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Skills for Growth -
European Social Fund Call Event:

“Digital Skills North East”
and
“North East Ambition”

Andrew Hodgson,
North East LEP Chair





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The Strategic Economic Plan – Skills for Growth

“More and better jobs”

Michelle Rainbow,
North East LEP Skills Director





Six Programmes of Delivery



Supporting innovation



Business growth and
access to finance



Skills



Employability
and inclusion



Economic assets
and infrastructure



Transport and
digital connectivity



Areas of Opportunity



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4 Key specialisms

Tech North East
Driving a digital surge

Making the North East's Future
Automotive and medicines advanced manufacturing

Health Quest North East
Innovation in health and life sciences

Energy North East
Excellence in sub-sea, offshore and energy technologies

3 Enabling service

Enabling services
A growing and productive service economy

Financial, Professional and Business Services (FPBS)

Transport and logistics

Education

A place that works

A place that works
A focus for investment, innovation and inclusion



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Our goals

Every young person in the North East should be able to identify routes to a successful working life

To reduce the gap between our best and lowest performing schools

To offer world-class technical and professional education

To work with universities to create job-ready graduates who want to stay in the region

Reduce inactivity in the older workforce



Why?

- Good career guidance is critical for social mobility.
 - Our primary schools have the best levels of attainment in the UK. Significant drop off in performance of pupils when they reach secondary demonstrates a need for change.
 - Businesses have told us they want to see more people qualified to certain technical and professional standards
 - Universities have the potential to become ‘anchor institutions’ and be huge assets to the region; helping us to retain skills here
 - We have high inactivity levels in our older generations.
With an ageing population ahead, we need our workplaces, and people to be ready
-



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Improving skills in the North East

Excelling in
technical and
professional
education

Higher
education

Education
challenge

50+ workforce –
retrain, regain, retain

North East
Ambition



#NorthEastAmbition

North East
Local Enterprise Partnership





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North East Ambition

What is North East Ambition?

A programme of activity centred around the Good Career Guidance Benchmarks that will ensure that by 2024 all schools in the region are achieving the Benchmarks and making use of the full range of information, advice and guidance (IAG) services and activities in our region.

Achievements to date

Schools and colleges are making **rapid progress** towards achieving Benchmarks standards.

The pilot has attracted national attention and Benchmarks are becoming the new central standard for careers education and guidance in England.

We have over **90** Enterprise Advisors supporting schools and colleges working closely with the leadership team to develop closer links between business and education.

Next steps

Support every secondary school in our area that wishes to adopt the Benchmarks

Ensure that every secondary school in the area has at least one strategic lead and is accessing our wider pool of Enterprise Advisors for sector-specific or focussed activities

Mentoring programmes – to ensure that ‘all and every’ student has access to the right type of guidance and support

Develop and roll out a pilot Benchmark programme for primary schools in the North East LEP area.



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Education Challenge

What is the Education Challenge?

To reduce the gap between our best and lowest performing schools and to target that all schools in the North East achieve 'Good' or 'Outstanding' OFSTED rating.

Critical factor for success in education is the quality of teachers. Great teachers and lecturers provide motivation and inspiration

The North East faces issues in attracting, retaining and developing educators.

Strong leadership and effective governance is key to driving up standards and increasing attainment levels.

Achievements to date

Peer to peer working – starting with IAG and the heads group

In partnership with SNE recruitment and retention of teachers (with a STEM focus)

Professional development opportunities for SLT, career leads

School Governance Project (SNE)

Mentoring project for those pupils at risk of being NEET – CEC / RTC North / Young Enterprise

Working closely with STEM ambassador network

Next steps

Define and deliver an Education Challenge programme that supports teachers, schools, governors and leaders to ensure those entering the workforce in the future have the skill level to support our diverse economy.

To implement a programme where educators have the opportunity to learn about enterprise, engage with business and employers and integrate curriculum with LMI and opportunities.

Training Career Ambassadors – peer to peer support from the Gatsby pilot schools

ESF – potential to expand delivery of existing support.

Excelling in technical and professional education



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What is excelling in technical and professional education?

We will work with providers and education establishments to develop the capacity and facilities to provide world class academic, technical and professional education, apprenticeships and higher level apprenticeships in all growing areas of our economy.

This will not only help ensure those entering the labour market have the right skills to thrive but also help ensure we retain talent in the region.

Achievements to date

Working with Gatsby Foundation - review technical education paper - two distinct pathways post-16, the 'academic' and the 'technical' and to raise perceived 'value' of technical education

Vocational education highlighted as significantly important regionally in the Industrial Strategy Green Paper.

Working closely with FE provision to articulate skills demand and Gaps – starting point Area Based Review

Liaising with Apprenticeships providers with a focus on higher and degree level across all growth sectors.

Next steps

- Encourage more and higher level apprenticeship (degree) delivery and demand with a key sector focus
- Promote higher skills and right skills through dialogue and development of opportunities with sector and business organisations based on accurate data and forecasts for the labour market
- Develop an approach to spousal support to facilitate the recruitment of people with high skills into key roles.



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Higher Education

What is our Higher Education activity?

We will work in partnership with the area's four universities, colleges and businesses to support economic growth and to ensure we have job ready graduates with the skills needed, and high quality employment opportunities for them.

Achievements to date

Encourage and promote the development of higher and degree apprenticeships and partnership working with regional employers, for

Working with business growth and innovation, start to articulate the skill's strategy for each smart spec and enabling sectors – labour market information – **to encourage graduate retention and articulate graduate opportunities**

Next steps

Support universities as 'anchor institutions' to increase their role in the development of our economy and collaboratively work together in the following areas:

Enterprise: Supporting spin outs and graduate start-ups, and the local business community more widely

Skills: Retaining graduate talent locally, and working with employers to address skills gaps and develop work experience opportunities

Knowledge economies: Latest thinking on knowledge transfer partnerships and smart specialisation.



50+ Workforce – retrain, regain, retain

What is 50+ Workforce – retrain, regain, retain?

We will reduce inactivity levels in our 50+ workforce by helping older workers to develop their skills and make in-work transitions as the labour market changes, aiming to support them to stay active in the labour force or in other productive roles.

Achievements to date

Working Group – sub-board – including local authorities employability leads, employers SME and larger, skills providers

HR professional event – arranged for September – best practice, case studies, older workforce development apprenticeship, reskill and upskills opportunities.

Next steps

- Develop and implement a 50+ workforce strategy in partnership with key stakeholders. This part of the strategy will focus on regaining and retraining this cohort within the workforce.
- Focus on workforce skills for older workers to maintain their position in the labour market as skills needs change.



Digital Skills

Why the focus ?

- Digital economy identified as one of our opportunity areas
 - Demand for digital skills
 - All employees to have good basic skills
 - Sector specific digital skills – inc construction, advanced materials, creative lifesciences and financial services not just digital sector.
 - Forecasts predict that need for digital skills will intensify, highlighting the need for all employees to have digital skills in addition to other skills and competencies
 - Number of key skills requirements including those with ‘tech’ specialists, big data analysts, developers, security skills, technology specific skills, analytic and research skills;
 - However main demand is for employees to have digital skills as one element of their overall skills-set and this need will strengthen as the economy further digitalises (applies equally to new **and existing** employees)
 - A skills gaps has been identified by existing research and this is likely to grow without the introduction of new policies and initiatives.
-



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How can ESF Help?

The European Social Fund (ESF) has opened new calls for projects worth £35m across the North East LEP area:

Today's Event Covers:

- *£6m ESF to support North East Ambition*
 - *£20m ESF to support Digital Skills development*
-



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Thank you

For more information contact
michelle.rainbow@nelep.co.uk



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Applying for ESF & Support Available from the North East Technical Assistance Project

Other European Structural Funding in the North East

Heather Smith
Northumberland County Council
North East Technical Assistance Project



North East Technical Assistance

A team of 7 skilled ESF officers located in Local Authorities who support and advise on the development of ESF applications

What support is available?

- Project development and capacity building
- Technical Advice on eligibility, application requirements, compliance requirements
- Promote the design and development of compliant projects
- Offer continued support from outline to full application stage
- Local events and workshops

Applying for ESF – Key Stages



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BEFORE DOING ANYTHING

Read the CALL DOCUMENT & GUIDANCE CAREFULLY

www.gov.uk/european-structural-investment-funds

ESF is a competitive process, only the best projects are supported

Consider if your project idea is eligible for ESF (technical & strategic fit)

Ask advice from your TA Officer before completing and submitting Outline Application

Submission Timescales



**.£3m – North East Ambition Pilot Strategic Framework –
Call reference – OC25S17P0808**

.closes 23.10.17

.£3m – North East Ambition Pilot Delivery –

.Call reference – OC25S17P0807

.closes 23.10.17

.£20m – Digital Skills North East –

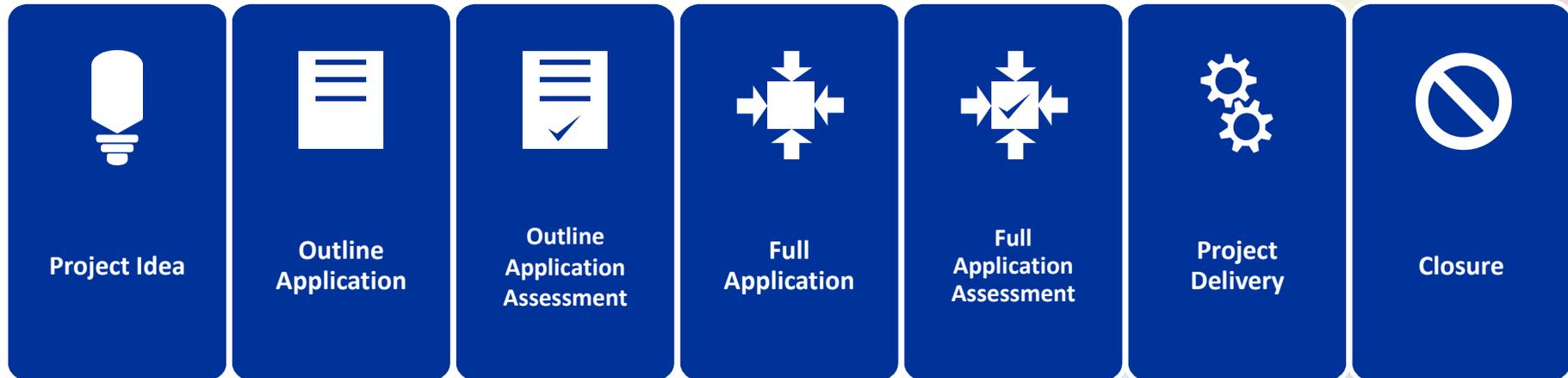
.Call reference – OC25S17P0809

.closes 23.10.17

www.gov.uk/european-structural-investment-funds



Outline Application



Initial Process

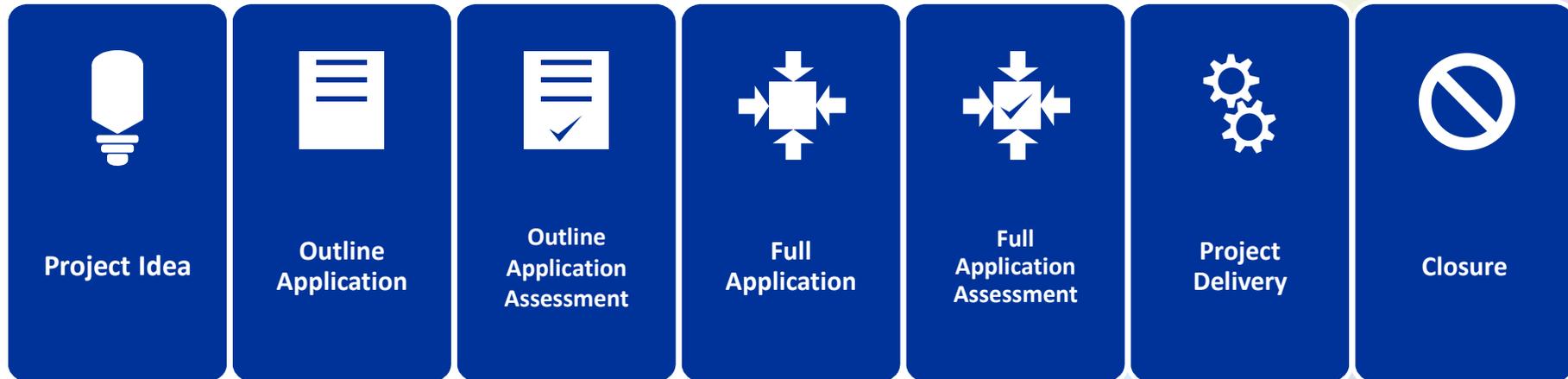
- Submission following project call
- No dialogue with DWP
- Competitive process with deadlines set
- Answer questions clearly within 350 word limit

Clear Strategic Fit Linking to

- The Project Call Document
- The ESF Operational Programme
- An Investment Priority
- Local ESIF Strategy
- NE Strategic Economic Plan



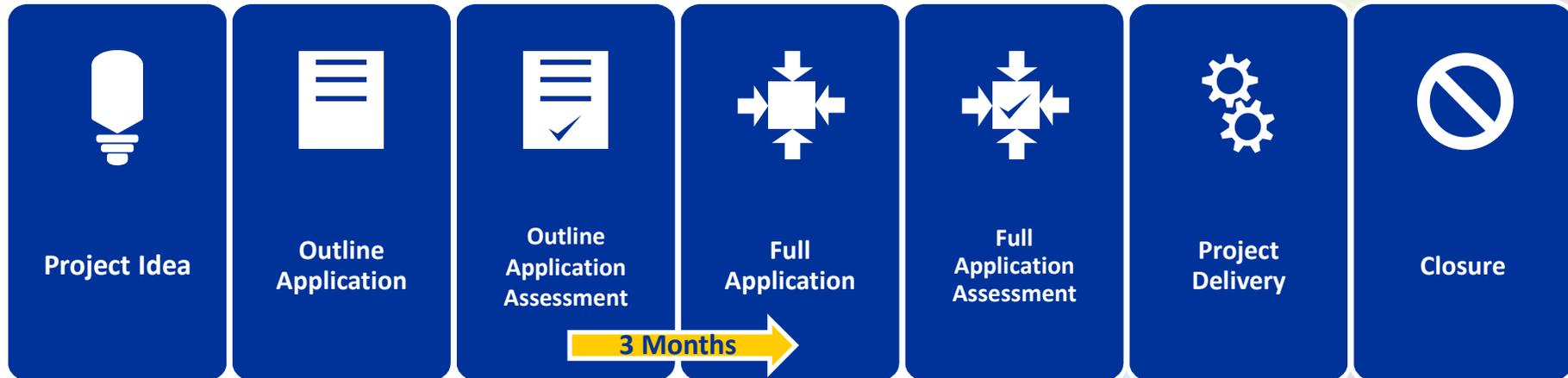
Outline Application Assessment



Assessment Process

- Assessed by DWP
- ESIF Sub Committee gives consideration of strategic fit
- Approx 3 months from submission
- If invited to full application stage, submission within 3 months
- Conditional issues may need addressed but opportunity to discuss with Managing Authority representative in advance of full application

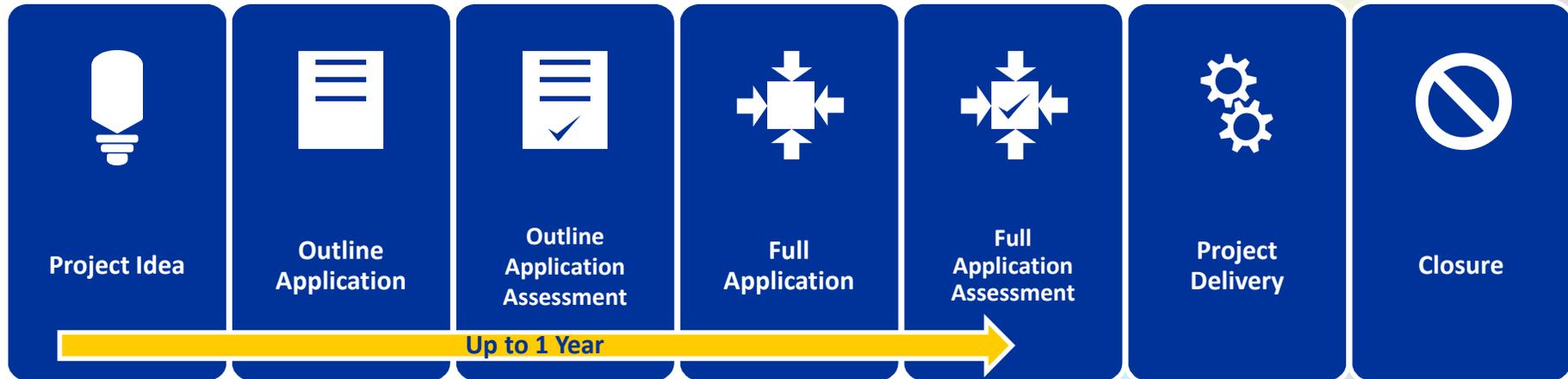
Full Application



Following approval of Outline

- Significant further detail required
- Local conditions
- Need and demand
- Displacement
- Value for money(v important)
- Confirm appropriate outputs & results – need strong justification if unit cost higher than required in call
- Fully consider evidence requirements

Full Application Assessment



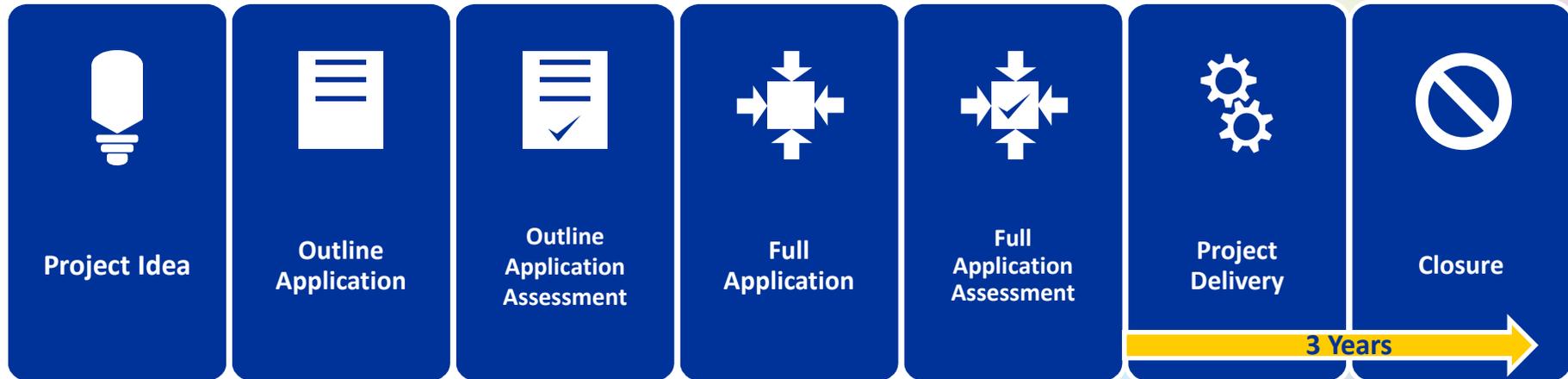
Managing Authorities (DWP)

- Conduct Technical Assessments
- Raise queries

Once Project Approved

- Offer letter must be signed and returned – legal agreement
- Project delivery must comply with offer letter
- Any changes subject to DWP approval of PCR (project change request)

Project Delivery



Claims from ESF

- Monitored via quarterly electronic claim submissions on E-claims
- Consider cashflow implications
- Evidenced with original invoices and defrayal on a bank statement
- Evidence for output verification
- Percentage will be selected for testing
- All costs and defrayal must be within the project timescales
- **Don't under estimate the requirements – seek advice at development stage from TA**

North East Technical Assistance - ESF Contacts



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For support to make sure that your ESF application complies with
all official guidelines, please contact:

neta@northumberland.gov.uk



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Local Authority	Contact Name	Contact Details
County Durham	Claire Daly	claire.daly@durham.gov.uk 03000 261 896
Gateshead Council	Katie Atkinson	Katieatkinson@gateshead.gov.uk 0191 433 2658
Newcastle City Council	Kerry Corbett	Kerry.corbett@newcastle.gov.uk 0191 2777805
North Tyneside Council	Bev Oakley	bev.oakley@northtyneside.gov.uk 0191 643 6426
Northumberland County Council	Elaine Maylin	Elaine.maylin@northumberland.gov.uk 01670 623876
South Tyneside Council	Helen Armstrong	helen.armstrong@southtyneside.gov.uk 0191 424 6258
Sunderland City Council	Tim Hakim	Tim.hakim@sunderland.gov.uk 0191 561 2057

Use of Private Sector match for ESF – latest position . . .

ESF National Eligibility Rules (Programme Guidance p.16, s.13) states:
“Match funding may be from either public or private funds”

HOWEVER:

“Match funding certificates should be provided with the application form”

ESF Managing Authority Appraisal Team test projects on the following:

- **Each model will be assessed/appraised on its own merits. ESF Appraisal team state the following:**

“Where the match is reliant on match-funding being drawn down through the life of a project, we need applicants to be able to tell us what their model is and how it is compliant with the ESF Eligibility rules and ESF Programme Guidance We also ask them to explain what their contingency arrangements are if sufficient SME match is not forthcoming and we also need to know how they are going to match fund any of their project activities which are not directly SME related eg. Project set up/admin costs before their first SMEs are on Board”

ESF Policy team are looking again at ESF Programme Guidance . . . but no promises made!



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Other European Structural Funding

ESF PA1 Inclusive Labour Markets – LIVE CALLS

£3m – Employment Support for Young people 18-29 – closes 25.09.17

£6m – Specialist Employment Support for 50+ and for health – closes 23.10.17

Further calls to be launched in September:

- **ESF** - Employment Support for Young People (Durham only)
 - **ESF** - Specialist Employment support for protected characteristics
 - **ESF** - Skills for Health & Social Care Workforce
 - **ERDF** – Promoting Research & Innovation
 - **ERDF** - SME Competitiveness
 - **ERDF** – Supporting the shift Low Carbon Economy (Durham only)
-

Other ESIF Funds Available – European Agricultural Fund for Rural Development - EAFRD

- Part of Growth Programme
- **Calls open until 31.1.2018 - £9.7m available for Rural Areas in NE**
- Capital funding only to create jobs in rural areas
- Min Grant £35,000 Max c£170k (some exceptions)
- **Business Development** - Small & Micro Businesses £1.4m
- **Rural Tourism Infrastructure** – Small & Micro businesses, public & VCS organisations - £6.7m
- **Food Processing** – SME's in Urban & Rural Areas - £1.6m
- **Broadband Infrastructure** to follow Autumn 2017

- **Guidance & Call Documents**

www.gov.uk/government/publications/rdpe-growth-programme

Community Led Local Development

- **LEADER Programmes** – Create Jobs & Growth in Rural Areas
- Minimum Grant £2.5k (largely capital)
- **Northumberland Uplands** – £1.9m
Gillian.Cowell@northumberland.gov.uk
- **Northumberland Coast & Lowlands** – £2.0m
Ivan.Hewitt@northumberland.gov.uk
- **North Pennine Dales** – £2.1m -
Pamela.Harding@durham.gov.uk
- **Durham Coast & Lowlands** – £1.6m
Sarah.Marshall@durham.gov.uk
- **Fisheries Local Action Group (FLAG) - £800k**
- Support to Fisheries & Aquaculture - 14 Ports & Harbours from Berwick to North Shields Simon.Baxter@northumberland.gov.uk



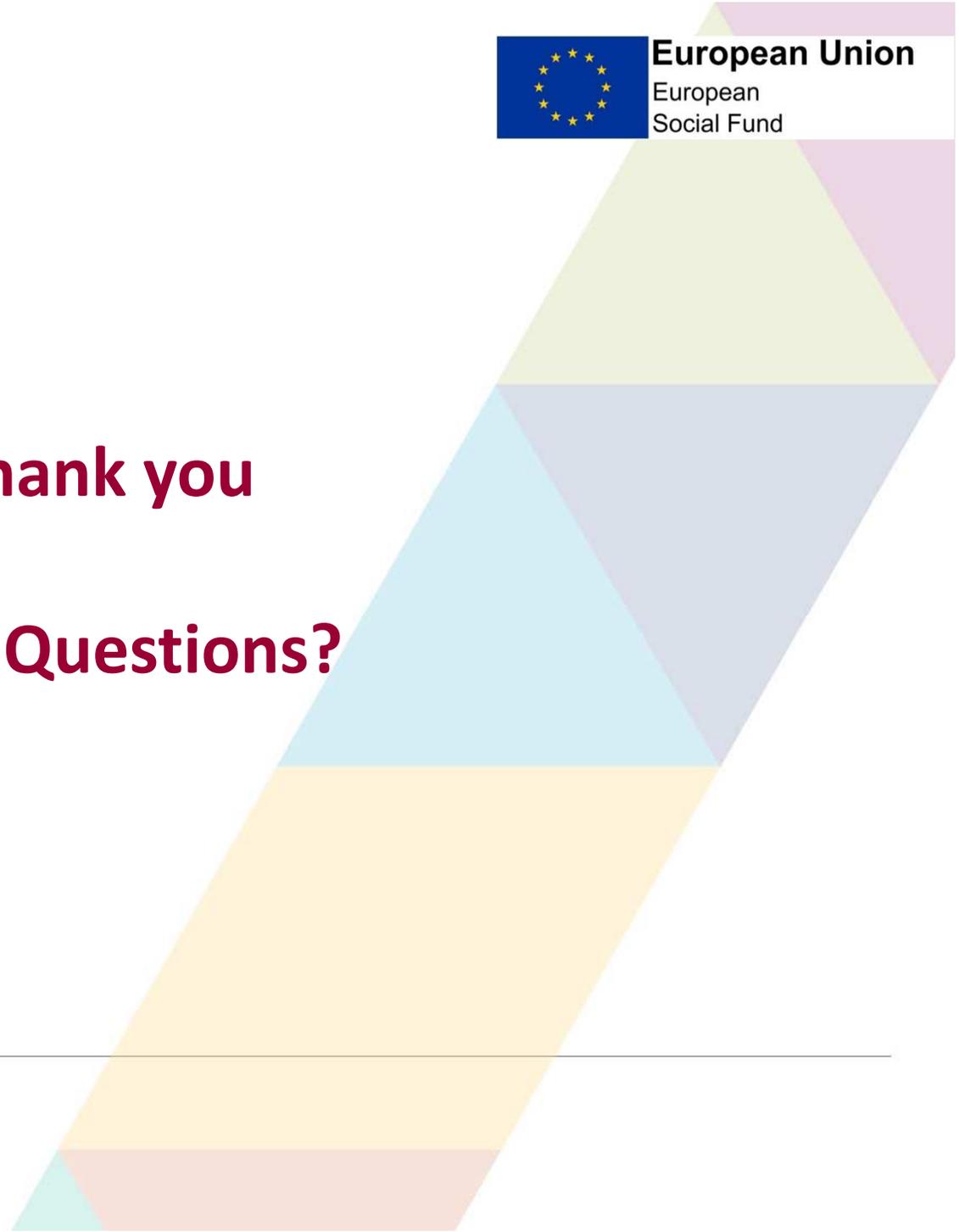
Community Led Local Development – (ERDF & ESF)

- **To be launched later in 2017**
 - **North Durham** – ERDF £744k ESF £780k –
claire.daly@durham.gov.uk
 - **South Durham** – ERDF £986k ESF £1.02m
 - Claire.daly@durham.gov.uk
 - **Gateshead Goes Local** – ERDF £810k ESF1.5m –
cldinfo@gateshead.gov.uk
 - **Sunderland Economic Corridor** – ERDF £900k ESF £1.5m
james.garland@sunderland.gov.uk
 - **Newcastle North of the Tyne** – ERDF £896k ESF £1.5m
joanna.lompart.chlasciak@newcastle.gov.uk
-



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Thank you
Any Questions?





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Break Out Sessions

- *Breakout session 1: Digital Skills North East Call
(here in Gateshead Suite)*
- *Breakout session 2: North East Ambition Calls
(downstairs in Syndicate room)*

Followed by:

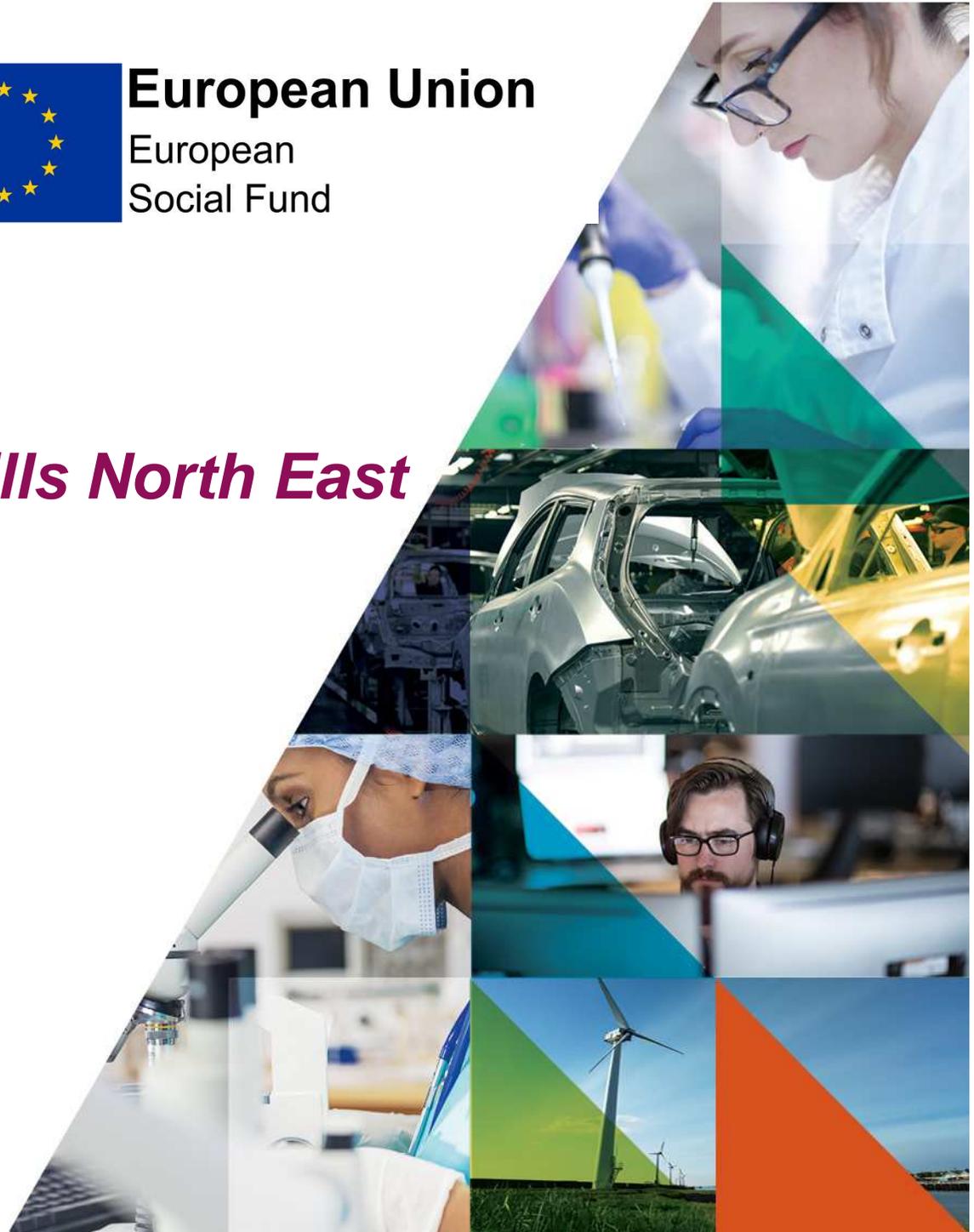
11.30-12 noon - Coffee & Networking



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ESF Call – Digital Skills North East

5th September 2017





Digital Skills Workshop Event

- **Introduction to Session**
 - Jason Legget, Creative Fuse North East
- **Supply v Demand**
 - Dominic Murphy, CEO Geek Talent
- **Sector Skills Collaboration**
 - Jason Legget, Project Director, Creative Fuse North East
 - Jim Mawdsley, CEO Generator & Digital Union
 - Bob Paton – Chair, Dynamo Northeast
- **The Digital Skills Call**
 - Heather Smith, Northumberland County Council & North East Technical Assistance Project Lead
- **Q & A**



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North East Digital Skills – Supply V Demand

Dominic Murphy
CEO Geek Talent

DISCOVER THE DNA OF the Digital SECTOR



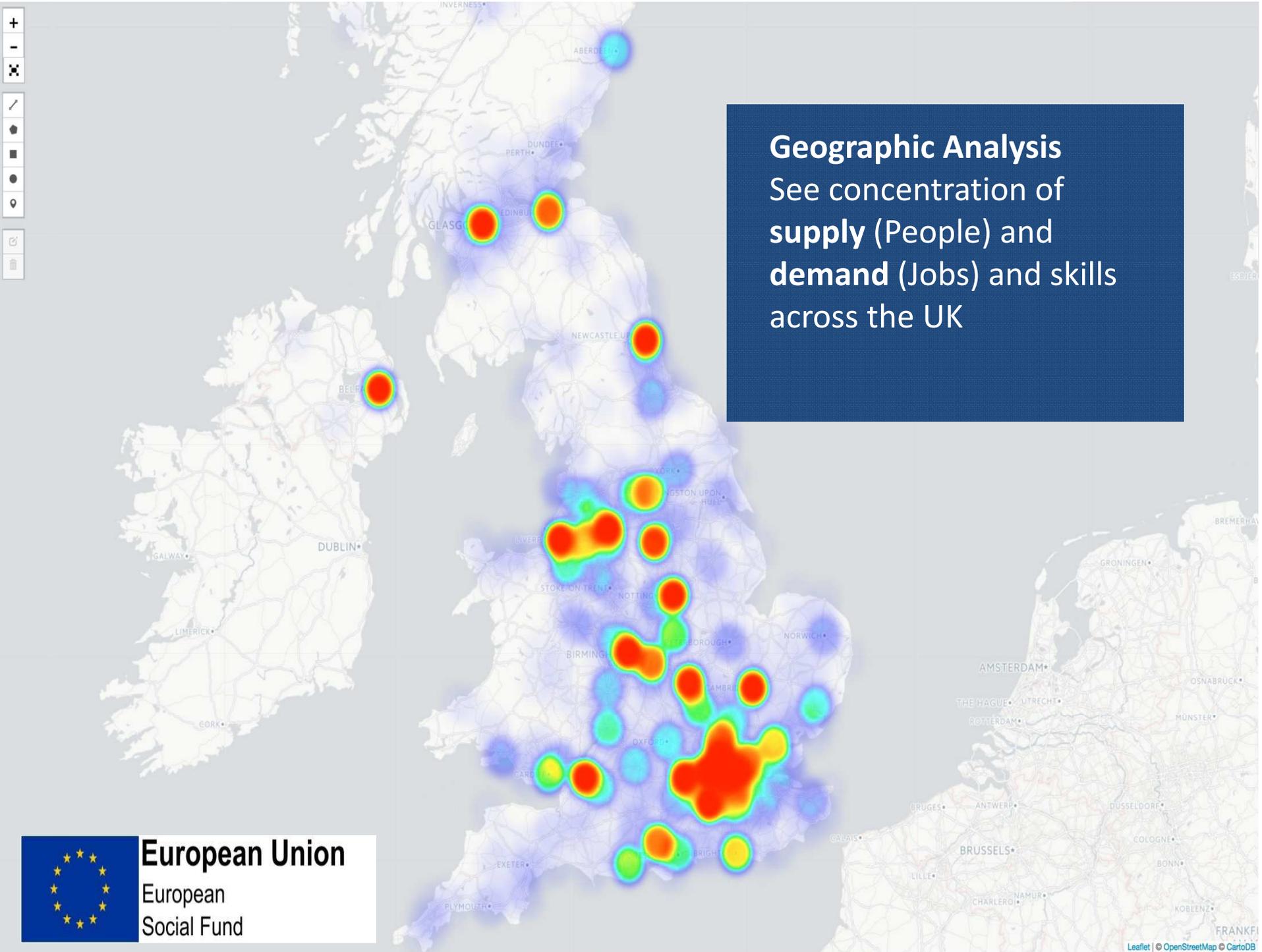
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GoCareer
EDUCATION • CAREERS • EMPLOYMENT



Talent



Geographic Analysis
See concentration of **supply** (People) and **demand** (Jobs) and skills across the UK



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- Home
- Map
- Regional analytics
- Data
- Careers clouds
- Skills clouds
- Skills graph
- Careers graph
- Experience graph
- Staff joiners graph

Compare Sectors

digital tech

mechanical or industrial engineering

Search

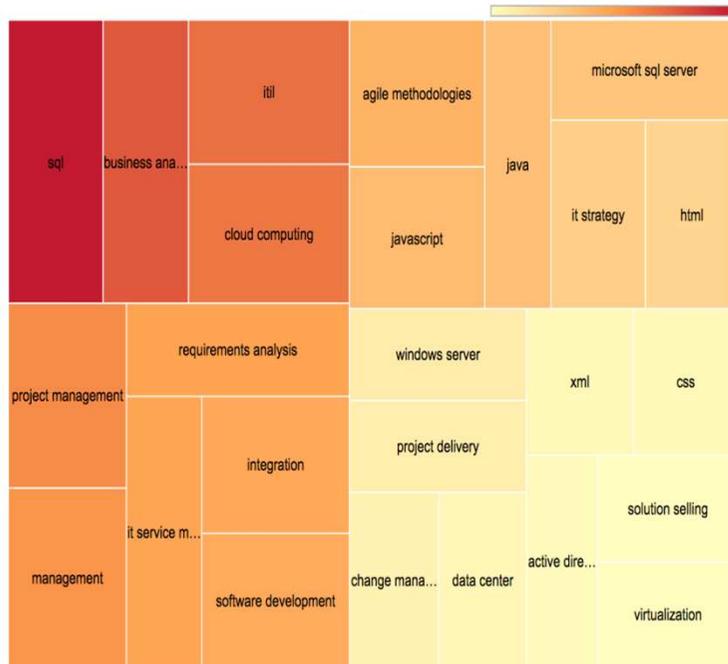
NUTS level:

Region:

Reset

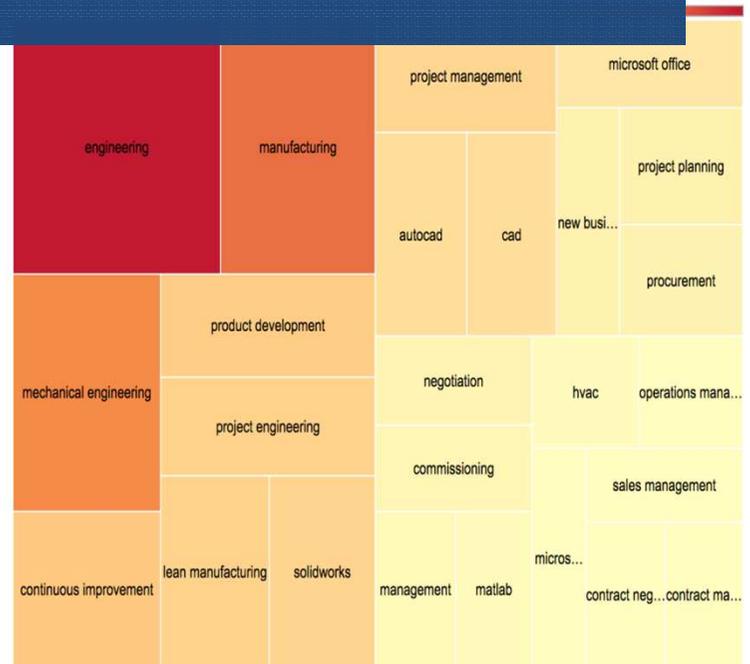
Skills Cloud

digital tech



Select a career to display jobs

Detailed skills review
See detailed skills within
Regions and Companies



Select a career to display jobs



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GoCareer

GO! FIND YOUR
DREAM CAREER

Get started

People powered career portal

- 14 million CVs, public social profiles

- 1 million job posts per month

Most innovative
application of
technology



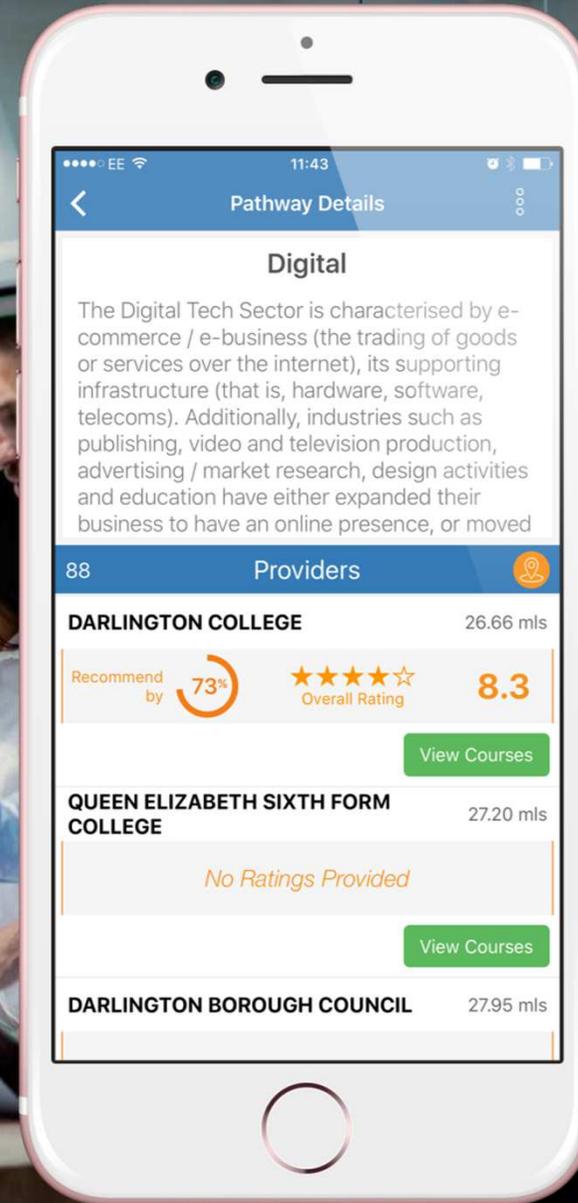
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GO! FIND YOUR DREAM CAREER

Get started



DIGITAL ROLES



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Talent

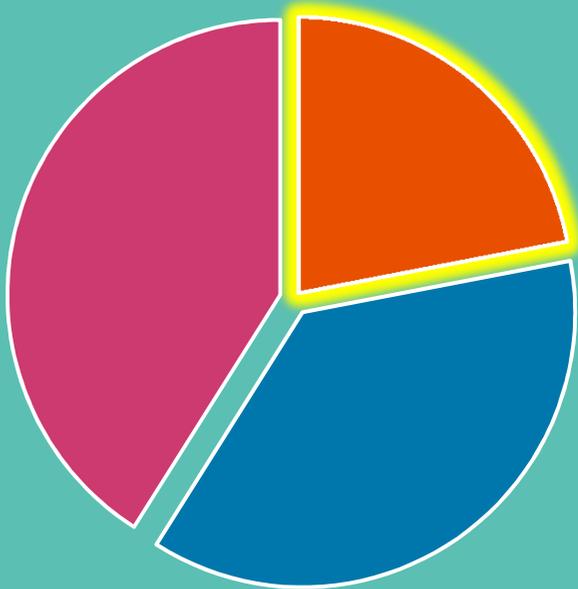


Native

Digital job in digital tech industries

(Front-end developer in a software company)

22%

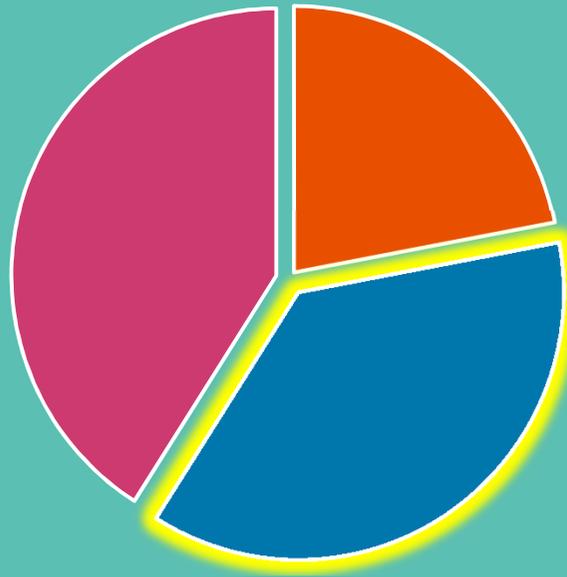


Support

Non-digital job in digital tech industries

(Marketing Manager in a data analytics company)

37%

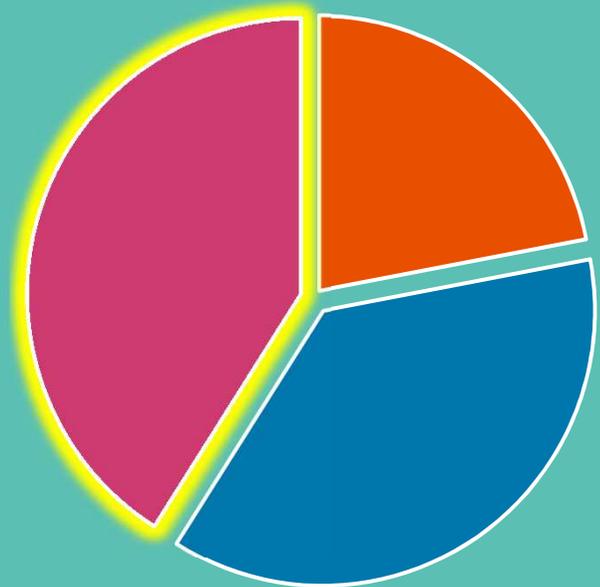


Transformer

Digital job in traditional industries

(Data Scientist in the public sector)

41%



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Digital Tech roles – UK popularity



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IT Manager

An IT manager is responsible for the computer systems within a company. Tasks include: overseeing installation, purchasing hardware and software and more.

Average Salary: £40,100

Popularity



Software Developer

Software developers engage in various activities of software development process, including the research, design, programming and testing of computer software.

Average Salary: £45,100

Popularity

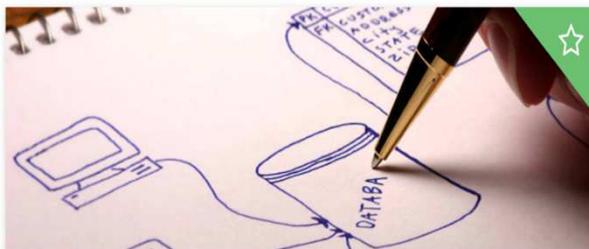


IT Consultant

An IT consultant works in partnership with clients, advising them how to use information technology in order to meet their business needs or overcome problems.

Average Salary: £36,500

Popularity



Data Analyst

Data analysts collect and analyse information using computer information systems and present results in the form of reports to company decision makers.

Average Salary: £43,800

Popularity



Test Analyst

Software test analysts perform investigations to provide stakeholders with information about the quality of the software product or service under test.

Average Salary: £41,100

Popularity



Project Manager

Project managers are responsible for the planning, management, coordination and financial control of a project, ensuring a project is completed on time.

Average Salary: £47,900

Popularity

Creative Digital roles – UK popularity



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Project Manager

Project managers are responsible for planning, procurement and execution of a project. They are first point of contact for any discrepancies during production.

Average Salary: £44,200

Popularity



Graphic Designer

A professional within the graphic design and graphic arts industry who assembles together images, typography, or motion graphics to create a piece of design.

Average Salary: £30,000

Popularity



Designer

A Designer works in areas of marketing and advertising to create various materials, such as product labels or brochures, that provide information about products.

Average Salary: £39,200

Popularity



Marketing Manager

Manages the marketing resources of a product or business, can oversee a single product or brand, or can be a general manager responsible for several products.

Average Salary: £36,600

Popularity



Business Development

The Business development role involves tasks and processes that are used to develop and implement growth opportunities within and between organisations.

Average Salary: £37,000

Popularity



Creative Director

The creative director guides employees with skills and experience related to graphic design, fine arts, motion graphics, and other creative industry fields.

Average Salary: £43,400

Popularity



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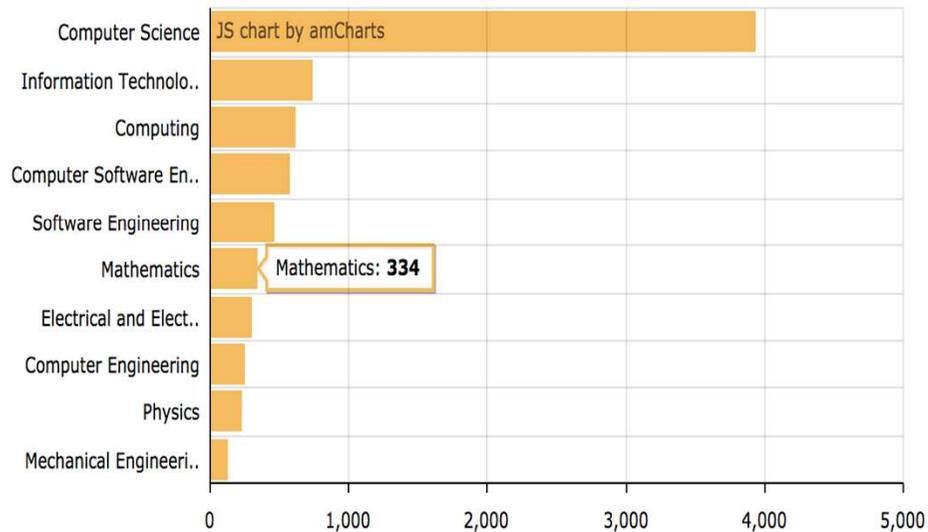
Software Developer

- ▶ Digital Tech
- ▶ UK Average Salary £45,100

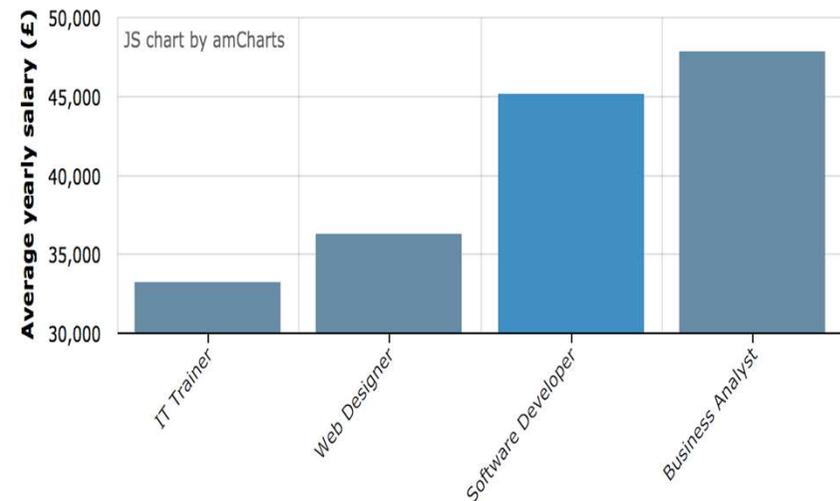
TOP 25 SKILLS



WHAT SOFTWARE DEVELOPERS STUDIED



JOBS BY ADZUNA





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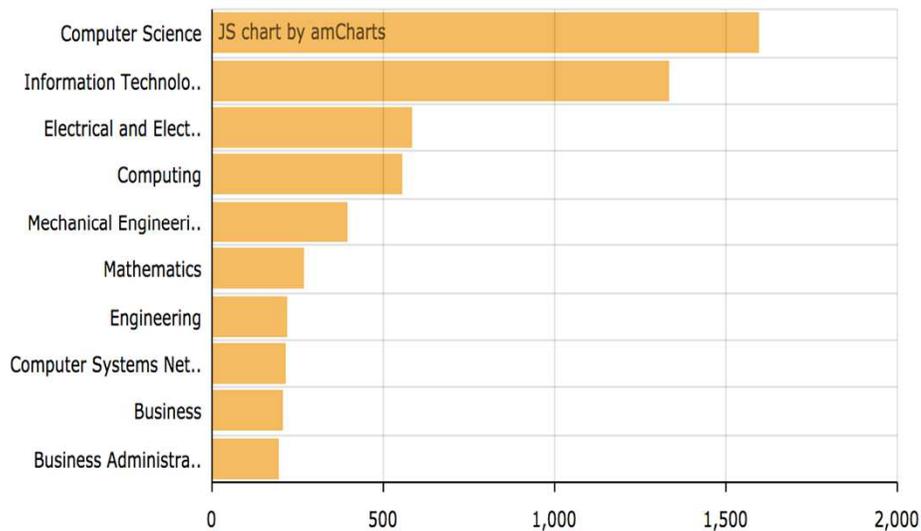
IT Manager

- ▶ Digital Tech
- ▶ UK Average Salary £40,100

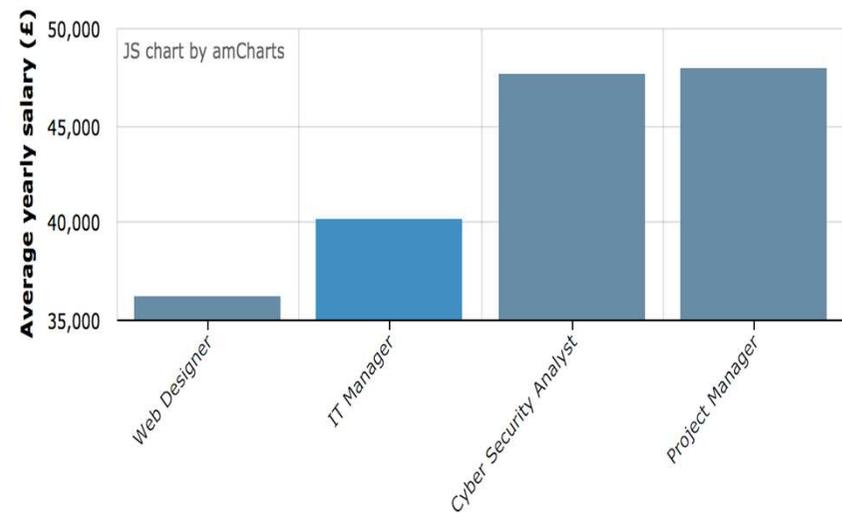
TOP 25 SKILLS

- Active Directory
- Windows Server
- Technical Support
- Windows 7
- Troubleshooting
- ITIL
- Microsoft Office
- Microsoft Exchange
- Windows
- Vmware
- Networking
- Servers
- Project Management
- Sql
- System Administration
- IT Service Management
- Customer Service
- Network Administration
- Virtualization
- Citrix
- Computer Hardware
- Microsoft Sql Server
- Linux
- Windows XP
- DNS

WHAT IT MANAGERS STUDIED



JOBS BY ADZUNA



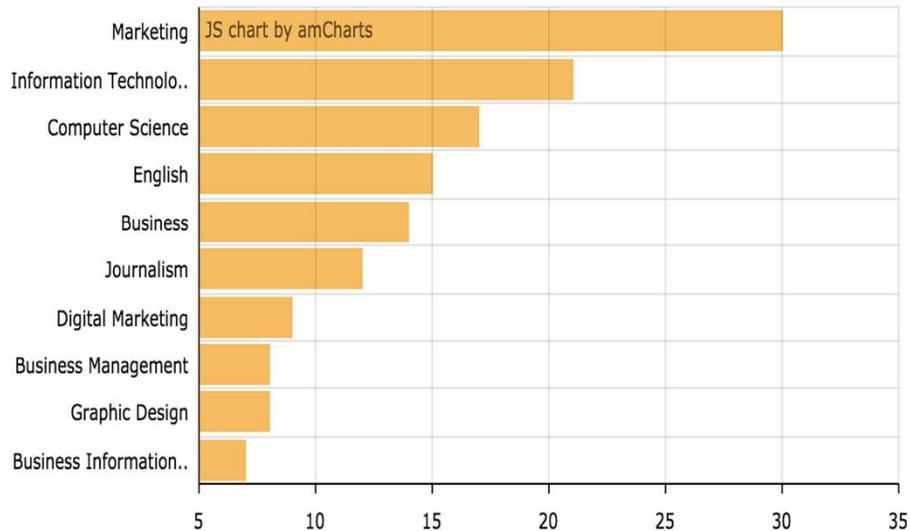
Digital Marketer

- ▶ Digital Tech
- ▶ UK Average Salary £36,600

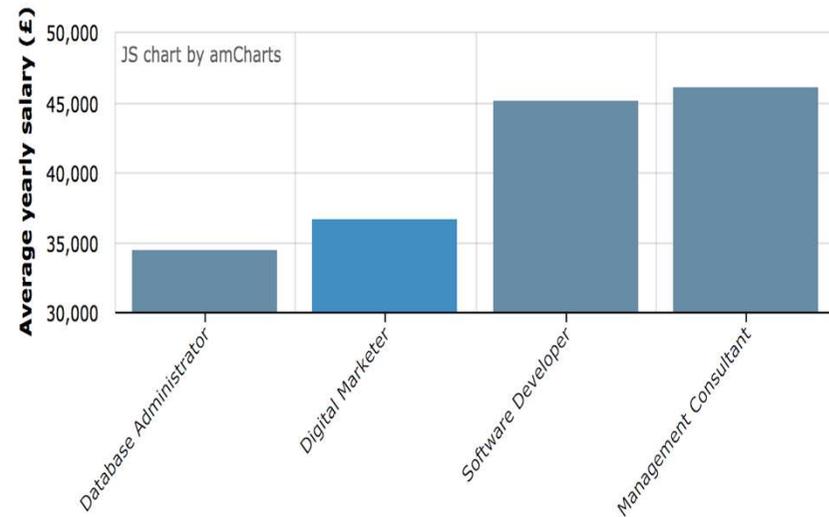
TOP 25 SKILLS

- Digital Marketing
- Seo
- Online Marketing
- Social Media Marketing
- Social Media
- Online Advertising
- Email Marketing
- Marketing
- Project Management
- e-Commerce
- Google Analytics
- Digital Strategy
- Web Analytics
- Marketing Strategy
- Digital Media
- Ppc
- Advertising
- Web Design
- Wordpress
- Sem
- Marketing Communications
- Social Networking
- Google Adwords
- Cms
- Web Marketing

WHAT DIGITAL MARKETERS STUDIED



JOBS BY ADZUNA





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WHAT IS THE NORTH EAST DEMAND?





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North East Digital Jobs

3318

* Open positions as at 12th June 2017





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Specific Skills + Experience

97%

* Open positions as at 12th June 2017



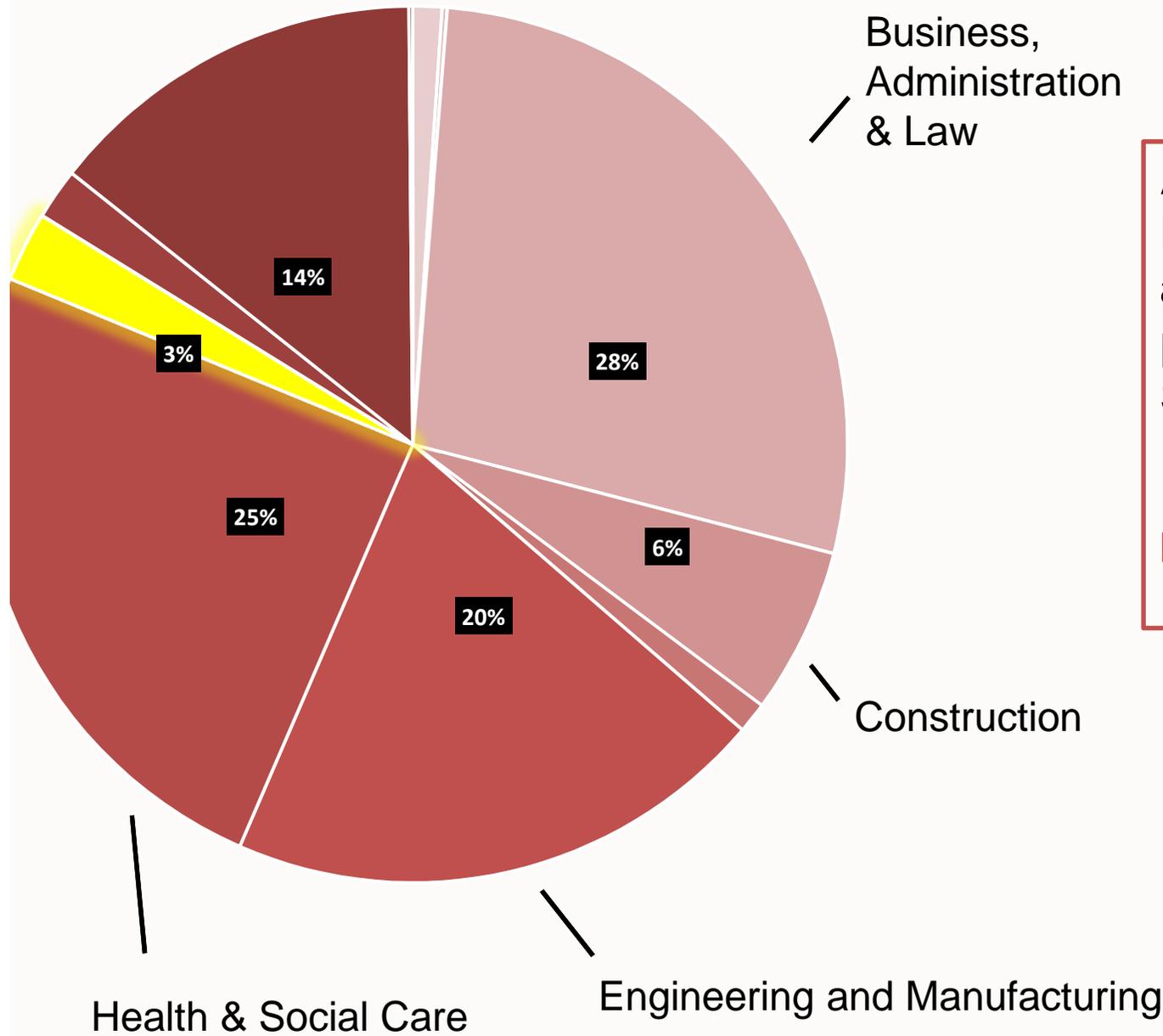


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**Aug16 to Apr17 -
North East
apprenticeship
participation by
Sector**

IT – 1600 (3%)





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Geek Talent Digital Jobs Index



Source: Geek Talent / GoCareer data

Data from 12th June 2017

#	Career	# Jobs
1	Software Developer	491
2	IT Manager	487
3	Business Development	467
4	Web Developer	239
5	Project Manager	225
6	Test Analyst	210
7	IT Consultant	186
8	Online Marketer	136
9	Management Consultant	113
10	Graphic Designer	111
11	Database Administrator	72
12	Marketing Manager	72
13	Digital Marketer	46
14	Account Executive	46
15	Business Analyst	43
16	Data Analyst	39
17	Game Developer	38

#	Career	# Jobs
18	Marketing Consultant	34
19	Designer	33
20	Network Engineer	32
21	Game Designer	29
22	Service Manager	20
23	Animator	14
24	Web Designer	13
25	Account Director	9
26	IT Trainer	3
27	Data Scientist	3
28	Cyber Security Analyst	3
29	Product Manager	3
30	Creative Director	2



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Geek Talent Digital Jobs Index

Fastest Growing Careers

#	Career	# Jobs
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3	Business Development	467
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Geek Talent Digital Jobs Index

Bottom 10 careers

#	Career	# Jobs
21	Game Designer	29
22	Service Manager	20
23	Animator	14
24	Web Designer	13
25	Account Director	9
26	IT Trainer	3
27	Data Scientist	3
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29	Product Manager	3
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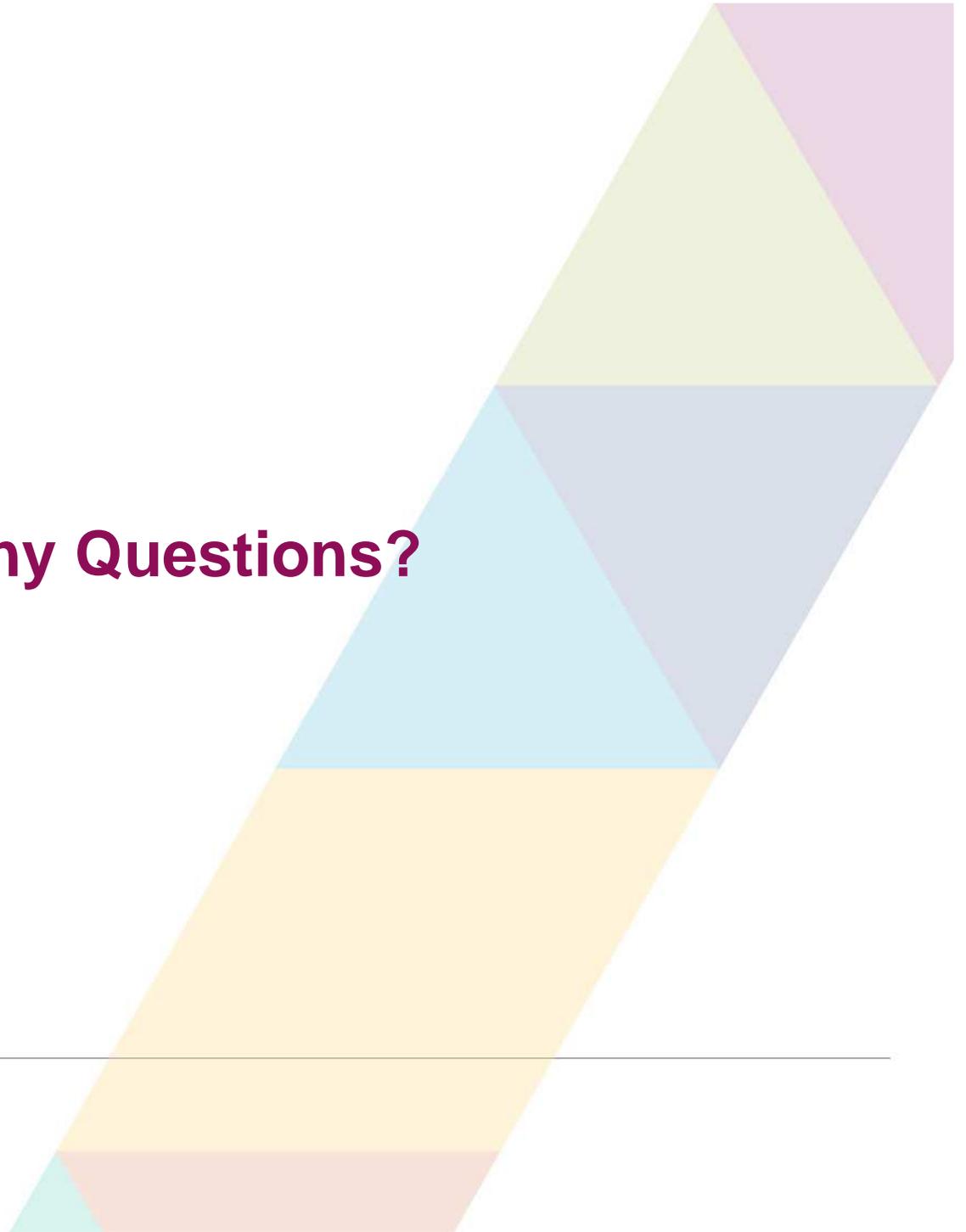
dominic@geektalent.com

<http://geektalent.com>

<http://GoCareer.io>

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Any Questions?



Panel Discussion: Digital Skills & Sector Collaboration



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Jason Legget

Project Director, Creative Fuse North East

Jim Mawdsley

CEO Generator & Digital Union

Bob Paton

Chair, Dynamo Northeast

Ex MD Accenture UK



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The North East Digital Skills Call

Heather Smith
Northumberland County Council &
North East Technical Assistance Project Lead

Digital Skills Call – Local Priorities



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- Support Digital Skills development within the digital / tech sector and across the general workforce where this enhances opportunities for job progression and development
- Focus on addressing specific digital skills gaps experienced by employers
- Demonstrate how the project will work with the North East LEP and partners to ensure activity is complementary / adds value to existing digital skills activity in the region

ELEMENT 1: Digital Skills for Digital Jobs

ELEMENT 2: Digital Skills Development for the Wider Workforce

CALL DETAILS: <https://www.gov.uk/european-structural-investment-funds/digital-skills-north-east-oc25s17p0809>



Element 1: Digital Skills for Digital jobs

Proposals expected to:

- Support more people into digital/tech sectors
- Provide opportunities to upskill and reskill those already in the sector
- Enhance job progression and career development
- Focus on the specific skills gaps of employers in digital / tech sectors
- Activities may cover the following:
 - Raise profile of digital careers with educators and young people
 - Promote the advantages of vocational training as alternative to digital skills development (i.e: degree apprenticeships)
 - Develop and provide taster courses to promote digital careers which are innovative and promote update of new digital curriculum

Proposals should focus on:

- Progression of those already in the sector who need up-skilling/reskilling
 - Part time tech workers (esp. females) as a route to increase hours/job progression
-

Element 2: Wider Digital Skills development across Industries

Proposals expected to:

- Address digital skills gaps experienced by employers to support growth
- Up-skill and re-skill existing employees to enhance opportunities for progression
- Activities may cover the following:
 - Support to enhance general social media/website/etc skills
 - Specialist industry specific digital skills (i.e; engineering programmes, accountancy programmes, etc)
 - ALL activity MUST address gaps identified by the employer

Proposals should focus on:

- Progression of those already employed who need up-skilling/reskilling to progress
- Part time tech workers (esp. females) as a route to increase hours/job progression

Proposals must demonstrate:

- They are of a suitable size and scale to demonstrate significant regional impact
- Be embedded into local communities
- Strong alignment with the Strategic Economic Plan and ESIF Strategy
- Strong cross sector / partnership integration and collaboration at regional level
- Complement existing activity – EU and non EU funded – SFA skills support



2.1: North East Digital Skills Call

	Durham	N'land, Tyne & Wear
Call amount: £20m	£5m	£15m
Intervention rates	Up to 60%	Up to 50%
Outputs Participants (50:50 men:women): <i>Subsets include: Over the age of 50; from ethnic minorities; with disabilities; and single adult households with dependent children; without basic skills</i>	2,976 (£2,800 ESF per participant)	17,857 (£1,680 ESF per participant)
Results - Proportion of participants:		
Gaining basic skills	11%	11%
Gaining L2 (or a L2 unit) or below	25%	25%
Gaining L3 (or a L3 unit) or above	8%	8%
Employed females gaining improved labour market status	35%	35%

NOTES:

- **Closing date:** 23rd October 2017
- **Project length:** max 3 years
- **Minimum project size:** £500,000 ESF
- **Outputs and Results are set nationally!!!**

IMPORTANT CONSIDERATIONS



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- **Timescale** - from Outline to Approval 12 months
 - **Fit with Call Specification** – read the guidance and read it again
 - **Value for Money is key** – cost per output & demonstrate impact of project
 - **Match Funding**
 - MA wants to see that this is in place before funding agreements are signed
 - We are questioning this for private match but no official response as yet
 - **Cashflow** - crucial when running an ESF project (6+ months)
 - **Performance Reporting** – consider at project development stage
 - **How to apply**’ and **‘Support available**’ - refer to our previous session notes
 - Refer to **National Eligibility Rules** (July 2017) – available from Gov.uk (eg Funding of apprenticeships is not eligible)
 - Refer to **‘Output and Result Indicator Definitions for ESF’** – via Gov.uk
-

Q & A



NORTH EAST EDUCATION CHALLENGE & AMBITION FRAMEWORK

*Ensuring those entering the workforce have the skill levels to support growth in our diverse economy;
Raising aspirations and attainment - improving job outcomes - transforming lives - driving forward social mobility
(ESF CALL 2.2: DEVELOPING THE FRAMEWORK £3M ESF TOTAL CALL VALUE)*

- Establish a **stable careers programme** within and across education establishments through the adoption of the Good Career Guidance benchmarks (benchmark 1)
- Support every learner to improve their destination outcomes by **learning from career and labour market information** (benchmark 2)
- Provide personal guidance and address the needs of each and every learner (benchmark 3 & 8)
- Promote **meaningful encounters and experiences** between educators, businesses, learners & communities to stimulate shared learning (benchmarks 4, 5, 6 & 7)
 - Engage and work with businesses to identify and **overcome skills and employment barriers to growth**
 - Identify and **address skills gaps**, in particular STEM and technical skills, within education establishments to secure and improve future operations
 - Provide educators and support staff with **industry relevant experience** which enhances the teaching and learning environment and improves operations
 - Identify, attract and retain more **industry relevant specialists** to work within the education sector
 - Inspire **transformational change by linking curriculum learning to careers**; making it more relevant and responsive to industry needs
- Evaluate the impact of **North East Ambition as an innovative and sustainable model for applied learning**: raising attainment and progress levels so that every education establishment is rated 'good' or 'outstanding' – improving job outcomes – transforming lives - driving forward growth and social mobility

ESF CALL 2.2: DELIVERING THE FRAMEWORK

DEVELOP & IMPLEMENT INNOVATIVE WAYS TO SHARE LEARNING BETWEEN EDUCATORS, BUSINESSES, LEARNERS & COMMUNITIES	DEVELOP & IMPLEMENT HIGH QUALITY INTERNSHIPS, PLACEMENTS & WORK EXPERIENCE THAT SUPPORTS EDUCATORS INTO INDUSTRY
<ul style="list-style-type: none"> • Provide enhanced information, advice and guidance on local careers, job opportunities and how to be 'job ready' within pilot education establishments • Develop a more industry focussed curriculum to meet local business needs • Identify ways to build capacity and expertise within education establishments to improve, enhance and promote their operations and links to industry (linked to ESF call 2) • Develop a model for mentoring and engagement to promote shared learning; including raising attainment and progressions within education establishments 	<ul style="list-style-type: none"> • Develop and implement with SMEs high quality internships, placements and work experience for educators into industry, building on existing good practice of the Good Careers Benchmarks • Develop industry relevant experience and expertise within Education Establishments which can be brought back to the teaching and learning environment • Support SMEs by increasing knowledge within education establishments of the skills required to enter and progress at work • Encourage and attract more industry and business experts to work with and support the education sector

ESF CALL 2.1: DEVELOPING & DELIVERING TAILORED TRAINING FOR EMPLOYEES IN EDUCATION ESTABLISHMENTS – SAFEGUARDING JOBS AND DEVELOPING CAREERS

ADDRESS LEADERSHIP & MANAGEMENT SKILLS GAPS IN EDUCATION ESTABLISHMENTS	ADDRESS DIGITAL SKILLS & TECHNICAL SKILLS GAPS IN EDUCATION ESTABLISHMENTS
<ul style="list-style-type: none"> • Understand the role of leadership and management and the changing nature of education in the 21st Century and local strategic education frameworks • Develop partnerships with businesses, learners and local communities to enhance education • Lead and manage multi-disciplinary teams and attract industry experts • Manage resources & gain specialist expertise in finance, administration, ICT, HR, Facilities Management and use of data to improve performance • Identify training needs – including support needed for educators to gain industry relevant skills, expertise and experience – and implement improvements • Evaluate performance and develop proposals for effective transformational change 	<p>DIGITAL SKILLS DEVELOPMENT</p> <ul style="list-style-type: none"> • Support the implementation of new digital skills policy; • Create greater awareness of the digital skills needed for a modern digital economy • Promote wider uptake of digital skills in learners in education establishments <p>TECHNICAL SKILLS DEVELOPMENT</p> <ul style="list-style-type: none"> • Estate/Facilities Management, inc. energy • Investment & Asset Management • Security and safeguarding awareness • Health and Safety awareness • Procurement best practice & supporting local economy through the use of local providers • Engaging, networking and collaborating with industry experts to drive forward improvements • Data manipulation and management reporting to improve performance



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ESF Calls – North East Ambition

5th September 2017





Workshop Event

- Education & Skills Context
 - Education Business links
 - Challenges Facing Education Establishments
 - Building on Good Practice: rollout & impact to date of 8 Good Career Benchmarks
 - Addressing skills gaps in the education sector
 - The North East Ambition Calls
 - Q & A
-



North East – Education and Skills Context

- The North East has **fewer people with high skill levels** compared to the national average (29% of working age population have level 4+ qualification – national average is 36%).
 - More than **a fifth of adults in the region have no qualifications** at all, double the national figure.
 - The region has an **ageing skilled workforce in some key areas of economic activity** including advanced manufacturing.
 - **Stark gender imbalances exist** within some sectors, such as engineering and digital.
 - The region has one of the **highest rates of youth unemployment** and one of the **highest proportions of young people recorded as NEET** nationally.
-



North East – Education and Skills Context

- The region has a **higher proportion of young people entering apprenticeships** than the national average.
- Nearly **50,000 STEM** students studying in the region (2nd highest proportion of any UK region) with **8,750 studying engineering and technology subjects** (8.64% of our student population – **the highest proportion of any UK region**).
- The North East has **more vocational students** (as a % of working age population) than any other UK region (double the ratio of London)
- Primary school **performance in the North East LEP area has improved dramatically and is second only to London.**
- In 2012, Lord Adonis was commissioned by the North East LEP to conduct a review of the NE economy. The report highlighted **a lack of cohesion, consistency or coordination for careers education and information, advice and guidance (IAG) on career options as a barrier to the region's economic success...** But it did recognise **examples of outstanding practice.**



The Context of Education Business Links

In July 2015, the **Chamber of Commerce** conducted a survey of business, school, and college leaders and sought views from employers and education providers:

- The survey found that **66% of businesses believe that education is not effective at preparing young people for work**
 - **100% of the businesses said that the provision of careers guidance should be reformed**
 - The warning continued in Nov 2016 as the Chartered Institute of Management Accountants said 8/10 British school leavers **“lacked essential business skills” and were not ready for the workplace**
-



The Context of Education Business Links

**Over 700,000
vacancies...**

**... but youth
unemployment
higher than
average**

**Self-employment
and
entrepreneurship
have never been
more vibrant...**

**...but many young
people don't know what
is available to them or
how to get there**

Ofsted



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NEWS

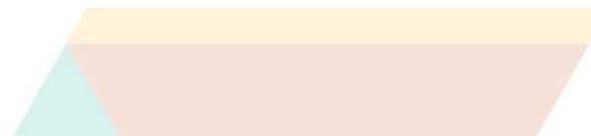
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Education | School Report | Global Education

Chaotic careers education harms economy, says Ofsted

By Judith Burns
Education reporter

🕒 24 November 2016 | Education & Family





Ofsted

- Inspectors want to see **a coherent careers programme that develops knowledge, skills and understanding** and has strong links with business. Schools should be able to demonstrate that they have **effective mechanisms in place for assessing, monitoring and evaluating progress and the impact** of careers provision.
- Robust employer engagement is that which has **clear purpose, is tracked for every student and impact measured.**
- Inspectors will be looking at **how the careers programme delivers age appropriate opportunities and shows progression through the year groups and key stages.**
- **Progression and destination data and trends over time should be analysed and evaluated.**
- Schools often provide lots of activities but too often fail to monitor the quality and impact of what these. **A lack of coherence and a failure to identify and measure impact of careers provision are common weaknesses.**



What the Research tells Us...

*"...young adults surveyed who recalled four or more employer activities while at school were **five times less likely to be NEET** and earned, on average, **16% more** than peers who recalled no such activities."*

*– Dr. Anthony Mann
Education and Employers Taskforce*



What the Research tells Us...

*Young people make career limiting decisions by age 10,
which they solidify by age 14.*

– ASPIRES



Challenges Facing Education Establishments

The Northern Powerhouse School Strategy: independent review examined educational underperformance in the North and identified key additional requirements:

- Need to **increase the supply of high quality teachers & senior leaders**
- Need to address the **limited capacity of multi-academy trusts**
- Need for more schools to **offer a more stretching curriculum**

UK education system undergoing fundamental change at an unprecedented rate: independently run schools with additional responsibilities; FE colleges meeting needs of Area Based reviews; new technical education system being introduced; TEF introduced; need to address STEM shortages; need to provide CIAG, etc



What do we need to do?

Build on existing good practice and provide better links between businesses and educators:

For the educators:

- **Empower** them to bring their learning back to the classroom
- **Equip** them so that they are able to provide better information, advice and guidance on careers and local job opportunities
- Help them and their establishment **build capacity and expertise**

What's in it for businesses?

- **Influence and change the curriculum** to meet their skills needs for now and in future
- Greater access to **help shape young talent**

How will it help young people & local communities?

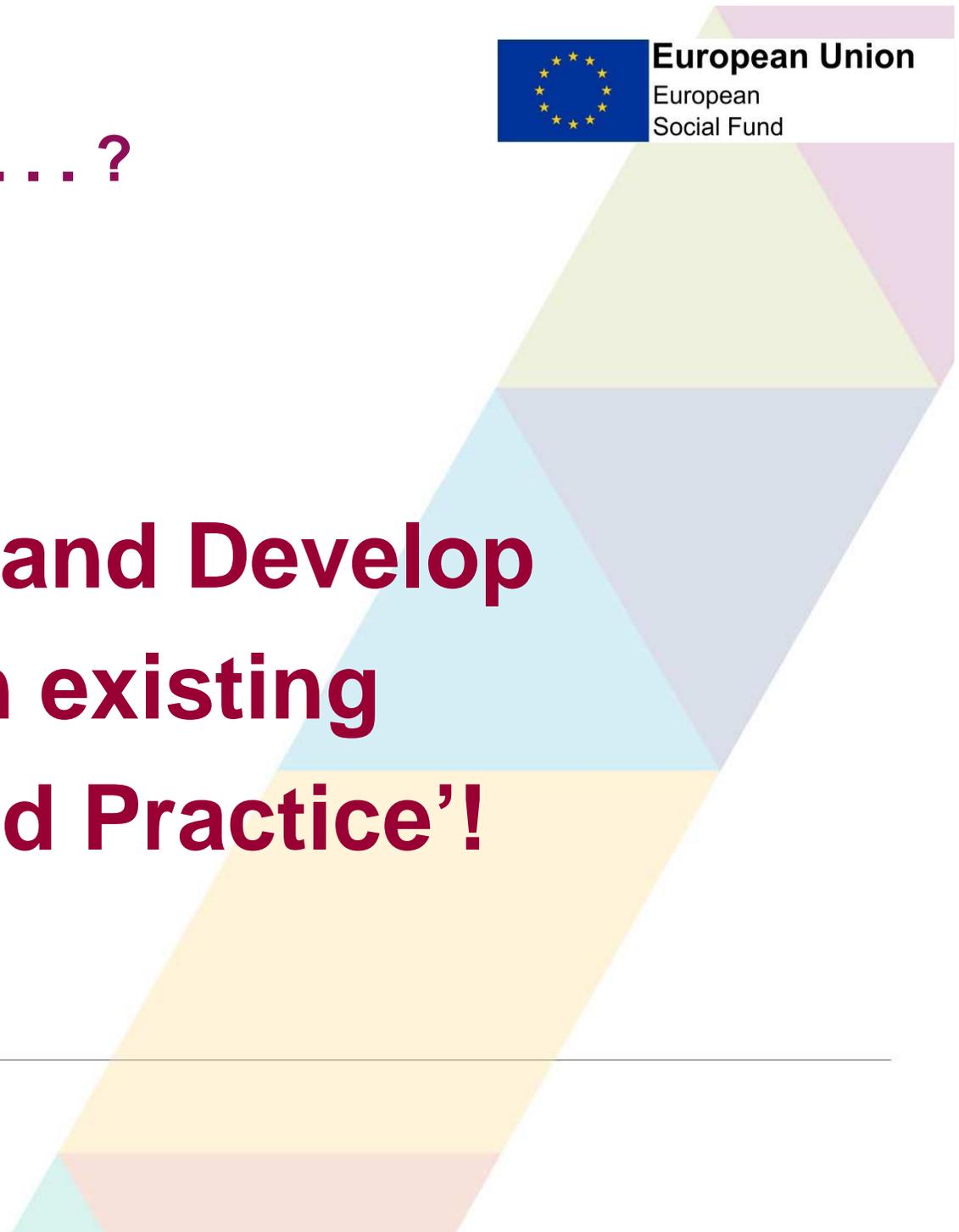
- Help to **develop a greater understanding** of the skills required to access job opportunities and to be 'job ready'



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Where do we start . . . ?

**Build and Develop
on existing
'Good Practice'!**





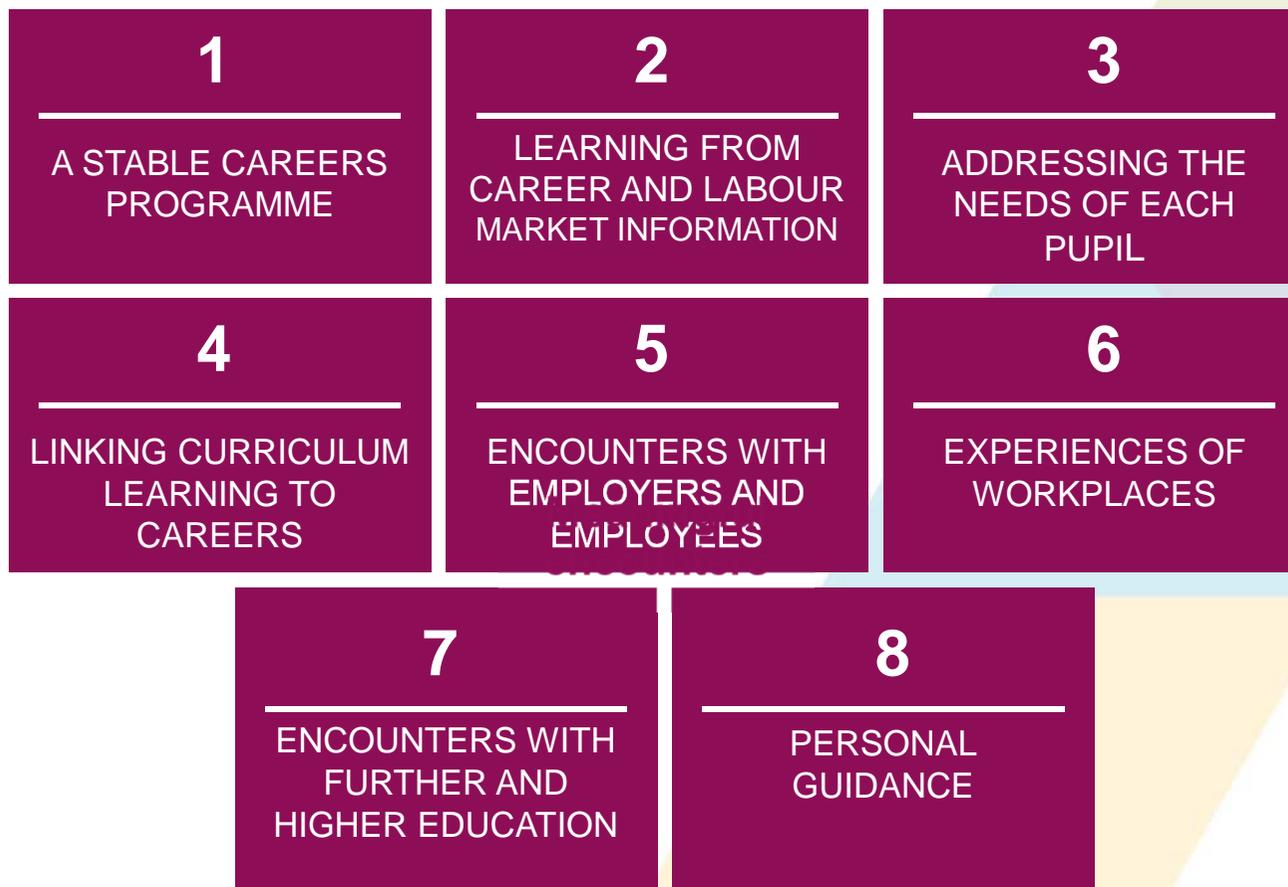
The 8 Benchmarks of 'Good Careers Guidance'

- **Gatsby Foundation** – Charitable Foundation of Lord Sainsbury
 - Professor **Sir John Holman**
 - **Six International Visits** – Netherlands, Germany, Hong Kong, Finland, Canada, Republic of Ireland.
 - **8 benchmarks of 'Good Careers Guidance'** identified.
 - Schools starting points in relation to the benchmarks tested via a survey of 10% of schools in England. Findings combined with the international research.
 - National Pilot commissioned in 2015 to test how schools and colleges can move from their starting points to a position of achieving the benchmarks.
-



The 'Career Benchmarks'

Meaningful
encounters



Each and
every
student



Estimated Progress of Pilot

North East Pilot: Starting Points vs Estimated End Points			
Number of Benchmarks	Number of Schools / Colleges achieving Benchmarks Sept 15	Number of Schools / Colleges achieving Benchmarks Sept 16	Number of Schools / Colleges <u>potentially</u> achieving Benchmarks Sept 17
0 Benchmarks	8	0	0
1 Benchmark	2	6	0
2 Benchmarks	4	2	0
3 Benchmarks	2	4	0
4 Benchmarks	0	1	1
5 Benchmarks	0	3	1
6 Benchmarks	0	0	4
7 Benchmarks	0	0	8
8 Benchmarks	0	0	2



Indicators of Impact

Increase in Careers related activities

Greater tracking
- a focus on quality, impact and evaluation.

Improved websites
- displaying the careers programme and who is leading this work

New approaches
- such as digital encounters and experiences of work

Wider collaboration and CPD
- between all types of schools and colleges.

Clear action plans
- with measurable targets and very specific 'asks'.

Staff placements in industry
– for teachers and non-teachers

New strategic relationships with employers – as Enterprise Advisers



Benchmarks central to the Framework

“Schools focusing on the Career Benchmarks are **more open to connecting** to employers and it is **easier for employers** to work with them to develop projects, to support delivery in the classroom and to **develop relationships with the teachers.**

Schools using the Benchmarks are **open to a wider range of interactions**, making it easier for employers to demonstrate what our workplaces are like, how we recruit, the key skills we are looking for and the **diversity** of job opportunities we have (including apprenticeships). This helps **pupils to gain a real understanding of how their learning will support future careers choices** “

Karen Marshall, Accenture





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The Benchmarks and Social Mobility

“If young people and their families know more about the range of careers open to people with the right skills and qualifications, they will have a clearer idea of the routes to better jobs.”



Social Mobility

“It needs to be easy for schools to find employers and other organisations who they can engage with and who can help them meet their identified needs”

- Professor Sir John Holman



We also need to address skills gaps within the education sector . . .

What are the main gaps?

- Leadership?
- Resource Management?
- Finance?
- Facilities / Estate?
- Digital?
- Health and Safety?





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The North East Ambition Calls

Two Calls Currently Open for NEA



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AIM: *To build on good practice and establish next practice to ensure that those entering the workforce have the skill levels to support growth in our diverse North East economy; raise aspirations and attainment; improve outcomes and drive forward social mobility.*

2.2: Develop and Deliver a Strategic Framework to transform education, change lives and drive forward industrial growth

- Provide innovative ways to share learning between educators, businesses learners and communities.
- Develop and implement high quality internships, placements and work experiences.

CALL DETAILS: <https://www.gov.uk/european-structural-investment-funds/north-east-ambition-pilot-strategic-framework-oc25s17p0808>

2.1: Develop and Deliver Tailored Training for employees in education establishments

- Identify and address Leadership & Management skills gaps in education establishments.
- Address digital skills and technical skills gaps in education establishments.
- A 'Supporting call' to 2.2

CALL DETAILS: <https://www.gov.uk/european-structural-investment-funds/north-east-ambition-pilot-tailored-training-oc25s17p0807>

NORTH EAST EDUCATION CHALLENGE & AMBITION FRAMEWORK

*Ensuring those entering the workforce have the skill levels to support growth in our diverse economy;
Raising aspirations and attainment - improving job outcomes - transforming lives - driving forward social mobility*
(ESF CALL 2.2: DEVELOPING THE FRAMEWORK £3M ESF TOTAL CALL VALUE)



- Establish a stable careers programme within and across education establishments through the adoption of the Good Career Guidance benchmarks (benchmark 1)
- Support every learner to improve their destination outcomes by learning from career and labour market information (benchmark 2)
- Provide personal guidance and address the needs of each and every learner (benchmark 3 & 8)
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 - Engage and work with businesses to identify and overcome skills and employment barriers to growth
 - Identify and address skills gaps, in particular STEM and technical skills, within education establishments to secure and improve future operations
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- Evaluate the impact of North East Ambition as an innovative and sustainable model for applied learning: raising attainment and progress levels so that every education establishment is rated 'good' or 'outstanding' – transforming lives - driving forward growth and social mobility

COPIES AVAILABLE!

ESF CALL 2.2: DELIVERING THE FRAMEWORK

ESF CALL 2.2: DEVELOPING & DELIVERING TAILORED TRAINING FOR EMPLOYEES IN EDUCATION ESTABLISHMENTS – SAFEGUARDING JOBS AND DEVELOPING CAREERS

DEVELOP & IMPLEMENT INNOVATIVE WAYS TO SHARE LEARNING BETWEEN EDUCATORS, BUSINESSES, LEARNERS & COMMUNITIES	DEVELOP & IMPLEMENT HIGH QUALITY INTERNSHIPS, PLACEMENTS & WORK EXPERIENCE THAT SUPPORTS EDUCATORS INTO INDUSTRY	ADDRESS LEADERSHIP & MANAGEMENT SKILLS GAPS IN EDUCATION ESTABLISHMENTS	ADDRESS DIGITAL SKILLS & TECHNICAL SKILLS GAPS IN EDUCATION ESTABLISHMENTS
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2.2: NEA - Develop and Deliver a Strategic Framework to transform education, change lives and drive forward industrial growth



	Durham	Northumberland, Tyne and Wear
Call amount: £3m	£0.75m	£2.25m
Intervention rates	Up to 60%	Up to 50%
Outputs: Micro, small and medium sized enterprises supported	148	315
Results: Small and medium sized enterprises successfully completing projects	75%	75%

NOTES:

- **Ignore the minimum project size!**
- **1 project only** anticipated to be selected for whole of NE LEP area
- **Closing date:** 23rd October 2017
- **Project length:** max 3 years
- **Outputs and Results are set nationally!!!**

2.1: NEA – Developing and Delivering tailored training for Employees in Education Establishments



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Gaining L2 (or a L2 unit) or below	25%	25%
Gaining L3 (or a L3 unit) or above	8%	8%
Employed females gaining improved labour market status	35%	35%

NOTES:

- **Closing date:** 23rd October 2017
- **Project length:** max 3 years
- **Minimum project size:** £300,000 ESF
- **Outputs and Results are set nationally!!!**



IMPORTANT CONSIDERATIONS

- **Timescale** - from Outline to Approval 12 months
- **Fit with Call Specification** – read the guidance and read it again
- **Value for Money is key** – cost per output & demonstrate impact of project
- **Match Funding**
 - MA wants to see that this is in place before funding agreements are signed
 - We are questioning this for private match but no official response as yet
- **Cashflow** - crucial when running an ESF project (6+ months)
- **Performance Reporting** – consider at project development stage
- **How to apply**’ and **‘Support available**’ - refer to our previous session notes
- Refer to **National Eligibility Rules** (July 2017) – available from Gov.uk (eg Funding of apprenticeships is not eligible)
- Refer to **‘Output and Result Indicator Definitions for ESF’** – via Gov.uk
- **2.1 Activity must strongly align and support the 2.2 NEA Strategic Framework But what does that mean . . . ?**



‘Links’ and ‘Alignment’ between 2.2 and 2.1 NEA calls

Why are they linked?

- **2.1 North East Ambition ‘Supporting Call’** - provides opportunities for education establishments who are part of the 2.2 framework to also access training
- **Provide a clear and coordinated ‘offer’** for training available under 2.1 to education establishments which form part of the 2.2 framework
- Provides 2.1 with a **pipeline of people with identified skills gaps** from educational establishments

How can they be linked?

- **Outline Application:** express an intention to work with the 2.2 successful applicant
- **Full Application:** develop working relationship and clear strategy in place to align projects – evidence of joining up and collaboration to be shown

Important:

- It is about demonstrating **collaboration & alignment of services** under the two calls
- **IMPORTANT: 2.1 applications can also work with education establishments in NE LEP area who are not part of the 2.2 framework (otherwise targets will not be met!)**
- You **DO NOT** have to apply under **BOTH** calls!

Q & A

