

Leeds City Region

Skills Network



Providers, Employers & Leeds City Region Skills Network

Working together with the Local
Enterprise Partnership (LEP)



Summary

The second annual conference hosted by the Skills Network took place on Monday 24th June 2013 and built on the success of last year's '*What do employers want ...?*' event.

Over 100 delegates attended the '**Working together with the Local Enterprise Partnership**' event including colleagues from BIS, Skills Funding Agency and representatives from universities and a wide selection of skills providers from across the city region.

The aim of the event was to launch both the Leeds City Region Skills Plan 2013-2015 and Labour Market Analysis 2013/14 whilst also providing an opportunity for delegates to hear about the global context for skills and the role of the Local Enterprise Partnership.

In conclusion, delegates shared the ambition of meeting the challenges of the Skills Plan and of utilising key intelligence to inform future planning.



1 Background

On Monday 24th June 2013 the Leeds City Region Skills Network (supported by West Yorkshire Consortium of College and LSIS) held an event bringing together skills providers and key representatives from Leeds City Region Local Enterprise Partnership (LEP).

Guest speakers were invited to attend to present delegates with a range of current information key to skills matters in the city region.

2 Objectives

The objectives for the event were to:

- Provide delegates with key economic intelligence for the city region
- Present an overview of the Leeds City Region Skills Plan
- Launch and release Labour Market Intelligence 2013/14
- Deliver an update on Leeds City Region's Local Enterprise Partnership (LEP)
- Facilitate networking and sharing good practice amongst a diverse range of providers
- Stimulate ongoing discussion on how to implement actions suggested in the Skills Plan and Labour Market Analysis

The event was also an opportunity to provide delegates with a summary of the progress made between the LEP and the Leeds City Region Skills Network since its formation in 2011.

3 Audience

The event was aimed at Leeds City Region Skills Network members (see *appendix 1*) and wider partner organisations including college principals, university senior management representatives from the education and training sector.

In addition to representatives from colleges and training providers, colleagues from supporting agencies were also in attendance throughout the day:

- Stephanie Burras, Chair of the Employment & Skills Board
- Ebrahim Dockrat & Geraldine Barker, Skills Funding Agency
- Colin Forrest, Learning & Skills Improvement Service (LSIS)
- Lorraine Coates, Assistant Director – Yorkshire, Humber & North East, Department for Business, Innovation & Skills
- Ruth Priestley, Policy Team Leader, Wakefield Council (Lead for Up Your Ratings! project, supported by Leeds City Region Skills Network)

4 Programme

Event Chair: Professor Mike Campbell OBE

9.00am	<i>Registration, refreshments and networking</i>
9.30am	<i>Welcome</i> Nav Chohan, Principal of Shipley College
9.40am	<i>Introduction</i> Michele Sutton OBE, Chair of Leeds City Region Skills Network
9.45am	<i>Think Global, Act Local: Skills, Jobs & Growth</i> Professor Mike Campbell OBE
10.10am	<i>Leeds City Region Skills Plan</i> Tim Allan, Ekosgen
10.45am	<i>Leeds City Region Labour Market Analysis 2013/14</i> Felix Kumi-Ampofo, Regional Economic Development Unit
11.15am	Comfort break
11.30am	<i>Local Enterprise Partnership (LEP) Update</i> Neil McLean, Chair, Leeds City Region LEP
11.45am	Q & A with Guest Speakers
12.15pm	Lunch
1pm	Workshop sessions. Select from the following: <i>Future Trends: Insight into modern manufacturing</i> <i>Working with SMEs – is the creative and digital sector really glamorous?</i> <i>Can STEM be glamorous</i> <i>Preparing for Jobs Growth</i>
2.15pm	Feedback from workshop sessions
2.30pm	Next Steps
3pm	Close

5 Guest Speakers & Facilitators

Nav Chohan became Principal of Shipley College in 2009.

Shipley College is based in the world Heritage site of Saltaire. The College caters for school-leavers, mature students and businesses and has active links and collaborative partnerships in the community. www.shipley.ac.uk



Michele Sutton OBE became Principal and Chief Executive of Bradford College – one of the largest further education colleges in the UK – in August 2004.

Michele joined further education as a lecturer in business studies in 1980 after 11 years in industry. She was a member of the YPLA Board (and its Audit and Risk management Committee) and is now on the Advisory Board of the Education Funding Agency. She is also a member of the Boards of UCAS and Quality Assurance Agency and was recently appointed President of the Association of Colleges which will take effect from August 2013.

In July 2009 Michele was awarded the OBE for services to further education and community relations.

Professor Mike Campbell OBE is an independent labour market with extensive experience in research, policy analysis and strategy.

Mike has an excellent track record of working at the top of the Skills and Employment field, in posts such as Director of Development and Director of Research and Strategy at the Sector Skills Development Agency; Adviser to the Leitch Review of UK Skills Needs; and most recently Director of Research and Policy at the UK Commission for Employment and Skills.



Tim Allan is Associate Director at Ekosgen, economic, social and regeneration specialists.

Tim leads the education and skills workstream and his specialisms are workforce development, employability and education reform, particularly vocational and further education.

Felix Kumi-Ampofo is the Economic Evidence Manager at the Regional Economic Intelligence Unit at Leeds City Council having transferred from Yorkshire Forward in November 2011.

Felix is a labour market economist and has produced numerous documents and reports for local authorities and government agencies. These include the Yorkshire Regional Skills Plan in 2010/11, the Leeds City Region Labour Market Analyses in 2012/13 and 2013/14 and a review of the Kirklees district labour market in 2013, having produced a labour Market Strategy for Kirklees in 2009/10.





Neil McLean is the Chair of the Leeds City Region Local Enterprise Partnership. In economic terms the LEP is one of the largest in the UK involving 11 Local Authorities and encompassing a £52bn economy. The Leeds City Region LEP has made substantial progress and played a central role in the conclusion of the Leeds City Deal with the government.

Neil is Chair of the Board of Governors of Leeds City College, one of the largest FE colleges in the UK, and is also a UK Commissioner for Employment and Skills.

He is currently a director of the Leeds, York and North Yorkshire Chamber of Commerce.

Simon Nadin is the General Manager at Siemens Mechanical Drives, part of Siemens Industry.

Siemens Mechanical Drives supplies gear units, geared motors and drive train systems all over the world, to industries from power to mining, from a purpose-built site in Leeds. He joined Siemens in 1998, and built up a strong track record of achievement in the UK and in Germany, within the fields of production and process management.

Locally, Simon sits on the Leeds City Region's Employment and Skills Board and visits schools in Leeds, Bradford, Huddersfield and York to raise the profile of engineering regionally.



Steve McKeivitt is an expert in communications and consumerism he has worked extensively in the creative and digital industries.

Over a 25-year career, he worked directly for EMAP Performance, Future Publishing, Gremlin Interactive, The Designers Republic Atari Inc and ZOO Digital Group and his clients have included Nike, Sony Music, Island Records, Coca-Cola, Deutsche Bank, Google, Sony PlayStation, Harvey Nichols, Motorola, Universal, Virgin and BT.

Steve is author of Project Sunshine, Everything Now, Why the World is Full of Useless Things and City Slackers. His writing has appeared in newspapers around the world from The Guardian to the Kenya Daily Nation. He is the founder and chairman of design agency Golden.

Beverley Parrish has over 25 years experience in industry and consultancy and has worked for WSP since 2006, as a Director in their Environment and Energy Business. She is currently the Waste Sector Director and is on the Leeds City Region LEP Employment and Skills Board, chairing the Careers Task Group and the Green Economy Panel.

She is a Chartered Geologist and has an MSc in Mining Geology. Her earlier career involved working on the North Sea oil exploration platforms as the first female to be employed by her company.

Beverley is keen to promote STEM subjects at all levels, particularly amongst young women, and likes to think that she is living proof that you don't have to have a beard to access the sort of career she has had to date!



6 Presentations & Headline Information

Headline information from each presentation is summarised below.

Copies of presentations in full can be found at:

www.leedscityregionskillsnetwork.co.uk

Think Global, Act Local: Skills, Jobs & Growth

Professor Mike Campbell OBE

Professor Mike Campbell, Chair of the event, addressed delegates with the global perspective on skills.

Mike sparked controversy by claiming that OECD figures show the UK as losing out in the skills race compared with other countries.

Urging skills providers to 'act local,' Mike emphasised the need to address the barriers which caused the weak skills performance compared to our European counterparts.

The LCR Skills Network is vital to the skills agenda.

Prof Mike Campbell

Leeds City Region Skills Plan 2013-2015: Tim Allan, Ekosgen

Ekosgen's Tim Allan presented an early insight into the Leeds City Region Skills Plan 2013-2015.

The Skills Plan had been built on input from colleges, universities and skills providers and the information has been used to identify the skills needed to drive Leeds City Region.

Tim stated that delivering the plan would require collaborative working as well as more co-investment from employers, which should be strongly encouraged.

The Skills Plan 2013-15 is expected to be published in July. Delegates will be alerted when the Plan is released.

Why develop a Skills Plan?

- **To help the provision of skills and learning meet the needs of the city region's economic and labour market**
- **To achieve the LEP's ambition of a skilled and flexible workforce**

Leeds City Region Labour Market: Performance & Challenges

Felix Kumi-Ampofo

Felix provided key labour market data for Leeds City Region including changes/trends since last year.

During Felix's comprehensive presentation of data, youth unemployment statistics, sector comparisons and occupational change forecasts were delivered which showed the areas of growth as well as those facing an age tsunami.

Data featured a comparison of economic activity rates between Leeds City Region and other LEPs.

The skills profile in Leeds City Region is forecast to change over the next decade with an increase in the proportion with higher qualifications and a decrease in the proportion of the population with low or no qualifications.

Local Enterprise Partnership Update:

Neil McLean, Chair of the LEP

Neil began with a background to his role as Chair of the LEP and spoke of his interest and professional involvement with skills and employability matters.

Whilst providing an overview of the LEP's key successes to date, Neil also spoke of future ambitions and challenges for the skills sector stating that unlocking growth was of greatest importance.

In summary, Neil called for ambition, focus and leadership to make it easier for employers to skill their workforce.

Work cannot standstill; we need to help businesses understand why they need to engage.
Neil McLean

7 Question & Answer Session

Delegates had the opportunity to put forward questions to each of the guest speakers in response to information provided throughout the morning

Questions focused on the Skills Plan and the actions it would translate into.

The topics raised were then taken up in the afternoon workshop sessions.

8 Workshop Sessions

Workshops facilitated by Employment and Skills Board Sector Champions and Prof. Mike Campbell were held following lunch.

A summary of themes and discussion topics follow.

The 2013 Business Superbrand list confirms Siemens as the UK's number one Industrial Engineering brand for the third year in a row.

Simon Nadin from Siemens provided an insight into the range and diversity of work undertaken by Siemens in its 170 year history. The company employs around 13,520 people in the UK, including about 5,000 in the manufacturing sector. Last year's revenues were £3.2 billion. As a leading global engineering and technology services company, Siemens provides innovative solutions to help tackle the world's major challenges, across the key sectors of energy, industry, infrastructure & cities and healthcare. Siemens has offices and factories throughout the UK, with Simon managing the Leeds plant.

Siemens is an example of the thriving engineering sector, where jobs are expected to grow.

Automotive, Aerospace, Textiles, Electronics, Printing and Publishing are all seeing growth and the age tsunami in the engineering sectors lined to communications and transport means that over 2.7 million more jobs will be needed across the sector.

Siemens provides opportunities at a variety of entry levels from school leavers to graduates and post-graduates but the key need is to attract a greater talent pool.

Engineering Sector

- **Narrow talent pool coming through**
- **Engaging employers - bridging the gap**
- **Work ready importance**
- **Employers need to articulate their needs better**

Action:

To increase the talent pool by encouraging more applications at more levels from more diverse groups into engineering.

Working with SMEs – is the creative & digital sector really glamorous?

Led by Steve McKevitt, Chairman & Co-founder of Golden



Golden is a multi-disciplinary design agency based in the UK.

Golden's ambition is to create work for great brands. They collaborate with companies such as Nike, PlayStation and Google to deliver compelling, innovative brand communications.

Golden works with multinational's across the world from offices in Leeds employing a small team of people with talent and determination.

Steve dispelled some of the myths surrounding the glamour of the creative and digital sector. He cited long hours and frequent rejection with strains on family life as just some of the downside. To succeed in the sector applicants need not only the skills but talent and determination. And they need to demonstrate that!

Creative & Digital (CDI) Sector

The CDI sector is glamorous and enjoyable ... but not for everyone.

Action:

To bring more realism to those interested in working in the creative and digital sector around working practices, opportunities and the talent which they would need to demonstrate.

Can STEM careers be glamorous?

Beverley Parrish



WSP has become one of the world's leading engineering and design consultancies. WSP provide services to transform the built environment and restore the natural environment. The merger between WSP and GENIVAR in 2012 brought together two successful and ambitious companies with complementary strategies, both aiming for diversified global growth and both delivering projects to a wide range of sectors.

Bev runs the Leeds office and provided an insight into her career as a Geologist which has taken her from oil rigs in the North Sea to gold mines in South Africa. Bev is passionate about how taking STEM subjects can lead to opportunities and careers which are immensely rewarding.

Action: To change perceptions of STEM subjects and industries so encouraging more people to consider a career in this sector.

Preparing for Jobs Growth

Led by:



Prof Mike Campbell provides expertise on labour market information and consultancy on skills policy to a range of organisations including the OECD as well as UKCES. In his presentation in the morning session Mike cited the UK as dropping down the international league table for skills.

The afternoon workshop took up this theme, discussing what the winning formula for improving performance on skills in the UK would look like. Discussions were far ranging but included the importance of good information, collecting and collating LMI locally which could then capitalise on the opportunities from transformative projects such as Leeds Trinity, HS2 and Leeds Arena. And the importance of work place learning and internships.

Fact: 90% of apprentices in Germany go onto work for the company.

Action: To encourage deeper connections between providers and employers.

10 Concluding Remarks

The conference provided delegates with detailed information on the state of skills in Leeds City Region. It highlighted both challenges and opportunities. The overwhelming sentiment from the day was a shared ambition to meet the challenges of the Skills Plan.

11 Evaluation & Feedback

Feedback throughout the day and documented within the evaluation sheets was very positive.

Delegates responded particularly well to the format of the event and the variety of presentations, as can be seen from the analysis of feedback featured on page 18.

A small selection of comments are also include below:

***the LCR LEP Skills Network conference went really well
congratulations on getting that many people together in one place to
discuss skills.***

very informative and engaging

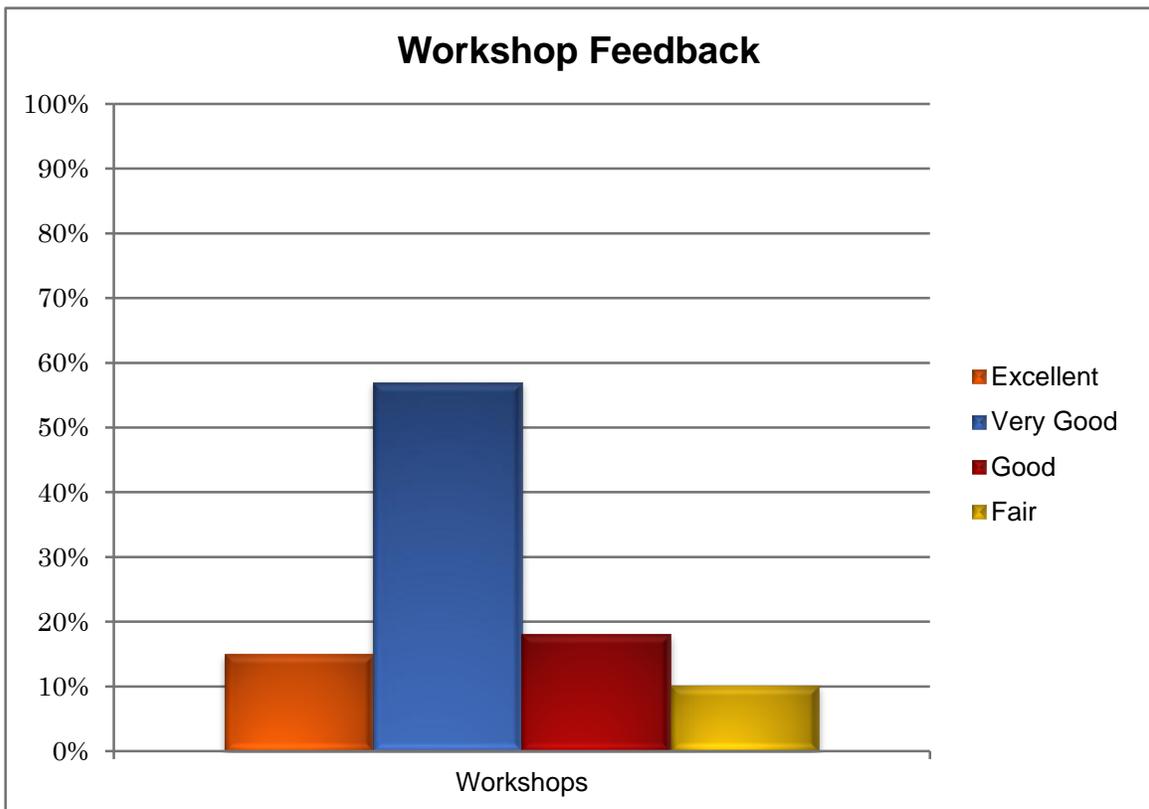
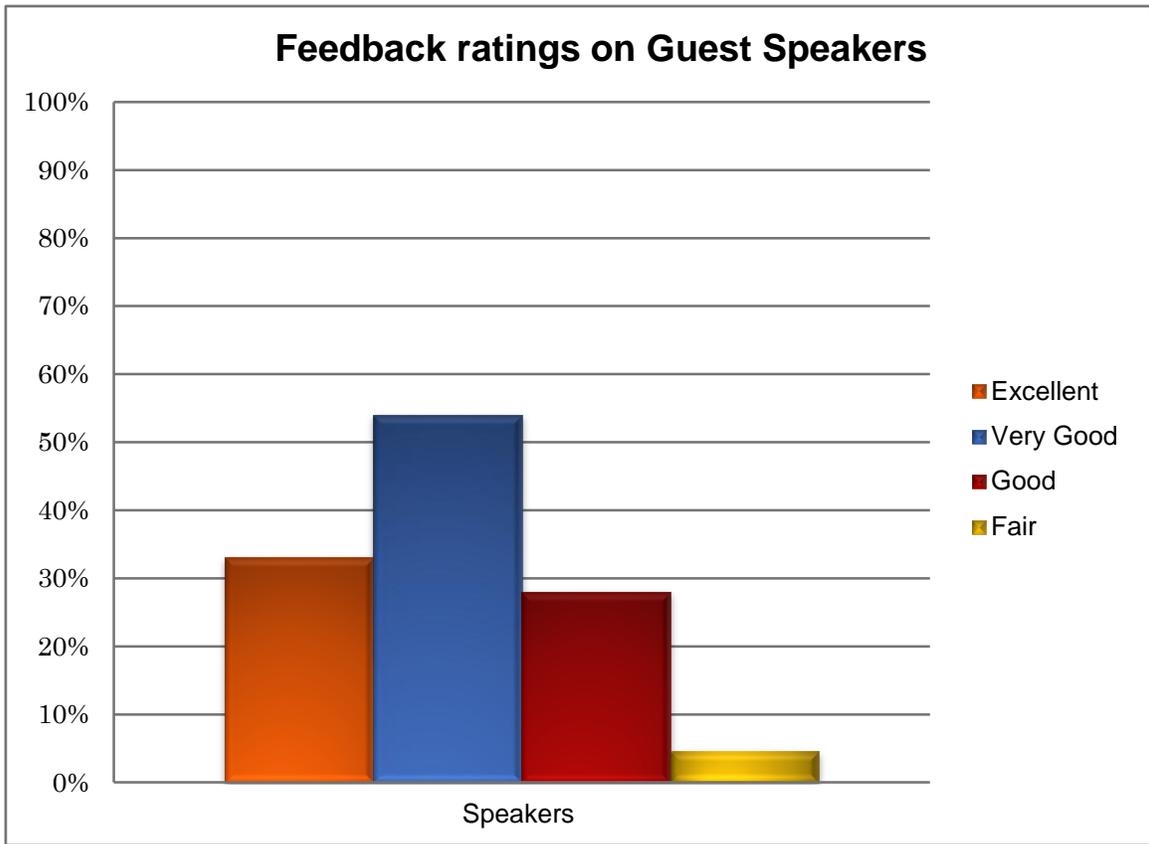
highly valued – useful information

lots of knowledge and expertise shared - thank you!

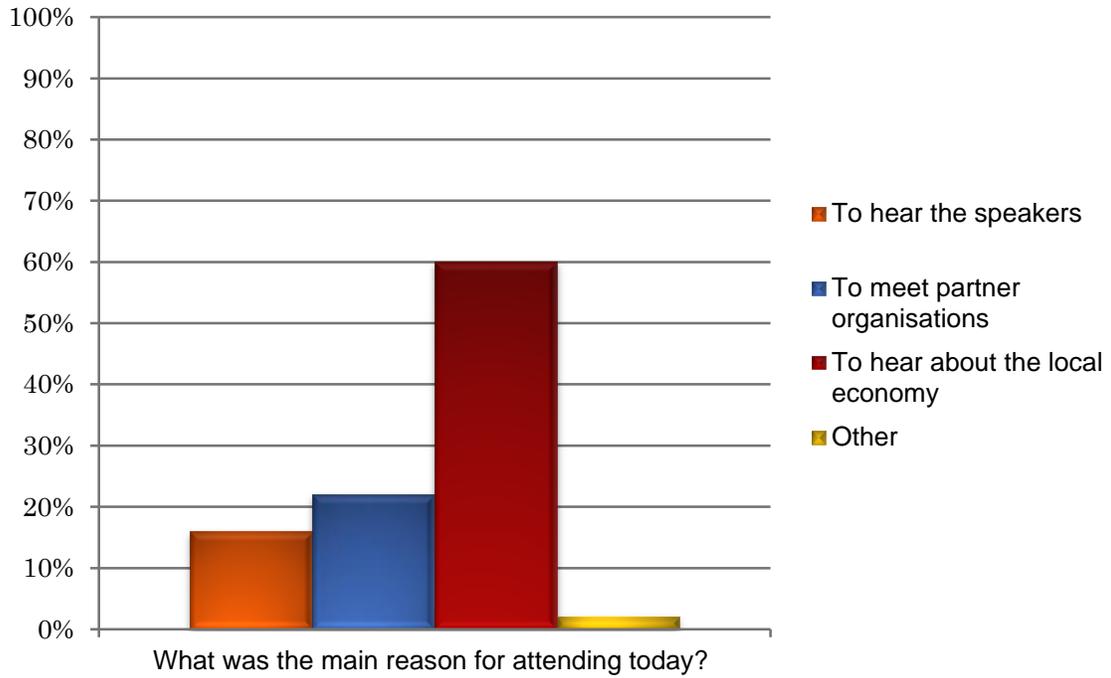
topics were engaging and very relevant.

insightful and stimulating

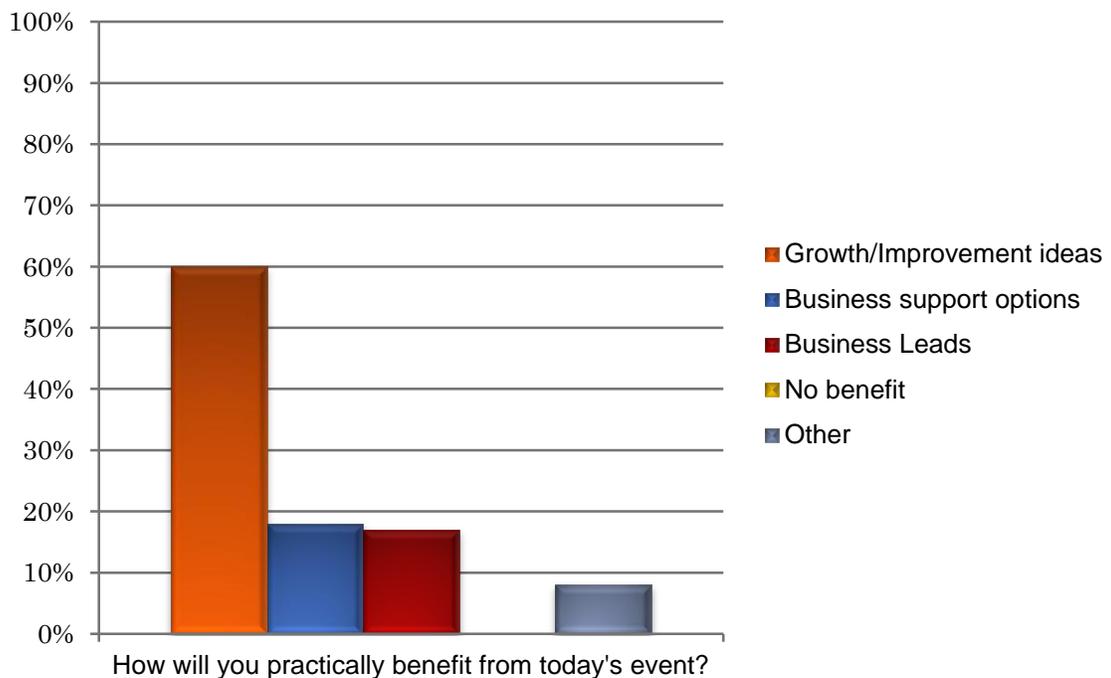
Informative ... good presentations



Reasons for attending the event



Practical benefits from attending the event



12 Acknowledgements

Particular thanks should be noted to the event chair, Professor Mike Campbell OBE, guest speakers and facilitators who gave their time to take part in the event.

Leeds City Region Skills Network also wish to thank LSIS and West Yorkshire Consortium of Colleges (WYCC) for supporting the event along with colleagues at Leeds City Region for their assistance.

13 Further Information



www.leedscityregionskillsnetwork.co.uk



www.westyorkshirecolleges.co.uk



www.leedscityregion.gov.uk

Appendix 1 – Leeds City Region Skills Network Membership list

Members of the Leeds City Region Skills Network

In April 2011 representatives from Further Education Colleges, Higher Education Institutions and private and voluntary sector skills providers came together to form the Leeds City Region Skills Network.

14 Further Education Colleges

Askham Bryan, Barnsley College, Bradford College, Calderdale College, Craven College, Kirklees College, Leeds City College, Leeds College of Building, Harrogate College, Northern College, Selby College, Shipley College, Wakefield College and York College.

9 Higher Education Institutions

Leeds College of Art, University of Bradford, University of Huddersfield, University of Leeds, Leeds College of Music, Leeds Metropolitan University, Leeds Trinity University College, The University of York and York St John University.

Private Training Providers

represented by West Yorkshire Learning Providers

Over 1,000 Voluntary & Community Sector Organisations

represented by Your Consortium

Employability Providers

represented by Interserve on behalf of Leeds City Region

DWP Prime Contractors

“The purpose of the Skills Network is to promote collaborative working between training providers and employers to stimulate the growth of jobs and investment in the Leeds City Region.”

**Michele Sutton,
Chair of the Skills Network**

Appendix 2 - Attendee list

Phil	Adams	Partnership Manager	Job Centre Plus
Tim	Allan	Associate Director	Ekosgen
Karen	Ambridge	Employment Support Officer	Learn Direct
Julie	Bales	Vice Principal	ShIPLEY College
Geraldine	Barker	Head of Relationship Team	Skills Funding Agency
Joanne	Beaumont	Head of Careers and Employability	University of Bradford
Ian	Billyard	Principal	Leeds College of Building
Sue	Blake	RDM West Midlands	LSIS
Steve	Blunt		YH Group
Diane	Bridgett		Prospects
Chris	Brook	Partnership Manager	Department for Work & Pensions
Roger	Brooks	Director of Research & Enterprise	Leeds Metropolitan University
Sandra	Burnhill	Director	Kirklees College
Professor Mike	Campbell OBE	Skills & Labour Market Expert	<i>Event Chair</i>
Mick	Carey	Head of European Development	Aspire i Ltd
Angela	Casey		
Kim	Chambers	Vocational Learning Co-ordinator	Aspire-i Ltd
Nav	Chohan	Principal	ShIPLEY College
Lorraine	Coates	Assistant Director	Department for Business, Innovation & Skills Y&H/NE
Sue	Cooke	Head of Skills & Enterprise	Leeds City Region
Paul T	Cox	Vice Principal - Keighley Campus	Leeds City College
Jenny	Cryer	Senior Operations Manager	Prospects
Sarah	Deakin	Programme Manager of Management, Education and Professional Studies	Wakefield College

Ebrahim	Dockrat	Head of Relationships Team	Skills Funding Agency
Joanne	Dye	Head of Learning & Participation	Aspire i Ltd
Colin	Forrest		LSIS
Debra	Forsythe-Conroy	Principal	Harrogate College
Kevin	Goodger	Regional Operations Manager (N/East)	HIT Training
Nick	Gordon		Igen Group
Jessica	Grant	Director	Higher York
Jane	Granville	Business Development Manager	Wakefield Council
Janine	Greenwood	Project Assistant (Employment & Skills)	Leeds City Region
Sue	Grime	Programme Delivery Manager	GP Strategies
Ashfaq	Gulab	Partnership Manager	WYLP
Christine	Harper	Regional Manager, Careers Yorkshire and the Humber	Babcock International
Caroline	Harrison	Managing Director	Aspire-i Ltd
Anna	Hastie	Corporate Training Manager	University of York
Liz	Hemsley	Area Manager	Prospects
Chris	Hirst	Area Manager	HIT Training
Nicola	Hudson	Senior Partnership Advisor	Calderdale College
Joan	Hughes	Business Development Manager	Harrogate College
Jocy	Hunter	ERDF Programme Manager	Calderdale MBC
Stacey	Jobson		ATA Bradford
Paul	Johnson	Chef Tutor Assessor	The Cooking School
Lindsey	Johnson	Services to Business & Community Manager	Craven College
Chris	Jones	Principal	Calderdale College
Clair	Kerry	Partnership & Communications Officer	LCR Skills Network
Nawaz	Khalifa	Employer Liaison	In Communities

Raza	Khan	Business Manager	Interserve
Felix	Kumi-Ampofo	Economic Evidence Manager	Regional Economic Intelligence Unit (<i>speaker</i>)
Dan	Lancaster-Holmes		Accent Group
Dawn	Leak	Business Development and Training Manager	Kirklees College
Emma	Lloyd	Employer Co-ordinator	WYLP
Catherine	Lunn	Apprenticeship Hub Manager	Leeds City Region
Mohammed	Mayat	Employers Services Manager	National Apprenticeship Service
Peter	McCann	Principal	Kirklees College
Ian	McGregor Brown	Manager	HEART
Steve	McKevitt	Chairman and Co-founder	Golden (<i>workshop facilitator</i>)
Neil	McLean	Chair	LCR LEP (<i>speaker</i>)
Alex	Miles	Performance & Business Development Manager	WYLP
Simon	Nadin	General Manager	Siemens Mechanical Drives (<i>workshop facilitator</i>)
Carly	Newsholme	Employer Liaison Officer	ShIPLEY College
Sue	Newton-Brown	Project Manager	York College
Katren	North	Head of Business Development	C&K Careers
Bryony	Olney	Head of Operations & Planning	Business Support and Development Ltd
Joanna	Oxtoby	Adult Learning Service Manager	North Yorkshire Council
Beverley	Parrish	Waste Sector Director	WSP UK (<i>workshop facilitator</i>)
Joanne	Patrickson	Director of External Funding	Calderdale College
Daniel	Penn	Data & Planning Officer	University of Bradford
Jill	Pickles	Head of Operations	
Trine	Powell	Head of Student Guidance	Bradford College
Ruth	Priestley	Team Leader (Policy)	Wakefield Council

Peter	Roberts	Principal	Leeds City College
Andrew	Rodney	Director of Business Development and Marketing	Calderdale College
Caroline	Rowley	Regional Director	Association of Colleges Y&H
Kam	Sangra	Employment Brokerage Manager	Leeds City Council
Tracey	Scott-Milner	Operations & Performance Executive	Bradford College
Janet	Smith	Regional Operational Director	GP Strategies
Joanne	Sparagna	Consultant	Azure Consulting
Michele	Sutton	Chair	LCR Skills Network, Principal Bradford College (<i>opening address</i>)
Robert	Tansey	Director of Marketing	Selby College
Louise	Tearle	Partnership Director	WYCC & LCR Skills Network
Julie	Theakston	Student Services Manager	Leeds College of Building
Paul	Thompson	Group Head of Operations	Woodspeen Training
Nada	Tokos	Partner	Tokos Solutions
Ian	Wainwright	Assistant Principal	Wakefield College
Nick	Whiteside	Head of Employment & Skills	Aspire i Ltd
Abigail	Wyatt	Project Assistant	LCR Skills Network
Sean	Brady		Northern College
Dawn	Vanden Berg		Forster Community College
Jenny	Gedleck		Barnsley College
James	Major		Igen



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