

# LEARNING CITY YORK Board Meeting

Wednesday 9 June 2015  
14.00 – 15.30, York College



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## Agenda

1. Welcome, and introduction to new members:
  - Cllr Jenny Brooks
  - Lorna Savage (Headteacher, Fulford School)
  
2. Minutes of last meeting and matters arising Alison Birkinshaw
  - Item 1: Community Learning Partnership to discuss whether the partnership should formally report to Learning City York (Alistair)
  - Item 2: Outcome of Mental Health Bid (Community Learning Partnership)
  - Item 2: Mental Health – a future agenda item; invite York St John and the Diverge Project – Discovery Hub – Learning for Recovery
  - Item 3: Economic Strategy – key issues were fed through
  - Item 6: Make it York – future agenda item
  
3. Make it York Steve Brown
  - Forging links to ensure that skills, recruitment and talent match is part of the business support and inward investment offer
  
4. Learning City and Skills strategy Julia Massey
  - Vision, priorities and KPIs, success measures
  - Progress against deliverables
  - Key priorities for 2015/16
  
5. York's revised economic strategy Julia Massey
  - Four key priorities
  - Famous four
  
6. Enterprising skills for all ages
  - Council Scrutiny 2014
  - School perspective Lorna Savage
  - Higher York (HEFCE funded) initiatives Liz McNeil
  - LCR Enterprise and Employability Governors Julia Massey
  - YNYER LEP Funding to support NYBEP
  - Talent Matching for businesses – Graduates and Apprenticeships
  
7. Round table updates
  
8. Any other business
  - LCR devolution deal

# LEARNING CITY YORK Board Meeting

Wednesday 3 March 2015  
14.30 – 16.00, York College



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**Attending:** Jane Elsworth-Barker (NCS), Alistair Gourlay (CYC), Sue Gradwell (chair, NYBEP), Annabel Jelley (YNYER LEP) Julia Massey (Learning City, CYC), Liz McNeil (UOY), Claire Newhouse (Higher York), John Thompson (CYC)

**Apologies:** Alison Birkinshaw (York College), Jill Gibson (JCP), Cllr Janet Looker (CYC), Maxine Squire (CYC)

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## Minutes

### 1. Minutes and actions

The minutes of the previous meeting were agreed.

**JT** clarified that the York Education Partnership is to be split into the York Learning Partnership (YLP) and Schools Forum. This is distinct from the York Learning Alliance (YLA), which is a proposed schools company jointly owned by the local authority, that could deliver CPD and school-to-school support through the teaching school alliances.

LCR will be making funding available for schools and clusters of schools to bid for related to enterprise and employability, it is unclear whether the YLA will be in place in time to submit bids, so it is likely that the Local Authority will submit bids, on behalf of the schools (**JM leading**).

The 14–19 and Skills team has been removed from the restructure of school improvement services and will be considered separately.

The next meeting of the Community Learning Partnership will discuss whether the partnership should formally report to Learning City York.

### 2. Mental health (AG)

A bid has been submitted to BIS by York Learning, on behalf of the York Community Learning Partnership, with the outcome to be announced in the next few weeks. The proposal is to look at whether learning can have an impact on people with mild depression, creating more capacity and developing a common assessment tool; support available will need to be mapped so that people with more serious mental health needs can be referred to appropriate services.

There is a shortage of talking therapy/counselling, and a 12–18 month waiting list, and so we would like to put additional provision in at this level to fill gaps where other organisations have reduced or withdrawn their services. More than half of people claiming ESA have mental health needs. From September 2015, training for counsellors will not be funded. This leaves a significant gap in services at a time of growing need, and will be vital in terms of economic development to get and keep people in productive work. We are also seeing more mental health issues and self-harming in schools.

A more in-depth discussion to be held at a future meeting, to include York St John University, who have funding to do peer outreach work.

### **3. York Economic Strategy (JM)**

The York Economic Partnership is hosting a workshop on March 9<sup>th</sup> to prioritise the top 5 key issues for the city to focus on over the next five years, 2015-2020.

The learning, skills and people issues will be well represented by Alison, as Chair of Learning City, Maxine Squire, Julia Massey and Paul Murphy (Higher York).

Recognising the importance of Growing the Economy and Creating Jobs, the Board agreed that the following 'obsessions' could not be overlooked and should be fed into the workshop:

#### General Summary

The most successful and equitable economies don't separate Economic Growth from social inclusion, financial inclusion and personal development

#### CEIAG

Across all ages; to respond to the changing labour market and skills needs both now and in the future

#### Vulnerable Groups

With 'full employment' (by economic definition), aligned to the challenges of high levels of part-time employment, support from employers and agencies is required for 'vulnerable groups' to ensure that there are sustainable job opportunities for 'all' eg: adults with LDD; ex-offenders

#### Mental Health

'Hidden' evil...impacting of attainment and productivity of young people and adults

#### Sectors

It's not just about the needs of high growth / high value sectors eg: Bio-Vale; it's also about the needs of high employment sectors eg: health & care; tourism (inc. retail)

Need 'to fix' labour shortages in some of these low paid, high employment sectors eg: care, hotel industry.....how do we get the sectors to be valued.....how we encourage better pay....

#### Digital Inclusion / Digital Skills

Cross-cutting theme...all ages....all sectors....all levels....in or out-of work

#### Family Learning

Importance of FL to raise attainment of young people and parents

## Apprenticeships / Graduates

Need to continue the drive on 'high quality' and 'better paid' Apprenticeship opportunities, particularly as an alternative to HE. At same time, need to nail a 'Graduate Offer' for employers to better utilise the talent and skills of HE students

### **4. ESIF (AJ & JM)**

AJ - It is a slow process and we are unlikely to have an outcome before the autumn. There is £39m available through the YNYER LEP, and plans to spend it include:

- Youth programme, with a focus on CEIAG, employability skills and progression to HE
- Workforce development, making sure we offer flexible training for people in work
- Social inclusion and unemployment.

We need to procure support for people being made redundant in a way that is nimble and can be deployed quickly. We need agencies to share information quickly at a local level.

Concerns raised by Board members - Local authorities and other agencies are losing staff and skills, and do not have the capacity to maintain services when there are gaps between contracts; while national providers may be able to pick up that work, there is the question of whether they will understand the local context.

Big Lottery Funding is used to build capacity in the voluntary sector, and involves a lot of development work before and during the contracts, which gives them greater prospects for success. AJ explained that they are trying to collaborate with neighbouring LEPs where possible, although funding requirements mean that this cannot always be achieved. One such example is with regards to the DWP Opt-in programme for supporting the unemployed, where by the LCR allocations for York, Selby, Harrogate and Craven will be combined with the YNYER allocations and tendered through YNYER.

JM shared a document giving themes and priorities for LCR. One call for activity will be released in March which is to be co-financed by CITB re: CEIAG around construction and attracting more working age people to the sector, as well as younger people still in education. Another that is likely to be released is around 'local flexibility for reducing unemployment' – this would look to local authorities to provide match funding, and so CYC is assessing whether they will have sufficient cash and on kind match to bid for activity.

### **5. Universal credit (JCP)**

JM to circulate a paper from JCP regarding the impact of UC on education, skills and learning.

### **6. Future scanning**

- **LM (UofY)** - Labour's proposal to reduce tuition fees to a maximum of £6k/year raises a lot of questions, and will have an impact on universities' outreach and fair access work. Post-graduate funding schemes may widen access.
- **Higher York** has won a HEFCE award to act as a Single Point of Contact for widening participation activity with schools which runs until December 2016.

- Schools and colleges are focusing on qualification reform and funding reductions, and are, understandably, not treating CEIAG and a range of other issues as main priorities. It is unlikely that any party will roll back qualification or funding changes, although Labour and the Lib Dems would provide protection for 16–19 funding. Accountability is unlikely to change significantly, although Labour are looking to have local, instead of regional, schools commissioners.
- There is more nuance around the value of apprenticeships for higher skills, we still need clarity around the employer-led model.
- **LEPs (AJ)** - It is likely that the existing model for LEPs will remain in place, but they will be consolidated into a smaller number. This leaves YNYER vulnerable, as funding tends to be channelled through larger cities.
- A future agenda item to be added on 'Make it York'.

## Learning City York – Key Priorities, Activity and Outcomes – June 2015

### Overall Mission

Maximise the contribution of skills, education, training and lifelong learning to:

- Sustainable economic growth,
- Building stronger communities,
- Promoting social mobility and
- Supporting personal fulfilment and well-being

### How – Strategy / Action Plans / Priorities

<b>York Skills Strategy (2013-2016)</b>			<b>York Community Learning Trust</b>
<b>Skills for Business Growth</b>	<b>Skills for Employment</b>	<b>Skills for the Future Workforce</b>	<b>Learning for personal, social and community development</b>
Developing a flexible and productive workforce	Connecting people of working age to jobs and opportunities	Nurturing and supporting our young people	Adults and families

### Measures of Success

- Activity / Deliverables
- Key Performance Indicators (adult quals, employment / JSA, productivity, young people attainment, employer perception of work-readiness of young people, participation in education, training and lifelong learning)
- Impact

## Unlocking York Talent – Skills Strategy (2013-2016)

### Deliverables by end 2016

Deliverable	To date - June 2015	Impact	Going Forward - 2016
1. Coordinated 'skills offer' for business and residents	<ul style="list-style-type: none"> <li>• Skills Support for the Workforce (York College, ESF, YNYER)</li> <li>• Biovale offer (YNYER LEP funded)</li> <li>• New Skills Service for SMEs (LCR funded)</li> <li>• Each institution has a business offer</li> <li>• Adult Learner's Brochure</li> </ul>		<ul style="list-style-type: none"> <li>• More targeted sector focus – see appendix</li> <li>• Closer links to identify sector / generic needs and promote offer through <b>Make it York</b></li> </ul>
2. Calendar of events & campaigns to promote the benefits of and stimulate take-up of skills, training and lifelong learning	<ul style="list-style-type: none"> <li>• National Apprenticeship Week (March)</li> <li>• Adult Learner's Week (June)</li> <li>• Steps to Success (November)</li> <li>• York Business Week (November)</li> </ul>		
3. Skills Academy for Construction & Tourism	<ul style="list-style-type: none"> <li>• New Centre for Construction at York College</li> <li>• National Skills Academy for Construction at CYC – embedding employment and skills plans into procurement and planning to secure local jobs, training and education opportunities</li> </ul>		<ul style="list-style-type: none"> <li>• ESF LCR Construction activity</li> <li>• Focus on Tourism / Hospitality sector</li> </ul>
4. Jobs Fairs	<ul style="list-style-type: none"> <li>• 2 city centre each year (York Learning, CYC Economic Inclusion funding)</li> <li>• Apprenticeship Recruitment Events (LCR funded)</li> <li>• Acomb Jobs and Opportunities (coordinated by local Cllr, community and Explore)</li> </ul>		
5. Targeted support for unemployed 18-24s, over 50s and families into work	<ul style="list-style-type: none"> <li>• Head Start 18-24s (York Learning, LCR funded)</li> <li>• Creative Employment Programme</li> <li>• Experience Works 50+ (York College, CYC Economic Inclusion Funding)</li> <li>• Support for You (Families, individuals, York Learning, ESF)</li> <li>• Sector Based Work Academies</li> </ul>		<ul style="list-style-type: none"> <li>• ESF programmes via each LEP</li> </ul>

<b>Deliverable</b>	<b>To date - June 2015</b>	<b>Impact</b>	<b>Going Forward - 2016</b>
6. A York HE & Graduate Intern programme for SMEs	<ul style="list-style-type: none"> <li>Offers already available via each HEI</li> </ul>		<ul style="list-style-type: none"> <li>Project proposal from Higher York....could help to promote one 'York Young Talent' message to employers re: graduates and apprentices</li> </ul>
7. Apprenticeship Brokerage Service for SMEs to increase take-up amongst 16-24s	<ul style="list-style-type: none"> <li>Independent SME service facilitated by CYC Skills Team (LCR funded)</li> <li>Range of activity and campaigns with schools, JCP and through The Press (CYC coordinated with training providers, LCR funds support)</li> <li>Creative Employment Programme (CYC, Creative Skills Council)</li> </ul>		<ul style="list-style-type: none"> <li>ESF LCR Apprenticeship Hub 2 – LAs seeking to bid</li> <li>Key priority nationally and new Council administration</li> </ul>
8. York Traineeship model for 16-17s	<ul style="list-style-type: none"> <li>Traineeships offered in small numbers by YH Training, York College and York Learning</li> </ul>		<ul style="list-style-type: none"> <li>As above</li> </ul>
9. Job Carving to support employment opportunities for young people with LDD	<ul style="list-style-type: none"> <li></li> </ul>		<ul style="list-style-type: none"> <li>Increasing need</li> </ul>
10. More businesses linked to young people in education & curriculum to inspire and nurture key employability and enterprise skills for growth sectors	<ul style="list-style-type: none"> <li>York CEIAG, Enterprise and Employability Offer to be published, including offer from NYBEP, York Cares, Higher York partners, NCS</li> <li>Enterprise Governor Champion programme being developed (LCR funded)</li> <li>Higher York</li> <li>Individual school activity</li> </ul>		<p>Vocational curriculum in schools</p> <p>Embedding / developing skills in existing curriculum</p> <p>Employer links</p>
11. Develop digital and financial literacy skills amongst residents			
12. Engage more parents and carers in their children's learning	<ul style="list-style-type: none"> <li>Family Learning (York Learning) and WEA working with Children's Centres and specific Primaries</li> </ul>		

## Sector Specific Activity

Sector	Stats & Facts	To date – 2013- 2015	Going forward - 2016
Tourism & Leisure (hospitality & catering, visitor attractions and cultural events)	<ul style="list-style-type: none"> <li>• 30% of employment</li> <li>• Below national average for productivity</li> <li>• 40% employers report both basic and higher level skills gaps</li> <li>• High levels of part-time / zero hour contracts</li> <li>• Low paid entry level jobs</li> </ul>	<ul style="list-style-type: none"> <li>• John Lewis recruitment – better jobs, better paid, quality training</li> <li>• Challenged hotels to offer Trainee Manager Apprenticeships, not just customer service</li> <li>• Still shortages for cheffing, housekeeping</li> </ul>	<b>STILL KEY EMPLOYMENT SECTOR</b> <ul style="list-style-type: none"> <li>• Challenge Apprenticeship wages to attract talent</li> <li>• Hospitality Academy in city centre (College, YSJU, Minster)</li> </ul>
Retail			
Construction	<ul style="list-style-type: none"> <li>• 4.5% &amp; ^</li> <li>• Below national average for productivity</li> <li>• Skills shortages</li> </ul>	<ul style="list-style-type: none"> <li>• Careers Coordinators site visits</li> <li>• CYC Employment and Skills Plans to secure local opps through procurement and planning</li> </ul>	<b>GROWTH EMPLOYMENT SECTOR</b> <b>ECONOMIC STRATEGY</b> Free up Brownfield Sites for employment and residential developments
Business, Financial & Professional Services	<ul style="list-style-type: none"> <li>• 18% employment &amp; ^</li> <li>• Above national productivity</li> </ul>	<ul style="list-style-type: none"> <li>• Apprenticeship opportunities ^ eg: paralegal, insurance, social media and marketing</li> </ul>	
Health & Social Care	<ul style="list-style-type: none"> <li>• 15% &amp; ^</li> <li>• Ageing workforce</li> <li>• Basic and high level skills needs</li> <li>• Low paid entry / zero hr contracts</li> </ul>		<b>STILL KEY EMPLOYMENT SECTOR</b> <ul style="list-style-type: none"> <li>• Shortages in care sector</li> <li>• Council priority</li> </ul>
Creative & Digital Industries	<ul style="list-style-type: none"> <li>• No reliable data to quantify size</li> </ul>		<b>ECONOMIC STRATEGY – KEY SECTOR for BUSINESS GROWTH (many micros)</b>
Advanced Manufacturing & Engineering	<ul style="list-style-type: none"> <li>• 4.3%</li> <li>• Replacement demand / high level skills needs</li> </ul>		<b>ECONOMIC STRATEGY = RAIL</b>
New Technologies (inc. bio-renewables and low carbon)	<ul style="list-style-type: none"> <li>• Not fully understood</li> <li>• Underdeveloped</li> <li>• High skilled job opportunities ^</li> </ul>		<b>ECONOMIC STRATEGY = BIO-VALE</b> What does this mean Do companies know they are in it
<b>DIGITAL SKILLS</b>			<b>CROSS- SECTOR NEED</b>

# YORK

## ECONOMIC STRATEGY 2015-20

➔ Forewords

➔ What do we know about York's economy?

➔ Our vision: What do we want for our city?

➔ Our overall strategic approach

OUR OBSESSIONS



➔  
A TANGIBLE SHIFT TO  
HIGHER VALUE  
SECTORS & JOBS



➔  
UNLOCKING  
BROWNFIELD SITES  
FOR JOBS & HOUSING



➔  
ENTERPRISING SKILLS  
AT EVERY AGE



➔  
TACKLING CONGESTION  
TO EMPLOYMENT SITES

WE WILL BE  
FAMOUS FOR BEING



➔  
A WORLD LEADER IN  
BIORENEWABLES &  
AGRI-TECH



➔  
A MODERN CITY  
UNIQUELY UTILISING ITS  
DISTINCT HERITAGE



➔  
A LEADING RAIL HUB  
IN EVERY WAY



➔  
A CREATIVE CITY ON  
THE WORLD STAGE

TO ENABLE THIS  
WE'LL NEED TO

➔ Make bold and robust decisions about our resources

➔ Attract investment to do what we want

➔ Work together across sectors in a way which enables entrepreneurial solutions thrive

➔ Make sure we're on track against our plans and targets