

The Skills Plan establishes the rationale for intervention and provides a strategic framework to focus resources and strategic decision-making. Broad action areas are identified where the Marches LEP has a lead role to play in partnership with key stakeholders including employers, local authorities and providers of education and training. The Skills Action Plan will be a live document that is reviewed and updated regularly to ensure it remains relevant to the local context and that resources are deployed where there is the greatest need for intervention and to maximise opportunities for growth. Six broad action areas have been identified as a focal point for the LEP to play a role in facilitating investment and activity in over the next three years.

	action areas have been identified as a focal point for the LEP to play a role in facilitating investment and activity in over the next three years.								
A1: ATTRACT AND RETAIN TALENT	This action area establishes the potential to develop a live, work, study and invest proposition for the Marches to help maintain the working age population. A decreasing pool of working age residents poses a substantial threat to the economic performance of the Marches which could widen the productivity gap as businesses struggle to recruit. Employment forecasts identify that demand for workers will rise between 2012 and 2022. The main urban centres of the Marches need to fulfil their potential as nodes of economic and cultural activity. These centres have a key role to play in attracting and retaining higher skilled individuals and their families to the sub-region. Key Actions delivered in the last 12 months:								
ACTION AREA	ACTION	RESPONSIBLE PARTNERS	KEY TASK	DATE ACTIONED	ACTIONED/I N PROGRESS				
A1: ATTRACT AND RETAIN TALENT	Meeting to explore the development of Higher Education (HE) in the Marches LEP Region. (See also A3 below)	Harper Adams University, New Model in Technology and Engineering, University Centre Shrewsbury, Staffordshire University, University of Wolverhampton and the Marches LEP	To set up the Marches LEP Skills Board Higher Education Group	 Group set up on 5th July 2017 2nd meeting held on 10th August Next meeting to be held on 14th December 	ACTIONED ACTIONED ACTIONED				
A1: ATTRACT	Develop bids for Higher Education to grow the	Marches LEP Skills Board Higher Education Group.	To explore Feasibility funding	Initial discussions at August HE Group	ACTIONED				

To share collaborative

To explore joint funding

opportunities

opportunities

meeting

2018

To further explore

January - March

Discussed at 10th

August HE Group

In progress

ACTIONED.

Further

Higher Education offer

in the Marches region.

Marches LEP Skills Board

Higher Education Group.

To support priority

sectors/development

AND RETAIN

TALENT

A1: ATTRACT



AND RETAIN TALENT	clusters.	Marches LEP Skills Project Manager, Aggie Caesar- Homden	Annual review of information on the universities individual offers to be presented at the August HE meeting.	•	meeting. To be further discussed at the 14 th December 2017 HE Group meeting. Individual presentations given at the HE Group meeting on 10 th August 2017.	exploration ongoing. ACTIONED. To be reviewed in August 2018.
A1: ATTRACT AND RETAIN TALENT	To explore areas for collaborative working.	Marches LEP Skills Board Higher Education Group. Marches LEP Skills Project Manager, Aggie Caesar- Homden	To develop a priority list of areas to work in collaboration	•	To be tabled at the HE meeting on 14th December 2017	ACTION DATE - 14 th December 2017
A1: ATTRACT AND RETAIN TALENT	Joint Calendar of Events.	Marches LEP Skills Board Higher Education Group. Marches LEP Skills Project Manager, Aggie Caesar- Homden	To produce a joint calendar of events	•	January – March 2018	ACTION DATE - 14 TH December 2017
A1: ATTRACT AND RETAIN TALENT	Meeting to explore the development of Further Education (FE) in the Marches LEP Region. (See also A3 below)	All College Principals in the Marches LEP region, the 3 Local Authorities Skills Leads and the Marches LEP Skills Project Manager, Aggie Caesar-Homden	To agree allocated time slot to follow on from the Shropshire, Wrekin Association of Colleges (SWAOC)meetings on a bi- monthly basis commencing January 2018.	•	19 th October 2017	ACTIONED. First meeting slot allocation 11th January
A1: ATTRACT AND RETAIN TALENT	To promote KEEN and all Apprenticeships up to Higher Level Apprenticeships to	Business Board Chairs and Marches LEP Skills Project Manager, Aggie Caesar- Homden	Skills Board Round Table Events to be held geographically i.e. Herefordshire, Shropshire and Telford & Wrekin and to be	•	First event -Telford and Wrekin Business Board on 4 th October 2017	ACTIONED



	employers.			chaired by the Business Board Chairs for each area.	•	Herefordshire Business Board on Thursday 15 th March 2018	Date arranged – 15 th March 2018
	Media campaign to promote all apprenticeships including Higher Level	MLEP Skills Board Chair, Marches LEP Skills Project Manager, Aggie Caesar- Homden, BeBold PR & Media and the Local Authority Skills Leads Group.	•	To organise media campaign and ongoing work programme	•	From January 2018	
A1: ATTRACT AND RETAIN TALENT	Further develop the Skills Portal to showcase skills provision and opportunities to young people, parents, teachers, advisors and community groups.	Marches LEP Skills Project Manager, Aggie Caesar- Homden, Marches Skills Provider Network (MSPN) – Paul O'Neill and KENZO (Skills Portal Site Developers)	•	MSPN collated original data/updates and forwarded to the Marches LEP Skills Project Manager for actioning Marches LEP Skills Project Manager to co-ordinate updates from MSPN, Colleges	•	Completed October 2016 Monthly - ongoing	In Progress
	Promote the Skills Portal	All Stakeholders and Partners	•	and Universities monthly Links to be created to the Skills Portal from Stakeholders and Partners websites	•	Requested – to chase at the Skills Board meeting on 14 th December 2017	In progress
	Promote aspirations and local opportunities for local careers to school and college students in Telford and Wrekin	Telford and Wrekin Council	•	Prepare and deliver a presentation for all schools, Training Providers and Colleges to use with students outlining the local economic picture, current skills levels and gaps and the potential for careers with new local inward	•	Completed June 2017 Annual Refresh	ACTIONED To be refreshed annually and shared with providers



	investment programmes	



A2: CAREERS ADVICE AND GUIDANCE

This action area seeks to ensure that schools and colleges in the Marches provide a comprehensive and high-quality careers advice and guidance service which provides clear guidance on the routes to education, training and employment.

The Careers and Enterprise Company (CEC) is a national network set up to inspire and prepare young people for the world of work. Their aim is to connect schools and colleges, employers and careers programme providers to create high-impact careers opportunities for young people across England. In 2015/16 the CEC funded several organisations to deliver programmes in the Marches LEP region:

- WorldSkills UK, Championing the Way to deliver Skills Competitions to thousands of young competitors as an opportunity to be recognised as the best in their vocational skill area.
- Founders4Schools, Raising Career Aspirations to provide teacher training workshops to teachers of Year 9 and 10 students in secondary schools in the areas with the lowest number of STEM graduates. Workshops will provide materials and deliver training to 3 teachers per school on how to get local business leaders visit the teacher's classroom as role models to help bring to life subjects.
- **St Helens Chamber**, Your Future Careers Fairs to deliver Careers Fairs across the Marches LEP region, providing young people with 'encounters' and 'information', motivating, inspiring, and enabling them to engage more proactively with future careers guidance, resulting in better 'buy in' to their individual careers advice plan.
- Engineering Development Trust to provide a range of accredited STEM enrichment activities to students through its Industrial Cadets programme whilst also providing young learners with exciting and enriching hands on activity days within the school/college environment through First Edition STEM days.
- **Mentor Link** to provide mentoring support to children at risk of disengaging prior to GCSE with the aim of improving their self-esteem and engagement in learning. The 39-week, weekly, 1-1 mentoring programme is for young people in years 8-10 and targets individuals based on academic performance, behaviour, engagement, self-esteem, relationships, and deprivation.

Telford & Wrekin Council continue to deliver the 'Life Ready Work Ready Programme' brokering links between schools and employers to create work experience, enhance access to employment, and grow apprenticeships. This includes pre-15 activities with a focus on parental engagement to improve parental involvement in education and raise awareness of career choices. Other activities include the development and launch of a business school connector site to improve joint working. The first TEENTech event was held at Enginuity, Ironbridge for schools and businesses. Over 250 young people attended with their teachers and over 28 national and local businesses presented tasks and challenges to promote STEM careers.



	Key Actions delivered in t	he last 12 months:			
ACTION AREA	ACTION	RESPONSIBLE PARTNERS	KEY TASK	DATE ACTIONED	ACTIONED/IN PROGRESS
A2: CAREERS ADVICE AND GUIDANCE	Working in partnerships with the Careers and Enterprise Company (CEC) and the 3 Local Authorities across the Marches LEP region to facilitate the comprehensive provision of Enterprise Advisors across the Marches to enhance school-business engagement.	The Careers and Enterprise Company, the 3 Local Authorities across the Marches LEP and the Marches LEP Skills Project Manager, Aggie Caesar- Homden	Enterprise Co-ordinator roles have been filled by the 3 Local Authorities. Telford & Wrekin Council since January 2016 and both Herefordshire and Shropshire Councils since August 2017.	 January 2016 – August 2017 Monthly reporting 	ACTIONED In progress
A2: CAREERS ADVICE AND GUIDANCE	Raise awareness of the Careers and Enterprise Company (CEC) Programmes.	The Careers and Enterprise Company, the 3 Local Authorities across the Marches LEP and the Marches LEP Skills Project Manager, Aggie Caesar- Homden	 Telford and Wrekin - Engagement with 18 Schools/Colleges and Gatsby Benchmark Data collection has been undertaken. Shropshire and Herefordshire to report once Enterprise coordinators are embedded into the role. 	 July 2017 Monthly reporting. Monthly reporting from September 2017 onwards 	Monthly Reporting to the CEC.
A2: CAREERS ADVICE AND GUIDANCE	CEC Mentoring Programme to work with Young People most at risk of disengagement pre-GCSE to encourage progression into	The Careers and Enterprise Company, the 3 Local Authorities across the Marches LEP and the Marches LEP Skills Project Manager, Aggie Caesar-	 Mentor Link Initial meetings with Mentor Link own and the Marches LEP Skills Project Manager to understand engagement strategy and look at 	 November 2016 7th and 11th August 2017 	In Progress ACTIONED



	employment or training.	Homden and Mentor Link		ways of collaborative working.			
A2: CAREERS ADVICE AND GUIDANCE	To bring together schools and colleges, employers, mentoring organisations and young people to grow the	The Careers and Enterprise Company, the 3 Local Authorities across the Marches LEP and the Marches LEP Skills Project	•	Meeting with Mentor Link, the Marches LEP Skills Project Manager and the 3 Local Authority Skills Leads to agree engagement strategy with schools.	•	6th September 2017	ACTIONED.
	number of high-quality, employer-led mentoring	Manager, Aggie Caesar- Homden and Mentor Link	•	Telford Business Board, Skills Round Table event.	•	4 th October 2017	ACTIONED.
	relationships across the Marches LEP region - X4	MLEP Business Boards	•	Herefordshire Business Board Skills Round Table Event.	•	15 th March 2018	In progress.
	real life meaningful contacts per pupil per year.		•	Shropshire Business Board Round Table event.	•	May 2018 tbc.	To be actioned.
A2: CAREERS ADVICE AND GUIDANCE	Maximise use of Aspire to HE programme in Telford and Wrekin	Wolverhampton University	•	Series of programmes delivered to young people from targeted postcodes with least progression to HE in disadvantaged areas to	•	5-year programme 2017/18 programme to	ACTIONED. To be actioned.
A2: CAREERS	Develop links with local	Enterprise Co-ordinators,	•	raise aspirations to go to HE. Telford & Wrekin Council launch	•	be published November	ACTIONED
ADVICE AND GUIDANCE	employers to encourage and support relationships with schools and colleges and support on the delivery of activity within schools	Marches LEP, Growth Hubs		their Business School Connector Portal which provides an online facility for employers to link		2017	, terrorite
A2: CAREERS ADVICE AND	Promote Apprenticeships as a	Telford & Wrekin Council, University of	•	Delivery for the 3 rd consecutive year, The Apprenticeship Show, at	•	8 th March 2018	In progress
GUIDANCE	viable alternative to	Wolverhampton, British		the International Centre. Promote			



AO CARSERC	University.	Army.	across, Telford, Shropshire and the wider West Midlands. • Development and promotion of Apprenticeship Virtual Reality Tool In progress	
A2: CAREERS ADVICE AND GUIDANCE	Understand gaps in provision in schools and work with partners to develop activities to meet the needs.	Enterprise Co-Ordinators	Undertake audits within schools, develop an action plan, look for common themes and joint working opportunities.	
A2: CAREERS ADVICE AND GUIDANCE	Raise awareness of Science, Technology, Engineering and Maths (STEM) careers	Telford & Wrekin Council, Ironbridge Gorge Museum Trust.	Deliver Full STEAM ahead to students in Telford & Wrekin. A full day, fully engaging event for students to try hands on activities relating to STEAM (Science, Technology, Engineering, Arts and Maths) careers. January 2018 In progress	
A2: CAREERS ADVICE AND GUIDANCE	Support schools to take part in the VEX Robotics challenge and take up the grant opportunities	Telford & Wrekin Council Enterprise Coordinator (EC), Entrust, Shropshire Council EC, VEX Robotics.	 Support schools across Telford and Shropshire to access the funding from VEX Robotics, attend the training and engage students to build a competition robot Support VEX Robotics to deliver their national finals in Telford October / November 2017 March 2018 In progress 	
A2: CAREERS ADVICE AND GUIDANCE	Support schools to take part in Enterprise Activities	Telford Council.	 Provide sponsorship support for schools to take part in activities such as young enterprise and national enterprise challenge Support for National Enterprise Challenge finals to take place in Telford September 17 June 2018 In progress 	



A3: Priority Sector Skills Plans

This action area proposes the development of a skills investment plan for each of the Marches priority sectors to include advanced manufacturing, food manufacturing and processing, and defence and cyber security, environmental technologies, digital and creative. The Skills Investment Plans will be part of a wider sector Investment Plan aimed at stimulating jobs growth and the GVA contribution of the sector. The Strategic Economic Plan data refresh and the Marches LEP Skills Plan refresh were undertaken in 2016 alongside the Skills Action Plan. Further research has been carried out in 2017 on sector data for a strategy on skills needs to inform the response to the Industrial Strategy. These areas can be broken down into the following sectors:

- Defence/Cyber Security
- Agri-Tech/Food and Drink
- Advanced Manufacturing and Engineering
- Enviro Tech
- Digital and Creative
- Construction
- Tourism
- Professional Services
- Health and Social Care

Growth Deal 1 Skills Capital Investment of £2.8m - Advanced Manufacturing Hubs in Bridgnorth, Shropshire and Herefordshire. Further details in Appendix B

Growth Deal 3, Skills Capital Investment £2.7m - Skills for our Future Workforce across Telford & Wrekin, Shropshire and Herefordshire. Draft Funding Agreements being processed. Spend deadline 31st March 2018. Further details in Appendix B.

Key Actions delivered in the last 12 months:

ACTION AREA	ACTION	RESPONSIBLE PARTNERS	KEY TASK	DATE ACTIONED	ACTIONED/IN PROGRESS
A3: Priority	Invite Post-16 and HE	Marches LEP Skills Board	 To develop a priority list of areas 	 To be tabled at 	In progress.
Sector Skills	providers to reflect in	Higher Education (HE)	for working in collaboration (HE	the HE meeting	
Plans	their Strategic Plans	Group, Marches LEP	Group)	on 7th	
	how their provision	Further Education (FE)		December	
	meets LEP priorities and	Group, Private training		2017	



	the Industrial Strategy. (See also A1 above)	providers, the Marches LEP Skills Project Manager, Aggie Caesar-Homden and the 3 Local Authority Skills Leads.	To attend Shropshire and Wrekin Association of Colleges meeting to explore the development of Further Education (FE) in the Marches LEP Region (FE Group). Agreed for the Marches LEP Team to present to this group and invite all FE training providers in the MLEP area to further explore	•	19 th October 2017 Presentation to the 11 th January SWAOC meeting	ACTIONED. In progress.
A3: Priority Sector Skills Plans	Growth Deal 1 - Advanced Manufacturing Hubs Skills Capital investment. (See A5 below)	Marches LEP Skills Project Manager, Aggie Caesar- Homden and successful bidders listed in A5 below	 Procurement and contract process Outputs monitored termly from 31st January 2018 (See Appendix B for Outputs) 	•	Contracts awarded July - September 2016. Outputs monitored until 31st March 2021	ACTIONED. Ongoing., in progress.
A3: Priority Sector Skills Plans	Growth Deal 3 – Skills for our Future Workforce. IT Infrastructure. (See A5 below)	Marches LEP Skills Project Manager, Aggie Caesar- Homden and successful bidders listed in A5 below.	 Draft Funding Agreements drawn up - X1 contracted, X3 others in progress Outputs monitored termly from 31st March 2018 	•	July 2017 – to date (underway) Spend deadline 31 st March 2018 Outputs monitored from 31 st March 2018	In progress

A4: Innovation This action seeks to stimulate entrepreneurship and innovation as a mechanism for growing employment and productivity.



ACTION AREA	skills amongst young peo Enhancing digital technol A3 above - Growth Deal							
A4: Innovation	Enhance the capacity of the Growth Hub to support businesses to innovate and take up the latest ideas and technologies.	The Marches Growth Hubs, the Marches LEP Growth Hub Yasmin Sulaman, Business Support Officer, and the Marches LEP Skills Project Manager, Aggie Caesar-Homden	 Information sharing opportunities to explore collaborative working regarding skills Workshops/training for delivery of information and dissemination events 	Initial conversation 24 th August 2017. To progress from March 2018 onwards From March 2018 onwards	PROGRESS In progress			
A4: Innovation	Enhance digital technology skills to enable individuals and businesses to compete effectively in technologically driven markets. (See A3 above)	Marches LEP Skills Project Manager, Aggie Caesar- Homden and successful bidders listed in A5 below	 Draft Funding Agreements drawn up - X1 contracted, X3 others in progress Outputs monitored monthly from 31st March 218 	 July 2017 - to date. Spend deadline 31st March 2018 From 31st March 2018 - 31st March 2018 - 2021 	In progress			



A5 -			ships with a national target set for 3 milli							
Apprenticeship	Marches has a role to play in contributing to this target in partnership with the Careers and Enterprise Company, the 3 Local Authorities									
Strategy	in the Marches LEP Regio	in the Marches LEP Region and training providers including Further Education Colleges and Universities. The introduction of the								
	Apprenticeship Levy is anticipated to facilitate employer investment in apprenticeships but there are concerns that it may leave out and									
	disengage smaller emplo	disengage smaller employers. This action proposes the development of a Marches Apprenticeship Strategy aimed at increasing the								
	number of apprenticeshi	p starts as part of the national	policy drive. This is being targeted at the	e Marches key sectors	to meet growth					
	aspirations and skill short	tages and to provide clear pro	gression routes through the apprenticesh	nip framework to enco	urage progression					
	to higher skill levels. We	will encourage participation b	y Marches businesses, particularly SMEs,	, to provide places and	address barriers					
			s carried out which led to the refresh of T							
	and New College Telford	and the merger of Shrewsbury	College of Art and Technology and Shrev	wsbury Sixth Form Col	lege. Currently					
	North Shropshire College	is working with the Education	and skills Funding Agency to consider m	erger options.						
	Key Actions delivered in	the last 12 months:								
ACTION AREA	ACTION	RESPONSIBLE PARTNERS	KEY TASK	DATE ACTIONED	ACTIONED/IN					
					PROGRESS					
A5 -	Develop a	Amy Bould - BeBold,	Development of a video to	Launched at	ACTIONED.					
Apprenticeship	Communication and	Marches Local Enterprise	encourage employers to take on	the Telford						
Strategy	Marketing Plan for	Partnership Skills Project	an apprentice and provide	Business Board						
	apprenticeships aimed	Manager – Aggie Caesar-	information on what this involves	Skills Round						
	at both learners and	Homden,	as well as case studies.	Table Event on						
	employers	S Marston, Telford and	Consultation with Business	4 th October						
		Wrekin Council	Boards	2017						
		J Vernon, Shropshire	Roll out to the Herefordshire and	Herefordshire	To be					
		Council	Shropshire Skills Board Round	Business Board	progressed.					
		A Heath - Herefordshire	Table events	15 th March						
		Council		2018						
A5 -	Employers to be	All Partners	Growth Deal 3 Skills bid -	• July 2017 - to	In progress.					
Apprenticeship	involved in curriculum		'Investing in our Future	date						
Strategy	development to		Workforce' to develop IT Skills	(underway)						



	address the skills gaps and supporting Governing Bodies			offering in the Marches LEP Region (See A3 above)		Spend deadline 31st March 2018	
A5 - Apprenticeship Strategy	To hold events to increase uptake of Apprenticeships	All Partners including recipients of Growth Deal funding	•	National Apprenticeship Week events. Local Authority events - apprenticeship show, Telford Apprenticeship roadshows in	•	March 2018 Skills Leads to provide dates 8 March 2018	To progress.
			•	Shropshire run by County training Upskill Shropshire- brokerage support for businesses looking to engage with apprenticeships	•	November 2017 Ongoing	ACTIONED. In progress.
A5 - Apprenticeship Strategy	Skills Support for the Workforce programme	Marches Local Enterprise Partnership Skills Project Manager – Aggie Caesar- Homden, X3 Local Authority Skills Leads,	•	Tripartite meetings with SFA, Marches LEP and Riverside Training monthly to monitor contract	•	Contract awarded 22 nd November 2016. Monthly Meetings.	ACTIONED.
		Education and skills Funding Agency and Riverside Training	•	Stakeholder meetings Outputs listed in Annex B	•	Bi-monthly	In progress - ongoing



	This action recognises the support needed to enable residents and workers to realise their skills potential and access employment. Target groups include NEET individuals, unemployed, under-employed, those with disabilities, those with English as a Second Language, and older workers. From a supply perspective, the Marches need to ensure education and training offer matches the local labour market to provide residents with the opportunity to enhance their skills. Clear progression pathways need to be in place to enable low skilled/low paid workers to progress to attain higher skills/higher pay. This includes ensuring that effective information advice and guidance is in place, for young people as well as adults, to facilitate upskilling, reskilling and support for lifelong learning to help provide a more flexible workforce. Key Actions delivered in the last 12 months:				
ACTION AREA	ACTION	RESPONSIBLE PARTNERS	KEY TASK	DATE ACTIONED	ACTIONED/IN PROGRESS
A6 - Widening Participation and Access to Employment	Not in Education, Employment or Training (NEET) Support Contract – delivering activity to support young people who are NEET or in danger of becoming NEET	The Skills Funding Agency, X3 Local Authority Skills Leads, Interserve and the Marches LEP Skills Project Manager - Aggie Caesar- Homden	 Contract awarded to Interserve. Tripartite meetings with Skills Funding Agency, Marches LEP and Interserve monthly to monitor delivery against contract. (Outputs listed in Annex B) Stakeholder meetings 	 Commenced 4th July 2016 From 5th July onwards until end of contract Quarterly - next meeting January 11th 	ACTIONED. In progress - monthly monitoring. In progress - quarterly.
A6 - Widening Participation and Access to Employment	Skills Support for the Workforce programme	Marches Local Enterprise Partnership Skills Project Manager – Aggie Caesar- Homden, X3 Local Authority Skills Leads, Education and skills Funding Agency and Riverside Training	 Tripartite meetings with SFA, Marches LEP and Riverside Training monthly to monitor contract Stakeholder meetings - to be arranged by Riverside Training. Outputs listed in Annex B 	 Contract awarded 22nd November 2016. Monthly Meetings. Bi-monthly 	ACTIONED. Awaiting progress by Riverside Training

