

Action Plan : FINAL (April 2011)

Strand 1: The Individual	Action	Measures of success	Leads	Term
Challenge 1 : Promote a culture of lifelong learning and encourage progression				
How best to support individuals who are motivated to get advice and support to achieve their ambition through up-skilling?				
Identify Skills gaps in Basic Skills				
<p>Map training opportunities, by each key sectors, across the provider base Establish progression pathways across training opportunities Establish destination data for training provision Annually review the portfolio of provision and measure that against local sector requirements Develop a promotional plan for the portfolio of provision Promote better collaboration between providers</p>	<ul style="list-style-type: none"> • Map provision by sector, level and provider to provide a baseline of provision • Produce a gap analysis of provision and increase provision as applicable through influencing plans of providers through the provider network • Increase demand in key sectors by promotion of portfolio • Review provision annually in November and update database(s) 	<ul style="list-style-type: none"> • Baseline of provision established • Provision mapped by sector and level and gap analysis undertaken • Increased capacity of provision in the key sectors • Increase demand in the key sectors by 10% evidenced by take-up of provision 	<p>Gary Howard</p> <p>Through the Provider sub group</p>	<p>Short</p> <p>Short & Medium</p> <p>Long</p> <p>Long</p>
<p>Influence the plans of providers to align with local strategic priorities. Provide a robust process for identifying needs and gaps in provision. Influence partners to address Literacy, Language and Numeracy needs in the county Provide a voice for Literacy, Language and Numeracy in the county and to make the needs in Norfolk more visible Provide advocacy around the importance of Literacy, Language and Numeracy provision in supporting people into employment Identify any potential untapped funding to be utilised to improve the support to providers and businesses. Monitor the capacity to deliver Literacy, Language and Numeracy within the county</p>	<ul style="list-style-type: none"> • Carry out an annual review of Literacy, Language and Numeracy provision, identify gaps and issues for provision and feed these to the provider sub-group for discussion and action • Work with Work Programme Prime providers to support the delivery of Literacy, Language and Numeracy skills to their clients • Work with the New Anglia and Greater Cambridgeshire & Peterborough LEPs and ACER to actively seek gap funding to support Literacy, Language and Numeracy delivery in Norfolk • Ensure a common understanding of Literacy, Language and Numeracy issues by Identifying key personnel to monitor National Strategy & Policy and report issues that may affect Norfolk provision 	<ul style="list-style-type: none"> • Literacy, Language and Numeracy Provision is maintained at current levels • Literacy, Language and Numeracy is embedded in the Work Programme delivery • Alternative funding is identified and actively pursued • Fewer people in Norfolk have Literacy, Language and Numeracy needs • Key personnel in place to monitor changes to the National Literacy, Language and Numeracy strategies and policies 	<p>David Pomfret through the Norfolk LLN Strategic Partnership</p>	<p>Medium</p> <p>Long</p> <p>Long</p> <p>Long</p>

Strand 1: The Individual	Action	Measures of success	Leads	Term
Challenge 2 : Improve economic inclusion				
How to engage those who are disengaged by either choice or circumstance and support them in developing their skills and persuading them to up-skill and look at future work opportunities?				
<p>Influence the Work Programme system to provide a “Personal Employment Plan” for clients to allow the monitoring of progression.</p> <p>Align skills training with work opportunities through Service Academy models and the Work Programme</p> <p>Lobby public sector and major employers for the take up of a simplified Job application form for “lower” level jobs</p>	<ul style="list-style-type: none"> • Individual action plan to be prepared for each client in the Work Programme & Get Britain Working Group. ESB to co-ordinate a common quality standard • Work with the Skills sub-group to ensure that providers of the Work Programme and Get Britain Working activities are represented on the group so training can be aligned • Encourage employer partners for the Work Programme to adopt a standard simplified application process through the development of a campaign 	<ul style="list-style-type: none"> • 100% of clients have an action plan to an agreed quality standard which provides “Progression data” to aid effective monitoring and action. • Providers of Work Programme activities are adequately represented on the provider sub-group and there is demonstrated alignment of SFA funding to Work Programme & Get Britain Working activity. • Campaign for the adoption of a simplified application form /process is established 	Vince Muspratt	<p>Medium</p> <p>Short</p> <p>Long</p>
Challenge 3 : Raising Aspiration				
How to ensure that individuals have a clearer understanding of local skill development and job opportunities and the pathways into these through improving IAG and careers services to reflect the opportunities of a changing economy				
<p>Provide a single point to share Local Management Information including identification of target groups and key sectors</p> <p>Support IAG and careers services to reflect the opportunities of a changing economy</p>	<ul style="list-style-type: none"> • Develop a web based register of IAG provision, monitor geographical coverage and market to the wider advisor groups through fliers, networks and web links • Ensure that the IAG forum is well placed to link to and influence the All Age Careers Service as it becomes established. Identify key members of the Service and including them in the forum • Establish a LMI sub-group, bring together data around employment supply/ demand and IAG supply/ demand including data from the All Age Careers Service, JC+ etc 	<ul style="list-style-type: none"> • Wider awareness of IAG services, demonstrated through website usage • Links to the All Age Careers Service established • Accessible data is available for key sectors to IAG professionals. • IAG supply and demand is monitored and informs future direction 	Anne Benson with Beverley Evans & Tom Molloy	<p>Short</p> <p>Medium</p> <p>Medium</p> <p>Medium</p>

Strand 2 The Employer	Action	Measures of success	Leads	Term
Challenge 1 : Employer engagement How to increase employer understanding of the benefits of skills to their organisation?				
<p>Identify “Beacon” employers in key sectors and sharing good practice.</p> <p>Develop a portal which improves the knowledge of courses for employers and skills brokerage</p> <p>Publicise and explain to employers the ways in which they can contribute to the skills agenda</p>	<ul style="list-style-type: none"> Employers to be identified through Shaping Norfolk’s Future Sector groups and Skills gap research Skillup Norfolk training portal to be further developed with links to “Help you Choose” Help the SNF sector skills groups and other skills groups to develop a skills strand to their work and provide a reporting framework to the ESB 	<ul style="list-style-type: none"> Sector skills groups and other skills groups develop a skills strand as part of their agenda and through this report to the ESB Sector Skills Councils for the priority skills areas promote skills development in Norfolk Beacon employers identified and skills message disseminated to a wider employer audience Employers more aware of training available and there is a greater take up of the provision 	<p>Sector groups & NAS</p> <p>Norfolk Chamber</p> <p>Chris Starkie</p>	<p>Long</p> <p>Long</p> <p>Long</p> <p>Short</p>
Challenge 2 :Building a demand led Training system How do we support the training needs of the key sectors at all levels?				
<p>Identify skills gaps in the priority sectors</p> <ul style="list-style-type: none"> Energy/low carbon Advanced engineering and manufacturing Health & social care <p>and prioritise provision accordingly</p>	<ul style="list-style-type: none"> Sector Skills priorities to be identified annually by LA Districts (EDOs) supported by SNF sector groups and shared with provider sub-group with action taken to address any gaps Sector Skills groups to work with providers to facilitate the development of flexible provision to meet the skills needs and gaps within their sector Research into key priority areas to be undertaken funded through ESF Technical assistance Lead for Health and Social Care to be identified and skills priorities to be determined and shared with provider sub-group 	<ul style="list-style-type: none"> Skills gaps are identified by sector and other skills groups Provision responsive to meet the skills gaps/needs Priority sectors report annually on the level of satisfaction with the range of skills provision 	<p>Chris Starkie working with existing Sector groups & NAS</p> <p>Sector groups</p> <p>Chris Starkie</p> <p>ESB</p>	<p>Long</p> <p>Long</p> <p>Long</p> <p>Short</p>

Strand 3 : The System	Action	Measures of success	Leads	Term
Challenge 1: A system fit for purpose How do we increase the overall quantity, level and quality of skills in the Norfolk economy?				
<p>Map the needs and “offer” using the SkillUp brand and portal.</p> <p>Review the “offer” annually to ensure it meets local needs</p>	<ul style="list-style-type: none"> • Map provision by sector, level and provider to provide a baseline of provision • Produce a gap analysis of provision and increase provision as applicable through influencing plans of providers through the provider network • Review provision annually in November and update database(s) 	<ul style="list-style-type: none"> • Increased capacity of provision in the key sectors • Increase demand in the key sectors by 10% evidenced by take-up of provision 	Gary Howard Via Provider sub group with links to SNF groups and the Chamber	Short Short & Medium Long
Challenge 2 : Cultivating Higher level skills. How do we address higher level skills gaps?				
<p>Identify, support and promote the work of organisations seeking to develop aspiration toward employment in higher skilled occupations</p> <p>Propose a clear higher level skills strand in the SkillupNorfolk portal</p> <p>Identify, support and develop sector based careers events</p> <p>Pursue appropriate Sector Skills Councils for provision maps and recommendations for enhancement in Norfolk. Involve sector groups in developing the training progression routes toward higher level vocational skills</p> <p>Ensure that all enterprise and innovation activity in the County is informed of the higher level skills offer.</p> <p>Support and promote the Employability model for those with higher level skills seeking career paths</p>	<ul style="list-style-type: none"> • Establish the GENE group as the lead for the Higher skills agenda and develop the membership to include employer representation on the forum • Chamber of Commerce to work with GENE to implement a HE Skills strand • Develop the model of sector based higher level skills and employment events to raise awareness of sectors and promote the employability model to other sectors • Engage with the Sector Skills Councils for the priority areas to map and develop provision and promote to the sector • Establish relationships with priority sector groups through the Gene network • Pilot the development of sector based employability modules using task and finish groups involving employers and course development teams • Provide a module/course pack as a model for effective employer engagement to all colleagues in HE (including HE in FE) 	<ul style="list-style-type: none"> • Membership of the GENE network is increased by 50% from 2010 levels • HE Skills strand established on SkillUp • Double the number of sector events promoted and supported • Sector skills councils more actively involved in Norfolk and all priority sectors for Norfolk represented at GENE • Course module developed which is responsive to employer need • Employer guide produced 	GENE group	Long Medium Long Long Medium Medium

Challenge 3 : Strengthen partnerships

How do we share the “ vision” to ensure that the provision available locally is sufficiently differentiated and then targeted to reflect the needs of Norfolk

<p>Review the effectiveness of existing groups and partnerships supporting the skills agenda.</p> <p>Lobby for Norfolk solutions by challenging existing groups and partnerships to engage in greater debate around the pressures on provision</p>	<ul style="list-style-type: none">• Keep existing groups under review to ensure effectiveness and avoid duplication., encouraging modifications as appropriate e.g. as with the LLN partnership structures• Ongoing activity to ensure that the New Anglia LEP recognises the need to support skills, having identified it as a priority and uses the Skills Strategy as a driver for future actions	<ul style="list-style-type: none">• Groups and partnerships are fewer and those remaining are fit for purpose• The Skills Strategy is adopted by the New Anglia LEP	<p>ESB</p>	<p>Long</p> <p>Long</p>
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