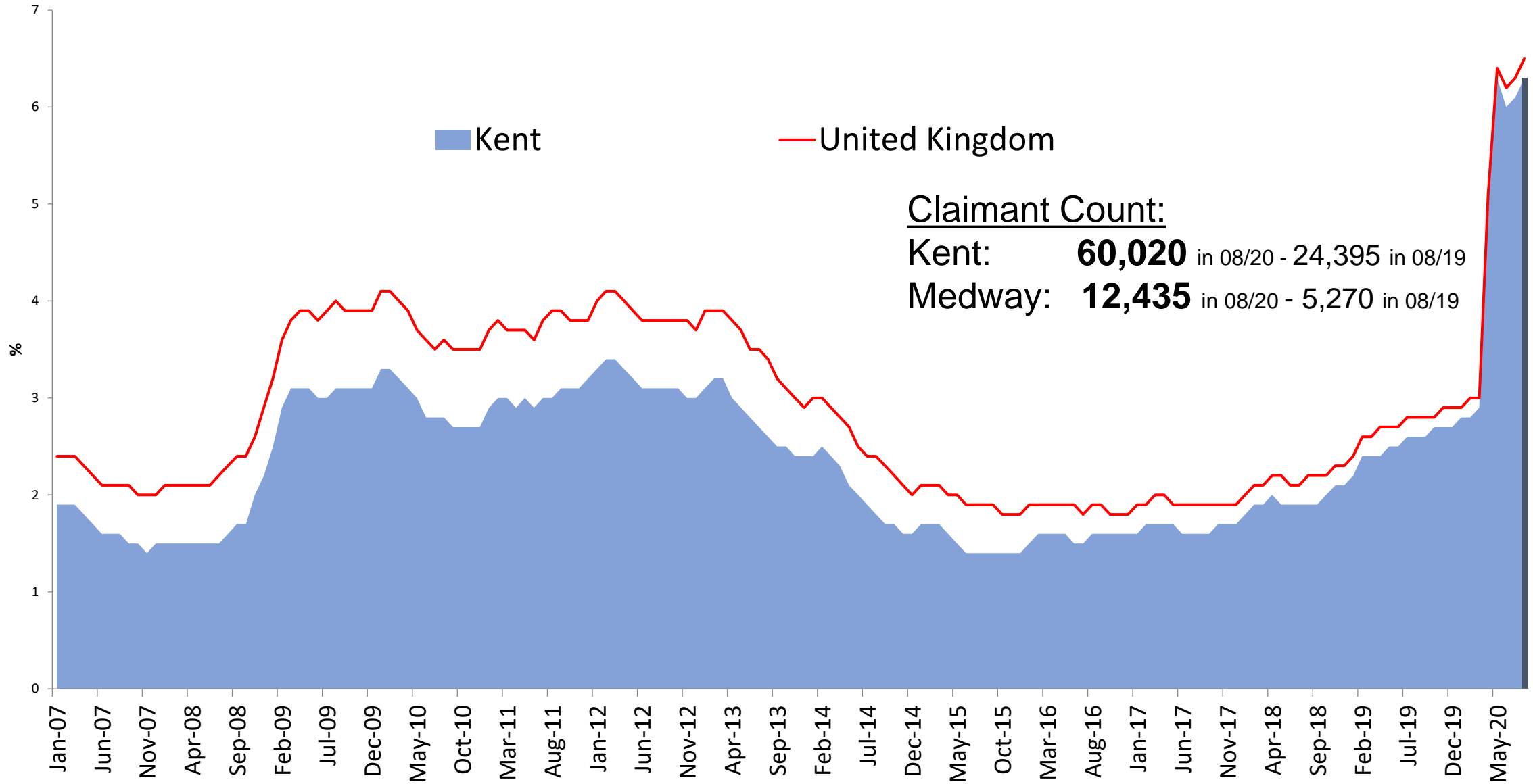


# The Skills Landscape: Economic Context

# Economic Picture: Total Unemployment

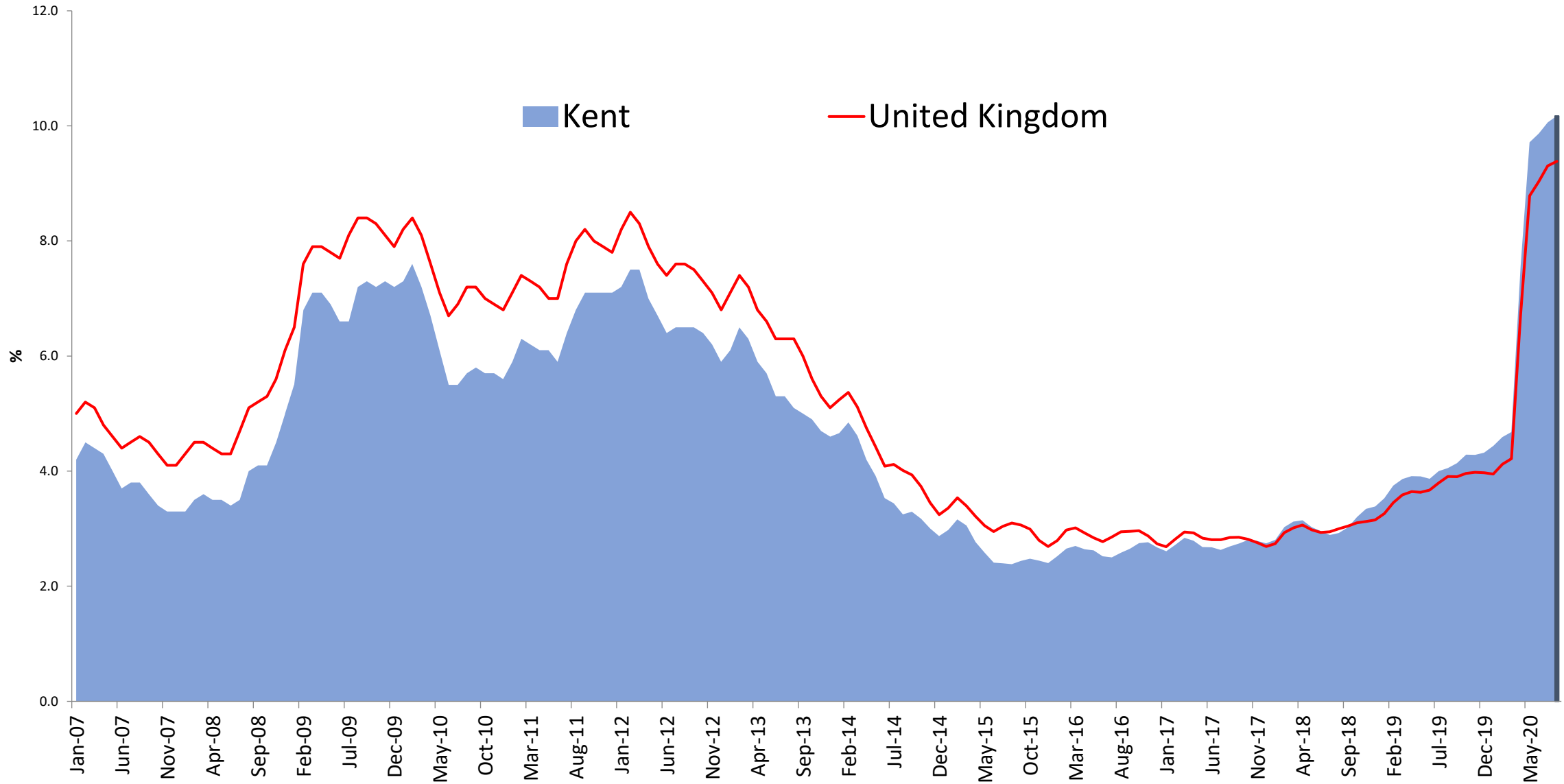


### Claimant Count:

Kent: **60,020** in 08/20 - 24,395 in 08/19

Medway: **12,435** in 08/20 - 5,270 in 08/19

# Economic Picture: Unemployment of 18-24 year olds



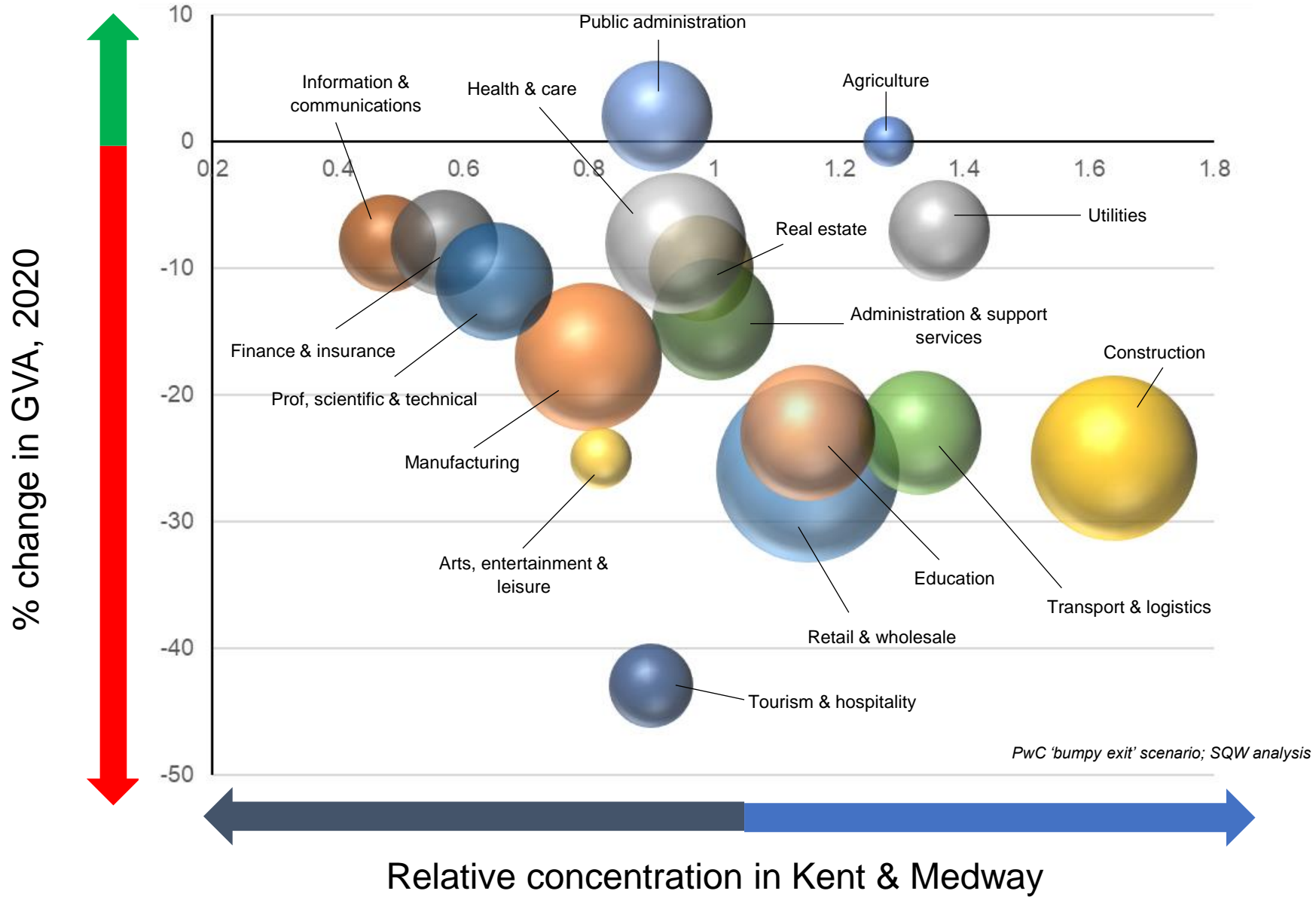
Source: ONS Claimant Count  
Presented by: Strategic Commissioning - Analytics, Kent County Council

Data set	Kent	Medway	UK	South East LEP
Level 4 + Skills	36%	32.9%	40.3%	34.6%
Level 3+ Skills	55.9%	55.4%	62.1%	53.5%
Level 2+ skills	74.5%	75.2%	79.1%	72.7%
Level 1+ Skills	85.3%	88.7%	88.8%	85.4%
No qualifications	7.8%	8.4%	5.8%	7.9%
Other qualifications	6.9%	2.9%	6.7%	6.7%
Weekly workplace earnings (2019)	£572.50	£569.80	£586.50	£571.10
Out of work benefits (July 2020)	6.2% (58,830)	6.9% (12,045)	6.5%	6.3%
Workless Households (2019)	10.9% (51,900)	12.7% (10,500)	13.9%	12%

Location	Employments furloughed	Eligible employments	Take-up rate
Kent County	206,900	679,600	30%
Medway	37,500	127,200	29%

<b>Sector</b>	<b>Employments furloughed</b>	<b>Eligible employments</b>	<b>Take-up rate</b>
Accommodation & Food Services	216,000	282,000	77%
Arts, Entertainment & Recreation	77,200	106,800	72%
Construction	99,700	182,500	55%
Trade union, religious, political and repair	46,500	87,600	53%
Wholesale & Retail; repair of motor vehicles	255,800	639,300	40%
Transport & storage	73,500	196,300	37%
Property	22,800	61,000	37%
Manufacturing	90,600	255,000	36%
Business administration and support services	Average take-up in K&M 121,700	375,900	32%
Professional, scientific & technical	90,900	352,800	26%
Mining, Quarrying & utilities	700	3,100	22%
Waste & Recycling	6,000	27,500	22%
Agriculture, Forestry & fishing	5,100	25,300	20%
Information & Communication	38,900	242,300	16%
Education	64,200	478,300	13%
Energy Production	2,400	20,000	12%
Domestic employers	2,000	16,200	12%
Health	60,700	535,600	11%
Finance & insurance	10,800	165,300	7%
Public administration & defence	2,400	181,500	1%

# Sectoral analysis in Kent and Medway



- **High numbers of vacancies across KMEP area** - 48,000+ unique job postings (July to Aug 20)
- **Highest vacancies in** nursing, care, driving, teaching & cleaning.
- **Top job titles advertised** include: Teaching Assistants, HGV Drivers, Surveyors, Family Support Workers, Home Care Social Workers, Staff Nurses, Registered Nurses, Personal Care Assistants.
- **Catering & hospitality** continue to see a **decline in vacancies**.
- **Common skills requested:** communication, management, customer service, sales, leadership, innovation, detail and interpersonal.
- **The average advertised salary is £28.5k**, with 8% of vacancies advertised at £50k+ and 3% at £75k+



In the short term, we have been fortunate in comparison. However.....

## Threats

- Exams & qualifications. Impact on confidence & credibility
- Apprenticeship reductions of around **75%**.  
(Immediate & long term impact in finances & expertise)
- Young people, being out of education.  
The formed habits & behaviours and the messages heard
- The economic situation resulting in overnight loss of work experience opportunities for c.**15,000** young people.
- Stable revenue threats for 2020/21. Excessive focus on capital at the expense of revenue.
- Reputational damage to specific occupations and sectors, such as care.

Higher Education experienced, and continues to experience, three phases:

## **(1) Immediate Lockdown and Supporting the Community & Economy**

- Switch to online delivery within 48 hours
- Stepping up to the plate to support communities, businesses & front-line services during full lockdown & beyond: advice, supplies, human resource, research, enhancing networks, matchmaking needs.

## **(2) Financial Realities and Preparation for COVID-secure delivery**

- No meaningful financial support from government – challenges: student numbers, international, funding, income.
- Resource intensive preparations for COVID-secure blended delivery.

## **(3) Resilience, Recovery, Responsibility and Continuing Uncertainty**

- Supporting local & regional economy to plan for long-recovery: meeting new economic & workforce needs
- Higher Education & Young People potentially seen as a driver of a new COVID spike – community responsibility
- As with the wider economy, increased challenges and expectations will endure for several years.

# The Skills Landscape: Business Engagement

## Complex landscape of skills initiatives aimed at businesses

Scheme	Description
Apprenticeships	£2k for employers per apprentice aged up to 24. £1500 for aged 25+. This is in addition to the existing £1k for Care Leavers or those with EHCPs.
Traineeships	£1000 incentive for businesses to support a skills development programme including a work placement. Lasting from 6 weeks to 1 year.
Kickstart	The Kickstart Scheme provides funding to employers to create new 6-month job placements for young people who are currently on Universal Credit and at risk of long-term unemployment. National Minimum Wage is funded for the Kickstarter for 25 hours a week.

## Complex landscape of skills initiatives aimed at businesses

Scheme	Description
Sector-based work academies	Can last up to 6 weeks and involve; pre-employment training, work experience placement and a guaranteed interview. Supported by Job Centre Plus
Supported Internships	A study programme based at a business for people aged 16-24 with a statement of Special Educational Need or an Education, Health and Care Plan to benefit from learning in the workplace. Unpaid placements last a minimum of 6 months. Interns will also study English and Maths and other relevant qualifications.
Supported Employment	Supports people with disabilities to secure and retain paid employment. The model enables people with disabilities to achieve sustainable employment and provides businesses with valuable workers.

## Complex landscape of skills initiatives aimed at businesses

Scheme	Description
Enterprise Adviser	Volunteer as a senior-level professional to work directly with a school or college's senior leadership team to develop their careers programme. Help students engage with the world of work and the workplace.
Work Experience	Provide valuable experience of the workplace across a variety of areas; school placements, college placements, university placements, T-level placements.
Careers Fairs/events	Find future talent at an array of different careers fairs, jobs fairs, mock interview events and a wide variety of different opportunities.

## We want to be like A&E, not the ones who have the best intent but don't help

### Opportunities

- We are now 3 organisations, not 4. We are your local anchor institutions on whom you should rely, in the same way that you do our Universities.
- We never stopped. Always been open for those most vulnerable, busy supporting students & innovating in how we do this. Seen thousands gain occupational competence as the key workers of tomorrow, let's not forget
- During a recession, people need re-skilling, we are ready to help, but the **revenue**, especially for adults, does not align.
- We need additional staffing & a **regional co-ordination** to avert the complex landscape of competition.
- We are ready to create & shape programmes for those who need it, **help us to know what is needed** & help us to get the right resources aligned to make it happen. We have allocated money where we have it. Some may end up being unused.

**Aspirations to contribute to a lifespan offer of employment-led skills, and to integrate with FE, other providers, and government initiatives**

**(1) Partnerships with FE for integrated access pathways, particularly across apprenticeships levels 3-7**

**(2) Foundation Year offer to provide opportunities and access to HE**

Across the lifespan, from 'missed' A-level / BTEC grades to returners and career switchers

**(3) Focus on local economic and public service need:**

KMMS, health professions, education, science and technology (EDGE Hub), business and policy, creative and digital, SMEs (GradForce),

**(4) Postgraduate training offers linked to industry, economic and public service need:**

Shorter courses (PG certificates), 'bite-size' offers that allow businesses and employees to dip in and out, executive and leadership education

**(5) Off-the-shelf and bespoke CPD training and workforce consultancy:**

Single and multi-session, delivered to businesses and/or individuals, BAU or recovery and resilience (BusinessLab), workforce needs assessment and development.



## Complex landscape of skills initiatives aimed at businesses

### Challenges

- Complex array of offers with some overlap
- Wide variety of different stakeholders engaged in delivery of each programme
- Risks leading to business confusion and disengagement

### Opportunities

- There is a scheme for the majority of business need
- The schemes will be suitable for the majority of sectors
- There is significant funding opportunities to take advantage of

### Potential Solution

- **Set up a Skills & Employment Brokerage Hub, along the lines of the Growth Hub.**
- **Ask Employment Taskforce to explore this potential solution.**

# The Skills Landscape: Delivery Mechanisms / Local Partnerships



**New Employment Taskforce** – focusing on the crisis, working with Government, creating solutions to work for Kent and Medway.

- **Skills Commission** – renewed focus on bringing together Education and Employment
- **Guilds** – Area focus with sector representation
- **Careers Enterprise Company (CEC)** – combined with employer engagement to resource employment and education projects e.g.: IBCP Personal and Professional Development
- Responding to Covid-19 and the contraction of education outside schools and college.
- In addition, there are **sub-groups** working in several areas:
  - Improving employer and career advice links to Primary Schools.
  - Adult up-skilling, cross-skilling and re-skilling.
  - Introduction to Soft Skills outside formal education.

- All LEPs have a SAP, supported by DfE
- Required to produce data analysis & Skills Report to DfE by April 2020
- Employer-led, with local sectoral representation. Chaired by Helen Clements of Morgan Sindall
- Kent and Medway SAP members include: Screen South, HSBC, Berry Gardens, Wirebelt Company, BT, Social Enterprise Kent & KATO. Strong links with Kent & Medway Skills Commission.
- Feeding into LEP skills initiatives e.g. Tutor Bursary Programme & £2million Skills COVID-Recovery Fund
- Works with LEP Digital Skills Partnership. Chaired by Professor Melissa Hanna-Brown (Pfizer) & Alison Parmar (Kent FSB)
- Links to SELEP Major Projects Group.
- Info at <https://www.southeastlep.com/our-delivery/skills/skills-advisory-panel/>
- SAP & Digital Skills Partnership event on 8<sup>th</sup> October: <https://www.eventbrite.co.uk/e/digital-skills-industry-40-seleps-sap-and-dsp-annual-conference-tickets-114861014386>

# The Skills Landscape: SELEP Initiatives

SELEP Strategic Board agreed **£2m skills fund** to support COVID-19 Recovery.

Focus of fund:

- Pathway to jobs in SELEP growth sectors
- Maximising jobs arising through the digital revolution (all sectors)
- Digital skills for all – kit and training
- Innovative solutions to skills barriers

Working to ensure no duplication with existing government funding & to share learning from Govt. schemes.

Procurements starts in October 2020.

Strong message from partners that further investment is vital, given scale of challenge.

# The Skills Landscape:

## Q&A



- Push for **skills investment** in the South East and for this to be a priority on everyone's agenda.
- To consider a **skills hub** (similar to the Growth Hub) which could be set up as a “light touch” organisation. It could point businesses to the skills initiatives that match their enquiry, overcoming the confusion caused by multiple initiatives. To **ask the Employment Taskforce** to explore this request.
- To note the **delivery mechanisms** that exist dealing with the skills agenda & support the **refresh** of the Skills Commission.
- To **promote the SELEP Funding Programme** to interested providers.