

NOTE FOR: Digital Inclusion Working Group

DATE: 27 June 2018

NOTE BY: Paul Fraser, Senior Democratic Services Officer

SUBJECT: Liverpool City Region Employment and Skills Board Strategy to Promote Digital Inclusion

1. Introduction

- 1.1 This note updates on email correspondence between Councillor McKinley, Lead Member of the Working Group and Paul Amann, Principal Officer Employment and Skills, Liverpool City Region Combined Authority.

2. Recommendations

That the briefing note be noted.

3. Background

At its last meeting held on 23 May 2018 the Working Group received a presentation from Paul Amann, Principal Officer Employment and Skills, Liverpool City Region Combined Authority on the Liverpool City Region's digital skills priorities. The details of the presentation can be obtained from the minutes of the previous meeting elsewhere on the agenda.

4. Councillor McKinley Email to Paul Amann

- 4.1 Councillor McKinley emailed Paul Amann on 25 May 2018 indicating that on reflection from what the Working Group had examined so far it seems that there is potential to use existing projects to broaden the number of residents in Sefton accessing the DI programmes, particularly in relation to older learners and those in receipt UC. (although the numbers still remain small when compared with Wayne Leatherbarrow's analysis of need eg, 75 across 2 wards).
- 4.2 As we discussed each of the excluded groups have different needs; and that based solely on the Working Group's discussion the LCR employer engagement and job creation opportunities seems less evolved than the work around groups 1/2 (This may be a wrong assumption but it is the impression of several Working Group Members)

Broadly speaking there seems to be 3 groups:-

1. older people who are excluded;
2. people in receipt of universal credit; and

3. jobseekers who could be trained to work in the merging DI or other key employment areas where there are elements of DI
- 4.3 It was suggested that Wayne Leatherbarrow's presentation highlighted that detailed analysis and targeting of the three broad groups is possible and therefore making precise targeted interventions possible; and that using this data could be to set and monitor robust impact and evaluation measures. Paul Amann was requested if, as promised, he could let the Working Group have a copy of the evaluation framework LCR use for inclusion in the Working Group's evidence base)
- 4.4 It was acknowledged that the Working Group never really had time to explore how the LCR strategy is increasing employment opportunities for the residents of Sefton; and that the Visitor economy passport approach may be appropriate for digital inclusion.
- 4.5 As the Working Group is focusing on the three broad groups in 4.2 above, it would be helpful if LCR could provide detailed information/update on how the LCR strategy will impact on Sefton residents and how the methodology will do this. The Working Group need to know this to ensure its conclusions and recommendations are not reinventing the wheel, but adding value to the LCR DI agenda for Sefton.

The following questions were asked of Paul Amann:-

For Sefton (focusing on the creation of job opportunities:-

1. How does the methodology identify need? who is involved in this?
2. Who will be mapping skills to jobs in sefton (will this include DI, literacy/numeracy/language (LLN)?) who will be involved in this? Last year a resolution was passed at Sefton Council that the LCR take the opportunity to use the devolved Learning and Skills budget to address the LLN needs and avoid the mistakes of the past (post Moser and national tests)
3. Which employers will you be working with in Sefton? DI directly and others where there are elements of DI
4. Will bespoke programmes be developed that integrate DI/LLN? who will develop/deliver these in Sefton
5. what are the target numbers? what percentage is this of overall need (using Wayne Leatherbarrow's data)
6. what are the impact measures for evaluation? Who will be involved in evaluating the success measuring impact for Sefton

- 4.6 If any of this is still evolving the Working Group would be interested in exploring how it can work with/contribute to the LCR on developing a digital passport etc.; and Sefton is well placed to support this initiative/bring added value etc.

It was acknowledged that it was coincidence that Sefton started working on its policy review re: DI as LCR had started theirs; and Sefton has some key assets in the borough re: the digital agenda and wider economic developments and as such, was very keen that any opportunities emerging from DI benefited the residents of Sefton.

5. Paul Amann Email to Councillor McKinley

- 5.1 As requested, the interim evaluation of the Include-IT Mersey Building Better Opportunities (BBO) project was attached to the email. As discussed, BBO projects are Big Lottery and ESF funded so come with a significant requirement for evaluation, both formative and summative.

- 5.2 A Digital Skills for Growth Action Plan is being developed. This will set out the skills supply and demand issues for Liverpool City Region and identify a range of actions to address identified needs. This is being undertaken by Technation who have already produced useful analysis which you may find of interest:

<https://technation.techcityuk.com/cluster/liverpool/>.

This Digital Skills for Growth Action Plan may produce recommendations similar to those for the Visitor Economy sector. Careers materials will then be produced identifying: job roles, pay levels, skill requirements, potential progression routes etc. which we feel will be of value to your local residents.

- 5.3 The approach for the Digital Skills for Growth Action Plan is centred on an audit of present-day digital skill demand and perceptions across Liverpool City Region (including Sefton) with the following objectives:

1. An exploratory research exercise using highly innovative labour demand data (see above) to assess digital labour demand in the city region
2. Explore demand for jobs requiring basic digital skills
3. Explore demand for jobs requiring advanced digital skills
4. Explore demand for jobs requiring digital tech skills
5. Time series analysis of digital labour demand in the LCR
6. A comparison of existing labour market statistics used by the LCRCA auditing the current labour demand within the LCR

7. Understand how these methods compare to existing traditional analysis of labour market demand, and how methods can be applied to new and emerging industries
8. Understand industry stakeholder perceptions of skills demand in the city region

Research questions:

1. What digital skills demand currently exists in the Liverpool City Region?
 2. Basic digital skills
 3. Advanced digital skills
 4. Technical digital tech skills
 5. How has this skills demand changed over the past three years?
 6. How is the skills demand likely to evolve over the next five years?
 7. What are leading industry opinions on the digital skills crisis in the city region?
- 5.4 This work will include engaging with employers across Liverpool City Region and with the Liverpool City Region LEP [Digital and Creative Board](#).
- 5.5 Separate work is underway to develop numeracy and literacy Skills for Growth Action Plans, which will provide recommendations to dovetail into digital inclusion and other key agendas.

The Employment and Skills priorities for Digital and other key sectors are inclusive of all local authority areas. This sits within the overarching Liverpool City Region digital connectivity ambitions:

- Becoming a connected digital city region
 - Expanding opportunity and ensuring digital equality
 - Establishing our City Region as an exemplar smart city
 - Becoming a hub for expertise in Artificial Intelligence, Virtual Reality, Augmented Reality, and Robotics
- 5.6 Sefton's commitment to work with Liverpool City Region and continue to add value was welcomed.