

Learning and Skills Council Local Area Statement of Need

Shropshire 2008/09

December 2007

Of interest to everyone involved in improving skills and learning opportunities
across West Midlands

Introduction

This document should be read in conjunction with the West Midlands Regional Commissioning plan 2008-09

<https://www.lsc.gov.uk/regions/WestMidlands/Aboutus/Annualplans/>

The local area includes Shropshire, which comprises of five local districts and the unitary authority of Telford and Wrekin. The county of Shropshire has a population of 287,000 and is the largest inland county in England. Alongside the county town of Shrewsbury, the towns of Ellesmere, Wem, Market Drayton and Whitchurch draw specific Market Town Initiative funding. In comparison with the national average, Shropshire is weighted towards the older age groups. The Borough of Telford and Wrekin has a population of 161,013 and the population is expected to grow to 189,000 (+17.4%) by 2021. The age profile of Telford and Wrekin is younger than that of the national profile.

Overall Shropshire has relatively low levels of deprivation. The LSC's strategic analysis 2006 has identified Telford as being one of the centres with the most severe multiple deprivation. This is particularly concentrated in the wards of Woodside, Malinslee (2 areas), Brookside and Donnington.

The claimant count unemployment rate in Shropshire in November 2006 was 1.5% compared to 3.2% for the West Midlands and 2.5% for Great Britain. Unemployment rates are generally higher in urban wards than in rural wards, especially in Oswestry and parts of Shrewsbury. The 20-24 year old age group accounts for the largest proportion of people leaving employment and becoming unemployed.

Employment growth in Shropshire (including Telford and Wrekin) has been in the key sectors of retail (expected to grow by 5,000 by 2010 with a replacement demand of 14,000), health and social care and business and professional services (with an extra 3,000 expected by 2010).

Redundancies across the area are increasing particularly in Engineering and Manufacturing. However, replacement demand in manufacturing will create 12,000 job opportunities by 2014. Shropshire has the highest proportion of skills shortage vacancies in manufacturing in the West Midlands.

The proportion of staff involved in work based training across Shropshire (including Telford and Wrekin) is low compared to other sub-regions across the West Midlands.

We recognise that the most effective and efficient way to tackle the key challenges across Shropshire, Telford and Wrekin is through partnership working. Further details on work with our partners can be found in section 3 of this document.

Challenges, key actions and measures of success for Shropshire (including Telford and Wrekin).

Our challenges and actions are based on our regional *Strategic Analysis*; a robust strategic analysis of supply, demand and need; as well as ongoing dialogue with key partner organisations. The analysis can be accessed at <http://readingroom.lsc.gov.uk/lsc/WestMidlands/wmr-regionalstrategicanalysis-dec07.pdf>

NATIONAL PRIORITY 1: CREATING DEMAND FOR SKILLS	
Challenge – Reducing 16-19 numbers on the Apprenticeship programmes	
<p>Action:</p> <p>Development of the Young Apprenticeship programmes across Shropshire (including Telford and Wrekin) with a clear target for progression onto the Apprenticeship programme.</p> <p>Investigate further the role of E2E in progressing learners onto the Apprenticeship programme.</p> <p>Investigate the role of programme-led Apprenticeships within colleges and providers</p> <p>Ensure that the 14-19 plan includes a responsibility for employer engagement</p> <p>Work with the Connexions service across Shropshire, Telford and Wrekin to identify those learners in jobs without training and follow-up.</p>	<p>Measure of Success:</p> <p>Participation on the Apprenticeship programme increased in line with national planning expectations.</p> <p>Year on year reductions on the proportion of young people in jobs without training.</p> <p>To see an improvement in the progression rate from E2E onto Apprenticeship programmes from 17% in 2006/07 to 25% in 2007/8.</p>
Challenge – The proportion of young people not engaged in education, employment or training (NEET) remains significantly higher than the local average in North Shrewsbury, Oswestry and Market Drayton. The proportion in Telford and Wrekin is higher than the West Midlands average	
<p>Action:</p> <p>The local area NEET Management board to oversee planned activity.</p> <p>Successfully implement ESF funded programmes</p> <p>14-19 consortia plans to identify local actions to target the NEET group</p>	<p>Measure of Success:</p> <p>Overall reduction in NEET numbers at the count date from 580 learners available to the labour market (of which 330 in Telford and Wrekin) to 480 learners (of which 275 in Telford and Wrekin).</p> <p>Contracts procured to provide additional first rung opportunities pre and post 16 to directly reduce NEET figures.</p> <p>Focus on Hotspots.</p>

14-19 Local Authority Partnership plans include NEET as a priority. Successfully implement a process for meeting the new September Guarantee definition contained in the Grant Letter	Ensure all Year 11s receive an offer of learning before they sit their GCSEs and all 17 year olds receive an offer of learning before the end of year 12.
Challenge – Take up of some sectors on the Train to Gain programme is poor particularly Retail and Commercial Enterprise, a key employment demand sector over the next 10 years	
<p>Action:</p> <p>Ensure that new jobs in retail in particular in Telford are supported by training including Train to Gain and apprenticeships</p> <p>Ensure Train to Gain is a key part of the skills offer to retail employers – with a focus on the Southwater development in Telford</p>	<p>Measure of Success:</p> <p>City strategy beneficiaries move into Train to gain programme</p> <p>Work with providers to ensure delivery of the new retail qualification</p> <p>Use of “Bull Ring” model for retail academy in Telford</p>
Challenge – To better equip adults in the sub-region with the skills they require to meet the demands of the economy	
<p>Action:</p> <p>Skills for Jobs to target workless people in the most deprived areas</p> <p>Deprived Area Funding in Telford and Wrekin. Telford and Wrekin Council to be contracted to deliver.</p> <p>To increase participation levels on the level 2 Train to Gain and Skills for Life programmes</p> <p>Personal and Community Development Learning provision linked to Local Area Agreement (LAA) priority groups.</p>	<p>Measure of Success:</p> <p>Skills for Jobs</p> <p>250 – Engaged 84 – employed with training 125 – training/further learning</p> <p>City Strategy (DAF)</p> <p>324 – off benefits 915 – starts at L2 120 – starts on skills for life</p> <p>150 learners against each LAA target participating.</p>
NATIONAL PRIORITY 2: TRANSFORMING FE	
Challenge – The take up of BIT, ITQ and the new Retail qualifications across Shropshire (including Telford and Wrekin) is poor	
<p>Action:</p> <p>Use balance sheets and commissioning plan to inform provider dialogue</p> <p>Improve the local infrastructure to better deliver BIT and ITQ</p> <p>Target providers through negotiated and competitive tendering</p> <p>To improve Train to Gain consortium capability and capacity to deliver the new qualifications.</p>	<p>Measure of Success:</p> <p>Providers to deliver more of the new qualifications in 2008/09</p> <p>Enhanced marketing of the qualifications through providers’ staff; more centres accredited for delivery; staff qualified to assess and verify.</p>
Challenge – Co-location of Shrewsbury College of Art and Technology and Shrewsbury Sixth Form College	
Action:	Measure of Success:

Continue to offer support to the College Principals and Governing Bodies	If the application receives planning consent the project should go to the national Capital committee to detailed application in May/June 2008.
Continue to co-ordinate the national and regional finance to be accessed to support the project.	

NATIONAL PRIORITY 3 – BETTER SKILLS, BETTER JOBS, BETTER LIVES

Challenge – To target hard to help adult claimants of job seekers allowance in Shropshire, Telford and Wrekin

Action : Delivery of the Employability Skills Programme developed to meet the needs of Jobcentre Plus customers to enable people on Job Seekers allowance to gain an employability award that is based on the skills, behaviours and attitudes that employers require.	Measure of Success: The target of 80 starts on the programme achieved across the area.
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Challenge – Adult ex offenders require a range of provision to get them job ready to move into employment

Action: Need to improve partnership working to maximise resources and avoid duplication of provision Additional provision secured through ESF tendering round Contract management to ensure more effective progression.	Measure of Success: Clear routes for access to provision identified and communicated with delivery partners probation and job centre plus. Increase participation in major LSC programmes.
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Challenge – There is lack of specialist LLDD provision across Shropshire particularly linked to EBD.

Action: Evidence from Connexions, Regional Data and local colleges have all raised this issue. The LSC is to arrange a meeting with the local authorities to discuss concerns, analyse cohort data and discuss ways of improving provision across Shropshire.	Measure of Success: A reduction in the number of learners that go to residential provision with emotional and behavioural difficulties. Evaluate the success of the Telford College of Arts and Technology investment for change initiative and to look at sustaining and rolling out this provision Look at bringing in new providers into this field if required 14-19 Partnership plans will address this issue.
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Challenge – To increase commitment from the public sector to improve the skills base

Action: Skills pledge to be signed by all the major public sector bodies. Major Public Sector bodies to: - make the Skills Pledge - introduce/increase Apprenticeship opportunities - require these actions in their supply chain o include and influence particularly in	Measure of Success: Public health trusts, county authorities and further education colleges sign the pledge and increase training opportunities for their staff.
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| <ul style="list-style-type: none">○ construction○ public sector bodies to include targets for apprenticeships, work placements, interviews and new jobs in tendered contracts. | |
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Partnership Working

We cannot deliver our challenging agenda and create a new learning culture on our own. We have formed strong links with others who share our passion for transforming learning.

We have built strong relationships with Jobcentre Plus and Local Authorities. These are helping to develop high-quality learning which meets the demands of employers and individuals. We also have strong patterns of partnership outside of government, including employers, the voluntary sector, and trade unions.

Our wider partnerships extend well beyond direct campaigns to promote learning. All our partnerships create opportunities to promote a new learning culture.

Shropshire LSC is developing clear operating relationships with a number of key groups, namely:

- Government Office West Midlands and Advantage West Midlands
- Jobcentre Plus / New Deal Task Force
- Local Authorities
- National Training Organisations network
- Small Business Service
- Connexions and adult guidance services
- Employment and Skills Boards
- Learndirect
- Adult Learning Inspectorate and OFSTED
- Qualifications and Curriculum Authority and awarding bodies
- Voluntary and community organisations, and those representing equal opportunities issues
- Shropshire Public Service Board
- 14-19 Partnerships
- Local Employer Partnerships
- City Region
- College Consortium
- Training Providers Association
- Aim Higher – Area Steering Group
- Education Business Partnership Board
- OLASS Strategy Group
- NEET Commissioning Board
- Lifelong Learning Network