

**EAST HAMPSHIRE
EMPLOYMENT AND SKILLS
AUDIT AND ACTION PLAN**

Annexes to main report

June 2010

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ANNEX ONE

Consultants' brief

East Hampshire Employment and Skills Audit 2009

Consultants Brief

Client: East Hampshire District Council working with Hampshire County Council, Alton College and the Whitehill Bordon Opportunity Executive Group.

Introduction:

East Hampshire is a large rural district in the South East region of the United Kingdom. The district sits between the South Coast of Hampshire, with the two cities of Portsmouth and Southampton, and the Western Corridor that includes Surrey, The Blackwater Valley, and the cities along the M4 motorway. The local labour market is complex with many residents commuting out of the District to work and many in the local workforce commuting in from South Hampshire.

The District is perceived as a prosperous area but it does contain areas with specific issues and needs which are comparable to those, typically, found in South Hampshire. For example: Whitehill Bordon, wards in Alton and Petersfield and several villages like Headley.

The East Hampshire economy faces a number of challenges and opportunities over the next 20 years. A key factor in meeting these challenges and opportunities is to ensure that the local workforce has the skills and employability to help deliver a prosperous local economy.

The challenges and opportunities include:

- the economic potential presented by the Whitehill Bordon Opportunity (Eco Town), once the Ministry of Defence training college withdraws from 2013.
- taking action to recover from the economic recession
- maintaining the vitality of the towns and villages in the District
- responding to the opportunities presented by the South Downs National Park
- contributing to the success of the Hampshire Economy
- retaining existing economic activity and attracting new investment
- a below average GVA compared to Hampshire and the South East Region
- overcoming limited access to an education, training and skills infrastructure, notably vocational skills. Current supply is provided at Alton College and outside the District at Basingstoke, Farnborough, Guildford, and South East Hampshire.
- enabling the work of the East Hampshire 14 - 19 consortium of schools/colleges to deliver across the District.
- improving the employability of local residents, especially young people, those in declining sectors and experiencing worklessness
- creating appropriate partnerships and effective delivery mechanisms

Purpose:

The purpose of this commission falls into four parts:

1. To take into account a baseline assessment of current skill levels and gaps existing within the local workforce (prepared by Hampshire County and East Hampshire Councils). To add any relevant national and regional context. Review the baseline data and suggest

possible improvements for filling gaps in information. The baseline data set requirements are attached as appendix 2.

2. To assess the current and future needs of local business (primarily based on existing research)
3. To carry out a more detailed study into how to meet the skills and training requirements of the Whitehill/Bordon proposed Eco-Town (A context statement is included as Appendix 1 to this brief)
4. To create a skills and employability action plan that can help to deliver prosperity across East Hampshire, with a particular focus on the potential of the Whitehill Bordon proposed eco town. To include a range of outputs that are shown below.

Outputs

An Employment & Skills Audit should produce the following outputs:

- Detail the overall stock of skills in the District .Identify current levels of skills and gaps existing within the local workforce and the current and future needs of local employers, with a more detailed focus on the Whitehill/Bordon proposed Eco-Town;
- Identify and suggest solutions to improve the employment prospects for non-employed people/ geographical areas, where there are higher levels of working age benefit claimants (i.e. areas where there is a concentration as shown by multiple deprivation indices and other relevant data);
- Map current training provision and identify whether the capacity of existing providers in the area is adequate to meet current and future needs with up-skilling and retraining opportunities;
- Assess whether the local labour market supply in the District is matched to expected growth, in particular for the opportunities in Whitehill/Bordon;
- Have a specific focus on the towns of Whitehill/Bordon and explicitly identify the skills provision, gaps, retraining opportunities, etc for this community once the Ministry of Defence withdraw from the town;
- Evidence the case for a 14 – 19 years education, training and skills delivery solution in Whitehill Bordon, that can meet the needs of the town and the district and deliver high quality and sustainable education and training;
- Suggested actions to address the needs of adults (19 years plus) and enable up-skilling of the local workforce by delivering high quality and sustainable education and training;
- Suggested ways to increase local employment opportunities by supporting business creation, survival and growth, attraction of new investment – particularly in the Whitehill/Bordon area;

- Suggested ways to inform the actions required to deliver the East Hampshire Community Partnership's Strategy, the Hampshire Local Area Agreement targets, Hampshire Employment and Skills Strategy and the aims of the 14-19 years Consortium Group in East Hampshire;
- Consider ways in which securing the right skills and employment opportunities to meet anticipated requirements can enhance competitiveness and productivity of local people and local businesses, by raising economic activity and link to the occupational aspirations of local residents;

Methods

This exact requirement would need to be agreed but will be expected to include:

Review relevant strategic planning and economic documents, Whitehill Bordon Opportunity baseline work, draft WBO masterplan and supporting evidence (notably Economic Potentials Study prepared by SQW consultants).other evidence about the East Hampshire economy, sub-regional evidence (e.g. Hampshire Employment and Skills Strategy, Partnership for Urban South Hampshire Economic Strategy, SEEDA regional economic strategy) and current national policy.

Complete in-depth discussions with the officers from EHDC officers, HCC officers, Alton College, other skills, training and learning providers, economic development and community regeneration partners, representatives of the business community.

Consult with a range of stakeholders, focusing on evidence and insights in regard to current challenges and potential impacts.

The research will need to reference:

- current provision for 14 – 19 years, 19 years plus and upskilling across East Hampshire and the wider region (Basingstoke, Farnborough, Aldershot, Guildford, South East Hampshire)
- the evidence of worklessness e.g. educational attainment/ levels of qualifications (school leavers, NEETS (Not in Employment, Education or Training), adult qualification levels, Post 16, HE, FE), identify why people choose not to work and also identify with local businesses/employers the key issues they face both now and in the future – (making assumptions of significant local labour growth and potential inward investment).
- the level and range of skills possessed by local unemployed and employed residents, and investigate whether the skills possessed by local residents match those currently demanded by employers or those required in the future e.g. new business creation, expansion etc. It will be important to identify from employers themselves the skills sets they are looking for and an assessment of recruitment difficulties etc.
- what barriers exist locally which prevent certain groups, (such as the long term unemployed, women returners, disaffected young people, those with health problems or the disabled) from accessing work, those without access to private transport (young people and adults).

- the causes of worklessness in the area, to identify labour force-related constraints on business growth, and to identify practical and deliverable solutions to any identified issues.
- the challenges and opportunities presented by the extension of Whitehill/Bordon to create an Eco-Town. A key driver of this proposal will be to create jobs locally and assist local people to access jobs in areas where they live (containment and reducing both in/out commuting is a key objective of the Whitehill/Bordon Eco-town). Of particular focus will be opportunities for residents already residing in the Whitehill/Bordon area to identify new skills, new employments opportunities etc and identify what retraining opportunities are likely to be required once the support structure of the MOD is withdrawn.
- how to create a more co-ordinated and joined up way of working with multi-agency organisations to develop a co-ordinated approach with clear sign-posting and access to a range of services including: information, advice and guidance, basic skills training, vocational skills training; employability training; job brokerage; in-work support; workforce development, apprenticeships, voluntary work experience opportunities, job centre plus etc.
- how skills, education and employability developments in the rest of Hampshire, notably in PUSH, Blackwater Valley, Basingstoke and regional/national “at distance” digital solutions can help economic prosperity in East Hampshire.

Timescales

EHDC procurement from November 2009.

Inception: December 2009

Draft Final Report: April 2010

Final Report: May 2010

Note: EHDC/HCC baseline work to be complete by end December 2009

Terms and conditions:

EHDC terms and conditions.

Detail shown in Appendix 4 to this brief.

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ANNEX TWO

Reports and data consulted

REPORTS CONSULTED

Whitehill Bordon

Whitehill Bordon Economic Potentials Study, SQW, 2009
The Whitehill/Bordon Opportunity Revised Baseline Report, GVA, 2008
Whitehill Bordon Eco-town Opportunity Funding Bid
Whitehill Bordon DCLG Project Bid Proposals
Whitehill Bordon Skills Centre Report, Alton College, 2008
Whitehill Bordon Population Projections 09-10

East Hampshire

East Hampshire Employment Land Review, Roger Tym and Partners, 2008
East Hampshire Awareness of Investment Report, 2007
East Hampshire Business Survey, 2003
Employer Engagement/Business Development Strategy, Alton College

Hampshire

National Employers Skills Survey, Hampshire and IOW, 2007
Hampshire School Places Plan, 2009
Local Area Agreement Targets

Other

UK Business: Activity, size and location, 2009
Working Futures 2004-2014: Sectoral report
Future Skill Needs in Europe, CEDEFOP, 2008

DATA CONSULTED

Latest available data from Office for National Statistics for labour market, qualifications, employment, business, deprivation and worklessness sources have been analysed. In addition:

Whitehill Bordon

Whitehill Bordon Population Projections 09-10

East Hampshire

East Hampshire District Population Projections
East Hampshire Collaborative Course Provision
GCSE Results 2006-2009 East Hampshire Schools
14-16 courses attended by pupils at East Hampshire schools at Alton College, 2009/10
Alton College Enrolment Data 2005-9
Alton College Destination Survey 2008
Alton College Results 2009 (GCSE, one year vocational, A Level, IB and BTEC)

Hampshire

Hampshire Labour Market Bulletin, December 2009
GCSE Results 2006-2009 by District

ANNEX THREE

Organisations/people consulted

ORGANISATIONS/PEOPLE CONSULTED

Jackie Adams, Mill Chase Community Technology College, Bordon
Liz Ballard, South Downs National Park
Caroline Collings, Business East Hants and Federation of Small Businesses
Stephen Dixon, Business Link Hampshire
Shaun Farrell, Business Link Hampshire / Train to Gain
Michele Frost, Bordon Junior School
Peter Grant, Hampshire Economic Partnership
Nicholas Hoath, Portsmouth and South East Hampshire Chamber of Commerce
Councillor Richard Millard, East Hampshire District Council
Steve MacCormack, Alton College
Jane Machell, Alton College
Karen Narkiewicz, Hampshire County Council
Beverley Parker, Jobcentre Plus
Chris Paterson, East Hampshire District Council
Esther Pittaway, Mill Chase Community Technology College, Bordon
Jeff Pullen, Learning and Skills Council (now Skills Funding Agency)
Kathryn Rankin, Eastleigh Borough Council / PUSH
Melanie Rignall, Jobcentre Plus
Sue Robbins, South East England Development Agency
Wendy Shillam, East Hampshire District Council
Jacky Stevens, Business East Hants
Nick Symes, East Hampshire 14-19 Consortium
Gerry Thorne, East Hampshire District Council
Rosie Tracy, Connexions Hampshire
Iain Wolloff, Farnborough College of Technology



ANNEX FOUR

Workshop attendance and key discussion points

ATTENDANCE AT CONSULTATION WORKSHOP

30TH APRIL 2010

Name	Organisation
Jackie Adams	Mill Chase Community School
Councillor Hilary Ayer	East Hampshire District Council
Christine Davis	Farnborough College of Technology
Shaun Farrell	Business Link / Train to Gain
Michele Frost	Bordon Junior School
Mike Gibbs	East Hampshire District Council
Councillor Jonathan Glen	Hampshire County Council
Karen Griffiths	Jobcentre Plus
Carol Holloway	Hampshire County Council
Linda Holmes	Jobcentre Plus
Steve MacCormack	Alton College
Jane Machell	Alton College
Mike O'Mahony	East Hampshire District Council
Ian Parker	Hampshire County Council
Jeff Pullen	Skills Funding Agency
Wendy Shillam	East Hampshire District Council
Rose Tracy	Connexions Hampshire
Debbie Vodden	East Hampshire District Council
Iain Wolloff	Farnborough College of Technology



**East Hampshire Employment & Skills Workshop
30th April 2010 at Alton College**

Group Discussions

Group A

Strengths & Weaknesses

- Separate pulls for North and South of the District – travel to work area patterns
- Implications of Hindhead tunnel both positive and negative in relation to travel patterns and inward investment
- Recognition that travel to jobs and learning is a barrier and the resulting need to improve aspirations
- Whilst Petersfield and Alton are on the up, Whitehill Bordon, Liphook and Liss are in danger of going backwards

Objectives

- Objectives broadly agreed, but extending aspirations to adults
- Need to make more of the Education Improvement Programme (schools' contributions)
- An objective covering organisation and delivery
- Transitional arrangements – building up training opportunities in advance of Whitehill Bordon
- Leisure opportunities linked to the National Park

Campus

- Recognise the critical mass of training existing and potential
- Campus having wider uses working across boundaries
- Recruitment and training agreements

Group B

Strengths & Weaknesses

- Strengths and weaknesses need to reflect the commuting issue. Recognition that commuting generates income for the District and employment is supported by work elsewhere however also needs to provide local jobs and opportunities. Do we wish to be a dormitory town?
- There is a commuting study on the District website
- Linked with commuting, need to recognise there are 3,000 army “students” at the Army College, and teachers come in from outside the District (mainly from the South) and students come from far afield
- Small businesses – implications for training
- The profile of jobs with the Army varies according to the different units which move in and out.

- Latest figures provided by JCP for JSA claimants:

WBO	428
Petersfield	347
Alton	368

- There were many people in Whitehill Bordon signing on with lower skill levels
- Lack of larger properties in Whitehill Bordon is a disincentive for families and higher income levels moving in

- National Skills Audit recently published: In the region as a whole 58% of people are in employment; the majority of jobs lost are in the lower skill levels (Level 2 or below) and the majority of skill needs are in the higher skill levels (Level 3+)

Objectives

- Need to support SMEs and micro businesses in terms of training, perhaps through training networks
- Need to improve opportunities for volunteering. This was seen as an important way of developing social capital for young people in more deprived areas who perhaps lacked access to other networks. This would be time consuming and difficult to put in place but important. Alton College referred to the work they are doing in this and working with Community First East Hampshire
- Local children's partnerships (i.e. with health and other agencies) seen as a strong driver for Whitehill Bordon and beyond, and linked to extended schools. This was about developing young people as a whole and was not about individual institutional approaches
- Need to support and nurture the growth of small businesses and training and co-location with learning
- South Downs National Park – strategic importance in terms of lifestyle choice to encourage enjoyment of the local area

Campus

- There was a debate as to whether the Campus should concentrate on either young people and skills OR business and skills rather than risk diluting what it could do. However the overall view was that there needs to be strong links between the two
- The Campus “bubbles” need not necessarily be in the same physical location, although the value of easy access from one part of the Campus to another was emphasised
- There was a discussion about the extent to which the Campus should focus on low carbon and sustainability skills. It was pointed out the construction might be a time limited training activity and it was felt that the Campus should reflect an overall eco campus theme and the four objectives of the eco-town which were quoted as:
 - Improving bio diversity
 - Reduction in car use
 - Reducing carbon footprint
 - Reduction in water use
- The links with the South Downs National Park were highlighted
- There was a clear view that even if the eco town did not go ahead, the Campus, (or something similar) should proceed. This could be linked with the environment, given that the South Downs National Park was already in existence
- It was felt that Hollywater special school should be reflected as another bubble within the Campus although this needed to recognise that the school was already a new build and therefore would not be looking to move again.

Plenary Discussion

- The master plan for the eco town reflected the uncertainties about the Defence Training Reviews
- The planning had tried to keep open the education options for Whitehill Bordon and it would be important to push the education and skills theme up the agenda. There is a risk that the ambitious agenda would be threatened if there was a piecemeal sell off of the land
- The final report should go to EHDC and then to HCC with recommendations to the South East Partnership Group (Skills Working Group). The proposals should be fed into this group at Guildford, and taken into account in terms of the economic assessment
- We should not wait for the Army to move

- Overall themes seen as:
 - education (0-90)
 - business
 - transport
- Need to develop skills for children and adults to form a skills pool in the District and attract business
- Must not just focus on buildings – people and partnerships equally or more important

ANNEX FIVE

Action plan

EAST HAMPSHIRE EMPLOYMENT AND SKILLS ACTION PLAN

Objective	Action	Lead organisation	Cost	Funding source	Timing
Objectives 1-5					
A Learning and Innovation Campus	Key partners consider and reach formal decisions on overall study/ recommendations	EHDC	-	-	September-October 2010
	Agree oversight/governance arrangements for developing the education and training aspects of the Eco Town, including the proposed Campus (NB: Employment and Skills Sub Group of WBO Delivery Board?)	EHDC	-	-	September-October 2010
	Partners reach decision in principle whether to proceed with Campus concept, subject to consideration of options and detailed feasibility (EHDC, HCC, Alton College, WBO etc)	EHDC	-	-	By October 2010
	Commission and oversee feasibility/ options study on Campus and its viability, in collaboration with development of WBO Masterplan	WBO Delivery Board/ Sub Group	£75,000	WBO	Study completed by June 2011
	Decisions reached on study's recommendations and agreement on way forward	WBO Delivery Board	-	-	By September 2011

Objective	Action	Lead organisation	Cost	Funding source	Timing
Objective 1					
Raising aspirations and ambition amongst local people	i) Develop and introduce menu of new 'nought to teens' extended school services provision, family learning and parenting programmes in targeted areas across the District	East Hampshire Children's Partnership	c £300,000	A variety of existing funding streams (e.g. Adult Learning, Children's Centres) and potential 'Pupil Premium' funds etc	Ongoing from October 2010
	ii) Build Social Capital by, for example, developing volunteering opportunities across the District within schools and, for adults, within the wider community; developing a network of mentoring opportunities linking mentors with, for example, businesses, school pupils etc	East Hampshire Children's Partnership and Community First East Hampshire/ Volunteer Centre East Hampshire	£25,000pa	Potential funding from Volunteering England, National Lottery etc	Ongoing from October 2010
	iii) Develop and introduce extended curriculum activities across the District to broaden awareness and understanding of the opportunities resulting from the Eco Town and National Park	East Hampshire Children's Partnership	c £50,000pa	WBO South Downs National Park and existing education funding streams	Ongoing from October 2010

Objective	Action	Lead organisation	Cost	Funding source	Timing
Objective 2					
Equipping young people (aged 14-19) with appropriate skills	i) Develop and introduce new accessible vocational provision through a 14-19 centre as part of overall concept of Learning and Innovation Campus	East Hampshire Consortium of 14-19 providers	Existing budgets for revenue. Capital costs to be determined as part of Learning and Innovation Campus feasibility study	Existing funding streams for revenue costs. Building Schools for the Future or other education capital funding for capital costs	From September 2011 subject to availability of premises
	ii) Introduce improved vocational pathways and increased awareness of progression opportunities into higher/further education and work, particularly for Foundation and Level 1-2 students	East Hampshire Consortium of 14-19 providers and Connexions Hampshire	Existing budgets	Existing budgets of Connexions Hampshire, other institutions' careers budgets, funding streams for Apprenticeships etc	Ongoing from October 2010
	iii) Review best practice in school based enterprise activity across the District and develop new enterprise programme as required	Hampshire County Council/Young Enterprise	Existing budgets	Existing funding streams	From October 2010

Objective	Action	Lead organisation	Cost	Funding source	Timing
Objective 3					
Supporting business growth and the training needs of those in work	i) Improve the awareness and take up of advice and support services by local businesses, targeting in particular those with growth potential	Business East Hants	Existing budgets	Existing funding streams via Business Link, EHDC etc.	Ongoing from October 2010
	ii) Investigate and facilitate networks of small employers to provide training opportunities locally	Business East Hants	Existing budgets	Existing funding streams via Business Link, EHDC etc.	Ongoing from October 2010
	iii) Improve the awareness and take up of Apprenticeships and Train to Gain programmes by local businesses	Business Link	Existing budgets	Business Link funding streams	Ongoing from October 2010
	iv) Develop and introduce a menu of improved information, advice and support for new business start ups across the District, with clear referral points for new entrepreneurs	EHDC	Existing budgets	Existing funding streams	From December 2010

Objective	Action	Lead organisation	Cost	Funding source	Timing
Objective 4					
Equipping people currently unemployed with the skills to secure jobs	i) Negotiate and implement a more localised delivery of Jobcentre Plus programmes	Jobcentre Plus/ Department for Work and Pensions	Existing budgets	Jobcentre Plus/DWP	Ongoing from October 2010
	ii) Develop and introduce targeted initiatives to engage specific 'hard to reach' groups such as young people and women seeking to return to the labour market	Jobcentre Plus	Existing budgets	Jobcentre Plus	Ongoing from October 2010
	iii) Develop and introduce new pre-employment skills training for those unemployed	Jobcentre Plus	Existing budgets	Jobcentre Plus and Skills Funding Agency	Ongoing from October 2010
	iv) Develop and introduce local volunteering opportunities for people out of work – see also Objective 1	Community First East Hampshire/Volunteer Centre East Hampshire	£10,000	Potential funding from Volunteering England, National Lottery etc	Ongoing from October 2010

Objective	Action	Lead organisation	Cost	Funding source	Timing
Objective 5					
Maximise opportunities arising from the Eco Town and South Downs National Park	i) Develop and pilot new approaches to sustainable construction skills training, eg in mass market renewables and modern methods of construction. Subject to the availability of suitable local training premises	WBO Delivery Board (Employment and Skills Sub Group?)	c £100,000pa	WBO and existing funding streams via the Skills Funding Agency, Jobcentre Plus etc	From April 2011
	ii) Develop and pilot new approaches to training in environmental/low carbon technologies. Subject to availability of suitable local training premises	WBO Delivery Board (Employment and Skills Sub Group?)	c £100,000pa	WBO and existing funding streams via the Skills Funding Agency, Jobcentre Plus et	From April 2011
	iii) Develop and introduce Employment Agreements and S106 agreements with Eco Town contractors to recruit from the local labour force and help source appropriate training where needed	WBO Delivery Board (Employment and Skills Sub Group?)	-	Private sector contractors	From 2011 onwards
	iv) Engage local people (for example those unemployed or the young) in environmental programmes linked to the Eco Town's themes	WBO Delivery Board and Groundwork Solent	c £50,000pa	WBO and Groundwork existing budgets	From December 2010 onwards
	v) Develop and introduce training provision linked to tourism opportunities arising from South Downs National Park e.g. training in the hospitality industry and environmental land management	South Downs National Park and Tourism South East	c £100,000	South Downs National Park, Skills Funding Agency and EHDC	From April 2011 onwards