

Best Practice and the Way Forward



Bruce Cavalier – Head of Access to Learning

The South East





What is SEEDA ?



- The South East England Development Agency (SEEDA)
- Responsible for the Sustainable economic development of the SE
- Population of over 8 million people.
- Counties covered: Berkshire, Buckinghamshire, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey and East and West Sussex.

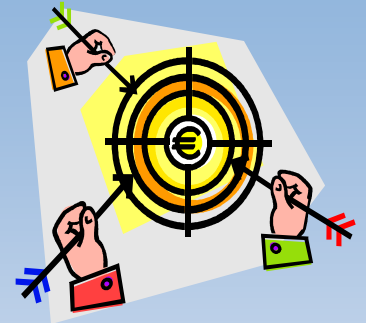
Key Facts of the South East



- 20th largest economy in the world;
- 2nd largest economy in the UK after London;
- Largest net contribution to the National Exchequer - £17 billion a year;
- One of the 40 most competitive international regions – 31st and 34th in terms of GDP per head.

SEEDA's Aims and Responsibilities

- Promoting the South East as a world class location for investment;
- Increasing the economic development of the region;
- Improving the skills and training of our workforce;
- Enhancing competitiveness, innovation and technology transfer within business;
- Creating the sustainable regeneration of urban and rural areas;
- Improving links between universities, research centres and businesses.



Issues



- Fifth largest economy in the world;
- Seriously lagging behind America, Germany, France, China and India;
- Poor literacy 20%; poor numeracy 30%;
- 20% employers reported skills gaps;
- Global issue – not just national;

Achievements to date

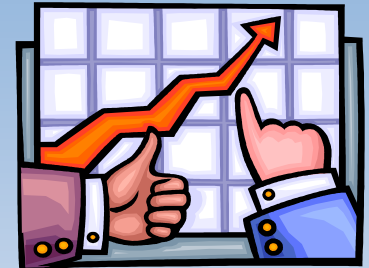
- Nearly 10,000 NHS staff are on the road to recovery thanks to SEEDA investment in workplace basic skills throughout the region
- 24,000 employees have tackled their poor basic skills as a result of SEEDA supported activity

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

What SEEDA wish to achieve

- High skills, high valued-added economy;
- 2020 – highly skilled and flexible workforce;
- SE workforce polarised between high and low skills;
- Contributions to the need for upskilling;
- Focus on functional and employability skills;
- Work is the key arena for learning;
- Progress has been made, but still persistent market failure.



Case Studies



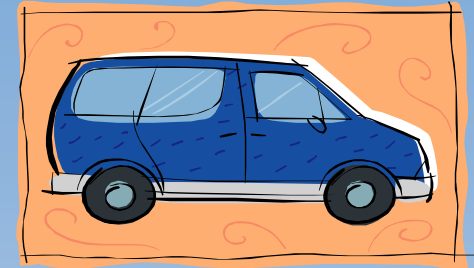
- **Oxfordshire Skills for Health**
 - Learning for low skilled staff on-the-job;
 - Customised, both in content and methodology;
 - Access to learning/learning cultures approach;
 - Targeted at low skilled staff;
 - Gain confidence and basic skills;
 - Undertake further training and development.

- **SW Hampshire Skills at Work**



- Tackles workplace basic skills issues;
- Provide a ‘fit’ to the local economy;
- Awareness raising for businesses;
- Provides skills to gain confidence, increase productivity and increase career prospects;
- Delivers ‘on employer premises’ and at ‘times to suit’ the employer and staff.

- **Context NHS**



- Delivery of essential skills and IT training to NHS employees in North and Mid Hampshire;
- High degree of outreach learning in delivery;
- Embeds a practice of continuing education and development;
- Training provided at each employee's place of work;
- Satellite Communication Vehicle enables delivery at virtually any location – i.e. 'on-the-job'.

The Way Forward



- Considerable barriers to upskilling;
- Exists a range of supply-side initiatives; but,
- Success depends on employer demand for skills and ongoing employer support;
- Raising employer demand at the low-skilled end – represents another significant challenge;

Employability Skills @ Work and The Skills Escalator



- SEEDA's 'Employability in work organisations programme' - addresses hour-glass economy;
- Access to learning at work – currently severely restricted for low-skilled workers;
- Colleges and other learning providers – to be more responsive to demands of employers;
- Work activities to focus on 'the workplace' itself';

Benefits



- Low-skilled workers will benefit from new opportunities to develop and progress at work;
- Employers will benefit from enhanced management and leadership skills;
- The Region will benefit from higher-value jobs and a better skilled workforce;
- Bringing employability skills to the workplace and embedding the Skills Escalator;
- Way forward for increased productivity within the SE.

What are we doing?

Employability in the Workplace Programme

- Initial activities are planned to include:
 - Learning Through Work
 - Workplace Development Pilots
 - Workplace CPD Programme
 - Brokerage Support

brucecavalier@seeda.co.uk

www.seeda.co.uk