SWINDON & WILTSHIRE LOCAL SKILLS REPORT OUTLINE

Jan 2021

Contents
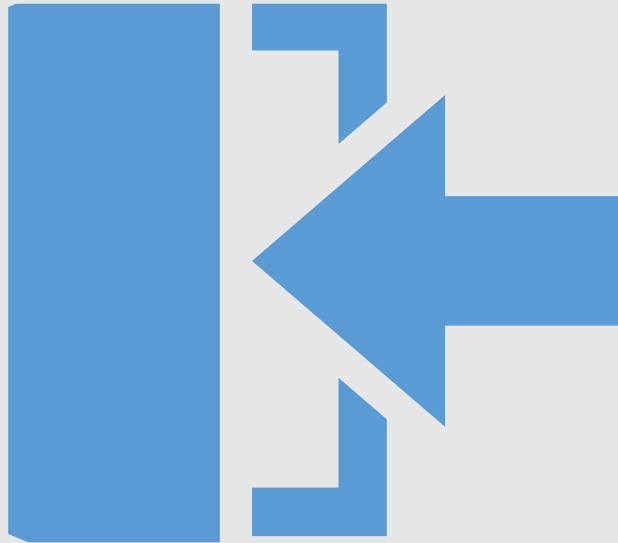
Swindon & Wiltshire
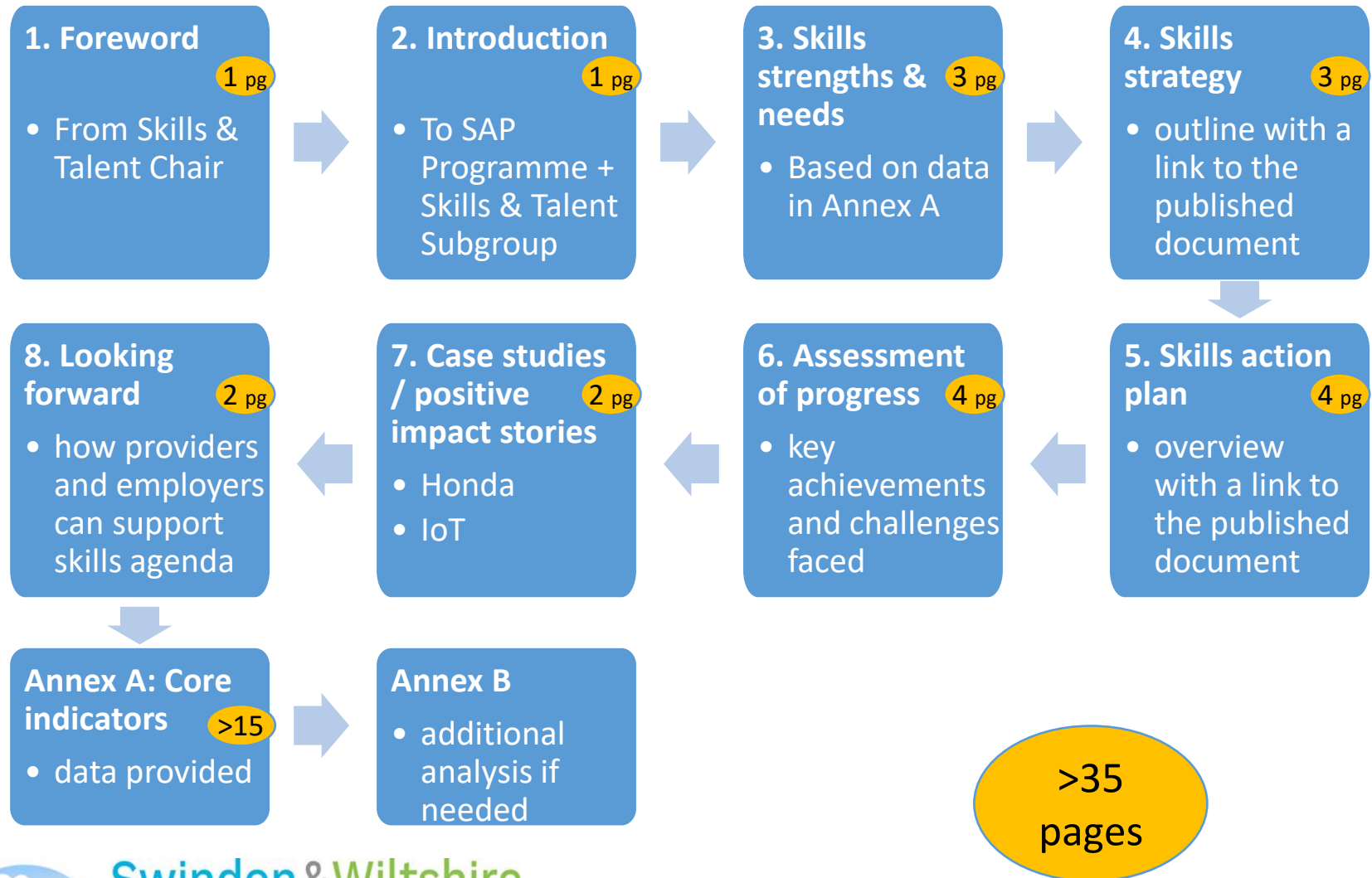LOCAL ENTERPRISE PARTNERSHIP

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

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The report is structured around 8 chapters

1. Foreword `1 pg`

- From Skills & Talent Chair

2. Introduction `1 pg`

- To SAP Programme + Skills & Talent Subgroup

3. Skills strengths & needs `3 pg`

- Based on data in Annex A

4. Skills strategy `3 pg`

- outline with a link to the published document

8. Looking forward `2 pg`

- how providers and employers can support skills agenda

7. Case studies / positive impact stories `2 pg`

- Honda
- IoT

6. Assessment of progress `4 pg`

- key achievements and challenges faced

5. Skills action plan `4 pg`

- overview with a link to the published document

Annex A: Core indicators `>15`

- data provided

Annex B

- additional analysis if needed

`>35 pages`

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Timescales are tight

Today

14 Jan 2021	Jan / Feb 2021	1 Feb 2021	Feb / Mar 2021	Mid Mar 2021	31 Mar 2021	Mar 2022
• Outline shared with Skills & Talent Subgroup	• S&T initial feedback received • Core metrics updated	• First draft shared with DfE & S&T for feedback	• Feedback added and draft finalised with DfE SAP Team	• Final report approved by S&T (11 Mar) / SWLEP Board (25 Mar)	• Final report submitted to DFE	• Fuller refresh (every two years)

- We are currently interpreting the data provided for the core indicators
- However, this is limited by the fact that much of the data is to be updated in Jan / Feb

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Chapter 3: Skills strengths & needs

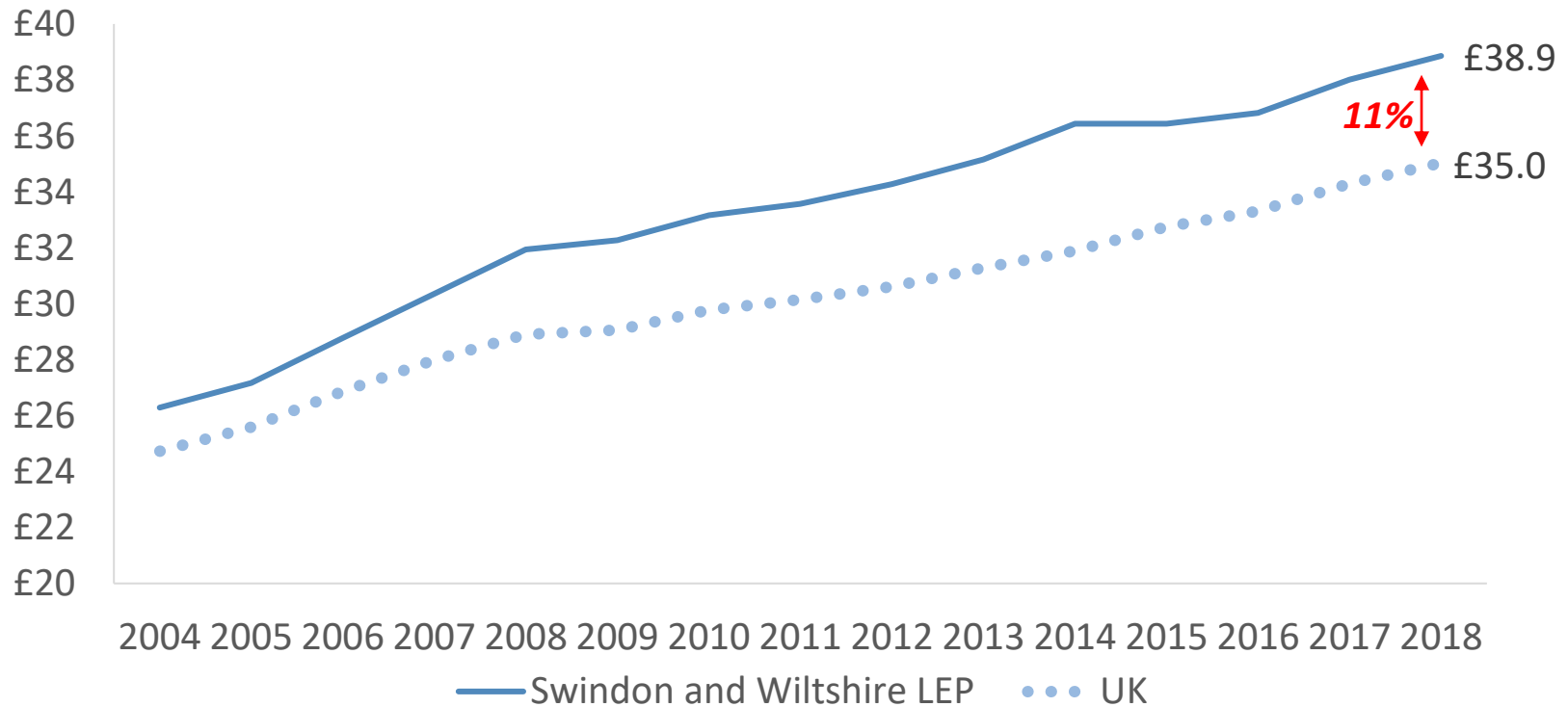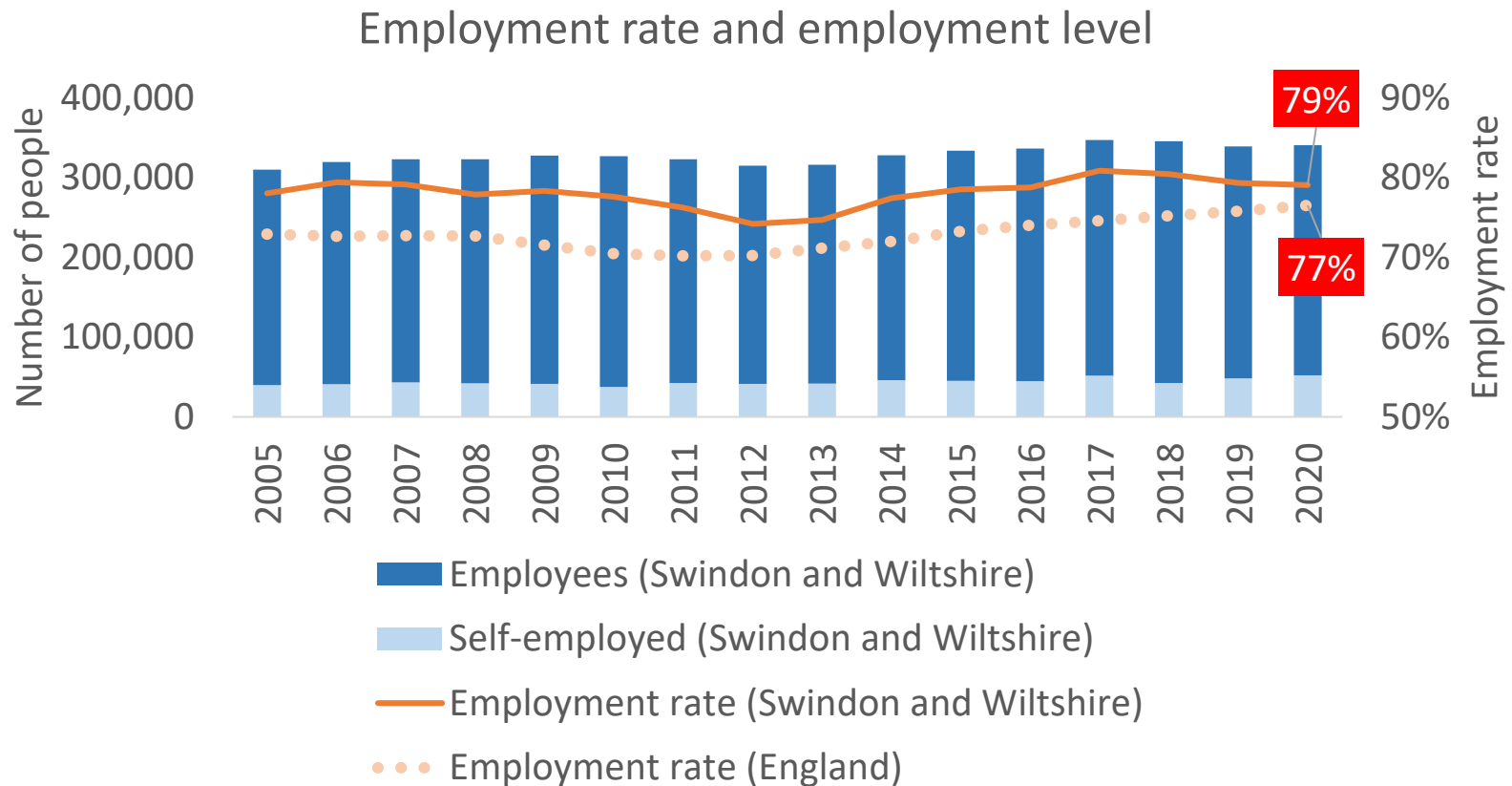Swindon & Wiltshire
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Chapter 3 introduction

Skills strengths

Skills needs

Underpinned by the Annex A data
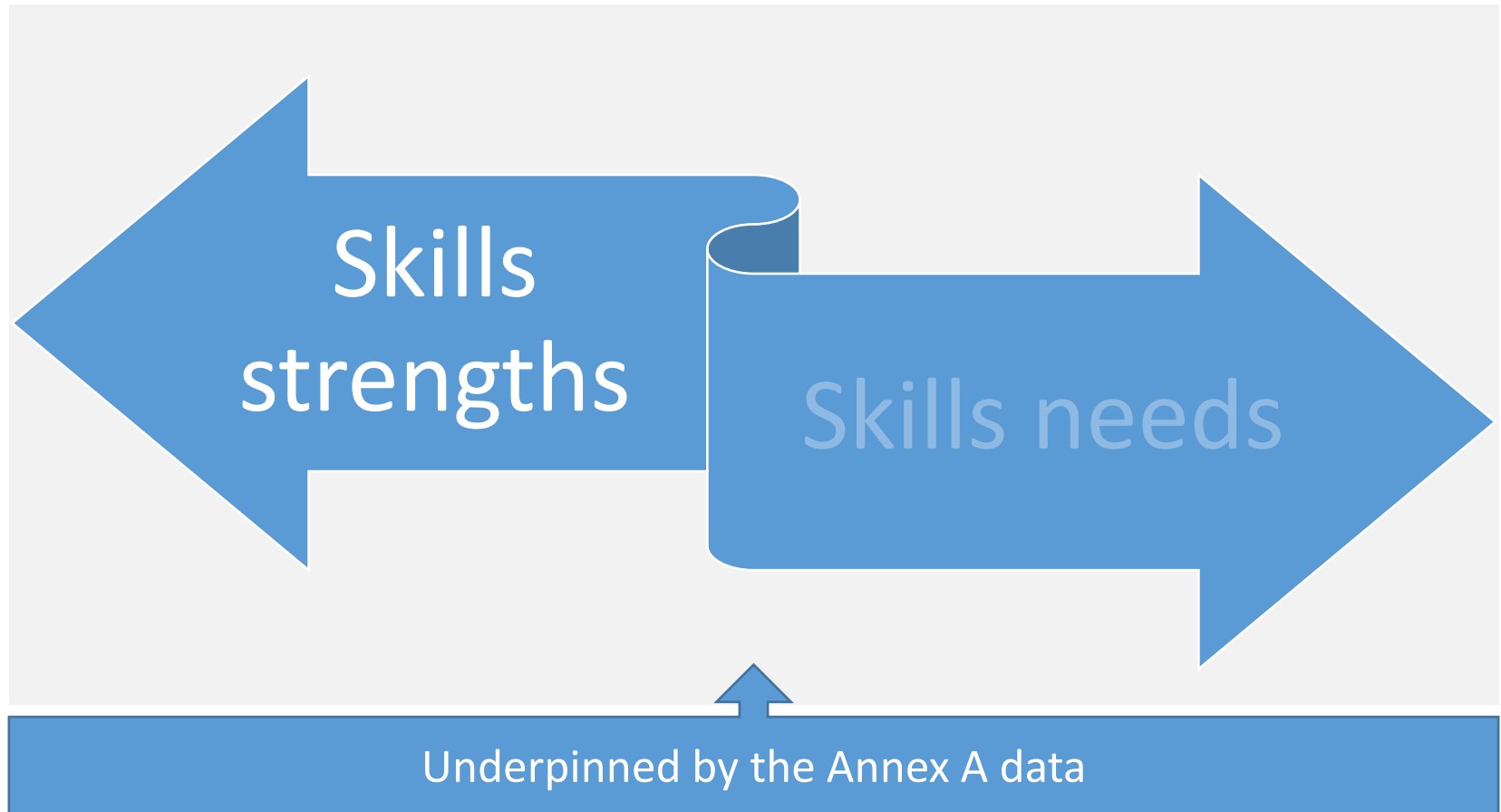
Strong GVA, consistently above the UK average...

Nominal (smoothed) GVA per hour worked

£40
£38
£36
£34
£32
£30
£28
£26
£24
£22
£20

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

£38.9

11%

£35.0

—— Swindon and Wiltshire LEP   ••• UK

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...with continued above-average employment rates...

Employment rate and employment level

2017 and 2020 reported 15-year highs for self-employment

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...and lower proportion of people claiming benefits principally because of unemployment

Claimant Count (% of Residents Aged 16-64), Swindon and Wiltshire vs. England

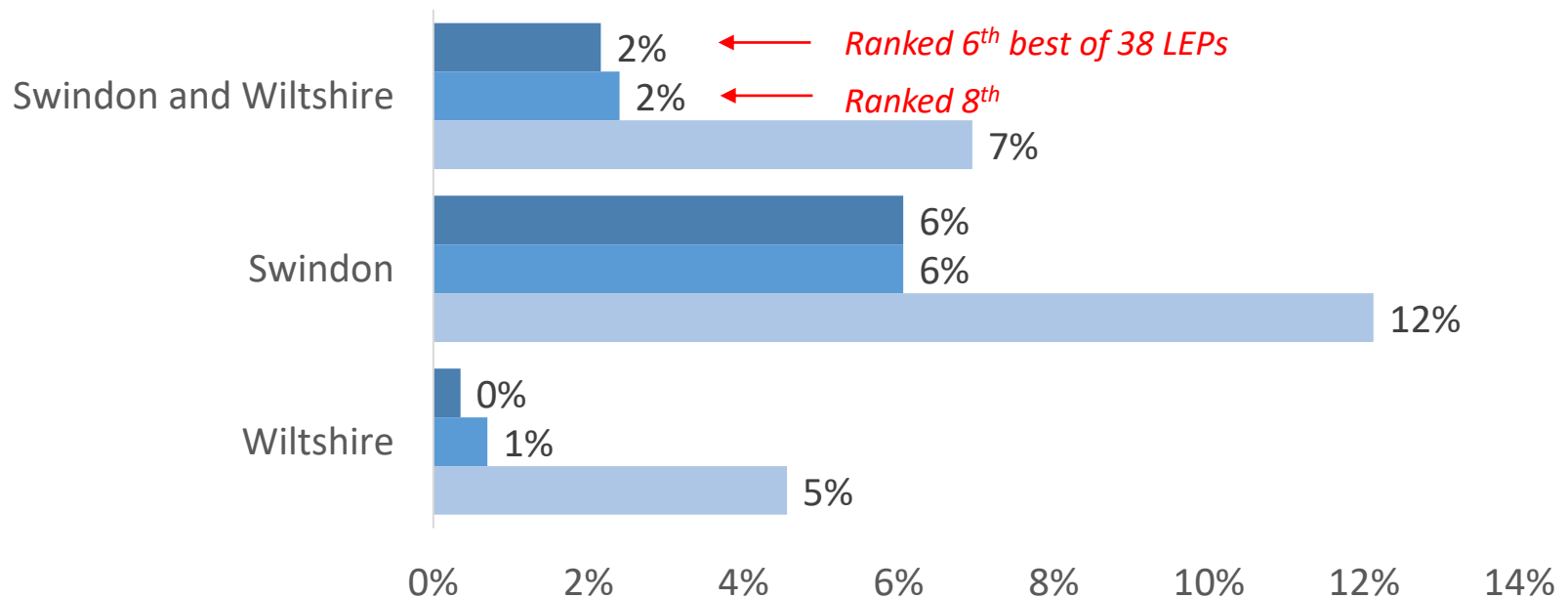# Business death rates are better than national average

Business death rates, 2015 - 2018

Legend:
— Business death rate (Swindon and Wiltshire)
••• Business death rate (England)

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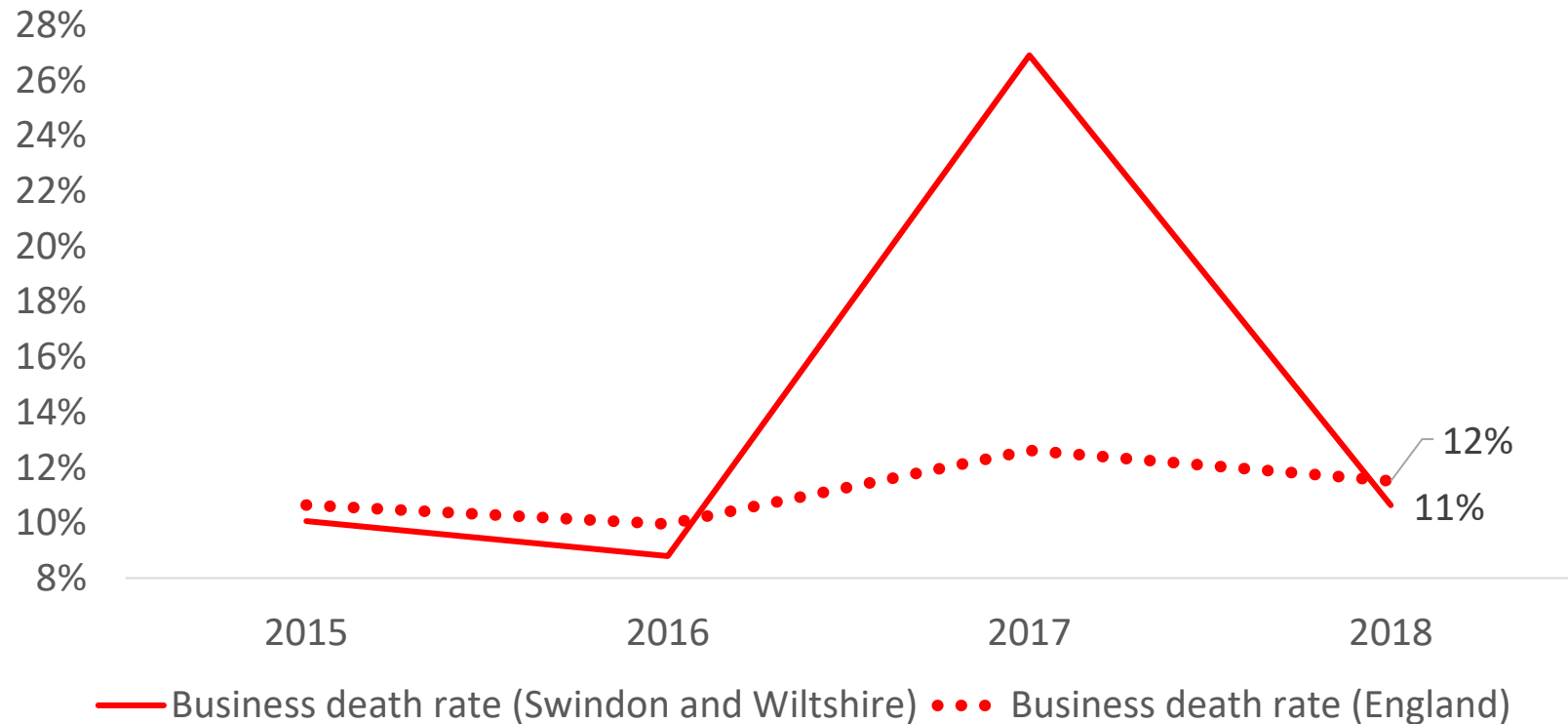
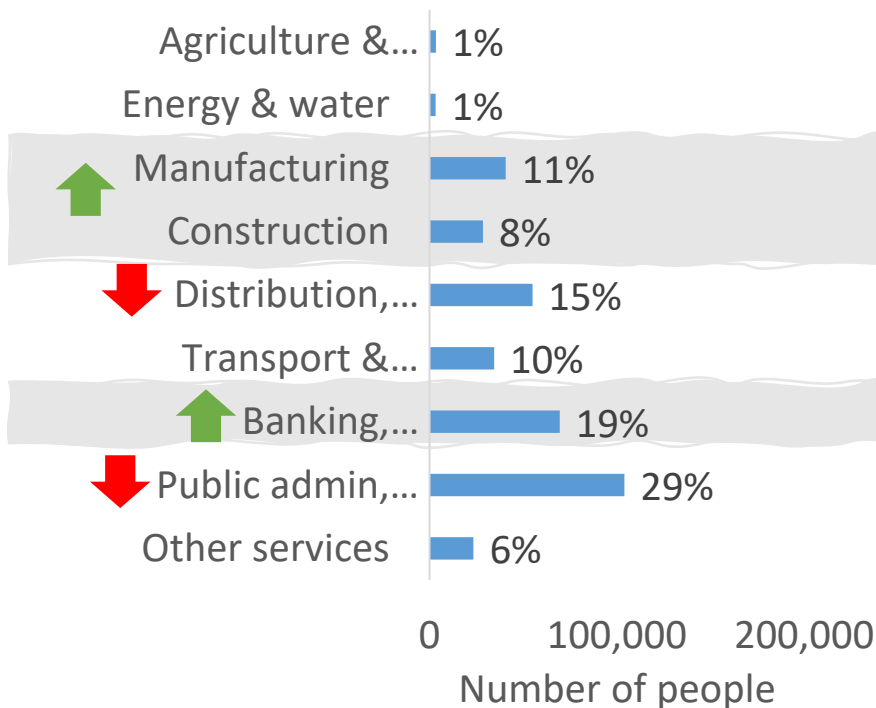# Fewer neighbourhoods in most deprived 10% nationally for Income and Employment

Proportion of neighbourhoods in 10% most deprived nationally
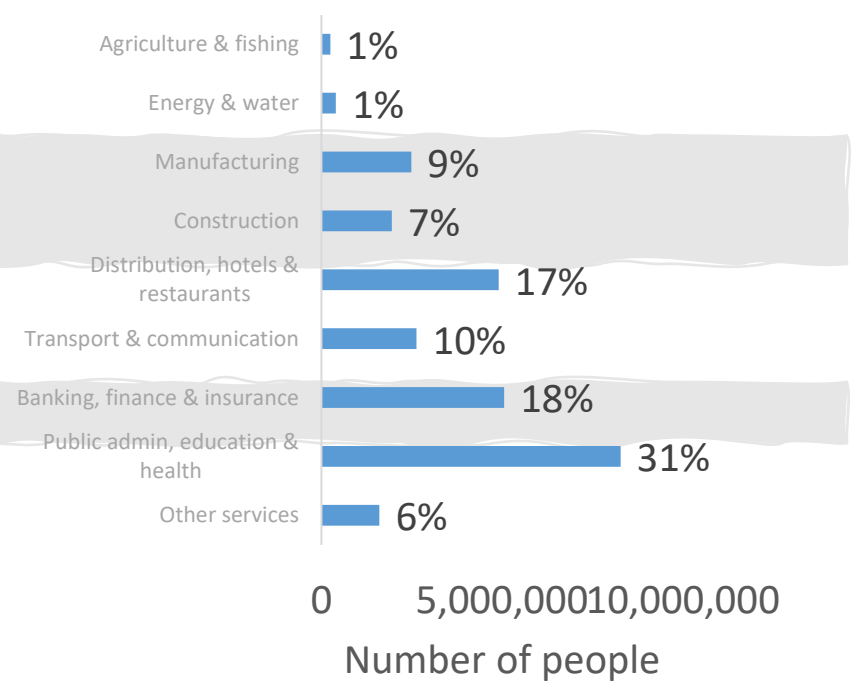
■ Income ■ Employment ■ Education, Skills and training

Swindon and Wiltshire
- 2% ← *Ranked 6th best of 38 LEPs*
- 2% ← *Ranked 8th*
- 7%

Swindon
- 6%
- 6%
- 12%

Wiltshire
- 0%
- 1%
- 5%

0% 2% 4% 6% 8% 10% 12% 14%

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We have a strong sector mix, with several prominent employment areas

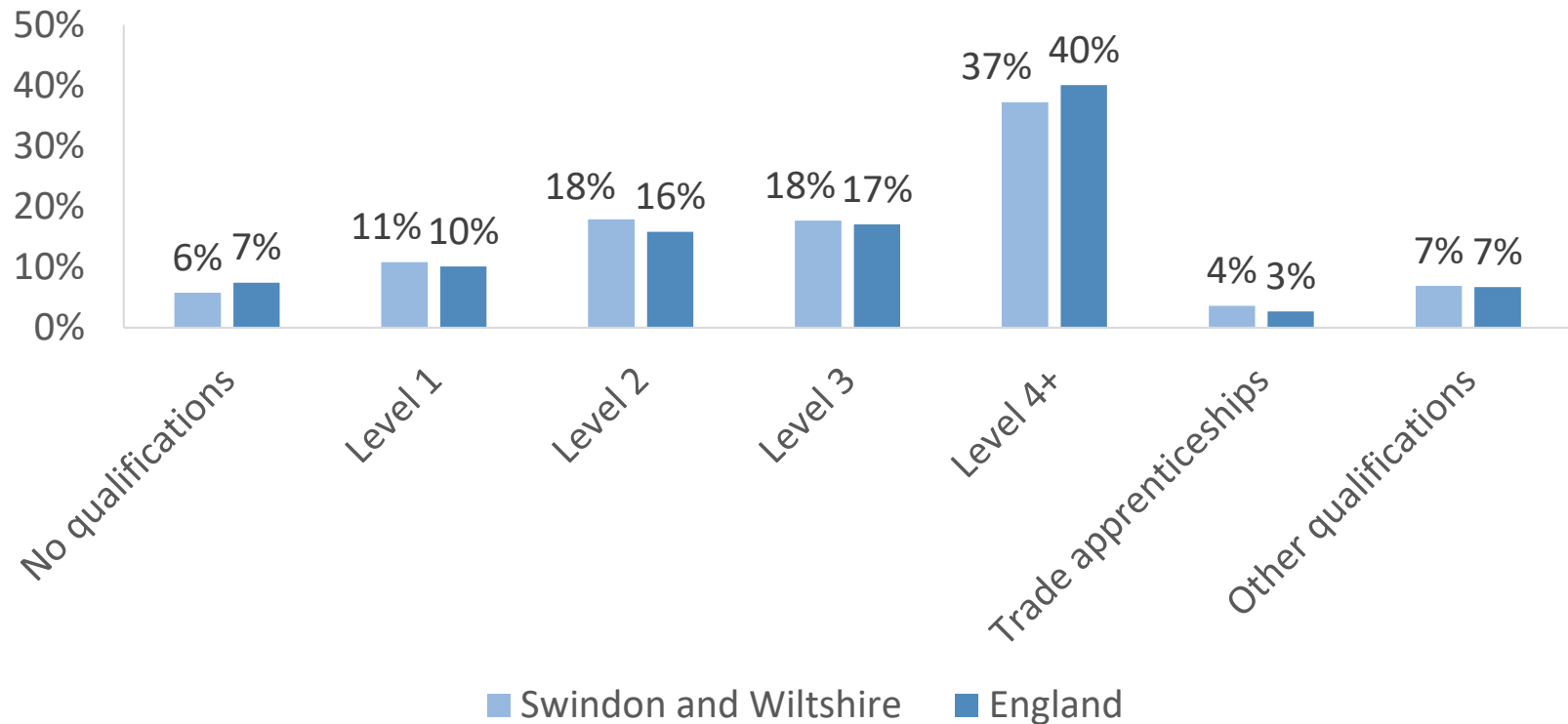## Employment by sector, 2019/20 - Swindon and Wiltshire

Sector	%
Agriculture &…	1%
Energy & water	1%
Manufacturing	11%
Construction	8%
Distribution,…	15%
Transport &…	10%
Banking,…	19%
Public admin,…	29%
Other services	6%

Number of people (0 — 100,000 — 200,000)

Employment by sector, 2019/20 - England

Sector	%
Agriculture & fishing	1%
Energy & water	1%
Manufacturing	9%
Construction	7%
Distribution, hotels & restaurants	17%
Transport & communication	10%
Banking, finance & insurance	18%
Public admin, education & health	31%
Other services	6%

Number of people (0 — 5,000,000 — 10,000,000)

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Chapter 3 introduction

Skills strengths

Skills needs

Underpinned by the Annex A data

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Fewer highly skilled, Level 4+ people

Qualifications of people aged 16-64, 2019

Legend: Swindon and Wiltshire, England

Data values:
- No qualifications: 6%, 7%
- Level 1: 11%, 10%
- Level 2: 18%, 16%
- Level 3: 18%, 17%
- Level 4+: 37%, 40%
- Trade apprenticeships: 4%, 3%
- Other qualifications: 7%, 7%

Lack of a local university to thought to be contributing to this

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Business birth rates are worse than national average

Business birth rates, 2015 - 2018
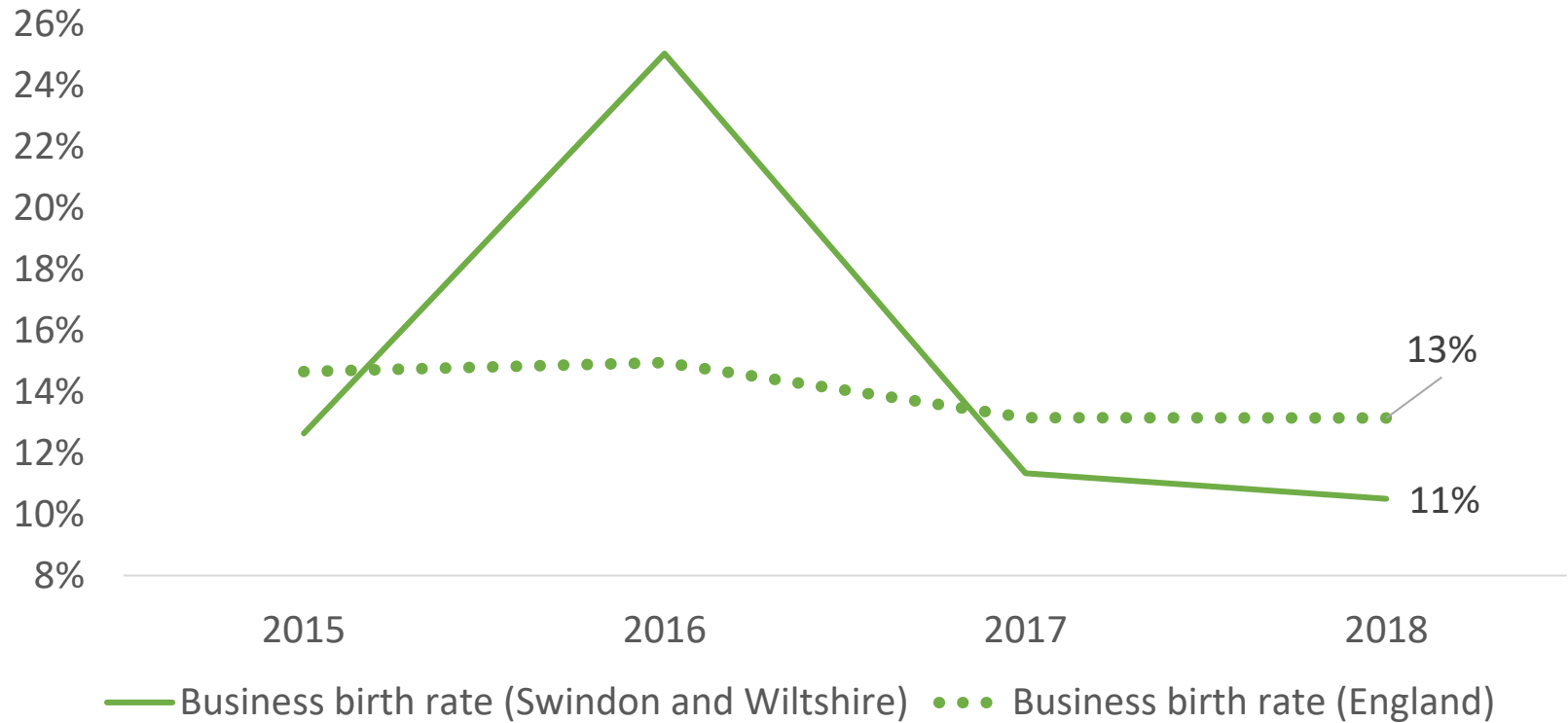
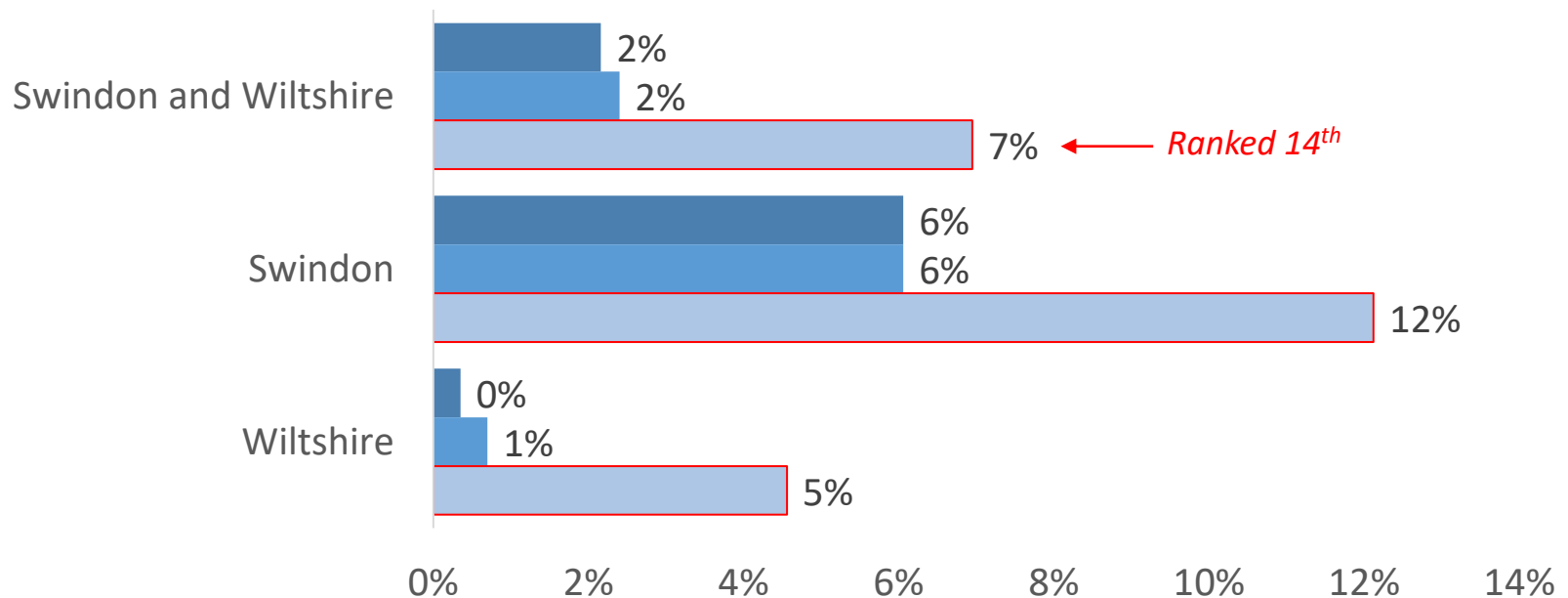# More young people claiming work-related benefits

Claimants Aged 16-24 (% Total), Swindon and Wiltshire vs. England
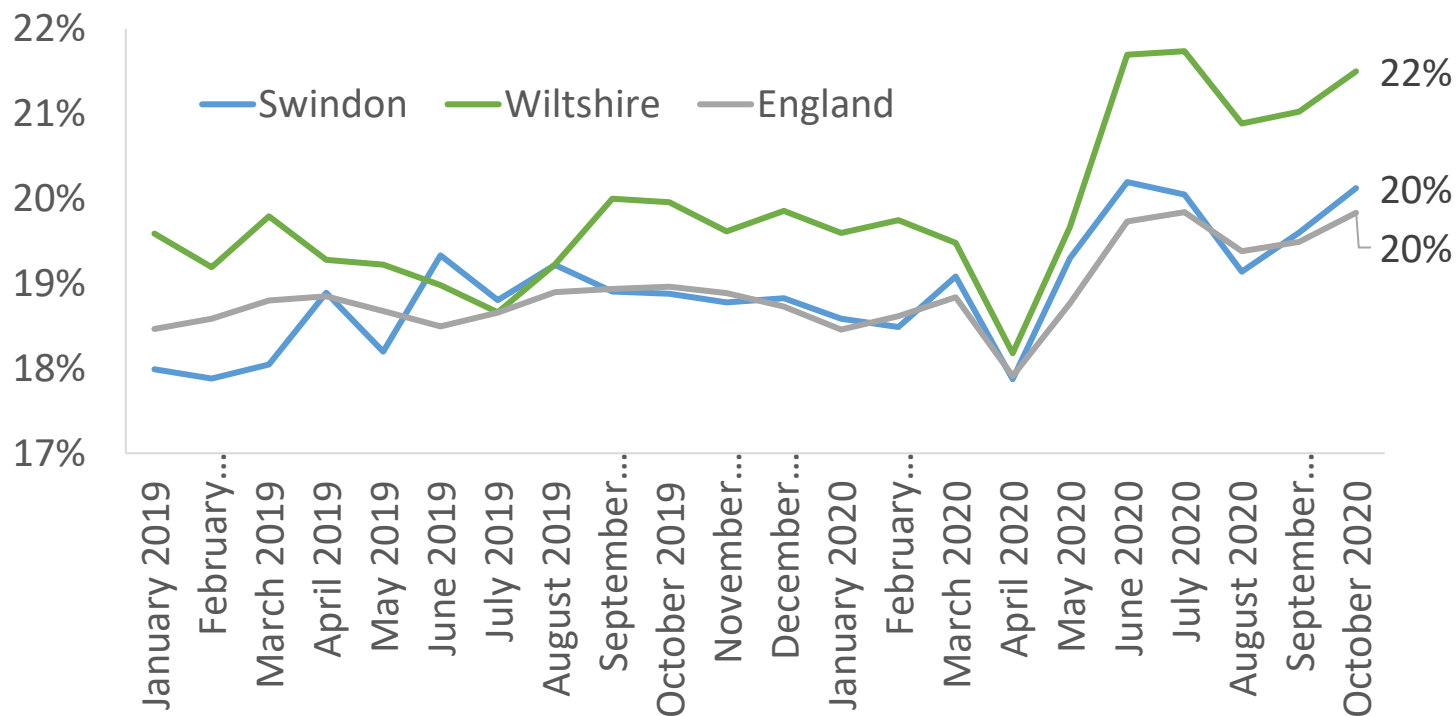
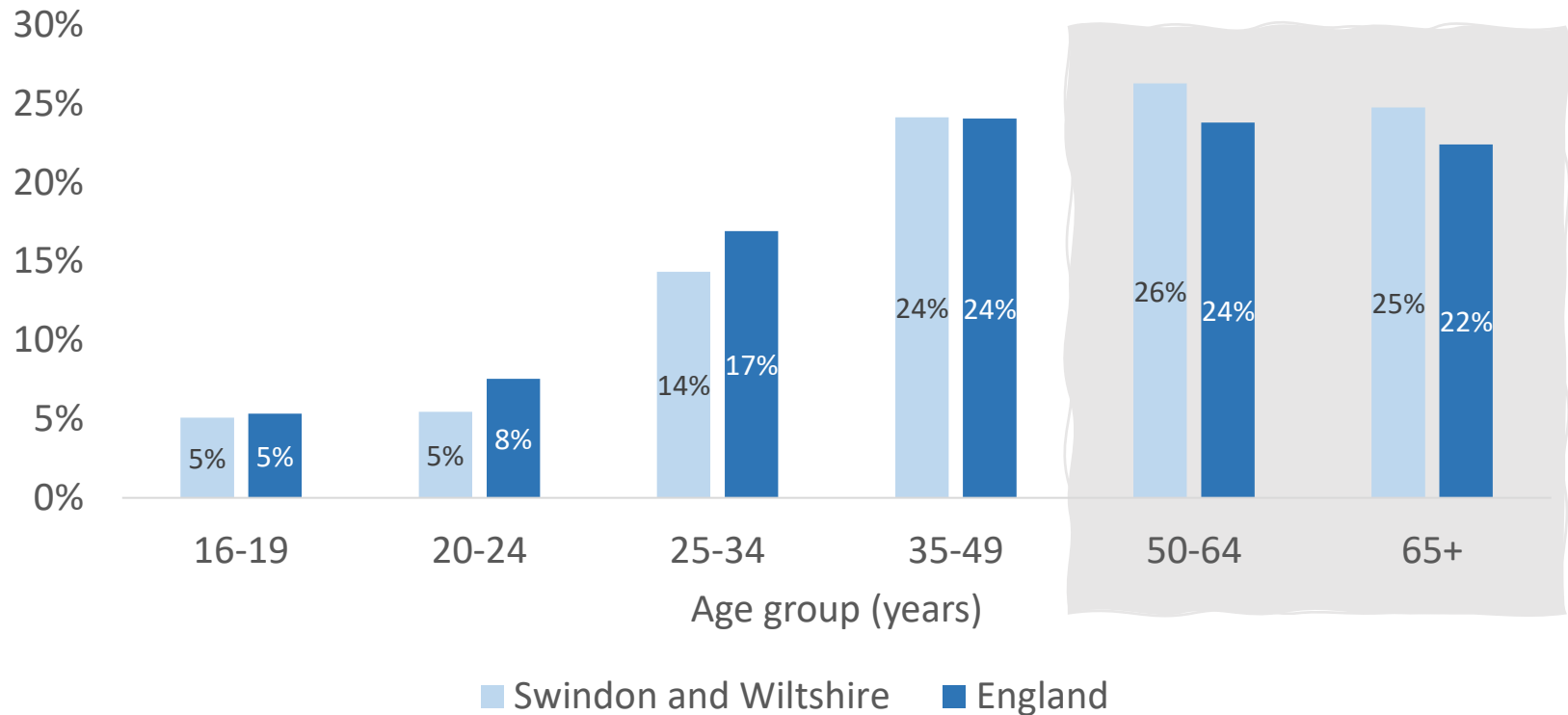# Higher proportion of most deprived 10%, for Education, Skills and Training

Proportion of neighbourhoods in 10% most deprived nationally

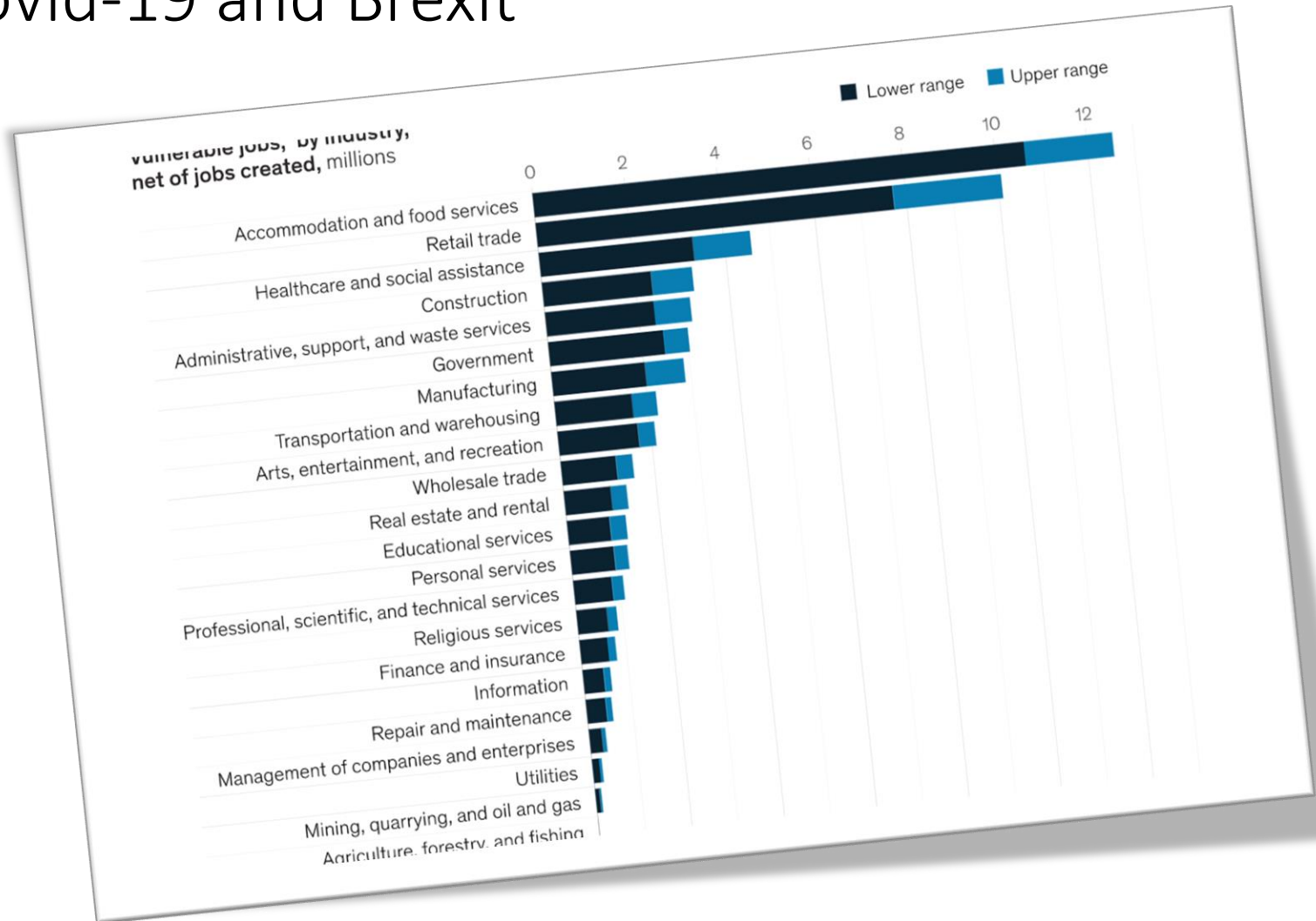■ Income   ■ Employment   □ Education, Skills and training

Swindon and Wiltshire
- 2%
- 2%
- 7%   ← *Ranked 14th*

Swindon
- 6%
- 6%
- 12%

Wiltshire
- 0%
- 1%
- 5%

0%   2%   4%   6%   8%   10%   12%   14%

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Higher proportion of ageing population

Population by age group - July 19 to June 2020

Age group (years)

Swindon and Wiltshire   England

Age group	Swindon and Wiltshire	England
16-19	5%	5%
20-24	5%	8%
25-34	14%	17%
35-49	24%	24%
50-64	26%	24%
65+	25%	22%

Rapid labour market shifts, responding to Covid-19 and Brexit

Overview of our key skills strengths & needs

Strengths

- 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*
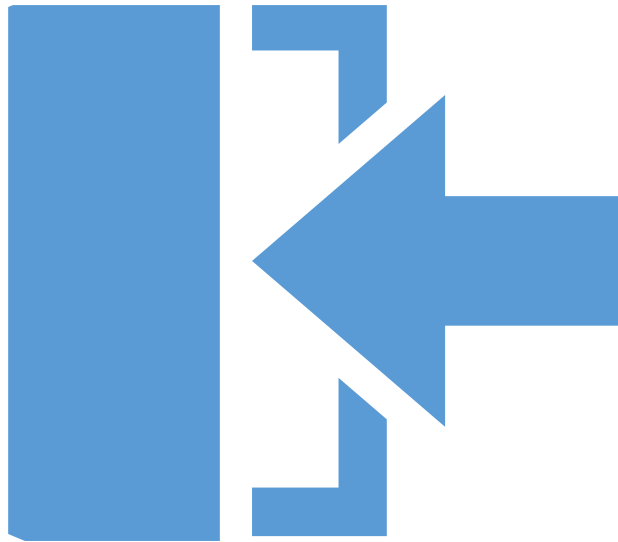- Diverse *sectoral mix,* with several large and / or high growth industries

Needs

- More highly skilled, *Level 4+* people, through more *Higher Education* **provision**, which will also help attract more young people to the area, helping address the *ageing population*
- *Start more businesses* and *help businesses grow* to reduce the proportion of micro businesses
- Reduce claimant count by increasing *employability of young people*, giving them skills in demand
- Reduce the proportion 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

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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
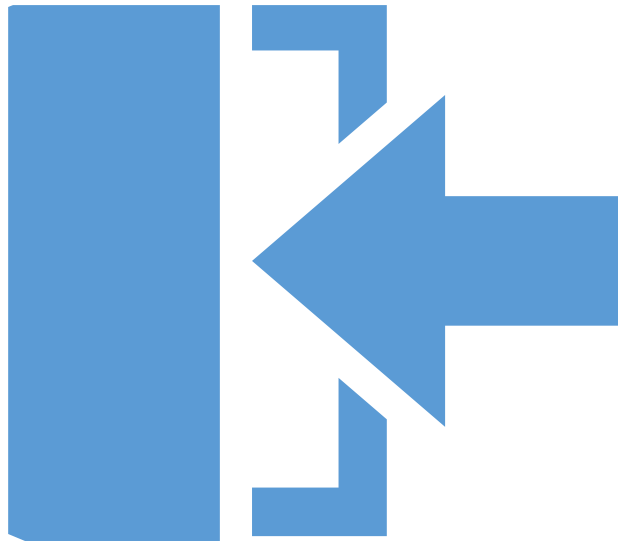- Raise aspirations and improve employability of under-represented groups

Employee Health
- Promote programmes to improve physical and mental health of employees

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Chapter 5: Skills action plan

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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
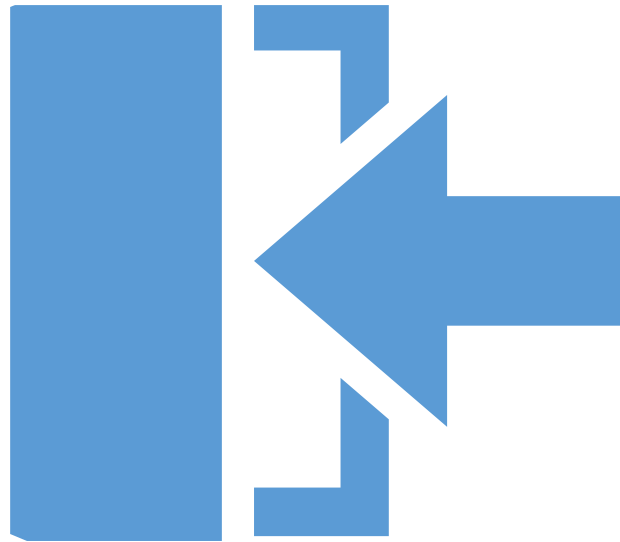
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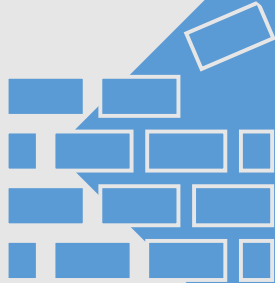Swindon & Wiltshire Local Skills Report Outline

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

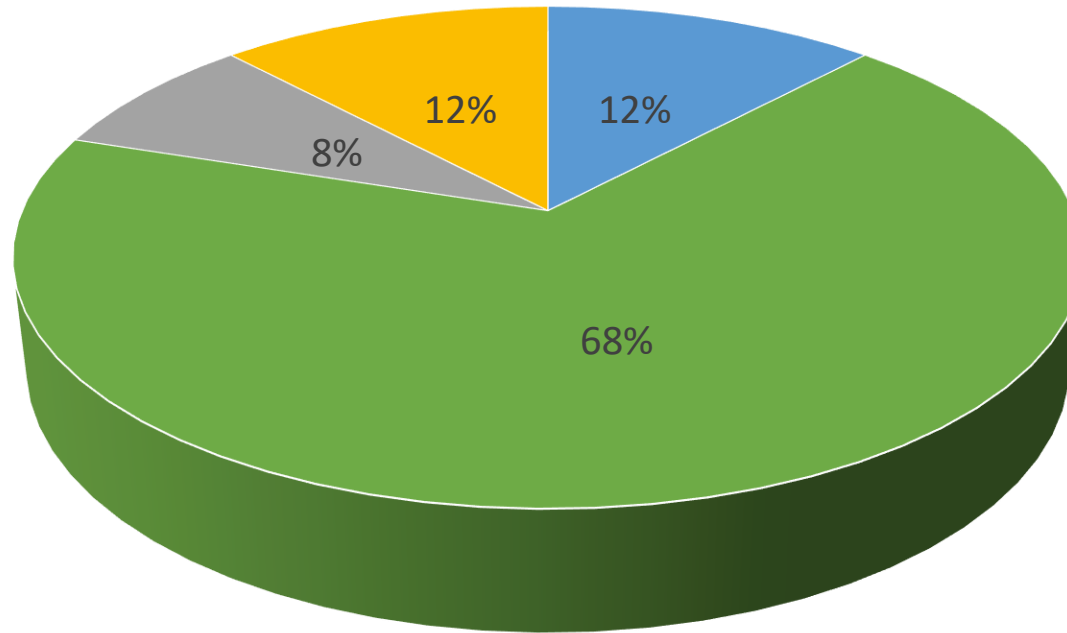Build on regular dialogue with the SAPs programme team as part of ongoing monitoring

4 Specific questions

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

SWLEP 2020 Skills Action Plan - Jan 2021 Progress Update

12%

68%

8%

12%

■ Completed   ■ Ongoing   ■ Preparing   ■ Planned to start in 2021

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17 ongoing actions

Collate and promote online training materials for newly *unemployed*

Coordinate ambassadors, role models and skills champions to inspire young people from *vulnerable groups*

Deliver support for a high-quality *careers programme* in schools and colleges

Develop a *dashboard* on the SWLEP website accessible to everyone

Develop agile *digital* skills training programmes, responsive to business need

Develop high quality marketing materials about the supply of skills provision to support *Inward Investment* programmes

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

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

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*

Identify and apply for funding made available for *recovery*

Leverage the use of nationally available resources to promote the benefits of *apprenticeships*

Produce an annual skills supply and demand and *LMI* report

Produce monthly *LMI* update reports

Understand which groups are most adversely affected by Covid-19 (e.g. NEETs), and develop an action plan with partners to support *recovery*

Use all available resources to promote *apprenticeships* to SMEs and encourage more SMEs to employ an apprentice

Use the SWLEP platforms, including developing new virtual tools, to promote *apprenticeship* and career opportunities to young people and career changers

Work to secure investment to support *apprenticeships* to counteract the impact of Covid-19

Completed initiatives and those planned to start in this year

Completed:

- Acquire LMI tool for Careers Hub to promote apprenticeships to school leavers
- Establish "real-time" source of labour market intelligence (LMI)
- Share skills plan and underlying evidence base and promote participation in use of LMI data

Planned to start in 2021:

- Develop a targeted marketing campaign to increase uptake of higher and degree apprenticeships in STEM subjects, in particular females
- Promote the Institute of Technology in Swindon to achieve success in its first five-year charter
- Promote the workforce health report findings with businesses to implement examples of good practice
- 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)
- Support FE colleges to achieve successful implementation of T-levels through high quality business engagement

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Progress overview: Skills supply and demand balance

Intelligence	Apprenticeships	HE	Digital skills
• Acquired access to "real-time" labour market intelligence through EMSI & Labour Insights • Shared skills plan and underlying evidence base with partners and published on SWLEP website • Developing a dashboard that will be accessible to everyone • Producing monthly LMI reports and more detailed annual report (this pack is a part of it)	• In Nov, reviewed progress against 2020 Apprenticeship Strategy • Looked at what worked and did not work • Key question: do we still require a "step change" in numbers or do we focus on demand / quality	• Part of IOT steering group • Building foundations with other neighbouring universities (Institute of Coding with University of Bath and Bath Spa; UoB VC joining the SWLEP board; UWE via academic health science network)	• 12 webinars with over 440 attendees • Over 60 businesses / individuals had 1:1 sessions with SWLEP's Digital Expert

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Progress overview: Inclusive growth

Raising aspirations

- 4.02 *Gatsby Benchmarks* achieved, above the national average of 3.87
- Developing *Career Leader* SharePoint site to promote exchange of good practice, providing training and CPD sessions, creating individual school/college action plans to promote Gatsby Benchmarks
- *Virtual* conferences: Employer (attended by 70+), Supplier (80+ registered), 2 careers events via the Learn Live platform for looked after and vulnerable children groups (attended by 1,000+)
- Developed a SEND Community of Practice
- Coordinating ambassadors, role models and skills champions to inspire young people from vulnerable groups
- Embedded Careers Explorer on SWLEP website

Workforce health

- Collaborating with the two CCG Chairs and the Swindon and Wiltshire Public Health officers working to develop a list of potential programmes proven to be effective in improving employee health, then recruiting local businesses to implement the programmes
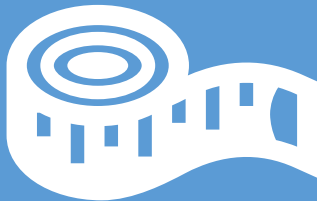- Potential for a research / 3rd year student study (UoB Economics)

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Key challenges faced during delivery
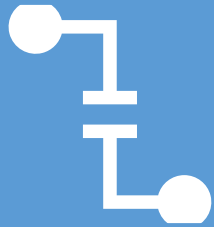
Interruptions

- Economic, Covid-19 interruptions for apprentices (businesses closing down / unable to take people, colleges / private training providers unable to support remote learning / not enough students)

Inclusive growth gap widening

- Lack of resources (e.g. digital equipment) widening the learning gap for kids from disadvantaged backgrounds
- Likely to have impact on social mobility in the coming years
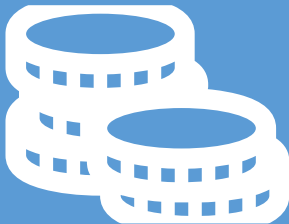
SAP funding

- Uncertainty about availability resources beyond year 1 imposing limits on skills action plans

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Assessment of progress – specific questions

1 | **Taking a local leadership role**

- *In what ways has your SAP become a local leader for skills work?*
- *To what extent is your SAP working together with local partners including skills providers and employers? How has this changed over the time the SAP has been running? How has this changed since the Covid-19 pandemic?*

2 | **Enhancing local knowledge**

- *How far is your SAP in developing a clear understanding of current and future skills needs? How developed is your knowledge base? What still needs improving?*

3 | **Impact on local skills provision**

- *To what extent is your SAP influencing skills providers so that their offer better meets the skills and labour market needs in the area? This could include any provision you directly commission and/or any devolved budgets, functions or responsibilities (e.g. devolved AEB in MCA areas).*

4 | **Covid-19 recovery and renewal plans**

- *How has your SAP influenced priorities for Covid-19 recovery and renewal plans?*

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1 Leadership role: Skills and Talent Subgroup acts on behalf of the SWLEP Board

Skills Plan
- Developing and delivering the Swindon and Wiltshire Skills Plan and Annual Skills Report which is SWLEP's response to People Foundation of the Swindon and Wiltshire Local Industrial Strategy;

Project Delivery
- Maintaining oversight over SWLEP funded skills and talent projects and the delivery of European and other funded skills projects in order to inform the SWLEP Board of emerging strengths and weaknesses;

Unifying force
- Bringing together local employers and skills providers to pool knowledge on skills and labour market needs, and to work together to understand key local challenges;

Equality champion
- The Chair, acts as the Board Champion for Equality on the SWLEP Board.

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2 Enhancing local knowledge

Clear understanding of current skills needs; further work is needed to understand the future needs, in the short term (e.g. green jobs) and in the longer term (e.g. skills likely to permanently change as a result of the current lockdown)

EMSI / Labour Insights subscriptions

Monthly labour markets, discussed in S&T, board and action group meetings and available on the SWLEP website

Direct engagement with businesses, in groups or one-to-one

Periodic articles published on our website

Dashboard

Bespoke labour market intelligence reports for local employers (e.g. Honda)

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3 Impact on local skills provision

Recent examples:

Wiltshire college

- working together to understand the effectiveness of the area's current apprenticeship strategy to inform future strategy
- helping build capability to understand demand/supply imbalance and be able to respond to it through new / adjusted provision

GWP

- supporting ASK Apprenticeship Awareness in Wiltshire schools for pupils from Year 10 through to Year 13
- providing updates on which sectors are growing and where there are skills shortages

DWP

- understand how the demand is changing
- identifying most compatible occupations with strong demand,
- highlighting skills gaps to ensure education provision is in place that can address skills gaps

SWINDON AND WILTSHIRE INSTITUTE OF TECHNOLOGY

IOT, as part of the steering group; see case study

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4 Covid-19 recovery and renewal plans

Intelligence reports identified higher proportion of young people in claimant count, leading to the SWLEP becoming a kickstart representative, redundancy events, Careers Explorer

Increased demand for remote working, driving the need for cyber security, leading to the acceleration of Cyber Centre plans
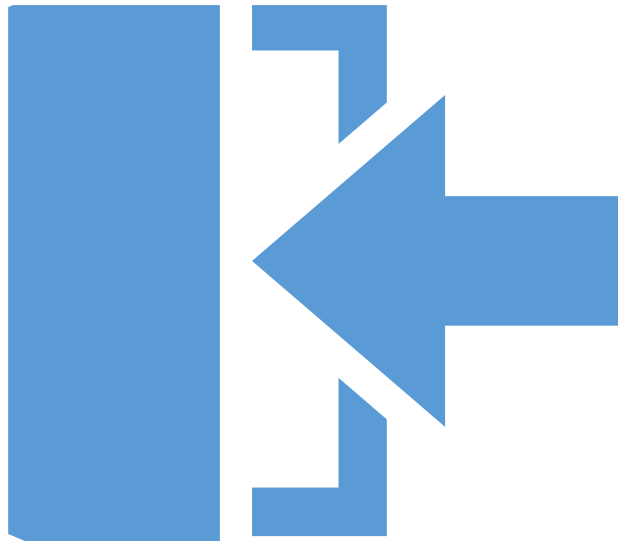
Driven by the government investment, increase in "green" jobs is anticipated; we need to ensure we have enough skilled people locally to undertake the improvements

Members of Covid partnership board for the recovery plan for both LAs; contributing to intelligence cells

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Chapter 7: Case Studies

SAWIOT is a region-wide collaboration

Nationwide	BMW Group	Patheon	Create Studios	Catalent
Recycling Technologies	Hartham Park	Torin-Sifan	UK Research and Innovation	Excalibur Communications
Appsbroker	University of Gloucestershire	Oxford Brookes University	Cirencester College	New College Swindon

SWINDON AND WILTSHIRE INSTITUTE OF TECHNOLOGY

- Government-backed, with funding approved in 2018 and due to open to students in 2021
- Concentrates on developing high-level technical training and progression opportunities, focussing on providing a skilled workforce for employers in the area

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Skills & Talent Subgroup has played a role in IOT since its beginning

Helping shape the future of the IOT from the start

- Helping shape the future of the IOT, from the idea stage, through to bidding, development and selection of the initial course offering
- SAP analysis identified low proportion of people qualified to Level 4+ as a key local challenges

Helping understand local skills demand

- Supplementing and building on the input from local business, we have been helping the IoT Steering Group understand the local skills supply and demand, how they have changed over time and the likely future shifts

Helping choose courses, removing gaps and meeting demand

- Advanced Manufacturing
- Life Sciences
- Creative and Media
- Digital and Computer Science, including Cyber Security
- Business and Management

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Honda UK will close its Swindon manufacturing plant in 2021
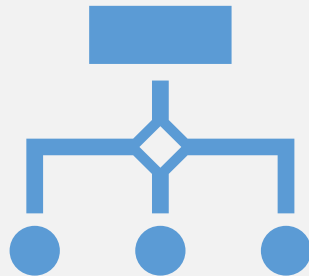
Will release c. 3,500 members of staff plus another several thousand in its supply chain

Will encourage Honda's staff and supply chain to diversify to support the emerging engineering sectors

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Skills & Talent Subgroup has supported Honda since the closure was announced

Honda Task Force
- Established following the closure announcement
- Chaired by Secretary of State; co-chaired by leader of SBC and SWLEP Chair
- Supplying analysis into the current and future skills needs to help identify training requirements

Start-up support
- As part of the 3-year, ERDF-funded SME Comp programme offering support for individuals being made redundant from Honda that wish to start a business

Exploring further
- To help unlock the 152-ha and find new tenants, in Oct 2020 SWLEP made £250k available for transport and energy studies
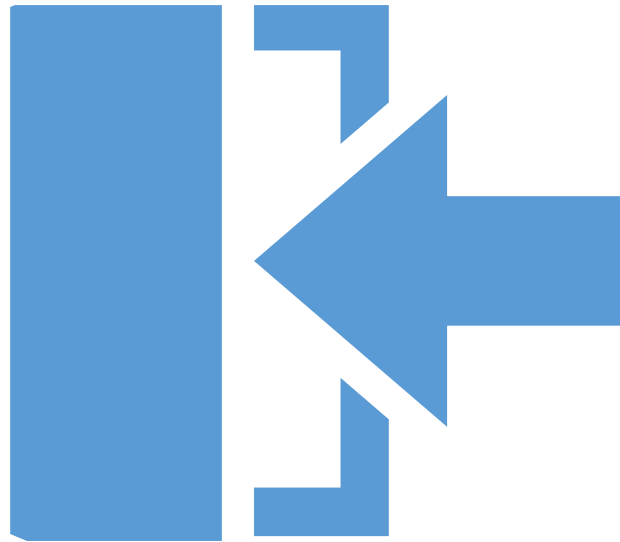- intensified development, could support up to 8k jobs

Using experience
- We have used the Honda Taskforce experience to support the people being made redundant due to Covid-19
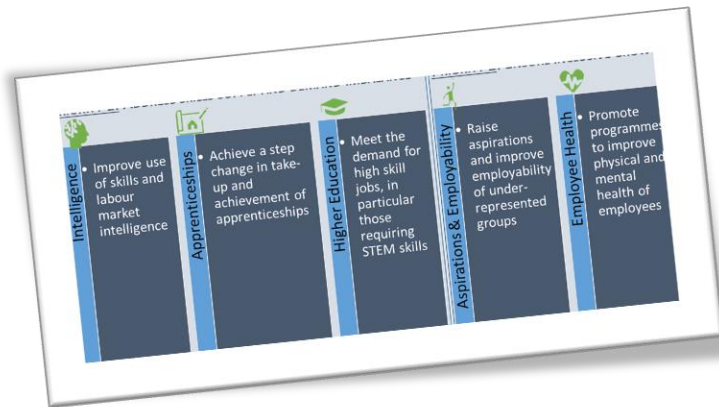
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Introduction to the Local Skills Report

Swindon & Wiltshire Local Skills Report Outline

Chapter 8: Looking forward

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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

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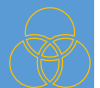
The role of Skills and Talent Subgroup will continue
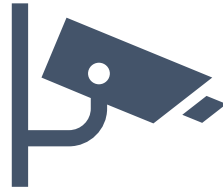
Monitoring KPIs for first signs of progress

Inspiring partners to keep the momentum

Reviewing actions and changing course where the intended outcomes are lacking

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We need your help – please send your initial feedback by 25 Jan

1. Foreword

- From SAP Chair

2. Skills Advisory Panels- Introduction

- content provided

3. Skills strengths & needs

- Based on data in Annex A

4. Skills strategy

- outline with a link to the published document

8. Looking forward

- how providers and employers can support skills agenda

7. Case studies / positive impact stories

- Honda
- IoT

6. Assessment of progress

- key achievements and challenges faced

5. Skills action plan

- overview with a link to the published document

Annex A: Core indicators

- data provided

Annex B

- additional analysis if needed

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