

Access to Skills, Economic Development and Enterprise Policy Development Committee

Recommendations to Cabinet

Subject	Recommendation	Current Action / Activities	Comment
<p>Local Jobs for Local People – the Skills agenda. Staffordshire Local Area Agreement - schools and qualifications.</p> <p>Modern Facilities for a Modern Economy – Investment in schools and Further Education</p>	<p>That the Council continues to press Staffs LEA to agree a plan of action to improve performance in Cannock Chase schools.</p> <p>That the Council encourages the County Council to invest in new education facilities through the Building Schools for the Future programme and supports the County Council in securing funds for this or similar programmes.</p> <p>That, to be able to provide a modern ‘fit for purpose’ further education offer, the Council continues to support South Staffordshire College to secure investment in new campus facilities in Cannock and, in conjunction with the LEA, in an Extended Learning Facility in Rugeley.</p>	<p>LEA representative invited to meet with Scrutiny and Policy Development Committee Chairs. Request for Council to share Improvement strategies between schools and Staffs County Council</p> <p>Committee received District schools exam performance data and information on new National Qualifications framework which has now been formally adopted and which includes a broader definition of Level 4 qualifications than degrees only.</p> <p>Merger of Cannock, Tamworth, Lichfield and Rodbaston colleges into Southern Staffordshire College.</p> <p>Proposal for Cannock campus re-development submitted to the LSC by new college.</p>	<p>In considering an update on the Staffs LAA, Committee expressed concern with the continuing under performance of student qualifications on leaving school and supported the Council’s Scrutiny Committees in seeking to agree a plan of action with Staffs LEA</p>

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<p>Local Jobs for Local People – the Skills agenda. District 14-19 Partnership – Vocational Qualifications</p>	<p>That, the Council continues to support the Chase Collegiate and the 14-19 Partnership and encourages the partners to make available the full set of vocational Diplomas to the District's students at the earliest opportunity.</p>	<p>and Taste Your Future schemes, and through providing accommodation for the Training and Opportunity Provider (TOPS) event held in April 2009.</p> <p>Apprenticeships website being developed.</p> <p>Adult programme introduced to improve the numbers of unemployed adults entering education/employment.</p> <p>Committee has received a presentation from Chase Collegiate.</p> <p>9 Diploma qualifications to be available from September 2009 with further Diploma lines to be applied for during 2009/10.</p> <p>Progress to be reported back to Committee in 2009/10.</p>	<p>numbers of NEETs can be reduced. Committee were concerned that the District may suffer from larger numbers dropping out of employment and training and becoming NEET after the first year.</p> <p>The Committee offered continuing support for the work of the Chase Collegiate programme. This brings together secondary schools and the College to be able to offer a broader curriculum for the 50% or so of the District's students who have a vocational rather than an academic preference. The improved performance of the College and its merger into South Staffs College create the conditions to offer more vocational training courses based around the new Diplomas.</p>

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<p>Young Chamber – Raising student aspirations and work readiness.</p>	<p>That the Council supports Enterprise activities in schools both through using its membership of the Southern Staffordshire Chamber of Commerce and Industry (SSCCI) to support and participate in future Young Chamber events; and through continued support for the Young Enterprise initiatives.</p>	<p>The Young Chamber initiative in the District has achieved national recognition and has been run in 5 local schools.</p>	<p>The Chamber of Commerce' Young Chamber initiative has had a successful start in being taken up in 5 schools. It uses the Chamber's business members to help students run business enterprise projects in school and appears to be effective in raising aspirations.</p>
<p>Staffordshire Partnership – Raising student aspirations and work readiness. Improving links between schools and business.</p>	<p>That the Council provides a public sector lead on improving the aspirations and work readiness of local students by supporting work experience placements, and by working with partners to achieve an effective and sustainable model of engagement between business and education.</p>	<p>Presentation received by the Committee from the Director of the Staffordshire Partnership.</p> <p>DEEP (District Employer and Education Partnership) established to provide a network for collaborative work on employer engagement.</p>	<p>The Committee considered the work of the Staffordshire Partnership which aims to bring schools and employers together to provide work experience placements and routes into training for students. Committee were concerned about employers views of the lack of work readiness of school leavers and the difficulty in finding employers willing to work with schools to offer work experience placements.</p>
<p>The Council's own role as a major local employer – Raising aspirations and work readiness.</p>	<p>That, subject to available funding, the Council's proposed Workforce Development Strategy includes initiatives designed to encourage the training, employment, and upskilling of local people.</p>	<p>Committee received a presentation on the issues faced by the Council in terms of skill gaps, the age profile of the workforce and recruitment needs, and on options provided for work experience.</p>	<p>The Committee considered that the Council as a major local employer should provide a lead in offering local students a range of work experience and training opportunities. This could also benefit the Council's business by providing a local solution to meeting skill shortages and recruitment difficulties.</p>

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<p>Local Jobs for Local People – The Skills agenda. Work Based Learning and improving skills in the workforce.</p>	<p>That the Council signs up to the public sector Skills Pledge.</p> <p>That the Council works with its partners to improve local business awareness of and access to regional and national training and skills development programmes.</p>	<p>The Committee have requested the opportunity to comment on the Council's Workforce Development Strategy.</p> <p>The Council provides currently a range of work experience options to school and college students.</p> <p>Committee has received a presentation from the Chamber of Commerce on employer's views on 'who does what' in terms of recruiting skills and tackling skill shortages.</p>	<p>Committee were concerned to hear from the Chamber of Commerce that there was resistance from many employers to retraining or upskilling employees. Various reasons were cited (cost, loss of key workers) including confusion over the various training schemes and providers. Unskilled and semi-skilled workers were especially vulnerable in economic downturns and skilled workers were being imported.</p>
<p>Supporting local people to access local jobs</p>	<p>That the Council requests SCC for closer collaborative work to secure effective public transport infrastructure to the key employment sites within the District.</p>	<p>Following a presentation to the Committee, the Chair has held further discussions with SCC to seek assurance on their assistance in improving transport access to employment sites.</p> <p>- Commitments given to improve intelligence sharing between SCC and</p>	<p>Committee have pressed the County Council to address the need for better public transport access to the District's main employment areas.</p>

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		<p>CCDC e.g. notification of withdrawal of services, section 106 developer obligations, and new investors/employers moving into the area.</p> <p>- The 'Wheels to Work' scheme is operating within the District and will be available over the next 3 years.</p>	
<p>Supporting local people to access local jobs – The developers view</p>	<p>That the Council uses the experience of the Gazeley Properties development in Rugeley to encourage developers to use local contractors/businesses; and end users to agree recruitment and training packages aimed at increasing the employment of local people.</p>	<p>Committee received a presentation from Gazeley Properties in May 2009 on Section 106 obligations and the employment of local contractors and a local workforce.</p> <p>- End occupier of the unit to be invited to attend future Policy Development Committee.</p>	<p>Committee heard from Gazeley Properties, owners of the large 700,000 sq ft distribution building on Towers Business Park, on how their main contractor for the building had used the sub-contracts to encourage the appointment of local firms employing local people.</p> <p>Gazeley agreed to use their influence to encourage the end user(s) of the building to work with the Council to improve the recruitment of local people.</p>
<p>Impacts of the Economic Downturn.</p>	<p>That Cabinet consider a number of recommendations to address the impact of the recession (see separate report) aimed at:-</p> <ul style="list-style-type: none"> • Co-ordinating partners efforts to ensure that the needs of those worst affected are prioritised; 	<p>The Committee has received briefings on the growing impact of the recession locally.</p> <p>The Council's current actions are listed in the Briefing Note received by Committee in May 2009.</p>	<p>Committee considered a Briefing Note on potential action to combat the impact of the recession at the meeting on 7 May 2009.</p> <p>In agreeing a set of recommendations to Cabinet, Committee were particularly</p>

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	<ul style="list-style-type: none"> • Producing a robust economic assessment to guide actions; • Providing information, advice and guidance to all in the District; • Maintaining a focus on the long term vision for the District to improve resilience to further downturns; • Stimulating the economy through keeping existing projects on track and lobbying for 'seed' funding for new projects; • Asking the LSP, with the support of the Council, to take a role leading the response and monitoring progress. 	<p>Economic Bulletins produced by Staffordshire County Council now periodically provided to Committee.</p>	<p>concerned about the need to quickly provide advice and guidance to residents and businesses; for that advice and guidance to emphasise the availability of rate relief available to small businesses; and for the LSP to be asked to take a leading role in co-ordinating recession activities.</p>

Glossary of Acronyms

DEEP – District Employer & Education Partnership
JET - Jobs, Enterprise & Training
LAA – Local Area Agreement
LEA – Local Education Authority
LSC – Learning & Skills Council
LSP – Local Strategic Partnership
NEET – Not in Education, Employment or Training

SCC – Staffordshire County Council
SSCCI – Southern Staffordshire Chamber of Commerce & Industry
TOPS – Training Opportunity Provider's
WAG – Worklessness Action Group