

North Tyneside Employment and Skills Strategy 2013 – 2016

Introduction

The North Tyneside Employment and Skills Strategy provides an opportunity for partners to work together to develop and implement a strategic approach to employment and skills that will raise aspirations and create a major programme of education to employment pathways for all ages across North Tyneside.

The North Tyneside Employment and Skills Strategy will support the delivery of the following Our North Tyneside Plan objectives:

- **Our People:** Be supported to achieve their full potential, especially our children and young people.
- **Our Places:** Work with residents, communities and businesses to regenerate the borough.
- **Our Economy:** Grow by building on our strengths, including existing world class companies in marine technology and engineering.
- Have the right conditions to support investment and create new jobs, especially apprenticeships.
- Have local people that have the skills that businesses need.
- **Our Partners:** Schools and our college, where our children and young people will receive the skills they need for the future.
- Businesses and manufacturers who will be assisted to develop and expand.

The Purpose of this Strategy

The purpose of producing a North Tyneside Employment and Skills Strategy is to provide leadership and clarity to the partners of the Local Strategic Partnership and Employment and Skills Board to ensure we jointly deliver to agreed priorities to address current and future challenges.

The aim of the action plan linked to the strategy will be to present the key actions that partners will deliver to address these challenges.

The Strategy supports delivery of the following strategic priorities for Children and Young People as highlighted in the 5 key strategic priorities for Children, Young People and Learning (CYPL) within the Council. These are:

1. Tackling educational disadvantage
2. Enabling Safer, Stronger Families
3. Strengthening Safeguarding and Corporate Parenting Arrangements
4. Improving Outcomes for Vulnerable Learners
5. Organising ourselves to Deliver

The work programme will include the development of an education to employment model comprising Information, Advice and Guidance (IAG), careers education, work experience, vocational pathways including Apprenticeships and progression to higher skills including Higher Education. The priorities will include developments linked to key employment sectors including opportunities arising from the regeneration of the North Bank of the Tyne and in areas experiencing skills shortages.

What have we done so far?

The North Tyneside Employment and Skills Board (ESB) led by North Tyneside Council, four Employment and Skills Sub Groups and the North Tyneside Learning Trust have been progressing work regarding the partnership approach to addressing employment and skills issues across North Tyneside.

The subgroups were set up to lead on the following items:

- Skills Demand
- Entitlement Offer
- Infrastructure
- Cross cutting theme relating to the Education Vision on the North Bank of the River Tyne

The Sub Groups have made progress in defining their terms of reference and identifying key issues to be addressed as follows:

Skills Demand Group - Key objectives were to review the current skills demand in the Borough and beyond and consider how to gain and present future skills demand information.

Key Findings included:

- There is a mismatch in desired occupations by jobseekers compared to vacancies advertised
- By 2020 we will require in the North Eastern Local Enterprise Partnership (NELEP) area 7000 professional and technician engineers, 5000 production operatives, 9000 support positions and 3000 graduate level positions linked to the low carbon, manufacturing sectors
- Engineering as a sector has the highest level of low skilled jobs - 13% require no qualifications
- In 2011/12, 3133 North Tyneside residents accessed apprenticeship opportunities 842 of them aged 16-18
- Gaining future skills demand information in a useful format, that informs career choices is challenging.

Entitlement Group - This group's task was to develop an entitlement framework for Children and Young People that delivered a range of opportunities at key stages in the statutory education journey linked to careers planning. It was determined that the entitlement should be based on an established careers learning framework; the

Association of Careers Education and Guidance (ACEG) Careers and Work-related Learning Framework. The Framework sets-out learning outcome statements at key stages two to four and in addition provides statements for post 16 settings. The Framework is free to use and a practical guide is available to support its implementation published by the Career Development Institute.

The Framework includes opportunity for the partnership to develop:

- Individual Learner Entitlement to a range of careers interventions
- Certification of the Learner achievement
- Recognition of Providers via a formal locally administered accreditation
- A Framework that clearly articulates the demands of each key stage and thus facilitates borough-wide resource planning
- A Framework supported by local providers and schools
- Although this Framework does not contain learning outcomes for key stage one Primary School Head Teachers in North Tyneside have indicated support for developing these.

Cross Cutting Group - The cross cutting group has progressed the development of plans on the North Bank of the Tyne for a learning facility on the Swan Hunter site. The site is a prime location to offer a joint offer to young people to learn in an environment directly influenced and led by employers. The development will provide:

- On site learning for the 14 – 19 age group and enrichment opportunities for all children and young people in the borough
- Inspiration for young people to engage in science, technology, engineering and maths (STEM) related subject areas at every level
- Widen children's experience and understanding of the diverse types of employment opportunities available to them
- Help young people make the connection between studying a subject and related career.

Infrastructure Group - The Swan Site sub group were asked to develop the site with the following items in mind:

- Progress the Swans site as an Open Innovation Centre
- Focus on stimulating high level supply chain for businesses providing a Research and Development Capacity
- A Skills and Education facility aimed at inspiring young people
- Clarify the vision and operating model for the site
- Design options and associated funding options.

Recently the appointment of the Developer Partner for the former Swan Hunter site was confirmed as Kier. A number of activities continue to be taken forward to develop the site in line with the Cross Cutting Groups requirements.

North Tyneside Learning Trust (NTLT)

The North Tyneside Learning Trust's priorities are to work with schools to:

- Strengthen governance and leadership in Schools
- School Improvement
- Increasing participation and attainment in STEM subjects
- Increasing progression to further and higher education
- Supporting and investing in Apprenticeships
- Building collaborative partnerships between schools, employers, Higher Education and Further Education
- Creating education to employment pathways
- Engaging in research and development activities geared towards improving social mobility and tackling disadvantage
- Supporting early years development.

The NTLT has entered into a range of partnerships with companies, charities and trusts to enhance and enrich the curriculum and introduce innovative new approaches to teaching and learning. The NTLT is also working with increasing numbers of new schools becoming members and sharing the NTLT's approach as good practice; locally, regionally and nationally. The role of the Trust in promoting the work of the North Tyneside ESB in schools, supporting schools to actively implement the actions agreed by the Board will be critical to success for raising outcomes for our young people.

1. What do we mean by Employment and Skills?

Employment and skills is defined in two ways. Firstly, **Employment is defined as peoples employability and is about work and the ability to be employed**, such as:

- The ability to gain initial employment; hence the interest in ensuring that 'key skills', careers advice and an understanding about the world of work are embedded in the education system
- The ability to maintain employment and make 'transitions' between jobs and roles within the same organisation to meet new job requirements
- The ability to obtain new employment if required, i.e. to be independent in the labour market by being willing and able to manage employment transitions between and within organisations.

Secondly, **skills are about a person's ability, expertise or qualifications** gained to undertake a specific task or do something well and can incorporate a number of other domains including:

- Labour Skills - a measure of the amount of worker's expertise, specialisation, wages, and supervisory capacity. Skilled workers are generally more trained, higher paid, and have more responsibilities than unskilled workers

- Life Skills - problem solving behaviours used appropriately and responsibly in the management of personal affairs. They are a set of human skills acquired via teaching or direct experience that are used to handle problems and questions commonly encountered in daily human life
- People Skills - the ability to communicate effectively with people in a friendly way, especially in business
- Social Skills - any skill facilitating interaction and communication with others
- Soft Skills - personal attributes that enhance an individual's interactions, job performance and career prospects
- Hard Skills - any skills relating to a specific task or situation.

2. Why are we doing this.....and why now?

The policy environment for skills continues to change at a pace and the number of providers delivering skills and employability services in North Tyneside continues to grow. This is causing complexity and competition in the system that is resulting in confusion for residents and employers. This is at a time of higher than average unemployment, reduced funding, skill gaps amongst our residents and employer difficulties in recruiting suitable labour when they require it. Therefore there is a need to consolidate our approach and increase the effectiveness of our provision.

Increasing the number of residents accessing skills development appropriate to the labour market will ensure progression for those individuals and support business growth within North Tyneside.

At the present time North Tyneside is in a unique position to be able to influence skills provision and maximise employment opportunities for residents as a direct result of the Enterprise zone status on the North Bank of the River Tyne. The Engineering and Manufacturing sector is the key growth opportunity with an associated growth in support sectors. This will increase demand for both skilled and low skilled personnel. This could provide a great impetus to young people to focus their education and skills development in related STEM subjects.

Employer enquiries regarding location to the Enterprise zone would benefit from a clear North Tyneside offer that was able to present the wealth of current provision available in North Tyneside and the potential for scaling it up to meet future employer demand when appropriate.

There is a short window of opportunity to create an effective infrastructure for skills provision to attract inward investment and support the growth potential of the Enterprise Zone. Recent developments include; the provision of an Educational facility directly on the Enterprise Zone, Tyne Metropolitan College's growth plans for developing a STEM Centre of Excellence and increasing their manufacturing and engineering provision, a successful Employer Ownership of Skills pilot led by Chirton Engineering and a major STEM provider TDR relocating it's business to North Tyneside.

Whilst there is a focus on Engineering and Manufacturing there will be an increase in related service sector jobs that we must also prepare our young people for.

The NELEP Economic Review, North East Skills Action Plan and emerging priorities for the Combined Authority provide a backdrop for local responses, in particular the focus on school improvement and employment for young people requires a response as to how local partners will deliver the improvement required.

National Context

The Government's reform programme for teaching, qualifications and education structures is aimed at creating a culture of high aspirations and expectations for every child. The commitment to raise standards has resulted in a revised national curriculum, which will be introduced in September 2014 and the reform of GCSE and A levels qualifications. The Ofsted inspection framework has been refocused on four core areas and raising performance in 'coasting' schools. Rising floor standards are also designed to raise school performance. Moves to improve teaching include strengthening teachers' disciplinary powers, performance related pay and the extension of Teach First. The government is also introducing greater diversity within the schools sector, through the creation of academies, free schools and University Technical Colleges.

Tackling the disparity in educational outcomes is a government priority. The Pupil Premium and summer schools for deprived pupils seek to tackle educational disadvantage. In the future Schools will be held to account for narrowing attainment gaps between disadvantaged pupils and their peers. The Government is also implementing the Taylor Review's recommendations around alternative provision for disadvantaged and specifically identified children and young people based upon high quality and value for money provision.

The Government wants to raise the status of vocational learning. The Wolf Review recommendations seek to improve the vocational learning's responsiveness to learners and employers. While the Richards Review recommendations focus on improving confidence in apprenticeships standards. The government has introduced further measures to encourage a focus on the most valued vocational qualifications during the 14-19 phase.

The Government aim is to ensure every young person has the core skills and qualifications needed to succeed in employment. The participation age was raised to 17 in September 2013 and will rise to 18 years in 2015. Young people who have not achieved English and maths qualifications by the end of key stage 4 will continue to study towards them during their post-16 learning. Further Education providers will focus on providing people with basic, applied or specialist skills needed to succeed in employment. Young people will be funded to achieve a Level 3 qualification, up to the age of 24 years. Learners aged 24+ will no longer be entitled to any public funding for qualifications at Level 3 and above. They will now have to apply for a loan from the Student Finance Company.

The Government wants to 'make work pay' and move people from benefits into employment. The Work Programme is providing support for the unemployed on a payment by results basis. The programme will support all young people receiving Jobseeker's Allowance for 9+ months, with early access for the most vulnerable. The Youth Contract aims to tackle the long term rise in youth unemployment by helping

young people to gain skills and find a job. The Government is also introducing a number of welfare reforms including the rollout of Universal Credit to replace a range of out of work benefits.

Local Context

The 2011 Census suggested North Tyneside has a resident population of around 200,800, which is greater than at any other period since 1981. The recent population projections for North Tyneside, published by the Office of National Statistics (ONS), showed the borough's population rising to 224,900 in 2035, an increase of 13.4% from 2010. This compared with a projected increase of 6.9% for Tyne and Wear, 7.4% for the North East and 18.9% for England as a whole. The projected increase for North Tyneside was the largest in percentage terms in Tyne and Wear.

The future population is expected to include increasing numbers of people aged 65 and over, largely because people are living longer. For instance, by 2035 the over 65 age group is expected to increase from 34,800 (as of 2010) to 54,300 in 2035, an increase of 56%. This compares with an increase of 47.1% for Tyne and Wear, 57.7% for the North East and 64.9% for England. The number of children (age 0-15) in North Tyneside is also projected to increase from 35,000 (as of 2010) to 37,600 in 2035, an increase of 7.4%. This compared with a rise of 2.4% for Tyne and Wear, 1.5% for the North East and 13.3% for England.

Some areas in North Tyneside continue to experience relatively high levels of deprivation. 30% of these areas in North Tyneside are ranked as being in the most deprived 25% of all in England. These deprived areas are clustered into certain parts of North Tyneside, with most being in the south and the north west of the borough.

The number of people claiming Jobseeker's Allowance (JSA) in North Tyneside has increased since 2008, but is lower than other parts of Tyne and Wear. In July 2013, there were 5,511 JSA claimants in North Tyneside, which equates to 4.2% of the resident population aged 16-64. This rate was lower than the North East average of 5.0% but higher than the UK average of 3.4%. For the same period, there were 1,574 JSA claimants aged 18-24, equating to 10.2% of the resident population for that age group. This rate was higher than the North East average of 9.5% and the UK average of 6.2% for 18-24 year olds.

North Tyneside has a relatively high proportion of economically active residents (those working or looking for work). For the 12 months ending March 2013, 76.6% of North Tyneside residents aged 16-64 were economically active compared to 74.0% for the North East and 77.1% for the UK.

The latest official estimates (for 2010) suggest that a higher proportion of total employment in North Tyneside was in the private sector (76.3%), compared to the Tyne and Wear (71.7%) and North East (72.7%) averages. North Tyneside had a correspondingly lower proportion of total employment in the public sector (23.7%) than Tyne and Wear (28.3%) and the North East (27.3%).

Levels of entrepreneurial activity continue to lag behind the more economically dynamic parts of Britain. Fostering this spirit will continue to require a range of

interventions involving schools, further education colleges and universities. Practical guidance to assist self-employment and business start-ups will also be needed.

The future economic development of North Tyneside will be firmly linked to the wider economic agenda represented by the NELEP. Within this area, Tyne and Wear constitutes the economic hub of North East England. That part of Tyne and Wear that stretches from central Gateshead, through central and north Newcastle and into North Tyneside has the highest concentration of highly skilled and highly paid employees, and is home to a significant number of large employers, a very strong housing market and a diverse and flexible labour force.

Above all, the North Bank of the Tyne represents a nationally significant asset which can be developed into the manufacturing hub of the off-shore energy / low carbon industries of the future. This is recognised by the award of Enterprise Zone (EZ) status to key development sites and the inclusion of the North Bank in the national list of the Centres for Offshore Renewable Engineering. Developments here also include a £60 million contract awarded to Wallsend based Soil Machine Dynamics (SMD) and the approval given to Offshore Group Newcastle (ONG) to build a £50 million factory, both of which will enhance employment opportunities. Following the government's approval of a local development order for the Swan Hunter yard and adjoining land, there will be a simplified planning process for this area. This will further enhance the regeneration of the North Bank and provide a further boost to the local economy.

At the same time those factors which could hold back economic development need to be addressed. Firstly, the developing businesses will require a local skilled, flexible workforce. The overall skills profile of North Tyneside residents has improved since 2000, and only a relatively low proportion of residents still have no recognised qualifications. However, at the highest skill levels (i.e. those above NVQ level 4) the labour market remains too thin, with greater depth existing in intermediate skills levels (i.e. NVQ level 3). Increasing the number of residents with higher skilled qualifications is a key target for North Tyneside.

Higher level skills offer the best chance of sustainable employment for individuals and are essential for the borough's future prosperity. National policy is focussed on strengthening vocational pathways, particularly apprenticeships. North Tyneside currently has fewer young people with higher level skills and higher levels of youth unemployment than the national average. North Tyneside has lower levels of participation (29.2% in 2012 compared to 32.3% nationally) and attainment in the important STEM subjects. The proportion of young people in North Tyneside progressing to higher education exceeds the national average. However the borough recorded an 18% drop in university applications in 2012, the 13th biggest drop nationally. It is important that North Tyneside establishes clear pathways from education to higher level employment and skills.

3. Our Vision

Our vision is to develop a more strategic, agile and demand-led employment and skills system in North Tyneside with a potential workforce better able to anticipate and respond to both current and emerging skills needs.

The employment and skills vision for North Tyneside will centre on ensuring all residents have the information, access to skills provision and employment opportunities to fulfil their career ambitions. There will be a particular focus on young people to achieve their very best in order to ensure they can access these opportunities and a challenge to local businesses to provide the work experience and jobs to enable this to happen.

4. What we will do

The North Tyneside Employment and Skills Strategy will provide a focus to direct and oversee activity that will enable the partnership:

- To understand the current and future economic prosperity of the borough including labour market and workforce skills requirements, particularly in key growth sectors
- To engage better with employers to assist business growth, workforce development and encourage increased investment in the current and future workforce
- To improve careers education IAG and inspire 14-19 year olds to follow pathways into new employment opportunities
- To improve the quality of work experience and work-related learning and, in particular, to extend opportunities linked to growth sectors
- To enhance and target employment and skills pathways for unemployed adults, particularly the most vulnerable
- To improve the partnership offer to employers and residents
- To maximise employer commitment and express this through a learner entitlement
- To maximise the employment and skills development opportunities arising from physical regeneration locally and regionally
- To work together strategically on improving learning environments and, in particular the North Bank of the Tyne developments.

The Strategy aims to ensure that all young people and adults have:

- The information needed to make informed decisions about their future
- A choice of qualifications and development routes that are suited to their needs and aspirations
- Core employability skills required by employers
- Specific occupational skills to meet current and future labour market needs and to compete in an increasingly global labour market and in emerging sectors
- The opportunity to develop enterprise and entrepreneurial skills.

The partnership will also provide clarity of offer to residents and employers; maximise income for provision of skills and provide training that directly matches Employers workforce demands.

Priorities

5 key priorities have been identified to deliver the issues raised. They are:

1. To improve children and young peoples preparation for the world of work
2. Increase the numbers and quality of Apprenticeships created at all levels
3. Create a fit for purpose Physical infrastructure to support vocational pathways
4. Increasing and improving Employer Engagement in the skills agenda
5. Influence age 19+ skills provision linked to employment

A detailed action plan is attached as Appendix 1

Next Steps and Outcomes

The Employment and Skills Board will implement and be accountable for this strategy supporting the identified leads for the action plan. It will be reviewed and refreshed through an ongoing process of consultation and refinement with partners, employers, schools and young people. The Action Plan will be continually refreshed and developed which will reflect the shared commitment, resources and governance we are developing within the partnership.

Monitoring Progress

The Delivery Plan will be monitored on an ongoing basis to ensure delivery of the key objectives and related actions. Reporting of progress including performance targets will be made through the agreed Governance arrangements outlined below.

Governance

The Employment and Skills Board have overall responsibility for the Employment and Skills Strategy. An annual progress report will be presented to the Children, Young People and Learning (CYPL) Partnership Executive Commissioning Board, with exception reports provided as necessary. The Employment and Skills Board will provide oversight and ongoing challenge and scrutiny of the strategy and action plan. The Board will also receive quarterly progress reports from the agreed leads and relevant sub groups established to deliver the Strategy.

The North Tyneside Employment and Skills Board will:

- Be accountable to the North Tyneside Strategic Partnership via the CYPL Commissioning Executive Board
- Work collaboratively with the North Tyneside Business Forum and North Tyneside Learning Trust
- Work sub regionally where appropriate and, in particular, as part of the North Eastern Local Enterprise Partnership (NELEP) and Combined Authority

The Employment and Skills Board will have responsibility for:

- Overseeing the framework for strategic needs analysis
- Identifying priorities in order to guide and inform commissioning

- Specifying, considering and challenging performance data and analysis
- Reporting issues and areas of concern to the Commissioning Executive Board to inform and influence decision making
- Working collaboratively with other strategic and delivery groups to ensure the planning and delivery of services is integrated.
- Ensuring the appropriate delivery partnerships are established and operate effectively including Task and Finish groups
- Communicating with employers, partners, funding agencies and other stakeholders

Partners

The following partners are proactively engaged with the work of the Employment and Skills Board and have committed to delivering the North Tyneside Employment and Skills strategy:

- Private sector employers (including Kier, Capita Symonds, Balfour Beatty, Chirton Engineering, Quick Hydraulics)
- Northumbria Healthcare NHS Foundation Trust
- Jobcentre Plus
- North Tyneside Business Forum
- North Tyneside Council
- North Tyneside Learning Trust
- Tyne Metropolitan College

North Tyneside Employment and Skills Strategic Action Plan 2013-16

Priority	Activity	Milestone	Dates	Lead Officer/ partner	Performance Measure	Base line	Target
To improve pupils preparation for the world of work	Primary Curriculum- Develop a topic around World of Work capabilities and choices	Implement a careers fair for every Year 6 Create an offer for young people Pilot the primary curriculum offer Implement a teacher CPD programme to improve school based careers education	October 2013 – July 2014	North Tyneside Learning Trust	All school leavers better informed and prepared for the world of work. Reduced NEET rates Increased Participation at 16-18 Pupils making subject choices linked to available work		

	<p>Provide experiences and opportunities that help young people explore opportunities and make life choices from years 7/8</p>	<p>Industry site visits; business mentors and lessons</p> <p>To establish a borough wide approach to work experience offering block, part time and taster days and project challenges</p> <p>Piloting a North Tyneside entitlement to IAG across a cluster of schools</p> <p>Improve careers advice and guidance service in schools via the quality framework</p> <p>Produce better skills demand led information for use in the curriculum by age/phase</p>	<p>July 2014 - July 2015</p>	<p>North Tyneside Learning Trust</p>	<p>Lower levels of benefit claimants and youth unemployment</p> <p>All pupils from all North Tyneside secondary schools engaged in appropriate experience of work activities.</p> <p>Careers IAG achievement of quality framework indicators</p>		
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Priority	Activity	Milestone	Dates	Lead Officer/ partner	Performance Measure	Base line	Target
Increase the numbers and quality of apprenticeships created at all levels	Employers creating increased numbers of apprenticeships	<p>Increase youth apprenticeship numbers and achievement in North Tyneside</p> <p>Increase the availability and access to higher level apprenticeships</p> <p>Improve quality of Youth Apprenticeships</p>	October 2013 – July 2014	North Tyneside Council	<p>Increased number of apprenticeships created by North Tyneside businesses</p> <p>Increased numbers of residents of all ages accessing and completing apprenticeships</p>		
	Work with North Eastern Local Enterprise Partnership (NELEP) / Combined Authority / City Skills plan- Apprenticeship Hub to ensure full benefit to North Tyneside	Marketing campaign supported by Hub	October 2013 – July 2015	North Tyneside Council	Increased number of apprenticeships created by North Tyneside businesses		

Priority	Activity	Milestone	Dates	Lead Officer/ partner	Performance Measure	Base line	Target
Create a fit for purpose Physical infrastructure to support vocational pathways	Develop a strategic infrastructure solution for Skills provision in North Tyneside	<p>Develop a strategic solution to the Learning Village at Swan Hunter</p> <p>Produce a summary of the physical infrastructure available in North Tyneside</p>	October 2013 – July 2015	North Tyneside Council	<p>Appropriate, high quality infrastructure in place that provides excellent skills delivery facilities</p> <p>Employers securing trained workforce from provision in North Tyneside</p> <p>Raised skill levels of pupils and residents</p>		

Priority	Activity	Milestone	Dates	Lead Officer/ partner	Performance Measure	Base line	Target
Improve Employer Engagement in the skills agenda	<p>Increase employer influence in the provision of skills</p> <p>Increase employer engagement in the skills agenda</p>	<p>Engage more employers in schools</p> <p>Increase the number of opportunities for work experience and employment by North Tyneside employers</p>	October 2013 – July 2014	Business Forum	<p>Increased numbers of employers participating in school activities</p> <p>Young people more aware of minimum expectations of employers and better prepared for work.</p> <p>Every school working with a range of employers from a variety of sectors.</p>		

Priority	Activity	Milestone	Dates	Lead Officer/ partner	Performance Measure	Base line	Target
Influence age 19+ skills provision linked to employment	Improve provision for age 19+ unemployed residents	Review current provision to identify gaps for future programmes Direct and support new programmes of delivery	October 2013 – July 2014	Jobcentre plus	Lower levels of Jobseeker's Allowance (JSA) benefit claimants		
	Upskill and reskill the underemployed and unemployed to be able to access future opportunities	Define the Work Based Learning offer to employers Increase the take up of intermediate and higher level skills by employees	October 2013 – July 2014	Tyne Metropolitan College			