

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

