

LEARNING CITY YORK Board Meeting

Tuesday 3 March 2015, 14.30–16.00
York College, 2FO98



Agenda

1. Welcome and apologies
2. Minutes of last meeting and matters arising
 - Mental Health Bid (Alistair Gourlay)
3. York's Revised Economic Strategy – prioritisation
 - Agreeing 3–5 'obsessions' or 'things to fix' from a Learning City / Skills Strategy perspective
4. ESIF
 - Be ready to maximise the opportunities from the new ESIF programmes
 - LCR (Julia Massey)
 - YNYER (Annabel Jelley)
5. Universal Credit
 - Understand the impact of UC on learning, training and employment programmes (Jill Gibson)
6. Future scanning of the political landscape
 - Round table updates on implications of potential political changes

LEARNING CITY YORK Board Meeting

Wednesday 8 October 2014, 14.00 – 15.30
York College



Attending: Alison Birkinshaw (chair, York College), Mark Alty (CYC), Alistair Gourlay (CYC), Sue Gradwell (NYBEP), Fiona Himsworth (CYC), Annabel Jelley (YNYER LEP) Julia Massey (Learning City, CYC), Liz McNeil (UOY), Claire Newhouse (Higher York), Charles Storr (CYC), John Thompson (CYC)

Apologies: Cllr Janet Looker (CYC), Maxine Squire (CYC)

Minutes

1. Minutes and actions

The minutes of the previous meeting were agreed.

2. Skills Strategy

The economic partnership and skills strategy look at different indicators. The dashboards provide a useful quick overview of the data, but need caution as they are not always robust and can highlight trends that are not statistically significant. Further analysis of the dashboard data is needed. We need to focus on key priorities and drill down into the relevant data.

The aim of a consolidated economic and skills strategy is to bring a greater focus on fewer priorities. Over the next 5 years there will be significant resources available through a number of sources to spend on the economy, employment and skills, so we need to look at how we can use that money effectively, with everyone working together.

There will be turbulence over the coming years around qualifications, although we do not expect the dip in York to be as severe as nationally. The number of people with no qualifications is significant, although this is understood to be mostly older people; very few young people leave with no qualifications. DWP is increasingly supporting people over 50 who are struggling to find work. **Action:** **AB** and **AG** to look at identifying those groups and what provision could meet their needs.

Employer survey shows several employers saying skills are a barrier to recruitment. However, many of those employers have not engaged with providers. Shepherd Group is looking to develop a training academy. It is essential for high quality CEIAG to take account of LMI. **Action:** **JM** to include on next agenda discussion of our top priorities for the skills strategy.

3. Restructure of YEP

The YEP is being reconstituted as the YLP (York Learning Partnership) from 2015, which will be a more strategic sector-led partnership. Some more technical aspects, such as around funding, will be devolved to other groups. It is not yet clear how the YLP and LCY will relate to each other, but much of LCY's work is beyond the statutory participation age, which is outside the remit of YLP. It was agreed that LCY would principally focus on 19+, and that

subgroups and task-and-finish groups would have representation from NYBEP and other organisations as needed.

4. LEP and ESF

Lots of partners have contributed to the strategy, which will inform the bid to ESIF (European Structural & Investment Fund). The LEP has £99m for 2015–21, of which £39m is ESF. While the LEP wants to do work on workforce development, the funding regulations are very prescriptive about targeting specific groups.

DWP provision is going to tender in spring 2015, with a focus on supporting people who have complex barriers to getting into and staying in work, and to continue supporting them for their first year of work.

There is potential for confusion as there are overlapping LEPs; York is both YNYER and LCR, so we need to make sure there is proper communication so York is not left out and that any work going on is streamlined.

5. Community learning

The Community Learning Partnership is an informal platform to network and share ideas, as a lot of partners don't have those opportunities elsewhere, and the intention is for this to be developed as a practical group. It recently delivered the York Adult Learning Awards, and it was tangible the impact that this had for individual people. A community art project tied in to TdF involved 450 people. There are four main projects for 2015, including reinvigorating the Heritage Learning Network.

We are not yet delivering the "pound plus" strategy. Provision is jointly planned and delivered, so there is little scope to improve.

6. Round table updates

- CN: Looking at becoming a collaborative outreach network, to enable a single point of contact for all schools in York and North Yorkshire, and what activities that will entail. It will primarily be a website presence, funded by HEFCE. Will work with apprentices on completing the programme around access to HE.
- LM: UOY has 3400 new students this year, in line with targets. There is a new map on the HEFCE website on pupil progress based on GCSEs, and two areas of York are in the bottom quintile. **Action: LM** to take this item to the YLP, to be considered by CEIAG task group.
- SG: Working on mapping current provision for NCS on school-based themes, which will be shared in due course. We have got to find a way of pulling together an offer for schools. There is a new project with FERA on biology, which will be offered to schools and colleges.
- AG: Seeing more people with mental health problems, who are a long way from being ready for work. We need to move people in low-level jobs up the chain to free up jobs that those people could fill. Mental health is a serious issue across all providers, and the city needs a coherent strategy to deal with it. Is the board looking at people who are functioning at a very low level? **Action: JM** to add to next agenda.
- AB: Concerned that NEETs are likely to go up because of requirement to study English and maths post-16, and some students' inability to progress.

ESIF – ESF CONTINUUM (latest info as at 23 January 2015)

TO	ACTIVITY TO BE SUPPORTED	OPTIN OR OUT	MODEL OF CALL	£	TARGET GROUP(S)	PROPOSED INTERVENTION
8	Back to Work Programme	OPT-IN VIA DWP	THREE DISTRICT SPECS 1. BRADFORD /LEEDS 2. CALDERDALE/ KIRKLEES/ WAKEFIELD 3. CRAVEN/ HARROGATE / SELBY & CRAVEN	22.39	<p>To allow flexibility the specification will target in particular those with one or more of the barriers identified below based on the following ;</p> <ul style="list-style-type: none"> those aged 25 years plus at 26 weeks to prevent them from moving on the Governments work programme at 52 weeks and ; young people (aged under 25 years) will be allowed to enter the programme at 26 weeks where individuals have been identified as having multiple barriers those claiming ESA at any time in their claim pre Work Programme, who are in the Work Related Activity Group and have barriers preventing them progressing into work those claiming IS with a youngest child aged one year old with multiple barriers as listed below <p>NB might need to review this wording in view that the Work Programme will end in 2016</p> <p>Priority groups for support are:</p> <ul style="list-style-type: none"> Drug and alcohol misusers who are in recovery or have their addiction under control Ex-offenders (being mindful of the National Offender Management Service (NOMS) ESIF national offer) Those with mild to moderate mental health issues/ learning difficulties that are preventing them moving into and sustaining employment Those living with Autism and/or Dyslexia Ethnic Minorities (<i>see also pre employability programme for this group under Social Inclusion</i>) Young People in particular those leaving care (16-24) Those that are homeless Those that are claiming Employment Support Allowance 	<p>Within the landscape of effective business engagement, this contract should provide additional, individual support to enhance and wrap around existing DWP mainstream provision and it sets out to do this by providing:</p> <ul style="list-style-type: none"> Working closely with the Jobcentre Plus Work Coach and building on the Claimant Commitment/Work Plan to address specific barriers and referral to modular support such as support for those with substance misuse, mental health issues etc by offering mentoring and specialist individual support to those with specific barriers to work. This support will move the hardest to help closer to the labour market with consistent and individual mentoring and ensure individuals are able to access all available support to address their barriers to move them into work. In agreement with the Work Coach tailored and personalised packages of support by providing pathways to employment, offering in-work support and mentoring for the first 6 months of employment to promote sustainability of employment and support businesses to take on unemployed people. Offering short vocational training as appropriate to employer requirements, such as Food Hygiene Certificate, Health and Safety CSCS. Community delivery of IT support including Universal Jobmatch, preparation for Universal Credit and financial budgeting. .(This could also be delivered in Jobcentres). Group sessions for those with language barriers – held within Jobcentres to support individuals job search, move closer to work and enable them to understand their own responsibilities within the benefit regime. The offer of work experience/volunteering opportunities to support the move closer to work. Helping disadvantaged people who persistently return to Jobseekers’ Allowance, and addressing barriers to their retention in sustainable employment; Increasing the participation by people from ethnic minorities in employment; Developing the skills and employability of offenders and ex-offenders to help them enter the labour market with consideration for existing provision and support of NOMS.
	Local Flexibility for Reducing Unemployment Programme	OPEN CALL	LCR - ONE LEAD	22.38	<p>18 plus unemployed (no age restrictions) provides substantial progression opportunities for NEETs 0-9 months) assumes employment opportunities could be accessed at the 9 months unemployed stage before they hit the work programme.</p>	<p>Building on the learning from the likes of Headstart and Devolved Youth Contract; the support offered to individuals will be based on their “need” with the firm goal of achieving sustainable employment.</p> <p>The programme will include a variety of tailored support:</p> <ul style="list-style-type: none"> A flexible journey for individuals based upon their need to include work placements, individual mentor support and in-work support, replicating the Headstart model and extending to all-ages. “Job- Connectors”, well networked individuals who will use their business connections to make carefully matched introductions between disadvantaged jobseekers and employers. To include the use of commercial employment agencies currently supporting Headstart. Close partnership with DWP to avoid duplication or displacement but to maximise the support available through mainstream provision, e.g. ESOL, basic skills provision. Enabling this programme to focus upon specific individual barriers. Locally delivered tailored support such as financial planning, support with mental health issues etc.
9	Community Led Local Development (CLLD) Programmes	RESTRICTED OPEN CALL	DISTRICT BASED ON DEFINED GEOGRAPHICAL AREA (IMD 2010 MOST DEPRIVED)	10.25	<p>Proposed areas include ;</p> <ul style="list-style-type: none"> Bradford – City, Greet Horton & Manningham, Keighley Central, East & West Kirklees – Huddersfield & Dewsbury Town Centres & surrounding areas Leeds – Inner East, Inner West, Inner South Wakefield – Five towns and South East Coalfield Area York – East West Corridor 	<p>The decision to include CLLD has been taken based on the value community economic development activity has in supporting the development of responses to the social, environmental and economic challenges faced in our most disadvantaged neighbourhoods.</p> <p>All areas are identified on the basis of high levels of deprivation, including higher than national average unemployment levels, low levels of skills and educational attainment and/or low levels of entrepreneurship. All areas will cover LSOAs which fall within the top 20% on the Index of Multiple Deprivation 2010.</p> <p>CLLD is bottom up based on local actors developing a Local Development Strategy.</p>

TO	ACTIVITY TO BE SUPPORTED	OPTIN OR OUT	MODEL OF CALL	£	TARGET GROUP(S)	PROPOSED INTERVENTION
9	Growing our Communities Programme (Big Lottery Opt-in) <ul style="list-style-type: none"> Integration of marginalised & vulnerable migrants such as Roma 	OPT-IN VIA BL	LCR - ONE LEAD	4.76	The activities, targets and outputs for this group should focus on the 'softer' measures needed to tackle entrenched exclusion. The most effective measures to tackle Roma exclusion are those which address the basic needs, build trust and understanding, and tackle all aspects of social exclusion. <i>Feedback on criteria of target group is welcome</i>	Tackling these issues is essential as the first step towards social inclusion and the longer-term goal of sustainable long-term employment for those more removed from the labour market. <ul style="list-style-type: none"> addressing issues with language barriers –to support individuals job search, move closer to work and enable them to understand their own responsibilities within the benefit regime. developing ICT skills developing wider employability skills skills training – non-accredited and basic accredited learning work experience/volunteering opportunities to support the move closer to work.
	<ul style="list-style-type: none"> Early Intervention Programme 		TBC – LIKELY TO HAVE LOCAL FOCUS BASED ON DATA SETS <i>future sounding group to be held mid 2015</i>		Working with families before they start to cause ASB problems and risk criminal records which would then become a major barrier to gaining and sustaining employment, come to the attention of police or have their children excluded from school which again create additional barriers to job search and/or retention before they become 'troubled families' . <i>Feedback on criteria of target group is welcome</i>	<i>Feedback on types of intervention required is welcome</i> Prevention: to prevent or minimise the risk of problems arising; Early intervention: targeting resources on individuals or groups at high risk, or showing early signs of a problem, to try to stop it occurring; Early remedial treatment: intervening once there is a problem, to stop it getting worse and redress the situation. <i>Feedback on types of intervention required is welcome</i>
	Third Sector Infrastructure Support Programme (through a Community Grants Programme)	POSS OPT-IN VIA SFA	LCR - ONE LEAD WITH COMMISSIONING ROLE	10.29	<i>Current eligibility is 19+, working under 8hrs per week (self-declared) and have the right to work in the EU (evidenced by passport or appropriate Visa) - focussed on women, lone parents, BME, 50 plus, disabilities/Health and disadvantaged Community.</i>	Support appropriate third sector organisations to mobilise disadvantaged or excluded unemployed and inactive people in order to facilitate their progress towards employment. <ul style="list-style-type: none"> Build on the experiences of other local projects which build the skills of local residents/ organisations to develop as volunteers, mentors and peer facilitators. Activities which secure progression as well as leads to qualifications. Ideal programme would meet both the individual need and the sector need. Stepped programme ie. ideally greater scope for progression and/or a range of grant/sizes = i.e. smaller orgs could work their way up over time, and larger orgs could come in a higher level to start with Local input via established Programme Steering Group
10	Meeting the Skills Needs of Employers for Growth (A) SME Skills Service and Skills Fund	OPT-IN VIA SFA	LCR - ONE LEAD WITH COMMISSIONING ROLE <i>– future sounding group to be held later in 2015</i>	29.19 Plus 7.5 (ring fenced for HLS)	Employed individuals with need to improve skills, at all levels from basic skills through to higher levels, including leadership & management, in line with BIS policy. Support businesses in LEP priority sectors to identify and articulate their skills needs and translate them into packages of skills support; and develop bespoke solutions either for the individual firms or groups of similar companies	<ul style="list-style-type: none"> Support for skills brokerage and diagnostic work to ensure that the skills provided are aligned to the employer's business plan and future growth strategy Packaging activity to aggregate demand for training from SMEs where there is potential to design and deliver joint solutions to shared training needs of small firms through collaboration Development activity to design new solutions for the delivery of training for employees, which will drive future competitiveness, in particular to support export and innovation. Grant funding towards the cost of accredited and non-accredited learning, up to 50% with co-investment from the employer <i>Higher Level Skills (HLS) Specific Elements:</i> <ul style="list-style-type: none"> Support for up skilling in priority sectors where skill shortages persist or forecasts indicate significant growth e.g. engineering, software engineering, digital and civil engineering/construction professions linked to capital investments in rail/other transport/housing regeneration. Support for higher level apprenticeships, development of new higher level frameworks in response to employer demand and progression routes for apprentices to reach degree level within priority sectors (<i>ideally where filling a skills gap for the local area or in bringing in a provider with particular expertise. Such provision will have to be discussed and co-ordinated in advance with the National Apprenticeship Service.</i>)
	(B) Other Higher Level Skills	OPEN CALL – outside of opt-in	LCR - OPEN FOR ACCESS & OUTREACH LCR - ONE LEAD AGENCY FOR CO-ORDINATING WORK PLACEMENT ACTIVITY	7	Employed, under-employed or unemployed individuals e.g. graduates or Apprentices with a need to improve skills to ensure their employability and/or progression to achieve higher level skills within the key sectors in LCR, particularly in SMEs. Widening participation needs should reflect the priorities of local areas (i.e. local areas determine the priority groups to be targeted) and encourage people to take-up subjects relevant to the priority sectors of the City Region and known skills shortages.	<ul style="list-style-type: none"> Access, inspiration and outreach programmes to encourage participation in and take up of higher level skills programmes by under-represented groups e.g. those with disabilities; women into STEM subjects e.g. engineering and software coding; and those from disadvantaged backgrounds e.g. care leavers, migrant groups and others from 'HE cold spots' who may not be aware of the support available (eg. loans to access FE/HE for higher level skills). Emphasis should be placed upon attracting and retaining locally defined under-represented groups and then helping them get and find work. Support for work placement, internship and conversion programmes targeted at graduates from HE or FE to ensure that they have the particular skills required for employment, particularly in LCR key growth sectors

ACTIVITY TO BE SUPPORTED	OPTIN OR OUT	MODEL OF CALL	£	TARGET GROUP(S)	PROPOSED INTERVENTION
(C) Construction Skills Programme	OPEN CAL – outside of opt-in	LCR - ONE LEAD	0.50 (Match via CITB cash)	Participants will be drawn from all ages 17 plus, and will be unemployed or economically inactive participants.	<ul style="list-style-type: none"> Interventions to attract talented people, at all ages, into the industry including: supported work experience; employer partnerships with skills providers; and activities targeted at groups currently under-represented in the industry e.g. women, and BME groups; Development of skills conversion pathways, with a mix of formal and “permit to work” (e.g. CSCS Cards) qualifications, to attract talent currently economically inactive / unemployed; and Interventions to re-attract people who have previously worked in the industry and are currently unemployed.
Local Responsiveness Programme (A) Skills support for Redundancy	OPT-IN VIA SFA	LCR - ONE LEAD	4.0	<p>Individuals must be aged 19 or over and eligible for ESF funding under the normal rules. They also need to fall into one of the four following categories:</p> <p>(i) Individuals, and their employer, who are under consultation of redundancy;</p> <p>(ii) Individuals, and their employers, who are under notice of redundancy;</p> <p>(iii) Individuals who have been notified by their employer that they are likely to be directly affected by downsizing or company closure, expected to result in unemployment;</p> <p>Individuals who are newly unemployed as a result of redundancy including those who are not yet claiming benefits (at the start of the intervention), and those who have recently started claiming JSA or ESA (WRAG).</p>	<ul style="list-style-type: none"> Access to or provision of matrix accredited careers advice and individual learner support focussed upon jobs and skills; Skills for Life diagnostics (including ICT) and delivery of Basic Skills training as appropriate; Production of a Training Needs Analysis and supporting Individual Learning Plan; Training to update skills needed for a specific employment sector, including pre-employment training to provide skills to enter a different occupation or sector where required; Bespoke training development to support volume recruitment of redundant or at risk employees; Training in preparation for self-employment; Further support and training linked to entrepreneurship, self-employment and social enterprise; Additional learning support and individual learner support; Specialist advice regarding areas such as benefit allowances, welfare support, debt counselling or emotional support; and Support to access employment opportunities (e.g. via employment agencies, direct applications etc.) in addition to vacancies offered by Jobcentre Plus.
(B) NEET	OPT-IN VIA SFA	DISTRICT SPECS BEING DEVELOPED	8.0	Young People at risk of becoming NEET aged (15 to 17) and those NEET up to age 19 and age 24 for young people with learning difficulties and / or disabilities.	<p>Activities will be developed to help Learners gain a greater understanding of their own abilities, learning needs and the range of employment opportunities available. These include: mentoring; tuition support; one to one support; personal and social development; individualised wrap-around programmes of support focusing on English and maths; skills programmes that may not be funded through mainstream; the development of employability skills potentially through a work pairing / work placement / volunteering programme; extra support on study programmes for 16-19 year olds at risk of becoming NEET, focusing on the target groups that will need more support; support for Learners from vulnerable groups to progress into sustainable outcomes working with the wider provider network to ensure progression routes fit the needs of the learner and lead to clear entry routes to employment; and non and accredited learning up to Level 2. This programme will link closely to existing employment programmes (e.g. Headstart and Talent Match) providing a clear and additional skills component to support positive outcomes for participants. Wrap around IAG will be an integral part of delivery. IAG should be delivered as an integral element of the support and be delivered to Matrix standard.</p>
(C) Local Response Fund	OPT-IN VIA SFA	LCR - ONE LEAD	2.0	<i>Individuals aged 15-17 (at risk of NEET) or 17 and over and be eligible for ESF funding. SMEs operating in any sector in Leeds City Region subject to EU compliance of eligible sectors and compliant with State Aid rules.</i>	<ul style="list-style-type: none"> Overcome barriers to participation, achievement and progression for underrepresented groups of participants and/or SME engagement; Overcome barriers to participation, achievement and progression in specified/prioritised localities or communities such as Enterprise Zones, Core Cities, Rural Communities or specific sectors; Engage new employers / employer representatives and other stakeholders who have the potential to influence the delivery of learning and; Promote the uptake of learning by employees in particular those seeking to upskill and / or change career <p>Specific activities are likely to include:</p> <ul style="list-style-type: none"> Undertaking research and intelligence gathering to identify employer skill needs; Identifying and piloting new content delivery and / or delivery methods which meet employer / participant needs <p>The specification will reflect the learning arising from the evaluation of the current LRF programme</p>
(D) Skills Support for In-Work Claimants	OPT-IN VIA SFA	To be determined – future sounding group to be held later in 2015	6.0	<p>People in-work who are in receipt of housing benefit and / or in-work tax credits or universal credit, once introduced, to support learning activity and skills development which should lead to greater earnings in the future.</p> <p>This includes people on zero hours contracts; working part-time; who are underemployed; and/or who have experienced a series of temporary jobs and are seeking a more stable working pattern with</p>	<p>Part-time learning opportunities and/or online learning programmes, which will enable low –paid individuals to increase their earnings by progressing onto higher skilled jobs either with their current employer or in a different employer/sector.</p> <p>Specific activities may include:</p> <ul style="list-style-type: none"> Maths and English GCSE programmes as entry level enablers to better skilled jobs and learning programmes (subject to not duplicating mainstream provision) A level programmes as entry level enablers to professions and access courses for HE e.g. nursing and other

ACTIVITY TO BE SUPPORTED	OPTIN OR OUT	MODEL OF CALL	£	TARGET GROUP(S)	PROPOSED INTERVENTION
(E)				increased hours and/or a higher rate of pay, beyond minimum wage, to reduce their benefit dependency.	<ul style="list-style-type: none"> healthcare professions (<i>subject to not duplicating mainstream provision</i>) Taster and entry level programmes for career changers into sectors where skills shortages and higher paid roles exist, e.g. computer coding Online and other accredited part-time courses which will improve CV and job readiness for higher paid/more full time hours availability jobs where demand exists e.g. logistics, transport, health/care.
Promoting Enterprise and Innovation in Young People	OPT-IN VIA SFA	LCR - ONE LEAD	13.0	<ul style="list-style-type: none"> Participants aged 15-24 in Schools, Pupil Referral Units, Colleges and Universities Unemployed participants aged 18-24 Inactive participants aged 16-18 <i>working closely with district level NEET providers to avoid duplication</i> Employed participants providing IAG to Young People 	<ul style="list-style-type: none"> Expansion of the successful Better Informed Choices www.lcrjobsintel.co.uk project whereby resources and video clips, developed with and by businesses in key sectors, are promoted to teachers, young people and their parents, in line with the NCS Inspiration Agenda. Capacity building activities with participants responsible for providing information, advice and guidance to young people including bespoke professional development activity. Developing a stronger IAG offer, particularly in the form of face-to-face individual guidance for all ages to complement the web and telephone service offer from the National Careers Service - building on previous ESF type interventions which the NCS have offered. Widening of business-education activity to ensure that every school is able to link with business and that meaningful interaction takes place between young people and business volunteers. Expanding the offer of work experience and internships to more students to ensure that they have a true understanding of the opportunities available for successful careers in many of the area's growth sectors. Supporting young people to better recognise, articulate and promote their skills and achievements for example by utilising a skills portfolio approach with validation from employers, Schools, Colleges, coaches, clubs etc. To develop an "app" to support the collation and functionality of the portfolio. Development of a comprehensive business-inspired Enterprise & Innovation curriculum with Leeds City Region educational institutions, including access to locally supported enterprise and incubation facilities, based on national best practice - celebrated by the promotion of Young Entrepreneur and Young Innovator competitions, to inspire high aspirations and recognise talent. IAG should be delivered as an integral element of the support and be delivered to Matrix standard.
Apprenticeship Hub	OPT-IN VIA SFA	LCR - ONE LEAD	7.0	Young people aged 16 – 24 years old, SME's with 249 or fewer employees who have not previously, or within the last 12 months, offered an Apprenticeship opportunity.	<p>Promote Apprenticeships as a credible career option to young people and their parents/carers;</p> <ul style="list-style-type: none"> Provide enhanced support in completing high quality and robust applications for Apprenticeship opportunities and increase the number high calibre applicants for the vacancies; Build on best practice from the initial pilot phase and expand support in each locality by working with and providing complementarity to the activities of the LEP Skills and Business Growth Services by providing IAG to SME businesses, especially around the Apprenticeship Reforms, the Apprenticeship process and benefits and changes to the funding systems whilst providing a one point of contact for impartial Apprenticeship information for SMEs on behalf of providers and thus avoiding a plethora of agencies 'selling' Apprenticeships to SMEs. The SME engagement activity will be representative of training providers to ensure that SMEs are not bombarded with a range of sales pitch's on Apprenticeships; Focus additional resources to promote the Apprenticeship route to students, parents and teachers, career progression and breadth of opportunities - especially the high number of Apprenticeships on offer in the Manufacturing and Engineering sectors and the needs of the LEPs key priority sectors; Identify training needs of SME's in relation to Apprenticeships and provide a co-ordinated and centralised training delivery matching point on behalf of Colleges and training providers to support the delivery of the provision, working in conjunction and in alignment with LEP Skills and Business Services; Deliver the programme through a partnership approach at both LEP and local authority level to ensure complementarities of provision and to facilitate a 'one stop' approach in relation to advice, guidance and support on Apprenticeships ensuring that the approach complements and is integral to any local business growth offer; To develop and deliver a marketing plan with co-ordinated activity that will underpin and support achievement of the targets and outputs; To underpin the programme the LEP will lead on testing out the role of discounted Travel Cards for Apprentices, with Metro, as a means to overcome the high cost of travel for young apprentices (typically 20% of weekly wages) and offer equality of concessions for young people regardless of their chosen route and therefore the successful provider will need to work with the LEP on integrating any identified discount travel options for Apprentices into their delivery.
Monies not yet assigned	To be determined		9.16	Allows flexibility over lifetime of the programme	
EAFRD	LIKELY TO BE REMOVED		0.43		