

# Local Government – A Regional Perspective/ Skills for Life Marketing Campaign

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# The South East



# What is SEEDA ?

- The South East England Development Agency (SEEDA)
- Responsible for the Sustainable economic development of the SE
- 20th largest economy in the world
- Largest net contribution to the treasury - £17 billion a year

# Local Government in the SE

- Employing 298,904 people in the SE
- 74 district, county and unitary authorities in the SE

# Achievements to date

- Nearly 10,000 NHS staff are on the road to recovery thanks to SEEDA investment in workplace basic skills throughout the region
- 24,000 employees have tackled their poor basic skills as a result of SEEDA supported activity

# Achievements to date

- SEEDA investment in Skills for Life has filled 100 jumbo jets with people who's basic skills have taken off
- 10,000 workers under threat of redundancy have been supported by SEEDA funding to find other jobs in their local areas

# Activity Planned 2006-07 & Beyond

- Employability Skills in Excluded Groups
  - Redundancy Support Service
  - Incapacity Benefit Pilot
  - Social Enterprise
  - Area Specific Programmes
  
- Access to Workforce Learning

# What are we doing?

- The SEEDA Access to Learning programme will focus on access and attitudes to learning at work. It is conceived as a three year programme. It aims to:
  - Explore how best to secure access to learning at work for low-skilled, low-paid, low-status workers
  - Support learning providers and other supply-side agents develop their capacity to deliver productive, integrated learning in the low-skilled, low-paid, low-status workplace
  - Maximise the benefits of this workplace learning for individuals, local communities and the region as a whole



# What are we doing?

## Access to Learning Programme

- Initial activities are planned to include:
  - **Learning Through Work** – an action learning project sited in NHS, local authority, sector specific workplaces to identify opportunities for skills development offered by work itself, and how those opportunities can best be realised
  - **Workplace Development Programme** – to investigate how best to influence work organisations and people management in enterprises so as to support learning, innovation and productivity of low skilled workers
  - **Workplace Learning Specialist CPD Programme** – a professional development programme for workplace learning practitioners to build capacity across the region

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