

## **APPENDIX 1 - UKSPF People and Skills Intervention**

### **Investment Priority 3: People and Skills - objectives**

- Reducing levels of economic inactivity through investment in bespoke intensive life and employment support tailored to local need. Investment should facilitate the join-up of mainstream provision and local services within an area for participants, through the use of one-to-one keyworker support, improving employment outcomes for specific cohorts who face labour market barriers.
- Supporting people furthest from the labour market to overcome barriers to work by providing cohesive, locally tailored support including access to basic skills.
- Supporting local areas to fund gaps in local skills provision to support people to progress in work, and supplement local adult skills provision e.g. by providing additional volumes; delivering provision through wider range of routes or enabling more intensive/innovative provision, both qualification based and non-qualification based. This should be supplementary to provision available through national employment and skills programmes.

## Employer Skills Chamber of Commerce

Project name & location	Project summary  Provide a brief summary (100 words max.)	Local challenges/opportunities:  List the key challenges your project meets and / or the key opportunities that your project supports	UKSPF Investment Priority <sup>1</sup>  Select the priority your project falls under:  1. Community and Place 2. Supporting Local Business 3. People and Skills	Alignment with UKSPF objectives  List the Fund's objectives that your project meets – choose all relevant from the extract below*.	Interventions  List all relevant interventions from weblink <sup>2</sup>	Outputs  List all relevant outputs from Appendix D	Outcomes  List all relevant outcomes from Appendix D	Strategic fit  Is your project aligned with other national policies and funding programmes?  <b>Yes/No</b>
1	2	3	4	5	6	7	8	9
<i>Responding to employer skills need- Worcester</i>	The intention for this project is to address the needs expressed	The Worcestershire Local Skills Improvement Plan has spent the last year investigating the skills needs of businesses within the local	People and Skills	Supporting local areas to fund gaps in local skills provision to support people to progress in work, and supplement	E37 Tailored support for the employed to access courses	75-Number of people supported to access basic skills.	50 Number or people in employment following support  Number of people in	<b><u>Yes</u></b>

<sup>1</sup> [UK Shared Prosperity Fund: prospectus - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<sup>2</sup> [Interventions list for England - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<p><i>Herford &amp; Worcester Chamber of Commerce</i></p>	<p>by employers for employees who currently fall short of where their workplace foundation skills should be. This can apply to anyone of working age within the county and seeks to not only support the businesses expressing the need, but to bolster the skills and employability levels of people undertaking the training AND people looking to</p>	<p>economy, exploring what employers need most from their current and future workforce. The overwhelming response was that people – irrespective of age, are not fully ‘work ready’. Not only do our working population lack the soft skills our employers are looking for, but more alarmingly they lack the basic digital skills that they would expect most to possess for entry level roles, and to navigate a digital society effectively. Whilst the number of job vacancies advertised by employers is starting to fall, they are still 156,000 above pre pandemic levels according to ONS data recorded between July 2023 and October 2023. Employers have highlighted that they would be more likely to</p>		<p>local adult skills provision e.g. by providing additional volumes; delivering provision through wider range of routes or enabling more intensive/innovative provision, both qualification based and non-qualification based. This should be supplementary to provision available through national employment and skills programmes.</p>	<p>E38 Local areas to fund local skills needs  E40 Retraining support for those in high carbon sectors  E41 Funding to support local digital skills</p>	<p>50-Number of people supported to engage in job-searching.  50-Number of people receiving support to gain employment.  50-Number of people receiving support to sustain employment.  100-Number of people in employment engaging with the skills system.</p>	<p>education/training</p>	
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	re-enter the world of work.	<p>hire a person based on their attributes than their technical abilities. Soft skills are increasingly recognised as critical for success in personal and professional settings, with links to many positive outcomes, including academic achievement, career success, and overall well-being.</p> <p>The World Economic Forum's Future of Jobs report (2018) identified soft skills, such as emotional intelligence and creativity, among the top 10 skills needed for success in the workplace.</p>				40-Number of people gaining a qualification or completing a course.		

**FURTHER SUPPORTING EVIDENCE**

Project summary:

- provide a detailed project description
- explain how your project falls under the chosen investment priority

The intention for this project is to address the needs expressed by employers for employees who currently fall short of where their workplace foundation skills should be. This can apply to anyone of working age within the county and seeks to not only support the businesses expressing the need, but to bolster the skills and employability levels of people undertaking the training AND people looking to re-enter the world of work.

We are looking to build on strong working relationships with all public partner organisations locally, including the Department for Work and Pensions and Age UK, both of which support people from the over 50's age bracket getting back into the workplace. We are particularly interested in supporting this demographic, not only to support and enhance social mobility within the county but also to provide our businesses with the skilled and experienced labour they deserve. We hope that this in turn will help to address the mental and physical wellbeing of those currently out of work and significantly improve their employability prospects.

Anyone within one of the following two groups will be eligible for this support:

**Those in work.** Employers can choose to send anyone employed by them that would benefit from this support.

**Those looking to return to work.** Partner organisations such as DWP and Age UK can choose to send anyone actively looking for work that would benefit from this support.

We propose to offer training at the most fundamental and foundational levels.

We will offer 2 strands of training via our business network and our delivery partners.

**1/ Basic Digital Skills to Include:**

- Basic IT Administration – to include navigating the computer, setting up and managing folders, and passwords.
- Internet Safety and Security
- An introduction to Microsoft packages such as Teams, Excel, Word and Outlook
- An introduction to social media

**2/ Soft Skills Development to include:**

- Assertiveness and Confidence
- Work Ethics and Professionalism
- Interview and Presentation Skills

	<ul style="list-style-type: none"> <li>• Time Management</li> <li>• Communication Skills</li> </ul> <p>Each strand will comprise of 2 days of training - broken into short modular style sessions with the intention of keeping people engaged and motivated.</p> <p>Employers and partners can decide if delegates attend both strands of training, or just the one that is relevant to the individual.</p> <p>We believe this proposal will support the first stage findings of the local LSIP and will work alongside other proposals and schemes that may be funded locally through UKSPF.</p>
<p><b>Local challenges/opportunities:</b></p> <ul style="list-style-type: none"> <li>- explain how your project addresses local needs</li> <li>- explain how your project supports local opportunities</li> <li>- provide evidence, where possible</li> </ul>	<p>The Worcestershire Local Skills Improvement Plan has spent the last year investigating the skills needs of businesses within the local economy, exploring what employers need most from their current and future workforce. The overwhelming response was that people – irrespective of age, are not fully ‘work ready’. Not only do our working population lack the soft skills our employers are looking for, but more alarmingly they lack the basic digital skills that they would expect most to possess for entry level roles, and to navigate a digital society effectively.</p> <p>Whilst the number of job vacancies advertised by employers is starting to fall, they are still 156,000 above pre pandemic levels according to ONS data recorded between July 2023 and October 2023. Employers have highlighted that they would be more likely to hire a person based on their attributes than their technical abilities. Soft skills are increasingly recognised as critical for success in personal and professional settings, with links to many positive outcomes, including academic achievement, career success, and overall well-being.</p> <p>The World Economic Forum’s Future of Jobs report (2018) identified soft skills, such as emotional intelligence and creativity, among the top 10 skills needed for success in the workplace. Many people in the 50+ age bracket left work during the pandemic. A significant proportion of which reported that they did not feel they have the necessary skills to find new employment should they need to. Within this group, the number suffering with stress, illness or a mental health complaint equates to more than 60%.</p> <p>We also know, through our extensive conversations with employers that young people, more than ever need the support to integrate into the world of work. The pandemic acted as crucial barrier to young</p>

	<p>people developing their social interactions and work experience opportunities, leaving a large number of young people without the soft skillset that employers are looking for.</p>
<p><b>Alignment with other local and national policies and funding programmes (if you answered 'Yes' in the column 'Strategic fit'):</b></p> <ul style="list-style-type: none"> <li>- Explain how your project is aligned with other local and /or national policies</li> <li>- Explain how your project complements other local projects funded by regional/national programmes</li> </ul>	<p>We believe this proposal will support the first stage findings of the local LSIP and will work alongside other proposals and schemes that may be funded locally through UKSPF.</p> <p>We believe the Chamber has the reach and connectivity to support the requirements of local businesses. We currently train over 1500 delegates a year, so are confident we can deliver any number of places under this proposal, through our well-established internal team, supplier network and processes.</p>
<p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>- Interventions</li> <li>- Outputs</li> <li>- Outcomes</li> </ul>	<p><i>In addition to listing the interventions, outputs and outcomes in the intervention logic matrix above, please provide indicative figures for your project outputs and outcomes in Appendix D, not in this section.</i></p> <p><b>See above</b></p>

# Digital Inclusion

## WCT

Project name & location	Project summary  Provide a brief summary (100 words max.)	Local challenges/opportunities:  List the key challenges your project meets and / or the key opportunities that your project supports	UKSPF Investment Priority <sup>3</sup>  Select the priority your project falls under:  4. Community and Place 5. Supporting Local Business 6. People and Skills	Alignment with UKSPF objectives  List the Fund's objectives that your project meets – choose all relevant from the extract below*.	Interventions  List all relevant interventions from weblink <sup>4</sup>	Outputs  List all relevant outputs from Appendix D	Outcomes  List all relevant outcomes from Appendix D	Strategic fit  Is your project aligned with other national policies and funding programmes?  <b>Yes/No</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>
<i>Digital Inclusion Worcester Community Trust-Towns Fund Community Venues</i>	Providing and developing access to online services, training and support around digital skills, breaking down barriers of confidence and	Worcestershire has a lower level of employment in the digital sector than the England average however digital skills remain in the highest demand from the county's employers, whether for new	People and Skills	Reducing levels of economic inactivity through investment in bespoke intensive life and employment support	E33- Employment support for economically inactive people  E34-Courses including	Support 30 individuals to engage in life and digital skills training  25 individuals	30 People with digital and life skills  15 people experiencing reduced structural barriers into work or skills provision	<b><u>Yes</u></b>

<sup>3</sup> [UK Shared Prosperity Fund: prospectus - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<sup>4</sup> [Interventions list for England - GOV.UK \(www.gov.uk\)](http://www.gov.uk)





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## FURTHER SUPPORTING EVIDENCE

<p>Project summary:</p> <ul style="list-style-type: none"> <li>- provide a detailed project description</li> <li>- explain how your project falls under the chosen investment priority</li> </ul>	<ul style="list-style-type: none"> <li>• Digital Inclusion – at the core of the low skills crisis is digital exclusion and digital poverty. Our Skills Hubs are providing and developing access to online services, training and support around digital skills, breaking down barriers of confidence and help to reduce loneliness and isolation.</li> <li>• The project will see WCT Tutors working across WCT Community Hubs to deliver Entry level to level 3 training in digital skills. Referrals will be taken from a range of partners and stakeholders, including job coaches, DWP, JcP and others.</li> </ul>
<p><b>Local challenges/opportunities:</b></p> <ul style="list-style-type: none"> <li>- explain how your project addresses local needs</li> <li>- explain how your project supports local opportunities</li> <li>- provide evidence, where possible</li> </ul>	<ul style="list-style-type: none"> <li>• Worcestershire has a lower level of employment in the digital sector than the England average however digital skills remain in the highest demand from the county’s employers, whether for new entrants, replacement labour, or when reskilling existing staff. The skills most frequently mentioned relate to the use of online platforms, such as Zoom, and the use of social media. 30% of Worcestershire employers, in the Chamber of Commerce Employment Survey (2020), cited digital skills as the skills gap causing them the greatest recruitment difficulties.</li> </ul>
<p><b>Alignment with other local and national policies and funding programmes (if you answered ‘Yes’ in the column ‘Strategic fit’):</b></p> <ul style="list-style-type: none"> <li>- Explain how your project is aligned with other local and /or national policies</li> <li>- Explain how your project complements other local projects funded by regional/national programmes</li> </ul>	<p><i>Please refer to the UKSPF Prospectus, Section 2.6, for examples of alignment and complementarity.</i></p> <p>This programme aligns with other programmes by providing support in an area where other funds are not available. The local delivery supports individuals that are more reluctant to engage with mainstream programme delivery and who may not have access to digital and ICT equipment at home.</p>

<b>Deliverables:</b> <ul style="list-style-type: none"> <li>- Interventions</li> <li>- Outputs</li> <li>- Outcomes</li> </ul>	<i>In addition to listing the interventions, outputs and outcomes in the intervention logic matrix above, please provide indicative figures for your project outputs and outcomes in Appendix D, not in this section.</i>  <b>See above</b>
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## Employability Skills

### WCT

Project name & location	Project summary	Local challenges/opportunities:	UKSPF Investment Priority <sup>5</sup>	Alignment with UKSPF objectives	Interventions	Outputs	Outcomes	Strategic fit
	Provide a brief summary (100 words max.)	List the key challenges your project meets and / or the key opportunities that your project supports	Select the priority your project falls under:  7. Community and Place 8. Supporting Local Business 9. People and Skills	List the Fund's objectives that your project meets – choose all relevant from the extract below*.	List all relevant interventions from weblink <sup>6</sup>	List all relevant outputs from Appendix D	List all relevant outcomes from Appendix D	Is your project aligned with other national policies and funding programmes?  <b>Yes/No</b>
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>

<sup>5</sup> [UK Shared Prosperity Fund: prospectus - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<sup>6</sup> [Interventions list for England - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<p><i>Employability Skills- Worcester Community Trust</i></p>	<p>Supporting individuals and communities are equipped with the necessary skills to gain and retain employment</p>	<p>LEP Skills Report identified that in 2021/22, Worcestershire lagged behind the national average in achievements on Preparation for Life and Work courses for adults, 29% compared to 47% nationally. Attitudes and behaviours to work were also identified as one of the biggest needs, following basic upskilling.</p> <ul style="list-style-type: none"> <li>• Construction faces a recruiting challenge in level 3 qualified trades, with demand for all including electricians, plumbers, and gasfitters.</li> <li>• The city has major disparities in employment, income, and quality of life, with 44% of people estimated to be income deprived in the poorest area and just 2.3% in the</li> </ul>	<p>People and Skills</p>	<p>Reducing levels of economic inactivity through investment in bespoke intensive life and employment support tailored to local need. Investment should facilitate the join-up of mainstream provision and local services within an area for participants, through the use of one-to-one keyworker support, improving employment outcomes for specific cohorts who</p>	<p>E34-Courses, including basic, life and career skills</p> <p>E33 Employment support for economically inactive people</p>	<p>65 people supported to engage with life skills</p> <p>25 engaged in job search</p> <p>25 receiving support to gain employment</p> <p>35 supported to access basic skills</p> <p>20 socially excluded individuals accessing support</p>	<p>50 People reporting increased employability following intervention</p> <p>50 People engaged in job searching</p> <p>25 People in employment following support</p>	<p><b><u>Yes</u></b></p>
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		<p>least deprived. These local areas are characterised by low social mobility and low value jobs. The city has a lower economic activity rate than the county, region, and country.</p>		<p>face labour market barriers.</p> <p>Supporting people furthest from the labour market to overcome barriers to work by providing cohesive, locally tailored support including access to basic skills.</p>				

- Supporting people furthest from the labour market to overcome barriers to work by providing cohesive, locally tailored support including access to basic skills.
- Supporting local areas to fund gaps in local skills provision to support people to progress in work, and supplement local adult skills provision e.g. by providing additional volumes; delivering provision through wider range of routes or enabling more intensive/innovative provision, both qualification based and non-qualification based. This should be supplementary to provision available through national employment and skills programmes.

## FURTHER SUPPORTING EVIDENCE

<p>Project summary:</p> <ul style="list-style-type: none"> <li>- provide a detailed project description</li> <li>- explain how your project falls under the chosen investment priority</li> </ul>	<ul style="list-style-type: none"> <li>• Employability Skills – at the core of our services are supporting individuals and communities are equipped with the necessary skills to gain and retain employment. This covers basic skills such as Maths, English and Digital, and also covers elements such as mental health, employability, personal development, confidence building and overcoming barriers to employment.</li> </ul>
<p><b>Local challenges/opportunities:</b></p> <ul style="list-style-type: none"> <li>- explain how your project addresses local needs</li> <li>- explain how your project supports local opportunities</li> <li>- provide evidence, where possible</li> </ul>	<ul style="list-style-type: none"> <li>• <b>LEP Skills Report identified that in 2021/22, Worcestershire lagged behind the national average in achievements on Preparation for Life and Work courses for adults, 29% compared to 47% nationally. Attitudes and behaviours to work were also identified as one of the biggest needs, following basic upskilling.</b></li> <li>• <b>Construction faces a recruiting challenge in level 3 qualified trades, with demand for all including electricians, plumbers, and gasfitters.</b></li> <li>• <b>The city has major disparities in employment, income, and quality of life, with 44% of people estimated to be income deprived in the poorest area and just 2.3% in the least deprived. These local areas are characterised by low social mobility and low value jobs. The city has a lower economic activity rate than the county, region, and country.</b></li> </ul>
<p><b>Alignment with other local and national policies and funding programmes (if you answered ‘Yes’ in the column ‘Strategic fit’):</b></p> <ul style="list-style-type: none"> <li>- Explain how your project is aligned with other local and /or national policies</li> </ul>	<p><i>Please refer to the UKSPF Prospectus, Section 2.6, for examples of alignment and complementarity.</i></p>

<p>- Explain how your project complements other local projects funded by regional/national programmes</p>	
<p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>- Interventions</li> <li>- Outputs</li> <li>- Outcomes</li> </ul>	<p><i>In addition to listing the interventions, outputs and outcomes in the intervention logic matrix above, please provide indicative figures for your project outputs and outcomes in Appendix D, not in this section.</i></p> <p><b>See above</b></p>

## Business Skills Programme Growth Hub

Project name & location	Project summary	Local challenges/opportunities:	UKSPF Investment Priority <sup>7</sup>	Alignment with UKSPF objectives	Interventions	Outputs	Outcomes	Strategic fit
	<p>Provide a brief summary (100 words max.)</p>	<p>List the key challenges your project meets and / or the key opportunities that your project supports</p>	<p>Select the priority your project falls under:</p>	<p>List the Fund's objectives that your project meets – choose all relevant from the extract below*.</p>	<p>List all relevant interventions from weblink<sup>8</sup></p>	<p>List all relevant outputs from Appendix D</p>	<p>List all relevant outcomes from Appendix D</p>	<p>Is your project aligned with other national policies and funding</p>

<sup>7</sup> [UK Shared Prosperity Fund: prospectus - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<sup>8</sup> [Interventions list for England - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

			10. Community and Place 11. Supporting Local Business 12. People and Skills					programmes ?  Yes/No
1	2	3	4	5	6	7	8	9
<i>Upskill Worcester - Worcester Growth Hub (County Council)</i>	A flexible Business Skills Programme offering support to businesses to identify current skills needs and training solutions.	This programme has been designed to address the skills and recruitment challenges identified within both the Local Skills Report in 2022 and the Local Skills Improvement Plan of 2023 as part of the HM Government strategies around Skills within the UK Economy.	People and Skills	Reducing levels of economic inactivity through investment in bespoke intensive life and employment support tailored to local need. Investment should facilitate the join-up of mainstream provision and local services within an area for participants, through the use of one-to-one keyworker support, improving employment outcomes for specific cohorts	E37 Tailored support for the employed to access courses  E38 Local Areas to fund local skills needs	75 People supported to participate in education 20 People retraining 60 People in Employment engaging with the skills system 15 People receiving support to gain a vocational licence	75 economically active individuals engaged in mainstream skills education and training  15 Number of people gaining a qualification or completing a course following support	<b><u>Yes</u></b>



				<p>who face labour market barriers.</p> <p>Supporting people furthest from the labour market to overcome barriers to work by providing cohesive, locally tailored support including access to basic skills.</p> <p>Supporting local areas to fund gaps in local skills provision to support people to progress in work, and supplement local adult skills provision e.g. by providing additional volumes; delivering provision through wider range of routes or enabling more intensive/innovative provision, both qualification based and non-</p>				
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				qualification based. This should be supplementary to provision available through national employment and skills programmes.				

### FURTHER SUPPORTING EVIDENCE

<p>Project summary:</p> <ul style="list-style-type: none"> <li>- provide a detailed project description</li> <li>- explain how your project falls under the chosen investment priority</li> </ul>	<p>A flexible Business Skills Programme offering support to businesses to identify current skills needs and training solutions. Support will be provided through a county wide defined Training Needs Analysis process, delivered by Worcestershire Growth Hub Account Managers and skills stakeholders, which results in identifying and planning training solutions to enhance business productivity, supporting to reduce skills needs and assist in business succession planning. The programme will be led and delivered by Worcestershire’s Growth Hub working in partnership with skills and training organisations across the county.</p> <p>The programme is aimed at businesses in all sectors working with training providers from across the county and beyond to meet the need of Worcester City’s businesses. The programme has been developed to support individual business needs and deliver training solutions with a grant programme designed to support costs of implementing the recommendations.</p> <p>Training needs will need to be beyond those required to operate as a business to ensure the programme has impact i.e., cannot meet legislative requirements around Health and Safety or First Aid and where identified need to be commenced within the period of UKSPF funding to receive the grant programme.</p> <p>Grants can be used to support employer contributions into mainstream skills programmes such as Bootcamps and Apprenticeships where the cost is seen as prevalent.</p>
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	<p>The programme will seek to develop a common Training Needs Analysis process for use across the Growth Hub and partners which will explore with a business, their business plans and how this relates into their current people strategy and training and development strategies. The Training Needs Analysis will look to explore with the business both how training and development solutions can seek to add increased productivity and growth to the business and to support to explore how to succession plan as a business and think through strategies around current workforce retention and development. Training solutions will then be sought to meet those needs, taking into consideration any priorities from Worcester City District Council around the strategic development of the district such as digital or green skills and then beyond utilising first, the range of Worcestershire based providers, and then from outside the county as needed to meet specific business skills needs and best fit. This strategy of Worcestershire first has been designed to increase capacity and longevity of programmes within the Worcestershire geography for the long-term gain of the region.</p> <p>The training once identified, will then be supported through a match funded grant, where the business will be expected to contribute at least 50% of the cost of training up to a maximum grant of £5000 i.e., £10000 maximum worth of training/match funded grant. Conditions will be set with the district council around priorities and funding levels, for instance where district skills priorities are identified match funding levels could be lower and grant levels higher to incentivise those priorities and therefore help the district to meet them. Alongside this a maximum intervention rate will be agreed with the district around grant per individuals and intervention i.e. £1500 max grant allowed per training intervention/person.</p> <p>The programme in practice would be as follows: -</p> <ul style="list-style-type: none"> <li>- <i>Business Undertakes TNA process.</i></li> <li>- <i>Business agrees training and skills priorities.</i></li> <li>- <i>Growth Hub team seek training solutions for agreement with business.</i></li> <li>- <i>Business enrolls staff onto programme.</i></li> <li>- <i>Following identified milestones, business claims grant from WGH with appropriate evidence.</i></li> </ul> <p>Alongside the programme, the outcomes sought will be to increase both the knowledge bases and understanding of wider skills delivery, needs and improved working relationships within the stakeholders across the region.</p>
<p><b>Local challenges/opportunities:</b></p>	<p>The programme will be targeted to meet Worcester City District Councils priorities for economic growth.</p>

<ul style="list-style-type: none"> <li>- explain how your project addresses local needs</li> <li>- explain how your project supports local opportunities</li> <li>- provide evidence, where possible</li> </ul>	
<p><b>Alignment with other local and national policies and funding programmes (if you answered ‘Yes’ in the column ‘Strategic fit’):</b></p> <ul style="list-style-type: none"> <li>- Explain how your project is aligned with other local and /or national policies</li> <li>- Explain how your project complements other local projects funded by regional/national programmes</li> </ul>	<p><i>Please refer to the UKSPF Prospectus, Section 2.6, for examples of alignment and complementarity.</i></p> <p>This programme has been designed to address the skills and recruitment challenges identified within both the Local Skills Report in 2022 and the Local Skills Improvement Plan of 2023 as part of the HM Government strategies around Skills within the UK Economy.</p>
<p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>- Interventions</li> <li>- Outputs</li> <li>- Outcomes</li> </ul>	<p><i>In addition to listing the interventions, outputs and outcomes in the intervention logic matrix above, please provide indicative figures for your project outputs and outcomes in Appendix D, not in this section.</i></p> <p><b>See above and Appendix D</b></p>

## Careers Hub

### Worcestershire County Council (LEP)

Project name & location	Project summary	Local challenges/opportunities	UKSPF Investment Priority <sup>9</sup>	Alignment with UKSPF objectives	Interventions	Outputs	Outcomes	Strategic fit
	Provide a brief summary (100 words max.)	: List the key challenges your project meets and / or the key opportunities that your project supports	Select the priority your project falls under:  13. Community and Place 14. Supporting Local Business 15. People and Skills	List the Fund's objectives that your project meets – choose all relevant from the	List all relevant interventions from weblink <sup>10</sup>	List all relevant outputs from Appendix D	List all relevant outcomes from Appendix D	Is your project aligned with other national policies and funding programmes?  <b>Yes/No</b>

<sup>9</sup> [UK Shared Prosperity Fund: prospectus - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

<sup>10</sup> [Interventions list for England - GOV.UK \(www.gov.uk\)](http://www.gov.uk)

				extract below*.				
1	2	3	4	5	6	7	8	9
<p><i>Careers Worcestershire – Worcester City</i></p>	<p>The Careers Worcestershire project is the delivery of dedicated support service for 16–24-year-olds who are inactive and unemployed. It is designed to inspire young people’s education choices as well as to support those 16 – 24 yr. old NEETs (Not in Employment, Education or Training) back into Education and Training within</p>	<p>Addresses Youth unemployment at district level</p> <p>Supports increasing the levels of social mobility of young people</p> <p>Increases the basic skills levels of residents</p> <p>Upskills residents in training and education</p> <p>Increases access to services in localities</p> <p>Improved partnership and joined up working of organisations in county with aim of improving outcomes.</p>	<p>People and Skills</p>	<p>Reducing levels of economic inactivity through investment in bespoke intensive life and employment support tailored to local need. Investment should facilitate the join-up of mainstream provision and local services within an area for participants, through the use of one-</p>	<p>E33: Employment support for economically inactive people: Intensive and wrap-around one-to-one support to move people closer towards mainstream provision and employment, supplemented by additional and/or specialist life and basic skills (digital, English, maths* and ESOL) support where there are local</p>	<p>20 inactive people engaging with key worker support</p> <p>15 people supported to access basic skills</p> <p>15 people accessing mental and physical health support leading to employment</p> <p>100 people supported to engage in job searching</p>	<p>75 people reporting increased employability</p> <p>75 people sustaining engagement with key worker</p> <p>100 people engaged in job searching following support</p> <p>40 people in employment</p> <p>10 people sustaining for 6 months</p>	<p><b><u>Yes</u></b></p>

<p>Worcestershire , therefore improving the success of young people with positive destinations into employment and education.</p> <p>Alongside this the programme engages employers to open up opportunities to young people and encourage them to engage more with education and succession planning.</p> <p>In Worcester this programme is designed to have a physical space at the Hive to encourage greater access.</p>				<p>to-one keyworker support, improving employment outcomes for specific cohorts who face labour market barriers.</p> <p>Supporting people furthest from the labour market to overcome barriers to work by providing cohesive, locally tailored support including access to basic skills.</p>	<p>provision gaps.</p> <p>E34: Courses including basic skills (digital, English, maths (via Multiply) and ESOL), and life skills and career skills**</p> <p>provision for people who are unable to access training through the adult education budget or wrap around support detailed above. Supplemented by financial support for learners to enrol onto courses and complete qualifications.</p>	<p>100 people receiving support to gain employment</p> <p>10 people receiving support to sustain employment</p> <p>75 effective working between key worker and additional services</p>		

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## FURTHER SUPPORTING EVIDENCE

<p>Project summary:</p> <ul style="list-style-type: none"> <li>- provide a detailed project description</li> <li>- explain how your project falls under the chosen investment priority</li> </ul>	<p>The Careers Worcestershire project is the delivery of dedicated support service for 16–24-year-olds who are inactive and unemployed. It is designed to inspire young people’s education choices as well as to support those 16 – 24 yr. old NEETs (Not in Employment, Education or Training) back into Education and Training within Worcestershire, therefore improving the success of young people with positive destinations into employment and education.</p> <p>The Careers Worcestershire Project will support young people under 25 and employers, with impartial information, advice, guidance and signposting with wrap around support for education and careers choices providing a personalised support package backed up by a dedicated team of partners. The project includes proactive engagement of young people, face to face impartial information advice and guidance, workshops exploring and preparing young people for their futures as well as training and support Interventions such as Work experience and referrals/signposting to partners.</p> <p>The project builds on an existing programme that will have been operating in Worcestershire for three years by 2024. The programme works across all districts engaging young people in their communities who are both DWP claimants, NEETs aged 16-17 and inactive young people through community referral partners such as VCS organisations, local authority services, Food bank network and other community organisations to find those young people who need support to overcome barriers and move closer to the labour market. The programme will incorporate three physical spaces in Redditch, Wyre Forest and Worcester ( opening over next 12 months) where young people can seek help and support during working hours.</p> <p>The project team works closely with schools to proactively identify those young people who require support post 16 and employers to understand recruitment needs in the county alongside connections to teams in Worcestershire County Council to support those most at risk such as care leavers. The team</p>
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then directly engages young people through direct face to face , events and both online and telephone engagement routes.

The project is also designed to continue the existing drive to increase the numbers of apprenticeships in Worcestershire through continuation and expansion of the Worcestershire brand and its activities.

The intervention for young people follows the key stages of Inspire, Explore, Prepare, Apply and Sustain, moving them through a co-ordinated journey to a sustained destination. The programme is designed to meet individual needs so all journeys are bespoke to ensure improved outcomes from the programme.

Activities will include:

#### Engage

- Awareness raising coordinated campaigns and events targeting young people and their parents
- employer focused events organised across the County to engage new and existing employers in education activities and support to understand how young people can benefit workforces, specifically targeting SMEs and levy paying employers
- Employer visits to support employers to sign up to online digital support service for apprenticeships and to create meaningful work placements for T Levels as a succession planning tool that enables them to up skill and develop their workforce
- IAG sessions delivered to unemployed 16 – 24 year olds

#### Explore

- Post 16-18 workshops and information sessions delivered in educational establishments to students
- Sector Deep Dives supporting young people to understand the key economic sectors of Worcestershire and the careers within them as well as exploring the educational pathways to these careers.
- Explore Workshops including subjects such as Applications preparation, Labour Market Information and Careers Pathways.
- Insights sessions into Post 16 and Post 18 Choices within Worcestershire
- Discussion around local apprenticeship and traineeship vacancies

- Exploring the Skills4Worcestershire website and its resources
- Completing Employer Encounters such as work experience, employer visits, speakers and careers fayres
- For young people aged 16-24 years old, Basic Skills and Skills Assessments and Careers Health Checks Assessment

#### Prepare

- Prepare workshops to include content such as IAG, Interview Support, Application completion, resilience and pre employment training, work experience on what to expect in employment etc, can include qualification to suit.
- Prepare workshops on preparing for moving into Further and Higher Education
- Prepare workshops on preparing to work with an employer

#### Apply

- Support to apply for apprenticeship applications
- Support to apply to FE/HE Colleges and T Levels

#### Sustain

- A check in at 6 months to discuss progress in their destination and ensure that any additional support which is needed can be provided to support the young person further
- Apprenticeship specific promotion of progression pathways and higher and degree apprenticeship opportunities
- Support to consider their next steps and progression within their chosen fields

All activities through the project are aimed at raising awareness of and increasing the success and relevance of destinations resulting in:

- Reducing unemployment especially amongst young people
- Reducing the number of young people classed as NEET (Not in Education Employment or Training) and;
- Targeting key sectors and encouraging more young people into the Worcestershire's economic priorities

	<ul style="list-style-type: none"> <li>• Improving the resilience of choices into Further and Higher Education</li> <li>• Improving the social mobility of young people in Worcestershire and targeting those communities where social mobility levels are low to provide interventions as needed.</li> <li>• Increasing the numbers of employers undertaking apprenticeships, internships, work experience and employer encounters within Worcestershire.</li> <li>• Improving recruitment into Worcestershire’s SMEs through better job matching and training to meet employer needs.</li> </ul> <p><i>This programme has been designed to meet the objectives of the People and Skills priority supporting economically inactive people overcome barriers to work prioritising young people between the ages of 16-24 who are Not in Education, Employment and Training.</i></p>
<p><b>Local challenges/opportunities:</b></p> <ul style="list-style-type: none"> <li>- explain how your project addresses local needs</li> <li>- explain how your project supports local opportunities</li> <li>- provide evidence, where possible</li> </ul>	<p>Since March 2020 , the levels of Youth claimants have been increasing, although efforts to support this cohort have been successful there is more to do.</p> <p>In Worcester as of May 2022, 109 young people are NEET and unknown within years 12 and 13, representing 4.5 % of school year population. Nationally, the issues that affect young people who become NEET cost over £65,000 each in direct lifetime costs to public finances and £120,000 in wider lifetime costs to the economy and wider community. Current NEET figures would estimate this to cost £13.08M for the current year 12/13 population to Worcestershire. This project will contribute to reducing these numbers and support in the drive to reduce the costs to the public finances. If this project reduces that number by 3 then this project will become cost neutral.</p> <p>Alongside this in Worcester 3.7% of young people are claiming benefits as of May 2022 , this equates to 380 young people, the district sees particular challenges in the wards of Cathedral, Gorse Hill and Warndon which this project will contribute towards resolving.</p> <p>This project is designed to target young people and to address their personal circumstances and releasing the barriers to work or education to enable them to reach their potential and to successfully contribute to the economic picture of the county and UK .</p>

<p><b>Alignment with other local and national policies and funding programmes (if you answered 'Yes' in the column 'Strategic fit'):</b></p> <ul style="list-style-type: none"> <li>- Explain how your project is aligned with other local and /or national policies</li> <li>- Explain how your project complements other local projects funded by regional/national programmes</li> </ul>	<p><i>Please refer to the UKSPF Prospectus, Section 2.6, for examples of alignment and complementarity.</i></p> <p>This programme aligns with other programmes by providing support in an area where other funds are not available. Worcestershire does not and has not had a dedicated funded service targeted at 16-24s other than through previous European funds. There is no mainstream access to support for young people aged 16-24 from initial intervention to employment outcomes other than through DWP provision around Restart which commences after 9 months of claiming. Worcestershire identifies the need to focus on young people and to target them as early interventions to reduce long term unemployment and increase social mobility through its Local Skills Report from the Worcestershire LEP but also to support to balance the long term picture of an ageing workforce.</p> <p>This bid responds to both the governments ambitions around careers strategy under the Levelling Up funds and the desire to support young people to be more socially mobile in the county.</p>
<p><b>Deliverables:</b></p> <ul style="list-style-type: none"> <li>- Interventions</li> <li>- Outputs</li> <li>- Outcomes</li> </ul>	<p><i>In addition to listing the interventions, outputs and outcomes in the intervention logic matrix above, please provide indicative figures for your project outputs and outcomes in Appendix D, not in this section.</i></p> <p><b>See above</b></p>