



**LIVERPOOL
CITY REGION**
COMBINED AUTHORITY

Liverpool City Region's Digital Skills Priorities

23 May 2018

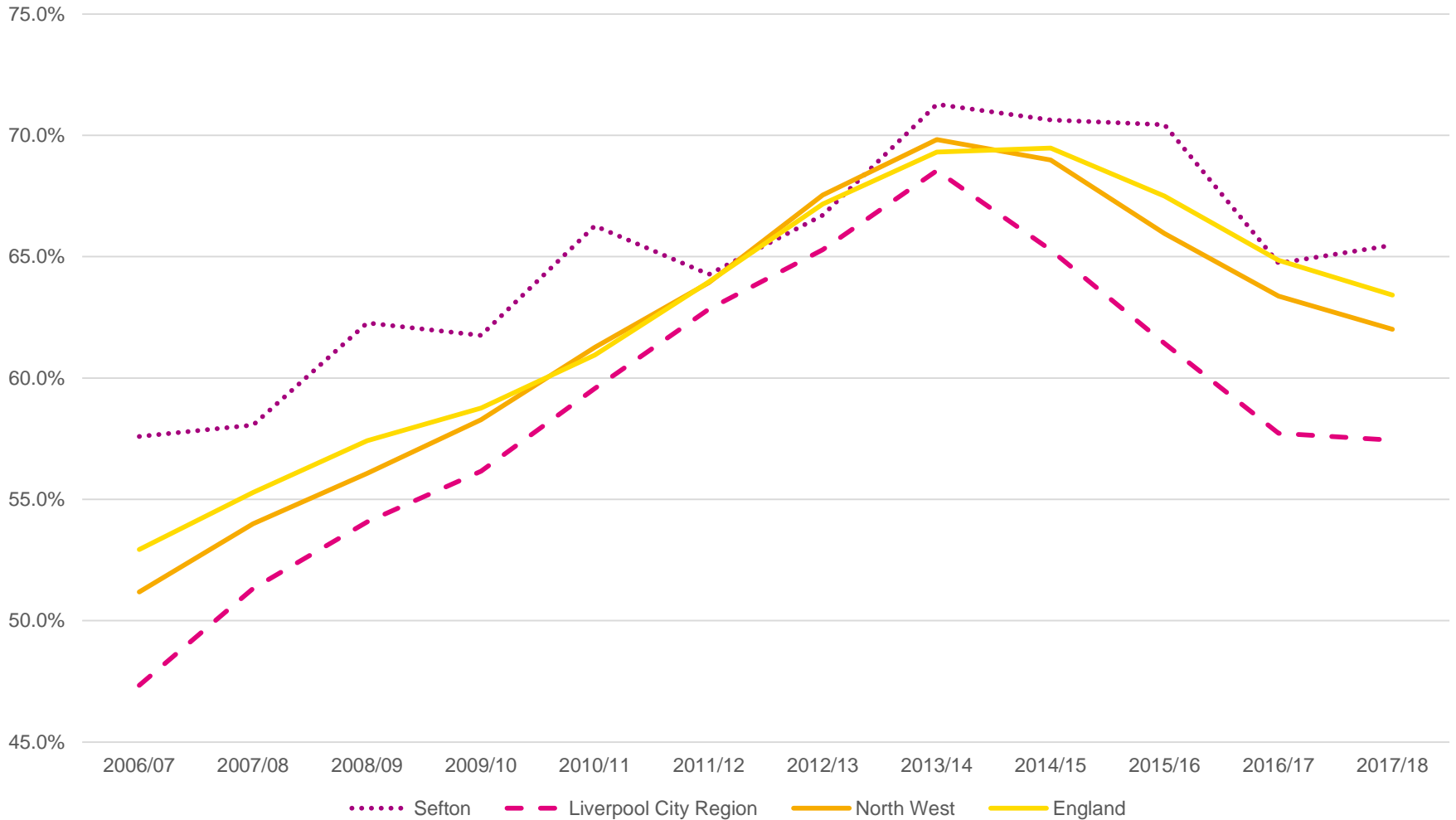
Digital Connectivity

- **Becoming a connected digital city**
- **Expanding opportunity and ensuring digital equality**
- **Establishing our City Region as an exemplar smart city**
- **Becoming a hub for expertise in AI, VR, AR and Robotics**



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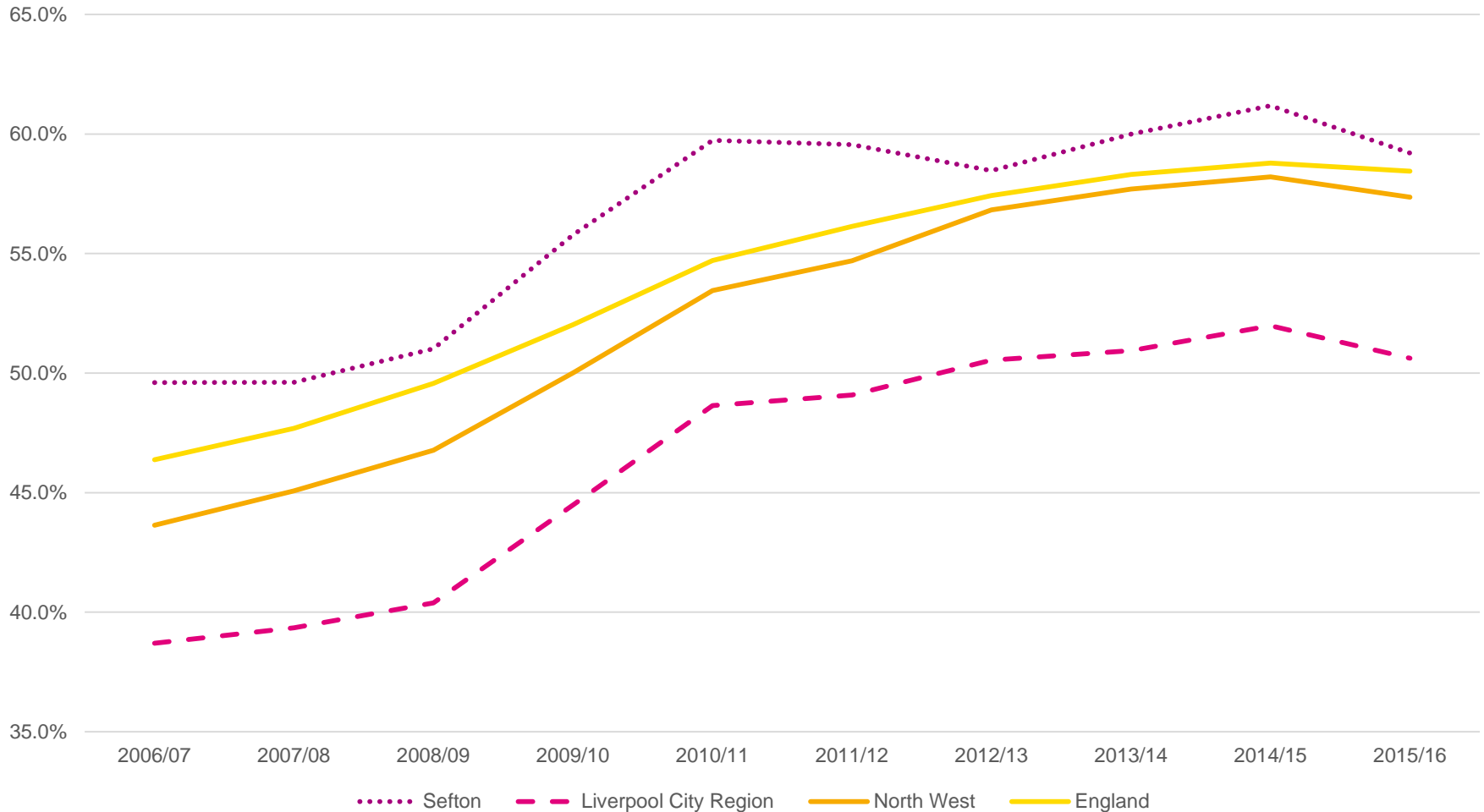
Level 2 attainment at age 16



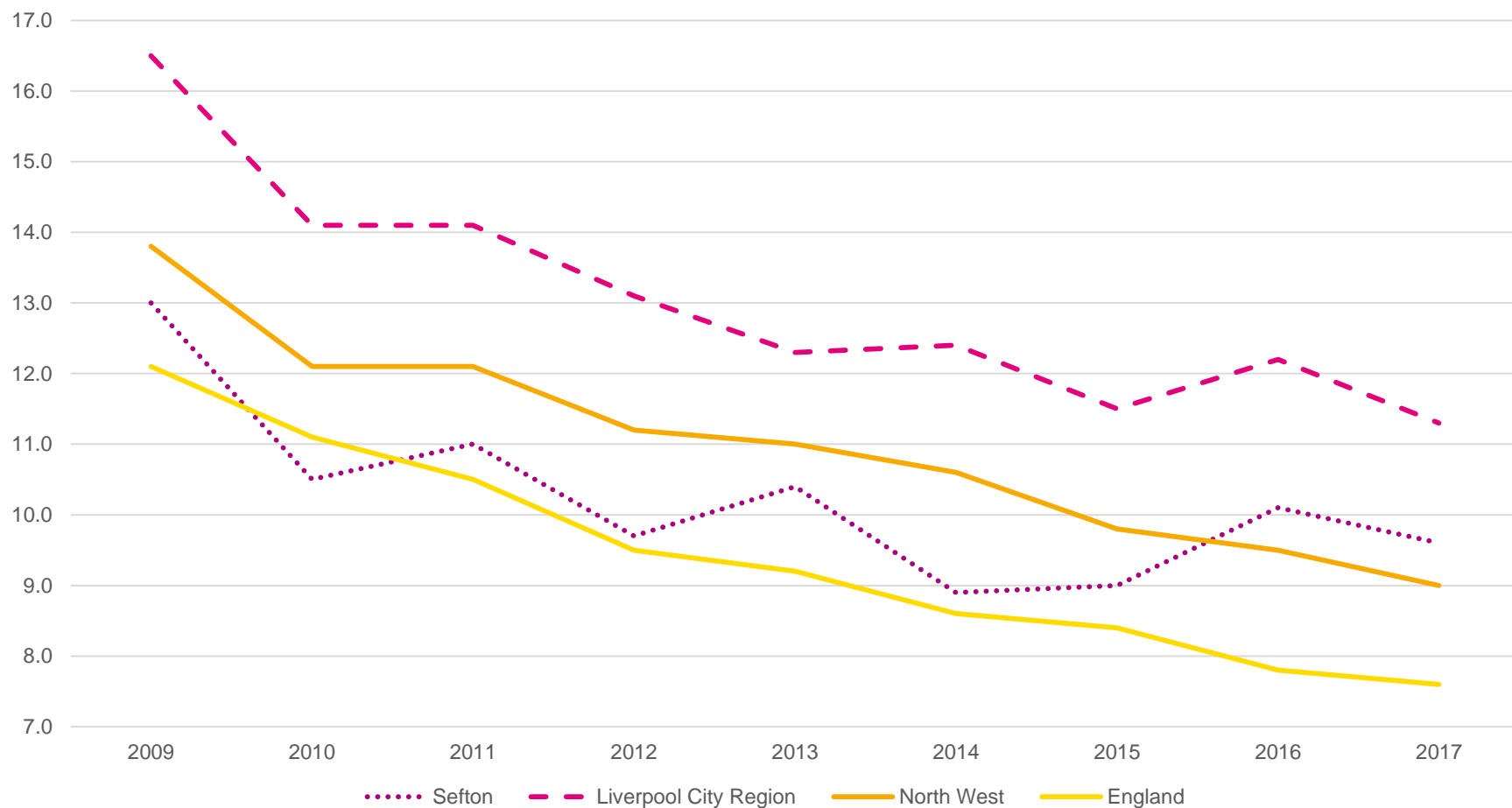


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This impacts on Level 3 attainment by age 19



The proportion of residents (16-64) without qualifications



Digital Skills For Life (2011)

Analysis of the 3 key skills shows that Sefton is broadly in line with national, regional and city region performance

- For Email, this shows over 50% with Level 1 or above
- For Word Processing, nearly a third with Level 1 or above
- For Spreadsheets, over a quarter with Level 1 or above

Skills Strategy

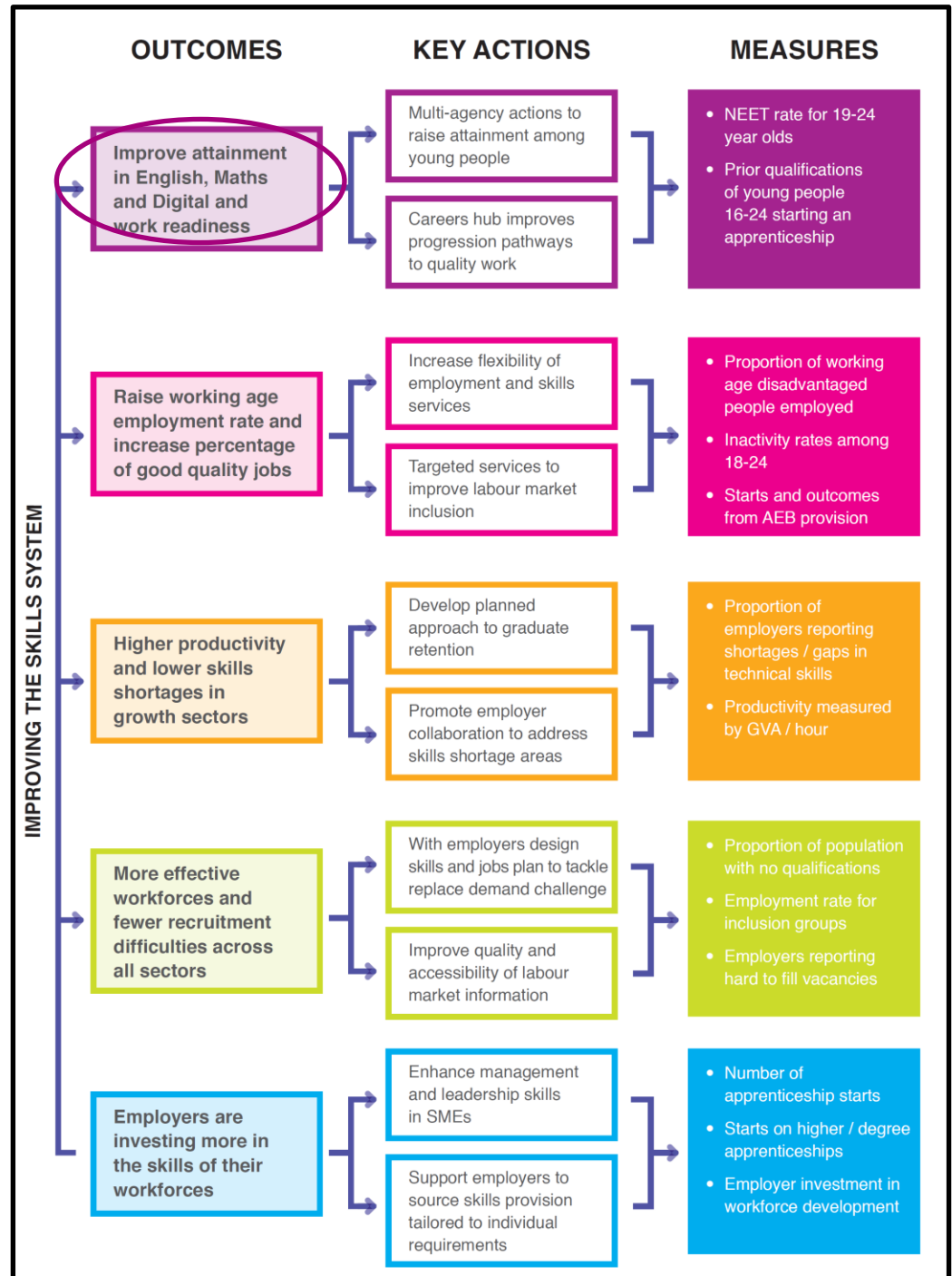


- Based upon Survey of over 1,800 employers and extensive partner input
- Agreed by Combined Authority and LEP Board








VISION

An outstanding and effective skills system that meets the needs of employers, individuals of all ages and communities and drives high aspirations and attainment, to create a truly global and competitive City Region at the heart of the Northern Powerhouse

Agreed action areas to provide focus to 2023



Growth Sectors (2016)

Growth Sectors	Jobs		GVA (£bn)		NUMBER OF BUSINESSES	BUSINESS SIZE (Number of employees)			
	No.	Proportion	Amt (£bn)	Proportion		0-9	10-49	50-249	250+
 Advanced Manufacturing	47,200	6.6%	4.3	13.9%	2,265	74.4%	19.4%	4.2%	<1.0%
 Digital and Creative	11,300	1.8%	1.0	3.2%	2,450	95.1%	3.9%	<1.0%	-
 Finance and Professional Services	46,000	7.5%	8.5	27.3%	4,900	92.2%	6.1%	1.0%	<1.0%
 Health and Life Sciences	125,200	20.3%	4.4	14.2%	2,895	66.7%	26.8%	5.0%	1.2%
 Low Carbon and Energy	30,300	4.8%	2.0	6.5%	3,505	87.9%	10.3%	1.0%	<1.0%
 Maritime and Logistics	26,200	4.2%	0.7	2.4%	2,040	93.6%	5.1%	1.2%	<1.0%
 Visitor Economy	51,700	8.4%	4.2	13.6%	6,310	86.0%	12.3%	1.3%	<1.0%

Apprenticeships (2016/17)

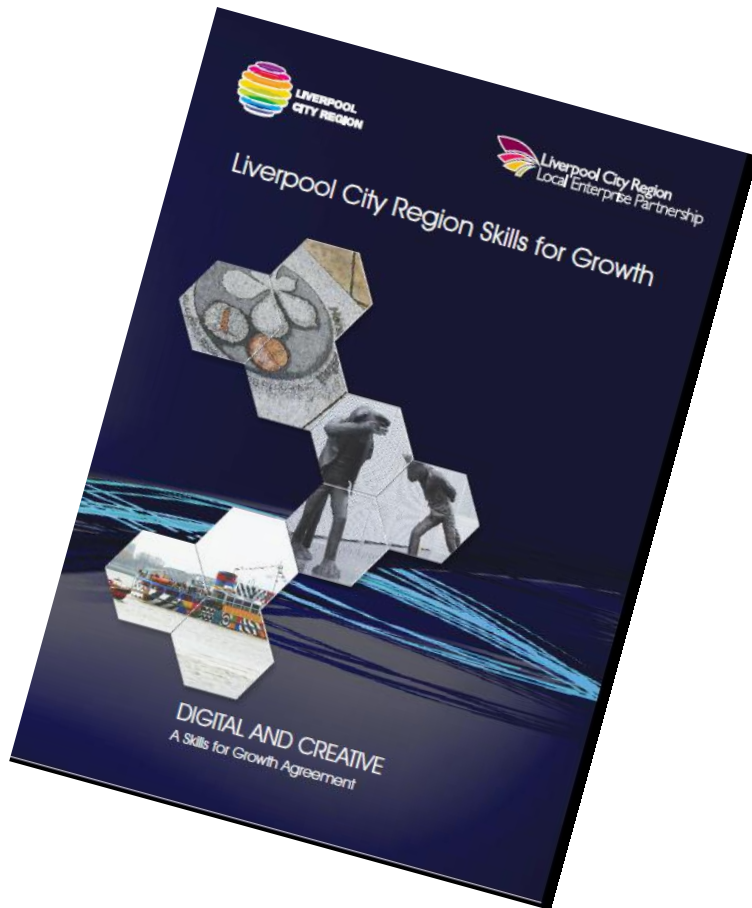
Sector	Employers with App	Average No of Apps	Penetration
Adv Manufacturing	234	6.56	9%
Digital & Creative	87	1.99	3%
Energy/Low Carbon	294	2.76	8%
Financial & Professional	245	3.63	5%
Health/Life Sciences	1,036	6.69	20%
Superport	64	5.41	3%
Visitor Economy	225	2.88	4%
Other Sectors	2,836	3.53	7%

Size	Number with Apps	Total Number	Penetration
Unknown	562	13,383	4%
1-2	686	24,181	3%
3-5	1,084	10,565	10%
6-10	1,010	5,556	18%
11-20	1,043	3,555	29%
21-50	1,154	2,892	40%
51-100	385	813	47%
101-200	186	359	52%
201-500	111	223	50%
501+	71	253	28%
Total	6,292	61,780	10%

Apprenticeships Starts in 2016/17 compared to 2015/16

Age band	Liverpool City Region		North West		England	
	% Change	Direction	% Change	Direction	% Change	Direction
16-18	-12.6%	↓	-6.9%	↓	-8.4%	↓
19-24	-2.0%	↓	-6.3%	↓	-9.2%	↓
25+	+8.4%	↑	+2.8%	↑	+2.0%	↑

Skills for Growth Agreement



Liverpool City Region is one of the UK's fastest growing hubs for digital companies and has long been recognised globally for creativity in sciences and the arts. The City Region has:

- Circa 26,000 people employed in Digital and Creative sectors in the Liverpool City Region, with just over half (57%) based in Liverpool itself;
- High levels of freelance work and micro enterprises;
- A relatively young workforce, with a growing set of digital skills across multiple media and programming platforms; and
- 75% of digital jobs in one of IT Management, Analysis, Programming, Systems or Web design.

This is being refreshed as a Skills For Growth Action Plan – launching July 2018

Key Factors Affecting Access

Government's Digital Inclusion Strategy 2014 found that of:

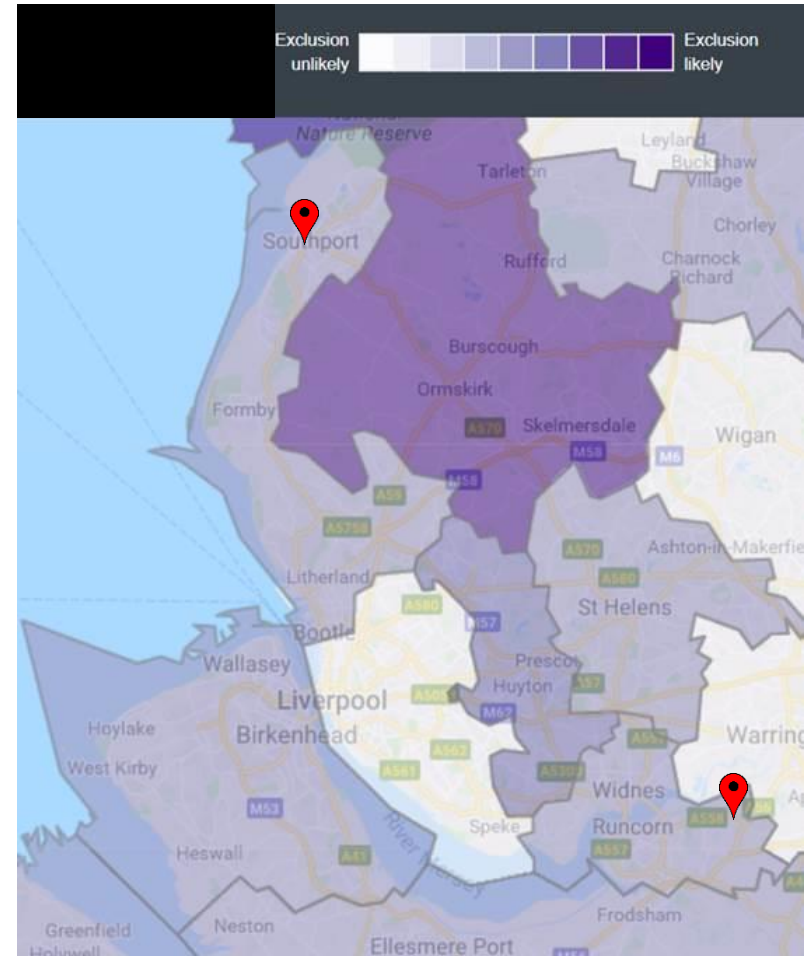
- Those in social housing - 37% of those who are digitally excluded are social housing tenants
- Those on lower wages, or unemployed - 17% of people earning less than £20,000 never use the internet, as opposed to 2% of people earning more than £40,000. 44% of people without basic digital skills are on lower wages or are unemployed.
- Those with disabilities - 33% of people with registered disabilities have never used the internet. This is 54% of the total number of people who have never used the internet.
- Older people - over 53% of people who lack basic digital skills are aged over 65, and 69% are over 55.
- Young people - 6% of people who lack digital skills are between 15 and 24 years. Only 27% of young people who are offline are in full-time employment.

Local Digital Perspective

- **Digital inclusion** and skills are a gateway for citizens to achieve a broad range of positive outcomes: gaining employment; saving money; expanding career opportunities; reducing isolation; improving health and wellbeing and much more.
- Liverpool City Region has generally good connectivity.
- For individuals the picture may be different as illustrated by the Government's own Digital Inclusion Strategy showing how digital exclusion affects some of the most vulnerable and disadvantaged groups in society

Digital Exclusion Heat Map (2017 Digital Heat Map)

Liverpool City Region has outstanding digital assets, from the Hibernia Networks connector in Sefton, to the Hartree Cognitive Computing Centre in Halton, Liverpool City Region has unique potential to bring these together to provide economic and educational opportunities.



Percentage of People (over 16) who have never used the internet (2017 ONS)

United Kingdom	9.2%
North West	9.7%
Liverpool City Region	11.7%
Sefton	13.8%

Include-IT Mersey

- Building Better Opportunities project, funded by ESF and Big Lottery
- 2 years from March 2017
- 72 people targeting Linacre and Dukes
- VOLA with 3tc and WEA, together with OVH Sovini and Plus Dane

Key Features of Approach

- 2-week programme – 6 hrs on 1 day per week with group work followed by a 1:1 session
- 3tc deliver the digital training for 8 of the 12 weeks
- WEA deliver the employability support at week 4 and then alternate weeks thereafter

Digital Skills Entitlement

- From 2020 funded through devolved AEB
- Free digital skills training for adults was first announced by the government in October 2016 and became law in April 2017 as part of the Digital Economy Act
- The new statutory entitlement will mirror the current approach for literacy and numeracy



Any Questions?

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