

Annex 3

City of York Council's One Year Skills and Employment Strategy – Recovery Response

Economic Growth and Skills teams

Covid-19: Impacts

- Acceleration of existing trends – need for transferable softer skills and improved digital skills, as well as technical skills in growth areas;
- Economic impacts of the pandemic being disproportionately felt by young people and women - predominantly working in B2C businesses;
- Recruitment and investment in workforce training is low priority – many SMEs are just trying to survive;
- Residents and businesses looking to the public sector for support.

Guiding Principles

- CYC's role is leadership, brokerage and communication;
- DWP and LEPs leading on unemployment and redundancy response – promotion and outreach into communities is vital;
- FE, HE, independent, private and community sector providers fill the skills space – collaboration essential;
- No wrong door – clear and strong referral processes for individuals and businesses.

Recovery Response: Skills and Employment

Shaping provision

- Ensuring that York's skills and employment landscape is well understood and interventions respond
- Influencing local, regional and national skills and employment programmes

Support for individuals

- Building capacity through collaboration – offering a responsive frontline service
- Stepping in, only where others can't, to ensure support for those hardest hit by Covid-19

Skills pipeline

- Ensuring that the industry skills needs of key sectors are well understood
- Making the most of our role as an anchor institution to create local skills and employment opportunities

Support for businesses

- Identifying and supporting businesses with significant workforce challenges
- Ensuring that skills interventions are business-led to meet local needs

Shaping provision

- Strengthen links between local providers and regional networks;
- Establish a city skills Board to drive forward collaboration between industry and education in the short and long term;
- Work with the LEP to help shape improved public support of employability and skills programmes to meet local needs – Apprenticeship Levy flexibilities, Digital Skills, Devolved Adult Education Budget, ESiF Reserve Fund, National Skills Fund and UK Shared Prosperity Fund.

Support for individuals

- Coordination of existing Council based activity (Community Hubs, York Learning and Apprenticeship Hub) and Job Centre Plus initiatives to support those who are unemployed / at immediate risk of losing their job;
- Develop an outreach model that builds capability amongst staff and volunteers to deliver IAG, wellbeing support and digital skills training through community hubs;
- Continued delivery of ESF and Big Lottery Funded programmes to support those furthest from the labour market (including CYC Employment Hub 15-24 years);
- Targeting new apprenticeships and work placements to maximise the local impact of new Government funding and Kickstart programme;
- Focused collaboration under the STEP into STEM programme to actively support people (especially young people and women) into STEM roles

Skills pipeline

- Map local, regional and national skills offers that support reskilling and upskilling in growth sectors;
- Support the work of the YHIoT to map industry skills needs and identify gaps;
- Review the framework used by CYC for employment and skills plans in capital projects to better support local/supply chain skills development;
- Develop York Apprenticeship Hub offer as a spoke of the wider Y&NY Hub
- Work with LEP and partners to provide up to date and consistent labour market information as defined by the 12 business intelligence sectors.

Support for businesses

- Work with local employers to identify staff at risk of redundancy and support them to find alternative employment [JC+/FUSE];
- Promote York's recruitment, skills and training offers to local employers, to help them pivot and link jobs to communities through [MIY employment and skills hub pages, York Apprenticeship Hub];
- Bring providers together to develop complementary training that responds to the needs of local businesses and helps them to prosper