

NORTH LINCOLNSHIRE COUNCIL

CABINET

FESTIVAL OF SKILLS AND OPPORTUNITIES 2016

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To provide a review of the month long Festival of Skills held during October 2016.
- 1.2 To take stock of key achievements and consider potential areas for improvement and lessons learnt.
- 1.3 To suggest how the Festival of Skills and Opportunities moves forward and strengthens in 2017.

2. BACKGROUND INFORMATION

- 2.1 North Lincolnshire now has an established Festival of Skills and Opportunities. During the month of October 2016, twenty events were successfully delivered within the community. The programme links in with the longstanding careers event, working in partnership with John Leggott Collage, North Lindsey College, Job Centre Plus, Army Barracks and local businesses.
- 2.2 In 2016 it was agreed to enhance and support existing activity via events and workshops that broaden the employment skills, enhancing the Employability Framework, working with the wider population of the area.
- 2.3 The vision and objectives for the Festival of Skills and Opportunities is:

'Festival of Skills is the collective voice through the community investment partnership for skills excellence and development in growth sectors careers and career choices for all in North Lincolnshire'.

"You can be whatever you want to be"

- *Career Guidance*
- *Skills Competences*
- *Education and Training*
- *Raising aspirations*
- *Empowering our up and coming workforce*
- *Re-training and upskilling*

- *Partnership working*
- *Local jobs for local people*
- *Support to local businesses*
- *Signposting into support services*

- 2.4 A detailed marketing and communications plan included the production of leaflets and postcards, use of social media, marketing through schools and provider networks, leaflet distribution in the town centre and regular local press coverage.
- 2.5. Twenty events in total were delivered in just over four weeks. Most events were run by the council, jointly working with a range of partners. At each event feedback was gathered from attendees, exhibitors and staff.
- 2.6 The events were as follows:

Event Name	Location
Open Doors	The Baths Hall
Sector Saturday – Discover Health	Action Station
Action station One Year On	Action Station
Graduate Speed Networking	Heslam Park
Discover Schools	The Pods
Sector Saturday – Engineering, Construction and Renewables	Action Station
Big Dinner – Hosted by The Baths Hall and Winteringham Fields	The Baths Hall
Finding your way to work	Action Station
North Lindsey College Open Evening	North Lindsey College
Business Support Breakfast	San Pietro
Armed Forces and North Lindsey Engineering Challenge	Army Barracks
Careers Event	Forest Pines
FOSO Ongo Journey To Work open day	Crosby Employment Bureau
Armed Forces and Veterans Event	Army Barracks
Code Breaker Year 6 & 8	Army Barracks
John Leggott College Open Evening	John Leggott College
Sector Saturday –Teaching and Education	Action Station
Apprenticeship Event	The Pods
Discover	The Pods
Celebration Event	Army Barracks

- 2.7 Over 4,000 people attended the events during the Festival of Skills and Opportunities, with a broad age range. Families attending family interactive days; soon to be school leavers, looking at further education or apprenticeships; Job Seekers and Veterans looking for employment; People looking to re-train/up skill, and people with disabilities embracing work or training opportunities.

- 2.8 Participants feedback was exceptional with examples including:
- “Great event and will help my daughter think about her future career and how she could incorporate her favourite things into doing something she loves. As a parent I've seen how much fun she has had and how I can help her to decide her career path”*
- “It was excellent - enjoyed by all the children”*
- “Plenty for the children to do. Would come back again”*
- 2.9 A full Strengths, Weaknesses, Opportunities and Threats analysis has been completed by the team with a further evaluation meeting arranged with partners to discuss further.
- 2.10 Overall the team and partners are of the view that the Festival of Skills and Opportunities 2016 was extremely successful, fulfilling the outlined vision and objectives.
- 3. OPTIONS FOR CONSIDERATION**
- 3.1 The recommendation is that Cabinet approves plans to deliver the Festival of Skills and Opportunities in October 2017, building on lessons learnt and to plan events to deliver for new and emerging themes. These might include a focus on new and emerging sectors.
- 4. ANALYSIS OF OPTIONS**
- 4.1 The following key issues will be explored in planning the events making up the Festival of Skills and Opportunities be granted for October 2017:
- 4.1.1 Continue partnership working with DWP to support claimants of job seekers allowance and those claiming Employment Support Allowance.
- 4.1.2 Providing additional mechanisms of support, events, advice and guidance to eliminate barriers to accessing employment and training.
- 4.1.3 Sector driven demand for a local workforce with appropriate skills. Growth sectors include Health and Social care, Renewables, Construction and Engineering.
- 4.1.4 Support for local business recruitment drives such as British Steel, 2 Sisters, to ensure for local employment.
- 4.2 Based upon lessons learnt and emerging priorities, the following are suggested areas to consider in 2017;
- To reduce cost implications for the careers event, while still maintaining outcomes.

- Add future technologies and variety to Discover event, linking in the primary employability framework.
- To accommodate a higher number of schools to attend the Discover event, to capture a higher degree of pupil premium, with the opportunity to provide taster sessions within the school setting.
- Strengthen working partnerships with schools, colleges, training providers, local businesses and the community.
- Continue to support Open Doors Event with the Job Centre Plus, providing a higher volume of vacant job opportunities and seasonal recruitment.
- Provide support to local businesses, incorporating the apprenticeship levy and provide support to tailor training needs and funding availability.
- Consolidation of the Sector Saturdays events

5. RESOURCE IMPLICATIONS (FINANCIAL, STAFFING, PROPERTY, IT)

- 5.1 The Festival of Skills and Opportunities was staffed using existing staff resources within the Policy and Research Team and the wider Council where appropriate.
- 5.2 We were successful in securing £2,500 grant funding to support the Festival of Skills and Opportunities from Humber Local Enterprise Partnership.
- 5.3 The total cost of the Festival of Skills and Opportunities was £7,810.
- 5.4 The largest items of expenditure £2,970 for school transport, to Discover and Careers event.
- 5.5 Should approval be given to proceed with Festival of Skills and Opportunities in 2017, further work would be undertaken to secure external funding and also to consider how costs can be reduced based on lessons learnt.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

- 6.1 Not applicable

7. OUTCOMES OF CONSULTATION AND CONFLICTS OF INTERESTS DECLARED

- 7.1 At each event feedback from attendees and exhibitors was gathered. Feedback was overwhelmingly positive with attendees finding each event 'useful' and even 'inspirational'. Attendees commented the events were exceptionally useful, inspiring and would be very likely to attend future events of a similar nature.
- 7.2 Exhibitors spoke very positive of the organisation of events, fully supporting future events and extremely likely to exhibit again with North Lincolnshire. British Steel has already expressed a wish to work with

North Lincolnshire in January 2017 to host a further job fair, following on from the success of the Festival of Skills and Opportunities.

- 7.3 Officers will use the feedback to consider lessons learnt and explore how we can continue to improve, add variation, retain focus and continue to inspire when planning future events.

8. RECOMMENDATIONS

- 8.1 That Cabinet notes the success of the Festival of Skills and Opportunities in 2016 and thanks the partners involved in the programme.
- 8.2 That Cabinet approves plans to deliver the Festival of Skills and Opportunities in October 2017, building on lessons learnt and to plan events to deliver for new and emerging needs.
- 8.3 That Cabinet receives regular update reports on progress with planning for the Festival of Skills and Opportunities in 2017.

DIRECTOR OF PLACES

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Date: 10 November 2016

Background Papers used in the preparation of this report:

None