

# The HEY LEP One Year On

## An update from the HEY LEP Employment & Skills team

**Chris Howell**  
Employment & Skills Manager

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- LEP Overview
- Local Skills Report & Skills Dashboard
- Research, Intelligence & LMI
- Humber Local Digital Skills Partnership
- HEY Careers Hub
- HEY Workforce Development
- HEY LEP Employment & Skills board working groups
- Recruitment of Independent Chair & Vice Chair

**“We are a catalyst for economic growth in Hull and East Yorkshire, building a better quality of life for everyone through successful business-led initiatives and partnership working.”**

**Our Mission Statement**

# Economic Growth & Workforce Wellbeing Strategy 2021-2026



## HEY LEP STRATEGIC PLAN 2021-2026

### OUR PRIORITIES:

#### Priority 1 – Productive and Innovative Economy

**Aim:** To stimulate business growth, increase productivity and employment by developing the conditions in the HEY LEP area for business to start up, innovate, invest and trade



#### Key Objectives -

- Support Key Sector Growth
- Drive Innovation in the HEY LEP Region
- Boost Trade and Investment
- Support Pre-Start / Micro / SME businesses and drive entrepreneurial culture

#### Priority 2 – Clean Growth Economy

**Aim:** To maximise opportunities to drive economic growth in green industries whilst meeting targets. To be a net zero carbon industrial cluster by 2040, and significantly lower carbon by 2030



#### Key Objectives -

- Optimise clean energy generation
- Drive industrial decarbonisation
- Promote resource efficient businesses

#### Priority 3 – Skilled and Inclusive Economy

**Aim:** To lead the transformation of the HEY LEP regional skills profile, to deliver a highly skilled, healthy and productive workforce, reducing inequality and increasing life chances for our communities



#### Key Objectives -

- Driving higher level skills
- Upskilling and reskilling the workforce
- Maximising progressions to HE
- Embedding Digital Skills
- Delivering a green recovery through skills development
- Retaining and attracting young people
- Supporting labour market participation
- Matching out of work people with sectors with labour need
- Economic inclusion
- A healthy workforce

#### Priority 4 – Attractive, Competitive and Resilient Locations

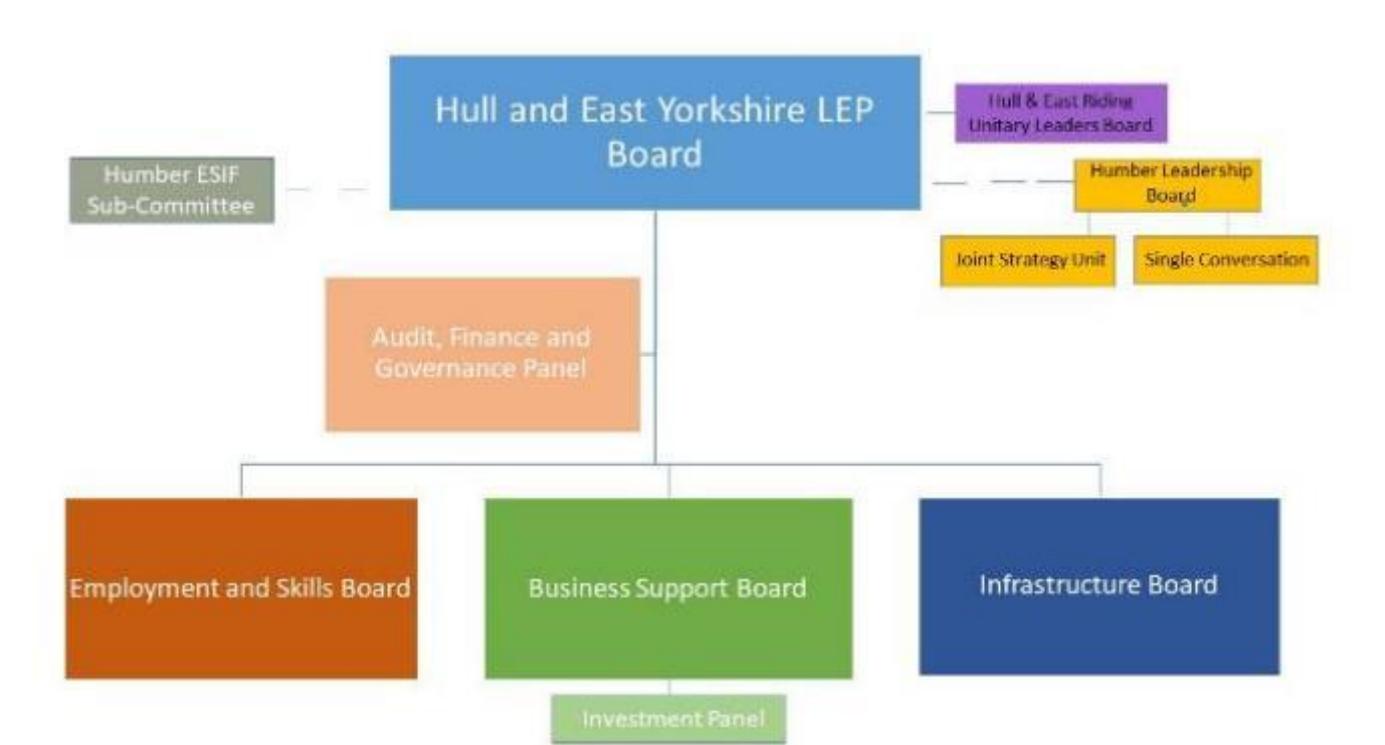
**Aim:** To enhance the regions' infrastructure and natural assets to maximise contribution to the HEY LEP economy and generate competitive locations to invest, live and visit



#### Key Objectives -

- Enhance transport infrastructure & services
- Maximise digital infrastructure
- Promote Flood resilience
- Deliver quality employment sites
- Provide an attractive Housing Offer
- Maximise use of Natural Capital
- Promote our locations

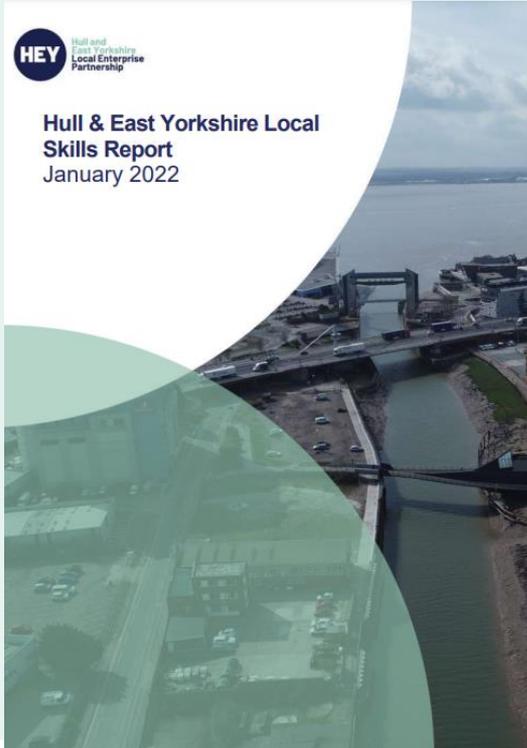
# Governance



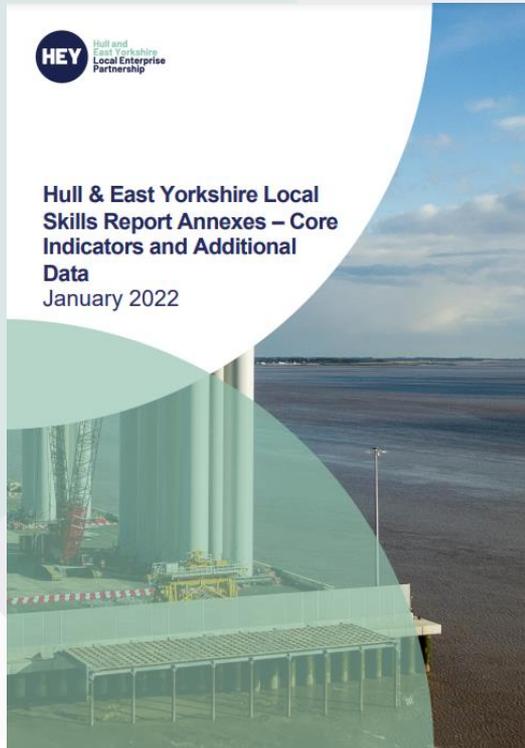
# Local Skills Report



Hull & East Yorkshire Local Skills Report  
January 2022



Hull & East Yorkshire Local Skills Report Annexes – Core Indicators and Additional Data  
January 2022



## Hull & East Yorkshire Skills Advisory Panel Toolkit

Analysis and Definition of Local Landscape

Analysis of Skills Demand

Analysis of Skills Supply

Mapping of Demand and Supply



### Demographics and Migration

Source: Mid-Year Population Estimates, ONS, 2009-20; Rural-Urban Classifications, DEFRA, 2011; Local Area Migration Indicators, ONS 2019



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

# Research, Intelligence & LMI

COVID-19 Impact Assessment

**Hull & East Yorkshire  
Local Enterprise  
Partnership**

Update Report – November 2021



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**Green Jobs and Skills Analysis**

December 2021



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# DIGITAL SKILLS PARTNERSHIP

**HUMBER**

- Official DCMS pilot
- Digital Capabilities Assessment Tool
- LGA funded digital skills tool
- Digital Careers
- Local skills provision

The screenshot shows the website's header with logos for HEY Growth Hub, #GrowMySME, HEY Hull and East Yorkshire Local Enterprise Partnership, European Union European Regional Development Fund, and NORTHERN POWERHOUSE. A navigation menu includes ABOUT, BUSINESS GROWTH SCHEME, ICT FOR GROWTH, FINANCE FOR GROWTH, CASE STUDIES, DIGITAL RESOURCES, EVENTS, and NEWS. The main content area features a large image of a person using a laptop with a video conference on the screen, and a text block describing the Digital Capabilities Assessment Tool (DCAT) for SMEs. To the right, there are two smaller images: one for 'ICT FOR GROWTH' and one for 'BUSINESS GROWTH'. A button in the top right corner says 'ENQUIRE ABOUT OUR SUPPORT'.



# Hull and East Yorkshire Careers Hub



The CEC is the national body for careers education in England, supporting schools and colleges to deliver modern, 21<sup>st</sup> century careers education. Their mission is to help every young person find their next best step.

**Their work includes:**

- Training and supporting Careers Leaders
- Bringing employers, educators and providers together through our network of Careers Hubs
- Sharing practical digital tools and resources



# HEY LEP Careers Hub



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

# Enterprise Advisers

Working with a local school or college, an Enterprise Adviser can help support pathways into their industry and shape young people's futures.

An Enterprise Adviser can help bridge the gap between the world of work and education, working with the Careers Leader and wider senior leaders of the school or college to create opportunities for young people.

## What do they do?

- Support a school or college's senior leadership team strategically to develop and evaluate their careers plan.
- Provide a valuable employer's perspective on how a school or college can embed labour market information and opportunities into the careers programme.
- Engaging with local businesses and employers in their network to put a wide variety of careers opportunities at the heart of young people's education.

## Cornerstones

- Work with a careers hub, to engage directly with schools and, colleges in a joined up and supported way – collaboration.
- Engage staff to join a network of business volunteers who partner with schools/ colleges and inspire young people across your region (EAs)
- Inspire other businesses to join the mission to transform the lives of young people in the area
- Reflect priority sectors

Cornerstone Employers are a flagship community of more than 300 businesses across England. They work with our Careers Hubs, to support world class careers education at scale in their local region.



## Cornerstones

- Arco
- BAE Systems
- Copernus
- Cranswick
- Equans
- Kepmoat Homes
- Smile Foundation
- Weinerberger

# Progress

## Gatsby Benchmarks

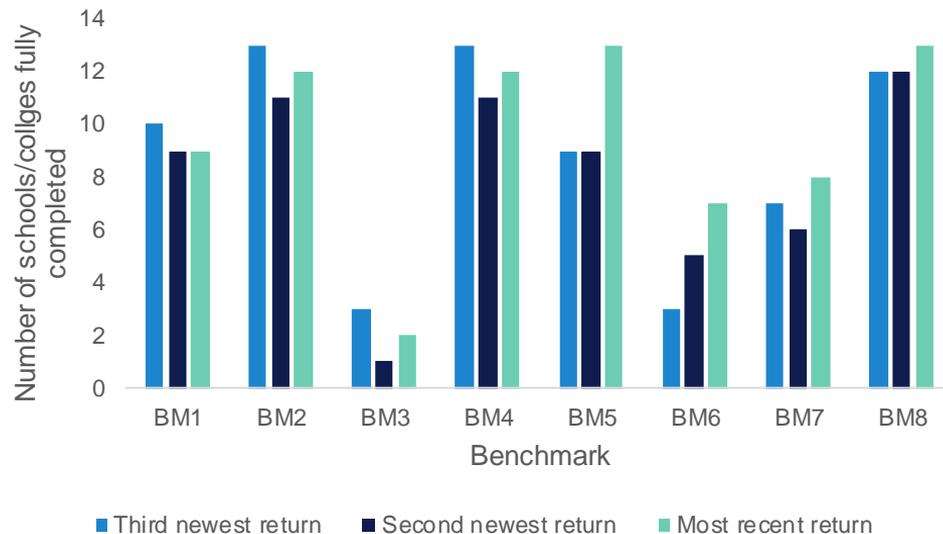
1. A stable careers programme
2. Learning from career and labour market information
3. Addressing the needs of each pupil
4. Linking curriculum learning to careers
5. Encounters with employers and employees
6. Experiences of workplaces
7. Encounters with further and higher education
8. Personal guidance

## Compass Evaluations

- Self assessed
- Termly
- In collaboration
- Aggregated
- National data

# Benchmark achievement

- HEY LEP Hub schools and college, on average, fully achieved 5.4 Benchmarks – a better performance than seen nationally.
- More than 90% of Hub members have fully achieved Benchmarks 8 and 5.
- There has been no difference in the pace of progress towards fully achieving Benchmarks of Hull and East Yorkshire Hub members.
- The Hub members who are Ofsted ‘requires improvement’ have, on average, fully achieved more Benchmarks than Hub members who are Ofsted ‘good’ – 6.7 vs. 5.



|                         | BM1   | BM2   | BM3   | BM4   | BM5   | BM6   | BM7   | BM8   |
|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| <b>HEY LEP average</b>  | 94.6% | 92.9% | 88.7% | 96.3% | 86.3% | 73.7% | 88.8% | 91%   |
| <b>National average</b> | 85.7% | 86.1% | 88.5% | 86.7% | 81.2% | 72.1% | 82%   | 83.6% |
| <b>Difference</b>       | +8.9  | +6.8  | +0.2  | +9.6  | +5.1  | +1.6  | +6.8  | +7.4  |

# Impact of COVID 19 pandemic

**85% of respondents to the survey felt the pandemic had a big or very big impact on their school's careers programme.**

**The greatest impacts have been in relation to difficulties undertaking activities due to the school closures, and the ability to have visitors into schools or visits to workplace.**

**Some schools have been able to deal with the shift to virtual CEIAG delivery better than others. A few had to stop CEIAG activities altogether.**

**Positive or unexpected impacts Careers Leaders have seen during the pandemic relate to the shift to online/virtual delivery allowing for more frequent activities with a more diverse range of employers.**

# Factors which explain Hub impacts

- Having a dedicated careers team and/or administrative support for CEIAG.
- A school or college dedicating more staff time and/or money to careers now than at the start of Hub involvement.
- Careers Leaders having positive interactions with the Hub team and with Careers Leaders at other Hub schools and colleges.
- Careers Leaders being supported to form links with FE colleges, apprenticeship providers and HE institutions.

**Secure resources to enable the expansion of the Hub to all schools in the area by September 2024**

**Engage local partners more in the setting of Hub plans and the delivery of Hub activities**

**Bring other/more staff into Hub conversations and activities.**

**Increase the focus on helping members to provide students with experience of workplaces.**

**Expand the Cornerstone Employers group and recruit EAs from a wider range of sectors to fit with local growth sectors and priorities.**

**Explain how the Hub's work supports the COVID-19 recovery and Levelling Up policy agendas**

**Help schools and colleges to engage parents in CEIAG**

**Increase the focus on helping members to track and monitor the impact of their CEIAG**



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# Going forward...

*We want to work with every young person to prepare them for their best next steps*

# Workforce Development Business Support Update

Carl Southcoat  
Senior Adviser  
Employment and Skills /  
Workforce Development  
Business Adviser  
HEY LEP

June 2022



# Workforce Development Business Adviser

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## What is role of the HEY LEP Workforce Development Business Adviser?

# HEY Growth Hub

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**The HEY Growth Hub is a fully funded service that offers a specialist, free and impartial information, advice and guidance support for SME businesses:**

- **Raising awareness of and navigating the latest government grants schemes and funding initiatives to support the economic growth and development of new and established businesses.**
- **Identifying areas of business support through undertakes a full business needs analysis diagnostics**
- **Promoting 'Net Zero' and 'Green' funding initiatives, exploring affordable ways to support reduction in SME business carbon footprint / CO2 emissions**
- **Recruitment and selection, staff retention and talent management solutions**
- **Accessing business masterclass workshops and skills training support**
- **Accessing the Apprenticeship and utilising the Levy Transfer Scheme.**

# Workforce Business Development

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- **Managing and responding to all workforce development enquires, activities and interests on behalf of the HEY Growth Hub and Employment and Skills team across the Hull and East Yorkshire region.**
- **Provide a bespoke one-stop-shop, service for individuals and businesses looking for support at any stage of their business journey.**
- **Provide expert 1:1 information advice and guidance to businesses that have questions, issues or plans relating to the development of their workforce and business growth plans.**
- **Ensure that business are directed to an offer that is most appropriate to support their workforce growth and development needs.**
- **Establish and maintain links with wider businesses, providers, networks and working groups**

# Supporting Economic Growth and Development

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- **Promoting participation, reducing inequality and increasing life chances for our communities**
- **Engage with local businesses, colleges and independent training providers, networks and working groups**
- **Generate opportunities to grow the number of small, medium (SMEs) businesses taking on new employees and apprentices across the HEY region**
- **Communicate and grow the apprenticeship offer, (dispel preconceptions and myths)**
- **Seek opportunities to facilitate apprenticeship levy transfer and local levy reinvestment**
- **Monitor labour market trends, gather local business intelligence and data to contribute too and shape the future of the HEY LEP service offer and inform local skills provision**

# LMI Business Intelligence

## Shaping future provision:

- **Providing employer support in bridging industry skills shortages and apprenticeship training gaps**
- **Modular Build and Caravan Industry / Electrical Mechanical / Commercial and Domestic Insulation Installation**
- **Working in partnership employers and the Institute for Apprenticeship and Technical Education (IFATE) Product Managers to adapt, develop and regulate new and existing apprenticeship standards to better meet industry requirements.**



# Navigating Government Business Incentives

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Navigating government business and recruitment incentives and support schemes such as:

- Kickstart
- Traineeships
- Apprenticeships and Levy Transfer
- T-Levels,
- Internships and Associated Industry Placements
- Promoting and raising awareness of alternative talent pools
- Raising awareness of the need for supported Work Experience Placements (Including SEND)

Promoting progression opportunities:

- Growing the number of local small, medium (SMEs) businesses employing new Kickstart, Trainees, Apprentices, Gradates and Interns.

# Promoting Local Levy Investment

- Establish links and communicate with large levy paying companies to seek levy transfer investment.
- Retaining unspent levy funds to support increased SME growth and development in the HEY region.
- Promote levy transfer re-investment to wider SME business and training providers to make them aware of potential levy funds made available.

The levy will be set at 0.5% of an employer's pay bill. It will only be paid on any pay bill in excess of

**£3m**

Employers will have an allowance of £15,000 to offset against their levy payment



# Levy Transfer – Re-investment

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## Available Funding!!

- The HEY LEP Employment and Skills Team are pleased to announce that we have successfully negotiated funds to be made available through the levy transfer scheme.
- Available funding is to be utilised to support the individual growth and development of small to medium-sized enterprises across the HEY LEP region.
- The HEY LEP are now pleased to proceed with promoting this offer to wider HEY businesses and training providers to make them aware of potential levy funds to inform their employer networks.
- Details on how to submit an expression of interest will be promoted via the July edition of the HEY LEP Skills Network Newsletter.

# Signposting and Referral Specialists

*Whatever information or guidance your business needs, we'll always get you in a room with the right person*



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

# Workforce Development Business Adviser

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## What is role of the HEY LEP Workforce Development Business Adviser?

**‘It’s the OIL in the HEY LEP machine that  
contributes to the smoothing running of its wider  
components in the achievement of its priorities’**



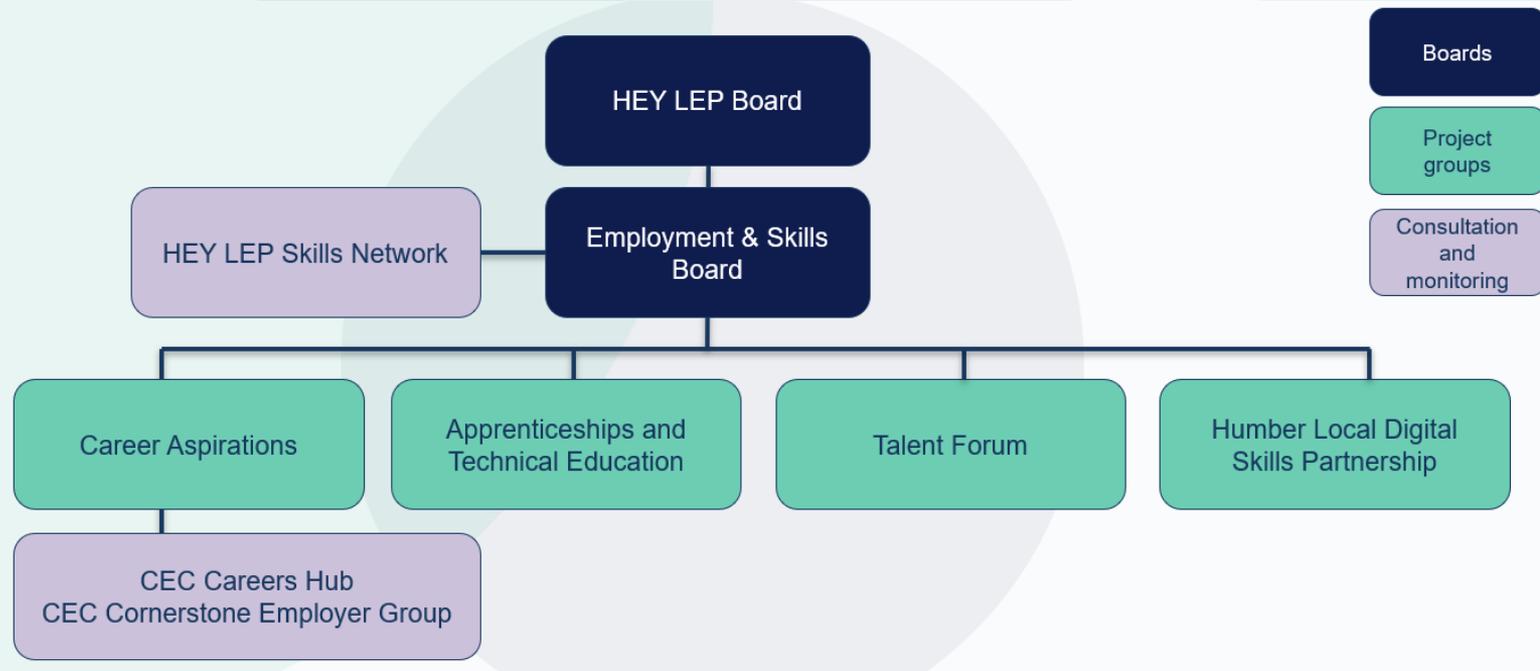
**Hull and  
East Yorkshire  
Local Enterprise  
Partnership**

# Thank You Any Questions?

**Carl Southcoat  
Senior Adviser,  
Employment and Skills  
Workforce Development Business Adviser  
HEY LEP  
E: [c.southcoat@heylep.com](mailto:c.southcoat@heylep.com)  
T: 07718 695079**



# HEY LEP Employment & Skills Board working groups



# Chair & Vice Chair recruitment

- Thank you to previous Humber LEP Skills Network Chair and Vice Chair:
  - Danny Brett
  - Sharon Gamble
- Recruitment of Chair & Vice Chair of the HEY LEP Skills Network
- Expression of Interest Form on tables
- Please contact Chris Howell for more information

# Thank you

**Chris Howell**

**M: 07912 299599**

**E: [c.howell@heylep.com](mailto:c.howell@heylep.com)**

# Networking and Close