

Hull and East Yorkshire LEP
Business Support Board

Paper C – HEY Workforce Development Business Advisor Annual Report
Carl Southcoat, Workforce Development Business Advisor

1. Summary

- 1.1 This paper summarises cumulative intelligence gathered by the HEY LEP on the workforce development requirements of local employers from January 2023 to August 2023 and provides insight for local education, learning and skills providers on opportunities to shape their provision.
- 1.2 Details of all business engagement funding and support programmes accessed through Business Workforce Development support are provided in appendix A.
- 1.3 Full anonymised details of the Workforce Development Business Advisor's (WDBA) business engagement activity are provided in appendix B.
- 1.4 This report contains data from January 2023 to August 2023 reflecting an eight-month period of delivery activity. The WDBA continues to operate on a 0.4 FTE and the volume of outcomes in the report are reflective of this.
- 1.5 The Employment & Skills Team have recently liaised with Hull City Council's regeneration team and now have access to further local employer databases. The databases contain information which allows the WDBA to develop a structured employer engagement strategy which will focus on strategic employment and skills outcomes.

2. Recommendations

- 2.1 The board notes the workforce development intelligence which identifies the following key points and considerations:
 - 2.1.1 The cessation of significant contributions to supporting local business through the ESF funded Skills Support for the Workforce programme (SSW). Access to this funding ceased as of the end of January 2023.
 - 2.1.2 There remains a reluctance amongst the business community to offer T-Level placement opportunities. More work needs to be done to by T Level providers to work raise awareness on how T Level opportunities can aid businesses particularly through relating to how the qualification aligns to their skills needs and the access points to their workforce. However, this is further complicated by the government's recent announcements on further post-16 reform and the planned introduction of the Advanced British Standard.
 - 2.1.3 Intelligence gathered from this report identifies a clear demand for apprenticeships from local employers. We have seen an increase in requests from businesses for advice and support on how to employ an apprentice resulting in increased demand for support to register with

the apprenticeship ‘Digital Accounts Service’ (DAS) along with providing guidance for accessing the Apprenticeship Levy Transfer scheme to fund apprentice training.

- 2.1.4 A consideration for the Employment & Skills team is how to further enhance the intelligence collected by the WDBA to improve outcomes. In order to do this, feedback from employers on whether enquiries have been followed through and successfully actioned is needed. Such feedback would allow stakeholders to identify where the system is working well and where barriers exist. This would be possible if resources were increased.

3. Report

3.1 Figure 1 below illustrates the ‘cumulative total’ of employer engagements and opportunities generated from January 2023 to August 2023. During this period the LEP has engaged with a total of 49 employers which has yielded a total of 140 workforce development support opportunities.

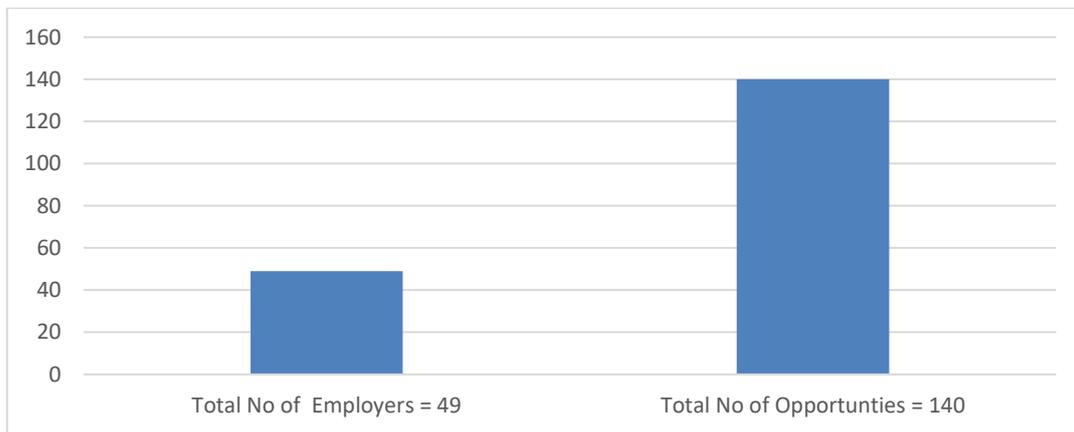


Figure 1: Number of Employers Engaged and Opportunities Generated (cumulative total).

3.2 Figure 2 below illustrates the range of business engagement by sector and Standard Industrial Classification (SIC) Code. The chart shows the range of how each of the 140-workforce development and funding support opportunities are distributed by sector, number of opportunities and actual engagements.

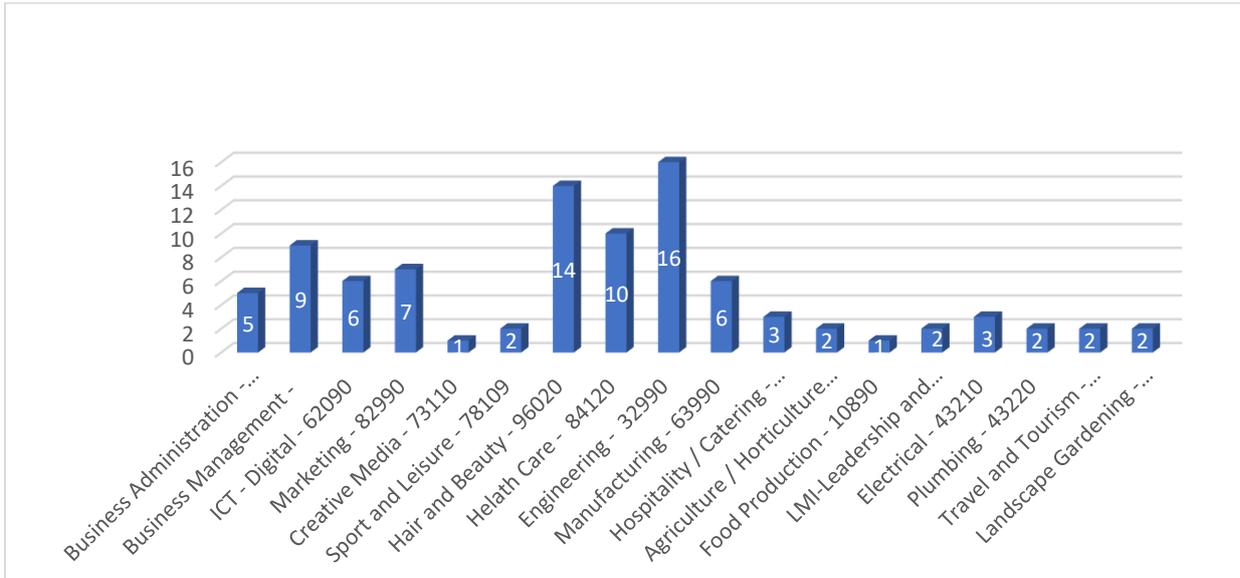


Figure 2: Total number of business engagement by sector and SIC Code.

3.3 Figure 3 below illustrates the range of business engagement by sector and SIC Code. The chart shows the range of how each of the 140 workforce development opportunities are distributed by sector, number of opportunities and actual engagements by percentage value only, in relation to (Figure 2) above.

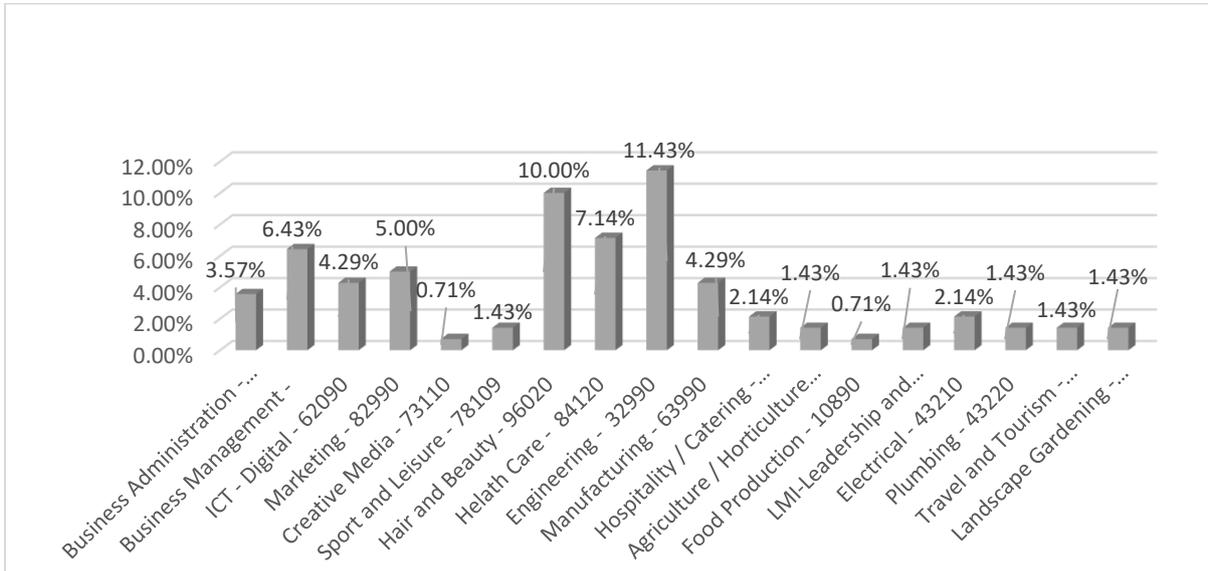


Figure 3: Total number of business engagement by sector and SIC Code as a percentage.

3.4 Figure 4 below illustrates the total demand and range of apprenticeship opportunities that local SMEs have been supported with, by level. Of the 80 apprenticeship opportunities in total 19 were at intermediate level, 36 were at advanced level, 18 were at higher level, 3 were at degree Level and 4 businesses are currently undecided on which pathway to pursue.

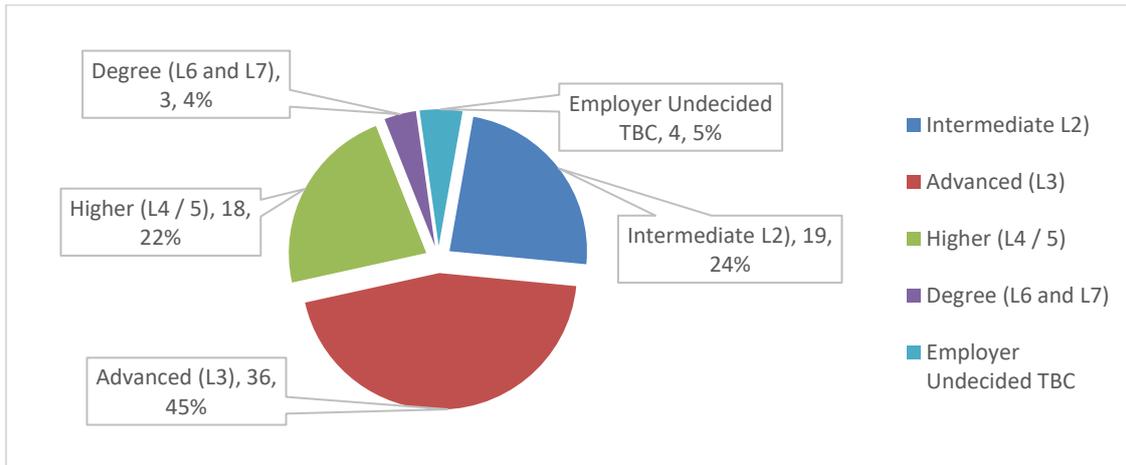


Figure 4: Total Number of apprenticeship opportunities by level and percentage.

3.5 Figure 5 below illustrates the range of workforce development opportunities local SMEs were offering and needed support with. Of the 140 support opportunities, 6 were employment vacancies, 1 was for a Traineeship, 80 were for Apprenticeships, 1 was for a Graduate Internship Industry Based Placement, 30 were for funding and other upskilling support, 22 were for other workforce development support. Despite wide promotion there has been no businesses interested offering T Level opportunities during this reporting period.

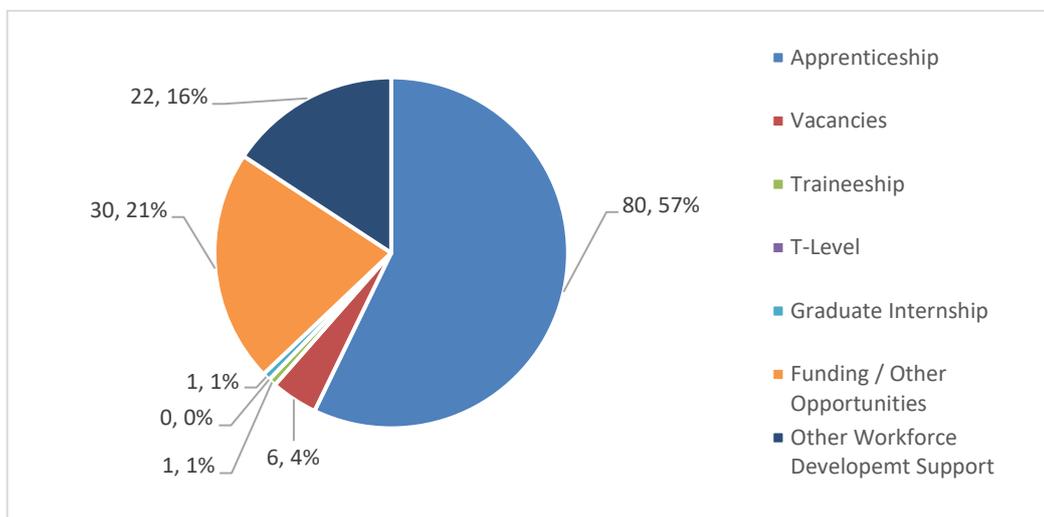


Figure 5: Total number of Workforce development and apprenticeship opportunities that local SME's requesting support by value and percentage.

3.6 During workforce development business engagements, of the SMEs engaged, no businesses expressed an interest in potentially offering T-Level placement opportunities in the future. The following factors, as previously reported still remain as being the reasons for this:

- SMEs do not currently see value of T-Levels for their business.
- Employers are unable and/or unwilling to provide training places for 45 days.
- Not having the time and resources required logistically to support accredited training placements.
- Health and Safety reasons, including operating in hazardous working environments and do not want to put staff and students at potential risk of harm.

3.7 Figure 6 below illustrates the types of workforce development support requested by local SMEs (upskilling, business growth and development, accredited, non-accredited and unspecified training support). Of these categories, workforce development support has been provided for a total of 171 opportunities. This is made up of the following: 27 upskilling and re-skilling opportunities, 17 business growth and development opportunities, 96 accredited training opportunities, 30 non-accredited training support opportunities, and 1 opportunity still to be confirmed by the employer, therefore classed as been unspecified at this time.

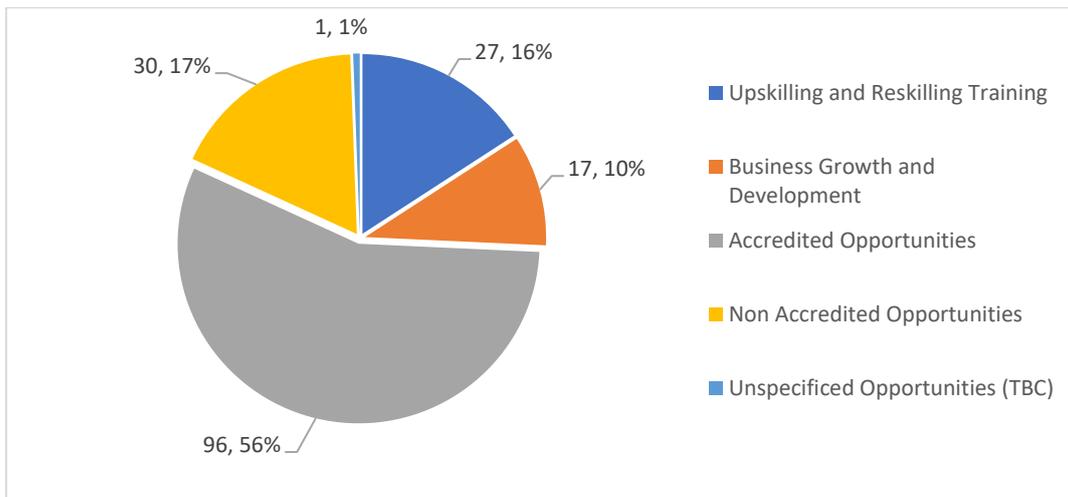


Figure 6: Total by value and percentage for upskilling, business growth and development, accredited, non-accredited and unspecified training support.

3.8 Figure 7 below illustrates the recent demand from businesses in relation to becoming registered as a new apprenticeship employer and in need of additional workforce development support. These 13 businesses were not clear about how to proceed to enable them to become an apprentice employer. Of the 13 business 5 were supported with registering with the Digital Apprenticeship Accounts Service (DAS), 5 supported with learning how to access and utilise the online Levy Transfer (employer pledge website) to access levy transfer apprenticeship funding and 3 businesses have been supported with setting up a new 'Occupational Trailblazer Group'. These trailblazer

groups are within the Indoor Go-Karting, Marine and Engineering and the Digital Marketing and Web Design industries.

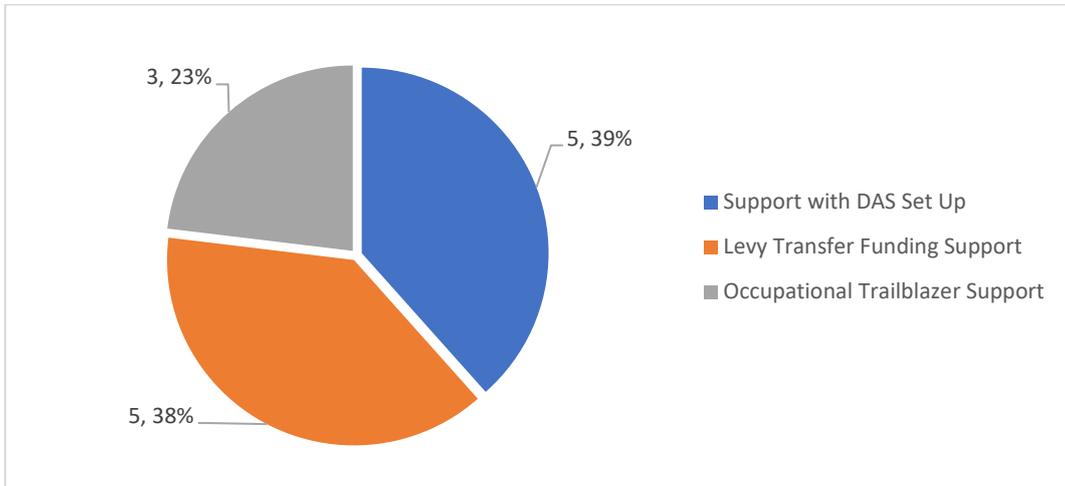


Figure 7: Total by value and percentage for employer apprenticeship set up, levy transfer and trailblazer support opportunities.

3.9 Figure 8 below illustrates the range of business funding support programmes accessed. The chart shows the cumulative range of business funding support provided across each of the 17 businesses requesting support, and how this support was distributed by value and percentage. Of the 17 business that have been supported in accessing workforce development, business growth and funding support, this was made up of the following: 2 through the East Riding of Yorkshire Love My High Street Fund, 3 through the Grantfinder Funding scheme, 5 were referred to the HEY Growth Hub Growing Places Capital Fund, 2 through the East Riding of Yorkshire Business Funding Support Scheme, 1 to the Hull City Council Business Support Team for business Start-Up Support, 1 through the Skills Bootcamp business upskilling opportunity and 1 ESF Upskilling opportunity ‘Other’ (NETS) ‘National Education Training Services’ who still had remaining ESF funding for upskilling support until December 2023.

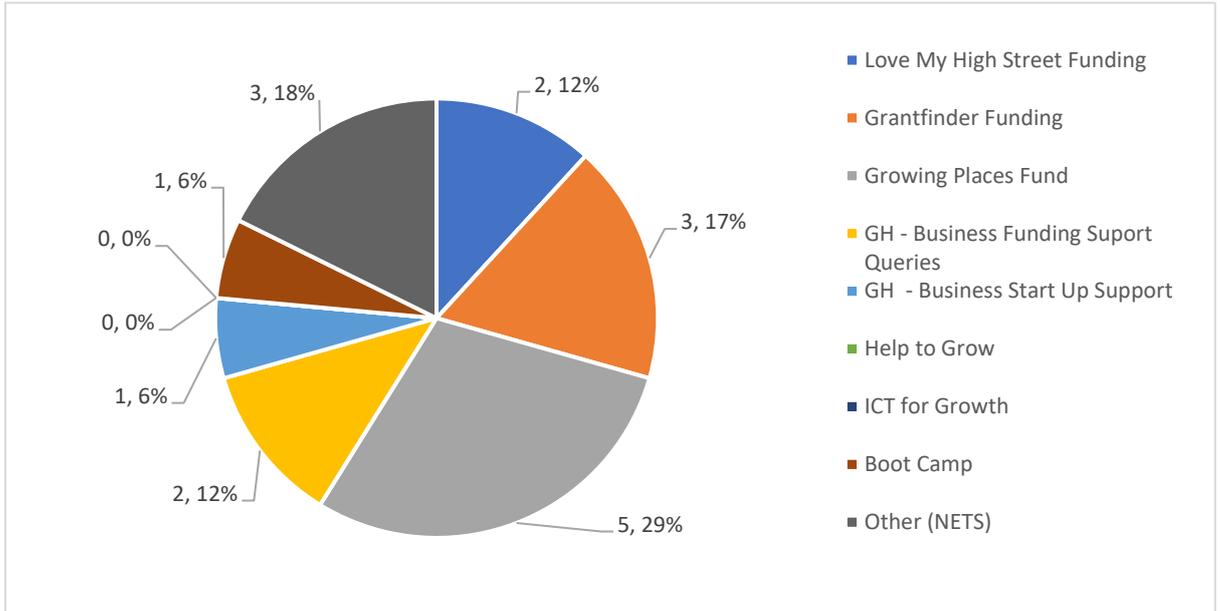


Figure 8: Total by value and percentage of programmes accessed for business funding support.

3.10 During this reporting period businesses were referred to the ‘*ICT for Growth*’ and the ‘*Skills Support for the Workforce*’ (SSW) funds in March 2023 for staff upskilling support. However, these referrals were referred back due to the pending closedown of the programmes. The data has been included in the report for information and to illustrate the ongoing demand for this type of support.

3.11 Figure 9 below illustrates the total number of workforce development business engagement support by geographical location. Of the 49 business engagements, 19 businesses were identified as having a Hull postal address and 30 businesses were identified as having an East Riding of Yorkshire postal address.

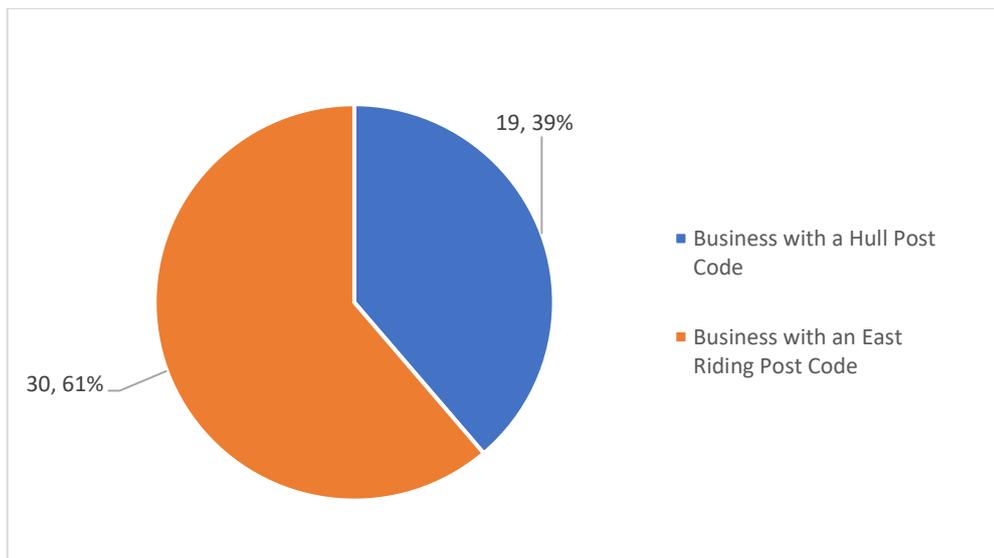


Figure 9: Cumulative workforce development businesses engagement support provided by geographical location.

APPENDIX A

Details of business funding and support programmes

Invest East Yorkshire – East Riding Council, Love My High Street Fund

The highly experienced and knowledgeable team of advisors understand how complex business can be. Support is directly tailored to your business needs. In addition to the direct support, there are a range of workshops and events designed to support your business. Find out more here: <https://investeastyorkshire.co.uk/>

Grantfinder: (Charity Funding Scheme)

GrantFinder is the leading funding database in the UK providing access to local, national, and international sources of funding.

Grantfinder has an up-to-the-minute database supported by a dedicated team of expert researchers who monitor, digest, verify and report daily on thousands of funding sources including charitable trusts, societies, research councils, national government, the EU and corporate sponsors. Grantfinder has strong relationships with funding administrators and policy managers across all of these organisations mean they can share advanced knowledge of new funding policies and opportunities. This funding scheme aims to support businesses, local charities, community groups and schools that work to make a positive difference in the region. For more detailed information visit the website at: [Funding For Businesses, Local Community Projects & Charities \(grantfinder.co.uk\)](https://www.grantfinder.co.uk/)

The Growing Places (Funding Support Programme)

The 'Growing Places' fund was launched on 01 April 2022 - The scheme aims to provide capital grants and/or loans to SME businesses in Hull and East Yorkshire to support and incentivise business growth, investment, and job creation.

Grants of between £5,000 and £250,000 and/or loans of between £75,000 and typically up to £250,000 will be available to eligible organisations that are able to demonstrate viability and that may in turn generate new recruitment and contribute to the wider clean growth and carbon reduction targets of Hull and East Yorkshire.

Applicants may apply for either a grant or a loan. Large enterprises and those delivering projects with expected quick payback from e.g., installation of renewable/energy efficient technologies will in most cases be offered a loan in preference to a grant. For more detailed information visit the website at: [The Growing Places Fund - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/programmes/growing-places)

Hull City Council Business Support Team (Business Start-up Support)

Hull City Council Business Support Team provides a range of free and impartial support, offering a one-stop-shop for individuals and businesses looking for support at

any stage of their business journey. Including one-to-one start-up, management and financial business advice and guidance support through its network of business advisors, grant funding opportunities, workshops and masterclasses. Alongside a signposting service to a range of funding, support and resources available through partner organisations, ensuring that you have a tailored package of support that is right for your business For more detailed information visit website at: [About HEY Start-Ups - HEY Start-ups \(heystartups.co.uk\)](https://heystartups.co.uk)

The Help to Grow Programme

The Help to Grow Management offer will help businesses boost performance and resilience. Designed and delivered by entrepreneurs and industry experts at world-class business schools, this leadership course provides time away from the challenges of running a business to invest in leadership, and to learn how to take the business to the next level. It supports the development of strategic skills with key modules covering financial management, innovation and digital adoption. By the end of the programme, employers will develop a tailored business growth plan to lead on the delivery of increased profitability, innovation and growth. For more detailed information visit the National Help to Grow website – [click here](#) For the Hull University Business School Help to Grow Programme – [click here](#)

The ICT for Growth Programme

Delivered as a product of the Humber Business Growth Hub, this three-year scheme provides a programme of interventions aimed at enabling SMEs in the Humber to create and/or adopt new products and processes and improve productivity and business resilience by utilising ICT more effectively to support business growth. For more detailed information visit the website at: [ICT for Growth - HEY Growth Hub \(growmysme.co.uk\)](https://growmysme.co.uk)

N.B. The above funding opportunity is no longer available and is included for information purposes only.

Skills Support for the Workforce Programme (SSW)

Prior to its closedown the Skills Support for the Workforce (SSW) was a training programme co-funded by the European Social Fund (ESF) and the Education and Skills Funding Agency (ESFA). This funding was created to help small and medium sized businesses to grow and boost local economies by providing upskilling training courses and qualifications to existing employees at no cost to them to help with meeting their workforce development business needs. For more detailed information visit website at: [Skills Support For Workforce | The Skills Network](#)

N.B. The above funding opportunity is no longer available and is included for information purposes only.

Boot Camp Programme

Skills Bootcamps are part of the Government's Lifetime Skills Guarantee, helping everyone gain skills for life.

Skills Bootcamps are flexible courses of up to 16 weeks and offer people aged 19 plus and offer the opportunity to build up sector-specific skills and fast-track to an interview with an employer with current or emerging vacancies. The training is also available to support existing employees to upskill or retrain to help them progress in your organisation.

Delivered in partnership with employers and training providers, Skills Bootcamps offer bespoke training solutions to bridge existing skills gaps within high demand sectors and place the employer at the centre of training and development.

Employers can use the list of Skills Bootcamps training providers to find local colleges and providers to work with at:

[Find a Skills Bootcamp - Yorkshire and the Humber - Guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/guidance/find-a-skills-bootcamp-yorkshire-and-the-humber)

Or for more information visit: [Skills Bootcamps \(education.gov.uk\)](https://www.gov.uk/guidance/skills-bootcamps) or [Find out more on GOV.UK](https://www.gov.uk/guidance/find-out-more-on-skills-bootcamps) or email Skills.Bootcamp@hullcc.gov.uk

National Education Training Services (NETS)

At National Education Training Services (NETS), offer Level 2 and 3 commercial training courses across a range of sectors, helping learners choose their career path.

National Education Training (NET) is part of the TEC Partnership, one of England's largest providers of further and higher education. The purpose of NETS Academies are to shape your workforce through providing employees with the skills and training to work in their chosen sector. Learners will also receive pre-employment training to help improve their application and interview technique.

If you are interested in enrolling onto one of the courses below, call us on 0800 953 0434 or inquire via our website at: [NET Courses | National Employer Training | Shaping Your Workforce](#)

APPENDIX B

Full anonymised details of the Workforce Development Business Advisor's business engagement activity

The below table provides a cumulative data summary of the Workforce Development Business Adviser business engagements and support provided from January 2023 to August 2023.

| Jan-23 | | | | | |
|---|---------------------------------|----------|---|-------|------------------------------------|
| Funding / Support Type | Opportunity Type | Quantity | Training Requirement | Level | Accredited (Y)/ Non accredited (N) |
| N/A | Recruitment | 1 | Assistant Manageress Temp | N/A | N/A / Only In - House Training |
| Funding Support Type | Grantfinder Funding | N/A | Business Development Funding | N/A | N/A |
| Funding Support Type | Love my High Street | N/A | N/A | N/A | N/A |
| N/A | Apprenticeship | 1 | Hair and Beauty | 3 | Yes |
| N/A | SEND Intern Placement | 2 | Hair and Beauty | 2 | Yes |
| N/A | Apprenticeship | 2 | Web Design and Development | 4 | Yes |
| N/A | Apprenticeship | 2 | Graphic Designer | 3 | Yes |
| N/A | Apprenticeship | 1 | Hair and Beauty / Aromatherapy | 3 | Yes |
| Funding Support Type / NETS - ESF Funding | Upskilling / Reskilling Support | 2 | Leadership and Management Short Training Course | 3 | No |
| Feb-23 | | | | | |
| Funding / Support Type | Opportunity Type | Quantity | Training Requirement | Level | Accredited (Y)/ Non accredited (N) |
| N/A | Apprenticeship | 1 | Hair and Beauty | L3 | Yes |
| N/A | Apprenticeship | 3 | Web/Media Developer | L6/7 | Yes |
| N/A | Apprenticeship | 1 | IT Operations Processor | L4 | Yes |
| N/A | Apprenticeship | 1 | Reception / Administration | L2 | Yes |
| N/A | Recruitment | 1 | Accounts Person | L3 | Yes |
| Finance Management Training Course | Upskilling/ Reskilling | 1 | Finance management Training | L3 | TBC |

| | | | | | |
|-------------------------------|--|-----------------|---|--------------|---|
| Funding Support Type | New ICT/Camera Equipment Funding | N/A | N/A | N/A | N/A |
| L&M Training Course | Upskilling/ Reskilling | 4 | Leadership & Management | 3 | Yes |
| Funding Support Type | Growing Places Funding Support Programme | N/A | Relocate Business to ERYC | N/A | N/A |
| N/A | Apprenticeship | 6 | Excellence in Sport | L3 | yes |
| Apprenticeship Funding | Levy Transfer Support | N/A | Work Experience Placements Req. for Players | N/A | No |
| Mar-23 | | | | | |
| Funding / Support Type | Opportunity Type | Quantity | Training Requirement | Level | Accredited (Y)/ Non accredited (N) |
| N/A | Apprenticeship | 1 | Hydraulic Engineer | L3 | Yes |
| N/A | Apprenticeship | 2 | Electronics Engineer | L2 | Yes |
| N/A | Apprenticeship | 1 | Apprentice Chef / Ki | L2 | Yes |
| N/A | Apprenticeship | 1 | Kitchen Assistant | L2 | Yes |
| N/A | Apprenticeship | 1 | Estimating Apprentice | L3 | Yes |
| TBC | TBC | TBC | TBC | TBC | N/A |
| Funding Support Type | Growing Places Funding Support Programme | N/A | Relocate Business to ERYC | N/A | N/A |
| N/A | Apprenticeship | 1 | Fabrication / Engineering | L3 | Yes |
| N/A | Apprenticeship | 3 | Machine Operative | L2 | Yes |
| Apr-23 | | | | | |
| N/A | Apprenticeship | 1 | Estimator | 3 | Yes |
| N/A | Apprenticeship | 1 | Plumber | 3 | Yes |
| N/A | Vacancy | 1 | Fabrication Welder | N/A | No |
| N/A | Apprenticeship | 2 | Catering Chef | 2 | Yes |
| N/A | Setting up New Accredited Indoor Go-Karting Apprenticeship Standard Trailblazer with NKA and IFATE | N/A | N/A | | No |
| N/A | Apprenticeship | 1 | TBC | TBC | Yes |
| Funding / Support Type | Upskilling / Reskilling | 1 | Leadership and Management Training | 3 | Yes |
| N/A | Apprenticeship | 1 | TBC | L2 | Yes |

| May-13 | | | | | |
|--|---------------------------------------|-----------------|--------------------------------|--------------|---|
| Funding / Support Type | Growing Place Funding | N/A | Business Equipment | N/A | No |
| Funding / Support Type | Grantfinder | N/A | Energy Funding Support | N/A | No |
| N/A | Higher Apprenticeship | 1 | Hair and Beauty | 4 | Yes |
| N/A | Higher Apprenticeship | 1 | Business Admin | 4 | Yes |
| N/A | Apprenticeship | 1 | Skin Care/Hair & Beauty | 2 | Yes |
| N/A | Traineeship / Supported Intern / SEND | 1 | Skin Care/Hair & Beauty | 2 | Yes |
| N/A | Apprenticeship | 2 | Digital Marketing | 3 | Yes |
| IFATE / App Standards/Trailblazer Advice | Apprentice Standards | N/A | Web Developer | L3 | N/A |
| Funding / Support Type | Upskilling / Reskilling | 1 | Foundation Studies in Business | 2 | Yes |
| Funding / Support Type | Growing Place Funding | N/A | Business Equipment | N/A | No |
| Funding / Support Type | Upskilling / Reskilling | 1 | Business Marketing | 3 | Yes |
| Funding / Support Type | GH Business Support | N/A | Digital / social Media | N/A | No |
| N/A | Apprenticeship | 1 | Customer Service | 2 | Yes |
| Jun-23 | | | | | |
| Funding / Support Type | Opportunity Type | Quantity | Training Requirement | Level | Accredited (Y)/ Non accredited (N) |
| Support With Set Up To DAS | Become an Apprentice Employer | N/A | N/A | N/A | No |
| Support access Levy Transfer | Levy Transfer Support | N/A | N/A | N/A | No |
| Upskilling / Reskilling | Higher Apprenticeship | 5 | Business management | 5 | Yes |
| Business Capital Funding Query | N/A | N/A | N/A | No | No |
| N/A | Apprenticeship | 1 | Digital Marketer | 3 | Yes |
| Support With Set up on DAS | Become an Apprentice Employer | N/A | N/A | N/A | No |
| Support in Access Levy Funding | Levy Transfer Support | N/A | N/A | N/A | No |
| Interest in RoATP | Employer / Provider | N/A | ESFA Application | N/A | No |
| N/A | Apprenticeships | 7 | Excellence in Sport | 3 | Yes |
| N/A | Apprenticeships | 2 | Business Admin | 2 | Yes |

| | | | | | |
|--|--|-----------------|--|--------------|---|
| Upskilling / Reskilling | Apprenticeships | 2 | Leadership & Management | 5 | Yes |
| Upskilling / Reskilling | Apprenticeships | 2 | Business Management | 4 | Yes |
| Business Funding Support Queries | Funding for Equipment | N/A | N/A | N/A | N/A |
| Upskilling / Reskilling | Apprenticeships | 3 | Agriculture / Horticulture | 3 | Yes |
| Love My High Street Funding | N/A | N/A | N/A | N/A | No |
| N/A | Apprenticeships | 2 | Electrical Engineer | 3 | Yes |
| N/A | Apprenticeships | 2 | Plumbing Engineer | 3 | Yes |
| N/A | Apprenticeships | 2 | Fabrication / Welding | 3 | Yes |
| N/A | Apprenticeships | 2 | Heating Engineering | 3 | Yes |
| N/A | Vacancy | 3 | Installation Engineers | N/A | No |
| Query (£3.000) Government Funding Initiative | Apprenticeship | 2 | Travel and Tourism | 3 | Yes |
| Jul-23 | | | | | |
| Funding / Support Type | Opportunity Type | Quantity | Training Requirement | Level | Accredited (Y)/ Non accredited (N) |
| Upskilling / Reskilling | Apprenticeship Interest | 1 | Leadership and Management | 5 | Yes |
| Upskilling / Reskilling | Higher Education Training Course | 2 | Hair Loss and Lazer Hair Treatment Training | 5 | Yes |
| Funding Support | Growing Places - Purchase of Lazer Hair removal Machine | N/A | N/A | N/A | No |
| Industry Trailblazer Support | Support for the Development of L3 Apprenticeship Standard for the Marine & Boatyard Operative Industry | N/A | Development of new learning and development modules and professional KSB's | N/A | N/A |
| N/A | Apprenticeship | 1 | GRP Boatbuilding | 2 | Yes |
| Upskilling / Reskilling | N/A | 1 | Apprenticeship Assessor Training | 2 | Yes |
| N/A | Apprenticeship | 1 | Specialist Skin Care/Hair Beauty and hair follicle replacement | 2 | Yes |
| DAS Registration | Become an Apprenticeship Employer | N/A | Workforce Development | N/A | No |



| | | | | | |
|---|-----------------------------------|-----------------|--|--------------|---|
| | | | Digital Skills Support | | |
| Levy Transfer Support | Apprenticeship | N/A | Workforce Development Levy Transfer Register and Application Support | N/A | No |
| DAS Registration | Become an Apprenticeship Employer | N/A | Workforce Development Digital Skills Support | N/A | No |
| Levy Transfer Support | Apprenticeship | N/A | Workforce Development Levy Transfer Register and Application Support | N/A | No |
| Aug-23 | | | | | |
| Funding / Support Type | Opportunity Type | Quantity | Training Requirement | Level | Accredited (Y)/ Non accredited (N) |
| Upskilling / Reskilling Support / NETS | Bootcamp Training | N/A | Assessor Training | N/A | Yes |
| Business development Opportunity / Avant Training | Recruitment / Employment | N/A | Partnership Working Opportunity | N/A | N/A |
| Funding Support Type | HCC Business Support Team | N/A | Business Start-Up | N/A | No |
| N/A | Apprenticeship Support | 1 | Engineering | 3 | Yes |
| N/A | Apprenticeship Support | 1 | Digital Marketer | 3 | Yes |