

# Stronger City Economy Scrutiny Panel

24 January 2017

**Time** 6.00 pm      **Public Meeting?** YES      **Type of meeting** Scrutiny Board and Panels

**Venue** Committee Room 3 - 3rd Floor - Civic Centre

## Membership

**Chair** Cllr Jacqueline Sweetman (Lab)  
**Vice-chair** Cllr Jonathan Yardley (Con)

### Labour

Cllr Harman Banger  
Cllr Philip Bateman  
Cllr Payal Bedi-Chadha  
Cllr Val Evans  
Cllr Hazel Malcolm  
Cllr Mak Singh  
Cllr Tersaim Singh  
Cllr Martin Waite  
Cllr Daniel Warren

### Conservative

Cllr Udey Singh

Quorum for this meeting is 3 Councillors.

## Information for the Public

If you have any queries about this meeting, please contact the democratic support team:

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Wolverhampton WV1 1RL

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Some items are discussed in private because of their confidential or commercial nature. These reports are not available to the public.

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# Agenda

## Part 1 – items open to the press and public

| <i>Item No.</i> | <i>Title</i>                                      |
|-----------------|---|
| 1               | <b>Apologies</b>                                  |
| 2               | <b>Declarations of interest</b>                   |
| 3               | <b>Minutes of previous meeting</b> (Pages 5 - 10) |
| 4               | <b>Matters arising</b>                            |

### DISCUSSION ITEMS

|   |  |
|---|--|
| 5 | <b>Presentation on the Wolverhampton Workbox</b><br>[To receive a presentation in relation to the Workbox] |
| 6 | <b>Skills and Employment Update</b> (Pages 11 - 30)  |
| 7 | <b>Briefing Note - Skills and Employment Statistical Update</b> (Pages 31 - 36)                            |
| 8 | <b>Actions Against Recommendations from Scrutiny Review Employment and Skills 2015</b> (Pages 37 - 42)     |

# Stronger City Economy Scrutiny Panel

Agenda Item No: 3

Minutes - 22 November 2016

## Attendance

### Members of the Stronger City Economy Scrutiny Panel

Cllr Philip Bateman  
Cllr Val Evans  
Cllr Mak Singh  
Cllr Tersaim Singh  
Cllr Udey Singh  
Cllr Jacqueline Sweetman (Chair)  
Cllr Martin Waite  
Cllr Daniel Warren  
Cllr Jonathan Yardley (Vice-Chair)

Cllr John Reynolds was also in attendance

### Employees

|                |                              |
|----------------|------------------------------|
| Keren Jones    | Service Director             |
| Heather Clarke | Service Development Manager  |
| Martin Fox     | Finance Business Partner     |
| Julia Cleary   | Scrutiny and Systems Manager |

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## Part 1 – items open to the press and public

*Item No.*    *Title*

- 1 Apologies**  
Apologies for absence were received from Cllr Malcolm.
- 2 Declarations of interest**  
There were no declarations of interest.
- 3 Minutes of previous meeting**  
Resolved: That the minutes of the previous meeting be agreed as a correct record.
- 4 Matters arising**  
**Visit to the Custard Factory**

Officers confirmed that work was being carried out regarding the creation of a creative hub in the City and that a bid had been submitted in relation to this for the Gen-Y City project which included activities dedicated to diagnosis and support for young, creative businesses as the means of reviving city centres. Officers confirmed

that representatives from the University were also involved in the Gen-Y project and that a more detailed report would be provided for the Panel in March.

### **The Visitor Economy Strategy**

The Hotels Study had been circulated to members prior to the meeting, the study included information relating to overnight stays in the City and the length of time visitors were staying.

The Visitor Survey had been completed and contained some interesting information regarding the cultural and creative sector. A piece of work was also being finalised to benchmark the City's cultural offer and it was thought that the offer provided by Wolverhampton was strong in relation to similar areas.

### **Visitor information and footfall**

Officers stated that the recording of footfall was expected to be carried out by the BID and that staff were currently struggling to collate data and evidence in a meaningful way. The Service Director confirmed that agreement had been reached regarding the production of a Strategy for the Visitor and Creative Economy.

Officers stated that the last Strategy had been produced in 2011 and there had been a lot of changes since then and that the new piece of work would be carried out over the next 5 months. It was stated that the new strategy would require a strong evidence base and that this would be time consuming to pull together in the first instance. The Strategy would include detailed sections on areas such as the visitor economy and the creative industries and would link into work across the entire Council including the City Wide Financial Strategy.

Councillors considered that it might be useful to have information regarding who was visiting the City. The Service Director stated that some work had been carried out regarding this during the refurbishment of the Civic Halls when focus groups had been consulted.

Members queried how the Council would drive the project through the Communications Framework and it was stated that the communications strategy would be refreshed and that partners would be involved in the process. Officers stated that backing from Partners was crucial in relation to the future branding of the City and that it was vital that information was provided to residents to enable them to know what was going on in the City and the future benefits.

Councillors stated that information was now becoming more available to Members and that they were now able to start to understand how the building blocks of the visitor economy fitted together and worked. The Panel thanked Officers for the provisions of the information.

Members also considered that the information available would improve further once the new Civic Hall box office had been installed, this would enable Officers to record where people were visiting from and for what purpose. Unfortunately this system would not be available in the Grand Theatre but officers considered that this could be worked around. Officers stated that the ultimate aim would be to have One City Economy Budget which would include information on non-Council run organisations as well as those run by the Council.

The Panel noted the improvements that were being made and the investment that was coming into the City such as the recent opening of an H&M store in the City Centre and the on-going refurbishment of the Mander Centre.

Cllr Page stated that he had carried out a survey in relation to the canals and that visitors were spending (in total) in the region of £20,000 during around 120 cruises but that they were not tending to stay in Wolverhampton at the moment due to the noise generated by the ring road and the railway station. The Panel were pleased to see that there was a growing relationship with the Canal Trust.

Resolved: That the matters arising be noted.

5 **Draft Budget and Medium Term Financial Strategy 2017/18 - 2019/20**

A report was submitted requesting Members to provide feedback to Scrutiny Board for consolidation and onward response to Cabinet on the Draft Budget 2017/18, in particular the elements that were relevant to this Scrutiny Panel.

The Panel noted:

- That the focus was more on increased income than cuts.
- The increased business rates and it was confirmed that these were based on an assumption of expected growth in the City but the Westside development had not been factored in yet (this would be in the next few years).
- That it was clear from planning work that more applications were being received.
- That any cuts were disappointing but there was a good accounting vision and we were not closing attractions such as art galleries which other authorities were considering. The Council was instead aiming to keep these places open and transform them to increase income and footfall.
- That it was the Council's responsibility to ensure that the City grew.

Resolved: That the above comments be forwarded to the Scrutiny Board for consideration.

6 **Skills and Employment Update and the Wolverhampton Workbox**

A briefing note was submitted to update the Panel on skills and employment activities in Wolverhampton, building on the last update which had focused on statistics.

The Panel considered the following areas:

**1. The City Work Place**

There was now a skills and employment board made up of partners including the College, University, Schools and the DWP. It was recognised that due to the complexity of the City a focused action plan was required regarding a small number of big initiatives. The main aim was to improve the support given to businesses to

help them recruit, grow and retain skilled local people, resulting in more jobs and more successful enterprise.

## **2. The City Work Box**

This consisted of a website where an individual could start their employment journey. The aim was to create a virtual system that made it easier for local people to obtain information, advice and guidance, resulting in more local people accessing local employment and progressing in the workplace. There was a need to engage partner organisations in this process and events were planned towards the end of March which would include around 90 partners.

## **3. The Learning City**

Officers stated that this would be discussed in more depth at the next meeting of the Panel when an overview and demonstration of the Work Box would also be provided. The Learning City aimed to create a dynamic learning environment across the city centre, with strong connections into local communities. It was seen as the first step in putting learning at the heart of the city's overall development

The Panel considered that these areas were very important and placed the Council in a perfect position as an honest broker and in a unique position to highlight the benefits of partnership working to businesses in the hope of bringing them on board. The Panel also considered that this way of working would not only provide employment opportunities but greater support for individuals in the first few months of employment, helping to make young people more resilient regarding the pressures that could arise in the work place and hopefully resulting in them to remain in employment.

Resolved: That the update be noted.

## **7 Update on the Implications of Brexit**

A briefing note was considered in relation to the potential impact of Brexit on Wolverhampton in terms of the impact on EU funding, short term business confidence as well as one scenario of longer term risk to foreign investment.

Officers stated that a clearer picture was now beginning to emerge and that the Council currently had 4 bids in regarding funding from the European Regional Development Fund (ERDF). Two of the bids had now been signed, one was due to be signed imminently and one was still going through the process.

Recently however, the DCLG had been encouraging the local European Structural and Investment Fund (ESIF) Partnership to develop the pipeline of projects for submission right up until the day we leave the EU. Most projects run two-three years, so delivery may now run up to 2022. To benefit from this opportunity, the Council and partners were currently:

1. Developing a strong pipeline of "off the shelf" projects ready for funding, assuming quick start
2. Highlighting potential bids to maximise a last chance of EU funding, including continuation funds for existing projects
3. Exploring other funds (national, government, international) to fund priority projects.

The Government had also indicated that they would continue to fund successful projects that were currently funded by Europe; therefore strong project management was being built into EU funded projects.

It was noted that a paper regarding Brexit had been considered at the last meeting of the Audit Committee and it was agreed to distribute this to the Panel.

The Panel commented that it was encouraging to have positive feedback and congratulated the Council on recent achievements including the Lichtenstein Room at the Art Gallery which had received good press and on-going work with public sector organisations.

Resolved: That the update be noted.

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# Stronger City Economy Scrutiny Panel

Agenda Item No: 6

24 January 2017

|  |  |  |
|--|--|--|
| <b>Report title</b>                            | Skills and Employment Update             |  |
| <b>Cabinet member with lead responsibility</b> | Councillor John Reynolds<br>City Economy |  |
| <b>Wards affected</b>                          | All                                      |  |
| <b>Accountable director</b>                    | Keren Jones, City Economy                |  |
| <b>Originating service</b>                     | City Economy                             |  |
| <b>Accountable employee(s)</b>                 | Angela McKeever                          | Head of Skills   |
|  | Tel                                      | 01902 551445   |
|  | Email                                    | <a href="mailto:Angela.McKeever@wolverhampton.gov.uk">Angela.McKeever@wolverhampton.gov.uk</a> |
| <b>Report to be/has been considered by</b>     |  |  |

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## Recommendation(s) for action or decision:

- The Scrutiny Panel note progress in delivering Wolverhampton's Skills and Employment Action Plan.

## 1.0 Purpose

- 1.1 The purpose of this report is to update Stronger City Economy Scrutiny Panel on skills and employment agenda in particular:
- a) Wolverhampton skills and employment action plan - update
  - b) High level skills and retaining skills - monitoring and progress
  - c) Area review for Further Education skills
  - d) Engaging businesses to take up training and skills opportunities (refer to Programme 1 of the Skills and Employment Action Plan).

## 2.0 Background

- 2.1 Stronger City Economy Scrutiny has been receiving regular updates on the skills and employment agenda. This report will provide a comprehensive update on this agenda in recognition of its importance to Wolverhampton. Wolverhampton has consistently higher rates of out of work benefits, higher than Black Country and England average, reflected both in Job Seekers Allowance (JSA) claimants and those claiming health related benefit Employment and Support Allowance (ESA). Low and no qualifications is a primary driver for unemployment and economic inactivity. Many of the new jobs created as a result of economic growth will be level 4 and above resulting in a significant mismatch between the skills levels of city residents and demand from jobs attributed to new growth. Wolverhampton currently has a higher proportion of its residents with no qualifications and a lower proportion of residents with higher level qualifications.
- 2.2 Wolverhampton City Strategy 2011-2026 set the target of achieving an employment rate of at least 70% by 2026 from a baseline of 61.3% in 2010. Wolverhampton's employment rate is on an upward trend and is currently 65.2% (Annual Population Survey 2015-16).
- 2.3 Despite some progress, skills and employment is still one of the greatest challenges facing the city. In autumn 2014, the Leader of the City of Wolverhampton Council announced the establishment of an independent Skills and Employment Commission, with the purpose of:
- Improving the city's prospects for sustainable growth, by ensuring the city had a workforce that meets the needs of current, and future employers,
  - Ensuring that the city's residents had the skills and qualifications needed to compete successfully for local job opportunities.
- 2.4 The Independent Commission recommended the following:
- Provide an improved joined up approach to careers advice for people of all ages in the city.
  - Improve the use of resources and create clearer roles across institutions and organisations concerned with education, training and skills development
  - Improve soft skills and addressing wider barriers to work
  - Work with employers to address under-employment and in-work progression

2.5 As a result of these recommendations, Wolverhampton Skills and Employment Action Plan was developed outlining the following programmes:

**Programme 1, the City Work Place:** aims to improve the support given to businesses to help them recruit, grow and retain skilled local people, resulting in more jobs and more successful enterprise.

**Programme 2, the City Work Box:** aims to create a virtual system that makes it easier for local people to obtain information, advice and guidance, resulting in more local people accessing local employment and progressing in the workplace.

**Programme 3, the Learning City:** initially aims to create a dynamic learning environment across the city centre, with strong connections into local communities. This is the first step in putting learning at the heart of our city's overall development.

2.6 In addition, in response to these challenges Cabinet Panel approved on 30 November 2016 funding for a joint City of Wolverhampton Council and Department of Work and Pensions (DWP) funded Wolves@Work programme.

### 3.0 Skills and Employment Update

3.1 Following the Skills Commission, a Skills and Employment Action plan for the period 2016-17 was agreed with partners across the city in order to deliver a number of priority projects. This was with a view to a longer term plan being put in place for the following 3 years from 2018-20. The delivery of this plan is being overseen by the **Skills and Employment Board** which meets bi-monthly.

3.2 The Skills and Employment Action Plan aims to develop a whole systems approach to skills and employment in order to support growth, address skills shortages and improve skills and employment levels of residents especially those that face complex barriers to employment. Performance information relating to the Skills and Employment Action Plan is attached as appendix 1.

3.3 **PROGRAMME 1: THE CITY WORKPLACE** aims to improve the support given to businesses to help them recruit, grow and retain skilled local people, resulting in more jobs and more successful enterprise.

3.4 The **Black Country Growth Hub** offers a one stop shop approach to business assistance across the Black Country, with packages of support available to local businesses. It aims to equip Black Country manufacturing Small and Medium Sized Enterprises (SMEs) with the tools and support they need to compete, innovate and take advantage of supply chain opportunities on offer to them. Our approach to business relationship and diagnostic is capturing intelligence on business needs including skills, training and workforce development needs. The Enterprise team will look to engage and capture through our relationships with businesses, the following

- ✓ understand and respond to the latest thinking,
- ✓ trends and innovation in key sectors;
- ✓ to provide feedback to the Growth Hub and other partners on key products and services;

- ✓ to secure engagement in the Councils regeneration and place growth agenda;
- ✓ to gain a heads up on any potential growth opportunity or de investment decision
- ✓ understand local supply chains,
- ✓ business financing arrangements,
- ✓ Workforce development plans.

3.5 To complement this, £1.8m European Regional Development Funding has been secured to fund the **Black Country Advice Investment and Markets (AIM)** project will offer specialist support for SMEs pooling business support across four local authorities, the University and Chamber of Commerce, enhanced with specialist consultancy and delivered via the Growth Hub delivering the following:

| <b>Outputs</b>                             | <b>Target</b> |
|--|---------------|
| Diagnostic and brokerage support (3 hours) | 1000          |
| Business assists (12 hours)                | 460           |
| New jobs created                           | 115           |

3.6 The **Skills for Growth Team** have focused on supporting businesses to recruit locally. This kind of work focuses mainly on entry level, low skill vacancies but can be a successful tool for addressing unemployment as well as a successful way of encouraging local and incoming businesses to recruit locally. Between January 2016 and May 2016 the Skills for Growth team enabled 187 residents to access jobs in 9 local businesses. The current Skills for Growth team engage with employers across Wolverhampton's city centre and growth corridors in 2017. This will be enhanced by five additional workers engaging with employers through the joint CWC/ DWP wolves@work project (3.11). Employer engagement will provide clear directions for the content and quality of training to be provided designed and delivered by local training partners. Referrals to the jobs will come from a wide range of local partners including wolves@work, JCP and Wolverhampton Learning Platform with jobs and training opportunities will be advertised on the Workbox site

## **PROGRAMME 2: THE WOLVERHAMPTON WORKBOX**

3.7 The **Wolverhampton Workbox** aims to create a virtual system making it easier for local people to obtain information, advice and guidance, resulting in more local people accessing local employment and progressing in the workplace. The Work Box is being co-designed with employers, Connexions, Adult Education, Schools, Wolverhampton College, University of Wolverhampton, the Community Learning Platform, DWP and training providers. The site will be demonstrated at the Stronger City Economy Scrutiny meeting.

3.8 The Wolverhampton Workbox will be a fully functioning, interactive website which will act as a 'front door' to provide local people, businesses and providers with improved access to information, advice and job opportunities. The Workbox builds on best practice developed by Telford which successfully aligned existing services behind a website contributing to a fall of 50% of 16-24 year olds out of work between April 2014 and March 2015.

- 3.9 The Workbox will provide clear and up to date information on local skills and employment provision
- Opportunities for continued engagement through online skills assessment and access to local advice and guidance services
  - Access to training including bespoke and fast track training into jobs
  - Access to intensive employment support, CV preparation and job matching
  - Information on and access to apprenticeships and pre-apprenticeships provision.
- 3.10 A framework for Job Brokerage is being established with the Council, Jobcentre Plus and local training partners to put in place a more coordinated approach with partners and employers. The framework will have four key elements:
- Residents: identification and assessment of the client for job readiness. Referrals from JCP, Talent Pool, VCS and private providers etc. Work ready support provided to client.
  - Work Ready Residents: referred for job brokerage to be supported with job matching and pre-recruitment services. Package of support provided to meet client and employer needs.
  - Employers: identification of job opportunities with inward investors, business links and with Job Centre Plus. Package of Support provided to employer.
  - Pre-Recruitment Training: co-design of pre-recruitment training programmes to support employer solutions.
- 3.11 **Wolves@Work - A new partnership between the City of Wolverhampton Council and the Department of Work and Pensions** will enhance the Job Brokerage model going forward.
- 3.12 On 15<sup>th</sup> November 2016 the Leader for the Council, the Managing Director and Strategic Director met with Sandra Lambert, Regional DWP Manager, to discuss strengthening partnerships between the council and DWP in order to reduce the high local unemployment 4.1% (Nov '16), and in particular youth unemployment which stands at 6.08% (Nov'16) of 18-24 years olds (double the average in England).
- 3.13 Drawing on successful programmes that have been delivered in other parts of the Country, it was agreed that the two organisations would design and deliver a bespoke three year work programme for the city, which consists of the following:
- Commitment of the equivalent of £3 million resources over a three year period towards the costs of a new, locally branded programme
  - Deliver 3000 people into sustained employment over the three year period, of which at least 1,000 will be young people
  - Jointly recruit and manage a team of 30 “Work Coaches” who would coach young people and employers through all three key stages of the employment journey: a) into work, b) during the first three months of employment, c) career development

- Launch the “Wolverhampton Work Pledge Card” in January 2017 in collaboration with the largest employers in the city. To include pledges to provide meaningful work experience and a commitment to local recruitment
- Work with local employers, particularly the largest employers that are committed to helping the city tackle this issue. The focus will be on delivering the employer led activities that Youth Employment UK have identified that are key to tackling the levels of youth employment. This will include obtaining buy-in in the Wolverhampton Business Champions, City Economic Growth Board, the Black Country Growth Hub, The Black Country Chamber of Commerce
- Develop and manage a pool of City Work mentors to provide additional support to young people alongside the Work Coaches
- Build local employer commitment to employing local people as part of the City’s Local Procurement Charter

3.14 Development and delivery of the programme will be overseen by Leadership Group comprised of senior management across both organisations – Department for Work and Pensions and City of Wolverhampton Council. The Project Board will meet monthly. The CWC Executive Board will also receive regular progress reports. The Governance Structure is attached in Appendix 2.

3.15 Engagement of employers as active partners will be through the City Board structures i.e. the Skills and Employment Board and the Economic Growth Board, as well as through the Wolverhampton Business Champions.

3.16 A dedicated project manager role has been appointed who will responsible for all aspects of project management including finance, marketing and operations.

**3.17 Impact in the Black Country** is a Black Country wide project worth £51 million, a partnership between the four Black Country local authorities and Talent Match, to provide intensive support specifically to young people between 15 and 29 not in employment, education or training. This is over and above that provided by the work coaches. The City of Wolverhampton Council’s project is funded by £7.97 million made up of £2.9 million European Social Fund (ESF), £2.9 million Youth Employment Initiative (YEI) and £2.2 million local match until July 2018. Wolverhampton’s targets are to engage 3,342 young people, provide 1,733 with a customised support package and support 856 into employment, education and training. The project is ahead of profile as outlined below.

| <b>ESF/YEI Outputs and Results</b>    | <b>2016 Target</b> | <b>Achieved</b> | <b>Lifetime target</b> |
|---------------------------------------|--------------------|-----------------|------------------------|
| No. engaged onto the programme        | 600                | 632             | 3342                   |
| No. receiving customised support      | 360                | 412             | 1733                   |
| No. supported into a positive outcome | 63                 | 78              | 856                    |

- 3.18 Funding can also be used to fund customised support to meet the needs of the young person. An Impact Dynamic Purchasing System, to speed up the procurement process, is currently being procured and in the meantime, the Impact Team is developing specifications to procure delivery through open competition. Employment opportunities in the rail sector have already been commissioned. Graduate placements, support for young people in contact with the Youth Offending Team and emotional and behaviour support for 16-18 year olds are currently being commissioned. Others under development include Individual Placement Support for people with mental health issues and support for lone parents on income support. Three task and finish groups are meeting to identify programmes to support young people by addressing their specific needs.
- 3.19 PROGRAMME 3: THE LEARNING CITY** aims to create a dynamic learning environment throughout the city, with strong connections into local communities. This is the first step is the creation of a learning quarter in the city centre.
- A modern Library Service – encouraging learning and literacy for all
  - Relocation of the College to the City centre
  - Potentially a city Sixth Form Hub if the opportunity arises.
  - Adult Education Services focusing on the most vulnerable

#### **High level skills and retaining skills - monitoring and progress**

- 3.20 The City of Wolverhampton is home to the University of Wolverhampton which has 23,000 students. It has an excellent track record of its students finding employment with 96% of students finding employment, 80% of which in the West Midlands and 66% in professional or managerial roles. Despite this, skills retention is also an issue for the city.
- 3.21 Some graduates face barriers to moving into employment, therefore the ESF and YEI funded Impact project has commissioned specific **support to unemployed graduates** who need additional support in securing employment. For example graduates with a registered disability and/or graduates who have had a background in care. The project will support unemployed graduates in our most deprived communities, those from Black and Minority Ethnic groups and those with English as a second language as they all face additional challenges in securing graduate level employment.
- 3.22 The URBACT III funded **Gen Y City project** aims to explore strategic policy solutions to increase the economic impact of under 30's in the city focusing on:
- Developing creative tech talent: start young at school to create young people to meet future business needs. Focus of discussion was how we can increase the number of young people studying STEM subjects;
  - Retaining young people: through creating opportunities/pathways for young people to jobs or self-employment and to create that vibrancy that will make young creative techs want to stay; and

- Attracting creative tech talent: relates to building on tourism to attract people to live in the area. The University actively promote itself to international students through their international offices.

3.23 **City Apprenticeship Offer:** currently take up in Wolverhampton of apprenticeships is low and there is a need for an improved focus on the relevance of the curriculum and the quality of the offer. Higher level apprenticeships are a particular focus of this work. An apprenticeship partnership has been set up to:

- Deliver joined up marketing and events to promote apprenticeships to employers, residents, young people, parents, schools, careers advisers etc.
- Improve coordination of delivery – work together to simplify and coordinate the offer to business across the city
- Simplify the offer for all age groups (using the Workbox) and improve access through better traineeships and pre-apprenticeships provision
- Access funding and opportunities – work together and position ourselves to maximise funding and development opportunities.
- Higher Apprenticeships - Expand the higher apprenticeships offer and develop pathways between levels for target sectors
- Supply skills for growth - enable and support jobs and growth in the three development corridors and wider functional economic area.
- Potential for an apprenticeship hub if the opportunity arises.
- Understand how we collectively might capitalise on the apprenticeships levy to benefit local business and people and develop the LA scheme as an example of good practice. This will be achieved through:
  - Second meeting of partnership group held on 4/12/16 to agree priorities for a City action plan in response to the apprenticeship levy.
  - CWC are part of a combined authority proposal to government to develop an apprenticeship accelerator proposal in which funding could be devolved to the region.
  - CWC is working on their own approach to the apprenticeship levy.
  - Apprenticeship paper going through scrutiny. Councillors provided with baseline data and the challenges in relation to increasing participation. Subsequent meetings will see Councillors meeting local providers, employers and young people.

#### 4.0 Financial implications

4.1 Although there are no financial implications to this report, activity that is helping to address skills and employment activity in Wolverhampton are often externally funded. The city of Wolverhampton Council's Impact project is funded by £8.0 million made up of £2.9 million European Social Fund (ESF), £2.9 million Youth Employment Initiative (YEI) and £2.2 million local match until July 2018. Partners are also delivering against these priorities through other ESF matched with Big Lottery and Skills Funding Agency funded. Financial implications of the joint CWC and DWP funded Working Wolverhampton projects were covered in the Cabinet Panel report on 30 November 2016. [ES/10012017/B]



## **5.0 Legal implications**

5.1 There are no legal implications to this report. [Legal Code: TS/04012016/C]

## **6.0 Equalities implications**

6.1 The activities outlined in this report have positive equalities implications. All externally funded projects have targets around equalities. For example, Impact which is aimed at young people who are not in employment, education and training has output targets for men and women, migrants/ethnic groups, people with disabilities including mental health and lone parents.

## **7.0 Environmental implications**

7.1 All externally funded must demonstrate positive sustainability implications. By supporting local residents into local job opportunities, we can help to reduce in commuting and associated negative environmental implications.

## **8.0 Human resources implications**

8.1 There are no human resource implications.

## **9.0 Corporate landlord implications**

9.1 There are no corporate landlord implications to this report.

## **10.0 Schedule of background papers**

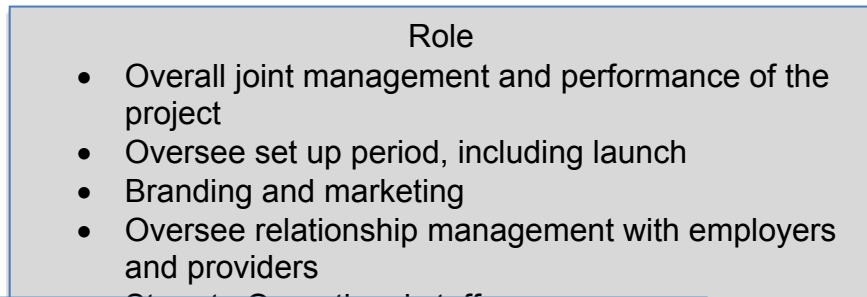
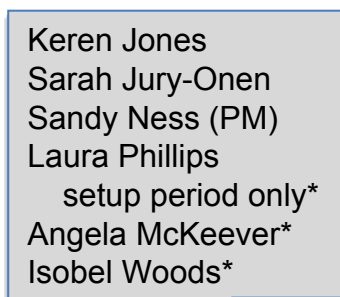
## Appendix 2 Governance structure - Wolves at Work

### LEVEL 1 - Leadership group

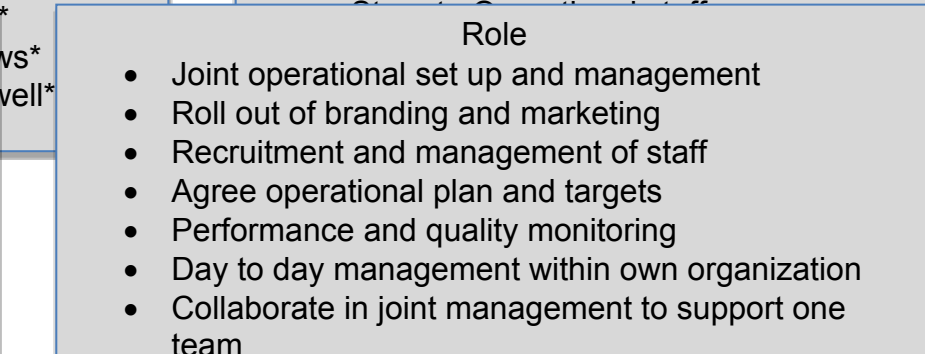


### LEVEL 2 –

#### Steering group



#### Level 3 -



#### Operational /delivery group

### Appendix: Post 16 Priorities

Title:

Post – 16 Priorities update

Prepared by:  
 Kate Howard

Date: 1 December 2016

Intended audience: Internal  Partner organisation  Public  Confidential

## **Purpose or recommendation**

The Education Board is requested to:

Note progress to date on post 16 developments across the city.

Endorse continued activity against priorities outlined in the Post - 16 review update (SEB

## **Overview**

There are four guiding influences which inform all post-16 strategy and delivery:

- Quality
- Choice
- Progression
- Viability

There is a commitment to improved cross – Directorate working as well as a more integrated approach to working with external partners across the city and region eg City of Wolverhampton College, University of Wolverhampton, employer forums and other local authority 14-19/post-16 leads. The post-16 priorities under development endorse City and Black Country strategic priorities and are responding to national policy changes.

5 Key themes embed City - wide priorities into a Post - 16 vision:

Priority 1: Improving Partnership and Collaboration

Priority 2: Supporting Aspirational Attainment

Priority 3: Ensuring Demand Led and Inclusive Post 16 Provision

Priority 4: Developing a Skills Pipeline to Sustainable Employment

Priority 5: Planning Capital Investment

See Appendix 1 for details of priorities and timeline.

## **2.0 Background and context**

The Post - 16 vision and plan is cross-Directorate and has been reviewed internally over the last six months by the Strategic Education Board; Children and Young People's Transformation Board and, on 8 November 2016, an overview of the Post 16 priorities was submitted to the City of Wolverhampton's Council Scrutiny Committee as part of a Post 16 report on November 8<sup>th</sup> 2016.

Externally, the plan has been reviewed by various groups including: Wolverhampton's Young People Skills and Employment Group; headteachers leadership briefing; secondary headteachers' workshops and The Black Country Training Provider Network.

The plan is now integrated into the Council's VERTO system to ensure that progress sits within the Council review process and inter-dependencies are understood. Progress against the priorities endorsed by the consultation process above is set out in an updated

Development plan which will be supported by the VERTO system where appropriate. (Appendix 2).

## **Impact on the City of Wolverhampton Council and / or City**

### **Priority 1: Improving Partnership and Collaboration**

The most significant partnership developments against the plan are:

A. The new City wide Apprenticeship Group. Its 3 priorities are:

- Access – including pre-Apprenticeship/Traineeships
- Skills for Growth including promotion and uptake of Higher/Degree Apprenticeships
- Communication/Marketing

The focus for the Post 16 plan is exploring new pre-Apprenticeship programmes which secondary schools can access, including potential 14-16 and post 16 provision at a City Centre Campus as well as a school based offer.

B. School reconfiguration of Post- 16 Provision and City Campus/Learning Quarter Development: Schools have been extensively briefed on policy changes within the Government's Post 16 Skills Plan to ensure leaders understand that current provision may not meet new guidelines on what schools are expected to deliver in the future ie academic or Applied General courses and not vocational/technical provision.

To inform future planning/re-configuration of provision, schools have also received detailed data and presentations on sixth form sizes; small class sizes; space utilisation analysis to highlight inefficiencies and to allow for year 7 expansion. There has also been a presentation on financial viability of sixth forms so Governors and school leadership teams can plan strategically for the future.

C. The Learning Quarter – see Priority 5. The Director of Education and the Post 16 lead are part of the Learning Quarter consultation group and have contributed to the development of a briefing paper to inform an architect's brief for the proposed City Campus development.

D. The Cultural Quarter. The Director of Education and the Post -16 lead are part of a University consultation group to explore the City of Wolverhampton's review of the potential use of space around the University to create a new cultural quarter informed by educational aspirations for the city. A brief proposal for options on educational models will be shared late November, prepared by the Director of Education.

### **Priority 2: Supporting Aspirational Attainment**

Post - 16 school support is focussed on working with a deputies network on specific issues impacting on post 16 success. The Council commitment to purchase ALPS performance data is will inform school support in identifying issues which require brokered school and school to school support. The data sets are particularly useful in drilling down into value added data ie where learners are not performing against projections provided by national data sets on expected levels of progress.

The curriculum review of Post -16 provision has been outlined in Priority 1 but there are issues which also relate to academic provision including weaknesses in breadth of provision leading to lack of learner choice as well as current under-performance and weak progression pathways. The Post -16 review and discussions with Headteachers is informing this debate, with the potential for some new viable and ambitious remodelling of provision across the City.

An area for future development is to review the delivery and poor success of post 16 GCSE English and Maths achievement – a national issue which locally needs to be reviewed.

### **Priority 3: Ensuring Demand led and Inclusive Post 16 Provision**

The main areas of progress is the development having a city network to focus on apprenticeships, outlined in Priority 1 and planning to support the new Learning Quarter proposals.

The review of the alternative learning offer is underway and new programmes are being developed by some schools and providers to improve provision and progression.

Alternative Provision: Engagement with the Black Country Training Provider Network is in place to progress new opportunities for post 16 alternative provision, with the College as the lead provider, as it is developing new more flexible framework for learners to improve learner choice, quality and increased learning hours.

The Wolverhampton Quality Assurance framework has been developed, following extensive consultation with the LA, schools and providers. The final draft was reviewed by the Education Board in July 2016. It is now being trialled with about six schools and six providers. Any school which is offering alternative provision internally will be invited to use the QA framework as part of its Self Evaluation Framework. The robustness of the QA framework is to provide an evidence base which will meet any external review, including Ofsted inspection criteria.

Consultation with parents and carers is also underway by the SEND consultant to inform future High Needs provision across the city, in partnership with City of Wolverhampton College and other providers.

### **Priority 4: Developing a Skills Pipeline to Sustainable Employment**

Four main development areas:

1. Talent Match is now providing targeted support for young people.
2. The kite mark award for Careers, Education, Information, Advice and Guidance is being successfully developed with 12 schools in phase 1.
3. All schools are engaging with Work Box, following dissemination of a prototype and presentation to secondary Headteachers.
4. Progression into internships and progression onto Apprenticeships a priority within the Apprenticeship Group

## **Priority 5: Planning Capital Investment**

Details of plans to inform the rationalisation/re-configuration of Post- 16 provision outlined above in Priority 2. The Council is facilitating meetings between education partners, including schools, Wolverhampton College; The University of Wolverhampton and providers - brokering new conversations about future strategic planning for secondary schools and how to develop and deliver a new Post-16 offer where appropriate. The outcomes of this process will continue to support the project delivery team for City wide capital investment.




Major investment in the proposed Learning Quarter includes plans for a new Post 16 centre offering a wide range of academic and vocational/technical programmes of study, as well as further development of SEND High Needs provision and other sector specialisms elsewhere in the City.



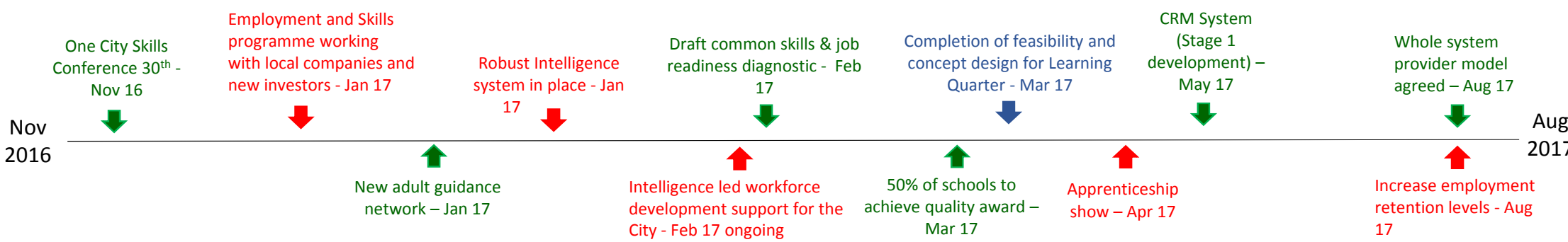
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# Wolverhampton Skills & Employment Action Plan 2016/ 17

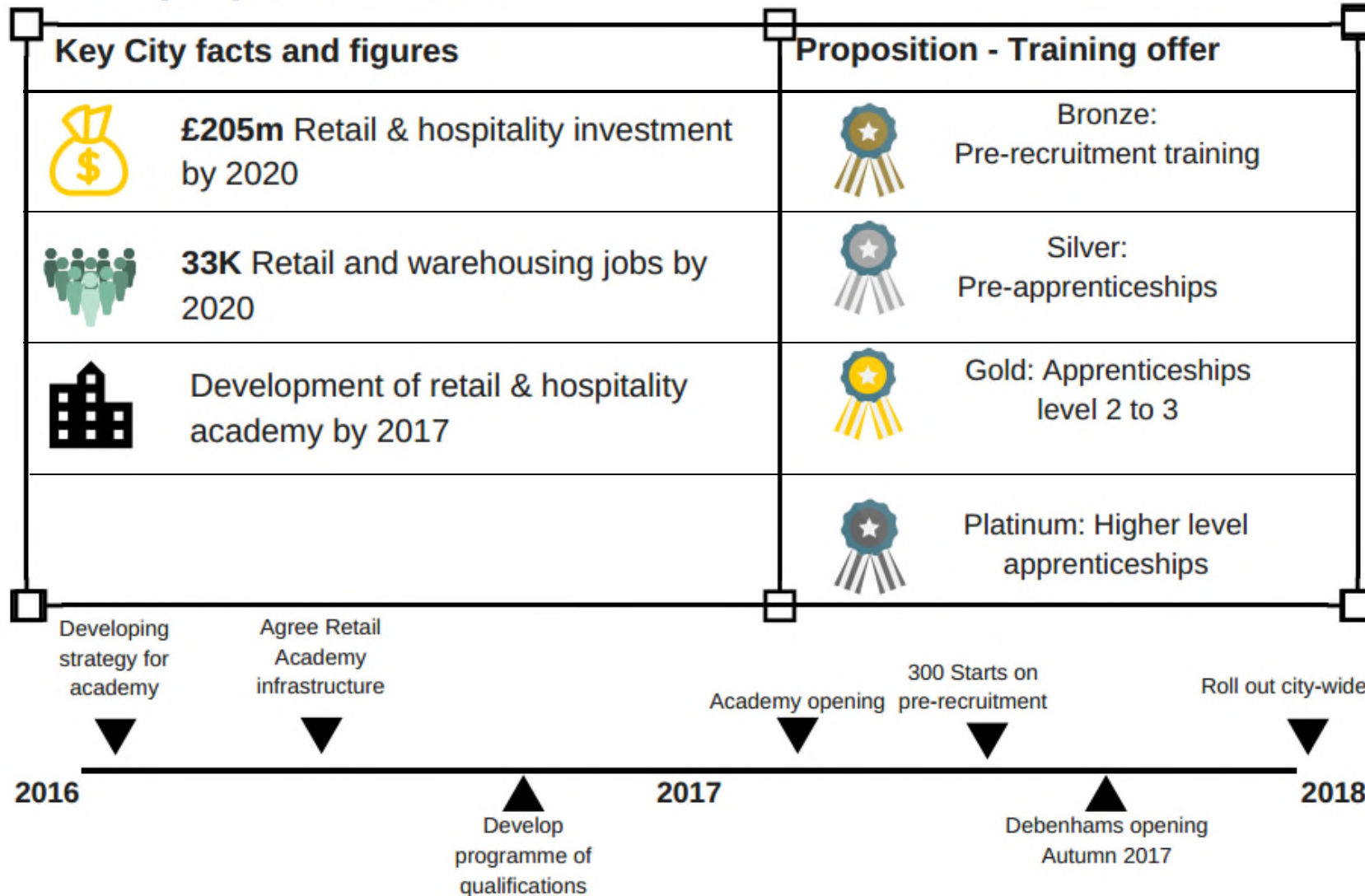
| Programmes   | Achievements last quarter  | Actions next quarter   |
|--|--|--|
| <b>CITY WORKPLACE</b><br> | <ul style="list-style-type: none"> <li>- 350 strategic companies identified</li> <li>- Business diagnostic in use that includes workforce development</li> <li>- Development of sector proposals (on agenda)</li> <li>- Discussions with the Mander Centre and College about details of Retail Academy model and location</li> </ul> | <ul style="list-style-type: none"> <li>- Evaluation report on the use of diagnostic and CRM system to be completed and presented at next meeting</li> <li>- Finalise Retail Academy model and location</li> <li>- Monthly performance reports from Feb 2017 onwards</li> </ul> |
| <b>CITY WORKBOX</b><br>   | <ul style="list-style-type: none"> <li>- 350K signed off by council for development costs</li> <li>- Engaged 45 residents and circa 30 providers in design</li> <li>- 'Whole systems' approach being developed</li> </ul>  | <ul style="list-style-type: none"> <li>- Launch of Workbox Jan/ Feb 2017</li> <li>- Information, advice and guidance (IAG) practitioners network established</li> <li>- ESOL strategy agreed</li> </ul>  |
| <b>LEARNING CITY</b><br> | <ul style="list-style-type: none"> <li>- Detailed feasibility and concept designs procured for City Learning Quarter</li> </ul>  | <ul style="list-style-type: none"> <li>- Review &amp; enhance City's wider learning &amp; cultural offer to be presented at next meeting</li> </ul>  |

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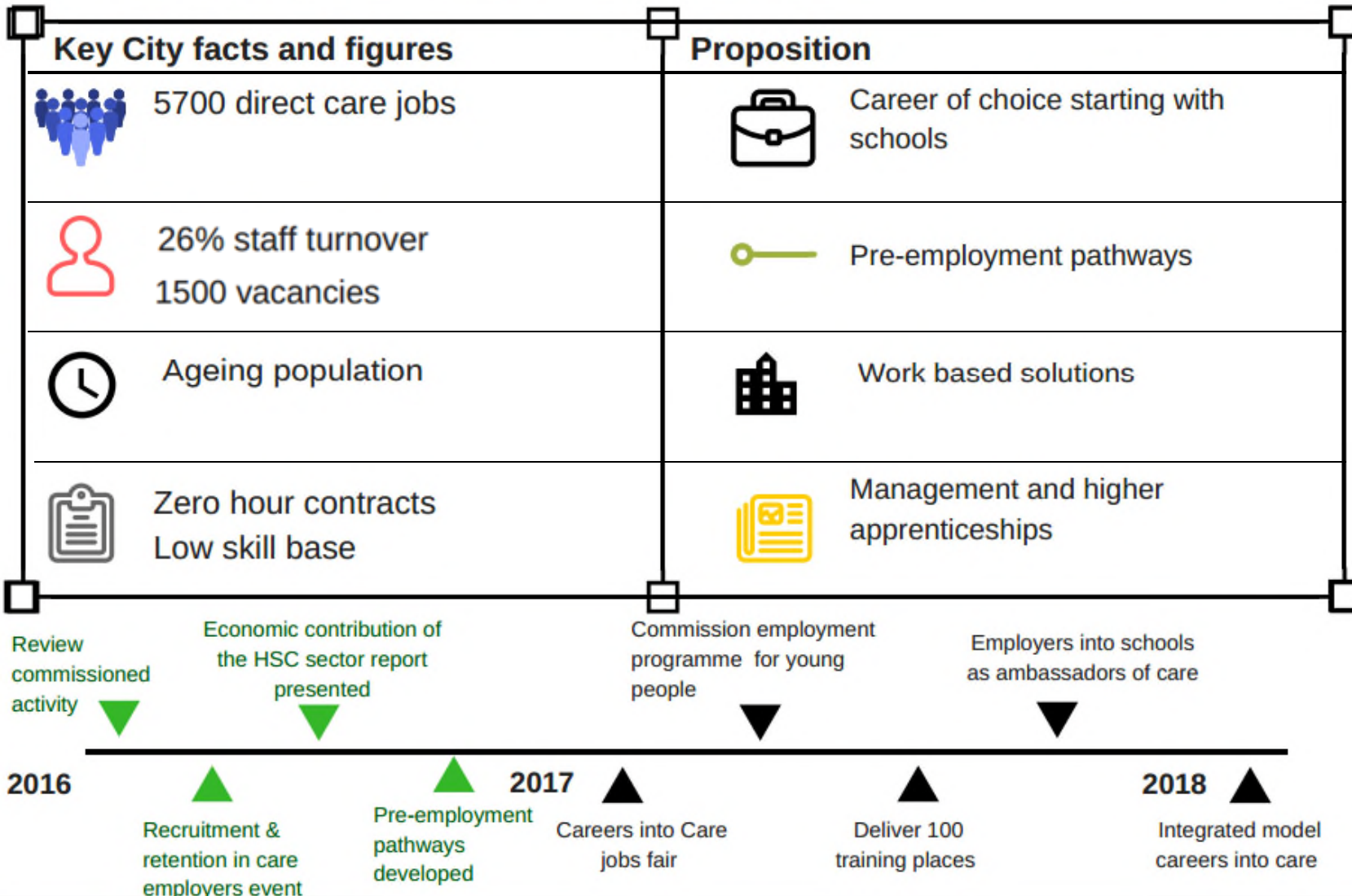
# Skills & Employment Board Update - November 2016

## Sector proposal - Retail



# Skills & Employment Board Update - November 2016

## Sector proposal - Health and Social Care



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# Briefing Note

**Title:** Stronger City Economy Panel - Skills and Employment Statistical Update

**Prepared by:** Heather Clark **Date:** 24 January 2017

**Intended audience:** Internal  Partner organisation  Public  Confidential

## Purpose or recommendation

To update the Stronger City Economy Scrutiny Panel on skills and employment statistics within Wolverhampton.

## Overview

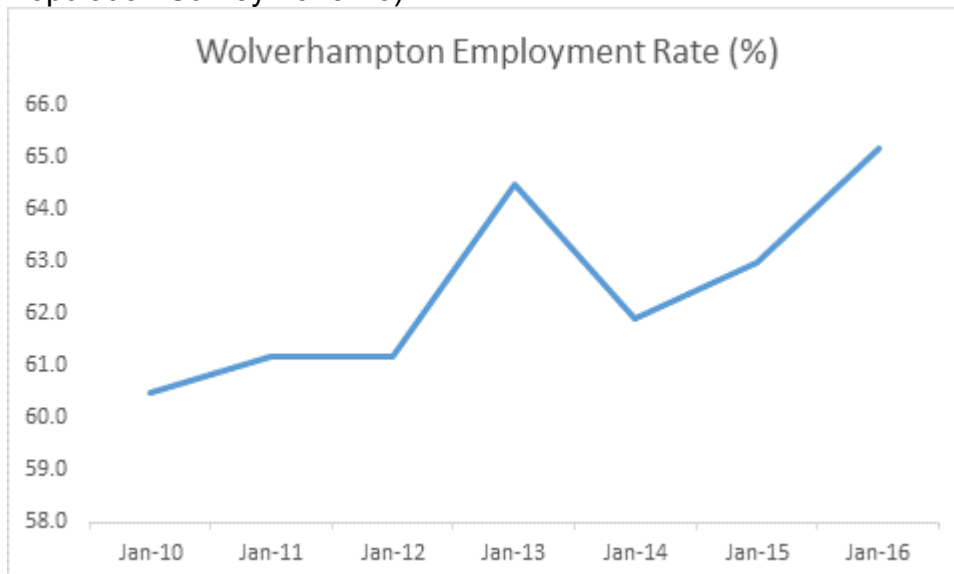
To provide an update on key skills and employment statistics to support the main report on skills and employment activities.

## Employment and Skills Statistics

Wolverhampton City Strategy 2011-2026 set the target of achieving an **employment rate** of at least 70% by 2026 from a baseline of 61.2% in 2010.

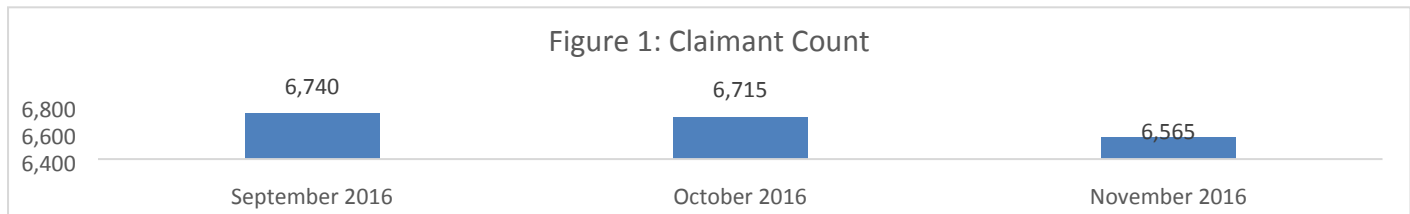
|                   | Employment Rate |
|-------------------|-----------------|
| Jul 2010-Jun 2011 | 61.2            |
| Jul 2011-Jun 2012 | 61.2            |
| Jul 2012-Jun 2013 | 64.5            |
| Jul 2013-Jun 2014 | 61.9            |
| Jul 2014-Jun 2015 | 63              |
| Jul 2015-Jun 2016 | 65.2            |

Wolverhampton's employment rate is on an upward trend and is currently 65.2% (Annual Population Survey 2015-16).

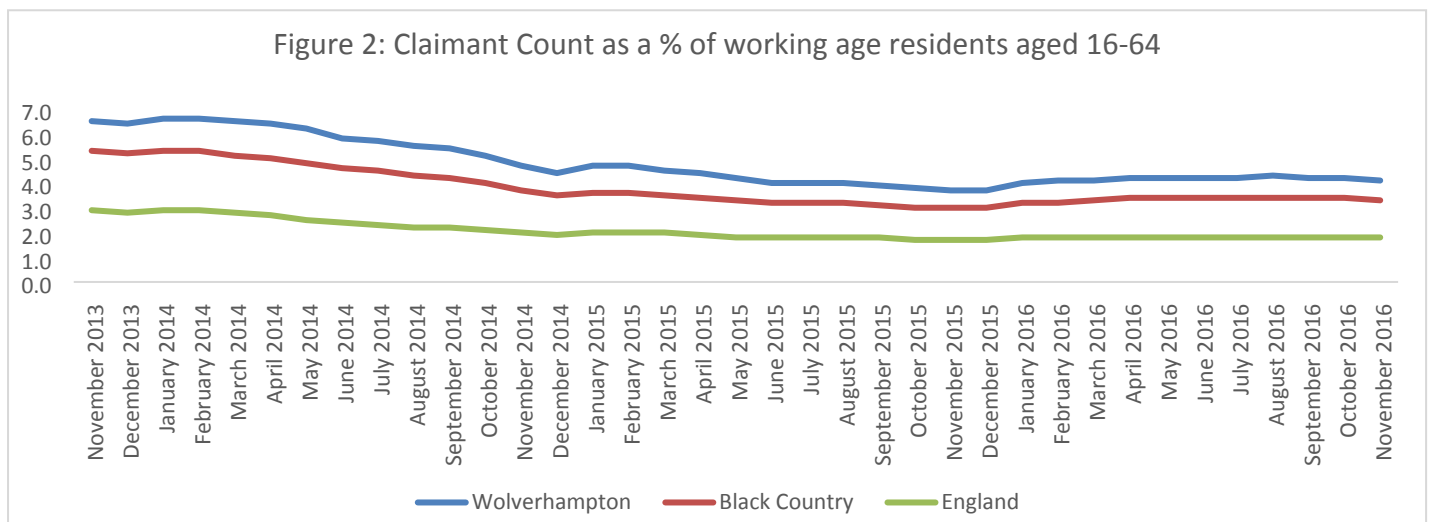


Unemployment as shown by claimant count which includes Jobseeker’s Allowance (JSA)<sup>1</sup> and the unemployment element of Universal Credit<sup>2</sup>. Claimant count has **fallen** since last month by 150. JSA (5,067) is 77% of the claimant count figure.

| Claimant Count Total (November) | Claimant Count Total (Oct) | Increase / Decrease |
|---------------------------------|----------------------------|---------------------|
| 6,735                           | 6,740                      | - 150               |



Claimant count as a percentage of the resident working age population is **4.1%**, higher than comparable sub-regional, regional and national data (see figure 2 below) and is the **fifth** highest in England and Wales<sup>3</sup>.

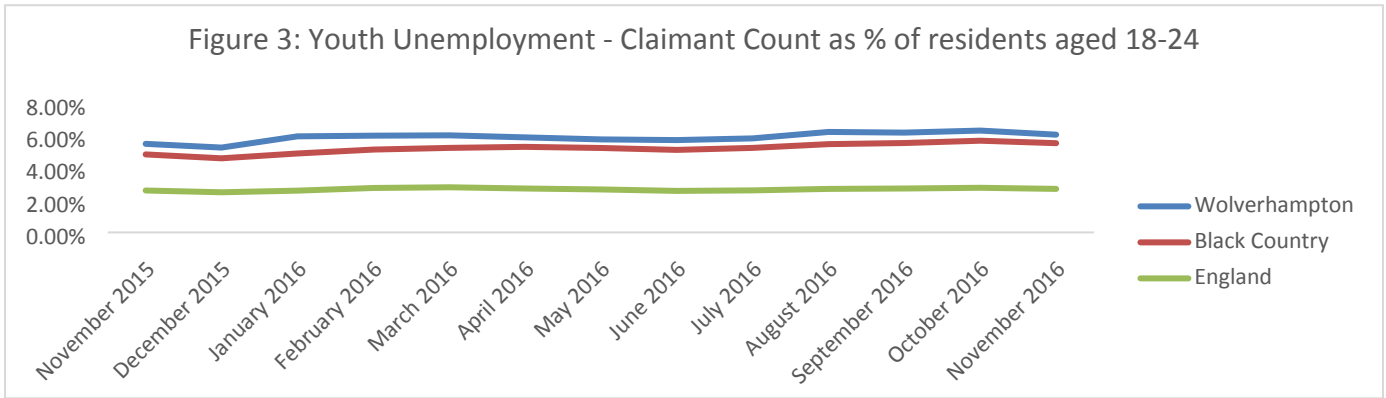


Claimant Count as a percentage of residents aged 18 to 24 (6.08%) is double the national rate of 2.70% but only slightly higher than the Black Country rate of 5.55% (see figure 3 below).

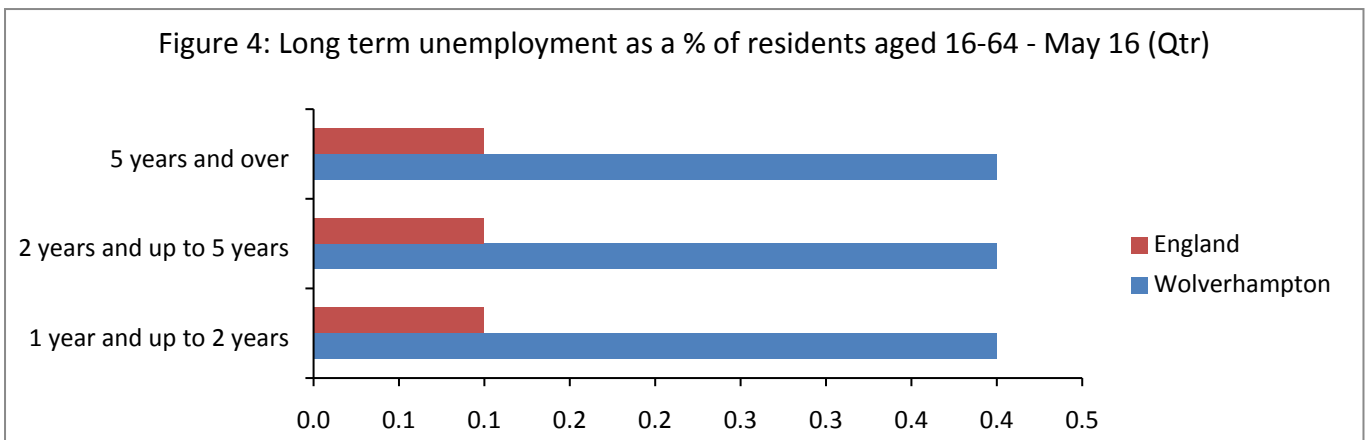
<sup>1</sup> Data is from the Office of National Statistics website NOMIS. Jobseeker’s Allowance is a benefit for people who are unemployed but capable of work. It is to be phased out and replaced by Universal Credit

<sup>2</sup> Universal Credit is a welfare benefit that will combine and replace six means-tested benefits and tax credits; income based Jobseeker’s Allowance, Housing Benefit, working Tax Credit, Child Tax Credit, income based Employment and Support Allowance and Income Support.

<sup>3</sup> Please note that due to issues with claimant counts being suppressed where the new universal credit DWP Central Payment System has been adopted, national rankings are indicative only.



Wolverhampton has a significantly higher level of long term unemployment compared to national statistics:

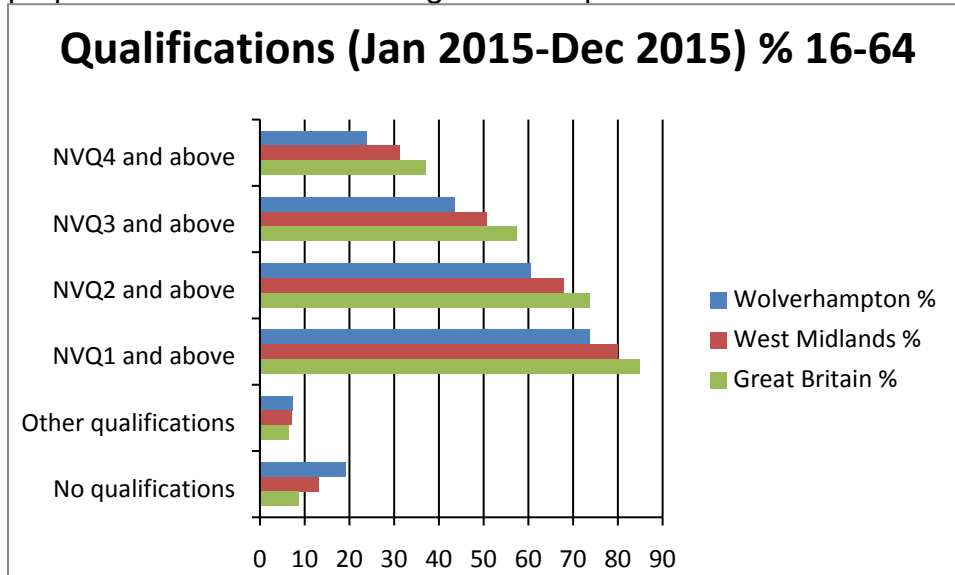


Wolverhampton's advice and information web page about Universal Credit [www.ucwolves.com](http://www.ucwolves.com) has had over 8000 hits and is being updated to incorporate learning around support required to ease the transition. Over 500 frontline workers have received training to date.

## Improve Skills within the Economy

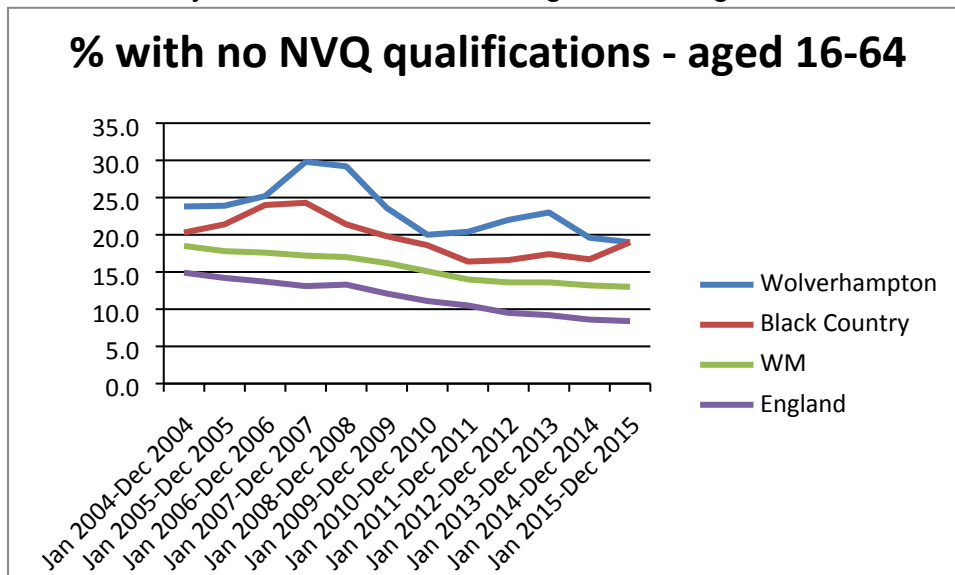
Low and no qualifications is a primary driver for unemployment and economic inactivity. Many of the new jobs created as a result of economic growth will be level 4 and above resulting in a significant mismatch between the skills levels of city residents and demand from jobs attributed to new growth.

Wolverhampton currently has a higher proportion of its residents with no qualifications and a lower proportion of residents with higher level qualifications.



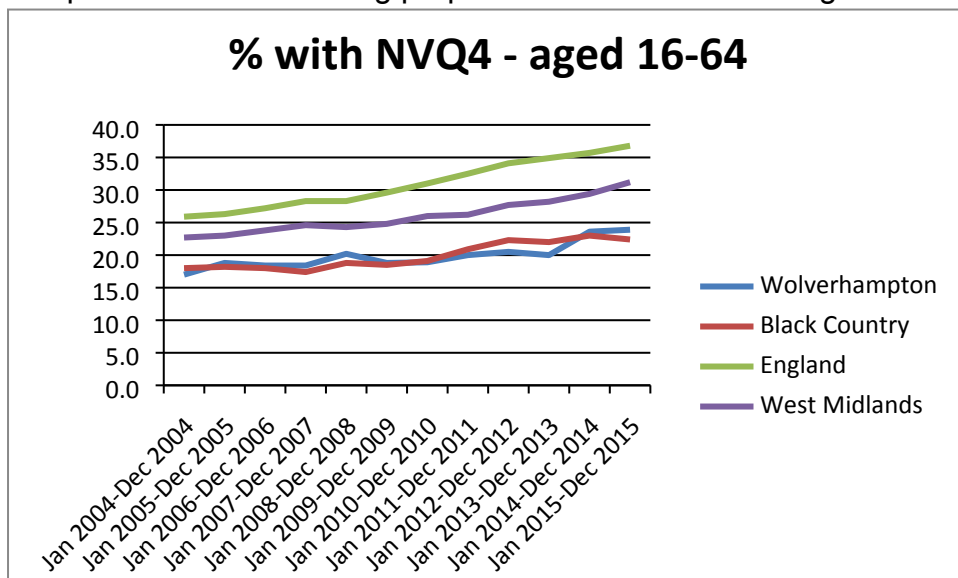
ONS annual population survey

However the proportion of residents with no qualifications is reducing closing the gap between Black Country, West Midlands and England average.

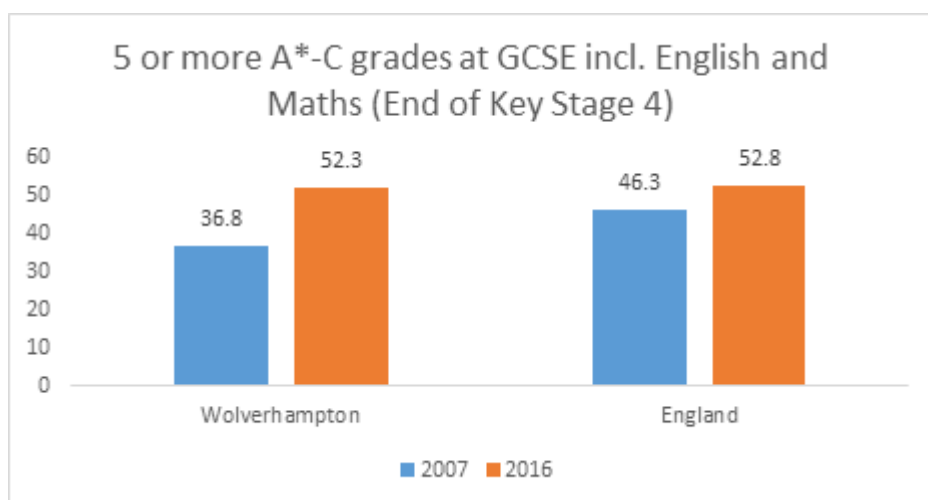




Coupled with an increasing proportion of residents with higher level qualifications:



**Educational attainment:** Wolverhampton has improved considerably since 2007 when it was in the bottom quartile of councils in England for GCSE performance, it has grown 15 points from 36.8% to 53.3% and has achieved almost a national average.



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## Update on actions against recommendations of Scrutiny Review Employment and Skills 2015

| Recommendation   | Update  |
|--|---|
| <p>R1. That the Council takes a stronger role as the champion and honest broker within and across partnership forums to ensure that employment and skills outcomes are effectively delivered.</p>  | <p>In 2016, we established the Skills and Employment Board to drive forward the Skills and Employment Action Plan. The Board has representation from major institutions and key sectors including business, Job Centre Plus the University, College, and voluntary community sector. The chair is a local business representative. The Skills and employment Board reports to the City Board and includes representation of the Economic Growth Board and Inclusion Board. Refer to 3.1 in the main report.</p> |
| <p>R2. That the Council utilises its role of champion and honest broker within partnership working to generate confidence and credibility in the capability of the City to deliver against the employability and skills agenda, linking strongly with the Council's Corporate Communications Team.</p>   | <p>The Council has developed, on behalf of the broader partnership, the Skills and Employment Action Plan and components such as the workbox (3.9) and post 16 skills plan (appendix). A One City Skills Conference was held on 30 November 2016 and attracted over 100 attendees from local skills and employment organisations in which they signed up the work plan, developed the detail of the plan and signing up to the principles.</p>  |
| <p>R3. That the City develops a long term cross partnership strategy for employability and skills to achieve a step change in reducing the number of the working age population with no qualifications and not in employment. The strategy should:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> provide clarity of roles and responsibilities whilst also ensuring quality provision</li> <li><input type="checkbox"/> make provision for oversight and accountability, consideration should be given to establishing a bespoke forum to maintain oversight of this agenda</li> <li><input type="checkbox"/> take into account the extent of the issues facing the City and ensure interventions are scalable and closely aligned to the</li> </ul> | <p>Skills and Employment Action Plan (3.2 onwards) in place. A three year plan will be developed by the Skills and Employment Board.</p>  |

|   |   |
|---|---|
| <p>emerging work on the Combined Authority</p> <ul style="list-style-type: none"> <li>□ ensure consistency of approach for young people in the City</li> </ul>  |   |
| <p>R4. That schools be strongly encouraged to fully engage in the partnerships in the City that are dealing with employability and skills issues to meet the reasonable expectation that schools will support young people to develop soft skills, receive careers advice and gain work experience to get work ready.</p>   | <p>The post 16 Skills Plan (appendix to main report) sets out actions to encourage schools to provide independent advice and guidance, pre-apprenticeships curriculum, meaningful careers education and guidance. The plan is delivered by a range of partners and internally through the Education Business Partnership and Connexions. Majority of schools are signed up to the Quality Careers Education Information Advice and Guidance (CEIAG) award.</p>  |
| <p>R5. That the Council has a key role as an influencer for example specific work needs to be undertaken with Department for Works and Pensions (DWP) to consider more flexibility regarding Job Seeker Allowance (JSA) and voluntary work experience arrangements.</p> <p>This influencing role needs to extend to issues of skills and employability that relate to the combined authority.</p> | <p>The Council are in discussion with DWP around freedoms and flexibilities:</p> <ol style="list-style-type: none"> <li>1. <b>Work more closely in partnership with DWP at local level</b> including regular meetings and information sharing between frontline staff.</li> <li>2. <b>Recognising basic skills needs</b> where claimants are identified as requiring additional support with basic skills to support them with their employability, any courses that they attend should be counted towards their claimant commitment.</li> <li>3. <b>Drug and alcohol</b> work collaboratively with DWP and Health to understand the scale and develop solutions to drug and alcohol as a barrier to employment for young people</li> <li>4. <b>JCP should allow young people to attend extended employability programmes to support them into work to reflect the needs in Wolverhampton.</b> Many young people require support with their soft skills, confidence building, CV's and interview skills and understanding of reality of work to help them to become job ready and stay in work.</li> <li>5. <b>Funding to support to help young people stay in work.</b></li> </ol> |

|  |  |
|--|--|
|  | <p>Impact can support those young people who have been supported into work by the Impact project but not young people supported into work by JCP mainstream.</p> <p>6. Major programme funding to address youth unemployment – the European Social Fund (ESF) and Youth Employment Initiative (YEI) funded Impact Project - is only funded until mid-2018. If Impact successfully met its job targets, we could make a significant impact on youth unemployment locally, can <b>DWP consider continued funding for local activities to address local needs beyond mid 2018.</b></p> <p>The new DWP/ CWC project (3.12 onwards) will provide greater flexibility on employment support working with those pre-work and in work, provide more intensive support to the unemployed and work with graduates as well as unemployed.</p> |
| <p>R6. That Partnership working needs to ensure a far greater understanding of the support available across agencies in terms of the customer journey for our residents seeking work</p>   | <p>The Workbox (3.9) will set out multiple customer journeys modelled around typical customers, based on evidence and input from organisations and individuals, providing a much stronger and more effective way of engaging and participating in skills and employment activities. This will strongly link to individualised and tailored support throughout the journey.</p>   |
| <p>R7. That the Council and its partners implement a series of initiatives, which include:</p> <ul style="list-style-type: none"> <li>a) A toolkit outlining the available support for aspirant individuals in the City to enable them to access employment and enterprise</li> <li>b) A mentoring programme for entrepreneurs</li> <li>c) Collaborating to deliver a joined up, high quality work experience programme</li> </ul> | <p>The Wolverhampton Workbox will provide a fully functioning, interactive website providing information, advice and job opportunities around skills and employment.</p> <p>We have recently commissioned a VCS Enterprise project to move them towards and into self-employment which complements various ERDF funded provision.</p> <p>The Education Business Partnership service have enabled 1563 students to be on work experience, supported by 1049</p>   |

|  |  |
|--|--|
| <p>d) A multi-agency volunteering strategy that includes employment pathways for volunteers</p> <p>e) A clear pathway of support for young people to get work ready, including consistency relating to work experience opportunities and the development of life skills.</p>   | <p>companies in and around Wolverhampton</p> <p>As part of our VCS commissioning work, we have embedded volunteering within and changed model of delivery to a structured and supported route for volunteering</p> <p>The European Social Fund (ESF) and Youth Employment Initiative (YEI) funded Impact project (3.29) supports young people along their pathway into employment.</p>   |
| <p>R8. That the City develops appropriate business support to enable the growth and development of small and mediums size enterprises (SMEs) and should offer targeted support to budding entrepreneurs and innovators. This should build on the work of the Black Country Growth Hub and the business led forums in the city.</p> | <p>The Council led on the development of the Black Country Growth Hub (3.4) and more recently a European Regional Development Fund (ERDF) bid AIM (Advice Invest and Market Development) which will provide more capacity to support SME's grow. Diagnostic designed to provide more meaningful support to businesses and enable them to design the support package to meet their needs.</p>   |
| <p>R9. That the Council works closely with businesses to ensure that they recognise the value, and return on investment, to their business from training their employees and supporting career progression.</p>  | <p>The Skills for Growth team (3.5) engage with employers to identify their skills and employment needs and supports them to access appropriate support.</p> <p>Wolves@work pledge as part of the joint CWC/DWP project (3.12) will work with employers to assist pre-recruitment and sustained employment including workforce development.</p>  |
| <p>R10. That the Council develop and effectively utilise a robust intelligence base to better understand the trends in business growth and job opportunities, future skills needs, and resident profiles. This should include specific intelligence relating to age, geography and other equality characteristics</p>              | <p>In addition to statistic collection, our approach to business relationship and diagnostic is capturing intelligence on business needs and market growth contributing to the shaping of services and informing partner and wider stakeholder processes. The Enterprise team will look to engage and capture through our relationships with businesses, the following</p> <ul style="list-style-type: none"> <li>✓ understand and respond to the latest thinking,</li> <li>✓ trends and innovation in key sectors;</li> <li>✓ to provide feedback to the Growth Hub and other partners</li> </ul> |

|   |   |
|---|---|
|   | <ul style="list-style-type: none"><li>on key products and services;</li><li>✓ to secure engagement in the Councils regeneration and place growth agenda;</li><li>✓ to gain a heads up on any potential growth opportunity or de investment decision</li><li>✓ understand local supply chains,</li><li>✓ business financing arrangements,</li><li>✓ Workforce development plans.</li></ul> |
| <p>R11. That the Council utilises its staffing teams to gather intelligence, broker partner relationships and work closely with businesses in the City.</p> | <p>The Enterprise Team’s Business Development Managers are proactively target 250 companies within the city to facilitate and enable growth and capture benefits for local residents. Many of these businesses are located within our strategic corridor areas: Northern Corridor, Southern Corridor and the City Centre.</p>   |

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