

Humber Local Digital Skills Partnership Update – March 2020 to December 2021

Tracy Pallett – HEY LEP's Humber Local Digital Skills Partnership
Manager / Regional Co-ordinator



DIGITAL SKILLS
PARTNERSHIP

HUMBER

Govt Digital Strategy (2017) to “create a world-leading UK digital economy”

- **Connectivity** - building world-class digital infrastructure for the UK
- **Skills and inclusion** - giving everyone access to the digital skills they need
- **Digital sectors** - making the UK the best place to start and grow a digital business
- **Wider economy** - helping every British business become a digital business
- **Cyberspace** - making the UK the safest place in the world to live and work online
- **Digital government** - maintaining the UK government as a world leader in serving its citizens online
- **Data economy** - unlocking the power of data in the UK economy and improving public confidence in its use

Digital skills and inclusion – giving everyone access to the digital skills they need

1. **Digital capability for all**
2. **Digital skills for a digital economy**
3. **Working together: a more collaborative, coordinated and targeted approach to digital skills**

Digital skills and inclusion – giving everyone access to the digital skills they need

1. **Digital capability for all** – reduce barriers to digital inclusion by increasing:

- **access**: the ability to connect to the internet and go online
- **skills**: the ability to use the internet and online services
- **confidence**: a fear of crime, lack of trust or not knowing where to start online
- **motivation**: understanding why using the internet is relevant and helpful

Digital skills and inclusion – giving everyone access to the digital skills they need

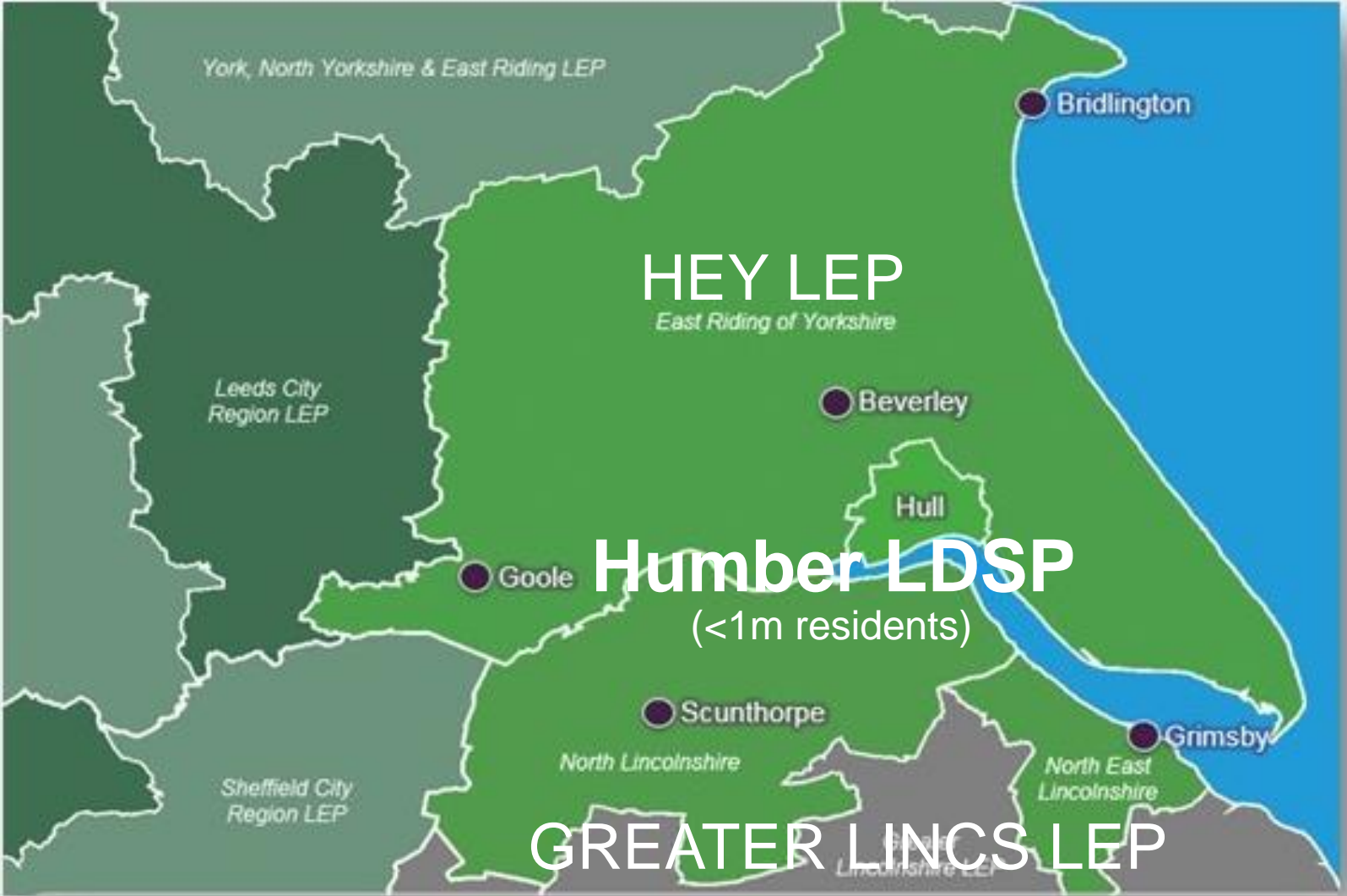
2. Digital skills for a digital economy:

- Digital skills embedded in education
- Lifelong learning
- Digital skills for digital jobs
- Enabling a more diverse digital workforce
- Cyber security skills

Digital skills and inclusion – giving everyone access to the digital skills they need

3. Working together: A more collaborative, coordinated and targeted approach to digital skills:

- Business-led digital skills programmes
- New digital skills commitments
- helping people access digitally-focused jobs at a local level.



2020 investment by UK region (excluding London)

The city of Hull in Yorkshire stands out in 2020 for venture capital investment, ranking 6th in the UK with £81.4. It's previous investment record was £11.2m in 2017 (ranking 14th).

This year's success - with £80m raised by smart city business Connexin alone - is a key example of how high-growth businesses in emerging technology can change the playing field for regional economies.

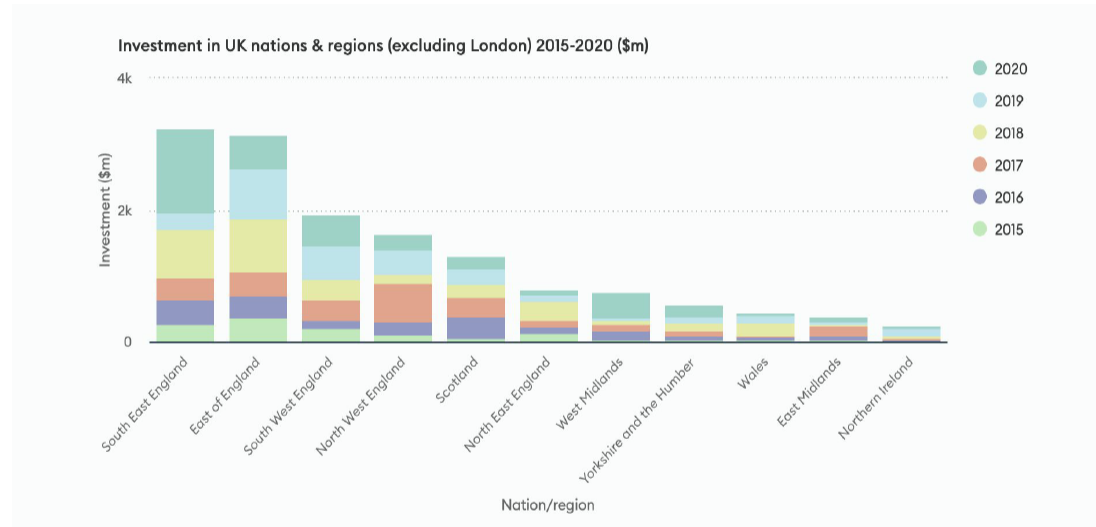
The future UK tech built

Tech Nation Report 2021

Explore the full report at technation.io/report2021



TECH NATION



12 Clusters of Tech

Yorkshire and the Humber



Did you know?
 1/3 OF THE UK'S
 FIBRE TO THE PREMISES
 IS UNDER THE STREETS
OF HULL.



Did you know?
 100% OF HULL'S
 HOMES AND BUSINESSES
 HAVE ACCESS TO ULTRAFAST
 BROADBAND, COMPARED
 WITH 8% OF THE UK.



Did you know?
 SHEFFIELD IS HOME TO
 PLATFORMS HOSTING
AROUND 60%
 OF ALL NATIONAL
 TEACHING RESOURCES.

Digital Assets in the Humber

[C4DI]



Digital and Transport Infrastructure



Digital has been identified as a high-value, pan-Northern strength. NP11 is working to identify specific opportunities for collaboration and delivery.

In 2021, NP11 will a Northern Powerhouse Digital Proposition, setting out the scale of the pan-Northern offer and ask, as well as priorities for further activity in partnership with Government.

This will undertake mapping and gapping of Northern assets, infrastructure plans, and data sharing, along with making recommendations on how to support the digital economy and accelerate the rollout of improved digital connectivity.

Our Ambition

Our ambition is for people, information, goods and businesses to be connected seamlessly within the North, to other parts of the UK, and internationally in order to realise the North's full potential.

Humber LEP Digital Skills Analysis

Final Report
2020



H
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Conclusions and Recommendations

Digital Priorities and Implications

Mapping the digital skills demand evidence against supply has identified key priorities to consider in the future workplan of the Local Digital Skills Partnership:

- + Consider a sector-specific approach in improving digital skills in the workforce, which responds to different employer needs for digital skills. Further investigation through employer engagement will help contribute to this.
- + Attracting young people in sectors facing digital skill gaps with a targeted focus on priority sectors, as well as considering Government support in retraining schemes would help raise the digital capacity of the Humber.
- + Review how business support interventions can help address lack of business confidence in adopting new technologies and improve their knowledge of new technologies to raise productivity. Further investigation through employer survey / consultations will help identify this need.
- + Offering business support to encourage workforce training which incorporates digital skills will help ensure capabilities are transferable across sectors

and improve Humber's competitiveness.

- + Retaining more STEM graduates within the Humber and ensuring that the education and training system aligns with sector and technological developments will help address the STEM mismatch.
- + Mitigating impacts of digital exclusion in less represented areas of the Humber will ensure that all benefit from digital skills. The rollout of the National Retraining Scheme will help achieve this.



Digital Skills Analysis Report 2020 – recommendations:

Mapping digital skills demand evidence against supply identified key priorities to consider in the future work plan of a Local Digital Skills Partnership:

- **Consider a sector-specific approach in improving digital skills** in the workforce, which responds to different employer needs for digital skills. Further investigation through employer survey / consultations will help contribute to this.
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Hull and
East Yorkshire
Local Enterprise
Partnership

Driving growth of the Hull and East Yorkshire economy for the benefit of our communities

Nationwide Local Digital Skills Partnerships

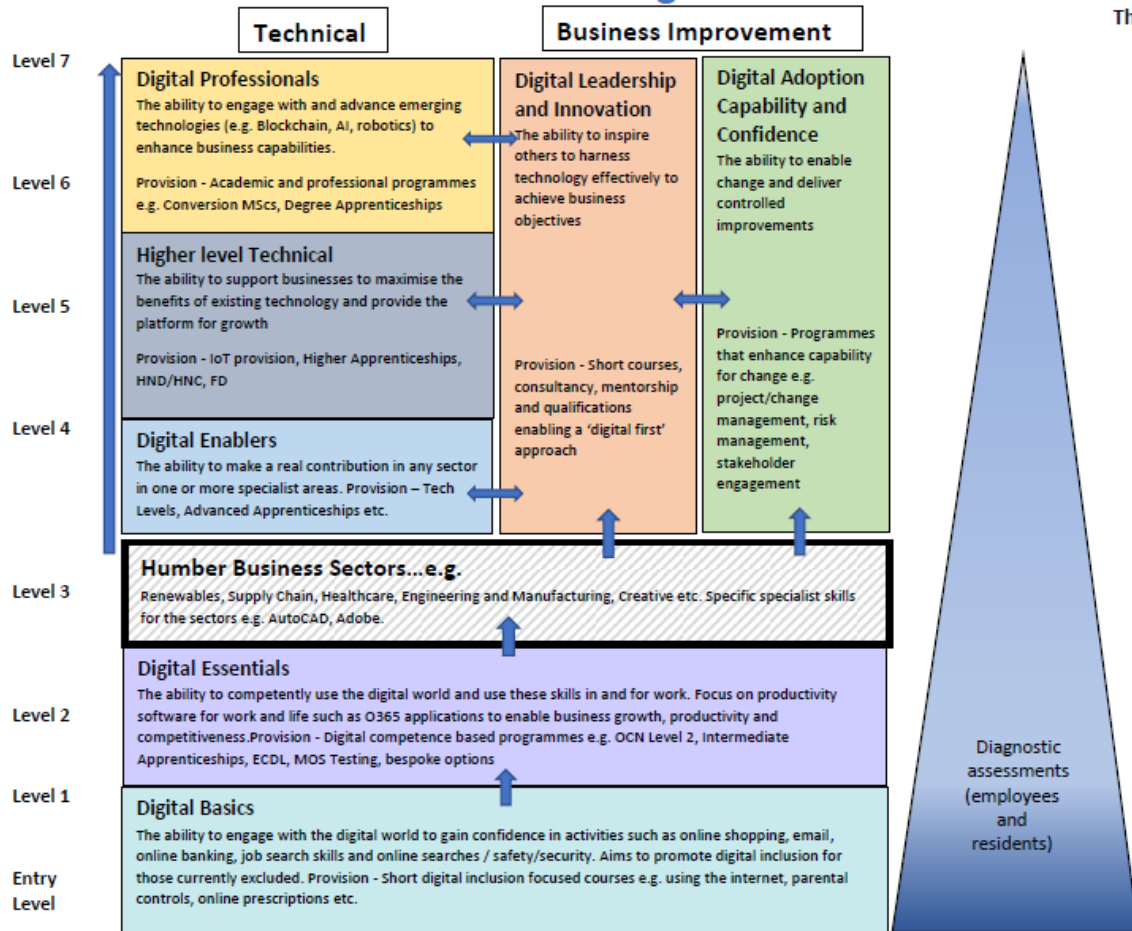
- Lancashire
- West Midlands
- Heart of the South West
- Cornwall and Isles of Scilly
- South East
- Cheshire and Warrington
- West Yorkshire
- Humber

2018



2021

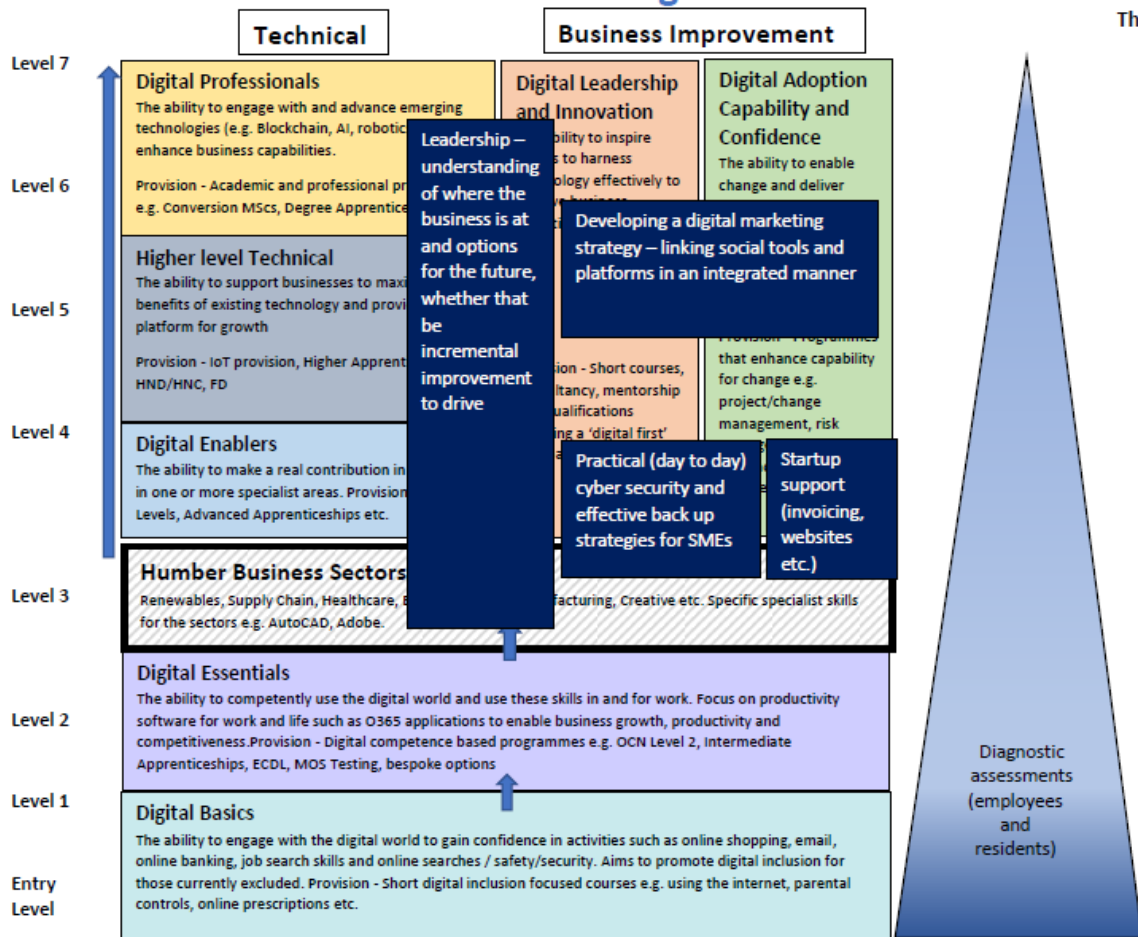
Humber LEP - Digital Skills Manifesto



The Digital Skills Partnership will:

1. Raise the **digital skill level** in the Humber area by raising the level of ambition of employers, employees, residents and training providers to engage with digital skills.
2. Identify and **understand the demand** for workplace digital training that reflects the breadth of employers and training providers in our region.
3. Establish an inclusive **Humber Digital Skills Hub** offering businesses of all sizes support services including:
 - a. Access to diagnostic assessments
 - b. Access to, and mapping of, available training
 - c. Access to consultancy services
 - d. Case studies
 - e. Podcasts/conferences

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Humber LDSP - Digital Skills Manifesto

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 - Access to, and **mapping** of, available training
 - Access to **consultancy services** (Growth Hub)
 - **Case studies**
 - **Conferences / events**



Digital Skills - a HEY LEP priority:

“Maximising the Humber’s world class digital infrastructure, alongside accelerating our digital skills capabilities, are key pillars of the HEY LEP’s economic recovery and growth strategy. The vitally important delivery of this strategy being undertaken by the Humber Local Digital Skills Partnership, in conjunction with so many business, education and technical partners, will ensure successful delivery of the LEP’s commitments to stakeholders across the region and to government.

Having a coordinated and wide-ranging Digital Skills Partnership provides confidence to inward investors and existing businesses that the Humber is serious about developing its digital cluster potential and embedding these skills with everyone in the workforce to maximise job opportunities and fill skills gaps.”

James Newman – HEY LEP Chair



KCOM



EAST RIDING
OF YORKSHIRE COUNCIL



Impact to date (linked to manifesto):

- Digital skills training provision [Heat Map](#)
- [Digital skills maturity and capacity self-assessment diagnostic tool](#)
- Inspirational [digital adoption case studies](#)
- Dedicated [Humber Local Digital Skills Partnership website](#)
- [Humber LDSP recognised as leading local digital strategy](#) resulting in additional members joining the steering group, including: Ron Dearing UTC, East Riding of Yorkshire Council and [Arco](#).
- Involvement of high profile partners to inform strategic development including: C.B.I. and Ada. National College for Digital Skills

Humber Digital Skills Map

Use the navigation button below to move between pages



#GrowMySME

Business Growth Scheme



Welcome to the Digital Capabilities Tool for SME's

Please Sign in

In order to use this service, please sign in or register if it's your first time securely below

SIGN IN

CREATE NEW ACCOUNT

By signing up, you accept our [Privacy Policy](#) (including Use of Cookies and Other Technologies), [Terms & Conditions](#), and [GDPR](#).

FORGOTTEN PASSWORD?



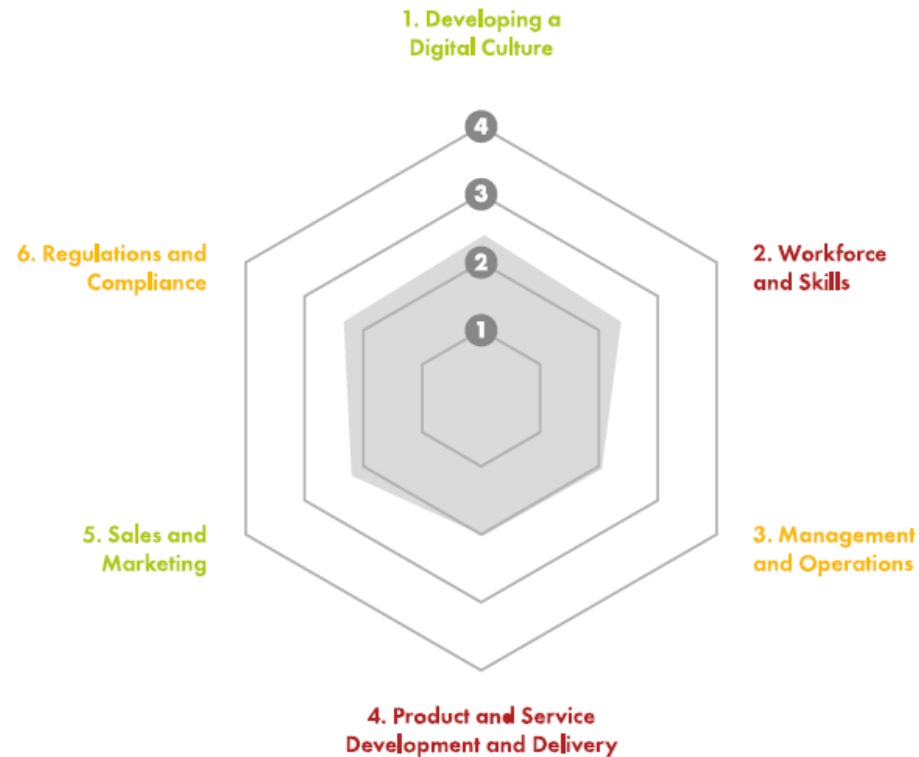
Driving growth of the Hull and East Yorkshire economy for the benefit of our communities

Results Summary Overview

The diagram below shows an initial summary of the current digital maturity of your business across 6 dimensions, where 4 represents a strength and 1 represents a potential development need.

The colour coding of the labels indicate the importance of this area to your business in the future:

- Green = High
- Amber = Medium
- Red = Low



Score colour coding

Throughout this report we have used a simple set of colour coded graphics to help you see at-a-glance how your business is performing in key areas.

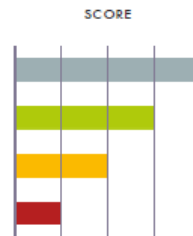
Skills Scoring

Platinum represents Strong Agreement with the statement

Green indicates Agreement with the statement

Amber indicates Disagreement with the statement

Red indicates Strong Disagreement with the statement

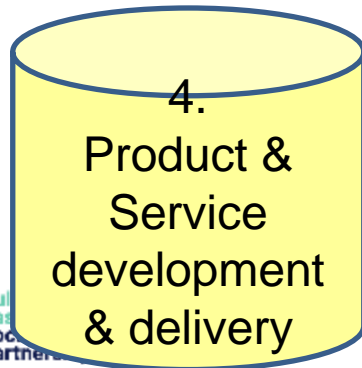


Digital Tools Proficiency Scoring



ving growth of the Hull and East Yorkshire economy for the benefit of our communities

Digital Competency - Core Pillars:



- 312 business supported
- 272 businesses received a minimum grant of £1,000 through a digital adoption project.
- 40 businesses received a minimum intervention of 12 hours support from a dedicated IT business advisor.
- 70 SMEs received support through the digital catalyst programme.
- A total of £920k grants awarded covering enhanced/bespoke software systems, hardware, broadband connectivity, enhanced ecommerce facilities and support to implement tech solutions for COVID e.g. remote working and conferencing.
- An additional £200k given to start-up businesses (less than 1 year old) to help with digital and ICT capacity.
- Created a set of case studies



HEY
Growth
Hub



DIGITAL SKILLS
PARTNERSHIP

HUMBER

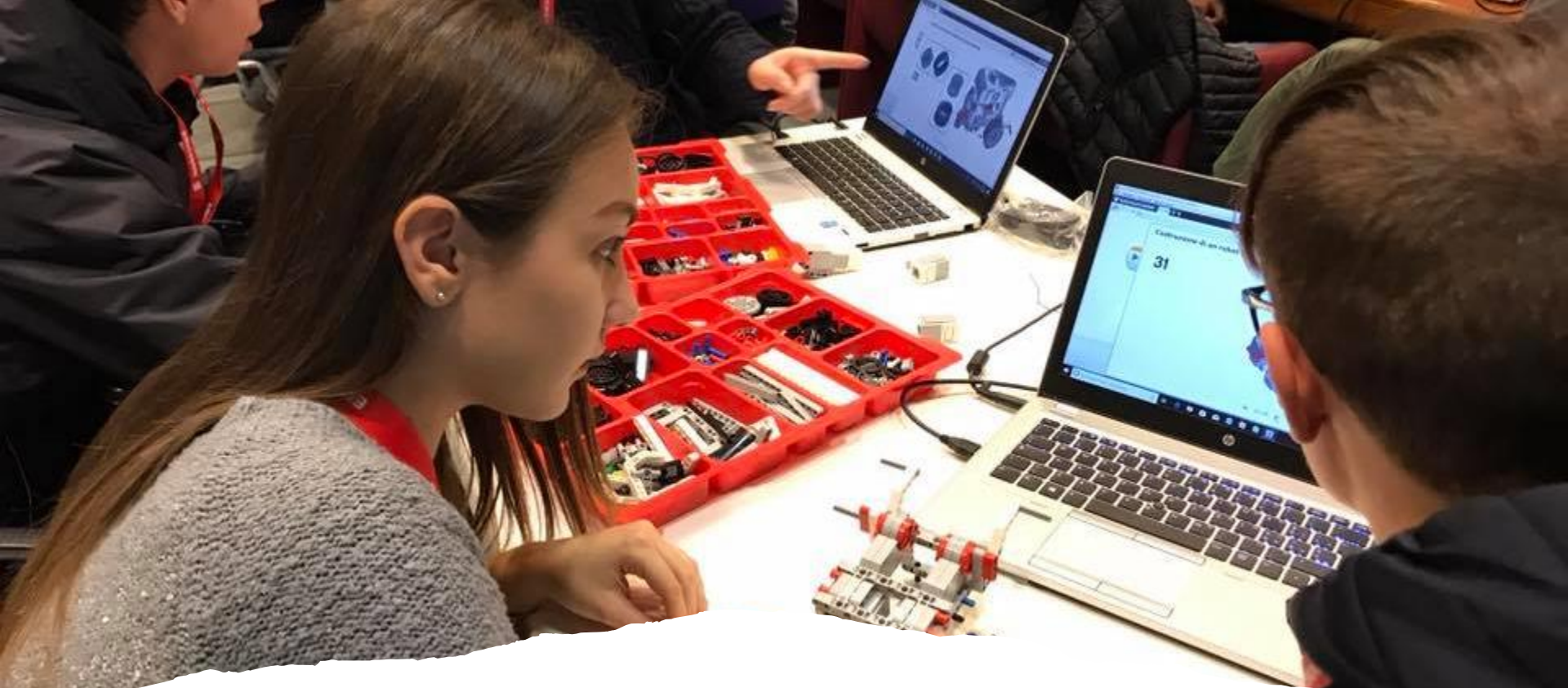




Case Study: Ideal Heating - digital collaboration with Sauce (C4DI).

The value of digital skills - how a 100 year old traditional Hull based heating company created its own range of connected smart controls that are now being used in homes across the country. Read the full case study [here](#).





Humber Digital Skills Careers Events



Driving growth of the Hull and East Yorkshire economy for the benefit of our communities



Tech TALKS

Humber

digital Ideas worth spreading



In 2040
jobs will be
redefined



00:00:03



Grimsby
Institute

00:04:24



Hull & East Yorkshire Local Skills Report

March 2021



Cross-cutting Priorities

Priority	Sub-priorities	Rationale
2: Embedding Digital Skills: Hull & East Yorkshire needs to embed digital skills in all subjects and at all levels	<ul style="list-style-type: none"> A: Providers need to be responsive to the rapidly changing demands and opportunities created by digital technology through appropriate provision B: Digital skills need to be embedded throughout the curriculum at all levels C: Businesses need to adopt digital technology and invest in upskilling employees to maximise efficiency and productivity 	<ul style="list-style-type: none"> Basic and advanced digital skills is required to facilitate adoption of new technologies Digital skills provision needs to respond to these requirements and continually adapt to technological change.
8: Enabling digital infrastructure to ensure participation in remote learning	<ul style="list-style-type: none"> 22% of neighbourhoods in Hull & East Yorkshire are in the 10% most deprived nationally for education, skills, and training. Digital poverty includes access to appropriate hardware and broadband connections particularly those in rural and coastal communities. The Employer Skills Survey identifies demands for basic, advanced and specialist IT skills. 	
13: Enabling services such as Digital Tech, Professional Services, Culture and Leisure require a talent pipeline to fuel growth	<ul style="list-style-type: none"> There has been a 23% increase in the number of Creative and Digital businesses and key skills such as enterprise, technical and creative skills are hard to find The Culture and Leisure sector plays a key role in supporting quality of life but has been hard hit by COVID. Supporting this sector to diversify and innovate to survive will require leadership and management skills. Staff will require training to adapt to strict hygiene and distancing practices. 	

<https://heylep.com/our-priorities/employment-skills/local-skills-report/>

Humber LDSP identified areas of focus:

Automation & Digitalisation

Green & Renewable Energy Tech (Green Skills)

Creative Arts and Tech

Agri-tech

Freeport (Ports & Logistics)

Covid / Recovery

Levelling Up

Digital Poverty (skills and infrastructure)

Community needs

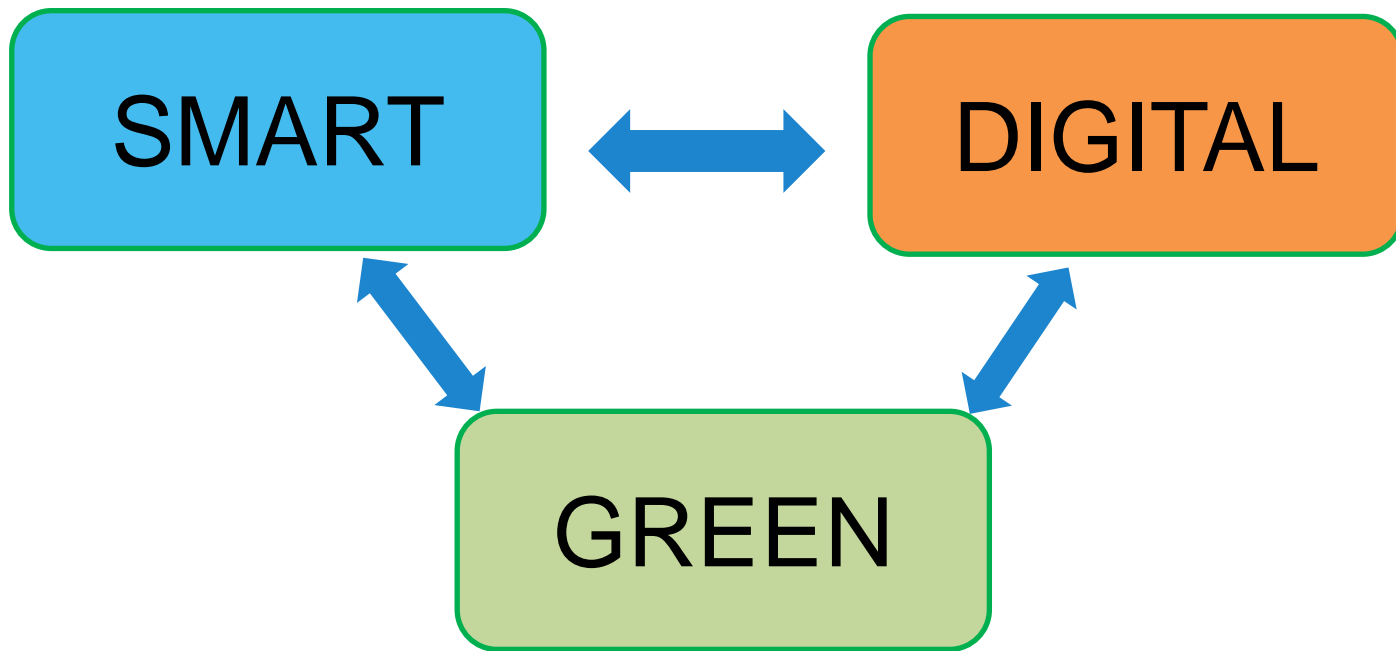
Employer Demand

Learning Provider Demand

Digital Strategy / sectoral research

Digital Careers (partnerships and resources)

Green Skills = Digital Skills



DCMS - MoU

Rationale:

Local Digital Skills Partnerships (Local DSPs) are cross-sector collaborations, initiated by the Local Enterprise Partnership, to tackle local digital skills gaps. They bring key regional stakeholders together to design, develop and deliver innovative digital skills programmes that advance digital inclusion and upskill the current workforce.

Humber LDSP MoU

- Create a regional and coherent digital skills framework
- Attract and engage regional stakeholders
- Design, fund and deliver a local communication and PR strategy
- Promote existing and future digital skills programmes
- Seek match funding opportunities
- Work closely with DCMS to regularly evaluate impact and outcomes
- Contribute to developing and furthering the development and scaling of Local DSPs and relevant Digital Skills and Inclusion policy development
- Ensure diversity and inclusion considerations underpin, and are promoted within, the wider work of the Local DSP
- Provide regular monthly updates and blogs, share relevant activity and human case studies
- Collect and share with DCMS, other LEPs and the Digital Skills Partnership regional anonymised data on local labour markets
- Develop and deliver an action plan for the LDSP
- Attend monthly Regional Coordinator workshops (Humber LDSP Manager)

Humber LDSP Action Plan to date

Supply: consolidation of heat map data and production of an online digital skills training prospectus

Demand: official launch of the [online digital capacity self-assessment tool](#), and wrap around [Growth Hub](#) advisor support, including signposting to skills development training and access to the heat map prospectus and analysis of resulting data.

Horizon scanning: to seek out opportunities and track digital trends and to work in partnership to develop teaching and learning resources for primary and secondary pupils. To release the “[Careers of the Future 2040](#)” ‘long sting’ video.

Humber LDSP agreed action plan (up to end August 2022)

- Create resources for primary school careers education (aimed at pupils and teachers)
- Create case study videos for digital careers
- Increase the digital capability of individuals and organisations (LEP Priority)
- Facilitate the take up of basic digital skills provision (LEP Priority)
- Support businesses to adopt digital technology (LEP Priority)
- Revise [2020 digital skills analysis](#) and include assessment of digital eco systems infrastructure
- Deliver a series of “Tech Talks” - Humber
- Evaluate the potential of developing a HEY digital strategy

Next Steps

- Implement new DCMS requirements
- Implement action plan
- Contribute to local strategic priorities and objectives
- Inc (Local Skills Report, Employment & Skills Board (SAP), HEY LEP Economic Strategy etc.
- Delivery of current commitments
- Continue with review of scope and terms of reference (manifesto)
- Partner requirements (shared aims & objectives)
- Steering Group membership audit
- Official Ministerial launch – early 2022

AMION
CONSULTING

Department for Digital, Culture, Media
and Sport

Evaluation of the Local Digital Skills Partnerships

September 2021

Department for Digital, Culture, Media & Sport: Assessing the UK's Regional Digital Ecosystems



Department for Digital, Culture, Media & Sport: Assessing the UK's Regional Digital Ecosystems: Appendix C – NUTS2 Dashboards

