

## APPENDIX 4. Derby's Economic Strategy – Employment and Skills Board Delivery Plan 2011-16

### Strategy Driver: Ensuring workforce skills match business needs

#### Objective 1: Addressing the barriers to employment

Ref	Action	By When	Responsible Partner	Named Lead	Status	Performance Measure
Short Term:						
1.1	Pilot a survey of out of work residents in 3 priority wards to understand and track barriers to employment	April 2011	JCP	Babu Ganatra	Started	Off-flow rates (JCP)  Benefit claimant rates  % of individuals surveyed who have gone into employment
1.2	Establish annual survey of out of work residents to understand and track barriers to work	Every April	JCP	Babu Ganatra	Future action	
1.3	Talk to a sample number of out of work residents every quarter through existing programmes (i.e. Shaw Trust ESF Routes to Employment, Work Clubs and Working Links)	Every quarter	JCP	Babu Ganatra	Concept	
1.4	Map findings of Action 1.3 against employer perspectives on barriers to work	End 2011	JCP	Babu Ganatra / Henry Murray	Future action	
Medium Term:						
1.6	Co-ordinate work experience placement finding across Derby City to create a single co-ordinated approach to employers	End 2012	JCP/DCC (Making Derby Work)	Henry Murray / Catherine Williams	Concept	
Long Term:						

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1.7	<i>Further actions to be determined when results of 1.1 survey are compiled, including influencing training provision to help overcome any barriers identified in survey</i>		JCP/WAG	Babu Ganatra	Future Action	
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### Objective 2: Aligning the supply and demand of skills

Ref	Action	By When	Responsible Partner	Named Lead	Status	Performance Measure
Short Term:						
2.1	Secure resources to continue the work of Making Derby Work (gearbox between employer demand and provider supply) through to 2016	June 2011	Derby City Council	Catherine Williams	Started (RGF application submitted)	Proportion of businesses reporting skills gaps now and in the future in reduced by 10% by 2016  Reduce the graduate “leakage” rate  Reducing the “sectoral” leakage  Narrowing the gap in deprived wards
2.2	Secure resources through partners to continue the work of the Making Derby Work from 01/04/11 until external funding is secured	April 2011	JCP / DCC	Bob Kendall/ Catherine Williams	Immediate action required	
2.3	Active promotion of role of graduates and other high level qualifications in reducing skills gaps	June 2011	University of Derby	Celia Beizsley	Concept	
2.4	Establish pan-Derby “redeployment” model that supports the transient workforce	End 2011	JCP	Henry Murray	Concept	
2.5	Create a co-ordinated plan for how we represent the world of work to Derby residents (across Derby City Partnership	End 2011	Derby City Council	Catherine Williams	Concept (tied up with Making Derby Work)	
Medium Term:						
2.6	Use planning processes to encourage developers/employers to recruit and train disadvantaged people	Ongoing	Derby City Council	Suman Gupta	Started – process is being refined	

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### Objective 3: Influencing young people's career aspirations to meet the future skills demands of the local economy

Ref	Action	By When	Responsible Partner	Named Lead	Status	Performance Measure
Short Term:						
3.1	Map existing initiatives to ensure there is no duplication of any of the actions listed below	Summer 2011	Derby City Council	Suman Gupta	Future Action	Reduction in NEET figures by 10% by 2016
3.2	Review membership of the Young People into Employment Group to ensure CYP and ESB joint working is effective	Summer 2011	Derby City Council & Chairs of both Boards	Ged Leahy	Future Action	
3.3	Invite Care Training East Midlands to join group and give presentation on their ESF NEET contract	Summer 2011	Jobcentre Plus	Sue Bainborough	Future Action	
3.4	Disseminate DVD on the world of work to all schools, training providers, FE and HE including Connexions	April 2011	Making Derby Work Project	Henry Murray	Future Action	
3.5	Improve the quality and quantity of information to employers on apprenticeships	Autumn 2011	NAS	John Danks	Future Action	
Medium Term:						
3.5	Develop programme of employer visits to schools for Years 7 - 9	Summer 2012	CYP / Derby College	Graeme Ferguson (?)	Concept	

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3.6	Develop programme of vocational tasters and career fairs for Year 6	Summer 2012	Derby College	Helen Stevenson	Concept
3.7	Invite parents to Career Choices events and expand to include Years 6 to 9	Summer 2012	Derby City Council /Connexions	tbc	Concept
3.12	Develop process of work experience / work trials for young people which lead into apprenticeships	Summer 2012	Jobcentre Plus / NAS	Henry Murray	Concept
3.8	Develop and deliver entrepreneurial skills to young people	Summer 2012	Derby City Council	Suman Gupta	Future Action
Long term:					
3.9	Increase number of young people taking up apprenticeships	10% each year	Derby City Council / Derby College / NAS / Connexions	John Danks	Future Action
3.10	Increase number of employers offering apprenticeships	10% each year	Derby City Council / Derby College / NAS / Connexions	John Danks	Future Action
3.13	Current apprentices to act as ambassadors for young people to make appropriate career choices	Ongoing	NAS / employers / training providers	Henry Murray	Future Action

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3.14	Ensure natural progression routes from high tech diploma in school through FE to HE	Summer 2013	Derby City Council / Derby College / University of Derby	Graeme Ferguson / Henry Murray	Concept	
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