

Employment and Skills Board 18 October 2022

Attendees:

Board Members

- Al Kingsley (Chairman) - Group Managing Director - NetSupport
- Dr Pat Carrington - Executive Principal, City College Peterborough,
- Jane Paterson -Todd - Chief Executive - Cambridge Ahead
- Julia Nix - District Manager - Department for Work & Pensions (DWP/ JCP)
- Mark Robertson - Principal and CEO - Cambridge Regional College
- Vic Annells – CEO – Cambridgeshire Chamber of Commerce
- Annette Knott - Senior Manager – East of England Further Education Directorate- Midlands and East Territorial Team
- Ross Renton – Principal - ARU Peterborough

CPCA Officers

- Felicity Miller – Interim Associate Skills Director
- Laura Guymer - Careers Hub Lead
- Parminder Singh Garcha - SRO AEB
- Amos Akinwale - AEB Programme Officer
- Melissa Gresswell - Project Manager: Skills Bootcamps and Special Projects
- Janet Warren - Adult Education Budget Partnerships Commissioner

CCC Officers

- Tamar Oviatt-Ham - Democratic Services Officer - Cambridgeshire County Council
- Tom King - Senior Analyst – Research - Cambridgeshire County Council

Other Attendees

- Laura Ruaux – Chamber of Commerce
- Gareth Preece – Managing Director, Growth Works

Part 1 – Governance Items

83. Welcome, Apologies and Introductions

Apologies received from Rachel Hallam, Tony Jones, Sharon Keogh and Stuart Searle.

The following attendees did not submit apologies: Dan Edwards, Martin Lawrence and Joe Crossley.

84. Minutes and Action log

The minutes of the meeting held on 12 July 2022 were agreed for accuracy. The Action Log was noted.

Part 2 – Delivery

85. Employment and Skills Strategy Implementation Plan and Business Plan

Board Members received a [presentation](#) detailing the Employment and Skills Strategy Implementation Plan and Business Plan.

The Interim Associate Skills Director highlighted:

- The strategic context .
- That the plan acts as a call for action for local employers and anchor organisations to work collaboratively and constructively to generate meaningful impact.
- The Four key anchors of the Cambridgeshire and Peterborough Skills System must work collaboratively and purposely to translate the vision of the ESS into reality:
 - People are empowered to take charge of the learning and career journeys
 - Providers work collaboratively across the patch to offer high quality employment pathways
 - Employers have access to diverse talent equipped for the right skills for the future
 - Place Leaders effectively convene to leverage opportunities for all.
- The proposed Governance Structures.
- The approach to activity mapping.

During discussion Board Members:

- Highlighted that there was nothing in the proposed governance structure that took adult learning needs in to consideration. The Interim Associate Skills Director agreed that this was a gap that needed to be addressed and she would take this forward to review.**Action Required**
- Discussed the benefits of feeding into the LSIP by sector. The CEO of the Chamber of Commerce explained that they were trying to mix and match with existing institutions in order to plug in to current structures but were not yet clear on what the Department for Education would agree to. The Board member representing Cambridge Regional College highlighted that they had established employer forums by general sector and found this helpful for trying to shape the curriculum and future employment.

- Highlighted that a large percentage of employers did not fit into the sectors that had been identified and questioned how best to consolidate voices equitably. There was a need to reach out to the majority who had no idea what skills they need and encourage employers to step up.
- Highlighted that many jobs would change over the next 3-5 years because of net zero.
- Discussed the benefits of identifying the correct stakeholders into one forum in order that they could shape the conversation and feed upwards. Board Members highlighted the importance of having a wider understanding of the region in one group and ensuring that the right representatives were identified.
- Queried whether the LSIP and the Employment and Skills Board covered the same areas. The Interim Associate Director of Skills confirmed that the LSIP was narrower and only covered post 16 and the ESB had a wider remit.
- The Chief Executive of Cambridge Ahead stated that they had been asked to lead the Employer Representatives Group for the LSIP.
- The Interim Associate Director of Skills stated that officers would carry out a piece of work to collate information on groups/boards that already existed and the intelligence they could provide. **Action Required**
- The Chief Executive Cambridge Ahead stated that the Federation of Small Businesses should be included as a representative.
- The CEO of the Chamber of Commerce explained that the Federation of Small Business had been give the task of setting up LSIPs in 4 areas of the country including Lincolnshire.
- The Peterborough Professional Bodies Group were also identified as a useful contact.

86. Local Skills Improvement Plan

The CEO of the Cambridgeshire Chamber of Commerce gave an update on the establishment of the LSIP.

The update highlighted:

- Data analysis taking place ahead of Christmas and then Engagement work in January 2023.

- The first version of the plan had to be submitted by 3 October 2022.
- An Advisory Board had been established to look at the direction of travel.
- Sub groups had also been established based on themes rather than sectors.
- The aim of the LSIP was to engage with businesses that do not currently engage with the skills agenda.
- Laura Guymer had been seconded for a day a week to the Chamber as well as support from Fliss Miller.
- The chamber were also looking at how they could access information from Cambridge Insights.
- Board Members were asked to send through information of professional groups that they were aware of to the Interim Associate Director of Skills.
- The Interim Associate Skills Director was also a member on the LSIP.

During discussion Board Members:

- Highlighted that there was a need to review if there was a need for more representatives on the ESB. The Interim Associate Skills Director to review. **Action Required**
- Queried whether there needed to be a joint Chair of the ESB or an independent Chair. The Chamber of Commerce and the CA to review as part of their discussions. **Action Required**

87. Growth Works with Skills update on performance and the year ahead

The Managing Director of Growth Works gave a [presentation](#) on Growth Works with Skills, updating on performance and the year ahead.

The presentation highlighted:

- The Engagement, Relationship Management and Key Account Management structure of Growth Works with Skills.
- The Talent Development Maturity Matrix, a diagnostic tool that helps organisations understand and improve their approach to recruitment & talent development.

- The Service Line Dashboard View: Skills Service Q7 data is to 31st Aug 2022.

During discussion Board Members:

- Queried which organisations Growth Works for Skills worked with so they ensured that they were not duplicating effort and would they identify any gaps in representation. The Managing Director of Growth Works for Skills commented that each district group had a portfolio of companies. He explained that he would circulate a list of the companies, stakeholders and multipliers to the Board. **Action Required.** Board Members could then identify were there was any gaps in representation. **Action Required**
- Questioned how the metric would be improved going forwards. Managing Director of Growth Works stated that there was a need to generate demand and this would be done by further engagement with companies. He stated that there had been a huge increase in engagement with a linked in campaign that had made 32,000 links. He explained that as part of the coaching side of Growth Works for Skills they had used a diagnostic tool with companies, which had captured 800 leads where they had raised skills as s specific issues, which they were currently following up with phone calls and emails. He stated they were also looking at how they could improve the level of engagement with apprenticeships and had increased viability at apprenticeships events.
- Queried how the impact of the work of Growth Works for Skills would be evidenced and how could the Board help support the work. In particular the CEO of the Chamber of Commerce sought further engagement on how they could support Growth Works for Skills. Managing Director of Growth Works agreed to set up a further conversation to discuss. **Action Required** The Chief Executive of Cambridge Ahead also sought a further discussion in relation to how they could work together. **Action Required.** The Managing Director of Growth Works also agreed to attend the next board meeting to discuss how Growth Works could feed into the LSIP.**Action Required.**

88. Procurement outcomes

The Board received a [presentation](#) updating them on the stage three funding for Bootcamps.

During discussion Board Members:

- Queried if officers had received any feedback on why providers had not been putting in bids. Officers stated that a couple of providers had gone to larger CA areas where there was more funding. Officers explained that there was an issue with the timing of the funding and that it was only guaranteed for a year. There was also the requirement to have a guaranteed interview.
- Questioned how the bootcamps could be promoted further and how the board could lobby to change the model. The Interim Associate Director of Skills stated that there was no funding at present past March 2023 and that most areas were struggling to get sign up. She explained that officers would circulate the marketing materials so that the Board could distribute through their networks. **Action Required.**

The Board received a verbal update on the AEB Budget and Multiply. Officers highlighted the following:

- The AEB programme was doubling the amount of funding going to independent training providers. The CA now had 15 providers and had increased the commission from £3.5 million to £4.3 million.
- They had received good quality bids with 35 bids received and 15 taken forward and officers were now onboarding the providers.
- Officers were uploading the courses to the 'Find the Course' tool by Growth Works.
- Officers had met with the DWP and Careers Service regarding wider stakeholder engagement.
- The Multiply Investment plan had been approved with just over £4million of funding over three financial years.
- The CA was working with 8 independent training providers and local authorities to take Multiply forward.
- Officers stated that they would send information around to the board for promotion through their networks. **Action Required**

89. Forward Plan

The Interim Associate Director for Skills stated that going forwards the Skills Committee agenda plan would inform the ESB Forward Plan. She explained that she would come back to the board at its next meeting with a detailed forward plan. **Action Required.**