



Swindon & Wiltshire Local Skills Report 2021/22

Outline



Purpose for today's meeting



Guidance

- Review report guidance and structure

SET BY DfE



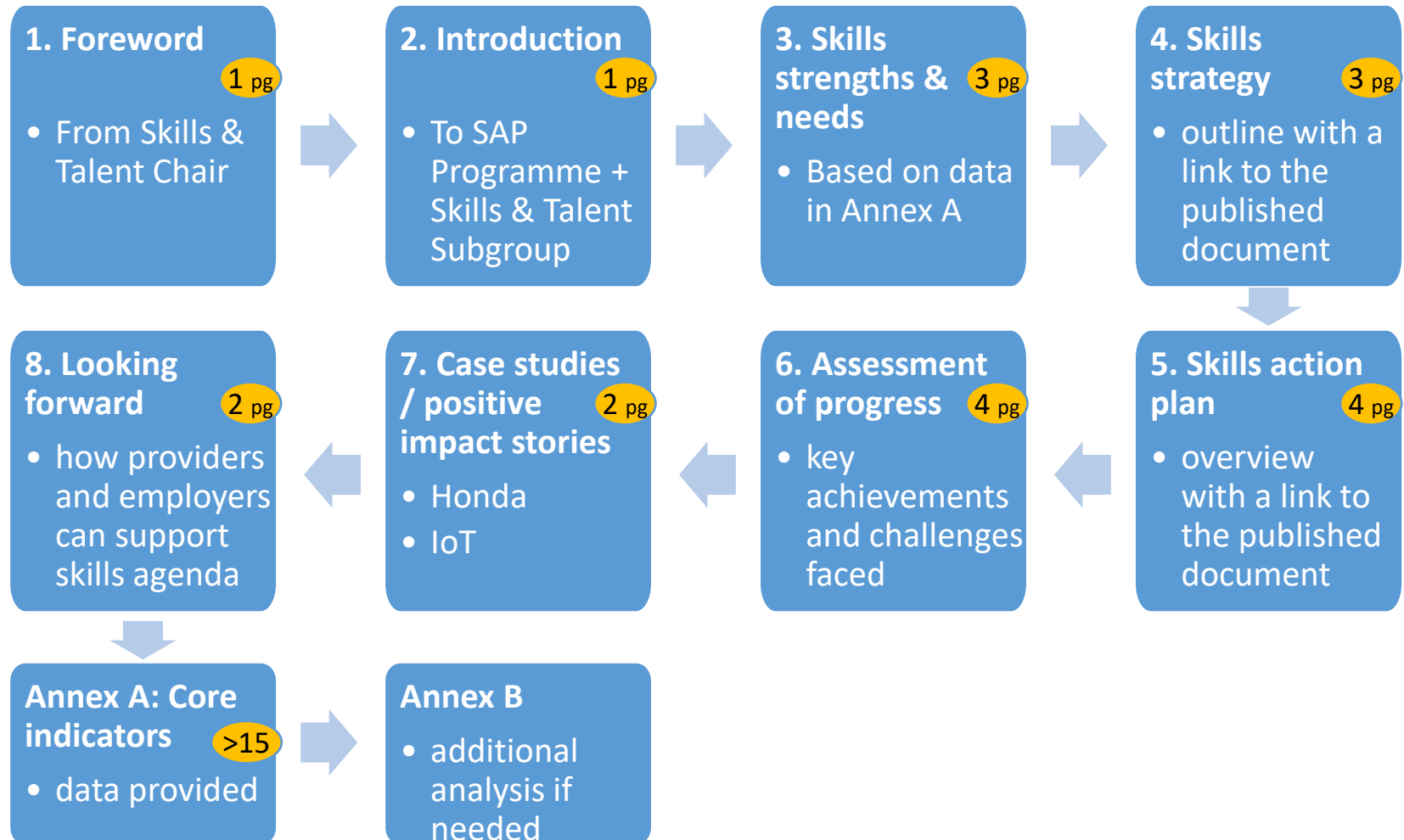
Report outline

- Share the report outline:
 - *Insights*
 - *Told in a compelling story*
 - *With clear messages*

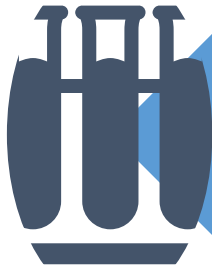
SET BY SWLEP



The structure remains unchanged



Key differences between this and the last report



The update is supposed to:

- re-examine the previous report
- add, remove and/or amend content as necessary, e.g. where things changed since last report



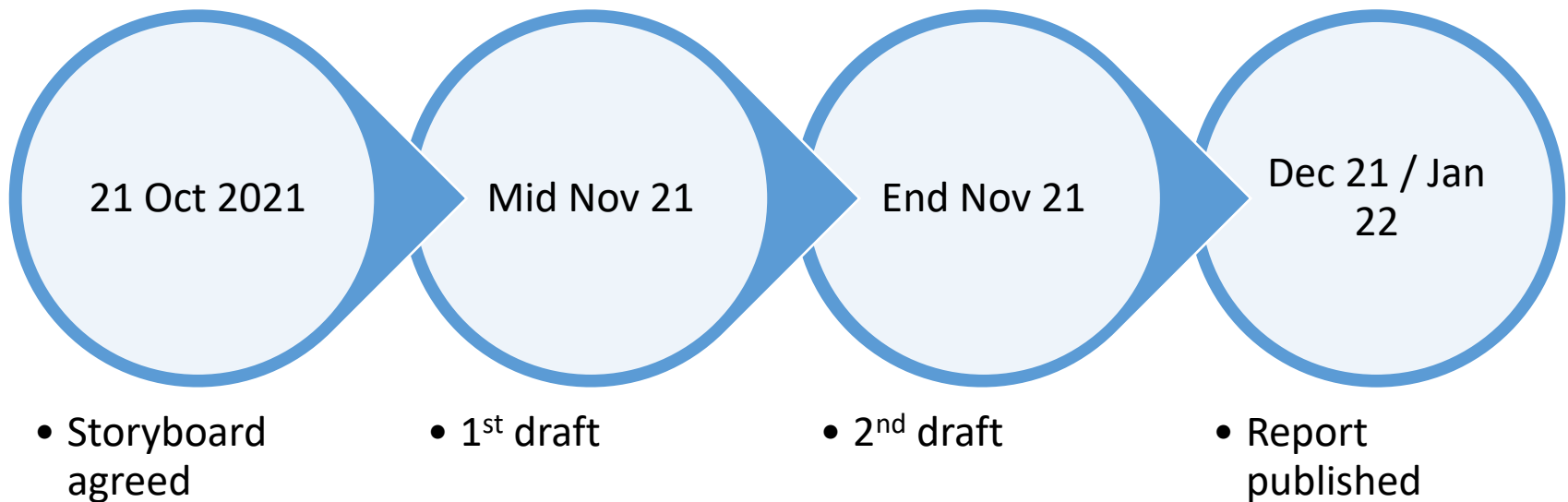
No mandated DfE feedback, unless we ask for it



No spreadsheet with all the data and graphs



Timescales



- Report needs to be published between 29th November 2021 and 28th January 2022
- Once published, send the new link to the SAP programme team



Chapter 3: 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



- 1 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** **To be published in Nov**
- 2 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** **Updated every 3-4 years**
- 3 Better **intelligence** on labour market shifts, allowing rapid response to Covid-19 and Brexit

Needs



Sector-specific needs remain unchanged

Gov't
Priority



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



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



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



4 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



5 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



Chapter 4: Swindon and Wiltshire Skills Strategy

Moving from a broad...

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 &

- Raise aspirations and improve employability of under-represented groups

Employee Health

- Promote programmes to improve physical and mental health of employees

...to a narrower focus

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



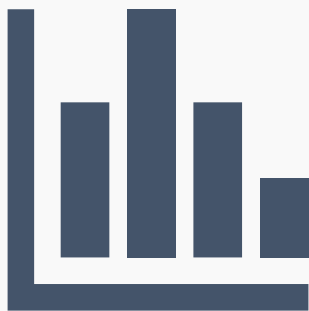
PRIORITY 2: ENSURE INCLUSIVE GROWTH

Aspirations

Raise aspirations and improve employability of under-represented groups



Chapter 5: Skills Action Plan



LMI



Apprenticeships



Raising Aspirations
(Careers Hub)



LMI plan will be delivered by EMSI through to end of March 2022

- November 2021 to March 2022
- Change in total job postings and total apprenticeship job postings
- Job postings by settlement, industry, occupation
- Change in the claimant count for the 16-24 and 16-64 age groups overtime

Five monthly LMI reports



- Coronavirus Jobs Retention Scheme (CJRS) and Self-Employment Income Support Scheme (SEISS) analysis (Jan 2022)
- Resident working employment rate using Annual Population Surveys (Nov 2021 and Mar 2022)
- HR1 data analysis (Jan and Mar 2022)
- Skill clusters analysis (Nov 2021 and Mar 2022)

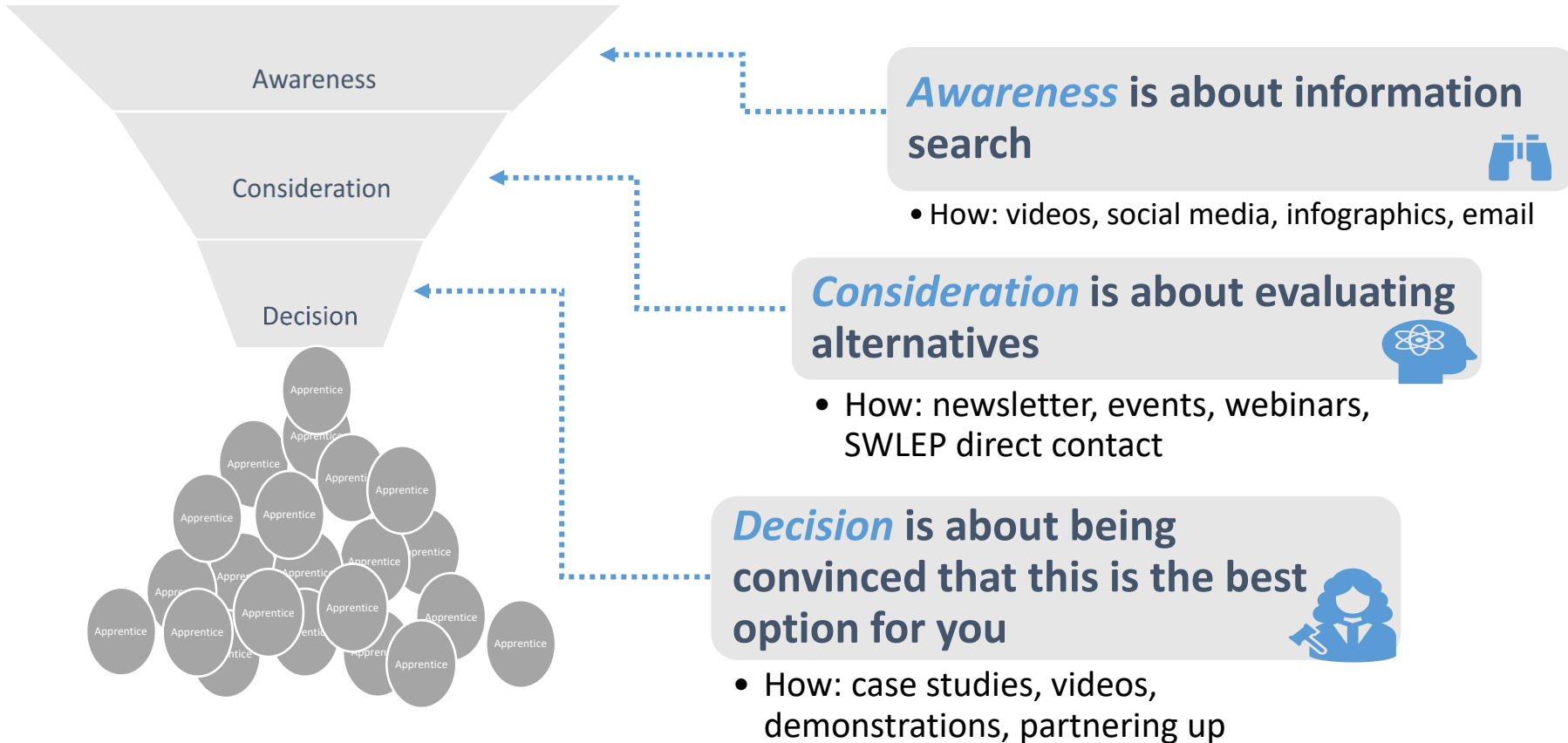
Seven ad-hoc deep-dives



Shared on the SWLEP website and presented and discussed with the SWLEP Board, Skills and Talent Subgroup and BING



Apprenticeship Marketing Campaign will be carefully tailored...



Example; currently under development

[illegible]

Example – Initiative 1 : Raising *Awareness* – Business Persona A

Date: 11/2021

Channels: Email campaigns, Webinar, LinkedIn, Twitter

Content (short and snappy messages to get businesses to ask for more):

- Why we need apprenticeships to build the future
- Apprenticeship financial incentives
- Bridging the gap between School and apprenticeships – An opportunity for Employers
- Forward thinking – supported apprenticeship - Video
- Do the next generation of CEOs need a degree?
- The positive effect apprentices have on businesses
- Is an apprentice right for you?
- 10 reasons why you should run apprenticeships in your organisation – Case study integrated
- Pop-up survey on the apprenticeships page within the skills support section



Five stages to consider



Segmenting the market and identifying target personas

Planning & scheduling



Developing content

Pushing content through different channels



Measuring progress against key targets

Raising aspirations / Careers Hub Action Plan

Fortnightly virtual **CPD sessions** for Careers Leaders and Advisors themed to support development in benchmark areas. Terms 1 includes Compass+ training, communicating your careers programme, embedding careers into your teaching, Engaging employers and working effectively with them and Destinations and how to make your process effective.

1to1 bespoke guidance and support by EC team for each school/college

LMI **webinars**

EA CPD and **networking** events

Fortnightly **newsletters**.

Careers conference in February 2022

Supporting delivery of 250 extra **personal guidance interviews for NEET** students

Re-launch of **Cornerstone Employer Group** initially impacted by COVID

Continuing to work on the development of the **Your Placement platform**



Chapter 6: Assessment of progress - we monitored four different areas



Skills
action
plan



Sector-
specific



SWLEP
skills
needs



SAP
Questions

Priority 1: skills supply and demand balance

Intelligence

- 11 LMI reports since the beginning of 2021 (minimum of one per month)
- Continuing to maintain automated dashboard developed for the SWLEP website
- Continuing to access to “real-time” intelligence gained through EMSI and Labour Insights



Apprenticeships

- Finalising 2025 strategy and 2021/22 apprenticeship marketing plan to grow apprenticeship take up, especially for businesses currently not employing an apprentice



HE

- Leadership handed over to IoT from September 2021
- Continue to engage with neighbouring universities on individual projects



CLOSED

***MOVED TO INDIVIDUAL
PROJECTS***

Priority 2: inclusive growth



Raising aspirations

- Delivered 3 virtual conferences for employers, Careers Leaders and for those working with SEND Institutions
- Gatsby Benchmarks above national average in 7 of the 8
- Careers Leader SharePoint made more user-friendly - network meetings, CPD sessions or Masterclasses recorded and stored on the site
- Created local SEND Community of Practice
- Career Leader training for Careers Explorer to SWLEP website completed



Workforce health

- 3 webinars delivered in 2021 on improving health
- Workforce Health project plan developed
- Hand over to Growth Hub Skills Advisers to implement completed
- Project closed in the SWLEP Skills Action Plan

CLOSED

MOVED TO GH BAU





Sector-specific progress



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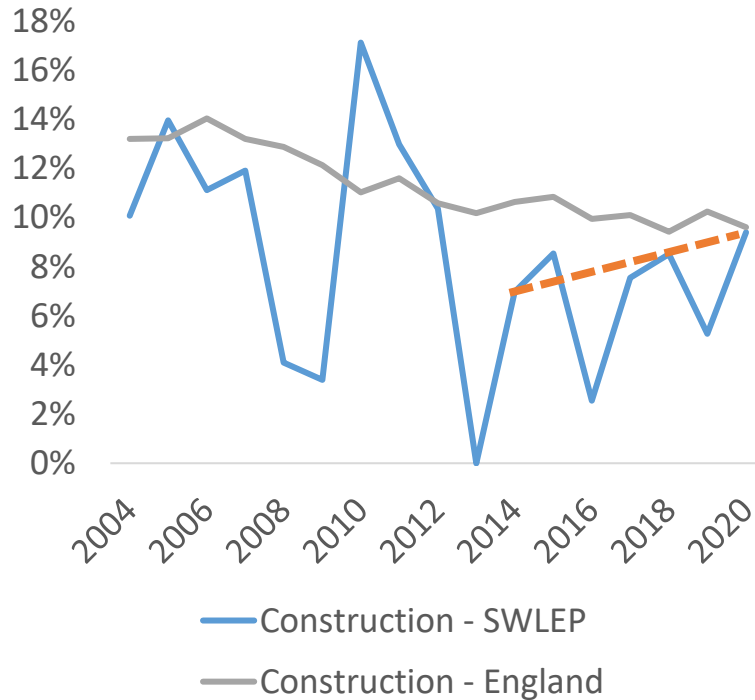
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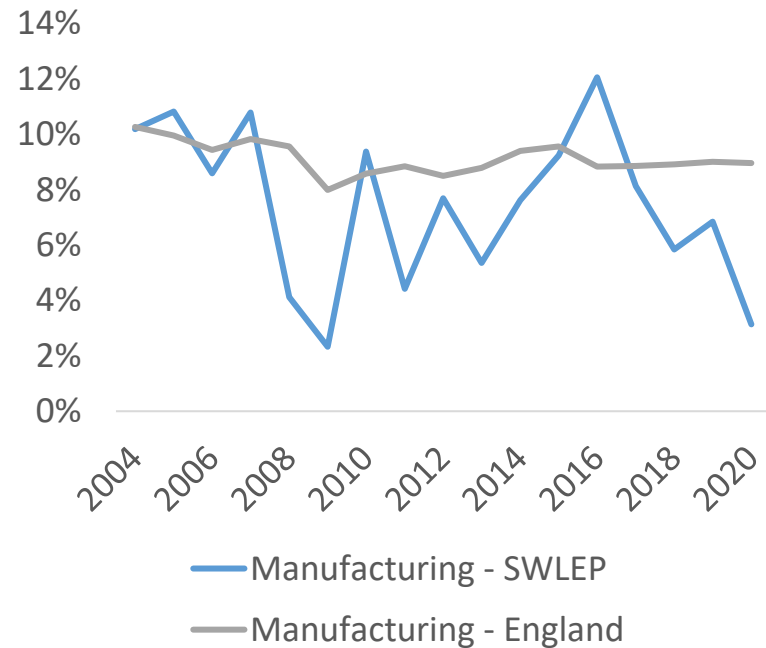
1

Construction improving, but Manufacturing still declining

Construction Employment, People Aged 16-24 (% All Employment)



Manufacturing Employment, People Aged 16-24 (% All Employment)





2

Working with LAs to set the scope to better understand green skills

1

Identify and quantify the **existing** energy and green skills market , highlighting factors that may restrict job creation and failure to deliver Net Zero targets

2

Understand **future** needs, including barriers, risks and opportunities perceived by businesses operating in these markets

3

Develop the **workforce requirements** necessary to achieve local commitments of becoming carbon neutral by 2030 as part of the LAs Climate Emergency declaration



Develop actionable recommendations for **SWLEP** , **Local Authorities** , **businesses** and **providers** to bridge the gap between today and where we need to be by 2030



Social care careers – SBC update

- iCare Careers commissioned by SBC to offer recruitment support, including free advertising, to the over 100 care providers in Swindon
- Care providers are generally reluctant to recruit apprentices as there is the perception they would not have time to train or mentor apprentices.
 - iCare has engaged with local schools (13) to encourage more young people into the sector. They also have some videos which can be shared.
 - joining the SWAAN, as Somerset Care may be able to also share some insights on what has worked for them.
- Other issues identified around hiring in general, and also of recruiting apprentices, included transport
- Assisting SBC Adult Social Care, particularly promoting apprenticeships



3b

Wiltshire update



- Swindon and Wiltshire Clinical Commissioning Group Partnership Board working to address the issue in terms of social care staffing in the NHS locally
- 21% of the workforce is over 55
- looking at student supply (often students don't stay or don't come to the area for placements, so measures have been put in place to bring and retain them)
- 23 T-Level Health students coming through should help address this





4

Wiltshire College is driving the agritech focus locally

recruiting students for a new **Land Based Skills Bootcamp**

delivering the new HND Agriculture (**Dairy Engineering**) (part-time) for the first time this year

offering Level 3 **Farm Mechanisation** (6 learners currently enrolled) in addition to the FT course in Agriculture at L1 & L2 (55 enrolled learners)

Land-Based Engineering Level 2 / 3 Study Programme (27 learners currently enrolled)

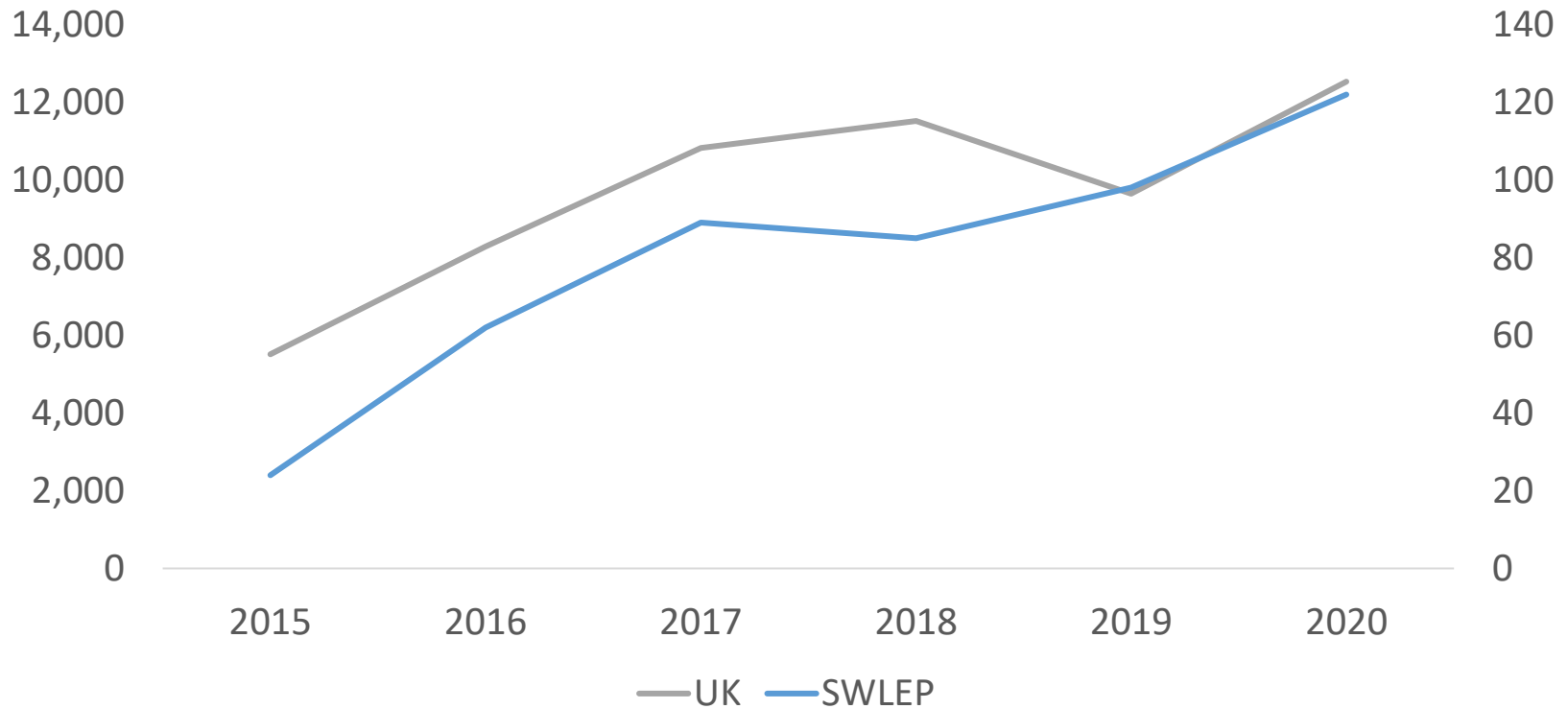
delivering the L2 / L3 **Land-based Engineering Apprenticeship** Standards with currently 52 learners enrolled



5

Cyber jobs continue to see strong demand increases across the country

"Cyber" Online Job Postings, SWLE vs. UK



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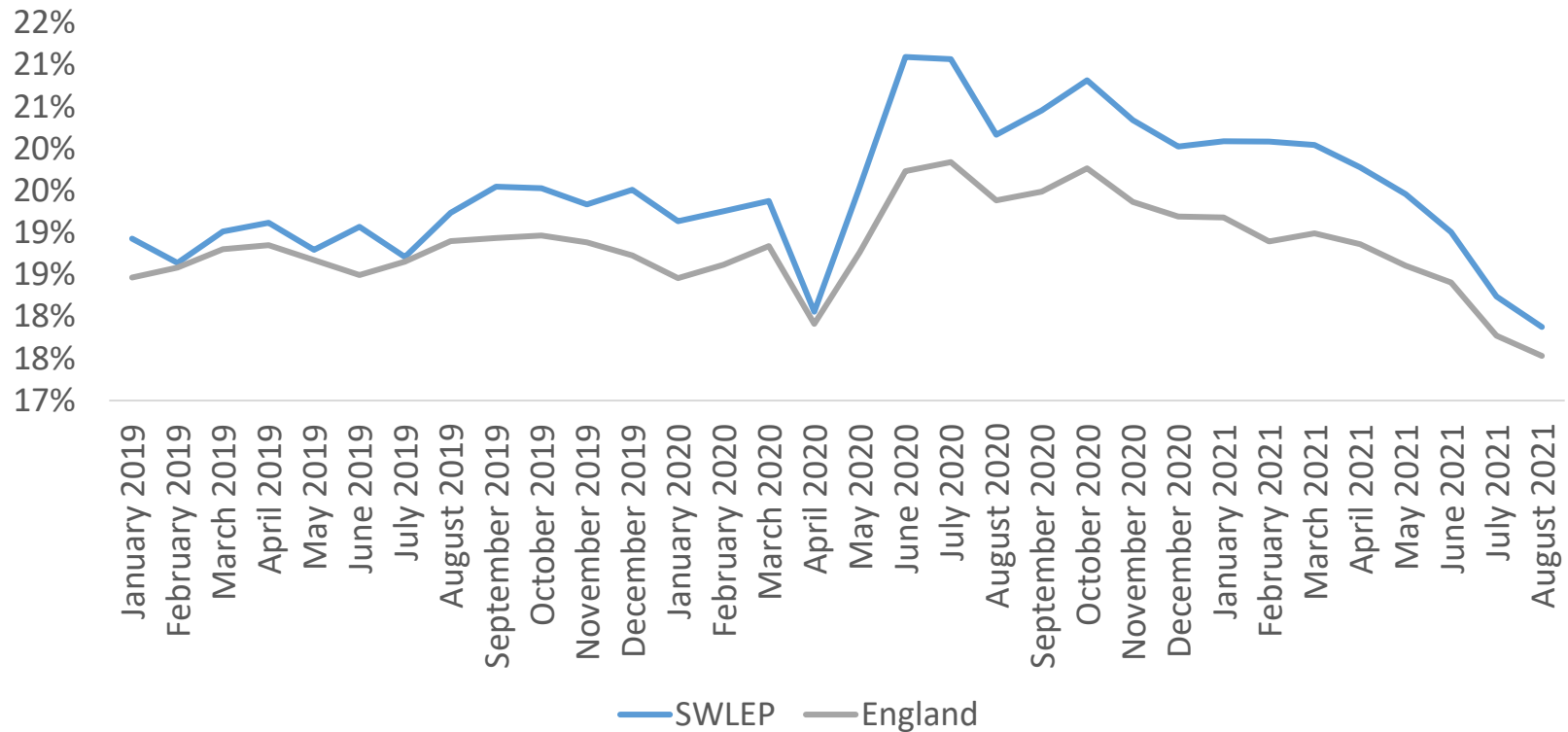
L4+ increasing, but not as slow as the national average

2020 vs. 2019 Qualifications



The proportion of young claimants improving faster than the national average

Claimant Count, People Aged 16-24 (% All Claimants)



The impact of monthly intelligence reports



SWLEP as Kickstart Gateway
Organisation

IoT support to access funding for
free courses



Careers Hub aligning skills supply
with demand

Dashboard



Questions set by SAP



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



Updated out-of-date sections

- EMSI's LMI reports
- IoT and Wilts college work impacting skills provision
- Covid recovery recent numbers
- No change to leadership section as the LEP's role



Chapter 7: Three case studies

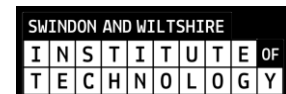
Honda:

- enhanced local **knowledge**, allowing Honda to focus on developing reskilling / upskilling programmes for their redundant staff
- 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
- **Update: increase in HR1 redundancies not translating in claimant increase**

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
- **Update: successful application for 5 free digital courses**

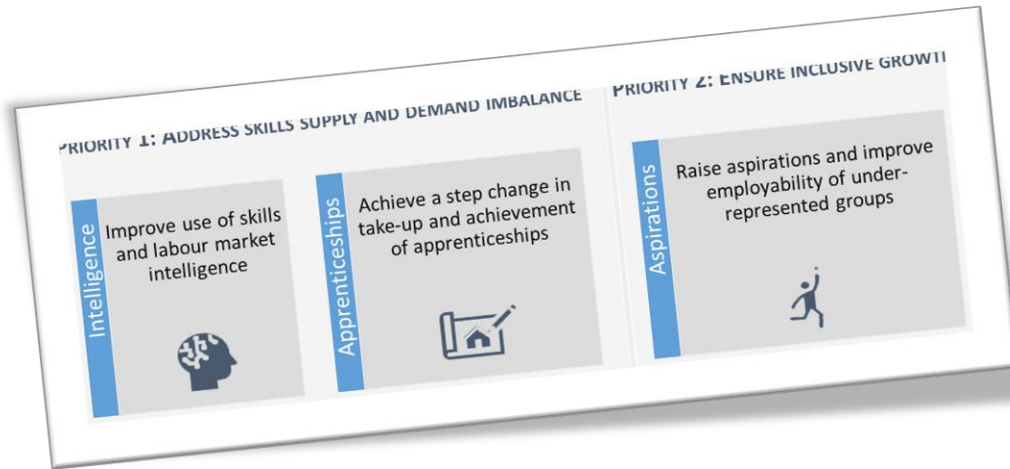


SWLEP as Kickstart Gateway

- **engage** with diverse smaller local businesses through innovative services
- **address** skills challenges identified through Labour Market Intelligence (LMI) reports



Chapter 8: Next steps



- Continuing to produce monthly reports and ad-hoc deep dives, using online job postings data and other government data as needed and where available
- Discussing findings in key forums to make sure that solutions are found and implemented

LMI



- Continuing to build on the Careers Hub work
- Promoting Gatsby Benchmarks
- Continuing to offer more virtual support

Raising aspirations



- Developing and implementing a carefully targeted marketing campaign
- Targeting businesses, future apprentices and providers over a period of 12-18 months

Apprenticeships

