

City priorities

- 2** Well skilled people working in an inclusive economy
- 3** More good jobs and investment in our city

Stronger City Economy

Scrutiny Panel

17 February 2022

Presenter:

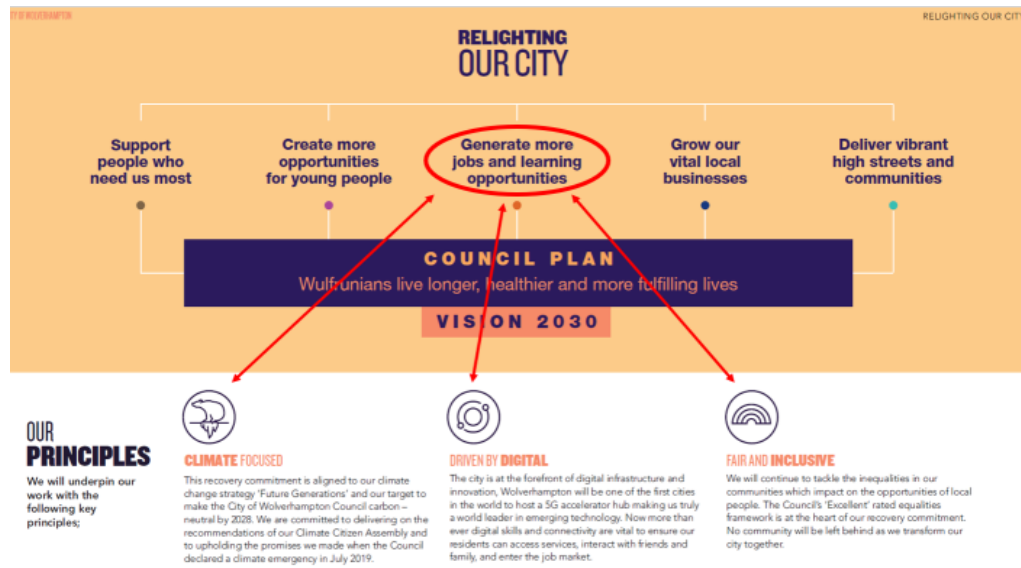
Richard Lawrence
Director of Regeneration

PROTECT

[wolverhampton.gov.uk](https://www.wolverhampton.gov.uk)

Overview

- Presentation will focus on the activity around Jobs, Skills and Learning Opportunities
- Provide background to regional and national data and trends
- Overview of work emerging within Jobs, Skills and Learning Opportunities (including Wolves at Work, Kickstart and Learning City) and Place Level Economic Scrutiny)



Why is “Generating Jobs and Learning Opportunities” important?

- Wolverhampton has high levels of unemployment, 4th highest in country, and economic inactivity, exacerbated by the pandemic.
- Youth Unemployment is highest in the country: over 2,660 young people (aged 18 to 24) are not in education, employment or training (EET) *(Data used for City Summit, Nov 2021).*

Barriers to Employment or Training

- Lack of engagement with the job and learning opportunities.
- Low skill levels, low academic attainment.
- Lack of clarity over what opportunities are available.
- Ineffective careers information, advice and guidance (IAG).
- Mismatch between supply and demand of job vacancies, leading to skills gaps and skills shortages.
- Low aspiration and inter-generational unemployment.
- Covid-compounded issues around low confidence, mental health, social isolation

Data and Trends

Claimant Count by LA for December 2021 – Aged 16 to 64 (December 2021)

Claimant Count (CC) by local authority

Age Group

Aged 16 to 64

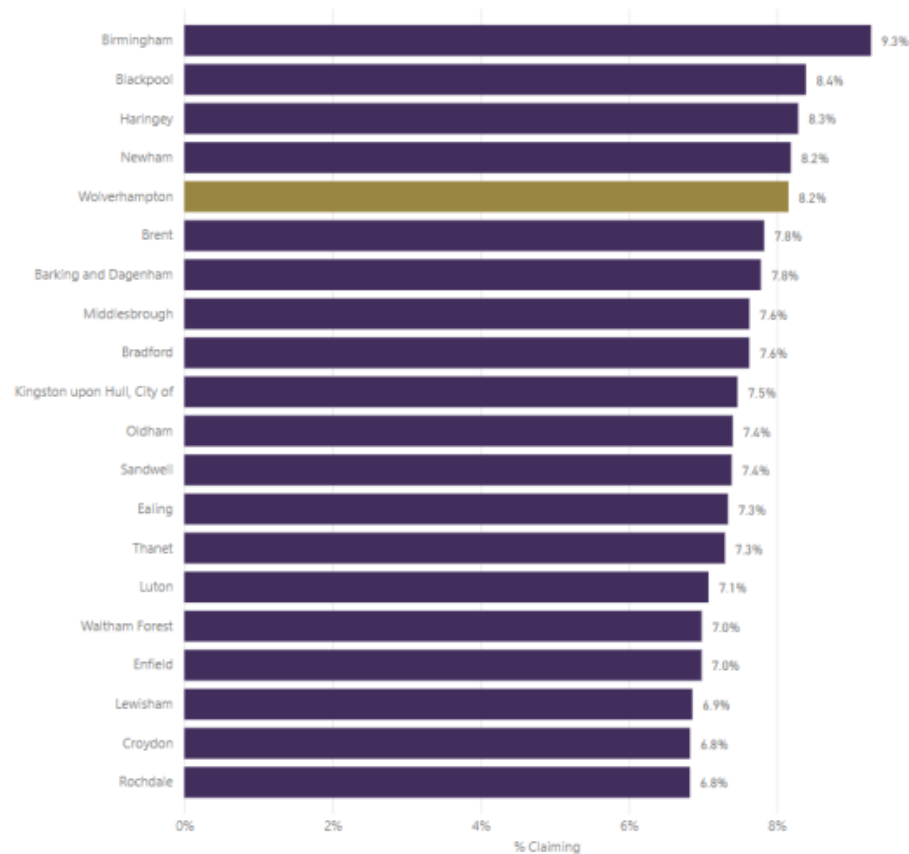
Quartiles (Hold Ctrl to multi-select)

All

Total claimants

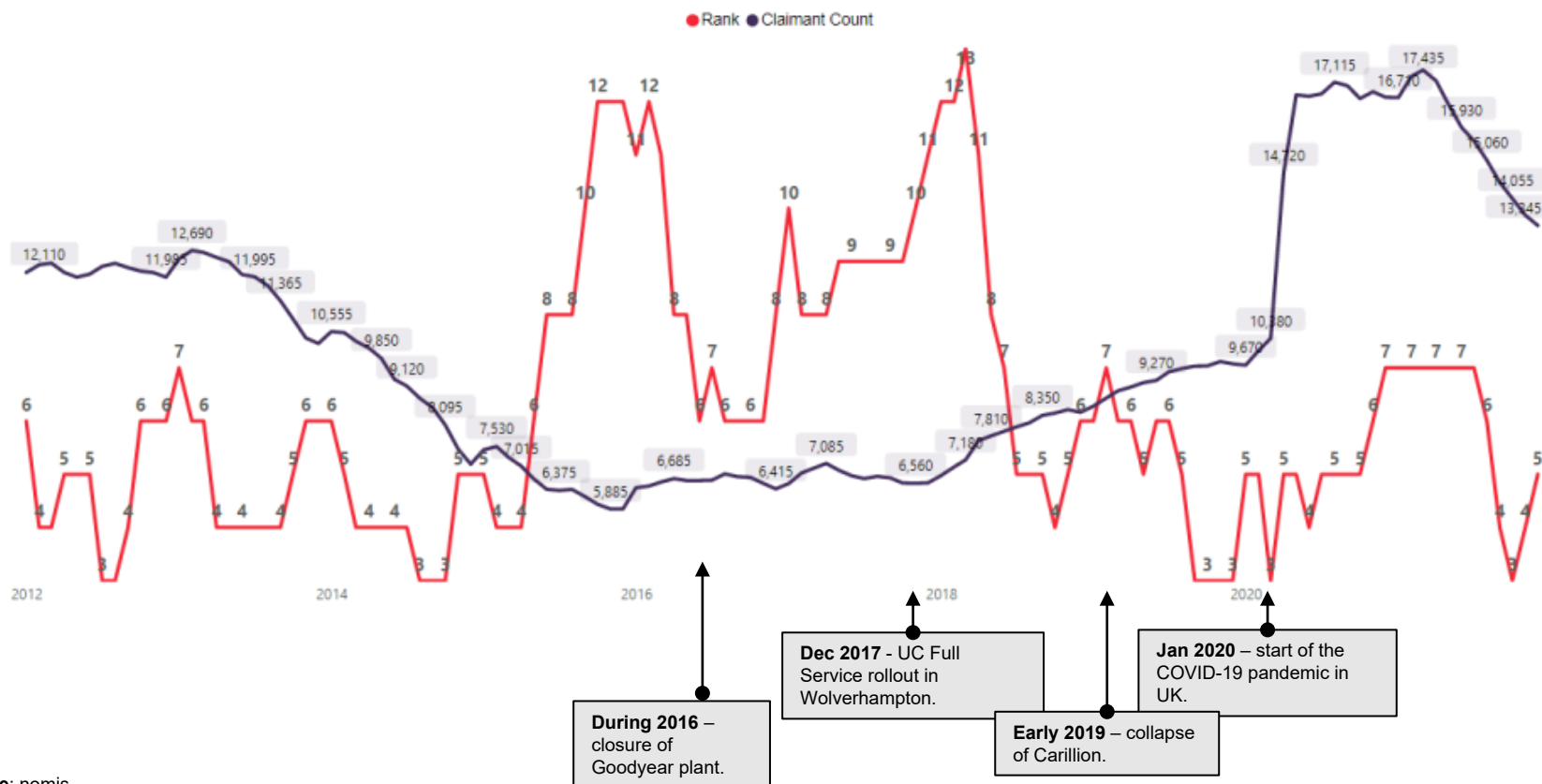
13345

Unemployment across the UK for December 2021: Aged 16 to 64



Unemployment

Wolverhampton – Working Age Claimant Count and Rank



Claimant Count by LA for December 2021 – Aged 18 to 24 (December 2021)

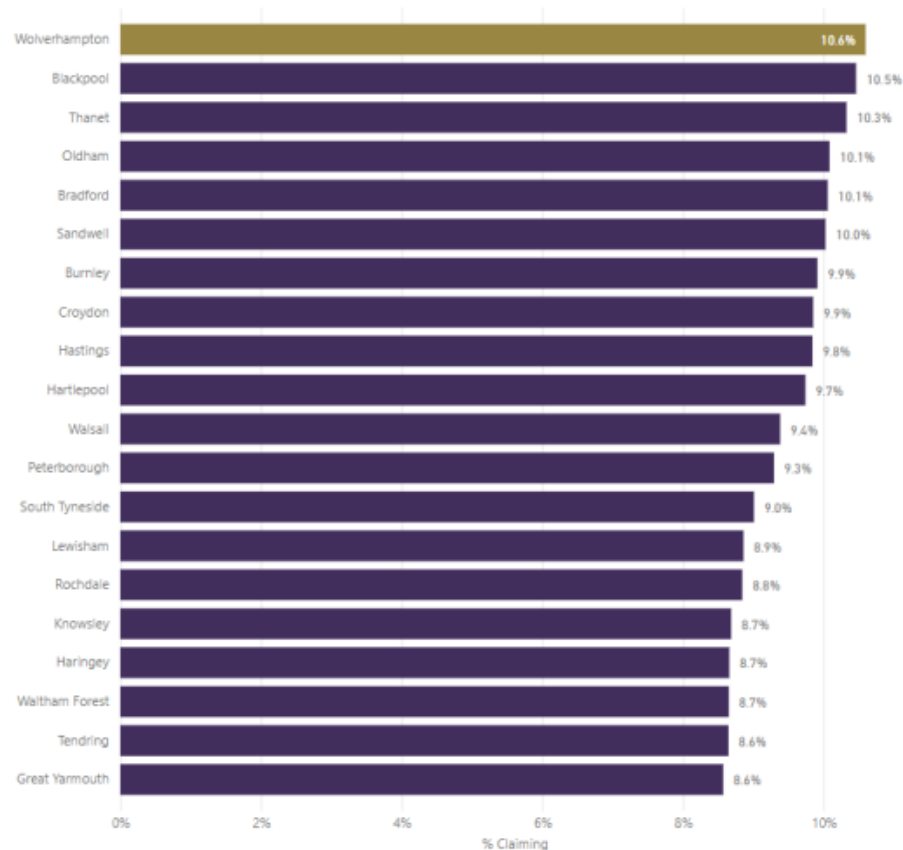
Claimant Count (CC) by local authority

Age Group Aged 18 to 24 Quartiles (Hold Ctrl to multi-select) All

Total claimants

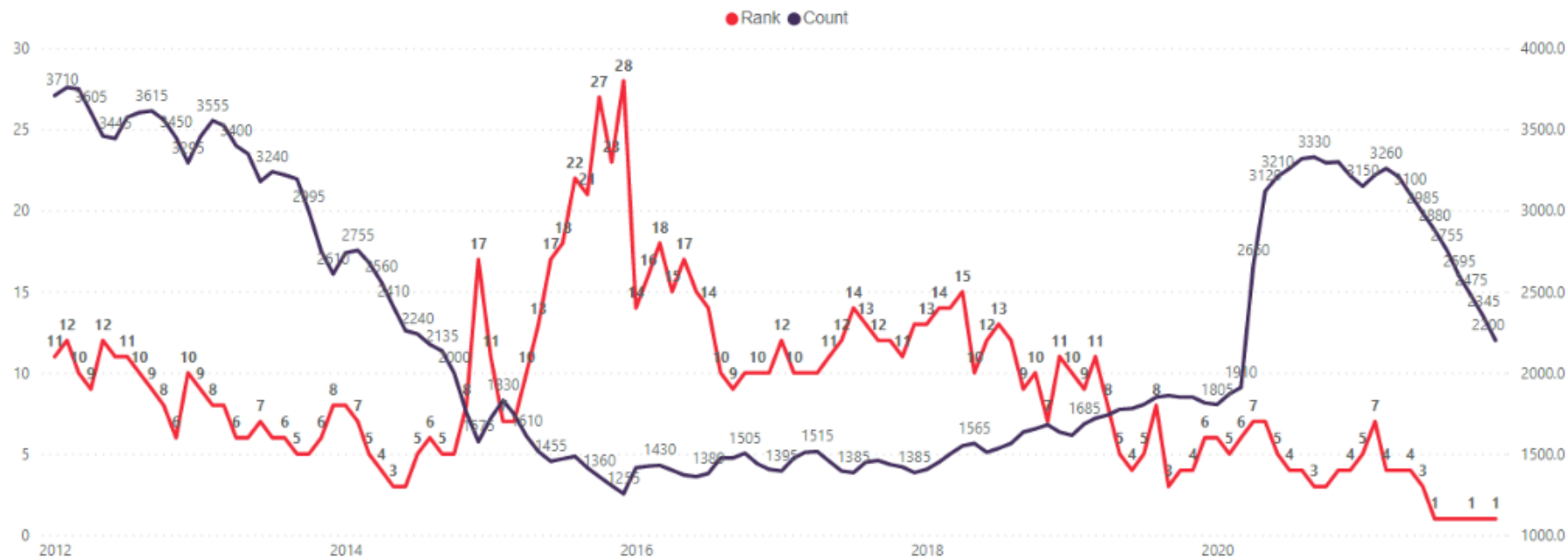
2200

Unemployment across the UK for December 2021: Aged 18 to 24



Unemployment

Wolverhampton – Aged 18-24 Claimant Count and Rank



Claimant Count by LA for December 2021 – Aged 50+ (December 2021)

Claimant Count (CC) by local authority

Age Group

Aged 50 to 64

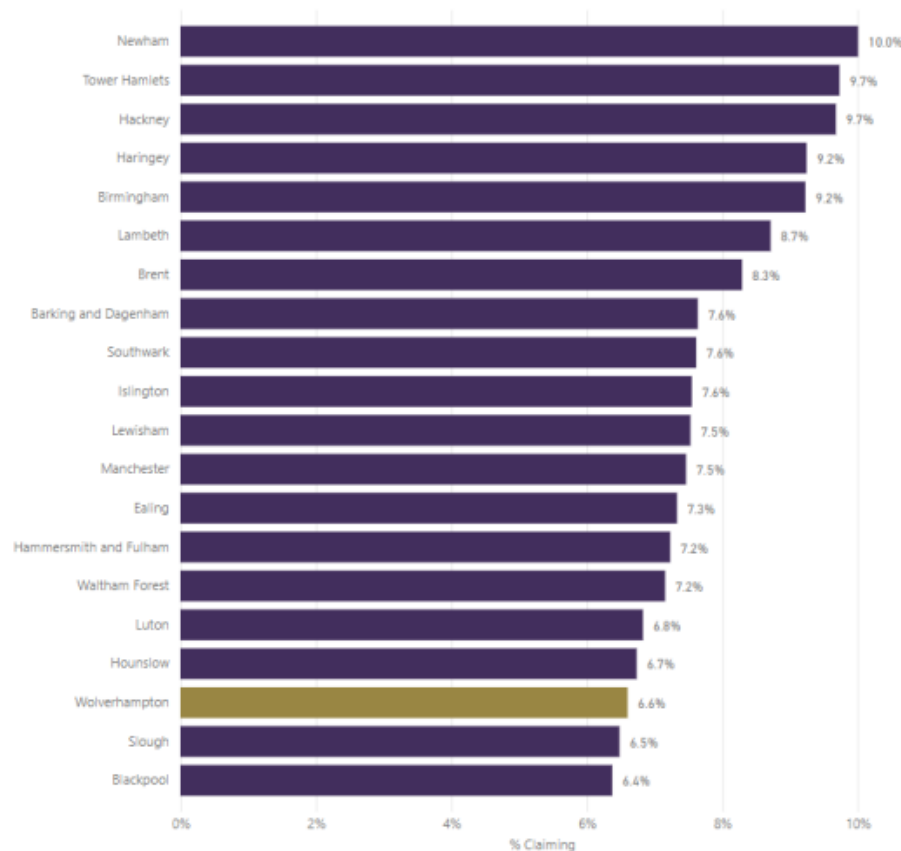
Quartiles (Hold Ctrl to multi-select)

All

Total claimants

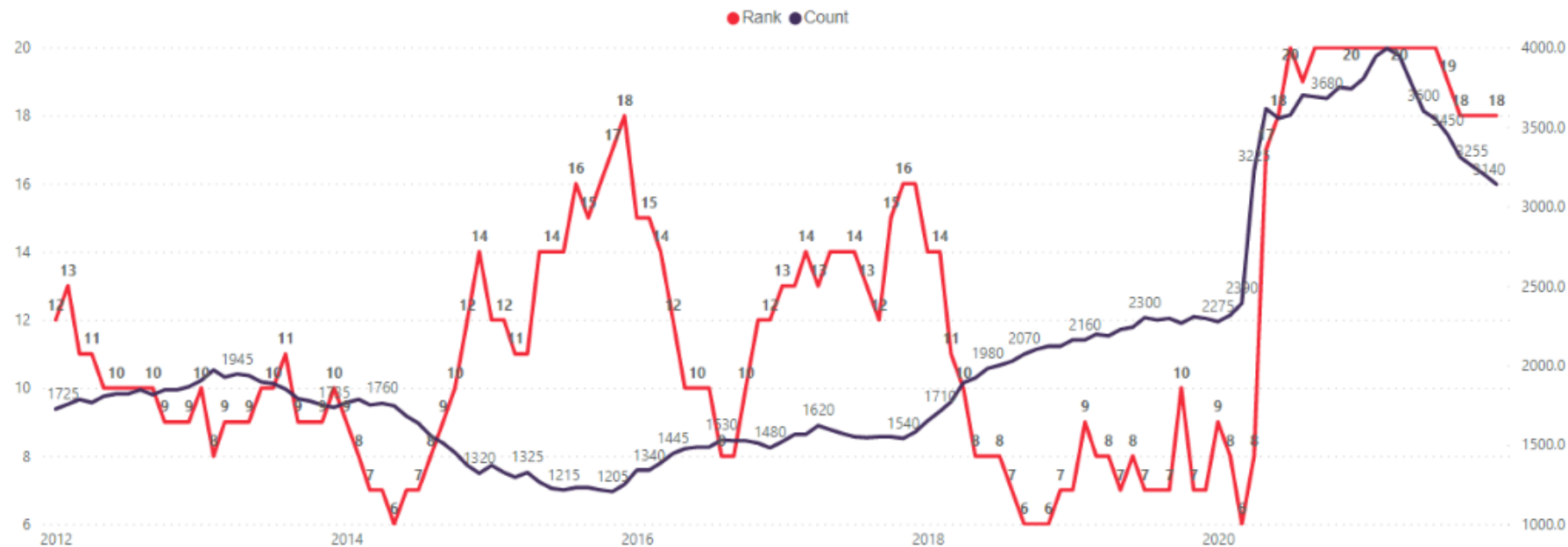
3140

Unemployment across the UK for December 2021: Aged 50 to 64



Unemployment

Wolverhampton – Aged 50+ Claimant Count and Rank



% Annual Participation Rates 16 & 17 year olds March 2016 to March 2021

Year	England	West Midlands	Wolverhampton
2016	94.0	92.7	94.7
2017	94.0	93.4	95.3
2018	94.5	94.5	95.5
2019	94.5	94.7	96.7
2020	94.5	94.3	96.5
2021	93.2	93.4	96.1

Our 16 to 17 year old participation rates are good, and our NEET levels are low.

The city consistently sits in the top quintile in the country for low NEET and Not Known figures.

What happens at age 18?

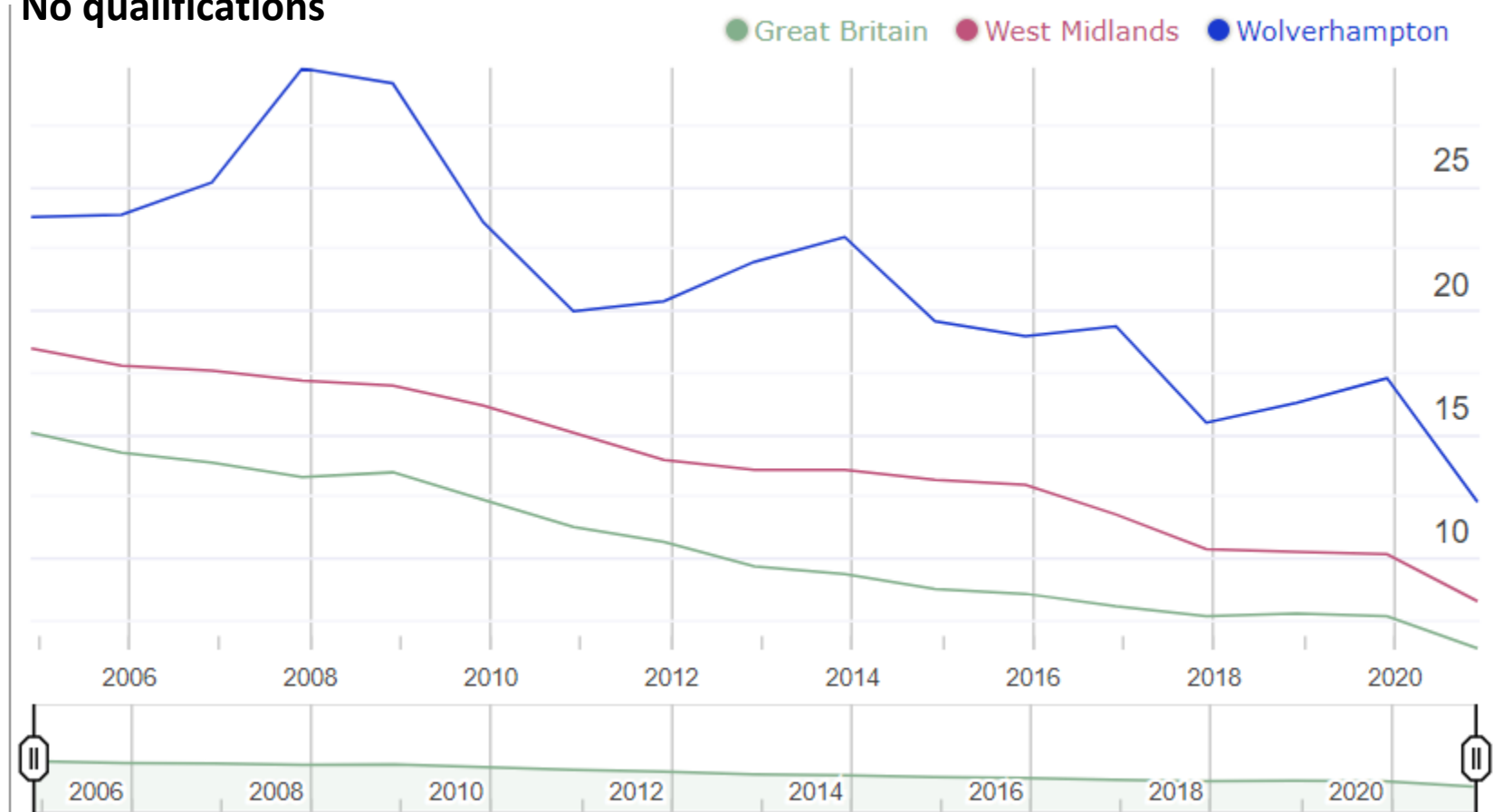
Skills Levels

Qualifications (Jan 2020-Dec 2020)			
Wolverhampton (Level)	Wolverhampton(%)	West Midlands(%)	Great Britain(%)
NVQ4 And Above	31.6	37.1	43.1
NVQ3 And Above	48.0	56.8	61.3
NVQ2 And Above	66.5	74.8	78.1
NVQ1 And Above	76.4	85.0	87.7
Other Qualifications#	11.3	6.7	5.9
No Qualifications	12.3	8.3	6.4

Source: ONS annual population survey

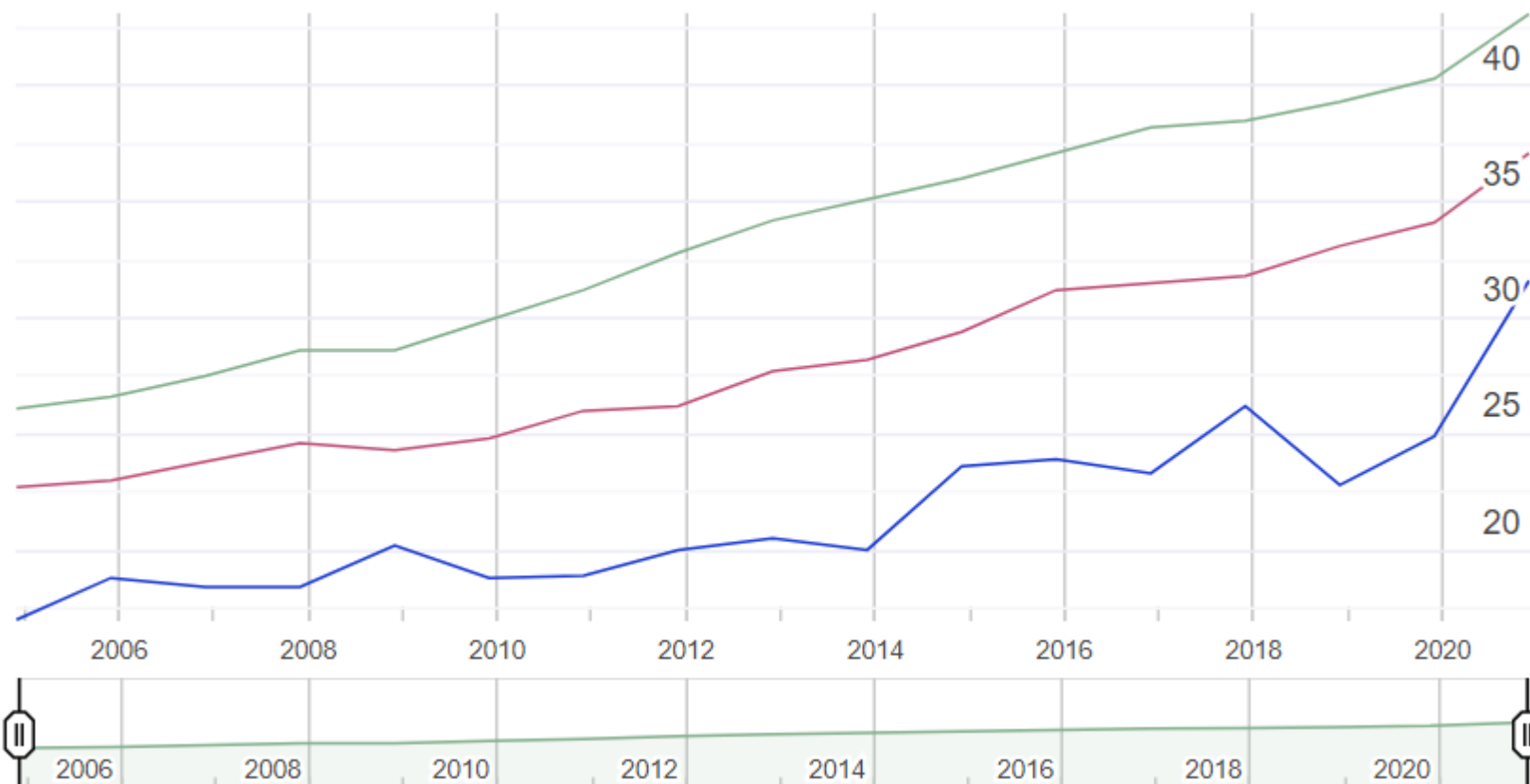
Overseas qualifications and some professional qualifications.

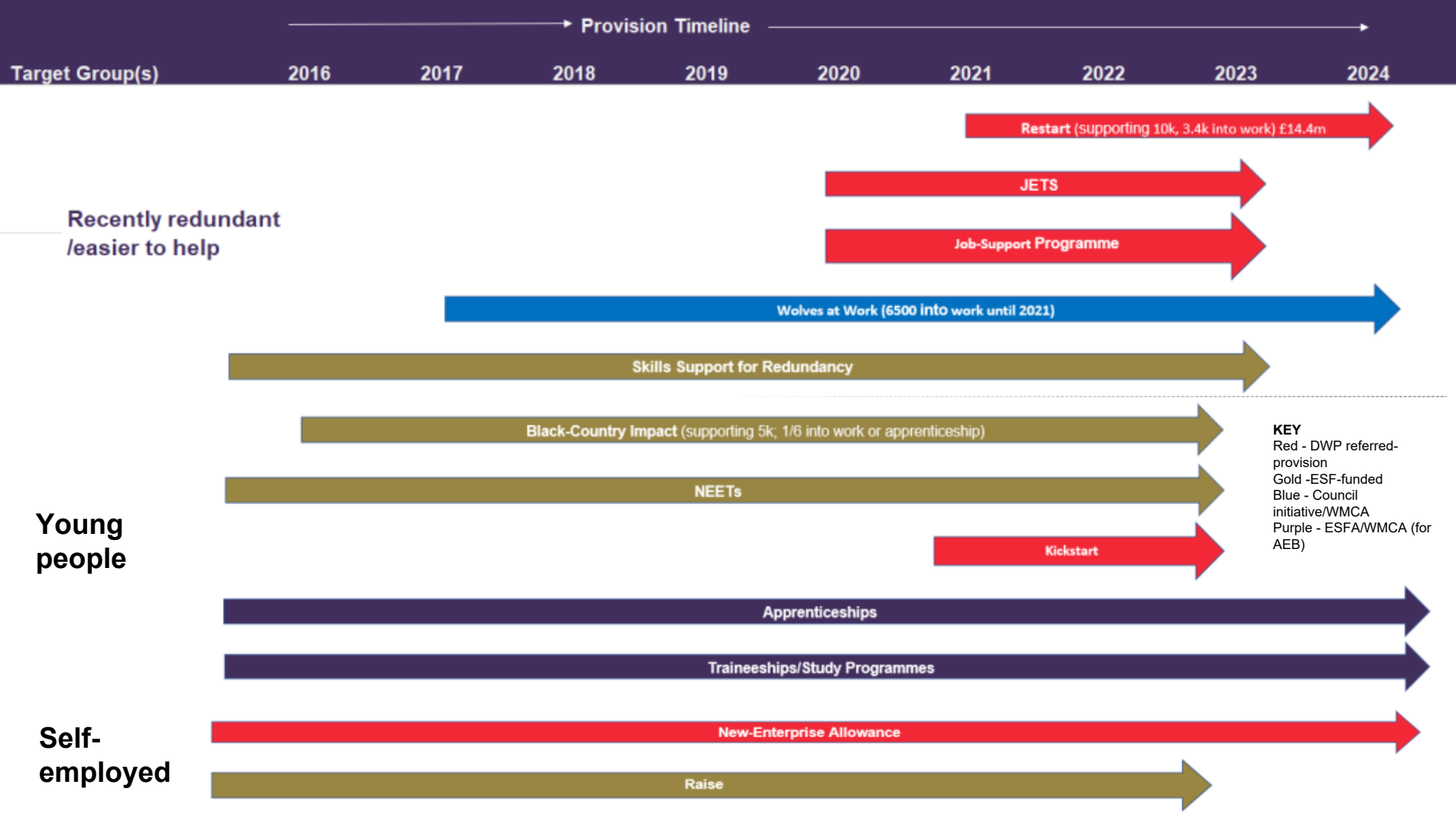
No qualifications

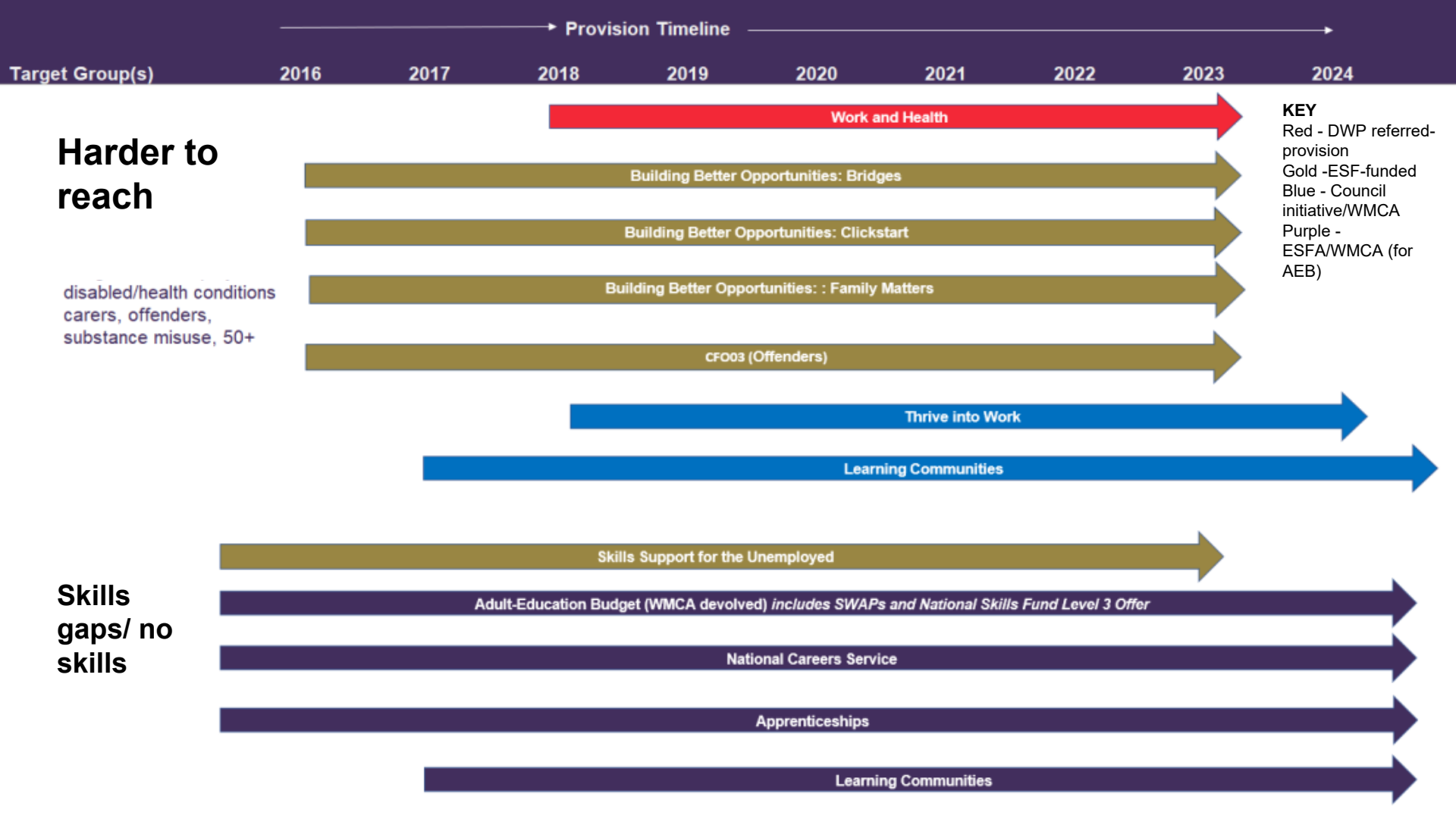


Level 4 and above

● Great Britain ● West Midlands ● Wolverhampton

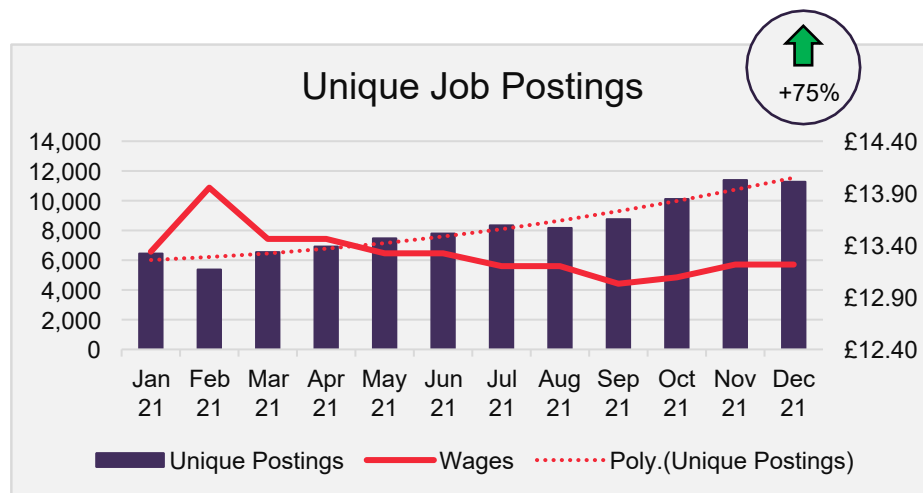






Key Trends – January 2021 to December 2021

- Between January 2021 and December 2021, the number of unique job postings per month increased by 4,828 or 75%. There has been a general upward trend in the number of unique postings since February 2021.

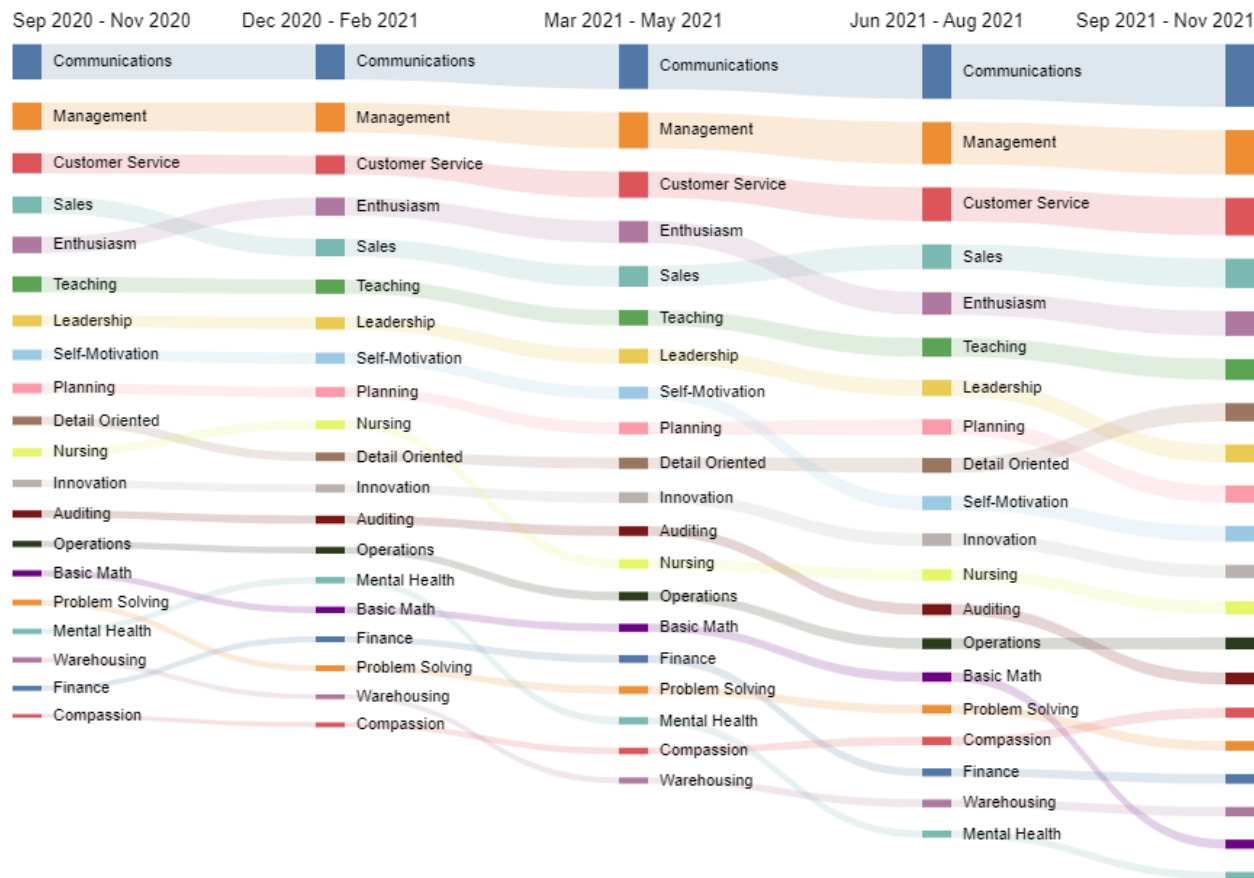


Top 10 Job Titles by Unique Job Postings (January 2021 - December 2021)

Job Title	Median Advertised Salary	Unique Postings from Jan-Dec 2021	% Change (Jan-Dec 2021)
Support Workers	£19,264	445	43%
Teaching Assistants	£19,264	292	100%
Warehouse Operatives	£20,800	288	165%
HGV Class 1 Drivers	£34,944	215	68%
Registered Nurses	£36,736	212	(17%)
Health Care Assistants	£20,288	208	(2%)
Forklift Drivers	£21,824	203	38%
Care Assistants	£20,032	191	48%
Cleaners	£18,752	165	41%
Recruitment Consultant	£25,024	164	54%

Demand for hard and common skills

- This visual provides an overview of demand for hard and common skills over time based on job postings data.
- **Communications, Management and Customer Service have consistently been the most in demand skills in job postings in the quarters since September 2020.**



Future workforce challenges and opportunities

- **Recruitment** - employers are reporting a high number of vacancies which they cannot recruit to
- **A gap in 'inclusive employment'** - employers need to be encouraged to access new talent pools e.g. vulnerable groups cohorts
- **Employee expectations have changed since the pandemic** – staff looking for flexible working opportunities which some employers cannot/ do not provide, some are hesitant about returning back to the office, whilst others prefer not to work from home
- **Returning furloughed staff** – some employers are reporting hesitancy to return to work from furloughed staff or are reporting that staff have found other employment resulting in recruitment issues and skills gaps particularly in sectors such as hospitality
- **Lack of investment in skills and training** – some employers are not succession planning sufficiently which is resulting in recruitment issues, unmotivated workforces and impact on productivity
- **Social value** - supporting inward investment in key regeneration projects to maximise employment opportunities for all residents needs to link better into Wolverhampton pound work
- **Employment growth** – we need to understand if we have got the right skills and talent pool to fulfill job roles in the future.

What does this tell us?

Key Issues

1. Challenges remain the same – covid has exacerbated the barriers
2. Digital inclusion – access to the right technology and skills to use it
3. Skills eco-system – complex and difficult to navigate
4. Communication Gap – between employers and particularly young people
5. Mental health and wellbeing – pandemic has had a negative impact
6. Local business base – still struggling post pandemic with recruitment
7. Government employment schemes – mixed opinions

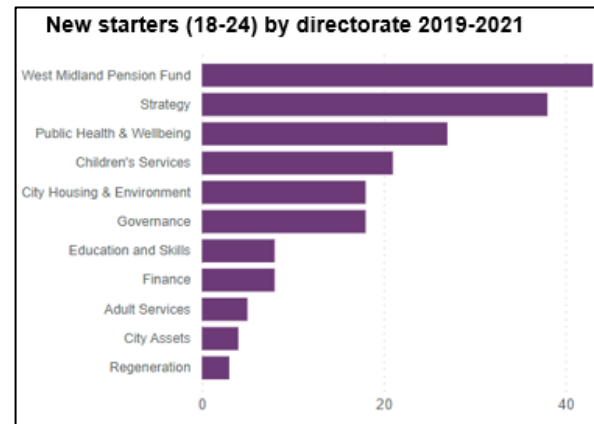
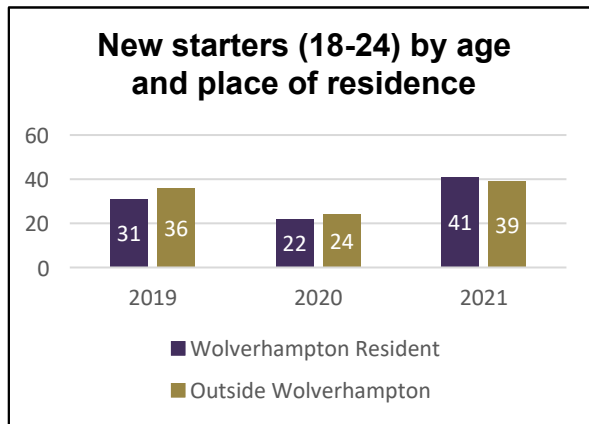
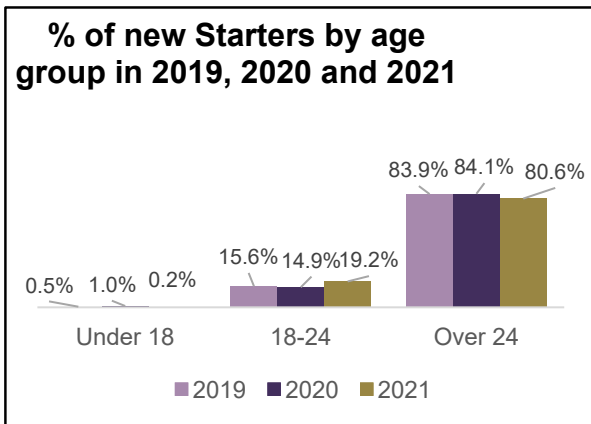
**What are we doing to address the
issues and what impact is that
activity having?**

Youth Employment

- The city council is leading and facilitating a one-city approach to increasing youth employment, focusing on those young people, aged 18 to 24, claiming Universal Credit.
- This is backed by Wolves at Work 18-24 Programme of targeted interventions, funded by an initial £3 million budget, from a combination of the Recovery Reserve and Covid Emergency Grant.
- Actions so far:
 - City Summit in November 2021, attended by over 100 people, with 60 pledges of support received from employers, training providers, voluntary sector organisations.
 - City Ideas Fund of £100,000 launched in November 2021, 48 applications received, first two projects underway, others will be appraised and successful bids approved by end February 2022.
 - Two Youth Summits arranged for March 2022 (postponed from January due to Covid restrictions).
- In addition
 - Impact programme extended until June 2023, supporting unemployed young people into work or training. Over 2,500 18 to 24 year olds have been supported through the programme, with 53% entering employment or training.
 - Kickstart programme ends March 2022. There have been 72 placements on offer, 42 in external companies, 30 within the council. Wolves at Work team working with young people to secure employment either in existing role / business or other company.

CWC - Youth Recruitment

City of Wolverhampton Council – Youth Recruitment (2019-2021)



- Number of new starters under 24 years:
 - 2019 - 67,
 - 2020 - 46
 - 2021 - 80
- Generally, the number of recruitments by age increases the higher the age. This follows the city trend - ONS Annual Population Survey (latest data - June 2021) employment rates:
 - 16-to-19-year-olds - 35.8%
 - 20-to-24-year-olds - 74.2%.

- The proportion of new starters (aged 18 to 24) that were Wolverhampton residents versus outside Wolverhampton residents at the point of employment has increased over the past three years.
 - 2019 - 46% were Wolverhampton residents
 - 2020 - 48%
 - 2021 - 51%.

- The top 3 Directorates for newly recruited employees aged 18-to-24 are:
 - West Midland Pension Fund
 - Strategy
 - Public Health and Wellbeing

Other Employment and Skills Initiatives

Wolves at Work

- Wolves at Work is a partnership between the council and DWP, that started in 2017, to help job ready residents into sustainable employment, and to help businesses fill vacancies and meet their social value / corporate social responsibility.
- Since the start of the partnership, Wolves at Work has supported 6,767 people into work, with 4,022 sustaining that job for 3 months or more.
- The team works with over 600 businesses on their recruitment and skills requirements, e.g. the team worked with Department for Levelling Up to recruit to posts in their new HQ in the city – 215 staff recruited; 30 apprentices; up to 44% from the BAME community.
- The team works with job seekers of all ages, at whatever stage in their job search.
- DWP are committed to the partnership, and the model is currently being reviewed to ensure it continues to meet labour market needs.



European Social Fund (ESF) projects

- Various projects supporting employment, skills and social inclusion are still in progress, and will continue until 2023.
- The city council works with the delivery organisations to maximise impact and ensure synergy with strategic priorities,
- The Skills team is working with WMCA and Black Country LEP on preparations for the successor programmes to ESF, the UK Shared Prosperity Fund.

Digital Inclusion

- Internally, this is led by External Funding and Digital Projects team.
- Council's Digital Wolverhampton Strategy has just ended consultation.
- Good Things Foundation have won bid for CRF project – Community Digital Skills Pathway. It is aimed at the unemployed, economically inactive and low paid residents.
- It is led in the city by the Voluntary Sector Council, will start February onwards, and will be delivered by local “online centres”, which includes Adult Education and city libraries.

Wolves Workbox

- Workbox is the city's employment and skills online resource, owned, hosted and maintained by the city council's skills team.
- As part of the 18 to 24 employment initiative, Workbox is being enhanced, to allow for targeted marketing, better interaction with individuals, training providers and employers.
- Workbox receives an average of 2,500 page views per month.
- Over 3,000 recipients of direct skills and employment marketing information each month.

Improving Skills Levels

- The number of residents with no qualifications has reduced significantly since 2004.
- In 2004 there were 34,700 Wolverhampton residents without a qualification, in 2020, this had reduced to 19,900. A 42% reduction.
- The gap between Wolverhampton, the region and the country has also narrowed.
- In 2004, there was a 5.3% gap between Wolverhampton and the West Midlands region, in 2020 the gap was 4%.
- In 2004, there was a gap between Wolverhampton and Great Britain of 8.7%, in 2020 the gap was 5.9%.

What is working well?

- A strong framework for lifelong learning and commitment from partners to work together across the City
- A continuum of learning initiatives and opportunities from informal through to higher level qualifications

Including:

- The UNESCO City Learning initiative
- The Adult Education Service
- The ESOL for Integration Fund (EFIF)
- The Council Skills Team's Community Skills and Employability Programmes
- The Learning Communities Partnership

Wolverhampton City Learning Region

- Wolverhampton is a member of the UNESCO Global Network of Learning Cities, building a learning city through the Wolverhampton City Learning Region (WLCR) initiative. It builds on a tradition of lifelong learning across the city.
- It is a partnership that includes the Council, the University, the College, Adult Education, the Learning Platform and the Learning Communities Partnership.
- Recent activity includes:
 - **Annual WCLR Learning Festival:** Annually circa 1,000 residents are involved and learning about the cities skills and employment opportunities
 - **Participation in a Global Learning Festival:** uniting learning communities across the world facing the challenges of Covid-19.
 - **WCLR British Art Show 9:** a programme of community events to focus on learning experiences through arts & culture to support wellbeing, aspirations and health and wellbeing.

Adult Education Wolverhampton



- Delivering accredited and non-accredited learning to adults 19+.
- Circa 2,500 students annually (pre-Covid).
- Core purpose to upskill unemployed, low skilled and most deprived residents.
- Delivering core employability skills such as English, maths, ESOL, digital, as well as SLDD, mental health, Access to HE, family learning and vocational pathways. Curriculum offer is from pre-entry to level 5.
- Responding to recent priorities for 18 – 24 year olds with Traineeships, Supported Internships and increased higher level offer.
- Responding to recent priorities for mental health support, financial inclusion and digital inclusion agendas with bespoke targeted packages.
- Ofsted Good rating, inspected November 2019.
- In 2020-21 Adult Education recorded 26% of students moving to full or part-time employment and 50% progressing to full-time or part-time education or volunteering.

<https://youtu.be/KqFUsbaeiE0>

English for Integration Initiatives

- 4 years of Government funding to support community integration through English language learning.
- Delivering ESOL learning to local residents with a very low level of English, as well as social mixing activities to help with community integration.
- 400 residents engaged over the 4 years with 35% progressing to formal language and other learning opportunities.
- This year's activity is targeted geographically to Whitmore Reans, Blakenhall, Heath Town, Penn Fields and the city centre.



Questions

- How can Levelling Up and Shared Prosperity Fund help us to continue existing successful activities and / or help us overcome key barriers to improving skills and increasing employment?

Richard Lawrence

Director of Regeneration,
City of Wolverhampton Council

Richard.Lawrence@wolverhampton.gov.
uk
01902 550000

wolverhampton.gov.uk