

**PLYMOUTH'S PLAN  
FOR EMPLOYMENT AND SKILLS  
(2014-2020)**

**WORKING DRAFT  
21<sup>ST</sup> FEBRUARY 2014**

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## PLYMOUTH'S PLAN FOR EMPLOYMENT AND SKILLS (2014-2020)

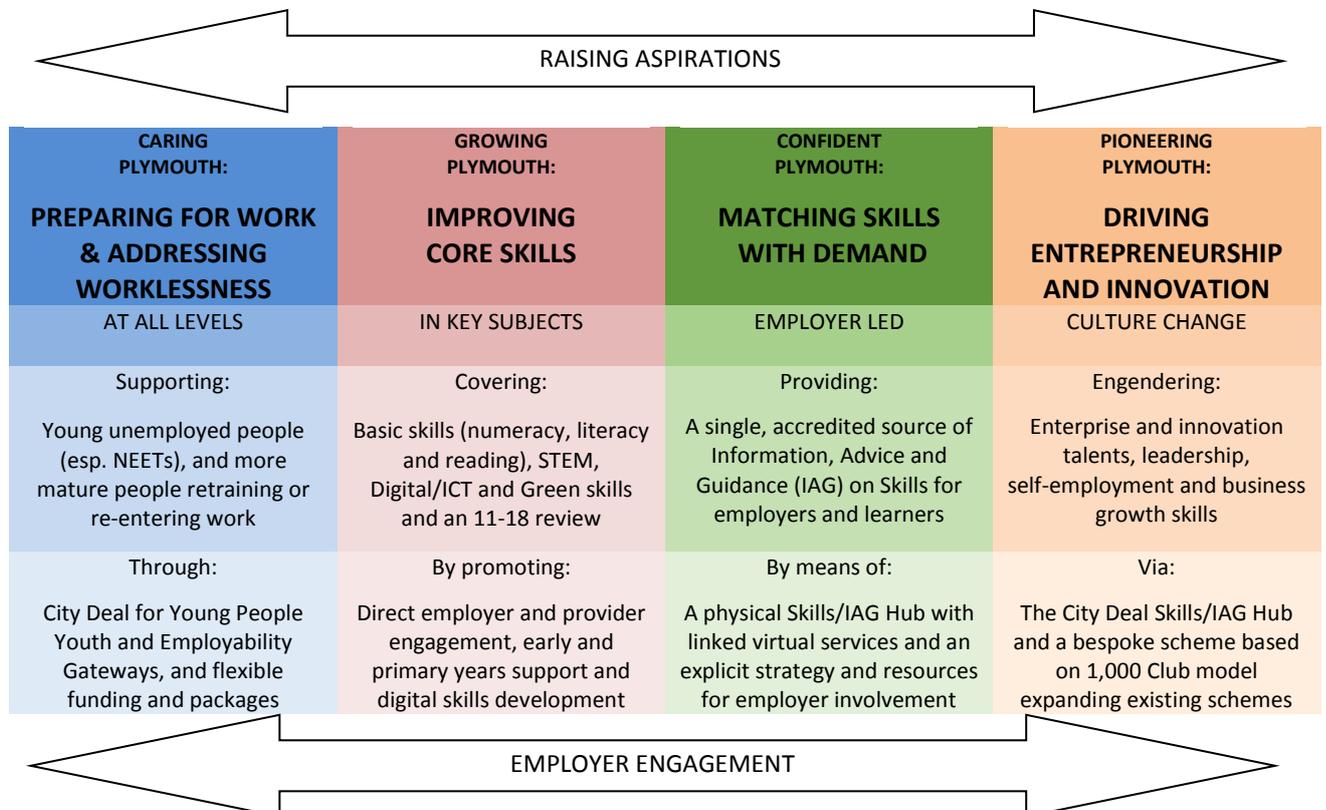
### Executive Summary

Plymouth's Plan for Employment and Skills (PES) has been developed to enable the provision of skills and learning to meet the economic and labour market needs of the city and its travel to work area over the next six years. It has been developed following consultations with key local stakeholders including the Plymouth Employment and Skills Board (ESB) and partners such as the Universities, City College and Jobcentre Plus alongside local employers and their representatives.

The PES is a high level plan that feeds into the review of the city's Local Economic Strategy (LES) and will also serve as the city's input into the Heart of the South West's (HotSW) Strategic Economic Plan (SEP) and EU Structural Investment Fund (SIF) strategy. It draws on the existing evidence based work undertaken for Plymouth and builds on the three interconnecting long-term aims that were identified by the recent LES Review – under the Learning and Talent Development Flagship project – to guide and shape future employment and skills-related interventions:

- Retaining and maximising Plymouth's talent;
- Matching labour market skills demands with training and education supply; and
- Up-skilling Plymouth's workforce and those seeking to enter the labour market.

Underpinning these aims are the nationally recognised needs to raise aspirations and employability, while ensuring strong employer engagement and involvement in the process. On the basis of these factors, the coverage of existing provision in the city, the views of the stakeholders and the evidence base, the Plan concentrates on four strategic priorities, shown in the figure below together with the overarching aims of raising aspirations and increasing employer engagement:



The PES concludes with a table of proposed actions mapped onto each of these four priority areas. These will be reviewed annually by the ESB and will serve as a monitoring framework for the Plan.

## 1. Background

Plymouth's vision is to be one of Europe's most vibrant waterfront cities where an outstanding quality of life is enjoyed by everyone. Its strategy prioritises six key areas:



This document focuses on the Employment and Skills element where there is a wealth of local intelligence and existing interventions. The evidence shows that there have been some significant improvements on several key indicators in recent years but many weaknesses remain and a step-change is required to ensure Plymouth can meet the challenges ahead.

The Plymouth Employment and Skills Plan (PES) has been developed on behalf of the Plymouth's Employment and Skills Board (ESB) in consultation with a range of stakeholders, collecting their views on these challenges and the best means to tackle them. The PES brings together the evidence base and the views expressed during the consultations to prioritise the actions that are needed to move Plymouth and its Travel to Work Area (TTWA) forward between 2014 and 2020.

The PES concludes with an Action Plan that will be reviewed annually to assess performance and re-prioritise as necessary according to new economic challenges and opportunities.

## 2. The Policy Context

### 2.1 Nationally

Skills and employment have been national priorities for consecutive governments. This reflects a widespread recognition that the UK is lacking the necessary skills to compete in an increasingly globalised market; and evidence that some sections of society are being entirely excluded from the labour market, both of which have been compounded by the recent recession. There have been a series of welfare and education reforms aimed at addressing these issues and with economic growth a top priority, the Government is focusing on delivering skills and ensuring that a trained workforce is in place for business to flourish.

Significantly, the Government reforms are increasingly placing individuals and employers at the heart of the skills agenda. Its key strategy, *Rigour and Responsiveness in Skills* (April 2013) sets out six areas of reform around:

- **Raising standards** – including more information on the quality of provision for individuals and employers and more power to choose training
- **Reforming apprenticeships** – employers to drive the reform of apprenticeships to focus them on standards linked to skills requirements rather than qualifications

- **Creating traineeships** – supporting those who are nearly ready to start a Level 2 apprenticeship by providing a focused period of work preparation, a high quality work placement and training in English and Maths
- **Meaningful qualifications** – with strong and demonstrable employer input
- **Funding improving responsiveness** – introducing new approaches such as loans for those aged 24 or over and direct employer funding through the Employer Ownership of Skills Pilot (EOS)
- **Better information and data** – with an enhanced role for the National Careers Service in publishing data and connecting employers, education institutions and partners.

These are set within the context of a large national financial deficit and substantial public spending cuts with the overall Further Education and skills budget reducing by 25% between 2011/12 and 2014/15, alongside increases in university tuition fees. Further Education fees and loans have also been introduced for those aged 24 and over; meaning that those studying for Level 3 and 4 qualifications (excluding Apprenticeships) will be expected to take out student loans on a similar basis to those in Higher Education.

On social welfare reforms the changes that have and will continue to be introduced include real term cuts to benefits levels, tougher tests on ability to work, housing benefit restrictions, stronger promotion of work experience and the introduction of Universal Credit.

## 2.2 Locally

These national policies frame Plymouth's plans, with skills and employment seen locally as essential for growth. The recent review of Plymouth's Local Economic Strategy (LES) forms a key component of the emerging Plymouth Plan which in turn will provide the overall strategic framework for growth and development in the city up to 2031. The LES review has reaffirmed the role that skills play in economic growth and the 'Learning and Talent Development' Flagship calls for:

*"A major civic approach to learning and skills development – driven by individuals, businesses and institutions, and supported by providers and civic society"*

Skills are seen as important drivers of productivity, both directly in terms of improving individual performance and, indirectly, by giving people the tools to generate new ideas and practices. Skills are clearly a crucial foundation of successful innovation and knowledge-based growth. As such the PES will form an integral part of the LES, which will identify the importance of Plymouth's quality of life, cultural offer, etc. as being key factors in both retaining the existing local talent and making it an attractive destination to come to live and work.

It has been acknowledged locally that the knowledge-based value added economy of the future also needs a solid foundation of people with basic skills who are able to make the most of rapid technological and process change. Therefore, the productive employment of all individuals across the skills chain is fundamental to long-term competitiveness.

This area of work also relates to the social inclusion agenda and relevant issues are addressed within the complementary strategies, most notably in the LES 'People, Communities & Institutions' Flagship which aims to ensure disadvantaged communities can participate in and benefit from inclusive community and social enterprise, by connecting them to local assets, resources and support.

The following section discusses the key facts and figures relating to the current indicators for employment and skills in Plymouth. These key indicators are also summarised for convenience in Appendix I of this document.

### 3. Evidence and Aims

#### 3.1 Profile of Plymouth

There have been a range of studies and analyses of Plymouth<sup>1</sup>. They show that against a mixed picture of national economic conditions, there is evidence that the labour market in Plymouth has been comparatively resilient and is 'bouncing back' although growth lags behind some of the other HotSW areas. Data also shows that considerable progress has been made on a range of employment and skills indicators since 2006. The proportion of the city's workforce qualified to Level 4 or above has risen from 22.6% to 32.3% between 2006 and 2012 – closing the gap with the UK average. There was also a decrease in the proportion of workers with no qualifications over the same time period. In addition, a greater number of young people are remaining in full-time education for longer.

However, there remain some significant weaknesses. 40% of young people still leave school without five good GCSEs including Maths and English and one fifth of 19 year olds emerge from education and training without a Level 2 qualification. Employability skills are a major issue for the city at all levels (from school leavers to graduates). The proportion of young people who are classified as being NEET is 2.3 percentage points higher in Plymouth than the South West. The proportion of 18-24 year olds claiming unemployment benefits remains elevated. This is not unique to Plymouth or even the UK: it is seen as one of Europe's greatest challenges. The European Union has the highest youth unemployment rate of anywhere in the world apart from the Middle East and North Africa, the overriding reason being a lack of skills relevant to the workplace (McKinsey Report, 2013).

Young people with special educational needs (SEN) or a learning disability or difficulty (LDD) account for a high number of those facing unemployment. Current data reports that 16.8% of post-16 learners with a LDD are classified as NEET and a further 5.5% are recorded as status not known.

The city continues to lag on productivity and its drivers (evidenced by low levels of business start-ups, exporting and knowledge based employment). There are low rates of GVA per capita and evidence that high-level skills are not being productively employed. Additionally, despite having a substantial supply of graduates, research has shown a 'leakage' of graduates as higher-level skills are more mobile and easily lost to other labour markets.

Whilst the Plymouth TTWA has a lower economic inactivity rate than the national average there is significant evidence of both underemployment and 'hidden unemployment' (where individuals are seeking work but not claiming; or are diverted onto benefits). Sub-city analysis shows that wards located in the western arc continue to experience the highest rates of unemployment. Long-term and youth unemployment also concentrate in these areas. Recent data shows the percentage of those aged 25 and over claiming for 2+ years has risen by 139% since 2005. People with no qualifications are almost four times more likely to be unemployed as those with degrees or the equivalent and post-recession, those furthest from the labour market will find it harder to re-enter.

Looking to the future, welfare reform is likely to lead to a significant rise in the number of jobseeker claimants. Forecasts also suggest that Plymouth's labour market will continue to undergo structural change and will see a 'hollowing-out.' Whilst they may be replaced by a raft of new jobs there is some evidence that more low-level and high-level occupations will be available and that middle-level occupations (Administrative, Skilled trades) will become increasingly scarce. This is set within the context of demographic changes including an ageing population. Future employment growth will continue to be 'knowledge-led' with a rising demand for degree level and STEM skills.

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<sup>1</sup> Unless otherwise stated the evidence in this section has been drawn from: the *Employment & Skills Analysis for the Plymouth Travel to Work Area (SLIM, June 2013)*; *Plymouth's Economic Review (March 2013)*; the *LES Review – ESB – Evidence Base (Plymouth City Council, October 2013)*; and the *City Deal skills and labour market data analysis*

Overall, policy neutral forecasts suggest long-run employment and GVA growth rates below the national average to 2031. In the absence of new interventions, the 'productivity gap' is likely to widen given the relatively weak performance across the majority of Plymouth's industries.

### 3.2 High Level Aims

Under the Flagship Learning and Talent Development theme, three long-term aims were identified by the LES review to guide and shape future employment and skills-related interventions:

- Retaining and maximising Plymouth's talent;
- Matching labour market skills demands with training and education supply; and
- Up-skilling Plymouth's workforce and those seeking to enter the labour market.

These aims are inter-connected, each one addressing multiple issues. Underpinning all three, and consistent with national policy, is a requirement for strong employer engagement and a renewed emphasis on raising aspirations, both seen as effective enablers for change. These aims effectively map onto the evidence base as shown in Table One below.

**Table One: Map of Evidence Base and LES Identified Aims for Employment and Skills**

PLYMOUTH'S SKILLS NEEDS AND KEY ISSUES	LES AIMS			ENABLERS	
	Retain and maximise talent	Match supply and demand	Up-skill the workforce	Employer Engagement	Raising aspirations
High level skills	✓		✓	✓	✓
Low levels of start-up	✓				✓
Leakage of graduates	✓	✓		✓	
Hollowing out of the labour market	✓	✓	✓	✓	✓
Demographic change that will create replacement demand	✓	✓	✓	✓	✓
Structural change that will create a more knowledge-based economy	✓	✓	✓	✓	✓
Under-utilisation of skills		✓		✓	✓
Proportion of young people without five good GCSEs and/or qualifications			✓	✓	✓
Lack of employability skills (all levels)	✓		✓	✓	✓
STEM requirement	✓		✓	✓	✓
NEETs and youth unemployment		✓	✓	✓	✓
Underemployment and hidden unemployment		✓	✓	✓	✓
Long term unemployment		✓	✓	✓	✓

### **3.3 Sector focus**

With this evidence base in mind there has been much discussion about the role and relative importance of specific sectors. Consistent with the LES review and with wider HotSW strategies, this PES is to a large extent sector-blind. It aims to support all sectors by providing the skills required for growth. However, it recognises the activities proposed under the City Deal which are expected to specifically drive the growth of the Marine sector (and other sectors that are closely aligned through the supply chain) and create up to 2,000 highly skilled jobs in Plymouth and over 4,300 jobs in total.

The Marine and Advanced Manufacturing sectors are seen as Plymouth's strongest areas of potential growth, arising from a long and prosperous association with our maritime communities and allied to the new SW Marine Energy Park, dedicated to developing the Marine Renewable Energy sector. In this light, consideration needs to be given to the recent proposal for a Plymouth Marine Innovation CIC, while Babcock Marine is keen that more is done to promote the sector as a positive and aspirational career choice for our young people at primary and secondary level.

Furthermore, the developments at the city's growth points, including Sherford/Langage, will mean that the Construction sector will have extensive sector skills needs to meet. Destination Plymouth's Visitor Plan also identifies key areas of activity, including training in customer service, health & safety, marketing & PR as well as taxi driver and public transport staff training. The need to move to a "greener" economy with increased employment in the low carbon and environmental sectors together with greening of existing businesses will lead to a further range of skills and training needs.

The Action Plan needs to be cognisant of these, and any other, emerging sectors in which future job growth is projected to come - either through local efforts such as the City Deal to maximise growth in particular sectors; or through new employers locating to the area.

### **3.4 Delivering Growth**

There are changes occurring in the wider funding landscape that provide the context for achieving growth. Plymouth has successfully negotiated a City Deal with government where the vision is to create an environment for business to thrive, companies to innovate and the commercial potential of marine technology, knowledge and assets is harnessed to the greatest extent. Priorities include: driving innovation to promote growth through the commercialisation of R&D within the marine sector; and, growing the marine supply chain through the provision of employment sites. In addition, as a separate strand of activity, proposals address participation for young people through a 'Deal for Young People' to assist this vulnerable group into the workforce.

Under these proposals business support will be coordinated through the Growth Acceleration and Investment Network (GAIN), in conjunction with employers and support providers, to create the right conditions for business growth. GAIN will provide a local, bespoke conduit to business support services, addressing gaps in provision, facilitating access to research, innovation and finance to a wide range of businesses, with more specific support (inc. grants) available to the marine sector.

Plymouth is also inputting into the HotSW Local Enterprise Partnership's EU Structural and Investment Fund Strategy (EU SIF) and Strategic Economic Plan (SEP) formulations. The draft EU SIF sets out how the HotSW will use European Structural and Investment Funds to promote smart, sustainable and inclusive growth across the LEP area, based around three core themes: creating jobs that are sustainable and more skilled than the present stock; supporting business competitiveness; and, capitalising on the unique opportunities existing in the area. These processes will largely frame the public resources available to support economic growth and development in Plymouth over the medium term, and the flexibilities available to deploy locally.

#### 4. Current and Planned Activities

Within the context of the above, many activities are already in place or underway in Plymouth to address a number of issues both through mainstream provision and through special initiatives. In January 2013 a new Plan for Jobs was launched which contained five key commitments to:

- Create jobs for local people by unlocking or speeding up major development projects;
- Help the city's unemployed gain skills and experience to help them get work as well as retain talented graduates;
- Pro-actively sell the city, its businesses, its products and its people;
- Unlock access to finance and provide support to enable job creation; and,
- Use the Council's assets, influence and buying power to increase jobs by using local supply chains and local goods where possible.

With 19 projects aiming to create over 2,000 jobs (including 500 apprenticeships) over two years, it aims to reinvigorate the local economy and includes a new £20 million 'Building for Jobs Investment Fund.' Specifically addressing youth unemployment a '1000 Club' campaign was launched as part of this plan. This aims to recruit 1,000 companies in the Plymouth area to support young people into employment - through work experience, apprenticeships, graduate internships or employment. Plymouth Growth Board has also set up a specific 'employability' task and finish group which reported on progress in July 2013 and made twelve recommendations to help more young people gain 'job ready' attitudes and skills.

Table two illustrates key activities that are either planned or underway for each aim. Some activities deliver benefits across more than one aim but, for presentational reasons, are only shown once.

**Table Two: Key Aims and Existing or Planned Activities**

<b>AIM ONE: To retain and maximise Plymouth's talent</b>	
<b>Activity</b>	<b>Detail</b>
Employer and Employability Gateways	To be delivered through City Deal
Graduate placement schemes (benefitting students and employers)	Delivered through Grad SW and wider University programmes (e.g. Plymouth Graduate Internship and Knowledge Transfer Programmes). Also Bluestone 360 Academy (for graduates in creative industries).
Graduate recruitment schemes	Grad SW
Strong Further Education and Higher Education emphasis on entrepreneurship and enterprise in: <ul style="list-style-type: none"> <li>• The Universities,</li> <li>• City College (as a Gazelle College) and</li> <li>• Plymouth College of Art</li> </ul>	Range of provision from workspace and business competitions to events and enterprise in the curriculum. Including specialist provision for creative industries.
Education and business partnerships linking employers with targeted education projects	Inc. the Children's University project, Marine Academy Project, UTC, through to under- and post graduate level
<b>AIM TWO: Matching labour market skills demands with training and education supply</b>	
<b>Activity</b>	<b>Detail</b>
Youth Gateway	To be delivered through City Deal
Employers Advisory Boards, informing future curriculum development	In existence at City College, in development at the Universities
Employer-led activities	Such as PMG's skills & recruitment themed group
Core services of agencies such as Jobcentre Plus, Working Links, Prospects	Including: enterprise coaching, work programme, youth contract, self-employment advice, work with NEETs. Links to social inclusion agenda.
Specialist support projects for those particularly	Delivered through a range of local providers including

disadvantaged within the labour market	PLUSS, Shekinah and Tomorrow's People
Families with a Future programme	Providing flexible packages of support for all age groups
Sector Based Work Academies for employers facing skills gaps, looking to diversify or to relocate	Run by City College and other providers such as Acacia, Focus, PCALs
Strong industry links in creative arts	Through Plymouth College of Art
1,000 Club	Delivered by multiple partners including the Chamber
Pathway to employment	Work trials run through City College
University Technical College	New 14-19 engineering and manufacturing college
<b>AIM THREE: Up-skilling Plymouth's Workforce and those seeking to enter the labour market</b>	
<b>Activity</b>	<b>Detail</b>
Wage Progression Project	To be delivered through City Deal
STEM ambassadors and STEM passports	Linked to emerging STEM initiative
Work in primary schools: on Financial Capability and the World of Work	Including the Healthy Child Quality mark (a whole school audit and kite marking process focused on education for Health, Wellbeing and Citizenship)
Work experience for secondary schools	A variety of activities and competitions arranged through organisations such as Devon Education Business Partnership, Plymouth Learning Trust and RIO (SEs)
Plymouth University and University of St Mark and St John's Outreach Programmes and Teams	Introducing school and college students to higher education
Volunteer mentor schemes	A variety of schemes run by Plymouth City Council and the Chamber of Commerce (e.g. Better Together)
Children's University	Recognising out of school learning and volunteering
Seamless provision from primary school to higher education in the creative arts	Run through Plymouth College of Art
Apprenticeships	Six schemes in place. Plus a traineeship scheme
Passportfolio and general IAG work	Careers SW
Boot camp (focusing on employability skills)	Run by City Business Park
Skills Aid Plymouth	New, multi-partner initiative – about to be piloted
Focus on student employability skills	City College, Plymouth College of Art and the Universities
Self-employment schemes	A variety of local initiatives run through the City Council (e.g. Urban Enterprise) and other providers

## 5. Gaps in Provision and Strategic Priorities For Intervention

As is evident from the preceding section, there is a wealth of activity already taking place in and around the city that is pertinent to the skills agenda. The consultation process focused on what we need to do more of (or differently); and where the key gaps are that need to be filled to enable the step change that is required to produce the skills needed for growth. This has resulted in the identification of four key priority areas for further intervention:

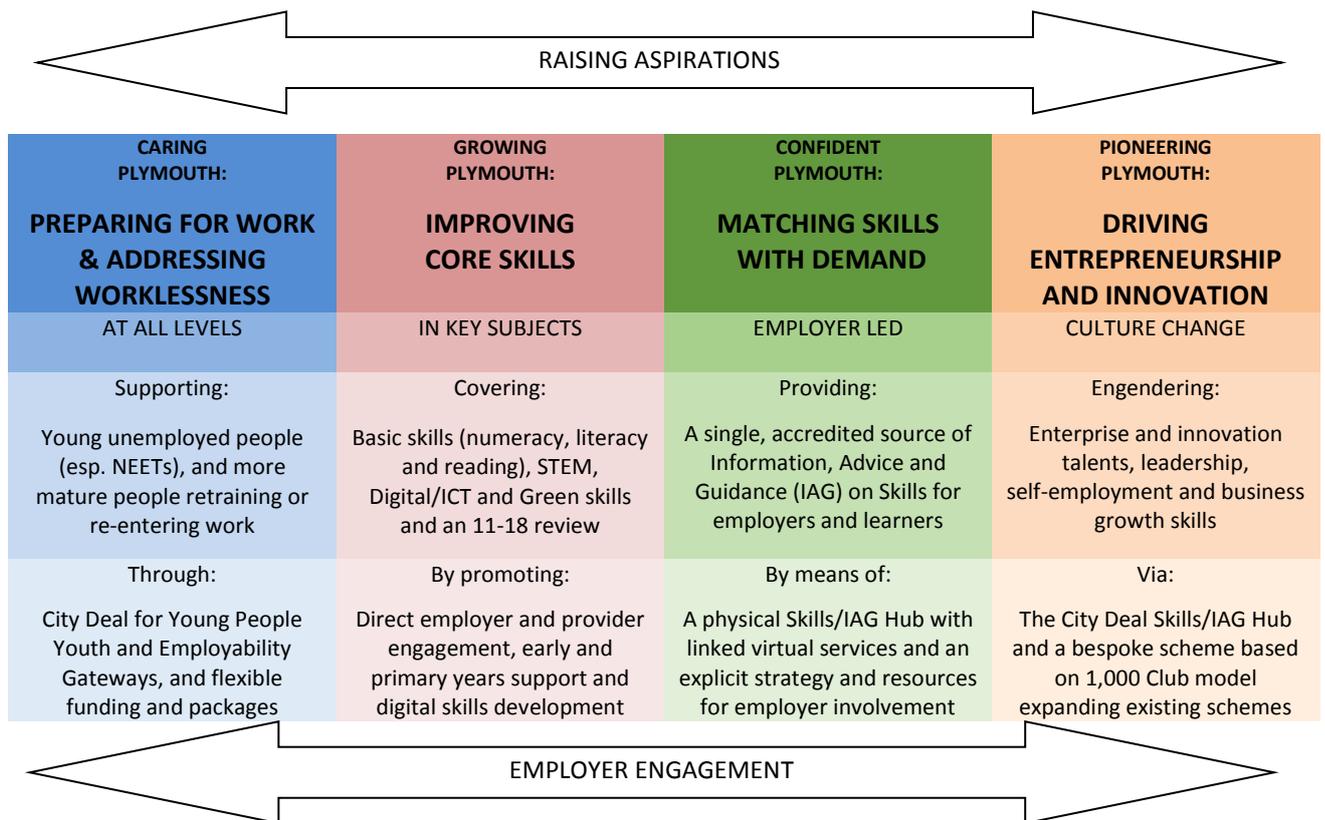
- Preparing for work and addressing economic inactivity (worklessness);
- Improving core skills;
- Matching skills with demand; and,
- Driving entrepreneurship and innovation.

These four areas are aligned with the HotSW's approach in recognising the need for activity across the spectrum of skills development including:

- Leadership – influence, exemplars centres of excellence
- Higher level skills – specialist and professional skills development, graduate retention and programmes, knowledge transfer, innovation, high growth sectors

- In work – key employment sectors, vocational and technical skills, self-employment, employer and skills providers engagement
- Employability – all ages, careers, apprenticeships, work programmes and progression, basic skills, youth employment, NEETs, social inclusion (*Draft EUSIF's Strategy, October 2013*)

The four high-level skills and employment priorities identified for the PES also link to complementary local strategies, including the 'People, Communities & Institutions' LES Flagship which aims to ensure that all sectors of the community can participate in, and benefit from, city growth and development by identifying specific project interventions that support the connection of local people to physical assets and financial resources that lead directly to the creation of new employment opportunities. For convenience, the four priority areas are shown in the diagram below again, before each area is discussed in more detail in the following pages:



**PREPARING FOR WORK AND ADDRESSING WORKLESSNESS:**  
*Improving the work readiness of all leaving education and supporting the journey to employment*

Concerns were raised by virtually all those consulted over the work readiness of Plymouth's young people leaving the various stages of education, with specific issues highlighted such as the need for a positive attitude, team work skills, problem-solving abilities, hard work ethic, and customer and communication skills. Stakeholders emphasised the need to manage young peoples' expectations and to help them realise taking a low level job can be a 'stepping stone' onto a higher role.

Various schemes already exist within Plymouth which can be further expanded and promoted through the IAG skills matching service (see below) to help address this issue, including:

- The range of graduate schemes offered through the Universities;
- Employability passports (with an agreed set of attributes);
- The 1,000 Club (providing brokerage) and,
- The various Apprenticeship Frameworks.

These should be underpinned by short, medium and long term horizon scanning to make jobs/careers opportunities explicit to our young people and training/education providers. This will be supported by work to identify, describe and map Plymouth's development pipeline, to help inform understanding of future demand for, and the type of skills requirements in the next 10 years.

In addition, in order to help create the step-change that is required in the city, the feasibility of establishing an Apprenticeship Academy needs to be explored. This could provide a vocational education route for young people that engenders professional skills and knowledge in areas of employment that are in demand (matched to local need) and underpinned by an employer-led curriculum. This Academy would support the development of skilled, professional and enterprising young people who can make a significant contribution to Plymouth's economy; whilst offering a route for businesses to harness new talent. The feasibility study should review and identify solutions to some of the known barriers to apprenticeships such as the cost of transport; with targets to help fill the hundreds of apprenticeship vacancies that already exist across the City.

Those defined as 'workless' are not a homogeneous group and there needs to be more analysis into the issues for those currently outside of the labour market in order to develop an appropriate response. Three activities are recommended as priorities for supporting the journey to work;

- Developing a bespoke Plymouth solution for the young unemployed;
- Identifying mechanisms that can provide more flexible funding support for people aged 25+ who are distanced from the labour market; and
- Progressing core skills attainment and flexibility to adapt to new jobs.

Further to this it was highlighted that Plymouth's training and learning provision needs to put the emphasis on producing "*rounded learners*." It is widely recognised that our young people will need to have more resilience for life and work, be better able to work cross-discipline and through ambiguity and uncertainty in a rapidly changing world of work: i.e. 21st century skills. While the focus on STEM and related skills is of great importance, producing rounded learners with a good grounding in Humanities and Arts, will also be very significant in terms of their ability to meet the challenges of the labour market in the future.

### ***Young unemployed (16-24 years)***

A bespoke Plymouth solution is required for addressing the city's young unemployed. The reasons why young people become unemployed are complex. Local intelligence suggests that they can include any number of the following: a lack of engagement with statutory provision; very poor basic skills; poor family support; mental health; offending and/or substance misuse; and, they can also be lone parents. The fact that they did not engage in schools/colleges means that many see Further Education/Higher Education apprenticeships as unattractive and they may be better served by a more bespoke community engagement approach.

This will require a holistic approach that effectively links with activities under other LES Flagship areas, such as People, Communities and Institutions and the Digital Economy. The approach needs to support them on the journey into work, mapping into clear career paths, supported through the City Deal Youth Gateway and Wage Progression Project.

### ***Young people with SEN and LDD***

In view of the additional barriers that young people with SEN or LDD face in securing employment, there is a need to look at new ways to raise aspirations regarding the presumption of employment in adulthood. Work is required to support schools and colleges to equip young people with SEN or LDD with employment skills. New opportunities need to be developed with employers to offer a wider choice of work placements. The City-wide SEN/LDD review will provide better information regarding these young people's needs and help shape the support required to move more into employment.

### **25+ People: Opportunities for all**

As well as the emphasis on young people, the review of evidence identified that a hollowing out of the labour market in the coming years may disproportionately affect more mature people. Current funding is targeted predominantly on the under 25s. This issue also impacts on the 'Skills Drift' that is occurring with people effectively going backwards whilst out of work, irrespective of the skills they had previously. Consequently different means and mechanisms are needed to address this issue.

The establishment of a task and finish group is recommended to work on identifying mechanisms that can provide more flexible funding for support. This should be aligned with the existing *Families with a Future* programme which provides a whole family approach to addressing key family issues, including worklessness, with flexibility in funding for all ages. Furthermore, the (re-)training support to be offered to those in this position needs to focus on the core skills required for the 'new' jobs and helping these individuals to be flexible and adaptable in adjusting to different working scenarios.

### **IMPROVING CORE SKILLS:**

#### ***Active support of key subjects***

There are three main areas of activity proposed under this strand:

- Basic Numeracy and Literacy, including reading;
- ICT; and
- STEM (which will broaden career choices whilst also marketing the engineering sector and meeting demand for particular skills in the City).

Furthermore, Green Skills will need to be considered by all businesses for a Low Carbon future, while the stakeholders expressed concern about the competitive and disparate skills provision in the City. They felt that a full review of Plymouth's 11-18 skills and training offer was required to ensure that providers were meeting the needs of Plymouth's economy and employers.

#### **Basic Numeracy and Literacy**

Plymouth's Fairness Commission's Position Statement highlights among its key areas of concern:

- *"Education was an important issue of unfairness ... particularly the allocation system and the differing quality of education provision between areas; and*
- *"The attainment gap between children eligible for free school meals and their peers."*

There is currently a degree of uncertainty over the government's educational reforms given recent policy changes. However, it is to be expected that there will be more focus on core subjects and that assessment methods and other changes to GCSEs and A-levels will make them tougher qualifications to attain. Consequently it is proposed that these reforms are closely monitored to assess their potential impact on the development of numeracy and literacy skills. It is likely that strategies to address the issue will need to cover mainstream educational provision and vocational routes such as apprenticeships and community based learning for those further from the labour market.

Whilst these changes play out, any new or expanded interventions could focus on primary schools, utilising, where appropriate, the Primary Schools' Healthy Child Quality Mark (HCQM) and Primary Schools' Work on Financial Capability and the World of Work. This model of quality assurance enables work with schools to promote high quality teaching and learning about areas such as money, economic literacy and the world of work.

Despite the recommended focus on primary provision, GCSE targets should still be retained through the Plan. Plymouth GCSE results have steadily improved and are now just above national averages. Higher aspirations for all children and young people are being realised. As Plymouth becomes a

major learning destination in the region, it will be important to retain a focus on basic subjects (i.e. English and Maths), to secure an apprenticeship, high quality employment or HE/FE attendance.

The ability to read accurately, for meaning, instruction and for pleasure will need to be at the heart of the ambition for all learners to be successful and to become productive members of society. Plymouth will need to coordinate the available resources to channel expertise and volunteering zeal to promote, deepen and engage all learners to become better and more discerning readers.

### **ICT**

The PES should align with the Plan for the Digital Economy, being developed by the Digital Plymouth Group, and should distinguish between the ICT requirements associated with technology professions and those required by businesses and society more generally. Businesses increasingly need IT competent staff to make best use of the opportunities afforded by the digital economy and, given the government's 'digital by default agenda' which will see the majority of government services delivered online in the future, there is a pressing need for people to have the required skills to access them. Digital Plymouth is taking a multi-faceted approach to these issues, working with young people right through to businesses and statutory providers.

The Plan for the Digital Economy includes goals for 'tomorrow's digital innovators', including the need for activities such as code clubs and the need for interventions which retain ICT skills in the city. Funding has been secured for a Digital Inclusion Project (with an additional bid submitted for BIG Lottery money to extend this agenda); and, several organisations (e.g. the council, the NHS and Jobcentre Plus) are currently piloting training with their own lower skilled workers on basic ICT.

### **STEM**

This Plan should also align with the work of the STEM4Plymouth group which now has an established and settled membership and is well advanced in determining its strategy and action plan. STEM4Plymouth will "champion the provision and uptake of STEM-related education and skills across all educational settings in Plymouth to help young people and adults fulfil their potential and to meet the needs of local employers dependent on STEM skills". Among other things it will aim to:

- Stimulate and encourage an interest in STEM subjects and careers by students and those seeking to enter the labour market;
- Address the negative/poor image of STEM subjects and careers;
- Maintain an awareness of the STEM requirements/demands of local employers; and
- Identify funding opportunities in support of STEM activities and initiatives.

It is recommended that the STEM4Plymouth group considers how best to support the city's wider employability agenda by widening its STEM ambassadors' network and training and supporting ambassadors to deliver employability related activities.

### **Green skills**

Alongside the three core skills needs described above, Low Carbon and Environmental Technologies skills for the "*transition to the green economy*" are also essential for future business growth and survival. All employers will need these skills, either for new roles, through to the up-skilling of existing employees to the potential for new investments. Plymouth already has a reputation for excellence at both Further and Higher education levels in this area and this should be fully developed. The work of the Plymouth Climate Change Commission should be integral to this.

### **Review of Plymouth's 11-18 Skills Training Offer**

As highlighted above, these areas of activity should be underpinned by a comprehensive **review of Plymouth's 11-18 skills training offer**. There is a disparate and competitive skills provision market in Plymouth that does not necessarily meet the needs of either young people or the labour market.

Further, we can expect provision to become even more complex with changes to skills funding over the coming years. In parallel with the promotion of key skills and subjects, a thorough review of this provision is therefore required to ensure the best use of the resources available.

The review should also examine the full educational journey that is available for all learners in Plymouth, including into FE/HE at Level 4/5 and then on into self-employment and business start-up. In this respect it would be important to highlight any existing exemplars offering the “full journey” such as Plymouth College of Art’s specialist and progressive creative industries routes into self-employment following education, including into managed workspace.

A task and finish group should oversee this review and make evidence based recommendations for holistic and coordinated provision across the city. This should raise aspirations and meet the needs of the future, taking into account known developments such the 14,000 new homes and other projects that will need to be serviced by construction workers over the coming years.

#### **MATCHING SKILLS WITH DEMAND:**

##### ***Developing a single skills matching IAG service with a physical “hub” presence in the city***

A physical hub is required in the city as a focus for skills Information Advice and Guidance (IAG) with an associated web “portal”. As highlighted above, provision is currently disparate in Plymouth with a competitive skills provision market for the 11 – 24 age group. This can cause confusion when deciding on career, education and training pathways and is compounded by changes to IAG policy which can bias decisions or make it hard to access IAG. The new service needs to integrate all existing IAG and coalesce it into a single seamless service provided by an impartial, “honest broker,” aligned with the existing 1,000 Club and the emerging City Deal Youth Gateway and GAIN services.

Further to this, it will be necessary to identify, describe and map Plymouth’s development pipeline, to better inform understanding of future demand for (and the type of) skills requirements over the coming 10 years. This will enable the proposed City Deal Youth Gateway to inform young people on career options, as well as training and education providers on projected skills demand.

The hub IAG service should pro-actively seek to address the elevated levels of youth unemployment/NEETs and the high proportion of young people still leaving school without five good GCSEs, (inc. Maths & English) or employability skills. This includes providing Matrix accredited, impartial advice informed by up-to-date labour market intelligence on local skills supply and demand. With support for employability skills, recruitment services and strong employer engagement, the service should help to provide a pool of work-ready and skilled labour that meets the needs of local employers whilst also encouraging self-employment options. A clear engagement strategy with employers will be central to the success of this system and could be developed through an “account manager” model with dedicated resource to develop and maintain effective strategic relationships.

#### **DRIVING ENTREPRENEURSHIP AND INNOVATION:**

##### ***Promoting culture change and raising aspirations***

Currently the city has low levels of business start-ups coupled with ambitions to improve graduate retention, together with high unemployment rates in particular areas such as the western arc. Although the Universities are investing greatly and achieving success in this area, the development of a self-employment/ business start-up ethos among both graduates and the workless is a key factor in tackling these challenges. An essential ingredient of developing a successful entrepreneurial ethos is the promotion of a culture of continuous learning. This is vital for both the continued and sustainable growth of businesses as well as for personal development.

There already exists a range of provision in Plymouth that could be further built on, for example, the self-employment and business start-ups schemes run as part of the Urban Enterprise initiative. What is currently lacking is co-ordination across initiatives which could be addressed through a bespoke strand of the Skills/IAG Hub. This should also build on a clear understanding of what Plymouth's designation as a 'Social Enterprise City' means and how this can be maximised. The possibility of a 1,000 Club model for entrepreneurship should also be explored. Among the leaders and owners of existing micros and SMEs in the city, key skills need to be developed and advanced, including:

- Leadership and innovation;
- Adaptability; and
- The ability to provide professional growth opportunities for employees.

This also links to the Digital Plymouth work and, in particular, their web-fuelled business agenda which aims to increase the number of digitally engaged businesses and exports in the city, along with high-value ICT mentoring. Further to this, links need to be developed with more generic mentors, business investors and business space owners to maximise opportunities for start-ups and to enable the growth of micros.

There is a need for a much clearer link between businesses needs and the talent and resources available at the Universities. For example, an effective route into Plymouth University exists for businesses through Enterprise Solutions, but there is a need to maximise awareness and business use of this as a "*university and business matching*" service. Placing the assets, facilities, talent and expertise of HEIs at the heart of business growth in the City should be central. While small businesses might not have the capacity to host an internship, there may be opportunities to match specific business challenges with student projects or summer placements, etc., so contributing to business growth, student employability and graduate retention.

Underpinning these proposals is the need to fully embed an enterprising and entrepreneurial culture in the education system. Schools employability work has been undertaken for many years in Plymouth and has more recently included the work of Plymouth University, RIO and their Social Enterprise qualification. These initiatives could be further developed, alongside the graduate initiatives undertaken by the universities and colleges, particularly building on the work of City College as a recognised Gazelle Enterprise College. The proposed City Deal Employability Gateway should help co-ordinate all of these employability-related initiatives.

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## 6. Action Plan

Based on the four strategic priorities for intervention described above that were identified during the stakeholder consultations, the following table contains a set of proposed Action Points. These are intended to address the key skills issues in Plymouth as identified by the evidence base and provide a set of SMART interventions to enable the ESB to monitor progress against the strategic priorities on an annual basis. The Plan contains a set of key tasks mapped onto the four priority areas with identified lead partners and related strategies, headline success measures, resources (where known) together with timescales and milestones. The Plan will need annual review.

Plymouth's City Deal provides the overarching framework and context within which these actions will be implemented and delivered.

Prepared by Nigel Tremlett and Rebekah Southern, Transform Research Consultancy Ltd, February 2014

PLYMOUTH'S PLAN FOR EMPLOYMENT AND SKILLS <b>PROPOSED DRAFT ACTION PLAN – FOR DISCUSSION AND AMENDMENT</b>					
PRIORITY	TASKS	LEAD PARTNERS & RELATED STRATEGIES	HEADLINE SUCCESS MEASURES	RESOURCES	TIMESCALES AND MILESTONES
<b>PREPARING FOR WORK AND ADDRESSING WORKLESSNESS</b>	<p>1. a) City Deal: Deal for Young People: - A Youth Gateway; - 1000 Club Employer and Employability Gateway; and - Wage Progression Project</p> <p>b) Streamline, rationalise and coordinate the existing effective work readiness schemes (at all levels) and provision through the Plymouth City Deal Skills/IAG Hub (see “Matching Skills and Demand” Task 1 below)</p> <p>c) Coordinate all youth unemployment initiatives (from both statutory and non-statutory providers) with a proven track record of moving young people into sustained employment via the City Deal Skills/IAG Hub (ditto)</p>	PCC/ DCC/ Cabinet Office/ DWP/ JCP / ESB /SFA.	<ul style="list-style-type: none"> <li>Provide 10,000 young people with access to independent Information, Advice and Guidance</li> <li>Help 1,500 young people to receive personalised support to find training / work by May 2017</li> <li>Engage 10,000 businesses across the City Deal area by March 2017</li> <li>Match employers to schools &amp; colleges by Employability Charter by July 2014</li> <li>Increased no. of young people into employment</li> </ul>	<p><b>Youth Gateway</b></p> <ul style="list-style-type: none"> <li>£1.5 million Youth Contract for Cities (CO/ DWP);</li> <li>£400,000 (LAs);</li> <li>£400,000 (EUSIF)</li> </ul> <p><b>1000 Club</b></p> <ul style="list-style-type: none"> <li>£250,000 Youth Contract for Cities (Cabinet Office/ DWP)</li> <li>£250,000 (local partner initiatives)</li> </ul>	<ul style="list-style-type: none"> <li>Personalised Caseworker project launched by 08/14</li> <li>Careers Skills/IAG Hub launched by 05/17</li> <li>Careers/LMI portal launched by 07/14</li> <li>1000 Club business brokerage by 06/14</li> <li>Employability Matching Service launched by 07/14</li> <li>Employability Charter/ Kitemark launched by 07/14</li> <li>Wage Progression Project launched by 05/15</li> </ul>
	2. A bespoke scheme targeting Plymouth's young unemployed people linked to existing community and school schemes	To be led by JCP (in conjunction with other stakeholders) reporting to the ESB	<ul style="list-style-type: none"> <li>Reduction in youth unemployment</li> <li>Reduction in long term unemployment</li> </ul>	• ?	• ?
	3. Rationalise employability passports and roll out through FE and HE	Employability Task and Finish Group	<ul style="list-style-type: none"> <li>Improvement in young people and graduate employability</li> </ul>	• City Deal Employability Gateway	• ?

PRIORITY	TASKS	LEAD PARTNERS & RELATED STRATEGIES	HEADLINE SUCCESS MEASURES	RESOURCES	TIMESCALES AND MILESTONES
<b>PREPARING FOR WORK (CTD)</b>	4. Assess the feasibility of a vocational Apprenticeship Academy to increase availability and coordinate provision as part of the 11-18 review (c.f. <i>Improving Core Skills</i> Task 4 below)	ESB/PCC	<ul style="list-style-type: none"> <li>Recommendation on whether to proceed with Apprenticeship Academy</li> </ul>	<ul style="list-style-type: none"> <li>PCC</li> </ul>	<ul style="list-style-type: none"> <li>Report end June 2014</li> </ul>
	5. Reduce number of NEETs as per Plymouth CC and partners' <i>Raising the Aspirations Action Plan Focus 6</i>	PCC and partners (ESB to endorse)	<ul style="list-style-type: none"> <li>Reengage NEETs</li> <li>Secure (sustained) learning placements and improve employability skills of NEETs</li> </ul>	<ul style="list-style-type: none"> <li>As detailed in the <i>Raising Aspirations</i> Action Plan, Focus 6: Points 1 – 12</li> </ul>	<ul style="list-style-type: none"> <li>Various activities to end August 2014</li> </ul>
	6. Set up a Task and Finish Group, reporting to the ESB to investigate flexible funding mechanisms for work with over 25s, aligned with the Families with a Future Programme	JCP/Prospects/PLUSS /Working Links	<ul style="list-style-type: none"> <li>Identification of more flexible funding</li> <li>Preparation for structural shifts in the workforce (hollowing out and ageing)</li> </ul>	<ul style="list-style-type: none"> <li>PCC</li> </ul>	<ul style="list-style-type: none"> <li>Report end June 2014</li> </ul>
	7. Address the skills elements of the LES <i>People, Communities and Institutions Flagship</i>	PCC and partners	<ul style="list-style-type: none"> <li>Skills and employment aims as per the PCI Flagship Plan</li> </ul>	<ul style="list-style-type: none"> <li>As per PCI Plan</li> </ul>	<ul style="list-style-type: none"> <li>As per PCI Plan</li> </ul>
	8. ESB to endorse the definition and approach developed by the Employability Task and Finish group including: a) An employability Charter Mark for employers; b) Kitemark for schools; and, c) Curriculum for students	ESB reporting to Plymouth Growth Board	<ul style="list-style-type: none"> <li>Agreed definition of employability attributes</li> <li>Focused provision to address the gap in employability attributes in young people (aged 10-19 initially)</li> <li>Employers in Plymouth indicating that their new employees have the correct attributes</li> </ul>	<ul style="list-style-type: none"> <li>City Deal Employability Gateway / Skills Matching Service</li> </ul>	<ul style="list-style-type: none"> <li>?</li> </ul>
	9. Act on City-wide SEN/LDD review to devise schemes with schools, colleges & employers for young SEN/LDD	PCC and partners	<ul style="list-style-type: none"> <li>Skills and employment aims as per the SEN/LDD review</li> </ul>	<ul style="list-style-type: none"> <li>As per SEN/LDD review</li> </ul>	<ul style="list-style-type: none"> <li>As per SEN/LDD review</li> </ul>

PRIORITY	TASKS	LEAD PARTNERS & RELATED STRATEGIES	HEADLINE SUCCESS MEASURES	RESOURCES	TIMESCALES AND MILESTONES
IMPROVING CORE SKILLS	1. Set up a Task and Finish Group, reporting to the ESB to investigate flexible funding mechanisms for work with over 25s, aligned with the Families with a Future Programme	JCP/Prospects/PLUSS	<ul style="list-style-type: none"> <li>• Identification of more flexible funding</li> <li>• Preparation for structural shifts in the workforce (hollowing out and ageing)</li> </ul>	<ul style="list-style-type: none"> <li>• PCC</li> </ul>	<ul style="list-style-type: none"> <li>• Report end June 2014</li> </ul>
	2. Early years and primary education development: activities focussed on addressing the attainment gap between children eligible for free school meals and their peers as per Plymouth Fairness Commission report (including wrap around support)	PCC and partners	<ul style="list-style-type: none"> <li>• Reducing the attainment gap at early years and primary school levels</li> <li>• Employment and qualification indicators as detailed in <i>The Child Poverty Strategy for Plymouth 2013-2106</i></li> </ul>	<ul style="list-style-type: none"> <li>• As per <i>Child Poverty Strategy</i></li> </ul>	<ul style="list-style-type: none"> <li>• As per <i>Child Poverty Strategy</i></li> </ul>
	3. a) To increase the retention of digital skills; to increase employability; and, to create the digital businesses of tomorrow.  b) To improve levels of digital skills and understanding	Digital Plymouth and Digital Economy Plan  Schools and IDAT	<ul style="list-style-type: none"> <li>• Obtain funding to create a digital skills academy using the successful approach of the existing Plymouth Bluestone Academy.</li> <li>• Obtain funding to deliver multi-level ICT skills training provision including base level ICT skill provision.</li> <li>• Obtain funding to scale up provision of code clubs and a young digital business/entrepreneur competition.</li> </ul>	<ul style="list-style-type: none"> <li>• ?</li> <li>• ?</li> </ul>	<ul style="list-style-type: none"> <li>• Start May 2014</li> <li>• ?</li> </ul>
	4. Set up a Task and Finish Group to undertake a city-wide review of Plymouth's 11-18 skills training offer and make evidence based recommendations (including for the proposed Apprenticeship Academy)	ESB/PCC	<ul style="list-style-type: none"> <li>• Recommendations for a coordinated 11-18 offer across the city that makes maximum use of resources available, including potential for an Apprenticeship Academy</li> </ul>	<ul style="list-style-type: none"> <li>• PCC</li> </ul>	<ul style="list-style-type: none"> <li>• Report end June 2014</li> </ul>

PRIORITY	TASKS	LEAD PARTNERS & RELATED STRATEGIES	HEADLINE SUCCESS MEASURES	RESOURCES	TIMESCALES AND MILESTONES
<b>IMPROVING CORE SKILLS (CTD)</b>	5. Improve reading and literacy as a core skills for all ages	PCC/All City Schools /City College	<ul style="list-style-type: none"> <li>Reading Plan currently in development</li> </ul>	<ul style="list-style-type: none"> <li>PCC</li> </ul>	<ul style="list-style-type: none"> <li>?</li> </ul>
	6. Develop Low Carbon and “green” skills for businesses building on current initiatives (e.g. Plymouth University as “World’s 5 <sup>th</sup> Greenest university”)	PCC/Plymouth Climate Change Commission	<ul style="list-style-type: none"> <li>As per PCCC suggestions including City-wide Green Skills Network</li> </ul>	<ul style="list-style-type: none"> <li>As per PCCC suggestions</li> </ul>	<ul style="list-style-type: none"> <li>As per PCCC suggestions</li> </ul>
<b>MATCHING SKILLS WITH DEMAND</b>	1. Develop a business case and secure funding through City Deal for a physical IAG Hub that provides clear career pathways for young people aged 11-24, matched to local need	To be led by PCC /Devon County Council	<ul style="list-style-type: none"> <li>Improved IAG at all levels</li> <li>Raising aspirations</li> <li>Reduction in youth unemployment/ NEETs</li> <li>Provide employers with motivated, skilled employees</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Youth Gateway (as above)</li> </ul>	<ul style="list-style-type: none"> <li>?</li> </ul>
	2. Build into the Hub an explicit strategy and resourcing for dedicated (and coordinated) employer engagement linked with local assets (e.g. Plymouth University as the Enterprise University, University of St Mark & St John as a leading teaching and learning university, City College as a Gazelle College and the unique offer provided through Plymouth College of Art)	To be led by PCC /Devon County Council	<ul style="list-style-type: none"> <li>Improved employer engagement</li> <li>Improved matching service (supply and demand)</li> <li>Preparation for structural shifts in the workforce</li> <li>Talent retention</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Employer Gateway (as above)</li> </ul>	<ul style="list-style-type: none"> <li>?</li> </ul>
	3. (Aligned with the Hub’s activities) Develop a joined up approach to education and business partnership linking employers with targeted education projects in the city e.g. from the Children's University project, MAP, UTC, through to undergraduate and postgraduate level	To be led by PCC/ the Universities/ SW Careers and developed through the PES	<ul style="list-style-type: none"> <li>Improved employer engagement</li> <li>Improved matching service (supply and demand)</li> <li>Raised aspirations</li> <li>Talent retention</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Employability Gateway (as above)</li> </ul>	<ul style="list-style-type: none"> <li>?</li> </ul>

PRIORITY	TASKS	LEAD PARTNERS & RELATED STRATEGIES	HEADLINE SUCCESS MEASURES	RESOURCES	TIMESCALES AND MILESTONES
<b>DRIVING ENTREPRENEURSHIP AND INNOVATION</b>	1. Use the City Deal Skills/IAG Hub to drive skills development in businesses including leadership support to develop employers capacity to recruit staff, in particular those < 25 and 50+ to promote succession planning	PCC/Chamber of Commerce	<ul style="list-style-type: none"> <li>Raising aspirations</li> <li>Improved business survival and growth rates</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Employer Gateway (as above)</li> </ul>	?
	2. Develop bespoke 1,000 Club model focussed on enterprise and entrepreneurship	PCC/City Deal for Young People	<ul style="list-style-type: none"> <li>Raising aspirations</li> <li>Increase in business start-ups</li> <li>Improved business survival and growth rates</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Employer Gateway (as above)</li> </ul>	?
	3. Using City Deal, coordinate mentorship among new and potential entrepreneurs and young people through the business community	PCC/Plymouth Growth Board	<ul style="list-style-type: none"> <li>Talent retention</li> <li>Increase in business start-ups</li> <li>Improved business survival and growth rates</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Employer Gateway (as above)</li> </ul>	?
	4. Expand on existing degree level entrepreneurship modules and initiatives in colleges and universities	The Universities/City College/College of Art	<ul style="list-style-type: none"> <li>Talent retention</li> <li>Increased business start-ups</li> <li>Improved survival and growth</li> </ul>	<ul style="list-style-type: none"> <li>?</li> </ul>	?
	5. Provide a platform to fully develop the Young Enterprise strand of the employability curriculum that is currently being piloted	Plymouth Growth Board's Employability Task and Finish group	<ul style="list-style-type: none"> <li>Bringing schools and employers together</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Employability Gateway (as above)</li> </ul>	<ul style="list-style-type: none"> <li>As per City Deal</li> </ul>
	6. Using City Deal develop a joined up approach to education and business partnership by linking employers with targeted education projects	PCC/The Universities /City College/College of Art	<ul style="list-style-type: none"> <li>Talent retention</li> <li>Increased business start-ups</li> <li>Improved business survival and growth rates</li> </ul>	<ul style="list-style-type: none"> <li>City Deal: Employer Gateway (as above)</li> </ul>	?
	7. Develop Marine/Advanced Engin'ring sector by finding ways of advancing: <ul style="list-style-type: none"> <li>Key parts of Marine Innovation CIC bid</li> <li>Marine Jobs and Skills Fair</li> </ul>	Princess Yachts/ Babcock Marine/ Pipex/etc. plus PCC/ Training Providers	<ul style="list-style-type: none"> <li>As identified in Marine Innovation CIC bid</li> <li>Talent retention</li> </ul>	<ul style="list-style-type: none"> <li>As per Marine Innovation CIC bid</li> </ul>	<ul style="list-style-type: none"> <li>As per Marine Innovation CIC bid</li> </ul>

**Appendix I: Key Facts and Figures**

<b>ECONOMY</b>	<ul style="list-style-type: none"> <li>• Plymouth's economy grew broadly in line with the national average between 2002 and 2012 (GVA growth of 15% compared with 16% across the UK), however, growth lagged behind some of the other HotSW areas</li> <li>• Productivity and workplace wages in the area are well below the UK averages</li> <li>• Whilst economic activity within the Plymouth ESB area has recovered from the lows of the recession, output and labour demand have not yet returned to pre-recession highs</li> <li>• Business stocks have fallen for each of the last three years</li> </ul>
<b>WORKFORCE</b>	<ul style="list-style-type: none"> <li>• Employment levels have not changed dramatically over the last decade with 2012 levels marginally higher than in 2002</li> <li>• The area's industrial profile reflects that of the UK as whole but with specialisms, particularly Marine Manufacturing</li> <li>• Local shares of employment in high-productivity, and Knowledge-Intensive Sectors (KIS) are similar to national averages - medium-high technology manufacturing is emerging as a strength</li> </ul>
<b>EMPLOYMENT</b>	<ul style="list-style-type: none"> <li>• At 70%, the employment rate for the Plymouth TTWA area is marginally below the national average of 71% but this figure hides considerable variation across the area</li> <li>• Underemployment, part-time and temporary working is high by national standards (second highest of England's NUTS3 regions)</li> </ul>
<b>UNEMPLOYMENT &amp; ECONOMIC INACTIVITY</b>	<ul style="list-style-type: none"> <li>• The Plymouth TTWA has a lower economic inactivity rate than the national average and it has a lower percentage of residents claiming unemployment-related benefits (2.9% compared with 3.7% for England in April 2013) but there is considerable 'hidden' unemployment</li> <li>• There are pockets of high unemployment, particularly in the western arc of the city; and also particular issues with both youth and long term unemployment. The claimant rate for 18-24 year olds (6.1%) was the highest of all age groups in January 2013</li> <li>• The proportion of young people who are classified as being NEET is 2.3 percentage points higher in Plymouth than the South West average</li> <li>• There are currently (as Dec 2013) 1,285 18-24 year olds claiming Job Seekers Allowance</li> <li>• Young people with special educational needs (SEN) or a learning disability or difficulty (LDD) account for a high number of those facing unemployment. Current data reports that 16.8% of post-16 learners with a LDD are classified as NEET and a further 5.5% are recorded as status not known.</li> </ul>

<p><b>SKILLS – YOUNG PEOPLE</b></p>	<ul style="list-style-type: none"> <li>• Young people are remaining in education for longer and entering the workforce later, achieving greater numbers of qualifications at higher levels than has previously been the case</li> <li>• Despite substantial improvements in attainment in recent years, more than 40% of young people in Plymouth still leave school without five good GCSE passes including maths and English and almost 1/5<sup>th</sup> of 19 year olds emerge from education and training without a L2 qualification</li> <li>• Despite rising apprenticeship numbers, the share of young people entering work-based learning is falling</li> <li>• Young people often lack business ready or employability skills – consequently employers are not always recruiting direct from education</li> </ul>
<p><b>SKILLS – WORKFORCE</b></p>	<ul style="list-style-type: none"> <li>• 34% of the Plymouth population hold graduate-level qualifications (or above), which is the same as the national average and represents a considerable improvement on the 2004 figures</li> <li>• The percentage of the population with no or low level qualifications (below Level 2) has also fallen from 32% in 2004 to 22% in 2012</li> <li>• Skills shortages are rare, affecting 3% of employers with a vacancy in Plymouth in 2011</li> <li>• Around 7% of all employees are reported to have a 'skills gap' (particularly in Admin &amp; Secretarial, Elementary – job-specific and 'softer' skills)</li> <li>• High-level skills not always productively employed</li> <li>• There is L4+ leakage to other labour markets given 'High-mobility</li> <li>• There are 're-balancing issues' - public sector jobs and transferability</li> </ul>
<p><b>FUTURE JOBS GROWTH</b></p>	<ul style="list-style-type: none"> <li>• Future job growth is projected to come primarily from retail; construction; transportation and storage; professional services; and, food &amp; beverage services</li> <li>• Forecasts suggest that Plymouth's labour market will continue to undergo structural change and will see a 'hollowing-out' with more low-level and high-level occupations available and middle-level occupations (Administrative, Skilled trades) becoming increasingly scarce. The greatest gains in numbers of people employed will be in managers, directors and senior officials; sales and customer services; and elementary occupations</li> <li>• The expectation is that the economy will continue to become increasingly knowledge-intensive, requiring more people with higher level skills. However, there will be a continuing demand for elementary and service sector jobs</li> <li>• There is an ageing population which raises issues of expansion/replacement demand</li> </ul>

## **Appendix II: Bibliography and Key Sources**

- A Draft Skills Plan for Plymouth: the Challenge for Us All* (Plymouth City Council, April 2013)
- Employment & Skills Analysis for the Plymouth Travel to Work Area* (Skills and Learning Intelligence Module, University of Exeter, June 2013)
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- Heart of the South West Local Enterprise Partnership Skills Strategy* (HotSW LEP January, 2013)
- Local Economic Review Strategy: Update* (Plymouth City Council, 2013)
- No Stone Unturned* (Lord Heseltine, October 2012)
- City Deal – Employment, Skills and Employability Initiatives* (list of all employment, skills and employability initiatives across the City Deal area, 2013)
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- Plymouth Plan for Jobs*, (Plymouth City Council, 2013)
- Plymouth's Economic Review* (March 2013)
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- Plymouth and Peninsula City Deal Negotiating Document* (2013)
- Plymouth's Child Poverty Strategy 2013-2016: Child Poverty Matters* (2013)
- Plymouth's Plan for Raising the Aspirations, Increasing the Participation and Raising the Achievement Of Children and Young People aged 11- 19+: Detailed Action Plans 1st Sept 2013 - 31st August 2014* (Plymouth City Council and Partners, 2013)
- Positive for Youth Consultation Report* (Plymouth Youth Services, July/August 2013)
- Rigour and Responsiveness in Skills* (Department for Education/ Department for Business and Skills, April 2013)
- Survey of PMG Members' Specific Engagement with and support of the Local Education Sector* (PMG, 2013)
- The City Deal Skills and Labour Market Data Analysis* (2013)
- The LES Review – ESB – Evidence Base* (Plymouth City Council, October 2013)
- The Richard Review of Apprenticeships* (Doug Richard, November 2012)