

Hull and East Yorkshire LEP
Employment & Skills Board – 26th June, 2023
Paper B – Integrated Care Board Project
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1 Summary

- 1.1. This paper summarises the proposed “Inclusive Careers” project, a partnership between the Humber and North Yorkshire Integrated Care Board (HNY ICB) and the HEY LEP which aims to help the health and social care sector address skills shortages through better careers education, information, advice and guidance on the health and social care sector.
- 1.2. The HNY ICB has made a financial contribution of £300k to support the project which will deliver a small programme of pilot activities testing new and innovative ways of raising awareness of career occupations in health and social care sectors within communities and cohorts experiencing disadvantage and / or barriers to accessing them.
- 1.3. This paper provides an oversight of the project and proposed resourcing.

2 Recommendations

- 2.1 The board supports the proposed resourcing and structural model for the project.

3 Report

3.1 Background

- 3.1.1 The HEY LEP’s Economic Growth and Workforce Wellbeing Strategy 2021-26 recognises the importance of a healthy workforce and how this supports productivity. In addition, the public sector is the largest single employment sector in HEY, with health and social care occupations representing the largest volume of vacancies in 2022/23.
- 3.1.2 In acknowledgement of the importance of the health and social care workforce on the local economy, the HEY LEP supports the HNY ICB with its workforce development programme, actively participating in the Workforce Board, Regional People Board and most recently with the “180 Days” workforce transformation initiative.
- 3.1.3 The successor initiative to “180 Days” has identified careers, education, information, advice & guidance, work experience and employability support for individuals of all ages who aspire to a career in health and social care as being a priority activity to help address current skills shortages and has created an “Inclusive Careers” theme within the follow-up workforce development programme.

3.1.4 The ICB have invested £300k in the project which is being led and delivered by the HEY LEP in partnership with interested stakeholders.

3.2 Aims of the project

3.2.1 The “Inclusive Careers” theme aims to:

- Address skills shortage occupations within NHS and social care
- Raise the profile of careers in the NHS and social care including amongst people with additional needs or barriers to employment
- Facilitate more people experiencing barriers to employment or with additional needs taking up employment within the in health and social care sector

3.2.2 It is hoped that promoting careers in the health and social care sector to those from non-traditional backgrounds (e.g. disadvantage, additional support needs) will lead to an increase in the number of people entering the health and care sector in Hull and East Yorkshire. If successful, it will improve the diversity of the workforce and ensure that anyone who aspires to work in the health and social care sector is given the opportunity, regardless of their personal circumstances or barriers they may face.

3.2.3 All learning from the project will be disseminated to interested stakeholders including the Greater Lincolnshire LEP and York and North Yorkshire LEP which both fall within the footprint of the HNY ICB.

3.3 Cohorts

3.3.1. There are two distinct cohorts who will be supported by this pilot project:

- Students and their key influencers
- Adults (those 19+ years of age)

3.3.2. *Students and their key influencers* within schools and colleges making decisions about transition at 16 or 18 years of age:

- In the 20 schools and colleges across the HEY region with the highest proportion of FSM students. (Schools will be identified and invited to participate to ensure maximum impact).
- Students who will be making decisions about careers at 16 or 18 from non-traditional backgrounds or who are experiencing some kind of barrier or disadvantage e.g. economic or disability.
- In schools and colleges which offer 1:1 guidance sessions with a Level 6 qualified careers adviser.
- Key stakeholders in a young person’s career decisions e.g. teachers, careers advisers, parents & carers.
- There will be a less intensive offer of resources available to all 50 schools and colleges in the HEY region ensuring inclusivity.

3.3.3 *Adults (those 19+ years of age) who have previously entered the workplace from school, college or higher education but who are facing being out of work or are not currently in work:*

- Those 19+ years of age looking for work but who do not have complex barriers to work (intensive support programmes are already available for those that do face complex barriers)
- Those currently displaced from the workforce
- Those who are keen and able to start a career, new employment or reskill
- Those who have not undertaken or who have not considered a career in health and care previously

3.4 The “product offer”

3.4.1 For this pilot, the package of interventions needs to build on existing infrastructure that exists in schools, colleges and other public bodies e.g. Jobcentre and the National Careers Service (NCS), regionally and nationally if learnings are to be scaled. The programme has therefore been designed to engage with the easiest access points for the identified cohorts (i.e. where will we find them) and add value to the national and local bodies responsible for careers education delivery.

3.4.2 *Students and their key influencers:*

- In each of the 20 most disadvantaged schools/colleges:
 - A minimum of two face to face health and care sector work experience placements for Y10 students per school/college
 - One parent information evening to inform Year 10 parents about careers and routes into health and care careers
 - One staff CPD session to inform all staff members in a school about careers in health and social care
 - Two employer encounters for Y10 students with professionals from the health and social care sector (in school/college)
 - A minimum of two teacher workplace visits per school/college
 - A set of classroom resources related subjects to careers in health and social care.
 - A specialist 1:1 careers interview for any student who expresses an interest in a health and social care related career in their regular 1:1 interview.

- In every school
 - Virtual work experience / employer encounter for all schools to use related to health and care careers
 - Online parent information sessions
 - CPD sessions for all Careers Advisers working in schools/colleges in the HEY region relating to careers in the health and social care sector.

3.4.3 *Adults (those 19+ years of age)*

- Working with staff from the NCS, Jobcentre advisers and existing traineeship or work-placement initiatives for adults with disabilities:
 - CPD sessions for NCS staff
 - CPD sessions for Jobcentre advisers
 - CPD sessions and activities to inform advisers about the recruitment processes used by the health and social care sector
 - Volunteering opportunities to be made available for those who are considering applying for health and care roles to be gathered and shared.

3.5 Proposed project management arrangements

- 3.5.1 Delivery of the project will require additional resources. In terms of line management the LEP proposes that this is done through the HEY Careers Hub (organisational chart below) although the project will completely separate and independent of Careers and Enterprise Company contractual arrangements. The HEY LEP has discussed and agreed this approach with the regional Careers and Enterprise Company lead.
- 3.5.2 The LEP has devised this model and the proposed programme of activity in such a way that should the opportunity arise, it could be replicated in its entirety for other industrial sectors, subject to financial investment. The proposed organisational structure below includes the project management capacity to allow this to happen.



3.5.2 Summary details of the proposed roles are:

HEY LEP Project Manager

- Will act as line manager for Careers Project staff
- Develop a strategic Careers Project plan
- Deliver project updates to relevant boards and strategic stakeholder groups
- Strategic oversight of the project and monitoring
- Ensure project delivery
- Responsibility for strategic plan meeting intended outcomes
- Promote model to other sectors and seek external investment

Careers Project Lead

- Operational delivery of project
- Direct link/first point of contact between employers and schools
- Direct link between employers and Jobcentre, NCS and existing traineeship or work-placement initiatives for adults with disabilities
- Responsible for project reporting
- Resource development
- Relationship management
- Promote the value of work experience and volunteering opportunities

- Deliver parent and staff CPD sessions in schools with Careers Adviser.

Careers Adviser

- Become expert in health and social care sector careers information
- Deliver careers CPD sessions to other careers advisers
- Deliver careers CPD sessions to NCS and Jobcentre colleagues
- Plan parent and staff CPD sessions for schools to be delivered with Project Lead
- 1:1 specialist careers interviews in schools.

Careers Project Administrator

- Collate information regarding activity from employers and schools
- Diary management for events and careers interviews
- Develop and maintain website information for ICB project.

3.6 Funding

- 3.6.1 Funding of the project is for a period of two years and commencement of delivery will be from September 2023.
- 3.6.2 In order to have the most impact the project needs to be embedded in existing structures and with existing identified needs and priorities. To support this, the project whilst not part of the Careers Hub will be very closely aligned to it and will support activity schools are being encouraged towards through Department for Education priorities.
- 3.6.3 The close alignment of the project and priorities to those of the Department for Education's has meant that the funding structure below has been agreed by The Careers and Enterprise Company and carries their endorsement given it will address their strategic priorities for the forthcoming year. This agreement was necessary to ensure there was capacity to deliver the project.
- 3.6.4 Funding agreed to date essential for project delivery is detailed in the table below.

		Funded by	Fixed term until
Strategic Careers Hub Lead	Grade 11	CEC 100%	August 2024
Careers Project Manager	Grade 10	CEC 50% 50% from Careers Hub Local Partnership Contributions	August 2024
Health and Care Careers Project Lead	Grade 8	ICB 100%	August 2025
Health and Care Careers Adviser	Grade 7	ICB 100%	August 2025
Health and Care Project Administrator	Grade 5	ICB 100%	August 2025