

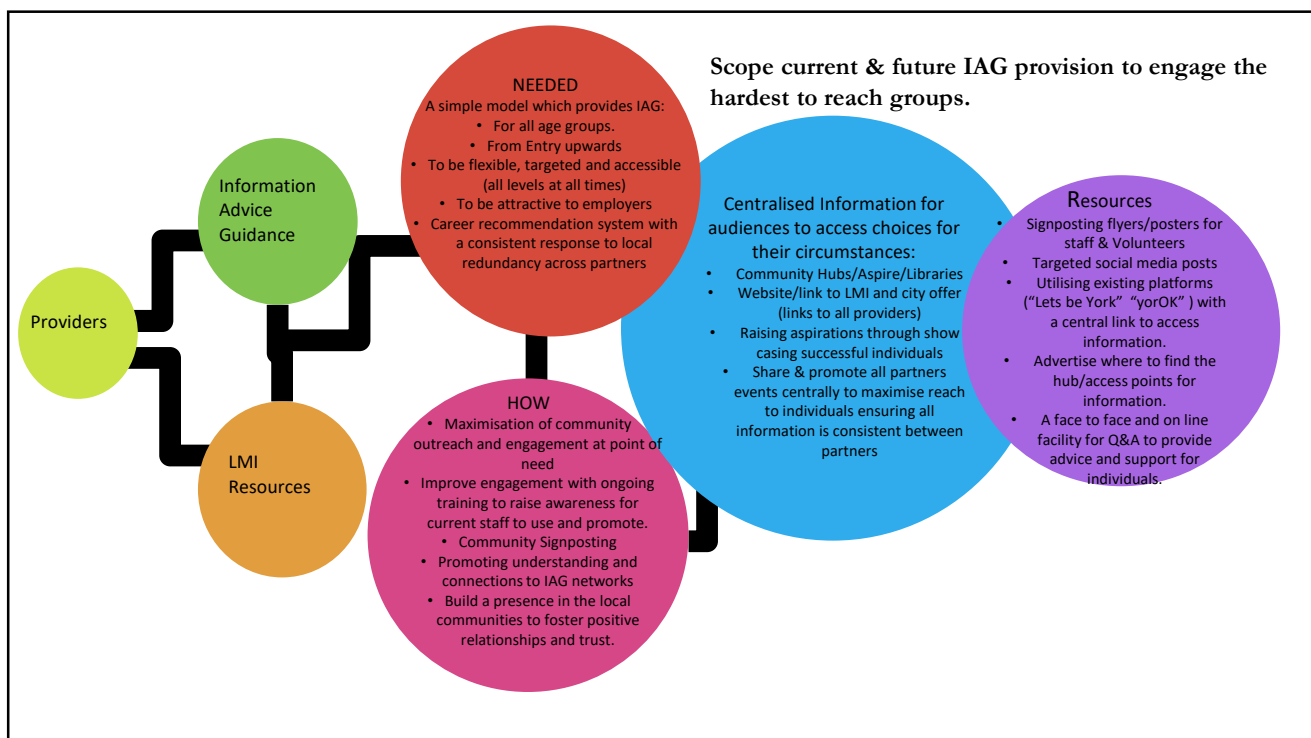
Year one priority projects update

10 June 2021

Commitment	Project Description	Commitment Lead
1 York Works	Scope current and future IAG Provision including initiatives (potential pilot) to engage the hardest to reach groups	Marie Neal-Smith, York College
2 Empowered Employers	Scoping a skills hub while continuing to align and promote support	Anna Hastie, University of York
3 Pioneering Provision	Scope digital pilot and roll out national provision	Rob Mortimer, York St John University
4 Talent pipeline	Develop a framework for improved employer engagement and encourage creation of Apprenticeships and T-Level placements 2021/22 and beyond.	Billy Miller, Askham Bryan College
5 York Shares	Develop a coherent and effective marketing and communications strategy to ensure information advice and guidance is provided at the point of need in a timely and effective way.	Claire Duggleby, City of York Council

IAG Provision Commitment Group 1 Lead - Marie Neal-Smith

Scope current and future IAG Provision including initiatives (potential pilot) to engage the hardest to reach groups



A simple model which provides IAG:

- For all age groups.
- From Entry upwards
- To be flexible, targeted and accessible (all levels at all times)
- To be attractive to employers
- Career recommendation system with a consistent response to local redundancy across all partners

Maximisation of community outreach and engagement at point of need

- Improve engagement with ongoing training to raise awareness for current staff to use and promote.
- Community Signposting – through case studies to promote and break down barriers
- Promoting connections to IAG networks – this needs to be people friendly to ensure understanding (language)
- Build a presence in the local communities to foster positive relationships and trust.

Resources

Community Hubs and partners

Single website linked to LMI and city curriculum offer

How do we encourage groups to access what is on offer from the city:

- Effective comms and marketing plan to send out a consistent message and support from all providers.

Online links to promote access to:

- The whole city offer, what services we have, location opening and closing times.
- Job fairs -to promote career opportunities- (What info is on offer from careers presently ?)
- Promote individual offers, ensuring no duplication or gaps – by level?

Community Outreach

- Charity/volunteer/faith groups Newsletters
- Linking up and having presence at community events such as Interfaith Week November 13th-21st November for example
- Community Learning Partnership – city wide event Learning Festival in September - central location
- All partners to forge links with groups as above for example Kyra through the Action Towards Inclusion project have established links with York Learning and work together on interventions Maths, English and Employability.

Progress

- Partnership - aligned with community learning partnership
- Mapping - IAG providers and resources
- Model - simplicity, maximise community outreach, resource
- Pilot - signposting IAG training in Foxwood Community Hub - potential in Chapelfields and Clifton
- Communications - Redundancy support flyer, Learning for everyone brochure, Learning in York Week

Next steps

- Commitment group reconvening 17 June
- Scoping document to be shared with Task & Finish Group 21 June.

The Skills Hub Commitment Group 2 Lead - Anna Hastie

Scoping a skills hub while continuing to align and promote support

Aims of the York Skills Hub

- Integrate skills support for both individuals and businesses, creating a pipeline of current and future skills into regional businesses.
- Give individuals the opportunity to upskill or re-skill in areas where businesses have identified skill gaps.
- Gather intelligence on business skills needs / gaps
- Create clear and accessible information and progression routes for individuals, and talent pipelines for businesses.
- Provide a fully integrated advice and guidance service to businesses and individuals
- Minimise confusion and become a central point of support and signposting
- Equip job seekers and those who are currently under-employed with the information and skills they need to progress.
- Develop stronger links between businesses and the community

Scoping Exercise

- Research into current skills support in the city using existing information plus carry out any new research if required
- Talking to partners, stakeholders and providers to clarify existing information, advice and guidance provision available as well as business engagement that currently happens.
- Engage with, and seek the views of businesses within the city
- Discussions around accessibility of training and knowledge to identify any barriers to success
- Clearly articulate the York Skills Hub offer and how it will add value and create less confusion in the landscape

Scoping done by:

- Employ a consultant
- Partnership committing staff to support scoping
- Fiona Himsworth – York Learning

Scoping outputs:

- Report and recommendations
- Detailed description of up to 3 delivery models
- Full costs of up to 3 delivery models

Scoping to be complete by December 2021

Progress

- Partnership - continuing ERSA work, including business engagement principles (link to commitment 4) and business engagement network
- Mapping - public funded skills provision for businesses (in partnership with YNY LEP and WYCA)
- Model - bringing communities and businesses together - IAG pilot in community hubs (link to Commitment 1)
- Communications - update skills hub content on MIY website - branding and comms within scoping exercise

Next steps

- Commitment group reconvening 15 June
- Scoping document to be shared with Task & Finish Group 21 June.

Digital Provision Review Commitment Group 3 Lead - Rob Mortimer

Scope digital pilot and roll out national provision

Progress

- Employer voice - including Pikel, York Explore and GK Apprenticeships
- Partnerships - sharing digital maps (infrastructure, poverty, skills etc) - STEP into STEM link
- Mapping - existing provision, demand, barriers
- Communications - Digital flyer, Learning for everyone brochure (link to Commitment 1) - take up of entry level
- Provision - support roll out of L3 entitlement and digital bootcamps

Next steps

- Commitment group reconvening 11 June
- Scoping document to be shared with Task & Finish Group 21 June

Apprenticeships and T-Level Placements

Commitment Group 4

Lead - Billy Miller

Develop a framework for improved employer engagement and encourage creation of Apprenticeships and T-Level placements 2021/22 and beyond.

Progress

- Partnership - links through York Apprenticeship Provider Network and best practice sharing with other Hubs
- Mapping - Apprenticeship and T-level provision and routes
- Model - shared resources to support consistent employer engagement (link to Commitment Group 2)
- Employer engagement - opportunity to test need and resources and create shared FAQ?
- Communications - Case studies, events, press releases, support from partners

Next steps

- Commitment group reconvening as needed
- Scoping document to be shared with Task & Finish Group 21 June.