

West Dorset & Weymouth and Portland

WORKFORCE SKILLS PLAN

2014 to 2017



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1. Introduction

1.1 Both West Dorset and Weymouth and Portland Councils had set economic objectives through their respective Corporate Plans. Both local authorities featured 'support and development of education and skills' as part of their economic statements and ambitions.

1.2 The Economic Regeneration team undertook an assessment of the local economy and produced an economic position statement to identify how the economic regeneration service and the partnership could best contribute to economic prosperity and work in partnership with the private sector. The outcome of this process established that both Councils endorsed the continuation of the support of education and skills through the economic regeneration service. This was recognised in both Councils' corporate plans in 2013 with the specific objective:

- Priority: A3. Supporting businesses through the recession and recovery
Raise the employability skills of residents, targeting the young and the unemployed aimed at reducing the number of residents on Job Seekers Allowance by 2017:
- Formulate and implement 3 year plan with key stakeholders in 2014

1.3 This plan has been developed following extensive consultation and partnership discussion over the last twelve months and sets out the objectives over the next three years (September 2014 to September 2017) as well as the work plan for the Economic Regeneration service and in particular the Workforce Development Officer post. The officer works alongside the other members of the Economic Regeneration team and has other specific business support and account management responsibilities linked to the Priorities for Growth plan.

1.4 The role of the Employment, Skills and Support Officer is to:

- work collaboratively with local and national agencies to develop strategies that will continue to reduce levels of unemployment and improve skills levels.
- co-operate with programmes of support, in partnership, on the wider issues of employment, skills and education.
- identify, support and deliver projects to address key local issues
- represent West Dorset and Weymouth and Portland in matters relating to the Dorset LEP's Strategic Economic Plan (SEP)

1.5 Additionally, the role represents the WPWD Shared Services Partnership to the Employment and Skills Board (ESB) of the Local Enterprise Partnership (LEP). The ESB is an advisory group to the LEP and includes three sub groups:

- Skills: a group for Training Providers aimed at identifying market needs
- Worklessness: a group aimed at identifying need and developing plans to tackle worklessness
- Young People : a group aimed at reducing the barriers experienced by those moving from education to employment

1.6 The post holder has a position of membership of the ESB Worklessness sub group and the ESB Dorset Young People sub group. These groups will recommend appropriate Dorset wide allocation of ESB and LEP funds across their associated areas. The main ESB priorities are as follows:

- Improving labour market information
- Promoting skills to enable economic prosperity
- Unlocking enterprise and employment growth
- Advising and supporting our future workforce
- Supporting our current and the unemployed workforce

1.7 The funding streams from Government are via the Dorset LEP through the Strategic Economic Plan (SEP) which can be found at the following link:

[Strategic Economic Plan](#)

2. Executive Summary

2.1 This plan has been set out to consider the workforce in West Dorset and Weymouth & Portland currently and in the future. The categories for assessment have been identified as Current, Future and Unemployed with the purpose of recognising specific needs so that the appropriate resources can be designated.

2.2 The Partnerships role in working with the **Current Workforce** lies mainly in interacting with companies, assessing their future needs and signposting them to suitable training providers.

There is also a need to interact with training providers, assessing their provision and signposting them to suitable employers. Many training providers need to consider the best way to maintain a reasonable level of income, and helping them to access suitable sources of funding, that will enable them to provide courses which are of particular benefit to the local economy is paramount.

The potential growth in apprenticeships is of major benefit to all parties as it not only improves the skills of the workforce, but as a general rule encourages skilled people to remain within the local economy. (Approximately 70% of apprentices stay with the employer that trains them).

2.3 The development of the **Future Workforce** is vital for the local economy as well as for the individuals being able to meet their aspirations. The partnership's role with the future workforce is to help to bridge the gap between education and employment.

For example the development of the Careers College; encouraging schools to see employment with training as a valid and valuable route to a career and employment; working with schools to enhance employment skills; arranging for more student workshops at businesses; encouraging the re-introduction of Young Enterprise and encouragement to the uptake of STEM events

2.4 There is currently a wide range of provision in the partnership's area for the **Unemployed Workforce** which has resulted in a significant reduction in numbers of unemployed, long term unemployed and young people not in employment, education or training (NEET).

The partnership's role in working with the unemployed workforce mainly revolves around encouragement and support of the current agencies and the assessment of any new agencies that become available, the attendance at employment events to maintain good relationships with providers, and the signposting of sources of funding and resources.

2.5 The research (summarised in section 4 onwards) shows that the local economy is suffering from a number of difficulties. West Dorset and Weymouth & Portland suffer from skills gaps relating to the replacement of highly skilled staff approaching retirement and at the level of new starters.

Consequently, it is important to concentrate both on returning the long term unemployed to work through employment skills training and the improvement of basic skills, and also to ensure that young people reaching school leaving age are adequately prepared for work.

The current workforce needs to receive assistance to improve their skill level so that they are able to replace the staff currently in highly skilled roles and approaching retirement. Businesses need assistance with understanding the value of employing apprentices in order to maintain the supply of suitably trained staff and with developing succession planning for those reaching retirement.

2.6 This is a natural role for an Economic Regeneration as it is necessary to have links with local business before advice in these areas will be given credence by businesses. Many businesses have cut training budgets during the recession and a crisis point is now being reached as companies struggle to attract the right level of staff, in competition with other regions that traditionally pay higher salaries. This has resulted in the need to begin to invest more heavily in training budgets.



3. Work Plan - September 2014 to September 2017

Action	Target	Year 1	Year 2	Year 3
Current Workforce				
Development of WDWP Skills and Training webpages on the Dorset for You website and link to the Dorset for You website to the Dorset Skills Hub site *	Complete by December 2015	✓		
The development of an independent on-line careers guide. *	In conjunction with Poole Borough Council. Complete by May 2016/7		✓	✓
Ensuring that the 9 local key sectors have a presence within these websites which clearly demonstrates the level of training and CPD required in their industries, thereby enhancing their professional status. *	Begin with creation of D4U Website page. Complete and maintain by May 2016		✓	
Continue the WDDC apprenticeship Scheme *	Continuing	✓	✓	✓
Consider ways to introduce an apprenticeship scheme similar to WDDC in WPBC *	Produce report for Management Committee to consider viability	✓		
Consider ways to introduce an apprenticeship scheme similar to WDDC in businesses *	Produce report for Executive Committee to consider viability		✓	
Encourage more employers to offer apprenticeships to current staff	Include in the familiarisation visits to business	✓	✓	✓
Assist DCC Children's Services to build the prevalence of in work training *	Meet with Children's Services to discuss a potential role	✓		
Create a standard package of careers advice, borrowing best practice from current arrangements, could be offered throughout the Partnership area with amendments appropriate to different areas.	Meet with school to discuss potential common ground		✓	✓
Support the development of a 'Western Skills Hub' in partnership with Yeovil College and other agencies*	Partnership established, develop framework for delivery of careers and skills support	✓	✓	✓
Promote Massive Open Online Courses (MOOC's) as a means to gaining qualifications*	Include as part of Careers Advice			✓
Future Workforce				
Promote the skills level and employment ready status of students leaving school within our area to businesses	Continue to discuss the issue with schools and employers and seek solutions	✓	✓	✓
Promote employment ready status of school leavers to employers offering apprenticeships	Continue to discuss the issue with schools and employers and seek solutions	✓	✓	✓

Arranging for more student workshops at businesses	2 during 2015 4 during 2016 8 During 2017	✓	✓	✓
Encouraging the re-introduction of Young Enterprise into Weymouth.	1 School 2015 2 Schools 2016 5 Schools 2017	✓	✓	✓
Encourage the uptake of STEM events	Attend Exeter Big Bang with key staff from: 1 School 2015 2 Schools 2016 4 Schools 2017	✓	✓	✓
Develop means of providing parents with job market information	In conjunction with schools and colleges – link to website with: Colleges by September 2016 Schools by September 2017		✓	✓
Developing links with Universities	Ascertain the academic offer and their employer relationship and explore the potential future development of specialist hubs in WDWP	✓	✓	✓
Develop an on-line presence for Careers College	By May 2017			✓
Produce measureable feedback on the effectiveness of Careers College	Enhance feedback forms 2016 Collate results 2016/2017		✓	✓
Arrange follow-up to Careers College for those students who express an interest in a particular career	Trial in Summer 2016 All subjects by July 2017		✓	✓
Consider ways in which pre-event workshops could be delivered to schools in earlier years in preparation for an industry based Careers College in year 9 or 10	Trial May 2017			✓
Try to find a means by which to overcome the timing issues between schools need to record follow-on information and businesses recruitment needs	Continue to discuss the issue with schools and employers and seek solutions		✓	✓
Unemployed Workforce				
Promote and support Job Clubs	Ongoing	✓	✓	✓
Continue to support all agencies working with the unemployed	Ongoing	✓	✓	✓
The continuing encouragement and support of the current agencies and the assessment of any new agencies that become available, the attendance at employment events to maintain good relationships with providers, and the signposting of sources of funding and resources.	Ongoing	✓	✓	✓

**Applies to more than one section*

4. Economic Background

4.1 The economic context for this plan has considered both West Dorset and Weymouth and Portland as separate areas to enable a specific response to the needs of each location.

For further information on the local economy please visit the following Dorset for You links:

[Weymouth and Portland Labour Market & Economic Profile](#)

[West Dorset Labour Market & Economic Profile](#)

4.2 Workless and Unemployed

Weymouth & Portland

- Thirty-three per cent of residents aged 16-19, in Weymouth & Portland, were economically inactive which is below the average for DCC Dorset (40%) and nationally (51%). It was also the lowest percentage of economically inactive 16-19 year olds among the Dorset districts.
- The annual average for claimant unemployment in Weymouth & Portland in June 2014 was 692 (in 2012 it was 1,140) with a rate of 1.7%. The rate is still above the rate for the South West (1.5%) but below the national rate (2.4%)
- In Weymouth & Portland the number of residents who were economically inactive (aged 16-64) was 5,500 which accounts for 16% of all residents aged 16-64 in the district. This looks to be less than the figure for DCC Dorset (19%) and nationally (23%).

West Dorset

- Forty per cent of residents aged 16-19 were economically inactive. This is in line with DCC Dorset (40%) but below the national figure (51%). A high proportion of 16-19 year olds are expected to be economically inactive due to many being enrolled in school or college.
- The annual average for claimant unemployment in West Dorset in 2012 was 731 with a rate of 1.3%. This is marginally less than the average for DCC Dorset (1.7%) and much lower than the average nationally (3.8%).
- In West Dorset the number of residents who were economically inactive (aged 16-64) was 10,200 which accounts for 19% of all residents aged 16-64 in West Dorset. This looks to be in line with DCC Dorset (19%) and less than nationally (23%).

For which we can conclude that West Dorset and Weymouth & Portland:

- have a low rate of 16-19 year old worklessness
- have an unemployment rate below the national average
- have a low rate of worklessness

4.3 Jobseekers

Weymouth & Portland

- In 2012, the unemployment rate, for those aged 16-64, in Weymouth & Portland was seven per cent. This looks to be higher than the figure for DCC Dorset (5%) but less than the national figure (8%).

West Dorset

- In 2012, the unemployment rate for those aged 16-64 in West Dorset was three per cent. This appears to be less than the average in DCC Dorset (five per cent) and nationally (eight per cent). However, this figure is highlighted as being statistically unreliable due to a small sample size.

4.4 Occupational Structure

Weymouth & Portland

- According to the Annual Population Survey, the majority of people in employment in DCC Dorset were working in professional occupations (17%). Approximately 44% of all employment was in higher skill level occupations (Managers, directors and senior officials; professional occupations; and Associate professional and technical occupations). Process, plant and machine operatives represented the lowest proportion of employed residents (five per cent).
- Within Weymouth & Portland, the majority of individuals were also employed in professional occupations (18%), which is marginally greater than in DCC Dorset.
- The proportion of residents employed in high skill level occupations was below the figure for DCC Dorset at 37%. Seventeen per cent of employed residents in Weymouth & Portland were working in elementary occupations – five percentage points higher than DCC Dorset. The lowest proportion of residents was employed in skilled trade occupations (six per cent), which is below the DCC Dorset average (11%).
- In Weymouth and Portland, the public admin, education and health sector employed the highest proportion of persons aged 16 to 64 (30.2%). This proportion was significantly higher than the proportion of the population aged 16 to 64 employed in the following sectors: Manufacturing, Construction, Distribution, hotels and restaurants, Transport and communications, Banking, finance and insurance. Of those sectors reported, the Energy and water sector showed the lowest proportion of the population aged 16 to 64 in employment (3.7%).

West Dorset

- Within West Dorset, the majority of individuals were employed in Professional occupations (19%) which are greater than in DCC Dorset. The proportion of residents employed in high skill level occupations in West Dorset was marginally higher than DCC Dorset at 48%. Fifteen per cent of employed residents were working as Managers, directors and senior officials, three percentage points higher than DCC Dorset. As in

DCC Dorset, the lowest proportion of residents were employed as Process, plant and machine operatives (four per cent) which is marginally below the DCC Dorset average.

- In West Dorset, the Public admin, education and health sector employed the highest proportion of persons aged 16 to 64 (27.3%). This proportion was significantly higher than the proportion of the population aged 16 to 64 employed in the following sectors: Manufacturing, Construction, Banking, finance and insurance, other services. Of those sectors reported, the Transport and communications sector showed the lowest proportion of the population aged 16 to 64 in employment (2.5%).

This leads us to conclude that in both West Dorset and Weymouth and Portland have;

- An over-reliance on the Public Sector
- A large proportion of employees employed in the Service sector

4.5 Self Employment Rate

The Census of Population 2011 gives the most accurate picture of self-employment in Dorset. The Annual Population Survey is a sample survey of households in Great Britain and aims to provide data between the ten-yearly Censuses'. Both sets of data will be presented in this section.

Weymouth & Portland

- According to the Census of Population, there were 36,700 self-employed residents (aged 16-74) in DCC Dorset, representing 18% of the total population aged 16-74. In Weymouth & Portland, the percentage of self-employed residents was lower at 14%. This was also the smallest proportion of self-employed residents among the Dorset districts.
- The Annual Population Survey (January-December 2012) indicates that there were about 3,100 self-employed residents aged 16 or more in Weymouth & Portland. This is about 11% of the employed residents in this age group or seven per cent of those aged 16 or more in the district.
- Self-employment, as a percentage of employed residents aged 16+, is above the national average in DCC Dorset and the figures indicate that the level of self-employment, in Weymouth & Portland, was the lowest among the Dorset districts

West Dorset

- The Census of Population indicates 36,700 self-employed residents (aged 16-74) in DCC Dorset, representing 18% of the total population aged 16-74. In West Dorset, the percentage of self-employed residents was higher at 22% and this was also the highest percentage among the Dorset districts.
- The Annual Population Survey (January-December 2012) indicates that there were about 11,300 self-employed residents aged 16 or more in West Dorset. This is about a quarter of the employed residents in this age group or 14% of all those aged 16 or more in the district.

- Self-employment as a percentage of employed residents aged 16+ was above the national average in DCC Dorset, and the figures indicate that the level of self-employment in West Dorset was higher than in DCC Dorset

4.6 Skills

Weymouth & Portland

- The Annual Population Survey (January-December 2012) suggests that the percentage of resident population, aged 16-64 years, in Weymouth & Portland who had no qualifications was just over one per cent. This is below the figure for DCC Dorset (six per cent) and below the South West (seven per cent). In comparison with the other Dorset districts, Weymouth & Portland had the lowest proportion of 16-64 year olds with no qualifications; *however, the sample size is small and therefore should be treated with caution.*
- Around 26% of the population, aged 16-64, in Weymouth & Portland had NVQ level 4 qualifications or higher, which is below the DCC Dorset figure (36%) and the South West (34%) and the smallest proportion among the Dorset districts.

West Dorset

- The Annual Population Survey indicates the percentage of the resident population, aged 16-64 years, in West Dorset who has no qualifications was approximately five per cent. This is below the figure for DCC Dorset (six per cent) and the South West (seven per cent). In comparison with the other Dorset districts, West Dorset had the lowest proportion of 16-64 year olds with no qualifications after Weymouth & Portland (1.4%).
- More than 40% of the population, aged 16-64 in West Dorset, held NVQ level 4 or higher qualifications which is the highest proportion of residents, aged 16-64 qualified to this level, among the Dorset districts and higher than DCC Dorset (36%) and the South West (34%).

- This leads us to conclude that in both West Dorset and Weymouth and Portland that those with higher level qualifications are not finding suitable opportunities within their area

4.7 Economic Deprivation

The Indices of Deprivation 2010 (ID 2010) is the collective name for several separate indices measuring deprivation within all local authority areas in England. The most well-known index, IMD 2010, measures multiple deprivations for each local authority area as a whole and also for smaller areas within each authority known as Lower Layer Super Output Areas (LSOA).

The Index of Deprivation includes seven main domains and six further sub domains. There is also a measure of Multiple Deprivation made up from the other domains. Each of the 32,482 Lower Super Output Areas (LSOA's) in England have been assigned a score and rank.

The domains are:

- Income Deprivation Domain
- Employment Deprivation Domain
- Health deprivation and Disability Domain
- Education, Skills and Training Domain with the sub domains: Children/Young people, and: skills
- Barriers to Housing and Services with the sub domains: wider barriers and Geographical barriers
- Crime Domain
- Living Environment Deprivation Domain with the sub domains: the "indoors" living environment and: the "outdoors" living environment

There are also supplementary income indicators:

- Income deprivation affecting children index
- Income deprivation affecting older people

Rank: 1 = most deprived (out of 39) Weymouth & Portland

Index of Multiple Deprivation (IMD) 2010	Rank	Employment Deprivation	Rank
Melcombe Regis Town Centre	1	Melcombe Regis Park District	1
Melcombe Regis Park District	2	Melcombe Regis Town Centre	2
Fortuneswell North	3	Littlemoor West	3
Littlemoor West	4	Melcombe Regis Lodmoor Hill	4
Melcombe Regis Carlton Road	5	Westham North Westhaven	5

Rank: 1 = most deprived (out of 57) West Dorset

Index of Multiple Deprivation (IMD) 2010	Rank	Employment Deprivation	Rank
Bridport Skilling	1	Dorchester Town Centre	1
Bridport Court Orchard	2	Bridport Skilling	2
Dorchester Town Centre	3	Bridport Court Orchard	3
Sherborne East Gryphon	4	Sherborne East Gryphon	4
Fordington East	5	Fordington East	5

- Thirteen of the 247 LSOAs in DCC Dorset fall in the 20% most deprived areas in England, two of which are in West Dorset. Four, all in Weymouth & Portland, fall in the most deprived 10% in England.
- Most of these are areas where there are a high number of housing association properties. The housing associations in each area are doing good work to counter these issues.
- Recent changes in government legislation are also addressing the problems of higher unemployment and lack of skill training among these groups.
- The areas in Weymouth & Portland that are not areas with a high level of housing association properties are serviced by a large number of community based agencies offering a wide range of services for residents.

5. Education

5.1 From September 2013 all young people must stay in education until the age of 17 years and from September 2015 they must stay in education until the age of 18 years. The student is able to take place in formal full time education, apprenticeship or a job with training.

5.2 Skills Gap

Skills gap 1.

- There is an ageing population of skilled workers in senior supervisory and technical positions that have no suitably skilled person to replace them when they retire.
- There has been a period of several years where, due to the financial downturn, employers have been reluctant to invest in staff training. This has now led to the beginning of a crisis, where there are insufficient experienced qualified staff to assume the senior supervisory and technical roles.
- Many employers are recognising this, and it is one explanation for the number of apprenticeships being undertaken by older students and existing staff.
- Government statistics show a much higher proportion of apprenticeship starters are now aged over 25 (45% in 2012/13) compared with 2009/10 (18%) and years previous to this.
- It is important to demonstrate the value of training of current staff, to employers.

Skills gap 2.

- There is a lack of education in soft skills and employee behaviour, preventing young people obtaining employment straight from school.
- Several schools have started to address this issue to a lesser or greater degree. Most particularly Budmouth School, with the introduction of The Centre of Excellence for Industrial Liaison (CEIL). However, a significant number of schools still fail to educate students adequately in employment skills.

5.3 Schools

- Young people leaving education in Dorset are more prepared for work than on average in England with three-quarters of businesses in Dorset that have employed a 16-18 year old in their first job from school felt that they were very well or well-prepared for work. In England, only 59% of businesses agreed.
- More than 80% of businesses in Dorset that have employed a 17-18 year old from college to their first job felt that they were very well or well-prepared for work compared with only three-quarters in England. Almost 90% of businesses in Dorset felt that higher education leavers were very or well-prepared for work, compared with 84% in England. (Source: Employer Skills Survey (2013), UKCES)

- It is incumbent on schools to offer independent careers advice from years 8 – 13. There is a wide variety in the level of careers education offered to students in this group. *“Statistics and research show that if a young person has 4 contacts with an employer, they are 5 times less likely to drop out of education or training.” Calibre Search Report*
- *The government has removed work experience as being a statutory requirement due to young people having to be in education, employment or training up to the age of 17 in 2013 and age 18 by 2015.*
- *As a result the government funding for it has been removed. Some schools will continue to send all their students on work experience, while others will target specific groups. Others have decided not to offer work experience at all due to the costs (in Leeds this is £27 per head).*
- *It could be said that £27 is not much to find, but with school budgets being under substantial pressure it is enough to force the school to choose between work experience or another valuable activity. Some would say that raising the participation age (RPA) is a good argument for two periods of work experience, one between ages 14 and 16 and the other between 16 and 18, but there is a funding issue for having just one, never mind two.” Calibre Search Report.*

- Alternative means of introducing students to employers have to be found. This can be achieved in a variety of ways. The West Dorset Federation of Schools (Colfox School, Woodroffe School and Beaminster School) are offering vocational courses including extended work placements for an increasing number of students, and this post will be working on increasing work experience placements throughout both areas in conjunction with arranging work visits as a follow-up to Careers College. It is also hoped that a way can be found to increase the number of employers visiting schools to speak to students and explain more about their industries.

The statutory requirements on careers guidance for schools are shown on the following link:
[**Statutory Guidance**](#)

5.4 Benchmark

The recent report by the Gatsby Foundation identified 8 benchmarks that define good school’s career guidance, as follows:

- i. **A stable careers programme**
 Every school and college should have an embedded programme of career education and guidance that is known and understood by pupils, parents, teachers, governors and employers.
- ii. **Learning from career and labour market information**
 Every pupil, and their parents, should have access to good quality information about future study options and labour market opportunities. They will need the support of an informed adviser to make best use of available information.

- iii. **Addressing the needs of each pupil**
Pupils have different career guidance needs at different stages. Opportunities for advice and support need to be tailored to the needs of each pupil. A school's careers programme should embed equality and diversity considerations throughout.
- iv. **Linking curriculum learning to careers** All teachers should link curriculum learning with careers. STEM subject teachers should highlight the relevance of STEM subjects for a wide range of future career paths.
- v. **Encounters with employers and employees**
Every pupil should have multiple opportunities to learn from employers about work, employment and the skills that are valued in the workplace. This can be through a range of enrichment activities including visiting speakers, mentoring and enterprise schemes.
- vi. **Experiences of workplaces**
Every pupil should have first-hand experiences of the workplace through work visits, work shadowing and/or work experience to help their exploration of career opportunities, and expand their networks.
- vii. **Encounters with further and higher education**
All pupils should understand the full range of learning opportunities that are available to them. This includes both academic and vocational routes and learning in schools, colleges, universities and in the workplace.
- viii. **Personal guidance**
Every pupil should have opportunities for guidance interviews with a career adviser, who could be internal (a member of school staff) or external, provided they are trained to an appropriate level. These should be available whenever significant study or career choices are being made. They should be expected for all pupils but should be timed to meet their individual needs.

A link to the report can be found at: [The Gatsby Charitable Foundation Report](#)

5.5 Parents

Research, most recently an interim report from Dr Bethan Collins and Dr Marilyn Cash at Bournemouth University, clearly shows that the majority of influence over a student's career choice will come from parents. Consequently a means of transmitting up-to-date careers information to parents needs to be found.

Follow the link below for the full interim report: [Parents Perception of Careers Advice](#)

- There appears to be a considerable difference between schools in the district and borough when it comes to the amount and quality of careers advice available. There are many programmes run in our schools and these include;
- Careers advice, young enterprise, work experience, experience days, interaction with employers, work readiness training.

- It would be helpful if a standard package of careers advice, borrowing best practice from current arrangements, could be offered throughout the Partnership area with amendments appropriate to different areas.
- Several of the schools, with the best advice currently available, have expressed an interest in a travelling careers guidance team, to present information during their current programmes.
- It would be useful if this could be linked with Careers College and act as a presage to the main event in July or for years prior to year 9.
- There are several programmes to encourage Science, Technology, Engineering and Mathematics (STEM) subjects to schools and some of these are in use in the West Dorset. These involve regional and national competitions, which require business involvement, in the development of technological solutions or suggestions to address a variety of set questions.
- These events are encouraged by the Big Bang fairs held at several locations nationally. Exeter University hosts our closest main event, with a local regional event at Bournemouth & Poole College. There is a relatively large investment of time, which currently discourages most local schools from taking part.
- The Young Enterprise Company Programme is available throughout Dorset. This is an event that allows teams from secondary schools to establish a working business, alongside mentors from industry. There is a cost which currently discourages most schools in the area from taking part.
- It is widely acknowledged that teachers are rarely in a position, due to experience and training, to offer the best careers advice. Also, there is pressure on schools to fill sixth form places and it is difficult for them to offer genuinely independent advice which may threaten their sixth form numbers. The majority of staff dealing with students, who are progressing into alternative forms of education, are carrying out the role from the point of view of the schools need for adequate statistics, rather than from the point of view of choices for students.

5.4 Colleges

- To enable employers to play a greater role in shaping skills provision going forward, we are giving Local Enterprise Partnerships (LEPs) a new strategic role over skills policy in line with the recommendations of The Heseltine Review. We will be asking LEPs to develop skill strategies for their areas, and to work closely with colleges and FE providers, including through initiatives such as City Deals and Whole Place Community Budgets, to ensure that skills provision is highly responsive to local employer demand.
- This policy is having a desirable impact. However, there is some concern over the proposed changes to funding for apprenticeships. Currently, Colleges and training providers promote apprenticeships as they receive funding direct from government.

When the changes take place and funding begins to go to employers rather than training providers it has been important to ensure that the incentive remains for the providers to continue to promote courses. Significant lobbying has taken place to try to ensure that this is taken into account when the changes are adopted.

5.5 Careers

- While specific funding for 'at risk' young people is available, funding for general careers training has been reduced.
- This means that schools are looking for a cost effective, and efficient, means of offering students independent careers advice.
- Schools are aware of the need for this provision to be locally based and to reflect current trends in the jobs market locally, as well as offering insight into the careers options both nationally and internationally.
- The current format of careers events has been to have careers fairs and hands-on workshops at locations central to the majority of students.

Careers College

- The Careers College is an independently funded event held at Weymouth College, Kingston Maurward College (KMC) and the Sailing Academy each July and is the main annual careers event which the Economic Regeneration service supports.
- It consists of 60+ workshops which are available to the WPWD schools for year 9 and 10 pupils. It enables students to experience between two and four, two hour workshops in an industry environment of their choice.
- Due to the nature of some of the workshops colleges are the only venues where adequate health and safety precautions for young people can be reliably applied (e.g. Car Maintenance).
- Currently 50% of workshops are operated by businesses and 50% by staff of the colleges.
- It is currently the only event which offers this type of service to the more rural schools. It attracts a total of approximately 2500 students, with 1700 coming from rural Dorset.

For this event to be effective it needs development in several areas.

- The Economic Regeneration service, and Partnership, role in developing Careers College would be to increase the number of workshops held at businesses. (Currently two, arranged by Economic Regeneration)
- Develop an on-line presence for the event
- Produce proper feedback on the effectiveness of the event
- Arrange follow-up for those students who express an interest in a particular career
- Consider ways in which the pre-event workshops could be delivered to schools in earlier years in preparation for an industry based Careers College in year 9 or 10

6. Skills & Training

6.1 Apprenticeships

- Apprenticeships are offered across a wide range of public and privately owned organisations. The training elements are offered at all of the colleges and at a wide range of privately funded training agencies.
- Apprenticeships are growing strongly in the South West and a great deal of emphasis is being placed on changes to promotion that apprenticeships will need after the funding changes proposed by government. The North East recorded the greatest leap in Apprenticeship applications, with 33,430 applications made during the period, a 60% increase on the previous year. This was followed by Yorkshire and The Humber (59%) and the South West (58%). (NAS Website)
- Currently the majority of apprenticeships are being undertaken by students of over 25 years of age who are already in employment. This is very good news for industries that are striving to fill the skills gap arising from the retirement of senior supervisory and technical staff, but more needs to be done to encourage an increase in apprenticeships for those beginning their career.
- There is some reluctance for employers to take on 16-18 year olds due to the often inaccurate misconception that young people are not prepared for employment. It is important to promote the figures in this report that show the employers satisfaction with the skills of young people starting work in Dorset.
- There are also difficulties with the timing of apprenticeships and the way that schools currently manage follow-on statistics for 16 year olds. Schools require students to have plans in place by the December prior to leaving school in May. It is often difficult to have an apprenticeship in place at this stage for someone who will not be starting work until, probably, the following September. This post will be investigating ways in which this can be improved in order to make apprenticeships easier to access for this group.
- There are also many apprenticeships available which are not currently advertised on the National Apprenticeship website. Many employers do not wish to be bombarded with unsuitable applications and would rather recruit an appropriate person before deciding to place them on an apprenticeship. This post will be examining ways to enable students and employers to bridge this gap.
- This post currently manages the funding for the WDDC apprenticeship fund and last year part funded four WDDC apprenticeship starters.

6.2 In-work Training

- Many small private training providers offer European funded NVQ courses to SME's.
- Several companies offer specialist training in in-house apprenticeship schools and send apprentices to college for the skills elements of training.

- In-work training is clearly not available to those seeking work, as many employers do not consider training until they are approached by a training agency.
- DCC Children's services for 14-19 year olds are concerned about the number of young people who are employed in jobs without training. This will be one of their priorities in the run up to the increase in the age of participation (when all young people will be required to stay in some form of education until the age of 18). The Economic Regeneration service supports the efforts of Children's Services to address this.

6.3 Enterprise

- Many people facing unemployment will consider starting their own business. This particularly applies to the age groups who have received a redundancy payment and may have money to invest.

History shows that this is not always the easy option and that many of those taking this route quite often will not survive past 12 months, which is mainly due to the lack of skills. This has been evident in both West Dorset and Weymouth and Portland.

- The Economic Regeneration service have entered into a partnership with WSX Training to provide enterprise skills to those who are considering this option, or those who have started a business and need help to grow it.
- This role is also working towards ensuring that those young people who have aspirations to start a business have the opportunity to learn all that they can to help them achieve their goals
- Enterprise Training is offered by WSX our partnership service provider. They offer free start-up training to anyone who is interested in starting a business or becoming self-employed.
- Young Enterprise is offering the 'Fiver Challenge' to all junior schools in Weymouth. Schools on Portland and in West Dorset already take part in the 'Tenner Challenge' and 'The Company Programme'. The Economic Regeneration service has made an offer to assist with the funding for the local 'Dragons Den' type events associated with the fiver challenge.

Appendix 1 -Training and support

A. Courses in preparation for employment

The following providers offer courses in preparation for employment which are free of charge at the point of delivery. These courses generally include instruction in English and mathematics and advice on employee behaviour and interview techniques. They are intended to prepare you for a first job or a return to work after a break or a period of unemployment.

BCHA Prime

BCHA Ignite Programme – Personal Development programme focusing on Confidence, Assertiveness, Anxiety Management, weekly work club, one to one support along side workshops – 6-8 week programme for clients aged between 18 to 24 years old
Val Jefferies, Programme Manager - valjefferies@bcha.org.uk

Bridport Transition Skills

TTB runs a skills course for unemployed youngsters – a week covering woodwork, metalwork, electrics & plumbing. At the end of the week trainees are given talks from local employers on how to get further work/training for clients aged between 18 to 24 years old.
Ian Gallon - ilandpmgallon@gmail.com

Skills Training Bridport

Offers mentoring, work experience and support for apprenticeships, work related training and support with job search for unemployed 18+ via Fresh Start - 20 hours of free support at Miles Cross Farm, Symondsburry. Transport available.
Anne Marie Vincent - skillstrainingbridport@gmail.com

b-roads/b-side

b-roads is a youth arts programme helping young people who are out of work, training or education to join activities, go on bespoke courses and get job placements in both creative and other industries. Each young person involved with b-roads can work to attain a Social Enterprise Qualification, an Arts Award and AQA accreditation to help them gain more skills and become more employable. The programme is targeted at the 15 to 24 years age range.
Anthony Burt - anthony@b-side.org.uk

Equilibrium (Shaftesbury)

Equilibrium offers programmes for young people who are not in education, employment or training (NEET). It is based at Butts Pond Industrial Estate. Foundation Learning programmes in: Motor Vehicle, Construction, Horticulture, Forestry, Hospitality and Catering
Paul Williams - p.williams@eqcic.co.uk

Gillingham Youth and Community Centre

Links courses with schools in Motor Vehicle and Welding. ASDAN Activity Awards and the Dorset Plus Awards aimed at those aged between 14 to 16 years old
Trish Walker, Early Intervention Service
Sandie Brown, YSW in Charge

Abilities

An established training provider with over 20 years experience in helping people back into employment. They are a non-profit making charity working closely with local community and businesses to help and support people back into work. They offer support to those aged 14 and above.

Blandford & Weymouth Branches - www.abilities.org.uk

Ansbury

Exceler8 Programme delivered at locations across Dorset according to need. Flexible bespoke programme for NEET lasting 8-12 weeks depending upon individual. Designed to lead on to further learning and training and is aimed at the 16 to 19 year olds.

Carolyn Hewitt - carolyn.hewitt@ansbury.co.uk

Fresh Start - Dorset Youth Association

A charitable organisation that supports the progression of young people who are NEET or at risk of becoming so. Activities on offer include: volunteering, workplace training, accreditation, confidence building and employability skills. The programme is aimed at clients aged between 15 to 19 years old as well as 19 to 25 year old with additional needs.

Kate Sandercock/Ian Handscomb - freshstart@dorsetyouth.com

SWRAC

Offer small, user friendly courses designed to support those entering the jobs market for the first time or to refresh your skill after a break in employment. Depending on your circumstances this course may be free of charge and include free transport.

<http://swrac.co.uk/training-assessment>

Prospects

Organisation providing a wide range of education, employment and training services in the UK and internationally. Prospects in Weymouth offer the Families Action Programme

www.prospects.co.uk/FamiliesActionProgramme

Best Training

Best Training's OCR Award & Certificate in Employability Skills provides FREE training and support helping individuals into work. 7 week course for 2 days each week to gain a recognised qualification in Employability Skills and help prospects of returning to work.

ASPIRE

Functional skills in English, Maths or ICT - Level 1 & Level 2. This course is for anyone who wants to update their skills through activities in these areas or to progress from a Level 1 qualification.

<http://www.aspiretrainingteam.co.uk>

Smart Training & Recruitment Ltd

Offer both Pre-Traineeships and Traineeships

16 -24 Clare Howard/Gill Rogers

www.smarttar.co.uk

The Bournemouth & Poole College

A further education college offering Foundation learning, L1, L2 & L3 programmes covering an extensive range of vocational areas, apprenticeships and A levels.

www.thecollege.co.uk

The Matrix Centre Bridport (Yeovil College)

Offers a range of training programmes in the Bridport area including FREE Maths and English courses.

www.yeovil.ac.uk

Yeovil College

A further education College offering courses at EL, L1, L2 and L3, an A Level Academy. A wide range of Vocational courses and an extensive apprenticeship programme

www.yeovil.ac.uk

Weymouth College

A further education College offering A Levels, EL, L1, L2, L3, L4, L5 and vocational qualifications. Apprenticeships and Work-based learning. School link courses.

www.weymouth.ac.uk

Kingston Maurward College

A specialist land based college offering a range of EL, L1, L2, L3 qualifications.

www.kmc.ac.uk

Princes Trust

12 week full time course for 16 -25 year olds, working on Employment, Teamwork and Community skills, enabling them to help identify and achieve their potential, ultimately so they can find employment, education or volunteering opportunities.

<http://www.dorsetfire.gov.uk/safety/safe-d-kids/young-peoples-programmes/princes-trust>

B. Traineeships

A Traineeship is an education and training programme with work experience that is focused on giving young people the skills and experience that employers are looking for. At its core are work preparation training, English and maths for those who need it, and a high quality work experience placement.

- A Traineeship will enable a better position to compete for an Apprenticeship or other job
- The opportunity to build a CV and get vital experience with local and national employers
- Improving your English and maths skills to boost your chances of getting a job, as well as improving your long term prospects and earning potential over your lifetime
- Employers are at the center of Traineeships to ensure they give the skills needed to secure a job and succeed in employment
- At the end of the work experience placement a job interview with the company if a role becomes available or a reference and an exit interview

How do you find a Traineeship?

There are three options available:

- Register for Traineeship opportunities advertised on the [Apprenticeships vacancies free online service](#).
- Those in receipt of benefits can speak to a Jobcentre Plus adviser
- Local colleges or training providers offering Traineeship opportunities (see local list below)

Smart Training & Recruitment Ltd

www.smarttar.co.uk

SWRAC

<http://swrac.co.uk/training-assessment/>

Pursuit Training

<http://www.pursuittraining.co.uk/16to23.html>

Best Training

<http://www.best2train.co.uk>

Paragon Skills for Industry

<http://www.paragonskills.co.uk>

Bournemouth & Poole College

<http://www.thecollege.co.uk/traineeships>

Locomotivation

www.locomotivation.co.uk

C. Apprenticeships

Apprenticeships offer the opportunity to work for a real employer, earn a real salary and gain a real qualification whilst gaining valuable workplace skills and experience.

Earn while you learn.

All apprentices must receive the appropriate national minimum wage. Apprenticeship National Minimum Wage rate does not apply to Higher Apprenticeships.

A real job

All apprentices should work for at least 30 hours a week, apart from in exceptional circumstances. Over 150,000 employers are offering Apprenticeships in more than 200,000 locations. Apprenticeships are available at Intermediate, Advanced and Higher (degree) level, covering more than 170 industries and 1500 job roles.

A real qualification

Quality is key to Apprenticeships. All Apprenticeships must be at least 12 months long and lead to a national qualification that is respected by employers around the world.

A real future.

After finishing, the majority of apprentices (85%) will stay in employment, with two-thirds (64%) staying with the same employer.

A third (32%) of all former apprentices had received a promotion within 12 months of finishing, and of those in work, three quarters (75%) reported taking on more responsibility in their job. Employers think that qualified apprentices are 15% more employable than those with other qualifications.

<http://www.smarttar.co.uk/apprenticeships/>

<http://swrac.co.uk/training-assessment/apprenticeships/>

<http://www.best2train.co.uk/pg-qApprenticeships.asp>

<http://www.paragonskills.co.uk/young-people/what-is-an-apprenticeship>

<http://www.yeovil.ac.uk/courses/apprenticeships/>

<http://www.thecollege.co.uk/apprenticeships/about-apprenticeships/i-want-become-apprentice>

<http://www.weymouth.ac.uk/subjects/work-based-learning/apprenticeships/>

http://www.kmc.ac.uk/kc/the_college/apprenticeships

<http://www.aspiretrainingteam.co.uk/aspire-apprenticeships.html>

www.locomotivation.co.uk

D. Colleges (Technical)

The following colleges offer traditional college courses, such as 'A' levels, for individuals who require education in a wide range of disciplines.

They also offer training aimed at a large variety of industry sectors in the form of in-work training, vocational qualifications, apprenticeships and distance learning.

Most of them also have university sponsored courses for degree level students and they also offer school link courses from the age of 14 years.

The Bournemouth & Poole College,

The Matrix Centre Bridport (Yeovil College)

Yeovil College

Weymouth College

Kingston Maurward College

E. Enterprise

WSX Enterprise

Expertise in starting up & growing your business, ongoing business support, enterprise, business mentoring, skills, innovation and design.

Young Enterprise

Young Enterprise is the United Kingdom's largest business and enterprise education charity. Every year they help 250,000 young people learn about business and the world of work in the classroom under the guidance of a network of 5,000 volunteers from 3,500 companies.

Their programmes range from the Primary Programme and Company Programme to the university-level Start-up initiative with many variations in between. They offer something for every year of education from the age of 4 to 25. They are the UK's leading figure in enterprise education delivering over 4 million learning hours each year.

Enterprise and Skills Company

Enterprise & Skills (ESC) offers students of all year groups and academic abilities, from all social and economic backgrounds, the opportunity to experience an extensive range of enterprise and work related activities providing hands on practice prior to leaving school. Their mission is to deliver a high quality, high impact, life-changing message that empowers young people to be successful in business and future careers.

F. Universities (Professional)

Bournemouth University

Have a strong professional orientation with a focus on academic excellence and graduate employability. They are recognised as the only Centre for Excellence in Media Practice in the UK and graduates from the National Centre for Computer Animation have worked in Hollywood on such films as Lord of the Rings, Gladiator, Star Wars, Madagascar and King Kong. Areas of research expertise include forensic archaeology and crime scene science where, for example, staff are currently investigating genocide in Iraq, Bosnia and Rwanda and the implications of unearthing 40,000 year old human footprints in central Mexico.

Arts University Bournemouth

A specialist institution, where teaching and learning take place in a dedicated art, design, media and performance environment, offers a uniquely relevant place for students wishing to develop their talents and enter the competitive world of the creative industries. Collaborative projects and close links with the creative industries support and enhance their teaching expertise and superb facilities. Success is evidenced by an excellent track record of graduate achievement.

G. Adult Learning/Evening Classes

Skills & Learning Bournemouth, Dorset and Poole

Advice and Guidance. Functional Skills Maths, English and ICT.

Wide range of Vocational qualifications inc. Hairdressing, Beauty,

Wide range of personal and professional development courses inc. return to work programmes.

www.skillsandlearningbdp.co.uk

H. Practical Skills and Land Based

Kingston Maurward College

A specialist land based college offering a range of EL, L1, L2, L3 qualifications.

www.kmc.ac.uk

Future Roots

A vocational training course for 14-21 year olds who have an interest in farming, but who find school challenging.

<http://www.futureroots.net/what-we-do/future-farmers/>

Newlands Training

Newlands Training Ltd is a provider of land based training for forestry, arboriculture, conservation, agriculture and local authorities in Dorset, Devon and Hampshire and Wiltshire. We offer a selection of courses from chainsaw operations, pesticide application and first aid to forklift truck driving and health & safety. We have provided rural training for over 20 years with a range of short courses either "in-house" or at one of our training sites.

<http://newlandstraining.co.uk/>

I. Other Services

The Dorset County Council NEETS Intervention Team

A multi-agency team, that work together to co-ordinate the efforts to address the NEETS problem in the local area.

Stepping Stones

For information on the services that are available to adults with a learning disability wishing to access training or employment.

<https://www.dorsetforyou.com/vocationalservices>

Jobcentre Plus

A very effective Jobcentre Plus team have the best record in the country for returning people to employment in an average of 13.5 weeks.

Further information can be obtained from:

[The Dorset and Somerset Training Providers Network](#)

Website:

<https://www.dorsetforyou.com/economic-regeneration/west-dorset-and-weymouth-and-portland>

Business Email Address:

business@westdorset-weymouth.gov.uk

Economic Regeneration Officer (Workforce Development)

Mark Taylor

Tel: 01305 838505

Email: m.taylor@westdorset-weymouth.gov.uk

Contact information for the Economic Regeneration Team

Trevor Hedger, Senior Economic Regeneration Officer

Tel: 01305 252378

Email: t.hedger@westdorset-weymouth.gov.uk

Simon King, Senior Economic Regeneration Officer

Tel: 01305 838515

Email: s.king@westdorset-weymouth.gov.uk

Gareth Jones, Economic and Business Development Officer

Tel: 01305 838476

Email: g.jones@westdorset-weymouth.gov.uk

Lloyd Savage, Economic Regeneration Officer

Tel: 01305 838167

Email: l.savage@westdorset-weymouth.gov.uk

