

## York Skills Plan – 2017 – 2020

#talentmtachyork

**(approved by CMT & partners, before presenting to Full Exec for approval)**

York's second all age Skills Plan, sets out two simple priorities to focus how City of York Council and its partners will work together to contribute towards ambitions set out in both the York Economic Strategy, 2016–2020 and Council Plan 2015 - 2019:

- **Developing, Retaining and Attracting Talent in York**

To support the growth of local businesses as well as those within commuter distance of York across the wider city region

- **Making sure no one is left behind**

Where local businesses can thrive, residents have the opportunity to get good quality and well paid jobs and everyone in York is supported to achieve their full potential.

**The Skills Plan** has been developed at an important time for the city as it sets out to deliver an ambitious economic growth vision to 2030 and beyond. It is also a time of major change for employment and skills support in England, with real shifts in policy and funding at a national, Local Enterprise Partnership and city level. To realise the vision and maximise the impact of these shifts, now more than ever, we need effective collaboration between employers and all engaged in education, skills and employment activity as well as partners supporting the city's economic development. We need to ensure that talent supports business growth and business growth delivers benefits for all residents.

The Skills Plan sets out **5 'Essential To-Dos / Objectives'** to deliver the priorities:

1. **Support the transition of all young people from learning to earning**
  - Ensuring that great education is better connected to business
2. **Connect more adults to jobs, self-employment & career progression**
  - Targeting integrated ways of working with more disadvantaged/vulnerable adults

### 3. **Grow the Apprenticeship Offer**

- Creating jobs for young people, developing skills of existing staff in businesses

### 4. **Make better use of HE talent, resources & learning**

- Creating graduate level jobs within local businesses and ensuring access to higher level learning for residents

### 5. **Tackle Skills Shortages**

- Harnessing the employment and career opportunities across all sectors for the benefit of all residents, with an immediate focus on:
  - ✓ Health & Care;
  - ✓ Construction & Infrastructure (including Rail)
  - ✓ Digital, IT & Creative Technology
  - ✓ Hospitality and Tourism
  - ✓ Digital Inclusion across all sectors

## **Objective 1: GREEN**

### **Support the transition of all young people from learning to earning**

The CYC Skills Team continues to make sense of policy and funding programmes to maximise the benefits for schools, colleges and young people in York.

There are several European funded and other nationally or LEP funded programmes that CYC is ensuring that York secondary schools are engaged with, including:

- **Jobs Market / Careers Awareness** – in partnership with National Careers Service and Job Centre Plus, parents of Y11 and secondary school students have received a Shape Your Future York leaflet (key sectors and job opportunities); plus presentations in schools about changing job market
- **Better Careers Education – (ESF funded via Prospect Services & NYBEP)** – all secondary schools (including Applefields and Danesgate) and the two colleges have acquired or on a journey to acquire a quality award for their Careers Education Programmes, with 3 year development plans mapped against the Gatsby indicators.

- **York Career Ready Programme – (Employer sponsored, working with national charity - Career Ready)** - Year 1 pilot in 2017/18 sponsored by DHL supported 15 x Y12 sixth form students seeking to progress to employment / apprenticeships locally, not HE. Funding from Hiscox, Aviva and local charity Feofees has secured the opportunity to extend the programme to benefit 60 students in all 5 sixth forms in York from September 2018. This is very much part of the strategy better support **#talentmatchyork**
- **Tackling / Preventing NEETs - Improve Your Prospects (ESF funded via Prospect Services)** – supporting all York secondary schools with young people aged 15+ in Y10/11 at risk of disengagement, as well as those already NEET; 151 young people benefitted from vocational / employability programmes in the last 18 months.
- **Enterprise Co-ordinators – (LEP funded)** linking schools with volunteer business Enterprise Advisers to drive business-education links
- **Supported Internships** - DfE funded pilot to target ‘supported internship and employment opportunities’ for 16-24 year olds with high needs, learning disabilities, autism & mental health barriers – (led by the Skills Team in partnership with Blueberry Academy). 10 to be delivered at the Council.
- **Routeways : Developing Young People – Employment Hub** - we are awaiting the outcome of a West Yorkshire Combined Authority led bid, in partnership with LAs across Leeds City Region, that will provide additional employability activity for young people, aged 16-24, seeking to stay and work locally. This will include support for moving into apprenticeships and a key focus will be support for our more vulnerable and disadvantaged groups of young people.

## **Objective 2: (AMBER / GREEN)**

### **Connect More Adults to Jobs, Self-employment & Career Progression**

**York (all age) Job Fairs** have taken place in September 2017 & March 2018 (coordinated by York Learning, in partnership with JCP and supported by funding from CYC). There has been strong attendance

from employers, training providers and residents (circa 800 – 1000 per Jobs Fair), with funding from the current administration to support two events annually.

### **In-work support / tackling mental health issues:**

**The LCR funded ‘Work Wellness’ social prescribing pilot,** commissioned by the Skills Team to York Learning has supported 34 residents aged 50+ through a pioneering non-clinical health service, launched in February 2018, to help people off work with mental health or anxiety issues return to employment.

A Work Wellness advisor is available through surgeries run by the Priory Medical Group practices to provide holistic support to patients so they can better reconnect with employment, ease their transition back to their current job or, alternatively, find new work.

It is one of only a handful of social prescribing services in the country focusing on people currently in work. Looking to bid to DWP to expand initiative.

### **Skills for Existing Workforce / Improving Productivity:**

**Career Learning Pilot** – Leeds City Region (LCR) is one of five areas that have been selected by Department of Education to test two key themes: outreach - what engagement activity will encourage adults currently in employment or re-entering employment who have a level 2 qualification, to consider their next career/learning steps at level 3 and above; and cost - what level of funding subsidy (25%, 75% or 100%) will encourage individuals to pay for their learning.

In York, City of York Council - York Learning have 45 places available at a 100% and 25% subsidy respectively for the following career development programmes for local working residents from this September:

- Diploma in Leadership and Management – Level 3 and 5 (100% subsidy)
- Diploma in Leadership for Health and Social Care and Children’s and Young People’s Services – Level 5 (25% subsidy)

## **Other European funded programmes in place:**

- Skills Support for the Workforce and on In-work Benefits
- Higher Level Skills

## **Back to Work Support**

**European funded programmes** (commissioned via LCR and YNYER LEP) continue to support different adult resident client groups and service users into work to July 2018 or March 2020. In brief:

- **Action Towards Inclusion** (Your Consortium is the Prime + 10 delivery partners, including York Learning – Big Lottery co-funded) – 400 residents to 2020 who are furthest away from the labour market; 80% inactive; longer term unemployed (12 months+)
- **Moving Forward** (Ixion is the Prime, with i2i as delivery partner) – 26 weeks (6 months unemployed)
- **Access to Employment** (APM) – unemployed residents closest to the labour market (any length of unemployment)
- **Open Doors** – Skills Support for Redundancy (Interserve)

## **Making Sure No one is Left Behind**

### **New nationally funded & targeted programmes:**

- DWP Work & Health programme – longer term unemployed, with mental health & learning disabilities
- DWP pilot activity to target ‘supported employment opportunities’ for adult residents with learning disabilities, autism & mental health barriers (led by the Adult Social Care team in partnership with United Response)
- DfE funded pilot to target ‘supported internship and employment opportunities’ for 16-24 year olds with high needs, learning disabilities, autism & mental health barriers – (led by the Skills Team in partnership with Blueberry Academy)

**New All Age Autism Strategy and All Age LDD Strategy** being developed – to include employment as a key outcome for all .....align with Skills Plan.....will actions be resourced and make a difference?

### **Objective 3: (GREEN - but an ever increasing complex agenda)**

#### **Grow the Apprenticeship Offer**

**The Council-led 'York Apprenticeship Hub' (facilitated by the Skills Team)** has continued to work closely in partnership with employers (large and small), training providers, schools and LEPs to raise the awareness and take-up of apprenticeships for young people (16-24) and to develop existing staff with apprenticeship training.

**2014-2015** - the 30% growth in all age apprenticeship 'starts' in 2014-15 to 1700 (ranking York has the 6<sup>th</sup> highest ranking LA in the UK for growth) was maintained in **2015-16** with an all age start level at 1720.

**In 2016/17** - there has been a drop off in apprenticeship starts at a local, regional and national level.

- data for York shows 1420 starts (across all ages) v 1720 in 2015-2016
- 18% year on year change versus 4.4% regionally and 3.6% nationally.
- York's data demonstrates a market place that is more sensitive to national policy changes
- the biggest drop in starts is shown in the over 25s (-18%), which was balanced by an increase in adult learner loans as employers and employees opted for stand alone NVQ and Diploma training programmes, rather than full apprenticeship training programmes including maths and English (functional skills).
- Take-up of Higher apprenticeships, however, has grown from 52 starts in 2014/15 to 120 in 16/17; with the highest growth amongst the 25+ age range ie: existing staff.

**The council-led and LCR funded SME Brokerage Service** that created 250 apprenticeship jobs for 16-24 year olds by the end of the contract in October 2016 (highest performing district against original targets), is awaiting the outcome of a collaborative European bid led by WYCA in partnership with other LCR LA partners to re-launch a proactive independent brokerage service for employers (of all sizes) and to better support young people into apprenticeships / employment.

A second European funded SME service to support employers up-skill their existing workforce through apprenticeship training, is likely to be

awarded to the University of York and a consortium of FE colleges and training providers.

### **More recent activity, led by the council-led York Apprenticeship Hub includes:**

- **York Apprenticeship Recruitment Events** – March 2018 (record attendance from employers, young people and parents - 500); July 2018 targeted at those employers still looking to fill vacancies and those young people still looking for apprenticeship jobs)
- **York Apprenticeship Graduation & Awards Ceremony** – 8<sup>th</sup> event scheduled for November 27 2018 (Grand Opera House)
- **York Offer to Schools & Young People** - workshops, Facebook & weekly E-vacancy bulletins targeting 6500 young people and their parents
- **Apprenticeship Levy** - Development of an approach and support package for maximising the benefits of the Apprenticeship levy for CYC, LA maintained schools and larger employers across the city

### **Apprenticeship Levy, Funding & New Standards at the Council**

CYC now has two task groups to manage our apprenticeship levy:

- **Council Apprenticeship Task Group** – focus on policy and programme for new apprentice recruits and policy development for use of apprenticeship levy to commission training for existing staff
- **York Schools Apprenticeship Panel** – to ensure that there is:
  - a corporate approach to the management of the funds relating to the Apprenticeship Levy for the LA maintained schools;
  - a process in place to enable schools to identify opportunities for recruiting an apprentice and for existing staff (both teaching and non-teaching) to benefit from apprenticeship training relevant to their job role;
  - a decision relating to Expressions of Interest (EOI) from schools to recruit an apprentice and requests for apprenticeship training to develop existing members of staff

## **City of York Council (including LA maintained schools) Apprenticeship programme<sup>1</sup>**

- Since 2011, City of York Council (including LA Maintained Schools) have recruited and trained 168 apprentices (to end March 2018), with a further 19 (11 at CYC and 8 in schools) to be recruited to start September 2018 (187 in total).
- 66 (52%) of the 127 apprentices recruited up to June 2016 are currently still employed by the council, either continuing their studies on further apprenticeships, or employed in substantive posts; with others going on to secure future employment within the region, and in some cases to go on to Further or Higher Education.
- The council continues to offer fixed term, entry-level apprenticeships for 16-24 year olds at Level 2 & 3 and has now appointed its first Higher Apprenticeship in Facilities Management and Degree apprentice in Cyber Security
- As at April 2018 – CYC currently have no under 18s as apprentices (albeit there are 2 employed in LA maintained primary schools as Teaching & Learning Assistants), all are aged 18-24 including 2 care leavers
- Moving forward, with the onset of public sector targets and employer levy, the Council will continue to recruit apprentices to support succession planning across different service teams, as well as reviewing how apprenticeship training can be implemented to benefit the development of existing staff and supporting more schools to utilise their levy payments in the same way
- HR have sourced 5 days free consultancy from the LGA to deploy an apprenticeship expert to assess our current situation and support us to develop a new strategy. To date they have undertaken a health check of our current systems and processes and analysed approximately 800 CYC job roles to assess their suitability to access the levy for training.
- Going forward it will be critical to ensure we prioritise the limited resource available to maximum effect e.g. targeting levy spend on areas of highest need and supporting managers to take forward use of the levy with 'light touch' support from HR.

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<sup>1</sup> The CYC corporate pot of apprenticeship funding (awarded by the Executive) provides wage contributions to CYC line managers (not schools) who are recruiting apprentices to supernumerary apprenticeship posts.



- A second day's consultancy is planned for July to create a draft CYC strategy for approval by CMT in the Autumn 2018.
- See appendix 1 for end of year levy breakdown to March 2018

**Objective 4: (AMBER – Also acknowledged in the Economic Strategy)**

**Make Better Use of HE Resources**

Role of Higher York v building strong relations with individual institutions?

Need to rethink how CYC works with partners to shape, influence, drive key issues to make a difference

**Objective 5: (AMBER TO GREEN)**

**Tackle Skills Shortages**

**Health & Care Sector**

Through the council-led Adult Care Workforce Development Strategy Group (Recruitment, Retention and Careers sub-group) we have worked with the NHS York Teaching Hospital and Skills for Care to host two sector specific Health & Care Recruitment Events at York Hospital. Both secured job outcomes for local residents and dpts within the hospital and local care providers.

**Hospitality & Tourism**

Skills Team starting to work with the York BID to better engage the sector with school specific activity to raise awareness of the job / career opportunities available within the sector.

Continue to work with York College to better connect full-time students with vacancies within the sector.

Continue to work with Job Centre Plus to connect unemployed residents with vacancies within the sector.

**Construction**

The CYC Skills Team continues to embed Employment and Skills Plans with targets for local employment, apprenticeships, education and training opportunities into major capital projects

The contract for the Community Stadium, through Buckingham and their supply chain, has secured 4 apprenticeship jobs to date. 2 x Construction Engineers; 1 x plumber; 1 x Business Administration.

### **Looking Ahead**

Events planned to inform future developments / policy / strategy:

#### **York Central**

- **A Hub for Creativity and Innovation: How can York Central become a focus for an exchange of learning and skills which benefits the whole of York?**
- 5th July, 3-8pm. Friargate Meeting House.

#### **York Business Week – November 2018**

- **#talentmatchyork** – Skills / People Summit event – in the making for York Business Week, in partnership with Make it York, which will generate discussion on talent diversity, ways to engage with talent development and support available to local businesses to meet their talent, recruitment and staff development needs; Thursday 15<sup>th</sup> November.
- **York Economic Growth conference** – Monday 19 November

#### **York Re-Branding (LCR Business Rate Project)**

- Aligned to York's ambitions for Inward Investment, Visit York and Inclusive Growth for residents
- Aligned to LEP developments of Inclusive Growth Industrial Strategies & Employment and Skills Strategies

Julia Massey (Skills Team)  
August 2018

# Progress on Ambitions / KPIs

## Top 10 UK City.....

### Resilient employment landscape 😊

- High employment 77% (10/63 UK cities in 2017; up from 15/63 in 2012) 😊
- Low unemployment, NEETs (2<sup>nd</sup> lowest / 63 UK cities; 😊 BUT stubborn & static 😞)

### Hotspot for Talent / Skills 😊

- NVQ Level 4+ 43% (12/63 UK cities 😊 BUT down from 8/63 😞)
- Low levels of unqualified pop. (3<sup>rd</sup> lowest) 😊
- Strong HE assets 😊
- Top quartile GCSEs (64% 5\* A-C) & Post-16 (3/59) 😊

### Wages 😞

- Pay gap widening 😞
- But household income levels more positive, with average weekly workplace earnings moving from 31/63 UK Cities in 2012 to 44 in 2015 and 33 in 2017

### Economic competitiveness has declined 😞

- Overall **UK ranking** for economic competitiveness has **declined** 2010 – 2016 (Huggins Index)
- Fallen from rank 16 to 20 of 46 larger cities – excluding London (population of 100,000+);
- Fluctuated :145 to 131 then 140 of 339 localities

## Biggest Improvements.....

### Individual Case Studies...demonstrate 😊

- Targeted interventions and more innovative and integrated ways of working can make a difference

### However:

### Employment & Wage Inequalities 😞

- Under-employment & in-work poverty – high levels of part-time work in low pay jobs
- Unwantedly inactive – those with disabilities, mental health issues, etc who are finding it difficult to gain / sustain employment
- Higher proportion of low skilled / low wage jobs
- Low work-place median wages for residents

### Mis-match on Talent / Skills / Productivity 😞

- Gap to national average levels of productivity (GVA per person) has widened (48/62 UK cities , 2016)
- Albeit some sectors above national average
- Unfilled vacancies & skills gaps for employers
- Under-employed graduates in lower skilled jobs

