

# UK Sector Skills Councils Annual Performance Report

April 2010 – March 2011

# Foreword by Simon Perryman: Executive Director UK Commission for Employment and Skills

There has been a substantial change in the role of the UK Commission for Employment and Skills and the Sector Skills Councils (SSCs) since the formation of the coalition government in May 2010. Both the UK Commission and the SSCs are now primarily tasked with encouraging employers to take increasing ownership of the skills challenges facing their sector, support the development of smart solutions to their most pressing skills problems and stimulate greater and more effective employer investment in skills.

Previously, SSCs provided a number of core services including sector by sector assessments of Labour Market Intelligence, the development of National Occupational Standards, qualifications and Apprenticeship frameworks for each of the governments of the UK, as well as providing services on behalf of their employers. Funding was by grant aid on a broadly equal shares basis as a contribution to the cost of delivering their business plans.

The real value added by SSCs is the quality of their employer leadership, their understanding of the labour market issues facing their sectors and their ability to support industrial growth through shaping collective employer effort to raise skills ambition across each sector of the economy – helping employers to find innovative solutions to the issues that are holding them back.

Given the change in the SSCs' role, and the need for them to demonstrate greater impact and value at a time of public sector constraint, it was no longer appropriate to continue to offer grant funding after March 2012. There has been a process of transition through 2011/2012 and future support will be through a mix of contestable investment funding, investing in sector leadership where it is strongest.

From November 2010 the UK Commission commenced work with SSCs to help them prepare for the transition. Two investment funds, the Employer Investment Fund and the Growth and Innovation Fund, have been established to help create the conditions which support employer ownership and investment in skills. I am pleased to say that, already, Commissioners have chosen to invest in 88 SSC projects worth £74m.

This is the second annual review of SSCs performance to be published by the UK Commission for Employment and Skills. In it, we aim to provide an objective account of the performance of the SSCs against their core remit in the 2010/2011 financial year. It should be noted that the role of SSCs has fundamentally changed since 1 April 2011.

SIMON PERRYMAN



# About Sector Skills Councils

SSCs are employer-led, UK-wide organisations whose role is to encourage collective employer ownership and investment to address the most critical skills needs of each sector of the economy. They operate under licence to the UK governments and support the UK Commission's four key priorities to:

1. Make and win the economic argument for greater investment in skills
2. Enhance the value and accessibility of vocational training, especially apprenticeships
3. Galvanise industries and sectors to improve the skills and productivity of their workforces
4. Work with sectors to ensure the creation of more and better jobs, maximising opportunities for unemployed people

SSCs are responsible for engaging employers in raising the skills of a defined industry sector, supporting efficiency and productivity improvements and helping to ensure that the sectors remain globally competitive. In much the same way as the sectors of the economy vary from one to another, so do the size, make-up and activities of SSCs. In 2010/11 SSCs continued to receive a core grant from the Department of Business, Innovation and Skills, managed through the UKCES to deliver services which produce public benefits across the skills system.

They were also financially supported by their employers, Whitehall departments, by the sale of services and in some cases by funding from the Devolved Administrations.

In April 2010, there were 23 SSCs covering approximately 90% of the UK workforce. By April 2011, the network had reduced to 22 with the closure of Lifelong Learning UK.

Information about the business areas covered by the SSCs and funding received from the UK Commission can be seen on page 33.

## Working in the Devolved Nations

SSCs have the remit to operate on a UK wide basis, addressing employer skills needs. They need to work closely with the Devolved Administrations in Northern Ireland, Scotland and Wales, recognising their particular and varied responsibilities. While some of the policies in this paper are specific to England, the challenge of skills development is common across the four countries of the United Kingdom. Each nation expects SSCs to be sensitive to the specific political context and policy framework in which they operate and to work closely with government in developing appropriate skills solutions. To this end each SSC has agreed an action plan with each devolved nation which is monitored closely by the governments in Wales, Scotland and Northern Ireland.

## SSCs– Some Key Achievements in 2010/2011



# Ensuring authoritative labour market information for the sector

One of the primary functions of SSCs in 2010/2011 was the collection, analysis and effective communication of up to date labour market information and intelligence of their sectors. We asked them to do this against a common LMI framework which included an expectation that:

- SSCs must demonstrate an extensive understanding of the current and future skills needs across the UK of the sector employers, and;
- SSCs strategic and business plans need to be founded on an information base that is rigorous, authoritative, strategic and forward looking.

As part of this, SSCs were required to produce annual Sector Skills Assessments (SSAs) in line with a UKCES defined template to inform sectoral priorities and enable the UK Commission to produce advice to

government on the UK's strategic skills needs. SSAs need to be robust, authoritative examinations of sector skills needs across the UK. They must provide an informed evidence base that can be used as the basis for policy development and will draw upon evidence from a range of up to date reliable sources and also more in-depth, detailed research with employers.

SSCs in 2010/2011 produced:

- An annual UK wide report which describes the whole sector, and
- Annual reports for each of the four nations (England, Scotland, Wales and Northern Ireland) which described the whole sector in each nation and highlighted variations from the overall UK position.

# Assessments against the Common Labour Market Intelligence Framework

In 2010, the UK Commission appointed the Institute for Employment Studies (IES) to independently assess each SSC's UK Sector Skills Assessments. This was later extended to look at their wider Labour Market Intelligence (LMI) strategy against the requirements set out in the Common LMI Framework. The assessment involved the following activities:

- Production of measurable, detailed assessment criteria based on the Common LMI Framework;
- Assessment of the quality of the SSC UK Sector Skills Assessments reports (SSAs) by:
  - Reading and assessing each SSC's UK SSA reports;
  - Integrating the four national governments' comments where appropriate;
  - Integrating the views of the Migration Advisory Committee where appropriate;
  - Taking into account the views from the consultants working with BIS on translating SSC LMI into the Adult Advisory Careers Service offering;
  - Taking into account the views of SSCs by receipt of written additional information and a telephone conversation with each SSC Research Manager.

In undertaking the assessments, IES used a framework of 33 criteria split into 4 areas:

- Strategic approach to research – 4 criteria
- LMI collection and collation – 13 criteria
- Analysis and contextualisation – 6 criteria
- Communication – 10 criteria

The individual ratings for each criterion were then used by the UK Commission to reach an overall rating for each SSC. The ratings applied were: Outstanding; Good; Satisfactory; Unsatisfactory. (The outcomes are shown on the next page)

This year (2011/2012), our National Government sponsors have continued to require authoritative, consistent and comparable sectoral labour market intelligence (LMI) to inform skills policy in the UK, but asked the Commission to undertake a review of the efficiency of the model for producing SSA reports. The review also sought to establish how to improve customer satisfaction with, and use of, the reports. A range of representatives from across all four UK national governments were consulted throughout the review. Following consultation, it was agreed that 15 broader Sector Skills Assessment reports would be produced to cover the economy, see page 9 for details. These will be available in Spring 2012.

# Overall rating for SSCs Against the Labour Market Intelligence Framework

## Good

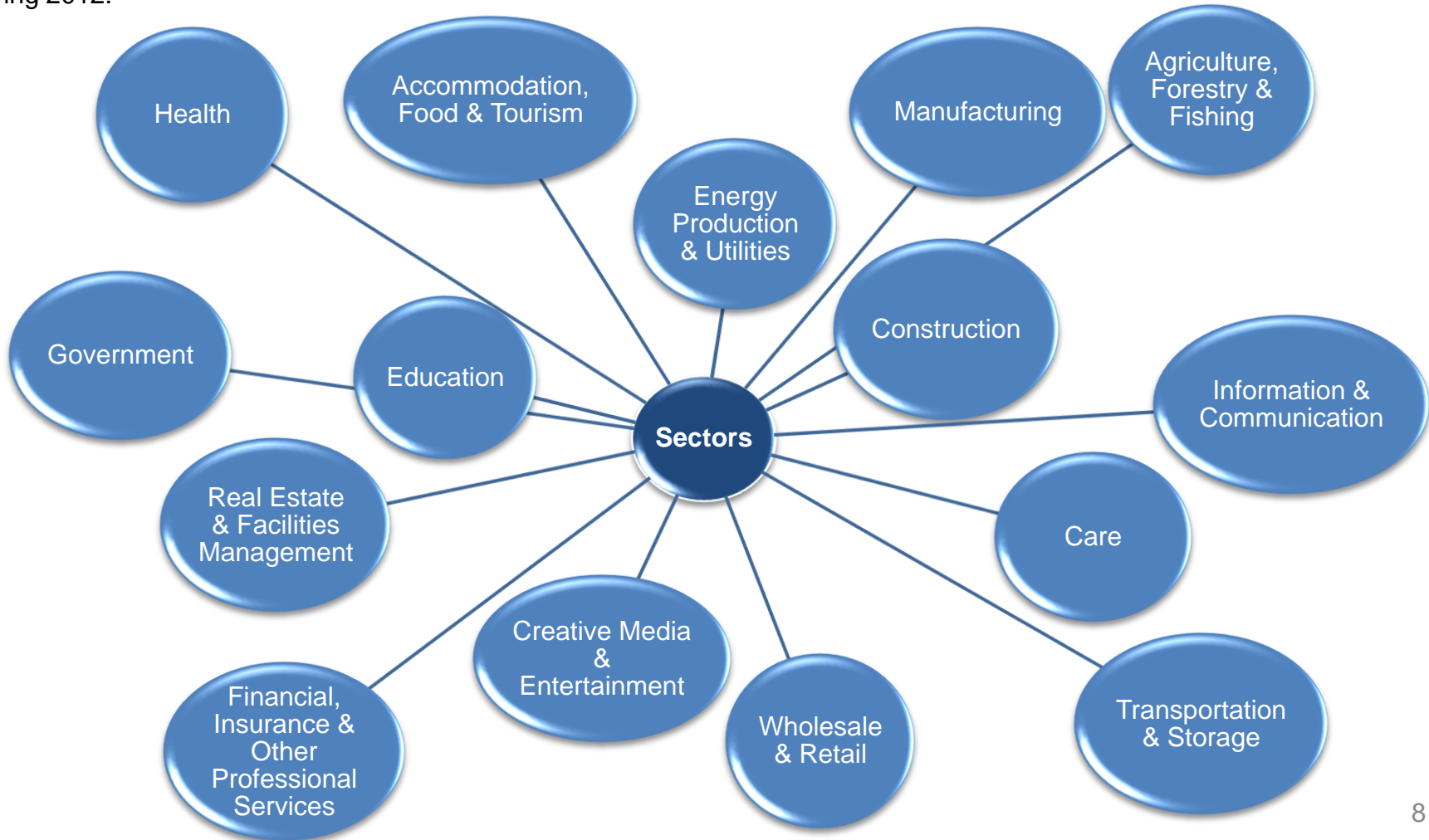


## Satisfactory



# A New Approach to Labour Market Intelligence for 2011/2012 – 15 Sector Skills Agreements

As a result of consultations, a new approach to producing Labour Market Intelligence reports has been developed by the UK Commission and agreed with sponsors. Sector Skills Assessment reports will be produced for 15 broad sectors of the economy by Spring 2012:





# Standards, Vocational Qualifications and Apprenticeships

In 2010/2011 SSCs made a major contribution to reshaping National Occupational Standards (NOS), vocational qualifications and Apprenticeships to meet the needs of their sectors. They have been responsible for:

- Simplifying and improving the quality of NOS (definitions of the skills, knowledge and understanding required to be competent) and making them easily accessible through the new NOS database ([www.ukstandards.org.uk](http://www.ukstandards.org.uk))
- Completing work with awarding organisations to make vocational qualifications more flexible to use and more closely aligned to workforce skills needs
- Reforming all current Apprenticeship frameworks for England and Wales and making them available through a new website (Apprenticeship Frameworks Online) and maintaining and developing Apprenticeship frameworks for Northern Ireland and Modern Apprenticeship frameworks for Scotland

In addition, SSCs continued to maintain and promote NOS, vocational qualifications and Apprenticeships (Modern Apprenticeships in Scotland) to support workforce development in their sectors. In total, they produced 902 sets of modernised national occupational standards, 6,246 revised vocational qualifications and over 374 Apprenticeship frameworks.

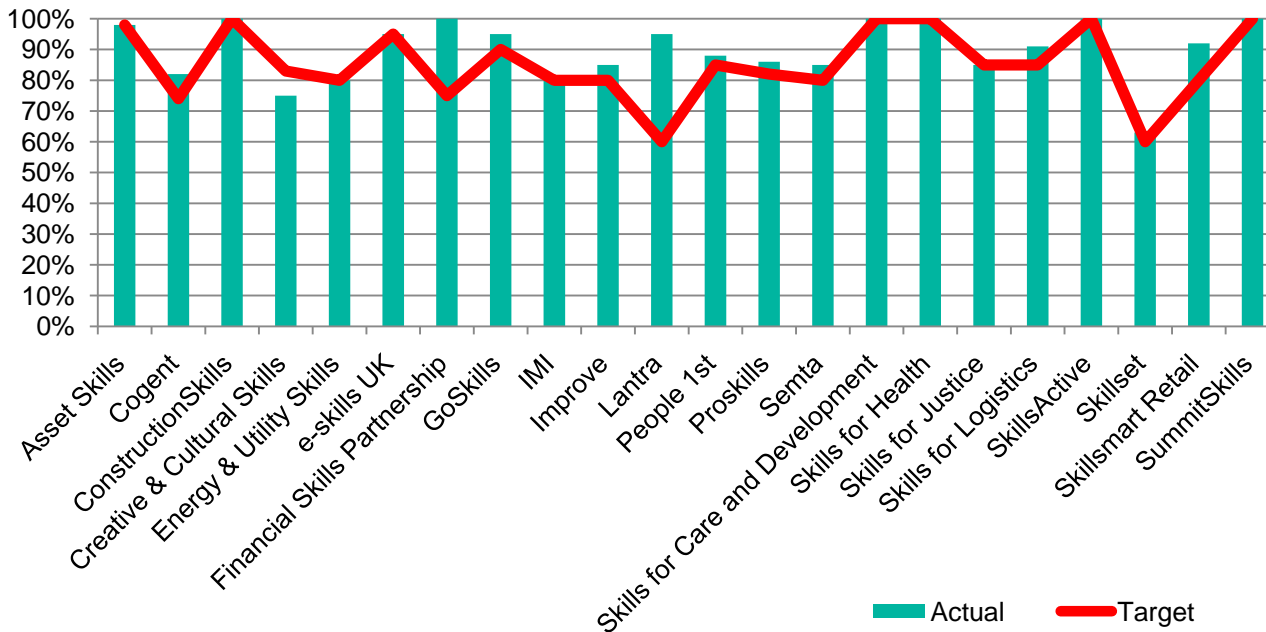
Essential standards and qualifications work will continue to be supported by the UK Commission through a contestable funding process. Following a competition in Autumn 2011, the Commission has chosen to work with the following consortia to deliver these essential services across the UK from April 2012:

- Asset Skills
- Council For Administration
- e-skills UK
- Financial Skills Partnership
- Lantra
- The Learning and Skills Improvement Service
- People 1st
- Proskills
- SEMTA
- Skills for Health
- Skills for Justice
- Skills for Security
- Skills Third Sector
- Skillset
- Skillsmart Retail

# SSC achievement against qualification targets 2010/11

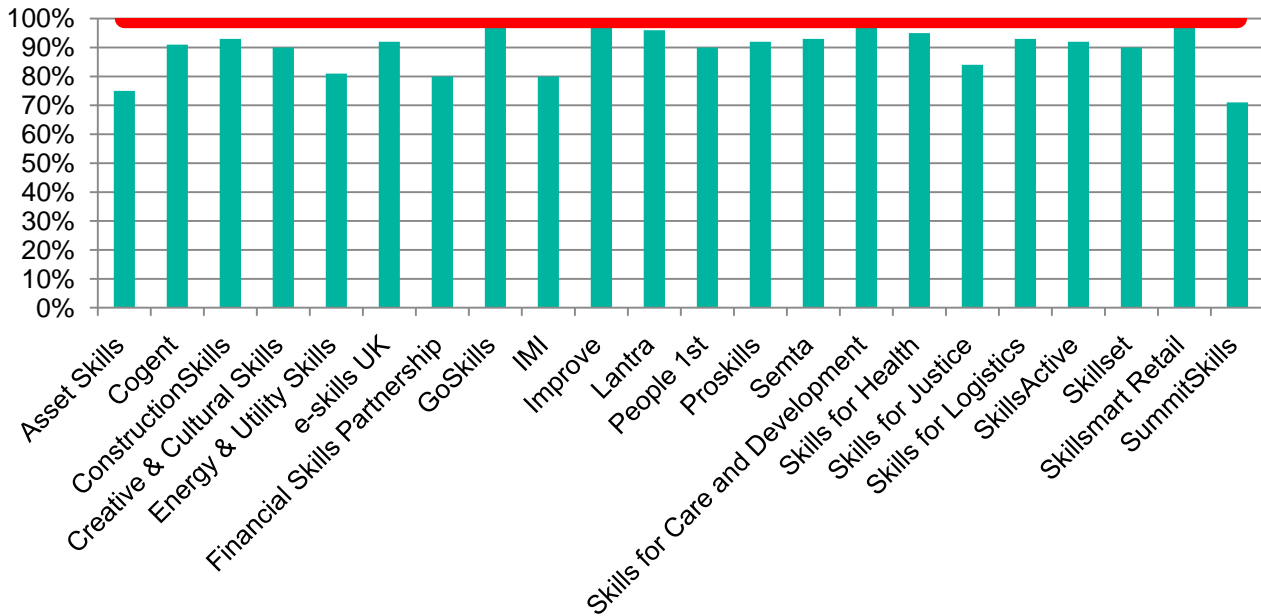
## Apprenticeship enrolments, starts and achievements in England

In addition to the development of apprenticeship frameworks, SSCs have also made a significant contribution to stimulating increased employer take up of Apprenticeships alongside the National Apprenticeship Services and other parties. Please see page 32 for apprenticeship starts and achievements in England.



## NOS Occupational Coverage (%)

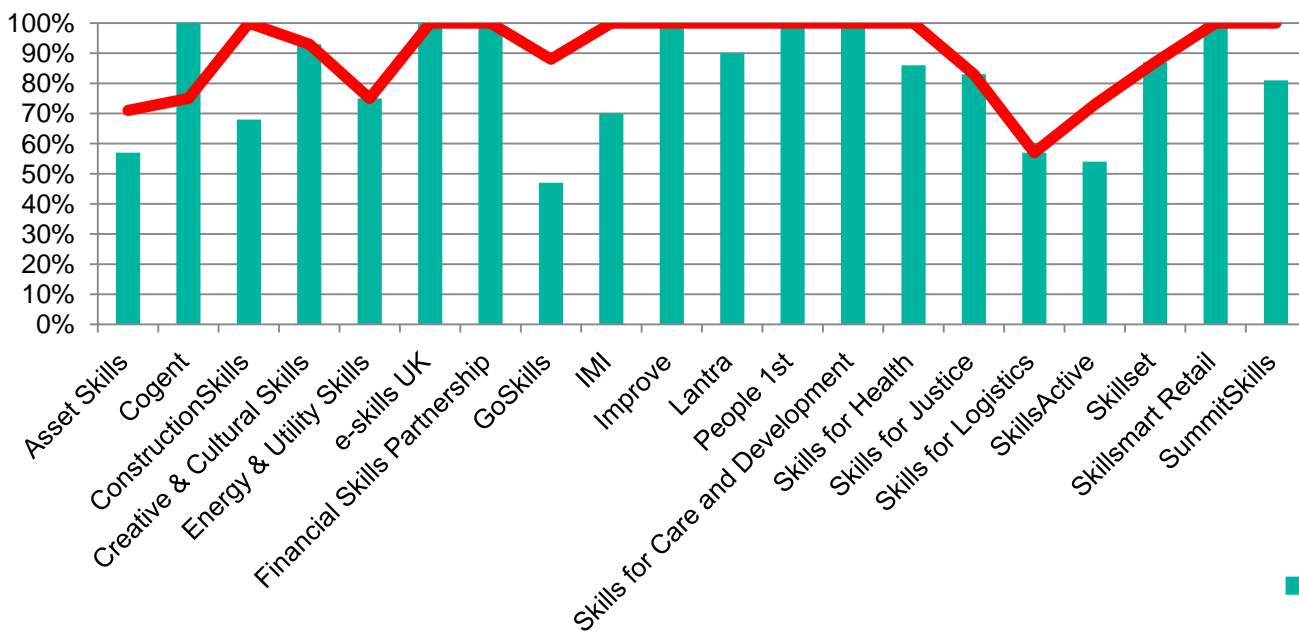
<sup>[1]</sup> By 15 July 2011, 98% of all Apprenticeship frameworks for England and 85% for Wales were reformed.



## Vocational Qualifications Reform

(% of reformed qualifications available to employers & individuals by sector by 15/03/11)

■ Actual at 15/03/2011 — Target



## Apprenticeship Reform

(% of frameworks reformed by agreed target date)

■ Actual at 31/03/2011 \* — Target

• By 15 July 2011, 98% of all Apprenticeship frameworks for England and 85% for Wales were reformed.  
 - Semta's Level 4 framework was issued onto the AFO on the 31st August  
 - Proskills IA frameworks compliant on 24/05/2011, not issued onto the AFO until October 2011

## SSC Relicensing Assessments

During 2010/11 the UK Commission undertook a series of assessments to review a small number of the ratings that were awarded to SSCs during the relicensing process in 2009/10. These reviews were in areas of the relicensing framework where SSCs believed they had made considerable progress and they could demonstrate the evidence to justify a change in their rating. The UK Commission's SSC Performance Team reviewed the evidence and held detailed discussions with the SSCs senior management team to understand the progress. The outcomes of the reviews were as follows:

SSC	Relicensing key theme reviewed	Original assessment rating	Updated assessment rating
People 1 <sup>st</sup>	Well Run SSC	Good	Outstanding
Proskills	Well Run SSC	Satisfactory	Good
Skillset	Well Run SSC	Good	Outstanding
Skills for Logistics	Well Run SSC	Does not meet the Standard	Satisfactory

The UK Commission also carried out reviews on a small number of the risk bands that SSCs were given after the relicensing process. The following changes were agreed:

SSC	Original Risk Band	Updated Risk Band
Financial Skills Partnership	High	Medium
People 1 <sup>st</sup>	Medium	Low
Skills for Care and Development	High	Low
Skills for Logistics	High	Medium

**Sector Skills Councils provided a wide range of employer support during 2010/11. The following tables give a glimpse of some of this work. More detailed and up to date information is available separately from each SSC.**



Property, housing, cleaning services, parking and facilities management  
[www.assetskills.org](http://www.assetskills.org)

Following the successful launch of the UK Academy for Business Services the model has been extended to cover Housing and Property. Asset Skills is currently rolling out the Academy offer in the devolved administrations. Unlike similar National Skills Academy start-ups, the UK Academy is funded by employers and training providers rather than from the public purse. The first report identified the benefits of the Academy referral service to employers with large numbers of tracked placements in addition to well over £1,000,000 of project funding introduced to the sector. The aim for 2011-12 is to increase take up among SMEs and to widen the range of services to employer members.

As an integrated part of the Sector Skills Council, the Academy comprises of the overall offering to employers, reducing confusing over who customers should be working with.



Chemical, nuclear, oil and gas, petroleum and polymer industries  
[www.cogent-ssc.com](http://www.cogent-ssc.com)

Cogent has continued to work with employers to capture and drive genuine business ambition to improve the skills of their workforce through the development of the Gold Standard. It is endorsed by leading companies, Trade Associations and Trade Unions; and recognised by the regulator, HSE. Cogent's Gold Standard defines common, agreed job roles across the science-based industries into four areas of knowledge and skills: Technical Competence, Compliance, Business Improvement, and Functional and Behavioural. These are used to drive up skills from a baseline of occupational competence to occupational expertise, by ensuring the individual acquires the additional all-round knowledge and skills which are the hallmark of the more proficient worker. The Gold Standard is therefore a leading example of an 'industry licence to practise' or 'voluntary self-regulation'. [http://www.cogent-ssc.com/Gold\\_Standard](http://www.cogent-ssc.com/Gold_Standard)

The Cogent Gold Standard has been adopted by the European Union as the standard for the Chemical sector in all 27 countries.



Construction  
[www.cskills.org](http://www.cskills.org)

The National Skills Academy for Construction is a unique employer led academy based on providing employment and skills solutions for its employers that are needed to deliver major construction activity on time, within cost and to the right quality. Thirty-five projects had National Skills Academy for Construction status in 2010, including the construction of the Olympic sites, schools, housing and hospitals.

Across these projects circa 991 employers were engaged, there was leverage of £15.6M of employer investment in skills and a wide range of outcomes were delivered, including 4,056 site visits allowing engagement with Schools, Further and Higher Education students, 583 Apprenticeship starts, the recruitment of 84 Graduates, 350 NVQ levels 2-5 starts, 704 NVQ levels 2-5 completions and 647 work placements.



Craft, cultural heritage, design, literature, music, visual and performing arts  
[www.ccskills.org.uk](http://www.ccskills.org.uk)

The National Skills Academy has now recruited over 200 employer members, who work with our 20 Founder Colleges to develop, improve and recognise the skills of people working in the live music and theatre sectors. This network has enabled employers and educators to work together both sectorally and locally to develop tailored CPD solutions such as skills banks, industry assessor schemes and course finders. These tools have already had a positive impact upon the theatre and live music sectors, and are being developed into a full CPD package which will include diagnostic skills tools, skills passports and master classes.

EU Skills' Workforce Planning Model gives employers a proactive, long term approach to workforce planning. A new configuration has been developed to support the start of Smart Metering. The model enables in-depth planning and generation of high level industry scenarios used to support OfGem, the HSE, and DECC.

EUSR is an independent skills platform providing employers with skills, training and competence in a single industry-wide place. It ensures only safe and skilled individuals work on critical national utility infrastructure, addition to supporting skills development. EUSR currently has 118,000 individuals registered with almost 250,000 active skills records, and is attracting interest outside their footprint due to employer opportunities the platform brings. EU Skills has developed The Recognition of Learning Programme, to improve training and development throughout their footprint with over 80 programmes now Recognised.

The Competence Management System is the first to deal exclusively with competence. It moves from individual competence to corporate competency allowing operators to organise employees effectively and productively by ensuring the site Operation is technically competent.

The Group Training Association, in collaboration with the Microsoft partnership has continued to drive the employer engagement agenda and encourage small companies to invest more in skills:

- 225 apprentices have been employed by 150 companies.
- A 'distance led' programme has also been developed to allow apprentices where their employer location is not within a reasonable commute of an approved training delivery location to benefit from an apprenticeship.
- Potential demand for new apprenticeships in Software and Web Development and Technical Sales has been identified and these are currently are in the process of being tested through a pilot programme.



Financial Services, finance and accounting sectors  
[www.financialskillspartnership.co.uk](http://www.financialskillspartnership.co.uk)

The on-line careers guide *Directions* continues to be a success with over 21,000 unique visitors in the last quarter and over 3,000 downloads of resources. FSP are currently seeking to develop an on-line portal, linked to the *Directions* website to streamline the administration of work experience for firms.



Passenger transport  
[www.goskills.org](http://www.goskills.org)

Taxi and Private Hire: At the request of the industry, GoSkills are exploring the options to develop a national register of Taxi and Private Hire drivers.

Aviation: *GoSkills* is part of a Special Interest Group (SIG) along with the Civil Aviation Authority (CAA) and aviation employers to progress and align the CAP (Civil Aviation Publication) 700 - Operational Safety

Competences with the National Occupational Standard for Aviation Operations on the Ground.



# Improve

Food and drink manufacturing and processing  
[www.improveltd.co.uk](http://www.improveltd.co.uk)

Improve's National Occupational Standards (NOS), are developed in close consultation with employers. Swizzels Matlow is one of the UK's most successful confectionery companies. Behind the scenes, where household names such as LoveHearts, Drumsticks and Refreshers are made, a quiet revolution has been taking place.

The company has undergone a fundamental shift, away from the 'sitting with Nellie' approach, to a formal company-wide training strategy. At the heart of this revolution are NOS.

After 12 months' employment, all employees undertake a Level 2 NVQ. NVQs are based on NOS.

The in-house training programme extensively uses NOS. 20 production operatives are released from their jobs to provide professional training. They are also responsible for developing training manuals for each machine and production line. Manuals are cross-referenced directly against NOS. The shift from an informal to a more formal approach to training has had a significant impact on staff motivation, retention and productivity.



THE INSTITUTE OF THE MOTOR INDUSTRY

The retail motor industry  
[www.motor.org.uk](http://www.motor.org.uk)

In the automotive sector, the poor standard of car servicing and repairs left it facing a 'Super Complaint' to the Office of Fair Trading (OFT). In response, the industry, working with the IMI, developed a new consumer code of practice and skills accreditation scheme for technicians covering a range of activities (ATA). Accreditation brought about a step change in the sector's attitudes to maintaining skills, providing the bridge from historically acquired skills to demonstrating current competence, ethically applied. During 2010/11 the IMI has built on this work by developing a Professional Register, which will reinforce the need for continuous professional development (CPD) as the key to maintaining professional standards, and has improving consumer confidence as one of its main aims.



Environmental and land-based industries  
[www.lantra.co.uk](http://www.lantra.co.uk)

Lantra has managed the delivery of 6 Rural Development Programmes across England, stimulating proposals from providers and consultants to address the specific needs of the sector. 13,750 individuals benefited from this programme in the 12 months to March 2011. Learning focussed on higher level technical skills, management skills and knowledge transfer aimed at improving business processes and competitiveness. Industry backed this programme providing between 20% and 60% of the cost. The impact was a better skilled, more flexible workforce; managers better at risk management; an increased level of technical skills; reduced reliance on consultants; reduced costs and increased profitability.



Hospitality, leisure, travel and tourism  
[www.people1st.co.uk](http://www.people1st.co.uk)

Last year People 1st launched a campaign, 'WorldHost', to train 200,000 hospitality and tourism staff ahead of London 2012. Used at the Vancouver Winter Olympics, WorldHost is to raise the standard and delivery of customer service training in the UK and has backing from the Institute of Directors and leading businesses including McDonald's, Bespoke Hotels, G4S and Flybe. Major venues and events including the London Eye, Warwick Castle, Twickenham Stadium, Epsom Downs Racecourse, Ricoh Arena, Royal Ascot and the British Open will all use WorldHost.

People 1st has over 120 WorldHost licensed trainers with the aim for this to exceed 400 by March 2012. In July, People 1st was awarded the Inspire mark by LOCOG in recognition of the programme's objective in supporting the legacy themes of the Games. WorldHost training will be offered to tens of thousands of employees and contractors' staff working at the Olympic and Paralympic venues.

Proskills completed its 3 year “Compact” with the SFA. Initially agreed with the LSC this activity led to over 1600 companies signing skills pledges and contacts established with 12,865 companies (contracted in the last 12 months) engaged through the programme, and nearly 29,000 additional full level 2 and 3 qualifications (8,000 at level 3). In addition 6000 Apprentices were started and over 900 managers were trained in 675 companies of which 75% employed below 50 people. Other indirect benefits included £101M of bottom line benefits identified in 234 companies who worked on lean manufacturing training with Proskills and our partners. In parts of the sector this saw a doubling of formal qualifications and overall an estimated 40% increase in learning activity across the sector.



Continue to deliver ‘Compact’ agreement between Employers and Government.

- 20,000 employers contacted and completed 2,352 training plans
- 86% of training plans with SME companies
- Information, advice and guidance (IAG) been provided to 12,964 employers (10% Semta footprint)
- 18% of employers provided with information, requested employer visit
- Training identified for 76,015 learners

500 employers and up skilling programmes with over 150 employers engaged in Northern Ireland. Joint initiatives include Women & Work and Talent Retention System.

Programme helping companies on “journey to excellence” written into the Manufacturing Strategy for Wales. Focusing on High Performance Companies, using Market Excellence, Knowledge Management and Corporate Ethics criteria to deliver action plans linked to the company objectives. 12 companies tested and resulted in Welsh Government funding further work for an additional 12 companies and 24 Directors and Managers being developed.

Accelerated Modern Apprenticeship (AMA) funded by Scottish Enterprise, Skills Development Scotland, Scottish Funding Council, with Semta partnering with employers and Training Providers. The model is being piloted with the marine sector. Babcock Engineering Services and BAE Systems have six candidates each on the programme. The first candidate completed the AMA in fabrication and welding at Babcock. All candidates will complete their AMAs by October 2011.

## Skills for Care & Development

Early years, children and young people's services, and social work and social care for adults and children  
[www.skillsforcareanddevelopment.org.uk](http://www.skillsforcareanddevelopment.org.uk)

In 2010/11 Skills for Care and Development exceeded their annual targets for engagement with employers, with over 300 employer events being held across the UK. These employer events supported a wide range of achievements for example there were 33,660 starts on the joint Health and Social care framework during a 9 months period, almost double the volume of starts in the previous 12 months; 88% of employers questioned are satisfied or highly satisfied with Sfc&D as their SSC and there were over 30'000 hits on the caring careers website for those who wish to consider a career in care.



Community safety, courts, tribunals and prosecution, custodial care, fire and rescue, forensic science, law enforcement, offender management and support, policing, victim, survivor and witness support, youth justice and the children's workforce. Legal services joined the footprint in 2010/2011 [www.skillsforjustice.com](http://www.skillsforjustice.com)

Fee paying memberships over 83% demonstrates employers' value to their service. Integrated the legal services sector and developing skills solutions in support of new legislative changes affecting this workforce.

Policing Professional Framework (PPF), an online system for measuring the competency of Police Officers and staff, which has halved time spent on evidence recording and assessment. The framework ensures all roles operate to common minimum standards whilst providing the flexibility to accommodate additional local requirements. The Association of Chief Police Officers endorsed the tool which is in use in England, Wales and Northern Ireland. The Home Secretary recognised the PPF as a major contributor to reducing bureaucracy and is cited to have a key role in facilitating police reform.

Developed a model to bring together NOS and ISO, enabling organisations to operate total quality management systems for people and processes simultaneously. The forensic science regulator endorsed this model which all forensic science providers now use to ensure national consistency and competence.



The health sector across the UK  
[www.skillsforhealth.org.uk](http://www.skillsforhealth.org.uk)

Skills for Health have engaged with employers across a wide spectrum of activity including:

- Working with over 500 organisations through our e-learning programmes which were used by over 100,000 individuals in 2010/11
- Enabling over 150 organisations to better utilise their workforce through our Doctors Rostering System which has helped reduce Band 3 payments by £1.6 million (in individual hospitals compared to 8 years ago)
- Our 2010/11 regional road shows engaged with over 800 employers at a series of one-day events across the UK
- Our website had over 250,000 “hits” with over 14,000 registered users
- SFH has worked with the Department of Health (England) to support the development of over 9000 new apprentice starts in 2010/11. Completion rates for health have also improved across the health sector from 60% in 2007/08 to 87% in 2009/10 compared with the average of 73.8% across all frameworks.



Freight logistics industry and Wholesale  
[www.skillsforlogistics.org](http://www.skillsforlogistics.org)

Smiths News, the UK’s leading newspaper and magazine wholesaler, worked with SfL to introduce an apprenticeship programme to identify and develop individuals with the potential to become front line supervisors. Their chosen scheme was the Level 2 in Warehousing & Storage. The initial cohort of 13 apprentices started the programme with an induction day, followed by 7-week placements in each of the key departments within the business.

Of the original 13 apprentices, 11 are still with the company and 8 are already employed in supervisory roles. One of the apprentices has recently been seconded to the role of ‘Deputy Day Pack Manager’ at the age of 17.

The scheme has been so successful that a second cohort of apprentices is already part way through their first placements. Smiths extended the scheme to a further four locations. Also, plans are well underway to recruit external apprentices into eight Smiths News sites.



Active Leisure, Learning and Well-Being  
[www.skillsactive.com](http://www.skillsactive.com)

SkillsActive has reaffirmed its position as a National Partner to Sport England, having agreed a new set of Key Performance Indicators that will see a focused programme of delivery. SkillsActive will work with National Governing Bodies of sport on specific programmes of work to positively affect their 'grow' and 'sustain' targets (in terms of sports participation).

skillsmart retail®

Retail  
[www.skillsmartretail.com](http://www.skillsmartretail.com)

Skillsmart Retail developed a Retail Skills 'pilot' programme for Ryman Ltd which launched in January 2010 in 13 of the company's stores supported by two of the National Skills Academy for Retail Skills Shops. The programme was mapped to Ryman's internal training programme and as a result 30 staff who took part in the pilot achieved a qualification. Ryman launched Level 2 and 3 Retail Apprenticeships in September 2010 across its Greater London stores. Over 80 sales assistants, supervisors and managers are undertaking Apprenticeships in London. In January 2011 the Apprenticeship programme was extended to its West Midlands stores where some 45 staff and managers are enhancing their skills and knowledge. Ryman believe the programmes have benefits for individuals and contributed to improved service standards, levels of motivation and productivity. Ryman are now recruiting new Apprentices for the first time and are considering other programmes, including Foundation Degrees.

Skillset (agreed by Film Skills Council and UKFC board) prioritised its skills investment to areas which in economic impact would result. Those priority areas included training for new technologies and creating demand-led supply of quality entrants in priority areas. Skillset's VFX new entrants project helped address both.

Consultation with the facilities houses highlighted that insufficient quantity or quality of VFX graduates from the UK will result in recruitment of entrants from overseas.

Following the Next Gen report, Skillset worked with Alex Hope and Ian Livingstone to progress recommendations from their review. One of Skillset's roles has been to broker conversations between HE and industry. Skillset held 10 round table consultation events, meeting 73 professionals from over 20 companies, using their input to develop a VFX course handbook, which lists key skills that industry needs for different entry level jobs. HE can now design vocational courses which deliver industry-ready graduates.

Adult Electrical project undertaken in London over the last two years, supported by the LDA has helped to up-skill individuals who had previously undertaken the knowledge based electro-technical qualification to a Level 3 NVQ. Candidates were able to complete the competence based electro-technical NVQ through work experience placements. The project has helped over 180 candidates with their employability skills and over 50 candidates have progressed into employment. This project has highlighted the need for a more structured approach to work experience in the sector.

# Women & Work Sector Pathways Initiative (England only)

SSCs have led on the Women and Work Sector Pathways Initiative which aimed to test new recruitment and career pathways for women in sectors, sub-sectors or occupations where they are under-represented and where there are skills shortages. Due to the planned changes to funding streams from 01 April 2011 onwards, the Women and Work Sector Pathways Initiative is no longer a separate funding stream since April 2011 but some projects continue through Employer Investment funding to support them in becoming sustainable without grand aid.

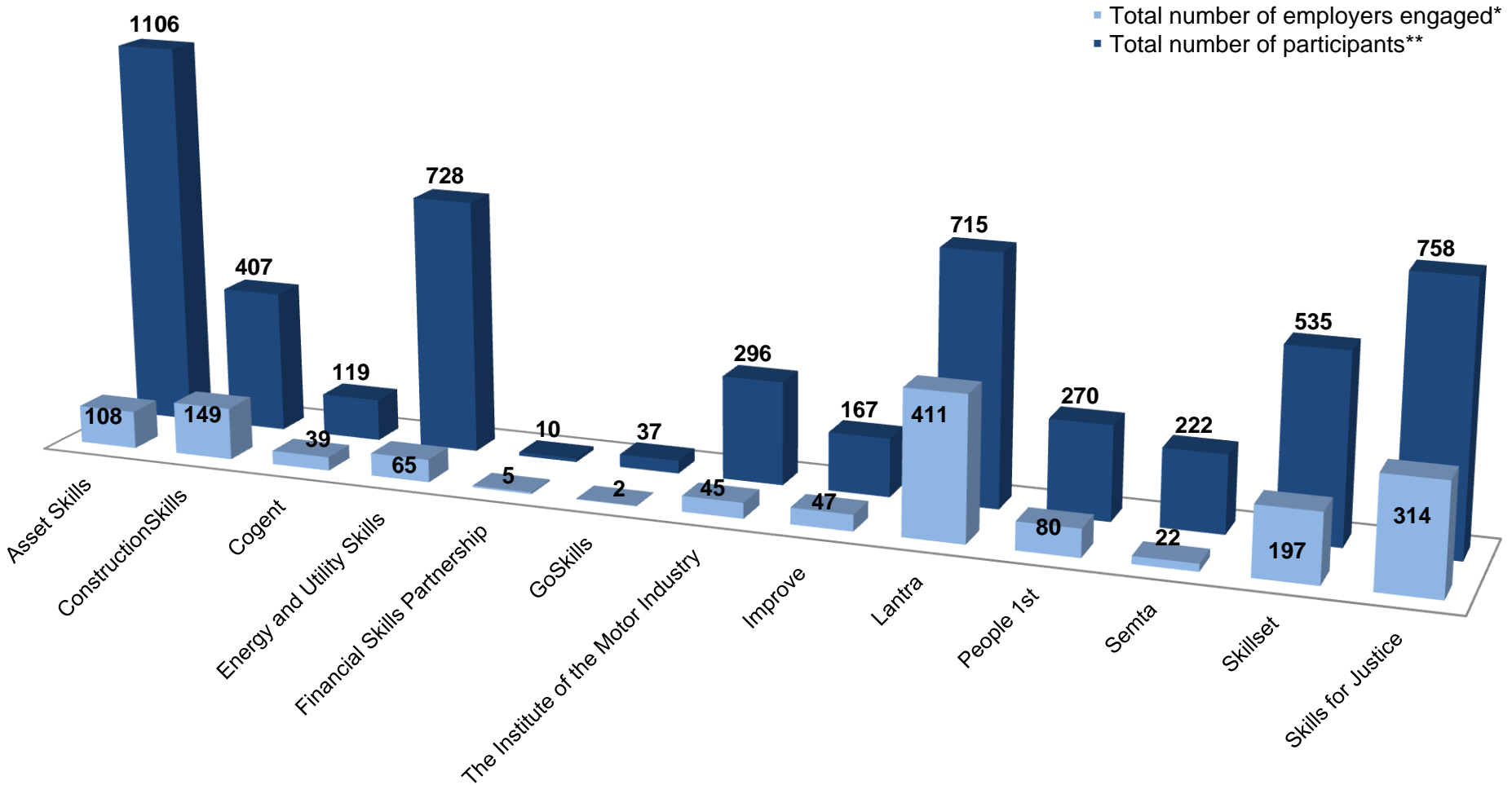
Phase 4 of the programme was the most successful phase of the programme, resulting in over 1,607 employers engaging with SSCs and 5,367 women completing an individual training plan which has led to:

- Increased entry and retention levels of women in a sector;
- Increased career progression opportunities for women;
- Increased short-term and long-term earning potential for women;
- The engagement of employers in overcoming barriers faced by women in the labour market;
- An enabled and encouraged long-term culture change.

Over the four phases a total of 5,000 employers have engaged in the programme and over 22,000 women have been up-skilled through training programmes.



# Women & Work number of employers & participants 2010/2011



\*The number of employers engaged can vary due to the size of the W&W contract each SSC has with the UK Commission.

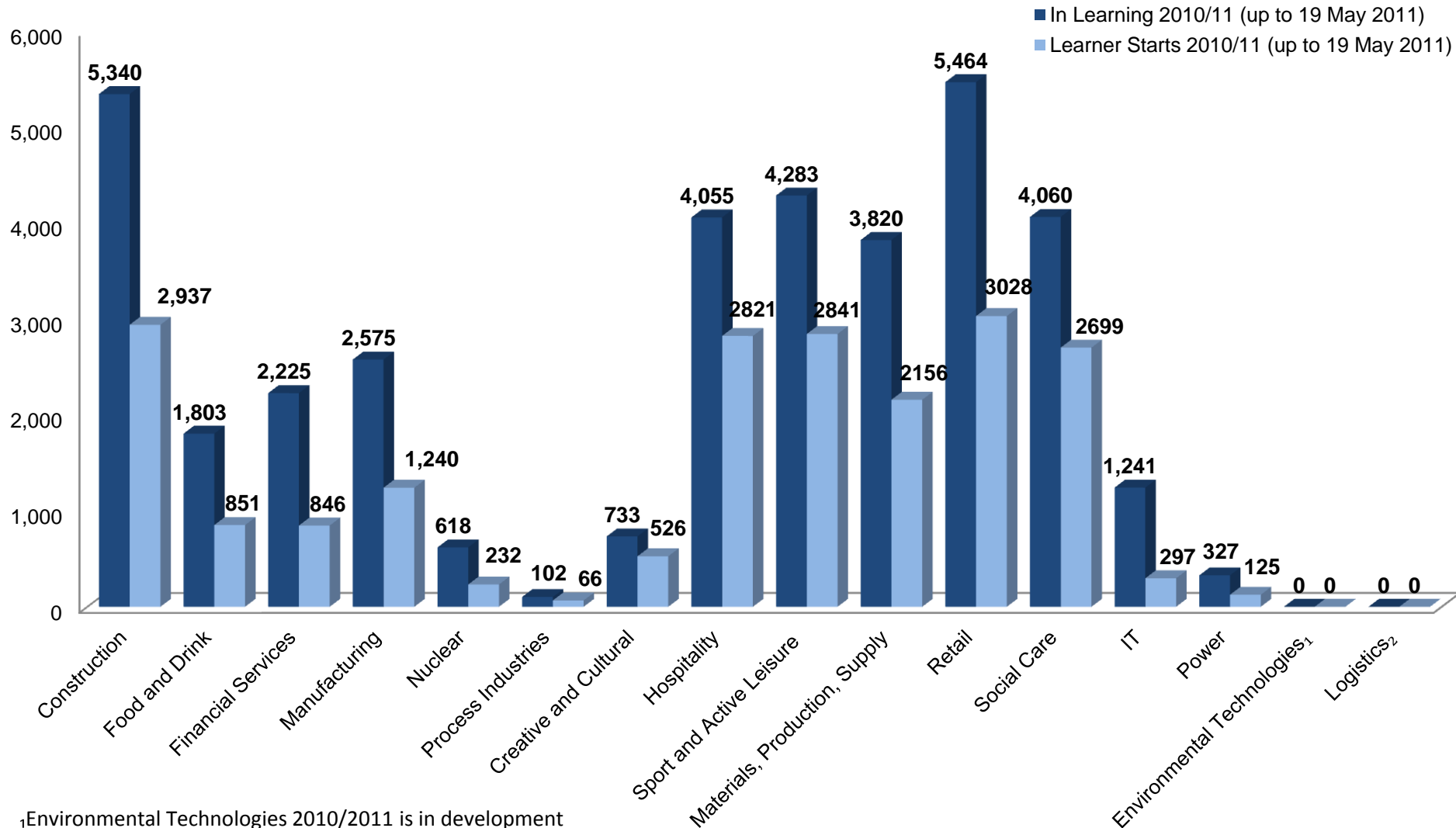
\*\* The number of participants engaged can vary due to the size of the W&W contract each SSC has with the UK Commission and also some participants are engaged in more tailored and hence higher cost, higher level training.

# National Skills Academies (England only)

National Skills Academy	SSC	In Learning 2010/11 (up to 19 May 2011)	Learner Starts 2010/11 (up to 19 May 2011)	Is the NSA wholly owned by the SSC
Construction	ConstructionSkills	5,340	2,937	Yes
Food and Drink	Improve	1,803	851	Yes
Financial Services	Financial Skills Partnership	2,225	846	No
Manufacturing	Semta	2,575	1,240	Yes
Nuclear	Cogent	618	232	Yes
Process Industries	Cogent	102	66	Yes
Creative and Cultural	Creative and Cultural	733	526	No
Hospitality	People1st	4,055	2,821	Yes
Sport and Active Leisure	SkillsActive	4,283	2,841	Yes
Materials, Production, Supply	Proskills	3,820	2,156	Yes
Retail	Skillsmart Retail	5,464	3,028	Yes
Social Care	Skills for Care and Development	4,060	2,699	Yes
IT	e-skills UK	1,241	297	Yes
Power	Energy and Utility Skills	327	125	Yes
Environmental Technologies	SummitSkills	In development	0	Yes
Logistics	Skills for Logistics	In development	0	Yes
	<b>Total</b>	<b>38,393</b>	<b>21,254</b>	

This data only records the proportion of National Skills Academy learners that undertake and receive funding for publicly funded courses at levels 2 and 3. There are significant numbers of learners undertaking full cost, degree and other learning through National Skills academies that are not recorded in this data.

# National Skills Academy In learning and learner starts 2010/2011

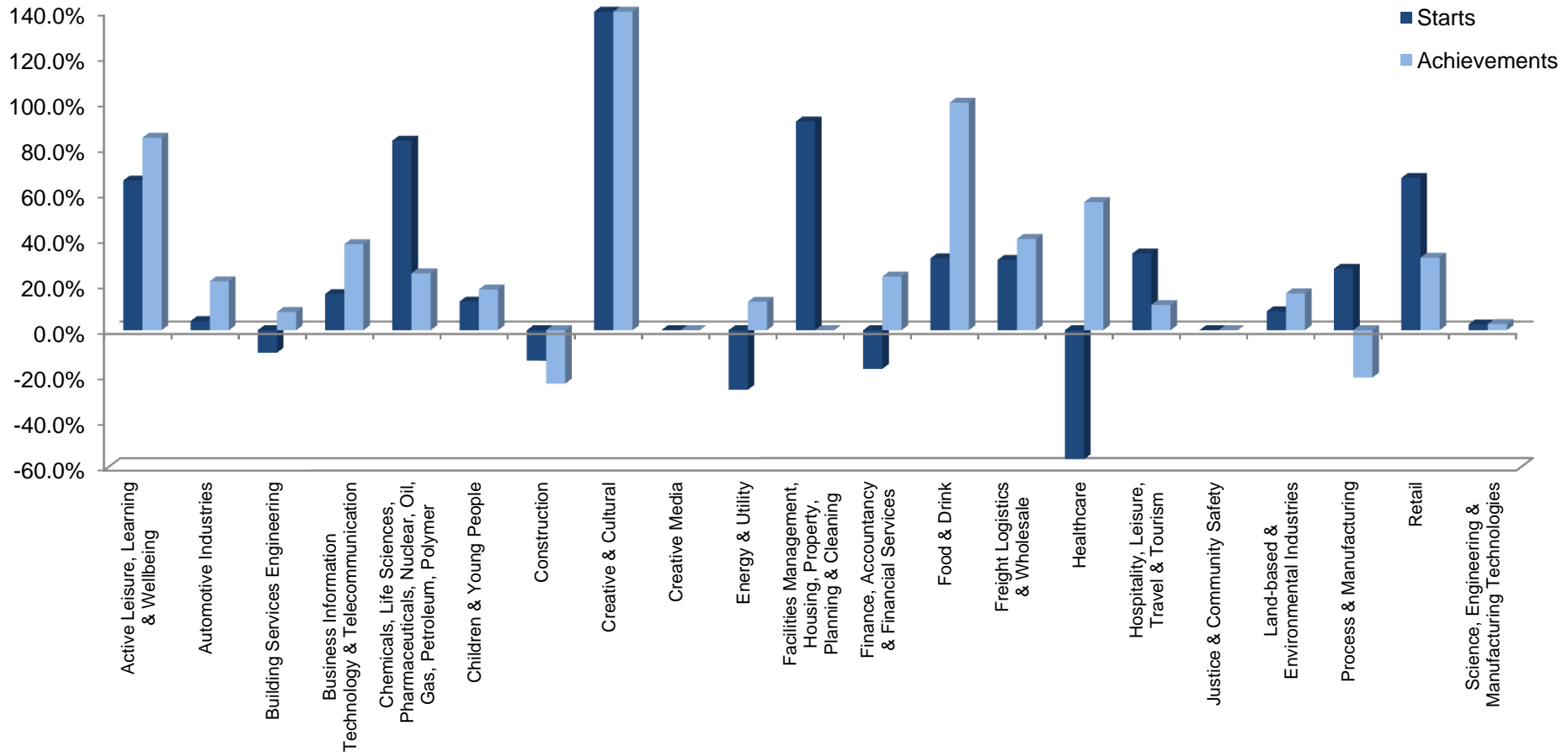


<sub>1</sub>Environmental Technologies 2010/2011 is in development

<sub>2</sub>Logistics In Learning 2010/2011 is in development

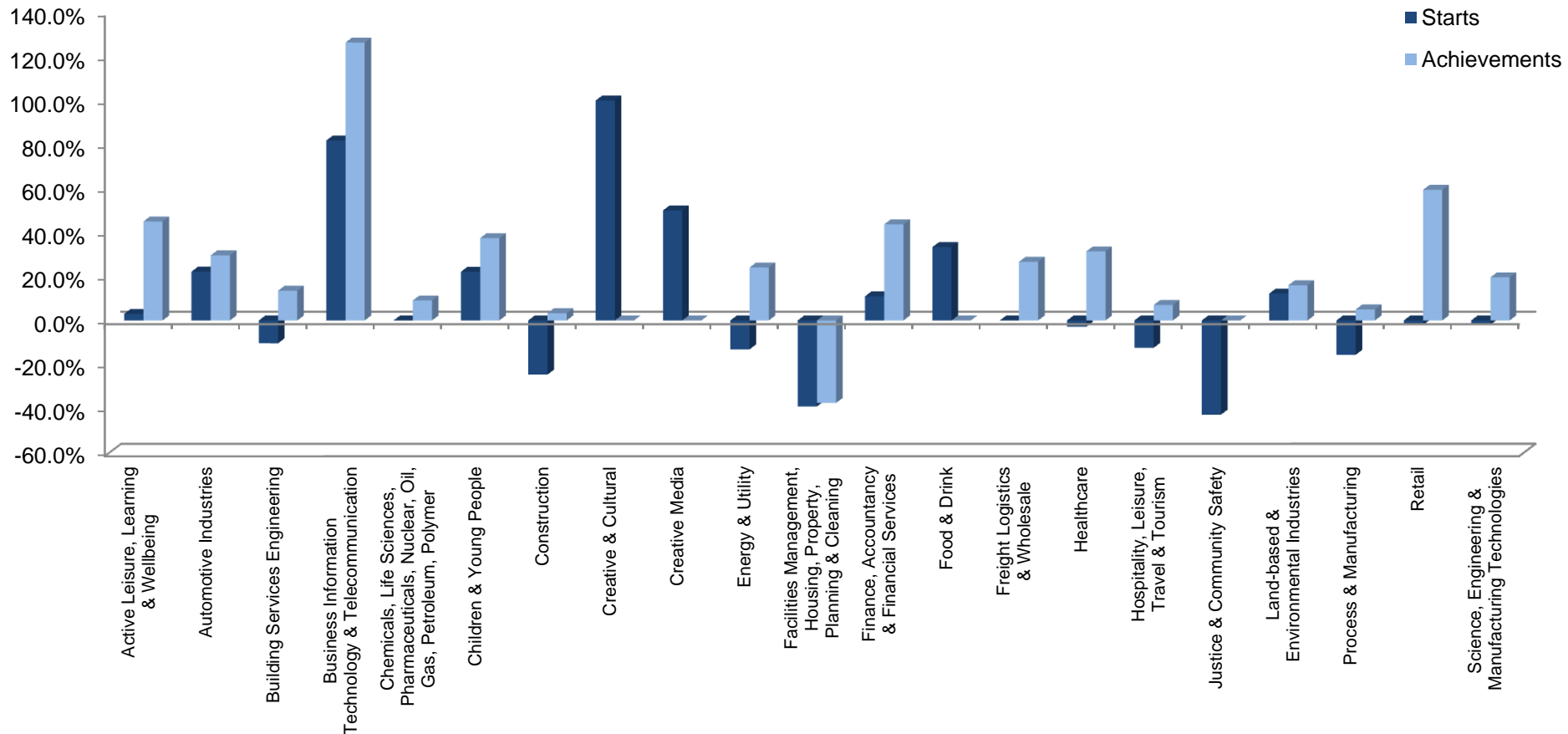
# Apprenticeship level 2 starts and achievements in England by sector

The graph shows the percentage change of Level 2 Apprenticeships from 2008/09 – 2009/10



# Apprenticeship level 3+ starts and achievements in England by sector

The graph shows the percentage change of Level 3+ Apprenticeships from 2008/09 – 2009/10



The rate of apprenticeship starts and achievements is dependent on many factors beyond the control or responsibility of SSCs so the figures are provided as an illustration only, not as a commentary on SSC performance.

2009/10 was the latest available full-year data at the time of publication. The data is taken from the Local Authority reports on the data service website report entitled: Enrolments, Starts and Achievements by sector and home postcode 2009/10.

# Public funding to the SSCs from the UK Commission for Employment and Skills

Sector Skills Council	Number of SSC staff as at 31/03/2011	Strategic core funding received from UKCES 2010/2011 £000	Total funding received from UKCES 2010/2011 £000
Asset Skills	47	£1,728	£2,852
Cogent	33	£1,693	£2,116
ConstructionSkills <sup>1</sup>	See below	£1,843	£2,393
Creative and Cultural Skills	21	£1,757	£2,032
Energy and Utility Skills	67	£1,688	£2,588
e-skills UK	50	£2,282	£2,468
Financial Skills Partnership	17	£1,635	£1,868
GoSkills	24	£1,656	£1,981
Improve Ltd	29	£1,718	£2,094
Institute of the Motor Industry	53	£1,704	£2,005
Lantra	119	£1,786	£2,762
Lifelong Learning UK	92	£1,522	£1,686
People <sup>1st</sup>	53	£1,891	£2,414
Proskills	45	£1,699	£2,101
Semta	160	£1,727	£2,421
SkillsActive	105	£1,773	£2,069
Skills for Care and Development <sup>2</sup>	12	£1,684	£1,845
Skills for Health <sup>3</sup>	238	£1,751	£1,983
Skills for Justice	60	£1,633	£2,869
Skills for Logistics	36	£1,822	£2,058
Skillset <sup>4</sup>	82	£2,078	£3,672
Skillsmart Retail	32	£1,788	£2,055
SummitSkills	37	£1,739	£1,895
<b>Total</b>		<b>£40,597</b>	<b>£52,226</b>

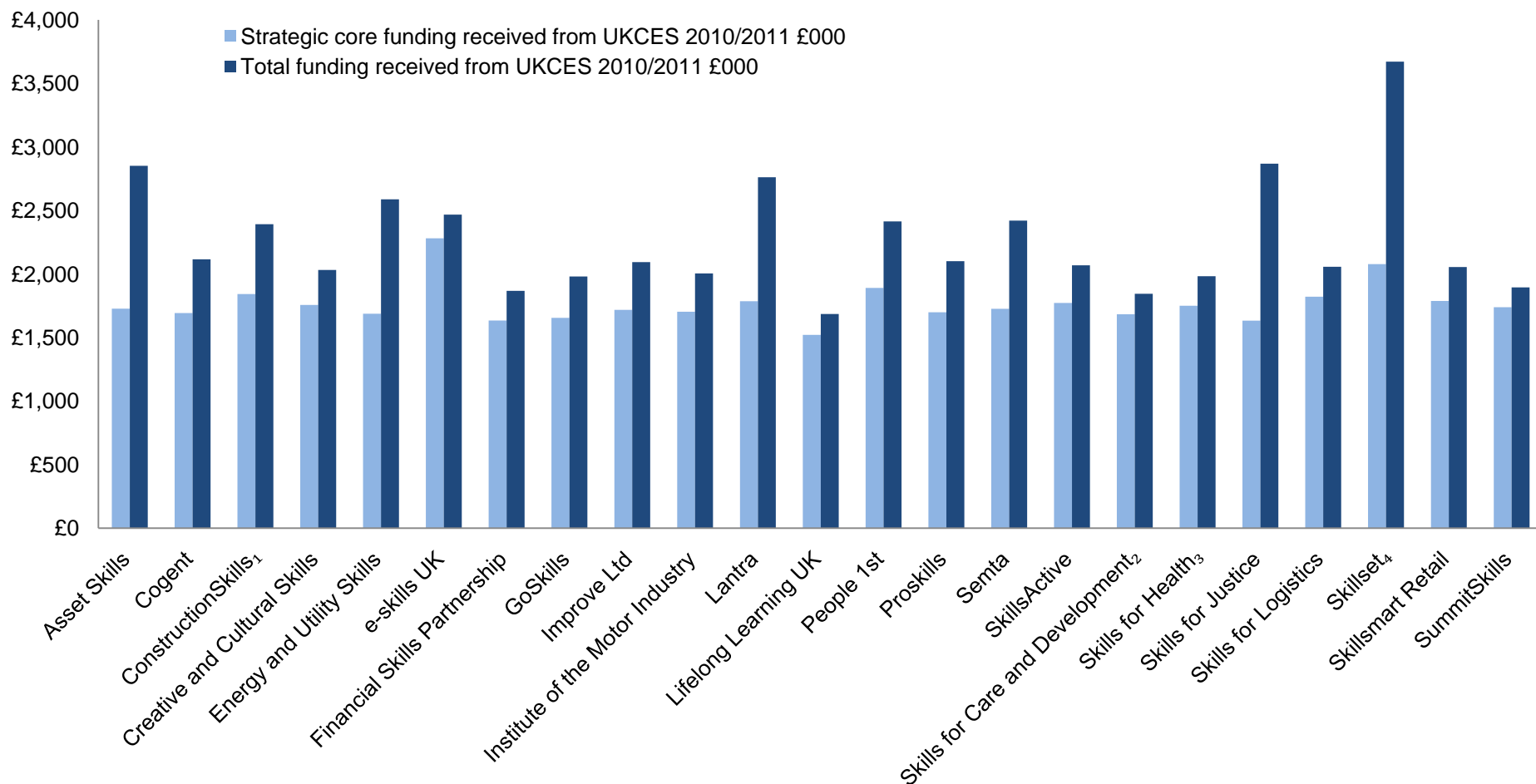
<sup>[1]</sup> ConstructionSkills is a partnership between CITB-ConstructionSkills, CITB-ConstructionSkills Northern Ireland and the Construction Industry Council. The remit of the three organisations is wider than that of an SSC and therefore the SSC funding is just a contribution towards the overall costs of supporting the sector.

<sup>[2]</sup> Skills for Care and Development is a partnership of six organisations.

<sup>[3]</sup> Skills for Health had extensive projects funded by the Department of Health.

<sup>[4]</sup> Skillset funding included £800K for Network wide IAG project

# Public Funding to SSCs from the UK Commission for Employment and Skills



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We are a social partnership, led by Commissioners from large and small employers, trade unions and the voluntary sector. Our mission is to raise skill levels to help drive enterprise, create more and better jobs and economic growth.

To find out more about the UK Commission for Employment and Skills, please visit [www.ukces.org.uk](http://www.ukces.org.uk)

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