

WE DRIVE GROWTH THROUGH SKILLS

The local skills perspective: issues and future challenges

South Gloucestershire Partnership | 9 November 2015



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WE ARE A PRIVATE/PUBLIC PARTNERSHIP
GROWING THE ECONOMY OF THE BRISTOL & BATH CITY REGION.

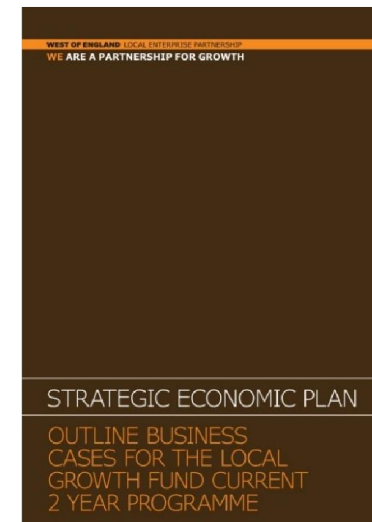
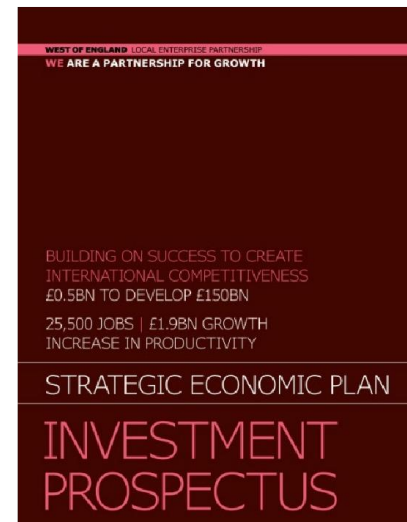
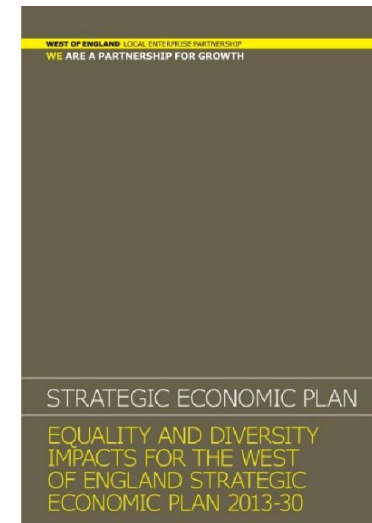
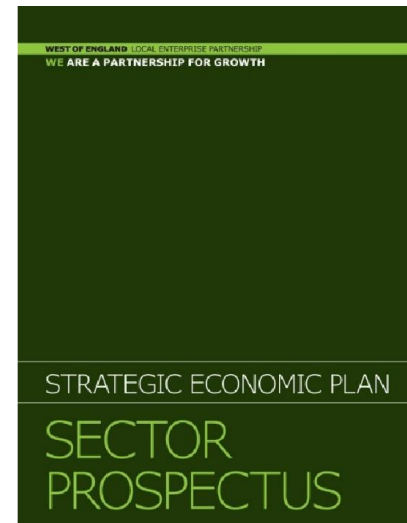
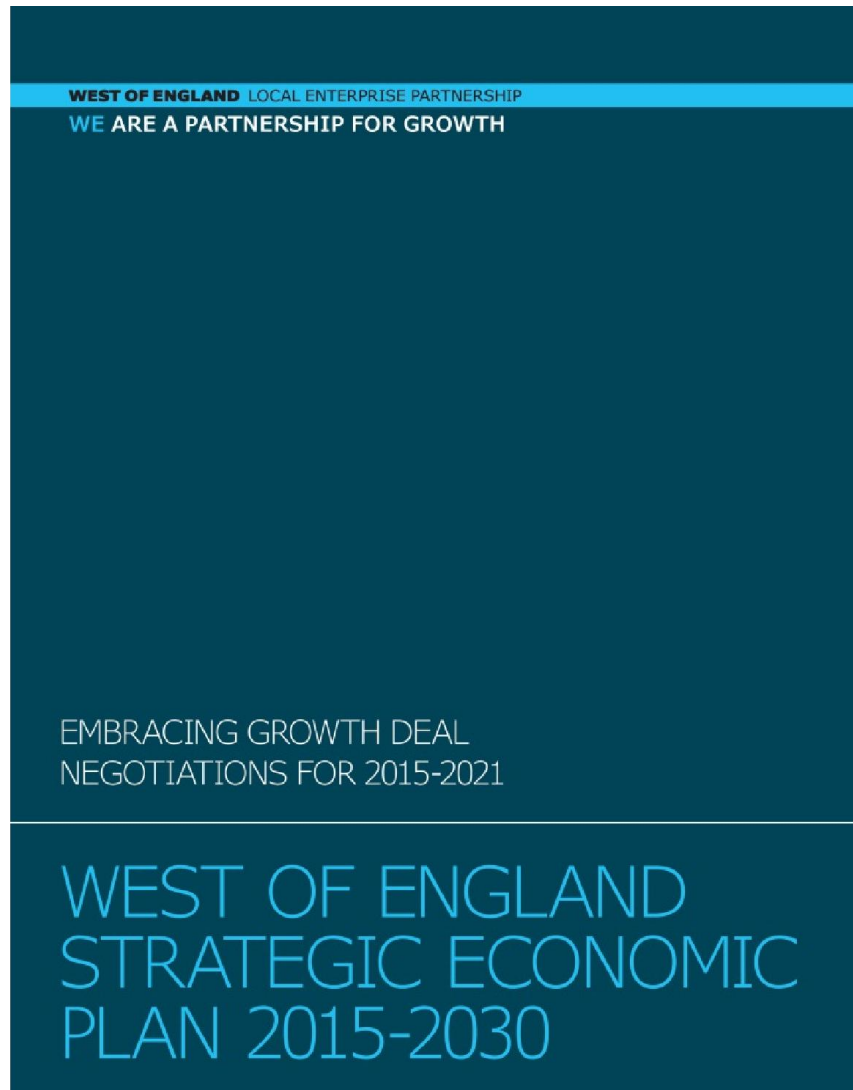
Overview

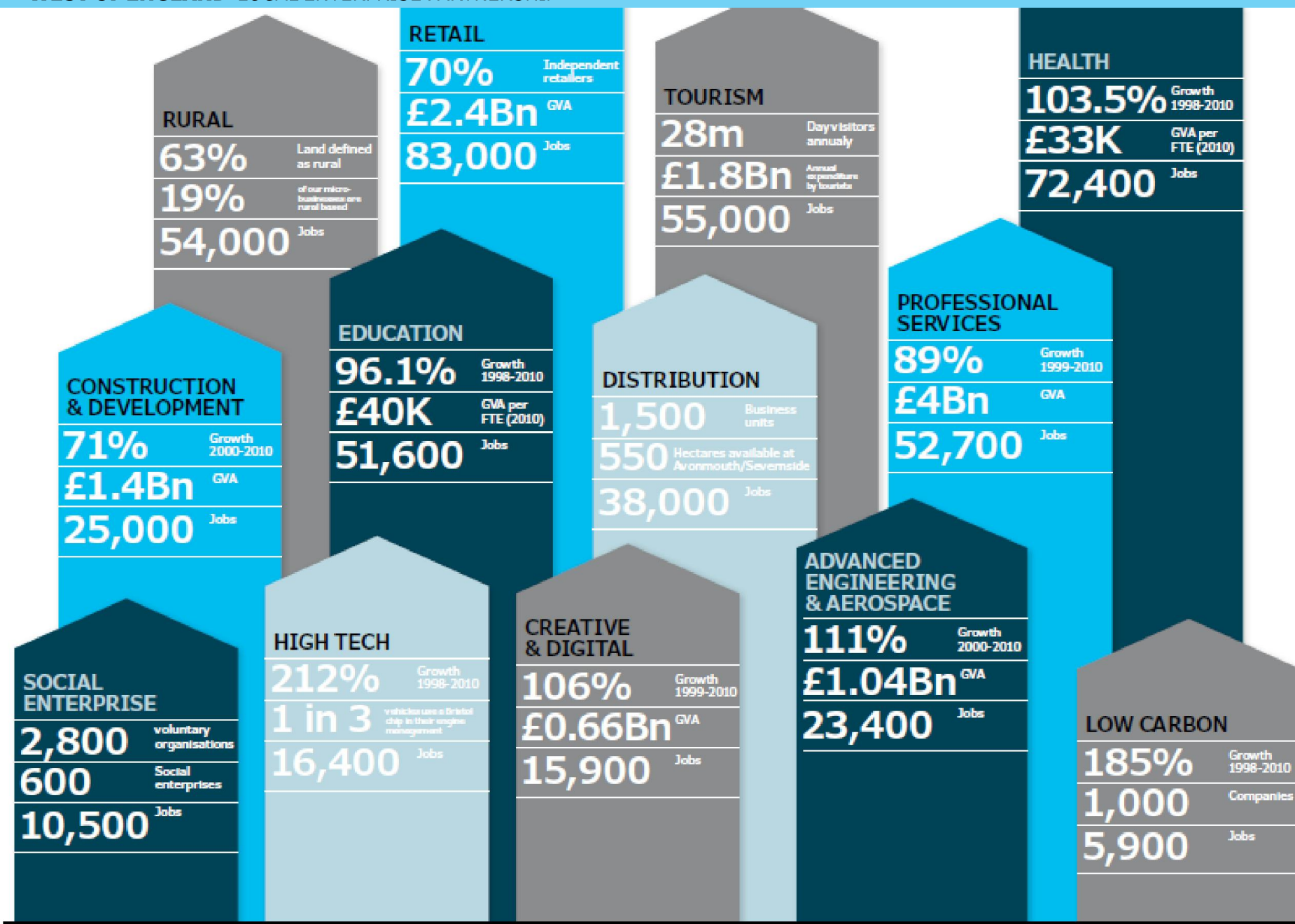
- The West of England Local Enterprise Partnership
- Working with business: understanding skills gaps
- Building the evidence base
- Labour Market Intelligence
- Apprenticeships
- Working with education
- Working with local authorities
- 5 questions for Prospects managers

The West of England

- Natural economic catchment area
- Population of over one million
- Most educated Core City region in the country
- 9 out of 10 people work and live here
- £25 billion economy
- £10 billion a year in taxes to Treasury
- Diverse economy







FIVE PRIORITY SECTORS

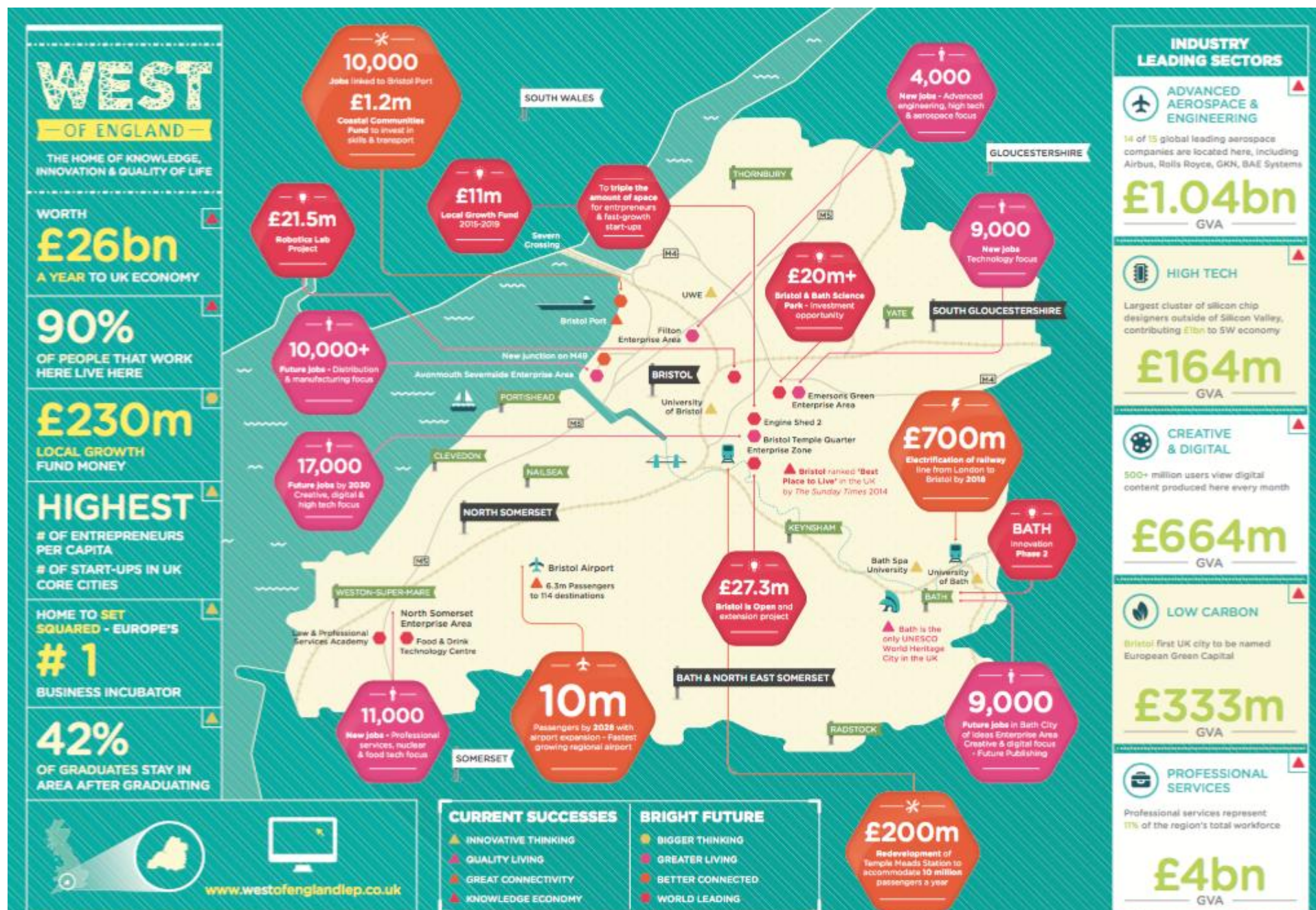


LEVERS OF GROWTH



SPATIAL FOCUS





Working with business

ADVANCED ENGINEERING AND AEROSPACE SECTOR



CREATIVE AND DIGITAL MEDIA



HIGH TECH



LOW CARBON



PROFESSIONAL SERVICES



TOURISM



CONSTRUCTION AND DEVELOPMENT



DISTRIBUTION



WELLBEING



RETAIL



SOCIAL ENTERPRISE



BUSINESS SUPPORT



RURAL



WE draw on national intelligence



UKCES
UK COMMISSION FOR
EMPLOYMENT AND SKILLS



tech^{UK}

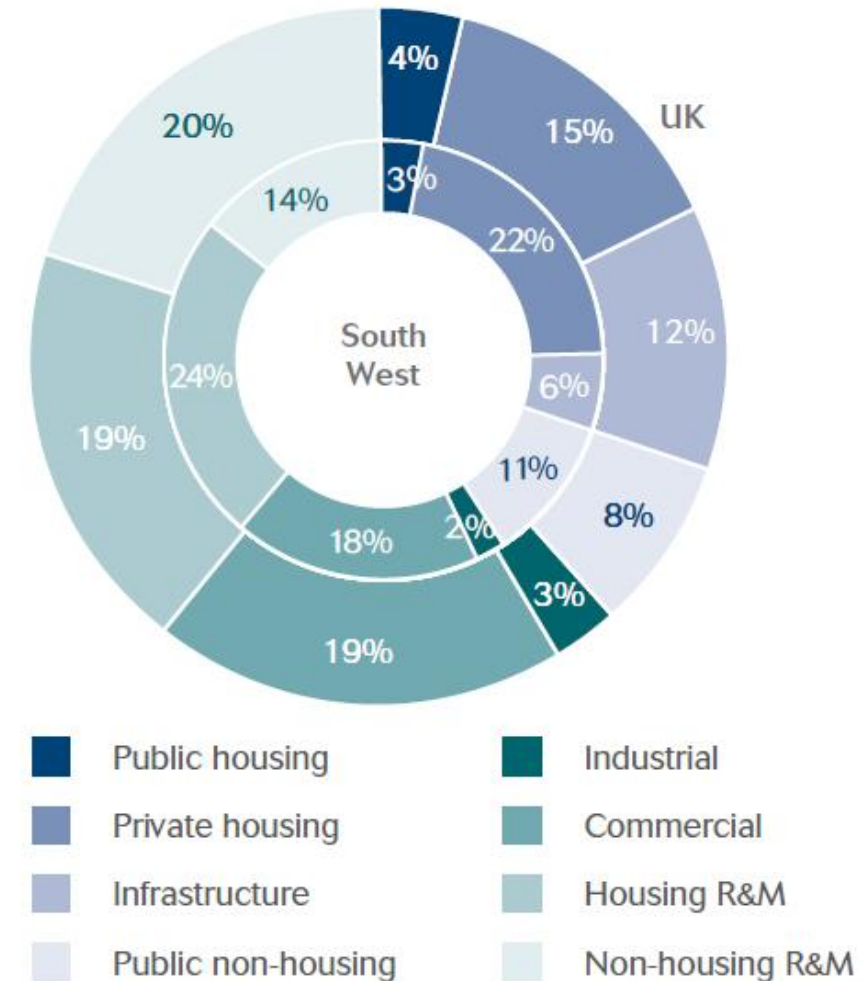


Construction sector example:

National/regional data intelligence via sector skills councils

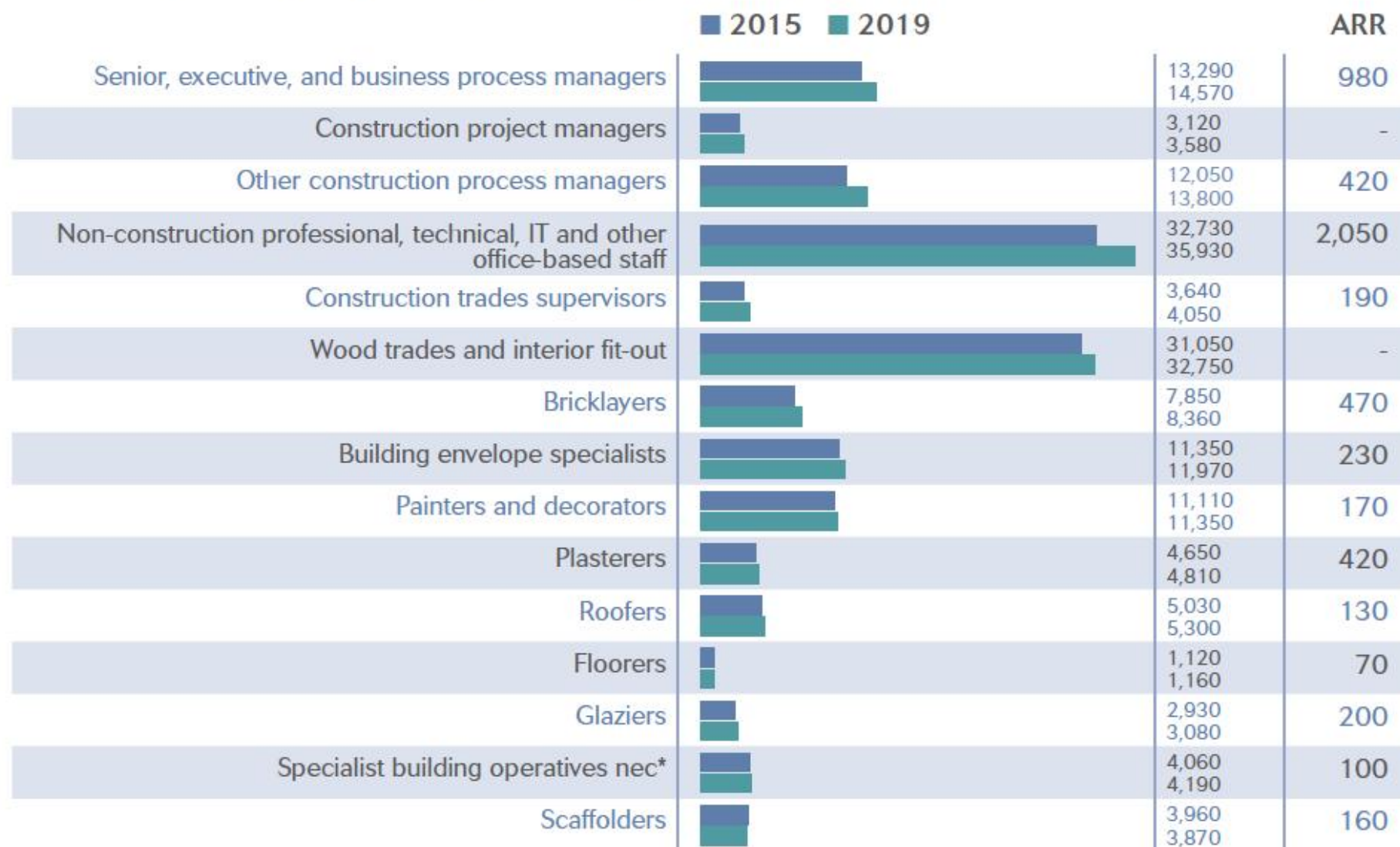
By 2019, employment in the South West is forecast to be 246,000.

Construction industry structure 2013 – UK vs South West

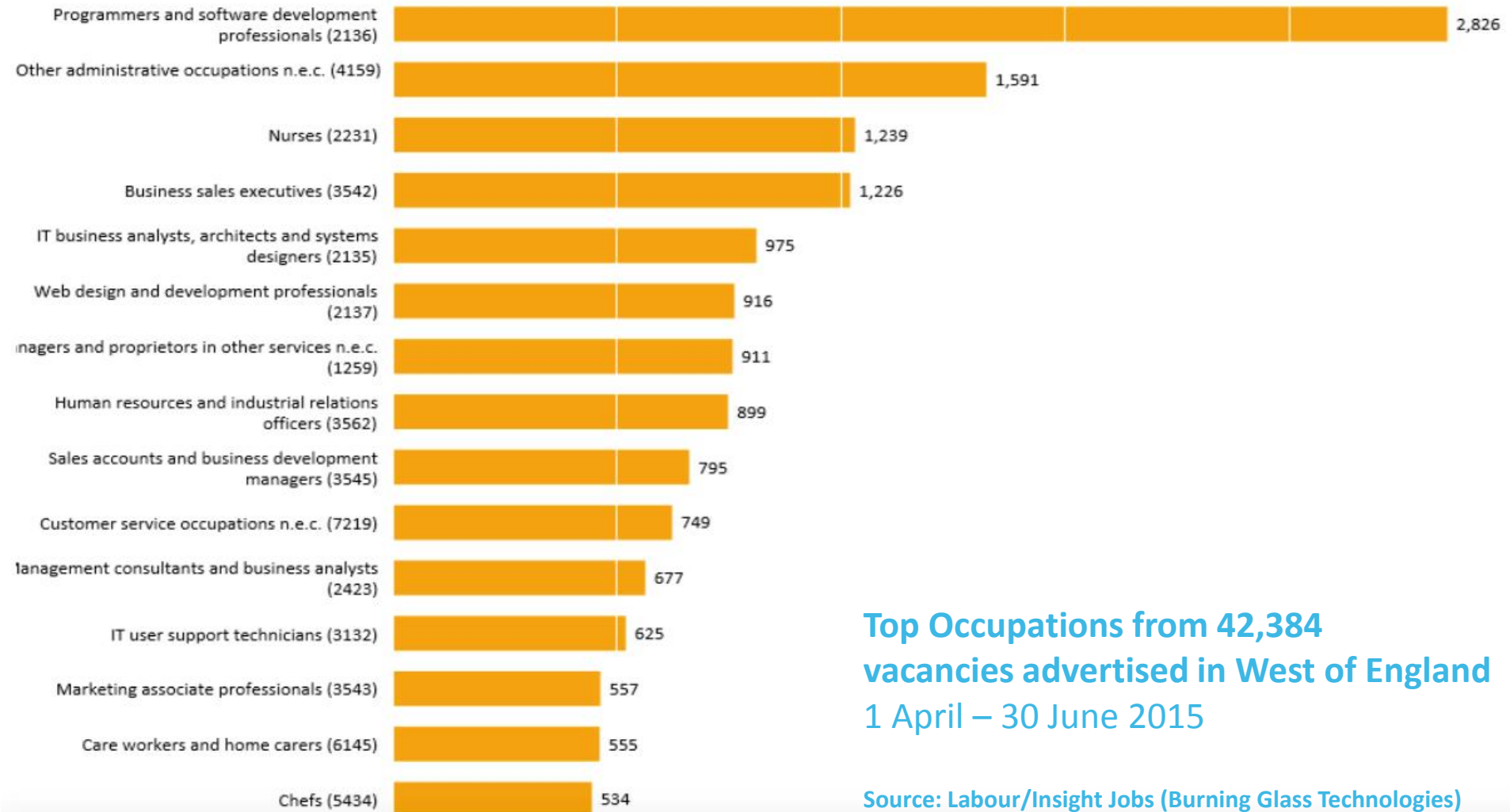


Total employment by occupation – South West

Annual recruitment requirement (ARR) by occupation – South West



WE draw on local vacancy data



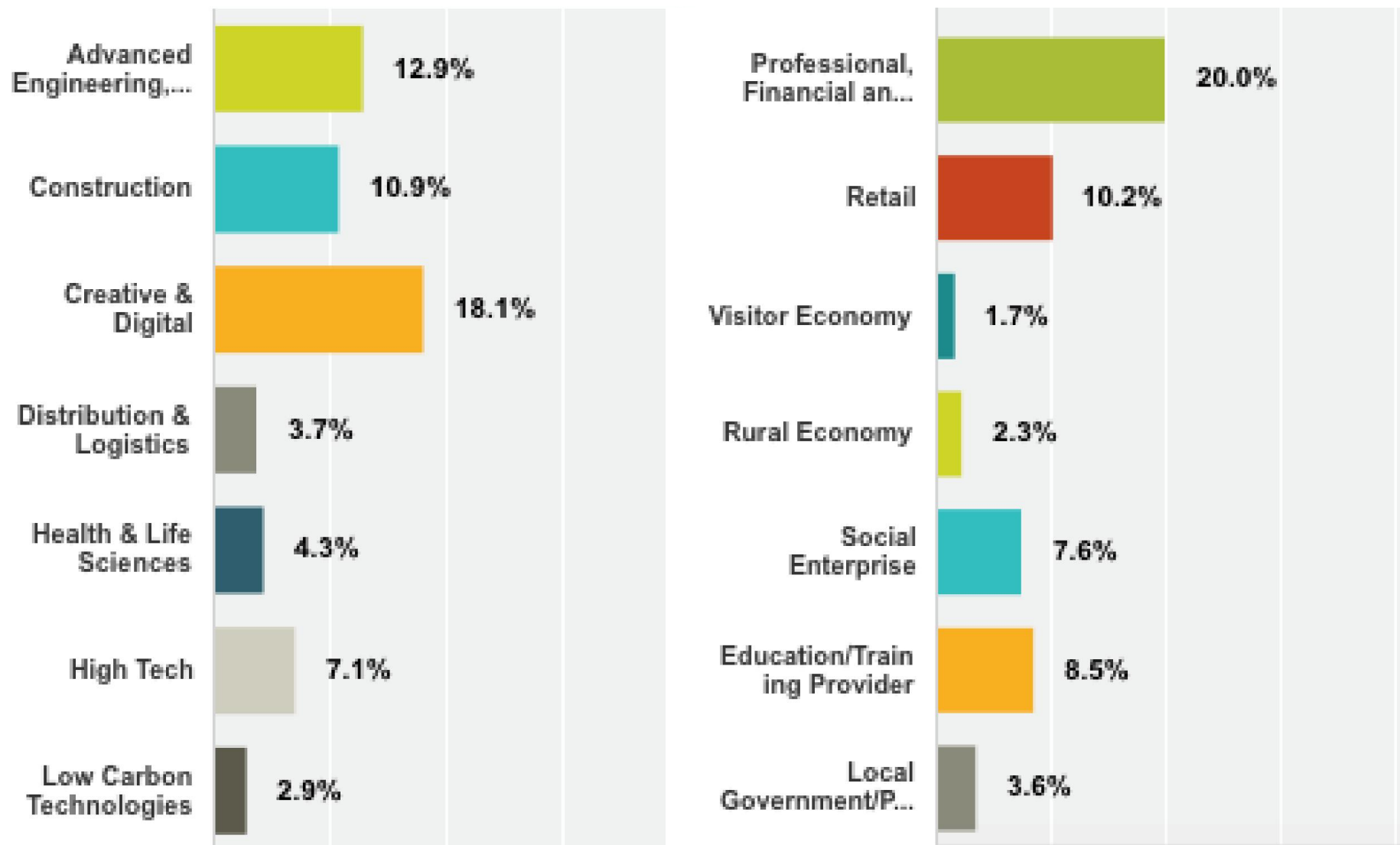
**Top Occupations from 42,384
vacancies advertised in West of England
1 April – 30 June 2015**

Source: Labour/Insight Jobs (Burning Glass Technologies)

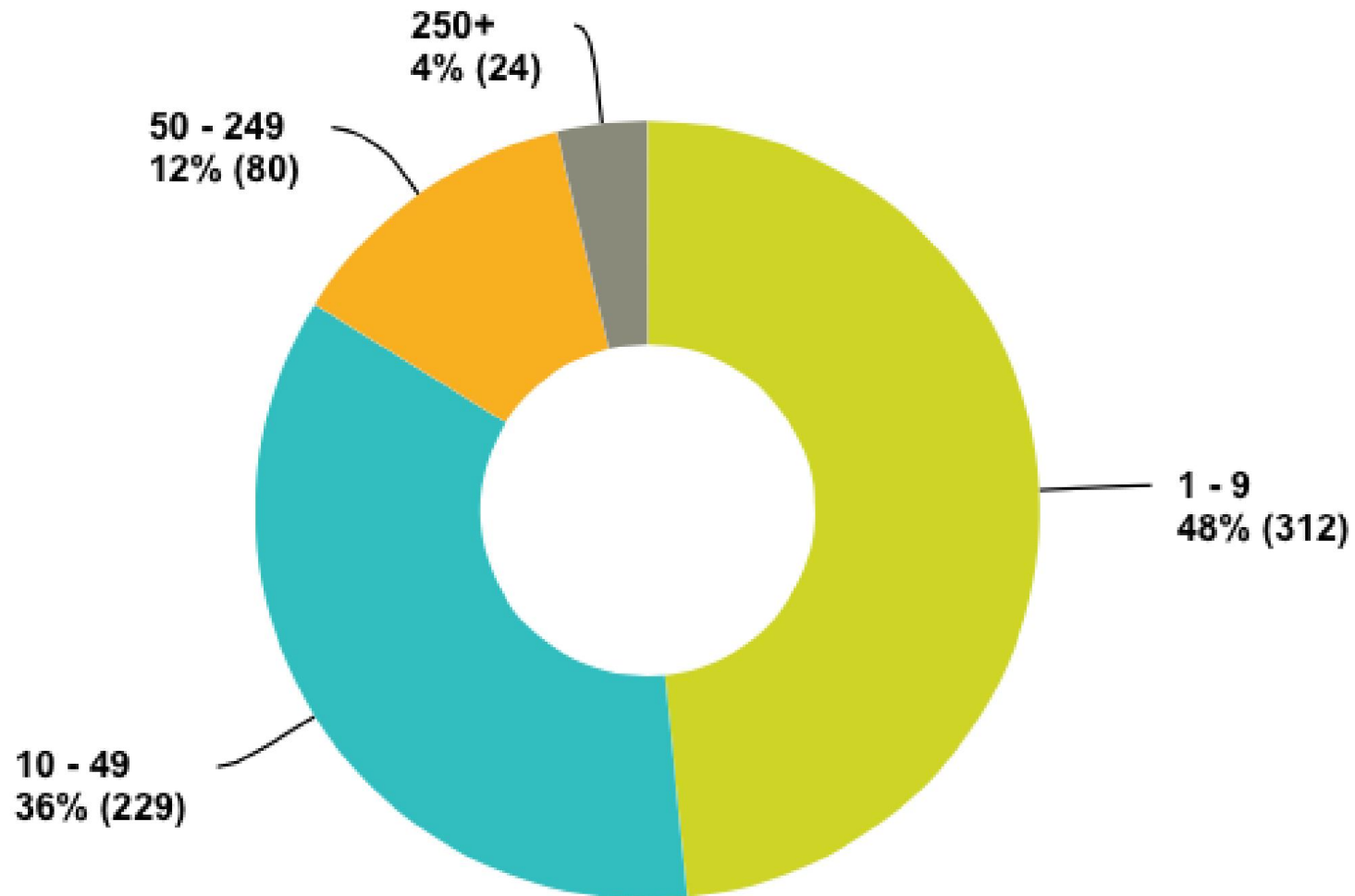
WE understand local business needs

- LEP Business Skills Survey open March – June 2015
- Online questionnaire and telephone survey
- 643 responses, representing nearly 27,000 staff
- 137 (21%) were from South Gloucestershire
- Informs production of Local Sector Skills Statements which form basis of action plan for schools, colleges, universities and other education/training providers.

Q3 In which sector(s) does your company



Q4 How many employees at your West of England site (excluding contractors and agency workers)?



Our Business Skills Survey 2015 revealed:

43% state skills are a barrier to growth
(61% in Engineering; 28% in retail)

56% don't have a training budget, with greatest barriers bring prohibitive cost (**68%**) and can't spare staff time (**56%**).

Recruitment experiences

Of 7,200 staff recruited in 2014, the majority were experienced/skilled workers (**72%**).

Notably, of all new recruits only:

9% were graduates

4% were apprentices

3% were school/college leavers.

69% do not employ apprentices

54% do not have any plans to recruit apprentices in the future.

Future skills needs

Future skills needs most likely required due to:

- Business growth (**61%**); and
- New technologies (**50%**)

71% believe the job roles most likely to be affected are senior managers, and professional occupations.

66% state that sector specific technical training is more important to their business growth than generic business skills training.

Business engagement with education

Most frequently mentioned schools were:

- Kingswood School, B&NES (6)
- **Brimsham Green, South Gloucestershire (5)**
- Gordano School, North Somerset (4)
- Clevedon School, North Somerset (4)
- **Castle School, South Gloucestershire (4)**

Most popular activities delivered were:

- Work experience (**72%**)
- Apprenticeships/traineeships (**32%**)
- Giving advice/careers talks (**29%**)
- Mentoring (**25%**)

Local Sector Skills Statements 2016

Seven industry sectors to prioritise

- Advanced Engineering & Aerospace
- Creative & Digital
- High Tech
- Low Carbon
- Professional and Financial Services
- *Construction & Development*
- *Health & Life Sciences*

Local Sector Skills Statements 2016

Five themes against which to respond

1. Improve **careers education**, information, advice & guidance
2. Improve the quality and local responsiveness of **education and training**
3. Increase apprenticeship starts and improve access to higher and degree **apprenticeships**
4. Engage SMEs to boost **productivity** and build capacity for growth
5. Promote pathways for employment to enhance **equality and diversity** in the workforce

Local Sector Skills Statements 2016

Example: Creative & Digital, CEIAG

Improve careers education, information, advice & guidance (CEIAG)

Issues: Career routes into the sector are not clearly defined or transparent. Pathways & opportunities are not visible, or the knowledge/experience to support self-employment.

Nationally 56% of the workforce found their current role through informal networks.^{xiii} With the workforce in animation & independent TV production (38%) most likely to be approached by an employer for a job. Those advising on careers (including formal & informal support networks) are not fully aware of the current opportunities, roles, economic value & variety of careers pathways into the sector. Although 79% of businesses reported working with schools & colleges to offer work experience^{viii} only 33% were giving career talks or providing practical advice (30%).

Objectives:

- Provide up to date labour market information to local schools (from primary level), colleges & universities to include the range of opportunities, where they exist & employer's offers.
- Industry led CPD programmes for careers advisors/lecturers (formal & informal) & innovative work experience / work placement opportunities for students & teachers.
- Industry to work with education providers, sector skills councils & related organisations to map & provide access to careers pathways information, creative & digital related initiatives & resources.
- Develop a recruitment strategy both in education & industry that aligns with High-Tech & engages with the diversity agenda & 'women in games' initiatives as a priority.

Local Sector Skills Statements 2016

Example: Professional & Financial, local responsiveness

Improve the quality and local responsiveness of education and training

Issue: There is a looming, but not well understood, skills gap in a number of professional and financial specialist skills and in generic business skills (there is a lack of certainty about when or even if this gap becomes acute)

Objective: We will create and deliver a LEP/Sector joint action plan to address the medium term skills gap both in core employability skills and in specialised areas (examples include Compliance & Risk, Digital, Data Analytics, Sector Specialisms) that are critical to the competitiveness of the region in this sector

Working with education

EDUCATION PROVIDERS



Local Education and Training Providers

With locations across the City Region and learning clusters around Bristol and Bath you're never far from a centre of learning. This map shows you the locations of some of our key education and training providers.

FURTHER EDUCATION COLLEGES

Bath College

- 1 City Centre Campus
- 2 Somer Valley Campus
- 01225 312 191
- www.bathcollege.ac.uk

City of Bristol College

- 3 Advanced Engineering Centre
- 4 Ashley Down Centre
- 5 College Green Centre
- 6 South Bristol Skills Academy
- 0117 312 5000
- www.cityofbristol.ac.uk/contact-us
- www.cityofbristol.ac.uk

South Gloucestershire and Stroud College

- 7 SGS Filton Campus
- 8 SGS WISE Campus
- 0800 0567 253
- www.sgscol.ac.uk

Weston College

- 9 Knightstone Campus
- 10 South West Skills Campus
- 11 University Campus
- 01934 411 411
- www.weston.ac.uk

UNIVERSITY LOCATIONS

Bath Spa University

- 12 Bath Spa University Fashion
- 13 Newton Park Campus
- 14 Rush Hill Campus
- 15 Sion Hill Campus
- 01225 875 875
- www.bathspa.ac.uk

University of Bath

- 16
- 01225 388 388
- www.bath.ac.uk

University of Bristol

- 17
- 0117 928 0000
- www.bristol.ac.uk

University of the West of England

- 18 City Campus
- 19 Frenchay Campus
- 20 Glenside Campus
- 0117 965 6261
- www.uwe.ac.uk

UNIVERSITY TECHNICAL COLLEGE

- 21 Bristol Technology and Engineering Academy
- 0117 983 8080
- www.bteacademy.co.uk

STUDIO SCHOOLS

Digitech Studio School

- 22
- 0117 992 7100
- www.digitechstudioschool.co.uk

IKB Studio School

- 23
- 0117 916 1025
- www.theikbstudioschool.org.uk

The Mendip Studio School

- 24
- 01225 875 875
- www.bathspa.ac.uk

The Bath Studio School

- 25
- 01225 831 933
- www.thebathstudioschool.org.uk

TECHNOLOGY COLLEGE

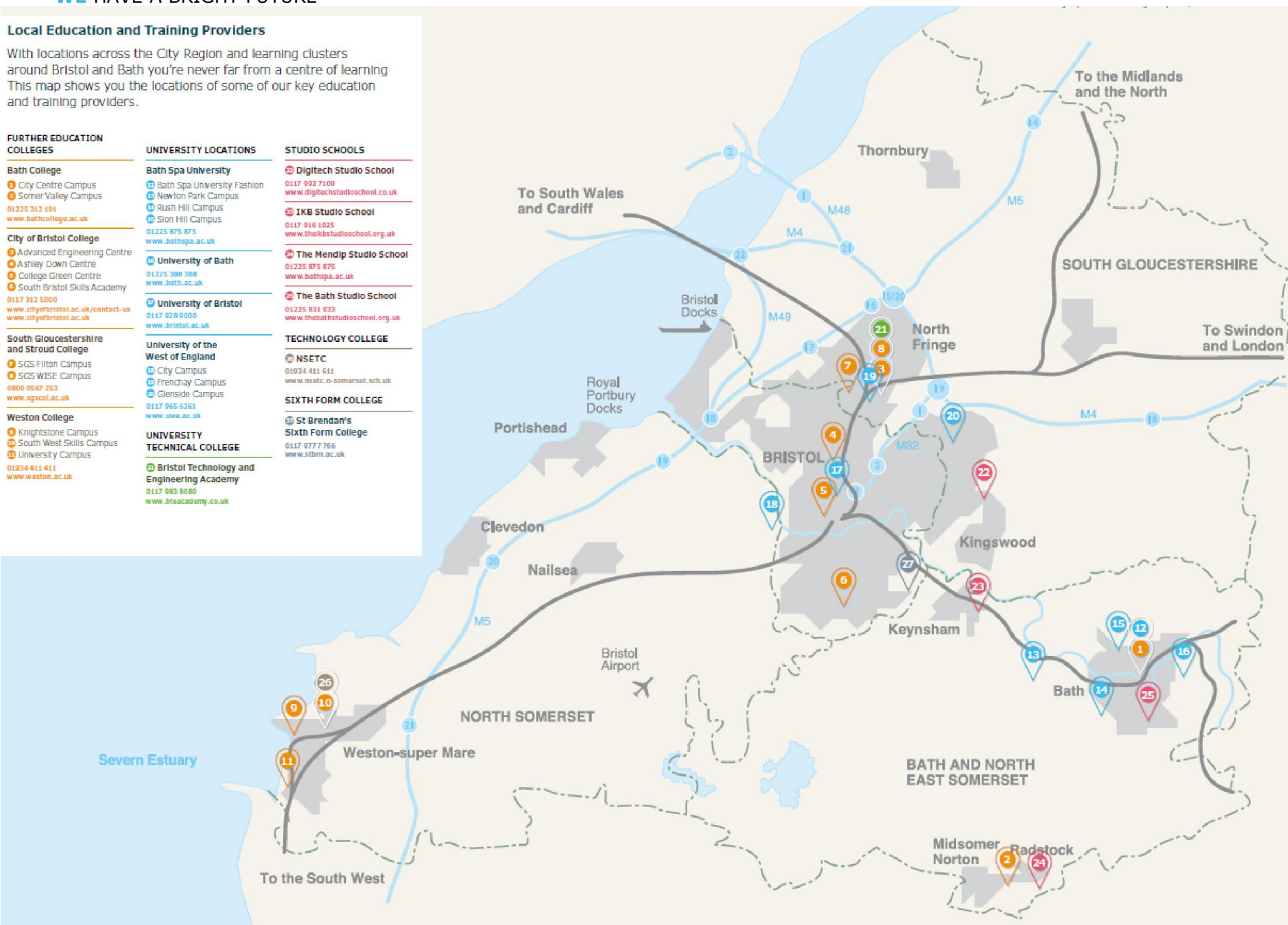
NSETC

- 26
- 01934 411 611
- www.nsetc.n-somerset.sch.uk

SIXTH FORM COLLEGE

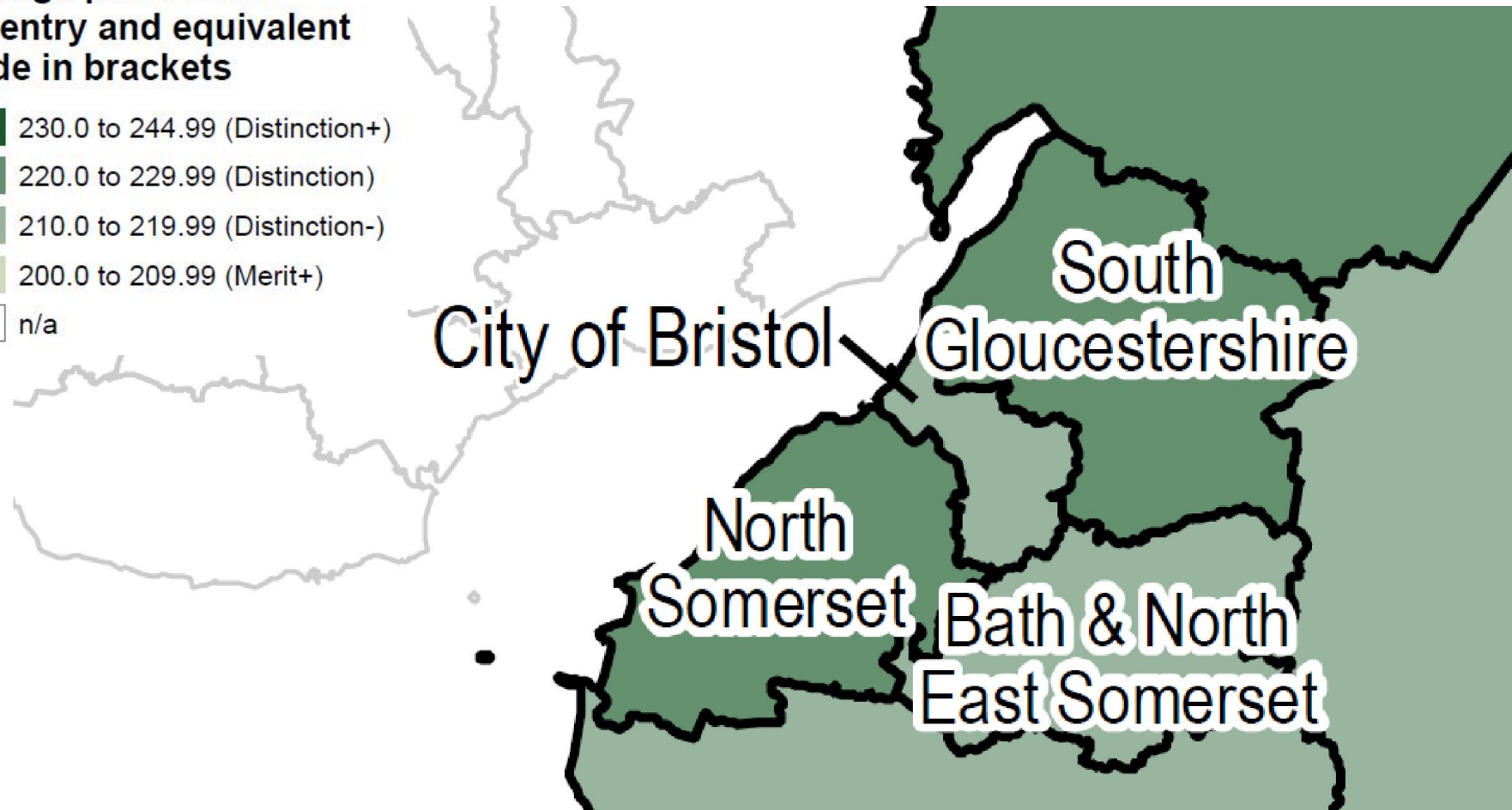
St Brendan's Sixth Form College

- 27
- 0117 977 7766
- www.stbm.ac.uk



Average point score per entry for the **vocational cohort**

Average point score
per entry and equivalent
grade in brackets



Average point score per entry for the **A Level cohort**

Average point score
per entry and equivalent
grade in brackets

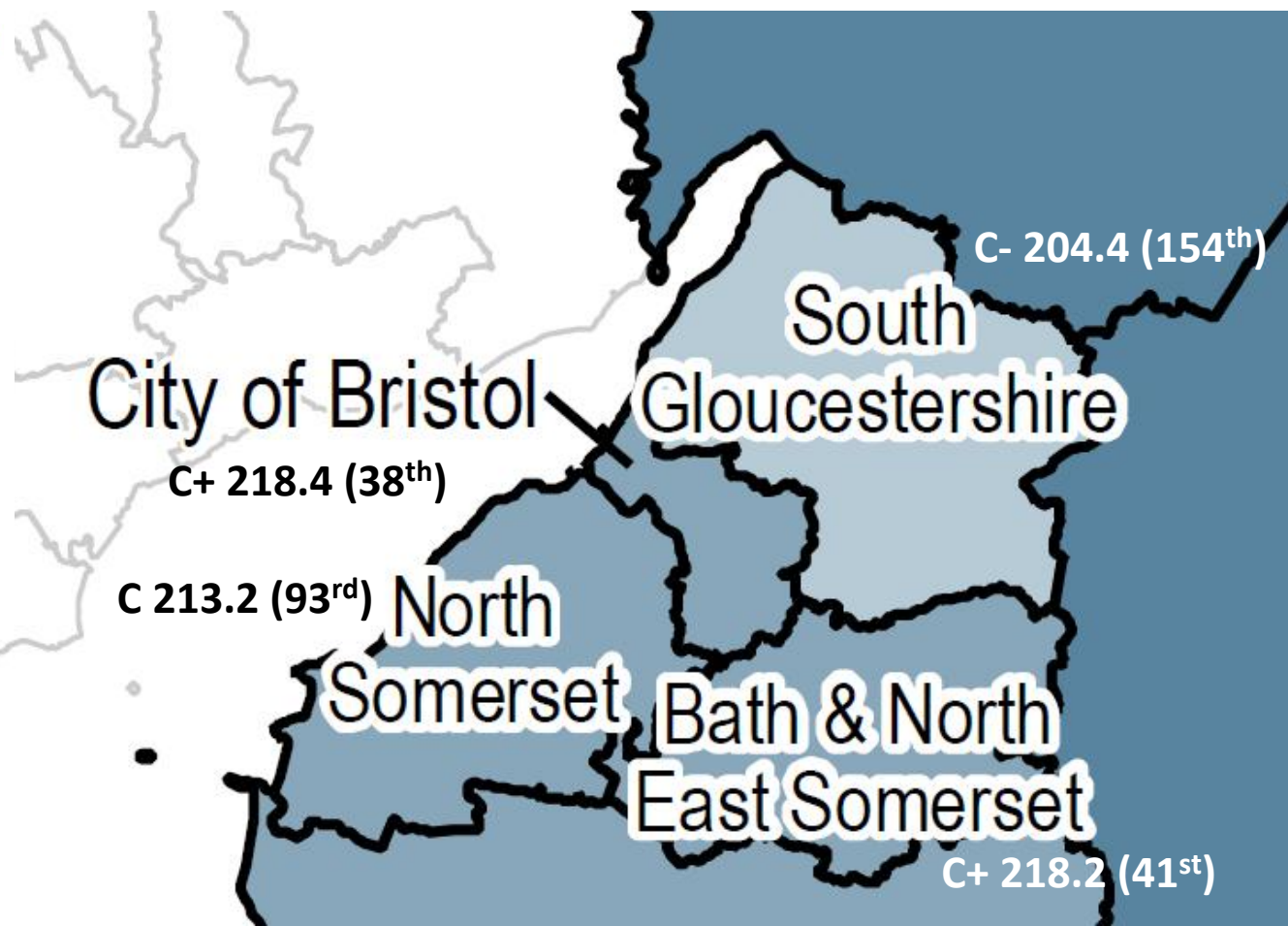
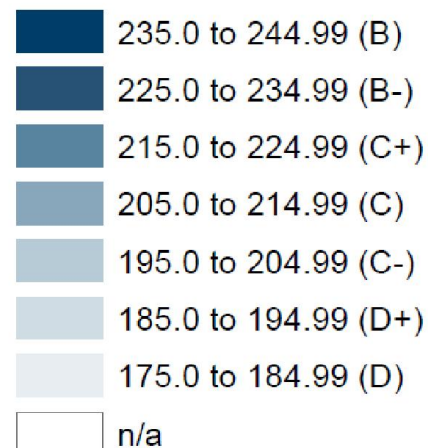


Table 1: Percentage of primary and secondary pupils attending good or outstanding schools by local authority in the South West

Primary schools				Secondary schools			
Rank*	Local authority (education)	2014 %	Change from 2013 (%points)	Rank*	Local authority (education)	2014 %	Change from 2013 (%points)
12=	Gloucestershire	92	▲ 6	9=	Bath and North East Somerset	96	▼ -4
35=	Somerset	87	▲ 7	14=	North Somerset	93	▲ 5
35=	Poole	87	▼ -1	28=	Wiltshire	88	▲ 7
45=	Devon	86	▲ 1	32=	Poole	87	▬ 0
45=	Cornwall	86	▲ 6	41=	Cornwall	84	▲ 2
74=	Wiltshire	82	▼ -1	41=	Dorset	84	▼ -2
74=	→ South Gloucestershire	82	▼ -1	46=	Bournemouth	83	▲ 30
79=	Bath and North East Somerset	81	▲ 6	55=	Plymouth	81	▲ 9
79=	Swindon	81	▬ 0	62=	Devon	79	▲ 3
79=	Dorset	81	▼ -9	74=	Somerset	76	▲ 9
79=	City of Bristol	81	▼ -2	98=	City of Bristol	71	▼ -1
91=	Torbay	80	▼ -5	98=	Gloucestershire	71	▲ 6
99=	North Somerset	79	▲ 5	121=	Torbay	59	▼ -20
107=	Plymouth	77	▼ -8	136	→ South Gloucestershire	51	▼ -13
110=	Bournemouth	76	▲ 4	137	Swindon	50	▬ 0


* Rank refers to the 2014 placing in relation to all 150 local authorities in England (excluding Isles of Scilly and City of London, which each contain only one school).

HEFCE POLAR3:
Young people's participation in HE by age 19, by UA ward

Young people's participation in HE by age 19, by UA ward

Mapping skills provision

**Table 26: Starts by local authority of delivery and residence of learner;
West of England LEP: 2013/14**

Local authority of learner	Local authority of delivery				West of England LEP area
	Bath & NE Somerset	City of Bristol	North Somerset	South Gloucs.	
Bath & NE Somerset	57	4	2	1	10
City of Bristol	4	71	5	29	43
North Somerset	1	4	80	2	14
South Gloucestershire 	5	14	3	57	22
West of England LEP	67	93	90	90	89
Neighbouring authorities¹⁵	26	1	6	3	5
Elsewhere	7	6	3	8	6
All starts	100	100	100	100	100

Source: SFA, data cube

The Employability Chartermark

- An Investors in People-type development tool to help schools adopt a more strategic approach to employability and employer engagement
- 90%+ of WE secondary schools engaged
- In South Gloucestershire, of the 18 secondary schools:
 - **six** schools have achieved the Chartermark;
 - **nine** schools are engaged, including two special schools;
 - **three** are yet to engage.



- ✓ **Brimsham Green School**
- ✓ **Sir Bernard Lovell Academy**
- ✓ **Kings Oak Academy**
- ✓ **Hanham Woods Academy**
- ✓ **The Castle School**
- ✓ **Bristol Technology & Engineering Academy (UTC)**



State of apprenticeships 2015

- 65% of apprenticeships in the West of England are at Intermediate (Level 2) with only 35% Level 3+
- 71% of apprentices are over the age of 18
- 238 frameworks delivered locally (62% LEP sectors)
- Nine-fold increase in availability of Higher Apprenticeships
- Two-thirds of employers do not employ an apprentices
- 41% of employers plan to take on at least one apprentice; half of which within the next year;

Recent and current annual apprenticeship performance *(starts)*

West of England

Unitary authority	2012/13 (Full year)	2014 /15 (Provisional)	2019/20 Target (+40%)
Bristol	3,480	3,190	4,650 (+1,460)
North Somerset	1,890	1,820	2,530 (+710)
South Gloucestershire	2,620	2,550	3,500 (+950)
Bath & North East Somerset	1,110	1,080	1,480 (+400)
TOTAL	9,100	8,640	12,160 (+3,520)

Apprenticeship Ambition 2020

- Apprenticeships represent a **quality career route** that **boosts business productivity** and adds value to the economy.
- Businesses will be confident that the apprenticeship training they require is available and delivered by **expert, quality providers**.
- All apprentices, in all industries and at all levels, will be challenged and inspired to **succeed and progress**.

Our ambition by 2020 includes:

Business

- **1440** new small employers taking on apprentices
- **400 SME ApprenticeMakers** offering B2B support
(100 by National Apprenticeship Week 2016)

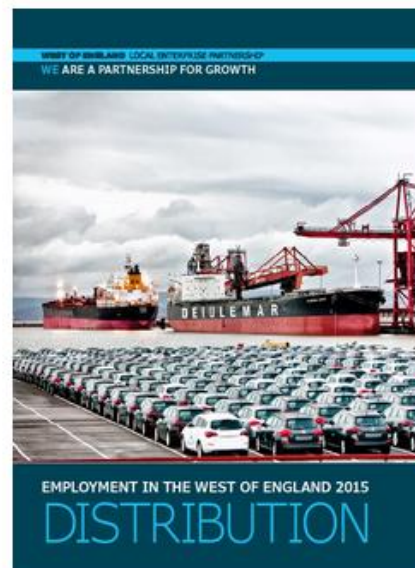
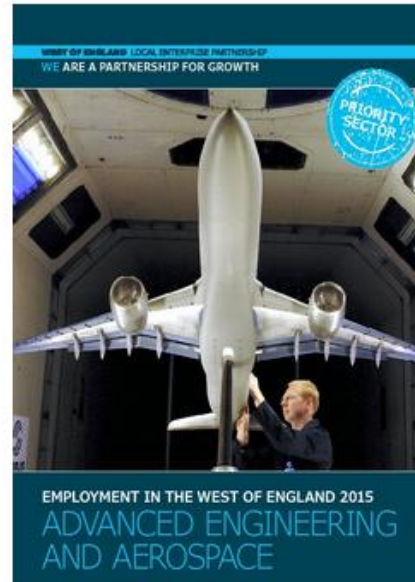
Providers

- **15+** additional Advanced/Higher apprenticeships
- **5+** Degree apprenticeships

Individuals

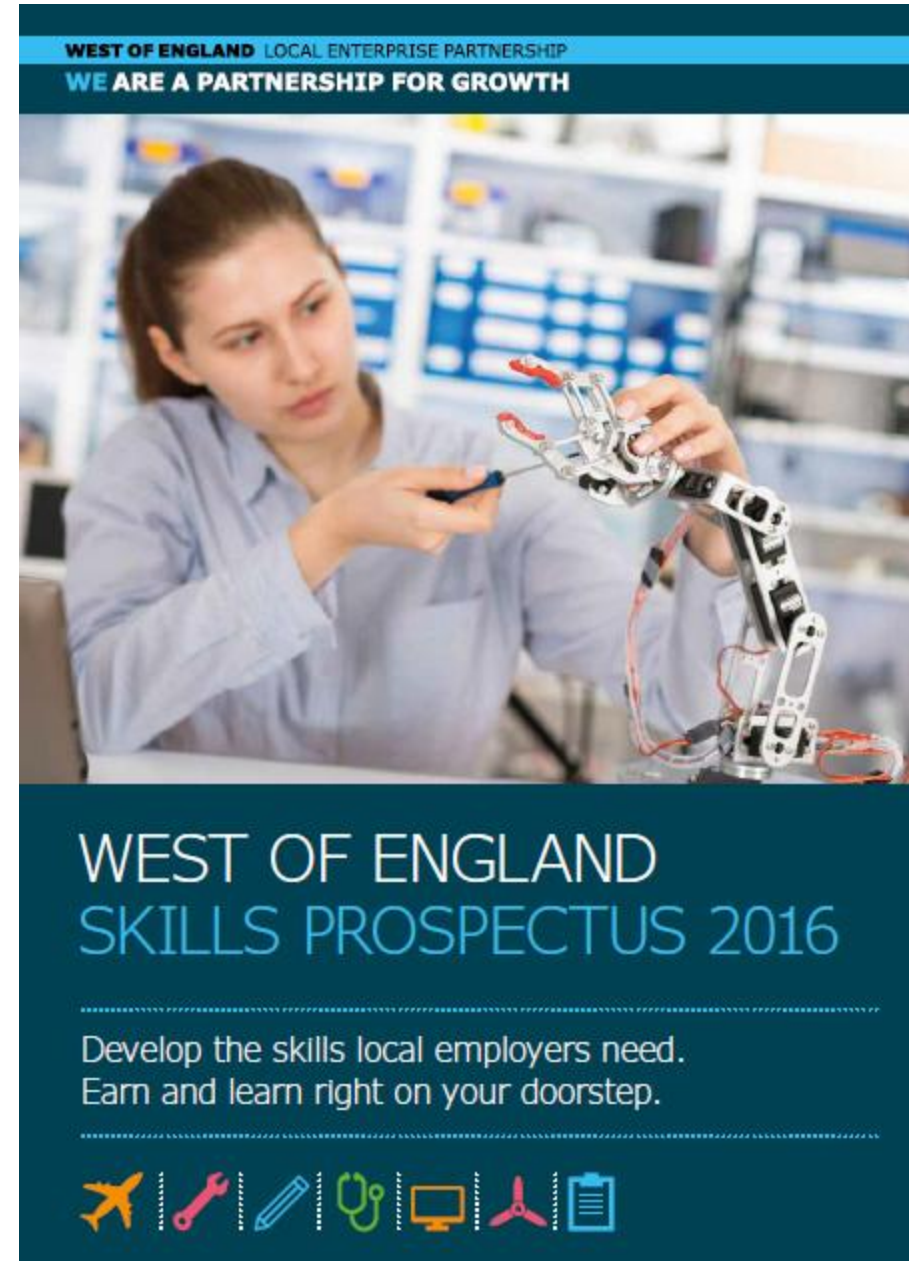
- **3000 apprentices** studying at Level 3+
- Increase success rates by **6%** by 2020
remaining above national average

We're
bringing
labour
market
intelligence
to life for
careers
professionals
and key
influencers



We're helping
local people
make **better
informed**
career choices

WE Skills Prospectus
to be launched
12 November 2015



ADVANCED ENGINEERING AND AEROSPACE

Advanced Engineering and Aerospace is a highly dynamic and diverse industry. The West of England is home to the UK's largest aerospace and defence cluster and one of the largest concentrations of aerospace activities in Europe. The West of England has a prominent cluster of companies on the north fringe of Bristol. Most internationally recognised aerospace companies are located here, supported by a strong supply chain of smaller and locally developed companies.



Engineering is the future. Engineers are currently tackling some of the world's most pressing problems - from dealing with cyber security and maintaining clean water and energy supplies to finding sustainable ways to grow food, build houses and travel. They are also in demand, with firms in the UK projecting that two-thirds of their job openings to 2020 will need engineering skills.

- The West of England is home to 14 of the 15 world's leading aerospace companies and host to the largest aerospace and defence cluster in the UK.
- RISE of the Engineer (ROTE), online information, advice and guidance awareness portal has seen over 5,000 visitors – westofenglandlep.co.uk/rote
- In a recent local business survey, one local employer highlighted the "Simple lack of trained and skilled people coming through the education system" as the greatest challenge for the future.

- IT analysts, architects and system designers
- Design & development engineers
- Quality control & planning engineers

- Airbus
- BAE Systems
- GKN
- Rolls Royce

- All four West of England FE Colleges offer education and skills training for this sector with the biggest provider by volume being City of Bristol College.
- Key facilities include the Advanced Engineering Centre in North Bristol and the Future Technology Centre in Weston-Super-Mare.

Weston College has just opened a brand new Construction and Engineering Centre of Excellence (CECE). The £1.5m Engineering Centre features three large workshops and engineering labs featuring CAD/CAM suites, 3D prototyping plus hydraulics, pneumatics and PLC labs.

West of England Rise of the Engineer campaign
www.westofenglandlep.co.uk/rote
Tomorrow's Engineers
www.tomorrowsengineers.org.uk

28,700
LOCAL JOBS AS OF 2014

LOCAL JOBS AS OF 2014

£40,000
ANNUAL AVERAGE SALARY

2%

(APPROX 600 JOBS)
FORECAST GROWTH
BY SECTOR BY 2020.



Here's a snapshot of what and where you can study in the West of England.

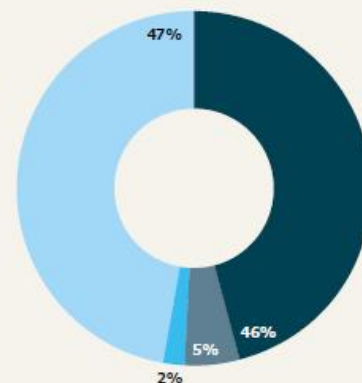
- Aerospace, Aeronautical Engineering
- Aircraft maintenance engineering
- Business Improvement Techniques (BIT)
- Composite Engineering
- Electrical & Electronic Engineering
- Engineering Ind Design and CAD
- Engineering Welding
- Maintenance, Support
- Mechanical Manufacturing Engineering

*A Trailblazer Apprenticeship



Scott is reaping the benefits of learning while earning through an apprenticeship. An engineering apprentice at Bath-based engineering firm Rortky, Scott, 20, said: "As an apprentice I get the best of both worlds as I get the training and experience while being paid. My apprenticeship has allowed me to gain a wide experience of the company's processes and this forms a solid base for my future." During the first year of his four-year apprenticeship he was a full-time student to gain practical knowledge in the engineering field. Now in his second year, he is getting on-the-job training in a variety of shop floor departments, while attending City of Bath College one day a week.

- Manufacturing of electrical equipment, machinery, equipment n.e.c., air and spacecraft & related machinery, medical & dental instruments & supplies
- Research and experimental development on natural sciences and engineering
- Repair of electrical equipment/repair and maintenance of aircraft and spacecraft
- Engineering activities and related technical consultancy

[illegible]

What you can study and where

*A Trailblazer Apprenticeship

Careers & Enterprise Company

A new independent, government-funded organisation
which exists to:

- Help young people unleash their best possible futures.
- Inspire young people
- Inform independent choice
- Help young people achieve even more

THE ENTERPRISE ADVISER NETWORK

GO

INVESTMENT FUND

SHOW MORE

ENTERPRISE PASSPORT

SHOW MORE

RESEARCH

SHOW MORE

THE **CAREERS &
ENTERPRISE**
COMPANY

Working with unitary authorities

UNITARY AUTHORITIES



**Bath & North East
Somerset Council**



- Aligning activity to support priority groups, neighbourhoods within and beyond devolution proposals to government
- Securing & supporting prioritisation of sub-region wide funding (e.g. EU Structural and Investment Funds, HYPE)
- Ensuring strategic alignment of sub-regional programmes (e.g. National Careers Service, National Apprenticeship Service, Careers & Enterprise Company, EU SIF)
- Sharing good practice and promoting collaboration (e.g. Ambitions, Learning City, 14-19 Strategy)
- Enterprise Zone/Area engagement



People & Skills

A well motivated workforce
with the right skills

- 1/ WE have identified current **skills priorities for local employers** and are responding to skills needs and gaps, particularly in priority sectors.
- 2/ WE are developing a **more responsive local skills infrastructure** and business-led solutions with schools, colleges, universities and others.
- 3/ WE are supporting schools to develop a **strategic approach to employability**, increasing links with business and improving the quality of careers advice supported by meaningful **labour market intelligence**.
- 4/ WE are **connecting local communities to employment opportunities** through our Enterprise Zone and Areas and other initiatives.
- 5/ WE are directing national and international funds to meet strategic local priorities to **benefit individuals, employers and the wider economy**.

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