

NORTH LINCOLNSHIRE COUNCIL

CABINET

FESTIVAL OF SKILLS AND OPPORTUNITIES 2015

1. OBJECT AND KEY POINTS IN THIS REPORT

- 1.1 To provide a review of the recent month long Festival of Skills and Opportunities.
- 1.2 To take stock of key achievements, areas for improvement and lessons learnt.
- 1.3 To suggest how the Festival of Skills and Opportunities moves forward in 2016.

2. BACKGROUND INFORMATION

- 2.1 In North Lincolnshire we have the longstanding tradition that October is the month where minds are focused on next steps and new opportunities. For several years the Council has run a very successful Careers Event. Both John Leggott College and North Lindsey College hold their annual open events. The inaugural Discover Engineering event was successfully held last year.
- 2.2 In 2015, we decided to enhance existing activity, supported by the delivery of events and workshops that broaden the employment and skills offer to the wider population of the area. The concept of the 'Festival of Skills and Opportunities' was established.
- 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"

- *Promoting Skills*
- *Career Building*
- *Skills Competences*
- *Education and Training*
- *Opening and raising aspirations*

- 2.4 A strong identity for the Festival of Skills and Opportunities was developed. A detailed marketing and communications plan included production of hard copy and electronic event information, use of social media, marketing through schools and provider networks, information sessions in the town centre and regular local press coverage.
- 2.5 Events were planned to cater for the wide cross section of needs within North Lincolnshire. Fourteen events in total were delivered in just over four weeks. Some events were delivered directly by the council, some by partners and some jointly. At each event feedback was gathered from attendees, exhibitors and staff.
- 2.6 The events were as follows:

Event Name	Location
Open Doors Event	Job Centre Plus
Opening of Engineering Technology Centre	North Lindsey College
Action Station Launch	Action Station, Cole Street
Discover!	The Pods
Community Investment Partnership Annual Conference	The Baths Hall
Young People's Achievement and Celebration Event	Café Indie
John Leggott College Open Event	John Leggott College
Careers Event	The Baths Hall
Sector Saturday – Health and Social care	John Leggott College
Graduate Speed Networking	Winterton Rangers
North Lindsey College Open Event	North Lindsey College
Sector Saturday – Construction and Engineering	North Lindsey College
Apprenticeship Event	North Lindsey College
BAE Official Opening and Graduation Ceremony	BAE Training Academy, Humberside International Airport

- 2.7 A detailed review of each event is attached at appendix 1.
- 2.8 Over 3,000 people attended the events during the Festival of Skills and Opportunities. People from all walks of life took part, ranging from 8 year olds with their families, soon to be school leavers looking for an apprenticeship, right through to people with disabilities who have been out of work for most of their adult lives.
- 2.9 Participants described the events as 'inspiring' 'exciting' and 'aspirational'. It was commonly noted that the information and advice they received was 'very useful' and that events met their expectations.
- 2.10 A review of the programme has identified a number of positive areas. These include:

- Partner buy in (many attended several events)
- Interactive nature of activities on offer
- Dedication of the team / project management
- Concept of Festival of Skills – multiple events providing a real focus and excitement - ability to cross sell events
- Marketing

2.11 Some areas for development in planning for future programmes include:

- Earlier forward planning
- Improved coordination and streamlining of events
- Sustaining the focus of partner led events
- Ensuring clear responsibilities for delivering key messages
- Improve marketing and communications via social media channels
- Use of Action Station to deliver to target markets
- Review of programming of event days
- Support to schools achieve their outcomes

2.12 Overall, officers consider that the Festival of Skills and Opportunities in 2015 was highly successful in meeting our objectives for the first year of the event.

3. OPTIONS FOR CONSIDERATION

3.1 The recommendation is that Cabinet approves plans to deliver the Festival of Skills and Opportunities in October 2016, building on lessons learnt and to plan events to deliver for new and emerging needs.

4. ANALYSIS OF OPTIONS

4.1 In preparing for the Festival of Skills and Opportunities for October 2016 the following key issues will be considered when planning the events and resources that are made available:

- 4.1.1 Claimants of Employment Support Allowance - needing additional support to attend events and tailored information advice and guidance, this growing group of people with a range of needs and barriers to accessing employment and training should be a focus. Work is ongoing to establish what support mechanisms can be secured through European funding and we would like to be able to offer support to individuals attending events.
- 4.1.2 Sector driven demand for a workforce with appropriate skills - growth sectors include; Health and Social Care, White Collar, Renewables, and Construction and Engineering.
- 4.1.3 Redundancies within the Tata workforce - may require a specialist and tailored offer through the Festival of Skills and Opportunities.
- 4.1.4 The national funding picture for skills and training provision is currently going through a rapid period of change. Devolution deals, new spending rounds and the national Area Review of Further Education provision is likely to reshape and restructure provision within this

sector. The 2016 Festival of Skills and Opportunities will have to reflect the new world of skills and training provision.

4.6 Based upon lessons learnt and emerging priorities, the following are suggested as possible themes for further consideration and development for 2016 (see appendix 2)

- Careers Event – to be delivered using current model with enhanced activity zone. Open for years 10 and 11 from 10-3 and then to the public from 3-7pm
- Locality based provision – using Mobile Action Station model where targeted interventions are planned within local communities bringing together nursery, primary and secondary schools using secondary schools as locality ‘hubs’.
- Sector based taster sessions – delivered through the Action Station on an evening, supporting people to move on in their current roles or delivery specifically for those on out of work benefits
- Discover event for children of all ages, bringing in the primary employability framework
- Discover Sectors event for adults, showcasing all growth sectors in one event
- Work experience speed networking event – based on the graduate speed networking event, possibly extend out further depending on demand from graduates
- Open Doors Event – support to Job Centre Plus event bringing in real employment opportunities
- Apprenticeship event
- Celebrating skills and achievement event – broaden the participants offering awards and use as ‘wrap’ and thank you event too.

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

- 5.1 The Festival of Skills and Opportunities was in the main resourced using existing staff within the Planning and Regeneration Team with support from other teams such as Information Advice and Guidance. In addition, key partners provided capacity at each of the events.
- 5.2 We were successful in securing £6,500 of grant funding to support the Festival of Skills and Opportunities from the Humber Local Enterprise Partnership.
- 5.3 The total cost of the Festival of Skills and Opportunities was £9,177.
- 5.4 Some of the costs incurred for the 2015 Festival of Skills and Opportunities were one off costs, particularly relating to the design of the branding material.
- 5.5 Should approval be given to proceed with Festival of Skills and Opportunities in 2016, further work would be undertaken to secure external grant funding and also to consider how costs can be reduced based on lessons learnt.

6. OUTCOMES OF INTEGRATED IMPACT ASSESSMENT (IF APPLICABLE)

6.1 A full integrated impact assessment will be undertaken as we commission the new programme.

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 often commented that they had found information which was new to them and hadn't been previously aware of. Exhibitors gave useful feedback and all would exhibit again.

7.2 Officers will use the feedback to consider lessons learnt and explore changes in the planning for future events.

8. RECOMMENDATIONS

8.1 That Cabinet notes the success of the Festival of Skills and Opportunities in 2015.

8.2 That Cabinet approves plans to deliver the Festival of Skills and Opportunities in October 2016, building on lessons learnt and to plan events to deliver for new and emerging needs.

DIRECTOR OF PLACES

Civic Centre
Ashby Road
SCUNTHORPE
North Lincolnshire
DN16 1AB
Author: Sally Grindrod-Smith
Date: 29/10/15

Background Papers used in the preparation of this report: Nil

Festival of Skills and Opportunities 2015

Summary

Discover

Key Facts

- 7 Stands all with different types of interactive activities
- 251 attendees
- 98% attendees found the event useful
- Favourite parts of the event were: Climbing Wall, Welding, Cargo Drop, producing slime and the photo booth.
- All exhibitors would exhibit with North Lincolnshire Council again
- 5,800 Discover postcards were sent to some year 5, all year 6s, 7s and 8s
- 6 exhibitors rated the venue as excellent

What worked well

- The venue as it was a central location and had passing footfall, the size and layout of the venue worked well to have all exhibitors in one large space.
- Targeting schools with the postcards, a direct way to market to our target audience
- Having staff in the town centre on the event day to sign post people to the event as 28 people came via the town centre promotion
- Asking exhibitors to provide an interactive activity to give a hands on feel to attendees to discover what skills are involved in various jobs and sectors.

Key Lessons learnt

- Marketing needs to be done at an earlier stage
- Some activities don't require dedicated staffing
- Send booking forms out to exhibitors with enough lead up time for them to plan their interactive activity
- More signage is needed around the venue for exhibitors and attendees
- Reducing the number of free swims available didn't affect the number of attendees

Young Peoples Achievement and Celebration Event

Awards included: ·

- North Lincolnshire Council Apprentice of the Year
- Springboard Client of the Year
- Crosby Employment ATA Apprentice of the Year
- Talent Match Learner of the Year
- Cat Zero Participant of the Year
- Youth Councillors of the Year 2014/15

APPENDIX 1

- John Leggott College Apprentice of the Year
- North Lindsay College Apprentice of the Year
- North Lindsey College Progression into Business Award
- Youth Led Project Award

What Worked Well

- Working with partner organisations to create the awards evening
- Venue worked well for the relaxed feel of the evening
- Allowing the nominees to bring family and friends to the event with no restrictions in numbers

Key Lessons Learnt

- To have a more formal event to create more of a celebration for the young people
- Have a few more awards as the evening was too short
- Have a longer lead time to allow people to RSVP and attend the event
- Have a practice run of the comparing and presentation for the event
- Change of venue – needed to be more appropriate for the formality of the event
- Next year would need to have an official photographer
- Produce an official programme for the event

Careers Event

Key Facts

- 45 exhibitors attended and all provided feedback
- 1,388 School children from all but four providers of secondary education within North Lincolnshire
- 41 exhibitors felt the right age group attended the event
- 89% exhibitors found the information prior to event good
- 80% rated the level of interest in their stand as good
- 38 of exhibitors said they would exhibit with North Lincolnshire Council again

What worked well

- Having an activity zone which provided something fun and different for the school children

Key Lessons learnt

- Provide a brief and list of exhibitors for the schools attending and staff
- Improved mechanism for feedback from schools and individual school children

Health and Social Care Sector Saturday

Key Facts

- 15 Exhibitors
- 20 attendees
- 10 people found the event useful
- 10 exhibitors rated the communication prior to the event as good
- 9 people said they would exhibit with North Lincolnshire Council again
- A suggestion from attendee was more interactive stands and actual employers

What worked well

- Having a sector Saturday postcard
- All the exhibitors in one room with the opportunity to use break out rooms for one to ones
- Lead up time to approach exhibitors – however more follow up is needed and use of stronger connections internally to get companies to attend
- The entrance to the event was well themed and presented

Key Lessons Learnt

- More direct marketing needed and to establish a target market for the event
- Use of social media and websites internally and through partners to promote the event
- Invite more employers with actual jobs
- The use of a more central venue for passing footfall
- Possible change in the date and time of the event to give a greater opportunity for the target market to attend
- The venue being a training provider may have had an effect on attendee numbers

Graduate Speed Networking Event

Key Facts

- 17 Placement opportunities – both internal and external placements
- The external placements were sourced through NLBN
- 14 Graduates attended
- 13 Graduates were matched to a placement on the day and the other matched to a better placement
- The majority of managers offering placements said they would attend the event again
- Quote from an external manager – ‘I fear that there is a shortage of good candidates that remain in this area after graduation based on general observation and

APPENDIX 1

experience, I would love to see this change and more people settle in this area and appreciate the positives it has to offer as well as embracing the negatives.'

What worked well

- The layout and size of the venue- however was hard to reach for some people
- The timings of the event, allowing 4 minutes for people to chat
- Going external for graduates

Key Lessons Learnt

- Make clear to managers the process after getting matched to a graduate – highlight managers are not guaranteed a graduate or their first choice
- Have details of the graduates beforehand to allow time matching to be quicker and more effective
- Provide name badges beforehand for managers and graduates
- Ask managers for details of the placements beforehand to allow better matching
- Ask for graduate details electronically beforehand – some were incorrect

Construction and Engineering Sector Saturday

Key Facts

- 11 Exhibitors
- 19 Attendees
- Participant A – Good information was given from the event and has a better idea of the future career direction
- Participant B – No different to other events such as open evenings although has clearer idea about options
- All attendees that provided feedback found the event useful

What Worked Well

- Having Engineering Technology Centre open for tours

Key Lessons Learnt

- Have a central venue with passing footfall
- Have a direct target market
- Have more potential employment opportunities
- Have a focused social media marketing strategy for the event

Apprenticeship Event

Key Facts

- 19 Exhibitors
- 79 Attendees

APPENDIX 1

- 25 of attendees were 17 and under
- 12 of the attendees found the event very useful
- 27 attendees found the information given interesting and informative

What Worked Well

- Specific target market
- Handing out the apprenticeship specific postcards to those that attended the careers event
- Having a conversation to get useful feedback from the attendees
- Having a variety of sectors offering apprenticeships

Key Lessons Learnt

- Have more employers that offer apprenticeships attend
- Bags provided for attendees
- More central venue
- More information for 18+
- Having confidential 1:1 careers guidance available on the day

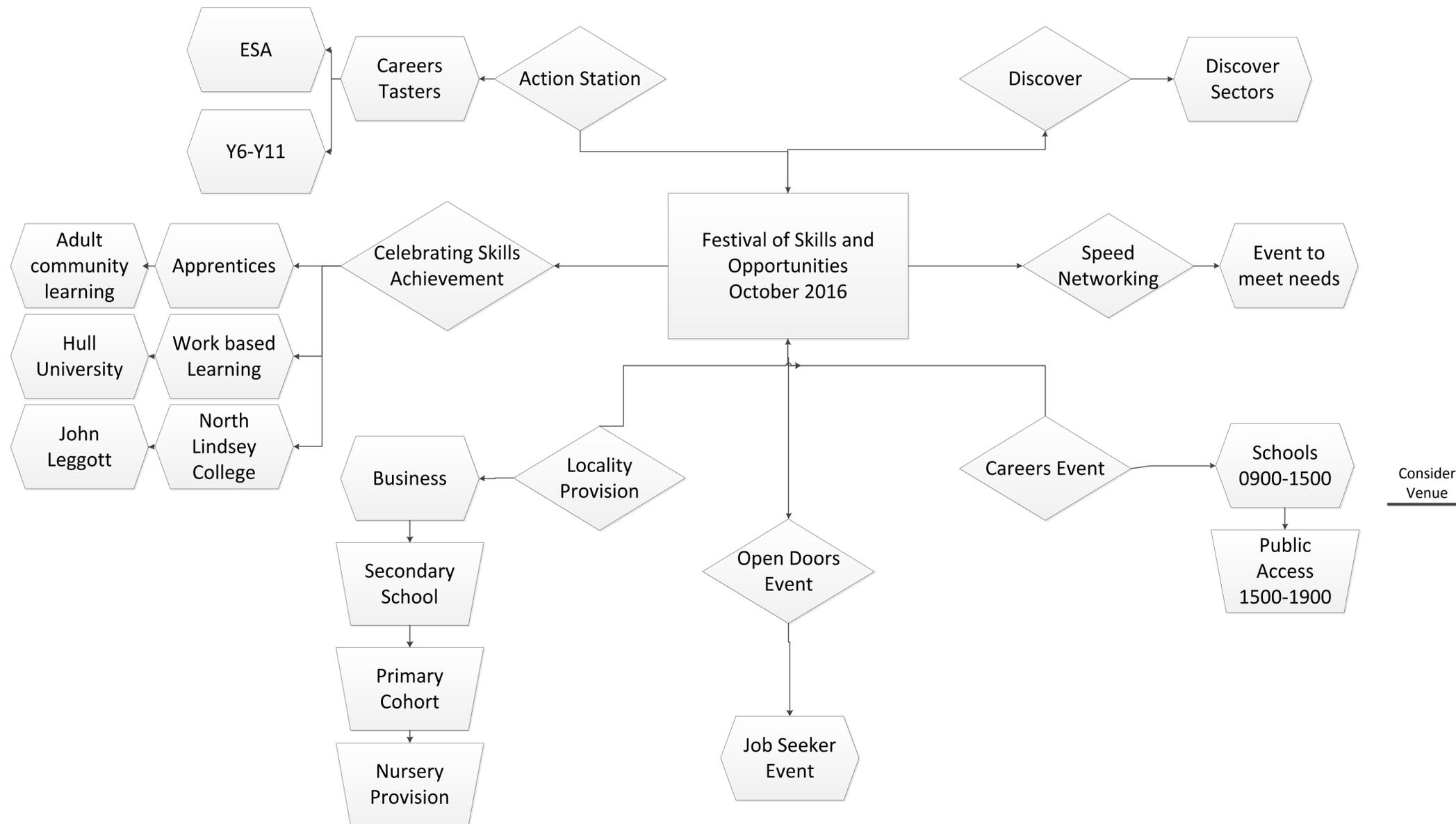
Vision

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”



Appendix 2

CEIAG



Employability