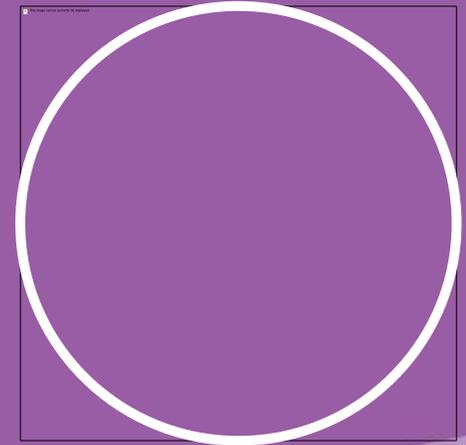
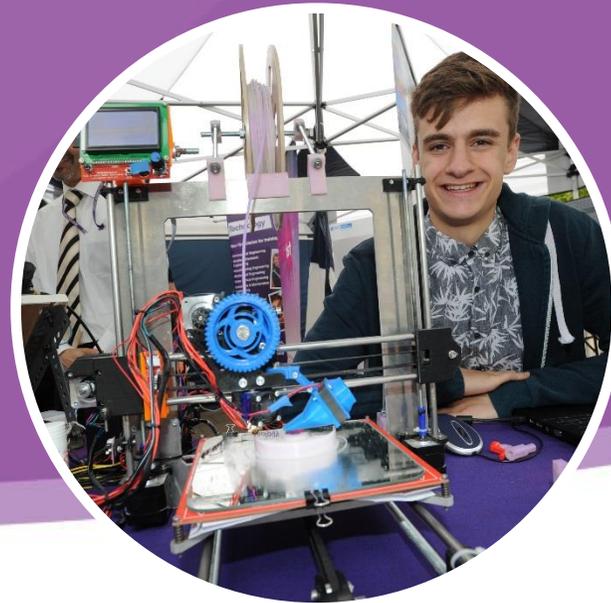


Crawley Employment and Skills Plan

2016 – 2021



Introduction

The aim of this plan is to enable Crawley residents to access better quality job opportunities within the town. This will be achieved through four main projects - Town Centre Skills Academy, Gatwick Skills Laboratory, Crawley Young Workers Scheme and Employ Crawley.

Through joint working with stakeholders, the projects will address skills gaps in the local workforce, benefiting local people and businesses; creating different routes to education and higher value jobs; empowering the most disadvantaged residents and promoting and enhancing Crawley's Living Wage town status.

Crawley is a key economic driver in the South East, home to over 3000 active businesses which generate more than 89,000 jobs. Situated at the heart of the Gatwick Diamond, it is a central economic focus for the Coast to Capital Local Enterprise Partnership.

The town is in a prime location between London and the South coast and is home to Gatwick, the world's busiest single runway airport. The South East's premier business district, Manor Royal, is located in the town's boundaries and employs 30,000 people across an area of 240 hectares.

Covering just two per cent of land in West Sussex, Crawley contributes more than 25 per cent of the county's GVA (gross value added). As such Crawley has an economic scorecard rating of 'A' for economic performance, human resources, connectivity, environment and infrastructure (Business Location Index 2012).

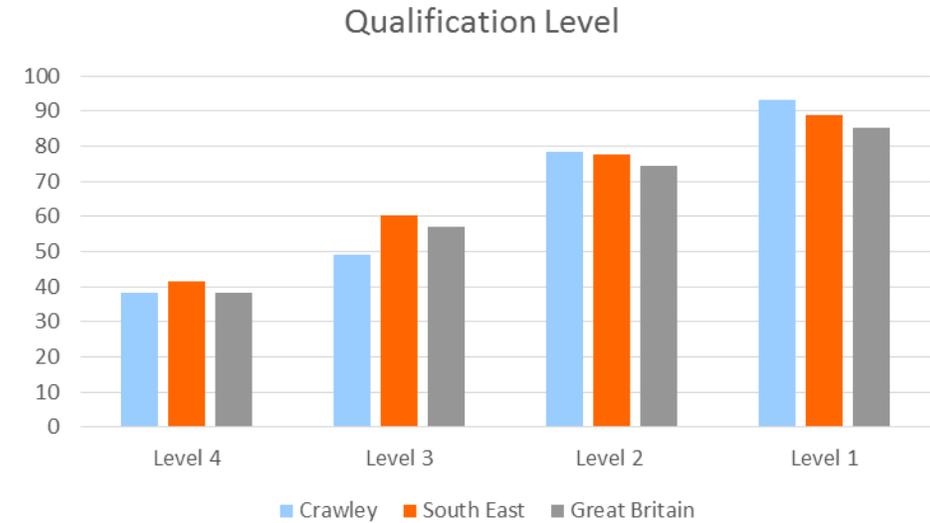
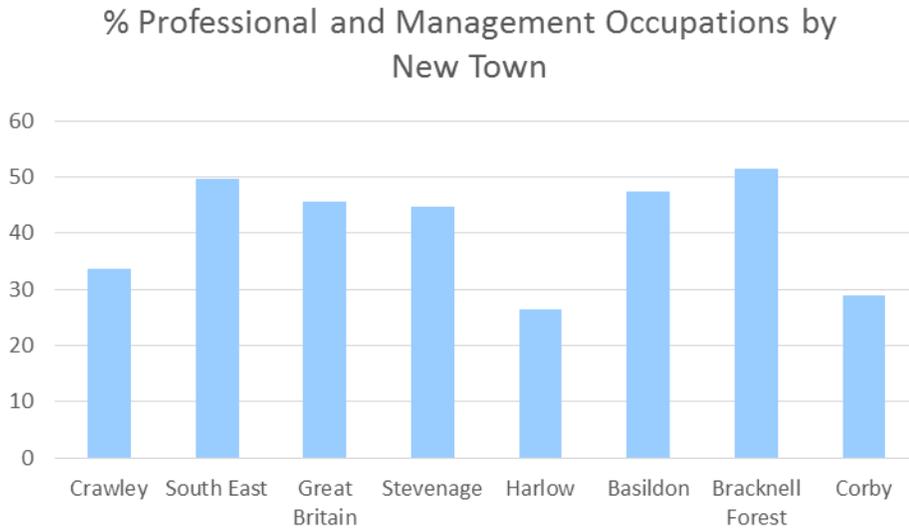
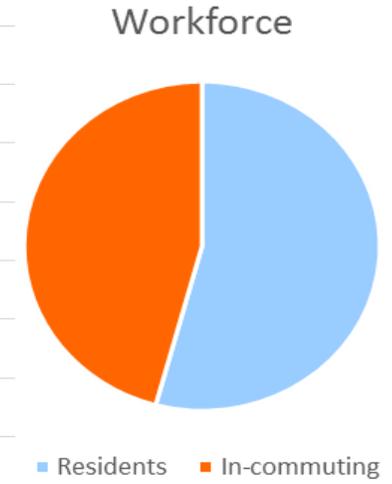
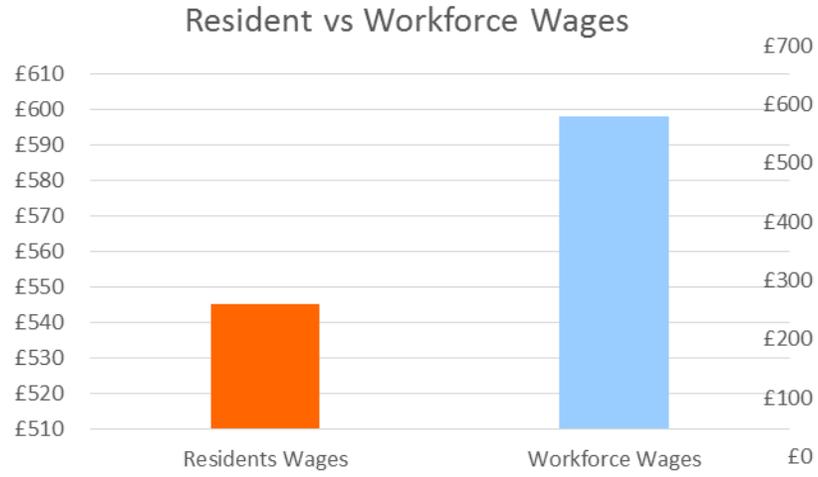
Despite the wealth of economic opportunities, Crawley residents hold fewer qualifications than the commuting workforce and therefore earn less due to limited access into management and professional careers. Addressing the gap is vital to enabling local people to take advantage of the wealth of opportunities.

Strategic Priorities

- Up-skill Crawley residents so more can access better quality job opportunities available within Crawley
- Help Crawley businesses overcome skills gaps through the co-design of innovative new training courses, particularly in high level STEM (Science, Technology, Engineering and Maths)
- Improve the employability of young people by facilitating access to key vocational skills, apprenticeships qualifications and work experience
- Empower the most disadvantaged local residents through tailored advice, guidance and skills training, which will boost their employability and help them access core skills and qualifications
- Champion Crawley as a living wage town to increase income levels for residents
- Create new pathways for residents into higher education, higher skills levels and higher value jobs

Key statistics

- Crawley residents hold slightly fewer qualifications than both the South East (SE) – 38% attain NVQ Level 4 (Foundation degree), compared with SE 40% (*NOMIS 2016*)
- Crawley's workforce earns more than the town's residents – residents = £553; workforce = £595 (*NOMIS 2016*)
- 34% of Crawley residents hold management positions or professional occupations. SE average = 50%; GB average = 45% (*NOMIS 2016*)
- 45.8% of the workforce, (43,232) people, commute into Crawley (*ONS 2011*)
- A higher proportion of Crawley women are economically active (77%) compared with SE (76%) and GB (72%) averages
- Crawley women are paid less than men on average with a £119 per week difference for full time workers (*NOMIS 2015*)
- Unemployment is below the national average at 4.3% in Crawley. It is above the South East average of 4% (*NOMIS 2016*)



Overview of Employment and Skills Plan delivery

Development and Infrastructure

Make the most of the positive impact of new site developments in Crawley on the local community and economy. This includes harnessing access by young people to skills opportunities via apprenticeships, work experience and site visits. We will strengthen collaboration between the council, developers, education providers and the construction industry in order to boost the numbers of site jobs, apprenticeships and opportunities going to local residents.

Flagship Project: Town Centre Skills Academy

Business and Employers

Stronger engagement with businesses and employers is key to understanding and highlighting key skills gaps and needs. The council will enable discussions between training providers and key businesses so innovative new skills training courses can be designed to address business skills gaps. This includes building closer partnership between business, local authorities and education to unlock funding resources.

Flagship Project: Gatwick Skills Laboratory

Education and Schools

Employment support, vocational skills and more effective professional careers advice is key to boosting the employability of local young people and raising aspirations to access higher paid jobs found within professions and management. Increase the number of local employers taking on apprentices, develop better quality apprenticeships and expand local careers advice and access to higher education. The council should lead by example in taking on more apprentices and work placement students.

Flagship Project: Crawley Young Workers Scheme

Employability and Social Inclusion

Some Crawley neighbourhoods and communities have a greater concentration of residents with lower skills / income and higher unemployment. We will develop new outreach initiatives so residents can access tailored skills opportunities working towards better jobs. It will look at employability including support to overcome personal and social barriers to employment. The voluntary sector and the council's Community Development Team will work with hard-to-reach individuals.

Flagship Project: Employ Crawley

Actions

N.B

Short Term = up to 6 months

Medium Term = 6 months to 2 years

Long Term = 2 years plus

Development and infrastructure

Immediate – Continue to sign up businesses and developers to the Crawley Developer and Partner Charter, highlighting their commitment to recruiting local labour and participating in events which improve their links with local suppliers and the local workforce (e.g. Meet the Buyers)

Flagship Project

– Town Centre Skills Academy

- Work with the Construction Industry Training Board (CITB), Central Sussex College and site developers to obtain “Skills Academy” status for town centre regeneration sites. This will unlock significant new local jobs and apprenticeship opportunities for local people. Strengthen local policy to ensure that site developers, investors and partners further the council’s employment and skills priorities.

Short Term (as sites come forward)

- Draw up site Employment & Skills Plans with developers and stakeholders when regeneration sites come forward to maximise the ability for local residents to access site jobs and apprenticeships.

Medium Term

- Create Supplementary Planning guidance which:
 - I) Encourages developers to support local skills training (e.g. an Employment and Skills Plan),
 - II) Outlines developer commitment to use local labour and help key beneficiaries,
 - III) Encourages the use by developers of the CITB approved model for the number of apprentices per £million of site investment.
- Work with site construction supply chains to ensure sub-contractors take on apprentices, local labour and allow work placements.

Long Term

- Promote careers, strengthen careers advice and upskill the local workforce with the key skills in Sustainable Construction, Civil Engineering, IT and STEM, both at technical and management level. The aim is to maximise resident access to higher value jobs in this sector, both now and in the future
- Explore if the right residential offer is being provided in order to retain and attract high skilled residents.

Education and schools

Immediate – Continue to expand local authority apprenticeships (currently 9 hired), support careers advice in schools, Crawley STEMfest (c. 12,300 students 2015), Take Off Portal (144 Crawley sessions Jan15 – June15), Young Enterprise (75 Crawley students 2015), Young Start Up Talent (17 business starts in Gatwick Diamond)

Flagship Project

– Crawley Young Workers Scheme

- Design and pilot a Young Workers Scheme at the council allowing unemployed 16-24 year olds to gain paid placements for six months. This will provide them with valuable work skills and experience.

Short Term

- Ensure council managers hire more apprentices and provide more work experience opportunities
- Design and agree the approach for the council’s Young Workers Scheme, securing approval to roll out
- Review apprenticeships in Crawley and define an action plan to boost apprenticeship numbers
- Clarify the opportunities arising from the possible devolution of skills delivery funds, including the changing role of further education (FE) colleges via the post 16 review
- Map the current interventions in schools arising from various organisations, such as National Careers Service and the Job Centre.
- Facilitate a networking event for schools and businesses in order to provide the opportunity for collaborative working, particularly regarding careers advice

Medium Term

- Create more higher apprenticeships (level 4) and internships for local graduates within local employers
- Launch the Crawley Young Workers Scheme
- Facilitate stronger relationships between schools, the FE sector and the higher education (HE) sector, instigating joint work to provide more intensive and effective careers advice and pathways into HE and better employment
- Create stronger links between business and education in order for pupils to benefit from site visits, business mentoring and careers advice.

Long Term

- Strengthen HE provision in Crawley and unlock new programmes which address priority business skills needs
- Launch a range of skills progression options to create opportunities for local people to access HE through community and FE training
- Develop new skills programmes with education providers which serve business skills needs in key growth sectors of the future, such as STEM including IT and Digital, Civil Engineering and Sustainable Construction.

Business and employers

Immediate – Continue to enable business support events such as Meet the Buyers (104 suppliers and 28 buyers 2015) and support and promote the Living Wage to boost employer sign up, ensuring collaborative working to further employers' dedication to it.

Flagship Project

- Gatwick Skills Laboratory

- Bring FE and HE training providers together with Gatwick Airport Ltd and local businesses to develop a Gatwick Skills Laboratory. This will design and roll-out new higher level skills training to help these businesses overcome the skills gaps and therefore shortages which restrict business growth.

Short Term

- Define a new skills framework through collaboration and discussion with businesses and education providers which will regularly assess local business skills needs, define priority skills training themes and develop new skills training programmes. This will be centred on business need in order to ensure business skills needs are comprehensively addressed
- Draw up a business case for the Gatwick Skills Laboratory and identify a suitable site location. Consolidate and formalise the cross-sectoral partnership.

Medium to Long Term

- Work closer with town centre businesses and training providers to create new training, apprenticeship and pathways opportunities, for example, catering, retail and hospitality
- Secure funding and launch the Gatwick Skills Laboratory. Commence the co-design and piloting by businesses and FE / HE training providers of brand new high level skills training, which will help business fill skills gaps.
- Once successfully piloted, the Gatwick Skills Laboratory partnership will work to secure mainstream skills funding resources in order to roll out provision of the new skills training on a larger scale.
- Assess Crawley's future skills needs. Work collaboratively and proactively with the relevant businesses and training providers to "future proof" potential business skills gaps. Work with the Local Enterprise Partnership and Skills Funding Agency to unlock additional resources to cater for these future skills needs
- Work with partners to deliver the right business skills courses which will ensure that Crawley businesses have access to the right business support and training, including developing IT and digital skills, as well as softer skills such as presenting and networking
- Work with businesses to promote Crawley careers and raise aspirations of residents in the borough.

Employability and social inclusion

Immediate – Continue to support initiatives such as Crawley STEMfest and 50+ Skills Exchange Club, highlighting it as a mechanism to increase the participation of girls, young people and adults who are part of our disadvantaged communities

Flagship Project

- Employ Crawley

- Create an Employ Crawley partnership, working closely with Job Centre Plus, local employment support agencies, training providers and voluntary sector partners to match local residents to jobs, careers advice and skills training opportunities.

Short Term

- Work with the Community Development Team and employment and skills partners to formulate a plan of how, collaboratively, we can target and support disadvantaged communities using Economic Development and outreach methods
- Establish suitable joint projects with the Think Family project which combines employment and skills support with family support.

Medium to Long Term

- Develop a programme which broadens access to essential employment skills for those in need using a collaborative partnership model
- Oversee the design and delivery of employment and skills outreach programmes to communities and neighbourhoods, working with voluntary sector bodies to help the hardest to reach to gain core skills and qualifications
- Create tangible pathways for local people into Further and Higher Education, including skills training created by the Gatwick Skills Laboratory, opening up access to better jobs, up-skilling, enabling career progression and ultimately bridging the wage gap
- Work with partners to design and deliver a targeted campaign to encourage more women to enter business, management, IT and STEM careers. Alongside this, ensure girls are provided with the right opportunities to enter traditionally male dominated careers.
- Encourage and facilitate stronger working between the voluntary/third sector and businesses to improve employability and social inclusion within the borough.
- Ensure the plan is delivered in an accessible manner for everyone in the borough, for example, improving opportunities for those who work part time and ensuring initiatives are available to those who work in shift patterns