

**TELFORD & WREKIN COUNCIL**

**CABINET – 13 JULY 2010**

**DEVELOPING FUTURE SKILLS FOR BUSINESS – CABINET RESPONSE TO SCRUTINY REPORT**

**REPORT OF CABINET MEMBER FOR HOUSING, REGENERATION AND PROSPERITY**

**1.0 PURPOSE**

- 1.1 To inform Cabinet Members of the proposed response to the Developing Future Skills for Business Scrutiny report.

**2.0 RECOMMENDATION**

- 2.1 **That the recommendations made by the Scrutiny Commission are noted and the response set out in Appendix 1 is approved.**

**3.0 SUMMARY**

- 3.1 This report summarises the recommendations of the Scrutiny review of developing future skills for business, and sets out a proposed response to those recommendations.

**4.0 PREVIOUS MINUTES**

- 4.1 None

**5.0 INFORMATION**

- 5.1 In January 2009, Scrutiny Assembly members identified “Developing Future Skills for Business” as a topic for a Scrutiny review. Scrutiny Members wanted to be assured that skills and training provision in the borough was high quality, and relevant to the future needs of the job market to improve employability. In particular they wanted to ensure that the 14-19 Agenda and Diplomas were developed in partnership with employers so that they offer a meaningful and credible alternative qualification and route to employment for young people.
- 5.2 In particular, scrutiny Members were concerned that the that there did not appear to be a strategic and co-ordinated approach to skills and training, that links between adult skills and 14 – 19 activity were unclear, and that local business support for skills was fragmented.

5.3 The Scrutiny review made two sets of recommendations, summarised below.

5.4 Recommendation 1

That a demonstrable structure is put in place to join-up employer consultation and engagement, economic development and skills and training strategies across the Council, particularly between CYP and Economic Development, and including the Education Business Partnership. This should include:

- consideration of a shared employer-CRM system to streamline employer engagement, capture information, analyse trends and needs, and forecast future skills demand
- clearly defined roles and responsibilities for the various employer-related activities (such as business surveys, business events) which can be shared to inform the work of all Council staff
- links to the Corporate Programme Team so that funding bids are aligned to priorities
- links to Procurement to maximise local economic benefit through tender specifications and developer relations
- communication with Members to improve awareness of issues and provision to help them promote what is available

5.5 Recommendation 2

That the Council takes lead role in co-ordinating skills activity across the borough, and develops joint working arrangements through agreed protocols with partner organisations to join up activity at a strategic level. This should include:

- Agreed working arrangements or protocols between partners
- How to collect and share data across the range of partners
- Joint initiatives for employer engagement and service delivery
- To include Information, Advice and Guidance organisations (e.g. Connexions4Youth)
- Appropriate joint performance measures and monitoring

5.6 A proposed repose to these recommendations is set out in Appendix 1

**6.0 EQUAL OPPORTUNITIES**

6.1 Support for skills development in the Borough comprises is focussed upon disadvantaged communities and individuals and aims to address inequalities in the labour market.

**7.0 ENVIRONMENTAL IMPACT**

7.1 There are no direct additional environmental impacts arising from this report.

## **8.0 FINANCIAL IMPLICATIONS**

8.1 Measures set out in the response to the review will be incorporated in Service Delivery Plans and met within existing budgets

## **9.0 LINKS WITH CORPORATE PRIORITIES**

9.1 The measures outlined in this report will help to achieve the objectives set out in the Housing, Regeneration and Prosperity Priority Plan.

## **10.0 WARD IMPLICATIONS**

10.1 Support for skills development in the Borough comprises is focussed upon disadvantaged Wards.

**End of Report**

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	Scrutiny Commission Recommendations	Benefits of recommendation	Summary of Action Being Taken	Timescale	Officer responsible
1	<p>That a demonstrable structure is put in place to join-up employer consultation and engagement, economic development and skills and training strategies across the Council, particularly between CYP and Economic Development, and including the Education Business Partnership. This should include:</p> <ul style="list-style-type: none"> <li>• consideration of a shared employer-CRM system to streamline employer engagement, capture information, analyse trends and needs, and forecast future skills demand</li> <li>• clearly defined roles and responsibilities for the various employer-related activities (such as business surveys, business events) which can be shared to inform the work of all Council staff</li> </ul>	<p>To improve the efficiency and the effectiveness of the skills agenda across the Council in line with the One Council vision.</p>	<p><b>Agreed:</b> This will be coordinated by use of the central observatory and tested with the development of the Local Economic Assessment and Work &amp; Skills Plan.</p> <ul style="list-style-type: none"> <li>• <b>CRM System:</b> Should be the basis of one point of contact for all business enquiries and modelled on principles for First Point. Also considered as part of developments to Council Website and procurement review.</li> <li>• We will formalise the current links between CYP and Education Business Partnership and Economic Development and we are already ensuring data and LMI sharing.</li> </ul>	<p>April '11</p> <p>July '10</p>	<p>Peter Smith/ Mike Weston</p> <p>Corin Crane</p>

	<ul style="list-style-type: none"> <li>links to the Corporate Programme Team so that funding bids are aligned to priorities</li> <li>links to Procurement to maximise local economic benefit through tender specifications and developer relations</li> <li>communication with Members to improve awareness of issues and provision to help them promote what is available</li> </ul>		<ul style="list-style-type: none"> <li><b>External Funding:</b> We now have excellent links with the external funding and the work of this unit is essential to business support activities, We are exploring more formal links to the Economic Development Service Area.</li> <li><b>Communication:</b> We are ensuring closer links with PR and Marketing now One Telford are back in house – and will organise bi monthly update on activity aimed at members</li> </ul>	<p>Sept '10</p> <p>July '10</p>	<p>Peter Smith/ Corin Crane</p> <p>Claire Critchell</p>
2	<p>That the Council takes lead role in co-ordinating skills activity across the borough, and develops joint working arrangements through agreed protocols with partner organisations to join up activity at a strategic level. This should include:</p> <ul style="list-style-type: none"> <li>Agreed working arrangements or protocols between partners</li> <li>How to collect and share</li> </ul>	<p>To improve the efficiency and the effectiveness of the skills agenda at a strategic level across the borough.</p>	<p><b>Agreed:</b> This work is already underway and we have established links between the region and local groups through the Multi Area Agreement and local Employment and Skills Board. We also lead on groups feeding into the LSP looking at worklessness and adult skills</p> <p><b>Protocols:</b> We are already working on a protocol between all agencies offering business support in Telford &amp; Wrekin</p>	<p>April '11</p>	<p>Corin Crane</p>

	<p>data across the range of partners</p> <ul style="list-style-type: none"> <li>• Joint initiatives for employer engagement and service delivery</li> <li>• To include Information, Advice and Guidance organisations (e.g. Connexions4Youth)</li> </ul> <p>Appropriate joint performance measures and monitoring</p>		<p><b>Data Sharing:</b> Already being trialled through a work and skills plan, led by Telford at Work Group</p> <p><b>Employer Engagement:</b> This is already underway as TWC is part of a pilot looking at links between the Education Business Partnership and Economic Development</p>	<p>Sept '10</p> <p>Sept '10</p>	<p>Andy Clarke</p> <p>Phil Challinor</p>
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