

CABINET

DATE	23 rd August 2023
REPORT OF	Cllr Phillip Jackson, Leader of the Council and Portfolio Holder for Economy, Net Zero, Skills and Housing
RESPONSIBLE OFFICER	Carolina Borgstrom, Director of Economy, Environment, and Infrastructure
SUBJECT	Skills Strategy & Action Plan
STATUS	Open
FORWARD PLAN REF NO.	CB 02/23/08

CONTRIBUTION TO OUR AIMS

A clearly defined strategic approach to careers advice and awareness across all ages, together with a specific focus on adult attainment, will support the key priorities of Stronger Economy and Stronger Communities by ensuring our residents are both aware of, and able to take advantage of, the varied career opportunities in North East Lincolnshire (NEL).

EXECUTIVE SUMMARY

This report outlines the contents of the Skills Strategy and Action Plan (The Skills Strategy). This has been developed as a result of engagement with a wide range of stakeholders including partners, education providers and employers across NEL.

The Skills Strategy outlines the opportunities in NEL and identifies the key challenges faced by our residents in accessing these. The Skills Strategy sets out a series of actions to begin to, along with our partners, address these issues and identifies the Council's role as facilitator. This will also provide clear strategic direction for our local education providers and employment support services, enabling them to better meet the needs of our sectors.

RECOMMENDATIONS

It is recommended that Cabinet:

1. Adopts the skills strategy and action plan.
2. Delegates authority to the Director of Economy, Environment, and Infrastructure, in consultation with the Leader of the Council to implement such strategy and action plan.

REASONS FOR DECISION

To put a framework and strategic plan in place to align skills to local industry need and support residents to pursue their career of choice in NEL.

1. BACKGROUND

- 1.1 There are a variety of career opportunities in NEL and with multiple sectors predicting growth, these opportunities are expected to become more diverse.
- 1.2 There are, however, challenges faced by our residents in accessing these opportunities. These can be summarised at a high level as follows:
 - a. **Awareness of local career opportunities** – This is equally applicable to both adults and young people. The current careers landscape is particularly fragmented with varied engagement across the area.
 - b. **Young people's attainment at GCSE** – a grade 4 and above in maths and English is a pre-requisite to advancing onto Level 3 qualifications such as A-levels, apprenticeships and T-levels. Performance in NEL is lower than national averages
 - c. **Attainment of adults** – The current rate of adults in education is lower than the national average and the number of adults with no formal qualifications is not only high (12.2% vs a national figure of 6.2%), but has been rising since 2018, whilst other areas of the UK decline. This creates an acute risk for part of our adult population if they become unemployed and/or wish to change career.
- 1.3 The academic success of our young people is monitored through the Council's Education and Inclusion strategy. On this basis, whilst there are very real and important linkages, the Skills Strategy does not seek to address point 'b' as that would only serve to duplicate effort.
- 1.4 The purpose of the Skills Strategy is to provide clear focus on points 'a' and 'c' being adult attainment together with awareness of careers opportunities across all ages. By improving both young people's and adults' awareness of local opportunities our residents are more likely to choose the qualifications that are more relevant to the career of their choice. This ought to influence course availability and, subject to funding, this should increase the number of adults in training and their qualification levels.

2. THE SKILLS STRATEGY AND ACTION PLAN

- 2.1 The Skills Strategy has been developed following a detailed period of engagement with businesses, education providers and other partners. The overwhelming feedback from this engagement can be captured from the following headings as referenced in the Skills Strategy:
 1. **Communication** – to ensure our residents, and partners, know what training and career opportunities are available.
 2. **Collaboration** – bringing businesses, education providers and other partners together to work towards the same strategic aims.
 3. **Careers** – supporting careers provision for both pre and post 16 year olds to be influenced by local labour market information.
 4. **Raising aspirations** – working in partnership with education providers, businesses and community projects to build confidence in our adults and young people to believe that they are capable of taking up the opportunities

on offer.

5. **National & Regional Actions** – this section focuses on how the strategy will be used to ensure the needs of NEL are reflected across the wider skills landscape.

- 2.2 It is important that there is an appreciation of the Council's sphere of influence and what it can and cannot do. Given the multitude of stakeholders covering local, sub-regional, regional and national organisations, the strategy sets out the Council's role as a facilitator to bring together these partners to address the challenges set out above. The Council cannot and arguably should not do this alone.

3. ACTIONS

- 3.1 The Skills Strategy outlines a series of short, medium and long-term actions that, working with partners and, in some instances, subject to funding, will begin to see greater alignment between employer requirements and the qualifications and skills our residents seek. These actions will be reviewed quarterly in collaboration with key partners. The action plan is designed to be dynamic and constantly reviewed to adapt to developing opportunities and is supported by more detailed internal plans.

4. RISKS AND OPPORTUNITIES

- 4.1 The Skills Strategy outlines the background, and complexity, of tackling skills in NEL and also details what needs to be done to support the local skills base to meet projected job growth.
- 4.2 The key sectors in NEL all report significant challenges with recruitment and in some sectors the shortage of a skilled workforce is predicted to rise. For our residents to take advantage of the roles predicted to be available, they need to be aware and be able to access these opportunities by having the right skills and qualifications.
- 4.3 Given the Council does not undertake direct delivery of adult learning, our role will be to facilitate and broker, rather than deliver. Therefore, the success of the Skills Strategy relies on a proactive approach from the Council together with the willingness of businesses and education providers to work together.
- 4.4 Adopting the Skills Strategy will give NEL a clear strategic direction. This will allow for greater collaboration between multiple organisations and provides a background for influencing LEP policy, a devolution deal and the recommendations within the Local Skills Improvement Plan.

5. OTHER OPTIONS CONSIDERED

- 5.1 To take no action would leave the current skills landscape fragmented and without clear local strategic direction.

6. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

- 6.1 There are potential positive implications resulting from the decision to adopt the Skills Strategy. Our key sectors welcome the support as all report challenges in recruitment and predictions of rising need. The Skills Strategy also aligns with

national campaigns to focus on a 'skilled' workforce and the need to retrain adults being a priority, along with a focus on 'technical' education routes. Engagement with the Council's communications service is part of the action plan to amplify the needs of the area and highlight the opportunities available.

7. FINANCIAL CONSIDERATIONS

- 7.1 The Skills Strategy does not require additional resource to be adopted. Some of the actions will however require funding in the future and opportunities to secure such funding may be realised through engagement with the LEP, DFE, other funding bodies and potentially a devolution deal.

8. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

- 8.1 The strategy directly positively impacts local children and young people. Some actions address ways to support care experienced young people and those not in education, employment or training (NEET) to access support in conjunction with the separate NEETs strategy. The aim is to align current careers provision to show young people what local opportunities are available.

9. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

- 9.1 One of the region's biggest opportunities is decarbonisation of existing industry and renewable energy. By promoting an awareness of this, young people and adults are more able to take up roles that positively impact on the environment.

10. CONSULTATION WITH SCRUTINY

- 10.1. There was engagement with the Joint Economy and Children's Scrutiny Panel 17th July 2023. Informal feedback from this Panel has been incorporated and Cabinet will receive the formal recommendations from the Panel when considering the report.

11. FINANCIAL IMPLICATIONS

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

12. LEGAL IMPLICATIONS

- 12.1. Adoption of the above policy will position the Council to better enable it to meet its stated objectives.
- 12.2 The delegations sought are appropriate. Ultimately a Portfolio Holder has constitutional authority to approve any future modifications to a policy touching

upon the services within the Portfolio Holder's defined remit, even those having a borough wide application.

13. HUMAN RESOURCES IMPLICATIONS

- 13.1. There are no direct HR implications arising from the contents of this report save for the upskilling of the workforce which will put the workforce in a better position to achieve the Council's objectives.

14. WARD IMPLICATIONS

- 14.1. The Skills Strategy has implications for all wards in NEL. The Skills Strategy recognises specific wards where the rate of no qualifications is higher and school achievement is lower. Therefore, some interventions and support will be directed to support these areas.

15. BACKGROUND PAPERS

None.

16. CONTACT OFFICER(S)

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Councillor Phillip Jackson

Leader of the Council

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NELC SKILLS STRATEGY

& Skills Action Plan (2023-2026)

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NEL Skills Strategy

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

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

1.0 Introduction

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

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

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

2.0 Opportunities

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

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

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

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

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

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

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

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

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

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

In North East Lincolnshire our schools perform well:

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

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

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

3.0 Background

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

The key local sectors are identified as:

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

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

4.0 Challenges

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

4.1 Qualification Levels in North East Lincolnshire

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

(Nomis, Sep 2022)

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

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

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

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

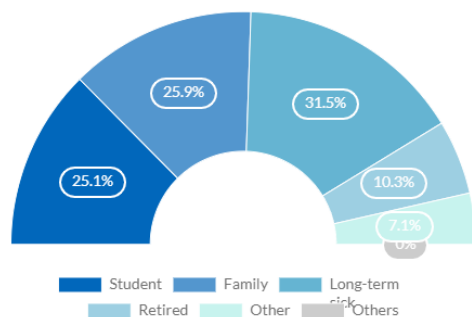
4.2 Economic Activity in North East Lincolnshire

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

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

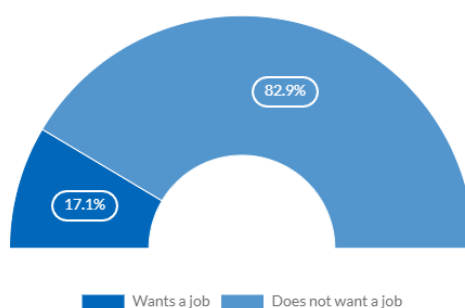
Economically inactive

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



Source: APS

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



Source: APS

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

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

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

5.0 The Skills Journey

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

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

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

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

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

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

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

² NELC Adolescent Lifestyle Survey 2021

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

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

6.0 Barriers

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

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

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

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

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

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

7.0 Overall Aims

The strategy highlights three key challenges:

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

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

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

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8.0 The Skills Action Plan

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

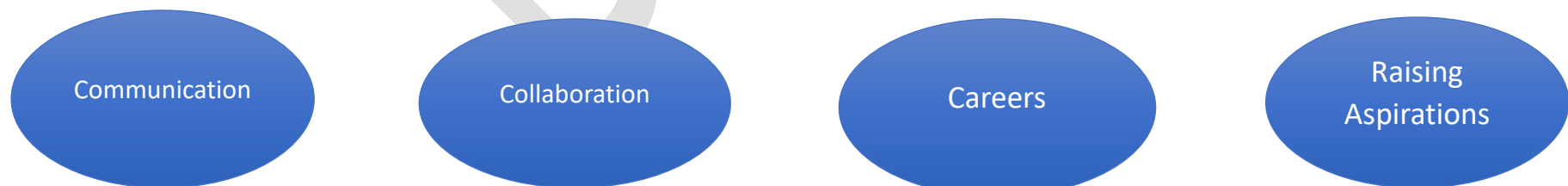
8.1 National, regional and sub-regional actions

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

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

8.2 Local Actions

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



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

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

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

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

8.3 Shared Actions

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

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

8.4 Vital Signs

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

Skills & Employability Dashboard:

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

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

Appendix 1

Within North East Lincolnshire there are:

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

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