

**Stoke-on-Trent and Staffordshire
Local Enterprise Partnership**

Full Partnership Board Meeting

Thursday 22nd March

6 Month Policy & Task Group Updates

1.	Inward Investment	Page 2-4
2.	Growth Hub	Page 5
3.	ESF	Pages 6-7
4.	City Deal Growth Deal	Pages 8-9
5.	Finance Update – 3rd Quarter 2017/18	Pages 10-12
6.	Career Learning Pilot	Page 13-18
7.	Careers & Enterprise Company & Education Trust Locality Project	Page 19-22

Investment Update: September 2017 to March 2018:

Performance

Make It Stoke-on-Trent & Staffordshire have assisted 19 companies in creating/safeguarding 1,646 jobs (608 created and 1,038 safeguarded) towards the annual target of 2,000 jobs.

Successes

Notable successes recorded during this six month period include:

- Cobra Biologics – Keele University Science and Innovation Park (80 new jobs)
- Hilton Garden Inn – Smithfield, Stoke-on-Trent (50 new jobs)
- Reliance Medical – Newcastle-under-Lyme (20 new jobs)
- IAE – Stoke-on-Trent (82 new jobs)
- Clickdealer – Stoke-on-Trent (10 new jobs)
- Hellmann Worldwide Logistics – Burton Gateway (40 new jobs)
- Classeq – Beacon Business Park (40 jobs retained)
- TP Systems – Stoke-on-Trent (20 new jobs)
- DW3 – Stoke-on-Trent (300 safeguarded jobs via acquisition)

Lead Generation and Marketing

- Commercial Property Events
 - Buy versus Rent – 8th February 2018 at Michelin, Stoke. In collaboration with NatWest and DPC Accountants, targeting end users on the benefits of buying versus renting commercial premises.
 - Launch of Campbell Road new spec-build by London Metric and Joint Local Plan for Stoke-on-Trent and Newcastle Borough Council – 27 February 2018.
- Midlands Engine Challenge Fund
 - As the Lead Partner in the Midlands Accelerating Advanced Materials Project, the service is developing a region-wide advanced materials proposition working with Optimat appointed to expand on its contract with Innovate UK's advanced materials landscape project to conduct a deep dive into the Midlands. The proposition, with support from other LEP areas, is likely to be completed in April. Optimat also delivered on a lead generation contract to make appointments at JEC World Paris, which was held between 6-8 March 2018 as part of a national DIT sector team led investment and trade mission in partnership with National Composites Centre, Composites UK and Northern Powerhouse. Twenty companies exhibited with local RTO Lucideon

and Jai Engineering (Rugby) representing the Midlands. Two potential leads resulted from the show. The service will look to submit a further bid to Midlands Engine to support its 2018/19 initiatives in advanced materials.

- The service is working collaboratively on the Tech & Digital project led by West Midlands Growth Company, to develop a proposition with website which focuses on the cyber, gaming, rail, automotive & finance tech sectors and highlighting key locations and regional centres of excellence. There is a strong Stoke/Staffs offer in all five tech sectors with Cannock-based Finning selected as a Midlands wide case study for their advancements in the automotive tech sector. The service also supported an investment mission to the Mobile World Congress in February 2018 which resulted in 161 new contacts with 2 potential investment leads.
- MIPIM UK 2017
 - The Make it service supported two exhibition stands at MIPIM UK. Along with Stoke-on-Trent City Council, the team hosted the Ceramic Valley Enterprise Zone stand, which included on-stand updates from some of the developers of sites in the EZ, including Network Space, St. Modwen, Clowes and Harworth Group. There was also an energy-focused event supported by Siemens.
 - Supporting the Constellation Partnership stand, the programme included presentations on the Stoke Station Masterplan and Stafford Gateway.
- MIPIM Cannes – 13-15 March 2018
 - The Stoke-on-Trent and Staffordshire team are participating in six hotspot presentation or panel events within the Midlands UK pavilion.
 - Stafford Gateway, Stoke-on-Trent City Centre and the i54 South Staffordshire Western Extension are included in the Midlands Engine Investment Portfolio, which was presented by Sir John Peace at MIPIM.
 - In partnership with Wolverhampton City Council the M54 Wolverhampton Staffordshire High Growth Zone was launched in the Midlands UK Pavilion.
 - There are four events in the Stoke-on-Trent and Staffordshire apartment focusing on Stafford Gateway/New Garden Settlement, Stoke Station Masterplan and Stoke Smart Sustainable City. These followed the opening reception on Monday evening which welcomed over 100 delegates.
 - The Stoke-on-Trent & Staffordshire LEP dinner was attended by a full house of 30 people from a range of sponsors, public sector partners, developers and professional service providers.
 - The team held in excess of 70 pre-planned one-to-one meetings at MIPIM in addition to attending a number of external event activities. A number of new

contacts were made during the course of the event, which will be followed up in the next few weeks.

- Sponsorship of a total £86.5K from fifteen private sector partners has been secured which will supplement funding from Stoke-on-Trent & Staffordshire LEP, Stoke-on-Trent City Council, Staffordshire County Council and Stafford Borough Council. The commercial partners are Stoford Developments, Wardell Armstrong, Siemens, Gleeds, Nordic Heat, Staffordshire University, Faithful and Gould, VXFIBER, Network Space, Knights 1759, Solarplicity, A&J Mucklow, Harworth Group and CWC Group.
- Website refresh
 - The Make it website is undergoing a refresh to keep pace with other major location websites such as Invest in Manchester, to a complete place marketing, fully responsive front facing platform. The upgrade will allow the service to become more engaging with the private sector, helping to promote development opportunities and secure sponsorship, offer advertising space for regional/local agents to generate income and at the same time, give Staffordshire authorities a greater profile allowing them to highlight major projects to attract investment. Development of the new website is moving forward well. The company undertaking the work, New Mind, are progressing with page designs and reviewing the submitted sitemaps. It is anticipated that the bulk of the design and development work will be completed by the end of March with the population and editing of content being completed by the service by June ready to go live.
- Land and Property Supply
 - At the Investment Board meeting last September there was a discussion on future employment land supply and the current lack of commercial property. The service has met with each of the district and borough council planning and economic development teams to discuss/ascertain progress of their Local Plans and identified challenges around land supply in the short, medium and long term.

Chris Kirkland

christopher.kirkland@staffordshire.gov.uk

Growth Hub Activity

From 1st April to 12th March 2018 the Growth Hub engaged with 889 business through the Staffordshire Business Helpline, carried out 343 Business Diagnostic visits, made 1499 referrals to business support organisations , signposted 986 businesses to further help and support, and made contact with 846 businesses who had not worked with the Growth Hub before. 92% of the businesses who contacted the Growth Hub were existing, 7% were start-ups and only 3% pre-starts which is appropriate because Growth Hub are being instructed by BEIS to divert pre-start individuals to the National Business Helpline for assistance.

The Growth Hub Advisors made referrals based on the following areas of business need which were analysed through the Business Diagnostic tool used by the Hub:

Customers	5
Finance	92
Leadership	6
Marketing	97
Operations	78
People	52
Products and Services	18
Regulation and Compliance	1
Skills and Training	34
Start-up	11

Growth Hub Small Business Engagement

The Growth Hub ran a successful marketing campaign through January and February which involved weekly social media posts on twitter and LinkedIn, case studies and press releases published on both website and paper media, and blogs posted onto the Growth Hub website. Another campaign will start in April and the Hub will concentrate on attracting companies with the potential for high growth. A pro-active calling project has also been helping to raise awareness of the Growth Hub, particularly the small grant programme which assists small businesses with the purchase of capital items which will help them to grow or diversify their businesses. Enquiries have been generated from businesses who have had no contact with the Growth Hub or public sector business assistance before and these have been in LEP priority sectors such as manufacturing and engineering.

Nicola Kent

nicola.kent@staffordshire.gov.uk

LEP Partnership Board 22nd March 2018 - EU Funding update

Since the last Partnership Board in November the SSLEP ESIF programme remains at a high level of commitment with many projects and programmes now contracted and are in delivery.

To date nearly **three quarters**, or **£102m**, of the **£138m** total EU funding available to Stoke on Trent and Staffordshire is committed to projects and programmes at all staged of the bidding and contracting process.

All SSLEP EU funds commitment as @ March 2018 (£m)

EU Fund	Total Allocation	Total grant committed	Balance of grant to allocate
ERDF	78.45	63.09	15.36
ESF	55.00	37.13	17.87
EAFRD	3.13	1.31	1.82
LEADER	1.84	0.75	1.09
TOTAL ESIF FUNDS	138.42	102.28	36.14

Highlights of this commitment to date for each of the funds include the following:

ERDF

Committed ERDF funding totalling **£63m** is underpinning key growth programme infrastructure projects such as **Keele Smart Innovation Hub** and a range of business support and grant programmes co-ordinated through the **Stoke on Trent & Staffordshire Growth Hub**

£10m of ERDF is contributing to the **Midlands Engine Investment Fund**

A further **£10m** ERDF is contributing to the **Keele Smart Energy Network Demonstrator (SEND)** and **Low Carbon Business Evolution Programme** which will eventually deliver nearly **6,800 tonnes** of carbon savings to businesses across the LEP area.

By the end of the programme ERDF will have supported over **4,300** businesses to start or grow.

Three remaining ERDF calls (March 2018 call currently open and 2 further calls in October 2018 and March 2019) plan to commit the remaining allocation by March 2019 the planned date for the UK to leave the EU. Providing funding agreements are in place, the government has agreed to honour these commitments even if the delivery of projects continue well beyond the BREXIT date.

This means that EU funding will still be contributing to economic growth of the SSLEP area as far ahead as **2023**.

The latest calls also allow for bidding to extend existing contracted projects and programmes, in delivery, for another 2-3 years. So far the **BIC's Innovation Support and Chamber's Mentoring for Growth Programme, Stoke on Trent City Council's Grants for Growth programme**, together with the **Growth Hub** and **Low Carbon Business Support** programmes have all submitted bids to extend their delivery to 2022. Also, the current March 2018 ERDF call is expected to receive bids for the **International Trade** and **Manufacturing Growth** national programmes and will ensure the SSLEP area benefits from these initiatives.

Converting these ERDF commitments to drawdown and claiming of ERDF grant is improving, with **£19.7m** in total already claimed (at March 2018). This is nearly **60%** of the SSLEP mid programme performance target (or N+3) of **£33.5m**. Meeting this target will ensure that the LEP's programme allocation of **£78.5m** can be drawn down in full.

ESF

£37m of the ESF allocation is being delivered through three national opt in government programmes delivered by Department of Work and Pensions, Skills Funding Agency and the Big Lottery (Building Better Opportunities).

In the first 11 months of operation over **7,900** beneficiaries across all areas of Stoke on Trent & Staffordshire have been supported via the Opt In skills and employment programmes.

Individual ESF bids totalling **£8m** include proposals to create a **Skills Hub** and **Higher Skills** programme, matching HE courses and training provision to the needs of employers, are due to be agreed with DWP during 2018

EAFRD/LEADER

To date grants totalling **£1.9m** from the **EAFRD** and **LEADER** programmes are committed that will support **26** businesses across the LEP's rural areas improving farm productivity, manufacturing and helping tourism and food and drink businesses to develop and expand.

The current EAFRD call is open until May 2018 and future LEADER calls throughout 2018 will see the full commitment of remaining allocations

Nigel Senior

nigel.senior@staffordshire.gov.uk

CDGD 6 month review October 17 – March 18

City Deal

- **Stoke on Trent District Heat Network (DHN)**

The DHN project is on track and progressing with first pipes now in the ground in the University Quarter area of Stoke. A second phase of work in this area started in January and is due to run to the end of April. A third phase is to be procured shortly for the remaining primary pipe run and installation of secondary network to the initial buildings due for connection during the estimated period May to November. We are currently on target to provide a first customer connection and heat supply during the heat season starting autumn 2018

- **Keele Smart Energy Network Demonstrator (SEND)**

Considerable progress has been made with the delivery of the capital programme. Siemens was selected to deliver the £7.4 million programme to convert the Keele campus into an energy demonstrator; this element of work will see the installation of a number of substations in early 2018, as well as work to separate the campus energy network from the main grid.

Growth Deal

- AME Skills Hubs – South Staffordshire College, Stafford College, JCB Academy all complete and open – 454 additional students commenced courses
- Bericote Four Ashes – on site Gestamp facility construction completed, safeguarding 800 jobs
- Branston Locks access works completed – planning applications now being submitted for housing
- Keele Smart Innovation Hub – business case approved, Work on site scheduled to commence March 2018
- Rugeley Town Centre Rising Brook Flood Alleviation Scheme completed – enabler for Rugeley Town Centre Local Plan housing and employment opportunities
- Skills Equipment Fund – GD3 business case approved; the Executive Group have approved the first five recipients, total grant £1.14m, plus match £1.17m
- Spode Church St. Phase 2 GD3 business case approved, construction scheduled for completion by February 2019
- Stafford Western Access Route – GD3 funding approved; CPO public inquiry scheduled for 17 – 19th April 2018. Mallard Walk development in progress, currently 25 housing units completed
- Tamworth Enterprise Quarter Business Enterprise Centre open and fully occupied – 52 jobs created
- Churnet Works scheme to provide eight business units approved to replace Leek Heritage Quarter London Mill scheme (withdrawn)

Ceramic Valley Enterprise Zone

- Four of the six sites under active development with a high level of interest from developers and businesses alike. 4 Units occupied (Etruria Valley 3, Highgate 1)
- CVEZ Strategic Implementation Plan is in the process of being agreed which clarifies and improves reporting and monitoring arrangements to meet national requirements

Outputs

- Growth Deal 2020/21 target for Jobs remains above target: forecast 5248 jobs by end 20/21 (target 5000 jobs). Currently 175 jobs have been created, including those as part of the Economic Regeneration Programme (16/17 slippage schemes):
 - Tamworth Enterprise Quarter – 52 jobs
 - Redhill Business Park – 15 jobs
 - Keele Innovation Centre No. 5 – 28 jobs
 - I54 South Staffordshire Employment Site – 80 jobs
- Housing forecast below 20/21 target 954 houses by end 20/21 (target 1000 houses). Currently 25 housing units have been delivered (SWAR). There is a large dependency on the speed of delivery of the Branston Lock development

Governance

- An Open Call was held November 2017 to refresh growth deal pipeline of schemes in order to reallocate the £1.35m available from the withdrawal of the London Mill, Leek scheme and reduction in scope of the Rugeley Town Centre scheme. 14 expressions of interest were received, it was subsequently agreed by the Executive Group that £500,000 should be invested in Churnet Works
- The Annual Conversation with Government was held on 29th November 2017
- The LEP Assurance Framework review commenced in February 2018; all LEPs were required to update a number of procedures to meet the findings of the Mary Ney "Review of LEP Governance and Transparency", these were successfully completed ahead of the deadline of 28th February
- LEP constitution and other procedures currently under review

David Nicholls

david.nicholls@staffordshire.gov.uk

SSLEP Finance Update – 3rd Quarter 2017/18

See Dashboard appended separately

Local Growth Deal Funded Schemes - Headlines

- Total Local Growth Deal (LGD) Programme spend on schemes/projects that are either wholly or part funded by LGF Grant is estimated to be **+£17.74m** (previously set at +£20.2m) for 2017-18 following the +£2.46m deferment in June 2017 of the Friarsgate scheme planned spend in to 2018-19.
- At the 3rd Quarter, **+£10.31m** or **51.1%** of the 2017-18 capital investment programme consisting of the annual LGF Grant; Developer Contributions and Other Public Bodies funding (contributions & grants) has, so far, been spent to date on LEP supported schemes/projects. A number of the schemes have now since re-profiled their respective 4th Quarter planned spend for the year.
- By the end of Q4, it is expected that a further **+£7.424m** of planned capital Investment will be spent on 'live' LGD approved schemes in 2017-18 and any grant slippage realised will be 'switched funded' against the current Growing Places Fund.

Local Growth Fund Grant (LGF Grant)

- To date, **+£53.91m** (or **54.85%**) of the **+£98.275m** total LGF Grant allocated to SSLEP has now been spent to date (2015-16; 2016-17 and up to including the 3rd Quarter of 2017-18 actual spend).
- At the 3rd Quarter, indications are that there is circa **+£6.7m** in grant slippage against this year's LGF Grant allocation. The LEP Executive therefore asked Staffordshire and Stoke City Councils to review their respective capital programmes to identify new schemes & projects whereby potential 'switch funding' arrangements can be secured or where future Local Growth Deal 3 schemes can be brought forward to 'soak up' some of this anticipated LGF Grant slippage. A scheme funding pipeline to utilise LGF Grant slippage has since been drawn up to address this issue.
- Following this initial call by the LEP, a Local Growth Deal 3 scheme – the **Keele Smart Innovation Hub (KSIH)** – has since had its business case approved by the SSLEP and the University has now brought forward its planned **+£1m** LGF Grant spend into 2017-18 to utilise some of the expected LGF Grant slippage in this year.
- Staffordshire has also brought forward some of its proposed 2018-19 and 2019-20 LGF Grant spend into the current year and is now expects to spend its **+£0.460m LGD3 Local Sustainable Transport Programme (LSTP) full allocation** and had also identified a further **+£1.5m** of planned spend against its **LGD1 Stafford Western Access Road** scheme for compulsory land purchases.

The City Deal & Growth Hub Grant

- **City Deal** – At Quarter 3, **+£1.522m** or **40%** of the total **+£6.4m** planned City Deal funding in 2017-18 has been spent to date.
- The **Keele SEND** scheme has re-profiled its remaining planned grant spend into the 4th Quarter of 2017-18 and assurance has been given that this significant spend will be incurred by the project before the year end.
- The **District Heat Network (DHN)** has recently revised down its Quarter 3 and 4 spend profile by **-£2.57m** following a revision of its planned construction programme.
- **Growth Hub Grant** – The **+£0.205m** annual revenue grant is expected to be fully spent in 2017-18. To date, **+£0.150m** has been received by the Service and invested in on going Growth Hub commitments – Website maintenance; the Client Referral Management System; a Business Helpline & Advisors.

European Structural & Investment Fund (ESIF)

- The indicative ESIF Grant Programme allocations and commitments have been revised following the recent September 2017 Call.
- The SSLEP ESIF Programme (consisting of ERDF & ESF funding) has recently received a further **+£6.25m** (net) in ERDF transition funding taking the total ESIF funding pot available to **+£133.45m** (*previously +£127.2m*).
- The ESIF Programme has, to date, committed **74%** of its funding allocation and continues to exceed the UK average (circa **65%**) in terms of funding commitments. At the 3rd Quarter, **+£98.54m** of total ESIF funding has been committed to date.
- To date, **ESF (European Social Fund)** has committed **+£37.13m** (*or 68%*) of its revised **+£55m** allocation. Whilst, the **ERDF Programme** has committed **+£61.41m** (*or 78%*) of its revised **+£78.45m** allocation.
- Further ESIF bidding calls are currently planned during 2018 to commit the remaining unallocated ESIF funding of **+£34.91m**.

Growing Places Fund (GPF)

- A total of circa **+£14m** has, to date, been invested in **9 GPF loans and 3 GPF Grants** and the current GPF cashflow currently indicates a nominal balance of **+£0.327m** remains available to invest in future SMEs loans.
- The **+£0.5m** GPF funding commitment for the **Leekbrook Industrial Estate expansion** is expected to be formally withdrawn by the LEP Executive due to on-going delays in progressing to a funding contract.

- In 2017-18, only 1 new GPF loan (*Round 11*) has to date been outlined approved in 2017-18 for **+£0.450m**. This loan is for the 3rd phase of the London House student accommodation development in Stoke on Trent.
- The £2.4m **Smithfield Hotel** funding agreement has now been signed off and the grant paid in full to Stoke City Council. The other significant, remaining GPF grant funding contract – the **+£2.96m Etruria Valley** grant – is shortly to be finalised with partners and the 1st payment instalment of circa +£0.8m is due to be paid to Stoke City Council the final quarter of 2017-18.

Core & Capacity Grant

- Total 2017-18 Core & Capacity Grant funding is **+£0.5m**. This annual revenue grant effectively supports the LEP Office's operations and supports strategic policy developments and forward planning for programmed Local Growth Deal schemes and projects.
- **+£0.168m** of the previous 2016-17 Core & Capacity Grant has been carried forward in to 2017-18 to fund on going spend commitments. Therefore, total revenue grant funding available is **+£0.668m** in 2017-18 with actual spend currently at **+£0.236m** as at *31st December 2017*.

John Broad

john.broad@staffordshire.gov.uk

Stoke-on-Trent and Staffordshire Cost and Outreach Career Learning Pilot

Introduction

1. To provide the Board with details of the Costed Delivery Plan submitted recently in response to the recently announced Career Learning Pilot and to seek endorsement from the LEP for the implementation arrangements subsequent to Department for Education approval.

Background

2. The Industrial Strategy Green paper set-out the Government intention to explore new approaches to encouraging lifelong learning. This could include making changes to the costs people pay to make them less daunting; improving outreach to people where industries are changing; and providing better information.
3. The Career Learning Pilot will be used to inform the National Retraining Scheme and support the Governments ambition for an adult education system that helps people upskill and reskill throughout their working lives.
4. The Government has budgeted £40million to test these approaches to lifelong learning the first £20million of this will be through the Wave 1 pilots in 17/18 and 18/19 and £20m through the Wave 2 pilots. The Cost and Outreach Career Learning Pilot fits within 'wave 1' and have a total budget of approx. £10million. The other £10million for wave 1 pilots was for the Flexible Learning Fund that was recently launched.

Purpose of the Pilot

5. The purpose of the pilot is to test the best ways to reach out to lower skilled working adults and the effect different levels of fee subsidy has on the demand for courses that are valuable to adults and important to the economy of the area.
6. The Pilot will therefore test:
 - How best to reach adults who are in work and low skilled, or close to returning to the labour market, this will include the use of face-to-face career guidance by the National Career Service (NCS).
 - Whether discounting the cost of courses (by 25%, 75% and 100%) makes targeted adults more likely to do economically valuable learning matched to local economic need.

Funding of the Pilot

7. There are three components to the Pilot made up of approximately £6million for course fee subsidy and £3million for outreach and face to face careers guidance. The course fee subsidy funding will be routed through the Education Skills Funding Agency and the National Careers Service will support the outreach activity. The funding will be used to support courses that are eligible for advanced learning loans and the eligible providers, within Staffordshire, who are approved to deliver these.

8. There will also be additional funding available to support local implementation arrangements of the pilot such as programme management and engagement costs. All costs will need to be included within a local fully costed plan to be agreed with Department for Education prior to implementation. The costs will be used in a value for money evaluation exercise in comparison with the number of people reached.

Why is the Pilot Needed

9. The pilot is intended to drive up skill levels of people in work and help to improve productivity. Productivity is up to 25% lower than in other developed economies and higher skill levels are also associated with higher earning and being in work. For instance those qualified to Level 3 earn 10% more than those without this level of skills and advanced apprentices at Level 3 can earn £117,000 more over their career. Those with level 4 skills earn on average twice as much as those with no qualifications. Improvements in English and maths have long been essential to improving productivity and increasingly digital skills are now even more important.
10. The higher the skill level of workers then the more likely they are to continue to train as shown in the chart below. Overall, levels of training are also in decline and cost, time, family commitments are barriers to learning and for those with low skills age, confidence and interest are perceived as barriers to learning.

Programme Outline

11. A Costed Delivery Plan was submitted on time to the Department of Education (DfE) meeting the timeline at the end of February following publication of the guidance from DfE. The delivery plan was completed after two workshops with delivery partners, BEIS and the Learning & Work Institute (LWI) who are supporting the Pilot and undertaking an evaluation. The outreach activity, target audience and messages and sectors and courses provided is summarised below.

Outreach activity

12. The first objective of the pilot is to test different routes to reach out to different audiences at a local level. The outreach activity in the Plan will mainly test the successfulness of using local authority service teams who interact with residents, the LEP Growth Hub and Stoke JET to reach out to potential learners and businesses; this is something that has not been trialled before. The outreach will also include National Careers Service (NCS) face to face guidance to potential people looking to take-up a course and Union Learn Representatives to promote the offer with people in the workforce.
13. The learning from what works at a local level using different routes to market will be valuable learning in establishing new or more effective routes to encourage adults to engage in upskilling and retraining at LEP level rather than provider or nationally lead campaigns which is generally the norm.

Target Groups

14. There are five target audiences the pilot will seek to reach out to and engage in the pilot which are:
 1. Returners to work after childcare breaks,

2. Self-employed needing to upskill,
3. Childminders looking to further progress their skills,
4. Micro/Small employers needing to upskill their employees,
5. Those close to the labour market looking for work (unemployed with qualifications to at least level 2).

Key messages for target groups

1. "Your turn to learn" – prepare for your return to work with discounted courses.
 2. "Build your Future" – get the latest construction skills with discounted courses.
 3. "Grow your childcare future" – you have started your childcare career and we want to support you to go further with discounted courses.
 4. "Skills for growth" – get discounted courses for a limited time to develop your employees and your business.
 5. Those close to the Labour market - first 4 messages.
15. Using networks and contact databases from the LA service teams and partners, the outreach activity will include a range of activity through social media, events and targeted activity, which includes:
- Social media engagement; Facebook groups; LinkedIn campaign,
 - Email to parents of young children; Early Years providers and school partnerships; advertising in children’s centres, libraries and pharmacies,
 - Attendance at Childcare Cluster Events,
 - TV advertising using Sky Adsmart,
 - Attendance at business skills events; Growth Hub and Jet businesses;
 - UnionLearn reps in businesses; mini business skills events,
 - Partnership with banks, builders’ merchants & football clubs community teams,
 - Outdoor advertising at waste recycling centres,
 - Direct mail-shot,
 - Open Door work experience applicants,

Incentives for Testing

16. The second objective is to test what level of incentive through discounted courses fees will encourage people to overcome any financial benefits to upskilling and retraining and incentivise them to improve their skills and career prospects.
17. The key sectors and qualifications proposed in the plan and the discount rate applied have been informed by LEP skills priorities and labour market skills shortages in the local economy. The funding policy requirements of the Pilot have also constrained the training that may be undertaken in that all courses must be at least Level 3, deliverable in a year and using a locally based provider with an FE student loan facility and has delivered the courses previously.
18. Therefore, taking all of this into account and through consultation with providers we have determined those sectors and courses that can be delivered with the policy parameters to meet local economic priorities. The sectors and subject areas to receive a subsidy are given below:

Sector	Subject Qualifications
---------------	-------------------------------

Business & Finance	Leadership & Management Human Resource Accounting/Bookkeeping
ICT & Digital	IT users
Advanced Manufacturing & Engineering	Advanced Manufacturing & Engineering Fabrication & Welding Practices & CAD
Tourism & Hospitality	Hospitality Supervision, Leadership & Professional Cookery
Construction	Construction & Built Environment Plumbing/Wall Tiling
Health & Care	Health & Social Care/Adult Care/Leadership & Management Diploma Care for Adults Children & Young People's Workforce

Delivery Providers

19. There are four FE colleges and one training provider who have engaged in the Pilot and are included in the delivery plan and these are:

- South Staffordshire College
- Buxton & Leek College
- Burton & South Derbyshire College
- Stoke-on-Trent College
- Acacia Training

Delivery Plan Costs

20. There are two elements to the funding of the Pilot from the DfE which are the costs of the outreach activities and management of the Pilot and the cost of the discount used to subsidise the courses that will be supported.

21. The outreach, marketing and project management of the pilot activities have been costed at £202,219 and will be funded to the LEP from DfE. The cost of the discounts if all available courses are taken up by around 500 FE learner loan eligible learners based on the proposed mix of courses and variation in fee could potentially yield around £1million in incentives for courses in the LEP area. The discounts of the courses will be applied through the FE students Loan System. Therefore, the total cost of the Pilot in the Plan submitted to the DfE is £1.2million.

Risks

22. The Costed Plan includes risks and mitigations but it must be stressed that this is a Pilot to identify the new ways of reaching out to low skilled adults and testing levels of incentive (courses discount) therefore there is likely to be a mixed picture of success and failure. Therefore it is critical that robust evaluation and learning are captured within the Pilot to inform the National Retraining Scheme design.

Risk	Description (cause and outcome)	Likelihood	Impact	Mitigation and residual risk
Overall programme engagement.	Drop out from learning, affecting achievement rates of providers.	Med	High	Provide good initial and ongoing IAG to ensure that there is commitment to complete the course.
Raising aspirations.	Engaging and attracting people not ready to undertake a level 3.	High	High	Marketing material needs to ensure that loan subsidies are pitched at the right level to avoid misunderstanding and disappointment.
Engaging sufficient numbers of people.	Low numbers engaging. High numbers engaging	Med Med	High Med	Use multi engagement routes to enable a higher amount of interest. Providers need to be sufficiently prepared to meet demand crated.
Offer of qualifications not broad enough	Restrictions in qualifications on catalogue. Funding policies.	High	High	Engagement/marketing to promote an offer wider than the discounted courses.

Timeline and Key Milestones

23. The initial timeline to mobilise the Pilot locally remains challenging with a planned go live for outreach activities to commence in March 2018. The training delivery is expected to commence in September and an initial early evaluation taking place to test out take-up at the end of the year.

Milestone		Date
1.	Individual local area workshops	January – March 2018
2.	Proposed Priorities and Delivery Plan to LEP	Completed February 2018
3.	Costed delivery plans from areas to DfE	Completed -end February 2018
4.	Course priorities identified	Completed -Feb 2018
5.	Final Delivery Plan Agreed by LEP	End March 2018
4.	Messaging/ outreach begins	End March 2018
5.	Advanced Learner Loan applications open	May 2018
6.	Subsidised learning begins	September 2018
7.	Initial evaluations results	End of 2018

24. Next steps having completed are to the design of the Pilot at a workshop in January and submitted a costed delivery plan to the DfE at the end of February 2018 is to agree the implementation and delivery arrangement with partners. This work will continue to be supported by the DfE and the Learning and Work Institute as we agree the evaluation approach prior to mobilisation at the end of March.

Recommendation

1. It is recommended that the LEP Executive agree to engage in the pilot and endorse the next steps and that Staffordshire County Council acts as the accountable lead for the Pilot.

Contact Officer

Name and Job Title: Anthony Baines – County Commissioner Skills & Employability

Telephone No.: 01785 895984

Email: anthony.baines@staffordshire.gov.uk

SSLEP Annual Report Update

Careers and Enterprise Company and Education Trust Locality Project

Purpose

25.SSLEP annual report update for the Careers and Enterprise Company and Education Trust Locality Project on the progress made by the projects within the careers guidance priority of the Skills Strategy.

Introduction

26.There are currently several projects and activities operating across the LEP area delivering careers guidance to young people and adults. Some of the projects have a pan-LEP operation, open to all, and some are specific to particular cohorts, e.g. schools, or geographies.

Progress

27.Below is a summary of progress on the key initiatives.

A. Careers and Enterprise Company (CEC)

The Enterprise Co-ordinator (EC), Carrie Abbott, has now been in post 17 months working with both schools and employers across Stoke-on-Trent and Staffordshire to support the development of strategic, structured and sustainable school-business partnerships. The project co-exists alongside the SSLEP Locality Project to ensure a strategic fit across the SSLEP Careers Guidance priority and the SSLEP identified growth priority sectors. The projects both support development and embedding of 3 priorities; Enterprise, Employability and Careers (EEC) into school strategy, programme, curriculum and culture. All are mapped to the DFE Statutory Guidance, Gatsby benchmarks, SSLEP priorities and the Ofsted inspection framework. Alongside Carrie we have now also appointed a new Enterprise Coordinator, Ian Picken, fully funded by the DFE to deliver to schools within the Stoke-on-Trent Opportunity Area. The Chamber of Commerce has also agreed to match fund with the CEC an additional EC, who will work alongside existing staff via a Service Level Agreement.

The target set for overall Enterprise Coordinator school coverage is 22% per coordinator. However, with each additional EC recruited, a handover of schools to support the new recruitment process takes place with the existing EC, who is then tasked with further recruitment to support the overall county school coverage percentage. Currently Carrie Abbott is working at over 100% capacity for recruitment and delivery of both schools and EAs. With the recruitment of the Opportunity Area EC, alongside Carrie as the SSLEP EC, and the Locality Project, school coverage and engagement to date is now 57%. However, with the additional internal growth and the recruitment of the Chamber EC this should rise to around 80%.

Secondary Schools thus far engaged on the programme

- 39 Schools so far signed up to the CEC Project.

SSLEP / CEC 22 Schools	
Biddulph High School – Staffs Moorlands	Chase Terrace Tech College -Lichfield
Haywood Academy – CLT, Stoke	Abbey Hill Special - Stoke
St.Peters – CLT, Stoke	Landau Forte QEMS - Tamworth
Trentham – CLT, Stoke	Weston Road Academy - Stafford
Clayton Hall - Newcastle	Sir Graham Balfour - Stafford
Newcastle Academy - Newcastle	Great Wryley – South Staffs
John Taylor - Burton	Kings C of E- Newcastle
Leek High- Staffs Moorlands	Madeley High - Newcastle
St Thomas Boughey- Newcastle	Thomas Alleynes - Stafford
The Hart - Rugeley	Stafford Manor - Stafford
Norton Cannas - Cannock	St Josephs - Stoke
Opportunity Area Schools – Stoke-on-Trent 17 Schools	
Co-Op Academy	The Discovery Academy (Studio College)
Ormiston Meridian Academy	Ormiston Horizon
Ormiston Sir Stanley Matthews	Sixth Form College
St Margarets Ward	Thistley Hough
Birches Head	Excel Academy
Kembal Special	Merit PRU
Portland Special	Regent College
Strathmore College	St Thomas More
Stoke-on-Trent College	

Enterprise Advisers thus far engaged on programme (Target is one per school)

- Total 35 Employers signed up to become CEC Enterprise Advisers.
- There are a total of 28 School – Enterprise Advisor matches now in place
- Enterprise Advisers drawn primarily from SSLEP priority growth sectors.
- Multiple employers working with wider offer for all county schools
- 8 Employers signed up to become Cornerstone Employers.

Opportunity Area (OA)

- Opportunity Area schools will have a share of £1 million fund from the CEC to spend on employability activities for their pupils. The schools have now received their rate cards distributed with the detail of their entitlement (per capita basis).
- A prospectus has been sent to the schools, which outlines the activity offers they can “buy” with their rate card money.

Additional Information

- One year on Celebration Event takes place on March 26th 2018
- Funding for the EC posts has been agreed to 2020
- Skills lead and ECs attended House of Lords OA event
- Further school/ college sign up engagements in readiness for additional staff
- Continued EA recruitment efforts in readiness for additional staff
- Recruitment of Chamber/CEC Enterprise Coordinator will take place in April 2018
- Developing the EA network

- EC Training taken place in in Birmingham
- Regional EC Meeting hosted
- Carrie Abbott nominated and shortlisted for Seddon’s Excellence Award

B. Locality Project (LP)

Secondary Schools thus far engaged on programme

Locality Project - (12 Schools)	
Landau Forte Academy Sixth Form College - Tamworth	Landau Forte Academy Amington - Tamworth
Rawlett High School - Tamworth	Two Rivers - Tamworth
Cannock Chase High School - Cannock	Kingsmead Academy - Cannock
Watermill (Special school) – Stoke	St John Fisher - Newcastle
Moorside High School – Staffs Moorlands	Tamworth Enterprise College
Blythe Bridge High School – Staffs Moorlands	Blackfriars

Locality Project Engagement Information

6 of the 12 Locality Project Schools have a Careers and Employer Engagement Policy mapped to the SSLEP growth priority sectors with others working towards. 10 of the 12 schools are actively engaged at an Senior Leadership Team (SLT) level. Best Practice Example – Cannock Chase High has multiple SLAs with Growth Sector Employers as part of the structured and sustainable school programme and all embedded at an SLT level.

Other Developments

- In order to progress the SSLEP Careers Guidance and Employability Framework, the Locality Project Officer post has been revised and a new post of Careers Hub Manager created. The postholder is Paul Williams (formerly the Locality Project Officer).
- Paul now manages the two ECs, and will work with the forthcoming Chamber EC, as well as co-ordinating work with the National Careers Service and DWP.
- As schools have been transferred to the CEC model, this has freed up resources to develop careers work amongst primary schools. We are currently looking at delivery of a pilot project.
- The creation of a database to collate local and national business offers for schools is underway to be delivered as a central single point of contact for schools to contact businesses. The database will allow all current engaged businesses working with the projects to showcase their offers to schools and also open up opportunities for new businesses to get involved with the projects. The database is currently looking to reside within or alongside the skills hub.

C. CEC and Locality Project External Partnerships

In order to bring together the multiple partners and agencies delivering in our LEP area and ensure a cohesive collaborative approach the Locality Project officer and the Enterprise Coordinators work across and with various forums, boards and external partners, including the following:

1. The Growth Company and DWP – co-locating with the SSLEP Careers team
2. Board members of the South Staffs Employment and Skills Board
3. Opportunity Area Priority 4 Sub Group member
4. Countywide District and Borough Councils
5. Tamworth Chamber of Commerce and Staffordshire Chamber of Commerce
6. Stoke-on-Trent Cultural Education Partnership (CEP)
7. Quality Award Providers (Entrust and S-o-T Local Authority)
8. Partner meetings also in place with Entrust, Young Enterprise, National Enterprise Challenge, Big Bang.
9. Higher Horizons+

Julie Obada

julie.obada@stoke.gov.uk