

Subject:	City Employment & Skills Plan 2016-2020		
Date of Meeting:	22 September 2016 – Economic Development & Culture Committee 3 October 2016 – Children, Young People & Skills Committee 20 October 2016 – Council		
Report of:	Joint Report of the Executive Director for Families, Children & Learning and the Executive Director for Economy, Environment & Culture		
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Ward(s) affected:	All		

FOR GENERAL RELEASE

1. PURPOSE OF REPORT AND POLICY CONTEXT

- 1.1 The report is to seek approval from the Committee for the final City Employment & Skills Plan (2016-2020) and before going to Full Council.

2. RECOMMENDATIONS:

That the Economic Development & Culture and the Children, Young People & Skills Committees:

- 2.1 Notes the final City Employment & Skills Plan and the steps that will be taken to deliver the Strategic Map.
- 2.2 Recommends the Plan to Council for adoption.

That Council:

- 2.3 Adopts the Brighton & Hove City Employment & Skills Plan 2016-2020.

3. CONTEXT/ BACKGROUND INFORMATION

- 3.1 A report proposing development of a new City Employment & Skills Plan (2016-2020) was agreed by the Children, Young People & Skills Committee in July 2015. It was noted by the Economic Development & Culture Committee in September 2015.
- 3.2 Following the tender process, Rocket Science, were the consultants appointed to develop the City Employment & Skills Plan.

- 3.3 A progress report on the development of the City Employment & Skills Plan (2016-2020) was noted by the Economic Development & Culture Committee and Children, Young People & Skills Committee in March 2016.
- 3.4 The City Employment & Skills Plan is a city-wide plan jointly owned by stakeholders and partners across the City. The Plan also recognises the important economic role of the City Region and proposes activities that can be delivered at City Region level.
- 3.5 The City Employment & Skills Plan supports the delivery of both the Economy & Jobs and Children & Young People priorities in the City Council's Corporate Plan 2015-2019.

The Greater Brighton Employer Skills Task Force

- 3.6 The Greater Brighton Employer Skills Task Force was formed in Autumn 2015 from over 30 of the City Region's leading businesses and education providers. The Task Force was established in September 2015 to consider how the number of apprenticeships can be increased locally, how those who have not worked for some time can be supported back into work and how more businesses can be encouraged to engage with schools as a way of helping to build and grow a pipeline of local talent about to enter work and learning with a greater understanding of the job and career opportunities in different sectors.
- 3.7 The Task Force set the City Region a target of a minimum of 1,000 new apprenticeships in 1,000 days. This has been included as a target in the City Employment & Skills Plan.
- 3.8 To achieve this they developed an Employer Pledge asking the wider business community to support the campaign. The Employer Pledge was launched during Apprenticeship Week in March this year and received over 100 pledges of support.
- 3.9 The Task Force also developed a report including eight recommendations for action. Three actions are under Objective 1 in the Strategic Map; a brand for the Greater Brighton City Region and the development of a Greater Brighton Employer Brokerage Model. The brokerage service is intended to help large employers and small and medium sized enterprises (including microbusinesses) to find trainees, apprentices, higher apprentices. It will also track the number of apprenticeships starts and completions and provide evidence in the form of metrics that will detail take-up by a range of indicators e.g. age, gender, ethnicity, disability and geography. Apprenticeship branding will be developed and maintained for the Greater Brighton City Region to help simplify the training and apprenticeship offer and reduce confusion for businesses, young people, schools and parents.
- 3.10 A separate report on the Greater Brighton Employer Brokerage Model will be brought to the Children, Young People & Skills Committee. This will form part of the Youth and Employability Trust Committee report, which is going to the Children, Young People & Skills Committee on October 3rd 2016.

3.11 **The Brighton & Hove Data Story** was produced to inform the City Employment & Skills Plan. It is an assessment of the Brighton & Hove labour market and issues relevant to the City's relationship with the Greater Brighton City Region and Coast to Capital area and provides an evidence base for the plan.
Priorities and Targets

3.12 From the evidence in the Brighton & Hove Data Story and the findings from the consultation phase, the priorities emerged. Along with three overall outcomes to be achieved over the life of the plan:

- **Priority 1 – No one left behind:** Residents and workers suffering disadvantage in the labour market either through unemployment, low pay or lack of aspiration are supported effectively to make the most of the economic opportunity the City and its wider partnerships can offer.
- **Priority 2 – Supporting learn to earn transitions:** Young people and those making career transitions at any age are supported on their journey from learning to earning and can take advantage of the career, lifestyle and further education opportunities the City has to offer.
- **Priority 3 – Enabling businesses and workers to benefit from growth:** The key employment sectors of the City driving growth such as Health & Life Sciences and those which are critical to sustaining a healthy and vibrant City such as Financial Services, Public Sector and Tourism, are accessing employees with the right technical skills, aptitude and readiness for work. These employers should be given support to help their workforce grow and prosper.

Outcomes

3.13 By 2020 the following outcomes will have been achieved:

- The target is to support 2,000 long-term unemployed residents move into sustainable employment.
- The target is to increase apprenticeships by at least 1,000 new starts in 1,000 days.
- The target is to secure 3,000 opportunities to help residents develop their skills, experience and career through the Employer Pledge.

3.14 In order to achieve these outcomes the CESP Strategic Map sets out four objectives which will provide the road map to delivery of the outcomes and the means by which progress can be measured.

Strategic Map

3.15 A Strategic Map (Appendix 1) has been developed and its four objectives are each supported by actions. The actions will help put in place the systems, funding and structures to make our employment, skills and business support infrastructure work better to secure the needs of residents and businesses.

- 3.16 The Learning, Skills and Employment Partnership is tasked with helping to drive the delivery of the Strategic Map. To achieve this aim four Action Groups will be established to oversee the workplan. Membership of the groups is from the Learning, Skills & Employment Partnership and other key stakeholders.
- 3.17 Its task will be to agree specific actions and activities that achieve the objectives. For example: one of the main focuses in Objective One will be to agree the steps needed to create a job Brokerage scheme that meets the needs of employers and will engage local training providers thereby making it easier for employers to find and train staff.

Priority	Strategic Map	Group	Chaired By	Outcome
2	Objective One - Working better with employers to secure jobs and develop careers for our residents	Employer Action Group	Gavin Stewart, Brighton & Hove Economic Partnership	Help meet the City target of 1,000 apprentices in 1,000 days
2	Objective Two - Making skills infrastructure and funding work better for sectors key to our resilience and growth	Skills Action Group	Sarah Williams, Sussex Learning Network	Help meet the City target of 1,000 in 1,000 days
1	Objective Three - Making our services, providers and funding work better to help those furthest from the labour market	Services Action Group	Simon Newell, Brighton & Hove Connected	2,000 long-term unemployed people into work
3	Objective Four - Supporting business growth and sustainability	Business Support Action Group	Sarah Springford, Brighton & Hove Chamber of Commerce	3,000 opportunities through the Employer Pledge

- 3.18 The City Management Board will oversee and monitor the Plan and support where appropriate.

4. ANALYSIS & CONSIDERATION OF ANY ALTERNATIVE OPTIONS

- 4.1 The do nothing approach represents a risk for Brighton & Hove and its residents because of a number of factors which will impact on the labour market and skills and employment in the City including but not limited to; changes to the funding landscape for skills; changes to benefits for under 25 year olds; introduction of an Apprenticeship Levy in April 2017; high number of Employment Support Allowance claimants in the City etc.
- 4.2 Following approval of a new City Employment & Skills Plan by the Children, Young People & Skills Committee in July 2015, no alternative options were considered.

5. COMMUNITY ENGAGEMENT & CONSULTATION

- 5.1 The consultants engaged with providers, public bodies, third sector partners and businesses throughout the development of the Plan.
- 5.2 Over 100 delegates attended the first consultation event in December 2015 which looked at the key priorities for the Plan.
- 5.3 Over 70 delegates attended the second consultation event in January 2016 to develop a set of recommendations for the Plan.
- 5.4 Over 25 in-depth interviews were conducted with key stakeholders in the City. In addition, over 170 respondents completed an online questionnaire which helped inform the development of the Plan.
- 5.5 Rocket Science presented the emerging priorities to the Fairness Commission in January 2016 and development of the Plan took into account the work of the Commission to ensure alignment between the two strands of work.
- 5.6 A Greater Brighton Employer Skills Task Force was convened which was an integral part of the development of the City Employment & Skills Plan, to ensure that the major local employers are central to its development.

6. CONCLUSION

- 6.1 Committee is asked to approve the final City Employment & Skills Plan report and that it is going to Full Council for approval on the 20th October 2016.
- 6.2 Committee is asked to note the Strategic Map (Appendix 1) and its four objectives each supported by three actions.
- 6.3 Committee is asked to note the convening of the four Action Groups to take forward the actions to deliver the Plan.
- 6.4 Committee is asked to note the City Management Board will oversee delivery of the Plan.

7. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 7.1 There are no direct financial implications associated to the recommendations in this report to the Children, Young People & Skills Committee.
- 7.2 The cost of developing the City Employment & Skills Plan has been funded from the City Regeneration Investment Fund and existing City Regeneration service revenue budgets.
- 7.3 Any financial implications associated with the delivery of the actions set out in the Plan will be assessed within relevant future reports or business case and appropriate approval for funding will be sought where required.

- 7.4 It is anticipated that the Plan will assist in making funding applications for external resources and the development of joint funding bids to deliver the identified actions. External funding is potentially an important source of income, but funding conditions need to be carefully considered to ensure that they are compatible with the aims and objectives of the council.

Finance Officer Consulted: Steven Bedford

Date: 16/08/16

Legal Implications:

- 7.5 As detailed in the body of the report the plan provides a vehicle for a number of council objectives, and should enhance the council's capacity to meet duties in respect of addressing inequalities. It will further enhance the Council's capacity to meet the expectations under the Enterprise Act 2016. Compliance with the Specification of Apprenticeship Standards for England (SASE) is a statutory requirement of the Apprenticeships, Skills, Children and Learning Act. New employer designed apprenticeship standards are being developed to replace the current apprenticeship frameworks.

Lawyer Consulted: Natasha Watson

Date: 09/09/16

Equalities Implications:

- 7.6 An Equalities Impact Assessment for the City Employment & Skills Plan is in the process of being prepared. The Plan has taken into account recommendations from the Fairness Commission. Two other research studies have been commissioned as a result of the City Employment & Skills Plan. The first study looks at ways to overcoming barriers to employment for BME residents and the second study focuses on the same objective for disabled residents.

Sustainability Implications:

- 7.7 The Plan complements the strategic objectives in the council's Economic Strategy including; tackling barriers to employment, growth of the Creative Digital & IT Sector and improving the job prospects of the resident workforce will help economic sustainability. It also links to the work undertaken by the Greater Brighton Economic Board.

Any Other Significant Implications:

Crime and Disorder Implications

- 7.8 Studies have repeatedly linked unemployment to rising crime and the deterioration of health. Labour market policies can play a role in reducing crime rates and unemployment in the city, which should have a positive impact on crime reduction.

Risk and Opportunity Management Implications

- 7.9 Measures will be put in place to monitor and manage risks. By the involvement of Council officers in supporting the Action Groups, part of their role is to help the Chair of each Action Group to ensure the objectives in the City Employment & Skills Plan are achieved. The Action Groups will be expected to provide regular progress reports to the City Management Board.

Public Health Implications

- 7.10 The Office of National Statistics (ONS) measures national wellbeing and established that economic inactive people or under-employed people have lower levels of wellbeing than those who are employed. The Plan will have a positive impact on those residents in the city who are unemployed or under-employed.

Corporate & Citywide Implications

- 7.11 The new Plan supports the delivery of the Economy & Jobs and Children & Young People priorities of the City Council's Corporate Plan 2015-2019. The Plan is being written at a time when Local Authorities are facing significant cuts to their budgets and, at the same time, the implications of welfare reform are becoming unknown with growing numbers of residents being detrimentally affected. Interventions in the Plan should help reduce the financial burden on the Local Authority.

SUPPORTING DOCUMENTATION

Appendices:

1. Strategic Map
2. City Employment & Skills Plan (2016-2020)

Appendix 1

Brighton and Hove City Employment and Skills Plan 2016-2020

