THE **LEEDS** DIGITAL SKILLS ACTION PLAN

Leeds CITY COUNCIL

INTRODUCTION

There are over 1,350 digital companies based in Leeds who employing 10,000 people ranging from freelance coders to national companies. Leeds has the highest number of scale-up digital companies outside the South East, and our city region has already outstripped Bristol and Manchester for employment growth in digital and creative industries.

However, there is a danger that demand from employers will outstrip supply. There are currently 640 vacancies for mid-level tech jobs in the city, and vacancy numbers have increased to over 50% in the last six months.

We need to retain, attract and develop graduate talent. We want businesses to invest here, and to do so there needs to be confidence about the calibre and depth of the talent pool.

We asked a number of employers and education providers, to identify how to address some of these issues. The Leeds Digital Skills Action Plan is the outcome and it sets out actions to drive growth.

1,350
DIGITAL COMPANIES BASED IN LEEDS

LEEDS EMPLOYS OVER
10,000
PEOPLE IN THE DIGITAL SECTOR

THERE ARE CURRENTLY
640
VACANCIES FOR MID-LEVEL TECH JOBS IN THE CITY

KEY
- SHORT TERM
- MEDIUM TERM
- LONG TERM

IMPROVING LINKS BETWEEN EMPLOYERS AND EDUCATION

While creating and promoting entry routes into the digital sector it is vital to improve the dialogue between employers and education providers to ensure supply more appropriately meets demand. Creating targeted interventions will ensure that employers and education providers are better connected, and provides employers with an opportunity to inform the development of provision. It also involves making better connections to drive an increase in young people, especially women, entering the digital and tech sector, with work experience and work placements a vehicle to enthusing them about the opportunities on offer.

CO-DESIGN OF SKILLS PROVISION THROUGH A SKILLS SUMMIT

RATIONALE
BRING EMPLOYERS AND EDUCATION PROVIDERS TOGETHER IN A FOCUSED, MEDIATED ENVIRONMENT TO CONSTRUCTIVELY CHALLENGE EACH OTHER, AND TO SET A FRAMEWORK FOR FUTURE COLLABORATION

OUTPUTS
ENHANCEMENTS TO EXISTING PROVISION IMPROVED APPROACHES TO WORK PLACEMENT (HE) AND WORK EXPERIENCE (FE/SCHOOLS)

TIMETABLE
MEETINGS BETWEEN EDUCATION PROVIDERS AND EMPLOYERS SPRING 2016.

PARTNERS
EDUCATION PROVIDERS (INCLUDING SCHOOLS), LCC, KEY EMPLOYERS AND PRIVATE SECTOR TRAINING COMPANIES

FUTURE
FUNDED THROUGH SPONSORSHIP/ IN-KIND CONTRIBUTIONS/SALE OF STANDS AND EXHIBITION COLLATERAL.

IMPROVE CAREERS ADVICE

RATIONALE
IMPROVE CAREERS ADVICE WITH A FOCUS ON APPROPRIATE CAREER MARKETING TO TECH JOBS AND OPEN UP AN OPPORTUNITY TO PROVIDE STRONGER LINKS WITH DIGITAL BUSINESSES OFFERING WORK EXPERIENCE PLACEMENTS, MENTORING AND SPONSORSHIP

OUTPUTS
WORK EXPERIENCE PLACEMENTS FOR STUDENTS

STRONGER CONNECTIONS BETWEEN SCHOOLS AND THE DIGITAL SECTOR

INCREASED NUMBERS OF STUDENTS ENTERING TECH COURSES, ESPECIALLY GIRLS

TIMETABLE
SCOPING OF EXISTING CAREERS IAG WITH AN EMPHASIS ON DIGITAL SECTOR

DEVELOPMENT OF MATERIALS AND IAG ADVISOR UPSKILLING ON THE SECTOR, INCLUDING TEACHER CPD

ENGAGEMENT OF EMPLOYERS WITH SCHOOLS

PARTNERS
SCHOOLS, LCC, KEY EMPLOYERS, LCR ENTERPRISE ADVISERS, CAREERS AND ENTERPRISE COMPANY

SUPPORT THE EXTENSION OF CODE CLUBS TO ALL LEEDS PRIMARY SCHOOLS

RATIONALE
CODE CLUBS ARE A GREAT WAY TO GET YOUNG CHILDREN INTERESTED IN TECH AND HAVE WIDER BENEFITS BEYOND LEARNING TO CODE. PROBLEM SOLVING AND LOGICAL THINKING SKILLS. CODE CLUBS ARE ALSO A GREAT WAY TO GET GIRLS INTERESTED IN TECH AT AN EARLY AGE.

OUTPUTS
CODE CLUBS OPERATIONAL IN ALL PRIMARY SCHOOLS ACROSS LEEDS.

EMPLOYERS INVOLVED IN DELIVERING CODE CLUBS IN ALL PRIMARY SCHOOLS.

TIMETABLE
MEETINGS BETWEEN EDUCATION PROVIDERS AND EMPLOYERS SPRING / SUMMER 2016.

INCREASING CODE CLUBS ACROSS LEEDS – 2016/2017

PARTNERS
PRIMARY SCHOOLS, LCC, KEY EMPLOYERS, CODE CLUB VOLUNTEERS

Leeds Digital Board

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CREATING AND PROMOTING ENTRY POINTS INTO THE DIGITAL SECTOR TO LOCAL, NATIONAL AND INTERNATIONAL TALENT

The immediate pressure on the digital sector is the growing number of vacancies for primarily skilled roles. These need to be filled to safeguard economic growth and prevent companies moving elsewhere, both outcomes that have a direct impact on the city's economic health. While there are some longer term issues around the number of young people coming through the education system, and the relevance of the skills they are taught in preparing them for entry to the digital sector, our short term priority is to drive growth through creating (where appropriate) and promoting entry points to the sector to local, national and international talent.

THE LEEDS DIGITAL CAREERS FAIR AT THE FIRST DIRECT ARENA

RATIONALE
640 CURRENT VACANCIES IN LEEDS

OUTPUTS
TAKE UP OF THE **40** AVAILABLE STANDS WILL BE MEASURED ALONGSIDE FEEDBACK FROM EMPLOYERS

TIMETABLE
PROMOTION AND MARKETING NOV 2015 – JAN 2016
EVALUATION FEB 2016

PARTNERS
EDUCATION PROVIDERS (HE/FE/WBL)
LCC, LEEDS BECKETT UNIVERSITY & TECH NORTH ARE PROVIDING SUPPORT

FUTURE
KEY AIM IS FOR THE CAREERS FAIR TO BECOME AN ANNUAL EVENT. A FURTHER EVENT IS PLANNED IN LONDON

RESOURCES
FUNDED THROUGH SPONSORSHIP/IN-KIND CONTRIBUTIONS/SALE OF STANDS AND EXHIBITION COLLATERAL

THE LEEDS DIGITAL 'BOOTCAMP'

ACTION
"DIGITAL ACADEMY" OR "BOOT CAMP"
TO GET PEOPLE JOB-READY FOR THE DIGITAL SECTOR.

RATIONALE
RECRUITMENT ISSUES COULD BE TACKLED THROUGH THE CREATION OF RAPID THROUGHPUT 'BOOTCAMP' COURSES.

OUTPUTS
SCOPING DELIVERY MODEL AND FUNDING ISSUES, MAY 2016
PROVISION OF A PROGRAMME ADDRESSING, SEPT 2016
VOLUMES OF PEOPLE ENTERING COURSES AND BEING HIRED, DEC 2016

TIMETABLE
PILOT PROGRAMME TO LAUNCH JULY 2016

PARTNERS
EDUCATION PROVIDERS, FUNDING BODIES (LCR SKILLS FUND)
PRIVATE SPONSORS

FUTURE
DETAILED SCOPE OF DEMAND, COSTINGS AND FIRMING UP COLLABORATION

RESOURCES
POTENTIAL FOR FUNDING FROM LCR LEP SKILLS SERVICE

THE LONDON DIGITAL CAREERS FAIR

RATIONALE
WIDEN THE TALENT POOL

OUTPUTS
TAKE UP OF THE **40** AVAILABLE STANDS WILL BE MEASURED ALONGSIDE FEEDBACK FROM EMPLOYERS

TIMETABLE
PROMOTION AND MARKETING SUMMER 2016
CAREERS FAIR SEPTEMBER 2016

PARTNERS
A DEDICATED PARTNER WILL BE ENGAGED TO PROMOTE AND DELIVER THE FAIR, WITH THE SUPPORT OF LCC
EMPLOYERS TO COMMIT RESOURCES TO ATTEND

ACTIONS
GAUGE APPETITE FROM EMPLOYERS FOLLOWING LEEDS DIGITAL CAREERS FAIR
DEVELOPMENT OF A BUSINESS PLAN

RESOURCES
SPONSORSHIP TO SUPPORT PROMOTION, MARKETING, AND EVENT COSTS, WILL BE REQUIRED FROM BOTH PUBLIC AND PRIVATE SECTOR PARTNERS (ESTIMATE £30,000)

DEVELOPMENT OF THE LEEDS DIGITAL GRADUATE SCHEME

ACTION
"DIGITAL ACADEMY" OR "BOOT CAMP"
TO GET PEOPLE JOB-READY FOR THE DIGITAL SECTOR.

RATIONALE
PROVIDING OPPORTUNITIES FOR STUDENTS, GRADUATES, SCHOOL LEAVERS, APPRENTICESHIPS AND CAREER CHANGERS

OUTPUTS
DETAILED DISCUSSIONS WITH EDUCATION PROVIDERS AND OTHER TRAINING BODIES. A CLEAR UNDERSTANDING OF THE REQUIREMENTS OF PROVIDERS IS NEEDED AND HELP FROM COMPANIES TO MAKE COURSES MORE JOB FOCUSSED

TIMETABLE
PILOT PROGRAMME TO LAUNCH JULY 2016

PARTNERS
EDUCATION PROVIDERS, LCC, KEY EMPLOYERS AND PRIVATE SECTOR TRAINING COMPANIES

FUTURE
DETAILED SCOPE OF DEMAND, COSTINGS AND FIRMING UP COLLABORATION

PROMOTING NEW APPRENTICESHIP STANDARDS TO EMPLOYERS

RATIONALE
NEW APPRENTICESHIP STANDARDS FOR DIGITAL SECTOR ROLES
OFFER AN ENTRY ROUTE FOR THE SECTOR AND WILL APPEAL TO YOUNG PEOPLE IN PARTICULAR

OUTPUTS
NEW STANDARDS BEING DEPLOYED BY LEEDS EMPLOYERS.
PROVIDERS REPORTING NUMBER OF LOCAL PEOPLE STARTING APPRENTICESHIPS

TIMETABLE
ONGOING AS NEW STANDARDS EMERGE (COMMENCING JAN 2016)

PARTNERS
EDUCATION PROVIDERS
EMPLOYERS
TECH PARTNERSHIP

FUTURE
CONSIDERATION OF NEED FOR FURTHER STANDARDS TO BE DEVELOPED.

SCOPING OF A UNIVERSITY TECHNICAL COLLEGE (UTC) FOR THE DIGITAL SECTOR

RATIONALE
UNIVERSITY TECHNICAL COLLEGE
TO SPECIALISE IN DIGITAL AND TECH SKILLS

OUTPUTS
UTC BID DEVELOPED AND SUBMITTED
BID APPROVED AND UTC DEVELOPED

TIMETABLE
SCOPING AND BID BY OCT 2016
APPROVAL PROCESS, CURRICULUM DEVELOPMENT AND RECRUITMENT, 2017/2018
LAUNCH, SEP 2018

PARTNERS
UNIVERSITY PARTNER, BAKER DEARING TRUST, EMPLOYERS, SCHOOLS

RESOURCES
LCC – LABOUR MARKET INTELLIGENCE, SCHOOLS LIAISON
FINANCIAL INPUT FROM EMPLOYERS TO SUPPORT DEVELOPMENT OF BID, TIME TO DEVELOP/PRESENT BID, RECRUIT PRINCIPAL, DEVELOP CURRICULUM

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