

# Agenda for Skills & Competitiveness

Joint Scrutiny Committee

16 July 2010



West of  
England  
Partnership

# Skills and Competitiveness Agenda for the West of England

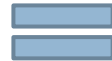
**“Demographic, technological and global changes present enormous challenges and brilliant opportunities. The population continues to age. Technological developments are occurring faster than we dreamed, dramatically altering the way we work. Competitive pressures on all sectors of the economy are increasing. Manufactured goods, and increasingly services, are traded across the world. We rely more and more on our capacity to innovate to drive economic growth. The ability to do this depends upon the skills and knowledge of our people.”**

***The Leitch Report (Prosperity for all in the global economy- world class skills) December 2006***



# West of England Skills and Competitiveness Statement

It is...



A clear and concise statement by the Partnership of how it will tackle the skills and competitiveness targets in the Multi-Area Agreement

It is not....



An economic development strategy for the West of England



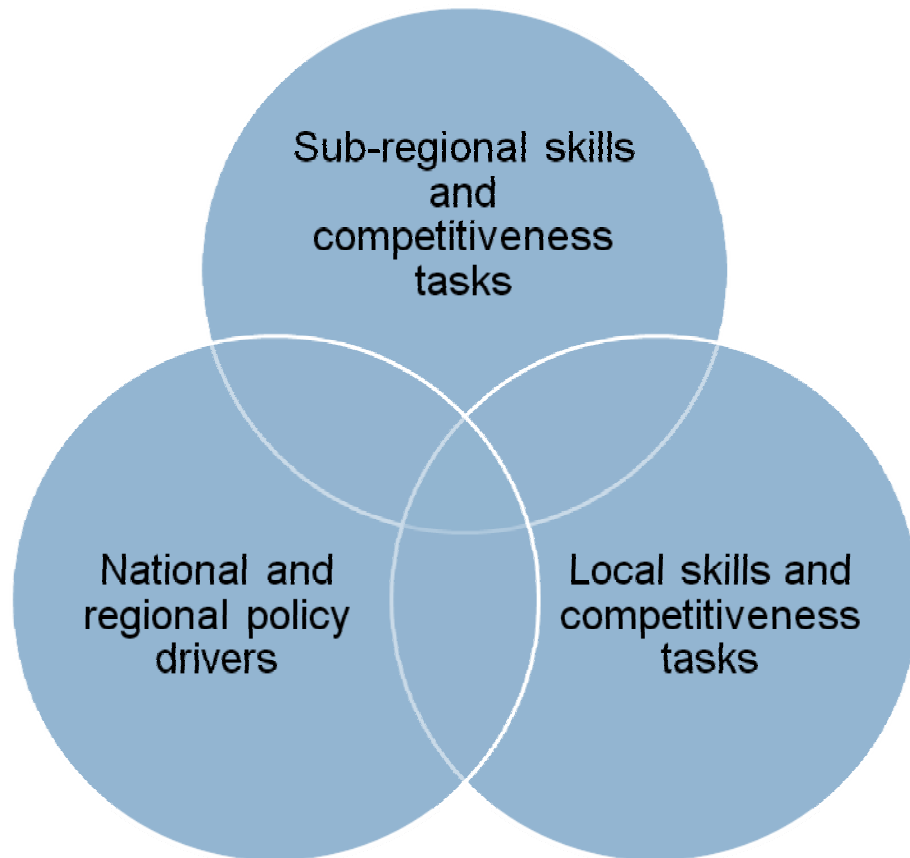
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# What it will do...

Define a distinct set of tasks/actions at sub-regional level in addressing the skills and competitiveness issues set out in the MAA

Connect and align those tasks to the work being undertaken on skills and competitiveness within individual authorities

Connect and align those tasks to the wider policy drivers at regional and national level



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# Building on.....

At the level  
of the sub-  
region

## Multi Area Agreement

Sub-Regional Key Sectors Study

Sub-Regional Skills Assessment (Observatory)

RFA/Single conversation

Sub-Regional Inward Investment Strategy

Science City Vision

Work and Skills Plan



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# Building on.....

At the local  
authority  
level

**Local Plans and Activities**

Local Area Agreement

Local Economic Assessment



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# Underpinning Priorities: Growth Sectors

Rationale for choice by sector  
Where we are now (may include):

- Actions
- Support
- Infrastructure

What we aim to do in

- Skills
- Inward Investment
- Business Support
- Contribution to MAA targets

Advanced Engineering inc. Aerospace

Banking Legal and Finance

Environmental Technology

Tourism

ICT

Creative Industries

Biotechnology

# Underpinning Priorities: High Employment Sectors

Rationale for choice by sector  
Where we are now (may include):

- Actions
- Support
- Infrastructure

What we aim to do in

- Skills
- Inward Investment
- Business Support
- Contribution to MAA targets

- Retail & Hospitality
- Public Sector
- Health & Social Care
- Construction
- Distribution



# Underpinning Priorities: Cross-cutting themes

2 cross-cutting themes

Key drivers contributing to innovative and sustainable economic opportunities

- Low Carbon Economy
  - 'Green' jobs
  - Enabling sustainable business
  - Green City-Region
  
- Digital Infrastructure
  - High speed broadband coverage
  - Innovations in flexible working
  - Public wireless access



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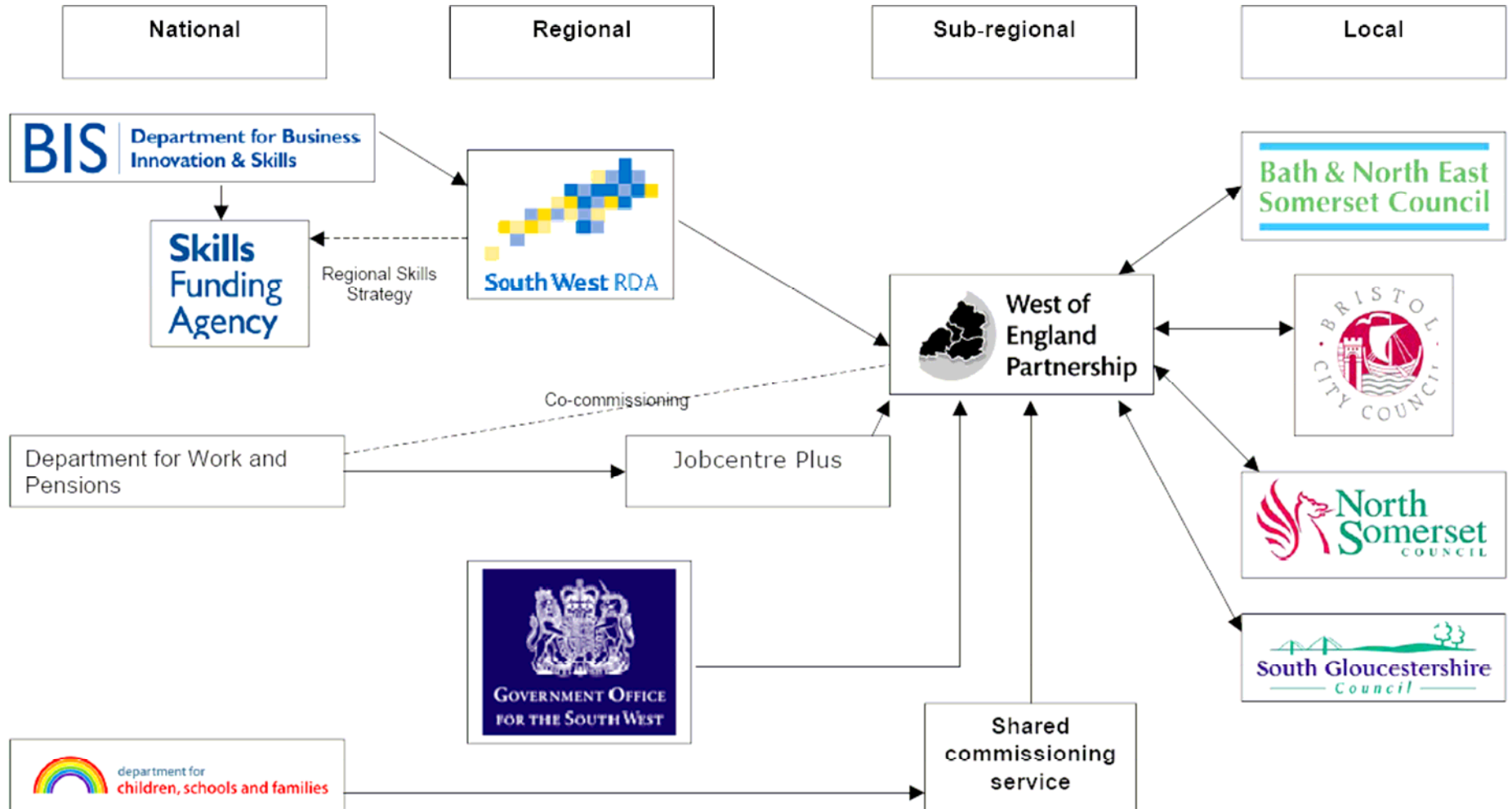
# Key External Stakeholders

Ensure direct involvement in our sub-regional skills and competitiveness planning (including commitment to the targets ) through active engagement with key partners

- RDA
- SFA through IES/ACCA team
- JCP/DWP esp. around co-commissioning
- Further Education
- Higher Education - through Science City?
- BL
- GOSW



# The Major Stakeholder Connections



# Five Objectives

Drive up skills:  
Increase higher and intermediate level skills

Tackle worklessness

Innovate to improve the marketing of the city-region

Simplify and strengthen business support

Increase business led innovation & enterprise

Low carbon economy

Digital infrastructure

# Objective 1: Driving Up Skills; increasing Higher Level and Intermediate Level Skills

## Targets:

Additional 5,500 level 3 qualifications over the lifetime of this agreement.

Additional 6,500 level 2 qualifications in the sub-region over the lifetime of this agreement

- Level 3+
- Promote employer support for level 3+ qualifications by targeting LSC/SFA investment.
- Gear Further and Higher Education provision more closely to employer need (including raising the capacity for innovation and enterprise within the workforce);
- To facilitate skills progression by young people and adults;
- Level 2
  - Develop and implement Public Service Compacts with the Unitary Authorities and Health Service organisations;
  - Roll out the Single Jobs and Skills Offer
  - Target employment and skills activity on key development locations
  - Improve the engagement of individuals in skills development – focusing on the priority wards;
  - Improving employer engagement to increase their demand for clients who have engaged
  - Develop a clear pathway to accreditation for individuals undertaking learning for employability

# Objective 2: Tackling Worklessness

## Targets:

Reduce the gap between the rate of worklessness in the most deprived wards of the sub-region and the national average by 1 percentage point

Reduce, year on year, the number of school-leavers in jobs without training.

2014 – 5%

- Reduce worklessness in the sub-region particularly in the 11 priority wards by:
  - Improving complementary working between the various public services, and the commissioning and management of contracted services.
  - delivering a significant improvement in outcomes from public services by better utilising existing resources
  - Targeting employment and skills activity on key development locations
- Decrease the numbers of Jobs without training on offer to 16-18 year olds through the effective engagement of employers in 14-19 learning.
- Ensure that the range of provision is attractive to young people so that continuation in learning is an attractive proposition rather than an unwelcome requirement.

## Objective 3: Innovate to improve the marketing of the city-region to attract high value-added businesses

- Review the city-region marketing strategy and initiate new ways of promoting inward investment
- With business and public sector partners, review and promote the package of integrated support services provided to business investors.
- With strategic partners, develop a strategy to grow West of England as an international benchmark for the location of high growth, knowledge-based, environmentally sustainable businesses.
- Focus on clusters of HE expertise and sectors that build on the sub-region's competitive advantage, linking with Objective 4 below.

## Objective 4: Simplify and strengthen business support solutions to enhance indigenous business competitiveness

- Promote greater use by local businesses of the services and portal of a renewed Business Link service portfolio
- Ensure the priority needs of local businesses for support are identified and prioritised within the services offered
- Enhance sub-regional support to start-up businesses in targeted growth sectors.

## Objective 5: Increase business-led innovation and enterprise by further strengthening collaboration and partnership working between Higher Education institutions and business

- Support the delivery of the strategic aims of Science City Bristol and connect this work with the Science Park development
- Strengthen the connectivity of business and Higher and Further Education through further ensuring business knows how to benefit from the innovative capacity of the sub-region through developing networking and opportunities for interaction
- Enhance the visibility of the new partnerships between business and the scientific and creative industries communities to enhance inward investment

# Underpinning Priorities: Investing in Digital Infrastructure and Low Carbon Economy

- Rollout, where appropriate, BCC digital infrastructure projects across sub-region
  - Work with BCC and HoED to scope options for sub-regional investment
- Investigate opportunities within development of key / strategic sites of adding value through digital infrastructure investment
- Define and map Green jobs and potential for growth against sectors
- Review inward investment strategy in context of the green City-Region

# Next Tasks

- Plan with timescales and outputs for all five objectives
- For consideration by the Skills and Competitiveness Board at the June, September and November meetings
- Join these plans with the individual local economic assessments to contribute to the sub-regional economic assessment

# Timescale – Actions to Board

June/July

Simplify and strengthen business support solutions

September

- Innovate to improve marketing of City-Region
- Tackle Worklessness

November

- Drive up skills: increase Higher level and Intermediate level skills
- Strengthen collaboration and partnership working between Higher (and Further) Education and business

