

# York Learning & Skills Summit 2012 - Reaching Further -

Better Jobs, Better Enterprise,  
Better Lives



# Learning City York Vision

- ▶ 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 and training with a commitment to lifelong learning and a culture of enterprise, innovation and creativity that is second to none
- ▶ To continue to improve the quality and choice of learning provision in York, with an aspiration that all types of provision will be outstanding to meet the needs of children and young people, adults families, communities and employers

# Aims of Summit & Consultation

**By End September**

- ▶ Refreshed learning & skills statement of need
  - ▶ Refreshed strategy, ambitions, priorities & action plan to 2015
  - ▶ Refreshed partnership infrastructure to support delivery
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# Aims of Summit & Consultation

## Today

- ▶ Share intelligence
  - ▶ Highlight key contribution of learning & skills
  - ▶ Discuss new & emerging priorities
  - ▶ Challenge ourselves
  - ▶ Start shaping collaborative actions
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# York Learning & Skills Summit 2012 - Reaching Further -

**Baseline:**  
York's Adult Learning & Skills Strategy and  
Action Plan 2007 - 2011

1. Stimulate demand	2. Tackle worklessness & low level skills in disadvantaged communities	3. Develop & renew skills for economic growth & job mobility	4. Increase employer engagement	5. Maintain a balanced offer of adult learning
<ul style="list-style-type: none"> <li>• individuals (in work &amp; out of work)</li> </ul>	<ul style="list-style-type: none"> <li>• 10 areas (6 wards) in 20% most deprived</li> <li>• 11.7% with no quals</li> </ul>	<ul style="list-style-type: none"> <li>• sector skills</li> </ul>	<ul style="list-style-type: none"> <li>• to invest in skills</li> </ul>	<ul style="list-style-type: none"> <li>• informal learning in its own right for personal dev &amp; well-being</li> </ul>
<ul style="list-style-type: none"> <li>• families</li> </ul>	<ul style="list-style-type: none"> <li>• Lone parents</li> <li>• Learning difficulties &amp; disabilities</li> </ul>	<ul style="list-style-type: none"> <li>• generic skills</li> </ul>	<ul style="list-style-type: none"> <li>• to articulate skills gaps</li> </ul>	<ul style="list-style-type: none"> <li>• volunteering &amp; community action</li> </ul>
<ul style="list-style-type: none"> <li>• communities</li> </ul>	<ul style="list-style-type: none"> <li>• BME</li> </ul>	<ul style="list-style-type: none"> <li>• basic / skills for life</li> </ul>	<ul style="list-style-type: none"> <li>• to develop programmes with providers</li> </ul>	<ul style="list-style-type: none"> <li>• self-organised groups</li> </ul>
<ul style="list-style-type: none"> <li>• employers</li> </ul>	<ul style="list-style-type: none"> <li>• older unemployed</li> </ul>	<ul style="list-style-type: none"> <li>• work attributes</li> </ul>	<ul style="list-style-type: none"> <li>• to break down barriers for SMEs</li> </ul>	<ul style="list-style-type: none"> <li>• informal learning for journey to work</li> </ul>

# York's Adult Learning & Skills Strategy 2007 - 2011

## Interventions:

1. Product and delivery development
2. Progression routes
3. York Recognition Framework
4. More effective partnership working
5. City-wide infrastructures & processes for:
  - marketing & communications
  - information, advice & guidance
  - discretionary funding bids
  - assessing impact of interventions

Partner / City  
Activities  
2007–2011

## DEMAND

Learning Festival;  
Learning4Life brochure;  
Thrive & Survive; Jobs Fairs;  
York Business Week; York  
Means Business

## BALANCED OFFER

Volunteering Strategy / Year  
of Volunteering; 3 BIS bids  
for community media, Clifton  
project, re-imagining York;  
Yortime website; 2 new  
Explore Learning Centres;  
neighbourhood learning via  
3<sup>rd</sup> sector

## WORKLESSNESS

20–30 programmes – DWP,  
ESF, LSC/SFA, RIEP; General &  
targeted eg: mental health;  
ex-offenders; Kingsway West;  
Clifton; GP surgeries; sector  
specific; for new employers;

## EMPLOYERS

Science City; Business Link;  
Higher York; Key Account  
Management; York Business  
Forum; York Means Business  
portal; Apprenticeship  
Campaign

## SKILLS FOR GROWTH

Train to Gain; SRAP L3  
Creative Technical Skills;  
Higher York (HEFCE / YF)  
programme; Construction  
skills academy

# Impact of Strategy & Actions?

## Transformational for:

- beneficiaries of the specific schemes & interventions
  - the city?

## Stimulating Demand / Employer Engagement / Skills for Growth / Pay & Productivity

Performance Indicator	Trend 2007 - 2011/12	Comparator Ranking 2012
<b>Apprenticeship starts</b> 16-19 19 - 24 25 +	Back to 2006 levels Increase Increase	5 <sup>th</sup> highest employer engagement across 11 districts in LCR
<b>Qualifications (16-64)</b> At least Level 3 At least level 4	Increase Up but now dropping	UK ranking 9/64 in 07 & 08 5/64 in 09 to 7/64 in 10 below Brighton & London
Average earnings of residents	Increase	20/64 Change real wages 22/64
<b>Headline GVA</b> (productivity per head)	Decrease	26/64
<b>Businesses</b> Start-ups (bank accounts) Births (VAT registered) Deaths (VAT registered)	Increase Lower than 07 but ^ Increase	24/64 Patents 43/64

## Tackling Worklessness & Low Level Skills

Performance Indicator	Trend 2007 – 2011/12	UK City Ranking
NEET (16–18)	Stable	
Youth Unemployment (18–24)	Stable	3/64 in Nov 2011
Benefit Claimants (16–64) JSA All claimants (long term) Lone parents	Stable Decrease Decrease	6/64 13/64
Workless People	Increase	Employment 20/64
Children living in workless households	Increase	
Residents (16–64) with no qualifications At least a L2	Decrease Stable	5/64 in 07, 7/64 in 09 to 6/64 in 10

# **A better understanding of our client groups:**

- adult individuals, families, communities,
  - Employers / businesses / enterprise

## **And our ambitions for the city**

To refresh our priorities, target & align interventions  
and innovate solutions

So - what next?

Refreshed Strategy  
with 3 year action plan to 2015  
to make a difference towards  
current evidence-based priorities

# Whistle stop tour of national, LEP, local landscape & strategic drivers

# National Context

- ▶ **Building & Investing in a World Class Skills System** – Leitch targets, ‘skills’ and ‘participation in learning’ – critical to global competitiveness & supporting self
- ▶ **Be enterprising** – in a job, self-employed & start-ups, inc. Social Enterprise
- ▶ **Enterprise / Start-up finance** – available to unemployed & others
- ▶ **Skills funding direct to employers** – via Employer Ownership of Skills etc
- ▶ **RPA** – Raising Participation Age to 18 by 2015
- ▶ **Youth Contract** – NEET(16–18), youth unemployment (18 – 24), wage incentives
- ▶ **Apprenticeships**
- ▶ **Single Work Programme** (18+) & Universal Credit
- ▶ Large geographic coverage for Prime contracts
- ▶ **NCS** – National Careers Service
- ▶ **FE funding** reforms & pressures
- ▶ **Skills support for unemployed** – fully funded first L2 or L3 for 19–24
- ▶ **Adult FE Loans** – March 2013 for 24+ for first L3
- ▶ **HE fees & modular credit accumulation**
- ▶ **Child Poverty / Social Mobility** – importance of supporting adults into work
- ▶ **Family / household centred approach** – to support those seeking work
- ▶ **Community Learning Trusts** – targeting most disadvantaged
- ▶ **And everything else that I haven’t mentioned!**

## Skills Matter : Learning Pays :10 Fast Facts

1. A fifth of UK economic growth is due to improvements in workforce skills.

6. Achieving the 'Leitch' 2020 Ambition would, on conservative estimates, add between £5 and 6 billion net to GDP over 30 years.

2. An increase of 5% points in the proportion of workers trained could add 4% points to productivity. Increasing the numbers trained in the Leeds City Region by c.20,000 would add over £500 million to GDP annually, in perpetuity.

7. Eradicating **poor basic skills** would add £800 million per year to poorly skilled people's earnings in the Leeds City Region .

3. The Top 10% of performing companies have a workforce on average with an extra qualification level than the 10% of worst performing companies.

8. The **earnings premia** associated with achieving higher qualifications are: Level 2 (15%); Level 3 (13%); Level 4 (28%); Level 5 (23%).These are 'additive' .

4. '**Low training**' companies are between 2 and 2.5 times more likely to go out of business as 'High training' companies.

9. The **Net Present Value of an Apprenticeship** (Level 2) over the holder's lifetime is £73,000 and that for an Advanced Apprenticeship (Level 3) £105,000.

5. The average annual **cost to employers** (with > 50 employees) of **low basic skills** is £208,000 per year.

10. Improving workforce skills to the level of Finland could increase LCR growth by 1% per year: £750 million annually added to the economy.

# Beyond The City

## Local Enterprise Partnerships

Leeds City Region - 11 authorities  
York, North Yorkshire & East Riding

York, NY and East Riding	York	Leeds City Region
	Finance and Business Services	Finance and Business Services
Tourism	Visitor Economy (hospitality & attractions, retail )	Hospitality, Leisure, Travel and Tourism
	Creative / Digital	Creative Content Industries (creative /digital/design)
High Growth Manufacturing Food Manufacturing	Engineering / Advanced Manufacturing	Manufacturing / Advanced Manufacturing
Land / Agriculture	Bio-science & Environmental Technologies	Future Low Carbon Economy
Care Sector	Health & Social Care	
	Public Admin, Defence & Education	
	Construction	
	Transport, Storage & Communications	

# **Within the City**

**City Strategy**

**Economic Strategy**

**Child Poverty Strategy**

**Fairness Commission Report**

**Health & Well-Being Board**

**Council Plan**

**Elected Members – Scrutiny Committee**

**Long Term Visions + 3 year action plans to 2015**



# Refreshing Strategy, Priorities & Actions

2007 – 2011	2012 – 2015 ?
Stimulate demand	Stimulate awareness, demand & value for learning & skills
Tackle Worklessness & low level skills	Connect People to Jobs & Opportunities
Develop & renew skills for economic growth & job mobility	Provide skills to match employer's and business needs
Increase employer engagement	Strengthen and support a culture of enterprise
Maintain a balanced offer of learning	Grow a strong and vibrant offer of lifelong informal and community learning
	?????

Key Learning & Skills Issues identified through  
development of other city-wide strategies



# Meeting Needs of Employers & Businesses

- Gather, disseminate and act on 'smarter' and more local business intelligence with agencies and providers to ensure that learning & training provision meets employer's needs
- Target Key Account Management business support to include skills & recruitment and act on intelligence
- Strengthen the training offer for leaders, managers & entrepreneurs & the general demand for higher level skills
- Support the up-skilling of employees with lower level skills
- Growth in construction, hotels and catering, transport, retailing and care sectors will have implications for training, particularly vocational.
- Raise awareness of the business benefits of & access to Apprenticeships amongst employers to increase take-up
- Fully utilise the talents of graduates & post-graduates to support business growth, including innovation, R&D and knowledge transfer
- Ensure all young people, including graduates, are 'work-ready'

# Connecting People to Jobs & Opportunities

- Target action to increase the employability of vulnerable people
- Support & improve the basic skills, confidence and employability of residents in the most disadvantaged communities
- Simplify the myriad of services and systems to get help and advice to the people who most need it
- Encourage businesses to be more flexible and more supportive in their employment practices to support parents back into work, older workers, those with mental health issues, learning difficulties and disabilities
- Increase work experience and placement opportunities for all those seeking to enter employment or return to employment
- Increase access to Apprenticeships for all young people
- Ensure childcare settings remain financially viable to enable parents to go out to work or take-up training
- Help young people (16–24) to better navigate the employment economy, with a particular focus on vacancies in the care sector & business admin
- Attract and better use the talents of graduates, tackling the under-employment of graduates

# Strengthen & Support a Culture of Enterprise

- Raise the entrepreneurial ambitions of residents of all ages
  - Ensure that Careers and Labour Market Information, Advice & Guidance references self-employment and business start-up support
  - Enhance existing activities at promoting an enterprise culture and employability / enterprise skills in schools
  - Better promote graduate enterprise, including encouragement of spin-outs
  - Provide support to help social and community enterprises grow
  - Strengthen the training offer for leaders, managers & entrepreneurs
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# A Vibrant Offer of Lifelong Informal & Community Learning

- Work with communities at a neighbourhood level to tackle community priorities
- Maintain a balance of both formal and informal learning, inc. parenting, literacy, numeracy and family learning as a means of helping families to develop their skills and enhance their support for children
- Work together to develop financial education programmes for young people and parents
- Increase parental involvement in education (learning together; family learning) to tackle inequalities

What's missing?  
What actions should we be focusing on?

