



Swindon & Wiltshire Local Skills Improvement Plan (LSIP)

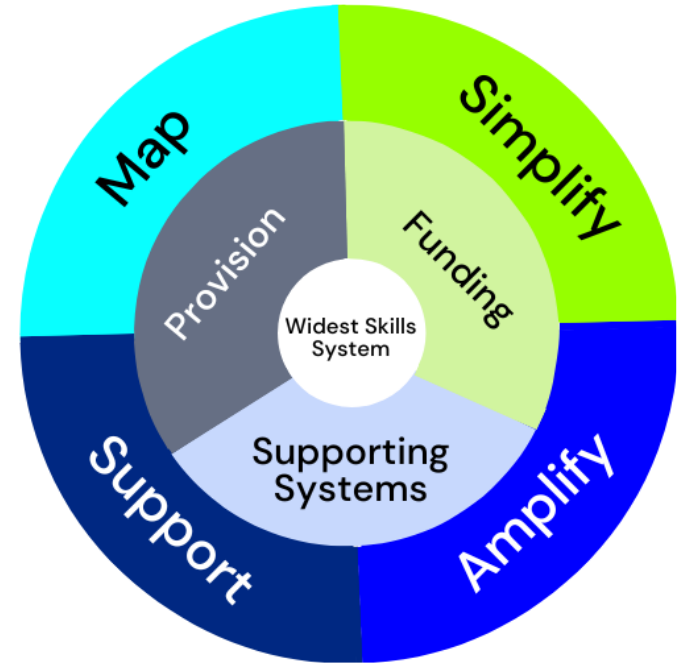
SWLEP Skills & Talent Subgroup meeting,
Friday 12th January 2024

Updates and Discussion

1. LSIP Update, Roadmap, Priority Findings and Progress Report
2. LSIP Marketing Strategy
3. Funding Streams Survey
4. Events Updates
5. Businesses at Risk

Stage 2 Delivery, Intent and Alignment

1. Employers **Skills Needs** – research and understanding
2. **Employer Engagement** in the Skills System
3. **Providers Response** to Identified Needs
4. Incorporate **other Stakeholders**
5. Data Analytics – **LMI and Trends**
6. Annual **Report Updates** – progress, impact, additional needs
7. Project Management & **Governance**



Priority Findings, Progress Report & Roadmap

1. Research and Engagement

- a) Employers skills needs
- b) Translation of needs into response/provision
- c) Employers understanding and engagement with skills (awareness, provision and support)

2. Systemic needs

- a) Alignment and understanding
- b) Quantification, foresighting, forecasting – demand scales and timescales

3. Collaborative messaging

- a) One message, many voices
- b) Coordinated campaigns
- c) Change the message – apprenticeships, technical, upskilling and reskilling needs, workforce development

Structures under development, Deep dives and engagements currently being reviewed, quantification of Stage 1 and 2 primary findings (with similar format to Stage 1), quantification of regional demand where feasible for Priority Findings updates (March 2024). Roadmap priorities taken from LSIP report and prior 'developing a regional roadmap' sessions

LSIP Marketing and Communications

Core Purposes of LSIP marketing and comms:

1. To ensure we meet our core deliverables
2. To improve our brand awareness as the Business West LSIP
3. To ensure businesses, stakeholders, partners and providers understand what the LSIP is, what we aim to do and how they can get involved.
4. To support businesses with signposting to services that will help them with the issues they raise to us. **Map, Support, Simplify, Amplify.**

NB: Socials are getting great click-throughs to the 1-2-1 booking page but lower conversion than ideal, new focus in social channels on **getting more information and brand awareness out** regarding the LSIP to show the value in getting involved and directing to e.g. the website (top of funnel).

As well as planned activities for the year, we have an initial set of tasks completed June – August 2023 for the LSIP :

1. New banner (with new branding)
2. Design and print Business Cards
3. Design and print A5 flyers, one set per region
4. Sectoral flyers for specific outputs
5. New set of Eventbrite headers to be confirmed via initial spreadsheet of events – Stage A business intelligence events
5. Copy for each event
7. Dot Digital newsletter segmented per region
8. Trade press investigation, sectoral

Comms as outlined next follows these core messages, split by region to track engagement:

1. LSIP Findings

- “ People have been telling us xyz, what do you think? Get in touch “

2. Results, Change (You said, we did)

- “You said xyz, we told xxx and they have produced xyz” (E.g. bootcamps)
- Once phase 2 has been approved, add into this plan for phase 2 activities including events programme launch

3. Showing our Value (Support and Simplify and Amplify)

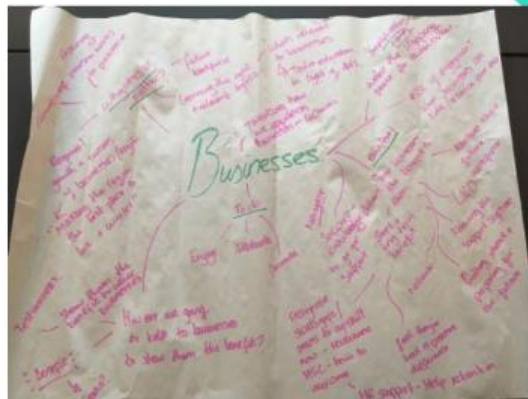
- “Who supports businesses and how do we find them?”

Date	Delivery Stage	Messaging
June 2023	Pre-Delivery Planning Stage	LSIP Findings "People have been telling us xyz, what do you think? Get in touch"
July 2023	Pre-Delivery Planning Stage	Support, Simplify and Amplify "Who supports businesses and how do we find them?"
August 2023	Pre-Delivery Planning Stage	You said, we did <i>Phase 2 structure</i> •Event programme announcement •LSIF
September 2023	Stage A: Business Intelligence Gathering	Core Outputs: 1-2-1 discussions and events promotion
October 2023	Stage A: Business Intelligence Gathering	You said, we did Section on outputs at the bottom
November 2023	Stage A: Business Intelligence Gathering	Core Outputs: 1-2-1 discussions and events promotion
December 2023	Stage A: Business Intelligence Gathering Stage B: Translating Business Needs (Co-Design)	Partnerships focus: co-design begins "Businesses have told us XYZ, what can we/you do in response to this and what are your thoughts on these topics?" "What else is happening? E.g., what initiatives are you running?"
January 2024	Stage A: Business Intelligence Gathering Stage B: Translating Business Needs (Co-Design)	Recap after Xmas break – here's what's coming up

Date	Delivery Stage	Messaging
February 2024	Stage A: Business Intelligence Gathering Stage B: Translating Business Needs (Co-Design)	Core Outputs: 1-2-1 discussions and events promotion Co-design promotion
March 2024	Stage A: Business Intelligence Gathering Stage B: Translating Business Needs (Co-Design) Stage C: Addressing Learner Demand (Creating a Regional Roadmap)	Last chance to feed into this year's LSIP (businesses and stakeholder focus)
April 2024	Stage B: Translating Business Needs (Co-Design) Stage C: Addressing Learner Demand (Creating a Regional Roadmap)	Updated Preliminary Findings "What can we/you do in response to this and what are your thoughts on these topics? Do you agree/disagree?"
May 2024	Stage B: Translating Business Needs (Co-Design) Stage C: Addressing Learner Demand (Creating a Regional Roadmap) Report Writing	Collaboration, Communication, Measuring our Impact Pushing our roadmap events and asking for input from stakeholders into actionable priorities moving forward (to input into roadmap and report)

Businesses – supporting their success

- Navigating and simplifying skills support
- Immediate (enabling) and long term (development) support
- Simplifying engagement and access to skills and training support
- Businesses are benefitting (*how can you prove this?*)
- The right thing to do: making the region the best place to live and work



Here are some ideas that you can use to develop and tell your story to businesses, partners and staff.

- Relaunch the findings from your previous work, by region / sector – with punchy headlines
- Announce the start of phase two – what's involved, by when and how businesses can engage - driving engagement
- Demonstrating momentum – announcements with partners about new courses
- Fund bids to government (LSIF funding). Are you making any? Communicate this if you are!



Bringing providers together: There is merit in working with skills and training providers to create a joint statement or commitment to supporting employers in the region. Could this be timed to coincide with the launch of the skills portal (with WECA)?

Regional business media offers a great route into some of your key audiences, particularly those in construction and manufacturing sectors. One route into this beyond traditional announcement-led approach is looking at feature opportunities, which tend to be published a year ahead or on a monthly basis.

Funding Streams into Region – survey

Swindon and Wiltshire Regional Skills Funding Analysis

Name of Lead Contact: *

First Name

Last Name

Email Address: *

example@example.com

Provider Name: *

Name of organisation

The next section will ask you for the provision which you receive funding for. Please provide the name of the type of qualification that you receive funding for (i.e., L4 Certificate) alongside the sources of funding for that particular qualification.

You will then have the option to provide additional details about further funding that you receive.

- Feedback?
- Introductory text and branding to be added!
- Those who will receive
- Additional descriptive text:

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Events and Engagements

1. Interviews and stakeholder discussions
2. Employer forums <https://www.eventbrite.co.uk/o/business-west-lsip-71057654963>
3. Meet the Expert webinars
4. Co-Design sessions
5. Stakeholder specific co-design session, 19th March, 9am-12pm, Salisbury Guild Hall



Advanced Manufacturing and Engineering: Data, Technology and the Future

Tomorrow at 09:00 GMT

Free



Building Regulations: Bridging Skills Gaps & Empowering Change

Friday at 09:00 GMT

Free



Decarbonising Farm Infrastructure: Skills for Sustainable Agriculture

Wed, 17 Jan, 11:30 GMT

Free



Retrofit & Decarbonisation: Skills Gaps for Sustainable Construction

Fri, 19 Jan, 09:30 GMT

Free



Sustainable Health & Care Skills: Decarbonisation and Service Efficiency

Wed, 24 Jan, 13:30 GMT

Free



Design Engineering: Skills Development in CAD and Digital

Thu, 25 Jan, 08:30 GMT

Free



Sustainable Building: Skills for Modern Methods & Fabric First Efficiency

Fri, 26 Jan, 09:00 GMT

Free



Mastering B2B Sales: Essential Skills Across Industries

Tue, 6 Feb, 12:00 GMT

Free



Mastering Leadership & Management: Skills for Health and Social Care

Tue, 13 Feb, 12:00 GMT



Marketing, PR, Comms: A Skills Deep Dive in Digital & Creative Industries

Wed, 14 Feb, 10:30 GMT



Skills for Tech Adoption & Digital Literacy in Health, Care & Life Sciences

Thu, 15 Feb, 13:30

**Swindon & Wiltshire LSIP:
Co-Design for Employers Needs**

A Business West workshop, aligning
skills provision with industry needs

Wednesday 21st February 2024
1.30pm – 5.00pm
Wiltshire College & University Centre,
Salisbury Campus



**Swindon & Wiltshire LSIP:
Co-Design for Employers Needs**

A Business West workshop, aligning
skills provision with industry needs

Thursday 21st March 2024
2.00pm – 5.00pm
UTC Swindon



Wednesday 21st February 2024, 1.30 – 5.00pm,
WCUC Salisbury

Thursday 21st March 2024, 2.00 – 5.00pm, UTC
Swindon

**(Stakeholder only session, 19th March, 9.00am –
12.00pm, Salisbury Guild Hall)**

Insolvencies at highest level since 2009

Quarterly company insolvencies in England and Wales



Source: Insolvency Service

BBC

Firms going bust on track for worst year since 2009

31 October 2023 • Comments

Construction suffering more insolvencies than any other sector

09 MAY 2023 | BY JOSHUA STEIN

Construction firms made up nearly one in five of the insolvencies recorded during the first quarter of 2023, official data shows. According to the government's Insolvency Service, 4,165 construction firms became insolvent in the 12 months ended 31 March 2023 – this equates to 19...

17%
of total bounce-back loans were issued to the construction sector

46,323
construction-sector defaults on bounce-back loans up to the end of January 2023

15%
of total CBILS loans were issued to the construction sector

811
construction-sector defaults on CBILS loans up to the end of January 2023

<https://www.constructionnews.co.uk/financial/administrations/construction-suffering-more-insolvencies-than-any-other-sector-09-05-2023/>

<https://www.bbc.co.uk/news/business-64303338>

<https://www.begbies-traynorgroup.com/news/business-health-statistics/red-flag-alert-report-q2-rising-debt-and-inflation-drives-a-surge-in-companies-entering-financial-distress>

“Analysis by *Construction News* of more than 1,000 Companies House filings reveals that at least a quarter of construction firms going into administration or receivership since April 2020 had obtained Covid loans.”

“The number of firms on the brink of going bust jumped by more than a third at the end of last year, said insolvency firm Begbies Traynor.”



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