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Name: The Council	Organisation: Gloucestershire County Council	Date: 15 th November 2019
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Fill in this template and send to LIS@gfirstlep.com

Thank you for taking the time to read our **Draft Local Industrial Strategy** for Gloucestershire, which has been developed using extensive evidence and engagement with stakeholders.

We would love to hear your views – especially on the following five questions.

Please send your feedback to LIS@gfirstlep.com by 31st October 2019.

Consultation questions:

1. How well does this draft strategy represent the challenges, opportunities and priorities for raising productivity and prosperity in Gloucestershire?

PUBLIC HEALTH

Welcomes the references to both the health and wellbeing of the population (and its impact on Gloucestershire’s productivity and prosperity) – including where they are linked to the natural environment, agri-tech sector and infrastructure. The ambition set out on p83 to adopt and ‘active-by-design-first’ is one we would support, although we would argue that planning healthy places shouldn’t be limited to active design but should also consider wider health impacts/benefits.

Also welcome are references to the benefits of social mobility and inclusive growth to ensure that everyone in the County has the opportunity to contribute to and benefit from a thriving economy. However, suggest that this could be better embedded as a thread throughout the document, rather than as a ‘bolt on’ or another priority in the Place section, where the prominence of inclusive growth and social mobility is really welcome but doesn’t have the narrative to explain to a reader unfamiliar with the concepts why it is relevant and important.

To address this, could the document briefly refer to what inclusive growth and social mobility means in the context of cyber? (e.g. the positive link with Cyber Central’s neighbouring community on p28 could be really drawn out.) Could it refer to what it means in the context of agri-tech or to skills and flexibility?

There are other hooks throughout that could help embed this concept, e.g. referring to “the most flexible and inclusive place to work” on p8, to a diverse housing offer on p9 or in sections on education, training and skills for the cyber sector on p25.

Another way of addressing this could be to remove the section on inclusive growth and social mobility from the Place section and embed it within the People section. The Place section could then focus on the role of anchor institutions as an asset of Gloucestershire (see further suggestions under Q5) – this may also help with a clearer narrative within that section.

However, whilst there is a clear rationale for the emphasis on younger people in the document, the ageing population is positioned as a purely negative factor/driver, e.g. on p16. We believe this could be addressed without diluting the ambition and focus of the draft LIS on the magnet county concept by acknowledging the untapped potential of the older workforce and positioning them as an asset, e.g. in

skills and knowledge transfer and mentoring, and as beneficiaries of a more flexible working environment that enables them to work longer and to contribute to local productivity.

INTEGRATED DISABILITIES COMMISSIONING HUB

Overall the strategy is good, however and it would be useful to see the strategy as a progressive document in terms of inclusivity. Recognising the opportunity to build something for the many young people who stay in Gloucestershire and who can be overlooked, we would summarise this as :-

- More recognition of the diversity of the workforce
- Encouragement for employers to recruit to strengths of individuals rather than “qualifications”
- More investment in careers advice in schools – particularly around alternatives to University
- Co-production with young people – what is it they want?
- Wider understanding of the employment demographic and consideration of other areas where opportunities do and will continue to exist
- Investment in areas of deprivation to encourage young people with significant challenges to participate in apprenticeships and employers to consider more entry level jobs to get people into the workforce and then build their skills
- More diverse representation in higher management roles to encourage participation from disadvantaged people

COMMUNITIES AND INFRASTRUCTURE

Skills

The draft strategy adequately represents several of the main challenges of the county’s residents (ageing population, retention of our younger workforce, skills and investment) providing a structure to address the need for additional investment and growth opportunities.

Whilst referenced and evidenced in the ‘Five pillars evidence base’, there are significant public sector and health and social care sector recruitment and retention challenges in the county which the draft LIS does not directly address and which do impact on productivity and inclusion within Gloucestershire. GCC and District Councils have identified the following job roles where recruitment and/or retention is difficult, either because of salary and benefits competition with the private sector or where local authorities are competing with one another to attract/retain individuals with particular skill sets:

- Lawyers and solicitors
- Building control inspectors
- Planners, especially transport planners
- Accountants
- HR advisors (experienced)
- ICT specialists
- Data analysts
- Property managers
- Qualified social workers, especially children’s social workers
- Highways major projects managers and planners
- Housing officers
- Trading Standards officers

Given the infrastructure improvements and developments highlighted and proposed in the draft LIS, the ageing population in the county and the substantial predicted growth of the health and care sector, this places increasing strain on the public sector as it seeks to support and contribute positively to these changes.

Considerable further analysis of the health and care sector in Gloucestershire has been carried out and the findings are available to support this response. A summary of the analysis and further figures from

'Burning Glass' LMI tool have been incorporated into the GCC and GFirst LEP 'Labour Market and Skills Review 2018/19' (p. 86, 100-101) which can be made available alongside the GCC response to the LIS draft.

The references to social mobility and inclusive growth are welcomed but would be better embedded in the 'people' chapter of the LIS and feedback from within GCC and a range of education and skills providers in the county, emphasises the importance of having a strong intermediate level (level 2 and level 3) curriculum offer that will enable access to qualifications for people to enter the workforce and also act as 'stepping stones' to higher level qualifications that will, potentially, have bigger impacts on productivity gains. Without these 'stepping stones' we won't be able to develop effective progression pathways into a wide range of job roles required by businesses and organisations in the county. We therefore strongly support the idea of a digital skills partnership reporting into the Gloucestershire Employment and Skills Board (GESB or SAP) that could ensure effective planning, coordination and delivery of digital skills across the county, from the 'digital citizen' type skills of getting online and basic ICT through to specialised, L4+ courses in cyber-tech/cyber security. This will enable the focus on inclusiveness and well as productivity gains in terms of digital skills.

Whilst referenced in the draft LIS, apprenticeships need to be highlighted further as both a challenge and an opportunity as they represent very effective ways of improving local businesses' and organisations' capacity and productivity and of tackling the threats posed by large numbers of employees in the county reaching retirement age and leaving the workforce, so generating significant replacement demand. GCC can help significantly with this – see 'skills' answers to Qs 2, 5 and 6 and further insights/evidence generated for the GESB by GCC Skills and Employment Commissioning Team (referenced in the answer to Q 8).

Progression links for local schools, colleges and training providers to local universities (University of Gloucestershire, Hartpury University and the Royal Agricultural University) could all be strengthened and greater emphasis placed on each institution playing to its strengths and specialisms. We are conscious that all three institutions are seeking to serve a national (and to some extent, international) market for students but all three could further strengthen their links with local businesses and organisations to extend their work on such things as student placements, 'live' projects with employers and student employability and recruitment programmes in order to encourage graduates to stay on in Gloucestershire at the end of their studies, having formed strong bonds with local employers and having identified local career progression opportunities.

The geographical position of Gloucestershire, effectively between the 'magnet' cities of Bristol and Birmingham, impacts on the net loss of young people to other areas. This needs to be acknowledged in the LIS and linked effectively to the Vision 2050 proposals around Cheltenham and Gloucester.

Finally, there is also a need for an 'implementation plan' or similar document to clarify the specific actions that GFirst LEP and partner organisations, including GCC, need to take to ensure effective collaboration and delivery of the strategy and to prevent duplication of effort and limited resources.

Inclusive Growth

The issue of inclusive growth seems to be missed from the document; it is not just about working with health community partners, rather inclusive growth is about reversing poverty. It should focus on improving living standards for all citizens especially those at the bottom not just boosting productivity. It is about engaging people in economic growth by building on social infrastructure (homes, education, vocational skills). It is a move away from GVA growth to the quality of GVA. When considering inclusive growth it is important to consider how the local labour market functions, what the composition of local businesses is and how they operate.

Green

Concerns have been raised over some of the language used for 'Green' and the apparent inconsistencies between the need to maintain the status quo while moving towards the creation of a city region.

E.g.: establish Gloucestershire as a leader in sustainable growth by developing a baseline to determine how best to protect, maintain and enhance our natural capital assets

We are in the midst of a climate change emergency. We must ensure that our growth is not at the expense of our unique environment both locally, nationally and globally –

These statements do not seem to embrace sustainable growth but protect natural assets which could prevent future growth especially in the Green belt. Clarification is sought over those aspects of the environment where there truly is value i.e. AONBs. In addition, the recommendations regarding the designations in the Forest of Dean and Cotswold should be mentioned to show a degree of separation from the M5 growth corridor.

Some form of words should be included about supporting growth in highly accessible locations to take full advantage of existing public transport corridors and reducing the need to drive i.e. sustainable growth

Transport

Managing transport demand to enable economy to grow (without congestion). Meeting the obligations arising from the climate emergency. Making sure Gloucestershire benefits from the data revolution which has a strong urban focus nationally.

Movement of goods from a transport perspective, more could be said about the reasons for reduced productivity. One of the key factors influencing productivity is connectivity, with congestion significantly reducing productivity. (According to Atkins estimates the costs of delays on roads in Gloucestershire in 2005 were equivalent to £50m - £100m per year in GVA equivalence Atkins. 2008. Economic Costs of Congestion in the Regions)

Regarding prosperity for all, transport (or lack of accessible transport) is a key barrier for people accessing jobs and education. For those without access to a private car, bus services, walking and cycling are of utmost importance. People who use these modes engage in more active travel which improves mental and physical health and thus economic productivity. Consideration for the movement of goods, considering the counties recognition as manufacturing and new market opportunities, including exports. What will the future movement of goods look like in a carbon neutral growth economy?

GCC welcomes the identification of a need for :

- A mass-transit transport solution
- Better cycle links
- Rail projects
- Innovative technology driven transport solutions.

However, in order to truly provide an integrated transport offer to the people of Gloucestershire, the wider network of mass public transport (Bus and Rail) should not be overlooked. What is needed is a better overall network of public transport provision. The Gloucestershire LTP (currently under review) sets the long-term transport strategy for Gloucestershire up to 2031. It aims to influence how and when people choose to travel so that individual travel decisions do not cumulatively impact on the desirability of Gloucestershire as a place to live, work and invest.

It is important to note that we are still trying to understand what is required to support opportunities and priorities for raising productivity and prosperity across some areas of work as we are still awaiting the outcome of several commissions currently underway; these are:

Industrial Land Assessment Commission
Rail Commission
Housing Needs Assessment
Fastershire Strategy Review
Mobile Connectivity Report
Port Access Study

We will continue to feed information into the LIS evidence base and refinement of the Strategy as it arises.

Ageing Society

As stated in the LIS Gloucestershire has an ageing population, with a 59% increase in the over-65 age group expected by 2040, growth not currently predicted to be matched by any other age group. This is our current skilled workforce and should be seen as an asset to the County. Can we not reference the opportunities this might present to us in relation to harnessing the transferable skills and experience these Gloucestershire residents have to offer?

2. What is the **most important** aspect of the draft strategy that we need to deliver to attract and retain young people in Gloucestershire?

PUBLIC HEALTH

The supply of affordable housing is a clear potential barrier to the main focus of the draft LIS in becoming a magnet County. However, affordable housing is only mentioned in the document with direct reference to young people, e.g. p33 and p70 – ignoring the fact that this is a challenge for people of all ages and that there is an interrelationship across the local housing offer. This could be addressed whilst retaining reference to young people by softening the language, e.g. to refer to “affordable housing, including for young people”.

It is also clear that young people value what Gloucestershire has to offer, in terms of its natural environment and we would support the strong emphasis on the green agenda within the LIS, including in terms of its many benefits to the health and wellbeing of residents and the local workforce.

INTEGRATED DISABILITIES COMMISSIONING HUB

There is a pool of overlooked young people who may well have skills to offer at the level required but who need additional investment to help them overcome prejudice and raise their aspirations. More needs to be explained at an earlier stage to identify what opportunities exist for young people and to encourage employers to play a major part in the curriculum/careers advice. This is met in part with the Careers and Enterprise Company work through the LEP but it needs to grow and young people themselves need to tell us what they want to know. Flexible working environments are essential to accommodate the wider needs of a diverse and dynamic workforce, it is encouraging to see this mentioned but with no real demonstration as to how this can be achieved.

COMMUNITIES AND INFRASTRUCTURE

Skills

Rather than one single most important aspect, there are several inter-related aspects of the draft LIS that need to be actively co-ordinated and delivered by local stakeholders:

a) Sufficient and visible education and employment opportunities

To attract and retain young people in Gloucestershire, it is critical that the county has sufficient education and employment opportunities for future generations and that these are visible to, promoted to and understood by young people. For example, many SMEs and the job roles within them are relatively 'invisible' to many young people unless the school/college in which they are studying has a strong careers strategy with effective linkages to local businesses. We also need to ensure that young people are 'work ready' and have clearer progression pathways into local job roles and local businesses. This could be achieved through the adoption of a much improved employability programme within schools and colleges such as the programme developed through the ESF-funded 'EDGE' project and through the expansion of employer pledges and support across wider sectors such as digital, health, legal, social care and engineering. Whilst good progress has been made in recruiting enterprise advisers to work with schools and connect them better to local businesses and employers, there is still some evidence of schools with sixth forms, that are more reluctant to/less active in fully implementing the Baker clause and impartial careers support. This needs to be rectified to enable all Gloucestershire school students to fully understand the career options and progression pathways open to them, including apprenticeships, T-levels, etc.

b) Closer matching of further, adult and higher education course offers with local employer needs
We need the courses and curricula offered within our local universities to be closely aligned with the needs of local employers. Whilst universities serve a national (and sometimes international) base of employers, closer and more effective links with local employers, including public sector organisations, would help retain graduates by highlighting and making tangible the links and career opportunities with local businesses. Sector pathways that are clear and easy to follow would help young people and their parents to decide on their subject option choices and their progression choices, whether staying on into sixth form, entering traineeships, apprenticeships, T-Levels, or higher education.

c) Develop, extend and target our local apprenticeship offer

To enable us to attract/retain the younger people in Gloucestershire and build and cement their relationships with local employers, we need to be offering Higher Degree Apprenticeships across the larger organisations based in the county. Examples of such apprenticeships where there is evidence of demand include: Chartered Legal Executive; Civil Engineer; Cyber Security Technical Professional; District Nurse; Environmental Practitioner; Post Graduate Engineer; Post Graduate Teacher; Public Health Practitioner . These are all available now for delivery and whilst there is a huge demand for lower level apprenticeships across the sectors, these higher degree apprenticeships will attract people to undertake their degree whilst also not accruing the debt that the traditional university degrees bring with them. Most of the above apprenticeships would be covered by the Apprenticeship Levy and are around the £27,000 funding mark over the lifetime of the apprenticeship.

Greater focus should be placed on encouraging/requiring apprenticeship levy paying organisations transferring some of their levies out to local SMEs to support their uptake on apprenticeships. This approach saves the employer the 5% contribution they would usually have to pay towards the training costs. GCC is leading the way in the county by already doing this, with good uptake and supports £260k per year that otherwise would be lost back to Treasury. By challenging other levy-paying organisations to do the same, whilst providing advice on good practice and how to do this, GCC can play a strong leadership role in the expansion of apprenticeships in Gloucestershire.

To expand apprenticeship uptake in SMEs and provide them with support in their apprenticeship offering such as succession planning, best practice, managing providers/colleges, the creation and management of a group of consultative employer representatives from across the county is recommended. This group could be drawn from the employers in the county that are already delivering their own apprenticeship programmes effectively.

d) Housing that is affordable and accessible to young people

We also need to improve the availability of and access by young people to Gloucestershire's affordable housing, particularly in areas such as the Cotswolds where property prices are high and to make sure that this affordable housing (along with the rest of the county) has high speed and reliable broadband to enable more flexible agile working from home and communal working places close to home.

e) Improved public transport

Young people are often very reliant on public transport but the services, particularly in the rural areas of the county, are often too infrequent or arrive too late to enable young people to get to work/their place of study. We therefore need to invest in and improve public transport provision in Gloucestershire, especially rural parts of the county.

f) Raised aspirations

We need better interaction with Schools enabling us to raise aspirations of the next generation.

Magnet County

This strategy will embrace the continued promotion of Gloucestershire's suitability and attractiveness to young families and professionals, particularly around the 30-40 age groups, and will build on the need to attract younger people to the local housing market and enable those aged 18-30 to more easily buy or rent property. This is the first time the report quantifies what is 'young people' This should be made clearer, especially in the executive summary and the constant references to young people.

Transport

Recognising the challenges. The next generation will want highly responsive transport – Mobility As A Service (MaaS). They will want clean air and streets that aren't congested with motorised vehicles. We are on the cusp of a profound transport revolution. Gloucestershire will grasp this and show evidence of understanding this through how and where it develops and the innovations it enables in order to transform how and why we travel. Young people will not be following in their parents' footsteps (or cars). They will embrace a world where quality of life and the environment are more closely understood and well delivered and they will choose (those that can) to live and work in those places – wherever they may be in the world. Talk to and listen to young people. Don't assume they envisage a future anything like the present we have created.

From child to young adult there is an absolute need for LIS to put prioritisation in enabling residents (parents) and especially young people to first be able to walk/cycle/and access Public transport – this is not apparent and would be good to be transparent across the whole strategy. It is also good to develop independence and socialisation. Many young people don't have access to their own car. Some never will. Therefore investment in public transport walking and cycling is of key importance.

There also needs to be more transport support for the night time economy in order for young people to both work in it and take part in it.

The quote that the survey of young people revealed that transport was their number one 'worst thing about living in Gloucestershire' is striking. Could GCC officers be provided with the full survey, please? Also, did the survey ask to specify this in a bit more detail, so that we can understand the statement a bit better?

3. What is the **most important** aspect of the draft strategy that we need to deliver to raise productivity and prosperity for all people in the county?

PUBLIC HEALTH

See comments on inclusive growth above.

INTEGRATED DISABILITIES COMMISSIONING HUB

More recognition of the diversity of the workforce

Suggest a case study of where we have excelled in supporting inclusivity/integrated disabilities – there is a good case study in the Public Health Annual Report 2018/19: *Healthonomics: tackling health inequalities through inclusive growth*.

COMMUNITIES AND INFRASTRUCTURE

Skills

Without continual investment in the skills of those entering the workforce and the upskilling/CPD of those already in the workforce, it is very unlikely that productivity and prosperity improvements will take place.

Additionally, to raise productivity and prosperity for all people in the county it is critical that infrastructure improvements are implemented within both transport and internet connections mitigating Gloucestershire's geographical barriers. It is imperative that we increase the mobility and ability for communities and businesses to connect more easily; reducing travel, costs and increasing access to information and change.

We need fast and reliable broadband to facilitate more flexible working (e.g. from home) and online learning.

Better transport connections are needed to enable those geographically isolated to access work opportunities in the more urban areas of Cheltenham and Gloucester (e.g. Forest of Dean and Cotswolds residents) and play a full role in the development of the cyber-tech sector and other growth/emerging sectors. Greater awareness and use of the Thinksmart travel scheme for apprentices would also help more people to access apprenticeships and develop their careers as they can access free (subsidised) bus travel (100 journeys). We also need to consider whether we can extend this scheme to enable free travel for the duration of their apprenticeships.

Transport and Green

Building in accessible locations is key to this and should be a fundamental component of green growth. It is unsustainable and unviable to rely on rural passenger transport or single occupancy car trips

We will need to work closely with sub-national transport bodies, including the Western Gateway and Midlands Connect, to exploit strategic road and rail corridors, and develop innovative public transport solutions that include walking and cycling.

Please note that developing innovative public transport solutions that include walking and cycling, at this stage is picked up within the LTP

It would be good to get a much stronger element of inclusion into this. Realise that people with disabilities, both physical and hidden, require inclusive healthy space and may be deterred by transport networks which are congested and car dominant. Notice, some of the high tech industries are particularly dominated by people who may have disabilities. In addition, the ageing population means there is more need for Alzheimer aware designs/ spaces where people can work near family. People will also work for longer parts of their lives and will have more portfolio careers. The breadwinner will no longer 'go off to work' in a private car; the ability to integrate working life with family and caring will be increasingly valued. Parts of the country that show evidence of understanding how to build a genuinely inclusive economy are more desirable for all members of the community to live and work in. This is a dramatic determinant of loneliness and social deprivation levels and requires human centred living and working spaces. Note the growth of the care sector; consider integrating work space with housing; communal food

growing; carbon free initiatives; embrace diversity and imaginative futures. The emerging LIS puts emphasis on the importance of flexible working opportunities in Gloucestershire. These will have to be met by flexible transport offers that enable people to access all areas of Gloucestershire, provide mode choice and flexibility in user patterns.

Digital Mobility

With its pioneering credentials for Broadband coverage of the County, Fastershire and the continued roll out of digital connectivity is a key aspect in raising productivity. The LIS embraces this objective well and recognises the importance for businesses and homes alike, offering flexible working opportunities and support for inclusivity.

4. How should we develop Gloucestershire’s Growth Hubs to help deliver the ambitions set out in the draft strategy?

PUBLIC HEALTH

No comments from public health

INTEGRATED DISABILITIES COMMISSIONING HUB

No comments from Integrated Disabilities Commissioning Hub

COMMUNITIES AND INFRASTRUCTURE

Skills

The Growth Hubs need to help businesses identify and tackle their recruitment and workforce development needs, including skills and continuing professional development. The Hubs could then use this information to help the Gloucestershire Employment & Skills Board (GESB/SAP) to commission and direct provision where and when it is needed by local businesses.

The Growth Hubs could provide a channel for audits of and effective advice to businesses about how to improve their flexible working. This should focus on the benefits to the businesses of promoting and offering flexible working as well as the ‘how’ and links to businesses/organisations in the county that have already done so and made gains in recruitment for key roles or improved retention as a result.

The Growth Hubs also need to further strengthen partnership working between academia and businesses to innovate and grow and continue to provide opportunities for small businesses to try out new approaches and technologies (e.g. via the GCC Library Service’s innovation labs).

The Growth Hubs should continue to make their services accessible across the county (e.g. by extending opening hours, where demand justifies this) and enable the multi-agency/partnership working that is a feature of the Tewkesbury Growth Hub.

Growth Hubs could consider introducing a Growth Hub employee ambassadors scheme to enable local employers to better understand the benefits and services offered by the Growth Hub and promote them internally to their fellow employees.

Each Growth Hub should have a travel plan. Each Growth Hub should also routinely provide travel information to all visitors and should be located at or near public transport hubs.

Ensure the Growth Hubs are centres of innovation. They should operate as effectively in a virtual sense as physically. They should be emblems of how we can live, work and travel in a modern environmentally and socially responsible way. They should excite and help deliver hope in a political climate of uncertainty and changing climate due to global warming. The Growth Hubs should showcase imaginative ways of working and travelling and not travelling.

5. Which aspect of the draft strategy could you or your organisation help us to deliver?

PUBLIC HEALTH

The draft strategy makes reference to working with “health community partners” – as anchor institutions with considerable employment and purchasing power and estates, they are key partners and this acknowledgement is welcome. Public Health colleagues within GCC can support with this relationship to help ensure it is an effective one and maximising benefits for a thriving and inclusive local economy.

INTEGRATED DISABILITIES COMMISSIONING HUB

No comments from Integrated Disabilities Commissioning Hub

COMMUNITIES AND INFRASTRUCTURE

Transport Infrastructure

Skills

Aspiration and increased inclusion:

GCC’s Adult Education Service can support this priority by continuing to engage and support those communities that have traditionally been ‘hard to reach’ and where levels of aspiration and achievement are low. We can also support by ensuring that our accredited courses are aligned to the local labour market information, as well as expanding our work with local employers to identify opportunities for our learners.

Through our commissioning of external providers, GCC Skills and Employment commissioning team works with a number of sub-contracted provider partners in the county who have an effective track record with and reach into ‘hard to reach’ communities and disadvantaged groups.

Libraries and library service staff are very well integrated into local communities, including in some of the rural and other communities in the county where other services are relatively limited because of geography or for reasons of social exclusion. GCC’s libraries and library service can continue to act as outreach points into the areas that are not so well connected where we can provide training (possibly through Adult Ed) and build on the excellent work of the Innovation Labs particularly in respect to supporting SMEs and in cyber, digital and IT skills training.

Delivering the skills needed by local businesses:

GCC’s Adult Education in Gloucestershire (AEiG) can contribute as a learning provider to ensuring that “Gloucestershire’s education and training system meets the skills demands of local businesses”. Through the flexible nature of it’s community learning and skills offer, it can also be very responsive to local community and employer needs. As an employer, GCC can build and strengthen our own contribution, e.g. through recruiting and retaining young people, developing effective flexible (agile) working, etc.

Apprenticeships:

GCC can continue to take a lead role in the county in promoting and enabling Apprenticeship Levy transfer, especially to SMEs in priority sectors and in developing and sharing good practice such as through its existing apprenticeship programme where apprentices ‘rotate’ across a number of different work teams in GCC in order to develop a broader set of skills and experience. This model could be further promoted to and developed with SMEs that would not have the capacity to do this but which could still offer apprenticeship opportunities, if delivered in partnership.

Adult Education in Gloucestershire (AEiG) could: a) increase delivery volumes of SME Apprenticeships and b) increase delivery of all programmes and qualifications to offer structured programmes that align with countywide skills demands and improve career pathways into Higher Education.

Support for and implementation of the GESB/SAP priorities

GCC supports the strategic direction, administration and data analysis functions of the GESB/SAP, with three members of staff involved in these aspects of its operation.

5.a. What could you do?

PUBLIC HEALTH
 Public Health colleagues within GCC can provide facilitated access to a system of ‘anchor institutions’ in the health and care sector, e.g. via the Health & Wellbeing Board and the Integrated Care System (ICS). As a system, Public Health are working to develop our ‘offers’ to the LEP and the implementation of the LIS relating to skills, employment, the workplace, procurement, infrastructure and research and our ‘asks’ to enable us to work effectively towards supporting the aims of the LIS.
 Our intention is that this helps to articulate some real and tangible actions that support the ambition of a magnet county.

COMMUNITIES AND INFRASTRUCTURE
Transport
 Are able to produce guidance (LTP) / seek and secure external and government funding to deliver multi modal and exciting transport projects. We also fund and access significant evidence data bases which help understand many issues such as congestion projections/ social attitudes/ the effects of development on the transport network/ the effects of subsidy (and other stick as and carrots)/ mosaic analysis of where smarter choices will recoup best returns etc. GCC welcomes the mentioning of its emerging LTP. Officers feel that the emerging LIS aligns well with the objectives and ambitions set out in the emerging LTP.

Skills
Aspiration and increased inclusion:
 GCC’s Adult Education Service will continue to deliver targeted and tailored learning provision to hard-to-reach groups and communities across the county, making sure that effective information, advice and guidance on progression and employment opportunities are embedded to help raise aspirations and enable progression into work or further/higher education.
 As a major local employer, GCC could increase the number of staff who contribute to raising aspirations of students in the county’s schools and colleges by volunteering to become enterprise advisers to work with schools/colleges on their careers strategies and links with local employers, for programmes such as mentoring, practice interviews and young entrepreneurs and to continue to identify talent and encourage career progression of young people entering the GCC workforce.

Delivering the skills needed by local businesses:
 GCC can continue to provide detailed analysis of the local and national employment and skills ‘landscape’ and ‘levers’ to enable provision to be directed to local need (e.g. skills capital funding, devolved or locally co-ordinated Adult Education Budget, etc.) Please reference the GCC and GFirst LEP ‘Labour Market and Skills Review 2018/19’.

5.b. What support would you need?

PUBLIC HEALTH
 In order to contribute effectively, the channels of communication would need to be open and constructive and enable collaborative working across public and private sectors.

COMMUNITIES AND INFRASTRUCTURE
Transport
 Funding/ A voice / Consultation/ Recognition of the key role of transport and the extent to which transport professionals can support delivery of the LIS. In order to deliver the ambitions set out in Gloucestershire’s Local Transport Plan, funding bids are a significant funding source for transport

infrastructure investment in Gloucestershire. A strong alignment of emerging policy documents in Gloucestershire, such as the LIS, the LTP, Local Plans, Gloucestershire's energy strategy as well as the emerging climate change strategy will strengthen any bid that is put forward and ensure that all partners can unite behind making the case to invest in Gloucestershire. The parts of the country where innovative and ground breaking transport schemes are driving the local economy are supported by this type of strong relationship.

Skills

GCC's Adult Education Service would appreciate the following support:

- More in-depth information around labour market information, that comes in a readable format that doesn't take a lot of analysis and improved access to county-wide curriculum and employment data from the Gloucestershire Employment and Skills Board (GESB) or SAP.
- Better working relationships/partnerships with local colleges and universities where by we support each other rather than working against each other, aligning progression routes for learners allowing them the opportunity to access all levels of education
- Greater strategic representation and ongoing engagement with key stakeholders.
- Structured review of linkages with and progression opportunities for residents into local colleges and HE providers e.g. Hartpury University, University of Gloucestershire, College Royal Agricultural University, Gloucestershire College, Cirencester College, South Gloucestershire and Stroud College This should include a strategic overview including; delivery aims, outcomes and learner destinations to fully shape our county's delivery.

5.c. Do you have any additional insights or evidence to support the action needed?

COMMUNITIES AND INFRASTRUCTURE

Transport

Transport is possibly the most important factor in how the economy expands and shapes in Gloucestershire. So much is understood now about the need for active travel; clean green space for mental and physical health; innovation and diversity. The 'male pale stale' view of providing more car parks and more car based travel is dated and no longer serves any part of the country which wants to stand out as a beacon of economic progression.

Skills

Data and analysis of employment and skills across Gloucestershire:

The GCC and GFirst LEP 'Labour Market and Skills Review 2018/19' has been prepared by the Skills and Employment Commissioning Team in GCC and provides the data analysis required for the transition of the GESB into a SAP as well as underpinning evidence on employment and skills that goes beyond and into more detail than that provided in the 'Five pillars' evidence base. This will be used by the GESB/SAP to inform employment and skills investment and actions in the county.

Data and analysis of the health & social care workforce needs across Gloucestershire:

The attached integrated workforce report 'One Gloucestershire: Gloucestershire Workforce – data pack, July 2019' gives a detailed overview of the importance, impact and actions around the health and social care workforce in the county.

In terms of the skills demand for particular job roles and skills in demand in the health and care sector, please see the attached report (which includes data up to February 2019 – the latest information release). This tool is being further developed by DWP, the 'Examine a Place' team and the DfE Skills Advisory Programme team in collaboration with local authorities and LEPs.

GCC Adult Education links with other providers:

As an established OFSTED Good-rated provider, Adult Education in Gloucestershire possesses an excellent proven track-record working with businesses and residents throughout Gloucestershire supporting Gloucestershire County Council's key priorities. Although successfully achieved, our offer and delivery could be more closely aligned with other county providers. To truly grow and achieve its ambitions of raising productivity and prosperity in Gloucestershire, the GESB/SAP needs to further support increased collaborative working and insight opportunities with all training providers as part of the county's education roadmap to success.

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