

A photograph of two men in business suits. The man in the foreground is wearing a blue suit and a striped tie, looking intently at a laptop screen. The man behind him is wearing a grey suit and glasses, also looking at the screen. The scene is lit with soft, natural light, suggesting an office environment.

**Swindon  
and Wiltshire  
City Deal**

Creating  
growth  
through  
knowledge



**swindonwiltshire**  
Local Enterprise Partnership



## Growth Opportunity

8.9% job growth = 30,000 new jobs

**Growth sectors – digital technologies, life sciences, advanced engineering, finance and professional services**

### SWLEP Skills Gap

- Currently 10,500 at Level 4 and above
- Gap growing to 83,800 by 2020

### Army 2020

- Major restructuring
- Large and growing Army presence, including family members
- Increase in Service Leavers

### Falling Part-time Numbers

- Recent significant decline in part-time Higher Education over the last two years
- South West region decline 47%, national average 39.8%


### Employer Needs

- Clear evidence of higher level skills shortage
- Provision not aligning with employer needs

### No Local Higher Education Campus

- Only LEP to have no dedicated Higher Education campus
- Limited local Higher Education provision (FE Colleges)





**“The skills shortage is not a problem confined to the crucially important energy sector, it’s systemic. We need more engineers and scientists. After failing to hit a target of 750 new recruits a couple of years ago, the firm is looking for another 650, of which 250 will be based in Malmesbury.”**

Sir James Dyson

**“We need to have providers who are willing to be a bit more bespoke, a bit more tailored for us.”**

Zurich, Swindon

**“It would be so much better for the region and better for us if there was better provision locally and more options available to us within striking distance.”**

Johnson Matthey, Swindon



A man in a military uniform, wearing a black beret and a camouflage jacket, is smiling and hugging two young children. One child is a girl with dark hair, and the other is a girl with blonde hair wearing a pink top. The scene is outdoors, possibly at a public event or a family day.

**“We invest hugely in the selection of our people, and their training and development. But they do need to have their transferable skills enhanced.”**

**Brigadier Piers Hankinson,  
43 Wessex Brigade**

## **Our Uniqueness - the Army**

- **25% of Regular Army will be based in Swindon and Wiltshire**
- **Super Garrison on Salisbury Plain – rebasing of British Forces Germany**
- **Enhance Service Leavers’ skills to take advantage of job growth opportunities**
- **Attractiveness of Service Leavers as employees**
- **Realising their full potential, only 20% take up skills offers**
- **The Armed Forces Covenant – “no disadvantage”**

**Flexibility Can Unlock Hidden Demand**





**“This City Deal is an innovative opportunity to deliver higher level qualifications to our local Service Leavers and demonstrates our continued commitment to our local Armed Forces.”**

Claire Perry, MP for Devizes and  
Assistant Whip, House of Commons

**“Service Leavers have much to offer local businesses and I support the City Deal’s proposals to ensure they can gain the qualifications they will need when they seek work, so that they are not disadvantaged - as we promised in the Armed Forces Covenant.”**

Duncan Hames,  
MP for Chippenham

# The Barriers We Face

## The Gap

- Identified local business demand
- Survey shows recruiting and retaining skills are the top two issues for business
- Survey shows 58.5% of companies face a skills gap
- Survey shows over 51% of companies believe HE not meeting need
- Survey shows over 90% of companies say they are willing to engage more with HEIs to design and develop modular courses

## The Business Voice

### Highly competitive market

“We have a massive problem trying to get skilled people, and we are worried – it is a massively competitive market.”  
Avon Rubber plc, Melksham

### New generation learning, ready to commit

“We are past the point of critical mass where we can develop these skills ourselves. But nobody offers qualifications that deliver on our requirements. We’ve got to play a greater role in shaping and developing the training opportunities that are available, because right now very little of what is out there meets our requirements”  
Bath ASU Pharmaceuticals, Corsham

### Closer engagement

“We as a company would certainly be able to get into training people at a high level at university.”  
Plessey Semiconductor, Swindon



## Key

- 1 Hartham Park, Corsham
- 2 Bath Spa, Corsham
- 3 Wiltshire College, Chippenham
- 4 Wiltshire College, Lackham
- 5 Wiltshire Council, Melksham
- 6 Wiltshire College, Trowbridge
- 7 Defence College of Technical Training, Lyneham
- 8 Swindon College
- 9 UTC, Swindon
- 10 New College, Swindon
- 11 Porton Down
- 12 Wiltshire Council, Salisbury
- 13 UTC, Salisbury
- 14 Wiltshire College, Salisbury

# The SWLEP Gap Where Is The Provision?

Swindon and Wiltshire has no HEI in region



Known Providers of Higher Education in the South West

● Higher Education Institute provision



## High Level Skills = High Level GVA

- Pilot a new way of delivering Higher Education, diversifying the market
- Fill jobs growth potential through highly qualified learners

## The Learning We Need

- Part-time learning leading to a full qualification that takes advantage of prior experience and learning
- Co-designed by local businesses, including SMEs
- Target 83,800 individuals trained to Level 4 and above
- Levels 4–6: 20% more individuals (17,530)
- Levels 7–8: 75% more individuals (20,260)

Region capable of returning to growth and GVA outperformance



# INFORMATION, ADVICE AND GUIDANCE

## Beyond the Army

### Learner Led Demand

- Creating demand through improved information, advice and guidance
- Enhanced and diversified supply through collaborative working with Higher Education Institutions
- Employer co-designed courses leading to job outcomes
- Identify and aggregate SME demand for existing and future employee learning

### Priority 1

- The Army – reinforcing the Armed Forces Covenant
- Offering a Guarantee – “no disadvantage”
- MOD prior investment
- Transferrable skills
- Selective up skilling
- Accrediting prior learning
- Partnership with CTP
- Achieving personal potential

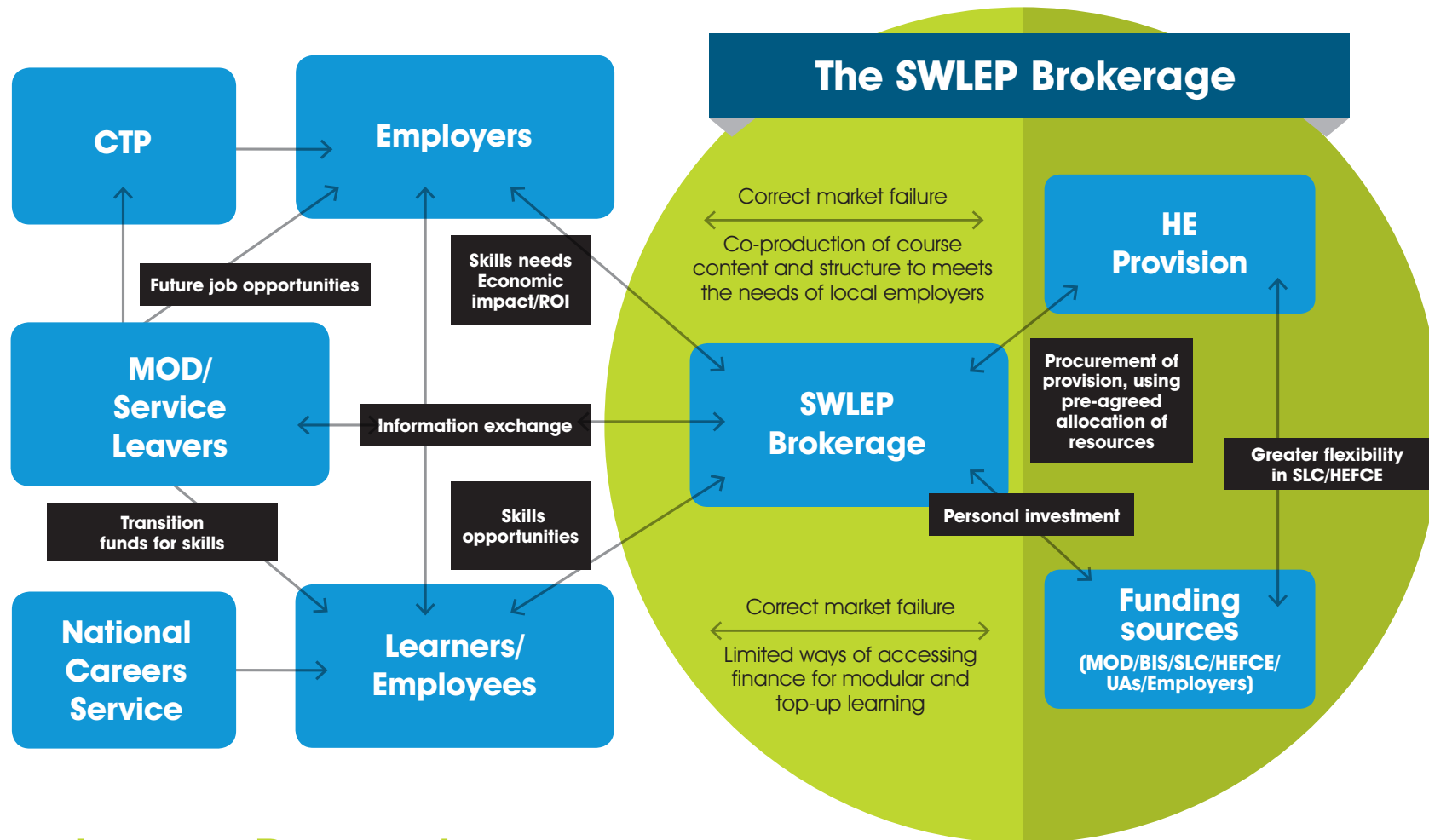
### Priority 2

- Widening participation
- Improving high value job opportunities
- Responding to employer demand
- Creating new pathways for flexible learning

OPEN NEW PATHWAYS TO FLEXIBLE ACCREDITED LEARNING



# The City Deal



## Creating Learner Demand

- Understanding employer requirements
- Identifying suitable HE providers
- Supporting potential learners to seize opportunities



# The Offer

- **Private sector contribution of £8.495m.**
- **£1m of resources** from the Unitary Authorities (Swindon Borough Council and Wiltshire Council).
- LEP to deliver Skills Brokerage that maximises the **guarantee of higher skills training to all Service Leavers** in Swindon and Wiltshire.
- HEIs to deliver **flexible accredited courses.**
- **Increased Tax and NI for HMT.**
- **Reduced Benefit Costs.**

# The Outcomes

- A business model which delivers a positive **net economic return** to Government within five years.
- Unlocked **local job growth** – targeting 8.9% more local jobs compared to the UK average of 5.1% by 2020, and the associated productivity and economic benefits of more people working in higher level jobs.
- **18,000 individuals trained locally** to Level 4 and above by 2020, and being capable of holding higher value, more productive roles.
- Establishing a **University Campus of Swindon and Wiltshire** – built on a partnership with existing Higher Education Institutions and employers.
- Provide additional economic benefit to HMT of **£26.390m.**

# The Ask

- **MOD to change** the regulations surrounding access to Learning Credits for Armed Forces **allowing retrospective eligibility for all serving personnel based in Swindon and Wiltshire.**
- MOD to **remove the requirement for Armed Forces personnel to have signed up** for Enhanced Learning Credits to gain access to Further Education/Higher Education Access Funding on leaving the Armed Forces and resident in Swindon and Wiltshire.
- MOD to **reduce the course intensity requirement** for Service Leavers accessing funding for part-time study to 25% from the current level of 50% intensity. This brings the Armed Forces scheme in line with civilian funding schemes for those based in Swindon and Wiltshire.
- BIS to **extend the current equivalent or lower exemptions** for all learners in the SWLEP area who wish to study part-time towards a full qualification in priority growth subject areas – namely digital technologies, life sciences, advanced engineering, finance and professional services.
- MOD to provide **funding towards the cost of piloting a new partnership** operating model between SWLEP Brokerage and the South-West Career Transition Partnership.
- MOD to provide access to existing **physical infrastructure** for Higher Education Institutions who wish to deliver part-time, credit-based skills provision for Service Leavers.
- Government to provide **£1.397m of seed funding to establish and operate the SWLEP Skills Brokerage** for five years to 2019.

The City Deal



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