



# How can the Lowestoft Place Board address the **workforce and population challenges** of Lowestoft

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# Possible Focuses for Town Investment Plans

## Potential Workforce & Population Challenges:

Faltering Social Mobility



Fewer People going on to and returning from higher education



Need for the local workforce to retrain to access jobs



An ageing population without the skills necessary to attract new firms



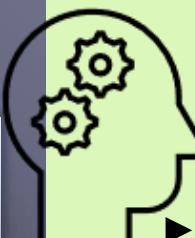
## Suggested Approaches:



► Collaboration between businesses (large and small) and education providers is important to deliver a more highly skilled workforce.



► Important to ensure everyone has access to high quality education and skills provision in order to reach their potential. Places should also consider how they might provide additional support to young people to help them access traineeships or apprenticeships so that they can access and progress in work, especially for those young people at risk of leaving schools and being NEET (not in education or employment or training).



► Town Investment Plans should use evidence (including that from the New Anglia Skills Advisory Panel) to identify challenges that local people face and coordinate strategies for how people can be supported locally to meet labour market needs in a way that complements existing skills initiatives and funding streams.

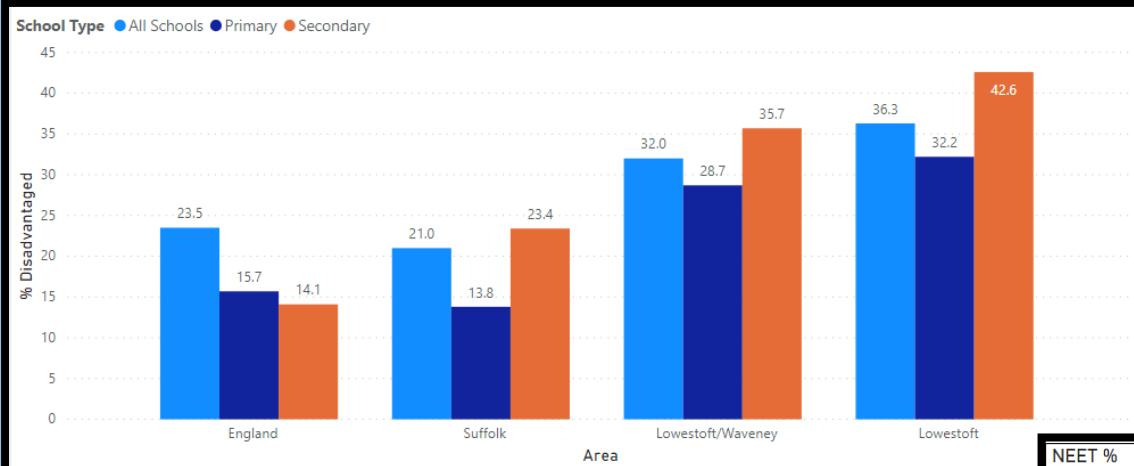
► Getting local people qualified to level 3, and build skills around English, maths and digital will help people to access and progress in work.

# Place Board Objectives

Following a SWOT analysis of current strategies and local engagement the following objectives were agreed by the Place Board and have been used to assess individual project proposals to date

- Increase the resilience of the town to mitigate and adapt to the current and future impact of climate change
  - To provide facilities, employment land and premises to capitalise on the continued investment in the offshore renewable's, engineering, maritime and science sectors
  - To transform the retail core of the town centre and seafront to increase footfall to grow the economy and provide social space for the community and visitors
  - Deliver quality, sustainable, and mixed tenure range of housing stock, future proofing housing demand
  - To Invest in infrastructure to meet requirements, that attracts private sector investment whilst retaining and growing businesses
- To secure long-term, higher skilled jobs that raise aspiration and increase opportunities**
- To provide a town which retains and attracts younger people to work and live**
- To capitalise on the town's heritage and cultural assets, enhancing the offer for the future, driving economic growth and to enable community cohesion
  - To improve digital infrastructure for current and future generations
  - To encourage active and sustainable methods of transport that improve connectivity, reduce journey times, increase footfall, increase physical activity, and attract investment
  - Secure long-term sustainable delivery of an events and cultural programme which act as a catalyst for investment

# Additional Insights

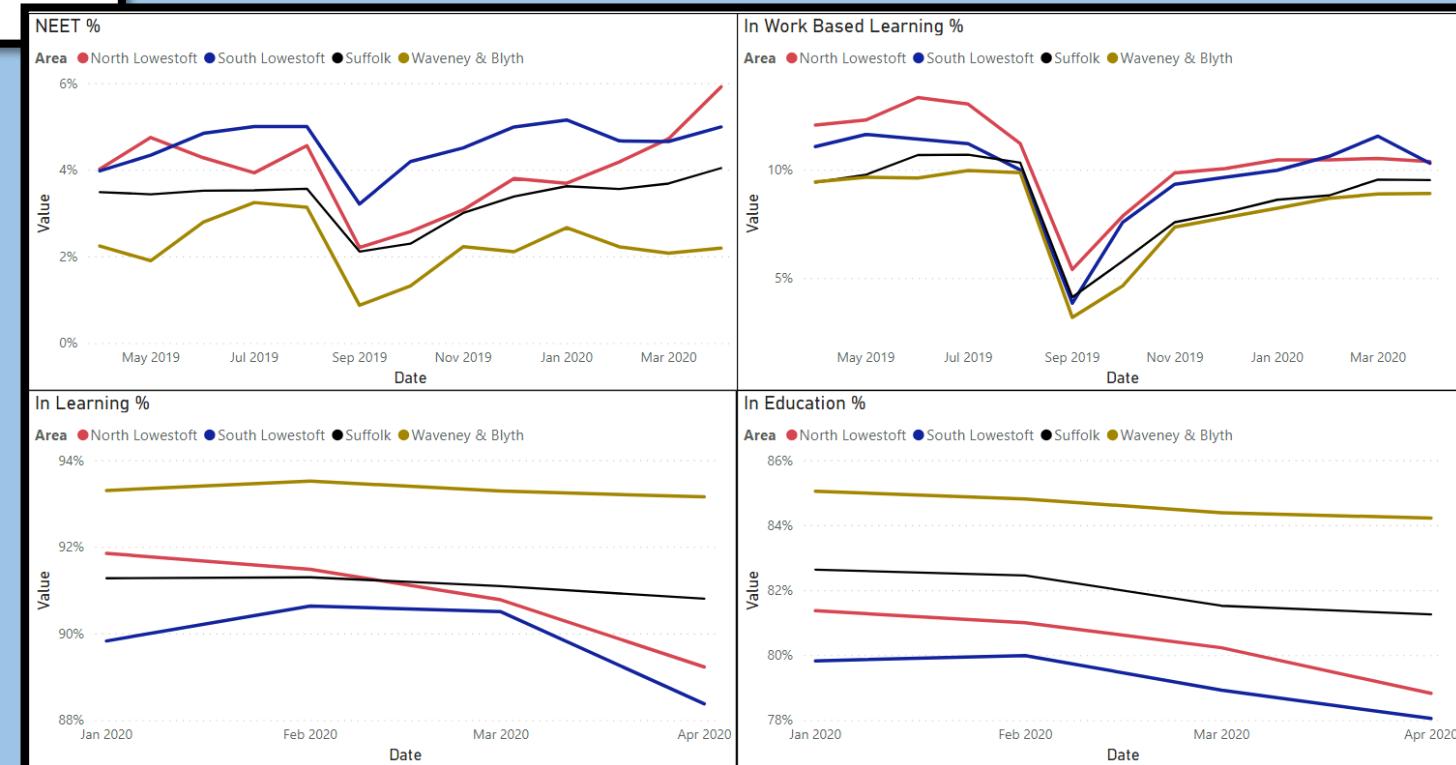


## NEET

- North and South Lowestoft has a higher proportion of young people classified as NEET compared to the county average.
- Since September 2019, North Lowestoft has seen the biggest increase in young people being classified as NEET, rising to almost 6% in April 2020.
- North Lowestoft and South Lowestoft has a higher number of young people in work based learning, and a lower number of younger people in Education.

## Disadvantage

Lowestoft has a significantly higher number of pupils classified as disadvantaged in comparison to the national, county and district average.



# Educational Attainment

All

## Early Years (aged 3-5)

75% of pupils attaining good level of development – higher than national and county averages

## Key Stage 1

% of pupils at expected levels for reading and writing below national and county averages

## Key Stage 2

% of pupils at working at expected standards of reading, writing and maths below national average and on par with County. Progress scores also below national averages

## Key Stage 4

Over the last 3 years, pupils in Lowestoft on average have lower attainment at KS4 as those with similar prior attainment nationally and in Suffolk.

Disadvantaged

Across KS1 both disadvantaged pupils and SEN pupils are performing well in comparison to disadvantaged counterparts both nationally and Suffolk

Disadvantaged pupils in Lowestoft are performing well

The % of disadvantaged pupils achieving grades 4-9 in English and Maths below county and national average. SEN pupils on average perform worse than SEN counterparts nationally and in Suffolk

SEN

## Post 16

Lowestoft campuses has 233 Free College meals in 19/20

Lowestoft Campuses 567 students accessing a form of bursary

A Level performance is above average 0.36 with 95% completing their programme

% of people that live in the local area who are in managerial and professional occupations 19%

% of jobs that are paid less than the applicable Living Wage Foundation living wage 34%

Average weekly wages in Waveney are £477 (compared to £499 for Suffolk and £552 for Suffolk Coastal)

# TUNDRA (HE Participation)

**TUNDRA** (tracking underrepresentation by area) is an area-based measure that uses tracking of 16 year olds at state-funded mainstream school pupils in England to calculate young participation in higher education aged 18 or 19 years.

**Quintile one shows the lowest rate** of participation. **Quintile five shows the highest rate** of participation.

TUNDRA experimental statistics reveal Waveney has the second lowest TUNDRA Participation rate in Suffolk.

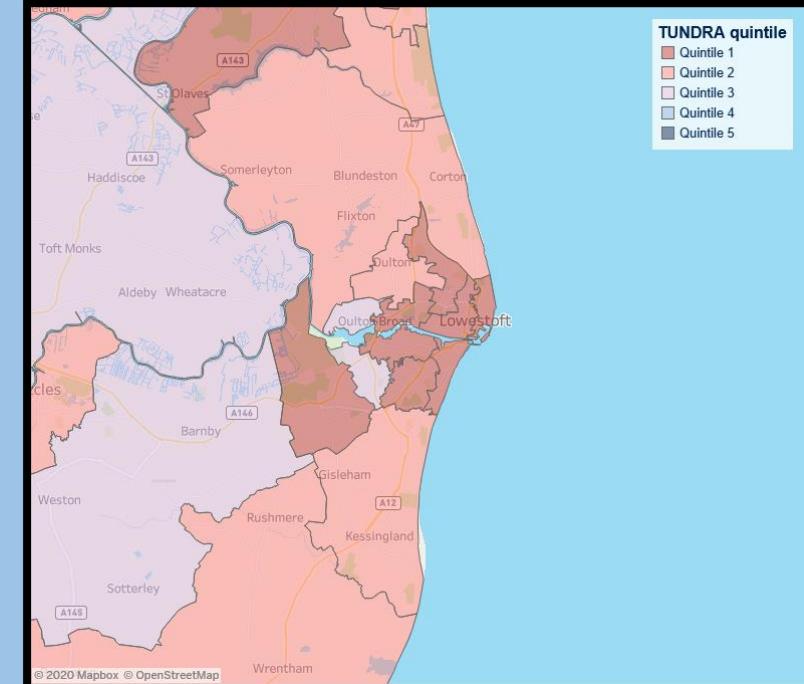
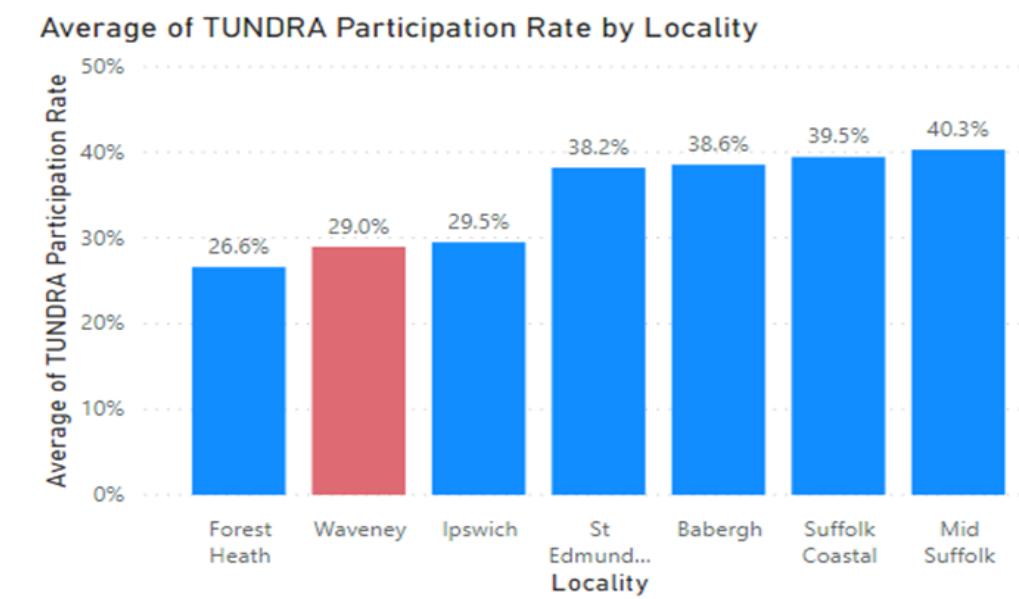


Table shows Tundra outputs at ward and MSOA level.

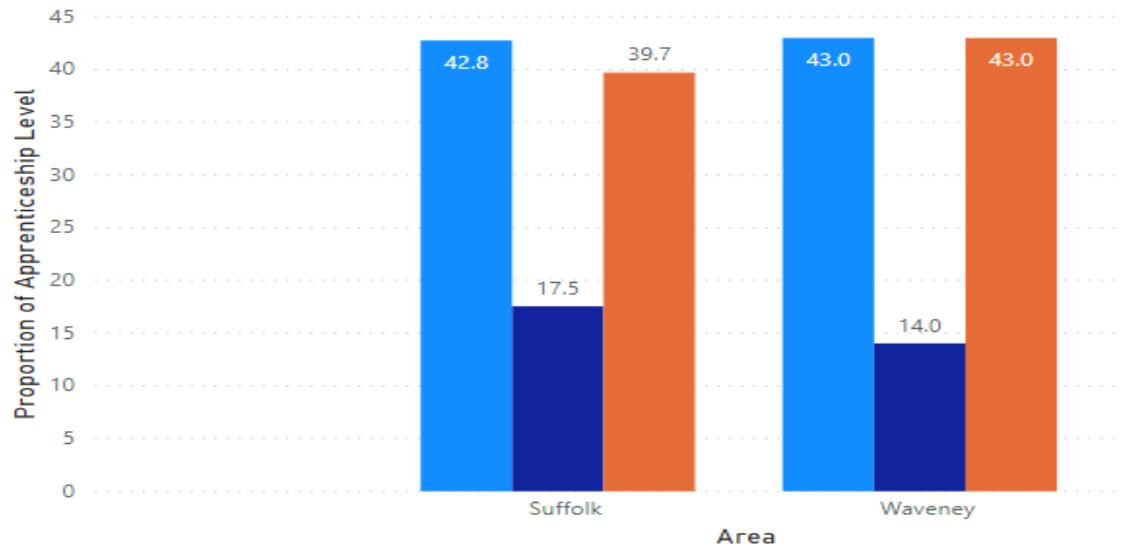
MSOA	Ward	Locality	Total Population	TUNDRA Participation Rate	TUNDRA Quintile
E02006303	St Margaret's	Waveney	560	20.5%	1
E02006309	Pakefield	Waveney	405	20.7%	1
E02006305	Harbour	Waveney	560	20.8%	1
E02006308	Kirkley	Waveney	380	24.1%	1
E02006306	Whitton	Waveney	385	25.5%	1
E02006310	Carlton Colville	Waveney	485	27.1%	1
E02006304	Oulton Broad	Waveney	365	29.0%	2
E02006316	Halesworth	Waveney	330	29.0%	2
E02006313	Kessingland	Waveney	530	29.9%	2
E02006311	Beccles North	Waveney	380	30.7%	2
E02006314	Bungay	Waveney	430	32.3%	2
E02006302	Gunton and Corton	Waveney	345	34.1%	2
E02006315	Southwold and Reydon	Waveney	225	35.7%	2
E02006307	Carlton	Waveney	380	37.6%	3
E02006312	Worlingham	Waveney	470	37.6%	3



# Apprenticeships

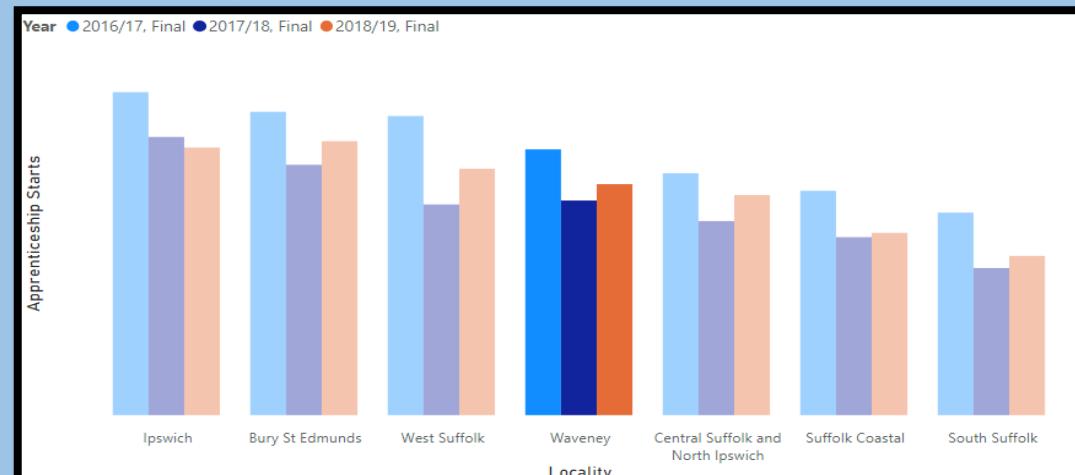
Proportion of Apprenticeship Level by Area and Level

Level ● Advanced Apprenticeship ● Higher Apprenticeship ● Intermediate Apprenticeship



Apprenticeship Starts by Parliamentary Constituency (2016-2019)

Year ● 2016/17, Final ● 2017/18, Final ● 2018/19, Final



Apprenticeship starts data at Parliamentary Constituency geography level show the number of apprenticeships taken up in Waveney in comparison to the rest of Suffolk. In 2018/2019, Waveney represented roughly 14.6% of all apprenticeship starts in Suffolk.

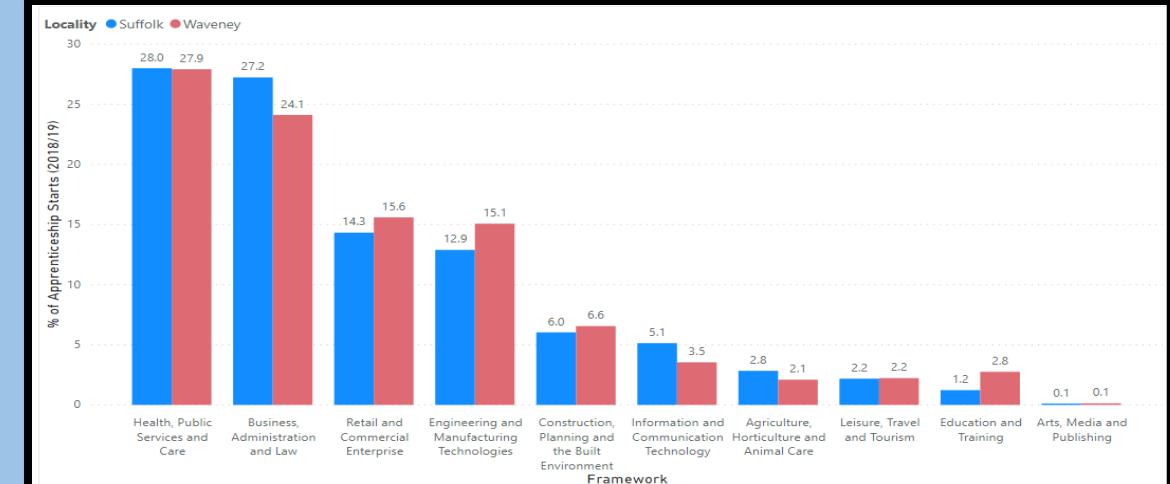
When looking at apprenticeship starts by framework, **Waveney has a higher proportion** of apprenticeships in:

- Retail and commercial enterprise
- Engineering and manufacturing
- Construction, Planning and the build environment
- Education and Training

**Waveney has a lower proportion** of apprenticeships in:

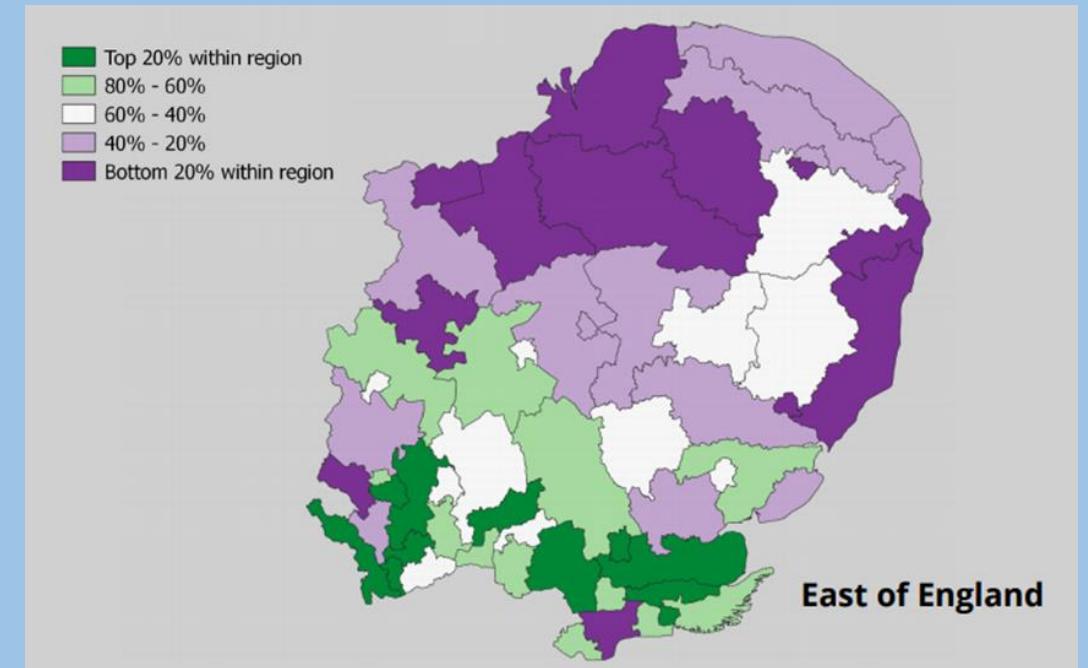
- Business, Administration and Law
- Information and Communication Technology
- Agriculture, Horticulture and Animal Care

Apprenticeship Starts by Framework (Tier 1)



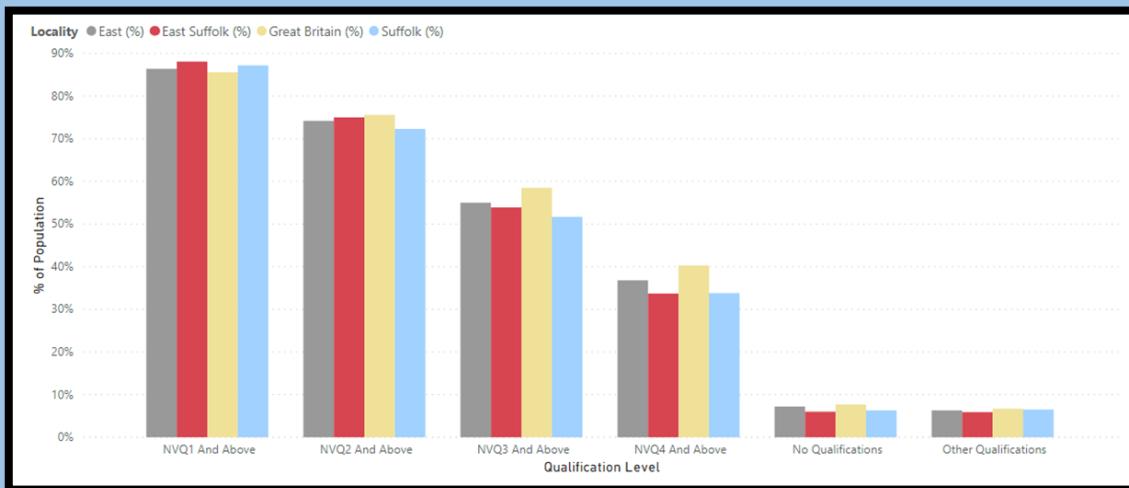
# Population & Workforce

- Waveney has the lowest social mobility rate in Suffolk when looking at 'adulthood' based indicators.
- Waveney has the lowest median weekly salary of employees who live in the local area (both Full-time and Part-time).
- Waveney has the lowest % of people that live in the local area who are in managerial and professional occupations.
- Waveney has the highest % of jobs that are paid less than the applicable living wage (determined by the Living Wage Foundation).
- Waveney has the highest % of families with dependent children who are owner occupiers (including shared and full ownership)
- Available data on qualification levels suggests Lowestoft has a population with lower qualification levels than average.

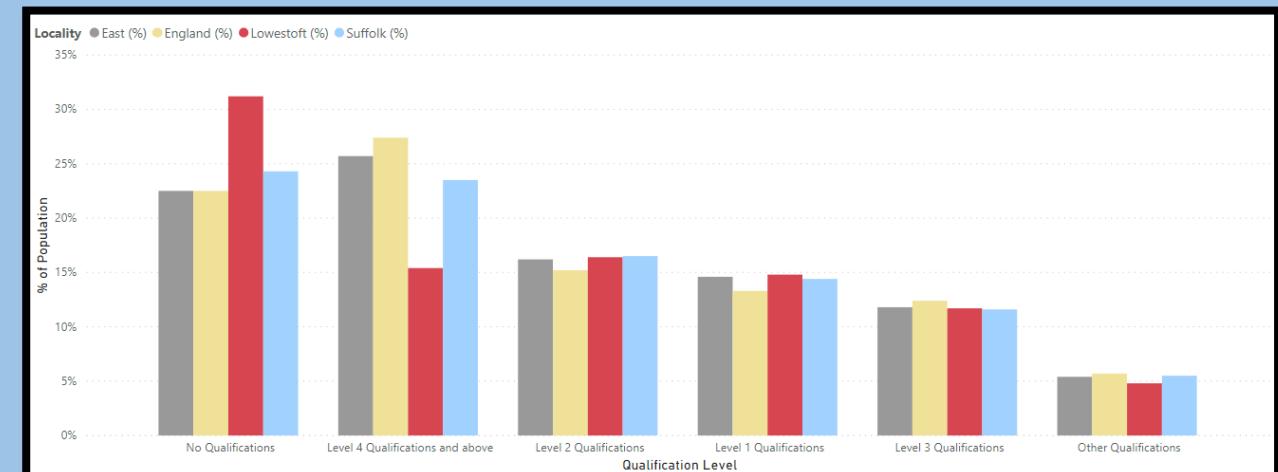


Social Mobility Index (2017)

Graph 1 - Annual Population Survey (2018) - % of resident population aged between 16-64



Graph 2 - Census (2011) Qualifications of all residents aged 16 and over

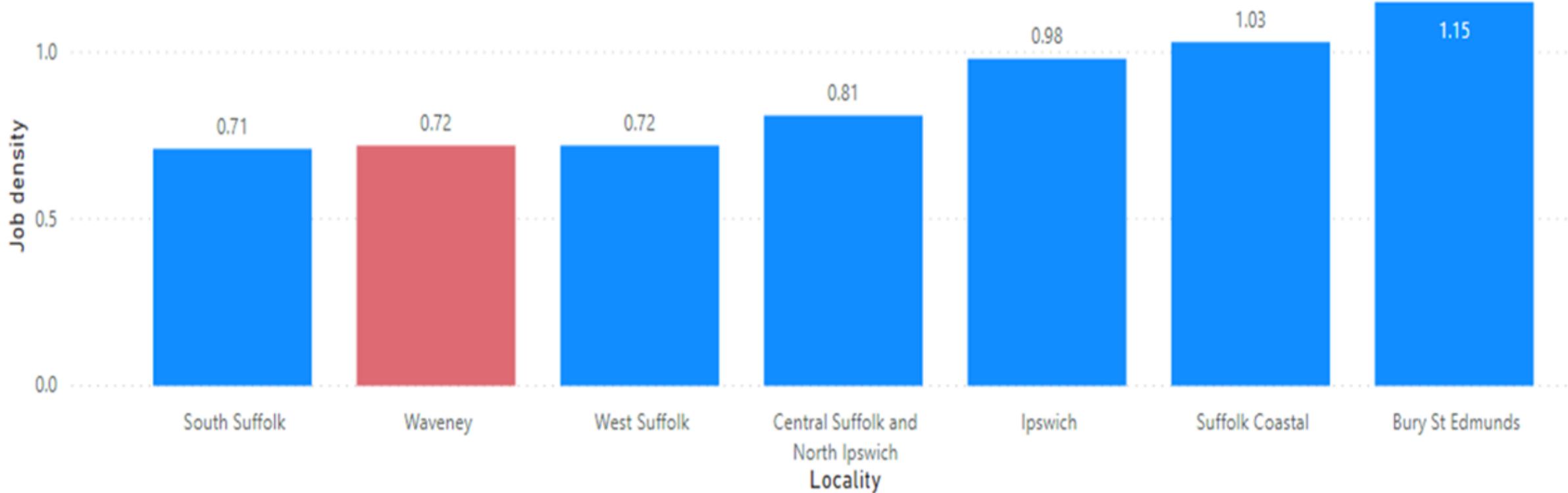


# Job Density

Jobs density is defined as the number of jobs in an area divided by the resident population aged 16-64 in that area.

For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64. The total number of jobs is a workplace-based measure and comprises employee jobs, self-employed, government-supported trainees and HM Forces.

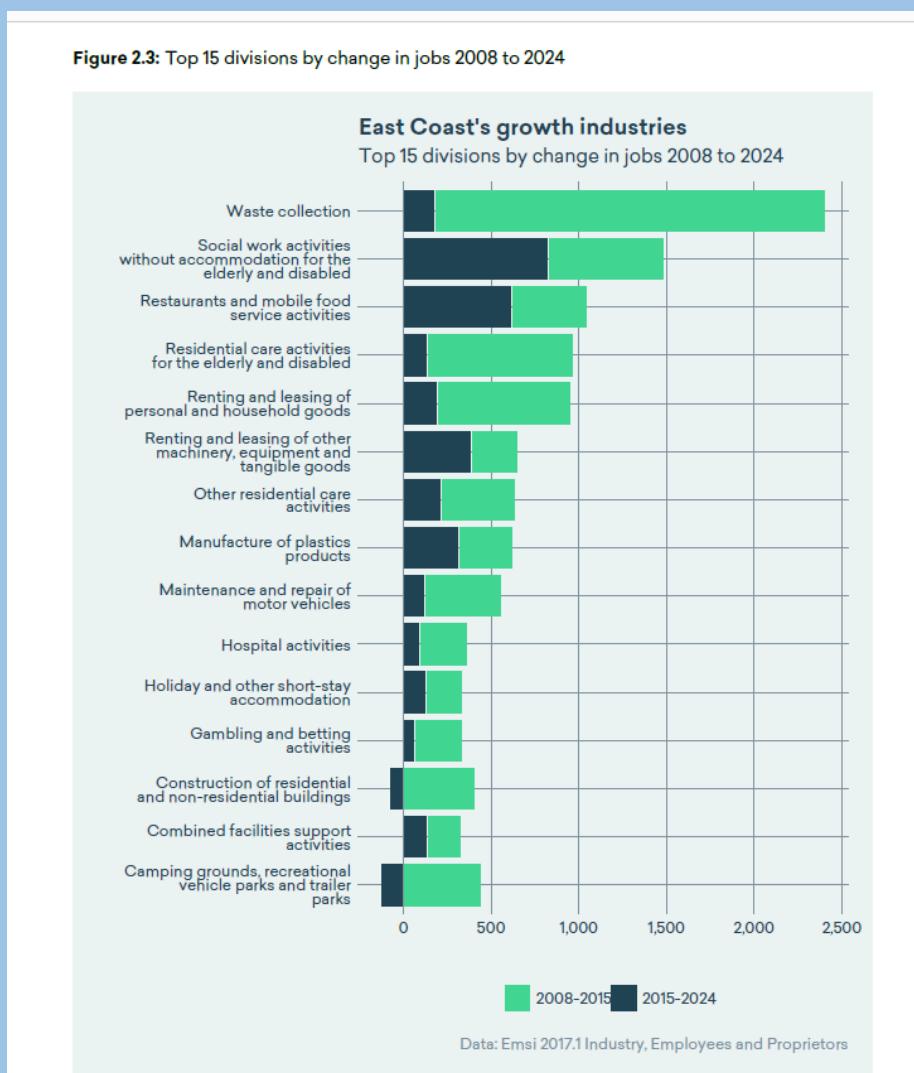
**Job Density by Suffolk Parliamentary Constituency**



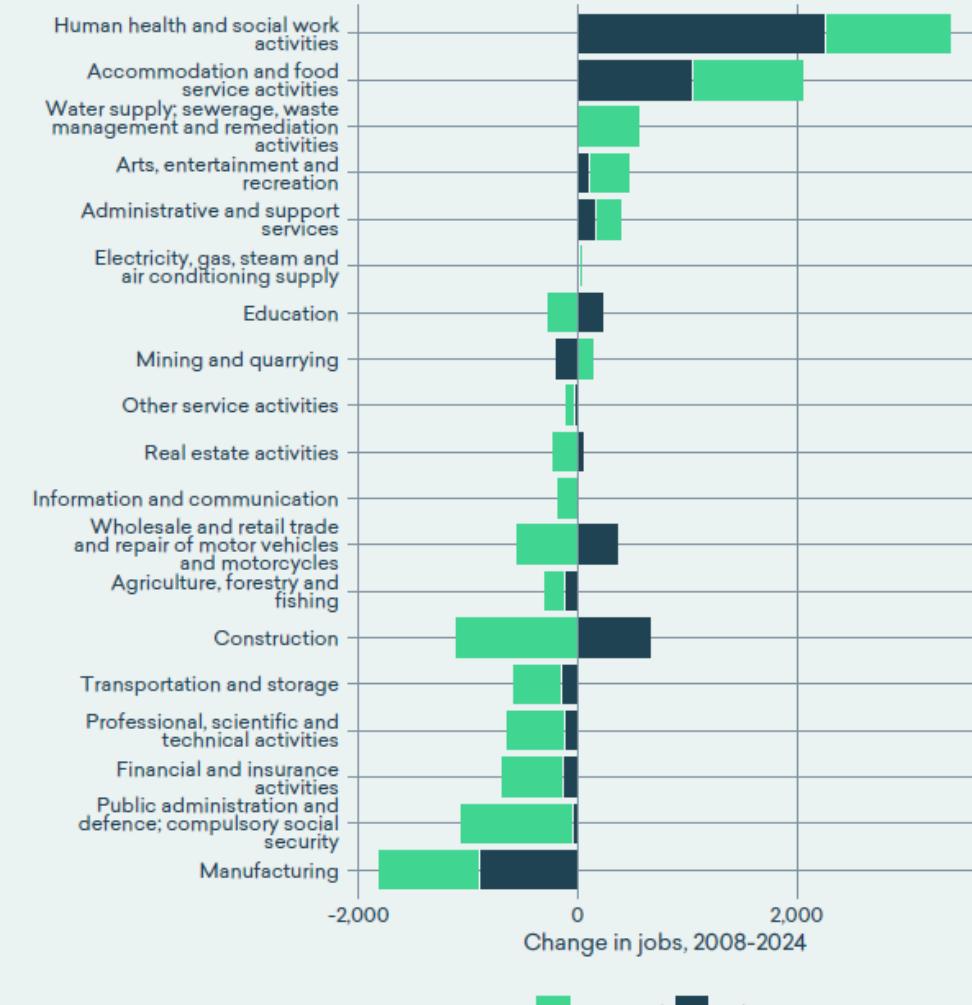
# Change in Jobs

Projected job change by industry (based on pre-crisis scenario)

Figure 2.2: Change in jobs by industry, 2008-2024



**Jobs gained and lost in East Coast College region**  
Change in jobs by industry, ordered by total change



Data: Emsi 2017.1 Industry, Employees and Proprietors

The **Talent Attraction ScoreCard and Index** looks at how well different areas of the country are succeeding in attracting talent into their area. It does this through the analysis of a number of different demand and supply metrics in order to create a ranking, by Local Authority, in terms of job creation, drawing in new residents, and attracting a greater share of skilled workers than other regions over a five year period.

## FOCUS ON WAVENY



### Talent Attraction Index Rating

Score

92

Ranking

268

Waveney is ranked no.268 for talent attraction, having moved up 36 places since last year. Sitting within the town and rural category, it ranks at no.150 among its peers. The area's highest rating is net migration, where it ranked at no.140 on data from 2012 to 2017, with 4,000 net arrivals from the UK and overseas; it was weakest in job growth, ranking no.321 overall. From 2012 to 2017 Waveney added 1,300 jobs, with building services the largest net contributor of new jobs, adding 380 jobs; in the labour market, jobs for dental nurses are growing in demand.

### 5 FASTEST GROWING SKILLED JOBS



### INDUSTRY CLUSTER FOCUS

#### BUILDING SERVICES

Growth

32%

Extra jobs

400

LQ change

0.9 to 1.1

#### SPORTS AND LEISURE

Growth

61%

Extra jobs

400

LQ change

0.8 to 1.2

#### AUTOMOTIVE SERVICES

Growth

24%

Extra jobs

200

LQ change

1.3 to 1.6

Note: Location Quotient (LQ) is the cluster's local share of jobs divided by the national share; an LQ over 1.2 is a significant specialism.  
White dotted line on the top-right plot indicates performance by the top-performing area for each of the six indicators.  
See full report at [www.economicmodelling.co.uk/2019/04/12/major-new-report-british-talent-attraction-index](http://www.economicmodelling.co.uk/2019/04/12/major-new-report-british-talent-attraction-index)



### Talent Score Card Comparisons (Suffolk)

Locality	Score	Ranking	Job growth	Skilled job growth	Skilled job competitive effect	Job openings per capita	Net migration	Qualified workers growth
Waveney	92	268	3%	3%	-1,200	6%	4,000	14%
Suffolk Coastal	100	164	10%	8%	-400	7%	6,100	12%
Mid Suffolk	104	119	10%	17%	1,100	7%	4,000	12%
St Edmundsbury	101	153	13%	15%	1,200	9%	1,300	7%
Ipswich	93	258	10%	8%	-600	8%	-500	8%
Forest Heath	94	250	9%	2%	-1,000	6%	2,800	13%
Babergh	97	205	6%	0%	-1,400	7%	3,500	29%

# Strategic Links

The Town Investment Plan provides an opportunity to maximise the positive impact of wider regional and local strategies for Lowestoft. To this end, project proposals are already being measured against a range of strategic documents. The following strategic links will be important in regards to population and workforce challenges

## New Anglia

- Economic Strategy for Norfolk and Suffolk
  - Local Industrial Strategy
  - Skills Advisory Panel
  - Sector Skills Plans

## Suffolk

- Suffolk Growth Framework
- Developing Suffolk Talent
  - Raising the Bar
- Participation and SEND strategies
- East Suffolk Economic Growth Plan

## Lowestoft Investment Plan

## Lowestoft

- Lowestoft Rising
- East Coast College

## COVID-19 Recovery Planning

- LEP Restart and Rebuild Plan
- Suffolk Response and Recovery

## Inclusive economy with a highly skilled workforce

Equip Young People for Success  
Agile and Responsive Training  
Progression within the Workforce  
Removing Barriers to get people back into work  
Driving Digital skills  
Continuous upskilling

## Inclusive Growth

Raise social mobility levels + Enhance productivity rates  
Maximise impact of key infrastructure developments  
Access and Quality of Work Inspiration and Careers Provision  
Raise aspiration and educational attainment levels  
Adult Learning that moves people closer and into employment  
Availability of apprenticeships  
Participation support to enable all young people to engage in post-16 learning that ultimately leads to a career  
Better opportunities created for the people and communities of East Suffolk

### Long term higher skilled jobs Retention and Attraction of Younger People

- Support inclusive access to education and training within the local community
- Maintain and develop effective partnerships with employers, to ensure robust and timely skills pipelines for employment and apprenticeships
- To provide a range of curriculum to meet current and future needs for employment and progression into HE
- Utilise various funding streams to enable breadth and flexibility in training to meet individual and sector needs.

## Restart and Rebuild

- Response to immediate impact of the pandemic on the labour force and required skills and employment interventions – LEP and LAs developing plans.
- Major impact likely on apprenticeships, employment opportunities, specific sectors including hospitality and tourism
- High proportion of lower paid positions at risk and those held by young people
- Impact on breadth of support (e.g. VCSE sector) available
- Impact on mental health and wellbeing of workforce
- Major challenges for those looking to enter labour market in next few years
- Digital access increased role in social mobility
- Less investment from employers and individuals in personal development

# Current Activity

A summary of some of the current activity already contributing to addressing some of the challenges identified and are potential building blocks to be built on

## Enhancing The Educational Offer

### Connecting businesses

New Anglia Enterprise Advisor Network – linking business leaders to secondary school leadership teams to influence and enhance careers programmes.

### Raising Inspiration and Aspiration Levels –

In primary schools through the Lowestoft Rising Eyes On.... Project.

Around the energy sector through the **Energy Skills Hub**

Showcasing local career opportunities online through [icanbea..org.uk](http://icanbea..org.uk)

Higher education inspiration through the **Higher Education Champions**

### Enhancing Digital Provision

Lowestoft Rising involved in creating computing hubs.

### Enhancing STEM Learning

Lowestoft Rising have created a partnership with **Developing Experts** online STEM learning platform for access for Lowestoft primary and secondary schools.

STEM Engagement Activities at Ormiston Denes High School delivered by **Cambridge Science Centre (CSC)**

The **Lowestoft Rising Cultural Education Partnership** brings more Arts and Cultural into Schools.

Bringing together employers, education support providers and schools to enhance STEM provision through the **STEM Hub** run by Nautilus and supported by industry.

\* There are of course other paid for/project based Careers and Work inspiration projects from providers such as Career Ready, Form the Future, Beacon East etc.

## Further Support for Young People

### Support to help young people support and transition into education or employment

Engagement and support to young people from local authority services such as the **Early Help Teams** and **Youth Justice system**.

Inspire Suffolk run a **youth employment service** in partnership with ACT across East Suffolk.

The **New Anglia Youth Pledge** encourages employers to help further the prospects of young people in various ways including creating experience, training and employment opportunities.

**Apprenticeships Suffolk and Apprenticeships New Anglia** promotes the creation of quality apprenticeships by supporting candidates to get the right support to prepare them for an apprenticeship as well as employers to recruit an apprentice in partnership with a local training provider.

Further targeted support to some of the hardest to reach young people throughout Suffolk is provided by Community Action Suffolk through the '**Minding the Gap**' project, helping them move towards the labour market.

### Online Advice

**The Source** provides online information for young people on all aspects of wellbeing - i.e. learning choices, finding work or training, health, relationships and more.

### Mental Health

A free, safe and anonymous online chat service – **Kooth** - that provides mental health and wellbeing support to young people age 11 up to 25 years old.

## Local People into Local Labour Market Opportunities

### Agile and Responsive Training on Offer

The **Offshore Wind Skills Centre** provides a training pathway for a range of individuals (new starters, previously unemployed, reskilling) to gain the right skills and qualifications to fit the local Offshore Wind industry employment need.

Free training to enable progression of the workforce is currently available through an ESF funded project – **Skills Support for the Workforce**

The **All Energy Industry Council** is looking at means of identifying opportunities for further transferability of skills and skills development across the industry.

A **Supply Chain Skills Development Fund** project is planned for later in the year to provide subsidised training for businesses in key local supply chains.

### Employment Service

As well as the general **JCP service** offer a key priority for DWP is focussing on 16-24 age group.

**Work Well Suffolk** (a work and health service) has also recently launched to provide locally integrated coaching and employment support to seek out, create and support employment and self-employment, volunteering and mentoring opportunities for unemployed individuals across the county over the next three years.

**Opportunity Suffolk** helps equip adults (aged 24+) to move back into the labour market.

### Information

Free and impartial information, advice and guidance provided by the **National Careers Service** to help with your decisions about careers, courses and work.

### Adult Learning

Sentinel Leisure Trust and Realise Futures have Adult Learning contracts to deliver **Community learning – formal and informal learning** that supports adult's wellbeing and helps provide skills and competencies that move them closer and into the labour market.

### Retrain and Upskill

**East Coast College** has access to AEB and ESF funding to support projects to enable individuals to receive tailored support to develop employability skills and retraining.

# Inclusive Growth Charter For Great Yarmouth and Waveney



**Helping to make growth work for everyone**

## What do we mean by inclusive growth?

We mean growth that works for everyone, and which recognises the strong link between social, economic and environmental actions.

## How does inclusive growth work?

By providing more opportunities for local people to connect to the benefits of economic growth and supporting them to unlock their potential for driving new and more sustainable growth.

Ways of connecting to growth include making sure that jobs are accessible to all, by providing training and tackling discrimination.

Ways of driving new and more sustainable growth include making sure we have the right type of business start-up advice, including support for social enterprises to thrive.

## How can I support inclusive growth?

By promoting within your organisation, encouraging them to sign-up and to make a positive contribution to one or more of the pledges.

The pledges offer a number of practical ways for you and your organisation to make a positive contribution towards achieving a fairer and more resilient economy. They will also help your organisation to become better connected, helping you to future proof your work by developing strong and lasting networks.

## The Pledges

- 1** Reducing inequalities and improve access to better paid and sustainable work. Examples include supporting apprenticeships and investing in workforce development.
- 2** Removing barriers to employment and addressing discrimination. Examples include mentoring people back into employment and becoming disability confident.
- 3** Supporting innovation and creating new jobs and markets. Examples include mentoring community groups, helping them to start-up and grow.
- 4** Reinvesting in the local economy and having a positive impact on the environment. Examples include using local supply chains and employing local people.
- 5** Reducing health inequalities and improving mental health. Examples include training for managers in mental health, team building, and social action days.

## Our Principal Signatories



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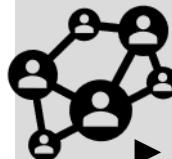
Need for the local workforce to retrain to access jobs



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# Questions for the Board

**How can the Place Board take forward the inclusive growth and skills agenda?**

**How can the Board enhance current activity and/or maximise the impact for Lowestoft of wider regional and local strategies and projects?**

- e.g. how strong are the links with other work and between this Board and others – e.g. the Skills Advisory Panel.

**How can the investment plan and/or the town fund be used in such a way to maximise possible benefits?**

- e.g. what added value can we secure through *how* the towns fund is spent as well as what it is spent on (i.e. through social value expectations placed on procurement)