

# Plan for Employment and Skills (PES)

## Plymouth

2015-2020



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## **PLYMOUTH'S PLAN FOR EMPLOYMENT AND SKILLS (2015-2020)**

### **Executive Summary**

Economic growth depends on the availability of the right skill levels, in the right place, at the right time. You won't achieve economic recovery without a solid foundation in skills.

'England is the only country in the developed world where the generation approaching retirement is more literate and numerate than its youngest adults' (Skills Survey OECD 2013). Out of 24 nations, our young adults ranked 22nd for Literacy and 21st for Numeracy. The OECD cautioned that the 'talent pool of highly skilled adults in England is likely to shrink relative to that of other countries. The OECD set this against the prediction that future jobs will require an increase of approximately 20% in highly educated workers and that those jobs needing a medium or low skills base are expected to drop by about 10%.

The OECD also warned that, when looking at IT, only 42.4% (against OECD average - 51%) of 16-24 year olds in England are proficient to the extent that they can handle unexpected outcomes. What is clear is that 'the stock of skills available to the economy is set to decline over the next decades unless significant action is taken to improve skills proficiency among young people.'

Since 2005 central government has been reforming the 14-19 phase of education in England with the aim of raising the skills and qualification levels of young people. The latest key strategy 'Rigour and Responsiveness in Skills' (April 2013) is set against a large national financial deficit, public spending cuts including Further Education and Skills budget cuts amounting to in excess of 25% by 2016. Put simply, talent development for growth at a time of public funding thrift.

Added to this, there has been an increase in Higher Education tuition fees resulting in a reduction of national applicants and the recent introduction of Student Loans for anyone over 24 studying at Level 3 and 4. Raising the participation age in schools coincided with cuts in advice and guidance for young people across England, which has resulted in a decline in vocational and apprenticeship recruitment at a time when employers are urgently demanding these sector specific skills.

### **Plymouth and its travel to work area response**

Plymouth's inaugural Plan for Employment and Skills (PES) has been developed to enable the provision of skills and learning to meet the economic and labour market needs of the city and its travel to work area. This will initially cover the next 5 years up to 2020. Furthermore, it will provide evidence of need to support Plymouth's 'asks of Government' and to proactively prepare for the opt-in arrangements with European funding and other regional, national and innovative opportunities that are and will become available.

The PES has been developed on behalf of Plymouth's Employment and Skills Board (ESB) in consultation with a range of stakeholders, collecting their views on these challenges and the best means to tackle them. The PES brings together the evidence base and the views expressed during the consultations to prioritise the actions that are needed to move Plymouth and its travel to work area (TTWA) forward between 2015 and 2020. The ESB is accountable to the Plymouth Growth Board for effective co-ordination of the PES's delivery.

The ESB's delivery of the PES is supported by its Learning, Skills and Employability (LSE) Group. The City Council and other partners are asked by the ESB to commit resources and funding to enable the PES to be delivered. Delivery of the PES will be coordinated by a newly appointed Head of Skills and Employability (HoSE), who will bridge both City Council Directorates of Place and People to ensure that strategic focus is shared, consistent and responsive.

The PES is the foundation for the delivery of the Learning and Talent Development Flagship, one of the six Flagships of Plymouth's Local Economic Strategy, which is performance managed by the Plymouth Growth Board. The PES focuses on employment and skills elements where there is a wealth of local intelligence and existing interventions. The evidence shows that there have been some significant improvements on several key indicators in recent years but many weaknesses remain and a step-change is required to ensure Plymouth can meet the challenges ahead. The PES will also support the vision of the Plymouth Plan, the single strategic plan for Plymouth, setting a shared direction of travel for the long term future of the city. The key messages identified in the PES are contained within the Plymouth Plan, covered in Policy 22 'Delivering learning and talent development as a major civic approach in support of the skills development of citizens' under Strategic Objective 5 'Delivering a growing city'.

The PES represents Plymouth's contribution to the HotSW LEP's Strategic Economic Plan (Maximising Productivity and Employment Opportunities). The ESB represents Plymouth, and links to the HotSW LEP, through the People Leadership Group; whilst the City Council also sits on the LEP's ESIF Committee, and the LEP Board.

The PES will be coordinated by a newly appointed Head of Skills and Employability (HoSE), who will bridge both City Council Directorates of Place and People to ensure that strategic focus is shared, consistent and responsive.

Supporting delivery of the PES are the Plymouth Learning, Skills and Employability Group (LSE) accountable to the Plymouth Employment and Skills Board (ESB). The PES will be reviewed annually by the ESB.

## I. Our 4 Strategic Priorities

In order to maximise and retain Plymouth's talent; match labour market skills demands with training and education supply; and to up-skill Plymouth's workforce and those seeking to enter the labour market, 4 strategic priorities were agreed by the Growth Board.

<b>Match skills with demand</b>	<b>Drive Enterprise and Innovation</b>	<b>Prepare for Work and address worklessness</b>	<b>Improve Core Skills</b>
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These 4 strategic priorities are aligned with the HotSW LEP's approach in recognising the need for activity across the spectrum of skills development including:

- Leadership – influence, exemplars centres of excellence;
- Higher level skills – specialist and professional skills development, graduate retention and programmes, knowledge transfer, innovation, high growth sectors;
- In work – key employment sectors, vocational and technical skills, self-employment, employer and skills providers engagement;
- Employability – all ages, careers, apprenticeships, work programmes and progression, basic skills, youth employment, NEETs, social inclusion (*Draft EUSIF's Strategy, October 2013*).

The 4 strategic priorities identified for the PES also link to complementary local strategies, including the 'People, Communities & Institutions' LES Flagship which aims to ensure that all sectors of the community can participate in, and benefit from, city growth and development by identifying specific project interventions that support the connection of local people to physical assets and financial resources that lead directly to the creation of new employment opportunities. Employment is vital to address financial hardship in the City and in particular to effect long term change in the factors that bring Child Poverty.

Underpinning these aims are the nationally recognised needs to raise aspirations and employability, while ensuring strong employer and education engagement and involvement in the process. On the basis of these factors, the coverage of existing provision in the city, the views of the stakeholders and the evidence base, the PES develops these 4 strategic priorities into 8 Transformational Interventions together with the overarching aims of raising aspirations and increasing employer engagement.

## 2. Plan for Employment and Skills Headline Summary 2015 -2020

<b>What</b>  4 Strategic Priorities	<b>Match skills with demand</b>	<b>Drive Enterprise and Innovation</b>	<b>Prepare for Work and address worklessness</b>	<b>Improve Core Skills</b>
<b>Why</b>	<b>Better engage and align education and training in Plymouth to meet future economic need.</b>	<b>Increase Plymouth's scope and performance in entrepreneurship and business start-ups.</b>	<b>Plymouth's people are work- ready, confident and can achieve economic success.</b>	<b>Put skills on everyone's agenda.</b>
<b>How</b>  8 Transformational Interventions	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.

## 3 The Policy Context

### 3.1 Nationally

Skills and employment have been national priorities for consecutive governments. This reflects a widespread recognition that the UK is lacking the necessary skills to compete in an increasingly globalised market; and evidence that some sections of society are being entirely excluded from the labour market, both of which have been compounded by the recent recession. There have been a series of welfare and education reforms aimed at addressing these issues and with economic growth a top priority, the Government is focusing on delivering skills and ensuring that a trained workforce is in place for business to flourish. Significantly, the Government reforms are increasingly placing individuals and employers at the heart of the skills agenda. Its key strategy, *Rigour and Responsiveness in Skills* (April 2013) sets out six areas of reform around:

- **Raising standards** – including more information on the quality of provision for individuals and employers and more power to choose training
- **Reforming apprenticeships** – employers to drive the reform of apprenticeships to focus them on standards linked to skills requirements rather than qualifications
- **Creating traineeships** – supporting those who are nearly ready to start a Level 2 apprenticeship by providing a focused period of work preparation, a high quality work placement and training in English and Maths
- **Meaningful qualifications** – with strong and demonstrable employer input
- **Funding improving responsiveness** – introducing new approaches such as loans for those aged 24 or over and direct employer funding through the Employer Ownership of Skills Pilot (EOS)
- **Better information and data** – with an enhanced role for the National Careers Service in publishing data and connecting employers, education institutions and partners.

These are set within the context of a large national financial deficit and substantial public spending cuts with the overall Further Education and skills budget reducing by 25% between 2011/12 and 2014/15, alongside increases in university tuition fees. Further Education fees and loans have also been introduced for those aged 24 and over; meaning that those studying for Level 3 and 4 qualifications (excluding Apprenticeships) will be expected to take out student loans on a similar basis to those in Higher Education.

On social welfare reforms the changes that have and will continue to be introduced include real term cuts to benefits levels, tougher tests on ability to work, housing benefit restrictions, stronger promotion of work experience and the introduction of Universal Credit.

## 3.2 Locally

These national policies inform Plymouth's planning, with skills and employment seen locally as essential for growth. The 2014 review of Plymouth's Local Economic Strategy (LES) forms a key component of the emerging Plymouth Plan which in turn will provide the overall strategic framework for growth and development in the city up to 2031. The LES review has reaffirmed the role that skills play in economic growth and the 'Learning and Talent Development' Flagship calls for:

*“A major civic approach to learning and skills development – driven by individuals, businesses and institutions, and supported by providers and civic society “*

Skills are seen as important drivers of productivity, both directly in terms of improving individual performance and, indirectly, by giving people the tools to generate new ideas and practice. Skills are clearly a crucial foundation of successful innovation and knowledge-based growth.

It has been acknowledged locally that the knowledge-based value added economy of the future also needs a solid foundation of people with basic skills who are able to make the most of rapid technological and process change. Therefore, the productive employment of all individuals across the skills chain is fundamental to long-term competitiveness.

This area of work also relates to the social inclusion agenda and relevant issues are addressed within the complementary strategies, most notably in the LES *'People, Communities & Institutions'* Flagship.

The following section discusses the key facts and figures relating to the current indicators for employment and skills in Plymouth. These key indicators are also summarised for convenience in Appendix I and II of this document.

## 4. Evidence and Aims

### 4.1 Profile of Plymouth

There have been a range of studies and analyses of Plymouth. They show that against a mixed picture of national economic conditions, there is evidence that the labour market in Plymouth has been comparatively resilient and is 'bouncing back' although growth lags behind some of the other HotSW LEP areas. Recent performance data shows that considerable progress has been made on a range of employment and skills indicators since 2006 (Cities Outlook 2015, Centre for Cities). The proportion of the city's workforce qualified to Level 4 or above has risen from 22.6% to 34.7% between 2006 and December 2013 – almost closing the gap with the UK average. There was also a decrease in the proportion of workers with no qualifications over the same time period, from 6.1% to 3.5%, significantly below the UK average of 5.5%. In addition, a greater number of young people are remaining in full-time education for longer and the predicted aging workforce will provide replacement demand locally.

Shown in the Plymouth Economic Development Scorecard 2014, there are a number of significant headline achievements which demonstrate that Plymouth is 'bouncing back'. These include;



- Jobs created = 1,162
- Work opportunities for young people = 3,137
- Jobs safeguarded = 236
- Jobs pipeline created = 3,966
- Number of unemployed down by 1,204 (-26%), long term claimants down 485 (-38%), youth claimants down 480 (-33%)

Added to this, there are major initiatives presenting opportunities to expand local jobs for local people and to retain talent in the area.

Examples include:

- City Deal – which includes the development of the Marine Industries Production Campus centred on South Yard; the Growth Hub, and the Youth Deal;
- HotSW LEP Growth Deal – which includes Forder Valley Link Road to enable development opportunities at Derriford; Plymouth Science Park (Phase 5), and a new STEM Centre at City College Plymouth
- Building Plymouth – promotion of construction skills careers and opportunities
- Plymouth, gaining Social Enterprise City status and driving social purpose innovations
- Major development opportunities – including Langage, Seaton Neighbourhood; History Centre; Drake Leisure
- Mayflower 400 – major developments and initiatives leading up to the Mayflower 400 celebrations

However, there remain some significant weaknesses. We rank 6<sup>th</sup> highest on residents with no formal qualifications. 45% of young people leave school without five good GCSEs including Maths and English and one fifth of 19 year olds emerge from education and training without a level 2 qualification. Employability skills are a major issue for the city at all levels (from school leavers to graduates). Young people with special educational needs (SEN) or a learning disability or difficulty (LDD) account for a high number of those facing unemployment. Current data reports that 16.8% of post-16 learners with a LDD are classified as NEET and a further 5.5% are recorded as status not known.

Additionally, despite having a substantial supply of graduates, research has shown a ‘leakage’ of graduates as higher-level skills are more mobile and easily lost to other labour markets, with only around 22% of graduates being retained in the city. These graduates are predominantly from the Health, Biological Science, and Education subject areas, and a high proportion on them have gone into subject-related jobs (i.e. Health and Education).

However, of the remaining graduates retained in the city, around 50%-60% have gone into subject-related areas, with the next highest proportions going into Education and Retail.

The city has been historically lagging on productivity and its drivers (as evidenced by low levels of business start-ups, exporting and knowledge-based employment), with low rates of GVA per head and evidence of high-level skills not being productively employed. Additionally, despite having a substantial supply of graduates, research has shown a 'leakage' of graduates as higher-level skills are more mobile and easily lost to other labour markets. However, stronger growth has been experienced more recently, increasingly closing the gap with the South West and the UK, a 3.7% annual productivity growth being seen since 2012, to a rate currently 94% of the UK's (less London) and 94.2% of the SW's GVA per head. Output has also expanded significantly, with a 4.2% growth in nominal workplace-based GVA from 2012, and it maintains a positive trend since the recession, showing a higher resilience and moving in line with productivity trends.

Moreover, Plymouth had 15 more start-ups per 10,000 population in 2013 compared with the previous year – moving 14 places up the table to 42<sup>nd</sup>. We are normally close to bottom on this measure. It also (along with Liverpool and Middlesbrough) saw the greatest increases in its business base – 6.7% increase (2012-13) against UK 3.7%. We are still ranked low on this measure (61/64) as our business base is more skewed towards larger businesses (long term trend).

Whilst the Plymouth TTWA has a lower economic inactivity rate than the national average, there is significant evidence of both underemployment and 'hidden unemployment' (where individuals are seeking work but not claiming; or are diverted onto particular benefits). Sub-city analysis shows that wards located in Plymouth's western arc continue to experience the highest rates of unemployment. Long-term and youth JSA unemployment also concentrate in these areas. To date in Plymouth there are 800 18-24 year olds claiming JSA, 1708 25-49 year olds claiming JSA and 545 50+ claiming JSA. However, there has been a significant decrease in the number of long-term and total out-of-work benefit claimants and, studying the quality of jobs of those who have managed to secure employment, a significantly lower proportion have gone into part-time employment and zero-hour contracts since the recession.

Looking to the future, welfare reform is likely to lead to a significant rise in the number of jobseeker claimants. In addition to the 3053 JSA claimants in Plymouth (Feb 15), the City also has 13,500 people claiming Employment Support Allowance who require interventions and initiatives to support them. Forecasts also suggest that Plymouth's labour market will continue to undergo structural change and will see a 'hollowing-out.' Whilst they may be replaced by a raft of new jobs there is some evidence that more low-level and high-level occupations will be available and that middle-level occupations (Administrative, Skilled trades) will become increasingly scarce. This is set within the context of demographic changes including an ageing population. Future employment growth will continue to be 'knowledge-led' with a predicted rising demand for degree level and STEM skills. Although GVA Growth for Plymouth is above UK average (4.2% vs 3.3%) for the 2<sup>nd</sup> consecutive year, policy neutral forecasts suggest long-run employment and GVA growth rates could develop below the national average to 2031. In the absence of new interventions, the 'productivity gap' is likely to widen.

**Table One: Map of Evidence Base and LES Identified Aims for Employment and Skills**

<b>PLYMOUTH'S SKILLS NEEDS AND KEY ISSUES</b>	<b>Local Economic Strategy AIMS</b>			<b>ENABLERS</b>	
	<b>Retain and maximise talent</b>	<b>Match supply and demand</b>	<b>Up-skill the workforce</b>	<b>Employer Engagement</b>	<b>Raising aspirations</b>
High level skills	✓		✓	✓	✓
Low levels of start-up	✓				✓
Leakage of graduates	✓	✓		✓	
Hollowing out of the labour market	✓	✓	✓	✓	✓
Demographic change that will create replacement demand	✓	✓	✓	✓	✓
Structural change that will create a more knowledge-based economy	✓	✓	✓	✓	✓
Under-utilisation of skills		✓		✓	✓
Proportion of young people without five good GCSEs and/or qualifications			✓	✓	✓
Lack of employability skills (all levels)	✓		✓	✓	✓
STEM requirement	✓		✓	✓	✓
NEETs and youth unemployment		✓	✓	✓	✓
Underemployment and hidden unemployment		✓	✓	✓	✓
Long term unemployment		✓	✓	✓	✓

## 4.2 Sector focus

With this evidence base in mind there has been much discussion about the role and relative importance of specific sectors. Consistent with the LES review and with wider HotSW strategies, this PES is to a large extent sector-blind. It aims to support all sectors by providing the skills required for growth. However, it recognises the activities proposed under the City Deal which are expected to specifically drive the growth of the Marine sector (and other sectors that are closely aligned through the supply chain) and create up to 2,000 highly skilled jobs in Plymouth and over 4,300 jobs in total.

The Marine and Advanced Manufacturing sectors are seen as Plymouth's strongest areas of potential growth, arising from a long and prosperous association with our maritime communities and allied to developments such as the Marine Industries Production Campus (MIPC). In this light, consideration needs to be given to the recent proposal for a Plymouth Marine Innovation CIC, while Babcock Marine is keen that more is done to promote the sector as a positive and aspirational career choice for our young people at primary and secondary level.

Furthermore, the developments at the city's growth points, including Derriford and Sherford/Langage, will mean that the construction sector is expected to have extensive sector skills requirements. Building Plymouth is a Council-led partnership with the local building industry that aims to promote and link people with career opportunities, and lever greater investment in construction skills. Nationally, construction accounts for 7.2% of the workforce, one of the biggest single areas of employment. According to the Construction Industry Training Board the South West is set to see the highest construction output growth in the UK over the next 4 years, with output forecast to rise at an average of 3.5% per year between 2014 and 2018. The average age of the 3,500 construction workers currently based in Plymouth is 55. According to figures produced by Plymouth City Council the city will require a further 10,000 additional construction jobs by 2020. As demand in the city rises, with major projects such as Sherford, Millbay and the City Centre redevelopment, most of the city's workforce will be due to retire and, to compound this, the available pool of labour is declining as unemployment reduces. This situation creates a strategic risk for the growth of the city and its construction sector, and yet presents a significant opportunity for local employment.

Destination Plymouth's Visitor Plan also identifies key areas of activity, including training in customer service, health & safety, marketing & PR as well as taxi driver and public transport staff training.

The need to move to a "greener" economy with increased employment in the low carbon and environmental sectors together with greening of existing businesses will lead to a further range of skills and training needs.

### 4.3 Delivering Growth

There are changes occurring in the wider funding landscape that provide the context for achieving growth. Plymouth has successfully negotiated a City Deal with government where the vision is to create an environment for business to thrive, companies to innovate and the commercial potential of marine technology, knowledge and assets to be harnessed. Priorities include: driving innovation to promote growth through the commercialisation of R&D within the marine sector; and, growing the marine supply chain through the provision of employment sites. In addition, as a separate strand of activity, proposals address participation for young people through a 'Deal for Young People' to assist vulnerable groups into the workforce.

Under these proposals business support will be coordinated through the Growth Hub, in conjunction with employers and support providers, to create the right conditions for business growth. The Growth Hub will provide a local, bespoke conduit to business support services, addressing gaps in provision, facilitating access to research, innovation and finance to a wide range of businesses, with more specific support (inc. grants) available to the marine sector.

Plymouth is also inputting into the HotSW Local Enterprise Partnership's EU Structural and Investment Fund Strategy (EU SIF) and Strategic Economic Plan (SEP) formulations. The draft EU SIF sets out how the HotSW will use European Structural and Investment Funds to promote smart, sustainable and inclusive growth across the LEP area, based around three core themes: creating jobs that are sustainable and more skilled than the present stock; supporting business competitiveness; and, capitalising on the unique opportunities existing in the area. These processes will largely frame the public resources available to support economic growth and development in Plymouth over the medium term, and the flexibilities available to deploy locally.

Within the context of the above, many activities are already in place or underway in Plymouth to address a number of issues both through mainstream provision and through special initiatives.

In January 2013 a new Plan for Jobs was launched, which has created 874 jobs to date. With 19 projects having created 2,979 jobs (including apprenticeships) over two years, it aims to reinvigorate the local economy and includes a new £20 million 'Building for Jobs Investment Fund.' Specifically addressing youth unemployment, a 1000 Club campaign was launched as part of this plan. This aims to recruit 1,000 companies in the Plymouth area to support young people into employment - through work experience, apprenticeships, graduate internships or employment. The 1000 Club has created 382 jobs and 3,137 opportunities for young people to date, including work experience, job internships and work preparation skills and advice.

Plymouth Growth Board has also set up a specific 'employability' task and finish group which reported on progress in July 2013 and made twelve recommendations to help more young people gain 'job ready' attitudes and skills.

## 5. Gaps in Provision and Strategic Priorities for Intervention

The PES identifies 4 strategic priorities, which are to;

- Match skills with demand
- Drive enterprise and innovation
- Prepare for work and address worklessness
- Improve Core Skills

**MATCH SKILLS WITH DEMAND:  
to better engage and align education and training in Plymouth to meet future economic need.**

- **First-class drive to engage business and education partnerships across Plymouth's sectors.**

Feedback through the Employment and Skills Board is that a clearer view is needed on how the city will together tackle, encourage and facilitate 'joined up' thinking and actions across statutory bodies and business sectors, schools and other educational/training establishments. Schools and education/training organisations are in a highly competitive situation navigating complex drivers and targets. There is a real need to develop partnership working with a 'hearts and minds' acknowledgment that to deliver its aims, proper dialogue and partnerships will have to be formed, not just a division of resources/responsibilities.

- **Enhance impartial advice, employability matching and mentoring to guarantee career progression support for all young people (10-25).**

If we are to align the employment and skills offer to the people of Plymouth and its surrounding travel to work area, the current system of CEIAG (Careers Education Advice and Guidance) requires enhancement to ensure its impartiality and that it provides transparent access for all. Provision is currently disparate in Plymouth with a competitive skills provision market for the 10-25 age groups. This can cause confusion when deciding on career, education and training pathways and this is compounded by changes to IAG policy which can bias decisions or make it hard to access impartial, high quality IAG. A revised service needs to integrate all existing high quality IAG and coalesce it into a single seamless service provided by an impartial, "honest broker," aligned with the existing 1000 Club and the emerging Youth Deal and Growth Hub services.

As part of this, it will be necessary to identify, describe and map Plymouth's development pipeline, to better inform understanding of future demand for (and the type of) skills requirements over the coming 10 years. This will enable transparent and accurate

information for young people on career options, as well as training and education providers on projected skills demand.

A robust IAG service should pro-actively seek to address the elevated levels of youth unemployment/ NEETs and the high proportion of young people still leaving school without five good GCSEs, (including Maths & English) or employability skills. This includes providing Matrix accredited, impartial advice informed by up-to-date labour market intelligence on local skills supply and demand. With support for employability skills, recruitment services and strong employer engagement, the service should help to provide a pool of work-ready and skilled labour that meets the needs of local employers whilst also encouraging self-employment options. A clear engagement strategy with employers will be central to the success of this system and could be developed through an “account manager” model with dedicated resource to develop and maintain effective strategic relationships.

**DRIVE ENTREPRENEURSHIP AND INNOVATION:  
to increase Plymouth's scope and performance in entrepreneurship and business start-ups.**

- **Extend a Business Enterprise Mentors Programme, leading on leadership training and support for new and expanding businesses.**

Although recent trends suggest improvement and are just above the national average, it is considered that currently, the city has low levels of business start-ups. Although the universities are investing greatly and achieving success in this area, the development of a self-employment/ business start-up ethos among both graduates and the workless is a key factor in tackling these challenges. An essential ingredient of developing a successful entrepreneurial ethos is the promotion of a culture of continuous learning. This is vital for both the continued and sustainable growth of businesses as well as for personal development.

Among the leaders and owners of existing micros and SMEs in the city, key skills need to be developed and advanced, including:

- Leadership and innovation
- Adaptability
- The ability to provide professional growth opportunities for employees.

There already exists a range of provision in Plymouth that could be further built on, for example, the self-employment and business start-ups schemes run as part of the Urban Enterprise initiative. What is currently lacking is co-ordination across initiatives, including sector specific detail, which could be addressed through a bespoke strand of a Skills/IAG Hub. This should also build on a clear understanding of what Plymouth’s designation as a ‘Social Enterprise City’ means and how this can be maximised. The possibility of a 1000 Club model for entrepreneurship could also be explored.

This also links to the Digital Plymouth work and, in particular, their web-fuelled business agenda which aims to increase the number of digitally engaged businesses and exports in the city, along with high-value ICT mentoring. Further to this, links need to be developed with more generic mentors, business investors and business space owners to maximise opportunities for start-ups and to enable the growth of micros.

There is a need for a much clearer link between business needs and the talent and resources available at the colleges and universities. For example, an effective route into Plymouth University exists for businesses through Enterprise Solutions, but there is a need to maximise awareness and business use of this as a “*university and business matching*” service. Placing the assets, facilities, talent and expertise of HEIs at the heart of business growth in the City should be central. While small businesses might not have the capacity to host an internship, there may be opportunities to match specific business challenges with student projects or summer placements, etc., so contributing to business growth, student employability and graduate retention.

Underpinning these proposals is the need to fully embed an enterprising and entrepreneurial culture in the education system. Schools employability work has been undertaken for many years in Plymouth and has more recently included the work of Plymouth University, RIO and their Social Enterprise qualification. These initiatives could be further developed, alongside the graduate initiatives undertaken by the universities and colleges, particularly building on the work of City College Plymouth as a recognised Gazelle Enterprise College.

- **Skills Gap Interventions in marine, advanced manufacturing, digital and construction.**

Our Employer Ownership of Skills Pilot bid was unsuccessful. However, it has provided a solid start for any future proposal, most notably for European Union Structural and Investment Fund, which has allocated approximately £2.5m to ‘develop specific employer led solutions to address technical and higher level skills’ which needs linking to our Smart Specialisation (including marine) opportunities. Similarly, the apprenticeship offer needs to be expanded to become far more employer responsive and be able to provide both an offer of entry to these sectors but also demonstrate a clear vocational pathway to achieving higher level skills and innovation.

Further analysis is required to further support the type of interventions that are required in these sectors, for example; recent research and reports such as that from Plymouth Manufacturing Group go a long way to identifying specific skills shortages and gaps but this needs to be gathered and replicated across sectors. The skills analysis that forms part of this plan will begin to produce this data information and be held in one place. This is essential to inform Government asks for Plymouth and to develop activity through ESF and other innovative funding sources.

## **PREPARE FOR WORK AND ADDRESS WORKLESSNESS:**

**to ensure Plymouth’s people are work- ready, confident and can achieve economic success.**

- **Streamline and coordinate high quality training and education courses to ensure there is a fair city-wide offer.**



To ensure that education and training courses are aligned to existing and future skills needs of the city, the ESB has commissioned a Skills Audit, which will identify skills and education/training gaps, along with areas of duplication and need for improvement. A further requirement of the Action Plan is to recommend interventions to help ensure the city develops and maintains a skilled workforce.

Concerns were raised by virtually all those consulted over the work readiness of Plymouth's young people leaving the various stages of education, with specific issues highlighted such as the need for a positive attitude, team work skills, problem-solving abilities, hard work ethic, and customer and communication skills. Stakeholders emphasised the need to manage young peoples' expectations and to help them realise taking a low level job can be a 'stepping stone' onto a higher role.

Various schemes already exist within Plymouth which can be further expanded and promoted to help address this issue, including:

- UTC (University Technical College)
- Work based learning provision and Apprenticeship Frameworks
- Plymouth Advice Centre for Employment
- Sector Based Work Academies
- The 1000 Club (providing brokerage)
- The range of graduate schemes offered through the Universities

These should be underpinned by short, medium and long term horizon scanning to make jobs/careers opportunities explicit to our people and training/education providers. This will be supported by work to identify, describe and map Plymouth's development pipeline, to help inform understanding of future demand for, and the type of skills requirements in the next 10 years.

In addition, in order to help create the step-change that is required in the city, the feasibility of establishing an Apprenticeship Academy needs to be explored. This could provide a vocational education route for people that engenders professional skills and knowledge in areas of employment that are in demand (matched to local need) and underpinned by an employer-led curriculum. This Academy would support the development of skilled, professional and enterprising people who can make a significant contribution to Plymouth's economy; whilst offering a route for businesses to harness new talent. The feasibility study should review and identify solutions to some of the known barriers to apprenticeships such as the cost of transport; with targets to help fill the hundreds of apprenticeship vacancies that already exist across the City.

Those defined as 'workless' are not a homogeneous group and there needs to be more analysis into the issues for those currently outside of the labour market in order to develop an appropriate response. Three activities are recommended as priorities for supporting the journey to work;

- Developing a bespoke Plymouth solution for the young unemployed;

- Identifying mechanisms that can provide more flexible funding support for people aged 25+ who are distanced from the labour market; and
- Progressing core skills attainment and flexibility to adapt to new jobs for all age groups.

Further to this it was highlighted that Plymouth's training and learning provision needs to put the emphasis on producing "*rounded learners*." It is widely recognised that our people will need to have more resilience for life and work, be better able to work cross-discipline and through ambiguity and uncertainty in a rapidly changing world of work: i.e. 21st century skills. While the focus on STEM and related skills is of great importance, producing rounded learners with a good grounding in Humanities and Arts, will also be very significant in terms of their ability to meet the challenges of the labour market in the future.

### **Young unemployed (16-24 years)**

A bespoke Plymouth solution is required for addressing the city's young unemployed. The reasons why young people become unemployed are complex. Local intelligence suggests that they can include any number of the following: a lack of engagement with statutory provision; very poor basic skills; poor family support; mental health; offending and/or substance misuse; and, they can also be lone parents. The fact that they did not engage in schools/colleges means that many see Further Education/Higher Education apprenticeships as unattractive and they may be better served by a more bespoke community engagement approach.

This will require a holistic approach that effectively links with activities under other LES Flagship areas, such as People, Communities and Institutions and the Digital Economy. The approach needs to support them on the journey into work, mapping into clear career paths, supported through the City Deal Youth Gateway and Wage Progression Project.

Of particular note, analysis of the 16-18 year NEET data identifies that within the overall cohort there are particular vulnerable groups facing barriers to participation.

- 19% of NEETs are Young Parents,
- 8% have Learning Difficulties or Disabilities
- 7% in the care of the LA

There is a need to initiate some creative approaches to the engagement and delivery of innovative learning programmes for these young people, who are not supported by the current learning infrastructure. This may include:

- Small scale targeted activities;
- Provision delivered outside of traditional hours;
- Community based provision at locations that teenage parents / carers can easily access;
- Learning programmes built around caring responsibilities or lifestyles of young people.

### **Young people with SEN and LDD**

In view of the additional barriers that young people with SEN or LDD face in securing employment, there is a need to look at new ways to raise aspirations regarding the presumption of employment in adulthood. Excellent practice in partnership, such as Project

Search at Derriford, need to be expanded to support schools and colleges to equip young people with SEN or LDD with employment skills. New opportunities need to be developed with employers to offer a wider choice of work placements. The City-wide SEN/LDD review will provide better information regarding these young people's needs and help shape the support required to move more into employment.

### **25+ People: Opportunities for all**

As well as the emphasis on young people, the review of evidence identified that a hollowing out of the labour market in the coming years may disproportionately affect more mature people. Current funding is targeted predominantly on the under 25s. This issue also impacts on the 'Skills Drift' that is occurring with people effectively going backwards whilst out of work, irrespective of the skills they had previously. Consequently different means and mechanisms are needed to address this issue.

Work on identifying mechanisms that can provide more flexible funding for support is required. This should be aligned with the existing *Families with a Future* programme which provides a whole family approach to addressing key family issues, including worklessness, with flexibility in funding for all ages. Furthermore, the (re-)training support to be offered to adults needs to focus on transferability and the core skills required for the 'new' jobs and helping these individuals to be flexible and adaptable in adjusting to different working scenarios.

Following completion of the Skills Audit, the ESB will need to assess the need to enhance the city's education and training offer with regard to vocational skills, which may include an apprenticeship academy, as previously explained.

- **Improve Employability/STEM through launch of Chartermark and Passport; alongside Youth Deal Programme to provide I-I support for employment.**

In terms of raising employability skills among our young people, an Employability Passport Pilot has been introduced into schools around the city to help our young people map and accredit their employability and STEM learning and skills. Plans to transition and extend this passport into FE, HE and the workplace are underway.

Following the highly successful Building Plymouth Summit a number of businesses and educational delegates have elected to support the next stage development of the Passport and will participate in a workshop in December 2014 to formalise an action plan. The 1000 Club will play an integral role to broker relationships between the Schools participating and the Construction businesses as well as other 1000 Club members. The results of work undertaken by this group in developing the Passport will be reported at the next Building Plymouth Summit in March 2015. An Employability Chartermark may also be introduced.

### **IMPROVE CORE AND STEM SKILLS: to put skills on everyone's agenda.**

- **Major Civic push on Core and STEM Skills including a promotional campaign using innovative technology and advertising.**

There is already good work and efforts across the city to develop core skills; however, those consulted agree that there is a need for a major civic push to support and develop the talent and culture which makes Plymouth competitive. With this in mind, stakeholders agree that there is a need for an innovative promotional campaign to raise the profile of work and the importance of core skills in employment.

The skills are there to share. It is agreed that developing our core skills related to our local economy can make us more resilient, tenacious, aspiring, caring and successful in our choices and this, in turn, can impact on self-esteem, identity, deprivation, poverty, talent retention and growth. By supporting Core Skills attainment across communities, it is hoped that a Civic push on Core and STEM Skills, backed by a major promotional campaign using innovative technology and advertising, will reaffirm educational and employer messages, provide better access to reinforcing these messages and build on the aspirations of the Plymouth Plan.

Plymouth City Council, the Chamber of Commerce and BT Openreach are working together to make sure that Plymouth businesses and residents take full advantage of superfast broadband technology, wherever possible, and a promotional campaign to support civic support will capitalise on this opportunity.

This activity is part of a larger package of work to make sure Plymouth remains at the forefront of digital connectivity. Other work in the pipeline includes closer co-ordination between developers, planners and broadband infrastructure providers to ensure that areas are superfast broadband enabled as part of the development process. There are also plans to work with city leaders, partners and business users as well as the over 50s.

Plymouth is now well above the UK average for superfast broadband speeds and coverage, with 93 per cent of city premises now covered by superfast - 30 Mbps (megabits per second) and above. As a result, Plymouth is already well connected but work continues to make it better and to stay competitive.

### **Core and STEM Skills**

There are three main areas of activity proposed under this strand:

- Numeracy and Literacy, including reading;
- ICT/Digital;
- STEM (Science, Technology, Engineering and maths).

Furthermore, Green Skills will need to be considered by all businesses for a Low Carbon future.

### **Numeracy and Literacy**

Plymouth's Fairness Commission's Position Statement highlights among its key areas of concern:

- "Education was an important issue of unfairness ... particularly the allocation system and the differing quality of education provision between areas;
- "The attainment gap between children eligible for free school meals and their peers."

There is currently a degree of uncertainty over the government's educational reforms given recent policy changes. However, it is to be expected that there will be more focus on core subjects and that assessment methods and other changes to GCSEs and A-levels will make them tougher qualifications to attain. Consequently it is proposed that these reforms are closely monitored to assess their potential impact on the development of numeracy and literacy skills. It is likely that strategies to address the issue will need to cover mainstream educational provision and vocational routes such as apprenticeships and community based learning for those further from the labour market.

Whilst these changes play out, any new or expanded interventions could focus on primary schools, utilising, where appropriate, Plymouth's Primary Schools' Healthy Child Quality Mark (HCQM) and Primary Schools' Work on Financial Capability and the World of Work. This model of quality assurance enables work with schools to promote high quality teaching and learning about areas such as money, economic literacy and the world of work.

Despite the recommended focus on primary provision, a focus on GCSE targets should be retained through the Plan and to build on the trend in improvement in Plymouth's GCSE results. Higher aspirations for all children and young people are being realised. As Plymouth becomes a major learning destination in the region, it will be important to retain a focus on core subjects (i.e. English and Maths), to support progression onto an apprenticeship, high quality employment and/or HE/FE attendance.

The ability to read accurately, for meaning, instruction and for pleasure is also at the heart of the ambition for all learners to be successful and to become productive members of society. Plymouth will need to coordinate the available resources to channel expertise and volunteering zeal to promote, deepen and engage all learners to become better and more discerning readers.

### **ICT/Digital**

The PES aligns with the Plan for the Digital Economy, being developed by the Digital Plymouth Group, and should distinguish between the ICT requirements associated with technology professions and those required by businesses and society more generally. Businesses increasingly need ICT and digitally competent staff to make best use of the opportunities afforded by the digital economy. Given the Government's 'digital by default agenda' which will see the majority of Government services delivered online in the future, there is a pressing need for people to have the required skills to access them. Digital Plymouth is taking a multi-faceted approach to these issues, working with people right through to businesses and statutory providers.

The Plan for the Digital Economy includes goals for 'tomorrow's digital innovators', including the need for activities such as code clubs and the need for interventions which retain Digital skills in the city. Funding has been secured for a Digital Inclusion Project (with an additional bid submitted for BIG Lottery money to extend this agenda); and, several organisations (e.g. the Council, the NHS and Jobcentre Plus) are currently piloting training with their own lower skilled workers on basic ICT.

## **STEM**

This Plan will also align with the work of the STEMPlymouth group which now has an established and settled membership and is well advanced in determining its strategy and action plan. STEMPlymouth will “champion the provision and uptake of STEM-related education and skills across all educational settings in Plymouth to help young people and adults fulfil their potential and to meet the needs of local employers dependent on STEM skills”. Among other things it will aim to:

- Support and inform the STEM Strategy for Plymouth;
- Stimulate and encourage an interest in STEM subjects and careers by students and those seeking to enter the labour market;
- Address the negative/poor image of STEM subjects and careers;
- Maintain an awareness of the STEM requirements/demands of local employers;
- Identify funding opportunities in support of STEM activities and initiatives, including City Deal funding for a ‘manufacturers challenge’– which is strongly STEM-related;
- Widen the role of the STEM ambassadors and build capacity to include delivery of employability related activities.

STEM focus is clear for Plymouth and the leadership and remit of the STEMPlymouth group is developing to reflect the city’s widening STEM and employability agenda.

## **Green skills**

Alongside the three core skills needs described above, Low Carbon and Environmental Technologies skills for the “*transition to the green economy*” are also essential for future business growth and survival. All employers will need these skills, either for new roles, through to the up-skilling of existing employees to the potential for new investments. Plymouth already has a reputation for excellence at both Further and Higher education levels in this area and this should be fully developed. The work of the Plymouth Climate Change Commission is integral to this.

## **Review of Plymouth’s 11-18 Skills Training Offer**

These areas of activity should be underpinned by a comprehensive review of Plymouth’s 11-18 skills training offer. There is a disparate and competitive skills provision market in Plymouth that does not necessarily meet the needs of either young people or the labour market.

Further, we can expect provision to become even more complex with changes to skills funding over the coming years. In parallel with the promotion of key skills and subjects, a thorough review of this provision is therefore required to ensure the best use of the resources available.

The review should also examine the full educational journey that is available for all learners in Plymouth, including into FE/HE at Level 4/5 and then on into self-employment and business start-up. In this respect it would be important to highlight any existing exemplars

offering the “full journey” such as Plymouth College of Art’s specialist and progressive creative industries routes into self-employment following education, including into managed workspace.

A task and finish group should oversee this review and make evidence based recommendations for holistic and coordinated provision across the city. This should raise aspirations and meet the needs of the future, taking into account known developments such the 14,000 new homes and other projects that will need to be serviced by construction workers over the coming years.

# Plan for Employment and Skills

## Strategic Aims and Objectives 2015 -2020

What	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	<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, Digital 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, Chartermark and STEM Strategy; alongside Youth Deal Programme to provide I-I support for employment.</p>	<p>Major Civic push on Core and STEM Skills.</p> <p>Major Promotional Campaign using innovative technology and advertising.</p>



## Plan for Employment and Skills

### MATCH SKILLS WITH DEMAND ACTION PLAN 2015

Aim	Objective	Actions 2015
<b>Match skills with demand</b>	<b>Better engage and align education and training in Plymouth to meet future economic need.</b>	
First-class drive to engage business and education partnerships across Plymouth's sectors.	<ul style="list-style-type: none"> <li>• Develop PES Communication Plan to promote to agreed audiences.</li> <li>• Provide opportunities for schools to enhance their offers based on employer messages.</li> <li>• Investigate 1000 Club model expansion and sustainable funding.</li> <li>• Deliver Challenge Fund to strengthen facilitation of education, business activities and learning.</li> <li>• Pilot Employer-led Apprenticeship frameworks using Trailblazer model.</li> <li>• Increase recruitment at Building Plymouth, Marine, Advanced Manufacturing and 'working for yourself' Skills Fairs and Events.</li> </ul>	<ul style="list-style-type: none"> <li>• By Dec 14, appoint a Head of Skills and Employability at Plymouth City Council. (Complete)</li> <li>• By summer 15 the Plymouth Plan will be launched to support our residents capitalising on our fantastic plans for growth.</li> <li>• By Jan 15 launch a PES Communication Plan.</li> <li>• By Dec 15, set up 3 Flagship Summits where employers, educators and communities can work together.</li> <li>• By March 15, investigate 1000 Club model expansion and sustainable funding.</li> <li>• By Jan 15, commission a Challenge Fund Pilot.</li> <li>• From Jan 15, promote and monitor recruitment at Skills Fairs and Events to increase participation.</li> </ul>
Enhance impartial advice, employability matching and mentoring to guarantee career progression support for all young people (10-25).	<ul style="list-style-type: none"> <li>• Strengthen impartial career progression information for young people (10-25), parents, carers, and stakeholders linked into SEND Strategy and prioritising NEETS, Job Seekers, School leavers and Graduates. This service needs to better include Enterprise, Vocational Options and Apprenticeship routes and vacancies.</li> <li>• Develop a business case to create a single skills matching service Hub to include mentoring.</li> <li>• Evaluate coordination and tracking of Traineeship and Apprenticeship Recruitment across city.</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a business case to source funding to create a single skills matching service Hub by Feb 15</li> <li>• Work with existing Career Advisors to support impartial advice linked to Plymouth's growth sectors.</li> <li>• Increase the number of Apprenticeships and Training courses in our growth sectors to meet demand.</li> <li>• By Jan 15, undertake an audit of Skills Training in the City with a view to developing a City Wide Prospectus.</li> </ul>

## Plan for Employment and Skills

### DRIVE ENTERPRISE AND INNOVATION ACTION PLAN 2015

Aim	Objective	Actions 2015
<b>Drive Enterprise and Innovation</b>	<b>Increase Plymouth's scope and performance in entrepreneurship and business start-ups.</b>	
Extend a Business Enterprise Mentors Programme, leading on leadership training and support for new and expanding businesses.	<ul style="list-style-type: none"> <li>• Develop the Growth Hub offer to represent Skills and Employability within its service.</li> <li>• Support Growth Hub to expand on School for Start Ups, Urban Enterprise and Working Links Outset Project creating a well-publicised 'Go to' Hub for budding entrepreneurs and collectives.</li> <li>• Support Growth Hub by extending 1000 Club model to develop further opportunities for B2B training, support and mentoring, including for small and micro businesses and recent start-ups.</li> <li>• Promotion of 'Working for Yourself' initiatives to final year Students, Careers Advisors, the unemployed and those at risk of redundancy.</li> <li>• Widen and link School, College and Community Enterprise activities.</li> <li>• Investigate incentives for school leavers and Graduates who stay in city and start a business.</li> <li>• Source grants for small Business to access excellent practice from outside the Peninsula- including internationally. (UKTI and Chamber)</li> </ul>	<ul style="list-style-type: none"> <li>• Build on free WiFi across City Centre to enable increased participation.</li> <li>• By March 15, Growth Hub will provide accessible, well-publicised advice, mentors and support for business start-up, small business and growing business.</li> <li>• By March 15, evaluate the role of Growth Hub in support of skills and employability agenda</li> <li>• By March 15, evaluate how expansion of the 1000 Club model could benefit and link into the Growth Hub.</li> <li>• By June 15, explore promotion of 'Working for Yourself' initiatives to final year students, careers advisors, the unemployed and those at risk of redundancy</li> <li>• By Dec 15, increase school, college and Community Enterprise activities.</li> <li>• By June 15, investigate incentives for school leavers and graduates who stay in city and start a business.</li> <li>• By Jan 16, support 7 training initiatives that from outside the Peninsula</li> </ul>
Skills Gap Interventions in marine, advanced manufacturing, Digital and construction.	<ul style="list-style-type: none"> <li>• Employer Ownership of Skills Pilot (CIC Bid) adapted ready for a bid to secure European Union Structural and Investment Funding.</li> <li>• Competition to involve City Schools and undergraduates in South Yard Development and Mayflower.</li> </ul>	<ul style="list-style-type: none"> <li>• By Jan 15, prepare a EOS and European Union Structural and Investment bids</li> <li>• From 2015, set up an annual competition to involve City schools, colleges and universities in our South Yard and Mayflower 2020 Developments.</li> </ul>

## Plan for Employment and Skills

### PREPARE FOR WORK AND ADDRESS WORKLESSNESS ACTION PLAN 2015

Aim	Objective	Actions 2015
<b>Prepare for Work and addressing worklessness.</b>	<b>Plymouth's people are work- ready, confident and can achieve economic success.</b>	
Streamline and coordinate high quality training and education courses to ensure there is a fair city-wide offer.	<ul style="list-style-type: none"> <li>• Undertake a city-wide review of the city's 11-18 skills training offer.</li> <li>• Comprehensive partnership with JCP and education providers to monitor scope, quality and commissioning of Work Preparation courses that include employability with ICT.</li> <li>• Support an increase in the number of Sector Based Work Academies by linking volume vacancies into a local commissioning pipeline.</li> <li>• Raise profile of skills agenda through existing welfare groups and stakeholders.</li> </ul>	<ul style="list-style-type: none"> <li>• Finalisation of Report and Action Plan for the Skills Audit by Jan 15.</li> <li>• Review PES actions and milestones from Skills Audit Action Plan by Feb 15.</li> <li>• By July 15, assess the feasibility of a new vocational Apprenticeship Academy and tracking unfilled Apprenticeship vacancies</li> <li>• By July 15, provide a report and recommendations on Work Preparation courses including Sector Based Work Academies.</li> <li>• By March 16 the DWP Work Coach Pilot will have delivered support to 100 16-17 year olds from Plymouth.</li> <li>• By Sep 15, ensure that the skills agenda and its opportunities are accessible to all.</li> </ul>
Improve Employability/STEM skills through launch of Passport, Chartermark and STEM Strategy; alongside Youth Deal Programme to provide 1-1 support for employment.	<ul style="list-style-type: none"> <li>• Agree Chartermark.</li> <li>• Complete Employability Passport Pilot in schools.</li> <li>• Extend and transition into further schools, Colleges and Universities.</li> <li>• Provide a 1-1 Mentor Matching Service of caseworkers through City Deal to support 375 young people into work</li> <li>• Extend the Wage Progression Project through City Deal for those securing their first job</li> <li>• Provide further opportunities for mentor schemes to meet, share excellence and receive bespoke training.</li> </ul>	<ul style="list-style-type: none"> <li>• Launch Employer-endorsed Plymouth Employability Chartermark by June 15.</li> <li>• By March 15, extend Employability Passport Pilot at Building Plymouth Summit.</li> <li>• By Sep 15, extend Employability Passport into 2 Further and Higher Education Pilots.</li> <li>• By Jan 15, launch a 1-1 Mentor Matching Service targeting 375 unemployed 18-24 year olds from Plymouth.</li> <li>• By Feb 15, launch the Wage Progression Project to support long term unemployed young people who have secured work following the Work Programme.</li> <li>• By Sep 15, set up a Mentor Sharing Group in Plymouth.</li> </ul>

## Plan for Employment and Skills

### IMPROVE CORE EMPLOYABILITY SKILLS ACTION PLAN 2015

Aim	Objective	Actions 2015
<b>Improve Core Skills</b>	<b>Put the value and importance of skills on everyone's agenda.</b>	
Major Civic push on Core and STEM Skills.	<ul style="list-style-type: none"> <li>• Create a Core Skills Task Force.</li> <li>• Appoint a Skills figurehead and Champion</li> <li>• Using the Cities of Service Model, direct impact volunteering into 'Writer Coaches' and sustainability projects supported by specialist providers.</li> <li>• Expand the capacity of STEM and employability ambassadors through recruitment and training.</li> <li>• Develop Core Skills Champions from Business, Public Sector and Military to support in educational and community settings.</li> <li>• Engage communities in commissioning Core Skills training and enrichment.</li> <li>• Support core skills initiatives within community and voluntary settings</li> <li>• Assess city reading plan for children and parents</li> <li>• Evaluate range of code clubs.</li> </ul>	<ul style="list-style-type: none"> <li>• By May 15, set up a Core Skills Task Force.</li> <li>• By Aug 15, agree a Core Skills Action Plan for Plymouth, which includes;               <ol style="list-style-type: none"> <li>1. Linking with a 'Cities of Service' Model.</li> <li>2. Engaging communities in the support of commissioning Core Skills Support in their neighbourhoods.</li> <li>3. Identification of Core Skills Champions.</li> <li>4. Link into Promotional and Digital Teams for major promotional campaign.</li> </ol> </li> <li>• By Jan 16, expand the capacity of STEM activity through employability ambassadors and the STEM Strategy.</li> <li>• By Feb 15, City College Plymouth to open new STEM Centre.</li> </ul>
Major Promotional Campaign using innovative technology and advertising	<ul style="list-style-type: none"> <li>• A civic push to raise aspiration for Maths, English, Digital, STEM, Employability and green skills across the city centre using technology and advertising to show how relevant it is to careers.</li> <li>• Highlight importance of GCSE A*-C and Functional Skills Level 2 success in Maths, English and Digital to careers.</li> </ul>	<ul style="list-style-type: none"> <li>• By May 15, set up a Skills Campaign.</li> <li>• By Aug 15, agree an Action Plan with the Digital and Promotional Teams to develop a core skills campaign.</li> <li>• By Sep 15, launch a pilot Promotional Campaign around Core Skills</li> <li>• By Feb 16, launch a major city-wide Promotional Campaign on Core Skills.</li> </ul>

## Appendix I: Key Facts and Figures Dec13

<b>ECONOMY</b>	<ul style="list-style-type: none"> <li>• Plymouth's economy grew broadly in line with the national average between 2002 and 2012 (GVA growth of 15% compared with 16% across the UK), however, growth lagged behind some of the other HotSW areas.</li> <li>• Productivity and workplace wages in the area are well below the UK averages.</li> <li>• Whilst economic activity within the Plymouth ESB area has recovered from the lows of the recession, output and labour demand have not yet returned to pre-recession highs.</li> <li>• Business stocks have fallen for each of the last three years.</li> </ul>
<b>WORKFORCE</b>	<ul style="list-style-type: none"> <li>• Employment levels have not changed dramatically over the last decade with 2012 levels marginally higher than in 2002.</li> <li>• The area's industrial profile reflects that of the UK as whole but with specialisms, particularly Marine Manufacturing.</li> <li>• Local shares of employment in high-productivity, and Knowledge-Intensive Sectors (KIS) are similar to national averages - medium-high technology manufacturing is emerging as a strength.</li> </ul>
<b>EMPLOYMENT</b>	<ul style="list-style-type: none"> <li>• At 70%, the employment rate for the Plymouth TTWA area is marginally below the national average of 71% but this figure hides considerable variation across the area.</li> <li>• Underemployment, part-time and temporary working is high by national standards (second highest of England's NUTS3 regions).</li> </ul>
<b>UNEMPLOYMENT &amp; ECONOMIC</b>	<ul style="list-style-type: none"> <li>• The Plymouth TTWA has a lower economic inactivity rate than the national average and it has a lower percentage of residents claiming unemployment-related benefits (2.9% compared with 3.7% for England in April 2013) but</li> </ul>

<b>INACTIVITY</b>	<p>there is considerable ‘hidden’ unemployment.</p> <ul style="list-style-type: none"> <li>• There are pockets of high unemployment, particularly in the western arc of the city; and also particular issues with both youth and long term unemployment. The claimant rate for 18-24 year olds (6.1%) was the highest of all age groups in January 2013.</li> <li>• The proportion of young people who are classified as being NEET is 2.3 percentage points higher in Plymouth than the South West average.</li> <li>• There are currently (as Dec 2013) 1,285 18-24 year olds claiming Job Seekers Allowance.</li> <li>• Young people with special educational needs (SEN) or a learning disability or difficulty (LDD) account for a high number of those facing unemployment. Current data reports that 16.8% of post-16 learners with a LDD are classified as NEET and a further 5.5% are recorded as status not known.</li> </ul>
<b>SKILLS – YOUNG PEOPLE</b>	<ul style="list-style-type: none"> <li>• Young people are remaining in education for longer and entering the workforce later, achieving greater numbers of qualifications at higher levels than has previously been the case.</li> <li>• Despite substantial improvements in attainment in recent years, more than 40% of young people in Plymouth still leave school without five good GCSE passes including maths and English and almost 1/5<sup>th</sup> of 19 year olds emerge from education and training without a L2 qualification.</li> <li>• Despite rising apprenticeship numbers, the share of young people entering work-based learning is falling.</li> <li>• Young people often lack business ready or employability skills – consequently employers are not always recruiting direct from education.</li> </ul>
<b>SKILLS – WORKFORCE</b>	<ul style="list-style-type: none"> <li>• 34% of the Plymouth population hold graduate-level qualifications (or above), which is the same as the national average and represents a considerable improvement on the 2004 figures.</li> </ul>

	<ul style="list-style-type: none"> <li>• The percentage of the population with no or low level qualifications (below Level 2) has also fallen from 32% in 2004 to 22% in 2012.</li> <li>• Skills shortages are rare, affecting 3% of employers with a vacancy in Plymouth in 2011.</li> <li>• Around 7% of all employees are reported to have a 'skills gap' (particularly in Admin &amp; Secretarial, Elementary – job-specific and 'softer' skills).</li> <li>• High-level skills not always productively employed.</li> <li>• There is L4+ leakage to other labour markets given 'High-mobility.</li> <li>• There are 're-balancing issues' - public sector jobs and transferability.</li> </ul>
<p><b>FUTURE JOBS GROWTH</b></p>	<ul style="list-style-type: none"> <li>• Future job growth is projected to come primarily from retail; construction; transportation and storage; professional services; and, food &amp; beverage services.</li> <li>• Forecasts suggest that Plymouth's labour market will continue to undergo structural change and will see a 'hollowing-out' with more low-level and high-level occupations available and middle-level occupations (Administrative, Skilled trades) becoming increasingly scarce. The greatest gains in numbers of people employed will be in managers, directors and senior officials; sales and customer services; and elementary occupations .</li> <li>• The expectation is that the economy will continue to become increasingly knowledge-intensive, requiring more people with higher level skills. However, there will be a continuing demand for elementary and service sector jobs.</li> <li>• There is an ageing population which raises issues of expansion/replacement demand.</li> </ul>

Appendix II: Economy wide performance indicators, Plymouth City Council 2015

KPI		Last year		This year		Commentary
<b>JSA Claimant count</b>	% residents (aged 16-64)	2.7% (4,622)	Nov-13	2% (3,418)	Nov-14	Current rate below UK (2.1%)
<b>Long-term claimants</b>	1 year+, % claimants	27.7% (1,275)	Nov-13	23.1% (790)	Nov-14	Current % below UK (29.8%)
<b>Youth claimants</b>	aged 18-24, % claimants	31.2% (1,440)	Nov-13	28.1% (960)	Nov-14	Current % above UK (23.1%)
<b>Employee numbers</b>	Total (thousands)	104.8K	2013	106.3K	2014	0.2% below national average
<b>Economic Activity</b>	% in employment, aged 16-64	21.50%	2013	21.40%	2013	Current rate below UK (22.7%)
<b>Average Pay</b>	Median weekly vs. SW average	93.70%	2013	95.10%	2014	Target 100%
<b>GVA</b>	% annual growth rate	3.1% (UK 2.4%)	2012	4.2% (UK 3.3%)	2013	2 years growth above UK average
<b>GVA per head</b>	vs. UK average	84.4	2012	85.20%	2013	2013 faster growth than UK
<b>Business birth rate</b>	per 10,000 working age	42	2012	42.10%	2013	Above UK rate



### **Appendix III: Bibliography and Key Sources**

- A Draft Skills Plan for Plymouth: the Challenge for Us All* (Plymouth City Council, April 2013)
- Employment & Skills Analysis for the Plymouth Travel to Work Area* (Skills and Learning Intelligence Module, University of Exeter, June 2013)
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- Heart of the South West Local Enterprise Partnership Skills Strategy* (HotSW LEP January, 2013)
- Local Economic Review Strategy: Update* (Plymouth City Council, 2013)
- No Stone Unturned* (Lord Heseltine, October 2012)
- City Deal – Employment, Skills and Employability Initiatives* (list of all employment, skills and employability initiatives across the City Deal area, 2013)
- Plymouth Employability Activities 4 July (NEW) – Appendix B* (2013)
- Plymouth Plan for Jobs*, (Plymouth City Council, 2013)
- Plymouth’s Economic Review* (March 2013)
- Plymouth Growth Board’s Employability Task and Finish Group Progress Report* (July, 2013)
- Plymouth’s Local Economic Strategy Review, 2013* (Plymouth Growth Board, 2013)
- Plymouth’s Local Economic Strategy Review, 2013* (Learning and Talent Development 2013)
- Plymouth and Peninsula City Deal Negotiating Document* (2013)
- Plymouth’s Child Poverty Strategy 2013-2016: Child Poverty Matters* (2013)
- Plymouth’s Plan for Raising the Aspirations, Increasing the Participation and Raising the Achievement Of Children and Young People aged 11- 19+: Detailed Action Plans 1st Sept 2013 - 31st August 2014* (Plymouth City Council and Partners, 2013)
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- Rigour and Responsiveness in Skills* (Department for Education/ Department for Business and Skills, April 2013)
- Survey of PMG Members’ Specific Engagement with and support of the Local Education Sector* (PMG, 2013)
- The City Deal Skills and Labour Market Data Analysis* (2013)
- The LES Review – ESB – Evidence Base* (Plymouth City Council, October 2013)
- Cities Outlook 2015* Centre for Cities
- The Richard Review of Apprenticeships* (Doug Richard, November)

## Glossary

BT	British Telecom
CEIAG	Careers Education Information Advice and Guidance
CIC	Community Interest Company
EOS	Employer Ownership of Skills
ESB	Employment and Skills Board
EUSIF	European Union Structural Investment Fund
FE	Further Education
GCSE	General Certificate of School Education
GVA	Gross Value Added
HCQM	Healthy Child Quality Mark
HEI	Higher Education Institution
HoSE	Head of Employment and Skills
HotSW LEP	Heart of the South West Local Enterprise Partnership
IAG	Information Advice and Guidance
ICT	Information and Communication Technology
inc.	including
IT	Information Technology
JSA	Job Seekers Allowance
KIS	Knowledge Intensive Sector
LA	Local Authority
LDD	Learning Difficulties and Disabilities
LEP	Local Enterprise Partnership
LES	Local Economic Strategy
LSE	Learning, Skills and Employment
Mbps	Megabits per second
MIPC	Marine Industries Production Campus
NEET	Not in education, employment or training
No.	number
NUTS3	Statistical region category
OECD	Organisation for economic cooperation and development
PES	Plan for Employment and Skills
R&D	Research and Development
RIO	A charitable organisation called RIO
SEN	Special educational needs
SEP	Strategic Economic Plan
SME	Small to medium sized enterprise ( or business)
STEM	Science, technology, engineering and maths
SW	South West
TTWA	travel to work area
UK	United Kingdom