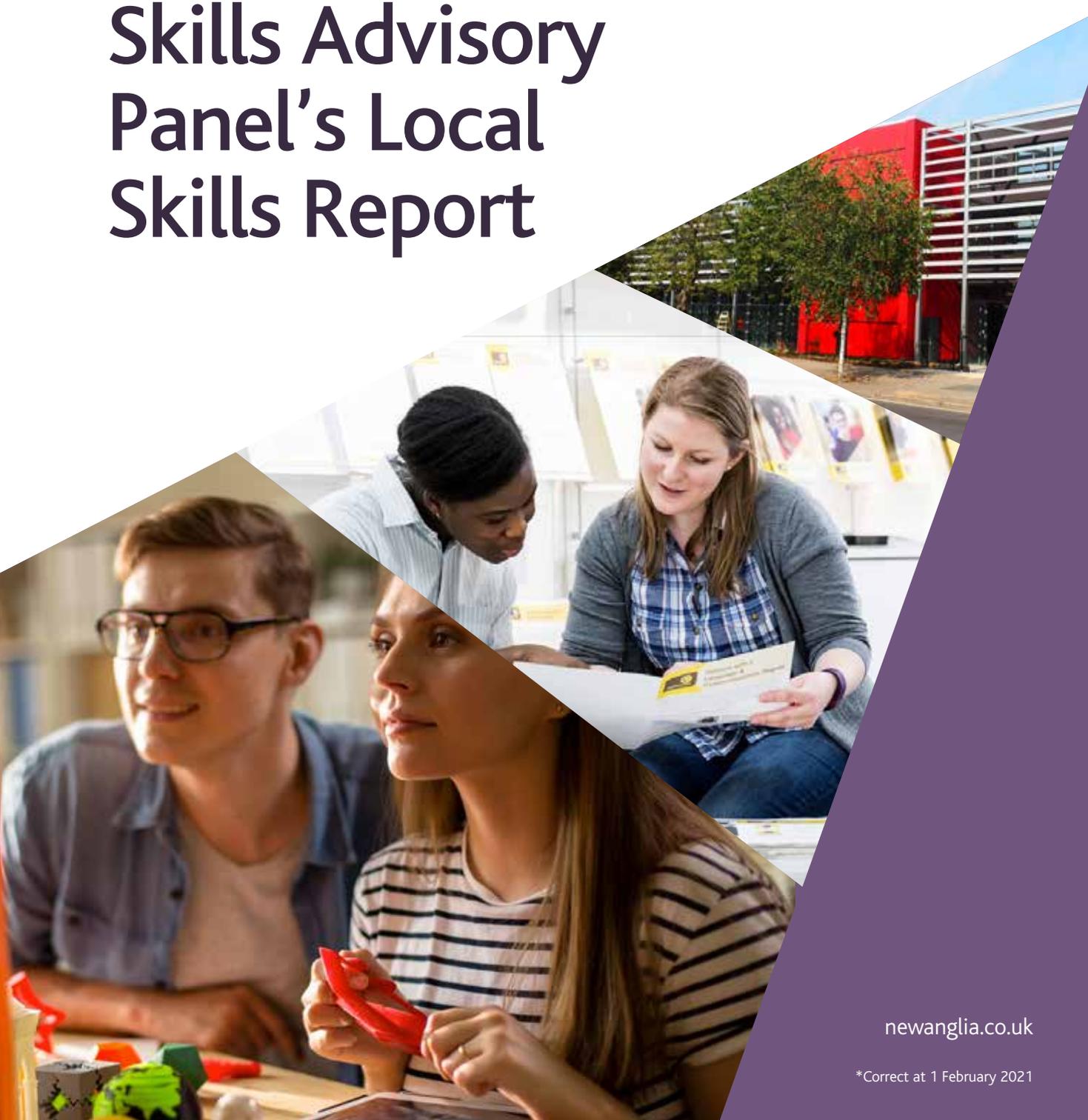


March 2021

# New Anglia Local Enterprise Skills Advisory Panel's Local Skills Report



# Introduction from our chair Claire Cullens, New Anglia Skills Advisory Panel



I became the Chair of the New Anglia Skills Advisory Panel at the start of 2020, never expecting the year to turn out quite like it has! The skills agenda is one I have been passionate about for many years, so I was pleased to take on this role, while at the same time not underestimating the challenges.

# Skills Advisory Panel's Local Skills Report

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**Our Skills Advisory Panel members care very much about their role and genuinely want the people who live and work in the region to reach their potential, together with the businesses within Norfolk and Suffolk. Their message to me was very clear: the panel should be action-focused and not just a talking shop.**

As you will see from reading this report, Norfolk and Suffolk is at the national average for many aspects of the skills and educational attainment metrics. However, the LEP and our wider stakeholders are more ambitious for the area than being 'just good enough', particularly with our Local Industrial Strategic Opportunities of agri-food, clean energy, and ICT digital. We want to be seen as the place to study and work within these sectors, and we will need a collective step-change to make this happen.

This report is not expected to largely address the issues around Covid-19 or Brexit, as other LEP documents do this. However, the pandemic has underlined the importance of the health and social care sector in everyone's lives and it is clear this is a growing part of our economy which must not be ignored in our forward thinking.

The SAP's four objectives mean that we aim to give new entrants, the current workforce, and those with barriers in gaining employment the best opportunities through a dynamic and relevant curriculum offer. We are so fortunate that our educators at all levels and types engage with the LEP, our stakeholders, and each other. This makes addressing challenges within the skills landscape so much easier to tackle.

Our SAP cannot do this work in isolation and we need everyone in Norfolk and Suffolk, as well as those who have a vested interest in our area, to help us address our weaknesses and further build our strengths. I am often asked, 'What are our 'key measures of success?'' so I hope this report helps everyone to see where we need to focus and what we need to achieve.

Thank you to the LEP staff for putting this together. I hope that you find this report of great value and you will become invested in what we need to collectively achieve.

**Claire Cullens,**

Chair, New Anglia Skills Advisory Panel

# Introduction



## Skills Advisory Panels: the national context

**Skills Advisory Panels (SAPs) bring together employers, skills providers and key local stakeholders to better understand and resolve skills mismatches at a local level. There are 36 SAPs across England as part of Mayoral Combined Authorities and Local Enterprise Partnerships.**

The Department for Education (DfE) supports SAPs with grant funding, primarily to produce high-quality analysis of local labour markets and **Local Skills Reports**. The Reports set out the local strengths and skills needs and how the SAP proposes its area addresses its key priorities. They also aim to influence local partners and feed intelligence to central government, including the national-level **Skills and Productivity Board (SPB)**.

In January 2021, DfE published its White Paper "**Skills for Jobs: Lifelong Learning for Opportunity and Growth**," which set out a number of reforms aimed at putting employers more firmly at the heart of the skills system. The White Paper outlined plans to test in 2021-22, in a small number of areas, 'Local Skills Improvement Plans' created by business representative organisations.

The White Paper committed to build on the work of SAPs to date. SAPs and their Local Skills Reports will continue as the DfE trailblazes "Local Skill Improvement Plans" and until any potential changes are made to a SAP's remit and responsibilities.



# Skills Advisory Panel's Local Skills Report

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## The New Anglia LEP Skills Advisory Panel was created in 2019, replacing the well-established New Anglia Skills Board.

Given the strength of the pre-existing Skills Board, it was felt appropriate to transfer membership, vision and objectives into the SAP. The Skills Board built strong foundation-securing engagement of key stakeholders and was responsible for some vital skills work, including the inception of sector skills plans, endorsement of £2m of Skills Deals funding and overseeing the recommendations of the area review.

The [SAP membership](#) is made up of a mix of education, private and public sector representatives with Claire Cullens acting as Chair, as well as our link with the LEP Board. Universities, Further Education colleges and a representative from our local Independent Training Providers have membership.

Our Sixth Form, University Technical College and the secondary education sector is covered through a combination of principals, governors, the Enterprise Adviser Network and public sector members from Norfolk and Suffolk County Councils, including councillor membership from both Norfolk and Suffolk. It is expected that councillor and officer members from the county councils cascade information down to the districts.

Local authorities are also represented on our [LEP Board](#) and skills updates are scheduled in regularly for these members. The private

sector members cover most of our key sectors and own or manage businesses and organisations within Norfolk and Suffolk. They are active in their sector and the wider business community.

We also have attendance from the Department for Work and Pensions and the Department for Education.

Members are interviewed for the role and have an initial tenure of three years, with the option for an additional tenure. They adhere to our [Terms of Reference and Membership agreement](#) and complete and keep updated their [declaration of interests](#).

The SAP meets six times a year with the Terms of Reference and minutes published on New Anglia LEP's website.

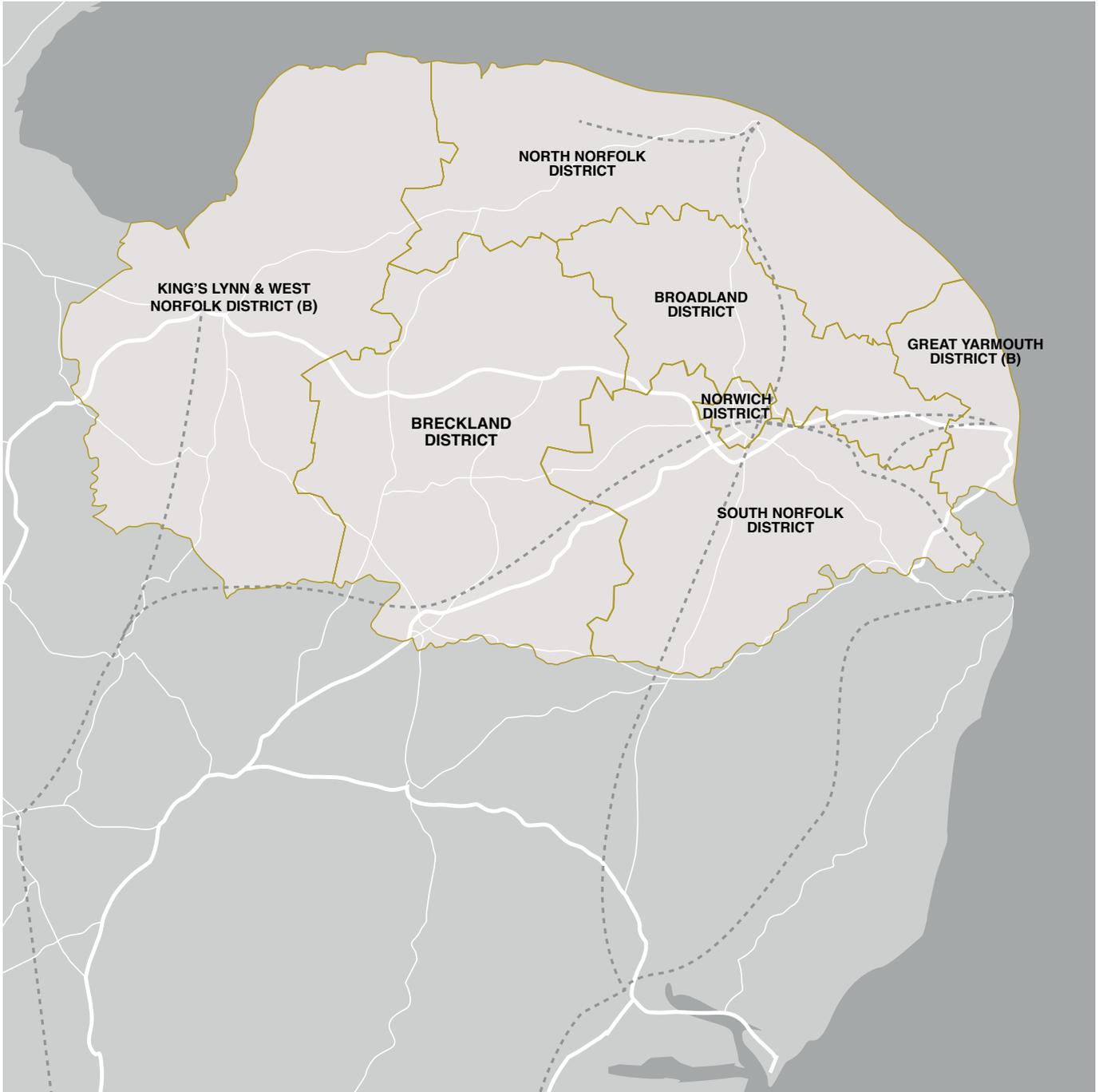
Task and finish groups are established from time to time to focus on actions that need to be developed or delivered. Our [Youth Pledge](#) coordination work has been an example of this.

New Anglia LEP provides the secretariat for the SAP. There is an agreed forward plan which sets out the focus for each meeting. Agendas are agreed in collaboration with the SAP Chair, the LEP and Norfolk and Suffolk County Council's skills teams.

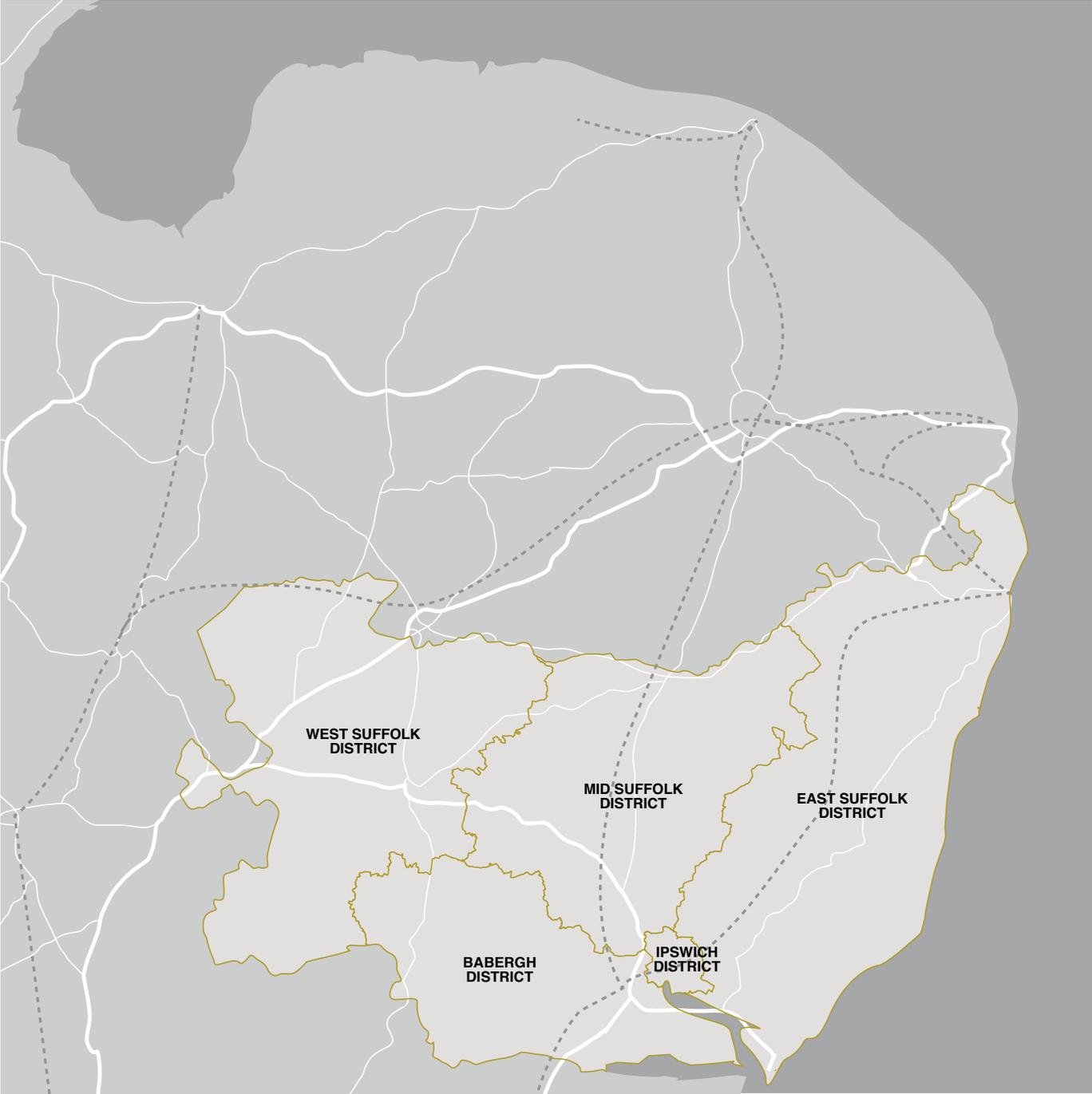
We continually challenge our membership and ensure they actively play their part in achieving success.

If you have any questions or you would like to get in touch with the SAP, you can do this via the LEP team at [skills@newanglia.co.uk](mailto:skills@newanglia.co.uk)

## Norfolk District Council Boundaries



Suffolk District Council Boundaries



# Skills, strengths and needs



### Intro scene-setting

**Our area is characterised by a diverse and varied economy, with no one sector or collection of companies/ industries disproportionately dominating activity and skills demand.**

Key underpinning sectoral drivers of our local economy include: energy, life sciences and biotech, ICT and creative, financial services and insurance, transport and logistics, construction, advanced manufacturing and engineering, and agri-food. We also have ambitious plans to further develop our well-established visitor economy – all underpinned by the golden thread in our local industrial strategy:

*“A globally recognised, technology-driven, creative and inclusive economy which is leading the transition to a post-carbon economy through sustainable food production and sustainable energy generation.”*

The focus on sectors has expanded to include health and social care and VCSE sectors as a result of the impact of the pandemic and the need to support and provide a skilled workforce.

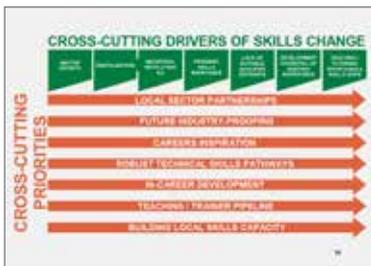
Norfolk and Suffolk has agreed to use data reflecting the Alternative Claim Count for unemployed as a timelier proxy indicator for unemployment rates across both counties. According to this analysis, the unemployment in Q4 of 2020 is hovering around 5.4%. Based on previous projections set out in our Restart report and tracking the previously unforeseeable extension of government support schemes including furlough, we are now anticipating unemployment will continue to escalate through Q1 and Q2 of 2021, possibly to between 7-10%.

# Skills Advisory Panel's Local Skills Report

## Projected Skills Demand

Full details of the scope of future demand across a range of sectors can be found in our [Sector Skills Plans](#). They provide a description and quantitative assessment of both the overall scale and timeline of demand, and also the corresponding projected levels of skills that will be required to support Norfolk and Suffolk's ambitions.

As well as setting out the demands of a number of individual sectors that are key to the area's future growth, we have also produced a '[cross-cutting' skills report](#), which has analysed the thematic, structural,



and subject-focused drivers that our economy needs in the medium to longer term. However, the Norfolk and Suffolk Local

Industrial Strategy also highlighted that while benefiting from above average rates of employment the area has also consistently tracked below the national average in terms of median wages, and GVA per hour worked. These indicators have informed the focus of much of the SAP's work to date, in terms of attempting to ensure we maintain efforts to be both inclusive, but also increasing value and wages plus closing the apparent productivity gap.

Our workforce also has comparatively lower levels of qualifications than the national average – certainly at NVQ level 4 and above. There is partner-wide recognition that while addressing the attainment issue is crucial, parallel efforts to attract and support businesses that offer higher-skilled and higher remuneration opportunities are crucial in closing the apparent wage and qualification gaps.

## Significant geographic and socio-economic features of the area

Norfolk and Suffolk are predominantly rural, interspersed with many smaller market towns, several larger towns, many of which function as economic hubs, and a collection of coastal towns, with two major urban population centres, the city of Norwich in Norfolk, and the county town of Ipswich in Suffolk.

This variety of population centres and overall population dispersal across a large area presents partners with a divergent range of challenges. This is made more complex by the difficulties of providing access to education and employment to segments of

the population who live in comparatively deprived areas which are often in coastal or rural locations, with relatively poor public transport links, and less than optimal digital infrastructure.

According to estimates from Metro Dynamics based on ONS Annual Population Survey (2018) and Census (2011) data, areas where a relatively high proportion of residents have NVQ Level 4 and above (over 40%) are found in parts of central Ipswich and Norwich, as well as less-densely populated areas on their outskirts (north east of Ipswich and western and eastern parts of Norwich).

## Chapter 3

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High-performing areas tend to be rural. Areas where over one third of working age residents have high levels of skills include large swathes of Suffolk and much of Greater Norwich, up to the north Norfolk coast.

There are low levels of NVQ Level 4 and above attainment in and around Great Yarmouth, Sudbury, King's Lynn and the area around Watton and Thetford (less than 15%).

The two largest urban areas show a mixed

picture. Parts of Norwich and Ipswich have among the highest and lowest proportions of residents with high-level skills.

The above findings must also be seen in the context that resident wages may be influenced by the fact that certain locations with good road and/or rail links to Essex, Cambridge, and London, where relative wages tend to be higher than those found for similar roles in Norfolk and Suffolk, will be reflected in Suffolk's higher rates of earning.

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### Agri-food analysis

**In 2017, New Anglia LEP commissioned a series of sector skills plans, providing more nuanced and in-depth analysis as to the potential scale and nature skills demand, linked to future growth in what we termed the 'agri-food' sector. This definition encompassed a broader base of data, that reflected the sector's influence across the entire supply chain and related activities – excluding food retail.**

We felt it was important to highlight this, as the findings of this research contrast with the growth profiles for the narrower definition of the 'agriculture, food & tobacco' sector contained in this report's core indicator analysis.

Norfolk and Suffolk's agri-food tech sector (excluding food retail and catering) generates 7% of the area's GVA and employs 50,000 staff or 7.4% of the workforce, double the national average. It also accounts for 10.8% of all businesses in the LEP area.

Meeting the growth challenge through skills supply is made more challenging by major strategic changes such as Brexit, increases in wage levels and restrictions on labour supply.

New technology and specifically data, sensors and automation (Industry 4.0), is likely to have a major impact on the industry and will require new skills among the existing workforce and new recruits as ways of working change.

Locally the skills system is good at meeting FE and postgraduate training needs, but has a significant deficit in undergraduate skills provision. This is very relevant to future sector growth as forecasts show the proportion of sector staff employed in elementary occupations has already fallen from 26% in 2004 to 15% in 2014, with a further fall to 13% predicted by 2024. In contrast, the proportion in skilled trades has risen from 40% in 2004 to 58% in 2014 and is expected to reach 59% by 2024. The projections also suggest the largest demand for new staff – 6,700 over the period 2014-'24 – will be for those qualified to QCF4-6, the level at which the New Anglia area currently has little training provision.

Agri-food tech sector skills plan link: [New-Anglia-LEP-Agri-Food-Tech-Sector-Skills-Plan-FINAL-26th-Sept-2017-002-1.pdf](#)

# Skills Advisory Panel's Local Skills Report

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## Demographics and impact on occupation-driven skills demand

Norfolk and Suffolk has a comparatively older population base compared to the national average. Internal migration data for the UK reveals the region is a particularly popular destination for those aged 45-65.

This presents both challenges and opportunities. This age group bring comparably higher earnings and savings, and hold higher levels of attainment and experience, but over time will place increasing demand on the area's health and social care infrastructure. The demand for those qualified in health and social care or medical-related subjects will have to steadily increase to best support the ageing population.



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## Employment Growth Forecast

**The analysis in both our sector skills plans and more recently in our Local Industrial Strategy has indicated an expected increase in jobs in scientific, engineering and technical disciplines (including ICT digital), especially in relation to the golden thread in the area's LIS, in terms of Norfolk and Suffolk becoming a leading location for clean growth.**

In addition, there are several large-scale infrastructure projects, (most notably Sizewell C), that will significantly increase demand for construction-related skills, a demand which

could be further increased as retrofit and thermal efficiency improvements roll out across both business and domestic markets.

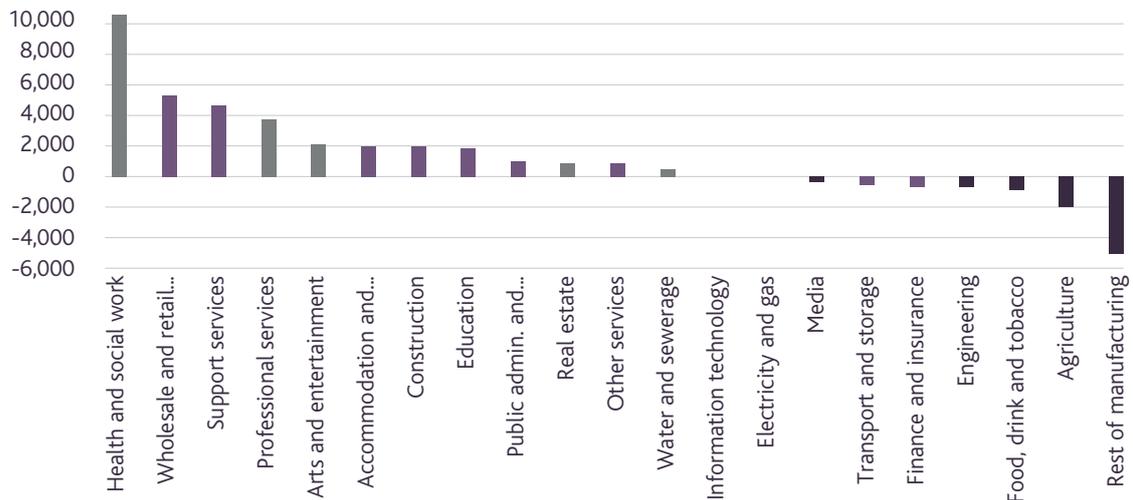
The Construction Industry Training Board (CITB) actively encourages new entrants into the construction sector and ongoing professional development. Its December 2020 report, Learning To Earning, has the aim of better understanding the barriers to FE learners joining the construction industry and outlining potential solutions.

## Chapter 3

The following charts provide a useful indication of the profile of the projected scale of increased occupation growth in certain sectors based on purely historical data – most notably, potential growth in the health and social care sector. These figures should be viewed in conjunction with the

demographics data set out earlier in this report, suggesting that due to our area’s ageing population, growth in employment within these occupations should help the region manage the increase in demand for their skills and expertise.

### Sectors by absolute forecast employment growth (2017-2027) - Norfolk and Suffolk



Sectors by absolute forecast employment growth in Norfolk and Suffolk (colour coded by the top 5 highest (grey) and lowest (dark purple) sectors by percentage forecast employment growth), *Working Futures: 2017-2027, 2017 SAP boundaries.*



CREDIT  
Dave Guttridge

# Future Skills Supply

## Higher Education

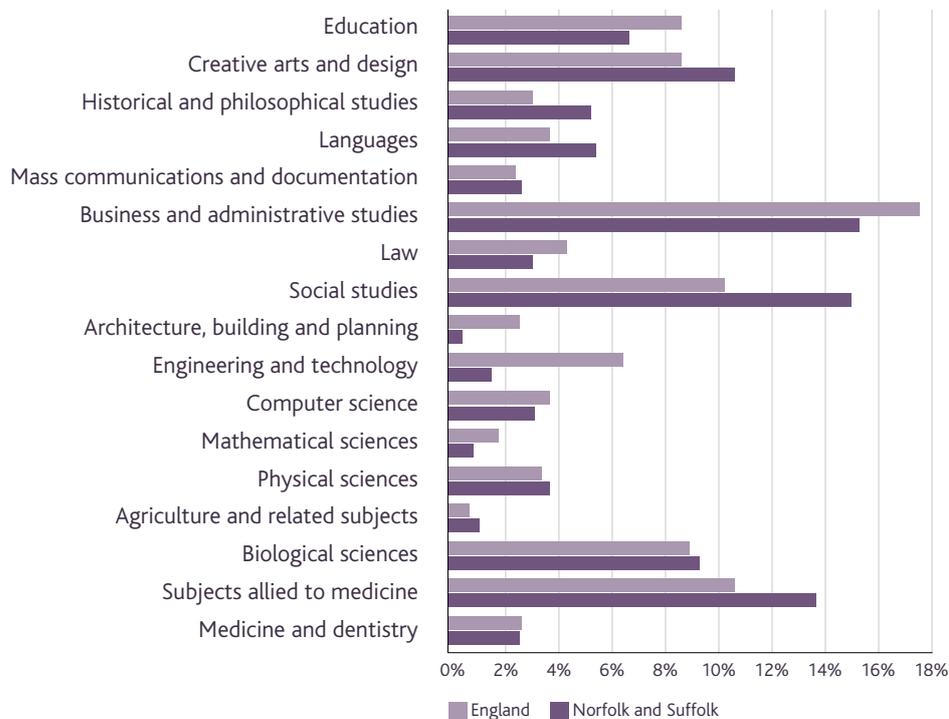
**In terms of higher education (HE) qualifications, we can see in the chart below that Norfolk and Suffolk tracks ahead of the England average in subjects allied to medicine, as well as social studies and creative arts and design.**

However, the area tracks below the national average in education, business and administration, computer studies, and most clearly in architecture building and planning, and engineering and technology. As mentioned in the two preceding analytical narratives, the ambition of the Norfolk and Suffolk SAP is to support and encourage achievement closer to or exceeding the national average in subjects most closely

aligned to supporting the objectives of our LIS – which would relate to computer sciences and engineering in this instance.

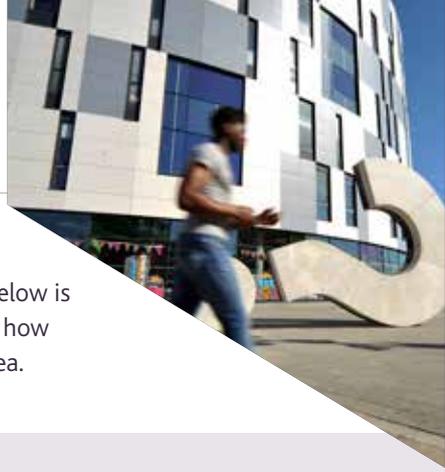
The comparatively higher rates of qualification across subjects, such as those allied to medicine and social studies, indicate a degree of positivity in terms of matching with the immediate needs of Norfolk and Suffolk’s comparatively older population and subsequent occupation demand. However, the discrepancy in terms of computer science and engineering in particular is of concern – especially given the prospect of increasing occupation-driven demand requiring such qualifications in the longer-term future and the increasing pull from outside our area.

## HE Qualifiers by subject 2018/19 - Norfolk & Suffolk with England



HE qualifiers by sector subject area in Norfolk and Suffolk, Source: HESA, 2018/19 qualifiers (published 2020), 2020 SAP boundaries  
 Note: A qualifier is a student who gained a qualification during the academic year in question. The data also reflects students studying at providers in the local area, rather than those who are domiciled there. "Social studies" consists of: Economics, Politics, Sociology, Social Policy, Social Work, Anthropology, Human and Social Geography, Development Studies, Broadly-based Programmes within Social Studies, Others in Social Studies.

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There are three universities across Norfolk and Suffolk. Below is a description of each university's areas of specialism and how they align with the broader economic priorities of the area.

### University of Suffolk (UoS)

**UoS was originally established as University Campus Suffolk in 2007 and went on to be awarded university status in 2016, making it one of the newest universities in the UK. It is spread over four campuses with a central hub in Ipswich and further franchised partner campuses located in Lowestoft and Great Yarmouth.**

Health, care and wellbeing is central to UoS's 10-year strategy, and it is working with a wide range of partners to create the UK's first Integrated Care Academy. It will soon be opening the DigiTech Centre located at Adastral Park, BT's global Research and Development centre in Martlesham, near Ipswich. The centre will provide cutting-edge digital skills for people looking to pursue careers in information and communications technology, as well as exploring innovations and research in digital health and smart living.

### The University of East Anglia (UEA)

**UEA ranked in the top 25 UK's universities<sup>1</sup> and world top 200<sup>2</sup>. It has a global pull with students drawn to specialisms that include computing science, computer systems engineering, business information systems, computer graphics, imaging and multimedia, data mining, engineering and environmental science.**

UEA is a research-intensive institution recognised for the quality of its work. It is proud of its strong research into real-world issues from cancer, dementia and climate change to water security and politics. It is ideally located on the Norwich Research Park, a world-leading centre for environment, health and plant science research, and home to the Norfolk and Norwich University Hospital.

The university will be soon opening Productivity East, which will coincide with the launch of the School of Engineering. Productivity East is a £7.4 million pound initiative that will provide new state-of-the-art facilities on UEA's campus to deliver a new regional hub for engineering, technology and management.

### Norwich University of the Arts (NUA)

**NUA has established itself in arts, design and media education for more than 170 years. It has a national reputation as an innovative and creative academic community, with a firm commitment to offering vocational, practice-based courses that afford students space to develop their skills and pursue their passions.**

It has secured an international reputation for producing graduates who excel in a constantly evolving industry and the emerging cluster. NUA has also gained national recognition for its user experience and digital design courses and is home to the Ideas Factory incubation centre for digital creative businesses and a user experience lab.

These three universities provide 5% more HE qualifiers in Social Studies and 3% more Creative Arts & Design than the national average.

## Further Education and Apprenticeships

**Norfolk and Suffolk are also home to five Further Education colleges which are passionate about driving the skills agenda and meeting the needs of our population, society and industries. They play an integral part of creating a skills pipeline to meet the current and future skills needs of industry.**

There is a strong collaboration between the colleges which collectively established the New Anglia colleges group in 2014. Together, the colleges educate over 32,000 students and nearly 8,000 apprentices per year.

**City College Norwich** [Case study](#)

**East Coast College** [Case studies](#)

**Suffolk New College**

**The College of West Anglia**

**West Suffolk College** [Case study](#)

The colleges work closely with local partners to support their ambition of 'education without borders'. Their vision sets out the needs and priorities of the education sector and they are committed to raising

educational standards and aspirations to produce a stronger regional economy.

All of the FE colleges have good relationships with the three universities, either through their own HE validation agreements, developed progression routes or general collaboration on a range of education and business projects.

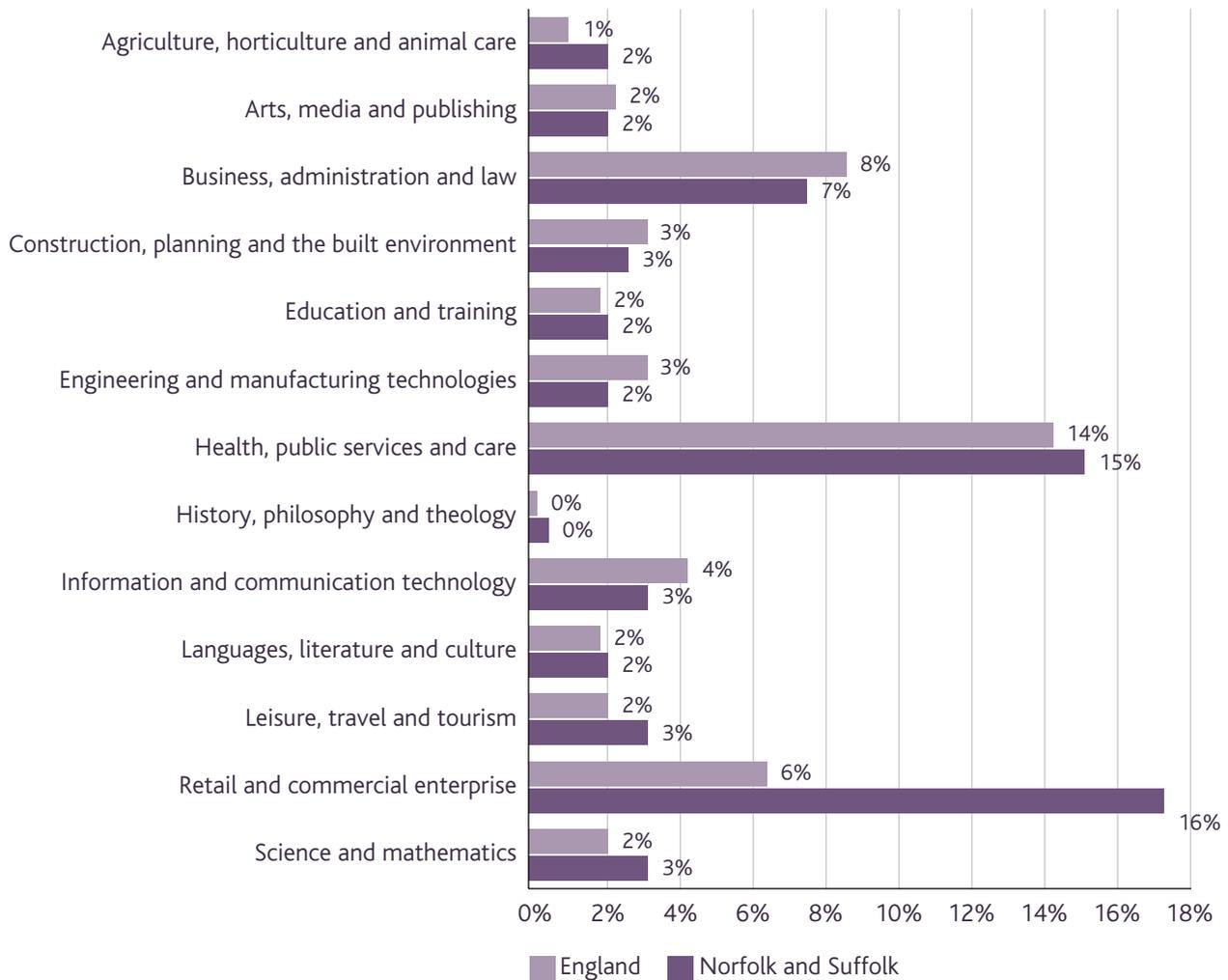


## Chapter 3

The chart below compares the proportion of achievements attained through further education (FE) (excluding apprenticeships) between Norfolk and Suffolk and England. Norfolk and Suffolk broadly tracks in line with national achievement averages across many FE subject areas. Notable exceptions are that Norfolk and Suffolk sees a significantly higher proportion of achievements in retail and commercial enterprise, and to a lesser extent science

and maths, agriculture, leisure and tourism, and health and social care. To an extent, this is perhaps reflective of the demand drivers within the local economy. However, an area for focus for the SAP in the longer-term will be to increase the proportion of achievements in areas such as information and communications, and engineering and technology – as the area is projected to see an increase in demand for these skills in the medium to longer-term.

### FE achievements by subject, 2018/19 - Norfolk and Suffolk with England



FE Education & Training achievements (not including apprenticeships) by sector subject area in Norfolk and Suffolk (compared with England).  
Source: DfE Localism Dashboard, 2018/19 FE achievements, 2020 SAP boundaries.

Note: Achievements are a count of the number of framework or standard achievements at any point during the year. Learners achieving more than one framework or standard will appear more than once. The geographies are based on the home postcode of the learner. The labels on the above chart are the percentage of total FE achievements (across all subject areas) made in that specific subject area

## Skills Advisory Panel's Local Skills Report

In terms of apprenticeship achievements, Norfolk and Suffolk is seeing a comparatively healthy number of people gain achievements in engineering and manufacturing technologies, as well as in apprenticeships related to health, public services and care. This data indicates that at least in terms of apprenticeship achievements, skills demands are meeting some of the short and longer-term needs which have been spelt out earlier in the report. The SAP will track the impact of Covid restrictions carefully in relation to this data set to ensure that momentum is built on, rather than undermined.

Analysis of the apprenticeship achievement by subject data shows there is very little discrepancy between Norfolk and Suffolk and the national average, in terms of the proportion of achievements being secured in each subject category.



Apprenticeship Subject	England		Norfolk and Suffolk	
	Volume	%	Volume	%
Science and mathematics	170	0%	10	0%
Retail and commercial enterprise	21,450	12%	500	9%
Leisure, travel and tourism	6,540	4%	250	4%
Information and communication technology	8,230	4%	270	5%
Health, public services and care	46,830	25%	1,430	26%
Engineering and manufacturing technologies	35,810	19%	980	18%
Education and training	4,100	2%	220	4%
Construction, planning and the built environment	11,030	6%	380	7%
Business, administration and law	46,350	25%	1,390	25%
Arts, media and publishing	540	0%	20	0%
Agriculture, horticulture and animal care	4,100	2%	110	2%

Apprenticeship achievements by sector subject area in Norfolk and Suffolk (compared with England). Source: DfE Localism Dashboard, 2018/19 FE achievements, 2020 SAP boundaries.

Note: Achievements are a count of the number of framework or standard achievements at any point during the year. Learners achieving more than one framework or standard will appear more than once. The geographies are based on the home postcode of the learner.

# Funding to Support Skills Development

In addition to the LEP funding identified earlier, other skills funding includes:

### Skills Deal Programme

The Skills Deals Programme is a long-running project aiming to stimulate the development of innovative employer-led training in the region. Funded through a combination of national (£1m Skills Funding Agency) and local funds (£1m Suffolk Local Authorities and Norfolk County Council) and allocated by the Skills Board, the programme has to date created or enhanced over 38 courses, provided delivery to more than 1,300 learners, and benefited over 270 employers across eight sectors.

### Towns Fund

**The Government's Towns Fund**, announced in November 2019, recognised that struggling towns do not always have the fundamental building blocks of a strong local economy in place. The evidence shows they can face some significant challenges: an ageing population without the skills necessary to attract new firms; fewer people going on to and returning from higher education, fewer economic opportunities in the surrounding region; and less direct foreign investment than in cities. Growth is held back where this is compounded by poor transport and digital connectivity.

Through the £3.6bn Towns Fund, the Government announced 101 towns it wanted to work with towards a Town Deal. Five towns across Norfolk and Suffolk were invited to develop proposals for the multi-million-pound Town Deals – Ipswich, Norwich, King's Lynn, **Great Yarmouth** and Lowestoft.

Communities, businesses and local leaders in each of the five areas have drawn up plans to transform their town's prospects with a focus on improved transport, broadband connectivity, skills and culture.

Norwich was one of the first seven places across the country to receive a £25m slice of a £3.6bn funding pot, with the other areas expected to hear soon about the outcome of their bids. **Norwich's deal** will see millions invested to help create a Digital Hub and Digi-Tech Factory, which will hope to give local people and businesses the chance to access state-of-the-art technology to boost skills and improve their services.

# Skills Advisory Panel's Local Skills Report

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## Opportunity Areas

**Opportunity Areas were developed by the Department for Education to see local partnerships formed with early years providers, schools, colleges, universities, businesses, charities and local authorities to ensure all children and young people have the opportunity to reach their full potential.**

A key aim is to build young people's knowledge and skills and provide them with the best advice and opportunities, including working with organisations such as the Careers & Enterprise Company, the Network for East Anglian Collaborative Outreach (neaco), and the National Citizen Service.

The Department for Education (DfE) targets its programmes to ensure children get the best start in life, to build teaching and leadership capacity in schools, to increase access to university, to strengthen technical pathways for young people, and work with employers to improve young people's access to the right advice and experiences.

Twelve Opportunity Areas were chosen nationally, based on the Social Mobility Index (2016) and their poor long-term outcomes for disadvantaged pupils. At this time, Norwich was ranked 323rd out of 324 districts and Ipswich 292nd.

### Norwich Opportunity Area

**The Norwich Opportunity Area is a network of local partners collaborating on coordinated activities to increase social mobility in Norwich. A Partnership Board, focused legacy teams, and practitioner networks, work together to improve outcomes at each stage of a pupil's journey through education.**

1 – Improving speech, language and communication in the early years so children have the best chance to progress as they start school.

2 – Improving teaching and attainment, from primary school through to age 18, so young people gain the skills, knowledge and qualifications they need for the next stage of their life.

3 – Giving young people the information, advice and support they need to move successfully between school, college, university and into work, with a focus on supporting pupils with decisions at key transition points and informing aspirations from the earliest age.

4 – Reducing the number of children at risk of exclusion and disengagement from education, by supporting them to overcome barriers to participating successfully in learning.

Our Chief Executive, Chris Starkie, sits on the Partnership Board and chairs the Careers Legacy Team. Careers facilitators in each of the Norwich schools meet regularly as a network, with representatives from local HE and FE providers, New Anglia LEP, employers and support organisations. Collectively, partners aim to support and enable all young people in Norwich to achieve their potential, regardless of background, to help transform Norfolk into a global centre for talent and innovation.

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### Ipswich Opportunity Area

The vision of the Ipswich Opportunity Area is for all young people in Ipswich to be happy, confident, ambitious and flexible lifelong learners. It aims to ensure that every young person can fulfil their potential and access the opportunities available to them, regardless of their background. The four priorities for achieving this vision are:

- 1: Ensure all children in Ipswich are prepared to learn for life by developing key behaviours, such as resilience and self-regulation.
- 2: Strengthen the teaching profession in Ipswich by providing world-class support and development.
- 3: Improve attainment for disadvantaged pupils by embedding evidence-based practice in the teaching of English and Maths.
- 4: Inspire and equip young people with the skills and guidance they need to pursue an ambitious career pathway.

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### Freeports



We have been working with Hutchinson Ports who own the Port of Felixstowe, alongside Harwich International Port and have been successful with a bid to government to create a **Freeport**. The proposal was submitted in conjunction with Suffolk and Essex County Councils, East Suffolk Council and Tendring District Council. This area will gain from drive post-Brexit growth, benefit from tax relief, simplified customs procedures,

streamlined planning and wider government support - [Freeport East - Felixstowe | Harwich](#).

<https://newanglia.co.uk/ambitious-vision-set-out-for-innovative-new-freeport-in-east-of-england/>

[Detailed bid to be developed for 'freeport' on Suffolk and Essex coast | East Anglian Daily Times \(eadt.co.uk\)](#)

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### Institute of Technology

As set out in the Economic Strategy, we are working to support Government policy to establish an Institute of Technology that builds on our strengths and meets the increasing need for higher-level technical skills in key areas such as energy,

engineering and manufacturing. We know we have providers collaborating to develop bids for the second wave of IoTs, so we have developed a Local Skills Framework setting out our ambitions.

# Skills Advisory Panel's Local Skills Report

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## ESF

**New Anglia LEP coordinates the £40m European Social Fund programme in Suffolk and Norfolk in collaboration with Department for Work and Pensions. A total of £33.4m has been invested in skills projects since 2015, with a further £6.4m expected to be contracted by early 2021.**

The ESF programme offers a range of employment skills and training opportunities delivered through local projects, and it is anticipated that it is in a strong position to achieve the New Anglia target of 34,000 participants. Our European Investment Strategy sets out the programme priorities and shows how they link to the Norfolk and Suffolk Economic Strategy.

A significant focus of the ESF programme in Norfolk and Suffolk has been on giving people who are out of work the skills and confidence to re-enter the workplace. The £10.5m Building Better Opportunities programme, co-financed by the National Lottery Community Fund, is now well established, with four projects in Norfolk and Suffolk since 2017. These strong partnerships bring together high-quality delivery from across from the VCSE sector, as well as input from colleges, and have had good results for their participants. These projects have now been joined by Work Well Suffolk and CHANCES, focusing on good work outcomes for those with long-term health conditions, and by Routes to Work, which promotes sector opportunities. Alongside these, the LIFT Programme has provided smaller grants to VCSE organisations delivering targeted activity on a smaller scale.

All of the above projects have found that barriers to employment from mental illness and anxiety conditions have been more prevalent than expected among their

participants. They are all adapting their services to the emerging needs of a new cohort of unemployed people and adjusting referral routes which have been disrupted in the pandemic.

The training initiatives supported through European Social Fund have included the Skills Support for the Workforce, initially delivered by SEETEC and now Steadfast Training. This provides valuable training across all sectors and has been particularly successful during lockdown, when Steadfast Training moved to high-quality online provision, and successfully developed a redundancy training package. It is also involved in Work Well Suffolk, offering similar support.

More targeted training provision in ESF has included the Developing Skills in the Health and Social Care initiative, an ambitious training and skills sector programme. The ESF programme in Norfolk and Suffolk has been particularly successful in delivering projects which connect the education sector more effectively with SMEs to provide in-college employer engagement and work experience opportunities. The Place 21 project from West Suffolk College has been a particular exemplar in this area and has now expanded and developed its vision with two new projects: NASCENT, and Higher Place, which moves into employer engagement in higher education delivery.

Recent additions to the programme are two apprenticeships projects – Apprenticeships Suffolk and Apprenticeships New Anglia – which are engaged in the vital work of signing up employers to deliver apprenticeships. The Youth Pledge for Employers led by Norfolk County Council will add more capacity to the vital work of encouraging busy SMEs to provide opportunities for young people.

## Chapter 3

In 2021, the £1m Supply Chain Skills Development Fund will launch across Norfolk and Suffolk. This will look to ensure local employers are aware of the competencies and capabilities needed in their workforces to capitalise on any inward investment and large-scale projects happening locally over the course of the next couple of years. The fund will help an employer to understand these opportunities, identify the training to give them the greatest chance of capitalising on growth, and look to offset the cost of doing so. The delegated grant scheme will enhance both the development and delivery of training available to employers in the New Anglia LEP area and focus on what is required to build the capacity of key local supply chains, ultimately resulting in the creation of inclusive economic growth. The project is being delivered by Suffolk County Council. There are further projects in the process of

being contracted to the programme, and the LEP has also been proactive with partners in seeking funds from the ESF National Reserve. A call for projects tackling the impact of County Lines drug exploitation of young people is currently live, and a further call for imaginative Sector Skills project is also out. Additional calls are being sought to help address further skills challenges which would benefit from ESF intervention.

It is worth noting that New Anglia LEP has recently invested heavily into the universities and FE college estates and therefore, despite the clear underrepresentation of current engineering and technology qualifiers in HE, it is likely the area will experience significant growth when they become established.

These include:

New Anglia LEP - Skills Capital Projects				
Education/ Training Institution	Name of Project	Aim of Project	Skills capital Investment (£)	Training Targets (Number of additional Learners, academic year & levels)
B	A		D	H
West Suffolk College	STEM Innovation Campus	Acquired and refurbished new premises to enable growth and diversification of apprenticeships, further and higher education and training for employees in energy, engineering and advanced manufacturing.	7,000,000	266 by 2022-23 L3 - 6
East Coast College	Energy Skills & Engineering Centre	Created a purpose-built new centre for energy and engineering skills to address local gaps in the economy.	10,000,000	1,275 by 2023-24 L1 - 5
University of Suffolk	Digi Tech Centre	ICT education, training & collaboration facility to build skills, drive growth in the ICT sector, and support increased productivity.	6,497,000	915 by 2023-24 L4 - 8
City College Norwich	Digi-Tech Factory	To build facilities to support the full range of digital industries; creative media work, software & programming, network skills, infrastructure, electronics and automated manufacturing.	6,098,000	477 by 2023-24 L1 - 4
Suffolk New College	Digital & Technology Skills Hub	To create tailored workshops and spaces to enhance technology and digital sector training provision, and qualifications to meet the needs of employers.	1,600,000	264 by 2023-24 L1 - 3
University of East Anglia	Productivity East	Development of a new regional hub for engineering, technology and management to provide innovative engineering and business solutions to enable growth and productivity.	4,461,000	842 by 2022-23 L3 - 8

## Skills Advisory Panel's Local Skills Report

Skills Projects funded from the Innovative Projects Fund			
Lead	Project	Amount	Notes
Norwich University of the Arts	Creative Internships	£66,450	Work experience and intern placements in creative businesses for graduates.
Royal Norfolk Agricultural Association	East Anglia Skills Initiative	£45,000	Funding awarded over 3 years (£15k PA) - Careers Shows.
Norfolk County Council	NCC Building Supply Chain Skills Capacity	£22,000	This project equips businesses with the right skills to enter the renewables supply chain specifically offshore.
Norwich University of the Arts	Connecting Creative Capital	£100,000	This is about connecting graduates with businesses not traditionally noted for using creative graduates.
West Suffolk College	Fit For Nuclear	£118,800	This project equips businesses with the right skills to enter the nuclear supply chain.
Netmatters	SCION plus	£100,000	Skilling unemployed people as computer programmers.
The ORE Catapult	Fit for ORE	£75,000	This project equips businesses with the right skills to enter the renewables supply chain.
VG Incubator	TCHC	£120,000	This project equips people with gaming skills to start their own businesses or become employment-ready (within the gaming sector). The Creative Computing Club is a partner.
National Centre for Writing	Collaboration, Place, Change	£72,000	Change is a new leadership professional development programme designed to equip current and next-generation creative and cultural leaders with the skills they need to drive creative, social and economic change across Norfolk and Suffolk.

Skills funding can drive sector focus, careers inspiration and curriculum priorities, so knowledge and cascading of new funding opportunities are useful for the Skills Advisory

Panel and our wider stakeholders. They will also add to our Covid recovery work and potentially support changes in the post-Brexit employment landscape.

### Trade and Cooperation Deal: UK & EU

**We anticipate that now the principle of 'freedom of movement' between EU states and the UK has come to an end, this will negatively affect access to labour and skills across all skills levels in the short to medium term in Norfolk and Suffolk, not only those roles operating at a comparatively lower NVQ level.**

While we've not undertaken a robust assessment of the longer-term impacts of the agreement reached between the UK and the EU, we are aware of the Office for Budgetary Regulation's analysis which has indicated that the UK could see a reduction of 4% in productivity as a result of leaving the EU. Such analysis is, of course, independent of any potentially compounding effect the

impact of the ongoing Covid restrictions may have on ongoing access to talent/labour.

New Anglia LEP sits on both the Norfolk EU Transition Group and the Suffolk Brexit Taskforce, both of which groups are actively monitoring and assessing the potential impact of additional restrictions and likely subsequent reduction in access to the labour force coming from EU countries. Intelligence gleaned through these discussions will be shared on a consistent basis in regular updates and reports presented to the Norfolk and Suffolk SAP.

More detailed analysis of some of the potential impacts on a sector and geographic basis are laid out in Annex B.



# Skills strategy



## Our Skills Strategy is directed by the Driving Inclusion and Skills chapter in the Norfolk and Suffolk Economic Strategy.

This strategy was developed in collaboration with a wide number of stakeholders and sets out our collective ambition and direction of travel. Funding and skills prioritisation with skills initiatives is shaped with this in mind.

The vision of the New Anglia Skills Advisory Panel is *“to support the growth of an inclusive economy with a highly-skilled workforce where skills and employment provision meets business need and the aspirations of individuals.”*

The Skills Advisory Panel has four objectives:

- Driving skills progression for the workforce – encouraging lifelong professional development, upskilling and reskilling which will future-proof New Anglia business, boosting productivity and improving the quality of our products, services and supply chains.
- Providing agile and responsive training provision for key sectors – working in partnership with businesses, developing innovative training courses, which are able to meet the emerging needs of the New Anglia economy.
- Equipping young people for success – unlocking the abilities, confidence and potential of young people, equipping this future generation with the technical skills, digital, entrepreneurship and problem-solving capabilities for further and higher education, and ultimately employment in our evolving technical sectors.
- Tackling barriers to employment – Developing stepping-stone opportunities for vulnerable and disadvantaged groups to develop the skills required to enter, re-enter or transfer employment to benefit from productive careers in our technical sectors.

These objectives can be mapped into each point of the Driving Inclusion and Skills section of the Economic Strategy.

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### Sector/occupational priorities

Using funding from the European Social Fund, 15 sector skills plans have been produced - [Sector Skills Plans - New Anglia](#) and a cross-cutting report. These lay out the strengths and weaknesses of our key

sectors from a skills and employment focus and link it with the curriculum offer. Key recommendations are made for each sector in order to address issues and take the sector ambitions forward.

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### Cross-cutting skills report

**The cross-cutting skills report identifies the key skills priorities and overarching drivers for change that are pertinent to all our key sectors.**

There is a collective of sector groups which take forward the recommendations in the sector skills plans. These groups report into the SAP and there are clear lines of communication in and out, plus to wider LEP or sector groups.

The success of these groups is dependent on a mix of employer, education provider and wider stakeholder ownership. The more successful groups have this genuine buy-in from these members.

Additional programmes have been developed to build on this work and we are awaiting the funding outcome from the European Social Fund.

### Enterprise Adviser Network / Careers Hub Strategy

**Our vision for the New Anglia Careers Hub is to:**

- Support secondary schools and colleges to fully achieve the eight Gatsby Benchmarks.
- Create a community of best practice across the Careers Hub through cluster and regional meetings.
- Create resources and CPD workshops to help careers leads and teachers embed careers learning.
- Ensure engaged and knowledgeable Enterprise Advisers support the Careers Hub and are representative of the sectors across New Anglia.
- Ensure accurate LMI (Labour Market Information) is created and disseminated to careers leads, teachers, parents/carers and students to help students make informed choices and increase their understanding of the world of work.
- Create an evaluation framework to assess the impact of the Careers Hub.

# Skills Advisory Panel's Local Skills Report

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## Skills Festivals

We have invested £45,000 over three years in the organisation and hosting of the Norfolk Skills & Careers Festival and the Suffolk Skills & Careers Festival. They are the major events for our schools and many other educational settings. There are around 200 stands over the two events capturing all of our key sectors.

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## Disability Confident

The Disability Confident scheme aims to help employers make the most of the opportunities provided by employing disabled people. It is voluntary and has

been developed by employers and disabled people's representatives. Norfolk County Council works with employers to embrace this scheme, including within the LEP.

### Covid-19 recovery and renewal skills priorities

**The [Norfolk and Suffolk Covid-19 Economic Recovery Restart Plan](#) was published in June 2020. It brought together commitments and actions from local authority, private sector, third sector and education organisations to outline the key activities in place to help our region's economy restart after the COVID-19 pandemic. The People section was agreed by the SAP and it has responsibility for monitoring progress.**

The fall in business output has significant implications for employment levels. The overall impact will remain very hard to gauge until the Coronavirus Job Retention Scheme begins to taper off. The impacts, in both the short and longer-term, are likely to be disproportionate among the local population. People with the lowest income are most vulnerable, with a significant number of jobs at risk in occupations with relatively lower wages, such as retail, tourism and food services, which are forecast to be some of the hardest hit by the economic impacts of Covid-19.

Young people may be particularly affected. Around 30% of employees aged under 25 work in a sector most affected by shutdown, compared with 13% of those over 25. The Resolution Foundation estimates that those who left education in 2020 will be less likely than previous cohorts to have a job in three years' time, with graduates being 13% less likely and those with the fewest qualifications 37% less likely to have a job.

The pandemic has affected people in various ways, from being furloughed to being made redundant or seeing a reduction in hours and pay or their apprenticeships and education paused. Those that have continued to work from home have had to rapidly adapt to new

ways of working, many while home schooling, and many of our large and most affected employment sectors are also those for whom working at home is less possible.

The Voluntary Community and Social Enterprise sector will play a significant role in supporting workplace wellbeing, with much of the support employers and employees will turn to being provided by local charities or community groups. We are looking to develop a sector skills plan for the sector to highlight its importance from an employment and skills acquisition perspective, together with its role in driving the local economy.

These dramatic changes, including an overnight shift to online working and lower-contact methods of doing business, have highlighted the importance of an adaptable workforce. The workforce requires the opportunities and capabilities to quickly acquire these new skills, and especially those associated with online and digital working. We must ensure we don't widen the educational divide due to the ability to work from home or in the physical workplace.

As the economy restarts and looks to rebuild, it is important we help people look at their transferable skills so they can move into different sectors, and all partners promote the range of opportunities available.

Businesses, colleges, universities and independent training providers are facing the same challenges to operate and adapt to new ways of working, and support will be needed to help them continue to provide the agile and responsive training that our economy requires. The People chapter in the Restart Plan sets out the actions that local partners have agreed to take forward.

# Skills Action Plan



Following a consultation exercise at the beginning of 2020, Panel members agreed a framework for action with a SAP private sector member acting as Champion for each objective group, and an education link and a LEP/county council officer acting as a facilitator. Panel members were aligned to each group to develop two projects based around a framework agreed by all members and which needed to deliver initial outputs by the end of 2020.

**We are encouraging engagement with existing local interventions and national skills priorities, but with a clear understanding of where the SAP is adding value. This targeted approach means we can have some tangible outcomes from our work, on top of skills 'business as usual'. Scattering ourselves thinly over a wide number of projects was not the approach that members were wanting to adopt at this stage.**

Our objectives cannot be looked at as discrete entities, so we are asking some members to spend time with another group from time to time and invite non-SAP members to objective meetings where appropriate.

The priorities are as follows:

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### Driving Skills Progression for the Workforce Champion - Christine Futter

#### Priority - Sector approaches to encourage in work progression

Develop a higher-level version of the Skills Support for the Workforce programme with an accompanying campaign to raise the profile around targeted training, leading to greater productivity and business resilience.

#### Priority - Clear pathways to enter/ progress inbetween key sectors

Series of campaigns raising awareness of training and mentorship, including Adult Learning and apprenticeships for all ages.

Highlighting transferable skills will be important here.

### Providing Agile And Responsive Training Provision For Key Sectors Champion - Lynsey Sweales

#### Priority - Training providers response to the sector skills plans

Develop a regional strategic prioritisation statement for Norfolk and Suffolk, highlighting our economic priorities for the development of training provision.

#### Priority - Tutor shortages in key sectors

Develop a campaign centred around highlighting the opportunities to get into FE teaching.

Establish an industry visiting lecturer programme that provides the infrastructure to support those working in priority sectors to undertake college teaching placements/associate lectureships.

### Equipping Young People for Success Champion - Ben Miller

#### Priority - Equipping young people with confidence and work-ready skills

Highlighting a suite of activity programmes across Norfolk and Suffolk that aim to give young people confidence and resilience, targeting disadvantaged young people in particular.

#### Priority - Careers inspiration and improving CEIAG, employer involvement and economy info

A series of communications/activities to ensure that CEOs and Governing Boards of those schools and colleges engaged with the Enterprise Adviser Network are aware of the role and workings of the programme.

# Skills Advisory Panel's Local Skills Report

## Tackling Barriers to Employment Champion - Guy Hazlehurst

### Priority - Pathways into employment for the economically inactive

Original aim was supporting the Fuller Working lives agenda - actively reviewing recruitment policies, mid-life MOTs and supporting those with family care responsibilities.

Additional aim to support young people into employment through schemes in the Chancellor's Plan for Jobs, e.g. Kickstart, apprenticeships and traineeships.

### Priority - Basic Skills

Carry out research into why there is still a basic skills issue in the region and develop a promotion campaign and work to break down the barriers with English, maths and digital skills development.

This work is likely to be heavily supported by other champions due to the change in focus on young people.

Progress on the Champion Groups is recorded in the [SAP minutes](#).

- [Kickstart](#)
- [Fuller Working Lives](#)
- [Enterprise Adviser Network](#)

Examples of where we are supporting Government policies and funded initiatives include:

Our Restart Festival highlighted much of our skills support. [Videos can be seen here](#).

- [Apprenticeships and levy share](#)

## Current and Ongoing Activity

Equipping Young People for Success	Providing Agile and Responsive Training Provision for Key Sectors	Driving Skills Progression for the Workforce	Tackling Barriers to Employment
<ul style="list-style-type: none"> <li>• New Anglia Youth Pledge</li> <li>• Enterprise Advisor Network</li> <li>• Apprenticeship-focussed projects and support</li> <li>• Kickstart and Traineeships</li> <li>• Virtual work experience</li> <li>• Icanbea</li> <li>• Skills Shows</li> <li>• Opportunity Areas</li> <li>• Norwich for Jobs and parallel district initiatives</li> <li>• NEACO services</li> <li>• Young Apprenticeships Ambassador Network</li> </ul>	<ul style="list-style-type: none"> <li>• Digital/ICT provision/ new builds</li> <li>• Skills Support for the Workforce</li> <li>• Response to Sector Skills Plans</li> <li>• New Anglia Skills Deals</li> <li>• ESF Programme e.g. Health &amp; Social Care</li> <li>• Apprenticeship standards &amp; T level consultation</li> <li>• New Anglia Learning Providers group consultation</li> </ul>	<ul style="list-style-type: none"> <li>• Skills Support for the Workforce</li> <li>• Apprenticeship levy transfer</li> <li>• NAAME Talent Sharing</li> <li>• Basic Skills provision through adult and community funding</li> <li>• Sector Skills Plans and groups</li> <li>• ESF Sector Skills and Supply Chain Call</li> </ul>	<ul style="list-style-type: none"> <li>• Job Support Programme including triage referrals</li> <li>• DWP Flexible Support fund, Youth Hubs and sector-based work academies</li> <li>• LIFT Community Grants</li> <li>• ESF/BLF Building Better Opportunities</li> <li>• Supporting graduates into the workplace</li> <li>• Integrated Work and Health (IHES)</li> <li>• Norfolk Police &amp; Crime Commissioner – Gateway to Employment</li> </ul>
Post-16 Educational Provision			

### 1.3. Forecast Employment Growth – Norfolk and Suffolk’s Strategic Opportunities

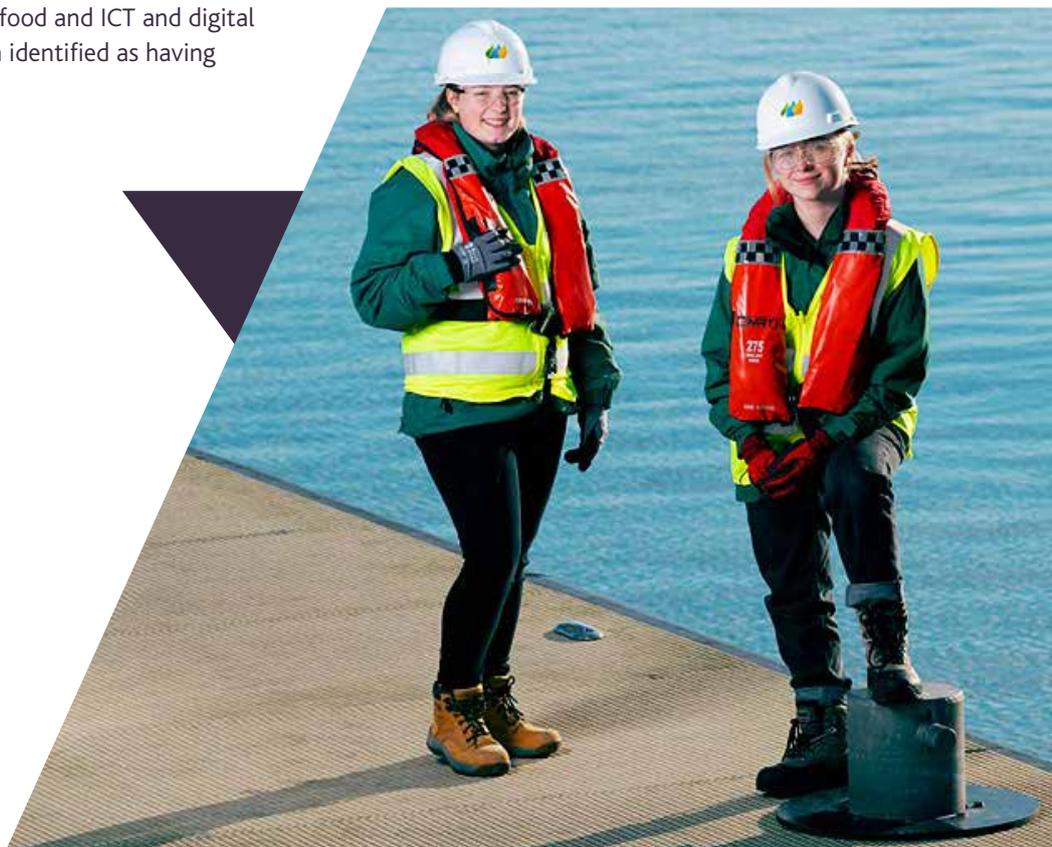
**As has been outlined above, the Norfolk and Suffolk Local Industrial Strategy sets out three strategic opportunities: clean energy, agri-food and ICT digital creative. So we can estimate how the Working Futures projections impact on the LEP’s strategic opportunities: ‘clean energy’ will be treated as engineering; ‘agri-food’ as agriculture, and ‘ICT and digital creative’ as information technology.**

The Working Futures projections (see “Skills Demand - Working Futures Employment Projections” in Annex B) are unfortunately not favourable on these industries, with information technology experiencing nominal growth, and engineering and agriculture both being forecasted to shrink in total numbers employed. Agriculture is the lowest ranked sector in percentage terms, with an estimated forecasted decrease of -1.6% per annum.

However, a significant factor behind why clean energy, agri-food and ICT and digital creative have been identified as having

strategic opportunities is because they are expected to be at the heart of future innovation and have potential for significant growth. There are few places which are so uniquely equipped to make telling contributions to the major challenges facing the world in the 21st century – food and energy security, healthy ageing and living with environmental change in a world where technology is advancing rapidly. The Working Futures projections will not have incorporated the potential for innovation within their calculations, and therefore this will not be reflected in the forecast.

Furthermore, the Working Futures projections were prepared in late 2019 and early 2020, so it will not take account of the potential impact of the proposed Sizewell C nuclear power station in Suffolk or the economic impact of COVID-19.



# Assessment of progress



The SAP oversees the People chapter of the Covid-19 Economic Recovery Restart Plan.

An assessment of progress was compiled in November 2020:

**The implications for the workforce go beyond those that have been made redundant or furloughed. For people still in work much has changed – from adapting to new Covid-safe working practices, to reducing working hours. According to the Office of National Statistics, around eight million people are working from home, but almost 20 percent of them are finding it difficult.**

Locally, it is recognised that a focus on people is vital to building a resilient economy. Skills at all levels will become even more important, with re-skilling, mental health, and wellbeing of significant importance. The commitment of local partners to progressing the actions in the Restart plan reflect the drive to support people in Norfolk and Suffolk.

Together we have:

- Launched a **Job Support Programme** which builds on and brings together existing initiatives to support businesses that are either contracting or expanding, as well as individuals facing redundancy or looking for new opportunities.

The programme will evolve over time as more support and services come on board or are identified. Currently it includes:

- Online portal of resources and support information for people facing redundancy which is helping to connect people to new training and employment opportunities. Since its launch in September, it has had more than 4,500 visits.
- Money Advice Service budget planner which can support individuals to take control of their finances.
- Employment opportunity platform which is helping to plug short-term gaps in essential workforces. There are over 310 listings on the website covering all our key sectors, with nearly 11,000 visits to the platform since May.
- Business health check-ups, more than 60 of which been carried out by New Anglia Growth Hub, identifying opportunities to upskill the existing workforce and grow businesses through apprenticeship pathways.

## Chapter 6

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- Strong partnership between DWP, Jobcentre Plus, local authorities, training and education providers, mental health services and VCSE organisations that are working to engage with professional services to ensure employers and employees know of, and have access to, available support programmes at the earliest point.
- Worked with all existing ESF programmes in Norfolk and Suffolk and many other projects that invest in people and have a focus on improving employment and education opportunities. We successfully bid for £200,000 to provide IT equipment for participants in these projects and this is helping people access support where face-to-face interventions are challenging.
- Launched Routes to Work, a £2.4m European Social Funded project at East Coast College which supports newly unemployed people in Norwich, Great Yarmouth, Lowestoft and Waveney. The project has a range of specialist delivery partners, including Access Community Trust, ACE Training, DIAL and Voluntary Norfolk. It offers 1:1 mentoring, advice and support to help people progress into work or training. Support is often short and intensive, focussing on a specific area of need, such as interview skills or writing application forms.
- Worked with DWP to promote and coordinate the Kickstart initiative – supporting 16-24-year-olds on Universal Credit into high-quality, six-month work placements to avoid long-term unemployment. The wages for up to 25 hours a week are funded by the Government, with additional wrap-around support. Organisations such as the Chambers of Commerce and county councils have applied to become gateway organisations, enabling businesses to apply.
- Showcased the practical interventions employers can carry out around mental health through sessions at the Restart Festival and case studies/referral options on the Job Support Programme platform.
- Accelerated the delivery of the Youth Pledge projects, providing an integrated offer that links young people to opportunities and support to help them into education, training and employment. West Suffolk College has launched its RYPE Youth Pledge project, which has the aim of recruiting 860 unemployed or economically inactive young people (16-24-year-olds) in rural areas on to a programme providing support, integration and progression. It will provide on-demand pastoral support, positive mindset development, a match making job service, including CV writing and career development support and progression into training and/or employment.
- Driven forward the Apprenticeship Levy Transfer Scheme for over 150 apprentices, with a total of £711,531 pledged in 2020 in actual transfers and a further £439,625 in the pipeline and seeking transfer. We are actively supporting the social care sector, with four residential care homes applying for funding.
- Initiated the Recruit, Retain and Reward apprenticeship incentive grant scheme via Norfolk and Suffolk County Council Apprenticeship teams. So far there have been more than 100 successful applications for the £1,000 award for recruiting a new or recently made redundant apprentice due to the challenges of Covid. The vast majority of successful applicants have been supporting the 16-18-year-old cohort, which shows the commitment that our businesses still have for assisting young people at the start of their careers.

## Skills Advisory Panel's Local Skills Report

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- Expanded the Enterprise Adviser Network and Careers Hub, increasing the capacity to support schools and colleges with their careers strategies. Since September, each Enterprise Coordinator has held a cluster meeting with their schools to share best practice and discuss solutions to the challenges being faced this academic year. Weekly careers resource is distributed to Careers Leads and Enterprise Advisors, highlighting careers activities that will help achieve the Gatsby Benchmarks. CPD sessions for Careers Leads and Governors have been facilitated.
- Broadcast 34 episodes of the EAN's Careers and Coffee series on YouTube, featuring interviews with people from a diverse range of sectors, including ICT, IT, engineering, finance, education, law, creative and manufacturing. These sessions have demonstrated future employment opportunities across key sectors to raise awareness and aspirations among young people. Careers Leads are using the episodes in classes and as homework for students. Sectors due to be featured by Careers & Coffee include agri-tech, education, social care and energy.
- Supported the graduates of our local universities by making them aware of our Job Support Programme, and promoted the graduate internship programme. We are also developing a showcasing event for university departments and businesses to highlight themselves to each other.

In addition, Developing Experts – which offers a science curriculum for schools and a careers and recruitment platform for the whole family designed to connect the world of work to learning – has been awarded an Innovate UK grant during the pandemic. It has made its resources free to 4,300 schools in the UK.



## Chapter 6

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### Skills action plan

- New Anglia LEP has expanded its Careers Hub to include all secondary mainstream, PRUs, SEND and FE colleges across Norfolk and Suffolk. Collaborating with business partners, the public, education and voluntary sectors, the Careers Hub helps deliver the Gatsby Benchmarks and improve careers outcomes for young people. The Hub's delivery is informed by local skills needs through the SAP and tailored to respond to developments in local job markets informed by labour market information. Evidence published by the Careers & Enterprise Company in October 2019 showed Career Hubs accelerating overall careers education progress and performance by 56% in 12 months. Key findings were:
  - 95% higher standard of performance in schools linked to Hubs over schools that are outside the careers network established by CEC.
  - Two thirds of schools and colleges in Hubs run regular encounters with employers, compared with just over a third (36%) in schools and colleges outside the network.
  - Nearly three in five schools and colleges in Hubs run work experience compared to around a third (35%) outside the network.
  - Nearly two thirds of schools and colleges in Hubs are learning about careers direct from the jobs market, compared with only 3 in 10 schools outside the network.

Throughout 2021, we will focus on taking forward the People section of the Covid-19 recovery plan, alongside the objectives projects outlined above. We must ensure that we remain focused and ambitious but equally nimble, driven by the changing local and national economic situation, and Government skills and employment policy.

# Case Studies / positive impact stories



## Sector-Based Work Academy Programme (SWAP)

The Kickstart Scheme, announced in the Government's Plan for Jobs, provides funding for employers to create new job placements for 16 to 24-year-olds on Universal Credit who are at risk of long-term unemployment. The scheme funds 100% of the National Minimum Wage (or the National Living Wage depending on the age of the participant) for 25 hours per week for a total of six months, along with associated employer National Insurance contributions and employer minimum automatic enrolment contributions. Further funding is also available for training and support, so young people on the scheme can get a job in the future.

To support recruitment into Kickstart placements offered by Suffolk Libraries, the Department for Work and Pensions (East Anglia District) organised a Sector-Based Work Academy Programme (SWAP). The SWAP has three elements (pre-employment): skills training, a period of work experience, and a guaranteed interview with an employer. The skills training required by Suffolk Libraries was delivered by an independent training provider, Steadfast Training. The SWAP covered employability skills, offered advice on the placement application process, including how to prepare and make the application, and skills and tips for the interview process. A Level 1 Employability & Customer Service qualification was awarded to participants achieving the standard.

**KICKSTART**  
**SCHEME**

## Chapter 7

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### Case study

One of the successful candidates, Zack Kenny, is now a Suffolk Libraries Service Trainee at the Gainsborough Library in Ipswich. He says:

*“When my work coach made me aware of the Kickstart Placements that were being offered by Suffolk Libraries, I was very keen, as from what I have seen of the Kickstart initiative it offers a great opening for many young adults like myself to get into work, either for the first time or getting back into work after losing work due to Covid. Considering my struggle to find a position for so long, despite previous experience, I am amazed at how soon after first getting the contact from my work coach that I was able to secure this position with Suffolk Libraries, and believe the skills and knowledge I gained from the SWAP helped make this possible. I’m really looking forward to my next six months with Suffolk Libraries and gaining new skills and knowledge to help me in the future.”*



### Other case studies:

- [Energy Skills Centre, East Coast College](#)
- [STEM Innovation Centre, West Suffolk College](#)
- [icanbea](#)

### Apprenticeship Transfer Levy Scheme

**Young people in our region are being helped into work and training through an innovative scheme launched by the LEP.**

The Apprenticeship Levy Transfer Scheme takes funding which has not been used and allocates it to SMEs which want to offer apprenticeships, but don't have the resources to do so.

So far, the scheme has resulted in 115 levy shares totalling £444,871 and more are in the pipeline.

For the businesses that receive levy funding, it is a win-win situation. An apprentice can add value to a company and help the business to grow. In addition, by taking on an apprentice aged 16-18 or 19-24 and who has previously been in care or has an Education, Health and Care plan, the business receives £1,000 to support their training.

The scheme was launched in October 2019 in partnership with Norfolk and Suffolk County Councils with the aim of increasing the number of apprenticeships in the area. Roofing companies in both Norfolk and Suffolk have recruited nine young apprentices through the transfer scheme. Chloe Smith, head of quality at Eastern Region Roof Training Group, said each apprenticeship was worth up to £11,000 and they are the first group to be trained under the new Level 2 standard.

The apprenticeships were funded by East of England Co-op, EDF Energy and the Department for Education.



Childcare worker Sam Hope (pictured above) is completing an apprenticeship at YMCA Trinity where she once lived, thanks to the scheme which uses unspent levy payments to get people into work.

Sam gave birth to her son at 19 after moving into its Ipswich accommodation, and now nine years later she is doing a Level 3 Early Years Childcare Apprenticeship. Suffolk has transferred apprenticeship levy through a New Anglia Local Enterprise Partnership initiative.

Suffolk County Council has transferred £250,000 of levy payments to fund apprenticeships for early years workers, teaching assistants, roofers, chefs and electricians and other roles.

Now 28, Sam, who works at YMCA Childcare in Providence Lane, said: *"Doing your coursework while doing the job means you know what to expect, which is really helpful. When you are studying at college you don't know what the setting will be like, so I find this a lot easier."*

*"When I did my Level 2 training at Suffolk New College it wasn't funded for my age group and I wasn't able to complete my Level 3 that way. So, this is good for people who don't know what they want to do when they are younger and want to start something later on."*

# Looking Forward



In recent times we have seen providers and employers working in a more collaborative way. This is essential at a time when our local economy is changing and technology is advancing so quickly. Our providers need to continue to keep their curriculum offer current, as well as delivery times, format and locations.

**Employers need to continue to support their future employees, whether this be offering work experience, apprenticeships or delivery to name just a few. They can also play their part in lending resources or showcasing them in situ.**

Much of the direction of our report mirrors the intentions laid out in the Skills for Jobs: Lifelong Learning for Opportunity and Growth White Paper released in January 2021. We will work with Government and our local partners to support our shared ambitions. If you are an employer, then you can get involved in the following ways:

**Enterprise Adviser Network** – become an Enterprise Adviser, supporting schools with their careers strategies or signing up to our Give an Hour campaign to share your experience and industry knowledge and make a difference in a young person's life.

**Apprenticeship Levy Transfer Scheme** – if you pay the apprenticeship levy and you don't use it all, then we run a levy sharing initiative. Equally, if you need to receive levy for an apprentice, we can link you to a levy payer.

**Apprenticeships/Kickstart/Traineeships/T levels** – we need employers to offer paid positions, placements and/or work experience. There is a range of options, so please get in touch with the LEP or any of our partners cited in this report for more information.

**European Social Fund** – Many of the projects need support with placements or employment opportunities for their participants. Again, if this is of interest, get in touch at [skills@newanglia.co.uk](mailto:skills@newanglia.co.uk)

**Norwich and Ipswich Opportunity Areas** – To find out how your organisation could be involved, contact our Programme Manager at [katie.white@newanglia.co.uk](mailto:katie.white@newanglia.co.uk).



So, from the evidence provided in this report and knowledge of the Skills Advisory Panel, it is clear there is a need for:

- A clear plan to inspire and upskill the workforce to counter historic poorer past attainment in comparison to the national average, thus further building the lifelong learning culture.
- An increase in higher-value jobs – going hand-in-hand with the upskilling/reskilling of the local workforce and inward investment where appropriate.
- Increased support to make the workplace more adaptable to new ways of working, such as digital skills and developing HR functions to successfully carry out online interviews and onboarding of new staff.
- Work with partners to increase performance at Key Stage 2 and 4, particularly in our areas of deprivation by taking learnings from the Opportunity Areas and applying them in a wider and targeted place-based way.
- An increased Health & Social Care focus as a LEP, supporting the entry points into the sector and the progression within it plus the need for business support and advancement of technology'
- Increased training in leadership and management, including the support for individuals to put theory into practice through mentorships and peer to peer support.
- Continued work to increase the aspirations of young people so that we see an increase in Level 4+ HE qualifiers, especially in engineering & technology.
- Raising the engagement in STEM subjects in all education settings, including work-based learning. A clear focus will include digital and clean energy.
- Increasing the number of people going into our land-based education provision, particularly higher-level agriculture-related options.



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