

**Investing In
Employability &
Skills To Boost
Essex
Residents**

**Delivering
Superfast Digital
Connectivity To
Unleash
Productivity**

**Turbo Charging
Capital Investment
To Unlock
Growth**

**Regenerating Our
Town Centres &
Delivering New
Housing Growth &
Infrastructure**

**Amplifying
Public Sector
Spend Via Our
Anchor
Institutions**

**Marketing Essex
as Open For
Business &
Attracting New
Inward
Investment**

**Stimulating Green
Growth &
Building Back
Better**

Skills for Essex - Action Plan 2021-23

**Our Skills And Employment Response
To The Covid-19 Pandemic**





Unemployment (claimant count) in Essex is at 50,765 (Dec 2020). This compares to 20,170 at the same time in Dec 2019



50,500 were still furloughed in October 2020 and remain at risk of becoming unemployed



Key sectors in Essex are already showing signs of stress



Hours of work and earnings have fallen. We need to work at a faster pace and at a greater scale of impact

**COVID
IMPACT**

Covid Is Fundamentally Changing Our Approach To Skills

End of Furlough

End of furlough is rapidly approaching cliff-edge. Those currently being supported by central Government schemes are at significant risk of becoming Unemployed

Economic Resilience

All of Essex is affected but biggest impact on **16-24 year olds; lower-paid, lower-skilled and less secure** work with less resilience to downturns and less likely to move into new opportunities quickly

Key Sectors

Unemployment will hit sectors which the Essex economy is reliant upon - **retail, (air) transport, hospitality, tourism, construction and manufacturing**

Fragmentation

The skills system is complex and **difficult to navigate for residents & businesses alike**. We need to find ways of simplifying information, advice and guidance and access to it

Structural Changes

Covid is likely to speed up structural changes which were already taking place - automation, shifts to digital, decline in non-essential retail and growth in the green economy

Growth Sectors

Some traditional sectors which are resilient to the impact of Covid will **present new opportunities for residents including construction, logistics & health & social care roles**

Brexit Challenges

The Covid challenges will be compounded by **Brexit which is likely to impact manufacturing, transport and professional services** that may have avoided the worst impacts of Covid-19 lockdown



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Partnership Working

There are a significant number of **new interventions and funding streams** coming online from partners, and we need to influence the shape of these programmes to ensure Essex residents can benefit

Strategic Influence

We are well-placed to lead this given our existing **strategic influencing role and good network of relationships**, maximizing VFM and avoiding duplication

Gap Analysis

There are also gaps emerging, where ECC can play a more proactive role – **we've identified 5 new priorities**

Anchor Institutions

The public sector in Essex presents opportunities for stable employment. We should maximize this to our advantage through our roles as anchor institutions

Bounce Back

We must ensure Essex is ready to **bounce back once we are over the initial downturn**. We cannot fall farther behind in terms of the many challenges the county already faces

Residents Have Access To The Right Information, Advice & Guidance At The Right Scale To Meet The Challenge

Aligning Existing Activity To The New Priorities

- **National Careers Service has been awarded £650m** to provide a more effective and responsive system to support adults with IAG
- **Providing local leadership, organisation and alignment for various national initiatives** in order to make sure that Essex residents maximise usage of available resources
- Partner with specialists to **develop a series of job fairs** across the county

New Approaches

- **New Essex IAG portal & comms** campaign - partner with SELEP to secure additional funding – (launch 01/03/21)
- **Working with public sector partners** to consolidate signposting approaches and share marketing materials
- **Working with DWP on IAG** for job opportunities & job matching – ‘Ask Paul’ campaign
- **Helping our residents to find and access gainful and sustainable employment**

Impact & Reach

- **Improve resident ability to navigate complex IAG systems**
- **Improve the resilience of residents** by informing them about and directing them to easily accessible IAG and sign-posting services
- **Providing local leadership, organisation and alignment** for various national initiatives in order to make sure that Essex residents maximise usage of available resources
- **Deliver four job fairs in 2021 (first virtual fair confirmed for May 2021)**



IAGA

Rapidly Increasing The Number Of Apprenticeship Places And Work Opportunities For Young People Most At Risk Of Unemployment

Aligning Existing Activity To The New Priorities

- **Reclaiming unspent** levy to fund apprenticeships in Essex
- £2m funding already secured to **support 200 apprenticeships**
- 30 of which are the **Nightingale nursing apprenticeships** (Launch September)

New Approaches

- **Delivering 300 additional apprenticeships** via a managed matching service
- Fund new **10-week Study Programmes for 16-17s**
- **Resource for Youth and Employment Services** to continue to support NEETs
- Stimulate **apprenticeship places via anchors**
- **Inclusive ECC Apprenticeship** programme
- **Kickstart Programme** to create new job placements

Impact & Reach

- Additional **300 apprenticeship places** via managed service
- **240+ more 16-17 year olds supported via study programmes;** leading to reduction of NEET
- **500 placements for 16-24yr olds on universal credit** at risk of long term unemployment



Young People

Supporting People In Sectors Most Impacted By Covid; To Retrain, Upskill, Access Alternative Employment Or Self-employment

Aligning Existing Activity To The New Priorities

- Focus on the **most buoyant sectors in a growth phase** i.e. Social Care, Construction, IT, Public Health Supermarkets, Home Delivery, Medicine
- Business Accelerator pilot programme to give people the **skills to become self-employed**
- **Working in partnership to identify the gaps in provision** such as those unemployed for less than 13wks
- **Ensure policies uphold our ambitions** to give employers and individuals a head start in preparing for changes in the demand for skills

New Approaches

- Rapidly upscale our Business Accelerator programme and **Develop A Bespoke Programme For Young Entrepreneurs**
- **Develop a locally tailored job matching and skills training offer** for Essex businesses and residents – jointly with SELEP (match funding) to provide a single solution for Essex focussed on those unemployed for less than 13 weeks – (delivery April 2021)

Impact & Reach

- Potential to **support up to 300 individuals** via business accelerator programme
- **Essex focussed skills/job matching programme** impact to be quantified (Oct 2021)
- **Early intervention services** focused on those unemployed less than 13 weeks



Future Proof

Ensuring That The Public Sector System And Investment Are Providing Opportunities For Essex Residents, Including Vulnerable Groups (Directly And Via Supply Chains) Ensuring ECC Priorities Are Met

Aligning Existing Activity To The New Priorities

- **Working with public sector** anchors to create entry level employment and training opportunities; focussing on entry level
- **Establishing Employment and Skills plans in the Developers Guide**
- Working with internal colleagues to develop strategies for hard working families & **preparing for adulthood**
- **Continue our role as strategic influencers** with partners to prioritise and focus external funding

New Approaches

- **Create entry level jobs & placements** to stimulate job creation in the Essex supply chain via anchors
- **Work with large organisations and public sector institutions** to develop internships & placements aimed at priority cohorts i.e. Inclusive Apprenticeships
- **Change S106 thresholds to increase contributions for skills & training**
- **Leverage funding pots** from DWP and SELEP to support skills
- **Work with successful** contracts to ensure the delivery is focused & outcome based

Impact & Reach

- **Potential to access & influence external funding for skills through:**
- **S106** - 180+ Apprenticeships, 250+ School / College outreach days, 300+ work placements, 8+ Supported employment
- **DWP** - Maximise our share of DWP funded local resources; Kickstart, Jobcentre interventions via Work and Health Programmes, removing barriers to work, sector-based curriculum development, Employer support website-advertise jobs and job search help
- **SELEP** - £2.4m SME business support, £2m Skills, £111m traineeships, £101m for 18-19-year-old: L2/L3 courses



Anchors

Impact & Reach

- **Covid Jobs** Plan for new entry level roles, 16-19 funding to mitigate the funding arising from Covid, and capturing unspent apprenticeship levy
- **Government** - £40m to introduce a job finding support service

Preparing for future growth by refocussing our longer-term strategy; capitalising on the rapid shift to digital, green growth and technical innovation

Green Jobs

- **Pinpoint regional (Essex) skills and resources needed now and over the long term** to support high quality green jobs and a diverse workforce, and manage the transition for people working in high carbon industries
- **Completion of a review of the green skills and training landscape for the Essex Climate Action Commission;** Develop a report and action plan for green skills infrastructure to identify sector and employers' needs, skills gaps training provision responding to that need

Digital Jobs

- **Working strategically with Digital skills partners to deliver interventions across Essex**
- **Upskilling residents in new digital skills** to enable access to greater employment opportunities
- Support to businesses to **accelerate shift to digital opportunities** through retraining schemes
- **Maximising digital jobs** - jointly with SELEP (match funding) to provide a single solution for Essex – delivery
- Longer term focus linking our economic recovery **identifying newly emerging sectors for Essex**

Construction

- **Securing funding to maximise skills and** employment opportunities to promote activities including:
- **CSCS Card Training** and progression support
- **Study Programmes (16-18-year olds, all sectors)**
- **Tutor Bursary scheme,** Digital skills partnership
- **Skills Festivals, CEIAG Pledge** – raise awareness of future job and training opportunities
- **New 'state of the art' welding facility** (2022-23 subject to funding)

Health & Social Care

- Working with ACL To Deliver Targeted Training and Job Matching To **Support 195 Residents To Access a Health & Social Care Qualification,** to maximise employment opportunities and close a key Skills Gap

Growth



APPENDIX 1: OUR NEW SKILLS AND EMPLOYMENT STRATEGY WILL COMPLEMENT THE ECONOMIC RECOVERY PROGRAMME AND PROVIDE ADDITIONAL FOCUS ON:

Shorter term Strategic Direction

I. Timeframe

- 18-24 month

Skill level

- Lower level, employability skills, L2
- Technical level, Apprenticeships, Traineeships
- Employment opportunities
- Up skilling and re-skilling

Sector Focus

- Retail
- Hospitality
- Tourism
- Aviation
- Logistics

Demographic profile/target

- High Unemployment and NEET
- 16-24 hit hardest
- Low income, low insecure jobs

Districts we wouldn't traditionally focus on - who have experienced high unemployment/furlough

- Maldon
- Epping
- Uttlesford
- Braintree

Longer-term Strategic Direction

Timeframe

- 5-10 years

Skill level

- Higher level L3 plus
- Technical level
- Better jobs and better paid employment
- Up skilling and re-skilling

Sector Focus

- Knowledge Economy
- Life science, health and Care
- Built environment
- Energy
- Digital and Technical innovation

Demographic profile/target

- Return to low unemployment and low NEET
- 24+

Districts facing significant challenges – where we are delivering our localities work

- Harlow
- Colchester
- Tendring
- Basildon

