

**Notice of a public meeting of
Children, Education and Communities Policy and Scrutiny
Committee and Economy and Place Policy and Scrutiny Committee
– Commissioned Joint Committee**

To: Councillors Baker, Barker, Daubeney, Douglas, Fenton, Fitzpatrick, Heaton, Hollyer, Hook, Kilbane, Pearson, D Taylor and Webb

Date: Monday, 1 February 2021

Time: 5.30 pm

Venue: Remote Meeting

AGENDA

1. Declarations of Interest

At this point, Members are asked to declare:

- any personal interests not included on the Register of Interests
- any prejudicial interests or
- any disclosable pecuniary interests

which they may have in respect of business on this agenda

2. Public Participation

At this point in the meeting members of the public who have registered to speak can do so. Members of the public may speak on agenda items or on matters within the remit of the committee.

Please note that our registration deadlines have changed to 2 working days before the meeting, in order to facilitate the management of public participation at remote meetings. The deadline for registering at this meeting is at 5.00pm on Thursday 28 January 2020.

To register to speak please visit www.york.gov.uk/AttendCouncilMeetings to fill out an online registration form. If you have any questions about the registration form or the meeting please contact the Democracy Officer for the meeting whose details can be found at the foot of the agenda.

Webcasting of Remote Public Meetings

Please note that, subject to available resources, this remote public meeting will be webcast including any registered public speakers who have given their permission. The remote public meeting can be viewed live and on demand at www.york.gov.uk/webcasts.

During coronavirus, we've made some changes to how we're running council meetings. See our coronavirus updates (www.york.gov.uk/COVIDDemocracy) for more information on meetings and decisions.

- 3. Young People aged 16-25 in the City of York who are Not in Education, Employment and Training (NEET)** (Pages 1 - 28)
This report updates Members on Young People aged 16-25 in the City of York who are Not in Education, Employment and Training (NEET).
- 4. Apprenticeship Update** (Pages 29 - 36)
This report provides an update from the City of York Council Apprenticeship Hub (managed by the council's Skills Team) on the effect of the Covid-19 pandemic on the local apprenticeship market.
- 5. York Skills & Employment Board Update** (Pages 37 - 74)
This report provides an update on the York Skills & Employment Board.
- 6. Urgent Business**
Any other business which the Chair considers urgent under the Local Government Act 1972.

Democracy Officer

Angela Bielby

Contact details:

- Telephone – (01904) 552599
- Email – a.bielby@york.gov.uk

For more information about any of the following please contact the Democracy Officer responsible for servicing this meeting:

- Registering to speak
- Business of the meeting
- Any special arrangements
- Copies of reports and
- For receiving reports in other formats

Contact details are set out above.

This information can be provided in your own language.

我們也用您們的語言提供這個信息 (Cantonese)

এই তথ্য আপনার নিজের ভাষায় দেয়া যেতে পারে। (Bengali)

Ta informacja może być dostarczona w twoim własnym języku. (Polish)

Bu bilgiyi kendi dilinizde almanız mümkündür. (Turkish)

یہ معلومات آپ کی اپنی زبان (بولی) میں بھی مہیا کی جاسکتی ہیں۔ (Urdu)

 (01904) 551550

This page is intentionally left blank



Children, Education and Communities Policy and Scrutiny Committee and Economy and Place Policy and Scrutiny Committee – Commissioned Joint Committee Meeting 11 February 2021

Report of the Director of People

YOUNG PEOPLE AGE 16 TO 25 IN THE CITY OF YORK WHO ARE NOT IN EDUCATION, EMPLOYMENT AND TRAINING - INFORMATION ONLY REPORT

Summary

1. This paper updates the Scrutiny Committees on work by the Local Authority and its partners to support young people age 16 to 18 into education, employment and training (NEET) during the course of the Covid 19 pandemic which appears to be largely successful. The paper outlines the measures taken by schools, post 16 providers and practitioners working with young people to support them into full time education, employment and training.
2. The paper also provides data on the significant increase in youth unemployment amongst young people age 16 to 24 since March 2020 and the measures taken by the Department of Work and Pensions, the Local Authority, employers and partner agencies to provide advice, guidance, support and opportunities for affected young people.

Background

3. Since 2015, all young people have been under a statutory duty to participate in education or training until the end of the academic year in which they turn 18. The aim is to ensure that every young person continues their educational studies or takes up training and goes on to successful employment or higher education. This applies to all young people aged 13-19 and those aged 20 to 25 with Special Educational Needs and Disabilities (SEND). Local

authorities have existing responsibilities to support young people into education or training, which are set out in the following duties:

- Secure sufficient suitable education and training provision
 - for all young people aged 16-19 and for those aged 20-24
 - with an Education and Health Care Plan in their area.
 - Make available to young people aged 13-19 and to those
 - aged 20-24 with an Education and Health Care plan, support
 - that will encourage, enable or assist them to participate in
 - education or training. Tracking young people's participation
 - successfully is a key element of this duty.
4. In addition to the above, the Education and Skills Act 2008 places two new duties on local authorities with regard to 16 and 17 year-olds. These relate to the raising of the participation age (RPA):
 - A local authority in England must ensure that its functions are (so far as they are capable of being so) exercised so as to promote the effective participation in education or training of persons belonging to its area with a view to ensuring that those persons fulfil the duty to participate in education or training.
 5. A local authority in England must make arrangements to enable it to establish (so far as it is possible to do so) the identities of persons belonging to its area to whom are failing to fulfil the duty to participate in education or training.
 6. In order to discharge this duty, local authorities must collect information to identify young people who are not participating post 16, or who are at risk of not doing so, to target their resources on those who need them most. Local authorities will be expected to continue to work with schools to identify those who are in need of targeted support or who are at risk of not participating post-16. They will need to agree how these young people can be referred for intensive support, drawn from the range of education and training support services available locally.
 7. Local authorities are expected to lead the September Guarantee process, which underpins the delivery of this duty. This is the process by which local authorities aim to ensure that all 16-17 year olds receive an offer of a suitable place in education or training by the end of September each year. As of the end of September,

96.8% of young people age 16 and 17 received a suitable offer of education provision, an increase of 0.5 % in 2019 and ranking York 60 out of 151 local authorities ,in the 2nd quintile of local authorities and above the average performance of the Yorkshire and Humber Region and England as a whole.

8. The cohort size of year 11 leavers in 2020 is 1914 and varies in size each year. The local Authority publishes data about the destinations of year 11 school leavers which will be available in Spring 2021.
9. The following Local Authority services support young people into post 16 education, employment and training.
10. Local Area Teams Learning and Work Advisers work in partnership with schools and post 16 providers to support vulnerable young age 13 to 19 at risk of a poor post 16 outcome into education, employment or training. This includes children and young people in care from age 13 to 17.5.
11. Specialist Careers Advisers work in in partnership with schools, colleges and specialist providers to support disabled children and young people age 13 -25 with Education and Health Care Plans (EHCPs).
12. Pathway Team Employment and Training Advisers provide specialist advice, guidance and support to young people in care and care leavers up to age 21.
13. The Education and Skills Team works with schools and post 16 providers to plan post 16 curriculum provision for young people and is a provider of employment support through the European Social Fund.
14. The Apprenticeship Hub work with local employers and providers to make available apprenticeships for young people and provides information, advice guidance and support.
15. York Learning provide post 16 opportunities for young people including apprenticeships and Routes to Success, a supportive study programme that benefits learners who not ready to access mainstream post 16 provision.

NEET performance in the City of York

16. A multi-agency partnership, the NEET Delivery Group comprising of the Local Authority, York College, Askham Bryan College, York, North Yorkshire and East Riding Learning and Enterprise Partnership, York Training Centre, Youth Justice Services, Department of Work and Pensions (DWP) and European Social Fund (ESF) providers plans and monitors work in this area.
17. The City of York has relatively low levels of young people age 16 to 18 who are NEET and is currently in the first quintile of English local authorities for NEET as reported in DfE performance tables up to October 2020. As at 31st October 2020, the percentage of young people age 16 to 18 NEET stood at 1.4% which equated to 48 young people and compares to 64 young people in October 2019. Our performance compares with regional, national and statistical neighbour averages of 2.4%, 2.2% and 2.2% respectively (Source: DfE NEET tables).
18. September and October record the lowest number of NEETs due to young people entering post 16 provision and those who turn age 18 no longer being counted in the data. The NEETs cohort usually grows as some young people drop out of post 16 provision but the numbers of NEETs are lower this year due to larger numbers of young people enrolling later than in normal years onto post 16 provision due to impact on the pandemic upon schools and colleges outlined in Section 4. 90% of young people who are NEET are not qualified to level 2 and remains at a similar level throughout the academic year. Most of these young people also have special educational needs.
19. Table 1 below shows that as at 1st December, there were 51 young people NEET. The wards with the highest NEET are Hull road, Clifton and Westfield which also reflects high levels of disadvantage.

Table 1: Breakdown of NEET 16-18 year olds by Ward Area			
Ward	Year 12	Year 13	Grand Total
Acomb	1	2	3
Bishopthorpe	2	0	2
Clifton	3	4	7
Copmanthorpe	0	0	0
Dringhouses & Woodthorpe	0	1	1
Fishergate	0	0	0
Fulford & Heslington	0	2	2
Guildhall	0	1	1
Haxby & Wigginton	1	1	2
Heworth	2	2	4
Heworth Without	0	0	0
Holgate	1	1	2
Hull Road	2	8	10
Huntington & New Earswick	2	1	3
Micklegate	1	0	1
Osbalwick & Derwent	0	1	1
Rawcliffe & Clifton Without	0	3	3
Rural West York	1	1	2
Strensall	0	2	2
Westfield	1	7	8
Wheldrake	1	0	1
Grand Total	18	37	55

Table 2 shows NEET by previous school. 4 of the 18 year 11 leavers who are NEET come from the Danesgate Community and are being supported by Learning and Work Advisers. Danesgate has a total of 15 young people in the 16-18 NEET cohort. York High has shown an improvement in its NEET performance over the last 3 years through a focus on tracking and support with the link Learning and work adviser and a strong post 16 partnership with York College along with other 11-16 schools.

Table 2: Breakdown of NEET 16-18 year olds by Final Statutory Education			
Final Stat Ed School	Year 12	Year 13	Grand Total
All Saints RC School	1	2	3
Applefields School	0	0	0
Archbishop Holgates School	3	4	7
Danesgate Community	4	11	15
Elective Home Educated - City of York	0	0	0
Fulford School	0	1	1
Huntington School	1	4	5
Joseph Rowntree School	3	5	8
Manor CE Academy	1	1	2
Millthorpe School	0	4	4
Not Registered in Education - City of York	0	0	0
Queensbury Academy	1	0	1
Selby High School	1	0	1
Tadcaster Grammar School	1	0	1
Vale of York Academy	2	3	5
York High School	0	2	2
Grand Total	18	37	55

20. Table 3 shows the numbers of young people age 16 to 18 NEET with Special Educational Needs and Disabilities (SEND) and includes young people from Danesgate cohort above in table 2. 38% of the NEET cohort have additional support needs.

Table 3: NEET SEND			
SEN Status	Year 12	Year 13	Grand Total
Has an education, health and care plan	0	1	1
School Level Support	6	14	20
Grand Total	6	15	21

21. There are currently 370 young people age 16 -25 with EHCPs with moderate, severe and complex learning difficulties and disabilities in the City of York. Annex 1 Shows that as of 1st December 2020, 35 young people with SEND with EHCPs up to age 25 were NEET.

This equates to 8.8% of the cohort. Due to illness 15 disabled young people are not able to access education, employment. The data shows that the numbers who become NEET increases after the completion of full time education at age 20 although there is an increase in young people in employment, apprenticeships and supported internships which currently stands at 23 compared to 14 in 2019 and 8 in 2018.

22. Young people with SEND face significant barriers to re-engaging them into education. Practitioners report that mental health is one of the biggest issues with young people finding it harder to access mental health support during the pandemic and subsequent lockdowns.
23. Post 16 education itself is also being delivered differently through blended learning with young people finding they need to do more learning at home and be more independent. Some do not have the IT equipment needed to get on remote learning platforms, and this has been an ongoing issue that providers are trying to solve. It can mean young people feel excluded, and even more that post 16 provision isn't for them. They are also missing out on a lot of the fun and social activities and work experience that might encourage them to attend. Trips and visits are often a good incentive but these are all cancelled, as is external work experience.
24. Some young people who live with anxiety have found that not having to go to school in the summer relieved a lot of their anxiety and they engaged more with education, though this depended on the support and encouragement available at home. Returning to education in September brought back this anxiety, with the increased cognitive load of adapting to new rules and routines, meaning school is incredibly challenging for some young people.
25. More positively, opportunities to engage with learning remotely have helped some young people. One young person who had to drop out of college due to health issues has now been permitted to do short distance learning modules that would previously have only been available to adults in employment. Another young person who attended personalised learning very infrequently due to anxiety has been engaging well with her mentor over Zoom and completing much more work than previously.
26. The pandemic has complicated the transition picture. Families in

some cases have needed more work and communication between Specialist Careers Advisers and providers to ensure they make a decent transition.

27. Annex 2 shows the numbers of young people in care and care leavers in education, employment and training and NEET. Most care leavers are supported up to age 21 but some elect to receive support from the Local Authority beyond age 21. 37% are NEET which compares to a national average of 50-52%. Of these 23 live in York and 19 are supported in other local authority areas. 12 have progressed to higher education which has doubled compared to 2019. 5 are in apprenticeships, 21 in full time education, 23 in employment and 9 in custody.
28. There are currently 2 young offenders receiving supervision from the Youth justice Service who are NEET.

Support for young people from schools post 16 providers

Schools and colleges

29. York's five school sixth forms and York and Askham Bryan Colleges report that enrolments and transitions from Year 11 to post 16 went smoothly in summer 2020. All institutions maintained their entry criteria at the same levels as last year despite clear evidence that the awarding process inflated the numbers of young people with higher grades. The major issue for all parties was the enforced absence from schools of the overwhelming majority of Year 11 pupils during the summer term. This led to schools and colleges being unable to provide their usual guidance and transitions support. Schools maintained direct contact with vulnerable and disadvantaged pupils with support from the Local Area Team practitioners, Learning and Work Advisers and Specialist Careers Advisers, but this could not be extended to the wider cohort. Support was provided on and after results day and a Facebook Live panel was held on 25 August.
30. Schools and colleges believe that the limited guidance and transitions support contributed to higher rates of movement of students between courses in the first half of the term. They believe that many students were not fully aware of the nature of the subjects they would be studying and their initial experiences then led to them requesting changes of subject. There has not, however, been significant drop out due to inflated grades leading to students

being on courses which proved to be too challenging for them. The higher numbers than usual of students achieving grade 4 or higher in English and maths GCSE has significantly reduced the number of pupils required to take these courses in Year 12.

31. As usual, a guide to post 16 opportunities in York has been produced for the current Year 11 to support transitions to post 16 in 2021. The round of open evenings and other events which usually take place in November had to be cancelled due to Covid-19 related restrictions. Institutions have held them virtually, providing material such as videos and case studies on their websites and running live presentations and Q&A sessions using platforms such as Zoom and Teams. A similar approach is being taken and coordinated during w/c 11 January, when taster days would have taken place. Another Facebook Live event is also being planned for that week.
32. Institutions reported that a minority of A-level students experienced difficulties with University places and offers. These were generally in cases where one (or more) of the final grades they were awarded was below the Centre Assessed Grade (CAG) submitted by the school. The problem was exacerbated by the overall higher level of grades which resulted from the awarding process. Ultimately virtually all students ended up with places which met their needs having received support from their school or college. Schools describe the exceptions as being “one or two” students.
33. Despite the adverse publicity and coverage of students’ university experience this term, schools and colleges report that higher numbers of students than usual are making applications for university places for courses starting in 2021. Anecdotally, they suggest that students see no prospect of undertaking traditional gap-year activities, such as short term employment or global travel, due to the pandemic. Students also realise that the possibilities of moving directly into long term employment will be extremely limited due to the negative impact of the pandemic on the economy. Going to university is therefore seen as the most positive option for many.
34. A grant of £50k from the council’s inclusive growth fund in 2019-20 is being used to seed the growth of non - GCSE pathways for 14-16 year olds. This will initially take the form of a vocational / skills based pathway offer at York College that would complement and expand on existing provision at Danesgate and offer a secure

pathway into post 16 study at York College. Secondary headteachers committed to introducing the first elements of this pathway in September 2020, but the pandemic has delayed this until January 2021.

35. The pathway will have the following key features:
- An inclusive package to support priority groups of young people who are less well served by current arrangements
 - A small range of vocational / skills based courses available to KS4 learners at York College which will align with the skills and employment needs of the York economy and provide qualifications that will provide secure progression routes for individual students
 - Alignment with, and maximising the impact and contribution of, other council led initiatives such as ESF “Future Goals” and employment and skills plans included in procurement and contracting
 - Programmes delivered one day a week over KS4 (Years 10 and 11)
 - Intensive support for students in their home school to support catch up of work missed whilst attending college
 - Reduced likelihood of students becoming NEET, increasing their life chances and resulting in long term saving to the public purse

The first qualification to be offered will be in Construction.

Support for vulnerable young people

36. York Learning is up to its main allocation of places on its Routes to Success employment training programme and apprenticeship provision.
37. There are 15 young people currently enrolled on the Routes2Success programme. 4 of which are SEN learners with an EHCP. All learners have a recognised learning difficulty/disability and health problems. Most prevalent are those learners with mental health issues. Many of whom have experienced increased anxieties around COVID 19 and their mental health deteriorating through the pandemic.

38. Mental health continues to be a significant factor in engagement on the programme with some learners experiencing anxiety that prevents them from engaging face to face with tutors.
39. Remote learning for these learners can work well as it means they are still able to engage with learning. This does have an impact on learners feeling isolated as a result of their anxieties. Lack of digital skills and digital exclusion is a barrier for some young people.
40. The overall pass rate for students on Routes in 2019/20 was 92% and the retention rate was 76 %. 30 high needs learners in total are supported by York Learning.
41. York College Parish provision based in a parish hall in Acomb for 15 vulnerable learners offers a blend of work experience , projects of course tasters at Levels 1 to 3 in a discrete setting away from mainstream provision. The Parish provides a safe and engaging pathway for vulnerable, low attaining and able learners who have been out of mainstream school settings to build towards a long term pathway to adulthood through the confidence and practical and academic progress they gain from the setting.
42. The provision is working well with good engagement. Retention over the past 3 years has averaged over 80%. Maths and English GCSE engagement has increased due to on line offer with increased one to one tutoring.
43. In addition, Parish Level 3 provision is a new Post 16 offer co-designed by the Local Authority and York College. This has been introduced after a shared analysis identified a gap in provision for Level 3 students with a history of anxiety around attending mainstream school settings. 6 students were identified for the first cohort and this has been an overwhelming success with all students maintaining their place aside from two who have used it as a platform to engage with Level 3 courses on the site of York College through the confidence they have gained. Students study Extended Project Qualifications and a range of Level 3 qualifications and also have time in the day to focus on wellbeing and positive thinking. A further year, ten students have been identified already as being highly likely to benefit from the Parish provision offer.

44. A Late Start Offer of Level 1, 2 and 3 practical and academic courses was launched on in November 2020 to pick up and retain students who wanted to change course or had lost apprenticeships or employment. 88 young people within York College changed programmes and another 80 joined from other provision in York and beyond. This is a significant increase on the previous 2 years; 42 in 2019/20 and 23 in 2018/19?

European Social Fund Provision

45. 4.17 There are 2 ESF-funded programmes in the City of York, Future Goals and Accelerate which continue to support the progression of disadvantaged and vulnerable young people, aged 15-24 into further education, employment and training. The programmes comprise of individually tailored and group work which helps participants to build confidence and develop employability skills. The content is tailored to participants' needs but offers practical help with searching for courses, apprenticeships and other jobs, writing CVs and application forms, and preparing for interviews.
46. To date the City of York Council (Future Goals) programme has supported 112 young people aged 15-18 who are inactive (in education and considered at risk of becoming NEET or who are NEET)
47. Strong relationships with the Local Area Teams and targeted Facebook marketing have proved to be the most effective referral routes for this age group.
48. Since joining the programme in September 2020, the full-time Learning and Work Adviser has been working with up to 20 young people aged 15-18, successfully supporting 2 of them into education (college enrolment onto full-time travel & tourism and sports courses).
49. The Programme Learning and Work Adviser also works very closely with the Business Engagement Officer to try to connect these young people with work experience, training and employment opportunities which include traineeships and apprenticeships.

50. Since March 2020, the Aspire Igen Accelerate programme has continued to support young people throughout the pandemic achieving the following outcomes:
- 30 New starts on to Accelerate from March until the end of October 2020
 - 28 Progressions back in to education
 - 34 Achievements in accredited learning

Apprenticeships

51. The economic shock resulting from the pandemic on the economy and subsequent government initiatives such as the national furlough scheme and the recently improved job retention scheme has yet to be fully evaluated for its impact on youth employment. Local Authority data is not yet suggesting an adverse impact upon young people age 16 to 18 in post 16 provision although unemployment is increasing significantly amongst the wider 16 to 24 age group which will be outlined further below. Employer incentives of between £1,500 and £3,000 (dependent upon age of the apprentice) for hiring new apprentices were introduced and then extended, as part of the Chancellor's spending review, to March 2021
52. The Local Authority run impartial Apprenticeship Hub continues to support individuals, businesses and training providers in York to make the most of apprenticeships.
53. Overall, the proportions of the advertised apprenticeship vacancies at levels 2 and 3 have remained about the same, with the majority of opportunities at level 3, continuing a trend of very few at level 2, and the number of higher and degree remaining about the same. However, the overall volume of advertised vacancies is around 50% of that in previous years.
54. The availability of level 2 apprenticeships is a national concern following the transition from apprenticeship frameworks to standards. However, the impact of the pandemic on retail, hospitality and tourism sectors in York has consequently affected the apprenticeship market.
55. Since March 2020, the predominance of hospitality, retail and tourism related apprenticeships, at about 30% of the previous 1,400 per annum market, have declined to near zero. Traditionally, these

are sectors in which people would have accessed entry level (work experience, traineeship and level 2 apprenticeship) opportunities.

56. Other sectors have seen a small relative growth – such as pharmacy, dental, early years and care. Whilst manufacturing, particularly in the food supply sector has remained at previous year levels. The Apprenticeship Hub is therefore proactively working with employers in these sectors to support the creation of new apprenticeship opportunities.
57. Previous annual destination data for Year 11 leavers show that 90 and 72 young people entered apprenticeships between 2018 and 2019 respectively. Table 4 below shows provisional data while tracking of year 11 destinations is still taking place. This Autumn, 67 Young people have so far entered apprenticeships. Few young people have entered childcare or sales and no young people have entered vehicle trades apprenticeships to date

Table 4: Breakdown of 16-18 year olds in Apprenticeship by Occupational Area			
Occupational Area	Year 12	Year 13	Grand Total
Agric/Forest/Fish	1	0	1
Catering	4	5	9
Childcare & Related	1	4	5
Clerical/Secretarial	1	5	6
Electrical/Electronic	11	9	20
Hairdressing	14	15	29
Health Care	1	0	1
Managerial/Prof.	3	12	15
Metal Forming Trades	1	2	3
Other Pers Services	1	0	1
Other Skilled Trades	10	14	24
Protective Service	4	5	9
Sales	1	4	5
Skilled Construction	13	10	23
Skilled Engineering	1	2	3
Vehicle Trades	0	6	6
Grand Total	67	93	160

58. To date, our local providers are not reporting a significant impact upon young people age 16 to 18 in apprenticeships due to

economic downturn. Some young people are currently furloughed and completing NVQ modules with support.

59. York College and York Learning are the 2 largest providers of apprenticeships in York for young people leaving school and entering work based learning. At this stage, recruitment of the apprenticeships appears to be in line with previous years with approximately 50% in the construction sector which is exceeding last year's recruitment. Recruitment into hair and beauty apprenticeships has kept pace with 2019 . York Learning have so far not lost any apprenticeships during the course of the Pandemic.
60. Centre based off the job training is being delivered through blended learning which involves a mixture of on line learning and attendance at the learning provider premises including observation and assessments where this is needed particularly in construction, hair and beauty.

Young people aged 16 to 24

61. Data from the DWP up to 31st August shows 1088 young people age 16 to 24 are claiming Job Seekers Allowance or Universal Credit and seeking employment (see data in Annex 3) This has increased from 338 young people seeking employment since March 2020. This data includes very few young people under 18 who are not eligible to claim benefits unless they are assessed as being in severe hardship.
62. According to Jobcentre Plus Learning and Work coaches a large proportion of jobs have been lost in the hospitality and retail sectors, many of the young people unemployed are graduates. Young people unemployed who are most disadvantaged lack the necessary digital skills to enter the labour market.
63. This early trend is in line with a recent report from the Resolution Foundation, *Jobs, jobs, Jobs* - which includes a detailed online survey of over 6,000 who lost their jobs during the Pandemic and how the UK labour market has changed with particular impact upon the prospects for young people age 16-24, with youth unemployment rising to 20%.
64. In response to the government's launch of the Kickstart scheme which provides funding to create new job placements for 16 to 24

year olds on Universal Credit who are at risk of long term unemployment, the Local Authority is working with DWP and the National Careers Service to develop a local city centre youth hub to provide advice and support for young people.

65. The hub will look to bring together a range of youth services, starting with a dedicated Jobcentre Plus Youth Employment Coach and advisers from the Council's FutureGoals and Aspire-igen's Accelerate programmes.
66. Plans to develop a physical hub in the City centre were impacted by the second national lockdown and DWP is now considering whether the hub should initially be launched as a virtual offer.
67. DWP are also recruiting additional staff to support young people in this age group. Other DWP initiatives to support young people include Mentoring Circles and movement to Work. Through these programmes, unemployed graduates have been placed with local employers such as LNER and DWP are also working with local schools to provide opportunities for young people. Young people who lack digital skills are currently being offered training in this area with the provision of a laptop if they complete the course.
68. There are currently local vacancies available in the care and retail sectors.
69. Other programmes offering advice, guidance, support for young people include Princes Trust, European Social Fund Programmes and NYBEP work taster sessions as outlined in Annex 4.

Conclusions

70. There is effective partnership work to support young people who are currently in post 16 provision or transitioning to it from Year 11 within the current constraints. Providers have adapted well to remote working although there is a recognition that it cannot replicate face to face working that is crucial for relationship based working in order to good outcomes for young people.
71. Post 16 providers have adapted to the severe challenges of the Pandemic and worked well to recruit and support this year's school leavers. Apprenticeship recruitment is broadly in line with previous

years but it is still too early to predict whether this outcome can be maintained in the New Year.

72. Supporting our vulnerable young people including those in care, care leavers and young people with SEND into post 16 provision and sustaining them is still a significant challenge and as outlined in this update, the major area of concern is the 3 fold increase in age 16-24 unemployment since March as the economic downturn is clearly impacting on the local economy and the employment prospects of young people.

Council Plan

73. This report relates to the Council Plan 2019 – 2023 Core Outcomes:
- A better start in life for young people
 - Well paid jobs and an inclusive economy

Implications

74. Any implications arising from the issues raised in this information report will be addressed within any associated decision making reports required in the future.

Risk Management

75. An increase in unemployment for young people will have an adverse impact upon local opportunities and life chances impacting on the outcomes outlined in the Council Plan to provide a better start in life for young people and deliver well paid jobs and an inclusive economy.

Recommendations

76. The Committees are asked to note the content of this report and its annexes.

Reason: In order to be updated on the progress of the York Skills and Employment Board.

Contact Details

Author:

*Stephen Flatley
Service Manager
Local Area Teams*

Chief Officer Responsible for the report:

*Amanda Hatton
Corporate Director of People*

**Report
Approved**



Date 20/01/21

Wards Affected: *List wards or tick box to indicate all*

All



For further information please contact the author of the report

Background Papers:

Resolution Foundation: Jobs, jobs, Jobs: October 2020.

<https://www.resolutionfoundation.org/press-releases/one-in-five-young-people-and-over-one-in-five-bame-workers-who-were-furloughed-during-lockdown-have-since-lost-their-jobs/>

<https://www.resolutionfoundation.org/app/uploads/2020/10/Jobs-jobs-jobs.pdf>

Annexes

Annex 1: Young people SEND age 16 to 24 who are NEET by ward

Annex 2: Young people in care and care leavers education and employment outcomes

Annex 3: DWP Alternative Claimant count age 16-24

Annex 4: DWP support for young people

Annex 1: Breakdown of young people who are NEETs with EHCPs by Ward									
Ward	Year 12 (16-17)	Year 13 (17-18)	Year 14 (18-19)	Year 15 (19-20)	Year 16 (20-21)	Year 17 (21-22)	Year 18 (22-23)	Year 19 (23-24)	Grand Total
Acomb	0	0	0	0	1	0	0	0	1
Bishopthorpe	0	0	0	0	0	0	0	0	0
Clifton	0	0	1	0	0	0	0	0	1
Copmanthorpe	0	0	0	0	0	0	0	0	0
Dringhouses & Woodthorpe	0	0	0	0	0	0	0	0	0
Fishergate	0	0	1	1	0	1	0	0	3
Fulford & Heslington	0	0	0	1	0	0	0	0	1
Guildhall	0	0	0	0	0	0	0	0	0
Haxby & Wigginton	0	0	0	1	0	0	0	0	1
Heworth	0	0	1	0	0	0	0	1	2
Heowrth Without	0	0	0	0	0	0	0	0	0
Holgate	0	0	0	0	1	1	0	1	3
Hull Road	0	0	0	0	1	0	0	0	1
Huntington & New Earswick	0	0	0	0	0	1	1	0	2
Micklegate	0	0	0	1	2	0	0	2	5
Osballdwick & Derwent	0	0	0	0	1	0	2	0	3
Rawcliffe & Clifton Without	0	1	0	2	0	0	1	0	4
Rural West York	0	0	0	0	0	0	1	0	1
Strensall	0	0	0	1	0	0	0	0	1
Westfield	0	0	1	0	1	2	1	1	6
Wheldrake	0	0	0	0	0	0	0	0	0
Grand Total	0	1	4	7	7	5	6	5	35

This page is intentionally left blank

Annex 2: Young people in care and care leavers education, employment and training outcomes

Individual Circumstance	Year 12 (16-17)	Year 13 (17-18)	Year 14 (18-19)	Year 15 (19-20)	Year 16 (20-21)	Year 17 (21-22)	Year 18 (22-23)	Year 19 (23-24)	Grand Total	%
Apprenticeship	0	0	1	2	1	0	1	0	5	4.3%
Custodial Sentence	0	0	1	3	2	1	2	0	9	7.8%
Employment with training	0	0	4	2	1	1	0	1	9	7.8%
Employment without training	0	0	2	2	2	1	2	1	10	8.6%
FE Course	0	6	5	8	1	0	0	0	20	17.2%
HE Course	0	0	2	1	2	3	3	1	12	10.3%
NEET	0	2	8	5	11	7	5	4	42	36.2%
Part Time Employment	0	0	0	1	2	1	0	0	4	3.4%
Part Time Learning	0	1	1	2	0	0	0	0	4	3.4%
School 6th Form	0	1	0	0	0	0	0	0	1	0.9%
Grand Total	0	10	24	26	22	14	13	7	116	100.0%

This page is intentionally left blank

Annex 3: DWP Alternative claimant count age 16-24

Month, Age (bands and single year) and Benefit Group	16-19				20-24				Total			
	Jobseeker's Allowance	Universal Credit Searching for work	Additional	Total	Jobseeker's Allowance	Universal Credit Searching for work	Additional	Total	Jobseeker's Allowance	Universal Credit Searching for work	Additional	Total
August 2020	..	246	..	246	24	815	6	843	24	1062	6	1088
<p>Disclosure control has been applied to this table to avoid the release of confidential data. Totals may not sum due to the disclosure control applied.</p> <p>negligible number of claimants or award amount based on a nil or negligible number of claimants.</p> <p>Searching for Work" excludes pre Work Capability Assessment.</p>												

Annex 4: Jobcentre Plus Provision for Young People

- **Kickstart** – High quality, paid six-month job placements for 16-24 year olds, to help them develop skills and work experience to move into sustained employment after their funded placement. Placements are 25 hours per week and government will pay wages at National Minimum Wage rate
- **Mentoring Circles** - The JCP Mentoring Circle initiative is intended to support young people who are aged 16-24 giving them an opportunity to build on their employability skills through facilitating an interaction with employers. Employers lead 3 sessions with the young people in a group situation
- **Movement To Work** - To help young people aged 18-30 who are not in education training or employment back into work by giving them meaningful work experience within the jobcentre that will build their confidence and skills and improve their job prospects. (being rolled out virtually)
- **Youth Hub** – (18-24 years) for customers unemployed 13 weeks+. Bringing partner organisations together with a specialist work coach to help young people

JobcentrePlus Provision for any Age Group

- **SWAPs** – Sector Work Academy Programmes. are designed to help meet employers' recruitment needs as well as to recruit a workforce with the right skills to sustain and grow their business. The Programme has 3 main components:
 1. pre-employment training – relevant to the needs of the business and sector
 2. a work experience placement – of great benefit to both the individual and a business
 3. a guaranteed job interview
- **New Enterprise Allowance (NEA)** - is aimed at supporting Claimants to start their own businesses.
- **JETS** – Job Entry: Targeted Support. For customers wanting to work but needing support to do this
- **Job Finding Support (JFS)** - voluntary, digital, 1-2-1 service will help those who have been unemployed for fewer than 13

weeks to increase their chances of finding employment.
(Currently offered in York. Will launch nationally in Jan 2021)

- **Intensive Personalised Employment (IPES)** – for customers that ‘Have a physical or mental impairment that has a substantial and long-term adverse effect on his or her ability to carry out normal day to day activities’ Referred customers are allocated a key worker who works with them on a 1:1 basis for 15 months.

Sign-posting Opportunities specifically for Young People

- **North Yorkshire Sport - Fit for the Future.** Aimed at supporting young people aged 16 - 25 increase their resilience as we move in and out of various lockdown restrictions. Covers challenges faced by young people and what they can do to improve their mental wellbeing.

- **National Careers Service**

- **Starting Out** (18-24 years). To provide information on the local labour market and how you can use this to help you plan your next steps
- **Graduate Job Search.** To understand the graduate labour market and hints and tips on CVs and interviews
- **Prepare for Kickstart** (18-24 years). Understand the benefits of this & the opportunities available. Effective Jobsearching. Strengthening your CV

- **Princes Trust Employability & Wellbeing Online** - Weekly online sessions for 16-30 year olds
- **Accelerate** - The programme creates career pathways for young people aged 16-24 and an opportunity for participants to gain a recognised level 1 employability qualification through Accelerate's online digital learning platform.
- **Future Goals** – (17-24 years) Help with applying for work, CVs, interview tips
- **NYBEP – Your Choice, Your Voice** (15-24 years). Personalised programme covering taster sessions, work experience, skills development, 121 support

- **Skills To Succeed Academy** - a free, highly interactive, online training program that helps disadvantaged young people, **aged** 15 - 24, build **skills** and confidence **to** make career choices and develop the key employability **skills** they need **to** find and sustain employment.
- **iDEA** - helps you develop skills and showcase your achievements. You can download, print and share a portable Record of Achievement as you work towards unlocking Special Achievements and industry-recognised Awards.
- **Bright Network** - Virtual **internship** experiences. Open to every student and recent graduate 18 years old and over. Ongoing advice and support
- **Apprenticeships/Traineeships** – we promote and signpost young people to **these opportunities**

Please note that these lists are not exhaustive

This page is intentionally left blank



**Children, Education and Communities Policy
and Scrutiny Committee and Economy and
Place Policy and Scrutiny Committee –
Commissioned Joint Committee Meeting**

1 February 2021

Report of the Assistant Director, Education and Skills

APPRENTICESHIP UPDATE – INFORMATION ONLY REPORT

Summary

1. This report provides an update from the City of York Council Apprenticeship Hub (managed by the council's Skills Team) on the effect of the Covid-19 pandemic on the local apprenticeship market.

Background

2. During the first lockdown, apprenticeship training providers moved to delivering training online and this largely continued throughout 2020 and into the current national lockdown. The council's skills team continues to engage with its apprenticeship provider network to gain an understanding of the emerging picture for learners, employers and the providers themselves.
3. Despite some providers needing to place their own business engagement and wider support teams on furlough, any apprentices made redundant during this time are supported. The council run impartial York Apprenticeship Hub was also on hand to help source alternative employment and signpost to the National Redundancy Support Service for the small number who have needed it, mainly in construction. It could be that furlough is still being used in the key sectors of hospitality and retail but it has been near impossible to obtain data from employers due to their current circumstances. This may be masking eventual redundancies, or may resolve itself when those sectors are able to re-open. We're therefore continuing to work with apprenticeship providers to understand numbers of furloughed apprentices and/or those with breaks in learning.
4. In an attempt to stimulate the market, employer incentives of between £1,500 and £3,000 (dependent upon age of the

apprentice) for hiring a new apprentice were introduced in August 2020 to January 2021, and then extended, as part of the Chancellor's autumn spending review, to 31st March 2021.

5. It would appear around York the incentive has not been cited by employers as a significant reason for recruiting. It has been more down to sectors that have seen the business activity sustained, or grown by the needs of the situation e.g. dental nurses and pharmacy roles.

Apprenticeships in York

6. The Apprenticeship Hub continues to support individuals, businesses and training providers in York to make the most of apprenticeships as both start of career (new recruits) and upskilling existing staff.
7. Whilst the split between advertised apprenticeship vacancies at the different levels has remained about the same (the majority of opportunities at level 3, continuing a trend of very few at level 2, and the number of higher and degree remaining about the same), the overall volume of advertised vacancies has settled at a continuing running average of around half of that in previous years' annual profiles. A key factor has been the substantial loss in 2020 of new (recruit) start apprentices that traditionally would have been seen in September and October.
8. The availability of level 2 apprenticeships is a national concern following the transition from apprenticeship frameworks to standards. However, the impact of the pandemic on retail, hospitality and tourism sectors in York has exacerbated the situation, as traditionally, these are the sectors in which local people would have accessed entry level (level 2) opportunities. There is some anticipation of a recovery post March 2021, with potential of growth based on the release of a pent up demand in these sectors.
9. In the last 10 months the predominance of hospitality, retail and tourism related apprenticeships, at about 30% of the previous 1,400 per annum market, has declined to near zero. There was some small recovery during December 2020 with increased vacancies for the Chefs, but following the latest lockdown, this demand has

ceased. This is now affecting providers of apprenticeships in these sectors who are not necessarily able to retain staff during this period of significant decline. This poses a potential risk to local delivery – if, as we hope, the hospitality, tourism and retail markets open up post March 2021, we will need providers ready to respond and support these sectors during a busy summer.

10. In recent months, there has tended to be more apprenticeship vacancies advertised than during the same period in previous years for the following: pharmacy, dental, early years and care sector roles. Manufacturing, particularly in the food supply sector, has remained fully operational and therefore sustained previous levels. The Apprenticeship Hub is continuing to proactively work with employers in these sectors to support the creation of new apprenticeship opportunities. Due to changes in the nature of business in these sectors, particularly those that are customer-facing, there has been a slight increase in roles such as Digital Marketing support and Logistics of Supply.
11. As of Friday 15th January, the exact number of vacancies advertised within 15 miles of York city centre was 53. Encouragingly, 11 of these were added in the last week by employers in the sectors mentioned above. There are no current vacancies in the hospitality and retail sectors.
12. Unfortunately, there has been no national breakdown data published since July 2020, and that was for previous quarters. However, there would appear to be a continued trend of a reduction in 16- 18 aged apprenticeship starts, but this will only be validated when full data is published, and that is not likely to be before June 2021.
13. Provisional destination data for those who left Year 11 in 2020, shows that this Autumn circa 70 young people have started an apprenticeship, which is comparable to 2019 (72) and 2018 (90) figures.

Levy transfer

14. The Business Engagement Officer (BEO) within the Skills Team provides advice and guidance to businesses wishing to utilise public-funded skills provision, such as apprenticeship funding. This has also included a limited transfer service by signposting SMEs in

need of levy transfer to partners at North Yorkshire County Council and Leeds City Region Apprenticeship Levy Support Service, who could facilitate transfer. However, since the Council's apprenticeship levy transfer strategy was agreed 24 November 2020, the BEO is working with the Council's HR Adviser (Apprenticeships) to develop and promote our own transfer service, to further support local businesses (larger SMEs and small/micro).

15. During 2020, the Hub team engaged with local employers who had already successfully transferred their unallocated levy to SME's, collectively funding around 30 apprenticeship places. The BEO also hosted a discussion in December with a collection of employers (including the Council) and apprenticeship providers, to facilitate exchange of best practice and inform our approach.
16. We are also preparing for the planned changes to how levy transfer can be administered locally. From August 2021, employers who pay the levy will be able to transfer unallocated levy funds "in bulk to small and medium-sized enterprises (SMEs) with a new pledge function".
17. Unspent levy funds will still expire after 24 months but the government will also introduce, from the same month, a "new online service to match levy payers with SMEs that share their business priorities".

Emerging Government policy

18. The York Apprenticeship Hub works with York and North Yorkshire LEP and other partners to proactively engage the Education and Skills Funding Agency (ESFA) on national apprenticeship policy.
19. The government funding department has an active consultation to understand the requirement for apprenticeship incentives beyond March, which is anticipated to be clarified by the Chancellor's statement on the 3rd March. There is some reason to expect that the period of availability will again be extended and even the incentive value to be raised, which would enable a greater opportunity of promotion into summer 2021.
20. The FE White Paper published 21 January 2021 sets out three priority areas for '*Apprenticeships that work for all employers*'.

These are:

- Supporting more people to start apprenticeships, helping employers to recover from the coronavirus pandemic with the skilled employees they need to grow.
- Continuing to respond to feedback from employers to improve the programme, including by making more use of apprenticeship funding, making it easier for levy-paying employers to transfer funds and making apprenticeships work in more sectors.
- Raising quality, ensuring that every apprentice has the best experience and reaches their potential.

21. Specific developments include:

April 2021

- Calling on large employers to support / hire redundant apprentices
- Supporting learners to return from breaks in learning
- Looking to address the problem of Functional Skills qualifications as a barrier to completing apprenticeship End Point Assessment (EPA)

August 2021

- Developing a 'bulk' levy transfer facility to allow large employers to pledge to SMEs, and a national levy transfer brokerage service to support local offers and increase the transparency of how their levy funds are being used.
- Creating a focus on sectors with existing and emerging skills needs, guided by the national skills priorities. Engaging with the construction, manufacturing, public, health and social care, digital and creative sectors to understand and tackle the specific barriers these sectors face in making full use of apprenticeships, which could then steer priorities for levy transfer.
- Developing a quality strategy to support apprenticeship completion rates – particularly for standards that include other qualifications
- Rolling out a 'front-loading' model in some construction and health & social care standards to allow more 'Off the job (OTJ)' training' to be delivered up front, meaning the apprentice has more knowledge and skills when they work in the employer for a greater proportion of time. The overall requirement for OTJ training remains at 20%.

- Reviewing sectoral apprenticeship agencies to offer a solution in sectors where short-term, project-based employment is the norm, to support giving constant employment to an individual during the life of their apprenticeship which allows them to move between work placements and continue their training.
- Also looking at ways to accelerate the timescales of apprenticeships for already skilled workers by taking into account prior learning, such as in bootcamps for specific in demand sectors. Minimum apprenticeship duration will remain at 12 months though.
- Improve the value and prestige associated with the successful completion of an apprenticeship for employers and apprentices, including developing enhanced apprenticeship certificates and providing support for graduation ceremonies.

Consultation

22. This report is based on information gathered through ongoing engagement with:
- the council-facilitated York Apprenticeship Provider (YAP) network
 - local employers and the council's Business Engagement Officer
 - York and North Yorkshire Local Enterprise Partnership and the ESFA
 - providers and employers at York Business Week – November 2020
 - Yorkshire & Humber Apprenticeship Ambassador Networks

Options

23. Having considered the information in this report and its annexes Members can agree to seek further information on any of the above issues, or not.

Council Plan

24. The Council Plan identifies eight priorities, four of which are relevant to this work:
- Well-paid and an inclusive economy;
 - A better start for children and young people;
 - Safer communities and culture for all;
 - An open and effective council.

Implications

25. Any implications arising from the issues raised in this information report will be addressed within any associated decision making reports required in the future.

Risk Management

26. Through the impartial Apprenticeship Hub, the council's Skills Team works with partners to identify, understand and respond to risks to local apprenticeship delivery. The rapid decline in entry level roles for new apprentices in sectors such as retail, hospitality and tourism has had a particular impact on the number of opportunities for 16-18 year olds in the city. As mentioned in the update report on *Young people age 16 to 25 in the City of York who are Not in Education, Employment and Training*, also being considered by this joint committee session, it appears that more Year 11 and Year 13 leavers have chosen to remain in fulltime education including those whose first choice would have been an apprenticeship. The effect of this displacement may be an increased cohort looking to secure an apprenticeship in June 2021 and even, June 2022 (for those completing a two-year fulltime programme).
27. There needs to be consideration of the longer term (1 year plus) effect on apprenticeship opportunities in the city and the resource required to support the re-establishment of a pre March 2020 levels, particularly for 16 to 24 year olds. The Business Engagement Officer role within the Skills Team is funded through a European Social Fund programme which comes to an end 31 December 2021.

Recommendations

28. The Committees are asked to note the content of this report and its annexes.

Reason: In order to be updated on the progress of the York Skills and Employment Board.

Contact Details

Author:

Alison Edeson
Skills Team Manager
Alison.edeson@york.gov.uk

Chief Officer Responsible for the report:

Maxine Squire
Assistant Director, Education and Skills
Maxine.squire@york.gov.uk

Co-author

Bob Watmore
Business Engagement Officer
Robert.watmore@york.gov.uk

**Report
Approved**

Date *Insert Date*

Wards Affected: *List wards or tick box to indicate all*

All

For further information please contact the author of the report

Background Papers:

None

Annexes

None



Children, Education and Communities Policy and Scrutiny Committee and Economy and Place Policy and Scrutiny Committee – Commissioned Joint Committee Meeting **1 February 2021**

Report of the Director of Governance and Monitoring Officer

YORK SKILLS & EMPLOYMENT BOARD UPDATE – INFORMATION ONLY REPORT

Summary

1. This report provides an update on the York Skills & Employment Board.

Background

2. At his Decision Session on 22 September, the Executive Member for Economy and Strategic Planning received a report setting out the key skills and employment related issues that York is facing as a result of the Covid-19 pandemic (Annex A). At this Decision Session, the Executive Member agreed the Terms of Reference and remit of the City Skills and Employment Board as well as agreeing a framework for developing a new Adult Learning & Skills Strategy.
3. A Skills and Employment Update report was presented to the Executive Member for Economy and Strategic Planning at his Decision Session on 22 December 2020 (Annex B). This provided the Executive Member with an update on the progress of the Skills and Employment Board.
4. The Board met on 17 December 2020 (minutes attached Annex C).

Consultation

5. As this report is for information only there has been no consultation.

Options

6. Having considered the information in this report and its annexes Members can agree to seek further information on any of the above issues, or not.

Analysis

7. There is no analysis provided in this report.

Council Plan

8. The Council Plan identifies eight priorities, four of which are relevant to this work:
- Well-paid and an inclusive economy;
 - A better start for children and young people;
 - Safer communities and culture for all;
 - An open and effective council.

Implications

9. The following implications have been considered:
- Financial – no implications
 - Human Resources (HR) – no implications
 - Equalities – no implications.
 - Legal – no implications
 - Crime and Disorder – no implications.
 - Information Technology (IT) – no implications.
 - Property – no implications.

Risk Management

10. No risks identified.

Recommendations

11. The Committees are asked to note the content of this report and its annexes.

Reason: In order to be updated on the progress of the York Skills and Employment Board.

Contact Details

Author: Chief Officer Responsible for the report:

Angela Bielby
Democracy Officer
Tel: 01904 552599
a.bielby@york.gov.uk.

Dawn Steel,
Head of Civic and Democratic Services.
Tel: 01904 551030
dawn.steel@york.gov.uk

**Report
Approved**



Date 21/01/21

Wards Affected: *List wards or tick box to indicate all*

All



For further information please contact the author of the report

Annexes

Annex A - Covid Recovery Skills Strategy and communication plan report presented at Decision Session – Executive Member for Economy and Strategic Planning held on 22 September 2020

Annex B - Skills and Employment Update report presented at Decision Session – Executive Member for Economy and Strategic Planning held on 22 December 2020

Annex 3 – Minutes of the Skills and Employment Board meeting held on 17 December 2020 [to follow]

This page is intentionally left blank



**Decision Session – Executive Member for
Economy and Strategic Planning****22 September 2020**

Report of the Assistant Director Education and Skills

Covid Recovery Skills Strategy and communication plan**Purpose**

1. This report sets the terms of reference and remit of a City Skills and Employment Board and task and finish group that will be responsible for developing and implementing the city's Adult Learning and Skills Strategy. This partnership board will develop the strategy within the framework set by York's 10 year and 1 year recovery strategies and the York Economic Strategy.
2. It also proposes the governance arrangements through which stakeholder feedback and Executive sign-off of the Adult Learning and Skills Strategy will be sought.

Recommendation

3. The Executive Member is asked to:
 - i. Confirm the Terms of Reference and remit of the City Skills and Employment Board
 - ii. Agree the framework within which a new Adult Learning and Skills Strategy will be developed, for endorsement at the City Skills and Employment Board and with final formal consideration and adoption by the council's Executive including a communication plan to support widespread community engagement.

Reason: In order to agree a Terms of Reference and remit of the City Skills and Employment Board and framework and agree the framework within which a new Adult Learning and Skills Strategy will be developed.

Background

4. York's current Skills Plan (2017-202) and the skills and employment support in York was developed in the context of the full-employment economy that we had become, with a focus on:
 - school leavers joining the workforce,

- working with those furthest from the labour market to increase employability,
 - apprenticeships
 - community learning
 - general adult education through a self-funded model
5. These agendas drove the work of the council's Skills Team, with its 14-19 work on Career education independent advice and guidance (CEIAG), apprenticeship and work readiness programmes, and York Learning, which has become a commercial provider of individual and workplace training. Through our emerging Economic Strategy, the Economic Development Team has sought to broaden this approach, introducing the theme of "21st century jobs" and seeking to expand opportunities for training to support skills for the existing workforce, career change and business start-up.
6. The economic impact of Covid-19 locally, regionally and nationally has forced a significant rethink in how the skills and training world supports the city's economy, with the potential scale of job losses in some of our lowest paying sectors highlighting long-standing issues in York's labour market. The full impact of Covid-19 on York's economy is still emerging, but it is clear that the certain sectors in the city are experiencing significant disruption and that this will have a disproportionate impact on certain demographic groups in the city, with a particular concern being the impact on women.

Key issues

7. Economic forecasts are still predicting a significant number of job losses across the global economy. For York, current estimates suggest that as many as 8,500 jobs might be lost, with a current benefit claimant rate of 4,995 (July 2020, 175% increase when compared with February 2020).
8. Whilst additional national funding and DWP resources are being made available, this alone will not deliver York's skills and employment recovery. Throughout the past six months, the Council's has focused its work with partners (Appendix A) to:
- align and, where possible, adapt existing public-funded provision
 - shape local implementation of new national initiatives

- communicate support available to residents, young people and businesses
 - reflect York's emerging and future skills needs in Y&NY LEP plans.
9. However, our current skills and employment offer, predicated on what has essentially been full employment in York, is not sufficient to address the acute needs and increased demand expected over the next 12-18 months.
 10. At the same time, the city needs to understand and develop skills and employment opportunities that support a sustained economic recovery, recognising that there may need to be investment in infrastructure to enable a move towards 21st Century Jobs.
 11. The council's resource and remit to do this is limited, however the council continues to play an important role in facilitating city-wide partnerships. Therefore, a new, city-wide partnership approach is needed to help residents and businesses respond to change in the short term, and to set the longer term framework for prosperous city.
 12. Covid-19 has provided a catalyst for remote and flexible working, enabled by increased use of technology across a range of education and employment sectors. While it is impossible to adequately predict the future skills needs of the workforce, emerging global trends towards a digitally enabled, artificial intelligence driven sustainable economy suggest some potential growth areas for a city such as York. Green employment, smart tourism, and technology driven approaches fit well with the expertise in our colleges and universities, but must be complemented by opportunities for those without the high level qualifications that drive the knowledge economy.
 13. The Covid-19 pandemic has highlighted the gender imbalance in low paid and part time roles. With 15,000 part-time jobs in retail and hospitality particularly at risk, it is important to note that 70% of that workforce is female, with 25% of all part time roles being filled by women over the age of 50. While we recognise that retail and hospitality will continue to recruit significant numbers of people, an overall decline in size of these sectors is expected.

14. To respond to the challenges of upskilling and reskilling our workforce, we have already set out a need for £10m to support adult learning and skills development and enable 5,000 people to get better jobs.

City Skills and Employment Board – Terms of Reference (Appendix B)

15. Following Executive in July 2020, positive discussions have taken place with members of the existing Higher York partnership about extending membership to form York's City Skills and Employment Board (the Board).
16. Purpose - The purpose of the Board will be to oversee the development and implementation of the Adult learning and Skills Strategy. Partners' willingness to co-design the strategy demonstrates their understanding of the scale of change needed, as well as their commitment to delivery. Agreement has also been made that partners will contribute to the cost of a secretariat to support the governance of the Board.
17. The Board will also play a role in influencing regionally and nationally for flexibility and funding, with the forthcoming devolution deal providing the main opportunity to change the Adult Education and Skills landscape.
18. Membership - The proposed membership is contained within the Draft Terms of Reference (Appendix B) including, further business and worker representation through: York Chamber of Commerce, Federation of Small Businesses, Institute of Directors, York Professionals (business support network), Vocational training providers, Private sector training and skills providers, TUC, Jobcentre Plus and DWP.
19. In addition to the Council's officer representation, Executive Members for Economy and Strategic Planning and Culture, Leisure and Communities will join the Board to represent the local democratic process.

Governance

20. Beyond agreeing its own business, the Board is not a decision making body but will advise and make recommendations to the Council, LEP and combined authority, and to the City Leaders Board. The Board will oversee the delivery of the strategy and

provide a forum for dialogue between skills providers and local employers to inform the development of future skills provision.

21. The Adult Learning and Skills Strategy will therefore be submitted for formal signoff by the Council Executive and a recommendation made that it is adopted as the City's Skills Strategy to 2030.
22. Communications - To establish the profile of the partnership and support clear and consistent messaging for residents and businesses, it is proposed that external communications activity relating to the Board is embedded within the Council's Skills and Employment Recovery Communications Plan (Appendix C).
23. Temporary resource, is being recruited to deliver this plan which draws on the existing 'let's be York campaign' to:
 - **Target communications directly where they're** needed - cutting through the information overload and providing clear and concise messaging
 - **Build advocacy across the city and wider region** - amplify the message by partner organisations sharing information and supporting links (the 'halo effect')
 - **Build confidence in York's employment/skills sector** – demonstrating sector leadership and what is already being achieved across the City
 - **Provide a steady drumbeat of messaging** – proactive engagement with regular local media articles / features and targeted social media campaigns
24. A key strand of work will be the development of an online information hub where residents and employees can find information about and access skills, training and employment support. All communications will signpost this hub to help build its reach and engagement.
25. **Developing the Strategy – Timeline (Appendix D)**
26. To ensure the strategy development work progresses with the required pace, a subgroup has been put forward, led by the University of York. The Council's Head of Economic Development and Skills Team Manager will be part of the group, ensuring alignment with the wider recovery work and providing regular reports to Decision Sessions - Executive Member for Economy and Strategic Planning.
27. In line with York's 10 year and 1 year recovery strategies and the York Economic Strategy, the Adult Learning and Skills work will comprise a one-year plan (2021) to **help people through**

change and a 10-Year Strategy (to 2030) focused on **21st Century jobs**.

28. The high-level timelines for producing these are attached (Appendix D) with key activity including:

One-year plan – Helping people through change	
Building the evidence base	
Sep 20	Triangulate the intelligence partners already have in relation to skills and employment needs in York and Identify key evidence needs / gaps for one-year plan
Sep 20 – Nov 20	Conduct targeted research (phase 1)
Sep 20 – Nov 20	Feed in latest regional and national reports (such as those commissioned by the Y&NY LEP Skills Board and National Skills Academies)
Engagement – skills and employment needs	
Sep 20 – Nov 20	Engage employers and worker representative's e.g. local workforce development groups and sector skills specialist e.g. Sector Skills Academies re: emerging and future skills needs.
Executive sign off – Dec 2020	

10-year strategy – 21st Century Jobs	
Building the evidence base	
Oct – Nov 20	Triangulate the intelligence partners already have in relation to skills and employment needs in York and Identify key evidence needs / gaps for 10 year strategy
Jan 2021	Conduct targeted research (Phase 2)
Dec 20 – Feb 21	Feed in latest regional and national reports (such as those commissioned by the Y&NY LEP Skills Board and National Skills Academies)
Engagement – skills and employment needs (if needed)	
Jan 21	Engage local employer and worker representatives e.g. workforce development groups re: <ul style="list-style-type: none"> - emerging and future skills needs - test specific strategy content
Executive sign off – March 2021	

Consultation

29. The principal objective of the City Skills and Employment Board is to co-design the Adult Learning and Skills Strategy for York. The Board will be consultative in nature and its membership diverse. The process for developing the strategy will give voice to business, education & training providers, local workforce representatives and regional/national sector skills specialists.

Council Plan

30. The new Council plan identifies eight priorities, five of which are relevant to this work:
- Good health and wellbeing;
 - Well-paid and an inclusive economy;
 - A better start for children and young people;
 - A greener and cleaner city; and,
 - Safe communities and culture for all.

Implications

31. **Financial** – the contribution of £8,500 for the dedicated communications resource and £10,000 contribution towards the Board's secretariat would come from within the Children, Economies and Communities Directorate budget
Human Resources (HR) – no implications;
One Planet Council / Equalities – the Adult Learning and Skills Strategy will support our equalities commitments
Legal – no implications;
Crime and Disorder – no implications;
Information Technology (IT) – no implications;
Property – no implications.

Risk Management

32. There are no specific risks identified in respect of the recommendations.

Contact Details**Author:**

Alison Edeson
Skills Team Manager
Education & Skills
x2814

Chief Officer Responsible for the report:

Maxine Squire
Assistant Director – Education & Skills

Report **Date** 10/09/2020
Approved

Wards Affected: List wards or tick box to indicate all

All

For further information please contact the author of the report

Background Papers:

Appendix A – Public Funded Support

Appendix B – York Skills and Employment Board – Draft Terms of Reference

Appendix C – Skills recovery communications plan - Draft

Appendix D – Adult Learning & Skills Strategy development timeline - Draft

Public funded support

I am a York Resident who:

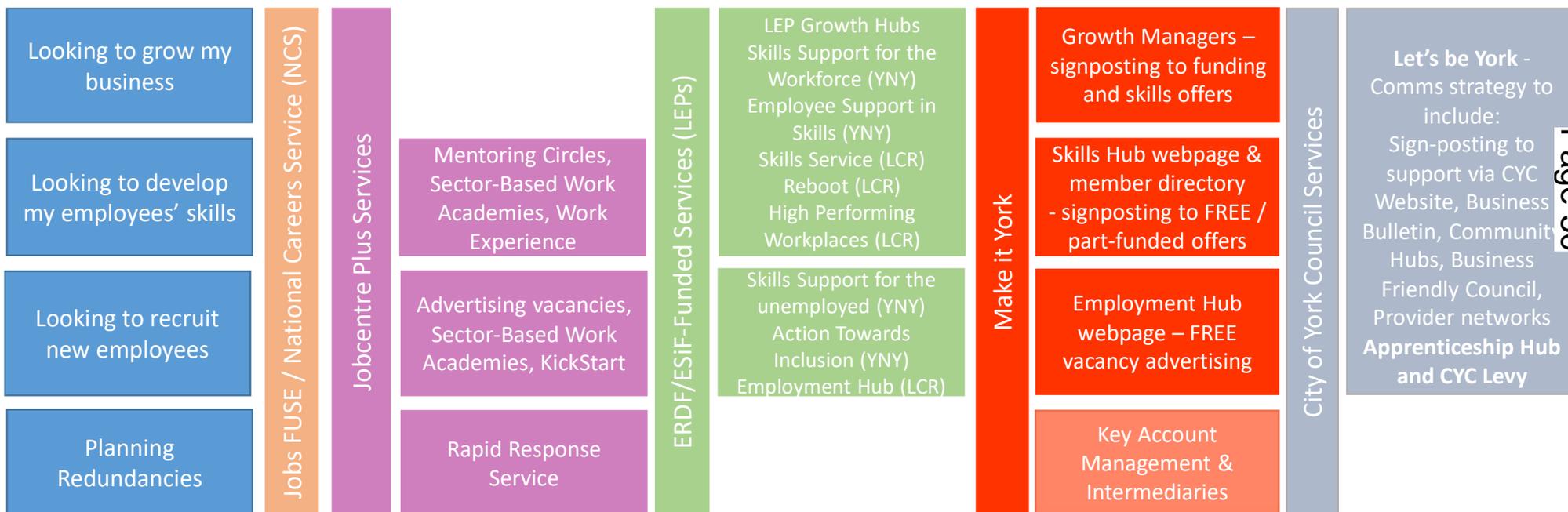
Has been made redundant	Jobs FUSE / National Careers Service (NCS) telephone line	Jobcentre Plus Services	Work Coaches, Work Trials, Work & Health Programme, Sector-Based Work Academies, Intensive Personalised Support, Jobs Help	ESiF-Funded Services (LEPs)	Skills Support for the Workforce (YNY) Skills Support for the unemployed (YNY) Action Towards Inclusion (YNY) Reboot (LCR) Employment Hub (LCR)	City of York Council Services	Let's be York - Comms strategy to include: Sign-posting to support via CYC Website, Social Media, Family Information Services, Local Area Teams and Community Hubs – IAG	York Apprenticeship Hub		
Is aged 25+ unemployed			Extended Youth Programme, Kick Start, Mentoring Circles, Jobs Help						Employment Hub (LCR) Accelerate Routes2Success Prince's Trust	Learning and Work Advisers, Family Information Service, Yor-OK
Is aged 18–24 unemployed			School Advisers (at risk of NEET)							
Is aged 15–18 Not in Employment, Education or Training										

CYC's Skills and Economies teams working in partnership to improve and make a difference

Public funded support

(Professional bodies, recruitment agencies, independent, in-house, FE/HE and private sector providers also offer support)

I am a York Business who is:



CYC and MIY teams working in partnership to improve and make a difference

Appendix B**York Skills & Employment Board – Draft Terms of Reference**

1. The York Skills and Employment Board (“the Board”) is a partnership body, bringing together education providers, employer representatives, private skills providers and CoYC
2. It was established in summer 2020 as part of York’s response to the economic impacts of the Covid-19 pandemic
3. The Board is responsible for developing and implementing the city’s Adult Education and Skills plan within the framework set by York’s 10 year and 1 year recovery strategies and the York Economic Strategy.
4. The Board forms part of the city’s Economic Response structure, with the City Leaders Group providing overall direction and setting the 10 year and 1 year strategies.
5. Through its work, the Board will seek to facilitate a deep and long lasting partnership between skills providers and employers to support the development of key sectors in the York economy and enable York residents to get well-paid and rewarding work
6. The Board will comprise representatives from:
 - City of York Council
 - York College
 - University of York
 - York St John University
 - Askham Bryan College
 - York Secondary Heads
 - York Chamber of Commerce
 - Federation of Small Businesses
 - Institute of Directors
 - York Professionals
 - YNY LEP
 - TUC
 - JobCentre Plus and DWP
 - Vocational training providers
 - Private sector training and skills providers
 - Relevant sector skills bodies
7. Membership will be reviewed annually, and may be temporarily extended to include additional expertise as agreed by the Board.

8. Organisations joining the Board will commit to contributing to city-wide objectives rather than promoting their own commercial interests.
9. CoYC and the FE/HE partners will jointly fund a secretariat for the Board, which will be based with one of those organisations. The secretariat will work with the Board Chair to develop agendas and will circulate papers for meetings at least 1 week in advance of meetings
10. The Board will meet every 2 months in its first year, with frequency of meetings to be reviewed annually, and may establish sub-groups to undertake projects on a task-and-finish basis.
11. Beyond agreeing its own business, the Board is not a decision making body but will advise and make recommendations to the Council, LEP and combined authority, and to the City Leaders Board.

Let's be York – let's learn, earn and grow/make your mark

Skills Recovery Plan

Objectives

Think – employers are aware of the benefits of the skills interventions that meet local needs, are confident that investing in key sector skills will have a positive return as they re-start/grow their business. Employees and those entering the job market believe they can get/retain a job in York in key sectors. All audiences understand how CYC is creating local opportunity.

Feel – all audiences feel the skills and employment landscape is understood and responsive, and that CYC is influencing the agenda. Businesses feel the local offer reflects their skills needs. They are confident that they know how to get additional support and are able to take full advantage of national support available to them and their employees. Employees and those entering the job market feel that they have ready access to information about the options available to them. Those disproportionately affected feel this is for them.

Do – all audiences access the best choices for their business/career, based on national incentives, and local and personal circumstances.

Strategy

Target communications directly where they're needed
 'Cut through' the information overload by providing clear, concise messaging directly to each key audience, **creating a central 'hub' where they can access support and information**. Utilise the existing 'let's be York' campaign look and feel, which is already recognised and trusted by local businesses.

Build advocacy across the city and wider region to amplify the message

Share information and support links to partner organisations, encouraging them to share through their channels, reinforcing the 'halo effect'.

Build confidence in York's employment/skills sector

Demonstrate sector leadership, sharing case studies highlighting innovative practice and 'successful' individuals, to show what is already being achieved across the city.

Provide a steady drumbeat of messaging

Engage the local media with regular features and articles, and use paid for social media posts to target key audiences with consistent messages signposting to support.

Utilise existing, trusted 'let's be York campaign' with a distinctive colour scheme for the skills strand. Adopt 'let's learn, earn and grow' strapline.

PRIORITIES//KEY DATES

Strands to the skills recovery:

- **Skills and employment pipeline**
- **Support for individuals**
- **Shaping provision**
- **Social inclusion**
- **Support for businesses**

This plan sets out communication actions to support each strand.

- **School term ends 17 July**
- **A level results day**
- **GCSE results day**
- **Schools return wk 7 September**
- **Furlough scheme ends 31 October**

Let's be York: lets learn, earn and grow

OBJECTIVES

Think – aware of benefits of skills programme, to business, and city – aware of key sectors and skills required. All audiences understand how CYC is creating local opportunity.
Feel –feel the skills and employment landscape is responsive, that CYC is influencing the agenda. Businesses feel the local offer reflects their skills needs are are confident they know how to get additional support to take full advantage of national support available to them and their employees. Employees, those entering the job market feel they have ready access to information about the options available to them. Those disproportionately affected feel this is for them.
Do – access the best choices for their business/career, based on national incentives, and local and personal circumstances.

AUDIENCE

- All York businesses
- People working in York
- Women/lower wage earners disproportionately affected
- Young people aged 16-25
- Schools
- Stakeholders e.g. Job Centre,
- Colleges
- CYC staff
- Members
- Parents/carers of 16-25 year olds
- MPs
- Partners, e.g. Chamber of Commerce, York BID, Indie York, York Learning
- Adult learners

STRATEGY

- **Target communications directly where they're needed**
- **Build advocacy across the city and wider region to amplify the message**
- **Build confidence in York's employment/skills sector**
- **Provide a steady drumbeat of messaging via partners and direct**

IMPLEMENTATION

Target communications directly

- Create information hub on CYC website, under Let's be York banner, information for businesses, etc, with links to existing pages on apprenticeships, York OK etc. Include posters signposting support for staff
- Gather insight (eg hierarchy of influence on careers...parent/teacher/careers) and info from chamber, FSB etc about current attitudes to recruitment (business side of OBC)
- Develop a concise regular e-newsletter (working with MIY), outlining national and local support available for businesses. Include poster signposting support for employees. Deliver via emerging business networks and partner orgs
- Encourage York employees to join resident newsletter, include regular skills section. Signpost via boosted social media posts, partner network and CYC/partner publications
- Dedicated information for young people, hand delivered at GCSE/A Level results pick up to 16/18 year olds. shared by schools, York College, Askham Bryan College and universities.
- Update careers advice online information for schools
- Update careers information on YorOk website to ensure consistent messaging

Build advocacy and amplify the message

- City Skills Board as advocates on supply and demand side
- Support and reflect outcomes of skills networks and asks from businesses; regularly use industry figures to present and share via linkedin and biz media
- Share information pack with partners and employers across the city to use on own channels
- Encourage agencies working with families, young people and adults to share, including CYC Early help team, social workers, 2 year old funding team, HMOs, LAC
- Utilise existing channels, including CYC partners' pack
- Create digital content that challenges assumptions about sectors to encourage sharing
- Social media engagement and sharing via partner channels
- Hits to CYC hub website
- Requests for information to CYC support networks

EVALUATION

Build confidence in the sector

- Development of City Skills Board
- Develop and share case studies of 'success' stories inc. CYC. examples being used by the apprenticeship team, including adult learners and those affected gaining qualifications.
- Share on CYC channels, including Instagram, particularly targeting younger audiences.
- Create case studies from partners and encourage sharing
- Use virtual online job fairs, apprenticeship events and careers fairs to showcase the potential in York's skills market – package as a one-minute pitch on opportunities, showing how York skills programme meets local and regional need (to build aspiration – make it

Provide a steady drumbeat of messaging via partners and direct

- Work with York Press (online) to create timed adverts to signpost businesses and employees to online support hub – at launch and at the end of October, as the furlough scheme comes to an end. Use retail forum, indie york and fsb to offer 'next steps' packs to soon to be redundant employees (work with LEP)
- Showcase STEP into STEM work – events and drip feed of PR and social to promote careers and potential employers
- Case studies (showing career outcomes of former apprentices in York growth sectors) and local media ad campaign to raise visibility of opportunity and promote growth sectors.
- Live Q&A featuring apprentices (and parents if poss!)
- Use COVID volunteer and community network to share info into communities
- Support local media outlets to run articles/features outlining the support available and positive, success stories, providing regular update press releases, offering interviewees, feature opportunities and sector leadership opinion pieces.
- Time local activity to complement national Apprenticeship Service campaigns/ calendar.
- Utilise NAS campaign assets – esp those which help people apply <https://www.youtube.com/user/ApprenticeshipsNAS/videos>
- Advertise the hub where young people look for jobs...eg designer outlet jobs pages, indeed etc.

Let's be York – let's learn, earn and grow

Audiences	Channels
All businesses	<ul style="list-style-type: none"> • Dedicated e-newsletter signposting support available (deliver via Make it York channels?) • Information hub under skills section on the CYC Let's be York webpages • Social media; insta and linkedin are key (tick tok? What's app?) • Local media articles and advertising • Make it York , FSB, Indie York, professional services 9eg accountants and lawyers for small businesses) • Traders associations incl Haxby, Micklegate, Gillygate, Acomb Alive, York Retail Forum, • York BID communications • Chamber of Commerce • Indie York channels • Business Bulletin, business sectoral roundtables, whatever networking/workshop presence they establish
York residents and employees	<ul style="list-style-type: none"> • Information hub under skills section on the CYC Let's be York webpages (SHOULD THIS BE MIY?) • Social media • Local media articles and advertising • Directly from partners, including York Learning, social workers, early help team, carers' centre, Job Centre, Armed Forces Support network • Community facebook pages
16-25 year olds, including NEETS	<ul style="list-style-type: none"> • Digital magazine with case studies for young people • Issued by school/colleges on results days (GCSE/A LEVEL) and sent direct to NEETS • Social Media, including on school/college channels, plus tiktok/what's app/insta content • Updated careers pages for schools (York Education) • Updated information on Yor OK site (consistency key) • LACs, HMOs, community officers, other outreach community conversations
Parents	<ul style="list-style-type: none"> • Information hub under skills section on the CYC Let's be York webpages • Social media • Local media articles and advertising • Directly from partners, including York Learning, social workers, early help team, carers' centre, Job Centre, Armed Forces Support networks • Community facebook pages
Partners and stakeholders	<ul style="list-style-type: none"> • Information shared via partners' pack • City Skills Board • Make it York • York BID • Chamber of Commerce, FSB, Science park, HOC Group

Let's be York – let's learn, earn and grow activity schedule (to be populated once agreed)

Date	Activity	Actions	Channels	Objective /Strategy
Wk c 11 July	Design look and feel for campaign, linking to Let's be York creative, and bringing in colours from the York Apprenticeship Hub logo			
Wk c 11 July	Review customer journey of both employer and would-be apprentice			
Wk c 18 July				
July-October				
July				
August				

Appendix D: Proposed timescales for Adult Learning & Skills Strategy (ALSS) Development Process

	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20			
Establish York Skills and Employment Board	[Green bar: Aug-20 to Sep-20]							
Agree process for creating Adult Learning & Skills Strategy	[Green bar: Aug-20 to Sep-20]							
Developing the One-Year (2021) Plan - Helping people through change	[Orange bar: Sep-20 to Dec-20]							
Building the Evidence Base	[Orange bar: Sep-20 to Dec-20]							
CYC and Partner intelligence sharing	[Orange bar: Sep-20 to Dec-20]							
Focused intelligence gathering to address gaps	[Orange bar: Sep-20 to Dec-20]							
Engagement - Emerging Skills and Employment Needs	[Orange bar: Sep-20 to Dec-20]							
Targeted employer engagement	[Orange bar: Sep-20 to Dec-20]							
Sector Skills Academy engagement	[Orange bar: Sep-20 to Dec-20]							
Governance	[Orange bar: Sep-20 to Dec-20]							
Executive Member E&P Decision sessions	[Orange bar: Sep-20 to Dec-20]							
Executive sign off of one year (2021) plan	[Orange bar: Sep-20 to Dec-20]							
	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Adult Learning & Skills Strategy (to 2030) - 21st Century Jobs	[Blue bar: Sep-20 to Dec-20]							
Building the Evidence Base	[Blue bar: Sep-20 to Dec-20]							
CYC and Partner intelligence sharing	[Blue bar: Sep-20 to Dec-20]							
Focused intelligence gathering to address gaps	[Blue bar: Sep-20 to Dec-20]							
Career pathway and provision mapping	[Blue bar: Sep-20 to Dec-20]							
Engagement - Future Skills and Employment Needs	[Blue bar: Sep-20 to Dec-20]							
Targeted employer engagement	[Blue bar: Sep-20 to Dec-20]							
Sector Skills Academy engagement	[Blue bar: Sep-20 to Dec-20]							
Governance	[Blue bar: Sep-20 to Dec-20]							
Executive Member E&P Decision sessions	[Blue bar: Sep-20 to Dec-20]							
Executive sign off of Adult Learning & Skills Strategy (to 2030)	[Blue bar: Sep-20 to Dec-20]							

This page is intentionally left blank



**Decision session – Executive Member for
Economy and Strategic Planning**

22 December 2020

**Report of the Assistant Director Education and Skills
Skills and Employment Update**

Summary

1. At his Decision Session on 22 September, the Executive Member for Economy and Strategic Planning received a paper setting out the key skills and employment related issues that York is facing as a result of the Covid-19 pandemic. It highlighted the need to strengthen the city-wide partnership approach that had been adopted during the early phase of the pandemic, to respond to the immediate needs and increased demand anticipated over the next 12-18 months.
2. The city-wide partnership approach and framework for developing a new skills strategy was agreed. This included the Terms of Reference of the City Skills and Employment Board and remit of Task & Finish Group, comprising partners from York's FE colleges, universities and the council.
3. The associated communications plan and suggested timelines for production of a one-year plan to 'Help people through change' and a 10-year strategy for '21st Century Jobs' were also agreed.
4. Whilst York's 10-year skills strategy will support York's longer-term strategy for economic recovery, the focus of the one-year plan needs to be on aligning existing and emerging provision to address the immediate needs and increased demands expected over the next 12 months.
5. This report provides an update on the skills and employment support available to people and businesses within York and how the council is working with partners to:
 - align and, where possible, adapt existing public-funded provision
 - shape local implementation of new national initiatives
 - communicate support available to residents, young people and businesses
 - signpost York's emerging and future skills needs to influence the development of York and & North Yorkshire LEP plans.

6. In addition to updating on actions to respond to the immediate economic impact of Covid-19, this report also provides an updated timeline for the development of the one-year plan and skills strategy, and covers the progress made by the Skills and Employment Board's Task & Finish Group to build an evidence base that will underpin these.

Recommendation

7. The Executive Member is asked to:
 - i. review and support the activity detailed in the skills and employment update report including, the formation of the Skills and Employment Board and the progress made by the Task and Finish Group towards building a robust evidence base.
 - ii. approve the approach taken to develop the one-year skills plan, which is to prioritise activity that will help support people and businesses through change. The approach will continue to maximise the impact of current support available and that to be implemented in 2021.
 - iii. support and approve the updated timeline for completion and sign off of the one-year plan, which allows for the latest Government skills and employment support to be reflected in the plan.

Reason: To continue to help support people and businesses through change over the next 12 months and highlight the role of skills in supporting York's economic recovery from Covid-19 in the longer term.

Introduction

8. Economic forecasts are still predicting a significant number of job losses across the global economy but with the recently announced extension to the Job Retention Scheme, the peak of unemployment is now expected in early summer 2021. For York, current estimates suggest a potential rise in benefit claimant count to around 10,000 at that time.
9. York's current benefit claimant rate is 4,775 and has remained relatively consistent in recent months (Oct 2020 Vs 4,995 July 2020). According to Centre for Cities, York has the lowest percentage of benefit claimants nationally, at a rate of 3.4%, a 2.1% rise since March 2020. Of this, around 1,100 claimants are in the 'youth' category (those aged 16-24), with a benefit claimant count of 3.1%

10. As work on the one-year plan continues through to end of January 2021, the council is already delivering on its commitment to help people through change by facilitating city-wide partnerships and communicating the support available to individuals and businesses.

Skills and employment support

Aligning and, where possible, adapting existing public-funded provision

Individuals

11. Public funded face-to-face skills support for individuals, including most Jobcentre Plus services, stopped during the first lockdown. The council's FutureGoals programme which supports those aged 15-24 into education and training and York Learning's adult, community and family learning offers quickly adapted to provide remote support.
12. Apprenticeship training providers also moved to delivering training online. The council's skills team utilised its apprenticeship provider network to gain an understanding of the emerging picture for learners, employers and the providers themselves.
13. Despite some providers needing to place their own business engagement and wider support teams on furlough, any apprentices made redundant during this time were supported. The council run York Apprenticeship Hub was also on hand to help source alternative employment and signpost to the National Redundancy Support Service for the small number who needed it.
14. The rapid move to digital learning and work has meant that work is continuing to address the challenges this has created for some learners. A key concern reported by a range of employment and skills providers continues to be that some learners do not have sufficient connectivity and/or access to access to IT equipment to support online learning. Where possible, providers have loaned equipment to their learners and as part of the council's digital inclusion strategy, a new city-wide scheme, designed to digitally connect residents through donated laptops or tablets, will provide further targeted support

Businesses

15. In February 2020, with the support of the Employment Related Services Association (ERSA) and Leeds University Business School, the council's skills team held a workshop with commissioners and delivery partners of public funded skills and employment support in the city. The ambition of

the ERSA project was to make engagement more effective for employers and through its York impact study, partners wanted to identify ways to make it easier for businesses to engage with and access support.

16. Whilst the pandemic disrupted the intended next steps for this project, the network continued to work together to identify the emerging needs of businesses and adapt provision in response. Providers across the city quickly moved to remote delivery and put much of their training for businesses online. Short-courses and topics such as business resilience, remote working and mental wellness were prioritised.
17. At the same time different national and regional initiatives were being announced so, in partnership with Make It York (MIY), the network developed '**The Skills Hub**'. The online hub is part of the Make It York website and brings together local, regional and national skills and employment support to make it easier for businesses to access the help they need, much of which is fully or part-funded.
18. At the same time, providers with Department for Work and Pensions (DWP), European Social Fund (ESF) or European Regional Development Fund (ERDF) contracts considered the impact of the pandemic on their programmes and engaged with their commissioners to, where possible, make adjustments to benefit the needs of local people and businesses.
19. A welcome addition to the local network is the Business Partnership Adviser (BPA) under the Leeds City Region (LCR) ESF-funded **Skills for Growth Programme**. The role of the BPA is to work with individual SMEs (Small and Medium-sized Enterprises) to help them identify their skills and training needs, signpost them to relevant provision and help develop strategic partnerships with colleges and universities to meet their current and future skills needs. Throughout 2020, the council's skills team worked closely with the programme manager at Leeds to support recruitment of the advisers and ensure the programme supports local priorities.

Shape local implementation of new national initiatives

20. Key to the government's economic and fiscal strategy is ensuring it meets the immediate need to support workers and businesses as the UK recovers from the Covid-19 pandemic. Under its 'Plan for Jobs', the Government unveiled ambitious plans to support people in finding jobs, enable them to gain the skills they need to get jobs and provide targeted help for young people to get into work. National initiatives that the council and partners are helping to implement in York include:

21. **Apprenticeships** - employer incentives of between £1,500 and £3,000 (dependent upon age of the apprentice) for hiring a new apprentice introduced and then extended, as part of the Chancellor's spending review, to March 2021
22. The council run impartial Apprenticeship Hub continues to support individuals, businesses and training providers in York to make the most of apprenticeships.
23. Whilst the split between advertised apprenticeship vacancies at different levels has remained about the same (the majority of opportunities at level 3, continuing a trend of very few at level 2, and the number of higher and degree remaining about the same), the overall volume of advertised vacancies is around half of that in previous years.
24. The availability of level 2 apprenticeships is a national concern following the transition from apprenticeship frameworks to standards. However, the impact of the pandemic on retail, hospitality and tourism sectors in York has consequently affected the apprenticeship market.
25. In the last 10 months the predominance of hospitality, retail and tourism related apprenticeships, at about 30% of the previous 1,400 per annum market, has declined to near zero. Traditionally, these are also sectors in which people would have accessed entry level (level 2) opportunities.
26. In recent months, advertised apprenticeship vacancies have tended to be in pharmacy, dental, early years and care roles. Whilst manufacturing, particularly in the food supply sector, has remained at previous levels. The Apprenticeship Hub is therefore proactively working with employers in these sectors to support the creation of new apprenticeship opportunities.
27. **Kickstart Scheme** – £2bn fund to create high quality work placements for those aged 16-24 at risk of long-term unemployment. For each six-month placement (until December 2021), the Government covers the National Minimum Wage, associated employer National Insurance contributions and minimum automatic enrolment contributions for 25 hours per week. In addition, £1,500 per job placement is available for setup costs, support and training, which includes helping participants to develop the employability skills and experience they need to find work after completing the scheme.

28. The council's skills team has been working with DWP and York & North Yorkshire LEP to shape local rollout of this programme. In particular, advising local organisations about the process of becoming a Gateway organisation and guiding businesses with fewer than 30 placements to appropriate support.
29. The early bids for placements by employers with 30 or more vacancies were the first to be reviewed and York was one of the first areas in the DWP district to receive live vacancies. Bids from Gateway organisations and those more recently submitted by employers are still being considered.
30. Kickstart is still in a very early phase but there are some encouraging signs of potential placements with large local employers, and support from the Federation of Small Businesses (FSB) as a Gateway organisation.
31. York Learning also submitted an early expression of interest to become a Gateway organisation and is working with local businesses to develop their employability support offer and initial bid of at least 30 placements.
- 32. Traineeships** – additional funding for traineeships in England to fund high quality work placements and training for 16-24 year olds. Trainees do not receive a salary but the Government will fund the employer £1,000 per trainee.
33. Traineeship opportunities in York are limited with fewer than 5, in a 10 mile radius of York, advertised via the national find a traineeship service. Through the Apprenticeship Hub, the council continues to work with providers and employers to promote the need for additional opportunities.
34. York Learning has recently secured additional funding to deliver a small number of traineeships in Business Administration and Customer Service for those aged 19 – 24.
- 35. Industry Placements: T-levels** - £162 million in 2021-22 to support the rollout of T Levels wave 2 and 3.
36. York College was selected to deliver T-levels for 16-19 year olds from launch in September 2020 and in 2021/22 will offer courses in digital, construction, education & childcare and health.

- 37. Expanded Youth Offer** – increased intensive support offered by DWP in Great Britain to young jobseekers, to include all those aged 18-24 in the Intensive Work Search group in Universal Credit
38. To help make this support more accessible to young people, the skills team has been working with partners at Job Centre Plus and Aspire-igen on plans to implement a Youth Hub in York. The hub will look to bring together a range of youth services, starting with a dedicated Jobcentre Plus Youth Employment Coach and advisers from the council's FutureGoals and Aspire-igen's Accelerate programmes.
39. Plans to develop a physical hub in the city centre were impacted by the second national lockdown and DWP is now considering whether the hub should initially be launched as a virtual offer.
- 40. Job finding support service** – £40m for private sector capacity to introduce a job finding support service in Great Britain. This online, one-to-one service helps those (of any age) who have been unemployed for less than three months increase their chances of finding employment.
41. Throughout November and December, York successfully trialled this service ahead of the national rollout planned for January 2021.
- 42. New funding for sector-based work academies** – additional £17m this year to triple the number of sector-based work academy placements in England in order to provide vocational training and guaranteed interviews for more people, helping them gain the skills needed for the jobs available in their local area.
43. In York these are being well-received by employees across a variety of sectors and are supporting people to change sector through developing transferable skills. Academies have included training for roles in rail engineering, customer service, civil service, manufacturing and security.
- 44. Flexible Support Fund** – increased funding by £150m in Great Britain, including to increase the capacity of the Rapid Response Service. It will also provide local support to claimants by removing barriers to work such as travel expenses for attending interviews.

Communicate support available to residents, young people and businesses

45. As detailed in the council's Skills and Employment Recovery Communications Plan, a key strand of work was to develop an online

information hub where residents and employees can find information about and access skills, training and employment support.

46. The Skills Hub, hosted on the Make It York business-facing website (see section 17), brings this information together for employers, whilst support for people looking for employment and training can be found on the council's website at <https://www.york.gov.uk/LetsBeYorkSkills>
47. A variety of council and partner channels are being used to signpost to these hubs to help build reach and engagement. These include the council's regular resident and parents' newsletters, and the Family Information Service for signposting to the Let's Be York webpage and FutureGoals programme. The Skills Hub and specific programmes are promoted to businesses via the council, business support partners and Make It York newsletters and social media channels.
48. The skills team also plays a key role in providing information to support positive transitions for those leaving secondary or further education. Working with education, training and business partners, in August, the council hosted a Facebook #AskTheLeaders Q&A for college and school leavers who had questions about local opportunities. The '*Planning your Future Post-16 - A guide for parents, carers and young people*' has also been updated to reflect the local impact of the pandemic and help those currently in Year-11 to make informed choices about their next step in education, training or employment.

Signpost York's emerging and future skills needs to influence the development of York and & North Yorkshire LEP plans.

49. The council continues to work closely with the skills team at York and North Yorkshire LEP to improve local delivery and shape recovery and skills plans.
50. To respond to the challenges of upskilling and reskilling our workforce, the council has already set out a need for £10m to support adult learning and skills development and enable 5,000 people to get better jobs.
51. Through 2020 the council and LEP skills teams have jointly engaged with providers, business support partners, DWP and ESFA to share updates on national initiatives and gather local feedback.

52. A shared priority is to understand and maximise the opportunities in our area for job creation as set out in the Government's 'Plan for jobs'. In particular, how to support the development of suitable expertise in the construction supply chain to deliver the Green Home Grants Scheme.
53. In addition, the city is to benefit from investment from the Government's Getting Building Fund, following a bid by the LEP in June which outlined a list of local projects capable of boosting economic recovery from Covid-19. Askham Bryan College's project to construct a Digital Skills Academy to support skilling and reskilling opportunities, and York College's plan to help increase technical skills capabilities in electric vehicle technologies support key priorities within the Council Plan 2019-2023.

Skills and Employment Board

The skills team Manager has supported Lee Probert, Chair of the Skills and Employment Board, to engage new board members. A list of members is provided (Appendix A) and the first meeting is planned for December 2020.

Task and Finish Group

54. Over the past three months, key skills and education partners in York – Askham Bryan College, York College, University of York, York St John University, York Learning and the council – have been working together as a Task and Finish Group to build an evidence base that will underpin the one-year skills plan and 10-year skills strategy.
55. This work has strengthened the city-wide partnership approach that had been adopted during the early phase of the pandemic, to understand and respond to the changing skills needs of people and businesses.
56. Chaired by The University of York, the Task and Finish Group meets on a monthly basis, with the Chair and City of York Council's Skills Team Manager having regular contact.
57. The main area of work for the Task and Finish Group has been shaping skills summaries for each of the sectors engaged through the roundtables earlier in the year. Building on the output of those discussions, each partner has drafted a localised summary for one or more of those sectors.
58. Where the partnership has strong connections into a sector, especially with microbusinesses and SMEs, they have spoken with those businesses to gather supplementary and 'real-time' qualitative feedback.

59. Seven teams of University of York students complemented this work by conducting in-depth, qualitative interviews with 17 prominent employers from across the city. However, to ensure a robust evidence-base, it's key that feedback is also gathered from those who are seldom heard or hardest to reach.
60. Recognising that many businesses are currently time poor and have areas of concern before skills (as outlined in the *Sector Roundtable Update – Output and Next Steps* paper presented at the Executive Member's Decision Session on 24 November 2020), a simple online survey has been created to gather quantitative data and provide businesses with an opportunity to opt in to sharing their views.
61. Key skills questions from the Make It York business survey (Q2 2020) were included to ensure consistent measures and where possible, allow themes or broad changes to be identified. To help reach businesses of varying sizes and sectors, the survey will be promoted via social media and shared directly with business support agencies and intermediaries.
62. Through the survey, businesses will be able to ask for support with their workforce, skills or training needs by 'opting in' to being contacted by an experienced (council skills team or Make It York) business adviser.
63. In line with the original strategy development timeline, this feedback along with other evidence (outputs of the roundtables and York Business Week discussions, LEP and sector skills academy reports) is being reviewed and a gap analysis prepared which will inform the next phase of the group's work.
64. During this period, the partnership also delivered an interactive **Talent and Skills Event** as part of York Business Week. Supported by local employers and stakeholders including the York & North Yorkshire LEP, Education Skills Funding Agency (ESFA), Confederation of British Industry (CBI) and Federation of Small Businesses (FSB), this was a key opportunity to raise awareness and connect businesses with the skills and training support available to them. The breakout sessions and panel discussion not only encouraged best practice sharing but provided the opportunity to gather feedback about the current and future skills needs of York's businesses.

Updated timeline – one year plan

65. The partnership remains strong but the capacity of partners has been reduced, particularly through the second period of lockdown. Priority was given to the research work streams to help build the evidence base and

procuring the support of a consultant to keep the development of the 10 year strategy on track.

66. Progress in developing the one-year plan has therefore been slower than set out in the original timeline. However, as demonstrated in sections 11 – 64, the city-wide partnership is working hard to respond to the emerging needs and to connect people and businesses with the skills and employment support that can help.

67. As the one-year plan will focus on maximising and aligning activity to help people and businesses through change, a benefit of the updated timeline (Appendix B) is that it allows for the latest Government skills and employment support (announced in the Chancellor's spending review) to be reflected in the plan.

Consultation

68. Members of the Task and Finish group and the Chair of the Skills and Employment Board are engaged in the work to develop the one-year skills plan, 10-year skills strategy and deliver activity on the ground. At its meeting on 4 December, the Task and Finish Group agreed the one-year plan would be drafted by end January 2021. Jobcentre plus and York Learning have also had input.

Council Plan

69. The Council Plan identifies eight priorities, four of which are relevant to this work:

- Well-paid and an inclusive economy;
- A better start for children and young people;
- Safer communities and culture for all;
- An open and effective council.

Implications

70. The following implications have been considered:

- Financial – no implications
- Human Resources (HR) – no implications
- Equalities – no implications.
- Legal – no implications
- Crime and Disorder – no implications.
- Information Technology (IT) – no implications.
- Property – no implications.

Risk Management

71. No risks identified.

Recommendations

72. The Executive Member is asked to:

- i. review and support the activity detailed in the skills and employment update report including, the formation of the Skills and Employment Board and the progress made by the Task and Finish Group towards building a robust evidence base.
- ii. approve the approach taken to develop the one-year skills plan which is to prioritise activity that will help support people and businesses through change. The approach will continue to maximise the impact of current support available and that to be implemented in 2021.
- iii. support and approve the updated timeline for completion and sign off of the one-year plan, which allows for the latest Government skills and employment support to be reflected in the plan.

Reason: To continue to help support people and businesses through change over the next 12 months and highlight the role of skills in supporting York's economic recovery from Covid-19 in the longer term.

Contact Details

Author:

Alison Edeson
Skills Team Manager
Education & Skills

Chief Officer Responsible for the report:

Maxine Squire
Assistant Director – Education & Skills

Report
Approved



Date 13 December 2020

Background Papers: None

Annexes:

Appendix A_York Skills and Employment Board Membership 2020_21

Appendix B_One-year plan and 10-year skills strategy timeline

Appendix A

**York Skills and Employment Board
Membership for 2020/2021**

Stakeholder Group	Organisation	Member	Role
Local Authority – Executive Member	City of York Council	Councillor Andrew Waller	Executive Member - Economy and Strategic Planning
Local Authority	City of York Council	Maxine Squire	Assistant Director - Education and Skills
FE Colleges	York College	Lee Probert	Chief Executive & Principal
Universities	University of York	Professor Kiran Trehan	Pro-Vice-Chancellor for Partnerships and Engagement
Universities	York St John University	Professor Karen Bryan	Vice-Chancellor
FE Colleges	Askham Bryan College	Dr Tim Whitaker	Chief Executive
Department for Work & Pensions / Jobcentre Plus	York Jobcentre	Angela Stabeler	York & North Yorkshire Employer and Partnership Manager
Large employer representative	West & North Yorkshire Chamber of Commerce	Mark Goldstone	Head of Policy and Business Representation
Small employer representative	Federation of Small Businesses (TBC)	Carolyn Frank	North Yorkshire Development Manager
Local Enterprise Partnership	York and North Yorkshire LEP	Jude Knight	Head of Skills
Employer	Simpson York Limited	Amanda Davidson	HR Manager
Employer	Netsells	Bethan Vincent	Marketing Director
Independent training provider	The Skills Network	Mark Dawe	Chief Executive
Trade Union	TUC (TBC)		

Appendix A

Appendix B: Timeline for the one-year plan and 10-year skills strategy

	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21
Developing the One-year (2021) Plan - Helping people through change							
Developing an Adult Learning & Skills Strategy (to 2030) - 21st Century Jobs							
Skills and Employment Board ToR, T&F Group remit and framework agreed							
Building the evidence base							
CYC and Partner intelligence sharing							
Sector summaries							
LMI and sector specific data (relevant to one-year plan)							
Engagement - Emerging skills and employment needs							
University of York Student Research & Feedback							
Enterprise skills survey							
Intermediary business survey							
Drafting							
Outline framework - one year plan							
Drafting							
One-year (2021) Plan - Helping People through change drafted							
Engagement - Future skills and employment needs							
University of York Student Research & Feedback							
Sector Skills Academies							
Workforce Development Groups							
Drafting							
Outline framework - 10 year strategy							
Drafting 2-5 year strategy							
Drafting 6-10 year strategy							
10-year Strategy - 21st Century Jobs drafted							
Governance							
Task and Finish Group							
Executive Member E&P Decision sessions							
Scrutiny Engagement							
Skills and Employment Board							

This page is intentionally left blank