



Notice of meeting of

Economic Development Partnership Board

To: Councillors Steve Galloway (Chair), Jamieson-Ball (Vice-Chair), Kirk, Alexander, Gillies, Looker, Scott and Taylor

Mr Andrew Scott (First Stop York Tourism Partnership), Jez Willard (Retail Sector), Mr Brian Anderson (Trades Unions), Mr Len Cruddas (Chamber of Commerce), Mr Mike Galloway (Education/Lifelong Learning Partnership), Mr Kevin Moss (Finance Sector), Prof Tony Robards (University of York), Mr Mark Sessions (Manufacturing Sector) and Julie Hutton (Yorkshire Forward)

Date: Tuesday, 25 September 2007

Time: 6.00 pm

Venue: Guildhall

AGENDA

1. Introductions & Apologies

2. Declarations of Interest

At this point, Members are asked to declare any personal or prejudicial interests they may have in the business on this agenda.

3. Minutes

(Pages 1 - 6)

To approve and sign the minutes of the meeting held on 19 June 2007.

4. Public Participation

At this point in the meeting members of the public who have registered their wish to speak regarding an item on the agenda or an issue within the Board's remit can do so. Anyone who wishes to register or requires further information is requested to contact the Democracy Officer on the contact details listed at the foot of this agenda. The deadline for registering is Monday 24 September 2007 at 5.00pm.

5. Progress On Key Issues (Pages 7 - 34)

This report briefs Board members on issues/progress on key areas of economic development activity in the past six months, since the previous update in March.

6. Report of the Future York Group (Pages 35 - 60)

This report seeks to brief the Board on the final report of the Future York Group and to seek views on its main findings.

7. Development of an Anti-Poverty Strategy (Pages 61 - 82)

This report provides Board members with information regarding the developing anti-poverty strategy and the response it received at the Without Walls Partnership at its meeting on 18th July 2007. Members are requested to agree the proposed steps suggested for implementation by the Economic Development Unit to help reduce poverty.

8. Development of a Skills Strategy for York (Pages 83 - 142)

This report provides interim information on the development of an adult skills strategy for York within the context of the Community Strategy (the Without Walls Learning Vision). Members of the Board are invited to make comments and suggestions in relation to this work to date, in order to provide a steer towards the completion of a definitive York Adult Learning and Skills Strategy 2007-2010.

9. Any other business which the Chair decides is urgent under the Local Government Act 1972.

Democracy Officer:

Name: Tracy Johnson

Contact details:

- Telephone – (01904) 551031
- E-mail – tracy.johnson@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

Contact details are set out above.

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The majority of councillors are not appointed to the Executive (38 out of 47). Any 3 non-Executive councillors can 'call-in' an item of business from a published Executive (or Executive Member Advisory Panel (EMAP)) agenda. The Executive will still discuss the 'called in' business on the published date and will set out its views for consideration by a specially convened Scrutiny Management Committee (SMC). That SMC meeting will then make its recommendations to the next scheduled Executive meeting in the following week, where a final decision on the 'called-in' business will be made.

Scrutiny Committees

The purpose of all scrutiny and ad-hoc scrutiny committees appointed by the Council is to:

- Monitor the performance and effectiveness of services;
- Review existing policies and assist in the development of new ones, as necessary; and
- Monitor best value continuous service improvement plans

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City of York Council

Minutes

MEETING	ECONOMIC DEVELOPMENT PARTNERSHIP BOARD
DATE	19 JUNE 2007
PRESENT	COUNCILLORS STEVE GALLOWAY (CHAIR), JAMIESON-BALL (VICE-CHAIR), KIRK, ALEXANDER, GILLIES, LOOKER, SCOTT AND TAYLOR MR ANDREW SCOTT (FIRST STOP YORK TOURISM PARTNERSHIP), PROF TONY ROBARDS (UNIVERSITY OF YORK) AND JULIE HUTTON (YORKSHIRE FORWARD)
APOLOGIES	JEZ WILLARD (RETAIL SECTOR), MR BRIAN ANDERSON (TRADES UNIONS), MR LEN CRUDDAS (CHAMBER OF COMMERCE), MR MIKE GALLOWAY (EDUCATION/LIFELONG LEARNING PARTNERSHIP), MR KEVIN MOSS (FINANCE SECTOR) AND MR MARK SESSIONS (MANUFACTURING SECTOR)

1. DECLARATIONS OF INTEREST

Members were invited to declare at this point in the meeting any personal or prejudicial interests they might have in the business on the agenda.

Councillor Looker declared a personal non-prejudicial interest in Agenda Item 6 (Research Findings on the Evening Economy) as she was an unpaid, voluntary secretary to the Theatre Royal.

Councillor Scott declared a personal non-prejudicial interest in Agenda Item 6 (Research Findings on the Evening Economy) as he was the Children's Champion.

2. MINUTES

RESOLVED: That the minutes of the last meeting held on 13 March 2007 be approved and signed as a correct record.

3. PUBLIC PARTICIPATION

It was reported that there had been no registrations to speak under the Council's Public Participation scheme.

4. REPORT OF THE FUTURE YORK GROUP

Members considered a report which sought to brief the Board on the final report of the Future York Group and sought views on its main findings.

The Future York Group was commissioned by the City of York Council to undertake an independent strategic review of the local economy, following a series of announcements regarding job losses in the City. This authoritative report would provide the framework for future actions to be undertaken by the City of York Council and partners with regard to promoting the economic well-being of the City. Their final report was launched on 12th June when it was handed over to the City of York Council at a public event at the Mansion House. The Council had yet to consider the report formally and there was, therefore, no firm commitment from the Council to the recommendations set out in the report. The views of the Board were welcomed on the findings and conclusions of the Future York Group.

The following points were made:

- The economic future of York was good but it could not afford to become complacent. There was much opportunity for the economy to be strengthened further
- The need to develop a clear vision for the future of the City
- The need for a clear master plan about the direction the City should take
- The need to work together and to make sure that consultation includes everyone
- The need for housing and education to support workforce and business needs
- There was a need to emphasise the technological credentials of the City which is much more than a visitor destination
- Science City had now matured and some of the businesses were looking to grow and move on; there needed to be compelling reasons why they should stay in York including the availability of suitable premises and development land
- The report raised questions of sustainability due to the scale of the potential growth. This would need to be addressed
- The need to support entrepreneurship
- The need for better access to an airport
- The decline in the manufacturing base and the expansion of the University may bring about a two tier economy unless local people were given the skills to compete for the jobs being created
- The importance of planning for the future. The timing of the report is opportune bearing in mind the amount of brownfield land now available
- York's broadband capacity is a major asset which needs to be promoted
- York needs to be a lifelong learning City ensuring that its workforce skills are continually updated
- The report lacked information about economic changes in the sub-region and its potential impact on York

- The fact that it is a hugely expensive and ambitious programme if all recommendations were taken forward and this needs to be borne in mind

RESOLVED: That the Future York Group report be noted and endorsed and that the above views be noted in the Council's consideration of the report

REASON: To help shape the effectiveness of future action

5. RESEARCH FINDINGS ON THE EVENING ECONOMY IN YORK

Members considered a report which sought to brief the Board on research on the evening economy and the experience of York city centre in the evening, undertaken in association with the First Stop York Product Development Group. Views were sought on the draft vision and action plan prior to formal consideration by the City of York Council.

The research described in the report provides a potential way forward for developing a vision for the York evening economy. It suggests that the correct "steer" for the York evening economy was towards a more inclusive evening experience with a more exciting and diverse range of evening activities, a higher amenity value and a higher perception of safety in the city centre. The research also highlighted the need for co-ordination of activity in the evening economy to allow for greater communication and cooperation between the stakeholders involved including retail, hospitality, entertainment, accommodation and the local authority.

Key findings of the research, together with a draft vision and action plan to stimulate the evening economy in York were set out in the report. These had yet to be considered by the City of York Council and the views of the Board were welcomed at this stage as part of the discussion on how best to move forward with the development of the evening economy in York city centre.

The following points were made:

- York's evening economy needed to be enhanced to attract overnight visitors
- York needed to develop an inclusive evening economy
- York's evening economy provides benefit both for tourists and residents. There was a need to develop a clearer vision of future direction
- There was a night time economy forum that was set up due to the changes in the Licensing Laws; this had expanded into a more general forum and could be developed further to incorporate any new plans for the evening economy
- The need to revisit pedestrianisation and determine whether its hours should be extended

- At the present time it was difficult to buy a cup of coffee between 5pm and 7pm in the City Centre. The slack period between these two times needs to be addressed.
- Vans are allowed back into the City Centre after 4pm which is unwelcoming to pedestrians
- The need to 'tease out the details' and work in a joined up way with planning and licensing
- There is an impression that York is 'stuck in a rut' in terms of its evening economy and is not making the most of opportunities
- The need to create a more 'continental' atmosphere within the City
- The need for the evening economy to be more family orientated addressing concerns that the growth of activities requiring alcohol and related licences has perhaps been at the expense of other evening activities
- Museums and other attractions needed to be encouraged to put on more night time events and to include events for families during the evening
- Hotels could provide more information about evening and night time events in York – for example through the possibility of a daily newsletter of events that could be obtained from the Visitor Information Centre or through hotels or by texting a specified number
- The potential of Newgate Market as an entertainment space after trading hours had finished
- The encouragement of retail establishments to stay open later into the evening
- Extension of the hours of the Park and Ride facilities

RESOLVED:

- (i) That the key findings of the research, and the draft proposed action plan for the evening economy in York be noted;
- (ii) That a clear vision for the City's evening economy be defined
- (iii) That the Board support in principle the development with stakeholders of a vibrant, diverse and inclusive evening economy in York;
- (iv) That a further report be presented on a costed action plan to support the development of the evening economy in York city centre.

REASON:

To help shape the effectiveness of future action.

6. CHRISTMAS LIGHTING - PROPOSALS FOR 2007

Members considered a report which updated Members of the Board on a number of options for Christmas Lighting – related activities for 2007, and also reviews other festive activities proposed and committed for this year. The report also highlighted the need for a long term strategy on this issue.

Regarding festive lighting, the following options were presented for consideration by the Economic Development Partnership Board:

- Single Decorative Illumination. This could be in Parliament Street as last year, or another site. Costs depend on what was desired but could range between £20k - £45k.
- City Wide Cross street lighting scheme. On the basis of previous experience, this would cost approximately £40k - £50k. It was understood that this was the favoured option of many retailers.
- 'Best Dressed window' campaign. A competition between retailers to create spectacular Christmas window displays. Minimum costs would apply but it would need a lot of officer time.
- Christmas Tree campaign. Using many of the existing brackets on shop fronts to create a scheme where each shop could display a small tree with white fairy lights. Minimal costs as retailers would buy into the scheme but officer time could be considerable.
- Creative Kids Competition. Engaging with schoolchildren of all ages, the winning designs would be made into Christmas lights and installed around the town for all to see. Costs were approximately £500 per design + installation. Sponsorship could potentially be easier to find due to the nature of this scheme.

The issue of a long term strategy for Christmas lighting also needed to be addressed. It was difficult to switch resources for 2007 from other areas into Christmas Lights as these activities – as well as the Lights themselves – ideally needed a long lead-in period in order to offer the best promotional advantage. Promotional materials highlight tourism events and activities a year or more in advance, so already decisions for 2008 and beyond were needed.

The following points were raised:

- The need to explore a way of finding a permanent solution to the issue of Christmas illuminations, through discussion with the City Centre Partnership on longer term responsibilities
- Christmas events were hugely popular
- The fact that traders had indicated that they were not able to contribute to funds for Christmas illuminations in 2007
- The Council was not in a position to fund the cross street lights but was happy to assist traders over any installation matters they might have
- The Christmas Tree Campaign was the most favoured option and that the emphasis should be on individual trees rather than an additional City centre feature provided by the Council (the St Helen's Tree will continue to be provided)
- The Creative Kids Competition was also favoured and it was noted that the cost was reasonable
- A candlelight festival/celebration was suggested

RESOLVED:

- (i) That the Christmas Tree Campaign – using many of the existing brackets on shop fronts to

create a scheme where each shop could display a small tree with white fairy lights was the favoured option and would be organised by the City Council

- (ii) That the City Council Officers facilitate a Creative Kids competition
- (iii) That the Officers discuss with the City Centre Partnership longer term, strategic responsibilities on the provision of Christmas lighting

REASON: To give a direction to Christmas lighting strategy for York for 2007 and provide the basis for a longer term solution

CLLR STEVE GALLOWAY; CHAIR

The meeting started at 6.00 pm and finished at 7.20 pm.



Economic Development Partnership Board

25 September 2007

Report of the Director of City Strategy

PROGRESS ON KEY ISSUES

Summary

1. The report briefs Board members on issues/progress on key areas of economic development activity in the past six months, since the previous update in March.

Background

2. This is the progress on key issues report which is given at the Economic Development Partnership Board to update members on projects.

Consultation

3. The report is being provided for information and there are no recommendations with financial consequences. There is no consultation necessary for this report.

Options

4. This report is for information only and therefore does not present options for decisions by Board members. Where decisions are necessary specific reports on those issues and options will be presented. However, Board members are invited to comment on the information provided.

Analysis

5. As stated in the paragraph above, options have not been presented therefore there is no need for appraisals.

Corporate Priorities

6. All the projects reported on in this report are firmly embedded within the Council's corporate objectives, The Economic Development Service Plan and the Without Walls initiatives.
 - The Corporate Strategy 2006-2009 has several relevant priorities, including:
 - Increase people's skills and knowledge to improve future employment prospects
 - Improve the contribution that Science City York makes to economic prosperity

Improve our organisational effectiveness

- The “Thriving City” theme of the WOW Community Plan has the following strategic objective:

“To support the progress and success of York’s existing businesses and to encourage new enterprises in order to maintain a prosperous and flourishing economy that will sustain high employment rates.”

- The Economic Development Service Plan sets identifies a number of corporate priorities:
 - DIP 5 Increase people’s skills and knowledge to improve future employment prospects.
 - DIP 6 Improve the contribution that Science City York makes to economic prosperity.
 - DIP 8 Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.
 - DIP12 Improve the way the Council and its partners work together to deliver better services for the people who live in York.

Implications

7. As this is a general report on the progress of key issues there are no financial, legal, HR, crime and disorder, IT, equalities, or property implications. Any significant implications to the economic programme will be brought to the Board through a separate issue-specific report.

Matters Arising

8. There are no matters arising.

Tourism

9. The most highly publicised news in the past few months has been the award of “European Tourism City of the Year” at an Awards ceremony in Athens in June. The Award was presented by European Cities Marketing (ECM), a membership network representing 130 cities from 30 countries across Europe. Members include Berlin, Dublin, Lisbon, Madrid, Paris, York and Vienna, and York was accepted as a member in 2005. The city was judged on the quality of its product, the visitor experience, its social, environmental and cultural performance as well as its marketing activities.
10. Plans are now well advanced for the creation of a Single Tourism Organisation in York by April 2008. Discussions have been taking place between the Council and York Tourism Bureau regarding the Memorandum and Articles of Association for the new company. Once agreed an EGM of York Tourism Bureau will be arranged to wind up the present company and to adopt the new Mem and Arts. Interviews will be held to appoint a Chair and new Directors of the Company. This new body will seek to build on the achievements of the First Stop York tourism partnership in

such areas as marketing and promotion, development of the quality of the product, improved market intelligence, better visitor information service provision etc – whilst at the same time safeguarding and ultimately growing the scale of private and public sector investment in tourism activity. Establishing a new and improved organisation has included discussion of issues concerning governance, staffing and structures, funding and outputs, operational relationships and the communications of activities to the tourism sector in York, and progress has been made on these issues.

11. In the meantime the current partnership continues to develop new and improved activities, with additional support from Yorkshire Forward, which has pledged £666,700 of support to the Partnership for a combination of organisational and structural change, and enhanced investment in marketing, market research and product development activity. This investment (of which £155K has been available in 2006-07) has supported such activity as:

- Some of the legal and other costs incurred so far in establishing the new tourism company.
- Forward planning for the 2007 Illuminating York project, which will be taking place from 26 October – 3 November. The event will showcase cutting edge outdoor artwork, exhibitions and tours, including performances in the Museum Gardens, York Art Gallery, Theatre Royal, York Minster and in shops, restaurants and cafes in Gillygate and is a great opportunity to further grow the city's evening economy.
- Market Research – completion of research from 2006-07 has included conference research, which identified that over 25,000 business related events took place in York – over 22,000 of them were conferences and meetings, and they generated an estimated £98.4mn of direct value to venues in York in 2006. Two thirds of this value from residential events, about a third from non-residential. There were an estimated 917,000 delegates attending events in York – generating an estimated 1.6mn delegate days. Peak months for conferences in 2006 were the autumn (especially October), and Spring (especially June).
- Enhanced marketing activity. This has included more conference marketing activity, including an enhanced presence at UK and European business shows, and a new PR campaign which is showcasing Cultural York – highlighting cultural events (music, lighting, film and art), visitor attractions and galleries which reflect York's vibrancy and high-quality appeal.

12 Core activity through the partnership continues, including marketing activity (attendance at trade shows, PR stories, the maintenance and further development of the website), as well as support for key events. The Festival of Food and Drink (21-30 September) will showcase local and regional food and drink, and highlights include the Ghurkha Curry Night (24 September) and demonstrations by Raymond Blanc. The Christmas promotion is Yuletide York (80,000 marketing materials have already been circulated to national and regional contacts) and highlights will include the ever-popular St Nicholas Fayre (29 Nov to 2 Dec) and the German Christkindlesmarkt (6-22 December)

13 After extensive research and deliberation a proposal for the relocation of the city centre Visitor Information Centre has been presented to the Council. A council-owned building on the corner of Blake Street and Museum Street has been identified as suitable for a building that can meet the ambitious service requirement of providing “state of the art information services that are able to offer customers the right information in the right format at the right times in their entire decision-making and visiting cycle”. The building is capable of conversion into a ground floor VIC facility, including accommodation booking, event ticketing service, call centre and managers’ office, a retail unit and display area to showcase regional produce with space on the first floor for offices for the newly established Single Tourism Organisation, or a public facility.

14 Tourism Trends 2006-07

In Annex 3 is an update of Tourism Trends. The full results from the Visitor Survey and Economic Impact Model for York for 2006-07 have been published. These showed progress on all fronts:

- Visitor spending up by £21mn to £333mn
- Employment associated with tourism up by 400 to 9,970 jobs
- Visitor numbers up by 339,000 people (especially day visitor numbers) to 4.18mn.
- Average length of stay of staying visitors up to 3.31 days

The Visitor Survey showed continuing strong support for tourism – 79% of visitors had been to the city before, and the great majority have no dislikes of York, and enjoy York more than other destinations that they visit. History and heritage continue to be the key draw – but there was a significant increase (from 20% to 30%) in respondents who like York’s shopping facilities. This in turn was matched by spending on shopping (within the £333mn total) which rose from £93mn to a record £105mn. Another area where spending increased was on food and drink – this rose from £44mn to £53mn, and this may link to an increase (from 50% to 60%) in the proportion of evening visitors who had a meal or generally ate out. York very much appeals to the older visitor – 42% of York’s visitors are over 55 compared to just 15% who are under 35.

There are some features reflected in the visitor survey where York could do better: only 15% of visitors are from overseas (down from 19% in 2005-06 – they were a third of visitors in the mid 1990s), and only 26% of overseas visitors were from North America (this was over half of overseas visitors in the mid 1990s). York is more popular with European visitors though – 47% of overseas visitors were from Europe in 2006 compared with 34% in 2005. York is not getting the ratio of highest spending visitors that it did some years ago. Today 53% of visitors are in the highest income groups compared with 74% in 2000.

The overall message is that tourism in York continues to perform strongly, and at a time of job losses elsewhere in the York economy this is extremely encouraging. It is great to see the continuing, very positive response of people who come to York.

The exciting thing is that the results also show that York tourism has the potential to grow even more. If we can persuade a younger group of visitors, more overseas visitors and a more high-income group of visitors to come to the city then there is

the potential to grow the value of tourism in York even more. The city's marketing strategy is designed to do just that.

15 Latest tourism trends

Hotel occupancy trends in 2006 calendar year were down 2-3% for bed and room occupancy, but the 2007 figures (to July) have so far been better than for 2006, taking into account the different period of Easter each year. As ever individual monthly figures need to be treated with caution because of sample size variations.

16 Rail-related issues

17 Rail Strategy White Paper

The Department for Transport's recent White Paper identified £15 billion worth of investment over the next seven years. In the shorter term (from 2009) extra carriages have been promised to increase capacity on the trans-Pennine route, with bottlenecks at Leeds and Manchester being tackled in the longer term cutting journey times. Investments in new East Coast Main Line (ECML) rolling stock and line upgrades are also included as longer term aspirations (2014). The possibility of developing a high-speed network is to be the subject of further analysis and will be included in the next White Paper, which isn't expected before 2012. Currently, it is estimated that rail passenger usage is growing at some 6.3% annually and accelerating.

18 High Speed 1

The 186mph route from St Pancras through the Channel Tunnel (High Speed1) is to begin operation on November 14th. St Pancras immediately adjoins Kings Cross station and the transfer between ECML trains and Eurostar services will be made much easier. Through trains from continental Europe to the North will not feature. The new services open up new marketing possibilities for York (both for leisure and business travel) with through ticketing to a host of destinations on the growing European high-speed rail network also coming on stream. The new London - Paris journey time will be 2 hrs 15 minutes.

19 Cross-Country Services

At present operated by Virgin, the franchise for running these services has now been awarded to Arriva who will begin running them on November 11th. The franchise bid identified substantial capacity increase (35%) in rolling stock, which would allow for a corresponding decrease in annual Treasury subsidy. This franchise has particular importance in bringing leisure travellers to York and future marketing opportunities will be discussed with the new operator.

20 TransPennine Express

Discussions over progress made during the term of the present franchise have been taking place with a view to identifying and agreeing priorities for future improvement and investment. Capacity improvement, especially at peak commuter times is considered to be key as are airport services. New marketing opportunities are also on the agenda.

21 East Coast Main Line

It was announced in mid- August that the winning bidder for the ECML franchise was the National Express Group which is an experienced operator of rail franchises (alongside coach and bus services). In the build-up to the submission of its bid to the Department of Transport, Richard Bowker National Express chief executive gave a pledge that the head-quarters of the franchise would remain in York. This has since been re-affirmed by the company.

National Express has made a commitment to more frequent and faster services alongside investment in infrastructure including York Station (new first-class lounge, better lighting and improved access between platforms). The fastest York - Kings Cross trains will take 1 hour 45 minutes. Significant investment is planned for on-line bookings, seat reservations and ticketing which are to be made much simpler to use. The ECML has a reputation for high quality services established by GNER and which now needs to be built upon. To run from December 9th, National Express has stated that it will make £1.4 billion worth of payments to the Treasury over the life of the franchise to March 2015 (the final 17 months of which will be dependent on the achievement of performance targets). Services will be delivered through a new company to be dubbed National Express East Coast.

Meetings are being organised with senior management at National Express in order to understand more clearly how their winning bid will impact on York and their intentions for the headquarter function. In parallel, discussions are taking place with GNER to make sure that the interests of their staff, especially those whose jobs may now be uncertain and could benefit from the services provided by Future Prospects, are being fully taken into account.

At the time of writing this report, it had been announced that National Express's winning bid had been referred to the Office of Fair Trading, a move National Express described as routine.

22 Grand Central

It was reported at the end of August that York-based open access operator Grand Central will commence its non-stop London rail service in September (this will need to be confirmed at the Board meeting) providing some competition to the ECML franchisee. Using refurbished high-speed trains, 3 services are scheduled from Sunderland to Kings Cross with stops at Northallerton, Thirsk and York.

Science City York

23. Since the last report in March Science City York (SCY) activity has remained focussed on the development of both its strategic and operational priorities in line with the Sub Regional Investment Plan (SRIP) from which SCY has received significant funding support from Yorkshire Forward. SCY was funded to create the new operational team structure which was in place from September 2007. The Interim Project Director Paul Taylor joined in October. The objective has been to optimise the delivery potential of SCY and to meet targets, outputs and outcomes agreed with Yorkshire Forward.

24. The Cluster team members have concentrated on developing the relationships with their clusters in managing cluster-based business interactions, identifying the needs of businesses and organisations which constitute the cluster and managing business to business focussed events. Committees have been refreshed to support and advise staff. The existing Business Promoter team, which has been reduced through retirement, has focussed on delivering outputs in terms of business creation and funding support to new businesses through the Proof of Concept Fund (designed to assist test marketing ideas for products, services and new processes) and the Technology Growth Fund which takes business ideas on to the next stage of development. The pipeline of projects is in line with expectations and the expansion into North Yorkshire has been successful in identifying new leads and partners to develop with but needs further development.
25. Science City brought publicity and promotional literature design in-house during the restructure and this tied to events management is beginning to show results and cost savings. The concentration has been to make the website a really effective introduction to the SCY organisation with business case studies identifying successful interventions
- 26. SCY Organisational Structure going forward**
27. Following extensive debate between the key stakeholders of Science City York, the University of York and York City Council, a Stakeholder Board was established in mid-2006. This included representatives of the two main stakeholders, an independent Chair, the present Chair of SCY and key partners Yorkshire Forward. The formation of this Board recognised SCY's increasingly important regional as well as national role. In March a new vehicle was created , a Company Limited by Guarantee (CLG) to formalise the partnership. After an extensive and thorough interview process Richard Hutchins, Director of Business and Enterprise at Advantage West Midlands, was recruited as the Chief Executive. He starts his new role with Science City in late August.

Northern Way Bid

28. The Northern Way Bid was aimed at utilising funds set aside to create innovation assets in the Yorkshire Forward area. A bid valued at £2.6 million was submitted for a 'Hub and Spoke' model consisting of 3 innovation centre 'spokes' in key locations in York:-
- A Digital and Creative Technologies Centre c40,000 sq ft located on the Terry's chocolate works redevelopment
 - Park Central c5000sq ft in- fill building between the Innovation Centre and the Bio Centre on the York Science Park creating additional offices, exhibition and networking space
 - The creation of a Biological Business Centre(BBC) located on the University campus

The project was approved in March by YF and each 'spoke' received funding to develop their individual projects. Whilst Park Central and the BBC have progressed well, crucial planning decisions are awaited in September to allow the development of a Digital and Creative Technologies Centre on the mixed use Terry's Chocolate

Works development to progress. This will take a substantial amount of the Northern way funding to fit out the building.

BA Festival of Science 2007

29. Plans are well advanced for the BA Festival taking place over 4 days in York during September. This is the first time in 25 years that the Festival has visited York where the British association of Science was founded in York 131 years ago. Over 700 events, demonstrations and talks have been organised across the University of York campus and in the City itself. Over 50000 visitors are expected. This builds on the successful York Science Festival in March which attracted 15000 attendees. This event is now in its tenth year. Adam Hart Davis and other celebrities played an important role in involving the citizens of York in understanding more how science, technology and innovation can change our lives and create career opportunities. This is a prime example of the public engagement and community involvement in understanding science and technology, a major role for SCY.

National Science Cities Development Group

30. York has been lead member of this group since its inception 3 years ago. A third Science City conference was held in Newcastle in early February and was attended by the new Minister for Science and Technology Malcolm Wicks (ex University of York)
31. This was a good platform for York to present a business case representing its work supporting a start up business in web-based training which exemplified SCY's joined-up approach.
32. There is much still to do in joining up the work of the individual cities into a unified approach mainly because each has a different model and speed of development. An area of activity that may well emerge as agreeable is in promoting the six Science Cities internationally, together with UKTI, as an investment and trade opportunity utilising a joint cluster approach.
33. In March a paper was presented to the Treasury by the National Group and separately by Science City York promoting the role that the Science Cities could play in enterprise and innovation development. This as focussed on informing the CSR. Further discussions are in being organised for October.

Skills Development and STEM

34. SCY will play a partner role in the delivery of the STEM programme with NYBEP but restructuring in SCY will see a greater emphasis on skills development with a dedicated fulltime coordinator working within the clusters and partnering with delivery organisations to identify programmes in the 14-19 age group and in the areas of adult lifelong learning promotion. This will ensure that jobs being created in the clusters can be filled from within the sub region.

York Training Centre

35. York Training Centre delivers a wide range of learning opportunities including Apprenticeships and National Vocational Qualifications (NVQs) in a range of

occupational areas. Working with local companies, and supported by York Training Centre's experienced staff, people of all ages are given the opportunity to gain valuable work experience, achieve a nationally recognised qualification, and progress into sustainable employment or further learning.

The main programmes include:

- Apprenticeships for 16-24 year olds at level 2 and 3.
- E2E (level 1 apprenticeships – either NVQ qualifications at level 1 in certain occupational areas or a generic Preparation for Employment qualification) for 16-18 year olds.
- Work Related Learning for 14-16 year olds in partnership with the majority of York Schools.
- Delivery of first NVQ level 2 qualifications to 40 learners in conjunction with Adult Community Education.
- Delivery of NVQ level 2 and 3 qualifications in Early Years Care and Health and Social Care to learners aged 25+ via an ESF contract with Providers in Partnership (PIP).
- Private training (mainly NVQs) to individuals and employers.

The financial position remains tight but new contracts are continually sought to improve viability and efficiency. YTC has a small number of apprentices within the council and is working to increase this significantly in the current and future financial years. A contract worth around £60k has recently been secured to work with young people (predominantly 16-18 years old) currently 'not in employment, education or training' (NEET). This will enhance the E2E work mentioned above.

City Centre Partnership Ltd

- 36 The number of returns from the first BIDs (Business Improvement District) questionnaire with subsequent follow-up with businesses were a disappointingly low 10%. Those who expressed an interest either through the survey or in face-to-face meetings cited increasing footfall, Christmas lights/lighting schemes and parking as priority issues for them.

Work on the two-year Action Plan continues. The York in Bloom initiative gained a very creditable Silver Gilt award in the Yorkshire Regional "In Bloom" competition, with YCCP sponsoring 13 new tubs and planting in the City Centre. The Garden Market and the creation of a temporary garden which included a turfed lawn on St Sampson's Square for a weekend in June proved very popular with residents and visitors. The first new footfall-counting camera is being installed in Coney Street to add accurate footfall information on a year-round basis to the City's Key Performance Indicators.

New directors on the YCCP Board from the private sector include representatives from Norwich Union, M&S, Land Securities and the Chamber of Commerce.

Future Prospects

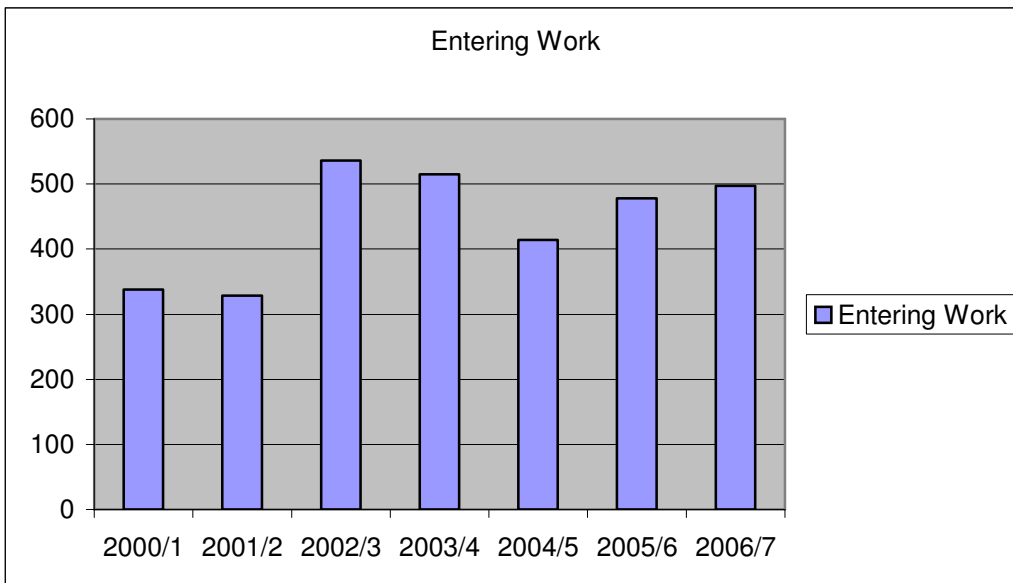
- 37 Future Prospects has achieved continued success in all areas of their service, becoming the only organisation nationally to win the prestigious matrix Excellence award for a second time.

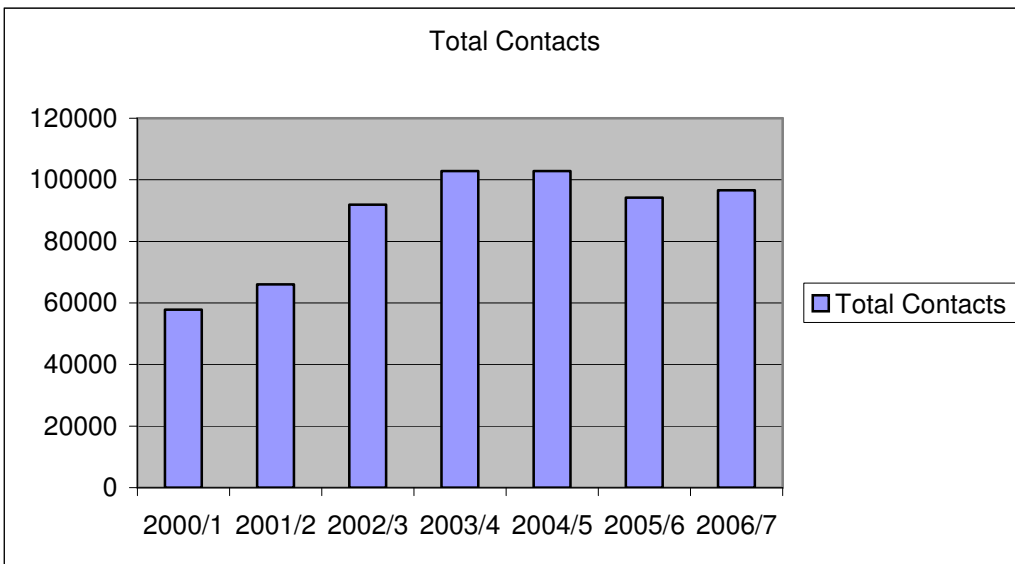
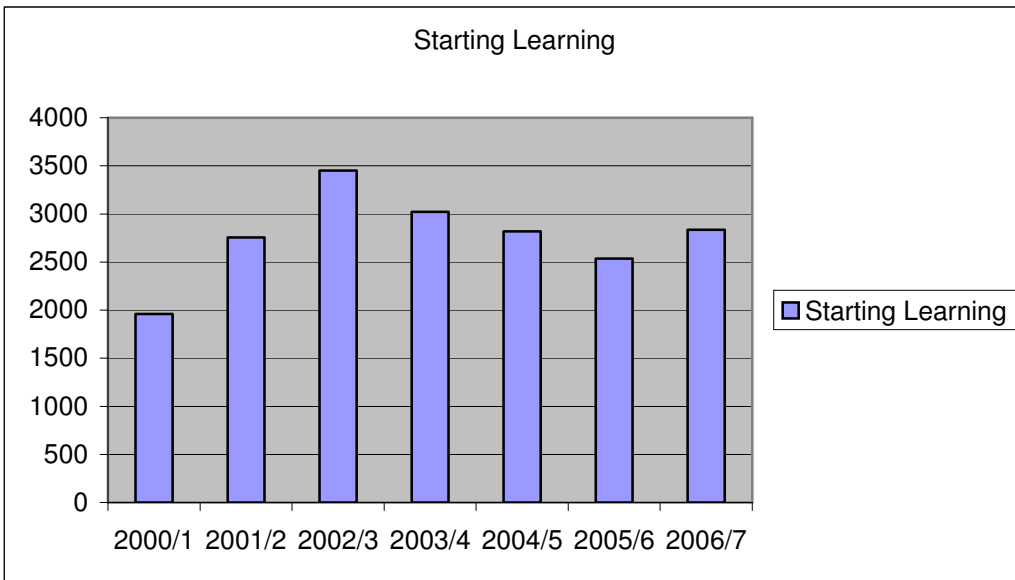
This year has seen the further extension of ESF/LSC provision, including an innovative project focused on developing the employability skills of young people who have achieved level 2, 3 or 4 qualifications which has involved the entire Future Prospects team. The core service of advice and guidance has seen the addition of several new skills development initiatives which have now evolved as integral parts of the service. The programmes neatly complement the enrolment services and act as a powerful driver for widening access to learning and supporting new people to enter a changing labour market. Full details can be found in the Annual Report for the financial year 2006/07 at www.futureprospects.org.uk in the "About Us" section.

In the past 12 months Future Prospects has completed the following key outcomes:

- 96,584 contacts were made with Future Prospects
- 6,158 enrolments to York College and CoYC Adult Education courses were processed, with an additional 900 enrolments onto other partner provision.
- 23,815 contacts (individual users each day) were made through our website
- 13,057 in-depth advice sessions with 2,834 people entering learning programmes and 497 entered work
- 1,843 doors were knocked
- 7,453 clients attended drop-ins through 1300 sessions both at Future Prospects and in the community
- 109 clients aged under 25 entered work
- 101 disabled clients entered work through the DAWN project
- 681 people accessed the ICT in the Community project
- Clients expressed a 98% satisfaction rate with the service

Trends for the last seven years are provided for three key statistics:





Additional Performance Information

- 38 All three key statistical outputs increased in 2006/7 and a further breakdown within these statistical measures can provide insight into the mechanics of the service and change in landscape for learners and people seeking employment.

The number of people entering training increased although the number of enrolments processed by the service has decreased by 6%, to some extent reflecting the further reduction in the number of adult learning opportunities. However, this still shows that despite a narrowing learning offer, there is a strong commitment from people to attend learning in the city and people are also keen to develop skills outside of the traditional adult learning routes, such as attending the workshops held at Future Prospects.

The number of contacts through the website has continued to increase, with this method of engagement and service delivery providing a key focus for the coming year. This will see the introduction of additional e-learning opportunities and an on-

line service evaluation system. The service has also embraced 'open source' software, supporting staff and service users to use free IT tools, developing an honest and affordable way of transferring learning to the home or work environment.

The numbers of door knocked in the community has dropped slightly, reflecting the change in the methodology of community outreach. This has been replaced with more focussed community working practice including training community staff in other organisations and utilising already established community networks.

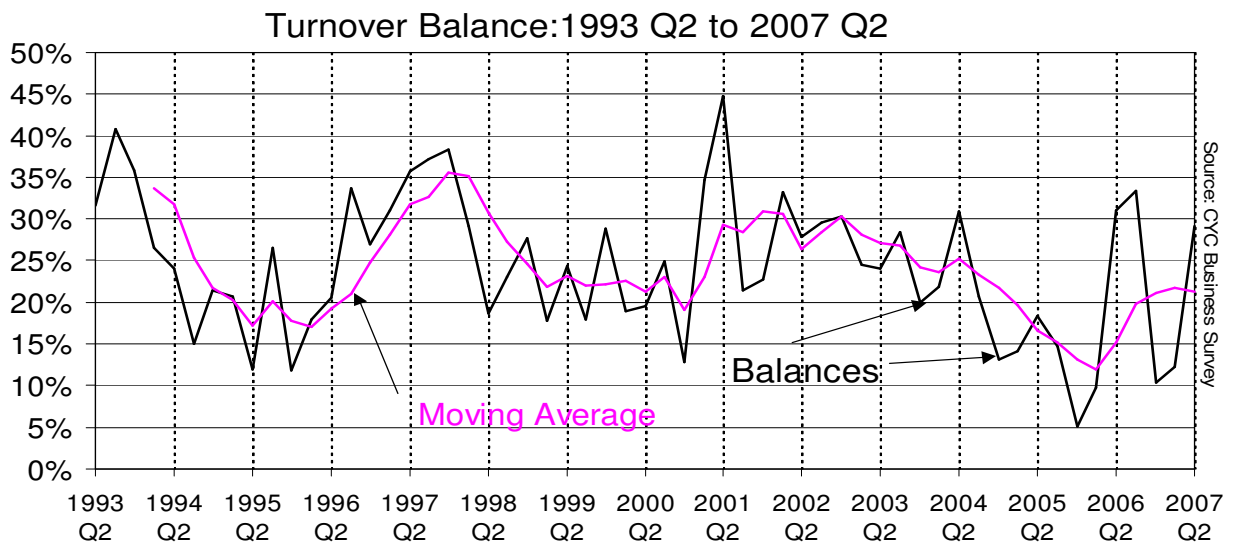
There has been a further increase in the number of people from ethnic minority groups, with a notable increase in work with people from EU accession countries who are looking for work in the city. This is representative of the increase in the migrant workforce, though we are also aware that our specialist IAG service for people from EU countries self generates referrals to the service.

The mode of working across the service has moved more towards workshop and programme delivery models. This change in methodology has impacted on the advice service statistics. The total number of individuals receiving level 3 advice has increased, though individual contacts has decreased as a result of in depth guidance being delivered in a classroom session. These sessions are recorded as clients entering a training course and are reflected in the increase in training outcomes. The use of 'workshop' delivery to develop employability skills is expected to continue to be a growth area of the Future Prospects service.

Business Survey

- 39 The York Business Survey for the second quarter of 2007 (April to June) includes the views of 123 businesses from across the local economy. 279 were canvassed providing a response rate of 44%. The survey presents an overall positive picture, with improvements in turnover, employment, and the number of firms operating at full capacity. However, looking into the third quarter business confidence fell back; possibly due to fears of further increases in interest rates to come and a very poor summer which will have had an adverse affect on many businesses.

Figure 1. Turnover

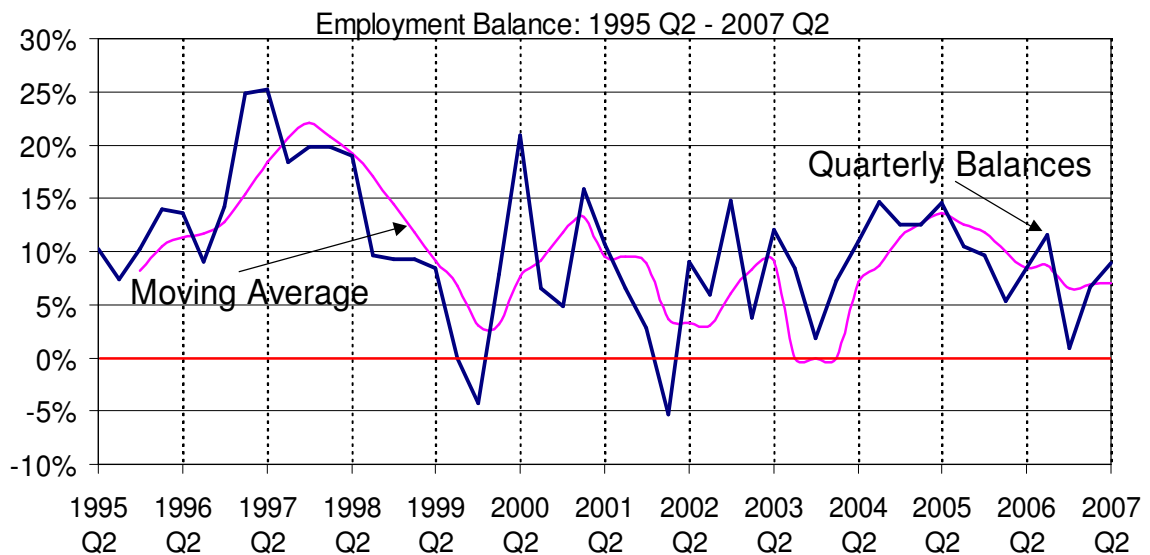


Turnover

	2006 Q2	2007 Q1	2007 Q2
Risen	45.4%	37.8%	45.5%
Fallen	14.3%	25.6%	16.3%
Balance	31.1%	12.2%	29.2%

- 40 The Turnover chart shown as Figure 1 is intended to show the broad trend in turnover balance over a number of years – with the smooth trend line being the more important than the quarterly observations which rise and fall at least partly with seasons – although some industries are more seasonal than others. It charts turnover balance – the net proportion of businesses reporting changing sales levels – those reporting a rise less the proportion reporting a fall. In addition around 40% of businesses typically report no change in activity since the previous quarter. The raw quarterly rate reached a peak around mid-2001 after which it declined until it began to recover in 2006 and 2007. The raw result for the latest quarter is a little down over the same period last year, but the trend appears to be more stable .

Figure 2. Employment



Employment

	2006 Q2	2007 Q1	2007 Q2
Risen	16.8%	15.6%	18.7%
Fallen	8.4%	8.9%	9.8%
Balance	8.4%	6.7%	8.9%

- 41 **Figure 2** provides a broad view of the net balance of firms reporting a change in employment levels. The balance figure is achieved each quarter by subtracting those businesses reporting a rise in employment from those expecting a fall – it is not raw staff numbers but rather indicates whether firms are deciding to alter their employment levels in response to business conditions. Typically however around 65-70% of businesses report no change in their staffing levels each quarter. While there has been a decline in recent months of the proportion of businesses taking on staff there are signs that levels may be at least stabilising.
- 42 The table **Figure 3** shows **operating capacity** across firms – those operating at full capacity has grown by just half a point since the last quarter but is down 2.5 points compared to the same period a year ago. Firms operating between 70% and 100% also fell back markedly over the year - by 16.6%. However, the 86.7% for 2006 Q2 was in fact the highest proportion of firms operating at this level over the past 13 years. The mean figure over that time for the second quarter however was 77.4% so the latest quarter's result is still disappointing. The lower operating capacity levels may well be related to the Bank of England's firmer monetary policy regime and resultant higher cost of borrowing for both industry and households reducing economic activity for some firms.

Figure 3. Operating Capacity

	2006 Q2	2007 Q1	2007 Q2
Full Capacity	18.6%	15.6%	16.1%
Above 70%	86.7%	72.2%	70.1%

- 43 Confidence in business activity for the coming quarter is expressed in terms of both future turnover and employment. The first is the level of sales the business expects

to achieve in the three months ahead, while the second is whether in matching that level of sales activity there is likely to be a need for the size of the workforce employed in the business to change.

44. Expectations of sales levels to be achieved in the third quarter of 2007 (July, August and September) is down on both the previous quarter by nearly 11 points and by 2.5 points compared to a year ago. This balance figure is again disappointing; the lowest confidence since the same period in 2005 and the second lowest since 2000. Given York's tourism profile we might expect many businesses to feel fairly positive about sales growing between the second and third quarters. Possibly the exceptionally poor summer has depressed expectations together with the decision to raise interest rates announced by the Bank of England in early July – around the time the survey was going on.

Figure 4a

Expected Turnover			
	2007 Q2	2007 Q1	2007 Q2
Rise	42.9%	48.9%	35.8%
Fall	13.5%	11.1%	8.9%
Balance	29.4%	37.8%	26.9%

45. Expected employment levels in the second quarter for the third quarter of the year were down on those expressed in the first – which is normal as key parts of the economy face higher levels of activity in April to June. Those higher levels were however maintained as nearly 85% of businesses expected their staffing levels to remain unchanged as moving from the second quarter into the third. For those firms whose staffing levels were changing however, expectations were rather firmer for the third quarter of 2007 than for 2006 with 2.3% higher net balance of firms expecting to take on staff. The figures for Expected Employment for the quarter ahead are shown in Figure 4b below;

Figure 4b

Expected Employment			
	2006 Q2	2007 Q1	2007 Q2
Risen	12.6%	25.6%	11.4%
Fallen	7.6%	4.4%	4.1%
Balance	5.0%	21.2%	7.3%

- 46 In the last report to Economic Development Partnership Board, the area of the Business Survey which deals with Internet use was covered. In this report the opportunity to advise Members of the concerns expressed in the survey by local businesses is taken. Each business is able to list up to five factors which most affect their business in either a positive or negative way.
- 47 In terms of positive factors affecting their business, managers responded with a wide variety of factors but there are some common themes. Many people thought York's reputation as a vibrant, busy economy was good for their business attracting both staff and customers. The city centre events such as markets and other specialist attractions – particularly historic ones such as Jorvik - offered a particularly strong and important attraction to the visitor. Other factors such as the reputation of the University and its forthcoming expansion were highlighted. Strong transport links via the road and rail network were mentioned by businesses as being important as well as the services provided by local buses - with the Park and Ride service being seen as important by many.
- 48 Other, newer, developments were the opportunities to grow customer numbers presented by the ban on smoking in enclosed public spaces which had led to some respondents seeing more customers with continuing broad investment across a range of retail brands was indicated by some as being key to York. The evening economy, whether by theatre productions or restaurants and pubs, was seen as a strength too – adding to the diversity offered by retailing during the day. Tourism generally was seen as offering particular advantages for the city and the resources put into promoting York as a visitor destination was recognised too with further investment seen as important.
- 49 There were around a similar number of negative factors to being located in the city given also, at approximately 150. The level of parking costs particularly, congestion and lack of parking in certain parts of the city still worry businesses. Other transport issues were seen of concern too – the lengthy repairs to Holgate Bridge, resurfacing of some of the city's roads and congestion on the outer ring road.
- 50 Issues that centred on the changing nature of the local economy were also highlighted such as factory closures and companies who have reduced their workforce size. In addition some businesses expressed concern about finding suitable skilled and qualified staff in the city. The point was made that York has to compete with many other cities and that sufficient investment to ensure the city retains its position has to be made, that the city should not rely on its historic attractions alone to bring visitors to York.
- 51 The disappointing summer weather this year was also mentioned by many as adversely affecting trade while vandalism, damage to vehicles and theft was mentioned by several businesses together with rowdy parties in the city centre at night putting off other potential customers enjoying the benefits the evening economy has to offer.
- 52 The steady increase in the level of interest rates over the last 12-18 months and the consequent reduction in cash available to spend by consumers and firms alike was highlighted by businesses as an unwelcome business pressure.
- 53 However despite these concerns business managers remain fairly satisfied with being in York although improvements can, of course, always be made. Overall satisfaction with location in York at 'good' or 'satisfactory' level increased over last

quarter by 3.4% to 96.7%. The detail for 2007 Q2 together with last quarter and the corresponding quarter a year ago can be seen in **Figure 5** below;

Figure 5.

Satisfaction with York			
	2006 Q2	2007 Q1	2007 Q2
Good	64.7%	51.1%	52.8%
Satisfactory	32.8%	42.2%	43.9%
Poor	0.8%	2.2%	0.8%
Don't know/no answer	1.6%	4.4%	2.4%

- 54 Appendix 1 provides Board members with the opportunity to examine unemployment data for the city and compare the position with that regionally and nationally. It is presented here in the context of the Council's performance indicators VJ15a and VJ15b.
- 55 Appendix 2 provides Board members with the opportunity to examine the business survey data once again in the Performance Indicator format – VJ15C-E.

Risk Management

- 56 In compliance with the council's risk management strategy. There are no risks associated with the recommendations of this report.

Recommendation

- 57 The Board's input and endorsement is requested.

Reason: To help shape the effectiveness of future action.

Contact Details

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Chief Officer Responsible for the report:

Bill Woolley
Director of City Strategy

Report Approved

Date 11/09/2007

Specialist Implications Officers: None

Wards Affected:

All

For further information please contact the author of the report

Background Papers: Progress on key issues report 13 March 2007

- Annexes -** Annex 1 – Performance Indicator – Business Performance VJ15c - e
Annex 2 – Performance Indicator – Unemployment in York VJ15a and VJ15b
Annex 3 – Tourism Trends

Business performance Performance Indicator

VJ15d

Appendix 1

Turnover (Sales) Balance

Looking over past Quarter

Yr/Qtr	Surveyed	Balance	Quarterly Moving av.
2001 Q3	October	21.5	
2001 Q4	January	22.7	
2002 Q1	April	33.3	
2002 Q2	July	27.9	26.4
2002 Q3	October	29.6	28.4
2002 Q4	January	30.3	30.3
2003 Q1	April	24.5	28.1
2003 Q2	July	24.0	27.1
2003 Q3	October	28.4	26.8
2003 Q4	January	19.9	24.2
2004 Q1	April	21.9	23.6
2004 Q2	July	30.9	25.3
2004 Q3	October	20.6	23.3
2004 Q4	January	13.2	21.7
2005 Q1	April	14.2	19.7
2005 Q2	July	18.4	16.6
2005 Q3	October	14.7	15.1
2005 Q4	January	5.1	13.1
2006 Q1	April	9.8	12.0
2006 Q2	July	31.1	15.2
2006 Q3	October	33.4	19.9
2006 Q4	January	10.3	21.2
2007 Q1	April	12.2	21.8
2007 Q2	July	29.2	21.3

PI VJ15D

* Maintain the York Business Survey moving average Turnover net Balance figure above 20% reflecting turnover or sales levels among York firms'

* The balance figure for the indicator is provided by subtracting the respondents who said their sales were falling from those who said their sales were rising. A Quarterly Moving Average figure is then calculated to smooth out some of the seasonal up and down movements in the indicator. A number of respondents will also remark that their position has not altered.

The most recent result is shown in bold text

Source and Storage of data:

12.0 The data source is: the York Quarterly Business Survey

15.2 Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\SPSS\York Business Survey*.SAV

19.9 Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\Business Survey\Data\Historic2-2007.xls

21.2 Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\PI Information\Business Survey PIs\Business Survey PIs.xls

Business Confidence Performance Indicator

VJ15c

Expected Turnover levels

Looking to Quarter ahead

Yr/Qtr	Surveyed	Balance	Quarterly Moving av.	PI VJ15c
2001 Q4	October	19.6		* Maintain the York Business Survey moving average Expected Turnover net Balance figure above 20% reflecting confidence in future turnover or sales levels among York firms'
2002 Q1	January	41.5		
2002 Q2	April	47.7		* The balance figure for the indicator is provided by subtracting the respondents who said they expected their sales to fall from those who expected their sales to rise.
2002 Q3	July	45.0	38.5	
2002 Q4	October	25.4	39.9	A Quarterly Moving Average figure is then calculated to smooth out some of the seasonal up and down movements in the indicator. A proportion of respondents will also remark that their position has not altered.
2003 Q1	January	36.2	38.6	
2003 Q2	April	44.1	37.7	The most recent result is shown in bold text
2003 Q3	July	40.0	36.4	
2003 Q4	October	21.3	35.4	
2004 Q1	January	34.6	35.0	
2004 Q2	April	39.7	33.9	
2004 Q3	July	45.4	35.3	
2004 Q4	October	26.0	36.4	
2005 Q1	January	34.9	36.5	
2005 Q2	April	40.8	36.8	
2005 Q3	July	22.3	31.0	
2005 Q4	October	8.4	26.6	
2006 Q1	January	24.4	24.0	
2006 Q2	April	29.4	21.1	Source and Storage of data:
2006 Q3	July	32.0	23.6	The data source is: the York Quarterly Business Survey
2006 Q4	October	30.2	29.0	Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\SPSS\York
2007 Q1	January	29.0	30.2	Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\Business Survey\Data\Historic2-2007.xls
2007 Q2	April	37.8	32.3	Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\PI Information\Business Survey Pls\Business Survey Pls.xls
2007 Q3	July	26.9	31.0	

Employment Balance Performance Indicator

VJ15e

Employment Balance

Looking over past Quarter

Yr/Qtr	Surveyed	Balance	Quarterly Moving av.
2001 Q3	October	6.5	*
2001 Q4	January	2.8	*
2002 Q1	April	-5.3	*
2002 Q2	July	9.0	3.3
2002 Q3	October	5.9	3.1
2002 Q4	January	14.8	6.1
2003 Q1	April	3.8	8.4
2003 Q2	July	12.0	9.1
2003 Q3	October	8.4	9.8
2003 Q4	January	1.9	6.5
2004 Q1	April	7.2	7.4
2004 Q2	July	11.0	7.1
2004 Q3	October	14.6	8.7
2004 Q4	January	12.5	11.3
2005 Q1	April	12.5	12.7
2005 Q2	July	14.6	13.6
2005 Q3	October	10.5	12.5
2005 Q4	January	9.7	11.8
2006 Q1	April	5.3	10.0
2006 Q2	July	8.4	8.5
2006 Q3	October	11.5	8.7
2006 Q4	January	0.9	6.5
2007 Q1	April	6.7	6.9
2007 Q2	July	8.9	7.0

PI VJ15e
 'Maintain a positive York Business Survey moving average Employment net Balance figure'

* The balance figure for the indicator is provided by subtracting the respondents who said their employment levels were falling from those who said their employment levels were rising. A Quarterly Moving Average figure is then calculated to smooth out some of the seasonal up and down movements in the indicator. A number of respondents will also remark that their position has not altered.

6.5 The most recent result is shown in bold text

Source and Storage of data:

- 10.0 The data source is: the York Quarterly Business Survey
- 8.5 Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\SPSS\York
- 8.7 Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\Business Survey\Data\Historic2-2007.xls
- 6.5 Leisure\$ on eldata (L:) 20_GHS\EDU _DOCS\EIS\EISDATA\PI Information\Business Survey Pls\Business Survey Pls.xls

Improved business performance in the retail sector

C10

Looking over past Quarter

Yr/Qtr	Surveyed	Employment Bal	Turnover Bal	Total	Quarterly Moving av.
2005 Q1	April	-1.2	-16.0	-17.2	*
2005 Q2	July	-6.0	-34.3	-40.3	*
2005 Q3	October	-11.1	-7.4	-18.5	*
2005 Q4	January	6.1	48.5	54.6	-5.4
2006 Q1	April	-14.5	-56.5	-71.0	-18.8
2006 Q2	July	-4.3	27.7	23.4	-2.9
2006 Q3	October	19.0	50.0	69.0	19.0
2006 Q4	January	9.3	41.8	51.1	18.1
2007 Q1	April	-12.1	-66.6	-78.7	16.2
2007 Q2	July	-2.4	36.6	34.2	18.9

PI C10
Improved business performance in the retail sector

* The balance figure for the indicator is provided by adding together balance figures for Employment and Turnover.
A Quarterly Moving Average figure is then calculated to smooth out some of the seasonal up and down movements in the indicator.

The most recent result is shown in bold text

Source and Storage of data:

The data source is: the York Quarterly Business Survey, subset All York Retailers
 Leisure\$ on eldata (L:) 20_GHS\EDU_DOCS\EIS\EISDATA\SPSS\YorkRetailSurvey*.SAV
 Leisure\$ on eldata (L:) 20_GHS\EDU_DOCS\EIS\EISDATA\Retailing\Retailing survey\All York Retailers survey results.xls
 Leisure\$ on eldata (L:) 20_GHS\EDU_DOCS\EIS\EISDATA\PI Information\Business Survey Pls\Business Survey Pls.xls

Performance Indicator - Unemployment in York - VJ15a and VJ15b

Appendix 2

VJ15a	VJ15b
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ILO/OECD Count - those actively seeking work and available to start in York in July 2007: 2,486 (2.2% workforce, 2.7% resident working age population)

Claimant Count and Unemployment Rates in York compared to Region and UK (workforce rate) below:

Date	York	Rate	Region	Rate	UK	Rate	York MA	Regional MA	UK MA	York below Region	York below UK
										by at least 1.5%	by at least 1.0%
Jul-2006	2,142	1.9	88,636	3.4	960,840	3.0	1.7	3.3	3.0	1.5	1.2
Aug-2006	2,184	1.9	89,146	3.4	958,881	3.0	1.8	3.3	3.0	1.5	1.2
Sep-2006	2,146	1.9	88,249	3.4	952,909	3.0	1.8	3.3	3.0	1.5	1.2
Oct-2006	2,060	1.8	86,529	3.3	933,661	3.0	1.8	3.4	3.0	1.5	1.2
Nov-2006	1,995	1.8	85,365	3.2	922,069	2.9	1.8	3.4	3.0	1.5	1.2
Dec-2006	1,912	1.7	86,166	3.3	923,460	2.9	1.9	3.4	3.0	1.5	1.2
Jan-2007	2,043	1.8	90,392	3.4	965,097	3.0	1.9	3.4	3.0	1.5	1.1
Feb-2007	2,062	1.8	90,857	3.5	974,863	3.0	1.9	3.4	3.0	1.5	1.1
Mar-2007	2,001	1.8	89,065	3.4	956,022	3.0	1.9	3.4	3.0	1.5	1.1
Apr-2007	1,853	1.6	86,534	3.3	918,512	2.8	1.8	3.4	3.0	1.5	1.2
May-2007	1,822	1.6	83,987	3.2	889,130	2.8	1.8	3.3	3.0	1.5	1.2
Jun-2007	1,846	1.6	80,799	3.0	855,628	2.6	1.8	3.3	2.9	1.5	1.1
Jul-2007	1,870	1.7	80,861	3.0	854,149	2.6	1.8	3.3	2.9	1.5	1.1

Data sources: NOMIS (National On-line Manpower Information System) from the ONS and Taylor Associates

12 month av:	1.41	1.08
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Notes:

1. Table: 'MA' denotes moving average: each monthly rate is an average figure of the previous twelve months. This smoothes out some of the monthly swings in unemployment, producing a clearer trend line. For information, raw percentage rates are shown in the '%' column after each number and area.

2. Because official unemployment rates are now calculated on a residents basis for areas below regions, the York % rate is estimated for November 2002 onwards when workforce-based rates ceased, once again, to be available.

3. Members should be aware that the measure of unemployment used here is the narrow, and largely unsatisfactory, Claimant Count, which measures only those people receiving benefits while they are unemployed. It is used here to ensure commonality across the three areas shown and should be seen as a proxy measure of economic activity rather than as a measure of the true extent of the problem of unemployment for local people. The ILO measure provides a better estimate of the numbers seeking work in the city and this is shown as the higher line on the graph with the most recent data at the top of the page.

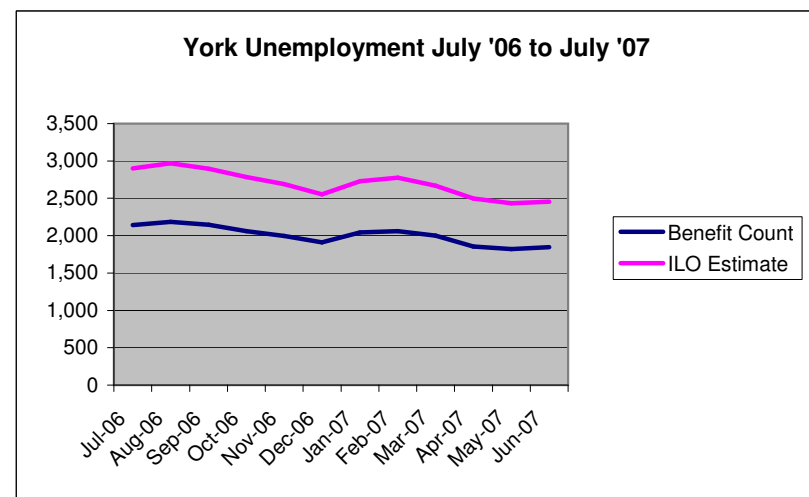
4. The shaded columns shows the two unemployment performance indicators used by the Council, VJ15A and VJ15B.

5. Graph: This shows the numbers of people seeking work in the city, the ILO measure, as the higher line. The lower, broken line, charts the narrower Claimant Count measure.

6. Members should also be aware that official unemployment data is always subject to revision, rounding of figures to one decimal place in the table may appear to suggest arithmetical errors.

7. York workforce estimated at 113,000 source: Jobs Density 2003 ONS

8. Economically active used as the resident workforce denominator: 91,400 Source ONS

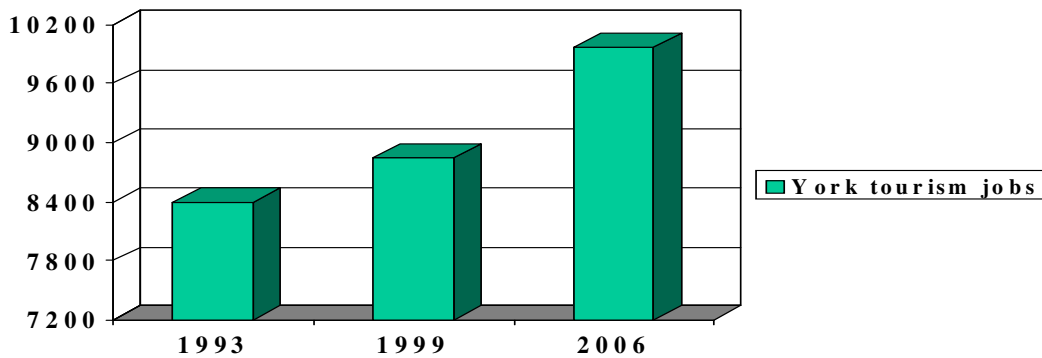
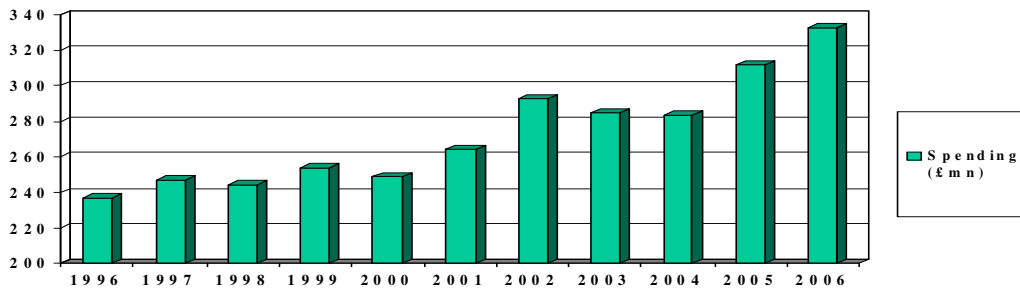


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Key visitor trends between 2005-06 and 2006-07:

- Visitor spending up by £21mn to £333mn
- Employment associated with tourism up by 400 to 9,970 jobs
- Visitor numbers up by 339,000 people (especially day visitor numbers) to 4.18mn.
- Average length of stay of staying visitors up to 3.31 days

In terms of longer term trends, visitor spend has risen by 62.4% since 1993, while employment in tourism has risen by 18.7% since 1993.



YORK/NATIONAL TOURISM TRENDS: RESULTS TO JUNE 2007

a) York accommodation trends (figures from the Yorkshire Tourist Board, based on a sample of accommodation providers of different sizes).

Bed occupancy	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
January	31.8%	29.0%	29.8%	22%	24.2%	24.5%	27.5%	27.8%	25.3%	29.5%
February	35.4%	41.4%	46.8%	40.6%	42.7%	43.4%	44.2%	40.6%	43.0%	41.4%
March	48.2%	48.7%	48.0%	42.0%	48.0%	44.8%	44.3%	43.5%	39.6%	47.4%
April	59.0%	54.8%	60.0%	51.4%	46.7%	52.9%	53.2%	45.8%	51.6%	46.8%
May	61.6%	60.1%	56.0%	55%	48.5%	54.7%	57.3%	50.2%	49.1%	51.5%
June	57.7%	60.2%	58.6%	57.3%	59.1%	53.1%	60.7%	52.9%	49.6%	57.3%
July	71.4%	71.5%	56.2%	52.4%	62.1%	58.7%	61.5%	58.0%	57.0%	61.2%
August	74.2%	68.9%	64.7%	62.9%	62.8%	62.9%	63.2%	61.0%	56.0%	
September	67.8%	67.2%	61.9%	56.2%	54.2%	55.9%	53.8%	52.7%	54.8%	
October	66.1%	67.0%	61.1%	49.5%	62.3%	54.9%	56.5%	56.8%	48.5%	
November	46.9%	48.9%	30.2%	49.4%	50.5%	43.9%	46.5%	45.1%	43%	
December	40.5%	39.9%	33.6%	33.1%	37.7%	36.1%	42.8%	41.4%	42.8%	
Annual average	55.0%	54.8%	50.6%	47.7%	49.9%	48.8%	50.9%	48.0%	46.7%	

Room occupancy	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
January	44.8%	39.1%	41.3%	31.9%	38%	37.2%	39.8%	40.3%	38.8%	42.1%
February	52.0%	53.9%	59.4%	51.3%	58.2%	57.4%	56.0%	53.9%	59.0%	54.0%
March	60.9%	62.2%	67.1%	55.9%	64.7%	60.2%	59.7%	54.4%	57.2%	62.3%
April	70.2%	68.0%	71.1%	61.9%	62.2%	65.3%	63.8%	61.6%	65.1%	59.3%
May	73.4%	70.7%	70.6%	70.3%	64.8%	66.7%	70.5%	63.3%	62.5%	66%
June	76.7%	76.3%	69.1%	73.2%	73.1%	65.9%	75.2%	70.3%	59.3%	74.9%
July	82.8%	84.1%	67.6%	66.6%	75.4%	73.0%	76.0%	74.5%	70.9%	76.1%
August	81.1%	75.0%	73.7%	77.6%	74.8%	74.9%	76.1%	72.5%	69.5%	
September	82.3%	82.7%	77.8%	65.5%	69.7%	71.9%	72.3%	71.8%	66.6%	
October	78.4%	80.4%	73.5%	60.2%	77.3%	68.5%	72.5%	74.1%	57.9%	
November	60.4%	64.5%	47.6%	63.5%	61.9%	59.3%	65.8%	63.9%	58.4%	
December	50.0%	51.2%	41.4%	41.5%	51.4%	44.6%	53.8%	54.5%	50.0%	
Annual Average	67.7%	67.3%	63.3%	60.0%	64.3%	62.1%	65.1%	62.9%	59.6%	

Hotel occupancy trends in 2006 calendar year were down 2-3% for bed and room occupancy, but the 2007 figures (to July) have so far been better than for 2006, taking into account the different period of Easter each year). As ever individual monthly figures need to be treated with caution because of sample size variations.

c) UK trends (from International Passenger Survey, through www.statistics.gov.uk)

The latest figures available are for May 2007.

Overseas visitor numbers to the UK were static in the three months to May 2007 compared to the previous three months and total spending rose by 3%. Similarly visitor numbers in this period compared to same three months up to May 2006 were unchanged.

Over the full 12 months period to May 2007 overseas residents' visits to the UK increased by 5% compared to a year earlier (from 30.8 mn to 32.4 mn). This increase splits between Europe (+6%), North America (+2%) and the rest of the world (+6%).

NB Overseas earnings (i.e. the expenditure of overseas visitors to the UK) in this twelve month period increased by 5% to £15.4bn, and expenditure by UK residents abroad rose by 4% to £33.9bn. This has widened the "trade deficit" by £0.5bn over the previous twelve month period.

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Economic Development Partnership Board

25th September 2007

Report of the Assistant Director

REPORT OF THE FUTURE YORK GROUP

Summary

1. The report seeks to brief the Board on the final report of the Future York Group and to seek views on its main findings.

Background

2. The Future York Group was commissioned by the City of York Council to undertake an independent strategic review of the local economy, following a series of announcements regarding job losses in the City. The Group has been chaired by Christopher Garnett and has been well attended at its meetings by the group members. They have received a variety of presentations and background information to enable them to make their conclusions and recommendations. This authoritative report will provide the framework for future actions to be undertaken by the City of York Council and partners with regard to promoting the economic well-being of the City. Their final report was launched on 12th June when it was handed over to the City of York Council at a public event at the Mansion House. Members of the Board were invited to this event and the report was considered further at the last meeting of this Board held on 19th June. At that stage, Members were only able to give their initial thoughts on the report. An initial response was also considered by the Council's Executive in July and it is proposed to present a more detailed response in the Autumn, using the attached format as the framework for future action. This currently represents "work in progress" and the views of the Board are welcomed prior to formal consideration by the Council. At the time of writing this report, additional meetings are to be held with Yorkshire Forward, york-england.com, and the Learning City Partnership. The Council is also seeking wider views through consultation. There is, therefore, no firm commitment from the Council to the recommendations set out in the report, beyond the initial response. Nevertheless, the views of the Board are welcomed on the findings and conclusions of the Future York Group. Members of the Board may wish to consider in particular those recommendations directly concerning the Board; namely:

P1: It is essential that City of York Council re-invigorate the role and membership of its partnerships, to ensure that they are effective in delivering the Future York Vision and the oversight of economic development and place shaping activities. We recommend to businesses and business organisations in the city that they commit themselves to support the new partnership and consultation arrangements, and actively participate in them.

P2: We recommend that City of York Council review the terms of reference, membership, and working arrangements of the Economic Development Partnership

Group, to re-form the group to give strategic leadership and direction to the city's economic development activities.

P3: We recommend that City of York Council strengthen the business representation on the partnership and on the re-formed Economic Development Partnership Board to ensure informed and effective analysis and decision making.

P4: We recommend that City of York Council review how best the skills and training agenda can be linked into the work of the Economic Development Partnership Board.

Consultation

3. The report is being provided for information and there are no recommendations with financial consequences. There is no consultation necessary for this report.

Options

4. This report is for information only and therefore does not present options for decisions by Board members. Where decisions are necessary specific reports on those issues and options will be presented. However, Board members are invited to comment on the information provided in this major study on the future of the economy.

Analysis

5. As stated in the paragraph above, options have not been presented therefore there is no need for appraisals.

Corporate Priorities

6. The Future York Group report relates to the following objectives for the Council, the Economic Development Service Plan and the LSP Without Walls initiatives.

* The "Thriving City" theme of the WOW Community Plan has the following strategic objective:

"To support the progress and success of York's existing businesses and to encourage new enterprises in order to maintain a prosperous and flourishing economy that will sustain high employment rates."

* The Economic Development Service Plan sets identifies a number of corporate priorities:

- DIP 5 Increase people's skills and knowledge to improve future employment prospects.
- DIP 6 Improve the contribution that Science City York makes to economic prosperity.
- DIP 8 Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.

- DIP12 Improve the way the Council and its partners work together to deliver better services for the people who live in York.

Implications

- 7. Financial: As this is a general report seeking views on the Future York group prior to any formal consideration of the report by the City of York Council, there are no implications. Any significant implications to economic development activity will be the subject of future reports to the Board.
- 8. Human resources: None
- 9. Equalities: None
- 10. Legal: None
- 11. Crime and Disorder: None
- 12. Information Technology: None
- 13. Property: None

Risk Management

- 14. In compliance with the council's risk management strategy. There are no risks associated with the recommendations of this report.

Recommendation

- 15. The Board's input and views on the Future York Group report are requested, particularly regarding the issues highlighted in paragraph 2 above.

Reason: To help shape the effectiveness of future action.

Contact Details

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Phone No: 01904 551614

Chief Officer Responsible for the report:

Bill Woolley
Director of City Strategy

Report Approved Date 11/09/2007

Specialist Implications Officers: None

Wards Affected:

All

For further information please contact the author of the report

Background Papers: The Future York Group report – an independent strategic review of the York economy, June 2007

Annexes: Annex 1 - Response To Future York Group Report

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RESPONSE TO FUTURE YORK GROUP REPORT

CHAPTER: 1

FUTURE YORK GROUP RECOMMENDATION	DRAFT RESPONSE			
	WHO	WHAT	HOW	WHEN

RESPONSE TO FUTURE YORK GROUP REPORT

CHAPTER: 2

FUTURE YORK GROUP RECOMMENDATION	DRAFT RESPONSE			
	WHO	WHAT	HOW	PRIORITY/WHEN
E1: We recommend that City of York Council and its partners adopt ambitious plans for the future economy of York, with an aim to double the city's economy by 2026. We ask City of York Council and its partners to create an economy which supports knowledge-led businesses; which develops its tourism industry to achieve higher added value; which promotes financial and professional service activities; and which creates a supportive business environment.	CYC in partnership with other key organisations including LSP, LLP, CCP, EDPB, york-england, YPI, SCY, FSY.	Consider and adopt the vision and strategic goals, depending upon outcomes of further consultation and analysis. Link to LSP Sustainable Community Strategy, CYC Strategic Plan and LDF core strategy	Through: 1. Revised Sustainable Community Strategy; 2. Incorporation into CYC strategic objectives; 3. Development of LDF core strategy; 4. Co-ordinated proposals for Yorkshire Forward support.	HIGH April 2008
E2: We recommend that City of York Council adopt a formal procedure for contacting key businesses within the city to discuss their needs, perhaps expanding on the current Key Account Management arrangements with the largest businesses. We further recommend that City of York Council develops streamlined communication and consultation channels with business and that a climate of cooperation is extended to both existing organisations and potential investors.	CYC with york-england, Business Link, Yorkshire Forward Will require CYC commitment at the highest level – chief officers, managers.	Structured high level meetings with key officers/members, co-ordinated with existing partner activities.	Identification of businesses and development of a regular programme of contacts, following principles of key account management. Need to look at funding issues – i.e. co-ordination of delivery and feedback, commitment to resolve issues for the client.	HIGH December 2007

<p>E3: We recommend that Science City York continue to be supported as a key programme for the future. We endorse the proposals of Science City York, and of City of York Council, and the University of York for the expansion of innovation activity, for the provision of high quality sites and premises for science-based businesses, and for the proposed University of York developments at Heslington. Science City also needs to develop engagement with the wider business community in York in order to leverage the benefits of its nationally recognised status.</p>	<p>CYC with SCY, YPI, the Universities, EDPB, YF</p>	<p>Development of proposals through the formation of a business plan for the Company Limited by Guarantee.</p>	<p>Funding for the long term needs to be identified through the SRIP, European initiatives, Leeds City region.</p> <p>Also, need to continue to lobby for Central Government response to the Treasury paper submitted by SCY for the Comprehensive Spending Review 07.</p>	<p>HIGH December 2007</p>
<p>E4: We recommend that City of York Council strengthen its tourism partnership, by having a tourism partnership organisation, working with the private sector to deliver growth in tourism spend which exceeds Yorkshire Forward's 5% per annum target for the city. The partnership should adopt a plan which aims to deliver transformational enhancements to York's visitor attractions; improvements to accommodation and hospitality provision within the city; and to the quality of the public realm, in order to attract higher added value in the tourism sector, and strengthen the city's function as a tourism gateway to the region. This is likely to require a creative approach to securing the necessary funding which involves both the public and private sector, and the lobbying of government for financial assistance.</p>	<p>CYC with the new Single Tourism Organisation for York, taking account of the existing Tourism Strategy and Action Plan.</p> <p>Links also to Yorkshire Tourist Board, YF support, and the City Centre Partnership.</p>	<p>Strengthening of partnership working on tourism in York in support of the Tourism Strategy and Action Plan.</p> <p>Formation of the new Company Limited by Guarantee for taking forward the Single Tourism Organisation for York will require the development of a business plan to support the strategic objectives set for the company..</p>	<ol style="list-style-type: none"> 1. Development of business plan; 2. Continuation of actions to support the Tourism Strategy; 3. Additional and continued support for a phased and prioritised programme of tourism product development, place-shaping and marketing proposals from CYC, tourism members and Yorkshire Forward. 	<p>HIGH April 2008</p>
<p>E5: We recommend that City of York Council work closely with key business sectors, particularly manufacturing and financial</p>	<p>See E1/E2 – issue of high level CEO</p>	<p>Need to consider scope for further cluster development, to build upon the successful</p>	<ol style="list-style-type: none"> 1. Continuation of SCY cluster work; 	<p>MEDIUM</p>

services, to better understand their needs; to create appropriate conditions both for their continuing success within the city; and to foster future growth opportunities.	involvement with business implies direct Council engagement – otherwise use partnerships such as SCY, Business Link YPI	programme developed through SCY.	2. Examine the scope to develop the financial and business sector further in York, linked to proposals being developed through Leeds City region.	Spring/Summer 2008
E6: We recommend that the council conduct an analysis of the primary factors which both attract and dissuade companies from choosing York as a business location.	CYC with york-england, SCY, Yorkshire Forward Business Link and others	Liaise with york-england, SCY and Yorkshire Forward to carry out research into potential inward investment decision making.	Research work leading to a programme of action to support inward investment, building upon the strengths and objectives for the City.	HIGH December 2007 onwards
E7: We recommend that City of York Council works closely with Yorkshire Forward and Science City York to develop an effective inward investment programme to support its aspirations.	As E6 above	As E6 above	As E6 above	As E6 above
E8: We recommend that City of York Council engage fully with the Leeds City Region and play an active leadership role in its development. We recommend that City of York Council be pro-active in shaping both regional and city-regional agendas, and argue for the investment priorities that will help shape York's long-term economic future.	CYC with Leeds City Region.	Need for a cross-Council, corporate approach, also involving SCY and the Single Tourism Organisation.	Involvement in Leeds City Region structures and support for the development of the LCR business plan.	HIGH December 2007
E9: We recommend that City of York Council develop appropriate mechanisms to support	CYC with YSMBAC,	Will require further discussion with the new provider of	Programme of local action to be developed with Business	MEDIUM

local businesses in engaging in overseas trade and capitalising on York's internationally recognised brand name.	Business Link, Chamber, DTI (UKTI) and SCY	Business Link services	Link	April 2008
E10: We recommend that City of York Council delivers a programme to challenge the perception of high unit labour costs in York.	CYC with york-england, Yorkshire Forward and employers	To incorporate into E6 above	To incorporate into E6 above	To incorporate into E6 above

RESPONSE TO FUTURE YORK GROUP REPORT

CHAPTER: 3

FUTURE YORK GROUP RECOMMENDATION	DRAFT RESPONSE			
	WHO	WHAT	HOW	PRIORITY/WHEN
<p>S1: We recommend that City of York Council work with business and other key partners, and support the work of Learning City York, in analysing the city's skills needs and the spatial mismatches between labour demand and supply. This will enable more specific targeted policy responses to be developed.</p>	<p>Learning City York and its partners – LA, LSC, providers, agencies etc</p>	<p>Strategies & infrastructures already in place to build on:</p> <ul style="list-style-type: none"> • Adult Skills Strategy • 14-19 Strategy for Education & Training <p>Both strategies need to review progress in light of Future York report and, given new national policies and ministerial changes, there is a need to review the role, responsibility and funding of the Learning City (York's Lifelong Learning Partnership).</p> <p>Currently, the LSC leads on the remit for and funding of adult skills (post-16), with the exception of Higher Education. One of the biggest risks of the new ministerial changes is that by separating 14-19 funding from adult and HE (with commissioning responsibility for 16-19, as well as pre-16 transferring to the LA), the benefits of</p>	<p>Through existing infrastructures</p>	<p>Annually (with interim progress reports)</p> <p>Review of Partnership Autumn 2007</p>

		<p>education working across all ages is lost. There's also a risk of losing the benefits and contributions of FE, work-based learning and apprenticeships (all identified as critical to the future of the UK economy by Leitch). Conversely, there is an opportunity to strengthen Learning Partnership arrangements in the city for education, training and skills (14-19 and adult) to ensure that the generic skills issues that we need to tackle across all ages are cohered and the learner journey is seamless.</p>		
<p>S2: It is essential that all of the city's residents are given the opportunity to develop basic employability skills. We encourage schools, colleges, NYBEP, the LSC and Learning City York to work together to develop this guarantee. We recommend that, given the importance of creativity, enterprise and innovation to York's economic success, partners should work together to ensure these skills are also developed among young people. In addition, we recommend that education providers involve local employers in promoting the qualities that employers are seeking to young people. Employers should be encouraged to participate in these activities.</p>	<p>14-19 Partnership (NYBEP & schools)</p> <p>14-19 Partnership / Children's Trust joint initiative?</p>	<p>Employability skills (inc. Creativity, enterprise & innovation) – already picked up through 14-19 Strategy and work that NYBEP is leading on to embed 6 key work-readiness skills within the curriculum. These 6 key employability skills were identified by the Business Forum (group of large local employers who meet with NYBEP to support Business Education Links)</p> <p>Young York Award concept - Develop a framework that will formally credit the</p>	<p>Work-readiness pilots within schools across the city</p> <p>Need to cohere the work of V, Youth Service & NYBEP work readiness pilots within a new framework. Need to identify the funding to support the</p>	<p>On-going</p> <p>14-19 Priority for 2007/08</p>

	<p>14-19 Partnership</p>	<p>transferable 'life/work' skills that young people acquire through their contribution to society, community participation and volunteering, as well as their programme of education or training</p> <p>Note: Adult Employability skills, & recognising/accrediting transferable 'work' skills from different aspects of a person's life, is being picked up through the worklessness programme proposal.</p> <p>Employer Engagement Strategy 14-19 – being developed to underpin the city-wide 14-19 needs for curriculum developments, information advice & guidance / careers education, NEETs strategy and workforce development. NYBEP (on behalf of Learning City) are currently conducting a survey with employers and education / training providers to audit both existing and potential future employer involvement.</p> <p>Note: Need to cohere the 14-19 Strategy with other</p>	<p>development.</p>	
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		emerging Employer Engagement strategies for Adult skills; key account management concept etc. – CYC to take a lead?		
S3: We recommend that the scale and impact of Further and Higher Education in the city be increased, ensuring that the expansion and diversification of learning opportunities are central to increasing economic activity and broadening cultural life.	Higher York and CYC	<p>Development of proposals for Heslington East (University of York), York St.Johns and York College</p> <p>Currently, the LSC leads on the remit for and funding of adult skills (post-16), with the exception of Higher Education (led by HEFCE). See S1</p> <p>York College commissioned a report on the economic impact of the college to the local economy is due out end Dec 2007.</p> <p>Need to better cohere the work of Learning City & Higher York.</p>	York College and York St Johns developments under way; further detailed planning applications expected for Heslington East following Secretary of State`s approval.	
S4: We recommend that City of York Council support the work of Learning City York, and work with partners, including employers at Science City York to increase the proportion of the workforce with technical skills. We also recommend that more opportunities be developed for graduate placements with relevant employers, to facilitate a greater number of opportunities for both employers and graduates to transfer knowledge and	Learning City, SCY & HE	<p>Picked up within the Adult Skills Strategy – however, need to further develop a specific Science City Skills Strategy for each sector that will underpin the Adult Skills strategy.</p> <p>Need to focus on specific strands of activity for</p>	More multi-agency sector specific initiatives, such as the SRAP funded Creative Opportunities programme that addressed ‘technical skills’, ‘business skills’ and ‘inspirational’ activities for different client groups ie: adult community, graduates, aspiring entrepreneurs,	

skills.		graduates.	<p>(Learning City managed, working with Science City, Higher York, Future Prospects, York College)</p> <p>Developed / co-ordinated by the new SCY Skills Co-ordinator through the Science City Skills Committee & Learning City networks.</p> <p>Yorkshire Forward Higher Level Skills funding should help to support this area. Note: It's all gone quiet on the commissioning / procurement process.</p>	
S5: Innovation and entrepreneurship are vital in sustaining competitive city economies. We recommend that City of York Council and key partners develop a more proactive approach to the development of an entrepreneurial workforce	Enterprise Cafe – Business Link lead working with Learning City and other partners across the sub-region	<p>Entrepreneurship for young People (16-30) – Business Link has set up an Enterprise Cafe group to develop an action plan to address key priorities that will help to stimulate entrepreneurship activity and inspire young people, 16-30. The ad-hoc group (supported by Peter Ide at Yorkshire Forward) includes Learning City, Future Prospects, NYBEP, University of York. Now that 9 key priorities have been agreed by the group – it's important to share these plans with wider stakeholders (inc. CYC) to ensure that the</p>	<p>Share plans with wider stakeholders & align developments with other activities, inc. 14-19 & Adult Strategies</p> <p>Potential opportunity to draw down ESF to support development plans</p>	2007/08

		<p>work coheres appropriately (See attached)</p> <p>Also links to the emerging Employer Engagement Strategies through 14-19 & Adult Skills</p>		
<p>S6: We recommend that in addressing each of the above recommendations, City of York Council engage fully with local businesses</p>	<p>Relates to key account holders section – see E1, E2</p>	<p>Links back to:</p> <ul style="list-style-type: none"> • Key account management concept <p>Employer engagement strategies</p> <p>NB need to avoid cynicism by employers re: “initiative fatigue”</p>		
<p>S7: We recommend that City of York Council work with key partners and relevant stakeholders to ensure that the disparity in incomes within the city does not widen as the economy expands. Positive action is taken to ensure that as many residents and employees as possible can benefit from new economic opportunities.</p>	<p>CYC with LLP, Future Prospects, York Training Centre, CVS, Jobcentre. Welfare Benefits Unit, Jobcentre +</p> <p>Also SCY with public understanding of science aim</p>	<p>Development of programme to tackle “worklessness” focussed on most disadvantaged areas within the City</p> <p>Links back to Adult Skills Strategy & the worklessness issue.</p> <p>Worklessness programme proposal – aligned to SRIP; potential ESF funding opportunities, etc. – will engage with employers to provide intermediate labour market opportunities</p>	<p>Programme of activity to be funded via SRIP and ESF</p>	<p>3 – 5 yr programme 2007 – 10 - 13</p>

<p>S8: We recommend that City of York Council consider the application of a local employment provision clause to major developments where appropriate. This would ensure that residents from deprived communities gain access to employment opportunities.</p>	<p>CYC Planning (S106).</p>	<p>Policy to be considered as part of the LDF policies and proposals. Potential link to Future Prospects to assist with any implementation.</p> <p>Examine good practice elsewhere, eg good model in Sheffield – should support opportunities for young people & adults</p> <p>Note: York Youth Build development</p>		
<p>S9: We recommend that City of York Council, in collaboration with relevant partners and other stakeholders, develop a targeted strategic response to economic inclusion in the city's most deprived areas. This should maximise the contribution of learning to social cohesion, local regeneration and economic growth.</p>	<p>CYC with LLP, Connexions, CVS, FP, Jobcentre +, LSC, Employers</p>	<p>See S7 above.</p> <p>Flags up the importance of working with the Social Inclusion Partnership & the vol/com sector.</p> <p>Worklessness Programme Proposal</p>		
<p>S10: We recommend that the local authority work with its partners to respond to the needs of individuals, families, communities and employers in addressing worklessness and social exclusion.</p>	<p>See S7 above</p>	<p>See S7 above</p>		
<p>S11: We recommend that City of York Council conduct an analysis of the destinations of employees made redundant from British Sugar, Nestlé and Norwich union in 2006. We urge the employers involved to co-operate in this study in the interests of creating better</p>	<p>CYC with FP, employees and whichever outplacement agency was</p>	<p>Research proposal to be developed</p>		

support mechanisms for local workers.	used by these firms			
S12: We recommend that City of York Council make representations to Central Government for the application of greater freedoms and flexibilities in implementing support programmes to bring people into employment	CYC and MPs; also enlist support from local businesses and communities	Lobbying of central government to be undertaken		

RESPONSE TO FUTURE YORK GROUP REPORT

CHAPTER: 4

FUTURE YORK GROUP RECOMMENDATION	DRAFT RESPONSE			
	WHO	WHAT	HOW	PRIORITY/WHEN
In1: We ask City of York Council to provide the additional resources needed to ensure that the Local Development Framework is adopted by 2009, so that a strong and statutory planning framework is in place to support and guide future economic development, housing and transport infrastructure requirements.	CYC	Programme of action to be developed, balancing quality of production against time in order to make sure the LDF meets the required standards.	Programme will require additional resources and staffing	HIGH Programme to be developed by Autumn 2007
In2: We recommend that City of York Council as Local Planning Authority presents a supportive approach to economic development proposals, including providing a 'key contact' for each scheme and taking an integrated 'development team' approach to major proposals.	CYC	Programme of action to be developed, taking account of review report requested as part of the party protocol.	Likely to require additional resources and staffing to support pre-application negotiations	HIGH Programme to be developed by December 2007
In3: We urge City of York Council to ensure that the Local Development Framework and its Core Strategy fully reflect the Future York Vision recommended elsewhere in this report.	CYC	See VL1/E1		HIGH April 2008
In4: We ask City of York Council to recognise the need for the employment approach in the Regional Spatial Strategy to be supportive of the city's economic development objectives, particularly in terms of the employment growth projections and land requirements identified. The council and its key partners should make strong representations on this if	CYC	RSS Panel recommendations now received and to be considered within the LDF	To be incorporated into LDF following further analysis	HIGH April 2008

the Inspectors Report is not supportive of this approach.				
In5: We urge City of York Council to work with neighbouring authorities to ensure a supportive and consistent economic development, employment, land, housing and transport strategy across the sub-region and region.	CYC with counterparts in the Leeds CR, the LSP also other agencies with a wider brief than York: SCY, LSC etc	Further work on the Leeds City Region development programme, taking account of the implications emerging from the Government's sub-national review of economic development and re generation.	Need to build upon existing interfaces through the Leeds City region, Investment Planning and direct contact with Yorkshire Forward	MEDIUM April 2008
In6: We recommend to City of York Council that sufficient and appropriate housing (particularly affordable and family housing, both of which are currently in short supply in the city), is allocated in the LDF to support the economic and social development objectives of the city and be consistent with our economic and employment proposals.	CYC through Housing and Adult Social Services working on conjunction with Planning	Development of LDF proposals to take account of the RSS recommendations, housing need assessments and recognition of a sub-regional approach	LDF policies and proposals	HIGH April 2008
In7: We urge City of York Council to ensure that, in setting the long term Green Belt boundary for York, the development needs of the city are provided for; recognising the need to protect the special character of York and the need for sustainably located development.	CYC	Development of LDF proposals to take account of the RSS recommendations, housing need assessments and recognition of a sub-regional approach	LDF policies and proposals	HIGH April 2008
In8: We recommend that the potential of the creative industries should be better exploited to help broaden the York economy, support its tourism and city centre retail role and retain graduates and attract a younger population. We recognise that this requires support for appropriate sites and premises as	CYC with SCY, EDG, Universities, Business Link, Ecocentre, FP, Arts and	Further work required to bring partners together to develop a programme of action to support the potential of creative industries	Programme of action working in partnership	MEDIUM April 2008

well as a business support infrastructure.	Culture			
In9: We urge City of York Council to ensure that all new development is guided by principles of high quality design; enhances the sense of place; and creates sustainable developments.	CYC	Development of a “place-shaping” agenda within the City building upon the principles of high quality design	<ol style="list-style-type: none"> 1. Specific projects, eg work around the Minster; 2. Development of a place-shaping programme to support the tourism and cultural offer in York, to be funded in part through YF investment planning. 	HIGH Autumn 2007
In10: We recommend that City of York Council ensures that a sufficient amount and quality of employment land is allocated in the Local Development Framework to give choice, and to support the city's economic development aspirations. This should be informed by the up-to-date reviews of supply and demand; should support the ‘transformational’ economic agenda for York set out elsewhere in this report; and should reflect the needs of all business sectors.	CYC with SCY, agents and developers (York Property Forum), york-england	<p>Work ongoing as part of building the evidence base to support the LDF.</p> <p>Segal Quince Wickstead commissioned to produce employment land study, review supply and demand taking account of employment projections and the need to provide choice in the market.</p>	LDF policies and proposals	HIGH April 2008
In11: We recommend that City of York Council develops a managed programme to bring forward the supply of employment land and premises of varied kinds, consistent with developing demand; and recommend that this would be facilitated by continuing and regular consultation with the development community.	As IN10 above	Development of a managed programme to bring forward the supply of employment land following LDF proposals	Through closer working with land owners and property developers	MEDIUM Summer 2008 onwards
In12: We recommend that City of York Council be pro active in working with regional partners to:	i) CYC with plus Leeds	i) seek funding for Outer Ring Road	i) Lobby central government and	HIGH (but potentially long

<p>i) Secure the necessary funds to allow for dualling of the city's northern outer ring road</p> <p>ii) Make the required connectivity improvements to at least one of the three regional airports to allow a maximum forty-five minute transfer time from the city. In addition to benefiting York, this would significantly develop international access across the region, which would in turn develop Yorkshire & Humber's competitiveness in the global knowledge economy.</p> <p>iii) Investigate options and funding mechanisms to improve sustainable public transport links to neighbouring regional towns and cities</p>	<p>CR and MPs</p> <p>ii) CYC with airports, airlines, regional transport groups (rail/bus etc), tourism partnership.</p> <p>iii) CYC with Leeds CR</p>	<p>ii) development of new bus and rail services to existing regional airports</p> <p>iii) improved transport links to Leeds and Harrogate (tram train)</p>	<p>regional bodies through the development of a strong and robust business case</p> <p>ii) Presenting business case to airports and air/bus operators</p> <p>iii) Development of connectivity programme through Leeds City region</p>	<p>term)</p> <p>Autumn 2007 onwards</p>
<p>In13: We recommend that City of York Council review transport and planning policies to ensure more flexibility in addressing parking needs of out of city centre employment developments.</p>	<p>CYC</p>	<p>To be considered through LDF process??</p>	<p>To be considered through LDF process??</p>	<p>MEDIUM</p> <p>April 2008</p>

RESPONSE TO FUTURE YORK GROUP REPORT

CHAPTER: 5

FUTURE YORK GROUP RECOMMENDATION	DRAFT RESPONSE			
	WHO	WHAT	HOW	PRIORITY/WHEN
VL1: We recommend our vision of the long-term economic future of York to City of York Council and its partners, and urge them to adopt it as the plan for future policy and action.	CYC with LSP and component thematic groups	See E1	See E1	See E1
VL2: We recommend that City of York Council, together with key partners and stakeholders, develop a comprehensive Future York Vision for the city, which is readily understood, and which sets clear priorities	CYC with LSP	See E1	Community conference – October 2007 leading to production of Sustainable Community Strategy	HIGH April 2008
VL3: We ask key stakeholders to commit themselves to developing and supporting the vision and to use it to guide future investment and policy decisions. Because of its importance to the development and implementation of many of our recommendations we believe that an agreed comprehensive vision should be in place within nine months of our report being presented.	CYC with LSP -	See E1/2 above + implementation of Local Area Agreement setting out key targets for improvement	See E1/2 above + refreshment of LAA scheduled for implementation in June 2008	HIGH June 2008
VL4: We recommend that the new Future York Vision should recognise the need to embrace the economic opportunities for the city; should recognise the wider regional and national context for the York economy; and should be ambitious for the future of the city	CYC with LSP – SC and Leeds CR and other agencies influencing regional/national policy and	See E1/2 above + implementation of the Leeds City region development programme	See E1/2 above + development of a business plan for the Leeds City region	HIGH April 2008

and its people and businesses	action			
VL5: We recommend to City of York Council and to its elected leadership that it takes the leading role in defining the ambition and developing the Vision; in bringing together the necessary partnerships; and in building the consensus for the new comprehensive Vision.	CYC with LSP	See E1/2 above	See E1/2 above	HIGH April 2008

RESPONSE TO FUTURE YORK GROUP REPORT

CHAPTER: 6

FUTURE YORK GROUP RECOMMENDATION	DRAFT RESPONSE			
	WHO	WHAT	HOW	PRIORITY/WHEN
P1: It is essential that City of York Council re-invigorate the role and membership of its partnerships, to ensure that they are effective in delivering the Future York Vision and the oversight of economic development and place shaping activities. We recommend to businesses and business organisations in the city that they commit themselves to support the new partnership and consultation arrangements, and actively participate in them.	CYC with LSP- also dependent upon improving communications with businesses	See VL1/E1 re delivering the vision and E2 re business engagement	See VL1/E1 re delivering the vision and E2 re business engagement	See VL1/E1 re delivering the vision and E2 re business engagement
P2: We recommend that City of York Council review the terms of reference, membership, and working arrangements of the Economic Development Partnership Group, to re-form the group to give strategic leadership and direction to the city's economic development activities.	CYC with EDPB	Review membership of the EDPB	<ol style="list-style-type: none"> 1. Seek commitment from EDPB 2. Review Council's constitution to reflect any recommended change 	HIGH Autumn 2007
P3: We recommend that City of York Council strengthen the business representation on the partnership and on the re-formed Economic Development Partnership Board to ensure informed and effective analysis and decision making.	CYC with EDPB	See P2 above	See P2 above	See P2 above

P4: We recommend that City of York Council review how best the skills and training agenda can be linked into the work of the Economic Development Partnership Board.	CYC with EDPB plus LLP, LSP etc	See P2 above	See P2 above	See P2 above
P5: We recommend that the proposed review of the Sustainable Community Strategy be undertaken during late 2007 alongside the consideration of issues and options for the Core Strategy of the Local Development Framework.	LSP and CS (EDG, City Dvt)	See VL1/E1 above	See VL1/E1 above	See VL1/E1 above
P6: We recommend that City of York Council urgently prepare a Masterplan, reflecting the Future York Vision, to guide development and investment decisions, and to promote investment.	CYC with LSP	Further work required to define Masterplan (ie what the Masterplan looks like – text-based or map-based?) and relationships to Sustainable Community Strategy and LDF Core Strategy	Examine good practice among other authorities	MEDIUM Summer 2008
P7: We recommend that the re-formed Economic Development Partnership Board works with the council to develop <i>Action Plans</i> covering each area of activity, and uses them to effectively monitor and manage the delivery of programmes and projects.	CYC with EDPB + major stakeholders to have an input	Future York Group response to recommendations to set a template for future actions	Development of CYC, EDPB and stakeholder responses to FYG recommendations.	HIGH Autumn 2007
P8: We recommend that, in the interests of maximising opportunities for York, City of York Council play an active role in the development and implementation of the Leeds City Region programme.	See E8 above	See E8 above	See E8 above	See E8 above

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Meeting of the Economic Development Partnership Board

25 September 2007

Report of Director of City Strategy

Development of an Anti-Poverty Strategy

Summary

1. This report provides members of the EDPB with information regarding the developing anti-poverty strategy and the response it received at the Without Walls Partnership at its meeting on 18th July 2007. Members are requested to agree the proposed steps suggested for implementation by the Economic Development Unit to help reduce poverty. In addition Members are requested to endorse the proposed performance indicators that the EDU can add to those of other partners as a means of measuring the progress of anti-poverty actions.
2. The proposals and measures, when added to those from partners, will form an action plan to support the delivery of the developing Anti-Poverty Strategy.

Background

3. Inclusive York Forum undertook to develop a citywide anti-poverty strategy following a multi-agency seminar on poverty in York, in April 2005. The anti-poverty working group (involving Council officers, Citizens Advice Bureau, York CVS and Joseph Rowntree Foundation) presented the draft strategy to Without Walls last September and is now re-submitting the revised strategy, having taken on board comments by Without Walls partners.
4. Since the work to develop a citywide strategy began there has been a growing recognition of the negative impact that inequality and the gap between the 'haves' and the 'have nots' has on the city as a whole, as well as the direct impact of poverty on individuals and families affected.
5. Thus, whilst the majority of people living in the city are fairly well off there are significant pockets of poverty; with an estimated 20% of York's population considered to be 'poor' based on the Breadline Britain measure and 10 Super Output Areas (SOAs) amongst the 20% most deprived in England based on the Index of Multiple Deprivation (2004).
6. The Local Area Agreement and recently published Future York report both identify 'narrowing the gap' between the city's rich and poor as one of the

significant issues to be addressed to ensure that the city and all its residents can prosper.

Anti-Poverty Strategy

- 7 This strategy has been developed by Without Walls, York's local strategic partnership, to outline an agreed way forward for ensuring that poverty in the city is minimised and the gap between rich and poor is narrowed. The strategy will bring together existing initiatives that partners have set up as well as proposing new initiatives and ways of working to be agreed by the local strategic partnership.
8. Within the above context, the Inclusive York forum's purposes in bringing forward a citywide anti-poverty strategy are to:
 - highlight the extent of poverty in York and to secure Without Wall's agreement to work together to minimise poverty in the city
 - recognise and promote the work that is already being done to tackle poverty
 - promote better partnership working between and within organisations to tackle poverty
 - enable and encourage new resources to be brought into the city to tackle poverty.
9. Poverty has been defined in a number of different ways. It is difficult to separate poverty from wider issues of social exclusion, but for the purpose of this strategy it will be defined as follows:

'Poverty is a cause of social exclusion and exists when people do not have the financial resources to obtain adequate living conditions, diet and access to services and activities generally considered necessary to participate fully in society'

10. The latest draft version (dated 5/7/07) of the Without Walls' Anti-Poverty Strategy is attached as appendix 1. This report provides details of the need for a strategy, lists the key aims of the strategy and identifies the key areas for delivering actions and monitoring progress.

The Without Walls (WOW) Partnership Meeting

11. The attached draft Anti-Poverty Strategy was presented to the above meeting on 18th July 2007.
12. A covering report introduced the strategy and also requested that delivery partnerships and individual agencies consider up to 5 specific steps they can each take which will help to reduce poverty, and up to 5 measures which will

give an indication of progress in reducing poverty. These may include on-going actions or proposals for new actions or ways of working. The Inclusive York Forum agreed to collate all the actions and measures together as an action plan, which will support delivery of the anti-poverty strategy.

13. Partnership members were asked to respond to the request for contributions to the strategy and action plan by Friday, 14th September so that the first draft citywide action plan and final strategy can be considered by the Executive Delivery Board on 28th September.
14. The forthcoming review of the Community Strategy, including the citywide Without Walls conference planned for 16th October, is also seen as an opportunity to test out and raise the profile of anti-poverty work in the context of seeking to improve the quality of life for all in the city in a sustainable way.
15. Minuted comments at the meeting from WOW Partners regarding the Anti-Poverty Strategy included:
 - The Strategy was pitched at the right level and gave a good strategic overview;
 - It was difficult to assess baselines because the definition of poverty was changing all the time, e.g. pensioners now received free bus passes;
 - Some of the language used wasn't helpful e.g. 'breadline poverty';
 - Some partners might not have capacity / resources to deliver on the five measures to reduce poverty;
 - Approval for measures, if they were new, would have to take place through political processes, especially if they involved additional costs
 - The measures might involve Partners thinking about providing current services differently e.g. Ward Committee Budgets could focus on deprived areas;
 - It was possible that LPSA2 reward grant could be reinvested to achieve targets in the LAA or, for example, anti-poverty measures;
 - Partners could consider how the work they did supported this Strategy e.g. neighbourhood policing and domestic violence.
 - Many organisations were already focusing on the more deprived areas of the city, the Anti-Poverty strategy gave Partners a framework upon which to shape future work;
 - The strategy should be endorsed by [York@Large](#) and they would use it as a checklist;
 - The Government had recently announced there would be a sub-national review that focused on area regeneration. It would be important to take this review into consideration;
 - Poverty should be tackled by ensuring that people had the right skills and were economically active;

- Focus should be on things that were feasible and plans should be anti-poverty proofed. This might not necessarily require additional funding;
- Annex B should also refer to maximising skills and the employability agenda;
- We should also ensure people are getting the benefits they are entitled to;
- The report included a broad brush definition of poverty, however this was a complex issue and different people had different needs;
- Partners should not get hung up on costings, but look towards what could be done within existing budgets;
- The Healthy City Board had endorsed the strategy but wanted to see a more explicit link with health since there was a significant difference in life expectancy between the best and worst off. This was relevant to the Future York recommendation that income differentials should not get worse, however there was concern that an assumption of trickle down prosperity was being made and this would not happen without direction and ownership. (Submitted by Rachel Johns via e-mail).

16. The Agreed Action at the WOW meeting was that:

1. The Anti-Poverty Strategy would be endorsed by the Partnership;
2. Partners would respond by Friday 14th September, using the template, provided to the request for up to five specific steps (including success measures) that would help to reduce poverty

17. Partners endorsed publication of the Strategy on the Without Walls website.

18. As an example of the contributions partners can make to an Anti-Poverty Action Plan, the Inclusive York Forum listed 5 actions it had or was about to take, on the proscribed template, as an annex to the draft report (contained in the attached appendix 1).

The Future York Group Report

19. The recently published Future York Group Report made several recommendations pertinent to anti-poverty in its section headed “Tackling Inequality and Narrowing the Gap” within the Skills and Inclusion chapter.

20. Skills are an important element of anti-poverty measures. However, the skills recommendations form part of another report to the Board so in this report a focus will be given to the inclusion element.

21. The Future York Report used much of the research developed for the above Inclusive York Forum report as a background paper. Therefore a picture of

deprivation will not be given from the Future York Report as it features in the Anti-poverty Strategy attached as appendix 1.

22. The specific recommendations from the Future York Group report in relation to anti-poverty (in addition to the skills recommendations) are:

- We recommend that City of York Council work with key partners and relevant stakeholders to ensure that the disparity in incomes within the city does not widen as the economy expands. Positive action must be taken to ensure that as many residents and employees as possible can benefit from new economic opportunities.
- We recommend that City of York Council consider the application of a local employment provision clause to major developments where appropriate. This would ensure that residents from deprived communities gain access to employment opportunities.
- We recommend that City of York Council, in collaboration with relevant partners and other stakeholders, develop a targeted strategic response to economic inclusion in the city's most deprived areas. This should maximise the contribution of learning to social cohesion, local regeneration and economic growth.
- We recommend that the local authority work with its partners to respond to the needs of individuals, families, communities and employers in addressing worklessness and social exclusion.
- We recommend that City of York Council conduct an analysis of the destinations of employees made redundant from British Sugar, Nestlé and Norwich union in 2006. We urge the employers involved to co-operate in this study in the interests of creating better support mechanisms for local workers.
- We recommend that City of York Council make representations to Central Government for the application of greater freedoms and flexibilities in implementing support programmes to bring people into employment.

23. The overall recommendation of the Skills and Inclusion chapter reads :

It is essential that City of York Council work with employers to ensure that appropriate skills and competencies are developed to meet the needs of actual jobs. Tackling the underlying causes of deprivation and the skills gaps experienced by employers across the city is key to York's future economic success. The benefits of the York's growth strategy

need to be shared as widely as possible in order to avoid becoming a city with an economic underclass.

Economic Development – Proposed Options for Actions and Measures

24. Given the request for up to five actions and measures for the WOW Anti-Poverty Strategy, it is imperative that the Economic Development Unit's proposals also meet the recommendations of the Future York Report.
25. The Anti-Poverty Strategy states that actions and measures may "include on-going actions or proposals for new actions or ways of working".

Proposed Actions

26. 1). Continue and enhance the Future Prospects service :

Future Prospects is the city's major organisation for providing adults with information and advice about learning and work. It has achieved continued success in all areas of its service, becoming the only organisation to win the prestigious Matrix Excellence award for the second time. In the last financial year (2006/07) the following key outcomes were achieved:

- 96,584 contacts were made with Future Prospects
- 6,158 enrolments to York College and CoYC Adult Education courses
- were processed, with an additional 900 enrolments onto other partner provision.
- 23,815 contacts (individual users each day) were made through our website
- 13,057 in-depth advice sessions with 2,834 people entering learning programmes and 497 entered work
- 1,843 doors were knocked
- 7,453 clients attended drop-ins through 1300 sessions both at Future Prospects and in the community
- 109 clients aged under 25 entered work
- 101 disabled clients entered work through the DAWN project
- 681 people accessed the ICT in the Community project
- Clients expressed a 98% satisfaction rate with the service

Future Prospects run a large number of projects from both their Swinegate premises and out in community venues, along with specialist projects aimed at a variety of client groups. The details of the service can be found by

reading their annual report (2006/07) on their website www.futureprospects.org.uk within the “About us” section. At present additional work is focused on redundancy counselling.

2). There is currently an ongoing review of Future Prospects considering, amongst other actions, the potential expansion of partner organisations that will be able to contribute to the development of the service.

3). Develop a “Worklessness Project” to meet the identified Sub-Regional Investment Planning priority of tackling worklessness in York and Scarborough. This proposal is well advanced and will eventually form part of a bid for external funding.

4). Continue the work of York Training Centre (part of the Council’s Economic Development Group) who deliver a wide range of learning opportunities including Apprenticeships and National Vocational Qualifications (NVQs). Working with local companies, and supported by York Training Centre’s experienced staff, people of all ages are given the opportunity to gain valuable work experience, achieve a nationally recognised qualification, and progress into sustainable employment or further learning.

5). Continue to develop interventions and monitor outcomes for the York Adult Learning and Skills Strategy 2007 – 2010. (Details provided in another report on the EDPB agenda).

6). Science City York to continue to work closely with York and North Yorkshire’s employers and education professionals to ensure, through their skills initiatives, that the knowledge and skills of the region’s workers match employment opportunities and industry needs.

The SCY skills programme includes :

- Identifying and addressing skills shortages and qualification levels of the workforce across York and North Yorkshire.
- Developing and implementing specialist skills initiatives and promoting careers, learning and development opportunities across technology sectors.
- Organising “Science Bite Size Taster Courses” – hands-on workshops run for adults throughout the year, providing an easy way to explore an area of interest or develop a new skill within science, technology and creative industries.
- Assisting with the provision of “Careers Packs” designed to highlight the range of career opportunities for students and help schools, training providers and careers guidance professionals “de-mystify” science occupations in a fun and informative way.

- Improving business links with teachers to enhance the quality of science and technology teaching.
- Designing and delivering professional development programmes for education and training professionals.

Proposed Measures

27. Where possible it is recommended that measures are from existing performance indicators or surveys to enable an ease of collection, assess trends over time and to provide future targets for performance. Bearing this in mind, the proposed EDU measures to add to the Anti-Poverty Strategy are :
- York's unemployment rates compared against the Region and GB rates. These figures (two PI's) are currently provided quarterly as performance indicators for the Council Plan.
 - York's Median earnings figures compared against the Region and GB figures. (Source: ONS annual survey of hours and earnings - resident analysis).
 - The number of residents using Future Prospect's services that obtain jobs or enter training. This figure is currently collected every six months as a performance indicator for the Council Plan.
 - The percentage of year 11 school leavers involved in "work related learning programmes" with York Training Centre who achieve a positive outcome. This is an annual PI in the Council Plan.
 - The number of jobs created and safeguarded through Science City York . These figures (two PI's) are produced annually. The number of jobs created is for the Council Plan, and the number safeguarded is a City Strategy PI.

Consultation

- 28 No consultation was required for this report.

Options

- 29 This report presents options for five actions and measures for consideration by Board members. Board members are invited to comment on the options suggested and these will be used in the process of aligning the Anti-Poverty Strategy with the Future York Report.

Analysis

- 30 All the options relate to anti-poverty therefore there is no need for analysis.

Corporate Priorities

- 31 The Anti-Poverty Report relates to the following corporate priorities for the Council :

- Increase people's skills and knowledge to improve future employment prospects.
- Improve the contribution that Science City makes to economic prosperity.
- Improve the health and lifestyles of the people who live in York, in particular among groups whose level of health are poorest.
- Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.

- 32 It also supports the LSP "Without Walls" initiatives within the "Thriving City" theme of the WOW Community Plan strategic objective :

- To support the progress and success of York's existing businesses and to encourage new enterprises in order to maintain a prosperous and flourishing economy that will sustain high employment rates.

33. The Economic Development Service Plan identifies a number of corporate priorities :

- Increase people's skills and knowledge to improve future employment prospects.
- Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.
- Improve the way the Council and its partners work together to deliver better services for the people who live in York.

Implications

34. **Financial:** The report is provided for information and feedback only and there are no recommendations with financial consequences.

35. **Human resources:** None

- 36. **Equalities:** None
- 37. **Legal:** None
- 38. **Crime and Disorder:** None
- 39. **Information Technology:** None
- 40. **Property:** None

Risk Management

- 41. In compliance with the council's risk management strategy, there are no risks associated with the recommendations of this report.

Recommendations

- 42. The Board's input and views on the emerging Anti-Poverty Strategy are requested, to be added to those of the WOW Board (listed above), to inform the development of the Anti-Poverty Strategy. In addition officers seek an endorsement of the proposed 5 actions and measures.

Reason: To help shape the effectiveness of future action and make a positive input into the Anti-Poverty Strategy.

Contact Details

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Chief Officer Responsible for the report:

Bill Woolley
Director of City Strategy

Report Approved ✓ **Date** 11/9/07

Specialist Implications Officers: None

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

All ✓

For further information please contact the author of the report

Background Papers: Notes of meetings of the Inclusive York Forum are filed at the Economic Development Unit.

Annexes: Appendix 1 -Without Walls' Anti Poverty Strategy (*draft 5/7/07*)

WITHOUT WALLS

building a future for york

Without Walls' Anti Poverty Strategy (draft 5/7/07)

Purpose:

This strategy has been developed by Without Walls, York's local strategic partnership to outline an agreed way forward for ensuring that poverty in the city is minimised and the gap between rich and poor narrowed. The strategy will bring together existing initiatives that partners have set up as well as proposing new initiatives and ways of working to be agreed by the local strategic partnership.

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What do we mean by 'Poverty'?

1. Poverty has been defined in a number of different ways. It is difficult to separate poverty from wider issues of social exclusion but for the purpose of this strategy it will be defined as follows:

'Poverty is a cause of social exclusion and exists when people do not have the financial resources to obtain adequate living conditions, diet and access to services and activities generally considered necessary to participate fully in society'

Why does York need an anti poverty strategy?

- 2 York needs an anti-poverty strategy because:
 - i. It has clear pockets of poverty, even though York is seen to be a reasonably prosperous city with living standards, wage levels and proportions of differing population groups on state benefits close to national averages

- ii. In terms of the geographical areas of the city with the highest concentrations of people at risk of poverty the government's 'Index of multiple deprivation' (IMD, ODPM 2004), shows that York has 6 wards which contain pockets of deprivation within the 20% most deprived in England. (Based on measures for Super Output Areas and accounting for 6573 households and 15,082 people; for more details see Annex A and IMD maps)
- iii. Poverty rates in York are on average at least as high as they are nationally
- iv. One in five of York's population are poor using the *Breadline Britain* measure of lacking three or more socially perceived necessities, such as regular hot meals, holidays, new or best clothes for festivals and events, or certain important household items such as a freezer. (*From 'A study in town life: living standards in the city of York 100 years after Rowntree', Huby, Bradshaw and Corden, 1999*)
- v. One in six are living in self-perceived absolute poverty (i.e. not enough money to have an adequate diet, pay housing costs, water rates, have proper sanitation and get basic health, education and information).
- vi. A survey carried out by the Anti-poverty working group during 2005/6 of a wide range of public and voluntary sector agencies identified significant evidence of poverty as well as support for a more visible approach for tackling poverty in a city seen as generally affluent. (*A summary of the views given in the survey is available from the Anti-poverty working group*)
- vii. Housing costs in York are high and have increased faster than earnings with average house prices increasing by 38% compared with an equivalent increase of only 16% in full time gross weekly earnings between 2002 and 2005 (*source: Housing Strategy, 2006*)
- viii. Significant job losses from York's food manufacturing and service sectors over the past couple of years have put large numbers of people at increased risk of poverty in the city; the impact of this has been recognised by the award of Rapid Response funding from Job Centre Plus
- ix. There is an increasing recognition of the need to 'narrow the gap' between most and least deprived areas with a growing body of work showing the negative (or at least "non-positive") outcomes associated with greater levels of income inequality at national and city-wide levels. (*E.g. in Richard Wilkinson's publication 'The Impact of Inequality: how to make sick societies healthier' (Routledge, 2005).*)
- x. The 'trickle down effect' whereby wealth 'trickles' from rich to poor areas was found not to have worked in Britain as far back as in the mid-1990s
- xi. (*Income & Wealth: report of the JRF Inquiry Group' 1995, summarised in Findings, Joseph Rowntree Foundation.*)

The effects of poverty in York

- 3. It is widely recognised at a national level that:

- i. Poverty usually affects particular population groups, for example the unemployed, single older women, lone parents, people with poor health and disabilities, carers, those on low pay and in part-time work, those living in social housing, travellers and some other minority ethnic groups, students and families with children.
 - ii. The impact of poverty on these groups can take the form of ill-health, homelessness, debt, isolation, personal and family insecurity and relationship breakdown, and in some cases psychiatric illness, drug and alcohol abuse and crime.
 - iii. Living on a low income and being at risk of poverty is not limited to just those who have to rely on benefits. It also affects those who may be working but are on a low wage or, like many older people who receive a pension, are on fixed incomes that are gradually reducing in value. Whilst York has low unemployment rates and reasonable 'average wages' this masks the fact that there are a significant proportion of low waged jobs in the York economy e.g. in the tourism sector.
 - iv. Additionally, inequality in wealth and income has been found to impact negatively on the fabric of society as a whole; suggesting that within a city the impact of inequality (including poverty) stretches across the population as a whole (*see reference to Richard Wilkinson's work above*)
4. Locally:
- i. Poverty affects different areas of the city differently, concentrated in areas with larger proportions of social housing and which may be poorly served by public transport.
 - ii. There is a great disparity between the most deprived and richest wards in the city. (*See the details on the IMD given in Annex A and maps*)
 - iii. Respondents to the anti-poverty survey readily identified the areas of the city and groups of people where they most frequently came across evidence of poverty, and its effects on individual and community lives. As well as the examples listed above such as ill health and debt, the lack of choice and opportunity that poverty forces on people was highlighted as a key impact. This includes the choice of work available as well as choice of social activities or housing.

Broad approach of an anti poverty Strategy for York

5. It is proposed that, as a general principle, the strategy should focus on initiatives that are affordable and feasible and practices we have the power to change. This will include promoting what is already being done and improving partnership working between and within relevant agencies. It should include the re-direction of resources to the most deprived individuals, families, schools and communities. It is also hoped that developing a citywide anti-poverty strategy will increase the potential to attract new resources into the city to tackle poverty.
6. However, it is also suggested that we should express concerns about national policies and practices which contribute to poverty in York, and to

consider applying for 'enabling measures' through the Local Area Agreement (LAA) process, as and when opportunities present themselves, to help address these concerns.

Aims of the strategy

7. The aims of the strategy are to:
- a) Maximise incomes of individuals in poverty
 - b) Minimise the cost of living in York and improve the take up of local goods and services
 - c) Improve partnership working and organisational responses to poverty.

Key areas for action

8. Bearing in mind the broad approach and aims of the strategy a number of key areas for actions have been identified which should be focussed on the neighbourhoods and groups of people most affected by poverty, to ensure that the strategy is delivered.

a) Maximise incomes of individuals in poverty

- i. Benefits and tax credits take up: Target, resource and co-ordinate campaigns to maximise the take-up of benefits and other entitlements such as Council Tax Benefit, free school meals, free prescriptions and benefits for older people.
- ii. Employment: Target, resource and co-ordinate initiatives to improve employment prospects and opportunities for people on low incomes or facing other barriers to employment
- iii. Minimise barriers to employment: Support affordable nursery provision and out of school activities targeted at low income families and affordable transport initiatives in recognition that lack of these can be a barrier to work (and training).
- iv. Education and training: Target education, training and learning initiatives for people on low incomes and schools with a high proportion of children from low-income households.

b) Minimise the cost of living in York and increase take up of available services

Affordable goods and services:

- i. Maximise an adequate supply of decent affordable housing of various types and sizes by ensuring the affordable housing quota for new housing developments is maintained
- ii. Promote and maximise access to affordable household insurance schemes (such as 'Simple' insurance for council tenants) and other financial services such as secure savings and affordable loans through York Credit Union

- iii. Promote and maximise access to free and affordable health services e.g. dentistry, for those on low incomes
- iv. Promote and maximise access to energy efficiency schemes and other affordable warmth measures, such as preferential tariffs, to reduce fuel poverty for at risk residents
- v. Explore the introduction of a York discount card linked to benefits take-up and discounts for a wide range of goods and services
- vi. Assist low income individuals and families with the costs of education, learning and leisure such as purchase of school uniforms, computers, payment for school trips and other fees, including via Local Authority remissions and other voluntary schemes
- vii. Target and coordinate affordable transport initiatives, for example travel tokens and cheaper fares
- viii. Promote and support initiatives such as the Community Furniture Store and York LETS scheme - which enables the exchange of goods and services between individuals and/or community groups using a local currency the 'Yorkey'

Better information and targeting of services:

- ix. Improve coordination, targeting and accessibility of information including via
 - o The Citizen's Guide (targeted at interest groups including carers)
 - o The Council's A to Z guide
 - o Road shows and publicity events
- x. Review & update the new CAB booklet 'York on a budget'

c) Improve partnership working and organisational responses to poverty

Promote take-up of free, high quality civil legal advice

- i. Improve access to good, up to date information on how to access advice in low income areas and targeted at groups on low incomes
- ii. Encourage take up of advice across the range of legal issues such as housing, employment, family, debt and benefits law
- iii. Maintain and promote York Advice Service Partnership (YASP) which aims to improve access to advice on rights and responsibilities and which can help to bring in new resources to the city

Debt recovery

- iv. Encourage key organisations, such as the council, registered social landlords and utility suppliers to develop coordinated and sensitive arrears preventions, debt recovery and disconnection policies
- v. Improve coordination of and access to effective debt counselling and management services

'Poverty proofing' organisational policy and practice

- vi. Encourage agencies to introduce and share training for staff, including those in front-line roles, to recognise poverty and identify good practice for maximising incomes and savings

- vii. Encourage key organisations to consider the significance of poverty in framing policy across all areas of work, and in particular to examine the impact of key policies such as those on employment, housing and access to services such as learning and leisure
- viii. Encourage local organisations and partnerships to challenge national policy and practice, as appropriate, where it has an adverse impact communities or people in poverty, e.g. via Citizens' Advice Bureau social policy forums

Information sharing and partnership

- ix. Improve coordination and information sharing between and within agencies to address both individual issues and to develop new approaches to tackling and/or monitoring poverty, e.g. setting up multi-agency case-conferences to address needs of individual households; establishing new ways of monitoring poverty at the local level
- x. Increase and/or ensure sustainable support for the work of voluntary and community organisations which tackle and alleviate the impact of poverty

Delivering the strategy and monitoring progress

Delivering the strategy

- 9. Citywide ownership of the anti-poverty strategy lies with Without Walls, York's Local Strategic Partnership, which identified the need for a multi-agency approach to reducing poverty in the city in the Inclusive City theme of the community strategy, 'York – a city making history'. The Inclusive York Forum which is promoting this anti-poverty strategy and which will retain oversight of delivery and progress oversees this theme. Inclusive York Forum will act as a 'champion' for the strategy, but has no resources itself to undertake new initiatives and only limited resources to over see implementation of the strategy. Individual agencies and partnerships will therefore need to consider what further steps they can undertake individually or in partnership, or how they may be able to work differently which will help meet the key aims and actions outlined above, to reduce poverty and its impact.
- 10. Commitments by partnerships and agencies will then be drawn together into an action plan which will identify and include lead partners and timescales for exploring new proposals and achieving the desired improvements or outcomes. Where additional resources are needed before new activities can be put in place it is suggested that a partnership approach to bidding for new resources may be most effective, but it is recognised that implementation may require a longer time.
- 11. As stated at the outset of this strategy significant work is already being undertaken and developed by individual agencies and partnerships to reduce poverty and its impact. For example, the 'Children and Young Peoples' Plan 2007-2010' sets out a section on 'Achieving Economic Well-being' in line with the Government's 'Every Child Matters' policy.

12. In addition, over the past 12 months organisations in York have worked together to develop York's Local Area Agreement, which is, in effect, the first 3-year delivery plan for the Community Strategy. This has, as one of its underlying themes, 'narrowing the gap' between most and least deprived areas), tackling inequality and supporting social mobility and economic inclusion.
13. This Local Area Agreement therefore reinforces the need for a citywide approach to reduce poverty and it is expected that partnerships and agencies will support the aims of this citywide anti-poverty strategy, recognising that the issues raised from a perspective of poverty also impact on and are impacted by the economy, health, education, community safety, the environment and so on.
14. Annex B sets out the high level structure chart which will support of delivery of the anti-poverty strategy.

Consultation with communities

15. Whilst there has been some consultation as part of the work to develop this strategy with agencies working with people on low incomes, there has, so far, been no direct engagement with people living on low incomes in the city. There is a need therefore to seek out the views of people living in poverty in the city, whether this is through existing consultation mechanisms (such as the Council's TalkAbout panel), or via intermediaries such as community groups or service providers, who may be able to provide a means of contacting individuals or groups of people.
16. For the broad strategy consultation may help in terms of determining what the priorities should be and how these are tackled. Where new initiatives are being considered it is important that consultation with the potential beneficiaries or people likely to be affected should take place. For example, in relation to the possible introduction of a York Discount Card, consultation with people the card is aimed at before, during and after an initial trial or pilot scheme would be an essential part of its development and evaluation.

Initial priorities for an anti-poverty strategy action plan

17. The key areas for action listed above incorporate a great many individual activities and proposals, which might be broken down in relation to their status as follows:
 - i. Work which is underway: but needs more sustainable support or better targeting and promotion.
 - ii. Activities which are supported by well-established partnerships and resources: they simply need monitoring to ensure that the work planned achieves the expected outcomes.
 - iii. Proposals for consideration only at this stage: which will need new, dedicated resources if they are to be put in place
 - iv. Recommended actions concerned with internal organisational procedures or improvements to the way different agencies work

together: which need time resources but not necessarily new capital or revenue resources.

18. Without Walls partnerships wishing to support the anti-poverty strategy are requested to identify up to 5 actions or proposals, and associated indicators, which will contribute to the overall aims of the strategy to minimise poverty and its impact in the City of York. These should be based on the key areas of work outlined above and may include a mixture of existing and new activities and indicators, such as:
 - i. Actions and indicators within the Local Area Agreement or other existing strategy
 - ii. Actions to explore or develop new initiatives or new ways of working, and which may lead to new indicators of poverty in the city.

Annex C sets out an example by Inclusive York Forum for information.

19. Individual partnership action plans will be brought together into an Anti-Poverty Strategy Action Plan by the Anti-Poverty Working Group, which is a sub-group of Inclusive York Forum.

Monitoring progress

20. The Local Area Agreement, as stated above, includes a number of outcome areas and indicators which are relevant to this strategy and it is likely that a number of these will be used to monitor progress of the anti-poverty strategy.
21. Actions to develop new initiatives may be monitored via regular progress reports, until such time as new measures can be identified for them.
22. However, there may also be actions proposed which are about developing new ways of monitoring changes in the levels of poverty, e.g. in Leeds, Job Centre Plus data is used to monitor changes in the uptake of particular types of benefits in specific areas of the city.
23. In order to provide an overview of progress of the anti-poverty strategy it is proposed that six-monthly reviews should be brought to Inclusive York Forum, including performance indicators where possible, so that any issues or problems can be raised with the Without Walls Partnership and/or Executive Delivery Board.

Annex A

Collecting data on poverty

The Index of Multiple Deprivation (IMD) 2004

Source: www.communities.gov.uk/index.asp?id=1128444

The IMD 2004 build on the findings of the IMD 2000 and introduced a new area classification – the **Super Output Area (SOA)**. SOAs are a lot smaller than ward boundaries, possibly two or three streets in some cases and they fit within the existing wards. For IMD 2004, levels of different types of deprivation, e.g. relating to health or employment have been calculated and are known as domain scores which together are weighted and make up the total SOA score. The government's reason for using SOAs is that 'it allows us to better identify and target areas where small pockets of deprivation exist'.

Overleaf is a map of York's SOAs, ranked according to level of deprivation:

Comparing data over time

It is difficult to establish trends in levels of poverty over time using IMD or Census data – this is because:

- The areas being measured differ – either at a ward or SOA level. Where ward level data is used (Census or IMD 2000), this cannot be readily compared in York as local ward boundaries have changed over time
- The variables being measured differ, for example Census 1991 and 2001 and IMD 2000 and 2004 all use slightly different variables.

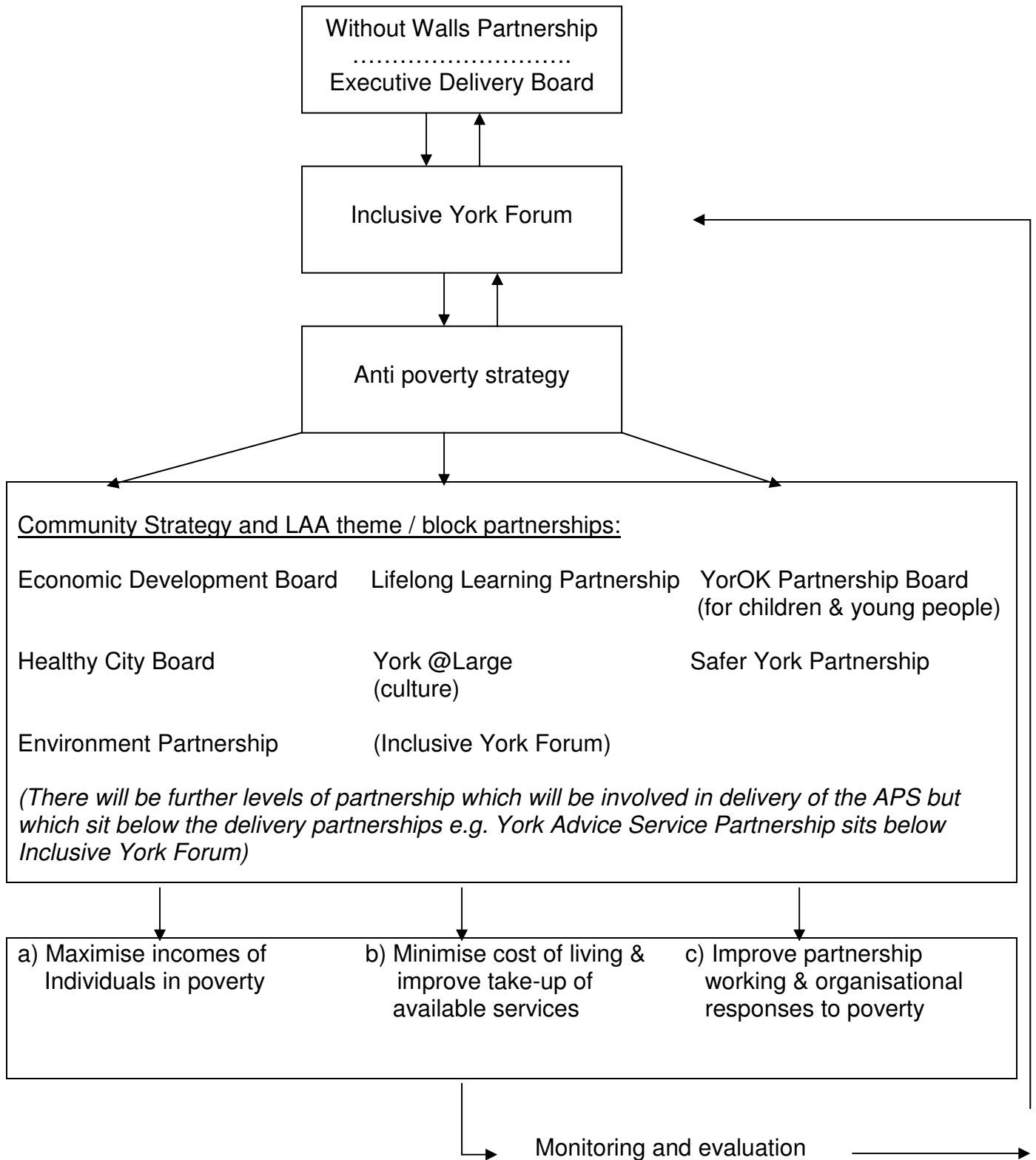
Even so, the IMD 2004 is still the most up to date and comprehensive data currently available on deprivation levels nationally.

A new IMD for 2010

The Government is currently consulting on a new IMD, which will be broadly comparable to the 2004 IMD, but which will have less reliance on Census data. It is expected that the new IMD figures will be published in 2010.

Annex B

Structure chart – how partners will deliver the strategy



Annex C

Example of Partnership contribution to Anti-Poverty Action Plan by: Inclusive York Forum

Action	Indicator /measure	Contribution to APS	Plan link / new	Frequency of monitoring	Lead agency
1. Support & promote York Credit Union to develop into a sustainable business providing secure savings & affordable loans	YCU membership – in line with the YCU business plan (Target: 3,000 members by 2009/10*) *figure amended by YCU - not yet changed in LAA	Provides opportunity for people on low incomes & excluded from mainstream finance to access affordable loans & secure savings	(LAA – EDE 4.12)	Quarterly or 6-monthly	York Credit Union (Inclusive York Forum)
2. Promote the take-up of high quality advice on civil legal matters through improving access to & promotion of advice	% of people in need of civil legal advice seeking help from advice agencies	The provision of timely & good quality advice can prevent homelessness, increase take-up of benefits &/or work opportunities & thus reduce poverty	(LAA - EDE4.11)	Annual (TalkAbout)	York Advice Service Partnership (YASP)
3. Investigate further & pilot a York Discount card linked to uptake of benefits	Resources found for pilot of Discount card at a cost of £12,000. Discount card in place	Piloting card would allow agencies to check if take up of benefits improved & to test value of card with people on low incomes	Anti-poverty strategy	Quarterly or 6 monthly progress report	Anti-poverty strategy working group / York Citizens Advice Bureau
4. Encourage City of York Council & other key agencies to introduce a mechanism to 'poverty proof new policies & practices	Mechanism in place by 'x' number of agencies by given timescale.	To ensure that key agencies in the city consider the potential impact of their proposals on people in poverty before decisions taken	Anti-poverty strategy	Quarterly or 6 monthly progress report	Anti-poverty strategy working group/ Inclusive York Forum
5. Review & update 'York on a budget' publication	Feedback from partner agencies on the usefulness of the booklet via survey	To promote existing free & low cost services, facilities & activities to people on low incomes	Anti-poverty strategy	Annual review survey	York CAB / Anti-poverty strategy working group

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Economic Development Partnership Board**25 September 2007**

Report of Director of City Strategy

Development of a Skills Strategy for York**Summary**

1. This report provides interim information on the development of an adult skills strategy for York within the context of the Community Strategy (the Without Walls Learning Vision). It then reviews the recommendations relating to the development of skills in the Future York Group Report, and explains that work is on-going to identify potential gaps between the strategies. The report has a number of appendices that provide the detailed analysis undertaken. Members of the Board are invited to make comments and suggestions in relation to this work to date, in order to provide a steer towards the completion of a definitive York Adult Learning and Skills Strategy 2007-2010.

Background

2. York City Vision and Community Strategy (2004-2024), entitled 'Without Walls', has a learning vision for the City of York:

'To ensure all those who live and work in York have the education and skill that will enable them to play an active part in society and contribute to the life of the city. To ensure that the city is seen as an internationally recognised centre for education with a commitment to lifelong learning and creativity which is second to none.'

3. Since the launch of the York Community Strategy, Learning City York (York's Lifelong Learning Partnership) has been leading on the Learning City theme, on behalf of the Local Strategic Partnership.
4. In May 2006, Learning City York established a multi-agency Adult Learning and Skills Steering Group, whose main task was to develop and implement a three year Adult Learning and Skills Strategy for York, 2007 - 2010, that aims to:
 - respond to the needs of individuals, families, communities and employers
 - take account of national, regional and local strategies and respond to future economic needs and forecasts
 - maximize the contribution of learning to social cohesion, local regeneration and economic growth

5. Supported by funding from both the Learning and Skills Council North Yorkshire and City of York Council (Adult and Community Learning), the group was able to appoint an Adult Learning and Skills Co-ordinator to assist with the developments and it was agreed that the strategy would:
 - provide a city-wide collaborative framework that underpins the learning and skills strategies developed by individual partners in York
 - build capacity of individual partners to address key emerging issues and achieve shared targets for different groups of learners
 - develop and implement an annual action plan with mechanisms to monitor, review and evaluate the impact and effectiveness of the strategy based upon agreed measures and shared targets.

York's Adult Learning and Skills Strategy, 2007-2010

6. The initial work of the Adult Learning and Skills Steering Group (ALSS Group) focused on compiling two linked but discrete pieces of work:
 - i) A skills fact sheet, which provides background information on key economic, social and employment issues and adult learning and skills and education in the City of York. (Appendix 1)
 - ii) A supply of adult learning and skills fact sheet that details the offer and take-up of provision. (Appendix 2)
7. From this initial research a draft skills strategy was developed through the ALSS Group that was used as a consultation document with stakeholder organisations. After extensive consultation an amended version of the report was approved by the Learning Partnership Board on 19th April 2007. The approved report and the supporting document are attached as Appendices 3 and 4. Whilst these documents are extremely detailed, Members of the EDPB may wish to focus on the supporting document (appendix 4) which is a work in progress looking at skills issues by providing key facts, targets, suggested interventions and outcomes.
8. The approved strategy is an extensive piece of work and a number of actions and initiatives have commenced as a result of it. These are currently being reviewed for achievement against the framework for action. The results will be reported to the Lifelong Learning Partnership Strategy and Resource Group on 20th September and then to the Board on 28th September.
9. The Learning City York Manager is currently working with the Learning and Skills Council to respond to the Future York recommendations in relation to skills. This is to ensure that the Skills Strategy and the Future York Report are aligned and satisfy local partner organisations.

The Future York Group Report

10. The Future York Group was set up by the City of York Council to look at the city's economic development strategy in the light of growing economic

competition and a number of recent job losses. Its debate on skills issues was based largely on background papers distilled from the research for the development of the York Adult Learning and Skills Strategy detailed above. The Future York Group recognised this with its first skills recommendation:

We recommend that City of York Council work with business and other key partners, and support the work of Learning City York, in analysing the city's skills needs and the spatial mismatches between labour demand and supply. This will enable more specific targeted policy responses to be developed.

11. A number of specific skills recommendations are made in the Future York Group report in relation to the Council working with partners to:
 - Increasing Further and Higher Education opportunities relevant to increasing economic activity.
 - Increasing the proportion of the workforce with technical skills and the development of graduate placements (particular focus on the role of Science City York).
 - Proactively develop an entrepreneurial workforce.
 - Engage fully with local business.
12. Other recommendations within the Skills and Inclusion chapter of the Future York Group are relevant to this report in terms of supporting people from worklessness into employment and social inclusion. It is important to grow and retain the workforce and provide access to meaningful and well paid jobs. These recommendations will be covered in an additional report to the EDPB on the work done for the WOW Board, by the Inclusive York Forum, on antipoverty issues.
13. As mentioned in para 9 above work continues to ensure that the Skills Strategy and the Future York Report are aligned and satisfy local partner organisations.

Consultation

14. No consultation was required for this report.

Options

15. This report is for information only and therefore does not present options for decisions by Board members. However, Board members are invited to comment on the information provided and these will be used in the process of aligning the Skills Strategy with the Future York Report.

Analysis

16. As stated above, options have not been presented therefore there is no need for analysis.

Corporate Priorities

17. The Skills Strategy Report relates to the following corporate priority for the Council :
 - Increase people's skills and knowledge to improve future employment prospects.
18. It also supports the LSP "Without Walls" initiatives within the "Thriving City" theme of the WOW Community Plan strategic objective :
 - To support the progress and success of York's existing businesses and to encourage new enterprises in order to maintain a prosperous and flourishing economy that will sustain high employment rates.
19. The Economic Development Service Plan identifies a number of corporate priorities :
 - Increase people's skills and knowledge to improve future employment prospects.
 - Improve the life chances of the most disadvantaged and disaffected children, young people and families in the city.
 - Improve the way the Council and its partners work together to deliver better services for the people who live in York.

Implications

20. **Financial:** The report is provided for information and feedback only and there are no recommendations with financial consequences.
21. **Human resources:** None
22. **Equalities:** None
23. **Legal:** None
24. **Crime and Disorder:** None
25. **Information Technology:** None
26. **Property:** None

Risk Management

27. In compliance with the council's risk management strategy, there are no risks associated with the recommendations of this report.

Recommendations

28. The Board's input and views on the emerging Skills Strategy are requested.

Reason: To help shape the effectiveness of future action.

Contact Details

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Bill Woolley
Director of City Strategy

Report Approved ✓ **Date** 11/9/07

Specialist Implications Officers: None

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

All ✓

For further information please contact the author of the report

Background Papers: The background papers are added as annexes to this report.

Annexes:

- Annex 1 - York Learning & Skills Fact Sheet: February 2007
- Annex 2 - Supply of Adult Learning & Skills in York February 2007
- Annex 3 - York's Adult Learning & Skills Strategy, 2007 – 2010
- Annex 4 - Supporting Document 1: Issues, Key Facts, Targets, Interventions & Outcomes

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York Learning & Skills Fact Sheet: February 2007

To provide background information on key economic, social and employment issues and adult learning and skills and education in the City of York

Executive Summary¹

Challenges

- Seven (out of a total of 118) Super Output Areas (SOAs)² with York fall within the most deprived areas in England in terms of education, skills and training. These areas are found within the urban area of York in the following wards: Westfield (3 SOAs), Hull Road (1 SOA), Clifton (2 SOAs) and Acomb (1 SOA).
- Within York, 11.7% of the working age population have no formal qualifications, which, though better than both the regional and national averages, remains high.
- 23.3% of the working age population experience numeracy problems, with 23% experiencing literacy problems.
- 5.9% of school leavers are NEET (Not in Employment Education or Training), though this figure is lower than the regional average (8.2%) and national average (7.1%).
- In 2001, 30,000 people (approximately 17% of all residents) rated themselves as having a limiting long-term illness/disability (Source: ONS [2001]2001 Census).
- There are still many people / employees who are not involved in any learning activities
- The main barriers to learning appear to be issues such as lack of time, the location and timing of courses and cost. Specifically for level 2 learners, the main barriers to learning and work are: 'disability'; 'English as a foreign language' (likely to increase with York's changing demographic); and 'no relevant qualifications'.
- York has the lowest self-employment rate throughout York and North Yorkshire.
- The city needs to be able to change its skills base as the nature of the job market changes. Employers and trainers need to be involved within this process.
- If newly created employment opportunities are to be accessed by the city's residents, economic development initiatives must be underpinned by policies which address workforce skills and inclusion issues.
- It is important that a large pool of people are trained to technician level (NVQ Level 3 and higher) to support the development of the knowledge-led economy.

Gaps

- Yorkshire & Humber has the worst rate of skills gaps of any region, with 23% of employers reporting deficiencies (7% higher than the national average). Within the York the figure is also 23%
- Skills deficiencies reported by employers in York include: 60% report Customer handling skills; 53% report Team working skills; 50% report technical/practical skills; 49% report oral communication skills; 47% report problem solving skills.

Strengths

- York performs at above both the regional and national averages across NVQ Levels 1, 2, 3, and 4+ qualifications. Though 31,200 (11.7%) of the working age population have no formal qualifications, this figure is still below the regional average (15.8%) and the national average (14.3%).

¹ The basis and main content of this summary is taken from a briefing note submitted to the Future York Group in January 2007

² SOAs are neighbourhoods which have 1,500 residents on average.

- Whilst there are recent concerns in some industries (e.g. planned redundancies), between 2000 and 2004 there was a 7% growth in employment levels in York.

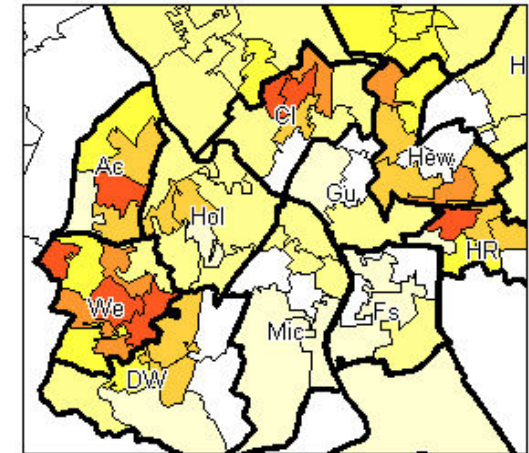
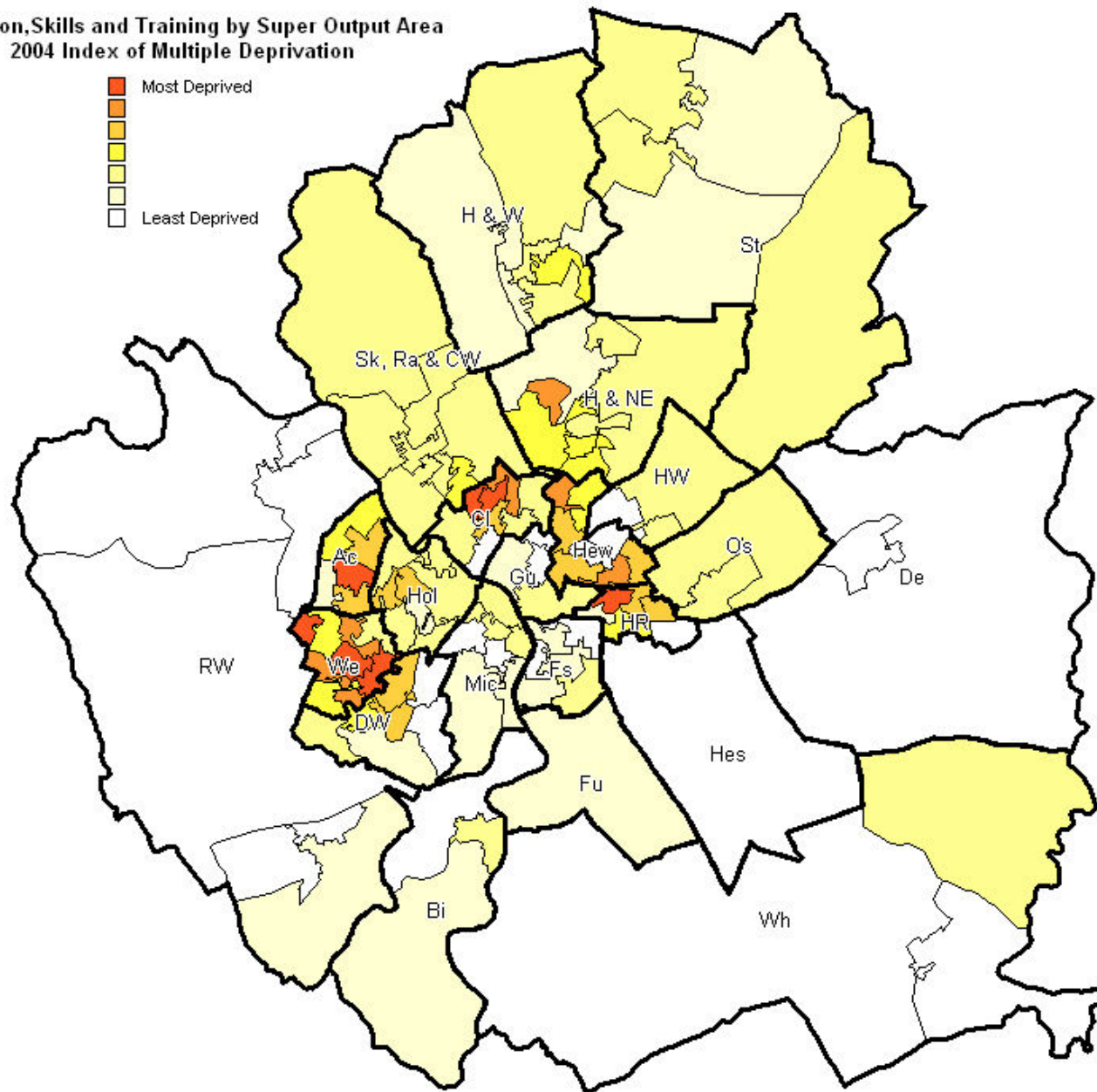
Demographics and Special Groups

- In mid-2005, York had an estimated population of 186,800 (Source: ONS, September 2006). This represents an increase of over 3% on the 2001 total of 181,094 (Source: ONS [2001] *2001 Census*).
- The population of the city is increasing, having experienced a growth of 9.1% between 1991 and 2001. In 2001, the population stood at 181,100. Of these persons 109,000 were aged 20-65, with 40% aged 45+. The population in 2006 is estimated to be 186,800 and forecast to be 196,000 by 2021 (DCLG forecast, April 2006). The city has an ageing demographic.
- In 2001, white people (177,191) made up 97.8% of York's population, which gave the area the highest proportion of ethnic minorities in the sub-region (albeit significantly below regional and national figures). The most prevalent minority ethnic group within the Unitary Authority of York was Chinese at 0.4% (642 persons). Source: ONS [2001] *2001 Census*.
- General trends seen at ward level include "pockets" of high levels of incapacity benefit claimants, low qualification levels, and "relative deprivation".
- In 2001, 30,000 people (approximately 17% of all residents) rated themselves as having a limiting long-term illness/disability (Source: ONS [2001] *2001 Census*).
- The City of York has historically been perceived as a good place in which to live with a high quality of life. While this is true for many, the Index of Multiple Deprivation illustrates that varying levels of deprivation are evident. The map on the following page shows the geographical location of the 7 Super Output Areas (SOAs) that fall within the most deprived areas in England in terms of education, skills and training. These areas are found within the urban area of York in the following wards: Westfield (3), Hull Road (1), Clifton (2) and Acomb (1).

Employment

- York has 6,851 employers (equivalent to 21% of the sub-regional total) and 100,467 employees (31% of the sub-regional total). Source: *Annual Business Inquiry 2004*.
- In 2004, 80% of employers (5,481) had 10 or less staff (across Yorkshire & Humberside 81.1% [138,436] organisations were of this size). In York however, only 4% of employers with 50+ people accounted for 60% of employees.
- Travel to work: 2004 - within the region, the "major" cities are net importers of jobs, e.g. Leeds imports around 85,300 jobs, Sheffield 46,900 and York 12,800. It is also the case that some rural areas are net exporters of workers, helping to create York commuter "belt / corridors". Source: (*Rural evidence base for the Yorkshire and Humber report / Regional Econometric Model*)
- The 2001 Census revealed that only 7% of people aged 16-74 years old were self-employed. York had the lowest self-employment rate throughout York and North Yorkshire.
- 81% of York's residents are economically active and the city has high levels of employment. Of those economically inactive (21,600 people, or 19% of the population), just over 4,000 want a job, whilst 17,600 do not (Source: *NOMIS – Official Labour Market Statistics*, 2006. Figures for April 2005-March 2006).
- In October 2006, 2,060 people (1.7% of the population of York) were claiming Job Seeker's Allowance (Source: *NOMIS – Official Labour Market Statistics*). In July 2006, there were a total of over 6,500 incapacity benefit claimants (Source: Job Centre Plus).

Education, Skills and Training by Super Output Area
2004 Index of Multiple Deprivation



- Ac - Acomb
- Bi - Bishopthorpe
- Cl - Clifton
- De - Denwest
- DW - Dringhouses and Woodthorpe
- Fs - Ffilegate
- Ft - Fulford
- Gr - Gillyhall
- H & W - Haxby and Wigginton
- Hes - Heslington
- Hew - Heworth
- HW - Heworth Without
- Hol - Holgate
- HR - Hill Road
- H & NE - Heslington & New Earswick
- Mic - Micklegate
- Os - Osbaldwick
- RW - Rural West
- Sk, Ra & CW - Skelton, Rawcliffe and Clifton Without
- St - Strensall
- We - Westfield
- Wt - Wetherby



Full/Part-Time Split and Gender Split of Employment

- Of all jobs in the district, 64% are full-time and 36% part-time (Source: Annual Business Inquiry [ABI], 2004).
- The workforce consists of: 40% male full-time workers, 24% female full-time workers; 8% male part-time workers; and 28% female part-time workers (Source: ABI, 2004).

Employment by Industry

- In 2004, 60% of the workforce were employed within two industries, namely the public administration, education and health (30.7%) and distribution, hotels and restaurants (29%) sectors (Source: *Annual Business Survey, 2004*).
- The 2004 increase in public administration, education and health and the longer-term declines in the energy and water, manufacturing and construction industries are arguably the most notable changes in employment in recent years (Source: ABI, 2004).
- In 2003 the Science City York clusters (Bioscience, IT and digital and creative industries) accounted for approximately 8% of all employment. Science City York aims to have created 19,000 additional jobs by 2021.
- By 2016 is forecast that a number of industries are predicted to see growth in employment, including financial and business services, distribution, hotels and catering and transport and communications. This is also true for other (services which includes education) which will continue to be a major sector. Many other industries are however predicted to see declines.

York Forecast total employment demand by Industry: 2006 – 2016 (in thousands)

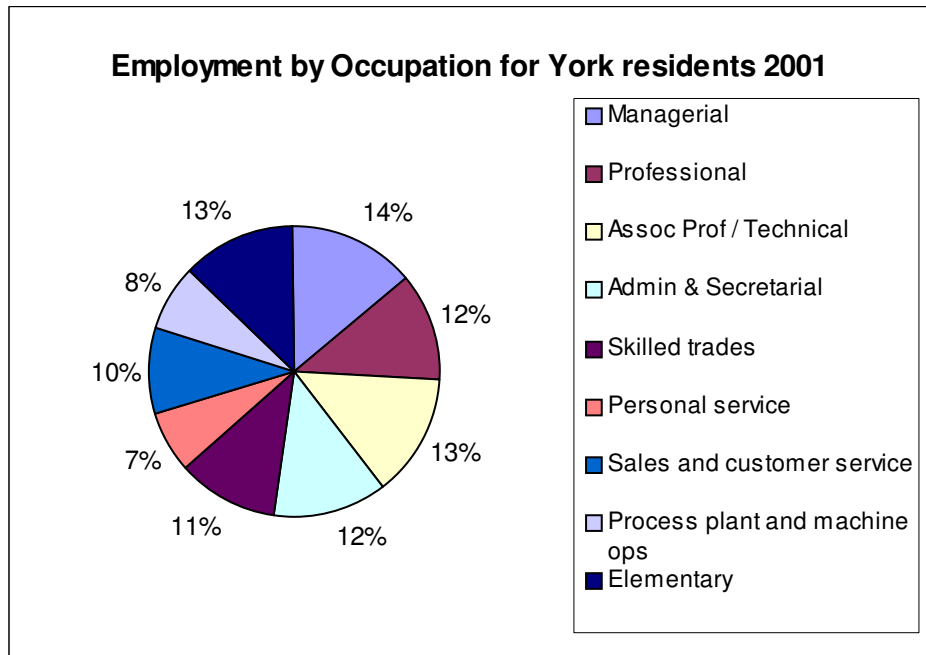
Industry	2006	2011	2016	Change in volumes 06-16 (000's)	% change 06-16
Agriculture, Forestry & Fishing	0.67	0.59	0.47	-0.20	-30%
Mining & Utilities	0.18	0.15	0.12	-0.06	-33%
Metals, Minerals & Chemicals	1.52	1.58	1.65	0.13	9%
Engineering	0.87	0.79	0.78	-0.09	-10%
Other Manufacturing	4.42	3.62	2.73	-1.68	-38%
Construction	3.95	3.61	3.43	-0.52	-13%
Distribution, Hotels & Catering	30.58	32.15	33.39	2.81	9%
Transport & Communications	13.81	14.90	15.07	1.26	9%
Financial & Business Services	16.42	17.58	18.34	1.92	12%
Other (mainly public) Services	37.13	37.85	39.42	2.29	6%

Source: Yorkshire Forward Regional Econometric Model - Experian Business Strategies Ltd

Employment by Occupation

- According to the 2001 Census, the highest proportion of jobs held by York residents can be found in the managerial category (14%), with elementary and associate professional/technical occupations accounting for 13% each.

Employment by Occupation for York Residents (2001)



Source: 2001 Census

Base: All employed residents in York aged between 16 and 74 (total: 87,300).

- Nationally it is forecast that growth will be in “higher” level occupations, e.g. for managers and professionals, with declines predicted in areas such as elementary occupations (e.g. farm workers and porters). Source: (Working Futures report: 04-14 by IER)

Skills Gaps

- According to the 2005 National Employer Skills Survey (NESS) a skills gap is defined as existing where, in the opinion of the employer, an employee is not fully proficient at their job. Nationally approximately one in six (16%) of employers are experiencing skills gaps. However, Yorkshire and the Humber has the worst figure of any region at 23%. Within the York the figure is also 23%.

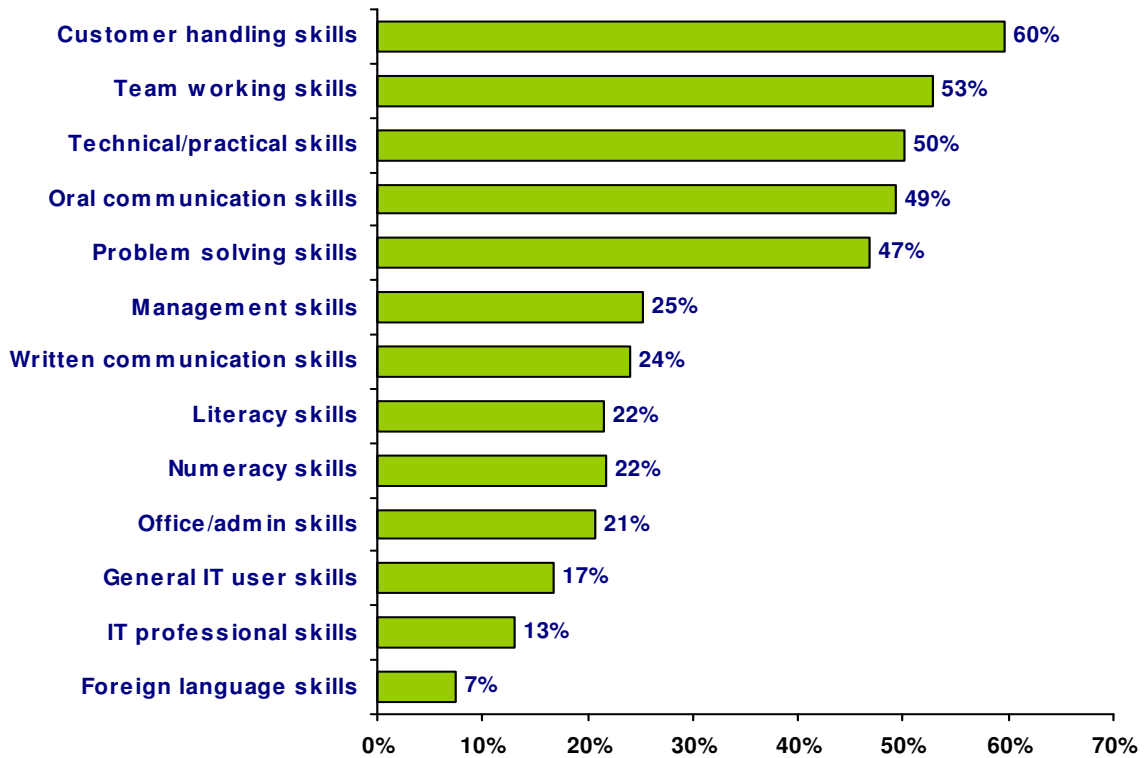
Employer Skills Needs in York (2005)

Vacancies	% of establishments with vacancies	21.9%
	Vacancies	4,000
	Vacancies as % of total employment	4.0%
Hard-to-fill vacancies	% of establishments with hard-to-fill vacancies	13.4%
	Hard-to-fill vacancies	1,921
	Hard-to-fill vacancies as % of vacancies	48.0%
All skill-shortage vacancies (SSVs)	% of establishments with any SSVs	9.6%
	SSVs (total)	1,312
	SSVs as % of vacancies	32.8%
	All SSVs per 1000 total employment	13.0
Skills gaps	% of establishments with skill gaps	22.5%
	Skill gaps	7,247
	Skill gaps as % of total employment	7.2%
Training	% of establishments with training plan	50.4%
	% of establishments providing any training	70.2%

Source: National Employers' Skills Survey 2005

- To assist in addressing skills gaps, 70.2% of establishments in York provided training to employees (Source: NESS 2005). Reasons employers gave for not training included employees learn by experience (7%) and external courses were too expensive (also 7%).

- Sub-regionally (i.e. across York and North Yorkshire) the highest volumes of skills gaps are seen in: hotels & restaurants (7,042); banking, finance & insurance (4,014); and public administration, education & health (3,516). Source: *NESS 2005*. (Within York the following proportions of the workforce are employed in each of these sectors: hotels, restaurants and catering 29% (29,350); banking, finance and insurance 13.6% (13,800) and public administration, education and health 30.7% (31,000) (Source: *Annual Business Inquiry, 2004*).
- In addition to improvements required to many generic and technical skills, employers perceived management literacy and numeracy skills were issues



Base: All establishments with skills gaps (unweighted=89)

Learning Provision in York

- York has strong learning and skills provision in schools, colleges and providers for learners of all ages. Significant investment has been made in facilities in recent years. There is a strong commitment to partnership working between all organisations and stakeholders coordinated by the Lifelong Learning Partnership, Learning City York.
- York has the significant benefit of high quality Further Education infrastructure at Askham Bryan College and York College following substantial investment in Centres of Vocational Excellence. This will be further enhanced upon completion of the £60 million new build at York College in September 2007, resulting in local access to world-class facilities for skills provision spanning all industry sectors.

	Maintained Secondary Schools	Independent Secondary Schools	Special Schools	Schools with 6th Form	FE Colleges	Work Based Learning Providers	Adult and Community Learning
York	11	3	1	4	2	5	16

Source: LSC North Yorkshire, North Yorkshire Local Authority and York Local Authority 2005.

Note: Work-Based Learning (WBL) figure – based in York but provision also takes place outside York. Adult and Community Learning (ABL) figure – Numbers shown of ACL district offices.

- In comparison to elsewhere (e.g. nationally and most areas within the region), educational performance for pre 16's and young adults in the City is positive. An example of this is for GCSE Results, where the percentage of pupils Achieving 5+ A*-C Grades or Equivalent in 2004/2006 was 60.6%. This ranked Nationally York ranks 27th out of 149 Local Education Areas (Source: DfES, January 2006) and was a percentage increase of 4.0% since the previous year. Further information is included as an appendix.
- In 2004, 92.1% of those leaving school at the end of Year 11 in York continued into Education, Employment or Training (EET). 5.9% of leavers were Not in Education, Employment or Training (NEET) and 1.9% were unaccounted for (Source: *Guidance Enterprises Destination Report 2004*). Regionally 8.2% of school leavers are NEET, with the national average standing at 7.1% (Source: Connexions West Yorkshire, November 2005).

Post-16 Attainment Levels

- In York, 72% of young people achieve a level 2 qualification by 19 (Source DfES, 2005).
- In York, 51% of young people achieve a level 3 qualification by 19 (Source DfES, 2005).

Qualification Levels of Working Age Population (16-64), 2005

Qualification Level	% of Residents of Working Age Population		
	York	Yorkshire & Humber	Great Britain
No Qualifications	11.7	15.8	14.3
At Least NVQ Level 1 (or equivalent)	83.2	76	77.2
NVQ Level 2 or above	72.1	60.5	62.9
NVQ Level 3 or above	54.2	41	44.4
NVQ Level 4 or above	33.4	22.2	26.5

Source: NOMIS, December 2005 – *Annual Population Survey*

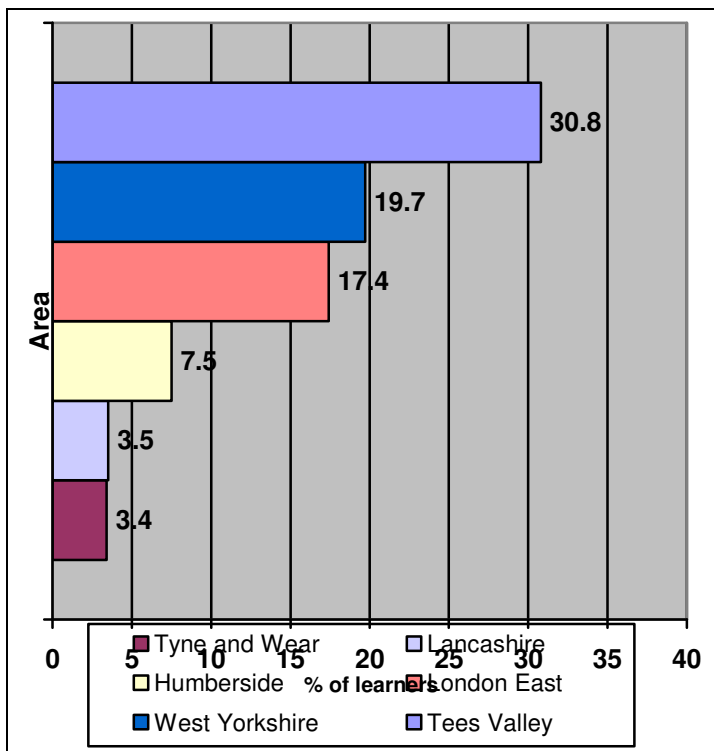
Note: York's performance is above the regional average on all the above categories.

- A high percentage of the working age population in York have low literacy and numeracy skills.
 - York - % of adults aged 16-60 with numeracy problems:
Low Numeracy: 11.6%, Lower Numeracy: 6.7%, Very Low Numeracy: 5%, Overall: 23.3% (Source: Basic Skills Agency, 2003).
 - York - % of adults aged 16-60 with literacy problems:
Low Literacy: 14.8%, Lower Literacy: 4.3%, Very Low Literacy: 3.9%, Overall: 23% (Source: Basic Skills Agency, 2003).

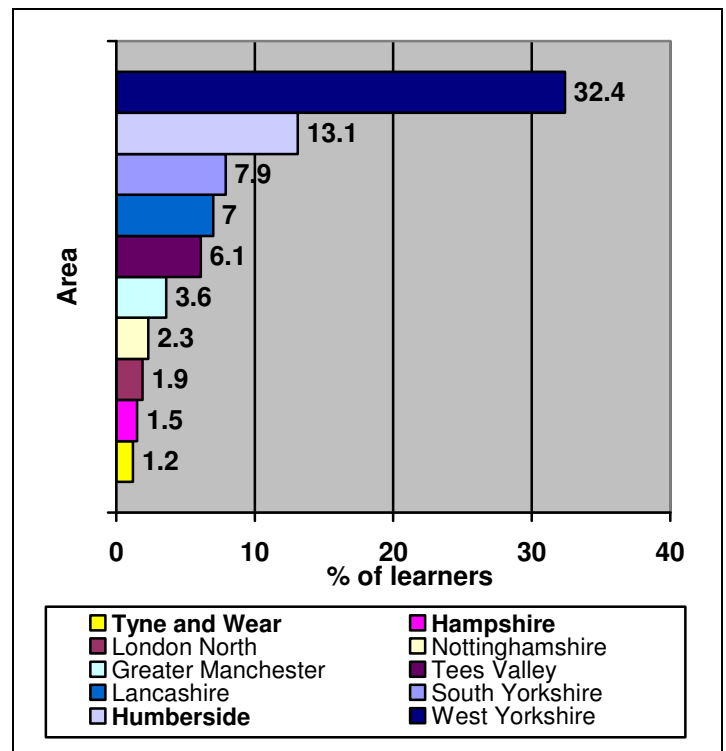
Travel to Learn Figures

- For FE learners 2004-05:
 - In total 3,937 learners aged 16-18 learn in York local authority district.
 - 2,235 learners aged 16-18 have a York district postcode. Of these:
 - 2,020 learn in the district.
 - 185 learn outside of the York area district.
 - 23 learn in other North Yorkshire districts.
 - 162 learn outside of York and North Yorkshire.
 - Of the learners that leave the York and North Yorkshire sub-region the highest number (63 in total) learn within the West Yorkshire LSC area.
 - 1,887 learners come into the York district to learn
 - York district makes an overall gain of 1,702 16-18 learners
- FE Adult travel to learn: 04/05³, at York and North Yorkshire level at least two thirds (33,000+) of 19+ learners with a York local authority district postcode learn in the sub region
- The charts below show the “key” areas where York and North Yorkshire learners “migrate to learn” and also where those who travel to York and North Yorkshire originate from.

Where learning when leaving the area (those with a York and North Yorkshire postcode)



Learners migrating to York & North Yorkshire: Main origin of learners



Source: LSC travel to learn reports (note only includes those with >1% of learners)

³ The Analysis is however based on the providers’ administrative address / postcode. “Out of area” providers have North Yorkshire based “outreach” provision, e.g. LMU and Darlington College which may mean any learners at these are recorded as not actually learning in the sub region

- York based providers see interesting travel to learn patterns / catchment areas. York College recorded 1371 (or 16%) of its 8594 19+ York College learners from outside of the sub region. Askham Bryan College recorded 871 (or 33%) of its 2680 19+ learners from outside of the sub region

Key areas learners are from: York and Askham Bryan Colleges

York College			Askham Bryan		
Area	Number	%	Area	Number	%
York & North Yorkshire	7218	84.0%	York & North Yorkshire	1807	67.4%
Craven	39	0.5%	Craven	10	0.4%
Hambleton	358	4.2%	Hambleton	359	13.4%
Harrogate	519	6.0%	Harrogate	328	12.2%
Richmondshire	106	1.2%	Richmondshire	135	5.0%
Ryedale	324	3.8%	Ryedale	339	12.6%
Scarborough	475	5.5%	Scarborough	96	3.6%
Selby	541	6.3%	Selby	114	4.3%
York	4856	56.5%	York	426	15.9%
Humberside	508	5.9%	Tees Valley	458	17.1%
West Yorkshire	241	2.8%	West Yorkshire	196	7.3%
Lincolnshire & Rutland	74	0.9%	Humberside	70	2.6%

Source: LSC travel to learn reports (not only includes "key" areas")

Participation in Learning Figures

% Participation in Learning among Working Age Adults – (Ordered by Participation in Any Learning)

Partnership Area	In the last 3 years		Participation in Job Related Training by ...		
	Participation in any learning	Participation in taught learning	Employees in last 4 weeks	Employees in last 13 weeks	Last 12 months
York	73.7	54.8	11.9	26.6	
North Yorkshire	73.6	52.1			
England	69.5	48.6	11.2	21.9	35.1
Yorkshire & Humber	66.8	47.0	11.4	21.9	33.9
Source	DfES	DfES	APS	APS	Claritas Axiom

Source: DfES, *Qualifications and Participation in Learning at a Local Level (England 2004/05)* – based on ONS Local Area Labour Force Survey 2004/05, Annual Population Survey (December 2005) & Claritas Axiom Lifestyle Survey.

- Participation means at any time during the previous three years.
- Taught Learning includes:
 - Any taught course meant to lead to a qualification, whether or not this was achieved.
 - Any taught course designed to help develop skills used in a job.
 - Any course, instruction or tuition in driving, playing a musical instrument, art or craft, sport or any other practical skill.
 - Learning involving working on one's own from a package of materials provided by an employer, college, commercial organisation or other training provider.
 - Any other taught course, instruction or tuition.

- c) Non-taught learning includes:
- Studying for qualifications without taking part in a taught course.
 - Supervised training while doing a job.
 - Time spent keeping up to date with developments in one's job, for example by reading books or attending seminars or conferences.
 - Deliberately trying to improve one's knowledge about anything or teach oneself a skill without taking part in a taught course.

Barriers to Learning and Work

- From the 2000 Household Survey and the 2006 Talk About Survey (which focused on adult education courses), the main reasons for not learning are often as expected, but are significant. The findings / main reasons included:

2000 Household Survey

Lack of time (27%)
 Not able to afford (5%)
 Not interested (17%)
 Not needing qualifications for job (21)
 Childcare (14%)
 Suitable courses not offered (9%)
 Other family commitments (8%)

2006 Talk About Survey

Lack of time (40%), location/timing of courses (34%)
 Cost (33%)
 None (23%)
 Lack of support from employer (3%)
 Childcare (7%)
 Lack of information on courses (10%)

Source: LSC Household Survey 2000

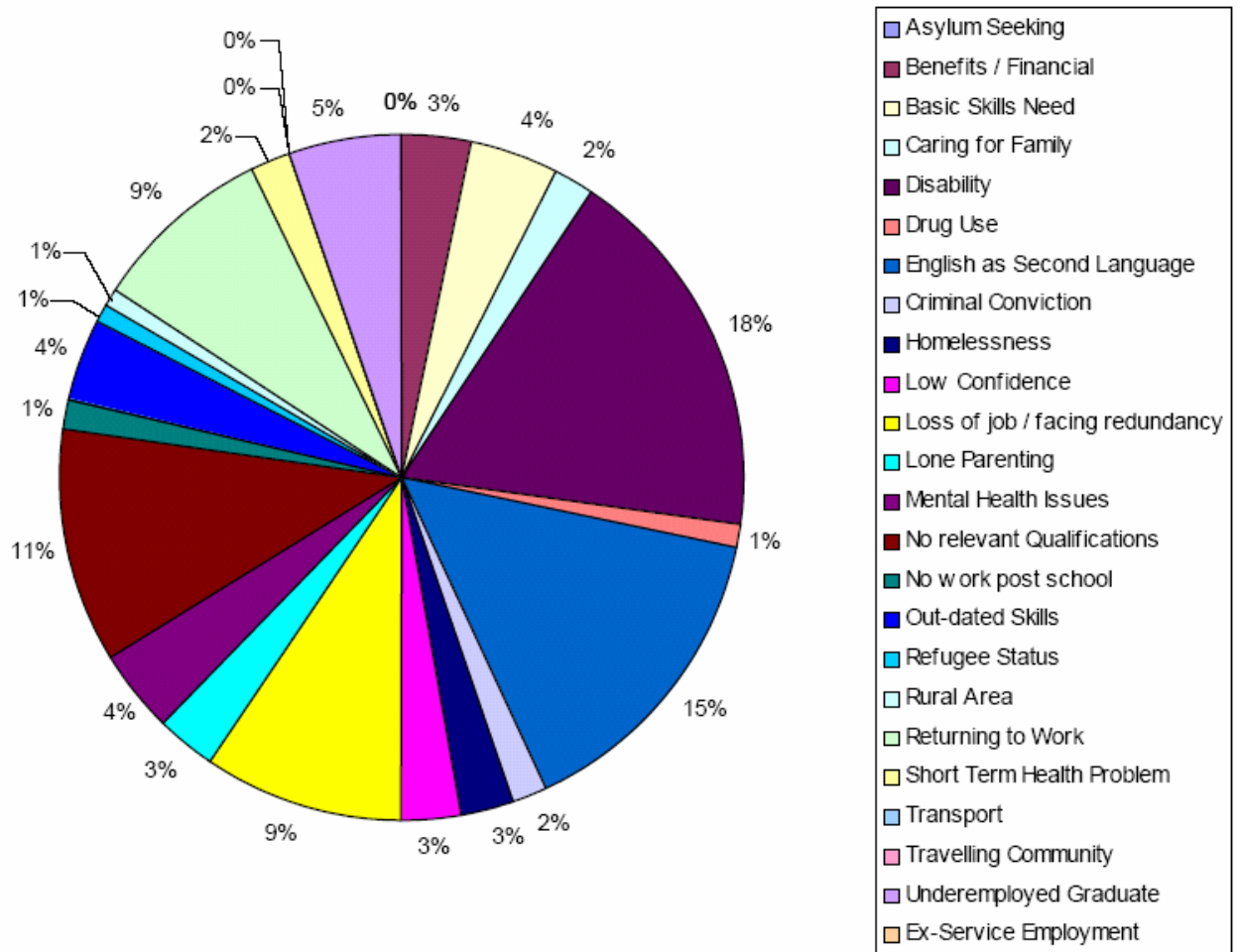
Source: City of York Council Talk About Survey 2006

Primary Barriers

The chart below indicates the range of barriers that clients face when looking at progressing into learning or work. 'Primary' indicates the main barrier that the individual perceives he/she experiences in relation to learning and work progression. It should be noted that the figures are based on clients receiving a Level 2 service (i.e. individual support) during 2005-06.

Top 5 primary barriers (accounting for 62% of total):

- Disability (18%)
- English as a Second Language (15%)
- No relevant qualifications (11%)
- Loss of Job (9%)
- Returning to Work (9%)



Source: Future Prospects (2006) *Annual Report*

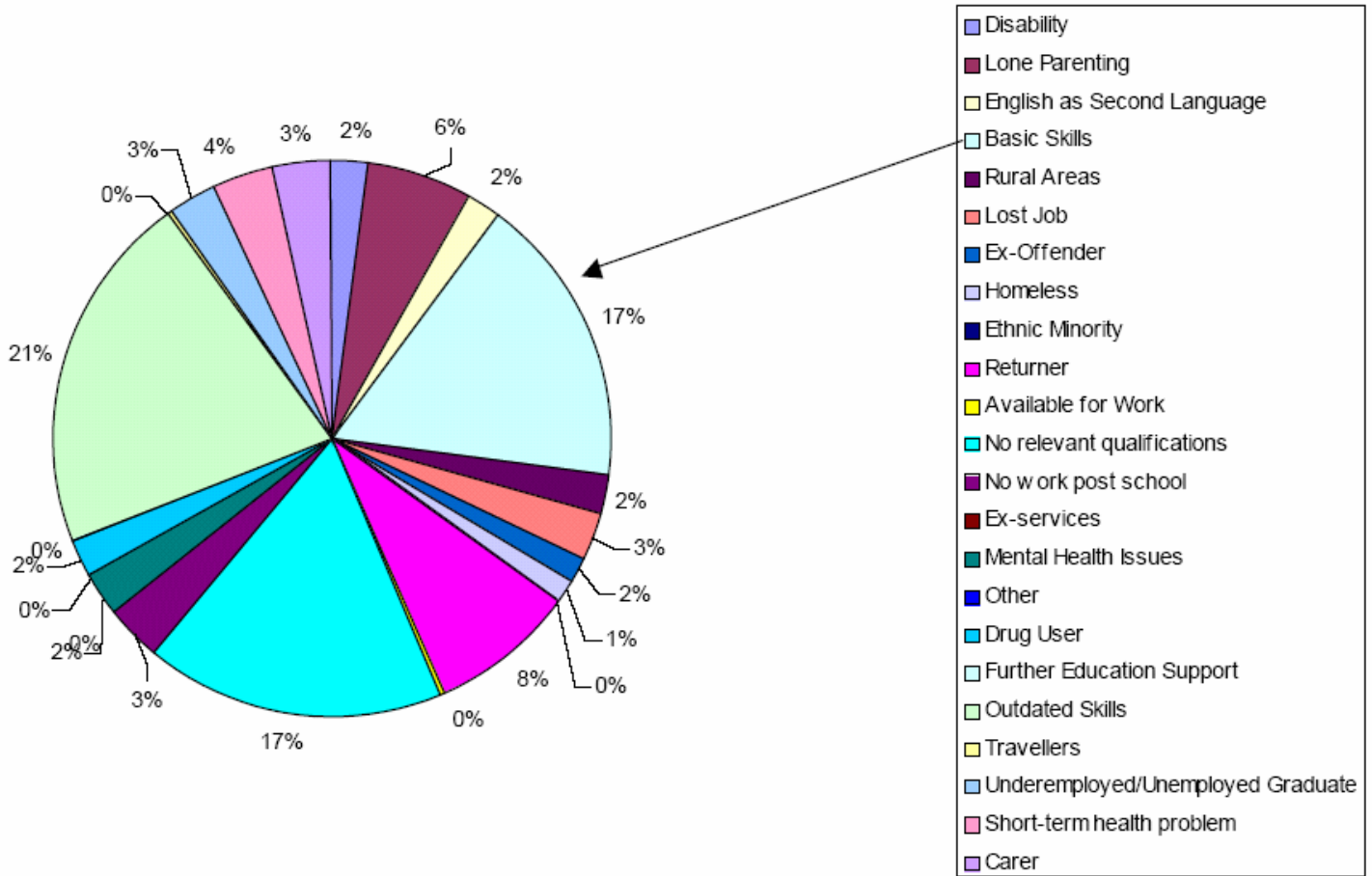
Note: Figures are based on clients receiving a Level 2 service (i.e. individual support) during 2005-06.

Secondary Barriers

The chart below shows the secondary barriers that Future Prospects clients face when attempting to progress into learning or work. This is useful in reflecting the multiple issues that individuals have to deal with. Basic skills issues are often identified as a secondary barrier behind homelessness, offending history or disability issues.

Top 5 secondary barriers (accounting for 69% of total):

- Outdated Skills (21%)
- Basic Skills (17%)
- No relevant qualifications (17%)
- Returning to work (8%)
- Lone parents (6%)



Source: Future Prospects (2006) *Annual Report*

Note: Figures are based on clients receiving a Level 2 service (i.e. individual support) during 2005-06.

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**Supply of Adult Learning & Skills in York
February 2007**

**SUPPLY
Offer & Take-up of Provision**

Page

- 2 LSC Core Funded Activity 05/06 & Budgets 06/07**
 - FE, WBL, ACL, learndirect
- 3 Discretionary Project Funded Activity 05/06**
- 4 Learning 4 Life – Part-time Adult Education Courses offered in York - Sep 2006**
- 6 FE Take-Up of Learning 05/06**
- 8 LSC Funded CoVE Providers in York and North Yorkshire (Centres of Vocational Excellence)**
- 9 Work Based Learning for Adults (19-25) 05/06**
- 10 Adult & Community Learning**
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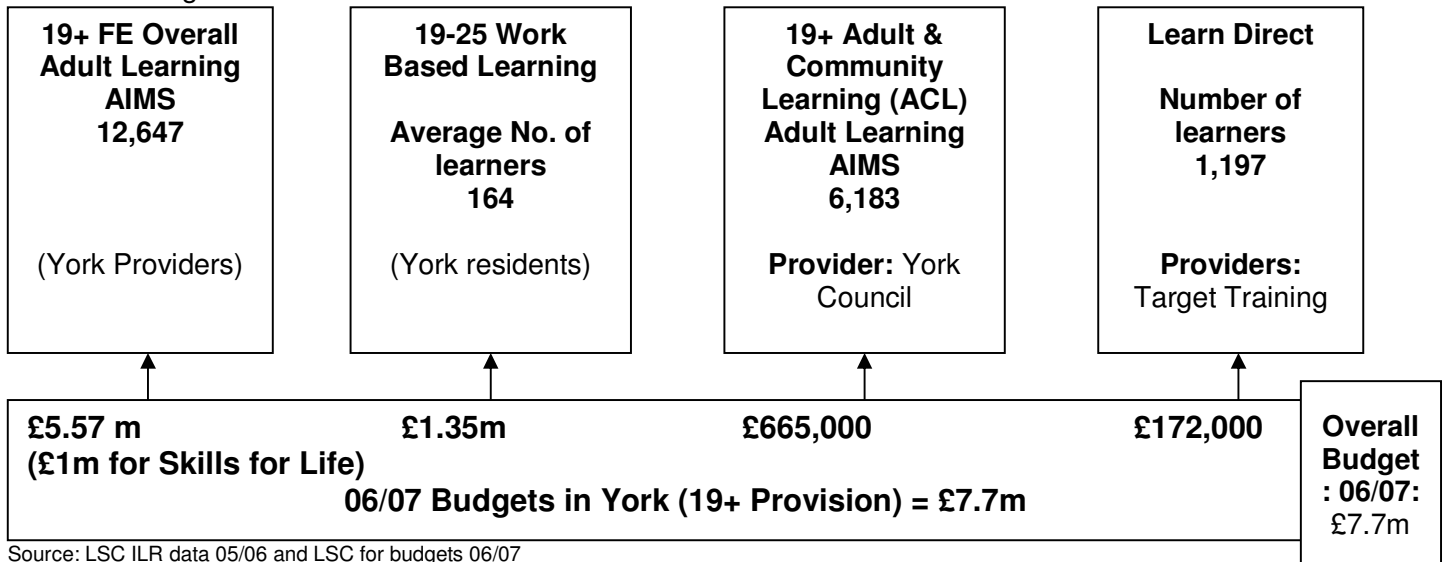
Appendix 2

Sector & Category Breakdowns

- **Bioscience**
- **Construction**
- **Finance & Business Services**
- **Health & Social Care**
- **IT & Digital / Creative**
- **Tourism & Hospitality**

Overview
LSC Core Funded Activity 05/06 and budgets for 06/07

The first of information below focuses on Learning and Skills Council (LSC) funded adult learning. In 05/06 this recorded over 12,000 FE (19+) learning aims, over in 6,000 ACL and more than 1,100 through learndirect.



Source: LSC ILR data 05/06 and LSC for budgets 06/07

- The **FE and ACL** data is based on enrolments to *qualifications*, therefore an aim is a qualification. The caveat that goes with this is that one learner may or may not be working towards several aims and not the number of learners from this information.
- **ACL (Adult and Community Learning)** consists of Family Learning (FL), Family Literacy, Language and Numeracy (FLLN), Personal, Community and Development Learning (PCDL) and First Steps. This is Non FE funding and *not* funded on a qualification basis; although it *does* have qualifications attached to it.
- learndirect is LSC Core funded but managed nationally, not locally.

Note: This report is for learning that is delivered by York providers; however not all learning is delivered to York residents eg: some of the learning is delivered outside of York and some learners travel into York

Providers included in this Report

FE Providers	Work Based Learning Providers	Adult & Community Learning	Learn Direct
York College	Askham Bryan College	York City Council	Target Training
Askham Bryan College	Bishop Burton		
York Council	City of York Council		
York ACVO ¹	Derwent Training Assoc		
	HCTC Ltd		
	Intuitions School of Hair		
	JHP Group		
	Leeds Met Uni		
	Northallerton College		
	Protocol Skills Ltd		
	Selby College		
	VT Plus		
	YMCA Training		
	York College		
	York & Humber Training		

¹ York ACVO: Voluntary & Community Sector Specialists

Discretionary Project Funded Activity 05/06

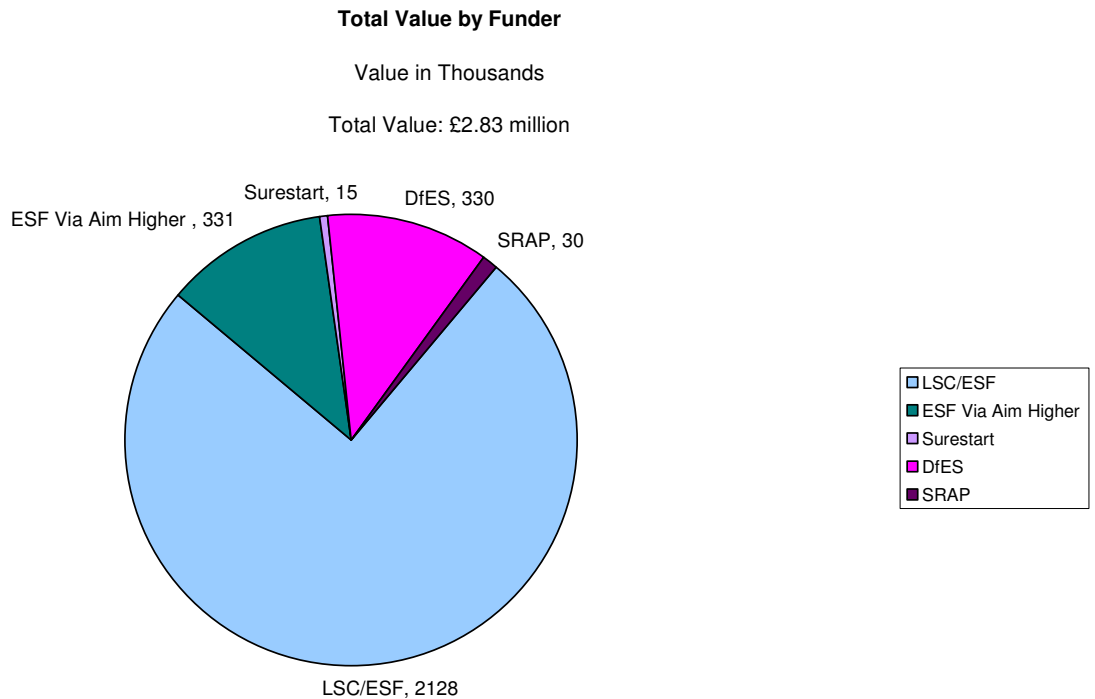
Overview

- Whilst the core LSC budget for adult learning in York for 06/07 is 7.7m, there is a further £2.83mn discretionary funding being drawn down to support more than 5,000 learners across York & North Yorkshire. More detail on funding and the number of learners features later in the report.

<p>LSC Core funding Budget: 06/07: £7.7m</p> <p>FE: 12,647 WBL: 164 ACL: 6,183 learndirect: 1,197</p>	<p>Discretionary Value: £2.83m</p> <p>Over a third of the Core funding value</p> <p>Learners York & NY 5,109</p>
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Source: LSC ILR data 05/06 and LSC for budgets 06/07

- Some discretionary funded activity is delivered to learners across York & North Yorkshire
- Most of the project funding is supporting community learning activity, low level family learning activity and supporting vulnerable and disadvantaged groups back into learning and work. There is also some sector specific project activity.
- This draws down funding from a number of sources including ESF, Aim Higher, LSC, Yorkshire Forward SRAP and Sure Start totalling £2.83 million. 75% (£2,126,000) is supported by LSC/ESF co-financing.
- We have captured details of 23 projects being delivered across York and North Yorkshire



Source: Learning City York Audit 2006

Learning4Life

Part-time Adult Education Courses Offered in York – Sep 2006

This information reviews some key information on what was “offered” by providers.

The Learning4Life brings together the main publically funded organisations offering part-time adult education courses at venues across the City of York and surrounding areas. There are 8 providers in total.

A vast majority of the offer is made up of two providers:

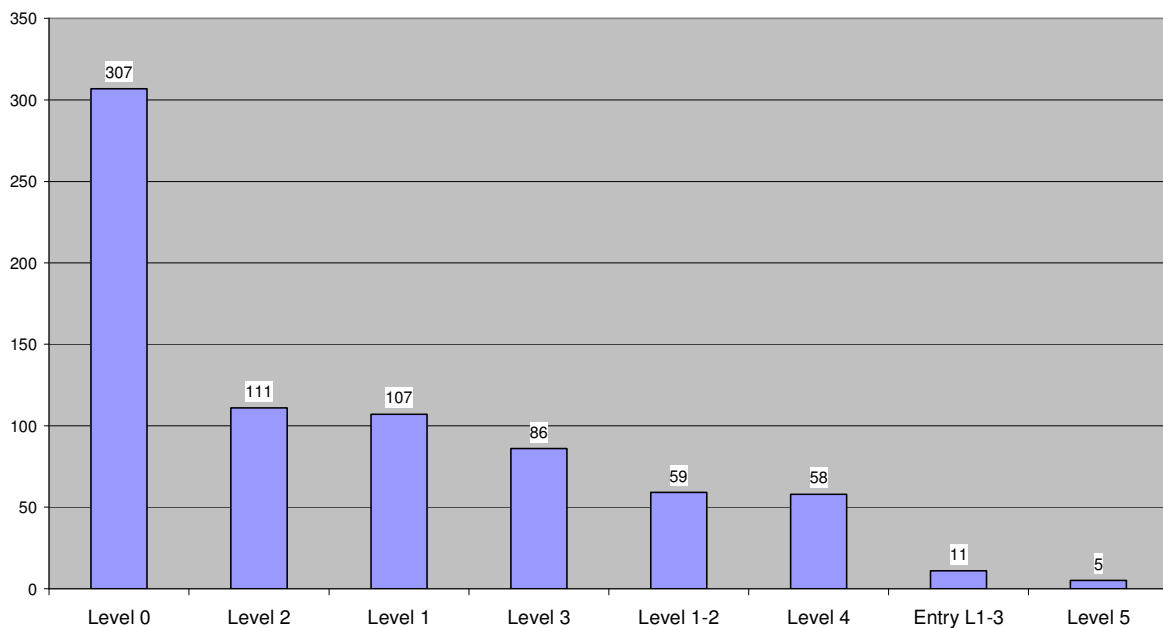
- City of York Council (45%) – 281 courses
- York College (37%) – 241 courses
- with the remaining 6 providers offering around 16% of courses (York St John University – 39 courses; Askham Bryan - 35; WEA – 29; Alliance Francaise de York – 14; University of York – 3; The Stables – 1)

University of York, widening participation unit, have their own brochure

Course Levels

- By far the majority of provision (43%) offered is short non accredited (Level 0), followed by Level 2 (15%) and Level 1 (14%). Level 3 provision makes up around 12% of the offer.

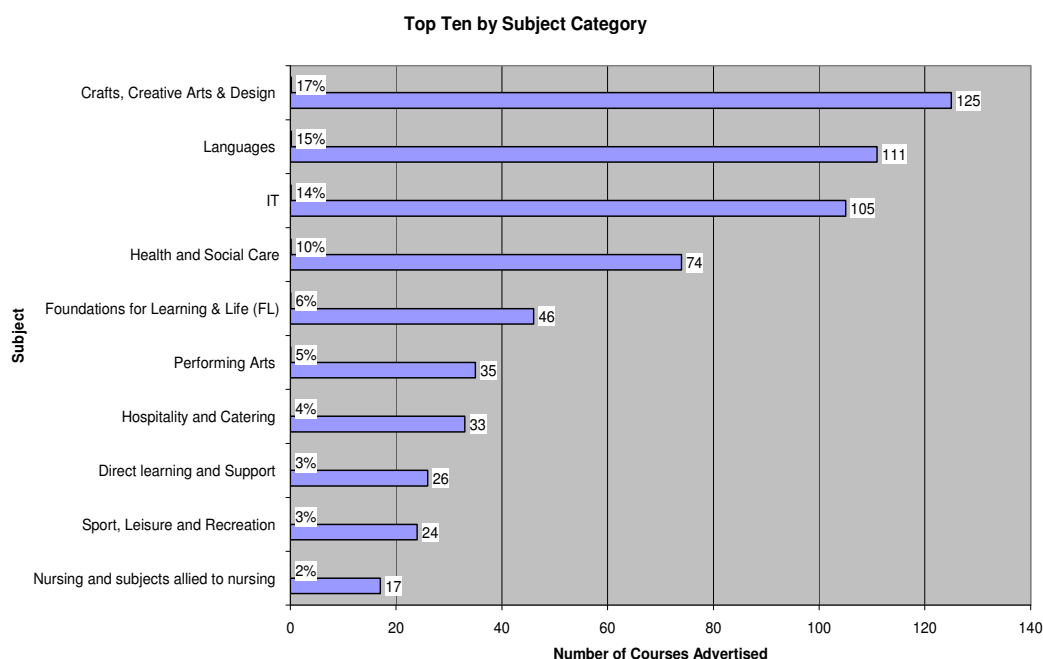
Number of Courses by Level



Source: Learning4Life Sept 06, York City Council

- There are 744 General courses (Including ICT) on offer through Learning for Life, the largest category being Crafts, Creative Arts & Design (17%). The chart below shows the top 10 subject categories
- There are also 124 additional Flexible Learning courses advertised separately and offered by 3 providers: City of York Council, Target Training and York College. Courses include Maths, English, ICT, Business and other courses such as Health & Safety and Counselling.
- Therefore 86% of delivery will be tutor led, 14% flexible learning.

Top 10 Offer in Learning4Life by Subject



Source: Learning4Life Sept 06, York City Council

- **Crafts, creative arts and design** includes: painting & drawing, dress and print making, interior design, photography etc
- **Health and social care** includes: health & fitness classes, massage, 1st aid, early years/playwork
- **Direct learning & support** includes: lifecoaching, teaching assistant/ learner support and advice and guidance qualifications
- **Foundations for Learning & Life = Family Learning** offered by York City Council
- **Language & ICT skills** - York provides incredibly well for learners who want to develop a. It would be useful to understand the motivation of learners better here, for example: personal development for pleasure/ interest or career development?

Top 10 Learning4Life by Level

Course Area	Entry L1-3	Level 0	Level 1	Level 1-2	Level 2	Level 3	Level 4-5	Totals	% of Provision
Crafts, Creative Arts & Design		76	16		27	1	5	125	17%
Languages	5	30	35	2	26	13		111	15%
IT	6	49	19	10	7	10	4	105	14%
Health and Social Care		49	16	3		4	2	74	10%
Foundations for Learning & Life (FL)				44		2		46	6%
Performing Arts		34					1	35	5%
Hospitality and Catering		18	8		3	4		33	4%
Direct learning and Support		6			7	6	7	26	3%
Sport, Leisure and Recreation		14	4		2	3	1	24	3%
Nursing and subjects allied to nursing			4		3	5	5	17	2%
Total by level	11	276	102	59	75	48	25	596	
Level %	2%	46%	17%	10%	13%	8%	4%	100%	

Source: Learning4Life Sept 06, York City Council

- The levels of courses vary greatly by subject, for example in crafts, creative arts & design, health and social care and performing arts we see predominately short L0 non accredited provision; however we see a balanced progression from L0-L3 in languages.

**LSC Core Funded Activity
FE Take-Up of Learning 05/06**

This information reviews some key information based upon actual number of learners / learning aims which actually took place.

The table below looks at adult enrolments at the four FE providers where we see a total of 12,647 learning aims and more that half of this at York College.

LSC Adult Enrolment 05/06

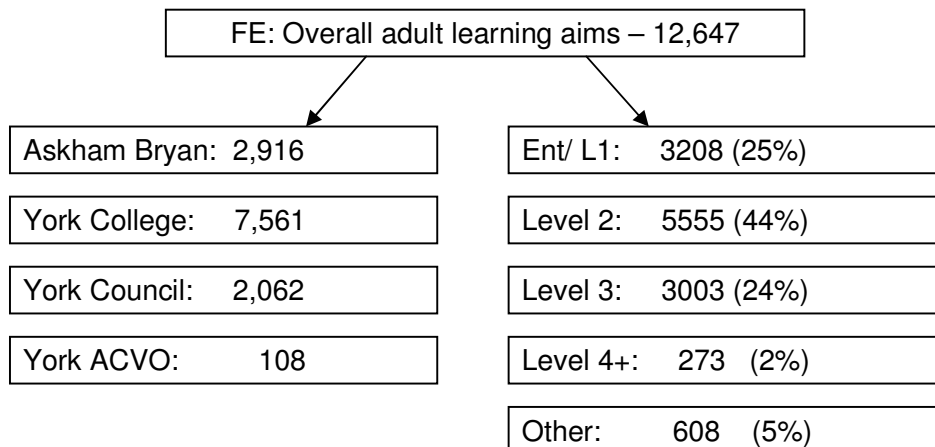
FE	Learning aims	%
	05/06	05/06
Askham Bryan	2,916	23%
York College	7,561	60%
York Council	2,062	16%
York ACVO	108	1%
Total	12,647	

Source: LSC ILR data 05/06

The table below looks at the take up by course level.

25% of this was seen at entry / level 1 and 44% at level 2. This does reflect Level 2 priorities but consideration is required as to the balance of progression that follows this: 24% at level 3

Supply / Take-up – LSC funded 05/06



Source: LSC ILR data 05/06

FE take-up by Levels

The table below allows us to break down the proportion of provision by level and provider.

- The majority (91%) of York City Council’s provision is at Level 2 and below.
- 77% of Askham Bryan’s provision is also at these levels.
- York College tend to offer less at level 1 and focus 74% of their provision at Levels 2 & 3.
- York ACVO offer the majority of their provision at Level 3 (66%), which mainly consist of work based professional qualifications (NVQ’s) for voluntary sector organisations.

By Level and Provider

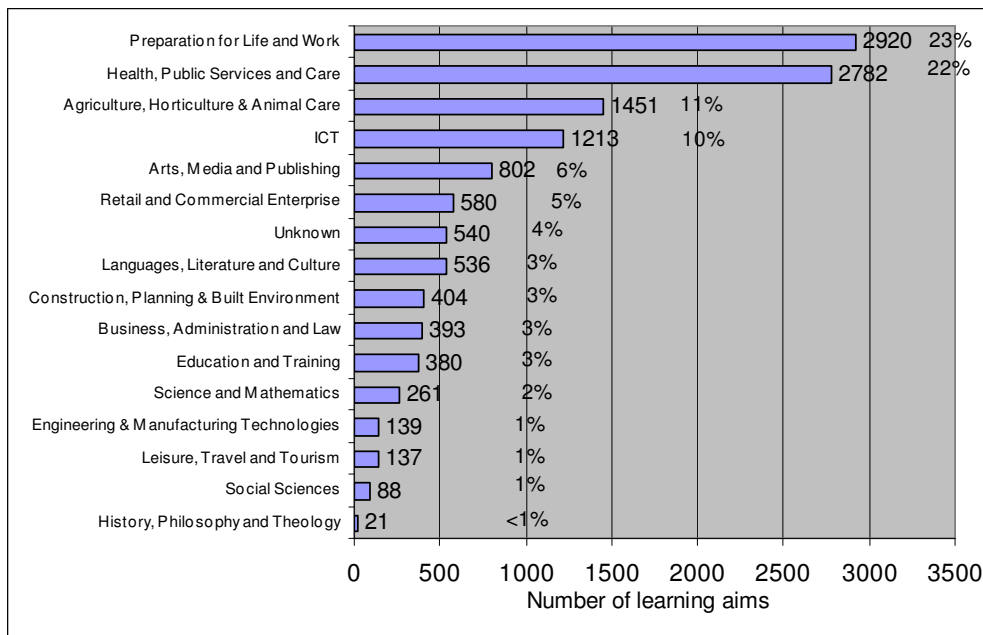
Levels	Askham Bryan	York College	York Council	York ACVO
L1 and entry	919	1,237	1,052	0
	31.5%	16.4%	51.0%	0.0%
L2	1,314	3,388	824	29
	45.1%	44.8%	40.0%	26.9%
L3	638	2,217	77	71
	21.9%	29.3%	3.7%	65.7%
Level 4+	14	251	0	8
	0.5%	3.3%	0.0%	7.4%
Other	31	468	109	0
	1.1%	6.2%	5.3%	0.0%
Total	2,916	7,561	2,062	108

Source: LSC ILR data 05/06

Note: This counts number of aims or enrolments as opposed to number of actual learners

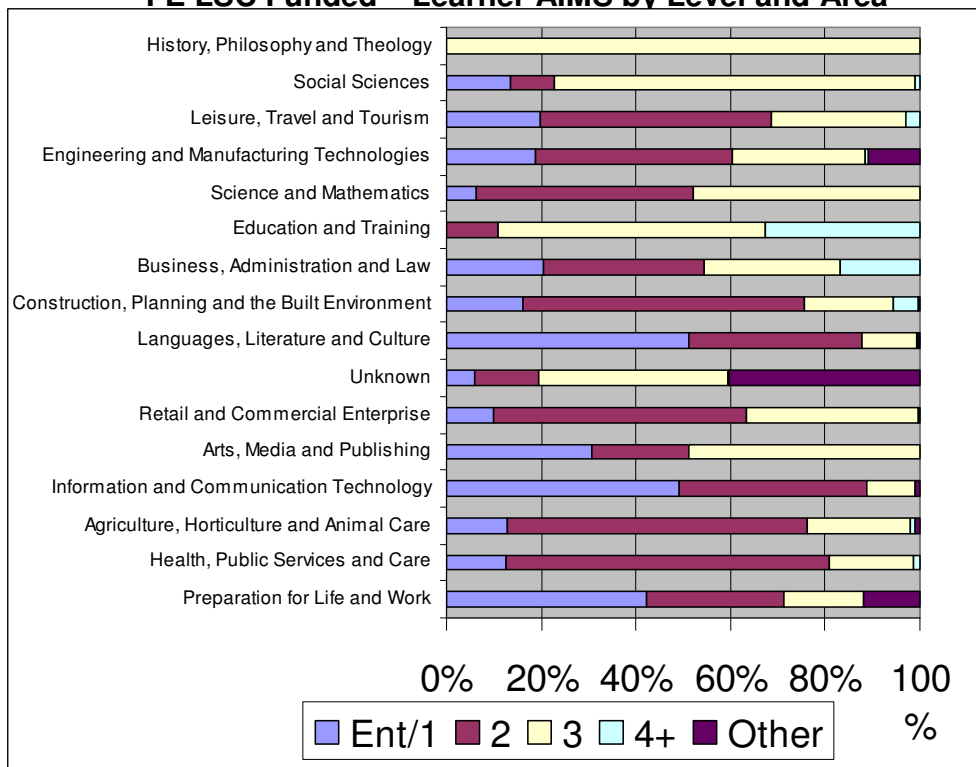
FE LSC Funded – Categories

This data can be broken down by subject category and level



Source: LSC ILR data 05/06

FE LSC Funded – Learner AIMS by Level and Area



Source: LSC ILR data 05/06

- There is a large take up of Health, Public Services & Care at this level and within HE
- There is a good balance of levels when looking at languages, Preparation for Life & Work , Arts & Media, Business Admin and Leisure & Tourism
- We see the majority of Health, Public Services & Care and Construction offered at Level 2
- In Science & Maths the Level 1 provision focuses on Maths, therefore we see gap in low level Science provision

LSC Funded CoVE Providers in York and North Yorkshire (Centres of Vocational Excellence)

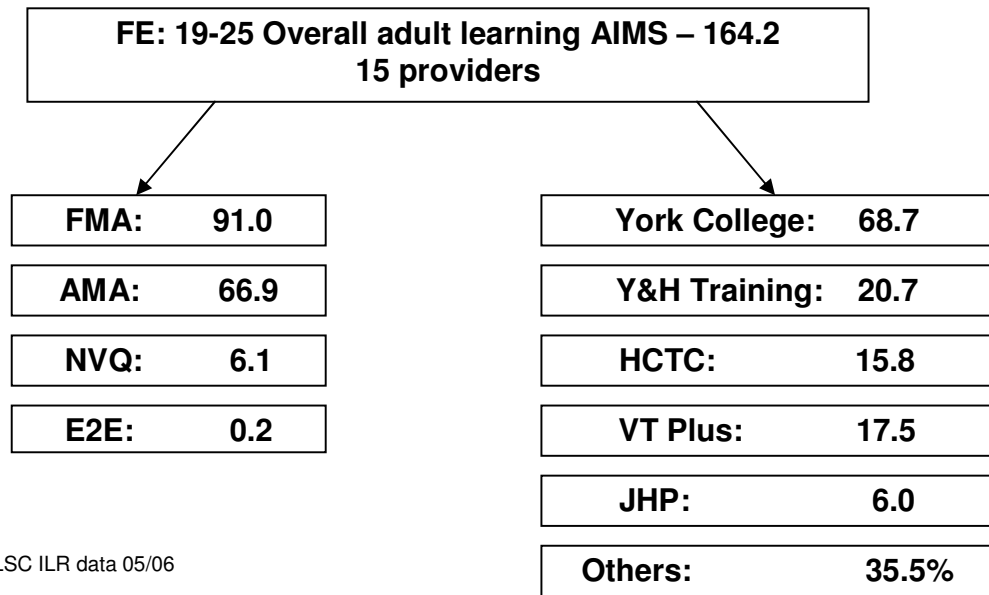
York College is a CoVE provider for Rail/Signal Engineering, Construction, Hospitality & Catering and Tourism. Askham Bryan is a CoVE for Tourism and Food Chain Technology.

Provider	CoVE	Location
Selby College	ICT - Business & Rural Economy	Selby
York College	Rail Engineering and Signal Engineering	York
York College / City of Bath College / Weymouth College	Construction - Stonemasonry	York
Craven College	Business leadership management	Craven
Askham Bryan College	Food Chain Technology	York
Derwent Training Association / Yorkshire Coast College	Advanced Engineering and Manufacturing Technology Training Partnership	Scarborough
Darlington College of Technology / Yorkshire Coast College / York College / HCTC Ltd	Hospitality and Catering	Richmondshire
Craven College / York College / Yorkshire Coast College / Askham Bryan College	Tourism	York and North Yorkshire

Source: LSC*

Work Based Learning 05/06 (LSC Funded): Ages 19-25

This quantifies the *average* learner, some learners may be on course for a number of months, others years.

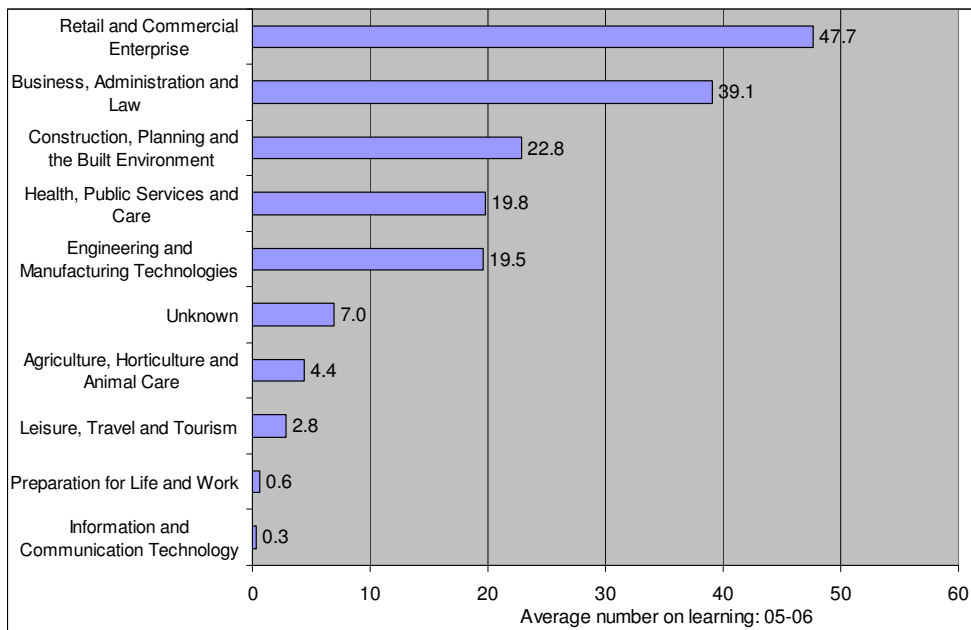


Source: LSC ILR data 05/06

WBL – LSC funded starts
Average number in learning 05-06

The total average in learning across all categories is 164.2. The population for 18-24 year olds was 19,972 in 2001 (ONS – neighborhood stats based on 2001 Census) which tells us that the take up of WBL for adults is very low – less than 1%.

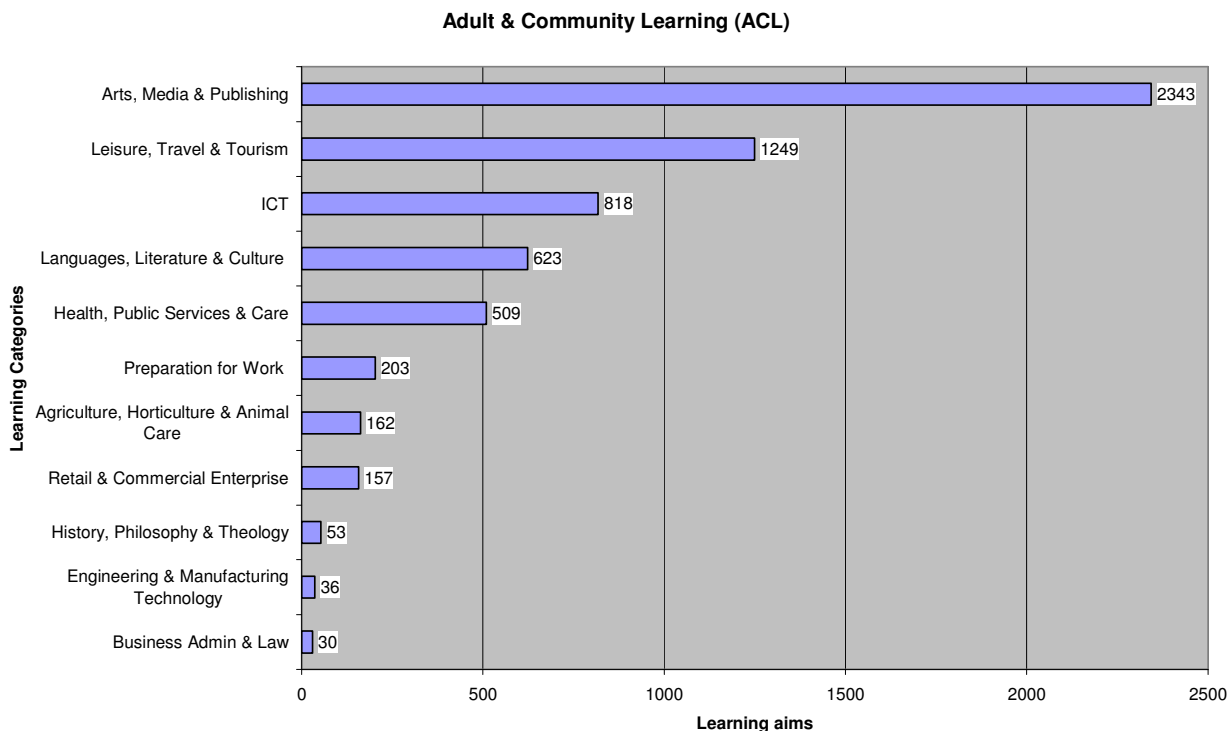
The area with the highest take up can be found in Retail (29%) followed by Business Admin (24%).



Source: LSC ILR data 05/06

**LSC Funded Adult and Community Learning (ACL)
delivered by City of York Council 05/06**

- Qualifications are attached to many of these courses although they are not funded on this basis
- Arts, Media and Publishing is by far the largest category which makes up 38% of provision



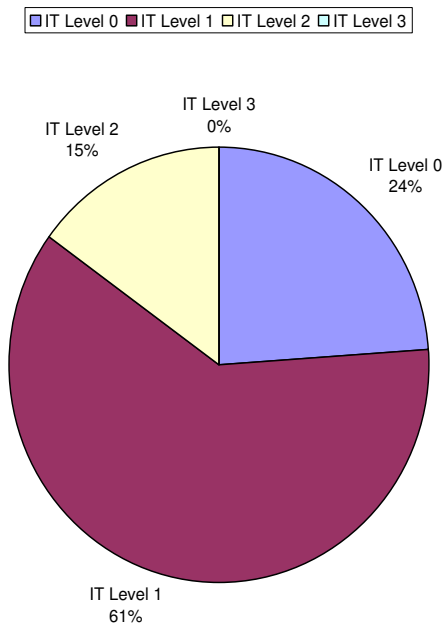
Source: CITY OF York Council

learndirect

- Learndirect in York focuses on the following qualifications: ICT (ECDL, Clait Plus, ICT and Word processing), Business and Skills for Life
- All courses are offered at **Level 2 and below**: i.e. Skills for Life, home computing and business computing
- **Primarily we see an IT Take UP**: word processing, spreadsheets, databases, and other courses such as helping a child with homework, dealing with household financial matters such as mortgages, pension planning and developing a CV and letter writing skills (mostly aimed at job seekers/ changers).
- **Budget and target group**: 90% goes towards learners without a first NVQ level 2 or level 2 award in the Qualifications Framework.
- Only around 10% of this is accessed through home/ distance learning.

Provision	Target Training Number of learners
Skills for Life 1 st Tests	84
VRQs (ECDL and Clait)	216
Skills for Life Completions	345
Pre Level 2 Learners	552
Total Learners	1,197

learnirect IT Provision: Target Training 05/06



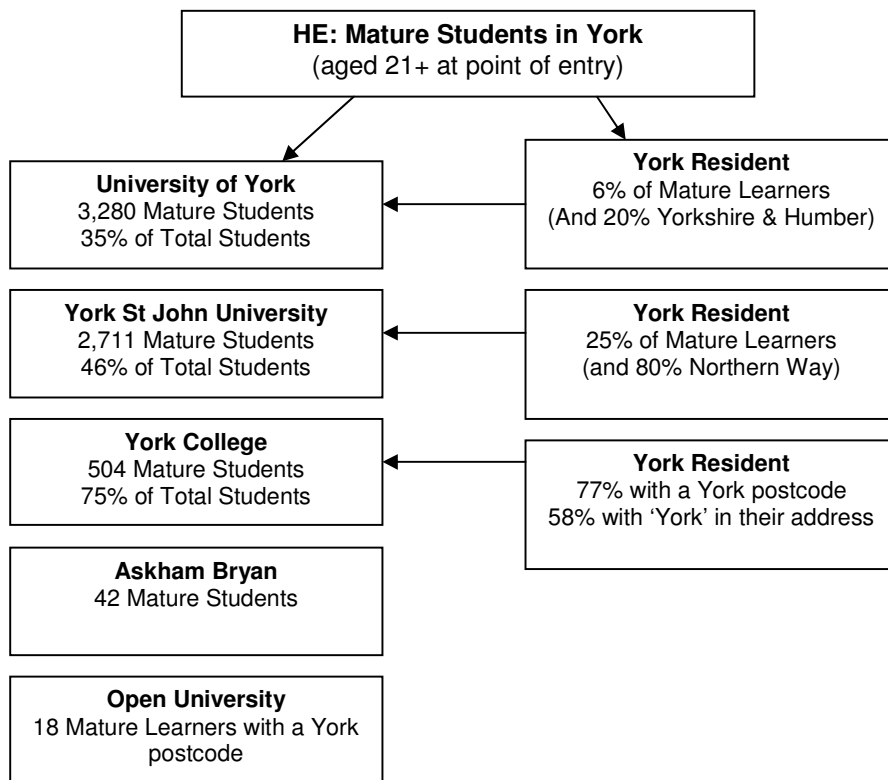
Source: Target Training

- Target Training report the majority of provision is taken up at Level 1 (61%) with no provision offered at Level 3

Higher Education Funded Activity Degrees / Post-graduate Programmes

There are 5 HE providers in York which totals 6,555 mature learners (aged 21+ on entry) in 05/06. These learners make up a significant proportion of the HE population, particularly at York College.

The local adult market is particularly important for both York College and York St John where we see high numbers of learners from York and the surrounding region.



Source: HE Providers

Note: These figures report against adult students who are aged 21 plus at point of entry with the exception of Askham Bryan (19 plus). Northern Way includes Yorkshire & Humber and the North East.

HE figure for the mature (21 plus) population for the following institutions:

University of York Total Mature Population 1st Dec 06		
Top 10 Departments	No.s Mature	% Mature by Dept
Health Sciences	1390	88%
Social Policy & Social Work	288	67%
Education Studies	160	67%
Continuing Education	158	96%
Biology	126	24%
Computer Science	101	30%
Psychology	93	23%
Chemistry	88	18%
English & Related Literature	88	15%
History	83	11%
Grand Total of ALL Courses	3280	35%

York St John University 1st Oct 06		
Faculty	No's Mature	% Mature by Faculty
Education & Theology	1095	63%
Business & Communication	631	65%
Health & Life Sciences	592	47%
Arts	278	21%
Joint Hons	80	16%
Exchange	35	53%
Total Mature	2711	45%

York College Nov 06		
Area	Learner No.s	% Mature by Area
Education, Training & Skills	138	99%
Business Management & Prof	85	85%
Building Services, Mangmnt & Prof	61	76%
Art Design & Crafts	50	41%
Health & Social Care	48	100%
Child Studies	44	100%
Engineering	31	65%
IT & Computing	19	40%
Hospitality & Tourism	10	91%
Languages	10	100%
Sport & Leisure	8	35%
Science	1	100%
Total	505	

Askham Bryan 19 Plus Learners Dec 06	
Department	Learner No.s
Animal Management	13
Business	7
Business	5
Equine Management	5
Horticulture	4
Design	2
Countryside Management	2
Horticulture	2
Sustainable Land Use	1
Agiculture	1
Total Learners	42

Open Univ 05/06 Adult Learners with a York Postcode	
Subject Area	Learner No.s
Social Sciences	5
Maths	5
Business Studies	2
Education	2
Arts	2
Health & Social Care	1
Science	1
Total Learners	18

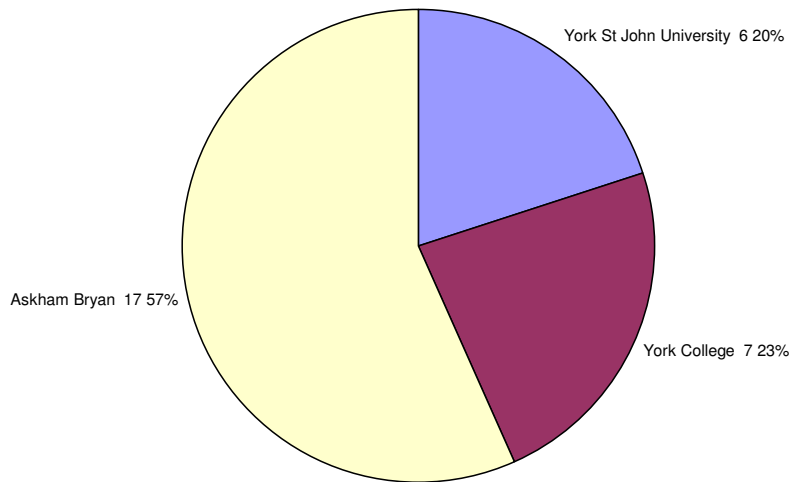
- For University of York, York St John University and Open University by far the most popular areas of study for mature learners were subjects related to **Health, Social Policy/Work and Education**. We also see that mature students tend to outweigh younger students within these areas.
- Education, Business and Art & Design Courses also rank highly at York St John University and York College.
- Animal Management is the most popular area of study at Askham Bryan College with 31% of the mature intake (13 learners).

Providers of Foundation Degrees 06/07

There are 30 Foundation Courses offered by 3 providers: York College, Askham Bryan and York St John University. Many of these are both full and part time programmes.

* indicates programmes available with an Introductory Year

Foundation Degree Providers



57% of provision (17 courses) are offered by Askham Bryan College. The table below lists the courses York are currently offering 07/06:

- 40% of courses (12) full into the category of Agriculture, Horticulture and Animal Care
- 16% (5 courses) Engineering and Manufacturing (food & drink)
- 13% (4 courses) Health & Care

Askam Bryan	Agriculture * Arboriculture Countryside Management * Horticulture (Landscape and Garden Management) * Horticulture * Land Management * Animal Management (Animal Conservation) * Animal Management (Animal Science) * Animal Management * Equine Management (Equitation) * Equine Management * Veterinary Nursing Food Production * Food Supply and Chain Management * Food & Drink Management * Sportsturf Management * Business Management *
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York College	Adult Mental Health Applied Computing & IT Software * Applied Science Business and Management * Early Years Engineering Health Administration (All offered full & part-time)
York St John University	Promoting Health & Wellbeing * Public Sector Management Rehabilitation * Supporting Learning Theology and Ministry

Source: Higher York

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**Learning City York
York's Lifelong Learning Partnership**

York's Adult Learning & Skills Strategy, 2007 – 2010

**March 2007
Final Version approved by the Partnership Board**

1. York City Learning Vision

York City Vision and Community Strategy (2004-2024), entitled 'Without Walls', has a **learning vision** for the City of York:

'To ensure all those who live and work in York have the education and skill that will enable them to play an active part in society and contribute to the life of the city. To ensure that the city is seen as an internationally recognised centre for education with a commitment to lifelong learning and creativity which is second to none.'

Since the launch of the York Community Strategy, Learning City York (York's Lifelong Learning Partnership) has been leading on the Learning City theme, on behalf of the Local Strategic Partnership.

2. Learning City Strategies to support York's Learning Vision

14-19 Education and Training Strategy, 2005 - 2008

In November 2005, Learning City York published a three year 14-19 Education and Training Strategy, 2005 - 2008, that was brought together by providers and support agencies working with 14-19 year olds within the city.

The vision for this strategy is:

'To develop such a high quality city-wide provision for young people, aged 14-19, that all learners are absorbed by their education and training and excited by the opportunities it opens up for them. We aim to prepare young people to benefit from the opportunities available to them and empower them to succeed in the rapidly changing society and economy of the 21st century.'

Priority interventions centre around 5 key areas of activity:

- Curriculum breadth - developing vocational learning for all learners
- Personal development, challenge and enrichment - providing personalisation of learning through a 'Personal Challenge'
- Progression Pathways - raising participation and attainment rates post-14 and post-16 and enhancing information, advice and guidance
- Individual learner support - enhancing support and establishing a formal structure for both young people and parents to have a voice in implementing and developing the strategy
- Quality Assurance - developing more effective partnership working

Adult Learning and Skills Strategy, 2007 - 2010

In May 2006, Learning City York established a multi-agency Adult Learning and Skills Steering Group, whose main task was to develop and implement a three year Adult Learning and Skills Strategy for York, 2007 - 2010, that aims to:

- respond to the needs of individuals, families, communities and employers
- take account of national, regional and local strategies and respond to future economic needs and forecasts
- maximize the contribution of learning to social cohesion, local regeneration and economic growth

Supported by funding from both the Learning and Skills Council North Yorkshire and City of York Council (Adult and Community Learning), the group was able to appoint an Adult Learning and Skills Co-ordinator to assist with the developments and it was agreed that the strategy would:

- provide a city-wide collaborative framework that underpins the learning and skills strategies developed by individual partners in York
- build capacity of individual partners to address key emerging issues and achieve shared targets for different groups of learners
- develop and implement an annual action plan with mechanisms to monitor, review and evaluate the impact and effectiveness of the strategy based upon agreed measures and shared targets.

3. Key emerging issues to address

National, regional and local strategic drivers

In developing this strategy, the priorities, objectives and targets identified within the following national, regional and local policies, reports and plans have been taken into account:

- Leitch Review 2006
- Northern Way Priorities 2005
- Yorkshire Forward Regional Economic Strategy 2006 – 2015 - Objective 3: Skills Priorities for Benefiting Business (6 priorities, developed by the Regional Skills Partnership)
- Sub-Regional Investment Plan: Emerging priorities 2007 – 09 (5 Transformational themes; 4 Spatial Themes)
- National Learning and Skills Council Priorities 2007 / 08
- Strategic Area Review 2005 (completed by the Learning and Skills Council North Yorkshire)
- Economic Development Plan for the City

There are nine key cross-cutting strategic drivers that have been identified from these documents:

- i. Create a new enthusiasm for learning, widen participation, raising attainment & skills levels amongst individuals (those in work & those seeking to enter or return to work) and employers
- ii. Stimulate an enterprising, entrepreneurial and creative culture
- iii. Worklessness - Bringing more people into work, tackling barriers to inequalities & supporting the most disadvantaged
- iv. Low skills - Skills for Life (literacy & numeracy) and L2 qualifications
- v. Intermediate skills (L3)
- vi. Higher Level Skills (L4) and employment opportunities to attract & retain graduates, plus skills for technicians, crafts people and managers (L3 – L5)
- vii. Supporting key clusters
- viii. Spatial themes for York (Leeds City Region and its hinterland), marketing York's cultural strengths and increasing York's competitiveness
- ix. Using evidence and further investigation to support appropriate responses and drive up quality and choice

Needs of individuals, families, communities and employers in York

The mapping and analysis exercise of the demand for and supply of adult learning and skills in York, completed by Learning City York December 2006, identifies the needs of individuals, families, communities and employers in relation to the key cross-cutting strategic drivers.

The emerging local trends from this exercise have informed the development of a vision, transformational learning and skills issues to address, corresponding targets, priority interventions and short, medium and long-term actions for the city-wide Adult Learning and Skills Strategy.

Note: It was agreed that the supply side mapping and analysis would focus on the following:

- Learning & Skills Council and Higher Education core funded activity
- discretionary project funded activity
- provision delivered by local York providers, for adult learning to support those age 19+
- Formal Learning – where there are defined learning outcomes, agreed between the learner and another person, learning takes places and a review evaluates whether the agreed outcomes have been met
- not private sector or in-house training

4. Background to York's Emerging Issues

Current Situation

York's population in 2006 is estimated to be 186,800, with 1.5 million people living within a 45 minute drive of the city centre. Approximately 73% of York's residents are of working age (16-65), with 81% economically active. In 2004/05 the employment rate was 79.4%, which was one of the highest in the region and 5.5% above the national average. Analysis contained within the State of English Cities report (ODPM, 2006) demonstrates that York's economic performance is in the top quartile nationally for Gross Value Added (GVA) per capita and boasts one of the strongest performances in the north, contributing to almost 30% of total North Yorkshire GVA in 2003 (some £3.4 billion).

York's Future

In seeking to establish York as a leading business centre within a prosperous and thriving economy, providing good quality jobs to all, there has also been a growing recognition of the importance of developing a sustainable economy which enhances the overall quality of life for both residents and the 4 million annual visitors to the city and that balances the social, economic and environmental components of the community.

Total employment is forecast to rise to 117,000 jobs by 2026, with an estimated net growth of 1000-1500 jobs each year. Jobs have been and will be created in most sectors, with retail, hospitality and tourism together with public administration, education and health currently accounting for circa 60% of jobs, followed by banking and finance (14%). Traditional manufacturing industries, however, can no longer be expected to provide the job numbers they once did and in 2006 the city saw dramatic job cuts of around 1400 from both manufacturing (Nestle and British Sugar) and the business service sector (Norwich Union). The key component of York's modernising agenda is the Science City initiative. Employment in the three fast-growing science clusters (Bioscience & Healthcare, E-Science - IT & Digital, Creative including Heritage & Arts Technology) is on track to achieve a target forecast of 19000 Science City jobs by 2026, which will account for 16% of total employment.

Challenges

If new employment opportunities and skills needs of existing businesses are to be accessed by the city's residents, economic development initiatives must be underpinned by policies and strategies which address workforce skills and inclusion issues.

Whilst York has a relatively highly qualified workforce¹, high levels of employment and a median weekly pay that is currently higher than the regional or UK averages, 11.7% of the working age population have no formal qualifications, 23% experience numeracy and literacy problems, unemployment is at a five year high, those in the lowest income quartile (weekly pay in York), is lower than the national average and there are pockets of low level qualifications, high levels of incapacity benefit claimants and relative deprivation by ward, as well as low level skills and skills gaps by industry sector.

¹ York performs above both the regional and national averages for the number of working age adults with qualifications equivalent to NVQ Level 3 and NVQ Level 4/5.

As the profile of York's knowledge-led economy develops, and the nature of both the traditional and established job market changes, the city needs to be able to support emerging workforce skills needs, as well as community inclusion issues. Furthermore, as a net importer of workers, and a growing ethnic minority and migrant population, there is an important role and opportunity for the city to play in terms of developing the learning and skills needs of individuals from York's hinterland, as well as embracing the needs and opportunities of a diverse culture.

5. York's Vision for Adult Learning and Skills

Building on the city learning vision, and in light of the key strategic drivers and emerging local issues, Learning City York's Adult Learning and Skills Steering Group has identified the following commitment as central to the learning and skills strategy for adult learners (19+):

'To stimulate a new enthusiasm and value for an adult learning culture in York, that widens participation, raises aspirations and awareness of local labour market needs leading to a higher skilled and creative learning community, recognises the importance of learning for personal and social development and encourages an ethos of joint responsibility for investment in learning between the individual, the provider and the employer.'

Although the words need refining, discussions with key stakeholders suggest a degree of consensus with the core values articulated in the starting statement.

6. Target Customers

The key target groups that the strategy aims to engage with and meet the needs of are:

- **Individuals**
 - those in work
 - those seeking to enter or return to work
 - those seeking to acquire new skills for work-related progression
 - those seeking to acquire new skills or engage in learning activity for personal and social development
- **Families**
- **Communities**
 - **of place:** the most disadvantaged wards, in terms of high levels of incapacity benefit claimants and relative deprivation, as well as low level skills (Westfield, Clifton, Guildhall, Heworth, Hull Road & Acomb)
 - **of common interest:** BME groups; individuals with learning difficulties and disabilities; older individuals; etc.
- **Employers**
 - micro businesses (up to 10 employees)
 - small and medium enterprises (10 to 250 employees)
 - large private sector (250+ employees) and public sector

7. Transformational Learning and Skills Issues for York

Following a wider stakeholder event in February 2007, at which the proposed vision, target groups, and outcomes of the mapping and analysis exercise were shared, the following 5 issues emerged as priorities that partners wanted to address:

i) Shaping and Stimulating Demand for Learning and Skills Development

Stimulating a new enthusiasm and value for learning, that widens participation and attainment amongst individuals (both in work and not in work), as well as employers.

ii) Worklessness and Disadvantaged Communities and Individuals

Tackling worklessness and focusing on disadvantaged communities and people with low levels of skills or qualifications, whether in employment or not.

iii) Skills and Competencies for Economic Growth

Developing & renewing skills to facilitate economic growth appropriate to the changing key employment sectors.

Key employment sectors for York (both now and in the future):

- retail (distribution), hospitality and tourism
- public administration, education and health
- banking, finance and insurance services
- science city sectors (bioscience, e-science - IT & Digital, Creative)
- manufacturing
- construction

Skills to be defined and targeted as:

- sector specific - technical & higher level (leadership & management)
- generic competencies (customer handling; team working; problem solving; communication; creativity, innovation, etc)
- entrepreneurship and enterprise
- basic skills (literacy, numeracy, IT, English spoken as a foreign language)
- work attributes

iv) Employer Engagement

Increasing employer engagement in the skills agenda, in terms of:

- investment in training of workforce
- articulating skills gaps and skills needs
- developing appropriate new products and services with providers

v) Learning for Personal, Social and Community Development

Maintaining a balanced offer of Adult Learning across the city, that provides opportunities for personal, social and community development.

8. Targets to address York's Transformational Learning and Skills Issues

Some city-wide targets to address these key transformational issues have already been agreed by partners through the process of producing a **Local Area Agreement 2007 – 2010** (LAA) for the city, which was approved and signed off by Government Office in December 2006. The Economic Development and Enterprise block of the LAA identifies 7 outcomes and 42 indicators. Those that directly relate to the development of this strategy include:

Outcome 4: Widen participation and raise attainment and skills levels throughout the working age population - with indicators for:

- worklessness & employment levels
- skills for life
- Level 2
- Level 3
- Level 4

Some additional targets will need to be developed to help measure the impact of interventions against sector specific skills and generic competencies, as well as employer engagement and supporting the learning offer for personal, social and community development.

9. Strategic Priority Interventions to address Transformational Issues

In order to support partners in addressing the key strategic drivers and local transformational issues, in relation to the needs of the identified target groups, the following five areas of activity have been identified as priorities to take the strategy forward over the next three years.

a) **Product and delivery development**

Capitalising on the strengths of providers, establish a co-ordinated approach (using labour market information and other relevant data) to inform partner planning and changes to learning and skills provision, on an annual cycle, which meet the needs of different target groups.

By doing so, we aim to ensure that a blended mix of provision is offered that balances:

- needs of employers and employees in key employment sectors i.e.: demand-led activity
- learning for personal, social and community development, including opportunities for older learners (not in work)
- opportunities for acquiring skills not just qualifications
- opportunities for different learning styles & different lifestyles
- self-financed and subsidized learning opportunities

b) Progression Routes

Urgent development of integrated pathways and more transparent progression routes for all types of learning from entry/L0 to L4 and L5 (including professional qualifications), supported by effective and impartial information, advice and guidance.

By doing so, we aim to:

- breakdown barriers of progression, in particular for those seeking to return to work or seeking progression from lower level jobs
- sustain the high level knowledge base for a competitive city region - ensuring that those already with high level skills and qualifications remain competitive in the job market, as well as enabling progression to those levels of attainment
- increase the scale and impact of Higher Education - placing the expansion and diversification of higher education learning opportunities as central to increasing economic activity and broadening cultural life

c) A York Recognition Framework

Develop a city-wide recognition framework for competency skills gained through both formal and informal learning. This framework will recognise generic, specific and basic skills and attributes, appropriate to the needs of different learner groups and different learner journeys.

By doing so, we aim to:

- raise the profile and value of informal learning for personal, social and workforce development
- recognise, as a city, that the development of key competencies / skills are as important as formal qualifications to the growth of key sectors in York
- demonstrate that progression or 'distance traveled' can be measured from formal, informal and non-learning activities
- develop a tool that can record and measure the skills that evidence has told us the workforce will need
- measure impact of intervention for those clients furthest away from learning or the labour market
- capture not only intermediate outcomes towards learning / employment goals, but also incidental or unexpected benefits of intervention

d) More effective partnership working and alignment of activities across different stakeholders

Embed a better understanding and alignment of learning and skills activities between Learning City York, Science City York and Higher York, ensuring that all providers and agencies (both large and small) are able to contribute to and benefit from city-wide initiatives that support the needs of the different target groups.

e) City-wide infrastructures and processes

Support and build capacity of partners to address emerging issues and effectively target and engage with different audiences to achieve shared key performance indicators, through establishing a collaborative approach to city-wide:

- *Marketing and communications*
- *Information, advice and guidance (IAG)*
- *Discretionary funding bids*
- *Assessing impact of interventions*

By doing so, we aim to:

- engage with new learners, through a range of targeted activities
- raise aspirations and connect learning to economic opportunity, as well as providing clearer guidance to progression pathways
- engage employers in renewing skills (especially those not involved in workforce development), working more closely and effectively with different intermediaries, such as the Future York Group, Chamber of Commerce, Business Link advisers, Train to Gain Brokers
- facilitate a clearer, more coherent, cross-referral process for both individuals and employers receiving IAG, to create a 'virtual' one-stop-shop for individuals and employers, as well as clearer guidance to progression pathways
- draw down project funding to address local needs in an innovative and targeted way

10. Action Plan

An action plan is being developed to highlight how the strategy can be implemented in the short, medium and long term (Year 1, 2 and 3+). The plan will include mechanisms to monitor, review and evaluate the impact and effectiveness of the strategy, based upon agreed measures and shared targets.

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March 2007

**Learning City York
York's Lifelong Learning Partnership**

York's Adult Learning & Skills Strategy, 2007 – 2010

SUPPORTING DOCUMENT 1:

Issues, Key Facts, Targets, Interventions & Outcomes

Working Document as at March 2007

Emerging Issues, Interventions, Targets and Outcomes

Issue 1: Shape and Stimulate Demand for Learning

Key facts about York:

Individual:

- 40% of York adults have **not** accessed learning over the past three years (Household Survey 2000)
- 65% of York residents have **not** undertaken an adult education course in the last three years (Talkabout Survey 2006)
- non learners = not proactively looking for work, part-time workers, lower qualification levels
- the main motivational factor for undertaking learning (57% of respondents) was to acquire new skills (Talkabout Survey 2006)
- 41% of respondents undertook courses to gain qualifications and 35% as hobby (Talkabout Survey 2006)
- job related training was the reason why 19% of respondents pursued adult education (Talkabout Survey 2006)
- main barriers to learning = lack of time, location, timing & cost of courses. Specifically for Level 2 learners (Future Prospects data), the main barriers to learning & work = disability; English as a foreign language (likely to increase with changing demographics) and no relevant qualification

Employer (National Employer Survey 2005):

- York has 6,851 employers and 100,467 employees (Annual Business Enquiry 2004)
- 80% of employers (5,481) had 10 or less staff; 4% of employers with 50+ people account for 60% employees
- 70% of establishments in York **do** provide training
- 50% of establishments in York **do not** have training plans in place
- nearly one in four York employers (23%) report skills gaps (7% above national average)

Transformational Issue 1 & Targets	Priority Interventions and Outcomes				
	1. Product and delivery development	2. Progression Routes	3. York Recognition Framework	4. More Effective partnership working	5. Collaborative City-wide infrastructures and processes
<p>Stimulating a new enthusiasm and value for learning, that widens participation and attainment amongst individuals (both in work and not in work), as well as employers.</p>		<p>Raise aspirations & connect learning to economic opportunity, as well as providing clearer guidance to progression pathways</p>	<p>Develop a tool that can record and measure the skills that evidence has told us the workforce will need</p> <p>Measure impact of intervention for those clients furthest away from learning or the labour market</p> <p>Capture not only intermediate outcomes towards learning/employment goals, but also incidental or unexpected benefits of intervention</p>		<p>Set up /co-ordinate a city-wide formal marketing & communications group to take lead on materials, events etc for targeted groups, aligning with Higher York, SCY etc</p> <p>Central Clearing House: for waiting lists & cancellation of courses – to facilitate guidance for oversubscribed courses & the pooling of learners to run courses demanded but cancelled by a provider</p> <p>City-wide on-line prospectus – linked to Learndirect developments</p> <p>IAG – develop a range of Sector specific leaflets: that highlight both employment opps / + learning pathways</p>
<p>Targets / Indicators agreed for York's Local Area Agreement, 2007 - 2010:</p> <ul style="list-style-type: none"> • The number of adults registering for and completing learning programmes offered by, or in, York's public libraries (EDE 4.8) • Further indicators required 					

Emerging Issues, Interventions, Targets and Outcomes

Issue 2: Worklessness and Disadvantaged Communities

Key facts about York:

- August 2006 - claimant count at 5 year high (approx 2,200: 1.8% of population on job seekers allowance + 6,500 incapacity benefit claimants)
- those on incapacity benefit / severe disability allowance / lone parents account for 60-65% of claimants in York (Jobcentre Plus GIS - July 2006)
- of those residents who are economically inactive (21,600: 19% of population), just over 4,000 want a job, whilst 17,600 do not (NOMIS - Official Labour Market Statistics, 2006)
- 10 Super Output Areas (SOAs) in York fall within the 20% most deprived areas in England in terms of education, skills and training. These areas are found within the following wards: Westfield (3 SOAs), Clifton (3 SOAs), Guildhall (1 SOA), Heworth (1 SOA), Hull Road (1 SOA), and Acomb (1 SOA)
- these wards account for almost half (48.7%) of claimant benefits (Jobcentre Plus - GIS - July 2006)
- lowest progression rates to HE amongst young people are Westfield (> 16%), then Acomb, Heworth and Osbaldwick (between 16 - 24%)
- dependence on **discretionary funding** to support vulnerable community groups / adult individuals (current funding pots come to a close end 2007)

Low Level Skills / qualifications of individuals (whether in work or not):

- 25% of adults aged 16 – 74 who have no formal qualifications
- 11.7% (31,200) of the working age population (16 - 65) have no formal qualification
- 23.3% of the working age population experience numeracy problems, with 23% experiencing literacy problems
- although city providers (York College, ABC, CYC, Target) are exceeding the cumulative LSC target for adults (16+) achieving a Skills for Life qualification, the proportion of adults 19+ achieving qualifications is far lower than those achieving at 16-18

Transformational Issue 2 & Targets	Priority Interventions and Outcomes				
	1. Product and delivery development	2. Progression Routes	3. York Recognition Framework	4. More Effective partnership working	5. Collaborative City-wide infrastructures and processes
<p>Tackling worklessness and focusing on disadvantaged communities and people with low levels of skills or qualifications, whether in employment or not</p>	<p>Build on existing project work / initiatives to target these groups of individuals ie: ESF projects + JCP Pathways to Employment</p> <p>Ensure a balance of opportunities for vulnerable groups e.g. BME; Learners with Learning Difficulties & Disabilities (LDD); lone parents; etc.</p>	<p>Breakdown barriers of progression, in particular for those seeking to return to work or seeking progression from lower level jobs</p> <p>Raise aspirations & connect learning to economic opportunity, as well as providing clearer guidance to progression pathways</p>	<p>Raise profile & value of Informal learning for personal, social & workforce development</p> <p>Develop a tool that can record and measure the skills that evidence has told us the workforce will need</p> <p>Measure impact of intervention for those clients furthest away from learning or the labour market</p> <p>Capture not only intermediate outcomes towards learning/employment goals, but also incidental or unexpected benefits of intervention</p>	<p>Align activities of following key partners:</p> <p>CYC - Economic Development Unit CYC - Skills Champion NHS Trust Job Centre Plus Inclusive York Forum York CVS (vol/ community sector) Future Prospects Guidance Services Learning City York Steering & Working groups Training providers with previous experience CYC – Family Learning Outreach Team Connexions (16-19 + 19 – 25 yr olds)</p>	<p>Draw down discretionary funding to address local needs in an innovative and targeted way</p> <p>Learning City working with Terry Atkinson & FP to work up a model for consultation with wider partners.</p> <p>Learning City preparing SRIP paperwork for this area of activity, attending York SRIP Spatial Group, CYC Skills Improvement Group & Sub-regional SRIP Skills Partnership.</p> <p>Opportunity - Collaborative city-wide approach to assessing impact of intervention</p>
<p>Targets / Indicators agreed for York’s Local Area Agreement, 2007 - 2010:</p> <ul style="list-style-type: none"> • Increase number of the working age population moving from benefits (excluding Incapacity Benefit/Severe Disability Allowance) into work (EDE 1.6) • Increase in the number of people moving from Incapacity Benefit (IB) or Severe Disablement Allowance (SDA) into work (EDE 4.10) • Reduce NEETs for 16-18 year olds (CYP) • Proportion of new employment opportunities taken up by York residents (EDE 1.3) • Increase in the number of York residents of working age achieving a first Full Level 2 qualification (EDE 4.1) • Increase in the number of Skills for Life qualifications achieved by adults (working or not working) in York (EDE 4.4) • LPSA targets (CYC) for adults achieving Skills for Life qualifications at entry level, Level 1 and Level 2 through Adult & Community Learning EDE 4.5-7) 					

Issue 3: Skills and Competencies for Economic Growth

Key facts about York:

Strategic Drivers:

- **LSC:** 40% Adult Funding demand-led by 2010 ; Demand-led = driven by learner & employer choice; Competition & collaboration will drive up quality, value-for-money & responsiveness
- **Leitch:** Develop economically valuable skills (demand-led, driven by SSC approved quals)

Employer (National Employer Survey 2005):

- York has 6,851 employers and 100,467 employees (Annual Business Enquiry 2004)
- 80% of employers (5,481) had 10 or less staff; 4% of employers with 50+ people account for 60% employees
- 70% of establishments in York **do** provide training
- 50% of establishments in York **do not** have training plans in place
- nearly one in four York employers (23%) report skills gaps (7% above national average)
- (perceived) skills deficiencies reported by York employers: 60% Customer handling; 53% team working; 50% technical / practical skills; 49% oral communication; 47% problem solving
- Skills gaps by sector – available on request

Stimulate an enterprising / entrepreneurial / creative / innovating culture (SRIP / RES):

- York has the lowest self-employment rate throughout the sub-region - 6.87% of people aged 16-74 years old (Census 2001)
- graduate retention is low
- develop an enhanced programme of support to promote entrepreneurship and enterprise in targeted sectors and within key groups - including young people, women, ethnic minorities, older entrepreneurs and those in disadvantaged communities (SRIP 2007)
- develop the ambition and culture within small & medium sized enterprises (SMEs) to embrace enterprise and innovation - inc transformational management and leadership development, as well as bespoke knowledge transfer projects (SRIP 2007)

Individuals / Employment by Occupation: (Census 2001):

- highest proportion of jobs held by York residents is in the managerial category (14%), with professional and associate professional / technical occupations accounting for 12% and 13% each = 39% of all jobs
- skilled trades (11%); sales & customer services (10%); elementary & process plant and machine operators (21%); personal services (7%)
- **nationally**, it is forecast that growth will be in 'higher' level occupations e.g.: managers & professionals, with declines in elementary occupations e.g.: porters, labourers (Working Futures report: 2004-2014 by IER)
- **in York**, it is important that a large pool of people are trained to technician level (NVQ 3 and higher) to support the development of the knowledge-led economy

Current significant employment sectors and Key Clusters:

- in 2004, 60% of the workforce was employed within 2 sectors - public administration, education & health (30.7%); retail (distribution), hotels & restaurants (29%); banking, finance & insurance was the next significant sector (14%)
- in 2003, Science City clusters (Bio-science, E-science - IT & Digital, Creative) accounted for circa 8% of all employment (8,400 jobs)
- in 2004 York had 6,851 employers and 100,467 employees
- 80% of employers (5,481) had 10 or less staff; 4% of employers with 50+ people account for 60% employees

Future significant sectors:

- there are a number of different projections / scenarios over different time periods
- by 2021, Science City clusters projected employment is 19,000 (which could equate to circa 16% of total jobs)
- by 2016 - 2021 the following industry sectors are predicted growth in employment - financial & business services (in spite of 2006 cuts by Norwich Union); retail (distribution), hotels and catering; transport and communications; other services (which includes education - University of York expansion)

SRIP Spatial themes for York (Leeds City Region and its hinterland), marketing York's cultural strengths and increasing York's competitiveness

- Develop opportunities for significant new investment, economic & employment growth in York & its hinterland (Selby, Malton, Easingwold)
- Sustain buoyant economies integral to the City Regions of Leeds
- Travel to work: 2004 - within the region, the 'major' cities are net importers of jobs e.g.: Leeds imports circa 85,300 jobs, Sheffield 46,900 and York 12,800

SRIP 2007:

- extend & develop science & innovation
- secure and bring forward a major R&D facility
- develop and invest in strategic sites - to meet the need for new businesses
- develop & expand HE provision
- develop & renew skills
- improve connections within the York sub area
- develop & exploit a waterfront renaissance
- create a contemporary, cultural & vibrant city

Transformational Issue 3 & Targets	Priority Interventions and Outcomes				
	1. Product and delivery development	2. Progression Routes	3. York Recognition Framework	4. More Effective partnership working	5. Collaborative City-wide infrastructures and processes
<p>Developing & renewing skills to facilitate economic growth appropriate to the changing key employment sectors.</p> <p>Skills defined as:</p> <ul style="list-style-type: none"> - technical to sector - generic competencies - basic skills - work attributes <p>Key sectors:</p> <ul style="list-style-type: none"> - retail, hospitality, tourism - public admin, education & health - science city clusters (bio-science, IT, Creative) - manufacturing - construction 	<p>Meet needs of employers and employees in key employment sectors i.e.: demand-led activity</p> <p>Annual Cycle of Sector / curriculum review of provision via CYLLP: Set up a cycle that fits with both LSC & Provider Business Cycle to use updated demand & supply evidence to inform planning, aligning both Higher York & Science City activities</p> <p>Blended learning opportunities: Need development of 'packages' of training for employers - that blend qualifications, with skills/ coaching / mentoring (part subsidised, part full cost)</p>	<p>Sustain high level knowledge base for a competitive city region - ensuring that those already with high level skills & qualifications remain competitive in the job market, as well as enabling progression to those levels of attainment</p> <p>Increase scale & impact of HE - placing expansion & diversification of HE learning as central to increasing economic activity & broadening cultural life</p>	<p>Opportunity to integrate & pilot framework within Higher Level Skills bid</p> <p>Recognise that the development of key competencies/skills are as important as formal qualifications to the growth of key sectors in York</p> <p>Raise profile & value of informal learning for workforce development</p> <p>Develop a tool that can record & measure skills that evidence has told us the workforce will need</p>	<p>Align activities of following key partners:</p>	<p>Draw down funding via YF Higher Level Skills Role of Learning City / sub-regional co-ordination / bid writing etc?</p> <p>Learning City supporting SCY to develop a Skills Strategy for Y & NY to address needs of the 3 SCY clusters for young people, adults, communities, employers</p> <p>Set up a city-wide formal marketing & communications group to take lead on materials, events etc for targeted groups, aligning with Higher York, SCY etc</p> <p>IAG – develop a range of Sector specific leaflets: that highlight both employment opps / + learning pathways</p>
<p>Targets/ Indicators agreed for York's LAA:</p> <ul style="list-style-type: none"> • Increase in the number of York residents of working age achieving a first Full Level 3 qualification (EDE 4.2) • Increase in the number of York residents of working age with a qualification to at least Level 4 (EDE 4.3) • Need to set other trackable targets eg: by sector 					

Issue 4: Increasing Employer Engagement in the Skills Agenda

Employer (National Employer Survey 2005):

- York has 6,851 employers and 100,467 employees (Annual Business Enquiry 2004)
- 80% of employers (5,481) had 10 or less staff; 4% of employers with 50+ people account for 60% employees
- 70% of establishments in York **do** provide training
- 50% of establishments in York **do not** have training plans in place
- nearly one in four York employers (23%) report skills gaps (7% above national average)
- (perceived) skills deficiencies reported by York employers: 60% Customer handling; 53% team working; 50% technical / practical skills; 49% oral communication; 47% problem solving
- skills gaps by sector – available on request

Future significant sectors:

- there are a number of different projections / scenarios over different time periods
- by 2021, Science City clusters projected employment is 19,000 (which could equate to circa 16% of total jobs)
- by 2016 - 2021 the following industry sectors are predicted growth in employment - financial & business services (inspite of 2006 cuts by Norwich Union); retail (distribution), hotels and catering; transport and communications; other services (which includes education - University of York expansion, public administration and health care)

Transformational Issue 4 & Targets	Priority Interventions and Outcomes				
	1. Product and delivery development	2. Progression Routes	3. York Recognition Framework	4. More Effective partnership working	5. Collaborative City-wide infrastructures and processes
<p>Increasing employer engagement in the skills agenda, in terms of:</p> <ul style="list-style-type: none"> - investment in training their workforce - articulating skills gaps & needs - developing new products & services with providers 				<p>Align activities of following key partners:</p> <p>Higher York & partners (York College, ABC, York St John Uni, Uni of York)</p> <p>Science City York</p> <p>First Stop York (Tourism)</p> <p>Business Link</p> <p>Chamber of Commerce</p> <p>Train to Gain Brokers</p> <p>Health PCT Groups</p> <p>Learning City working with CYC Skills Champion to develop a CYC service response to the Strategy</p>	<p>Engage employers in renewing skills (especially those not involved in workforce development), working more closely & effectively with different intermediaries, such as Future York Group, Chamber of Commerce, Business Link advisers, Train to Gain Brokers</p> <p>Facilitate a clearer, more coherent, cross-referral process for both individuals & employers receiving IAG, to create a 'virtual' one-stop-shop, as well as clearer guidance to progression pathways</p>
<p>Targets/ Indicators</p> <p>Need to set trackable targets</p>					

Issue 5: Maintaining a balanced offer of adult learning

Key facts about York:

Household Survey 2000:

- 40% of York adults have **not** accessed learning over the past three years

Talk About Survey, Sept 2006:

- 65% of York residents have **not** undertaken an adult education course in the last three years
- non learners = not proactively looking for work, part-time workers, lower qualification levels
- the main motivational factor for undertaking learning (57% of respondents) was to acquire new skills
- 41% of respondents undertook courses to gain qualifications ; 35% as hobby; 19% for job related training
- Female respondents - 2nd highest reason for participating in adult learning was to pursue a hobby (42%). It was the male respondents 3rd reason (26%)
- 55 years + category cited pursuing a hobby (50%), whilst they were less likely to want to improve their employment prospects and to gain a qualification
- Results were fairly equally split between social economic groups for the choice of hobby
- Residents of Huntingdon and New Earswick who had taken a course were significantly more likely to have done so to gain a new hobby, followed by Haxby & Wiggington and Accomb. * Sample sizes were small
- main barriers to learning = lack of time, location, timing & cost of courses. Specifically for Level 2 learners (Future Prospects data), main barriers to learning & work = disability; English as a foreign language (likely to increase with changing demographics) and no relevant qualification
- Lack of time was more of an issue for those respondents in Stensall , Osbaldwick and Dringhouses & Woodthorpe; whilst location and timing of courses prevented more from Bishopthorpe, Wheldrake taking part * Sample sizes were small
- Location of the most recent adult education course attended – 25% - FE college; 18% - adult education centre &/or local school
- By age, younger participants show a preference for courses held at FE colleges and schools whilst higher proportion of more mature respondents attended local community centres and adult education centres at schools
- Future participation - 61% interested in taking part in adult education in the future preferred evenings, followed by weekdays (25%) and flexible learning at different times (23%)
- The evenings were most popular for those respondents in Fishergate, Fulford and Heworth, whilst those in Gildhall, Osbaldwick and Rural West preferred weekdays * Sample sizes were small
- When this group were asked how they would prefer to learn, two thirds (72%) reported regular tutor led groups as their preferred method, followed by 33% who opted for a combination of group and distance learning
- The traditional tutor led option was the most popular for those in Osbaldwick, Stensall, Bishopthorpe and Heworth; whereas a combination of group and distance learning preferred by those from Hull Road * Sample sizes were small

Transformational Issue 5 & Targets	Priority Interventions and Outcomes				
	1. Product and delivery development	2. Progression Routes	3. York Recognition Framework	4. More Effective partnership working	5. Collaborative City-wide infrastructures and processes
Maintaining a balanced offer of Adult Learning across the city that provides opportunities for personal, social and community development.	Blended mix of provision to balance - opportunities for older learners (not in work); acquiring skills not just qualifications; for different learning styles & lifestyles; that are both self-financed and subsidised			<p>Align activities of following key partners:</p> <p>CYC - Adult & Community Learning; Family Learning; Libraries & Museums</p> <p>SALLY - Supporting Adult Lifelong Learning in York</p> <p>Learning Skills Network (LSN) - vol/comm sector</p> <p>York CVS</p> <p>Future Prospects</p> <p>Target Training</p> <p>Aimhigher</p> <p>Learning City – presented & attended CYC Adult & Community Ed Conference for practitioners to start to unpack strategy actions</p>	<p>Secure additional funding e.g. Big Lottery to address local needs in an innovative & targeted way – JM to work with Lorna Batten at Family Learning to develop partnership bid</p> <p>Targeted marketing & communications activity - to engage with new learners & raise the profile & value of informal learning for personal & social development</p>
<p>Targets/ Indicators agreed for York's LAA:</p> <ul style="list-style-type: none"> The number of adults registering for and completing learning programmes offered by, or in, York's public libraries (EDE 1.4) Need to set more trackable targets 					

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