

West Lindsey Employment & Skills Strategy & Delivery Plan

Strategic Context:

Employers have highlighted through local forum meetings their concerns regarding an ageing workforce, competitive recruitment challenges, difficulties with succession planning, and a perceived lack of appropriate skills and training available locally.

Youth unemployment in Gainsborough is exceptionally high with almost two thirds (61%) of unemployed young people residing in the town. Not surprisingly of the total West Lindsey residents recorded without any qualifications almost 55% are in Gainsborough, this is in stark contrast to just 8% of total district residents with a Level 4 qualification or above residing in the town.

Schools are now required to provide aspirational careers provision along with good quality academic and vocational education. In West Lindsey two of the eight mainstream secondary academies require improvement with one remaining as the lowest achieving school in the county. In sharp contrast the district boasts two excellent grammar schools with Queen Elizabeth High School currently in the top 10 of best performing grammar schools nationally.

Opportunities to access higher and further education provision has become sporadic in pockets of the district with Gainsborough College now pre-dominantly offering Level 1 & 2 courses in construction and manufacturing. Bishop Burton College has a broader, although specialist agricultural offer and also provide access to transport across wide areas of the district. However their Apprenticeship offer is suffering due to a limited number of standards and their relevance to local employers. Closer to Lincoln, residents have access to Lincoln College, two Universities and a plethora of mainstream and specialist training providers. Government cuts to funding will see further education provision decline further making it less accessible to residents restricted by finance and transport

Plans are in place to build upon recent successes within construction and manufacturing (currently driven by employers.) The introduction of T Levels to the education system will require employers to increase their offer of work experience, placements and traineeships. Elsewhere, adult training provision is mainly aimed at those highly at risk of unemployment.

Local employment and skills partners believe there is an opportunity to grow skills provision through social enterprise models. A recent example is the Forest School at Benjamin Adlard Primary School which offers a free short term outdoor skills programme for unemployed adults.

Employment & Skills Vision, Aims & Objectives

Vision:

A resilient and diverse rural district which has embraced sustainable growth whilst retaining its quality, heritage and character for the benefit of all.

Strategic Theme:

A highly skilled and productive workforce with local jobs and training options to match their needs

Key areas identified to achieve the priorities:

AIM 1:

All learners within education or training have equal opportunity to develop their knowledge, understanding, skills and attitudes regardless of social background, race, gender or ability. They will have access to the information, advice and guidance they need to make informed choices about their learning or development along with visible and specific skills pathways, available at the point of need, to enable them to enter and progress in work.

Objectives:

1. All individuals across West Lindsey that are unemployed, low paid or low skilled will have access to targeted and relevant provision focused on enabling them to move into or to progress in sustainable employment.
2. Work with wider groups and partners to motivate and inspire pre-16 learners within education to attain 5 or more GCSE's including Maths and English and to ensure there is sufficient provision and capacity to improve literacy, numeracy and digital skills within post-16 education and training.
3. Facilitate careers activities into schools, offer support around the Gatsby Benchmarks and help build the evidence base required to output positive Ofsted assessments.
4. Increase the number of post 16 year olds completing level 3 qualifications through education, employment and training and significantly reducing the "drop out" rate within this specific age group.

5. Enable learners to understand local industry, future employment opportunities and be motivated to achieve the "employability skills" required by employers.
6. Develop projects that address the deep underlying causes of NEETs and provide preventive measures to move young people away from becoming NEET.
7. Increase the number of higher level Apprenticeships (Level 3 and above) on offer and ensure a better "yield" of Apprenticeship successes.

AIM 2:

Employers should articulate their skills needs clearly to the community, providers and other key stakeholders. Providers and stakeholders will work together to develop a future talent pool. New and existing employers will feel confident to invest further in the town, through expansion of the workforce and skills investment in their people.

Objectives:

1. Facilitate a better transfer of information about industry to providers so that they understand what the labour market needs, and provide incentives to innovative solutions that respond to that need.
2. Training and education providers must have up to date knowledge and skills to deliver the professional and technical high level training and qualifications required within our key sectors.
3. Support employers to implement succession planning strategies so they can manage and accommodate a growing, ageing workforce.
4. Gain commitment from employers to offer a range of paid work with training opportunities including Apprenticeships, Traineeships, Graduate Internships, Work Placements and Work Experience.
5. Encourage employers to plan and implement recruitment and induction strategies that will enable people to achieve sustainable employment outcomes and progression in work.
6. Ensure that rurality issues such as travel and limited provision does not become a barrier into quality, relevant and flexible learning.

West Lindsey Employment & Skills Partnership

Delivery Plan

Partnership Members:

Name	Partner
Amanda Bouttell	West Lindsey District Council
Mike Johnson	LAGAT
Jill Dickson	ACIS
Janet Farr	Community Learning in Partnership (CLIP)
Damon Parkinson	Riverside Training
Graham Metcalfe	DWP
Allison Webb	Bishop Grosseteste University
Paul Holland	Bishop Burton College
Terry McCarthy	Lincoln/Gainsborough College
Heather Arnatt	Voluntary Centre Services
Shirley Innes	University of Lincoln
Darren Scott	National Careers Service
Anna Leng	The Gainsborough Academy

Budget: £10k

Sept 2018 –Sept 2019

Activity	Details	Outcomes
Careers Event at the Blues Club for job seekers and long term unemployed.	Around 30 providers and employers attended this event to offer a range of opportunities including – training courses, employment, volunteering and apprenticeships. The event was	98 delegates attended the event over the day.

<p>Lead Organisation: WLDC supported by Skills Partnership</p>	<p>held in June 2018 and was open during the day to make it accessible to job seekers and students</p>	
<p>Mental Health Awareness Event for Employers</p> <p>Lead Organisation: WLDC supported by Skills Partnership</p>	<p>The event was held at the Golf Club in Gainsborough on 10th October 2018, providing information, advice and support to employers to enable them to be more effective when addressing mental health issues within the workplace.</p> <p>Speakers were on hand to:</p> <ul style="list-style-type: none"> • Provide advice and re-assurance on managing mental health as an employer. • Offer case studies on how to manage the employer/employee relationship. Examples from ACIS Housing. • Report on findings from the Talent Match initiative and the impact this project has had in supporting people with mental health issues get back into the workplace. 	<p>Over 50 delegates attended.</p>
<p>Mental Health First Aid Training Course for Employers</p> <p>Lead Organisation: WLDC supported by Skills Partnership</p>	<p>Following the Mental Health Awareness event the Partnership agreed to subsidise a 2 day training course for employers. Each organisation nominated an individual to become a mental health first aider.</p> <p>The training took place in January 2019</p>	<p>14 participants completed the accredited course.</p> <p>Employers contributed 50% towards the training and 50% was subsidised by the WL Skills Partnership</p>

<p>Disability Confident Workshop for Employers</p> <p>Lead Organisation: DWP Supported by WLDC and the Skills Partnership</p>	<p>In West Lindsey alone there are close to 4000 unemployed people with some form of disability. This workshop was focused on employers based in the district, to enable them to become part of the solution.</p> <p>Disability Confident is about recruiting and retaining disabled people and people with health conditions for their skills and talent.</p> <p>The workshop aimed to provide:</p> <ul style="list-style-type: none"> • Expert Advice - What support is available businesses. • Understand how to make your business more disability aware. • Hear from Local support organisations 	<p>The event attracted approx. 30 delegates.</p> <p>Several organisations have pledged to sign up to the Disability Confident framework for employers.</p>
<p>Made In Gainsborough Project</p> <p>Lead Organisations WLDC and Lincoln College Supported by local employers</p>	<p>“Made in Gainsborough” has been established as a partnership between West Lindsey District Council, Lincoln College Group, and a consortium of up to 8 Gainsborough based engineering businesses. The project aims to:</p> <ul style="list-style-type: none"> • Provide 15-25 Apprenticeship opportunities per year starting Sept 2018 – Sept 2021. • Specifically showcase the engineering businesses that are operating successfully within the Gainsborough area. • Raise the general profile of the local manufacturing/engineering sector and the range of careers opportunities that are available for people over the age of 16. 	<p>Secured £75k from Gainsborough Development Trust and a further £13k from the GLLEP to match fund the project with the College.</p> <p>20 learners recruited to programme in Year 1 16 Apprentices across 6 employers 95% retention on programme</p> <p>Produced 1000 copies of a Made in Gainsborough Brochure which has been distributed to schools</p>

	<ul style="list-style-type: none"> • Ensure that engineering training provision is delivered in Gainsborough. • Engage more effectively with schools and Colleges by training up to 10 industry educators. 	<p>and at careers events. Supporting materials include pull up banners.</p> <p>Attended Careers days at The Gainsborough Academy and De Aston School.</p> <p>WLDC has sponsored the t-shirts and jackets for the Apprentices in the first year.</p> <p>Good profile through WL social media</p>
<p>Graduate Internship and Graduate Booklet featuring local employers</p> <p>Lead Organisation: WLDC supported by Skills Partnership</p>	<p>The Skills Partnership has co-funded a 3 month internship with a Lincoln University Graduate to develop a promotional brochure which showcases a range of graduate opportunities, both placements and jobs, which are available with employers from the West Lindsey area. The Intern will work with employers to:</p> <ul style="list-style-type: none"> • Identify funding opportunities available for businesses considering employing a HE student on placement or a graduate. • Gather key information about the opportunities that local employers offer to graduates and those with higher level skills which will be included in a promotional brochure. 	<p>£1000 contribution from University of Lincoln.</p> <p>10 local employers have been featured in the brochure.</p> <p>Several businesses have met with the University to discuss Internship schemes.</p>
<p>Office for Students Challenge Fund</p>	<p>University of Lincoln and Bishop Grosseteste University, working in partnership with West Lindsey District Council and</p>	<p>Project Value – c. £500k</p>

<p>Lead Organisation: BG University & University of Lincoln Supported by WLDC</p>	<p>local employers have successfully bid for funding to support graduates returning to their local area. How the scheme works:</p> <ul style="list-style-type: none"> • A business presents a business problem to University of Lincoln students • Students develop a way to assess the problem in the form of a project. • Students present the project back to the business in the hope it will remove the problem for the business. 	<p>Successful bid announced June 2019</p>
<p>Talent Match Legacy Project -YES (Youth & Employer Support)</p> <p>Lead Organisations: ACIS, Voluntary Centre Services Supported by WLDC</p>	<p>The Big Lottery nationally funded Talent Match Programme concluded in Dec 2018 after 5 years. In Lincolnshire, the project covered Gainsborough but was extended to include the wider West Lindsey area in 2016 when it was recognised that vulnerable young people (18-24) in rural areas were being missed. Following a significant evaluation report, the Lottery agreed to open up a national legacy fund for local projects that could build on lessons learnt from the original programme. WLDC, ACIS and VCS participated in the original programme and met with the Lottery Funders to discuss an idea for a project which was finally submitted by ACIS and VCS in partnership with WLDC in early 2019.</p>	<p>Project value - £380k</p> <p>The bid was successful in May 2019.</p> <p>WLDC are represented on the project management team.</p>
<p>Apprenticeship Ambassadors</p> <p>Lead Organisation: LAGAT</p>	<p>Mike Johnson is the Apprenticeship Ambassador lead representative for Lincolnshire and has been tasked with moving this spoke of the regional programme forward. There is</p>	<p>Several organisations from the WL area are actively involved as ambassadors.</p>

	<p>now a steering group in place made up of providers, young people and businesses from across all areas of the county.</p> <p>Ambassadors are active champions for Apprenticeships and organise and attend events and influence key decision making at a local and regional level.</p>	<p>MiG apprentices will become young ambassadors</p> <p>NAS Funding in place to support marketing and events.</p>
<p>Career Net Project</p> <p>Lead Organisation: CLiP (Community Learning In Partnership)</p>	<p>Clip were the only successful local provider to bid for funding from the Skills Funding Agency in 2017. CareerNet is aimed at those aged 18-24 and struggling to make a career choice. The programme offers advice about a wide range of careers, as well as a personalised development programme tailored to and individual's skills and interests. Participants can access training, attend company visit and work placements – whatever it takes to get them on the road to success!</p> <p>The Career Net programme has been so successful in the WL area that it has recently been extended by the Skills Funding Agency.</p>	<p>West Lindsey area:</p> <p>Project Value: £525k</p> <p>120 starts – Aged 18-24</p> <p>42 progressions into work or Apprenticeships (35%) NB: Progression to further learning, unpaid work and traineeships are also targets so the positive progression rate is higher than this.</p> <p>As of today there are 15 learners still “active” who are also likely to progress.</p>
<p>The Gainsborough Academy</p> <p>Lead Organisation: WLDC</p>	<p>The Council have been working to secure a relationship with the new Trust at the school and this has improved over the past year with regular meetings and activities taking place.</p>	<p>3 briefing meetings with members, council officers and school leaders</p>

	<p>The three key area's for focus include:</p> <ul style="list-style-type: none"> • Communications – improving the reputation of the school within the local community • Careers – linking the school with local employers, careers events, Gainsborough Week etc • Community Services – support network to wrap around the school and prevent services working with families in isolation. 	<p>Various news releases and facebook articles – supporting parents evening, promoting the Gainsborough Week activities.</p> <p>School assembly talks to Year 11 – employers include Gelders, Stallard Kane, A Shulman, Pygott & Crone.</p> <p>School assembly talks to Year 10 – employers confirmed include ABC Accounting, WL Building Control, East Midlands Instruments, AMP Rose.</p> <p>Delivery of Careers event during Gainsborough Week. Providers and employers attended the event which all pupils had the opportunity to access.</p>
<p>Benjamin Adlard Primary School Mentoring Scheme – Years 5&6</p>	<p>A mentoring programme was established 18 months ago, since then over 15 staff from across the Council have been volunteering to mentor selected students for up to an hour a week. Activities included: reading, project work, homework, craft projects, cooking and art. The students selected were identified as those “in the middle” that were struggling to achieve but perhaps not getting the level of attention as some</p>	<p>15 pupils have received mentoring</p>

Forest School – Adults	<p>of the more vulnerable students (supported through other services) The mentoring programme concludes in May 2019 with plans in development for Sept 2019.</p> <p>Since April 2019, the Employment & Skills Project Intern has been working with the Head of Benjamin Adlard to develop the Forest School Skills Programme. This is an 8 week pilot project which is open to adults (18+) during the school day and offers outdoor skills such as tree planting, animal care through to making bird boxes and cooking. In addition participants are encouraged to take up reading, writing and numeracy which is delivered by tutors within the school on a 1-1 basis.</p>	The programme has so far attracted around 12-15 people each week.
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Sept 2019- Sept 2020

Activity	Details	Outcomes
Employment & Skills Event for job seekers and long term unemployed	This was organised by DWP and hosted by Gainsborough College. The event had a new format where the job centre closed for the morning and relocated their work coaches to the College. Staff organised their cohorts and escorted them around the event.	150 delegates signed in. Additional college students – up to 60 also attended during breaks. Increased sign up to programmes and courses. Delegates stayed at the event for a longer duration.

Pipeline Projects:

Local Access Programme

- Gainsborough is one of 12 towns/cities to be nominated to apply to the Local Access Programme which is a place based blended capital initiative to enable the growth of the social sector. The town has an opportunity to bid for a share of £33m of enterprise support (dormant bank accounts) and blended social investment (Big Society)
- Events are planned to bring together local partners along with a range of social entrepreneurs, commissioners and investors from other areas.
- Employment & Skills Partnership will be part of the collaboration. A key focus of the bid will be on this subject.
- The Employment & Skills Project Officer will participate in the working group and take a pro-active role in co-ordinating the bid along with other Community colleagues.

ALIH – Assisting Low Income Households

The 4-year ALIH project In Lincoln City (covering Lincoln fringe areas of WL) is now drawing to a close and has achieved some really positive outcomes, statistical highlights as below (as well as some inspiring individual case studies):

- Learners: 327
- Enrolments: 485
- Learner Achievement Rate: 95%
- Progression into Employment after course: 133
- Progression into Higher Education: 18.

Lincoln City have approached Andy Brooks at Lincolnshire County Council regarding the potential for ESF funding for a similar project to be extended into North Kesteven and West Lindsey. Andy has confirmed that the total project value will need to be between £250-500k with 40% matched funding required. It is likely that this would be a 3-year project.

Project examples:

1. Bid: £300k for 3 years

Match funding: £120k (40%)

Lincoln, WL and NK would each contribute £40k each (or £13.3k per annum)

2. Bid £500k for 3 years

Match Funding: £200k (40%)

Lincoln, WL and NK would each contribute £66.6k each (or £22.2k per annum)

Lincoln will lead the bid process with input from West Lindsey and NK – anticipated Sept-Dec 2019

Made in Gainsborough Year 2

- Double the number of employers from 8 to 16 by August 2020 – employer event planned for Oct 2019
- Installation of Fab & Welding from Sept 2019 (delayed from 2018)
- Increase the response to vacancies by April/May 2019.
- Formal assessment process and interview to take place by end May 2019
- Aiming to have 2 full time study groups and 1 x Apprenticeship cohort for Sept 2020

Construction Skills

- Support the College to promote Construction Career College
- Link with Abbey Access Centre Lincoln to signpost to FREE Construction Courses aimed at 16-24 years olds and unemployed
- Awareness of Property Maintenance Apprenticeships – linked with ACIS and HATS

Higher Level Training and Education Delivery:

- Work up a proposal with CLIP Training
- Joint discussion with UOL and Lincoln College
- Strengthen the Made in Gainsborough brand to include Higher Level skills