

The means: to change places for the better.

Local skills gaps and needs Crawley

Presentation to LEAG

7th November 2018

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The Study

- 1) Explore recruitment and skills challenges
- 2) Make recommendations for action around supporting local residents into higher value jobs
- 3) Make recommendations about partners working together on skills opportunities



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Our work to date

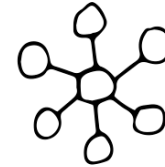
National and regional context



Crawley profile



Stakeholder interviews



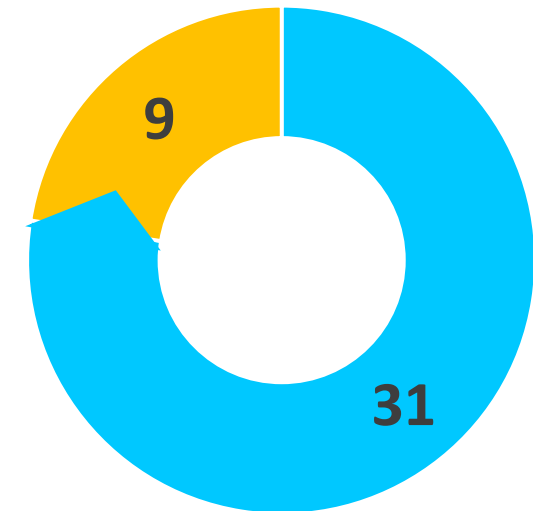
Light-touch review of Crawley Employment and skills plan



Good practice case-studies



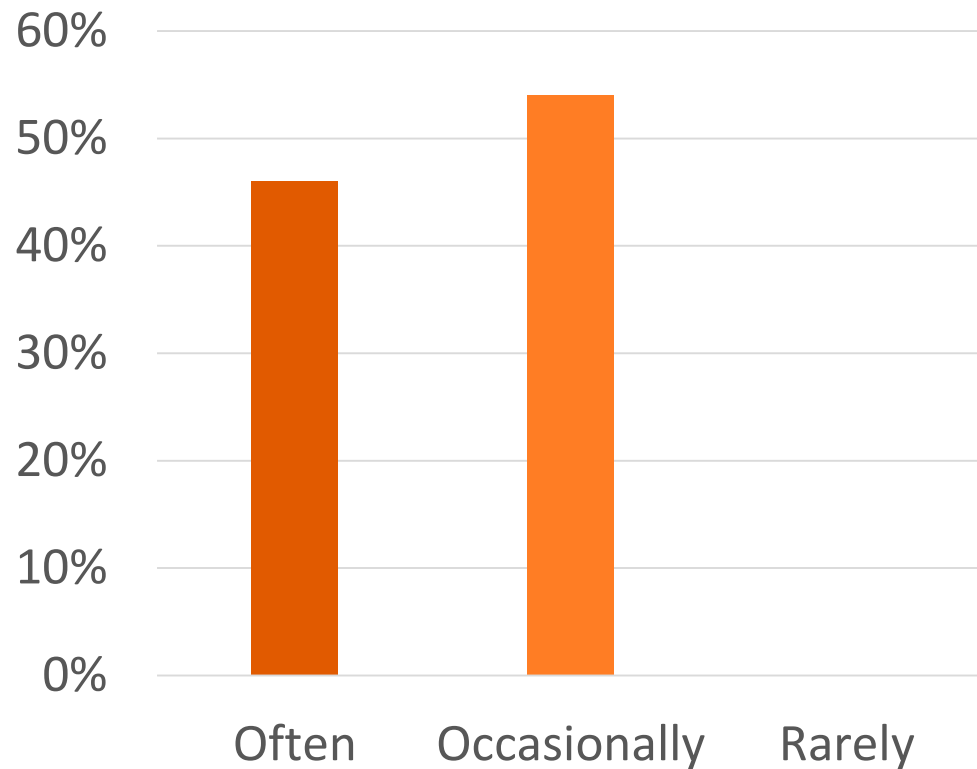
Business interviews



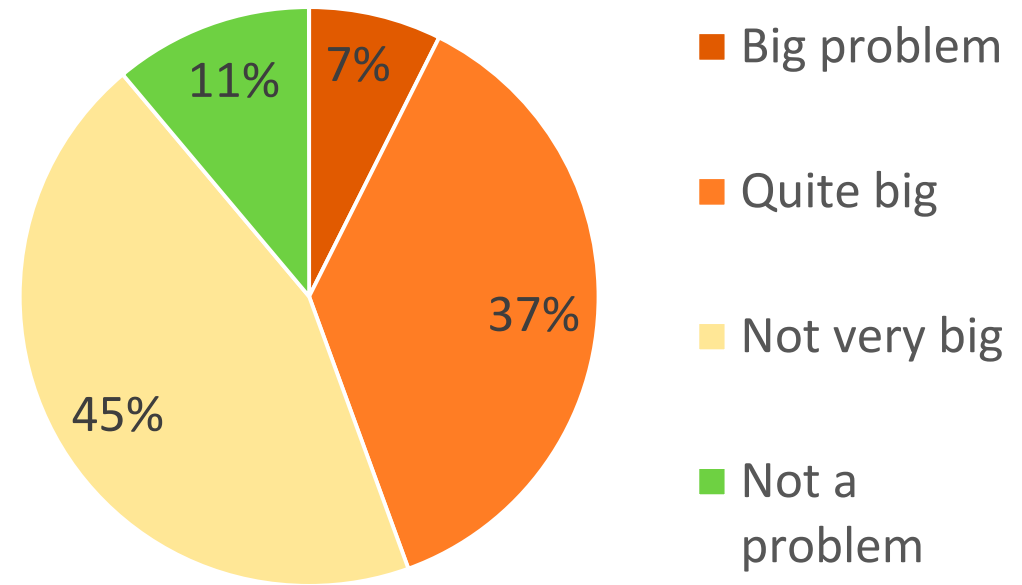
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Business feedback

Hard to fill vacancies?



Size of skills issue for businesses?



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Impact of challenges

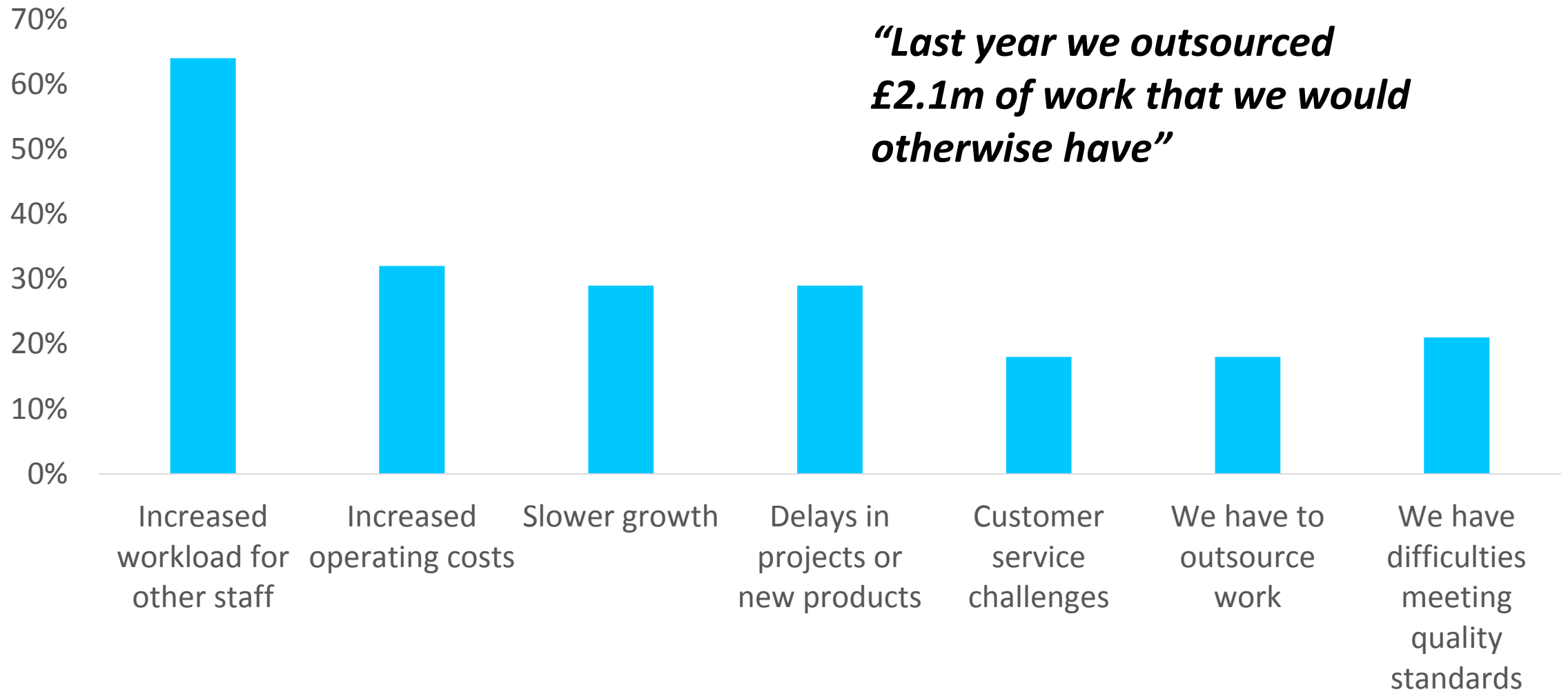


“We have one vacancy that has been open now for 250 days.”

“At the end of last year we had 4 contractors, costing us 30% more than staff. There just aren’t the people with the skills in Crawley”

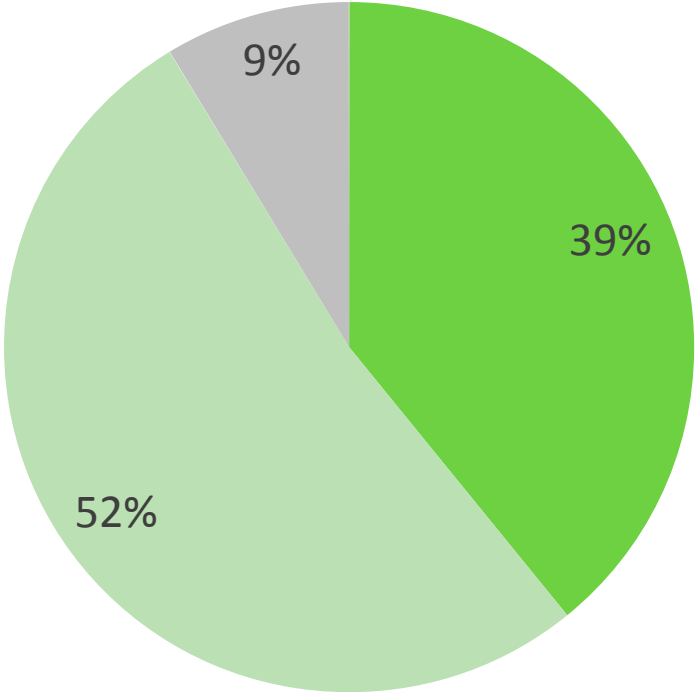
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Impact of challenges

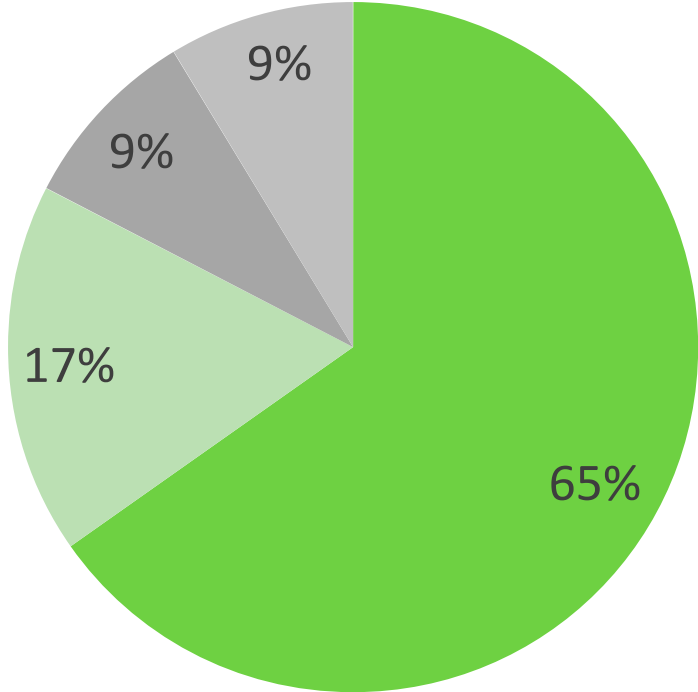


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Size of workforce over next year



Sales turnover over next year



 Increase

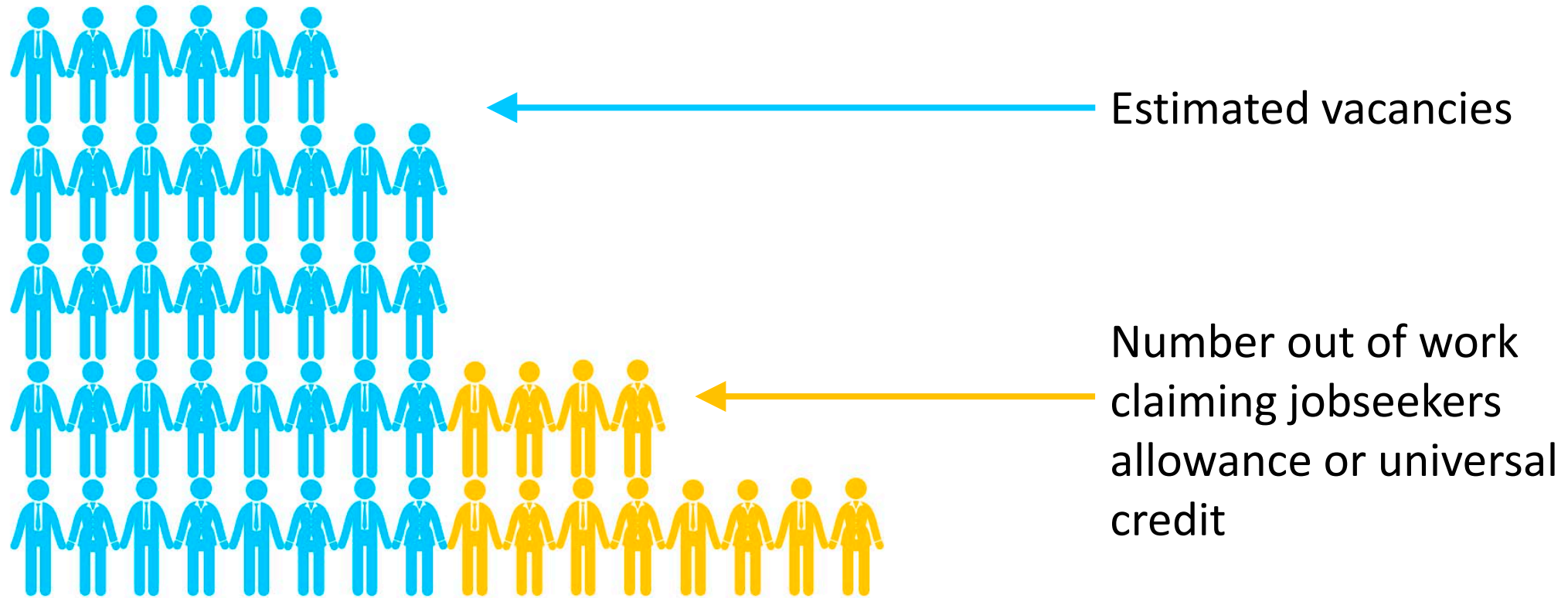
 Stay the same

 Don't know

 N/A

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Why the challenge?



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Why the challenge?

Top reasons for **ADVANCED** positions

Low number of applicants with the required skills

Lack of work experience the company demands

Too much competition from other employers

Not enough people interested in doing this type of work

Low number of applicants generally

Poor career progression / lack of prospects

Top reasons for **INTERMEDIATE** positions

Not enough people interested in doing this type of work

Too much competition from other employers

Low number of applicants with the required attitude, motivation or personality

Low number of applicants generally

Low number of applicants with the required skills

Terms and conditions uncompetitive

Difficulties with accessibility by car

Top reasons for **BASIC** positions

Not enough people interested in doing this type of job

Too much competition from other employers

Low number of applicants generally

Low number of applicants with the required attitude, motivation or personality

Terms and conditions are uncompetitive

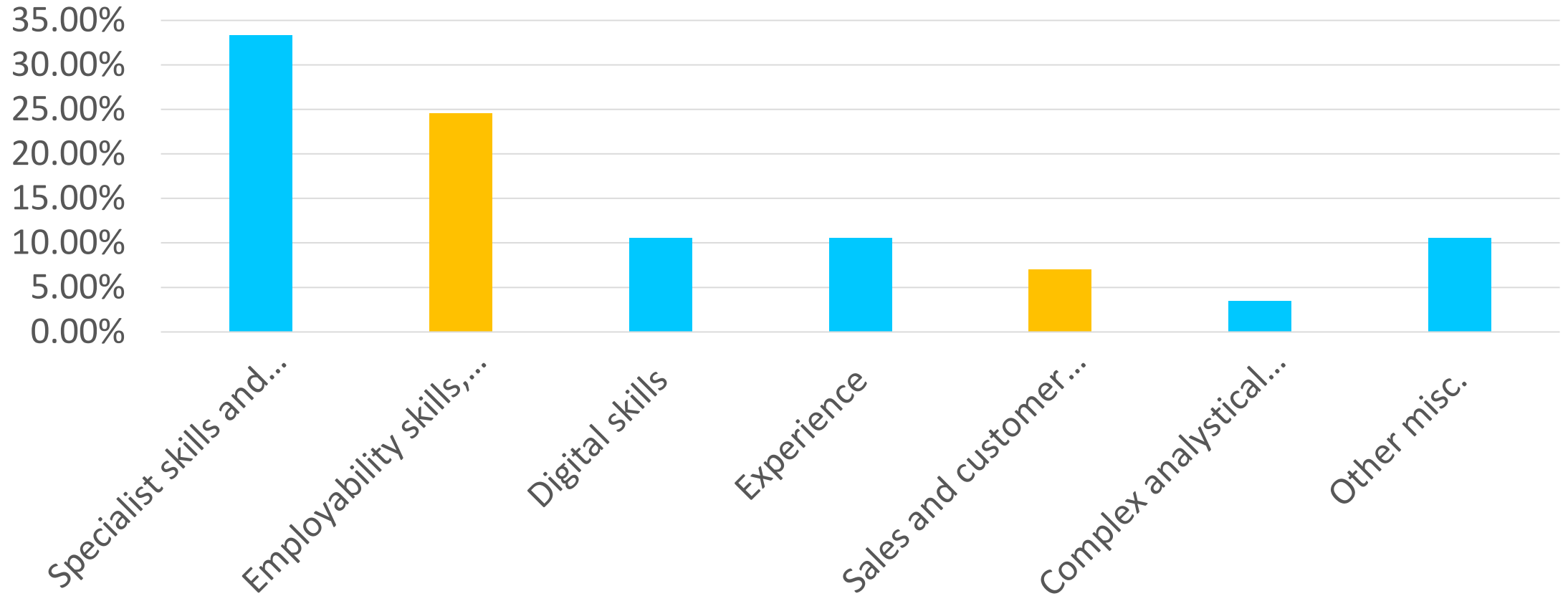
Job entails shift work / unsociable hours

Low number of applicants with the required skills

Difficulties with accessibility by car

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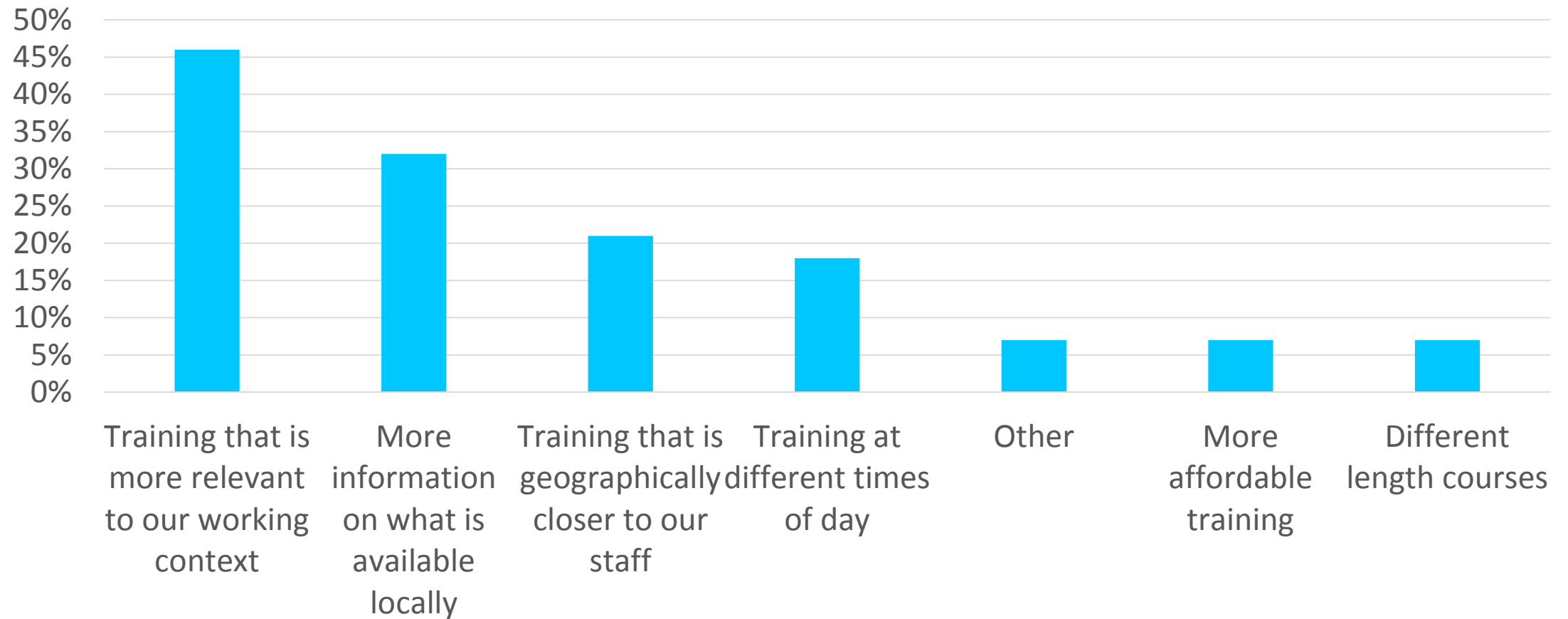
Skills lacking in prospective recruits



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Training needs

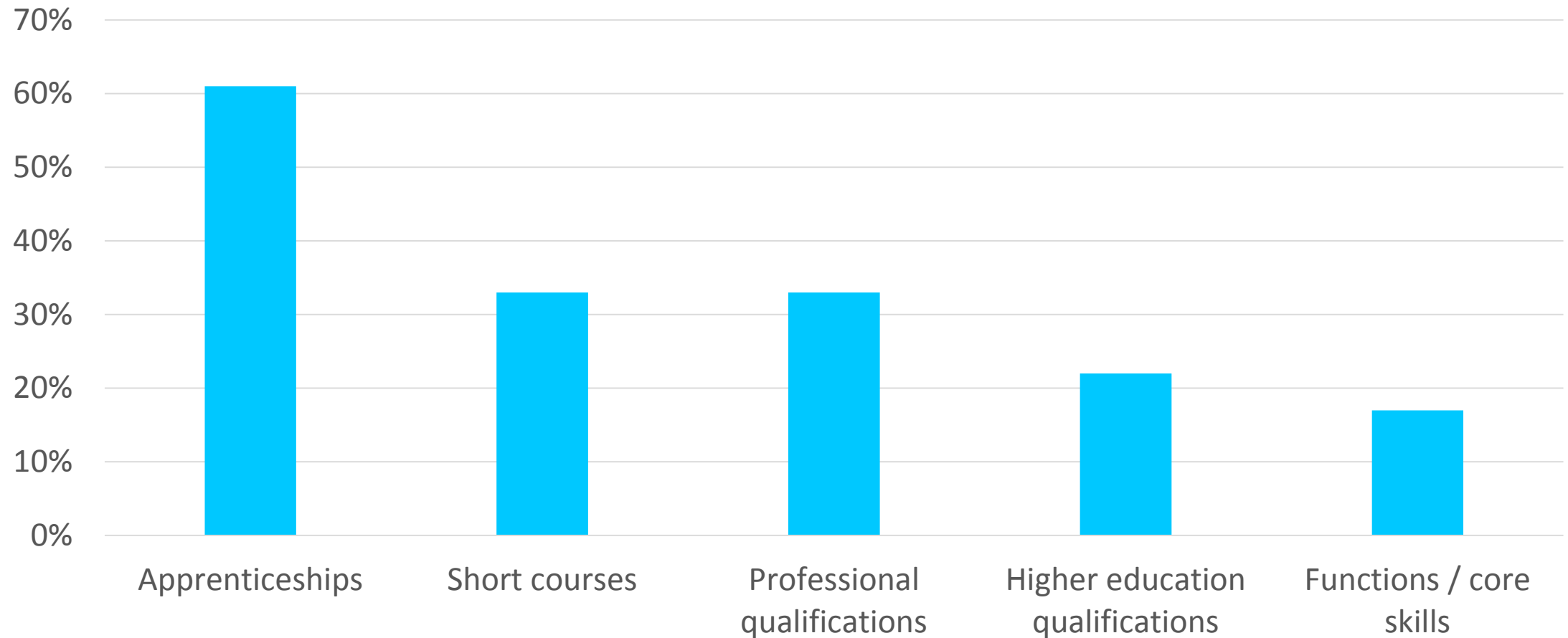
If you feel your needs could be better met, what do you need?



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Training needs

What types of course would you like to work with the local college on?



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Personas

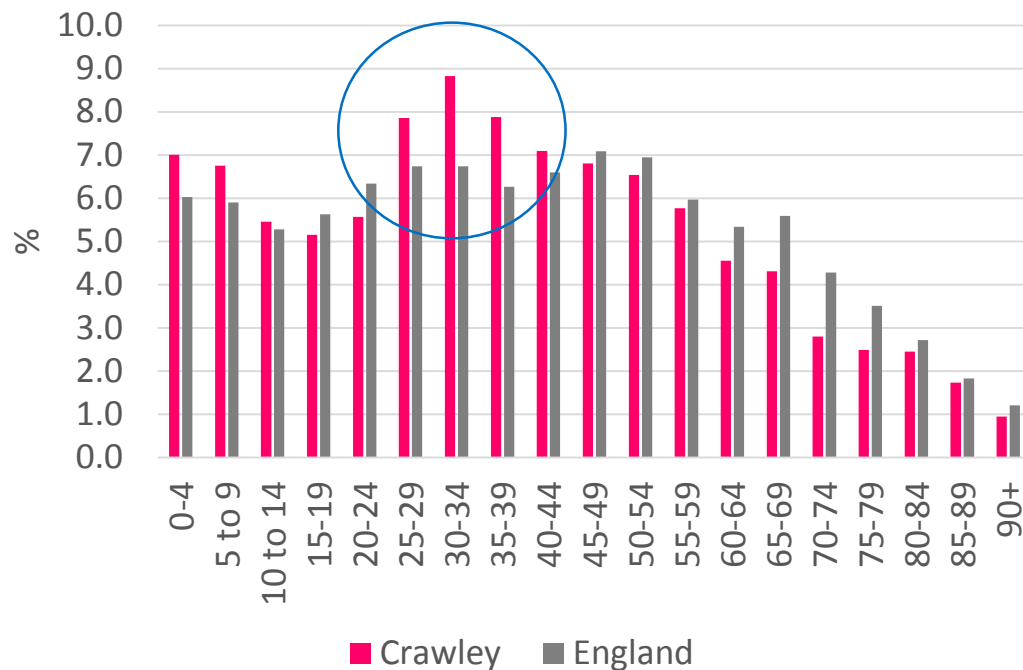


- Women returners
- Over 50s
- Young school and college leavers

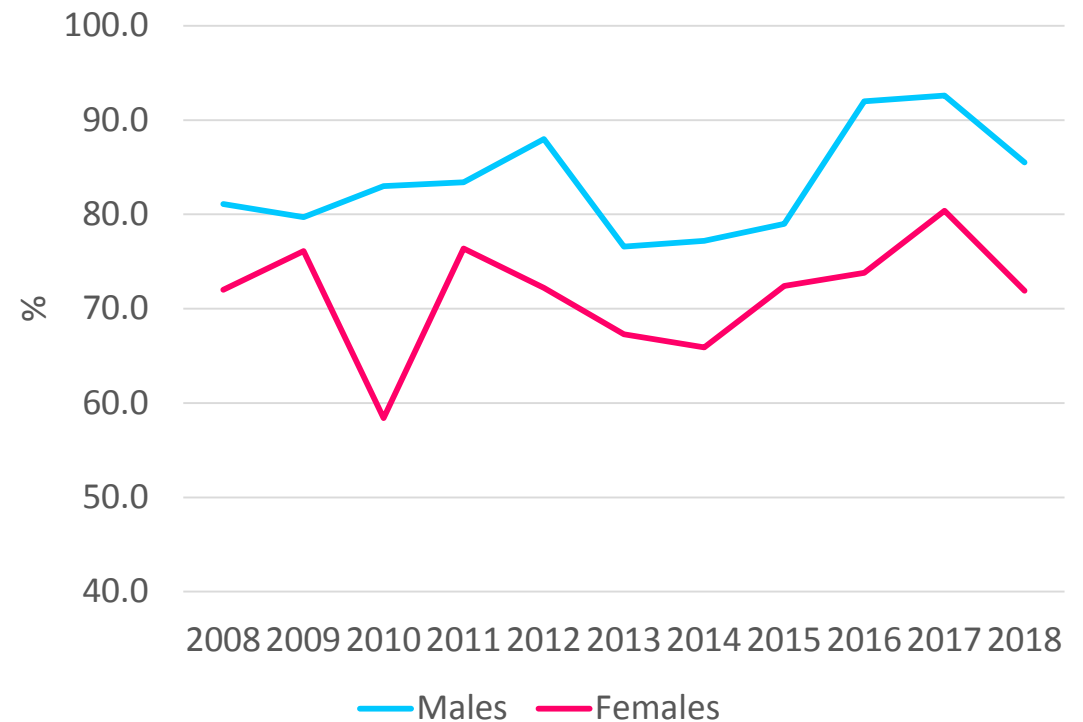
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Target personas – Workless Women

Age profile of women in Crawley compared to England, 2015



Trends in male and female employment rates



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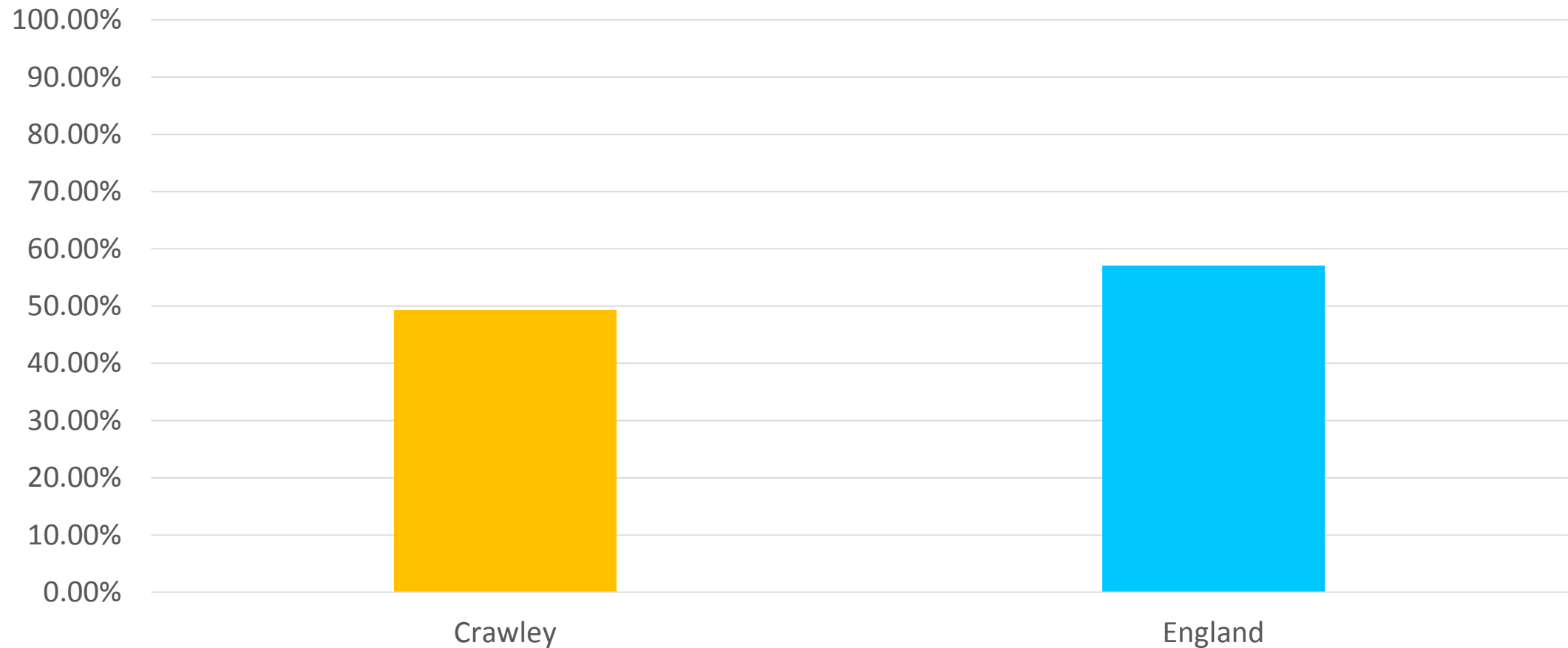
Target personas – Older workers

Projected Change 2016-26					
	All Ages	Aged 16 to 24	Aged 25 to 49	Aged 50 to 64	Aged 65+
Numbers	6,086	786	-693	2,302	3,107
% change	5.5	7.3	-1.6	12.1	21.1

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Target personas – Young people

Achieving Level 3 qualifications by 19



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Stakeholder Conversations

- Build on successful interventions
- Simplify the skills landscape for employers, stakeholders and individuals
- Improve effectiveness of outreach to target specific groups and create opportunities for all
- Raise awareness, perception and profile of jobs and growth across Crawley: entry level and higher value
- Make skills an integral component of regeneration activities
 - Crawley Growth Deal
 - Importance of place-making
- “It’s not all about STEM”
- Develop an innovative local response to CEC / EAN linking education and industry
- Explore and showcase innovative new skills solutions
- Improve collaboration between stakeholders and with neighbouring authorities (M23 Corridor) to tackle common areas of need and ambition
- Funding for FE to increase local HE link and possibility of drawing on private sector expertise to increase quality of learning

Objectives and action areas

More skilled workers to support business growth and expansion

More local people to move into higher skilled jobs

All communities in Crawley to benefit from the area's economic growth

A flexible and responsive skills ecosystem that is aligned to the needs of businesses and individuals

ACTION AREA 1: Preparing young people for life and work

ACTION AREA 2: Skills and recruitment challenges in specific sectors

ACTION AREA 3: Attract and retain talent

ACTION AREA 4: Apprenticeships

ACTION AREA 5: Relevant support to target resident groups

ACTION AREA 6: Strengthen collaboration and partnership working

Action Area 1: Prepare young people for future life and work

- Improve the focus and impact of careers education and advice to young people (local Careers Hub?)
- Promote a consistent approach to high quality work experience, which has a clear employer-led focus
- Raise awareness of the career options presented by local employment opportunities for example through the use and application of new technology
- Facilitate effective links between employers, schools and training providers
- Retain a focus on STEM to excite, educate and enthuse young people

Action Area 2: Support industry in priority sectors to address recruitment challenges and skills gaps

Foundation sectors

- Work with industry representatives to improve the profile and perceptions of entry-level opportunities within key foundation sectors e.g. health and social care; hospitality; construction, retail
- Encourage employers to design and implement careers progression paths

Specialism sectors

- Encourage employers to work with FE / HE partners to design and deliver a range of focused training to support business growth
- Expand current local HE provision and high skills vocational training to meet the growing employment demand of the knowledge economy.
- Facilitate intra-sector collaboration

Action Area 3: Attract and retain talent

- Make skills an integral component of regeneration activities
 - Crawley Growth Deal
 - Importance of place-making
- Focus on graduate return rate, e.g. innovating job advertising such as an app for Crawley residents going off to University so they can see opportunities available to them back home

Action Area 4: Increase the number and quality of apprenticeships and other work-based learning

- Address perception issues around apprenticeships and start early to address potential similar issues with T-Levels
- Encourage greater collaboration between levy paying organisations i.e. public sector, vocational sectors etc.

Action Area 5: Provide relevant and effective support to residents with complex barriers to employment and progression through targeted interventions

- Could be resource intensive for a small number of people
- Already doing a lot but could have higher impact
- Improve effectiveness of outreach to target specific groups

Action Area 6: Strengthen collaboration and partnership working

- Influence national / regional provision to better meet local economic need (connect with C2C Employers and Skills Board)
- Encourage new ways of partnership working e.g. re-visit terms of reference of IAG Group
- Facilitate greater input from employers to help shape and influence future interventions
- Improve collaboration between stakeholders and with neighbouring authorities (M23 Corridor) to tackle common areas of need and ambition

Questions and observations

- Do you recognise feedback from businesses? Does anything surprise you?
- Do you agree with the themes for actions? Are any higher priorities than others?
- How can you respond to organise some of these things? Resourcing?

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Thank you

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