

Jobs & Skills Recovery in Staffordshire

Staffordshire Means Back to Business

Anthony Baines

Assistant Director for Skills & Employability

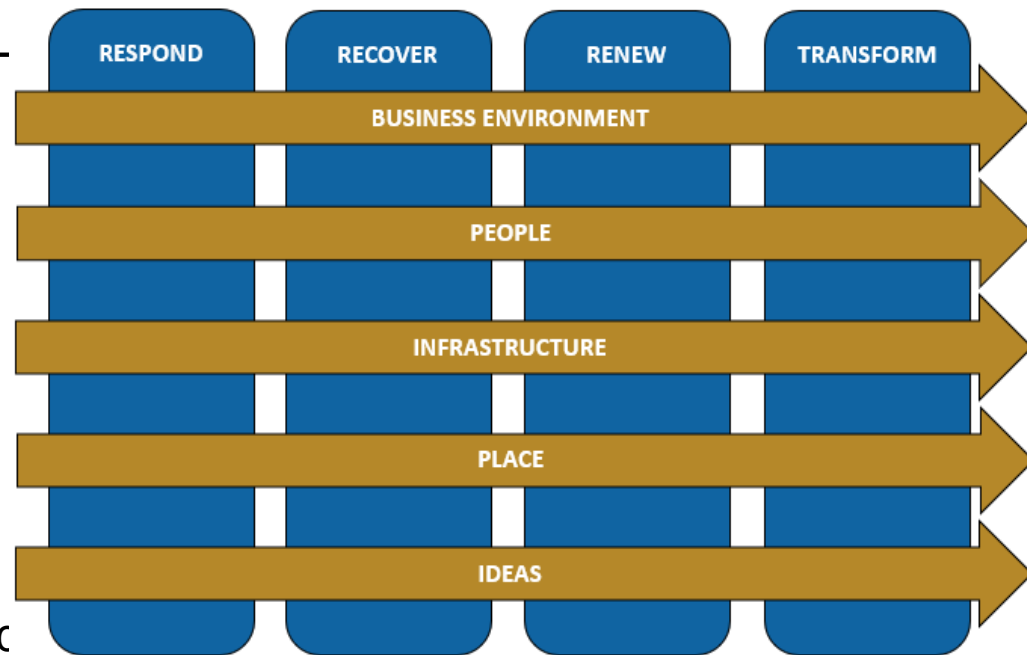


COVID-19 Economic Recovery

Strategic Response:

Staffordshire's Economic Recovery, Renewal and Transformation Strategy

- Sets out our vision, aims and priorities to respond to the COVID-19 crisis and subsequently enable the Staffordshire economy to recover, renew and transform
- The impact and how the economy will recover is uncertain, but our Strategy is flexible enough to be able to respond to the range of scenarios that may become the reality over the coming months and years
- Monitor and respond to the rapidly changing picture through the monthly [Economic Bulletin](#).



Staffordshire

Means

Back to Business

COVID-19 Economic Recovery

Partnership Response: Countywide Redundancy Task Group

- Aim: To work with business and the workforce to retrain, reskill, upskill and signpost people to new employment opportunities – recognise scale of challenge & need
- Public Private Partnership - 26 including all 10 LAs, Chamber, FSB, LEP, DWP, Providers, FE, HE, NCS, CLGU
- Large Scale Redundancy Support offer through DWP, NCS,SSW/R for over 70 business and 8,000 staff
- Established NCS Redundancy & Recruitment Triage Service supported 1,800 people -35% positive progression
- Plan for Jobs
 - Kickstart Co-ordination & Charter setting out principles & priorities, campaign to generate placements and promote placements to young people
 - Restart provider engagement and offer of partnership support
- Jobs & Careers Fair reached over 500,000 and engaged 10,500
- Underpinned by Communications Strategy & Campaigns to inform & build confidence

Staffordshire

Means

Back to Business

Staffordshire Means Back to Business: Investing in our Economy

Aim:

- Prioritise support for small businesses and people whose jobs and employment prospects have been impacted

Context:

- Staffordshire Economic Recovery & Renewal Strategy
- Cover gaps in support to those affected
- Add value to restrictions grants to support recovery & growth
- Partnership approach with all 8 district & borough councils to bring scale & efficiency
- Investment package of over £5.5 million

Programme of Investment:

- Staffordshire 500 Apprentices
- Nil Cost Training Top up for Business
- Ignite - Business Start up Programme
- To – Thrive Business growth

Staffordshire

Means

Back to Business

Staffordshire Means Back to Business: Staffordshire Apprentice 500

Aim:

- Provide incentives to small and non-levy employers to provide apprenticeships to Staffordshire's young unemployed residents

Context:

- Apprenticeship starts have declined significantly
- Sharp rise in youth unemployment
- Protect against any displacement effects and support progression
- Longer term impact on skills supply and young peoples prospects

Proposal:

- Incentive grant of £5,000 to local employers who recruit an unemployed 16-24 year old apprentice from Staffordshire
- Grant can be used to cover investment in recruitment, training and retention of apprentices
- Investment of £500,000 from County plus potential from Borough and Districts to over £1.75million

Staffordshire

Means

Back to Business

Staffordshire Means Back to Business: Nil Cost Training to Business

Aim:

- Provide incentive to small businesses to retrain or upskill staff to support business continuity and growth

Context:

- Businesses operating environments have changed due to restrictions and new opportunities and markets are being created
- Staff training and development can help to meet changing operations and demands
- Skills Hub continues to provide support from a quality assured provider base for demand led training from SMEs

Proposal:

- Incentive grant of 52% (max £5,000) towards the cost of training (excluding statutory training and state funded courses) as part of the Skills Hub and match ESF grant which funds 48% of training
- Investment of £104,000 from County plus potential from Borough and Districts to £520,000
- Years worth of activity in April

Staffordshire

Means

Back to Business

Staffordshire Means Back to Business: Ignite - Business Start up Programme

Aim:

- To encourage young people in year 12/13 of further education to understand the basics of entrepreneurialism and enterprise

Context:

- The Covid pandemic has resulted in a disproportionately high level of unemployment for young people
- No current offer of business start up training for young people

Programme:

- Delivered by Staffordshire Chamber advisers, in an engaging and interactive way through an online platform, dedicated resources and with ongoing professional support.
- aims to engage 4,000 students through a dedicated lesson leading to 300 engaged online with 300 taking the intensive 5-day programme - already delivered to over 7,000 students
- Extend to school 6th Forms in year 2 & 3.
- Investment from the County is £165,000 and the Borough & Districts to £225,000

Staffordshire

Means

Back to Business

Staffordshire Means Back to Business: Small Business to Thrive

Aim:

- Provide assistance to business to continue trading and operation during restrictions

Context:

- Staffordshire has a strong business base that needs to grow
- Restrictions have required business to put in additional measure to continue to trade
- Compliments existing business start up and loans schemes to encourage enterprise

Proposal:

- To Thrive financial support of 100% grants between £2,000 & £5,000 to cover expenditure costs essential to business operation
- Grant prioritised in terms of value of benefits e.g. jobs, new products/services or increased turnover
- Investment of £150,000 from County plus potential from Borough and Districts to £370,000

Staffordshire

Means

Back to Business

Staffordshire Means Back to Business: Investing in Our Economy

Reflections & Questions

Further Information

[Coronavirus \(COVID-19\) - support for businesses - Staffordshire County Council](#)

Staffordshire

Means

Back to Business