Working Plymouth:

The skills landscape in Plymouth, linking people to opportunities



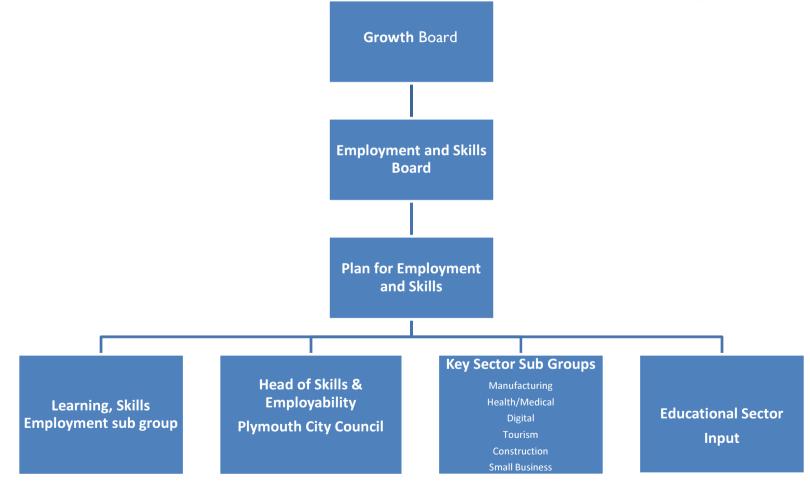
- Skills landscape across the city
- Apprenticeships
- 1000 Club

Edward Coley, Head of skills and Employability
Patrick Knight, Economy and Employment Manager

Background context: structure

Learning and Talent Development Flagship





Plan for Employment and Skills 2015-20

Aims and Objectives



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

Key achievements 2015



Matching Skills with	Drive Enterprise and	Preparing for Work and	Improve Core Skills in
Demand	Innovation	addressing Worklessness	Plymouth
 City wide review of the city's skills training offer "Reach for your future" Prospectus II-18 offer (2nd edition produced October 15)* Plymouth Skills Analysis* Additional LMI tools purchased Apprenticeship analysis New STEM Centre opened in Feb 15 (CCP) Funding for Regional STEM Centre of Excellence Building Plymouth Skills Co-ordinator appointed (Oct 15) ESB membership to reflect key sectors Target developed: increase in apprenticeship starts 	 Extension of Evaluated Growth Hub. Mapping Business Support and identifying priorities for business Launch of Princes Trust centre in Plymouth March 15. Extension of Enterprise Coaching Outset Plymouth and Outset Finance LEP wide Careers and Enterprise Company Enterprise Advisor pilot. Other activities continuing (Young Enterprise etc.) Urban enterprise 	 City Deal activity launched Mentors project supporting 375 u/e 18-24 into work "Work Coach" pilot supporting 100 young people 16-17 preparing for work Wage Incentive Pilot launched Plymouth Manufacturing Challenge launched Apprenticeship Ambassadors Programme developed Employability Passport launched Target developed: reduction in NEET numbers Target developed: reduction in ESA numbers 	 STEM Summit held June 2015 Strategy draft in place for December 15 Building Plymouth Summits undertaken (Jan 16) Digital Summit Skills Show South West STEM Ambassadors from FE, Training Providers and Schools and STEMnet

Tools



Documents

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

Intelligence

- Plymouth Skills Analysis*
- I MI tools

Quality Provider base

- Ofsted Gland 2 (No 3's and 4s)
- "Reach for Your Future"**

Targets

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

And

Improve the quality of Careers
 Education Information Advice and
 Guidance

 $[\]hbox{*http://www.plymouth.gov.uk/lseskillsanalysispres.pdf}$

^{**} http://www.plymouth.gov.uk/reachforyourfuture

The importance of data to us



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

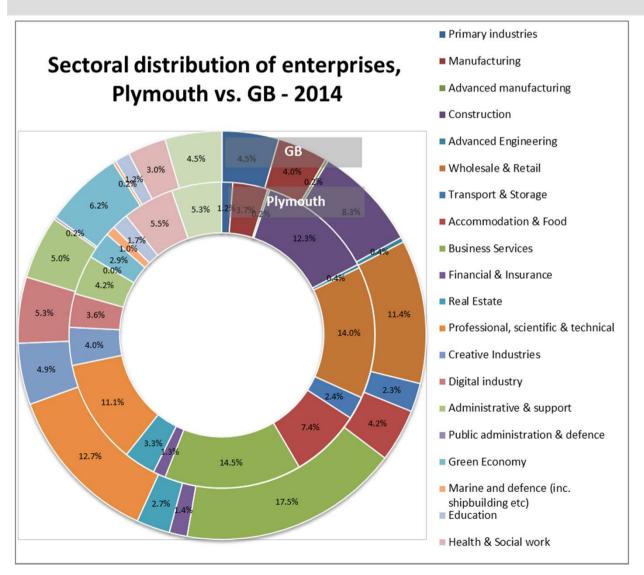
Why this is important as a City: what do we need?



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

Plymouth's Business Base

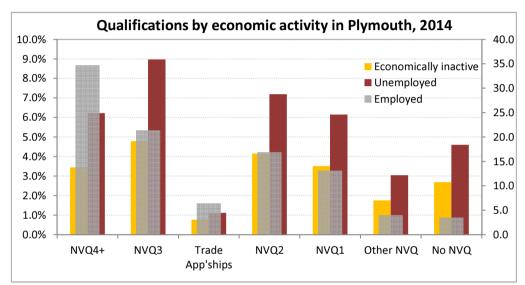




- The chart on the left shows the sectoral make-up of Plymouth's business base; c 5,300 businesses
- An important observation is that Plymouth's high value added service sectors are underrepresented, with the share of enterprises in Business Services, Advanced Manufacturing, Professional, Scientific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

Skills Profile



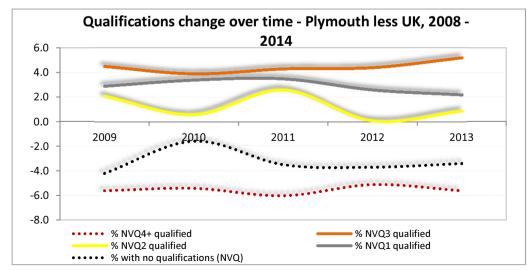


Increasing number of degree+ level qualified and a high proportion are employed.

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

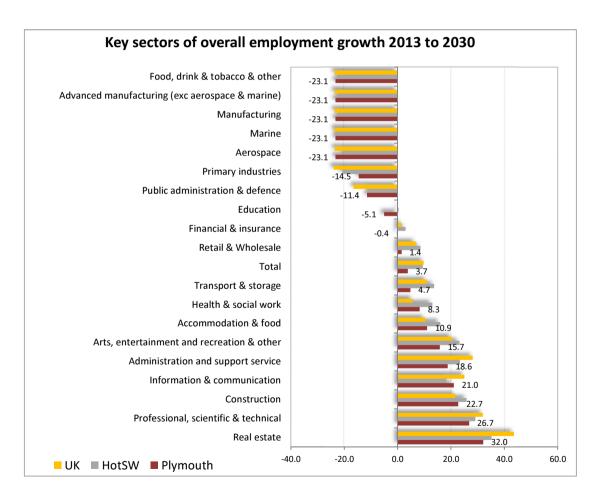
However, a large proportion of the NVQ3 and NVQ2 qualified are unemployed, indicating a lower demand for intermediate skills.

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



Changing Industrial Structure





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

Source: Oxford Economics Forecasting Model, 2014

Apprenticeships





National context of skills and apprenticeships



Apprenticeship Growth and Reform

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

Other considerations

National Minimum Wage revised from October 1st

National Living Wage for over 25s March next year

National Gvt procurement to include apprenticeship requirement

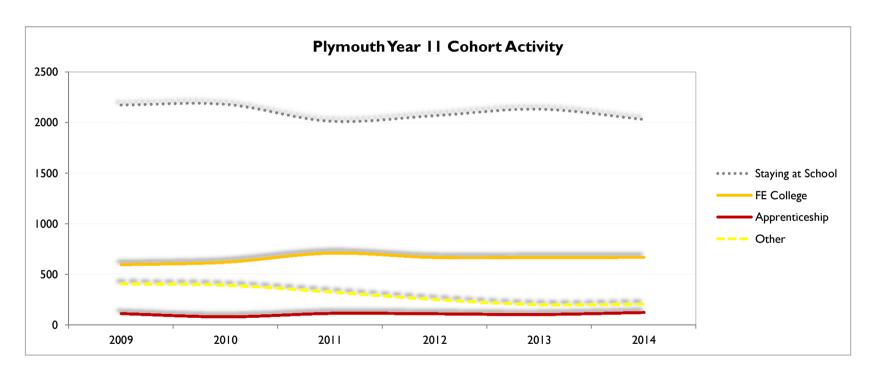
"Softer" intelligence based on declarations

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

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

Plymouth:destination of 16-year olds



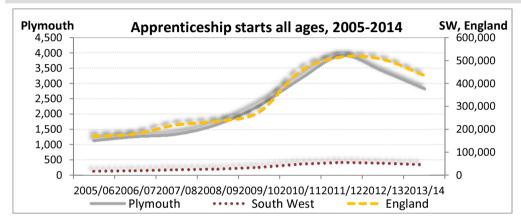


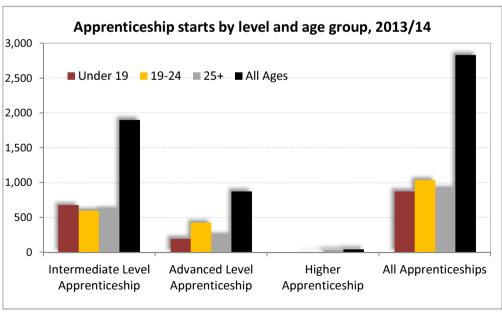
- Approximately two thirds of 16 year olds remain at School
- Between 20% and 25% of 16 year olds transfer to FE Colleges
- Around 4% of 16 year olds start an Apprenticeship

Source: CSW Statistical Reports 2014

Plymouth picture: Apprenticeship Starts



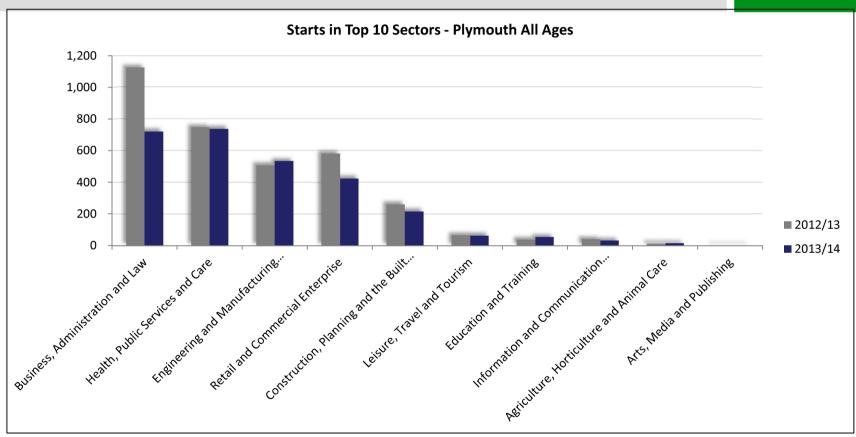




- Apprenticeship enrolments have been dropping significantly after reaching a peak in 2012;
- RPA seen as a contributor to this
- In 2013/14, total 2880 starts:
- In 2013/14, most starts have occurred at the intermediate level amongst those under 19:
- Adult apprenticeship starts are also mainly at the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

Apprenticeship Starts- Plymouth



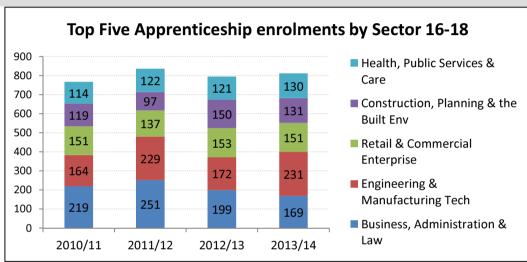


Source: SFA Learner Cube 2014

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

Priority Apprenticeship Sectors



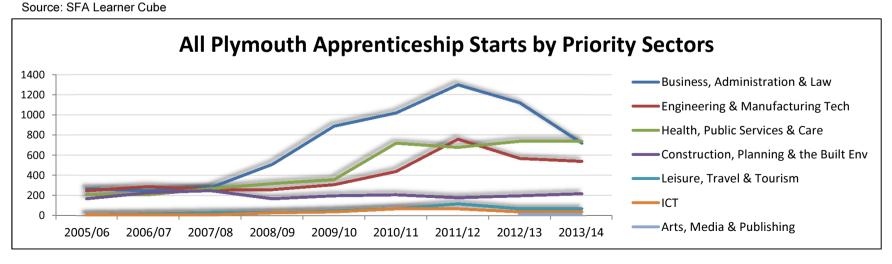


16-18

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

All Starts

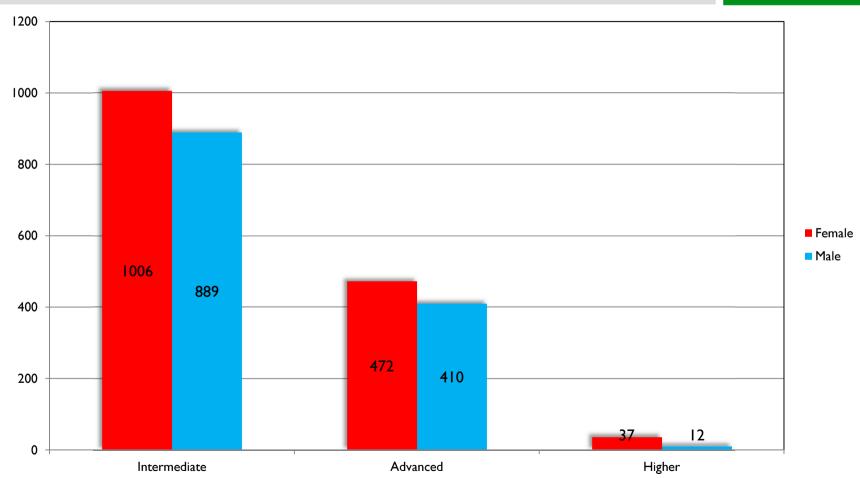
- Strong demand in Business Admin & Law until 2012, now in decline
- Health & Engineering have shown growth over the period, other areas have remained reasonably steady



Source: SFR, DFE

Apprenticeship starts by gender





Providers delivering Apprenticeships in Plymouth by volume 2013/14



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

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

Source: SFA Delivery Cube 2014

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



Assets

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

Opportunities

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

CEIAG activity



Current

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

Proposed new

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





Example

Milestones achieved to date

- Hosted two Building Plymouth Summits partnering with the industry to understand the issues
- Agreement reached to adopt the Construction Industry Training Board, Client Based Approach through Planning and Procurement to deliver a skills and employment dividend locally
- Launched the Building Plymouth brand
- Remarketing construction careers through advertising and events, "Try out a trade" days leading to jobs and apprenticeships
- Working with the HSWLEP to deliver labour market intelligence and to lever funding for the sector
- Engagement with the local Employability Passport pilot scheme championed through the construction sector
- Establishing the Building Plymouth network forum to support the formulation and delivery of the local strategy for the sector

From now until March 2016

- Finalise the Delivery Plan and Marketing & Communications
 Plan
- Setting KPIs for BP and creating a model to monitor/ report
- Submit PCC's Client-based application to the National Skills
 Academy for Construction for CITB's Client Based Approach
- Engagement with the Training Providers group meeting scheduled 10th December
- Host Summit 3 (January 2016) officially unveil the Delivery Plan and ambitions for BP going forward
- Construction Apprentice of the Year award (Ron Simmonds Trophy)
- Planning for National Apprenticeship Week (March 2016) –
 including a high profile construction focused event badged
 jointly with the Plymouth Manufacturers Group, a Chamber
 of Commerce employer event and the two day Skills Show SW
- Action planning for engagement with local secondary schools
- Organisation of a City wide two day Construction and Built Environment sector specific event (April 2016)
- Building the infrastructure for the management of enquiries and 'customer journey'
- Working with ED colleagues on the Client Based Approach in relation to the local planning applications: identifying demand



Process



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

1000 Club





Patrick Knight

Economy and Employment Manager

Background

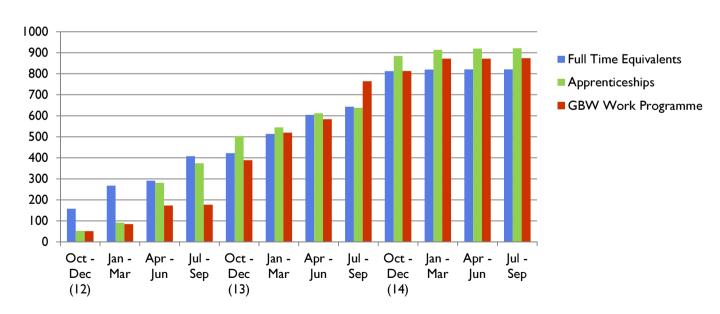


- Established in 2012
- Direct response to youth unemployment
- The Club aims to provide:
 - Independent advice and guidance for businesses
 - A consolidated list of routes to employment
 - Signposting young people to the information, advice and guidance available to them
 - A brokerage service to support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

Success to date



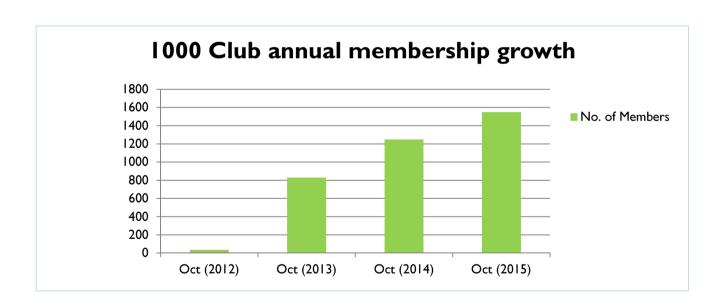
- 821 people supported into jobs
- 924 people supported into apprenticeships
- 874 people supported into work experience placements



Success to date



 I,550 businesses have signed up to be members of the I000 Club – c. 20% of the total number of businesses in the city



Case studies















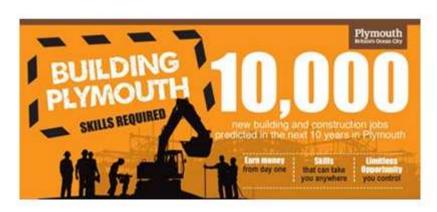
Widening support and activities

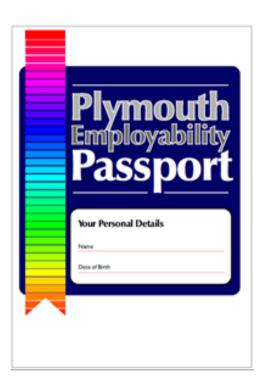


- Support for over 50's
- People with disabilities
- Military Resettlement



- Employability Passport
- Early Years education providers
- Building Plymouth





There's one more...



Devolution

A declaration to Gvt that it can be done better -locally
An ask for devolved powers including skills and employability:
Skills Funding Agency (SFA)
Education Funding Agency (EFA)
DWP-Work Programme
Apprenticeship Grant for Employers (AGE)
Adult Skills Budget ASB

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

Business cases to Gvt based on sound rationale and argument

Questions

