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# South East LEP Growth Hub Skills Engagement Session





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# Skills Supporting Economic Growth

**Louise Aitken,  
South East LEP Skills Lead**





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## Why is the skills agenda important to economic growth?

*‘A nation’s prosperity depends largely on its ability to raise the level of its productivity. The education level of its workforce and how effectively the skills are used in the production processes are considered important factors.’*

***Department for Business, Energy & Industrial Strategy***



# The SELEP area



## **What does this mean for the SELEP area?**

- Skills levels failing to keep pace with national averages
- Average earnings below those in other LEP areas
- Employers struggling to recruit to many roles
- Lack of awareness of a range of career opportunities locally

## **How are we already addressing this?**

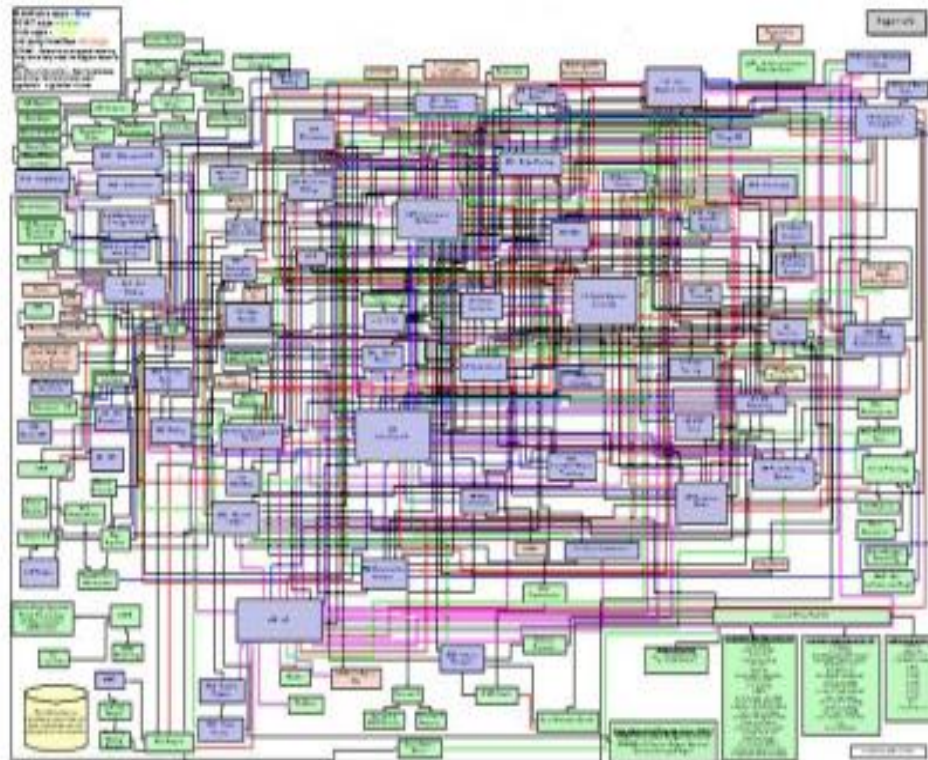
- Supporting apprenticeship growth aligned to industry need
- Growing an Enterprise Adviser Network linking schools and industry
- Looking at pilots to ensure all in society can access opportunities



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# Joining up and sharing knowledge

We all work with employers so to avoid a cluttered, complex landscape we're sharing information



# SELEP Skills Strategy 2018-2023

- Due for publication this month
- Backed up by a detailed evidence base (to be regularly updated)
- Involved extensive consultation
- Aligned to the LEP Economic Plan
- Delivering against the




This image shows a page from the SELEP Skills Strategy report. It features several small portraits of individuals, each followed by a short text box. The text boxes appear to be quotes or key messages related to the strategy. The layout is clean and professional, with a mix of teal and red accents.

# SOUTH EAST LEP NOW (2018)



POPULATION:

**4.2m**

PROJECTED  
POPULATION  
TO 2030:

**4.6m**

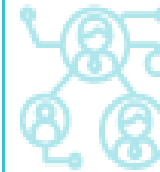


NUMBER OF WORKLESS  
HOUSEHOLDS:

**178,400**

NUMBER OF CHILDREN IN  
WORKLESS HOUSEHOLDS:

**83,300**



TOTAL JOBS:

**1,907,000**

GVA OVERALL: £85,794M  
GVA PER HEAD: 81.9

WORKING AGE (16-64)  
POPULATION:

**2,542,000**



NUMBER OF  
SECONDARY SCHOOLS: 271  
PRIMARY SCHOOLS: 1,132  
FE COLLEGES: 17  
UNIVERSITIES: 9



JOBPOSTINGSIN  
LAST 12 MONTHS:

**367,000**

NUMBER ON OUT OF WORK BENEFITS: 40,070

**% WORKING AGE**

LEVEL 1+ QUALIFICATIONS: 86.5%

LEVEL 2+ QUALIFICATIONS: 72.6%

LEVEL 3+ QUALIFICATIONS: 52.8%

LEVEL 4+ QUALIFICATIONS: 33.3%

16-64 YEAR OLDS WITH NO  
QUALIFICATIONS: 7.5%

SKILLS CAPITAL  
EXPENDITURE  
(33 PROJECTS)  
2017-18:

**£36.6m**



WEEKLY EARNINGS BY  
RESIDENCE: £574.90  
WEEKLY EARNINGS BY  
WORKPLACE: £528.70



TOTAL NUMBER OF  
APPRENTICESHIP  
STARTS 2012/13:

**32,870**

TOTAL NUMBER OF  
APPRENTICESHIP  
STARTS 2015/16:

**32,430**



EUROPEAN SOCIAL FUNDING CONTRACTED: £53M  
EUROPEAN SOCIAL FUNDING TO BE CONTRACTED: £17M  
NUMBER OF SCHOOLS ENGAGED IN THE CAREERS  
'ENTERPRISE ADVISOR' NETWORK: 159  
NUMBER OF ENTERPRISE ADVISERS (EMPLOYERS)  
WORKING WITH SCHOOLS: 152

TOTAL CURRENT  
HOUSEHOLDS:  
**1,283,500**






TOTAL NUMBER  
OF ENTERPRISES:  
**169,545**  
TOTAL NUMBER  
OF SMES:  
**169,045**





# Driven by sector growth

Sector	SELEP Picture Now	Growth / Future
 <p><b>Health and Care</b> (PRIORITY)</p>	<ul style="list-style-type: none"> <li>• 7,240 enterprises</li> <li>• 220,000 employee jobs</li> <li>• Disproportionately female workforce (particularly in care)</li> <li>• Over 45,000 vacancies (including Nurses, care workers, medical practitioners, social workers and care managers)</li> <li>• Average national salaries include: Nurse (£35k), Care workers (£20k), Residential home managers (£41k), Social Workers (£41k)</li> </ul>	<ul style="list-style-type: none"> <li>• Population growth to 4.6 million by 2030</li> <li>• Increasing ageing population – both will impact on health and care needs</li> <li>• Public perception of sector (particularly care) hindering recruitment – good opportunity to progress to management</li> <li>• Care Workers, Nurses, dentists and nursing assistants identified by UKCES as jobs of the future</li> <li>• Potential impact of Brexit as large migrant workforce</li> <li>• Opportunities to use digital technologies in care</li> </ul>
 <p><b>IT, Digital &amp; creative</b> (PRIORITY)</p>	<ul style="list-style-type: none"> <li>• 19,170 enterprises</li> <li>• 85,000 employee jobs</li> <li>• IT has a disproportionately male workforce</li> <li>• Over 30,000 vacancies (including Web developers, software developers, IT support, graphic designers)</li> <li>• Average salaries include: IT project manager (£57k), IT technician (£34k), programmer (£43k)</li> </ul>	<ul style="list-style-type: none"> <li>• Current 'digital revolution' means skills for this sector applies across all other sectors with digital skills needs growing</li> <li>• Many hard to fill vacancies in IT and creative likely to be increased by Brexit</li> <li>• Programmers &amp; Software developers, IT specialist managers, IT analysts, IT project managers, web designers and developers identified by UKCES as jobs of the future</li> <li>• High numbers of micro businesses and freelancers which may require a different approach / support to enter sector</li> <li>• Sizeable Games, Entertainment and cultural part of sector likely to see growth</li> <li>• Aligning to government plans for Local Digital Partnerships</li> <li>• Ensuring local communities are aware of the new digital entitlement</li> </ul>
 <p><b>Finance</b> (PRIORITY)</p>	<ul style="list-style-type: none"> <li>• 3,020 enterprises</li> <li>• 43,000 employee jobs</li> <li>• Strong relationship to London – many SELEP residents commuting to finance jobs</li> <li>• Over 8,000 vacancies (including Insurance underwriters, finance analysts, sales related roles and financial managers)</li> <li>• Average salaries include: Finance and investment analysts (£45k), Pensions and insurance clerks insurance underwriters (£42k), insurance underwriters (£41k)</li> </ul>	<ul style="list-style-type: none"> <li>• Trend for some finance companies in London relocating to parts of SELEP due to available workforce / lower rents</li> <li>• Growing need for IT (software) skills due to online nature of industry – difficult to recruit to</li> <li>• Finance and investment analysts and advisers, chartered and certified accountants, sales accounts and business development managers identified by UKCES as jobs of the future</li> <li>• Potential impact of Brexit on international companies presence in UK, with London as Europe's main financial services hub</li> </ul>

# Driven by large developments

Development / investment	Further information
Harlow Enterprise Zone (Essex)	2,500 jobs, growing to 5,000 over 25 years
Southend Airport Growth	Up to 7,000 new jobs to 2020
Stansted Airport (Essex) growth	Up to 10,000 new jobs to 2030
Port of Tilbury (Thurrock) growth	Up to 5,500 jobs at London distribution Park and Tilbury sites
London Gateway (Thurrock)	One of Europe's biggest logistics parks and growing
Wind farms (Greater Gabbard, Gunfleet Sands, London Array, East Sussex coast)	Maintenance (Engineering) skills likely to continue to be needed
Better Queensway Development (Southend)	£320 million regeneration in Southend over next 15-20 years
Up to 300,000 new homes to 2030 across SELEP area	Large numbers of jobs in construction and engineering. Sites including: <ul style="list-style-type: none"> <li>• Ebsfleet Garden City (Kent)</li> <li>• Otterpool Park Garden Town (Kent) houses and commercial land</li> <li>• New garden town on Essex-Hertfordshire border</li> <li>• Dunton Hills in Essex (to include new schools and shopping facilities)</li> <li>• Wealden Housing developments to 2028</li> </ul>

Development / investment	Further information
Discovery Park (Sandwich, Kent)	Up to 3,000 new jobs
Elwick Place Development Ashford (Kent)	Development requiring construction and engineering jobs. Leisure and hospitality jobs to be created
Sittingbourne Town Centre regeneration (Kent)	Development requiring construction and engineering jobs. Hotels, cinemas and shops to create retail and hospitality jobs
London Entertainment resort (previously Paramount) – plans only	Large scale entertainment resort would require construction and engineering skills and once up and running, large numbers of hospitality jobs
Growth of Gatwick Airport	Continuing jobs for people living in East Sussex and Kent
Swallows Business Park (Hailsham, East Sussex)	Over 500 new jobs
North Bexhill Access Road	Development opening up land for the development of 38,000 sqm of new employment space and the creation of over 2200 jobs
Lewes North Street Quarter	£180m development on brownfield site to include public spaces, off street parking, employment space and a healthcare hub

## SHORT-TERM AMBITIONS – ALREADY UNDERWAY

- ✓ A Careers Enterprise Network Linking Education and Industry (Underway)
- ✓ £37M Capital Programme Delivering Industry Relevant Training (Underway)
- ✓ £51M European Social Fund Supporting People into and in Work (Underway)
- ✓ Raising the Profile and Understanding of Apprenticeships (Underway)
- ✓ Piloting an Online Portal for Skills (Adults, Young People, Employers) (Underway)
- ✓ Explore and Showcase Innovative New Skills Solutions (e.g Virtual Reality) (Underway)
- ✓ Work with Industry Bodies to Respond to Growth (Underway)
- ✓ Communicate Across The Lep – Networks, Working Groups, Growth Hubs (Underway)
- ✓ Inform Delivery & Commissioning of National Programmes (E.g. National Careers Service) (Underway)
- ✓ Communicate and Share the Skills Strategy Locally and Nationally
- ✓ Support Government Initiatives for Adults (e.g. Fuller Working Lives, Disability Confident)

## MEDIUM-TERM AMBITIONS – A CALL TO ACTION

- Support SMES to Skill and Upskill (e.g. Apprenticeships, T-levels, Leadership)
- Pilot Government Initiatives (e.g. Digital Partnerships, Inclusive Employment)
- Secure Public 'Skills Commitments' with Employers Across the LEP
- Play a leading role Government Sector deals (e.g. Construction)
- Establish a LEP wide employer led Skills Advisory Panel (Underway)
- Continue to attract capital and Revenue Funding to deliver growth
- Respond to Industrial Strategy Opportunities (e.g. National Retraining Scheme Funding)
- Inform and Support the Introduction of T-Levels
- Expand the Careers Enterprise Network for full coverage across the SELEP Area
- Launch Tenders for Remaining European Social Funding (to 2023) (Covering Areas such as Leadership, Returnships, Digital, Inclusivity and Sectors)
- Work with neighbouring LEPS to tackle Common Areas of Ambition
- Raise awareness of our growth sectors and opportunities
- Tackle the barriers (e.g. Tutor Recruitment Challenges)

## LONG TERM AMBITIONS – DELIVERING A FIRST CLASS SKILLS SYSTEM

- Achieve greater local control of Skills Funding to deliver growth
- Have the Right Tools in Place to Deliver – A Skills Portal, Virtual Reality, Facilities
- Be an Established Partner to Test / Input to Areas of National Policy
- Have a skills system delivering for all regardless of geography or background
- Ensure a proportionate share of the UK Shared Prosperity Fund
- Achieve increased skills levels and productivity across SELEP




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# SELEP's Vision for Skills

*To help deliver a flourishing and inclusive economy across the biggest LEP in the country by equipping employers, adults and young people with the skills, conditions and aptitudes required for significant growth today and tomorrow.*

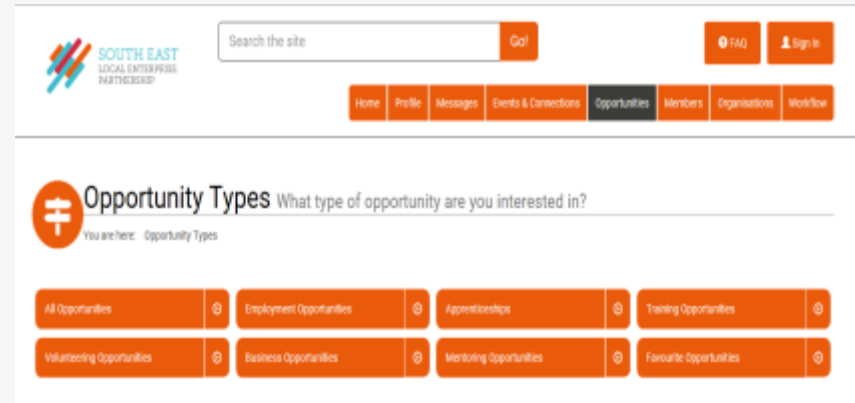


# SELEP's priorities

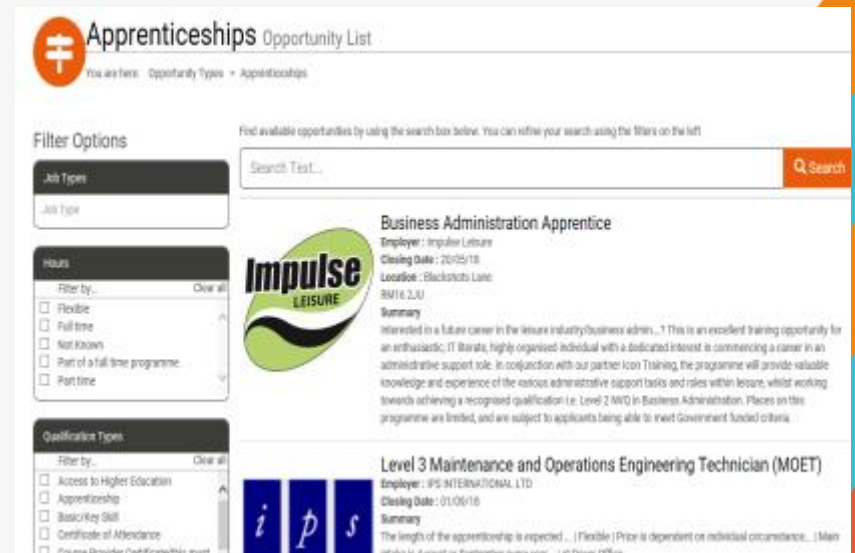
- *Increase apprenticeships and industry relevant qualifications for all ages, particularly in priority sectors and at higher and degree level*
  - *Simplify the landscape for employers, stakeholders and individuals*
  - *Build an inclusive economy and reduce polarisation*
  - *Raise awareness of jobs and growth across SELEP and the area's size, scale, national and international significance*
  - *Foster and support the spirit of pride, entrepreneurship innovation and enthusiasm across SELEP to bring about change*
- 

# Skills Portal – Opportunity South East

- Currently being piloted by Thurrock Council with potential to roll out across the LEP
- Responding to the ambition to simplify the landscape for employers and individuals
- Needs to join up with Growth Hubs
- <https://my.opportunitiesoutheast.co.uk/>.
- Includes jobs,



The screenshot shows the homepage of the Skills Portal. At the top left is the South East Local Enterprise Partnership logo. To its right is a search bar with a 'Go' button. Further right are 'FAQ' and 'Sign In' buttons. Below the search bar is a navigation menu with buttons for 'Home', 'Profile', 'Messages', 'Events & Connections', 'Opportunities', 'Members', 'Organisations', and 'Workflow'. The main content area features a heading 'Opportunity Types' with a sub-heading 'What type of opportunity are you interested in?'. Below this is a breadcrumb trail 'You are here: Opportunity Types'. A grid of eight orange buttons lists various opportunity types: 'All Opportunities', 'Employment Opportunities', 'Apprenticeships', 'Training Opportunities', 'Volunteering Opportunities', 'Business Opportunities', 'Mentoring Opportunities', and 'Favourite Opportunities'.



The screenshot shows the 'Apprenticeships Opportunity List' page. It features a search bar at the top with the text 'Search Test...' and a 'Search' button. Below the search bar is a 'Filter Options' section with three main categories: 'Job Types', 'HOURS', and 'Qualification Types'. The 'HOURS' filter is expanded, showing options for 'Flexible', 'Full time', 'Not known', and 'Part of a full time programme'. The 'Qualification Types' filter is also expanded, showing options for 'Access to Higher Education', 'Apprenticeship', 'Basic/Key Skill', 'Certificate of Attendance', and 'Traverse Provider Certificate/this must'. To the right of the filters is a search bar with the text 'Search Test...' and a 'Search' button. Below the search bar is a list of opportunities. The first opportunity is 'Business Administration Apprentice' by 'Impulse Leisure'. The second opportunity is 'Level 3 Maintenance and Operations Engineering Technician (MOET)' by 'IPS INTERNATIONAL LTD'.



## FOCUS FOR PLANNED CALLS

**Support for unemployed people into key sectors (particularly health, care, construction)**

**Digital Skills for unemployed people**

**Wheels to work supporting people in rural areas**

**Community Grants programme for grass routes initiatives**

**Leadership and Management for SMEs (cross sector)**

**Apprenticeship support service for SMEs**

**Upskilling the workforce in health and care**

**A skills portal and careers information for the south East**

**Virtual reality to showcase local growth sectors**

**Internships and returnships for key sectors**



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# European Social Funding

- Are there any areas of need missing?
- Do you have any evidence / best practice for the areas identified?







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# **An introduction to Growth Hubs across SELEP**

**Suzanne Bennett: Finance Business  
Partner**

**Lucy Spencer-Lawrence: Programme  
Manager**





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# Operational Model with Scrutiny Function



South East  
Business Hub  
Steering Group

Essex,  
Southend &  
Thurrock

Business East  
Sussex GH

Kent &  
Medway GH

Local Steering  
Group

Local Steering  
Group

Local Steering  
Group

SELEP STRATEGIC  
BOARD

# Growth Hubs: Background


- Programme of business support across England
  - Instigated and sponsored by BEIS
  - Business feedback prior to Growth Hubs: Business support offer was confusing, complex and fragmented
  - Growth Hubs: a central repository of information, advice and support and offer a holistic approach to business support in a geographical area
  - Growth Hubs: **navigational** - directing businesses to where they can find support rather than offering it directly, predominately through digital channels (websites)
- 

## Growth Hubs: Activity to Date

To date the Growth Hub and sub hubs have:

- Supported **2,265** businesses to grow
  - Made **44,120** connections with businesses and individuals looking to establish a business
  - Enabled the creation of **499** jobs and assisted in the safeguarding of **95** further jobs
  - Secured over **£1m** of funding for businesses
  - Economic Impact Assessment of BEST – businesses supported attributed an average of **14%** growth in turnover to Growth Hub support
- 

# Growth Hubs: Government Commitment

- Industrial Strategy illustrates Government's commitment to promoting strong and sustainable growth
  - Growth Hubs identified as **critical** for driving business growth and productivity
  - **Nationally £24m** of core revenue funding to LEPs for Growth Hubs has been confirmed for **2018/19 and 2019/20**
  - Funding levels for the South East **remain as per previous years = very positive**
- 

# Growth Hubs: Future Priorities

- In securing this investment Government have established new principles of funding that require:
  - Growth Hubs to continue to provide a **core offer of free and impartial business** support, prioritising:
    - Activities with the greatest impact on business growth
    - Businesses with high growth potential
  - **There is also a greater emphasis on:**
    - Growth Hubs as a **single point of contact** that proactively promotes **existing public and private support**
    - Evaluating levels of impact



# Growth Hubs: SELEP Direction

- SELEP Strategic Board remain supportive of our Growth Hub model Growth Hub model and are keen to build on success to date date
- Team currently preparing a forward plan for the two year funding funding period for consideration at the June Strategic Board Board
- With a **focus on growth**, an **emphasis on skills** remains as a **key** remains as a **key priority**
- **Building on today's session we are keen to continue to foster to foster links between Growth Hubs and skills landscape landscape**

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# Apprenticeship policy and communications update

## Laurence Basco, Manager – Intermediary Engagement Team

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# Agenda

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- **Apprenticeship funding bands**
- **Levy policy – transfers**
- **Communications update**
- **T-Levels - Work placements**



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## **Funding policy – areas under review**

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**We committed to reviewing the policy on a continual basis. The current policy will be in place until at least August 2018.**

**Areas we are focused on:**

- **Support for apprentices from disadvantaged areas, and individual care leavers**
- **Clarifying support available for individuals with Learning Difficulties and Disabilities**
- **Retention of transitional payments on frameworks for training 16-18 year olds**
- **Review of funding band structure**

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# Funding band structure

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- **The Department is reviewing the effectiveness of the current funding band structure and are considering changes to incentivise negotiation and drive better value for money within the market.**
- **This includes considering alternative funding band structures, with the maximum funding band remaining at £27,000.**
- **The Department has also asked the Institute for Apprenticeships to review an initial batch of existing published standards.**
- **We welcome any views on the potential changes to the funding band structure – please email:**  
[dfefundingbands@education.gov.uk](mailto:dfefundingbands@education.gov.uk)

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# Policy update

## Transfers

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- ✓ From April 2018.
- ✓ Maximum of 10% of annual funds.
- ✓ Paid monthly for the duration of the apprenticeship.
- ✓ No restrictions about who you can transfer funds to but they need AS account
- ✓ Only be used for apprenticeship standards that you agree.
- ✗ If you have an apprentice funded by a transfer, you can't transfer funds to another employer
- ✗ If you are currently transferring funds to another employer, you can't receive transferred funds to pay for your apprenticeships
- ✗ Once a transfer is made you can't refund it to the sending employer BUT
- ✓ If the apprenticeship stops, your transferred payments will stop as well

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## Policy update

### Transfers – what now?

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1. Consider how much funding you will be able to transfer
2. Consider the total costs of any apprenticeships you would like to support
3. Find a receiving employer
4. Have detailed conversations with your receiving employer about the number and type of apprenticeships that you could fund with a transfer.
5. Agree the details in advance with the receiving employer before starting to set up the transfer on the apprenticeship service

# Guidance and support

GOV.UK

Search

Departments Worldwide How government works Get involved  
Policies Publications Consultations Statistics Announcements

Home > Education, training and skills > Further and higher education, skills and vocational training > Further education funding > Apprenticeships funding > Transferring apprenticeship service funds

## Guidance

### Transferring apprenticeship service funds

Information about transferring funds to another organisation in the apprenticeship service.

Published 12 February 2018  
From: [Education and Skills Funding Agency](#)

Applies to: England

#### Related content

##### Apprenticeships funding

- Register of training providers, how funding works for employers, legal agreement, grants, check employers' eligibility.
- How to register and use the apprenticeship service as a training provider
- How to take on an apprentice
- Register of apprenticeship training providers

#### Contents

- How will transferring funds work
- Employers who are transferring funds
- Employers who want to receive a transfer
- State aid

From April 2018 employers who pay the apprenticeship levy will be able to transfer apprenticeship funds to other organisations.

GOV.UK

Search

Departments Worldwide How government works  
Policies Publications Consultations Stat

Home > Education, training and skills > Further and higher education, skills and vocational training > Apprenticeships funding > How to register and use the apprenticeship service as a training provider

## Guidance

### How to register and use the apprenticeship service as a training provider

Sign in or register to add and approve apprentices for funding.

Published 12 September 2017  
From: [Education and Skills Funding Agency](#)

Applies to: England

#### Related content

##### Apprenticeships funding

- Register of training providers, how funding works for employers, legal agreement, grants, check employers' eligibility.
- Apprenticeship service bulk upload specification
- How to take on an apprentice
- Transferring apprenticeship service funds

#### Contents

- How to set up your apprenticeship training provider account
- What to do after you've set-up your apprenticeship service account
- Payment cycle

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Home > Education, training and skills > Further and higher education, skills and vocational training > Apprenticeships, traineeships and internships > Hiring and training an apprentice > How to register and use the apprenticeship service as an employer

## Guidance

### How to register and use the apprenticeship service as an employer

Sign in or register to access money you've paid under the apprenticeship levy and pay for apprenticeship training.

Published 13 February 2017  
Last updated 12 September 2017 — [see all updates](#)  
From: [Education and Skills Funding Agency](#)

Applies to: England

#### Related content

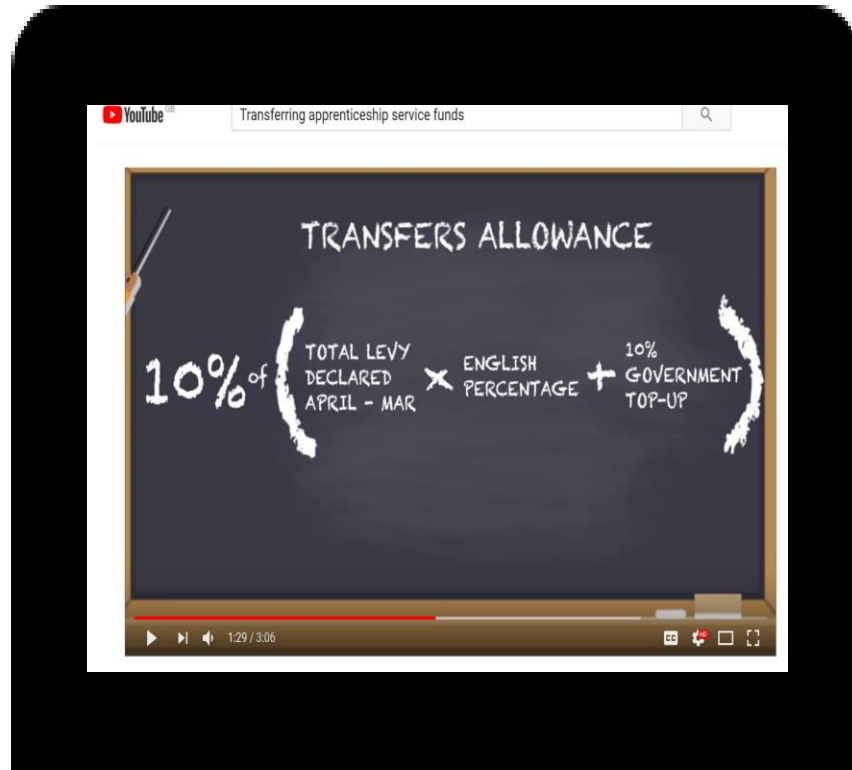
##### Hiring and training an apprentice

- Become a training provider, recruitment and funding guidance, standards and assessment plans, how to register.
- Apprenticeship funding: legal agreement to enable spending
- Employing an apprentice
- How to take on an apprentice

#### Contents

1. Before setting up your account on the apprenticeship service
2. Setting up multiple connected organisations in your account
3. Registering on the apprenticeship service
4. What to do after you've set-up your account
5. Using your account
6. Help

# Transfers video on YouTube



**Subscribe** to the Education and Skills Funding Agency YouTube Channel.

Search for **“Transferring apprenticeship service funds”**

# Further Information

Follow **@ESFADigital** on Twitter

Set up web alerts on GOV.UK for our **ESFA Digital Blog** (<https://sfadigital.blog.gov.uk>)

and monthly **Business Update** newsletter

**Queries about the apprenticeship service:**

08000 150 600

**helpdesk@manage-apprenticeships.service.gov.uk**

Available : 8am – 10pm (everyday)

GOV.UK

Blog

**ESFA Digital**

Search blog

Organisations: Education and Skills Funding Agency

**5 pointers to help employers prepare for transfers on the apprenticeship service**

From April 2018 employers who pay the apprenticeship levy will be able to transfer apprenticeship funds to other organisations to pay for their apprenticeship training and assessment

[Read more](#)

The diagram illustrates the process flow for transferring apprenticeship funds. It is divided into three main stages: 'Apprenticeship Levy', 'Apprenticeship Budgets', and 'Apprenticeships'. The 'Apprenticeship Levy' stage includes 'Calculates available spend'. The 'Apprenticeship Budgets' stage includes 'Both employers discuss and agree terms', 'Set up account', and 'Starts process online'. The 'Apprenticeships' stage includes 'Add and approve apprentices' and 'Final approval of cost and standard'. A 'Start' icon is shown at the end of the process.



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# Apprenticeship campaigns targeting employers

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SME Apprenticeship Campaign  
<https://hireanapprentice.campaign.gov.uk/>

# Apprenticeship campaigns targeting individuals



Higher and Degree Vacancy Listing  
November 2017



Brought to you by  
National  
Apprenticeship  
Service

Higher and Degree Vacancy Listing  
Search Higher Apprenticeship  
Vacancies on GOV.UK



Get In Go Far  
Campaign  
[www.getingofar.gov.uk](http://www.getingofar.gov.uk)



Vacancy Snapshot  
[www.amazingapprenticeships.com](http://www.amazingapprenticeships.com)

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# What is Find An Apprenticeship? Apprenticeships

## Recruit an Apprenticeship?

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### Benefits of Find an Apprenticeship

It is the official government recruitment website for apprenticeships on gov.uk

- Employers can advertise their vacancies free of charge
- Candidates of all ages can register, search and apply for vacancies of all levels
- Vacancies provide details of employer, type of vacancy, starting salary, apprenticeship standard/framework, training provider/university
- The candidate either applies on the site to the employer or is redirected to the employer's site
- Our national apprenticeship marketing campaigns drives thousands of candidates to the gov.uk site to apply

If you need some **additional support** using recruit an apprenticeship please contact:  
Email: [apprenticeship.vacancies@education.gov.uk](mailto:apprenticeship.vacancies@education.gov.uk)

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# Apprenticeship Support & Knowledge for schools (ASK)

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ASK

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Apprenticeship Support  
& Knowledge for schools

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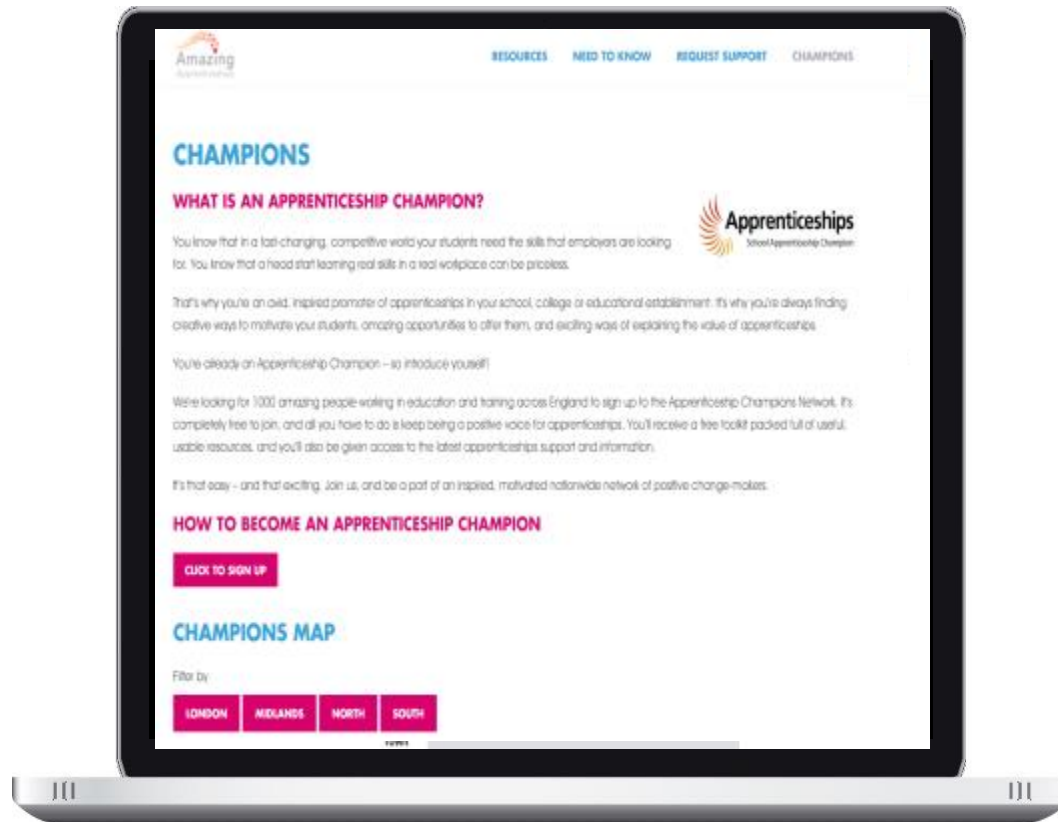


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# Amazing Apprenticeships portal

## www.amazingapprenticeships.com

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# Apprenticeship live broadcasts



YOUR  
LONDON  
AIRPORT  
*Gatwick*



# Apprenticeship Branding



The user friendly apprenticeship logo is widely recognised by young people and employers.



Brand guidelines and assets (eg. apprenticeship logos and illustrations) can be found at:

<https://brand.skillsfundingagency.bis.gov.uk/registration/>

Simply register on the 'request access' page.

If you require the ESFA logos email Catherine Lawson in ESFA [catherine.lawson@education.gov.uk](mailto:catherine.lawson@education.gov.uk).

A screenshot of the 'Request access' form on the Apprenticeships website. The form is titled 'Request access' and includes a navigation menu on the left with links for 'Login', 'Request access', 'FAQs', and 'Contact us'. The main content area contains instructions for users working with Education and Skills Funding Agency Branches. It includes a 'Personal Information' section with fields for Name, Email, Phone, Company, and Address. Below this is the 'Education and Skills Funding Agency Sponsor Information' section, which asks for the sponsor's email address and includes a 'Who you are' section with radio button options for Providers, Free, Creative/Design Agencies, Government, National Careers Service, and Employer/Partner Organisations. There is also an 'Agreement' section with a checkbox and a 'Request Access' button at the bottom.

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# Keep in touch and up to date



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## To keep up to date

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# Work Placements

## T-Levels and work placements

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## Background – T levels

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- T levels are new technical study programmes that will sit alongside apprenticeships within a reformed technical education system.
- They will equip learners with the knowledge, skills and behaviours needed to enter employment, or progress to further technical training.
- Each T level programme will take 1800 hours to deliver over two years, and consist of five components:
  - a new technical qualification designed for each T level
  - a substantial work placement (for 45-60 days)
  - maths, English and digital requirements
  - any other occupation-specific requirements e.g. licence to practice
  - any further employability, enrichment and pastoral requirements
- Introducing T levels in 3 routes in 2020 – Digital, Construction and Education & Childcare – with the remaining eight routes launched in September 2021 and 2022.
- We expect the first T levels to be delivered by a small number of specialist institutions, which will be supported by a network of...

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# Government commitment to work placements

## Rationale for work placements

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- Currently providers and employers tend to offer a few weeks 'work experience', which is often not specific to the learner's course. This is not enough to hone the practical skills and workplace behaviours needed to enter skilled employment.
- Work placements are intended to improve employment prospects for young people in non-academic post-16 education, who are often from more disadvantaged backgrounds than average.<sup>1</sup>
- Employers are often not satisfied with the skills of college leavers, and believe experience of the workplace is vital to developing the knowledge, skills and behaviours for the world of work.
- Evidence suggests that employers see work placements as a key mechanism for helping young people gain work relevant skills (Employer Perspective Survey 2014).<sup>2</sup>

## Government commitment in 2016 Skills Plan

- Government accepted the 34 recommendations from the Independent Panel on Technical Education. These included:
  - every 16 – 19 year old learner undertaking a college-based technical education route will be entitled to a high quality, substantial work placement.
  - Successful completion of this work placement will be a requirement for

1. Department for Education, *Skills for the 21st Century: A Skills Strategy for England*, 2014  
2. Shury et al (2014), *Employer Perspectives Survey (EPS) 2014*

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# What are work placements?

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Very different from work experience

## Work experience

- 1 – 2 weeks
- Aim to help students gain **general** 'employability skills'
- More of a 'work taster' – the first exposure to a working environment

## Work placements

- Typically **around 3 months**
- **Occupationally specific** – focussed on developing practical and technical skills
- **External** – placement should be with an external employer in a real life working environment



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## Big Step Change – what are we doing?

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- T-level Consultation- findings May 2018**
- Building Evidence Base**
- Piloting real life work placements - Autumn 2018**
- Employer capacity project**
- Trialling work placement model**
- NAS supporting employers**



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**Thank you...**

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# The Careers Strategy: an update

Will Morlidge  
Careers and Enterprise Company  
March 2018

# The case for employer engagement in schools



**2x**

Young people more likely to be unemployed than the average

**86%**

**BUT**

**40%**

Less likely to be NEET and  
earn 18% more after 4 or  
more encounters

Only happening in 40% of  
schools



## The policy background: Careers Strategy

- All schools to begin working toward the eight Gatsby Benchmarks, meeting them by the end of 2020.
- All schools to have a named Careers Leader in place by September 2018.
- Schools and colleges should offer every young person in years 7 – 13 at least one encounter a year by 2020.
- All schools and colleges to have access to an Enterprise Adviser by the end of 2020 .
- All schools should have in place a link governor for careers



# The Gatsby Benchmarks provide a blueprint

1. **Encounters** with employers, with workplaces, with further and higher education
2. **Information** about local jobs, how the curriculum connects to work
3. **A plan** tailored to an individual's needs and supported by guidance

- Sir John Holman



## The 8 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                                  |

# How we help



Build nationwide network of coordination

Connecting schools and colleges with employers through our Enterprise Adviser Network



Back proven ideas

Funding activities in areas where support is needed most



Find out what works

Drawing on what works and focusing on geographical areas of need

Powered by

The Local Enterprise Partnerships

## Our collective impact to date

50%

increase in employer encounters among  
our schools and colleges

3

new employers on average now working with our  
schools and colleges

80%

of EAs have had a good experience

380,000

young people activities through our funds  
– 75% in 'Cold Spots'

Powered by

The Local Enterprise Partnerships

# Our collective impact in the South East

159

schools and colleges engaged in the Network

152

Enterprise Advisers matched to schools

■

## And people like it

### Enterprise Advisers

“ I’d strongly **commend** others to become EAs. I’ve found it really **rewarding** to play this part in my community, supporting my local high school and helping open young people’s eyes to role models, technologies and enterprises which **inspire**.

*Enterprise Adviser, Oxfordshire*

”

### Schools and colleges

“ Our Enterprise Coordinator was very **dynamic** and got the relevant people around the table. It was because of her drive that it’s been **effective** and **moved forward** so well

*Academy Sheffield City Region*”

### Local Enterprise Partnerships

“ This is the **best** careers programme I have ever seen implemented...  
We have had fantastic feedback from employers and & already about **impact**...

Enthusiasm of EAs and schools is great. It’s been described as a “**dynamite moment**” when they meet...

*Range of LEPs*

”

Powered by

The Local Enterprise Partnerships



# What's in it for businesses?

Businesses identify many reasons to work with schools and their pupils in ways that bring mutual benefit.

1. **Help young people develop work skills, attitudes and behaviours, including managing their own learning and careers.** Employers may have a direct interest in developing the workforce in their own locality or sector and want to address specific skill shortages. By encouraging more young people to study STEM subjects, for example, employers hope to fill occupations which face shortages.
2. **Broader career horizons.** If young people have broader career horizons and understand vocational pathways, they will make better informed career choices.
3. **Employee development and engagement.** Although this may not be an initial driver of business engagement, employers recognise that employee development brings significant benefits to their companies, and in turn sustains business enthusiasm. Through engaging with schools your employees can build their confidence and skills in public speaking, communications, presentations, leadership and mentoring. Offering support and time to your employees to volunteer can increase brand loyalty and overall employee engagement.
4. **Increase workforce diversity and address social disadvantage.** Work with schools can focus on particular groups of pupils, including those from less advantaged backgrounds.
5. **Corporate social responsibility.** Working with teachers and schools helps support local communities and sustainable business goals. It is occasionally a contractual requirement that companies work with local education institutions, for example on large construction projects, or can evidence community programmes in requests for business tenders.

# I can't commit to being an Enterprise Adviser...what else can I do?

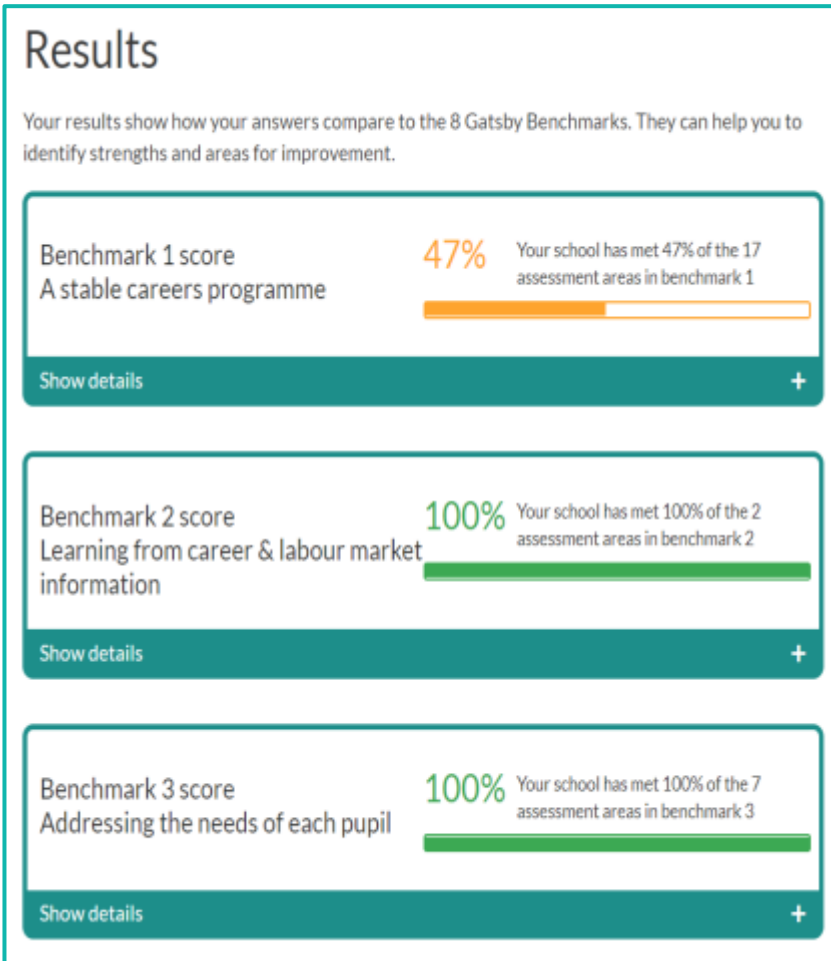


**#UnexpectedMentor**

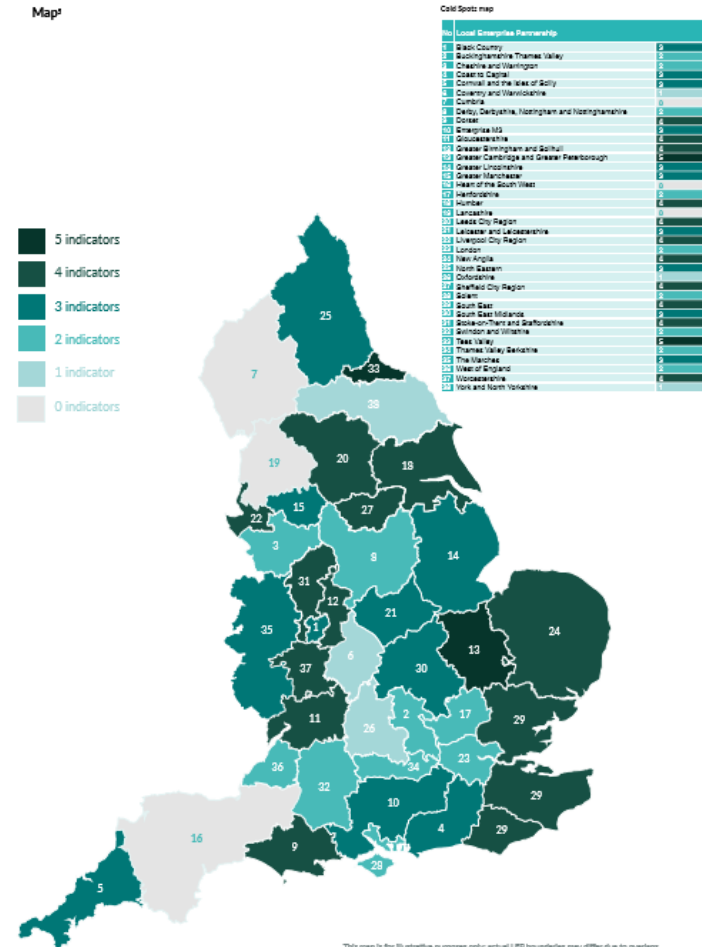


# We back you with technology, research and evaluation

## Example – Compass tool



## Example – Cold spot research



This map is for illustrative purposes only; actual LEP boundaries may differ due to overlaps.

**Thank you – any questions?**

**[wmorlidge@careersandenterprise.co.uk](mailto:wmorlidge@careersandenterprise.co.uk)**

# Cornwall & Isles of Scilly

the natural place to grow  
great business...



SELEP 9<sup>th</sup> May 2018

Clare Harris CloS LEP

Jane Abraham Policy Fellow Work and Health Unit



CORNWALL &  
ISLES OF SCILLY  
LOCAL ENTERPRISE PARTNERSHIP

# The case for action

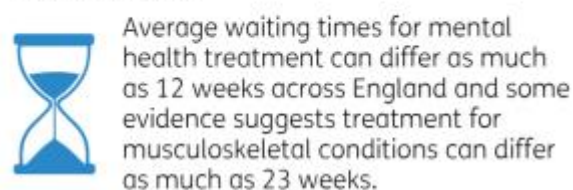
Evidence shows that appropriate work is good for our health



Disability-free life expectancy at birth also varies across England



Access to timely treatment varies across areas



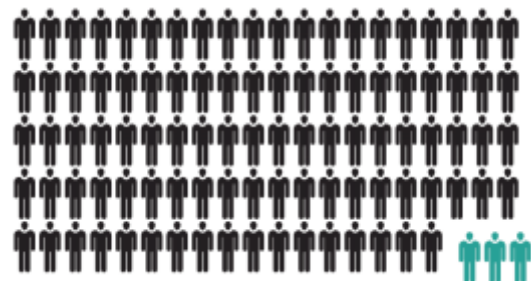
Ill-health among working age people costs the economy



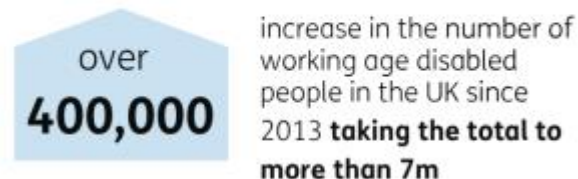
Reducing long term sickness absence is a priority



Only around 3 in 100 of all Employment and Support Allowance claimants leave the benefit each month.

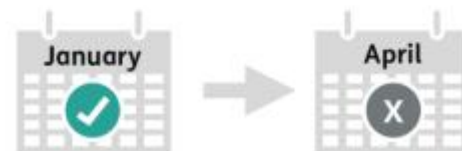


Disability has been rising

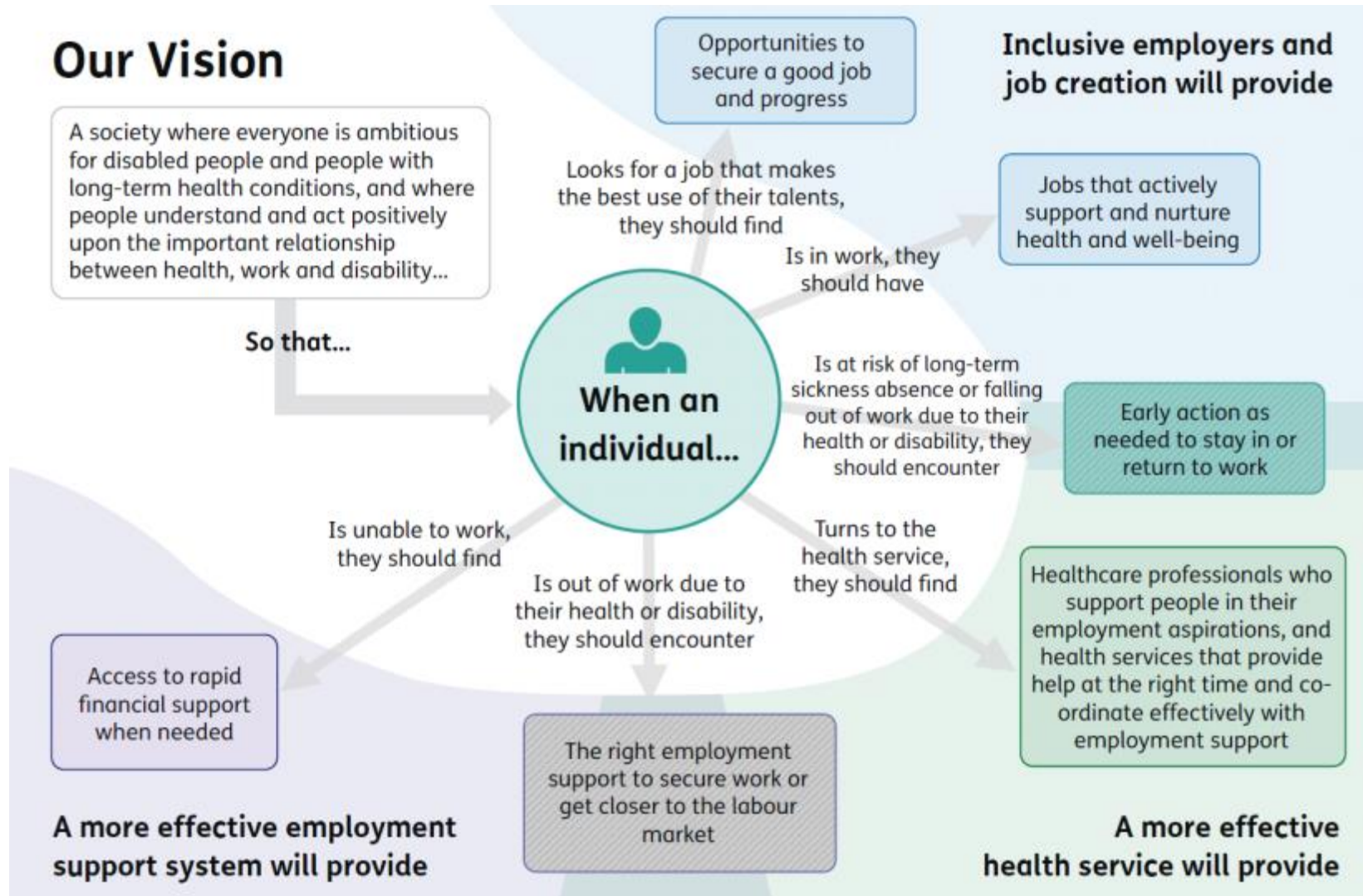


Compared to non-disabled people, disabled people are less likely to enter employment so preventing them from leaving work is important

Between two quarters as many as 150,000 disabled people leave employment.



# Building a shared vision





# Work and Health Strategy

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1. Build a robust evidence base about how services should be delivered to transform the chances of employment for disabled people and to achieve the 1 million manifesto target.
2. Support people with disabilities and long term health conditions to do the following:



**Enter  
work**



**Remain in  
work**



**Return to  
work**

by:

- delivering the health benefits that good work brings and to do this by delivering improvement in a joined up way across four systems: health, welfare, employment support and employers
  - focussing on the key conditions which are most prevalent in creating health barriers to work – namely mental health and musculoskeletal conditions
  - change attitudes, hearts and minds by empowering health professionals with the tools and techniques to have meaningful conversations about work and health
  - driving culture change across all four systems so that everyone can progress as far as their talents will take them, without their disability or long term condition holding them back
3. Our work programme is made up of two halves: building the evidence base and continued action to solve known challenges through policy development and implementation.





This is about business engagement of hard to reach SME's and micro businesses

How does the WHU drive business engagement to help them recruit and retain more people to help reach the £1m target on disability employment in local areas?

- Harness the power of local action and business infrastructure to address local needs by testing innovative local solutions.
- Build on DWP Digital Discovery work for advice and support for SMEs and GP responses
- Understand what affects decision making on recruitment and retention and how to nuance messaging to support change.
- Test and trial small digital approaches with the potential to scale up
- Increase uptake of 'Disability Confident' and Stevenson / Farmer recommendations.



# Work to date



- Initial meeting in Feb 2016 with Deputy Director of WHU
- 6 Roundtable consultations with businesses in December 2016 on the 'Improving Lives' Green Paper.
- Response to Green Paper in Jan 2017.
- Strategic Economic Plan 'Vision 2030' – May 2017
- 'Beacon' Business Engagement Event in October 2017.
- Stakeholder event in Nov 2017 and subsequent workshops.
- Creating opportunities for Inclusive Growth proposal and brief developed Nov 17.
- Framework shared with other LEP areas – joint presentation at LEP Skills Network in Jan 2018 with Deputy Director of WHU Policy Team.



# Why Cornwall?

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- Build on work to date
- Economic Growth opportunity
- Devolution Deal – supporting those furthest from the labour market
- Collaborative partnership working
- Digital Hub – tech sector
- Growth and Skills Hub with Business ‘connectors’
- Collaborative working with business networks and key stakeholders (Chamber of Commerce / FSB / JCP / Islands Partnership)
- Chair Growth Hub Management Board and ITI Board

# What we propose to deliver (1)

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## Digital Solutions (co-dependent)

- Using existing Growth / Skills Hub Platform / Website
- Build on DWP Digital Discovery work for local advice and support with a community hub and peer to peer support
- Co-designed with business community
- Test small focused digital solutions on a key specific area as defined by business need.
- Informed face to face interaction with businesses
- Data analytics and reports



## Social Marketing

- Understand what affects decision making – co-production
- What opportunities there are to reframe the communication
- Develop narrative and nuance messaging
- Create a marketing strategy to be used in business engagement website and marketing materials.



## Business Engagement Manager

- Overseeing the project and ensuring delivery and outcomes are achieved.
- Business networking
- Wider stakeholder engagement
- Intensive work on Disability Confident and Stevenson / Farmer review recommendations for SMEs
- Working with Skills Hub team to identify training opportunities and broker appropriate solutions.

# What we propose to deliver (4)

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## Impact and Evaluation Strategy (Agreed with WHU analysts)

Identify what approach is most effective:-

- Community Hub with case studies
- Face to face business engagement
- National v local support
- Develop case studies and 'stories'

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The LEP, Cornwall Chamber of Commerce and FSB organised a conference to promote disability employment and inclusive growth.

- <https://youtu.be/tqwxlY05Gd4>



SOUTH EAST  
LOCAL ENTERPRISE  
PARTNERSHIP

# South East LEP Growth Hub Skills Engagement Session

## WORKSHOP

- Are there additional areas of need for the remaining ESF?
- How can we strengthen our links in future?





# **FOCUS FOR PLANNED CALLS**

**Support for unemployed people into key sectors (particularly health, care, construction)**

**Digital Skills for unemployed people**

**Wheels to work supporting people in rural areas**

**Community Grants programme for grass routes initiatives**

**Leadership and Management for SMEs (cross sector)**

**Apprenticeship support service for SMEs**

**Upskilling the workforce in health and care**

**A skills portal and careers information for the south East**

**Virtual reality to showcase local growth sectors**

**Internships and returnships for key sectors**

**Industry work placements, CPD and recruitment support for tutors in key sectors**