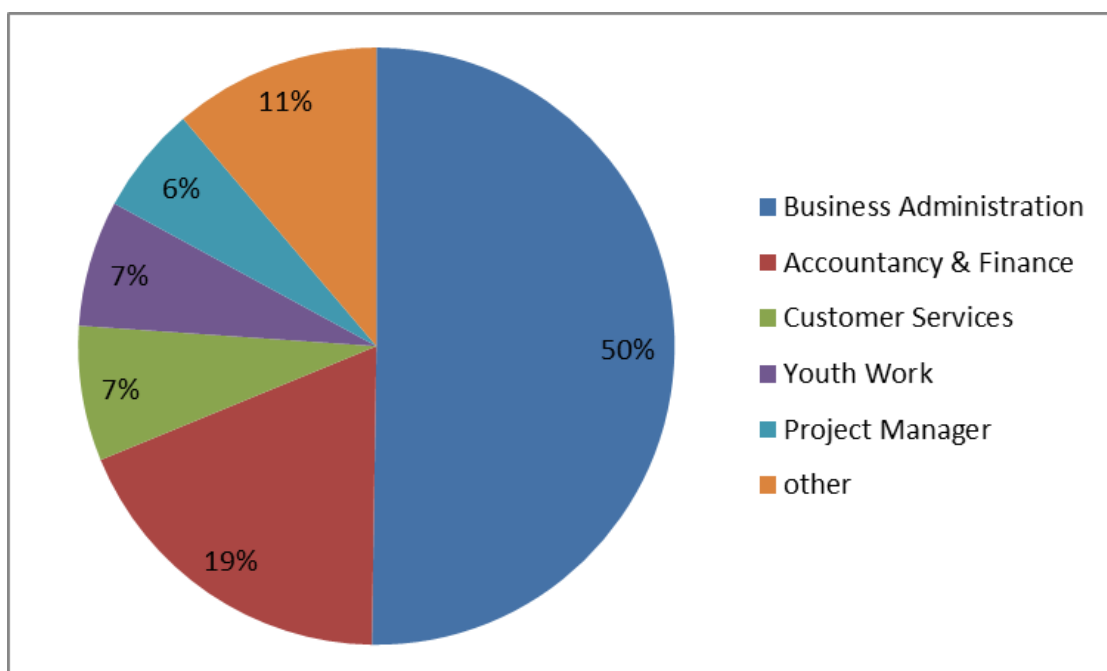
Currently, 41 individuals are currently employed on apprenticeship contracts. 37 have gained permanent employment since starting their apprenticeship and are now working in a permanent role whilst completing the remainder of their apprenticeship. 53 have completed their apprenticeships and are now permanently employed by PCC and 74 have left to either progress their career or for personal reasons.



To date, 131 learners are currently employed by PCC through permanent roles or apprenticeships

Breakdown of Levels and apprenticeship frameworks

Since 2010 we have been committed to expanding our apprenticeships offer and are now able to provide opportunities for Intermediate, Advanced and Higher apprenticeships across 14 frameworks including: Business Administration, Customer Services, Finance and Accountancy, Cultural Heritage, Sports Development, Tennis Coaching, Project Management, Youth Work, Cleaning and Environmental Services, Marketing, Farm Management, Animal Management, Vehicle Management, ICT, General Maintenance, and Streets and Green Space. Currently under development we are looking at Architecture, Housing Services, and Sustainable Resource apprenticeships.

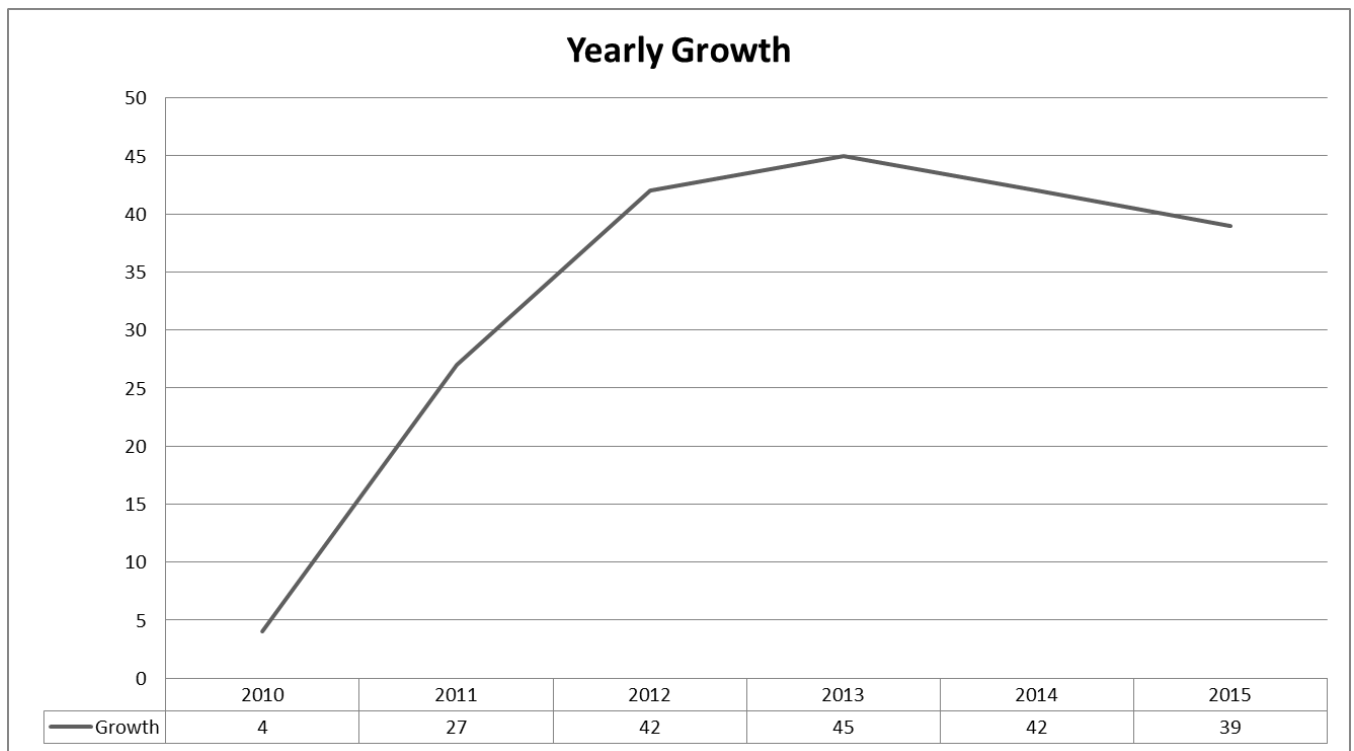


We currently support intermediate, advanced and higher apprenticeships and many of our Intermediate apprentices progress to advanced apprenticeships upon completion



Growth 2010 to 2015

Our apprenticeship offer has grown over the past 5 years and we are now starting to see numbers flatten out, one reason this may be happening is due to changes in staff structure and reduced staffing levels.



Rewards and Recognition

Within 2 years of launching our apprenticeship programs Plymouth City Council was starting to gain local and regional recognition for the way we were embracing apprenticeships and developing our offer. In addition to the recognition Plymouth City Council has achieved our apprentices have excelled at the National Apprenticeship Service Brathay Challenge making the national finals twice, finished as regional winners and twice won the Community Project Award.

Awards:

Year	Awards/Recognition
2013	National Apprenticeship Service Large Employer South West Top 100 National Apprenticeship Employer Brathay Challenge 2013 4th Nationally, 1 st Community Project
2015	Appenticeships4England National Large Employer Gold Award National Apprenticeships Service Large Employer South West Highly Commended Plymouth Herald Business Award Apprentice Employer 2015 Brathay Challenge 2015 South Region Winners, 2 nd Nationally, 1 st Community Project

Our Ambassador Role

Since becoming NAS South West Large Employer winners we have played an active role in promoting apprenticeships to schools, students, parents and to employers, by sharing good practice and providing advice and guidance on the apprenticeship offer both here at Plymouth City Council and across out city. Over the years we have played a pivotal part in organising events around National Apprenticeships Week as well as supporting partners in doing the same.

New for 2015/16 is the launch of **Plymouth Apprentice Network**, bringing together National Apprenticeships Service, the Skills Funding Agency, Plymouth Training Provider Network, Plymouth Apprentice Managers Network and the 1000club. Together we have developed an Apprentice Ambassadors group made up from current and ex-apprentices from across the city to carry out the ambassador role and deliver advice and guidance to schools, students, parents and employers. The Plymouth Apprentice Network will have its own web site with a host of information on apprenticeships along with an option to book ambassadors directly. To support this we are engaging with social media via Facebook and Twitter.

The Future 2017 onwards

Apprenticeships are changing over the next few years in a number of ways from the way they are funded to the qualifications and apprenticeship offers available. Below you will find a breakdown on how the may impact on Plymouth City Council's apprenticeship delivery.

Apprenticeship Standards

Apprenticeships Standards will be replacing the current Apprenticeships Frameworks which are used as a measure of what an apprenticeship should look like. The new [Standards](#) will put employers in the driving seat as they are developed by employers, with the aim of making them more relevant and more attractive to both existing and new employers.

To date around 50 [new standards](#) are ready for delivery, with an additional 150 currently [in development](#).

Along with the new standards will be the development of Degree Apprenticeships, giving both employers and apprentices an extended development pathway to degree level part funded through the National Apprenticeship Service and Skills Funding Agency. This extended offer will provide employers with the option to support degree level learning whilst supporting work placement, degree level apprenticeships will last up to 4 years.

Plymouth City Council is currently involved with developing the Community Energy Apprenticeship Standard working alongside Plymouth Energy Community, other local government organisations and private sector employers.

Apprenticeship Funding, Employer Contributions

There are a number of elements associated with apprenticeship funding due for change in 2017. These include **Core Government Contribution** (2/3rd) via the apprenticeship standard cap system, **Employer Contribution** (1/3rd), and large employers (250+) will also be required to pay an **Employer Levy** (further details below)

Core Government Contribution: As the new apprenticeship standards are developed, the funding cap is also being confirmed. The funding cap will provide employers with information relating to how much the government will contribute towards training costs. There are also a number of additional incentives for employers, with the government providing additional payments for recruiting 16-18 year olds, small businesses (<50) and for all employers a payment for successful completion, details outlined below:

Core Government Contribution (CGC) Cap:		Cap 1	Cap 2	Cap 3	Cap 4	Cap 5
£2 for every £1 from employer		£2,000	£3,000	£6,000	£8,000	£18,000
Additional incentive payments	Recruiting a 16 to 18 year old	£600	£900	£1,800	£2,400	£5,400
	For a small business (<50)	£500	£500	£900	£1,200	£2,700
	For successful completion	£500	£500	£900	£1,200	£2,700
Maximum total Government contribution		£3,600	£4,900	£9,600	£12,800	£28,800

Employer Contribution: All employers will be required to contribute towards the training delivery costs of each apprentice. This will require employers paying £1 (1/3) and the government contributing an additional £2 (2/3). Funding is capped in line with the new apprenticeships standards associated with the apprenticeship being delivered.

Example 1 (Small Employer): Employer looking to recruit a 16-18 year old into a cap 3 apprenticeship standard (Surveying Technician), the employer will pay max £2000 with a Core Government Contribution of max £6000 providing a maximum training budget of £9000. Additional incentive payment of £1800 (16-18 payment), Small Business payment of £900, and for successful completion payment of £900 giving a total incentive payment of £3600 even when allowing for the initial contribution of max £3000 the small employer will achieve a positive incentive profit of £600.

Example 2 (Large Employer): Employer looking to recruit a 19+ apprentice into a cap 3 apprenticeship standard (Surveying Technician), the employer will pay max £3000 with a Core Government Contribution of max £6000 offering a maximum training budget of £9000. Additional incentive payments will be limited with no payment for employing 19+ (£0), no incentive payment for being a large employer (£0), but could achieve a successful completion incentive of £900. With all incentives coming to £900 this would mean that the large employer will be in a situation where the incentives do not cover all the training costs in this case the employer

will have had to contribute £2100 towards the training delivery costs. Another consideration which needs to be taken into account is that the large employer will also be paying an employer levy

Employer Levy

The Employer Levy is an additional tax for large employers and is due to take effect in 2017/18 with the launch of new apprenticeship standards. The term large employer has not yet been confirmed by the government but it is expected to apply to all employers with over 250 employees.

The Government spending review due to be announced on the 25th November 2015 should expand on the details. Full consultation has taken place between August and September 2015 with employers, training providers and individuals asked to contribute.

The Employer Levy will be paid by all employers of the large status if they employ apprentices or not. The amount being asked for has also not yet been confirmed but it is believed to be a tax on employees, in the way of a contribution (£TBC) from the employer per head of staff. The funding generated will be used to support the government costs associated with apprenticeships by supporting the growth agenda and create 3 million new apprenticeship starts between now and 2020

It has not yet been confirmed how or at what quantity the levy will be distributed back to employers although thoughts are that employers will be issued digital vouchers to spend on apprenticeships. This could be either to fund employers 1/3 payment or to cover the government contribution of 2/3. Further details will be available after the 25th November 2015 spending review.

How this affects Plymouth City Council

Funding: The new changes (2017/18), the Employer Levy and standard funding cap are going to change the way in which apprenticeships are funded, putting the responsibility firmly in the hands of the employers.

Plymouth City Council currently supports between 40 and 50 new apprenticeship starts per year. Although many of our apprenticeship starts will fall into the lower funding cap we are continually looking at developing new apprenticeship offers at a higher level, when looking at finance we need to consider if organisationally we are going to support the new degree apprenticeships or continue our focus on lower level job roles/qualifications. It has been confirmed that there will be no age cap on apprenticeships therefore if our voucher allocation allows we could use this funding to support learning across the organisation, the main requirement is that organisationally we contribute 1/3 of the training costs. Delivering apprenticeships to 19+ will reduce the incentive payments which can be drawn upon completion.

Vouchers: Although not confirmed yet it is believed that the employer voucher will be issued to us the employer spend with our training providers. But this will only be valued against our 1/3 contribution and in line with the standard cap. Employers will need to negotiate both the funding and the elements of the standard needed to be delivered by the training provider. The voucher is not money to us; the training provider will use our voucher to draw funding back from government, but will be in line with the adult learning budget allocated to individual college/training providers.

Incentive Payments: Employers will receive money incentives for employing apprentices <18 years of age, if they are a small employer, and upon completion of the apprenticeship. The size of the incentive will be guided by the cap put in place for the standard being delivered. Plymouth City Council being a large employer will only get incentives for <18 apprentices employed and upon successful completion.

Employer Levy: Full details of how the levy will look will be available after the Spending Review due on the 25th November. It is believed that the levy will be in place 2017/18. The levy is additional taxation on large employers and if this is applicable to public sector will have a financial impact as it's believed the levy contribution will be linked to per head of staff. Every large employer will be expected to pay the levy even if they do not employ apprentices.

For further information please contact
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WORKING PLYMOUTH

Tracking Resolutions and Recommendations
2015 - 2016



PLYMOUTH
CITY COUNCIL

Date, agenda item and Minute number	Resolution	Target date, Officer responsible and Progress	
14 October 2015 Minute 66 Corporate Plan Monitoring	In response to a question raised regarding the Growth Board it was reported that Steve Gerry, employed by Plymouth Manufacturers Association, provided the Growth Board with a piece of analysis stating that Plymouth had more manufacturing than Bristol – Plymouth manufacturing was worth £730m whereas Bristol amounted to £600m – these figures were supported by the percentage of people employed – this information would be made available to Members of the Working Plymouth scrutiny panel.	Date:	Before the next meeting in December.
		Officer:	H. Rickman
		Progress: Members were emailed a response on	
		Officer:	
		Progress:	

Recommendations sent to the Cooperative Scrutiny Board.

Date, agenda item and minute number	Working Plymouth Recommendation	Corporate Scrutiny Board Response	Date responded
14 October 2015 Minute 64	<p>Agreed to recommend to the Co-operative Scrutiny Board that –</p> <ol style="list-style-type: none"> 1) That the panel continue to monitor progress with the History Centre project planning, content design, funding and build and that meetings are arranged to coincide with future key milestones in the project plan; 2) that the panel receive information on all consultation to date and the planned consultation timeframe to ensure that Working Plymouth have an ongoing opportunity to feed into the process further; 3) that as the project progresses and gathers momentum the panel have a monitoring role to ensure that effective governance arrangements continue to be in place. 	This information needs to be agreed via delegated authority as it was not agreed at the last Co-operative Scrutiny Board meeting.	
14 October 2015 Minute 66 Corporate Plan Monitoring	Agreed to recommend to the Cooperative Scrutiny Board that an additional meeting of the Working Plymouth scrutiny panel is arranged before the next scheduled meeting to follow up on the Corporate Plan Monitoring presentation provided by officers.	The Board agreed to an extra meeting via delegated authority and the meeting was scheduled on 24 November 2015.	

Recommendation/Resolution status

Grey = Completed item / **Red** = Urgent – item not considered at last meeting or requires an urgent response.

WORKING PLYMOUTH**DRAFT**

Work Programme 2015 - 2016



Please note that the work programme is a 'live' document and subject to change at short notice. The information in this work programme is intended to be of strategic relevance and is subject to approval at the Cooperative Scrutiny Board.

For general enquiries relating to the Council's Scrutiny function, including this committee's work programme, please contact Helen Rickman, Democratic Support Officer, on 01752 398444

Date of meeting	Agenda item	Purpose of the agenda item	Reason for consideration	Responsible Officer
8 July 2015	Individual Street Parking Issues	To provide advice on how councillors can best address individual street based resident parking issues linked to the CPZ recommendations made by the task and finish group last year and the development of the Plan for Parking.	Member Advice	Mike Artherton
	Highways Partnership / Living Streets	To provide councillors with information on how councillor requests are costed and programmed.	Member Advice	Adrian Trim
14 Oct 2015	History Centre	To review plans and design of the Exhibition Centre – possible follow up with a review.	Member Advice	David Draffan
	Corporate Plan Monitoring	David Draffan to present a 20 minute presentation on the LES and milestones coming up.		David Draffan
	Local Enterprise Partnerships	For Members to consider the role of the Local Enterprise Partnership (including the successes or otherwise, the impact on Plymouth businesses and whether any action by the Council is required to improve effectiveness and comparison to other LEPs in particular Cornwall and Isles of Scilly).	As advised by the Cooperative Scrutiny Board – 29.7.15 meeting.	David Draffan
	Planning and Building Control	How the services work together.	Member request	

Date of meeting	Agenda item	Purpose of the agenda item	Reason for consideration	Responsible Officer
9 Dec 2015	Employment:	To review 1000 club, apprenticeships and helping women back to work. (to be discussed as separate agenda items)	Member Advice	David Draffan/ Amanda Ratsey/ Ed Coley
16 March 2016	Mayflower 400	To review planning, funding, projects and timescales		
	Controlled Parking Zones	Update on roll out of new procedures		
	Tamar Joint Committee			
	Waste Services	To be provided with a general update.	Member Advice	

Scrutiny Review Proposals	Description
Living Streets (PID submitted)	To review the 'Living Streets' pilot scheme and to propose appropriate changes to improve the current process and procedures.

Items for scrutiny not yet allocated a date:
S106 (to be dealt with outside the meeting)
Derriford Transport Infrastructure (to be included via cross party Plymouth Plan Working Group)
Managing space on the highway (review of policies responding to requests for residents disabled parking bays/ drop kerbs) (Initially scheduled for December meeting)
City Centre vs District Parking Charges (to see a rationale for parking charges) (Initially scheduled for December meeting)
Inward Investment (Initially scheduled for December meeting)
Planning and Building Control (How the services work together – member request) (Initially scheduled for December meeting)