

Hull and East Yorkshire LEP Board
23rd November 2022
Paper D - Employment & Skills Board Update Report
Jayne Adamson, Chair, Employment & Skills Board

1. Summary

- 1.1. This paper summarises the progress made by the HEY LEP Employment & Skills Board its last meeting held on 12th September 2022.

2. Recommendations

- 2.1. The board notes the progress made by the Employment & Skills Board.

3. Report

3.1. The HEY LEP Skills Network

- 3.1.1. The LEP's recruitment of the Skills Network Chair and Vice Chair has concluded. The ESB is delighted to announce the appointment of David Gent, CEO, Active Humber (and HEY LEP Employment & Skills Board member) as Chair, and Lynette Leith, Vice Principal Curriculum, Hull College as the Vice Chair.
- 3.1.2. The LEP would like to thank all candidates nominated for the roles and expressing their interest in supporting the group.
- 3.1.3. The Network is designed to help facilitate skills conversations and actions, membership includes representatives from the education and training providers, employers, skills representative bodies such as the Construction Industry Training Board and Engineering Construction Industry Training Board, CEC colleagues, schools and career leaders. Membership of this new Network has grown to over 70 member organisations within a six-month period. It is hoped to replicate the success of the previous Humber Skills Network which resulted in direct engagement with a variety of government departments who used the Network to help inform government policy decisions and was recognised nationally for its strengths.
- 3.1.4. The Skills Network held its second meeting on Monday 17th October at the MKM Stadium. In addition to the LEP Skills Team updates, delegates heard from the Hull & Humber Chamber of Commerce on the development of the Hull and East Yorkshire Local Skills Improvement Plan and participated in a round table discussion contributing to the development of the plan. Delegates also heard from the Humber Industrial Cluster Plan team on their progress. The next meeting of the Network is scheduled for Tuesday 7th February 2023.

3.2. The HEY LEP Career Aspirations Group

- 3.2.1. The Career Aspirations Group met on the 19th October. The group is planning a CPD event for employability professionals which will take place on 8th February 2023 at the Guildhall in Hull, the subject of which will be “professional services” and will cover legal and financial careers. Video soundbites will be produced and will be publicly available to help promote the sector and employment opportunities.

3.3. The HEY LEP Apprenticeship & Technical Education Group

- 3.3.1. The Apprenticeship & Technical Education group met on 13th October. The group received updates on local apprenticeship data via the DfE Datacube analysis and is helping to inform the commissioned ‘deep dive’ apprenticeship research, funded by the DfE.

3.4. The HEY LEP Talent Forum

- 3.4.1. Arrangements for the inaugural meeting of the HEY LEP Talent Forum have been made. The meeting is scheduled for Wednesday 30th November. The group will be chaired by Nikki Davies, HEY LEP Employment & Skills Board member and will include a membership drawn from cross sector HR and Talent leaders from industry. This group will replicate the former Humber LEP Talent Forum that provided real time information to the LEP’s Skills Team in terms of skills gaps, vacancies and opportunities to develop a stronger talent pipeline.

3.5. The Humber Local Digital Skills Partnership

- 3.5.1. Funding from DCMS to secure a further year of activity for the Humber Local Digital Skills Partnership for 2022-23, including staff costs to enable the role of Humber LDSP Manager / Regional Coordinator, was finalised at the end of October 2022. Government funding is dependent on the delivery of a set of Key Performance Indicators (KPIs) attached to an action plan for 2022-23, which is contained within a Memorandum of Understanding. Contracted activity includes the development of a regional Digital Strategy for the HEY LEP area which will be completed by April 2023, and will be aligned with DCMS’s “Regional Digital Ecosystems” report and the government’s updated Digital Strategy (2021-24).
- 3.5.2. Other objectives include the commissioning of an updated Humber Digital Skills Analysis report and a commitment to undertake a regional employer survey, which will include intelligence gathering from the business community on local digital skills needs.
- 3.5.3. Work continues with the Humber LDSP’s three thematics:

Careers – work to complete a set of digital and tech themed careers videos is ongoing with some content already available on the HEY LEP’s

YouTube Channel, via the Humber Local Digital Skills Partnership's dedicated playlist.

- Several videos were created at a recent WiME (Women Into Manufacturing) event and will be used to inspire young people - especially females - into digital, technical and engineering careers. A further video, created by local media marketing company Squideo, is now available to view online and will be used to help encourage young people into digital marketing careers.
- Additional media content is still under development but once completed, will form part of the Humber LDSP's "Tech Talks" library which will be a series of short talks by tech industry professionals. Squideo also created a promotional video inviting digital and tech companies to participate in the Tech Talks project.
- This work is complemented by the HEY LEP's Careers Hub team who continue to promote local careers opportunities in the digital and tech sectors along with an anticipated parents and pupils engagement event planned for early 2023, reflecting on the success of a similar event that took place in March 2022.

3.5.4. **Provision** – work is planned to further gather updated intelligence on the local digital skills offer, ensuring critical gaps are addressed and new provision recommended where demand is identified.

- The government's Digital and Technical Skills Bootcamp programme continues implementation in the HEY LEP area with several key training initiatives well underway.
- A campaign to promote the HEY LEP Growth Hub's free to use online Digital Capabilities Assessment Tool (DCAT) is ongoing. The tool provides bespoke critical insights for SMEs, that take the assessment, and offers signposting and support for those wishing to undergo digital transformation and increased digital maturity.

3.5.5. **Engagement** – continuing to attract and engage regional stakeholders and local employers by raising the profile of the digital and tech economy in the Humber and add to the area's reputation as one of the fastest growing digital clusters in the country.

- The Humber LDSP is also working with the LGA, local authorities and other regional partners to develop a Digital Pathfinder project, which is due for completion by April 2023 with an expected national roll out to other local authorities planned later in the year.

- 3.5.6. The Local Digital Skills Partnership steering group last met on 17th October. Steering group members heard from Paula Gouldthorpe who has recently taken over as Development Manager for the South Yorkshire, East Yorkshire and the Humber area of the Federation of Small Businesses. Paula gave a detailed presentation on the anticipated impact of LSIPs on the small business community, with a particular emphasis on meeting skills needs within digital & tech and green sector-based companies. As a new steering group member, Paula agreed to keep the Humber LDSP updated on future developments and feedback any insights or intelligence from FSB members.
- 3.5.7. Steering group members also heard from Andrew Hewitt, HEY LEP's Senior Policy and Business Advisor, regarding a recent EoI submission by the LEP for funding under the Create Growth Programme (DCMS). This activity resulted in approval of a small amount of seed funding towards initial sector research which supported the creation of a "Prospects for Creative Growth" research report, produced by KADA Research. Andrew Hewitt agreed to keep steering group members updated on further progress regarding the bid process.

3.6. Skills Advisory Panel Funding 2022-23

- 3.6.1. The Employment & Skills team has begun developing the commission briefs for SAP funded research for the 2022-23 financial year following the endorsement of the Employment & Skills Board at its last meeting.
- 3.6.2. The briefs cover:
- Updating of the Local Skills Report Core Indicators (N.B. there is no requirement to refresh the Local Skills Report this year)
 - A new detailed employer survey to gather greater insight into in-demand skills (working in partnership with the Chamber of Commerce in regard of LSIP needs, supported by the DfE).
 - A refresh of the Skills Dashboard
 - The use of the Adult Education Budget
 - Apprenticeships
 - Further Digital Skills Analysis (and Digital Framework)
 - Refresh of the Economic Impact Analysis

3.7. Local Skills Improvement Plans

- 3.7.1 The full guidance can be accessed here: [Statutory guidance for the development of a Local Skills Improvement Plan \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

- 3.7.2 As agreed by the Board at its previous meeting, the LSIP Manager is now a permanent member of the Employment & Skills Board and will deliver the LSIP updates through a standing agenda item.
- 3.7.3 The arrangement is reciprocated by the Hull & Humber Chamber of Commerce who have invited a representative of the HEY LEP Employment & Skills Board to sit on the LSIP Board.

3.8. The Careers & Enterprise Company Partnership (The HEY Careers Hub)

- 3.8.1. During this term to date, the HEY Careers Hub has supported 36 Careers Hub schools and colleges with their Compass self-evaluations. The data obtained from these assessments will be available shortly to share with schools.
- 3.8.2. A Grant Offer letter has been received by the LEP from the Careers and Enterprise Company, who are working on behalf of the DfE, to confirm funding for the academic year 2022-23. This letter offers the financial contribution from the CEC to expand the Careers Hub to include all 51 schools in the HEY region.
- 3.8.3 The HEY LEP has secured match funding from a combination of local authorities and the Humber Outreach Programme and most recently, private investors, to allow the Hub to grow to include support for every school and college in the region by August 2023. This is in line with agreed national targets.
- 3.8.4 Funding from private sector partners has been secured for a further FT employer Engagement Enterprise Coordinator and a Project Administrator, to be shared with greater Lincolnshire Careers Hub to increase education and business engagement focussing on Green and STEM careers and additionally to facilitate careers leaders and teachers to visit workplaces to improve their knowledge of the sectors.
- 3.8.5 The Hub Incubation Project relating to parental engagement delivered jointly with Leicester and Leicestershire is progressing positively with the four identified schools are engaging well and have already been supported to develop their parental engagement plans. The project will seek to work with 3 employers from the Digital, Green and Logistics sectors to test whether providing parent with tailored information about careers in those sectors can increase the support they feel they can offer their children.
- 3.8.6 Recently the Employment and Skills board approved the movement of the Careers Hub governance from a distinct steering group directly to the Employment & Skills Board with termly performance reporting to strengthen the link to this main board. More frequent operational conversations with stakeholders will run alongside this allowing for effective collaboration.

3.9 The Quality in Careers Standard

- 3.9.1 Eligible schools and colleges continue to work towards the Quality in Careers Standard. The panel meets regularly to review assessments. There are currently 2 schools working towards an assessment. The HEY LEP is the only LEP in the country that has accrediting awarding powers for the Standard.

3.10 Workforce Development

- 3.10.1 The Workforce Development Business Advisor (WDBA) continues to establish strong links with SMEs and training providers throughout the Hull and East Yorkshire region. The WDBA has also attended several local partnership network and working group meetings. These have provided opportunities to access large company representatives to promote the wider benefit of the apprenticeship, T Level, internships, and other industry placement offers as an opportunity to bridge existing recruitment and skills shortages.
- 3.10.2 The above discussions on levy transfer and the importance of the redistribution of unspent levy funds to local SMEs through the levy transfer scheme, has again yielded positive results. A meeting has been arranged with East Yorkshire based company, Bee Health, who are keen to meet to discuss opportunities for the redistribution of their unspent levy funds.
- 3.10.3 Following agreement with Groupe Atlantic, the HEY LEP is now providing a triage service for all third-party levy transfer 'expressions of interests' on their behalf.
- 3.10.4 The WDBA has triaged 6 companies to date that have put forward an 'expression of interest' for levy transfer funding support. Some requests are for multiple opportunities and are made up of the following:
- Three Digital Sector companies each recruiting new apprenticeships in ICT Digital Marketing and Software Development and IT. The total 5% funding support saving provided by Groupe Atlantic is £2,250.00.
 - One manufacturing company with four individual apprenticeship upskilling training opportunities. These apprenticeships are made up of 1 Team leader Supervisor at Level 3, and three Operational Departmental Management (Leadership and Management) at Level 5. The totalling 5% funding support saving provided by Groupe Atlantic is £1,212.35.

3.10.5 The below are companies that are in the process of being supported in respect of the following upskilling apprenticeship training interests:

- One Marketing and Media company; two upskilling apprenticeship training for the Digital Marketer Level 3 and for either one Marketing Executive Level 4, or the Marketing Manager at Level 6, which is still TBC. The total 5% funding support saving provided by Groupe Atlantic is expected to be around £1,500.00. Also gave referral to an ERYC Business Adviser for the ICT for Growth Grant funding support.
- One Wholesale Retail / Construction supply chain company is keen to upskill eight existing staff in the following apprenticeship areas. Two Customer Service Level 3, two Business Administration Level 3, one Team Leader and Supervisor Level 3 and three Operational Departmental Management (Leadership and Management) Level 5. The total 5% funding support saving provided by Groupe Atlantic is expected to be around £2,200.00.

3.10.6 The WDBA has also provided additional support in assisting the above companies in setting up access to the new Digital Apprenticeship Service (DAS) accounts to allow them to access the Government Apprenticeship Funding Scheme for initial 95% training cost. The WDBA continues to work closely with the HEY Growth Hub advisers, following up on referrals received. The WDBA is currently supporting a company to find alternative apprenticeship training provision following the withdrawal of the original provider.

3.10.7 The WDBA has successfully managed to work with a new alternative national provider for 'Wood Machinist and Milling Operator' apprenticeships following the withdrawal of provision from their existing provider (There are only three providers nationally offering this specialist training). The result of these successful discussions has resulted in the company deciding to upskill four additional staff through the new training provider so that they will become qualified milling machinists.

3.10.8 The WDBA is receiving increased positive responses from SME employers in respect of promoting the Growth Hub's free to access 'Digital Capabilities Assessment Tool' (DCAT) self-assessment tool. Businesses that successfully complete the assessment receive a professional bespoke summary report highlighting digital strengths and weaknesses. The personalised report also includes advice and links to other sources of information, guidance and support, helping business on their digital transformation journey.

3.11 Skills Bootcamps 2022-2023

3.11.1 DfE have recently asked MCAs/LAs for proposals by November for Wave 4 2023-2024 of the programme which HCC are currently exploring with existing Skills Bootcamp providers. The LEP continues to support the further development of the Bootcamps and adds capacity to the LA team at Hull City Council to help develop the programme.

3.11.2 The proposals for Wave 4 are required by 30th November 2022.

3.12 Multiply

3.12.1 Over the next three years the DfE funded Multiply programme aims to reach adults aged 19+ to improve functional numeracy skills for those without a Level 2 qualification or equivalent in Maths. Given the region's profile of skills attainment this is of particular importance to help our residents access and progress at work and increase productivity.

3.12.2 Funding has been allocated to Local Authorities to deliver programmes that will boost individuals' abilities to use maths in their daily life, at home and work. The LEP Skills Team is working in support of the programme.

3.12.3 Hull City Council have procured provision with local providers and delivery has now started. East Riding of Yorkshire Council are delivering some of the Multiply programmes themselves and is in the process of procuring other elements.

3.13 Consultation responses

3.13.1 The Employment & Skills team has participated and responded to two national consultations during this reporting period:

- Improving the data HMRC collects from its customers
- LEP Network response to NAO report on Developing Workforce Skills for a Stronger Economy
- This enables the LEP to demonstrate its knowledge and skills to influence national policy and helps engage stakeholders in our work. The final reports will then be discussed at the ESB with further actions to follow where appropriate.

3.15 Wider stakeholder engagement for the reporting period

3.15.1 Since the previous meeting of the Employment & Skills Board, the Employment & Skills team have met with several key stakeholders to either introduce the work of the HEY LEP or to continue to explore areas

of potential collaboration on employment and skills related aims and objectives. These include:

- The Department for Education
- The Federation of Small Businesses
- The Unit for Future Skills
- The Hull & Humber Chamber of Commerce (SDF Employer Engagement & LSIP ERB)
- The Department for Culture, Media & Sport (DCMS)
- The CIPD Regional & National Team
- The Humber Industrial Cluster Plan Team in regard of skills research
- The National LEP Network
- Greater Lincolnshire LEP
- York & North Yorkshire LEP
- The Careers & Enterprise Company
- BAE Systems
- Harbour Energy
- Youth Futures
- Humber Outreach Programme