

SKILLS 4 PLYMOUTH

PLYMOUTH SKILLS PLAN 2021-2026

*People have the right skills to enter into and progress in work;
and employers have the people they need with the right skills
for recovery and growth*

Table of contents

1 The Plymouth Plan	3
2 A bright future	4
3 Skills 4 Plymouth	4
4 Where we are now	5
5 What we know	5
6 How this will work	6
7 Skills vision	7
8 Skills priorities	8
9 Enablers	9
10 Skills priorities timeline	11
11 Outcomes	12
12 Measures of success	14

I The Plymouth Plan

The Plymouth Plan is a ground-breaking plan which looks ahead to 2034. It sets a shared direction of travel for the long-term future of the city bringing together a number of strategic planning processes into one place. It talks about the future of the city's economy; it plans for the city's transport and housing needs. It looks at how the city can improve the lives of children and young people and address the issues which lead to child poverty. It sets out the aspiration to be a healthy and prosperous city with a rich arts and cultural environment. It sets out the city's spatial strategy, incorporating the Plymouth-specific elements of the Plymouth and South West Devon Joint Local Plan.

The plan outlines the vision for Plymouth and how this will be implemented around three strategic themes:

- ◆ Healthy city
- ◆ Growing city
- ◆ International city

Each theme has a strategic outcome and objectives, underpinned by individual policies to achieve them. Skills 4 Plymouth aligns with a number of these, but is most directly connected with: Policy GRO1 'Creating the conditions for economic growth' (through its support for business start-ups, entrepreneurship, innovation and social enterprise) and Policy GRO2 'Delivering skills and talent development' (through its support for lifelong learning). It helps to create the conditions for people and communities to thrive.

There are two further strategic themes running through the plan; a Welcoming city and a Green city.



2 A bright future

Working in partnership, we want to make sure all children and young people in Plymouth have a Bright Future, supported by a system, which works seamlessly to spot difficulties early, responds quickly and effectively, and makes sure help is there as long as it is needed.

Everyone has their part to play in achieving this, whether they work directly with children and young people or not. We recognise the central role parents and carers have in determining the best outcomes for their children and that supporting parents and carers alongside children and young people will be key in determining our success.

We will continue to work together with key partners to address our shared priorities so that our children and young people can stay healthy and happy; be safe and aspire and achieve, making our vision for a Bright Future for all children and young people in Plymouth a reality.



3 Skills 4 Plymouth

Plymouth is home to a thriving and established advanced manufacturing, marine, and defence industry, and to a young and fast-growing digital and creative sector. It is a place with enormous potential in its distinctive natural and cultural assets, its businesses, and its people. Brexit and the pandemic has had a direct impact on other key sectors, such as health and social care and hospitality, tourism and retail. The city has seen significant regeneration and the benefits are beginning to show, and will enable our businesses and people to thrive in a changing, data-driven economy that ensures economic benefits are felt by everyone and supports the city's carbon neutrality (by 2030). This will be achieved with ongoing investment through the City's largest construction programme (in 25 years), sector growth and major initiatives such as the National Marine Park and Freeport that will generate up to 8,000 new jobs in the decade up to 2030.

With a population of 263,100, a real economic output of £5.23 billion and 104,000 FTE (Full-Time Equivalent) jobs, Plymouth is the most significant urban agglomeration on the South West peninsula. However, the Covid-19 pandemic has had a negative impact on the city's labour market, exacerbating long-standing and emerging unemployment issues particularly affecting people aged under 25 and over 50 years old. In addition, we are seeing an increase in claimants, now on health journeys.

Skills 4 Plymouth is an ambitious transformation programme that has been co-designed with local employers and businesses, skills providers and wider stakeholders. It is designed to make sure:

- ◆ People have the right skills they need now and in the future to get a job
- ◆ Employers and individuals invest in skills and lifelong learning
- ◆ Employers have people with the right skills they need for recovery and growth

Short-term skills recovery actions have been developed and delivered under the Resurgam programme, established during the Covid-19 pandemic to enable the city to recovery and build back better. Medium to long-term skills actions align to Plymouth's Local Economic Strategy for 2020 to 2025.

The key aim for the Skills 4 Plymouth strategy is to close the skills gaps (in the current workforce) and skills shortages (difficulties in recruitment) that have been holding Plymouth back economically. As a city, we do not have enough engineers, technicians, construction professionals, tradespeople, health care professionals, social care workers, or hospitality and tourism workers, to meet the growing demand of our local businesses and key sectors. Employers report recruiting difficulties in these areas as a key constraint and redressing this is critical to improving productivity, competitiveness and growth. We also recognise that social enterprises are a vital partner in the city's economy, they address social need, strengthen communities and create a fairer, more inclusive economy. The Skills 4 Plymouth 5 year plan must be demand led and demand informed by real time labour market intelligence. Employers must be put at the heart of defining local skills needs and at the heart of developing post 16 skills provision to ensure that technical education and training aligns to what employers want and need.

4 Where we are now

The Covid-19 pandemic and Brexit has fundamentally changed the skills landscape, with many local employers struggling to attract, recruit and retain people with the right skills. Skills gaps and skills shortages are evident across all sectors. The Skills 4 Plymouth strategy will respond to how our city currently performs, where we have strengths and where we have challenges to address:

- ◆ Significant volume of job vacancies, with a further 8,000 new jobs forecast over the next decade'
- ◆ Strong growth sectors and strong demand for high level skills, particularly in health and care, marine, defence, manufacturing and engineering, construction and the built environment
- ◆ High number and take-up of apprenticeships in the city
- ◆ Increasingly digitally enabled employment that will continue to shape the labour market in the city
- ◆ Significant skills gaps and shortages, particularly in Science, Technology, Engineering and Maths (STEM) sectors, with declining interest and take-up at Key Stage 4 in the education system
- ◆ Education pipeline is under performing with educational achievement below average in both primary and secondary schools
- ◆ Significantly fewer young people in the city go on to study at a higher level
- ◆ High levels number of highly skilled vacancies in the city
- ◆ The proportion of 16-17 year olds who are Not in Education, Employment or Training (NEET) is higher than average
- ◆ Attainment and engagement in education amongst our disadvantaged children including those with SEND and care leavers is below average
- ◆ High number of adults without a level 2 qualification
- ◆ Increased number of people in work seeking welfare support
- ◆ An ageing population and workforce, with early retirement compounding the issues

5 What we know

111,500 jobs
in 2019 (+1.8%
on 2018)

73.5%
employment
rate (UK
75.9%)

Over 2,800
job postings
advertised in
November
2021

31.4% of
residents
NVQ4+
qualified (39.2%
UK) 2019

GSCE
attainment
score 43.7%
(46.7 UK)
2019

A Level APS
entry 30.8%
(33.1% UK)
2019

7,355 Universal Credit Claimants as of December
2021 (4.4%),
slightly lower than the national average 6%

16% in apprenticeships after 16-18 study
(10% UK) 2019

Lowest 20% of workers saw a drop of 2.95%
to £220.70 per week (2020)

80%
percentile
of workers
£632.00 per
week (2020)

5.9% NEETS December 2021 (5% UK)

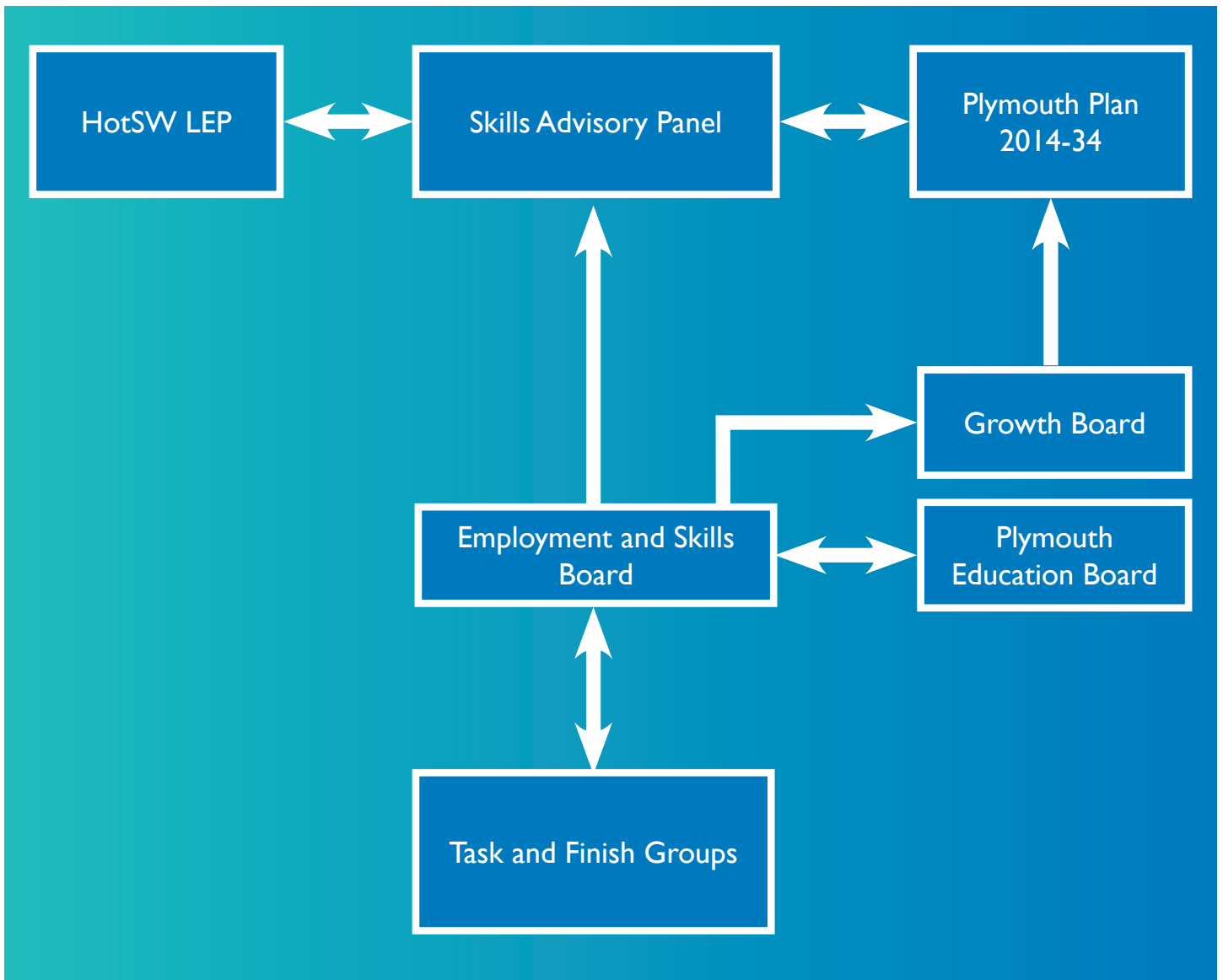
GVA 87% of national average

6 How this will work

Current and future skills priorities will be identified and assessed by the Plymouth Employment and Skills Board (ESB). The ESB will report into the Growth Board (locally) and into Skills Advisory Panel (SAP) - Heart of the South West (HotSW) Local Enterprise Partnership (LEP) (regionally).

Detailed delivery plans for each of the priority areas will be developed.

Oversight and strategic direction of the detailed plans will be provided by the ESB, which includes representation from the local authority, local employers and sector networks, Federation of Small Businesses, Plymouth and Devon Chamber of Commerce, Department for Work and Pensions, Devon and Cornwall Training Provider Network, adult, further and higher education, Plymouth Education Board and other third party stakeholders. Where appropriate Task and Finish groups will be established to deliver the agreed strategic priorities, these sub-groups will report into the ESB. Delivery of the Skills 4 Plymouth plan will rely on partners working together effectively to drive a responsive, single skills system to realise the potential for the city.



7 Skills Vision

The city's Skills Vision will deliver a responsive, single skills system that meets the demands of employers, increases the number of highly skilled jobs and improves educational performance:

- ◆ Where residents and workers access skills, jobs and support (on their doorstep) to thrive in Plymouth
- ◆ That works for all groups of people, across all communities, where every individual can access the training or learning they need to enter into and progress in a productive job they value, supporting inclusive growth and prosperity
- ◆ Where employers can secure growth and increased productivity through access and support to a more diverse, better skilled and retained workforce
- ◆ Where educators and training providers become more responsive through access to information about the labour market and local needs to improve the quality and relevance of the education and training they offer and inspire all stages of education
- ◆ Where children and young people aspire and achieve
- ◆ Which is simplified, responsive, single skills system that shares best practice and innovation, providing a clear plan and measured outcomes and progress
- ◆ Which attracts a fair share of skills funding investment

Skills Vision:

An outstanding skills system, which drives high aspirations and attainment while meeting the needs of employers and individuals across all ages and across all communities

Skills framework and interventions

DEMAND

Business need
Sectoral partnership focus

SUPPLY

Working age population
Skills and training provision including adult, further and higher education

PIPELINE

Those in education or training
Those not in employment, education or training (NEET)

8 Skills priorities

The Skills 4 Plymouth strategy will create a framework to coordinate the actions of employers and sectors, educators, training providers and other stakeholders to improve skills and to close the evident skills gaps and skills shortages. Working together in partnership we will deliver the following priorities:



9 Enablers

Collation of real-time Labour Market Intelligence: we will gather this for the city and travel to work area through our Employment and Skills Board, Growth Board sectoral leads, Plymouth City Council, Plymouth and Devon Chamber of Commerce, Federation of Small Businesses, sector networks, sector skills partnerships and directly with local employers, Department for Work and Pensions, and many more key strategic working groups and partners in the city.

Skills Sector Partnerships: the city's growth sectors will be supported to better coordinate efforts to improve educating, attracting, recruiting, training and retaining a skilled workforce, using Building Plymouth as the blue-print for a successful sectorial joined up skills approach.

Employer Hub: the new Employer Hub as part of Skills Launchpad Plymouth will include a specific focus on aiding inclusive recruitment and employment, and ensuring support for small to medium sized companies to better navigate the complex skills and employment landscape.

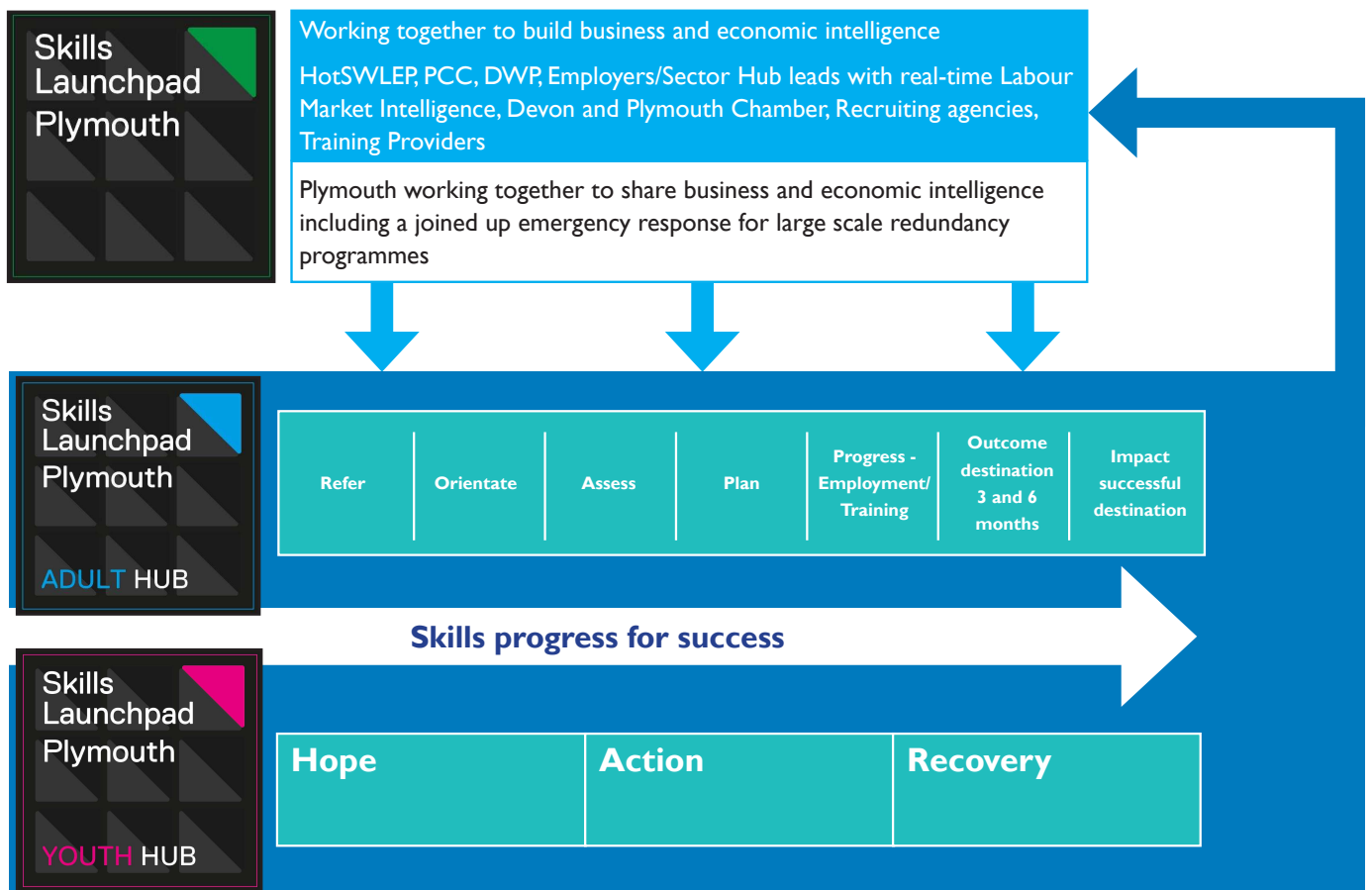
Clean Energy and Low Carbon Growth plans: the city has unique expertise in engineering, green and marine energy, wind, photovoltaic, nuclear and commissioning and clean mobility technologies.

Keep Plymouth Working: a strategic partnership agreement between Plymouth City Council and the Department for Work and Pensions to tackle social inequality and the barriers to jobs and opportunities to realise our ambition for Plymouth to be a modern, vibrant and sustainable city to live, work and visit. The agreement acts as a mechanism to identify emerging issues at the earliest opportunity and to ensure that strategic priorities are aligned.

Skills Launchpad Plymouth: working in city wide partnership to connect the people of Plymouth with opportunities for skills, training, education, careers and jobs www.skillslaunchpadplym.co.uk

Led by Plymouth City Council, in alignment with Department for Work and Pensions, Skills Launchpad Plymouth supports those who are job seeking, facing redundancy or changing careers through the Adult Hub aged 25 years +, and offering targeted support for young people aged 16-24 years including those with additional needs through the Youth Hub. The intention of the 'Skills Journey' through the Launchpad is to put the individual at the heart – recognising that not one size fits all and that anyone in Plymouth can access this free help. The service offer an ethical and inclusive front door, designed to help residents make independent and informed skills and training choices, leading to better access to real employment opportunities.

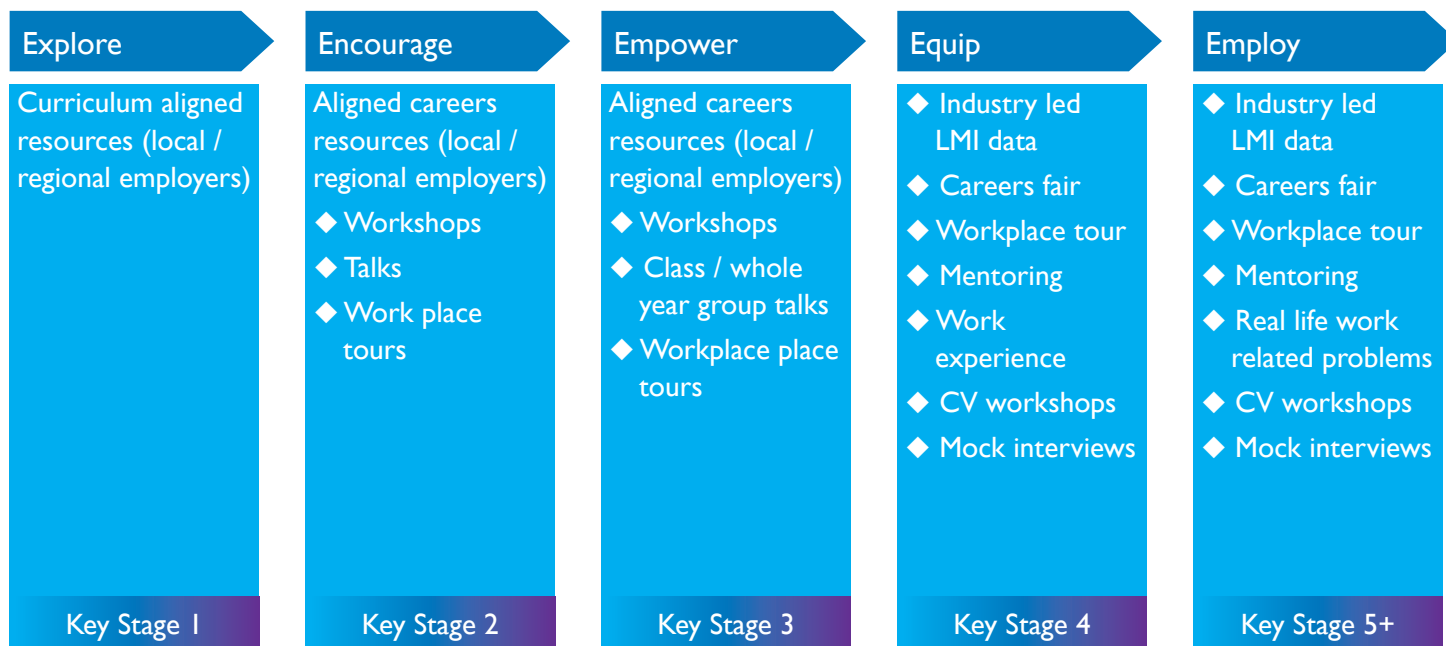
The Skills Journey



Education Hub: the new Education Hub as part of Skills Launchpad Plymouth will provide online support for teachers, educators, parents and carers to access localised curriculum aligned resources developed by Plymouth City Council, skills sectorial partnerships and partners. Designed to showcase the current and future job opportunities in the city and to embed careers information, advice and guidance into education across all key stages.

Plymouth 5E Careers Education model: this provides a new strategic framework to embed local Labour Market Intelligence and careers, information, advice and guidance across Primary, Secondary, SEND, further and higher education institutions to focus on preparing children and young people for the world of work so that they are better informed about the city's career opportunities and confidently transition from education into positive destinations.

Plymouth 5E – Careers Education Model



10 Skills priorities time line

LONG TERM

- ◆ Identify jobs and skills for 10 year+ view
- ◆ Where possible, identify demand for next 20 years+ view
- ◆ Develop new curriculum content, specialist school provision, inform new apprenticeship standards and T-Levels etc.
- ◆ Establish growth sector skills academies: Health and Care; Marine and Maritime; Construction and Built Environment
- ◆ Attract and recruit people nationally and internationally
- ◆ Build a strong talent pool to meet future skills demand
- ◆ Close Skills Gaps

MEDIUM TERM

- ◆ Identify growth jobs and skills required in the next 2 to 5 years
- ◆ Map the existing provision, undertake gap analysis and create new provision to align with employer demand
- ◆ Embed real time Labour Market Intelligence into the education system and the community
- ◆ Ensure high quality impartial careers information, advice and guidance that supports positive destinations
- ◆ Embed careers, enterprise and employability skills into the education model and wider community
- ◆ Grow new entrant opportunities in future demand areas, co-designed with employers across sectors
- ◆ Set up sectorial skills partnerships for further growth sectors including: marine and maritime; manufacturing; and hospitality and tourism
- ◆ Build funding pipeline (include skills academies aligned to growth sectors)
- ◆ Implement coordinated education outreach and embed the Skills Launchpad Plymouth's Education Hub (including 5E Model) - Primary - Secondary - SEND – Colleges – Universities
- ◆ Ensure sustainability for delivery of Skills Launchpad Plymouth (both virtual and physical services)
- ◆ Expand the Skills Launchpad Plymouth's dedicated Youth Hub supporting those 16-24 years, including those with additional support needs and a priority focus on targeting young people not in education, employment or training (NEET)
- ◆ Expand the Skills Launchpad Plymouth's dedicated Adult Hub supporting those 25 years+ facing redundancy, job seeking, retraining/ upskilling or changing careers, matching adults with real opportunities
- ◆ Expand the Skills Launchpad Plymouth's community outreach programme to engage and support more disadvantaged individuals
- ◆ Deliver a graduate recruitment and retention programme
- ◆ Develop strategic workforce / succession planning training for small to medium sized enterprises

SHORT TERM

- ◆ Demand informed by real-time Labour Market Intelligence for next 18 months
- ◆ Develop new content and inform Post 16 provision, adult, further and higher education curriculum development
- ◆ Build funding pipeline to ensure delivery of skills priorities
- ◆ Expand delivery and ensure sustainability for Skills Launchpad Plymouth's Youth Hub, Adult Hub and community outreach activities
- ◆ Further develop Building Plymouth as the 'blue-print' for sectorial skills partnerships to meet the skills demand for the construction and built environment sector
- ◆ Launch new sector skills partnership for health and care
- ◆ Develop sector insight programmes for those Post-16 seeking opportunities
- ◆ Host high profile, localised careers and sectorial education engagement events
- ◆ Develop compelling career route maps and materials to align with growth sector messaging and real job opportunities
- ◆ Develop an Employer Hub as part of Skills Launchpad Plymouth
- ◆ Implement a coordinated plan to increase the number of young people accessing and maintaining meaningful education, employment or training opportunities, and improve successful transitions at Post 16
- ◆ Secure funding for and plan for Skills Launchpad Plymouth's Education Hub and 5E Model

II Outcomes

Globalisation, technology progress, demographic changes, the Coronavirus pandemic and Brexit have had a profound impact on the local economy. This has resulted in high numbers of unemployment and significant skills gaps and skills shortages. To address these issues Plymouth must work towards aligning a skilled supply of people to meet the demand as Plymouth continues to drive growth in existing, new and emerging industries.

The best way to improve people's life chances is to give them the skills to succeed. Plymouth has a strong foundation of apprenticeship and technical skills, but lags behind the UK on higher (Level 4+) and basic adult skills. This has created significant skills gaps and skills shortages in the city.

Innovation drives economic growth and creates jobs. Plymouth is already home to world-leading research in areas such as Marine, Science and Health and we must be best-placed to take advantage of the government's significant uplift in Research and Development (R&D) investment and the creation of the Advanced Research and Invention Agency to fund high-risk, high-reward research.

Key to successful outcomes is creating opportunities for all, creating a strategic programme of engaging activities, which raise aspirations and broaden horizons across schools and communities and raises the attainment levels in key subjects such as English, maths and other STEM subjects including digital skills. Ensuring young people, their parents / carers and teachers understand what jobs will exist when they leave education and the career pathways to their chosen careers.

To create a growing and fair economy, we need to support and empower communities to develop the economic opportunities most suited to their need. Individuals living in our most deprived areas often face a multitude of barriers to participating in the economy. Those who have been disengaged from the labour market for some time and/ or significantly impacted by the pandemic, require more intensive support to help them re-connect with better considered inclusive recruitment practices. It is therefore imperative that our employment and skills interventions are responsive to this.

We also need to make sure that people in work are supported to stay in work and maintain, or increase productivity. This means that highly skilled workers make the most of their qualifications and that associate professional and skilled trades are upskilling to more knowledge intensive roles particularly where those roles are automated or where new technology is introduced.

Outcome 1

across growth sectors there is higher productivity, more advances in innovation and fewer skills challenges

Outcome 2

higher percentage of working age population employed and higher percentage of highly skilled jobs

Outcome 3

employers are investing significantly more in the skills of their workforce (lifelong learning with improved retention rates)

Outcome 4

increased engagement of young people, higher percentage of young people have raised aspirations, good attainment levels in English, Maths and STEM subjects and improved levels of work readiness

Outcome 5

an inclusive, diverse economy, which creates opportunities for all



12 Measures of success

Outcome	Measures	Year 1	Year 2	Year 3	Year 4	Year 5
Outcome 1 across growth sectors there is higher productivity, more advances in innovation and fewer skills challenges	◆ Sector based Labour Market Intelligence breakdown, including skills gaps and shortages	For 18 months	For 5 years	For 5 years	Embedded process	Ongoing reporting for trend analysis
	◆ Skills and training provision gaps by sector	Capture	Understand position Capture	Embedded process, annual reporting	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Increase in GVA	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Number of personalised action plans (Adults)	Capture	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Graduate recruitment	Capture	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Apprenticeship starts and Level	3 % Increase	3 % Increase	2 % increase	2 % increase	2% increase
Outcome 2 higher percentage of working age population employed and higher percentage of highly skilled jobs	◆ Number of unique visitors to Skills Launchpad Plymouth website and sign ups	Capture	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Employment rates ◆ Number of Universal Credit claimants	-0.5% below national average	-0.75% below national average	-1% below national average	-1.25% below national average	-1.5% below national average
	◆ Retention and attainment of Adult Education Budget funded learners	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Number of personalised action plans (Youth)	Capture	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Number of people 25 years+ transitioned into education, training or employment through Skills Launchpad Plymouth	Capture	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	◆ Number of people 16-24 years transitioned into education, training or employment through Skills Launchpad Plymouth ◆ Number of people transitioned into education, training or employment through Sectoral Skills Partnership	Capture	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis

Outcome	Measures	Year 1	Year 2	Year 3	Year 4	Year 5
Outcome 3 employers are investing significantly more in the skills of their workforce (lifelong learning with improved retention rates)	<ul style="list-style-type: none"> ◆ New Apprenticeship Standards ◆ New training in the City (new or brought back into the city) ◆ Traineeship starts ◆ Level Starts ◆ City Skills Levels (NVQ 4+) 	Capture	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
Outcome 4 increased engagement of young people, higher percentage of young people have raised aspirations, good attainment levels in English, Maths and STEM subjects and improved levels of work readiness	<ul style="list-style-type: none"> ◆ NEET rates ◆ Number of 16-24 year old NEETs transitioned into education, training or employment through Skills Launchpad Plymouth's Youth Hub ◆ Use same measure in Years 1 to 5 as above 	0.25% improvement	+0.75% improvement	National Average	0.25% below national average	0.5% below national average
	<ul style="list-style-type: none"> ◆ Attainment 	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
	<ul style="list-style-type: none"> ◆ Destination ◆ Number of Educational Interventions (SE Model) ◆ % English, Maths retake ◆ % of young people selecting STEM subjects at GCSE, A and T Level 	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis
Outcome 5 an inclusive, diverse economy, which creates opportunities for all	<ul style="list-style-type: none"> ◆ Weekly wage (close on national gaps) ◆ Number of Enterprises / Small Businesses ◆ Business Survival Rate (closing gap on national benchmark) ◆ Number of new start-ups ◆ Number of Sector based work academies ◆ Number of people supported through community Leads (SLP) ◆ Number of at risk of NEET Interventions 	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis	Ongoing reporting for trend analysis



