

Economy and Children & Lifelong Learning Joint Scrutiny Panel

DATE	21/02/2024
REPORT OF	Carolina Borgstrom – Director of Economy, Environment and Infrastructure
SUBJECT	Skills Action Plan – Progress Update
STATUS	Open

CONTRIBUTION TO OUR AIMS

The Skills Strategy and Action Plan sets out to identify the key skills gaps in North East Lincolnshire and what actions need to be taken to best meet the needs of our local businesses, both now and in the future. This supports the Council's aim to help our residents to reach their full potential through skills and learning.

EXECUTIVE SUMMARY

This report summarises the progress made in the first six months of delivery of the skills action plan. The actions are categorised into five strands:

- National & Regional Actions
- Communication
- Collaboration
- Careers
- Raising Aspirations

MATTERS FOR CONSIDERATION

The panel is asked to:

- Review the progress made so far against the actions set out.
- Support the continued delivery of the Skills Action Plan

1. BACKGROUND AND ISSUES

1.1 The Skills Strategy and Action Plan was approved by Cabinet in August 2023. There was engagement with the Joint Economy and Children's Scrutiny Panel in July 2023 and informal feedback from this Panel was incorporated into the Strategy and Action Plan. The recommendation from the Panel was to return and present the progress made within the first six months. Therefore, this report, and the accompanying tracking document, demonstrates work that has taken place to deliver against each of the actions. This report will focus on some of the key opportunities and challenges within the first six months. The accompanying tracker details all progress against the action plan.

1.2 National & Regional Actions

1.2.1 A proposed Devolution Deal that strongly reflects the needs of our North East Lincolnshire residents and notes our ambition to improve careers information advice and guidance.

- 1.2.2 Relationships with key partners such as the Greater Lincolnshire Careers Hub, the Local Skills Improvement Plan and more latterly the Freeport skills group have all been strengthened ensuring NEL's residents are represented regionally. The impact of the collaborative approach with the careers hub is outlined in Appendix 1.
- 1.2.3 UK Shared Prosperity Fund allocated £800,000 to People & Skills projects. The priorities outlined in the Skills Strategy and the Local Skills Improvement Plan have shaped the decision making of the panel to ensure that funded projects are meeting to local skills needs. There are so far 13 successful projects addressing the following priorities: Employability skills, Construction, Health and Care, Manufacturing, Chemical Processing, Renewables and Ports and Logistics.

1.3 Communication

- 1.3.1 Progress has been made by the collaboration of a newly formed group of adult learning providers and NELC's adult careers team which has been supported by resource from the communications team. The group have worked to collectively- promote adult learning by:
- Planning and delivering a series of promotional events in Family Hubs. Two delivered so far, with a yearly schedule now in place.
 - Creating a dedicated adult learning page on the NELC website alongside a social media marketing campaign. The social media campaign has driven new traffic to the webpage and 30% of total views to the page have been since the first post in January 2024.

1.4 Collaboration

- 1.4.1 The progress made with collaboration began by presenting the skills strategy and action plan to existing forums across business, community and education providers. It is proposed that these existing forums will now form the basis of a new skills board which will form part of the governance structure holding the action plan to account.
- 1.4.2 Two 'Future Workforce' events have been held, with a third planned. These workshops bring education and industry representatives together to focus on how to overcome challenges to collaboration and raise the profile of local jobs for our young residents.

1.5 Careers

- 1.5.1 NELC's Adult Careers Team have jointly planned the Family Hub engagement events to increase their community presence, have a monthly drop in session at the job centre and have been able to increase access to their service via the new webpage and the collaborative marketing material produced by the adult learning group. The NELC Adult Careers Team have also been successful in bidding for a UK Shared Prosperity Fund project to support adults into training and employment. This will target a further 150 individuals, on top of the 900 people they have supported this year through careers support.
- 1.5.2 In collaboration with the Greater Lincolnshire Careers Hub, three careers events are planned, which all target both young people and adults.
- Women into Manufacturing and Engineering (WiME) event – 4 March 2024 at Grimsby Town Hall
 - A new Parents' Careers Evening at The Humber Royal Hotel on 17 April

- 2024, funded by the Greater Lincolnshire Careers Hub.
- A 2 day Construction and Heritage Skills Fair, funded by National Lottery Heritage Fund, to raise awareness of traditional skills and careers in construction.

1.6 Raising Aspirations

- 1.6.1 National Citizenship Service Project – This project was a collaborative bid between NELC's Young People's Support Service, a training provider and industry. The project targets groups of young people, often in disadvantaged groups to be able to attend intro to industry days. This project has delivered a total of 118 experiences so far with another 2 cohorts scheduled before the end of year 1 and a further 8 cohorts planned for year 2.
- 1.6.2 Teacher Encounters are days in industry for teachers, funded by the Careers Hub. The NELC Regeneration Team have completed one, with another planned in June 2024.
- 1.6.3 In collaboration with AcademyNEL NELC staff enabled to support with schools' engagement activities. These include, work experience placements, interns, mentoring, career events, assemblies and events. One engagement event at Clee Academy engaged year 8 pupils. 97% of students said they had learnt something new and 86% of students said the event had improved their impression of the area.

2. RISKS AND OPPORTUNITIES

The delivery of the Skills Action Plan relies heavily on collaboration with partners. It is vital that positive relationships are maintained. The Skills Action Plan seeks to support and facilitate others in order to widen adult participation in learning. If the Action Plan is not able to be delivered the risk is that access to learning continues to decrease in the area and our residents are not able to benefit from the economic growth of the area.

3. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

The Skills Action Plan sets out to work with the communication team to promote Adult Learning. There are potential positive reputational implications to continuing this. The social media feedback on posts about adult learning, including case studies and the Careers Service information, have been largely positive from residents and resulted in increasing traffic to the webpage.

4. FINANCIAL CONSIDERATIONS

The delivery of the Skills Action Plan should aid in providing an upskilled workforce, thus strengthening the local economy. Whilst there is no immediate financial implication arising from the delivery of the plan, funding may be required in the future to implement proposed actions. It is currently anticipated that any such funding will be sought from external sources.

5. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The Careers and Raising Aspiration Strand of the Action Plan are designed to positively impact children and young people. Raising attainment and participation levels of adults, particularly parents, also supports young people to have positive experiences of education.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

Supporting young people and adults into careers in the renewables and decarbonisation sectors will support the area to reach its Net Zero targets and will have a positive impact on the environment.

MONITORING COMMENTS

In the opinion of the author, this report does not contain recommended changes to policy or resources (people, finance or physical assets). As a result, no monitoring comments have been sought from the Council's Monitoring Officer (Chief Legal Officer), Section 151 Officer (Director of Finance) or Strategic Workforce Lead.

7. WARD IMPLICATIONS

The adult learning promotional events are specifically targeting wards where adult attainment is lower. The events are planned at Family Hubs in East Marsh, Immingham, Nunsthorpe and West Marsh.

8. BACKGROUND PAPERS

Appendix 1 – Statistics from the Greater Lincolnshire Careers Hub
Background Papers
Skills Strategy & Action Plan (Approved August 2023)
Skills Action Plan Tracker – monitoring progress against the Action Plan

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Appendix 1- Careers Hub Statistics

Headline Data for schools and colleges across North East Lincolnshire

Term 1: Comparative data.

	Enterprise Adviser (EA) recruitment	Schools Achieving a min of x3 GBM (min baseline).	BM1 achievement (A stable careers programme).	BM5 achievement (Encounters with employers & employees).	BM6 achievement (Experience of the workplace).	Term 1 Compass Completion
March 23: Term 1	16	88%	35%	73% (-1% BNA)	52% (-6% BNA)	83.25%
Feb 24: Term 1	18	94%	64%	94%	76%	100%
Diff.	+2	+6%	+29%	+21%	+24%	+16.75%

Key: BNA = Below National Average

National data for term one is currently being reviewed and will be out shortly.

Employer engagement: Over the period 24 new employers have engaged with “Give an Hour” activities at NE Lincs schools with that number expected to increase. Collaboration between the Careers Hub and NELC has created a positive contribution towards initial conversations with employers. Likewise has allowed new companies to be introduced to wider NE Lincs activities such as parents engagement event planned 17th April. Activities collaborated on are:

WiME, Parents Careers Events, Skills Fair, Business/Schools Workshops.

Careers Cluster Meetings are now planned, x3 per year and are used to share best practice/give updates from Careers Hub and NELC. Prior these were separate meetings. The attendance at these meetings is generally positive with good representation from schools and employers. It allows for coloration of ideas to take forward and labour market intelligence updates.

Teacher encounters: 3/10 companies involved in Teacher Encounters (TE) were located in NE Lincs. TE are currently being planned so no comparative data at this time. An additional TE with Care Plus Group took place September 2023.



NELC SKILLS STRATEGY

& Skills Action Plan (2023-2026)

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NEL Skills Strategy

‘...Our people should... reach their full potential through skills and learning.’

‘We need to ensure that our growth is inclusive and that residents in all parts of our borough have access to the jobs, which our proposed economic growth will bring about. There is a need to improve educational attainment, participation in learning and career opportunities and for our young people to go into Further Education where take up levels are lower here than in other parts of the country. We also need to work closely with our businesses to ensure that we identify skills shortages and take action to address them. Finally, we need to look at careers provision across all our schools, academies, and colleges and more generally to ensure that our residents are aware of the wide-ranging new opportunities available to them – whether on leaving school or throughout their careers.’ (The Council Plan 2023)

1.0 Introduction

This Skills Strategy and subsequent Action Plan attempts to set out a way to link local business needs with our education and training provision. The strategy recognises the huge opportunities for economic growth in North East Lincolnshire and that, to be able to maximise this potential, we must ensure our residents are equipped to seize them.

Employers report that they struggle to recruit people with the right skills for the jobs they have available now and in the future. The overwhelming response from employers is that the most important driver for them is ‘skills’ rather than ‘qualifications’. Education providers are both funded and assessed on their delivery of qualifications and therefore it will take collaboration to try to work towards the goal of creating a highly-skilled and highly-qualified workforce. The qualifications provided through school and college are often not a priority for employers, who are willing to invest and train their own workforce if they can find people with good core skills, such as: Good written and verbal communication, being a team player, show drive, enthusiasm and passion, be creative, resilient, reliable and have a good work ethic.

The skills action plan sets out how we can support our businesses and education providers to work together and, along with other partners, raise academic attainment levels and build well-rounded, work ready young people and adults.

2.0 Opportunities

As the economic strategy clearly sets out, the local area has many strengths and there is huge potential for our area to lead the way, particularly in the decarbonisation and renewables sector. Grimsby is home to the largest offshore wind farms in the world, with the Port of Grimsby home to Orsted, RWE Renewables and the ORE Catapult centre of excellence.

Across the Greater Lincolnshire and Humber geography the predicted growth is significant with sectors potentially creating over 50,000 new jobs.

- **Energy through maximising offshore wind, decarbonisation, and hydrogen opportunities, to create over 32,000 jobs by 2040 across the Humber.** (*Offshore to create approx. 10,000 by 2030; taken from Humber Offshore Wind Cluster*) (*Decarbonisation 22,800 by 2040, from Humber Industrial Cluster Plan*).
- **Humber Freeport: ambition to deliver on 7,000 jobs by 2040** (*Local Skills Report 2022*)
- **UK’s Food Valley: ambition to deliver 11,000 jobs by 2030** (*Local Skills Report 2022*)
- **20,950 extra construction workers needed in Yorkshire & the Humber by 2026** (*CITB Skills Report 22-26*)

- Between **now and 2035 around 250,000 jobs** will need to be filled because of people retiring. (*Local Skills Report 2022*)

The Humber Industrial Cluster Plan's Skills report predicts 32,000 jobs for our area during the peak phases of construction of the decarbonisation infrastructure. North East Lincolnshire has a great opportunity to offer residents highly skilled and highly paid work, contributing to initiatives that are world leading.

The area continues to attract investment from national and international businesses but also has a large proportion of SMEs and micro businesses. These are supported by a unique not for profit company, E-Factor, who, in collaboration with NELC and GLLEP, offer independent business support and advice.

Health & Care is the largest employment sector within North East Lincolnshire, employing 18.6% of our residents. They also have the highest number of job vacancies as reported by the Department of Work and Pensions (DWP). There is a national shortage within the health and social care sector and, with a large proportion of NEL's workforce in this sector, support for these national initiatives is needed to be implemented locally.

North East Lincolnshire's visitor economy is recovering well following the pandemic. The latest STEAM data in 2021 reported approximately 7.5m visitors to the area with £506m economic spend generated in the local economy. The number of people staying overnight is increasing and with a strong tourism offer and a year-round events programme, Cleethorpes can continue to capitalise on the current trend for staycations in the UK. The area is in need of a skilled workforce in hospitality, leisure and tourism to build on this foundation.

We have strong and positive relationships with Government and national agencies such as Homes England, Sport England, Historic England, National Lottery Heritage Fund and Arts Council England all of which bring further opportunities to the local area.

We have good links with the Universities of Lincoln and Hull and in North East Lincolnshire we have the Grimsby Institute of Further & Higher Education, Franklin Sixth Form College, Modal Training Centre (a state of the art facility for Maritime and Logistics training), CATCH Skills (an industry-led engineering apprenticeship provider), Humberside Engineering Training Association (HETA) an employer led engineering apprenticeship provider, along with a number of post 19+ providers. (See full list of pre and post 16 providers in Appendix 1) Despite not having a University within North East Lincolnshire, there are a wide range of opportunities available to young people and adults, including a university centre within Grimsby Institute.

In North East Lincolnshire our schools perform well:

- 85% of pupils attend a school judged Good or Outstanding, which is in line with national.
- 100% of our nursery schools are judged Good or Outstanding, which is above national, and
- 100% of our Pupil Referral Units are judged Good or Outstanding, which is well above national (85%) (*Education & Inclusion Strategy 2021-2024*)

Schools are supported by the Careers Hub which is funded by the Careers and Enterprise Company, along with Greater Lincolnshire LEP, Humber Outreach Programme, NELC and North Lincolnshire Council. All local secondary schools and colleges engage with this organisation which links them with business volunteers to support their strategic development of their careers programme. As a result, our local schools and colleges are achieving the Gatsby Benchmarks, which are set by the Government as the standard of careers guidance.

North East Lincolnshire council also retain a careers team that offer support to young people and a National Careers Service contract to offer careers advice to those 19+.

3.0 Background

North East Lincolnshire’s Economic Strategy identifies ‘skills’ as one of the four cornerstones of NEL’s economy and sets out its Vision; *‘To create an environment where businesses flourish, and our residents have access to the necessary skills to adjust to a changing business environment.’*

The key local sectors are identified as:

- Ports and Logistics
- Renewable energy
- Chemical processing
- Construction
- Food processing and manufacturing
- Health and Care
- Visitor Economy, Service and Retail
- Advanced manufacturing is recognized as an emerging sector for the region, with businesses such as myenergi flourishing in the area.

Nationally, the term Skills Gap is well understood. As a country we currently do not have enough people, with the right skills, to fill the projected vacancies. The current rate of 16-year-olds in training is not enough to replace those skilled workers that are retiring. Coupled with automation, and the decline in some industries, it is vital that we focus on retraining adults into key sectors, whilst also creating a pipeline of young people to work in these local growth industries. The impact of not doing so will be severely detrimental to the economy. In each region, the specific challenges to being able to narrow this Skills Gap will be different and this strategy and subsequent action plan is designed to target the unique challenges faced in North East Lincolnshire, whilst also recognising the vital role we play in the regional and national skills landscape.

4.0 Challenges

In North East Lincolnshire our Skills Gap with the national average is significant at every qualification level and, whilst other areas are closing the gap for those furthest away from employment and skilled work, NEL’s gap has only widened further. The Government’s initiatives to support learning and skills are working in other places but here our challenges are complex and it will take a clear, long-term, strategy, supported by targeted funding, to make generational changes.

4.1 Qualification Levels in North East Lincolnshire

Qualifications (Jan 2021-Dec 2021)	North East Lincolnshire (Level)	North East Lincolnshire (%)	Yorkshire And The Humber (%)	Great Britain (%)	Gap (%)
NVQ4 And Above	21,900	23.6	38.0	43.6	20.0
NVQ3 And Above	42,900	46.3	58.2	61.5	15.2
NVQ2 And Above	62,500	67.4	76.3	78.1	10.7
NVQ1 And Above	73,500	79.3	86.4	87.5	8.2
No Qualifications	11,300	12.2	7.8	6.6	5.6

(Nomis, Sep 2022)

The key issue for adults in North East Lincolnshire is those people not in work, with no qualifications and that are classed as economically inactive. The age group with most people with no qualifications is 25+, with the 30-39 bracket, marginally highest.

Whilst initiatives to offer level 3 qualifications free to adults are working nationally, in NEL we have so many adults so far away from being able to access level 3 and be 'work ready' that this initiative cannot have the same impact it is having in other areas. This is coupled with continued lower attainment in Maths and English at the end of secondary school.

Therefore, we have less people leaving school with level 2 qualifications and less options as an adult to get them. This means our rate of people with no qualifications has increased since 2018, whilst nationally and regionally rates have declined.

From 2014, North East Lincolnshire faced a 36.8% reduction in adults in learning compared to a 20% drop nationally. To get our figures to the national average, we need to almost double the number of adults in training. This will require collaboration across providers and employers to market the opportunities available locally and support adults to overcome barriers to access these opportunities.

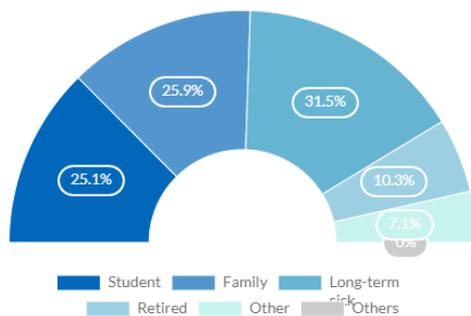
4.2 Economic Activity in North East Lincolnshire

In North East Lincolnshire 73.2% of people are economically active, which means they are either employed or actively seeking work. This is slightly lower than the national average of 75.4%. Of those that are Economically Inactive (not seeking work), for the reasons identified in the graphic below, almost 83% do not want to work. Family and Long-term illness are two of the biggest reasons for economic inactivity, with mental health a primary or secondary cause for those with a long-term illness.

The rate of adults claiming Universal Credit (both employed and unemployed) is significantly higher in North East Lincolnshire than across England and is higher still for those claiming Universal Credit for 3 years or over – 8.4% in NEL compared to 4.9% across England. – and the economically inactive make up most of this cohort.¹

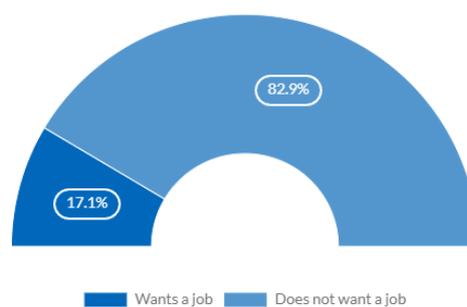
Economically inactive

Reason for economic inactivity for North East Lincolnshire (2022-09)



Source: APS

Economically inactive who want a job for North East Lincolnshire (2022-09)



Source: APS

¹ [Economy - UTLA | North East Lincolnshire | Report Builder for ArcGIS \(nelincsdata.net\)](#)

When the figures are broken down by gender, the statistics show that in North East Lincolnshire less females are economically active, compared to national rates (NEL – 66.2% / England - 72%) . Of the females that are economically active, they are more likely to be employed part time and less likely to be self employed. Females therefore make up the larger proportion of Universal Credit claimants, this is also due to them proportionately being more likely to work part time or not at all to raise families. Supporting females back into the workforce would help to reduce the rate of local economic inactivity not only in the first instance, but also by influencing future generations to raise aspirations.

It is also worth noting that in North East Lincolnshire, the rate of working from home is 14% compared to 31.5% across England. This can often offer flexible working for parents and therefore engagement with businesses to support hybrid working methods could also help to reduce the economic inactivity rate.

5.0 The Skills Journey

Through Early Years and Primary school, children in North East Lincolnshire do well academically. By the end of year 6 (KS2) our young people, including those in receipt of pupil premium, do equally well in their academic achievement as their counterparts in the rest of England. (Slightly lower in Reading and Writing, but higher in Maths)

As children go through secondary school, we see a decline in social mobility and a rise in mental health concerns. The adolescent lifestyle survey (ALS) has shown that ‘the responses to the negative wellbeing questions have increased steadily each year across the majority of questions from the 2007 ALS to the most recent 2021 ALS.’²

By the end of secondary education, our young people’s academic achievement is beginning to show disparity with the rest of the country with only 33.7% of students gaining grade 5 or above in English and Maths compared to 43.4% across England. Our attainment 8 score (average attainment across a range of subjects) for disadvantaged students is in line with the national average, but for all other students, this is 7% lower than the rest of England.

By Key stage 5 (Level 3) our young people are now significantly behind the rest of the country, with only 7.8% achieving high grades compared to 16.5% nationally.

In North East Lincolnshire we have a higher number of NEETs (16-18 year olds not in education, employment and training) although very low figures for young people that are not known. We have seen an increase, over the past five years, of year 11 leavers being NEET at the time of the annual destination survey, whilst still a relatively small percentage it is a worrying trend. Those young people facing emotional health and wellbeing challenges has increased, a limiting factor when trying to move into education, employment or training.

What all of these figures suggest is that the disengagement begins during secondary education and then continues through Further Education. Most schools have good rates of progression onto FE, but our area has lower rates of progression onto Higher Education. This suggests that young people are not necessarily on the right programmes at 16 to 18 as too many are not successful on them.

The higher proportion of 16 year olds without GCSE Maths and English at grade 4/5, means we have a larger number of students needing to resit these qualifications. The chance of achieving decreases with each attempt and therefore we have a number of young people whose confidence in their own

² NELC Adolescent Lifestyle Survey 2021

abilities is severely depleted. They then have limited choice at FE without their Maths and English grades. Apprenticeships, T-levels, A – levels and employers all require these entry qualifications.

Supporting these students before they potentially become economically inactive adults, adding to the already high numbers of adults without qualifications, is vital. Creating a safety net of support for these young people to train into our key sectors will make a huge difference to these individuals.

6.0 Barriers

To narrow the gap in skills and employment, it must not sit in isolation. The barriers for our people being able to take advantage of the variety of local opportunities are complex and it will take a long term, multi-agency approach to begin to overcome some of these.

These barriers can be separated into personal and local. Personal barriers include: cost, time, transport, childcare, physical access, digital access and/ or ability, mental health conditions and a lack of confidence.

The local barriers include: No knowledge of local opportunities, negative stereotypes of sectors and job roles, knowledge of -or ability to access- funding, employer support, and access to impartial careers support or advice.

Each individual barrier can cause a person to not fulfil their potential and for many of our residents, they have multiple barriers.

For people living in North East Lincolnshire, some of whom live in some of the most deprived postcodes in the UK, the generational attitude to earning rather than learning or generations of families without work at all, the ability to aspire towards highly skilled work is sometimes limited. With an increase in the cost-of-living crisis, people's ability to focus time, and potentially funds, to train, will be further limited. Navigo cite that debt is one of the biggest causes of mild to moderate Mental Health issues and our Connect NEL service's Debt support is currently oversubscribed.

This is why the Skills strategy is integral to the Levelling Up missions in every sense. If we can provide high skilled, high-wage opportunities, new housing with an improved transport and digital infrastructure then we can ensure that all people in our area have the ability to access the opportunities available, and by doing so, these people will help to build and strengthen our economy and feel pride in being part of the larger economic growth of our area.

7.0 Overall Aims

The strategy highlights three key challenges:

- **Attainment of young people** – this is ongoing work which is addressed in the Council's Education and Inclusion Strategy.
[Education-and-Inclusion-Strategy-2022-2025.pdf \(nelincs.gov.uk\)](#)
[Education and Inclusion Strategy Action Plan \(nelincs.gov.uk\)](#)
- **Attainment of adults** - Addressed in this strategy and action plan.
- **Awareness of local careers opportunities** – Set out in this action plan but also shared actions with the Council's Career's Information, Advice and Guidance (CIAG) strategy.
[NELincs Strategy for Careers IAG September 2022 final.pdf](#)

The Skills Strategy and Action plan has a focussed set of aims to:

- Increase the number of adults in education. (Currently 3050)
- Reduce the number of adults with no qualifications. (Currently 12.2% - 11,785 people)
- Increase the number of adults with Level 3 or above qualifications. (Currently 46.3% - 44,726 people)
- Meet the needs of our employers by providing a skilled workforce

8.0 The Skills Action Plan

The Skills Action Plan is designed to be a dynamic working document. Our progress against the short term aims will be monitored and reviewed quarterly in conjunction with key partners.

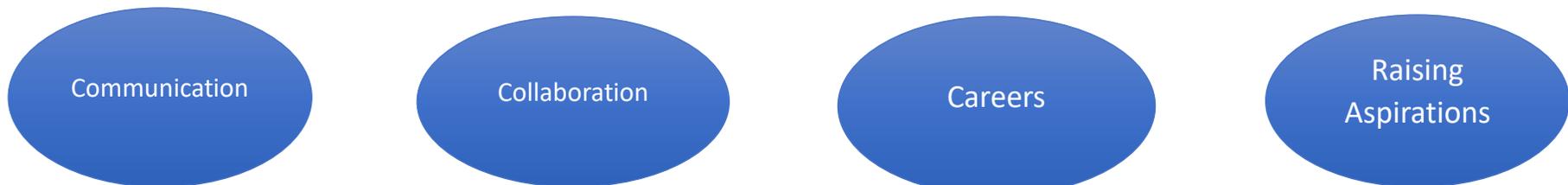
8.1 National, regional and sub-regional actions

For North East Lincolnshire to achieve maximum impact there are a number of actions that need to be taken. Many of these are local actions and collaborations that we will endeavour to facilitate. However, we also need to play an active and, at times, leading role in the wider skills landscape.

- We will collaborate with the Greater Lincolnshire authorities to create a devolution ask, ensuring the needs of North East Lincolnshire's residents are fully represented.
- We will support, and facilitate locally, any national or regional skills campaigns.
- We will liaise with and support national, regional and local organisations where their aims align with our NEL strategic aims to raise aspirations, support careers progression and increase adult participation.
- Collaborate with Skills Leads across the Greater Lincolnshire Humber geography to share best practice.
- Collaborate with the Greater Lincolnshire LEP to influence their county wide skills priorities and strategy.
- Collaborate with, and support the development of, the Local Skills Improvement Plan (LSIP) for Greater Lincolnshire being completed by the Federation of Small Businesses (FSB) on behalf of the Department for Education (DfE).

8.2 Local Actions

Work done with Businesses, Employers, Providers, the Department of Work and Pensions (DWP) and the Voluntary Sector has identified numerous key actions that will support people living in North East Lincolnshire to have the best possible chance of success. Their asks fall under four broad categories:



Communication – to improve awareness of adult learning opportunities to increase participation	
<i>The excellent work done in the area is not always reaching the people who need it most. A communication strategy is vital to ensure that education & skills providers, employers, and the voluntary sector are all able to share their offers with all members of the community and each other.</i>	
Set up a Skills page on the Council website to link to adult learning provision	
Engage with communication team to develop a marketing plan to promote the national 'Skills for Life' campaign to target adult learners.	
Collaborate with education partners, National Careers Service and the Council's Early Help team and DWP to create a series of local events targeting community settings.	Within 12 months
Collaborate with the voluntary and community sector to create a network of community champions to communicate learning opportunities.	Within 1-2 years
Regular events held to promote adult learning in the community.	
Promote the wider use of Lincs2 for adult learning.	
Have implemented a clear Employability & Skills marketing plan, which is informed and led by industry.	Within 3-5 years
Secured resources to expand the Lincs2 offer to offer further resources for careers and adult learning.	

Collaboration - To create pathways for adults into in demand sectors	
<i>For NEL to succeed in narrowing the skills gaps, all partners need to collaborate. NELC does no direct delivery and so being able to broker, foster and facilitate positive and proactive working relationships between sectors, providers and community organisations is the key to success.</i>	
Present all local providers the skills strategy and action plan to demonstrate clear NEL priorities so this can be used to adapt and develop their curriculum planning.	Within 12 months
Create an Adult Learning focussed promotion group to plan and deliver promotional material and events.	
Regular skills updates provided to businesses via the InvestNEL newsletter and website to increase links between business and education.	
Analyse membership of local skills forums and boards and how these can influence the Skills Strategy.	Within 1-2 years
Engage with providers and careers service to bring adult skills and careers guidance to the town centre.	
Collaborate with the Council's Children's Services team to connect Adult Education providers with families in need.	Within 3-5 years
Seek funding for pilot schemes to develop adult training with work placements in key sectors.	
Develop a holistic skills offer in the town centre, supported by multiple partners, and led by business.	

Careers - To increase residents' awareness of, and access to, careers services	
<i>For our people to be able to progress and maximise their potential, they must not only know what is available for them locally, but also how to get there. There will, of course, be a variety of routes depending on each individual's needs. That is why careers is key to offer pathways to the variety of local opportunities.</i>	
Support NELC's National Careers Service with promotion and connecting with local businesses.	Within 12 months
Support the Careers Hub to match local schools and colleges with representatives of local businesses.	
Promote the development of career events in schools and colleges that also engage parents.	
Develop approaches to promote technical education pathways from year 7, through to adults, as an equally viable career pathway.	Within 1-2 years
Secure funding to develop careers resources within Lincs2. Link this to the National Careers Service and Local Labour Market information.	
Support businesses to offer industry visits to teachers of both pre and post 16.	
Promote work experience for students of all ages both within NELC and external partners.	Within 3-5 years
Develop town centre access to careers provision for all ages.	

Raising Aspirations - To increase aspirations of residents linked to the career opportunities	
<i>The overriding feedback from engagement was that people of all ages lacked aspirations. Many individual organisations or groups are working to tackle some of these issues, but this action plan aims to bring together those partners to offer a cohesive approach to raising aspirations.</i>	
Support and promote community organisations and providers working with those adults furthest from the labour market to engage with businesses and source funding opportunities.	Within 12 months
Seek opportunities from businesses to engage with careers advisors and teachers to improve their knowledge of local labour market information.	
Seek funding opportunities to support providers to develop bespoke support for NEETS, care experienced young people, and those 16-18 without English and Maths.	
Develop a marketing campaign aimed to show opportunities available locally, reflecting the journeys of other local people.	Within 1-2 years
Create a range of case studies showcasing local success stories to be shared by social media, via schools, training providers and other partners.	
Seek out support organisations to bring support to the area, or our education providers, and promote them.	
Develop, with partners, series of virtual material aimed to showcase success stories from the local area to inspire local people.	Within 3-5 years
Support and promote community organisations and providers working with those adults furthest from the labour market to engage with businesses and source funding opportunities.	

8.3 Shared Actions

The Skills Strategy and Action Plan does not sit in isolation and in order to tackle the skills gap, collaboration is key. Below are some of the key shared actions across services.

Strategy / Action Plan	Shared Action(s)	Lead
NEL Mental Health & Wellbeing Strategic Framework 2022-23	Ensure MHWB are taken forward via the NEL wellbeing at work initiative in partnership with our local businesses.	Public Mental Health Team / Wellbeing Team Work Place Lead / Mental Health Partnership
	Work with job centre/local employers to resolve gaps in employment by providing opportunities to those currently unemployed.	Public Mental Health Team / LA Employment & Housing Leads / Workplace Health Network / Place Board Members
	Scope community groups in target areas, look at utilising asset-based approach to strengthen community approaches in line with gaps.	Public Mental Health Team / Mental Health Alliance
Economic Strategy & Action Plan 2021- 2024	Address the fragmented landscape between education and employers by bringing together providers to reach a common understanding of needs.	Head of Economy & Funding / Strategic Skills Lead
	Continue to work on a Skills Implementation plan.	
	Support the development of skills and training facilities.	
Education & Inclusion Strategy & Action Plan 2022-2025	Ensure all children and young people have access to high quality careers, information, advice and guidance (CIAG).	Assistant Director, Education & Inclusion / Strategic Skills Lead (Children's Services)
	Increase the understanding of local employment opportunities both now and in the future.	
	Improve post 16 destinations of school leavers.	
Early Help Strategy 2021- 2024	To ensure that our community helps support people to achieve in life.	Head of Early Help / Strategic Skills Lead

8.4 Vital Signs

To know that these actions are working, we will develop a dashboard to measure the impact. This dashboard specifically measures against the aims to increase adult participation and attainment rates. Measures of economic activity and educational attainment are already measured and will be used to measure success in conjunction with these new vital signs.

Skills & Employability Dashboard:

- Number of Adults in Education (to increase)
- Number of 16-64 year olds with no qualifications (to decrease)
- Number of Economically Inactive adults classed as 'in study' (to increase)
- Number of 16-64 year olds with level 3 or above (to increase)

It is important that these measures be regularly reviewed to ensure we are assessing the change that we want. These measures will also need to be assessed against the local and national picture in order to assess whether NEL are 'narrowing the gap' with the national average. As well as these vital signs, regular reviews of the progress against the action plan will take place, engaging with partners for their feedback. Internally the actions here will feedback into the Economic Action Plan to ensure that the work here is building towards the overarching aims of the Economic Strategy

Appendix 1

Within North East Lincolnshire there are:

- 10 Secondary Academies
- 39 Primary Academies and with 10 Local Authority maintained primaries.
- 3 Independent Schools
- 1 14 to 19 Provision

Name	Description
Lincs 2	This website has links to all courses available in North East Lincolnshire Council for people over 16.
National Careers Service	Free careers service available to all adults over 19, funded by DfE.
Careers & Enterprise Company	Set up by government in 2015, their mission is to help every young person to find their best next step. They are the national body for careers education in England, supporting secondary schools and colleges to deliver modern, 21 st century careers education.
Provider List	
Grimsby Institute of Further & Higher Education	Further and Higher Education Provider: Including The Academy Grimsby (TAG) (14-16 provision), NET (National Employer Training), Modal (Bespoke Ports & Logistics training centre), Community learning centres and Distance Learning.
Franklin College	Sixth Form College (16-19 provision) and Adult Learning provision (19+)
Think Employment	Offering a range of courses to those 19+ in English, Maths and working in schools. Skills Bootcamps available in Digital Marketing.
Avant Skills Academy	Delivering Apprenticeship training across Grimsby and North East Lincolnshire, Hull and East Yorkshire in a range of occupational sectors including Business Administration, Customer Service, Data Technician, Digital Support, Hairdressing and Leadership & Management and construction.
Creating Positive Opportunity (CPO)	Offering a range of support for individuals to re-engage with learning and/ or work. A range of support including digital skills offered to adults who are unemployed and young people not in education, employment or training.
The Equality Practice	Working with people from diverse backgrounds, designing and delivering conferences and projects. As part of that, we developed the Me-Learning Programme, specifically aimed to empower women and over the last seven years have reached hundreds of women, who have gone on to change their lives and achieve more.
Care Plus Group	Employability Courses across the community providing training and recruitment services.
Learning 4 Life	Independent School and provision for 19 plus ESOL courses.
CATCH Skills	Employer led Apprenticeship Provider
HETA	Humberside Engineering Training Association. Traineeship and Apprenticeship Provider.

	A	B	C	D	E	F	G	H	I	J	K
1	National & Regional Actions	Lead	Status	Direction of Travel	Barriers	Q1 (April - June)	Q2 (July - September)	Q3 (October - December)	Q4 (January - March)		
2	We will collaborate with the Greater Lincolnshire authorities to create a devolution ask, ensuring the needs of North East Lincolnshire's residents are fully represented.	AG	completed	↑			AG and KL both in the Skills & employment Devolution Theme group. DJW (NELC) lead on the group. Regular meetings to agree and finalise the asks for the board to propose to DLUHC.	The draft text taken for write around Government Departments with the deal announced at the Autumn Statement. 30th November - NELC voted for Devolution. Consultation begins- AG and KL to support promoting the consultation to Providers.			
3	We will support, and facilitate locally, any national or regional skills marketing campaigns.	AG & KL	ongoing	↔			Skills for life branding used on all promotion material and events.	Skills for life branding used on all promotion material and events.			
4	We will liaise with and support national organisations where their aims align with our NEL strategic aims to raise aspirations and support careers progression.	AG & KL	ongoing	↑			Supported National Citizenship Service grant application to deliver holistic and industry taster interventions to 16-17 year olds. Project runs for 2 years.	Engaged with Speakers for Schools, Children Challenging Industry and We are Digital to promote their offers to local schools and education providers.			
5	Ensure 'skills' underpins the economic development planning of the area and aligns with the national Levelling up Missions.	AG & MJ	ongoing	↑			Ongoing Collaboration - AG on D&G board to engage with all sectors and updates the Economic Action Plan Skills Priorities.	Ongoing Collaboration - AG on D&G board to engage with all sectors and updates the Economic Action Plan Skills Priorities.			
6	Collaborate with Skills Leads across Greater Lincolnshire and the Humber, along with the Greater Lincolnshire LEP in their shared skills priorities.	AG & KL	ongoing	↔			Collaboration has been mainly through Devolution meetings with Skills Colleagues across Greater Lincs. Connection with Humber colleagues via WIME and HEVLEP careers Hub.	Devolution engagement with Greater Lincs Colleagues, skills leads meet regularly. AG to arrange Skills Leads to meet in the new year.			
7	Collaborate and support the development of the Local Skills Improvement Plan (LSIP) for Greater Lincolnshire being completed by the FSB on behalf of DFE.	AG & KL & Partners	Completed	↑			August - LSIP Published. NE Lincs employers and educated were well represented throughout the engagement process. The resulting report does not align any responsibilities to NELC and this was highlighted to FSB. A request made to ensure that NELC and NLC and included in the panel to support the delivery of the LSIF.	AG now on the LSIF Panel to support and shape delivery of the priorities outlined in the LSIP. The LSIF will be led by local provider, TEC partnership.			

By when	Communication – to improve awareness of adult learning opportunities to increase participation	Lead	Direction of Travel	Barriers	Q1 (April - June)	Q2 (July - September)	Q3 (October - December)	Q4 (January - March)
12 months	Set up a Skills page on the Council website to link to adult learning provision	AG + Comms	↑		Completed - to be checked and updated each September	No action	Amber Cole (AC), a graduate in Comms team, has been tasked to support with promoting Adult Learning. One of the actions she will look at is improving the skills page and running promotion on the home page.	
12 months	Engage with communication team to develop a marketing plan to promote the national 'Skills for Life' campaign to target adult learners.	AG + Comms	↑			Comms team supported the promotion of skills events.	AC allocated to engage with the Adult Learning Promotion Group and support us to promote adult learning via the communication channels. We are proposing a myth busting series of posts.	
12 months	Collaborate with education partners, National Careers Service and the Council's Early Help team and DWP to create a series of local events targeting community settings.	AG, Comms & Partners	↑			A Get into Childcare event run at the East Marsh family Hub promoting this sector. Further sessions to be planned.	A series of events now booked in Family Hubs for 24-25. Two NCS staff are now allocated to support this work liaising between providers and the Family Hubs to support parents into training and employment.	
1-2 years	Collaborate with the voluntary and community sector to create a network of community champions to communicate learning opportunities.							
1-2 years	Regular events held to promote adult learning in the community.							
1-2 years	Promote the wider use of Lincs2 for adult learning.							
3-5 years	Have implemented a clear Employability & Skills marketing plan, which is informed and led by industry.							
3-5 years	Secured resources to expand the Lincs2 offer to offer further resources for careers and adult learning.							

By When	Collaboration - To create pathways for adults into in demand sectors	Lead	Direction of Travel	Barriers	Q1 (April - June)	Q2 (July - September)	Q3 (October - December)	Q4 (January - March)
12 months	Present all local providers the skills strategy and action plan to demonstrate clear NEL priorities so this can be used to adapt and develop their curriculum planning.	AG	↑			Presented to the Employability Forum, Development & Growth Board and VCSE Forum.	Headteachers meeting in November was postponed. A draft has previously been presented. Planned to attend in January.	
	Create an Adult Learning focussed promotion group to plan and deliver promotional material and events.	AG	↑			Group formed and supported by Wendy Trask (NELC Adult Careers Service) consistent attendance from a small number of adult learning providers. Three key tasks for the group: 1. To create a list of all provision in the area. 2. To promote adult learning via a booklet / brochure. 2. To promote adult learning via events.	Group attendance had increased and representation from all post 19 providers is now included. The provision list is now live and completed, with updates scheduled. The brochure has been the all-household brochure that has been circulated to 75,000 homes in NEL. The events are scheduled from January to July 25.	
	Regular skills updates provided to businesses via the InvestNEL newsletter and website.	AG MS	↑			Ongoing. Updates regarding Skills sent to MS and are included on the Invest NEL newsletter, website and LinkedIn page.	Ongoing. Updates regarding Skills sent to MS and are included on the Invest NEL newsletter, website and LinkedIn page.	
1-2 years	Analyse membership of local skills forums and boards and how these can influence the Skills Strategy.							
	Engage with providers and careers service to bring adult skills and careers guidance to the town centre.							
	Collaborate with the Council's Children's Services team to connect Adult Education providers with families in need.							
3-5 years	Seek funding for pilot schemes to develop adult training with work placements in key sectors.							
	Develop a holistic skills offer in the town centre, supported by multiple partners, and led by business.							
			↑↔↓					

By when	Careers - To increase residents' awareness of, and access to, careers services	Lead	Direction of Travel	Barriers	Q1 (April - June)	Q2 (July - September)	Q3 (October - December)	Q4 (January - March)
12 months	Support NELC's National Careers Service with promotion and connecting with local businesses.	AG & KL + Comms	↑			Head of NELC's National Careers Service Team (Wendy Trask) engaged with and regular meetings set up. WT joint leading on Adult Learning Promotion group.	WT has led on the Provision list for adult learning. Promotion of NCS service highlighted through Business Comms and recruitment workstream. NCS advertised in All-household brochure.	
	Support the Careers Hub to match local schools and colleges with representatives of local businesses.	AG, KL & Careers Hub	↑			Regular meetings set up between NELC and Careers Hub. New EC for NELC (Vicky Booth) embedded and introduced to both AG and Team and KL's team. First Business and Headteacher event to go ahead in September at GIFHE. Attendance from businesses lower than expected.	AG and KL supported businesses to connect with Careers Hub as the method to engage with schools and colleges. Second Business and schools future workforce event took place in November. Feedback to be collated and drive next steps.	
	Promote the development of career events in schools and colleges that also engage parents.	AG, KL & Careers Hub	↑			Funding secured from Careers Hub for a parents careers event. In Juen a previous event had invited teaching staff from across the area to find out about the regen projects in town centre and Cleethorpes.	Event at Clee Academy attended by a variety of NELC staff to promote careers across the area and within the organisation. Parents Careers Event booked for April 17th 2024 - Our Future engagedd to speak at the event.	
1-2 years	Develop approaches to promote technical education pathways from year 7, through to adults, as an equally viable career pathway.							
	Secure funding to develop careers resources within Lincs2. Link this to the National Careers Service and Local Labour Market information.							
	Support businesses to offer industry visits to teachers of both pre and post 16.							
3-5 years	Promote work experience for students of all ages both within NELC and external partners.							
	Develop town centre access to careers provision for all ages.							

Raising Aspirations - To increase aspirations of residents linked to the career opportunities	Lead	Direction of Travel	Barriers	Q1 (April - June)	Q2 (July - September)	Q3 (October - December)	Q4 (January - March)
Support and promote community organisations and providers working with those adults furthest from the labour market to engage with businesses and source funding opportunities.	AG & MJ	↑			All engaged with possible funding opportunities via UKSPF People and Skills Strand.	Skills strategy presented at the VSCE Forum. AG engaged with YMCA. Any funding opportunities shared via those routes. ie NCS grants, NLHF, Create Start Funding, UKSPF.	
Seek opportunities from businesses to engage with careers advisors and teachers to improve their knowledge of local labour market information.	AG, KL & Careers Hub	↑			Ongoing collaboration with Careers Hub Enterprise Coordinator, Vicky Booth. Support to offer career network meetings in local businesses. NELC supported Careers Hub to deliver their funded Teacher Encounter days in businesses in NEL	Business and Education Future workforce events - delivered in partnership with careers hub to engage business and schools to support working together. Working with Liz Wild (Lincs2 manager) and the representatives from the D&G board, to update a series of sector maps that are then printed and given to education providers, as well as hosted on the Lincs2 website.	
Seek funding opportunities to support providers to develop bespoke support for NEETS, care experienced young people, and those 16-18 without English and Maths.	AG	↑			National Citizen Service (NCS) Grant funding sought and approved for YPSS, CPO, Catch and GPL Wind working collaboratively to support 16-17 year olds. These groups identified for support through Devolution deal. Groups also identified as a priority for UKSPF People and Skills Application.	NCS programme running successfully. UKSPF applications going through the panel and are assessed against the priorities, including working with these groups. Extension to Year 2 UKSPF approved to support 16-18 year olds.	
Develop a marketing campaign aimed to show opportunities available locally, reflecting the journeys of other local people.							
Create a range of case studies showcasing local success stories to be shared by social media, via schools, training providers and other partners.							
Seek out support organisations to bring support to the area, or our education providers, and promote them.							
Develop, with partners, series of virtual material aimed to showcase success stories from the local area to inspire local people.							
Support and promote community organisations and providers working with those adults furthest from the labour market to engage with businesses and source funding opportunities.							

Strategy	Shared Actions	Lead	Direction of Travel	Barriers	Q1 (April - June)	Q2 (July - September)	Q3 (October - December)	Q4 (January - March)
Economic Strategy 2021- 2024	Address the fragmented landscape between education and employers by bringing together providers to reach a common understanding of needs.	Head of Economy & Funding / Strategic Skills Lead	↑			Presentation of Skills Strategy and findings at a variety of meetings and forums. Set up of Dault Learning provider group.	Proposals for Skills Governance arrangements to create a clear link between education providers and businesses. Business and Education workshop events.	
	Continue to work on a Skills Implementation plan.	Head of Economy & Funding / Strategic Skills Lead	↑			Skills Action Plan and Strategy approved in August 2023.	Governance arrangements for the Skills Action plans proposed.	
	Support the development of skills and training facilities.	Head of Economy & Funding / Strategic Skills Lead	↑			Any funding opportunities, including via UKSPF, communicated through to all providers.	Supported and engaged with LSIF, supporting capital and revenue prjects in post 16 provision.	
Education & Inclusion Strategy 2022-2025	Ensure all children and young people have access to high quality careers, information, advice and guidance, which includes bespoke education and skills pathways, working with partners in the public and private sector to unlock opportunity for, and meet employment needs of, young people. Work in partnership with local businesses and organisations to support all young people to have the opportunity to become economically independent, productive citizens and fulfil their aspirations.	Assistant Director, Education & Inclusion / Strategic Skills Lead	↑			First business and schools workshop event in September. Support of Careers Hub to embed them in the area and direct businesses to them as a central point.	Second Business and schools event to come up with plans for facilitating future plans. Supporting businesses and careers hub to engage with schools and young people.	
Early Help Strategy 2021- 2024	To ensure that our community helps support people to achieve in life.	Head of Early Help / Strategic Skills Lead	↑			Events in Family hub - Get into Childcare event followed on from the Skills Roadshow.	A schedule of events to promote adult learning is scheduled for 24-25. A timetable of trainign is beginning to be developed for deivery in the Hubs as part of better start for life.	
NEL Mental Health & Wellbeing Strategic Framework 2022-23	Ensure MHWB are taken forward via the NEL wellbeing at work initiative in partnership with our local businesses.	Public Mental Health Team / Wellbeing Team Work Place Lead / Mental Health Partnership	↑↔↓			Development of the Workplace Health & Wellbeing Bronze award , with a view to launch this award into organisations and businesses in Q1 24. Bronze award focuses on supporting and upskilling management in organisations around supporting and implementing initiatives for Health, Wellbeing & Mental Health in the workplace. Connected Communities Award (MECC model hosted by the online learning portal The Wellbeing Academy) has now lauched and engagement has been excellent across NEL. This award is aimed at smaller businessesees, however the uptake from larger business has been successful.	Continued development of the Workplace Health & Wellbeing Bronze award , with a view to launch this award into organisations and businesses in Q1 24. The bronze award outcomes will be supported by online training via The Wellbeing Academy portal, development work of the nline courses is in process. Connected Communities Award (MECC model hosted by the online learning portal The Wellbeing Academy) engagement has been excellent across NEL. This award is aimed at smaller businessesees, however the uptake from larger business has been successful.	
	Work with job centre/local employers to resolve gaps in employment by providing opportunities to those currently unemployed.	Public Mental Health Team / LA Employment & Housing Leads / Workplace Health Network / Place Board Members	↑↔↓			The wellbeing Service are currently working in collaboration with DWP to deliver face to face wellbeing support to all clients who attend the Job Centre, . To increase clients capacity to uptake employment.	The wellbeing Service and Workplace health are currently working in collaboration with The Skills Hub and DWP to deliver face to face wellbeing support to all clients who attend the Job Centre, whilst developing and delivering an 8 week rotating course for 1 year with Skills Hub to engage clients in confidence building, Stress awareness, work life balance and mental health awareness. To increase clients capacity to uptake employment.	
	Scope community groups in target areas, look at utilising asset-based approach to strengthen community approaches in line with gaps.	Public Mental Health Team / Mental Health Alliance	↑↔↓			Launch of the connected communities award (MECC Model) to increase wellbeing/MH and signposting awareness and upskill in supporting others and self.	Workplace health are working towards enaging volunteers and community groups in the Connected Communities Award (MECC Model) to increase wellbeing/MH and signposting awareness and upskill in supporting others and self.	