



In 2040
jobs will be
redefined



Grimsby
Institute



0:04 / 4:27

Scroll for details





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Humber Local Digital Skills Partnership

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DIGITAL SKILLS
PARTNERSHIP

HUMBER



Purpose of today's activity

To seek views and feedback on proposals to develop a Digital Strategy Framework for the Hull and East Yorkshire LEP region.

The Challenge!!

Q 1 - **Economic** Impact

“How can digital & tech opportunities be maximised for HEY regional growth between now and 2030?”

15 mins max

Q 2 - Digital & Tech Sector **Skills and Inclusion**

“What training and skills are required to meet the digital & tech needs of business and the community for the HEY region, between now and 2030?”

15 mins max

Business Support for SME Digital Transformation

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Digital Capabilities Assessment Tool



Our Digital Capabilities Assessment Tool (DCAT) for SMEs can help you to understand the current digital capabilities of your business, and how you can improve these to achieve business growth.

[Click Here to Access the DCAT](#)



FINANCE FOR GROWTH



ICT FOR GROWTH



BUSINESS GROWTH



communities



Digital Capabilities Assessment Tool (DCAT)

Our DCAT for SMEs can help you to understand the current digital capabilities of your business, and how you can improve these to achieve business growth. The DCAT will allow you to pinpoint which of your digital capabilities require further development.

By completing the DCAT you will receive a bespoke report highlighting your business's digital strengths & weaknesses. The report will contain advice statements, and will signpost you to other sources of information and support that you can access to develop your business's digital capabilities.

There are 55 self-assessment statements to answer across 6 thematic areas:

- | | |
|---------------------------------|---|
| 1. Developing & Digital Culture | 4. Product & Service Development and Delivery |
| 2. Workforce & Skills | 5. Sales & Marketing |
| 3. Management & Operations | 6. Regulations & Compliance |

What is digital transformation?

“Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements. This reimagining of business in the digital age is digital transformation” - Salesforce

According to the G20:

“Digital technologies have the potential to boost more inclusive and sustainable growth by spurring innovation, generating efficiencies and improving services”

Digital – a general definition:

“Utilising technology to connect people, machines and information; to satisfy a need, disrupt industries and enable change to transform the way we live”

(Humber Local Digital Skills Partnership Steering Group)

Govt Digital Strategy (2022) to “harness digital transformation and build a more inclusive, competitive and innovative digital economy.”

1. Digital Foundations
2. Ideas and intellectual property
3. Digital Skills and Talent
4. Financing digital growth
5. Spreading prosperity and levelling up
6. Enhancing the UK's place in the world

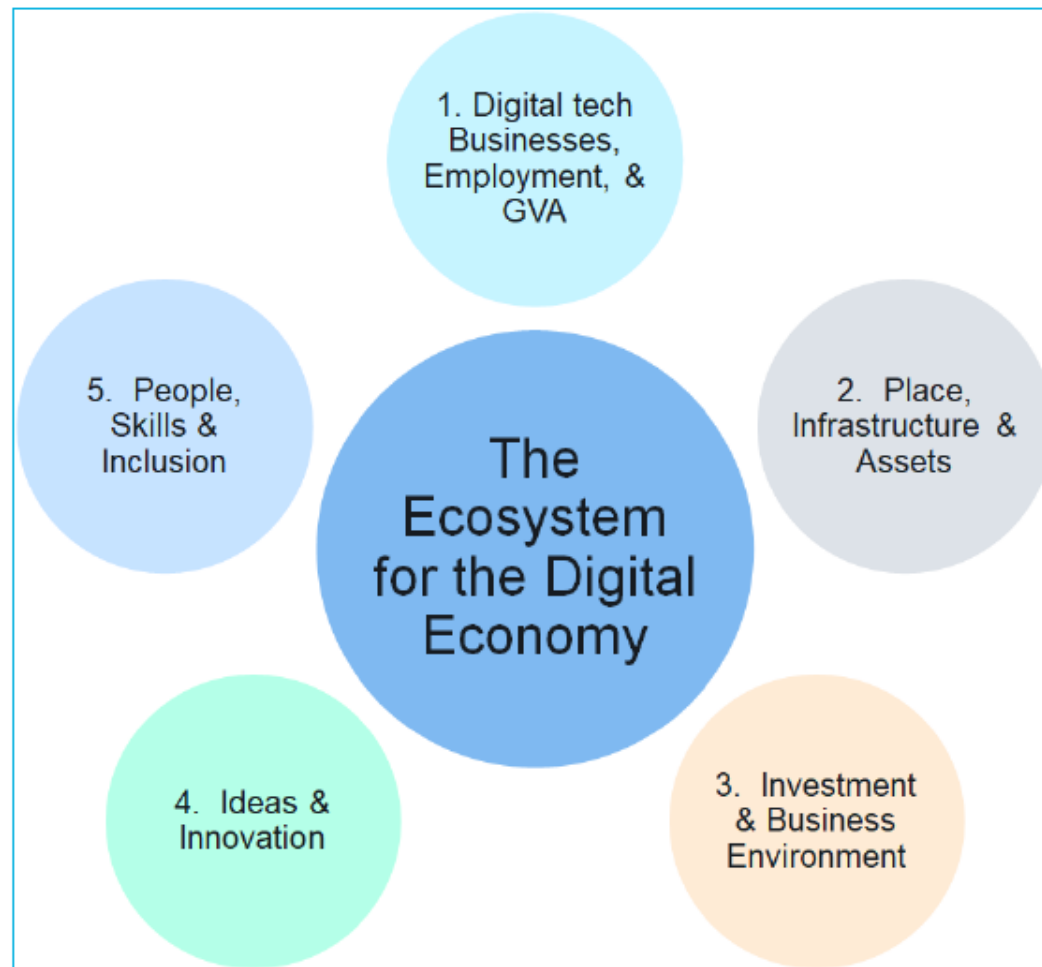
Department for Digital, Culture, Media & Sport: Assessing the UK's Regional Digital Ecosystems



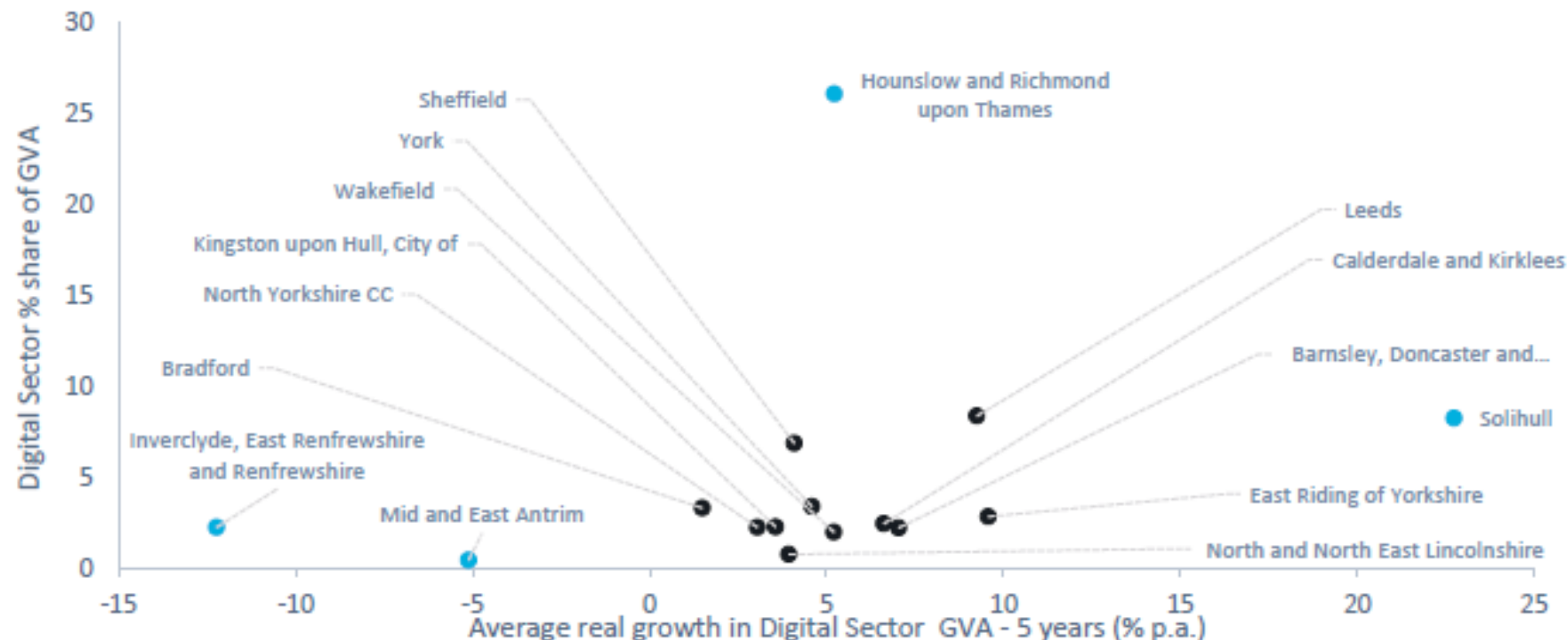
Figure 2-2: A framework for assessing regional ecosystems for the digital economy

2021 DCMS Regional Digital Eco-systems Report

Five “Enabling Domains”



Digital Sector GVA % plotted against Digital Sector GVA 5 year growth rate (2014-19) – Yorkshire and the Humber NUTS3 regions, and UK NUTS3 outliers



Source: Regional Gross Value Added (balanced) by industry (ONS), 2021

- The chart above shows how digital sector growth is correlated with the relative size of the digital sector in Yorkshire and Humber's NUTS3 regions. It plots these against outlier NUTS3 regions from the rest of the UK.

Table 5-1: Indicative additional GVA and jobs in the digital sector by 2025 (above the 2019 values)

NUTS1 region or nation	Potential additional annual GVA by 2025 (£m, 2018 prices)	Potential additional jobs by 2025
East Midlands	1,500	36,500
East of England	2,250	41,400
London	16,760	216,500
North East	460	13,800
North West	2,680	50,000
Northern Ireland	790	13,300
Scotland	2,160	34,300
South East	8,820	129,500
South West	1,370	36,600
Wales	350	11,300
West Midlands	2,750	52,700
Yorkshire and The Humber	1,590	42,200
Total	41,480	678,100

Source: Steer-ED, 2021

2020 investment by UK region (excluding London)

The city of Hull in Yorkshire stands out in 2020 for venture capital investment, ranking 6th in the UK with £81.4. It's previous investment record was £11.2m in 2017 (ranking 14th).

This year's success - with £80m raised by smart city business Connexin alone - is a key example of how high-growth businesses in emerging technology can change the playing field for regional economies.

**The future
UK tech built**

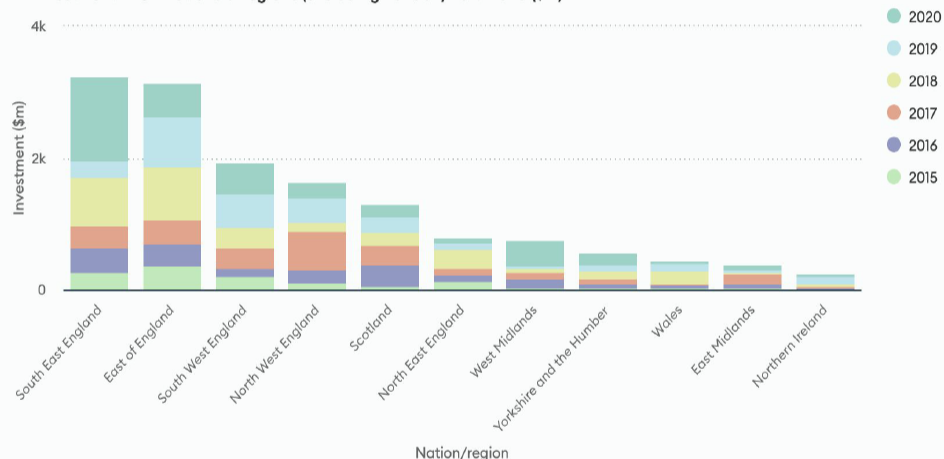
Tech Nation Report 2021

Explore the full report at technation.io/report2021



TECH NATION

Investment in UK nations & regions (excluding London) 2015-2020 (\$m)



12 Clusters of Tech

Yorkshire and the Humber



Did you know?

1/3 OF THE UK'S
FIBRE TO THE PREMISES
IS UNDER THE STREETS
OF HULL.



Credit: Kame Futton



Credit: Gary Butterfield on Unsplash



Credit: Gary Butterfield on Unsplash

Did you know?

100% OF HULL'S
HOMES AND BUSINESSES
HAVE ACCESS TO ULTRAFAST
BROADBAND, COMPARED
WITH 8% OF THE UK.



Credit: Leeds Digital Festival



Did you know?

SHEFFIELD IS HOME TO
PLATFORMS HOSTING
AROUND 60%
OF ALL NATIONAL
TEACHING RESOURCES.

HEY Digital
Strategy
Framework

“Industry 2030”
/ IR4.0

HEY LEP Economic Growth
& Workforce Wellbeing
Strategy 2021-26

Hull City Council
Economic
Strategy 2021-26

East Riding Council
Economic Strategy
2018-22 and Digital
Strategy

Summary - 5 Missions for 2021 - 2026



Securing access for everyone to digital opportunities, particularly those in poverty



Sharing and using data to improve people's lives



Becoming the UK's best-connected region



Realising the potential of digital to transform our economy and build economic resilience



Using digital public services to build a fairer, greener, healthier region



A CLEARER FOCUS

GMCA

GREATER
MANCHESTER
COMBINED
AUTHORITY

ANDY BURNHAM
MAYOR OF
GREATER
MANCHESTER

DIGITAL PRIORITIES

1

Empowering
People.



2

Enabling
innovative
public
services.



3

Digitally
enabling all
businesses.



4

Creating
and scaling
digital
businesses.



5

Being a
global digital
influencer.



ENABLERS

A

Strengthening our digital talent pipeline.

B

Extending our world class digital infrastructure.

MEASURING IMPACT: 3 YEAR HEADLINE AIMS

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COMBINED
AUTHORITY

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MANCHESTER

DIGITAL INCLUSION/ BASIC DIGITAL SKILLS



Ambition is to increase the number of adults who have all five basic digital skills to

80%

from 78% over the next three years

DIGITAL INFRASTRUCTURE/ DOWNLOAD SPEED.



By 2023, the average download speed across fibre, cable, mobile and wireless will exceed

100MPS

compared to a Q4 2017 baseline of 32Mps.

EMPLOYMENT AND SKILLS IN DIGITAL AND CREATIVE INDUSTRIES.



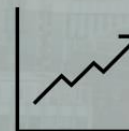
86,000

People employed 2019 growing to

96,000

in 2023

OVERALL ECONOMIC GROWTH.



£5bn

Creative, digital and tech economy growing to

£5.5bn by 2025

£7bn by 2029

Q 1 - **Economic** Impact

“How can digital & tech opportunities be maximised for HEY regional growth between now and 2030?”

Activity #1

S.W.O.T. Exercise

Hull & East Yorkshire Local Skills Report

March 2021

Cross-cutting Priorities

Priority	Sub-priorities	Rationale
2: Embedding Digital Skills: Hull & East Yorkshire needs to embed digital skills in all subjects and at all levels	<ul style="list-style-type: none"> • A: Providers need to be responsive to the rapidly changing demands and opportunities created by digital technology through appropriate provision • B: Digital skills need to be embedded throughout the curriculum at all levels • C: Businesses need to adopt digital technology and invest in upskilling employees to maximise efficiency and productivity 	<ul style="list-style-type: none"> • Basic and advanced digital skills is required to facilitate adoption of new technologies • Digital skills provision needs to respond to these requirements and continually adapt to technological change.
8: Enabling digital infrastructure to ensure participation in remote learning	<ul style="list-style-type: none"> • 22% of neighbourhoods in Hull & East Yorkshire are in the 10% most deprived nationally for education, skills, and training. Digital poverty includes access to appropriate hardware and broadband connections particularly those in rural and coastal communities. • The Employer Skills Survey identifies demands for basic, advanced and specialist IT skills. 	
13: Enabling services such as Digital Tech, Professional Services, Culture and Leisure require a talent pipeline to fuel growth	<ul style="list-style-type: none"> • There has been a 23% increase in the number of Creative and Digital businesses and key skills such as enterprise, technical and creative skills are hard to find • The Culture and Leisure sector plays a key role in supporting quality of life but has been hard hit by COVID. Supporting this sector to diversify and innovate to survive will require leadership and management skills. Staff will require training to adapt to strict hygiene and distancing practices. 	

<https://heylep.com/our-priorities/employment-skills/local-skills-report/>

Humber LEP Digital Skills Analysis

Final Report
2020



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Conclusions and Recommendations

Digital Priorities and Implications

Mapping the digital skills demand evidence against supply has identified key priorities to consider in the future workplan of the Local Digital Skills Partnership:

- + **Consider a sector-specific approach in improving digital skills** in the workforce, which responds to different employer needs for digital skills. Further investigation through employer engagement will help contribute to this.
- + **Attracting young people in sectors facing digital skill gaps with a targeted focus on priority sectors, as well as considering Government support** in retraining schemes would help raise the digital capacity of the Humber.
- + Review how **business support interventions can help address lack of business confidence in adopting new technologies** and improve their knowledge of new technologies to raise productivity. Further investigation through employer survey / consultations will help identify this need.
- + Offering **business support to encourage workforce training which incorporates digital skills** will help ensure capabilities are transferable across sectors and improve Humber's competitiveness.
- + **Retaining more STEM graduates within the Humber and**

ensuring that the education and training system aligns with sector and technological developments will help address the STEM mismatch.

- + **Mitigating impacts of digital exclusion in less represented areas of the Humber** will ensure that all benefit from digital skills. The rollout of the National Retraining Scheme will help achieve this.



Digital Skills Analysis Report 2020 – recommendations:

Mapping digital skills demand evidence against supply identified key priorities to consider in the future work plan of a Local Digital Skills Partnership:

- **Consider a sector-specific approach in improving digital skills** in the workforce, which responds to different employer needs for digital skills. Further investigation through employer survey / consultations will help contribute to this.
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- **Review how business support interventions can help address lack of business confidence in adopting new technologies** and improve their knowledge of new technologies to raise productivity. Further investigation through employer survey / consultations will help identify this need.
- Offering **business support to encourage workforce training which incorporates digital skills** will help ensure capabilities crosscut across sectors and improve Humber's competitiveness.
- **Retaining more STEM graduates within the Humber and ensuring that the education and training system aligns with sector and technological developments** will help address the STEM mismatch.
- **Mitigating impacts of digital exclusion in less represented areas of the Humber** will ensure that all benefit from digital skills. The rollout of the National Retraining Scheme will help achieve this.

Govt Digital Strategy (2022)

Digital skills and talent :

3.1 Strengthening the digital education pipeline

3.2 Increasing awareness of pathways into digital occupations

3.3 Developing advanced digital skills

3.4 Lifelong digital skills

3.5 Collaborating with the private and third sector on digital skills

3.6 Attracting the brightest and best globally

Building Digital Skills in Partnership

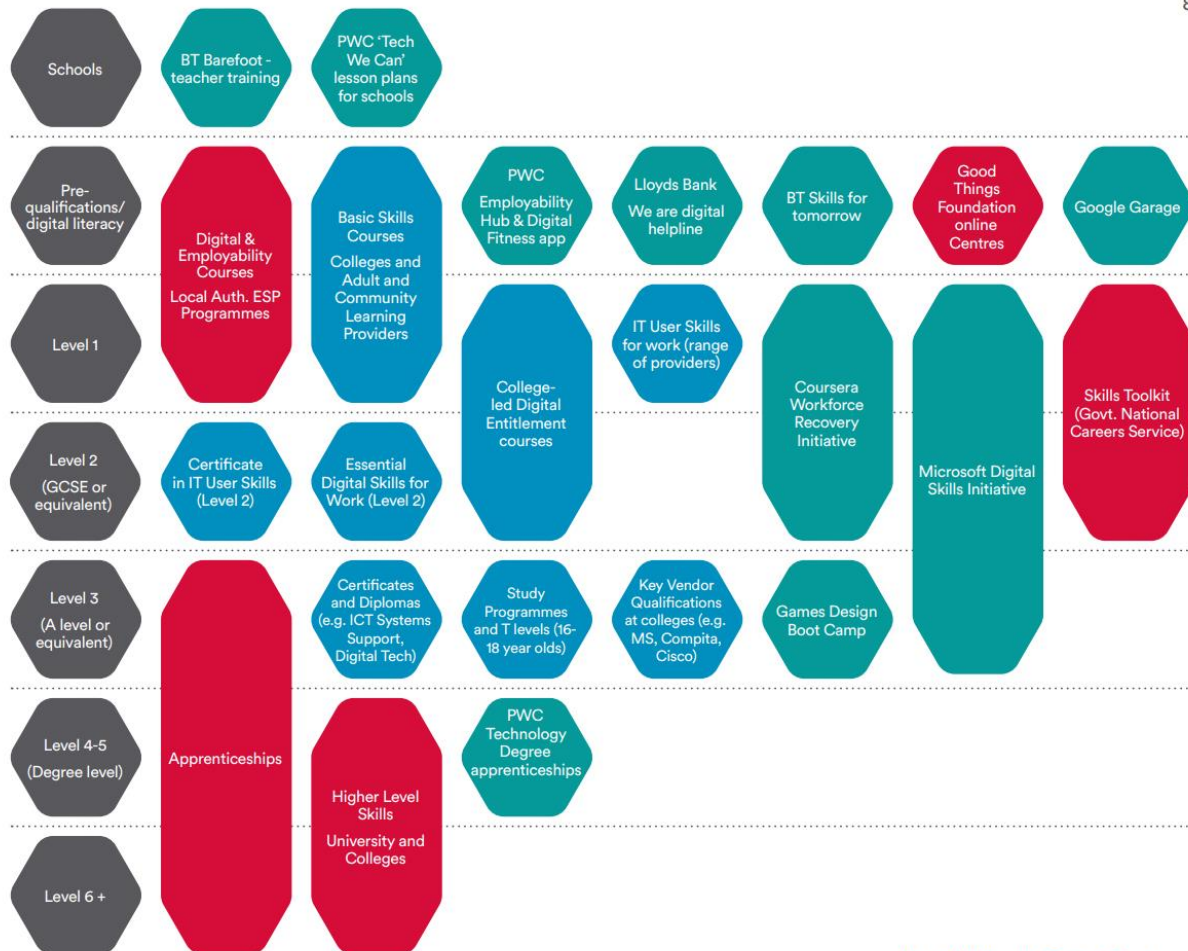
Adult Education Budget

Private Sector

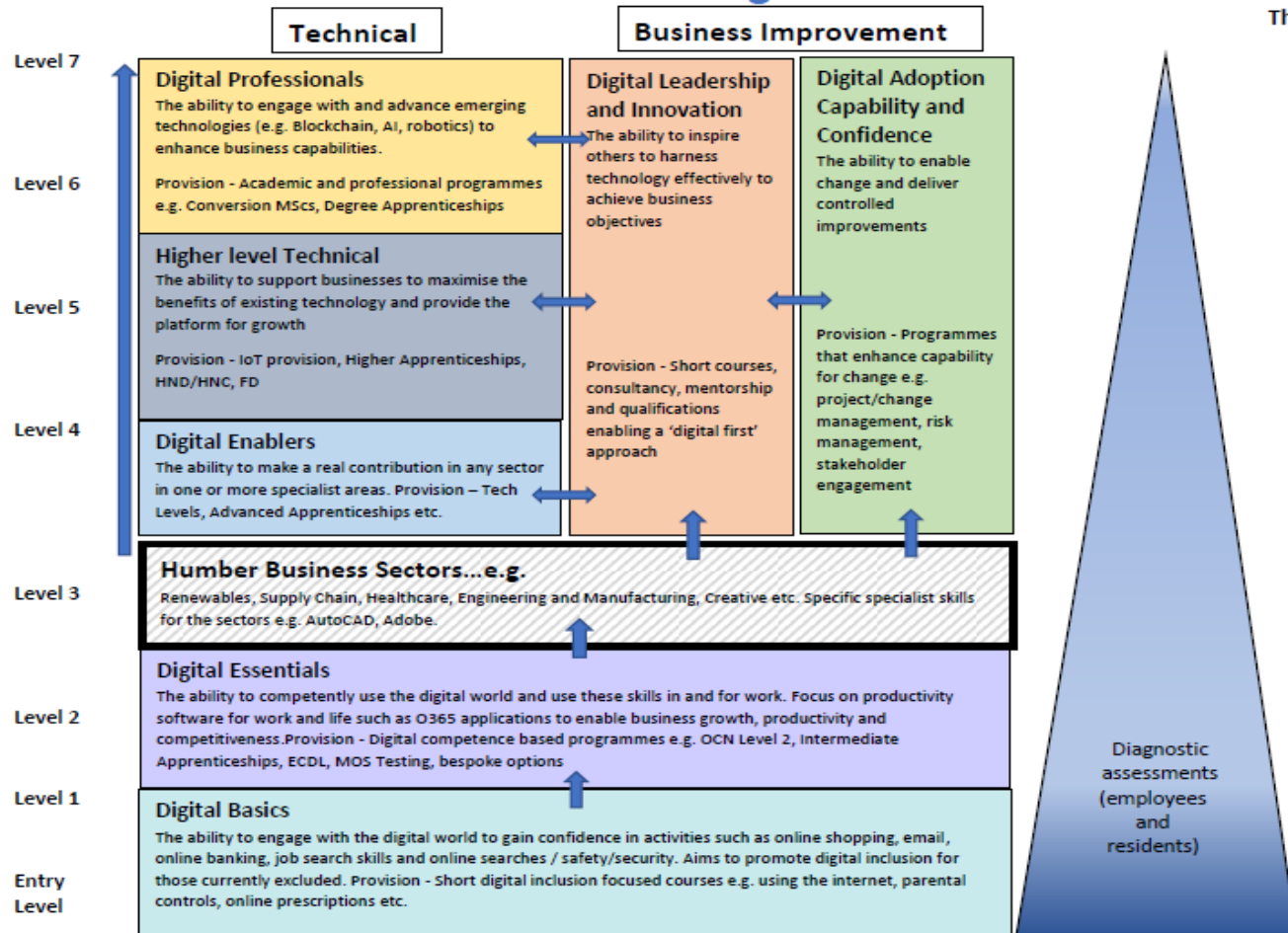
Other Partners



Images: Promotional materials from Walsall College



Humber LEP - Digital Skills Manifesto



The Digital Skills Partnership will:

1. Raise the digital skill level in the Humber area by raising the level of ambition of employers, employees, residents and training providers to engage with digital skills.
2. Identify and understand the demand for workplace digital training that reflects the breadth of employers and training providers in our region.
3. Establish an inclusive **Humber Digital Skills Hub** offering businesses of all sizes support services including:
 - a. Access to diagnostic assessments
 - b. Access to, and mapping of, available training
 - c. Access to consultancy services
 - d. Case studies
 - e. Podcasts/conferences

Q 2 - Digital & Tech Sector **Skills** and Inclusion

“What training and skills are required to meet the digital & tech needs of business and the community for the HEY region, between now and 2030?”

Activity #2

S.W.O.T. Exercise

Digital Framework Process and Timeline

- Consultation events taking place late 2022 early 2023
- Commission consultant early 2023 - further research undertaken.
- Digital Framework document published by end of April 2023

Summary and Next Steps

- Review findings
- Further online consultation workshops planned
- Update at next skills Network meeting re progress
- Digital Framework published by end of April 2023
- Views and feedback welcome:
- Email: t.pallett@heylep.com Tel: 07720095726

Any Questions?