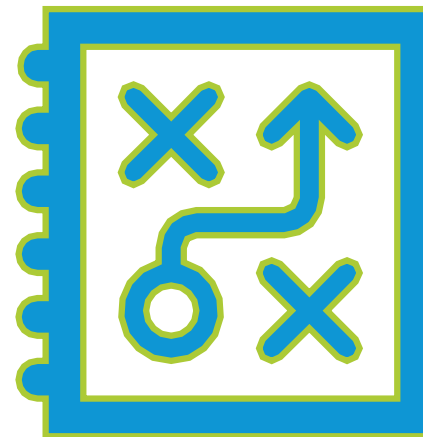
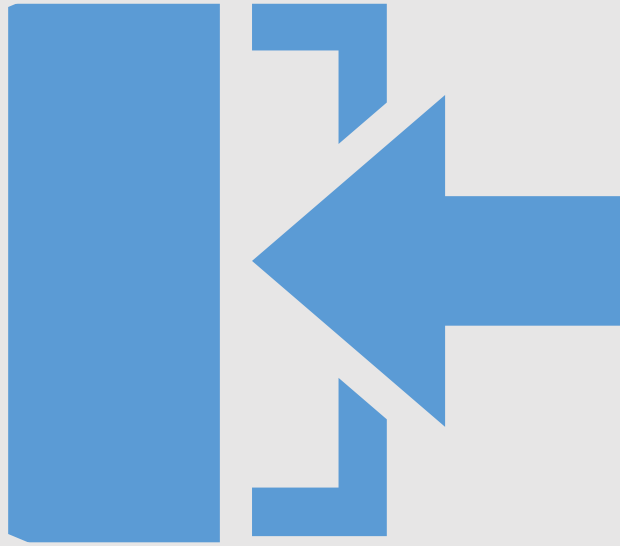


SWINDON & WILTSHIRE LOCAL SKILLS REPORT



Mar 2021

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Introduction to the
Local Skills Report



Swindon & Wiltshire
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Outline



Local Skills Report has dual purpose

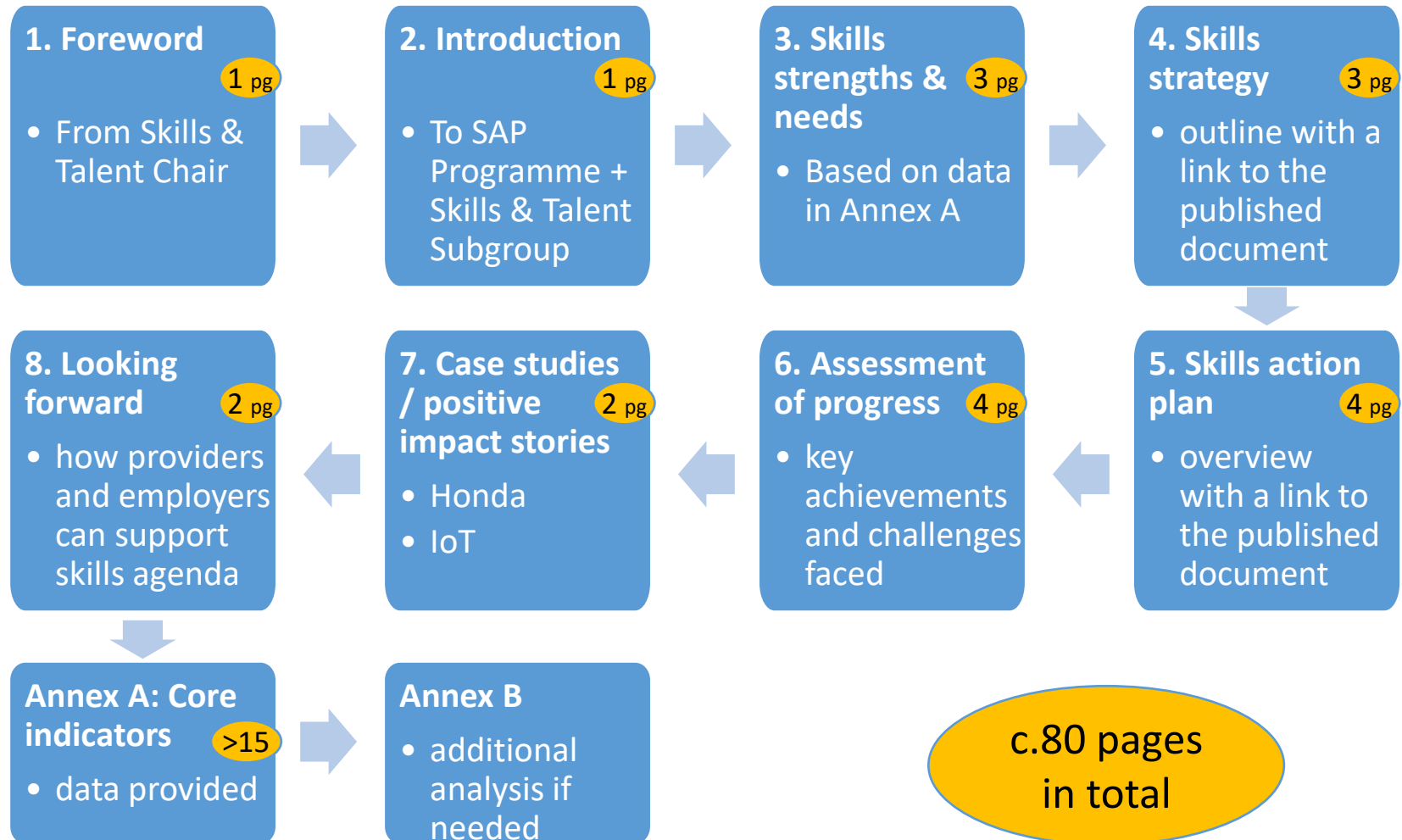


To engage with local partners

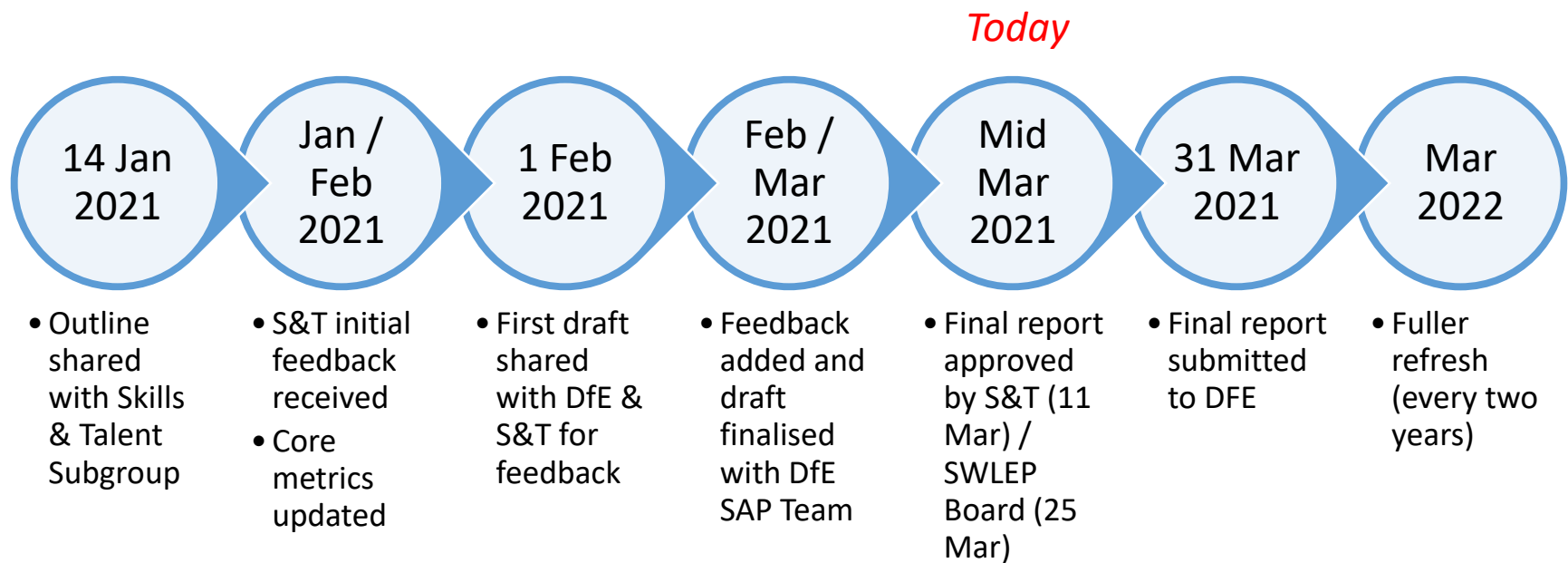
To act as a feedback mechanism to the national Skills and Productivity Board (SPB) and central government



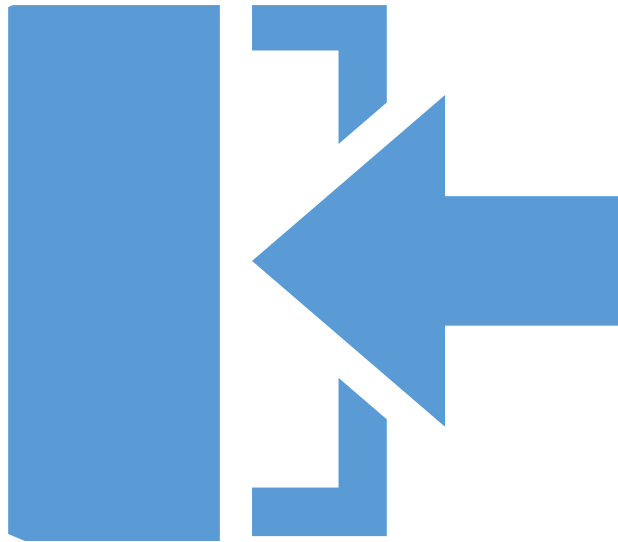
The report is structured around 8 chapters



Timescales



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Swindon & Wiltshire
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Chapter 3: Skills strengths & needs



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Overview of our key skills strengths & needs

- High Gross Value Added (**GVA**) per hour worked
- High **employment** rate and high proportion of 250+ businesses
- Low **claimant count** rate
- Strong **business survival** rates, as demonstrated by the low business death rates
- Low proportion of neighbourhoods in the most deprived 10% nationally for **Income and Employment**
- Diverse **sectoral mix**, with several large and / or high growth industries

Strengths

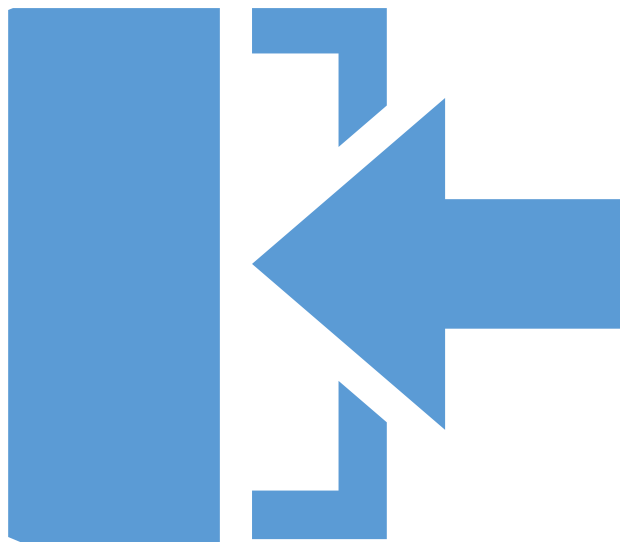


- Get more highly skilled, **Level 4+** people, through more **Higher Education** provision, helping also address the **ageing population**
- **Start more businesses** and **help businesses grow**
- Reduce claimant count by increasing **employability of young people**, giving them skills in demand
- Reduce the number of neighbourhoods in most deprived 10% nationally for **Education, Skills and Training**
- Better **intelligence** on labour market shifts, allowing rapid response to Covid-19 and Brexit

Needs



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Introduction to the Local Skills Report



Swindon & Wiltshire Local Skills Report Outline

Chapter 4: Skills strategy



Swindon and Wiltshire Skills Strategy

PRIORITY 1: ADDRESS SKILLS SUPPLY AND DEMAND IMBALANCE



Intelligence

- Improve use of skills and labour market intelligence



Apprenticeships

- Achieve a step change in take-up and achievement of apprenticeships



Higher Education

- Meet the demand for high skill jobs, in particular those requiring STEM skills

PRIORITY 2: ENSURE INCLUSIVE GROWTH



Aspirations & Employability

- Raise aspirations and improve employability of under-represented groups

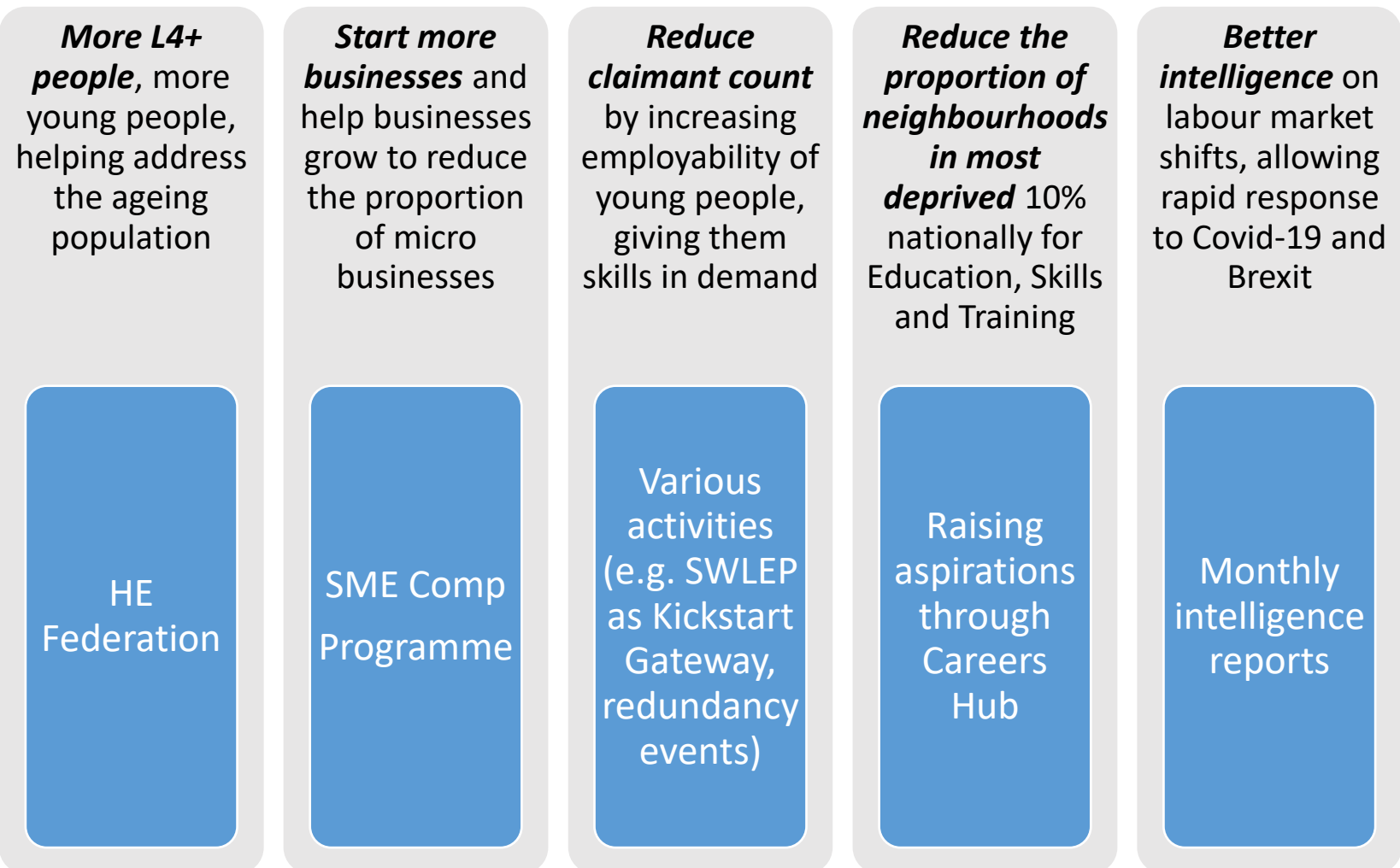


Employee Health

- Promote programmes to improve physical and mental health of employees



Our Skills Plan addresses all of the needs



Sector-based /occupational priorities



Help attract more young people into **Engineering / High-Value Manufacturing and Construction**, working through the Careers Hub and with local providers and employers



Understand specifically which “**green**” jobs will be needed and in which quantities, and therefore which skills need to be developed locally



Ensure that the momentum recently gained continues, with more people interested in **Health and Social Care careers**



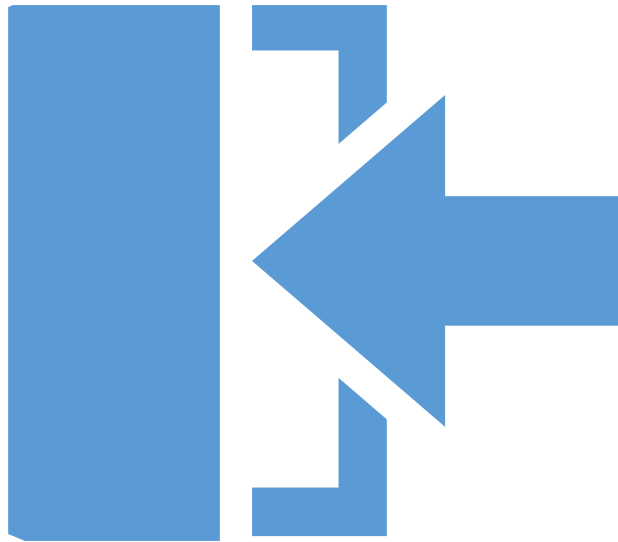
Help farmers utilise technology to increase productivity, protect the environment and make farming safer through **Agritech** focus and leveraging Wiltshire College & University Centre Lackham campus investments



Leveraging Business Cyber Centre (£3.7m Getting Building Fund) to help close the **Cyber Security** skills gap through an academy, employment hub and a cyber response team



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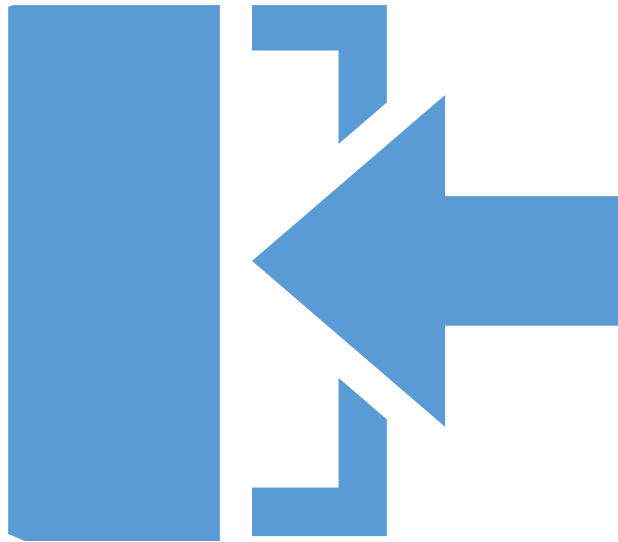
Chapter 5: Skills action plan



SWLEP 2020 Action Plan highlights 25 actions

Priority		Objectives		Actions	
1	Address skills supply and demand imbalance	1.1	Improve use of skills and labour market intelligence	1.1.1	Establish "real-time" source of labour market intelligence (LMI)
				1.1.2	Share skills plan and underlying evidence base and promote participation in use of LMI data
				1.1.3	Develop a dashboard on the SWLEP website accessible to everyone
				1.1.4	Produce monthly LMI update reports
				1.1.5	Produce an annual skills supply and demand and LMI report
				1.1.6	Use the SWLEP platforms, including developing new virtual tools, to promote apprenticeship and career opportunities to young people and career changers
		1.2	Achieve a step change in take-up and achievement of apprenticeships	1.2.1	Acquire LMI tool for Careers Hub to promote apprenticeships to school leavers
				1.2.2	Use all available resources to promote apprenticeships to SMEs and encourage more SMEs to employ an apprentice
				1.2.3	Leverage the use of nationally available resources to promote the benefits of apprenticeships
				1.2.4	Work to secure investment to support apprenticeships to counteract the impact of Covid-19
				1.2.5	Run a marketing campaign, targeting parents and students, to increase awareness of apprenticeships as a key career choice; aligned with National Apprenticeship Week (Feb / Mar)
				1.2.6	Support FE colleges to achieve successful implementation of T-levels through high quality business engagement
		1.3	Build on the success of the employer input to the IOT and develop a business-led multi-campus federation of higher education providers to meet the demand for local jobs, especially those requiring STEM skills	1.3.1	Establish a strategic partnership with a group of committed employers and education providers to develop a framework for a successful business-led, multi-campus federation
				1.3.2	Promote the Institute of Technology in Swindon to achieve success in its first five year charter
				1.3.3	Develop a targeted marketing campaign to increase uptake of higher and degree apprenticeships in STEM subjects, in particular females
				1.3.4	Develop high quality marketing materials about the supply of skills provision to support Inward Investment programmes
		1.4	Develop digital skills	1.4.1	Develop agile digital skills training programmes, responsive to business need
2	Ensure inclusive growth across socio-economic groups	2.1	Raise aspirations and improve employability of young people through effective support for independent careers education, information, advice and guidance via SWLEP Careers Hub	2.1.1	Deliver support for a high quality careers programme in schools and colleges
				2.1.2	Coordinate ambassadors, role models and skills champions to inspire young people from vulnerable groups
		2.2	Promote programmes to improve physical and mental health of employees	2.2.1	Develop understanding of the impact of physical and mental health on employability and productivity and produce a report on findings; explore options for a student project
				2.2.2	Promote the report findings with businesses to implement examples of good practice
3	Covid-19 recovery	3.1	Establish skill supply and demand balance	3.1.1	Develop intelligence reports detailing the impact of Covid-19 on local business and providers; work with both side to ensure that skills supply is responding to skill demand
				3.1.2	Collate and promote online training materials for newly unemployed
				3.1.3	Identify and apply for funding made available for recovery
		3.2	Inclusive growth	3.2.2	Understand which groups are most adversely affected by Covid-19 (e.g. NEETs), and develop an action plan with partners to support recovery

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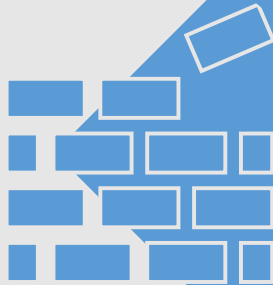
Chapter 6: Assessment of progress



Chapter 6 introduction



Look back on the work the S&T has done and its progress delivering against its skills action plan



Build on regular dialogue with the SAPs programme team as part of ongoing monitoring

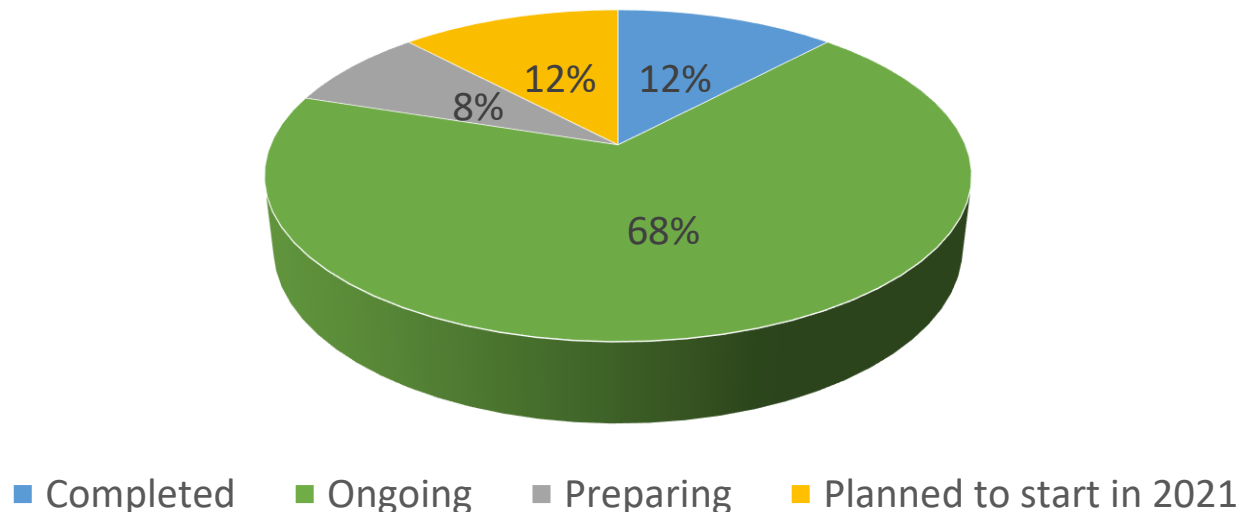


4 Specific questions



5 months in, nearly 90% of the actions have been mobilised...





SWLEP 2020 Skills Action Plan - Jan 2021 Progress Update



...since January 2021: 1 more action completed and two started, leaving 2 planned



Progress overview – Priority 1: Skills supply and demand balance

Intelligence 	Apprenticeships	HE 	Digital skills
<ul style="list-style-type: none"> • 20 LMI reports to date and continuing to produce a minimum of one per month • Developed an automated dashboard for the SWLEP website • Acquired access to “real-time” labour market intelligence through EMSI and Labour Insights • Shared skills plan and underlying evidence base with partners and published on our website 	<ul style="list-style-type: none"> • Local campaign to raise awareness delivered during National Apprenticeship Week • Reviewed 2020 Apprenticeship Strategy, what worked and did not work • Strategy to 2024/25 being developed 	<ul style="list-style-type: none"> • 9 ongoing university projects • University of Bath VC joined SWLEP board in 2020 • Part of IOT steering group • Working with Institute of Coding through UoB; UWE, via academic health science network; Bath Spa, via GradTalent Agency 	<ul style="list-style-type: none"> • 12 webinars with over 440 attendees • Over 60 businesses / individuals had 1:1 sessions with SWLEP's Digital Expert 

Progress overview – Priority 2: Inclusive growth



Raising aspirations

- 4 virtual conferences delivered (for employers, for looked after and vulnerable children and for career leaders)
- Achieved above-average Gatsby Benchmarks
- Developed Career Leader SharePoint site
Created local SEND Community of Practice
- Added Careers Explorer to SWLEP website



Workforce health

- 3 webinars delivered on how to improve mental and physical wellbeing in Dec'20 / Jan'21
- Developed a set of wellbeing tools, developed by local Public Health, shared via redundancy events
- Ongoing project with the two CCG Chairs, Swindon and Wiltshire Public Health officers and neighbouring university, to better understand local issues and develop solutions

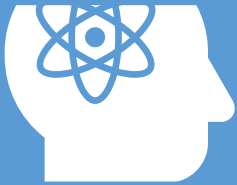


Assessment of progress – specific questions



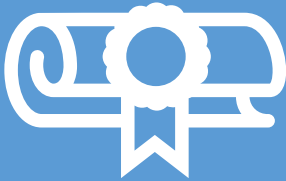
Leadership role

- Unifying force and a forum bringing together local employers and skills providers to pool knowledge and resources to resolve local issues



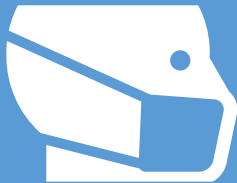
Enhancing local knowledge

- Providing access to up-to-date insights, including those derived from online job postings data, to create clear understanding of current and future skills needs



Impacting local skills provision

- working with colleges and independent providers to shape course portfolios

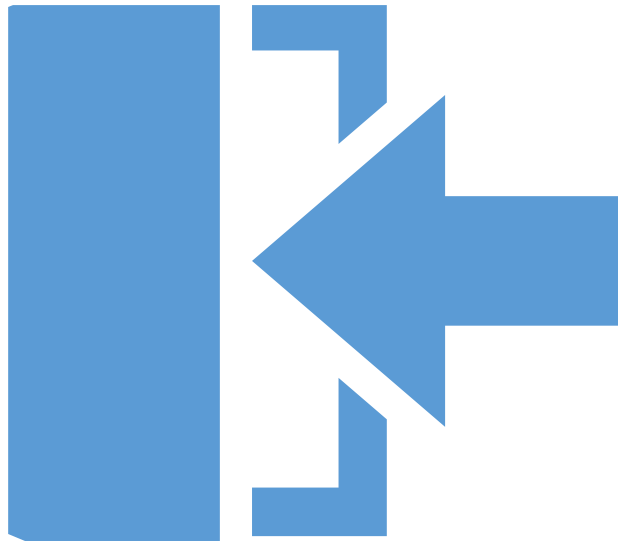


Supporting Covid-19 recovery and renewal plans

- Through regular intelligence reports, acceleration of development plans and membership of Covid-19 partnership board for the recovery plan for both LAs



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Chapter 7: Case Studies



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Three case studies

Honda:

- enhanced local **knowledge**, allowing Honda to focus on developing reskilling / upskilling programmes for their redundant staff, aligned to skills with high local demand,
- brought partners and funding **together** to provide tailored support for Honda staff wishing to start businesses,
- leveraged **learnings** from Honda's large-scale redundancy programme to aid led COVID-19 recovery.

HONDA

Institute of Technology

- impact on local skills **provision**, ensuring that it is demand-led
- ability to enhance skills and labour market **intelligence**, with methodical analysis of the wants and needs of local businesses
- **leadership** role in tackling several skills needs, including lower L4+ qualifications and ageing population

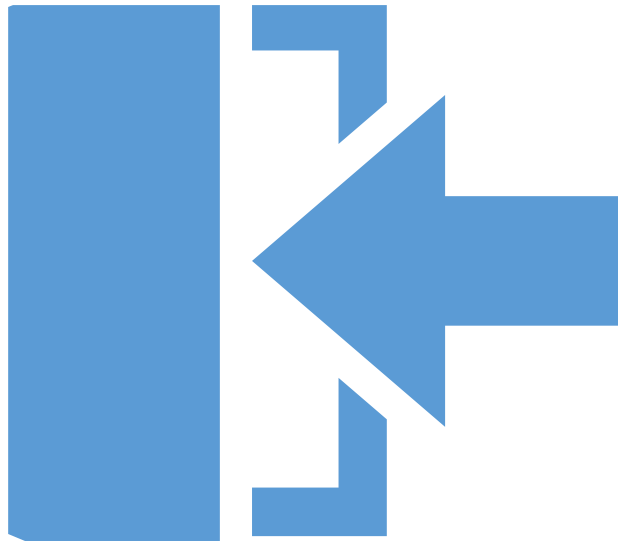


Higher Futures

- **engage and address** diverse needs of the local micro and small businesses through innovative services
- bring smaller businesses and providers closer **together** to better tailor local skills provision



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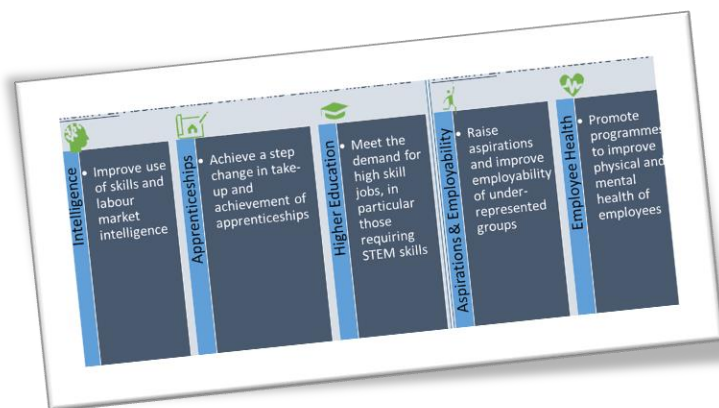


Swindon & Wiltshire Local Skills Report Outline

Chapter 8: Looking forward



Next steps



- building on the Careers Hub work
- promoting Gatsby Benchmarks
- Offering more virtual support

Raising aspirations



- continuing to work with CCG chairs and Public Health officers in our 2 LAs
- exploring potential for research / student project

Employee health



- building on IOT successes
- continuing to develop relationships with key neighbouring universities

Multi-campus federation



- helping providers develop mechanisms to enable them to respond quickly to demand shifts based on LMI
- explore shifting focus from quantity to quality and demand

Apprenticeships



- building on Bath Spa University's research to date
- exploring further research involving local businesses

Impact of diversity on productivity



SWLEP Board is recommended to:



Approve the
attached Local Skills
Report

