

Making Norfolk famous for its learning & skills

A Skills Strategy for Norfolk 2010-2014

Why skills are important

Tomorrow's jobs are not the same as today's and we could be failing in our collective responsibility if we didn't look towards the future and prepare ourselves to meet any new demand.

There is a need to address the skills of the workforce in key sectors at every level to remain competitive in the global economy. In Norfolk the challenge ahead is great as educational achievement, whilst improving at a pace, remains below that of neighbouring counties in the East of England and therefore presents the potential for a lack of skilled workers in the key growth sectors by 2018.

We need to focus on three areas:

1. Skills opportunities for the individual
2. Demonstrating value to the employer of a skilled workforce
3. Improving the system so it provides the skills we need

For Individuals

What's the problem?	What will we do?	How will we measure success?
Challenge 1 ▶ ▶	Challenge 1 ▶ ▶	Challenge 1 ▶ ▶
<p>Promote a culture of lifelong learning and encourage progression</p> <p>How best to support individuals who are motivated to get advice and support to achieve their ambition through up-skilling?</p> <p>How best to improve the level of Literacy, Language and Numeracy across the county</p>	<ul style="list-style-type: none"> Map training opportunities, by 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 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 	<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 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
Challenge 2 ▶ ▶	Challenge 2 ▶ ▶	Challenge 2 ▶ ▶
<p>Improve economic inclusion</p> <p>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>	<ul style="list-style-type: none"> Influence the Work Programme system to provide a “Personal Employment Plan” for clients to allow the monitoring of progression. Align skills training with work opportunities through Service Academy models and the Work Programme Lobby public sector and major employers for the take up of a simplified Job application form for “lower” level jobs 	<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
Challenge 3 ▶ ▶	Challenge 3 ▶ ▶	Challenge 3 ▶ ▶
<p>Raising Aspiration</p> <p>How to ensure that individuals have a clearer understanding of local skill development & job opportunities and the pathways into these through improving IAG and careers services to reflect the opportunities of a changing economy</p>	<ul style="list-style-type: none"> Provide a single point to share Local Management Information including identification of target groups and key sectors Support IAG and careers services to reflect the opportunities of a changing economy 	<ul style="list-style-type: none"> Wider awareness of IAG services through increased access of web based information, 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

For Employers

What's the problem?	What will we do?	How will we measure success?
Challenge 1 ▶▶	Challenge 1 ▶▶	Challenge 1 ▶▶
Employer engagement How to increase employer understanding of the benefits of skills to their organisation?	<ul style="list-style-type: none"> Publicise and explain to employers the ways in which they can contribute to the skills agenda Identify "Beacon" employers in key sectors and sharing good practice. Develop a portal which improves the knowledge of courses for employers and skills brokerage 	<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
Challenge 2 ▶▶	Challenge 2 ▶▶	Challenge 2 ▶▶
Building a demand led Training system How do we support the training needs of the key sectors at all levels?	Identify gaps in the priority sectors on an annual basis <ul style="list-style-type: none"> Energy/low carbon Advanced engineering and manufacturing Health & social care 	<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

For the System

What's the problem?	What will we do?	How will we measure success?
Challenge 1 ▶▶	Challenge 1 ▶▶	Challenge 1 ▶▶
A system fit for purpose How do we increase the overall quantity, level and quality of skills in the Norfolk economy?	<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
Challenge 2 ▶▶	Challenge 2 ▶▶	Challenge 2 ▶▶
Cultivating Higher level skills. How do we address higher level skills gaps?	<ul style="list-style-type: none"> Identify, support and promote the work of organisations seeking to develop aspiration toward employment in higher skilled occupations Propose a clear higher level skills strand in the SkillUpNorfolk portal Identify, support and develop sector based careers events 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 Ensure that all enterprise and innovation activity in the County is informed of the higher level skills offer. Support and promote the Employability model for those with higher level skills seeking career paths 	<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

Challenge 3 ▶▶	Challenge 3 ▶▶	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	<ul style="list-style-type: none"> Review the effectiveness of existing groups and partnerships supporting the skills agenda. Lobby for Norfolk solutions by challenging existing groups and partnerships to engage in greater debate around the pressures on provision 	<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

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