

Reading and Central Berkshire City Region City Deal

Cllr Tony Page

Deputy Leader, Reading BC



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Reading & Central Berkshire...

- The micro-city with the greatest economic potential in the whole of Europe
- 2nd on Price Waterhouse Coopers index of current performance on 'good growth'.
- A growing region with emerging skills gaps and labour shortages.... and yet our young people cannot access the jobs we have available, limiting their potential and holding back future growth.



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NEET

- Reading's population of NEET's is higher than any other in this region with 5.4% of 16 year olds, 8.9% of 17 year olds & 11.9% of our 18 year olds being classified as NEET
- Even for those who do find work initially this can be precarious – Reading is in the top 20 areas nationally for youngsters who end up in jobs without training (3.6%).



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Field	Job Supply	Job Demand	Deficit
Construction	1038	220	818
Social Care	435	100	335
Hospitality & Catering	188	130	58
Logistics	314	145	169



Why is this happening?

- A lack of local alignment to the needs of the local economy,
- Success measured by delivery of outputs that don't deliver the right outcomes,
- A provider-driven agenda: funding going to (and staying with) those who can operate the system effectively,
- Lack of effective business engagement in order to deliver better solutions: "There are too many agencies and too much bureaucracy, business is confused, the language is different and we have no voice" David Cook (local business leader).
- Schools geared almost exclusively to academic success measures.



The bottom line...

Job opportunities **NEED** to be **ACCESSIBLE** to our young people in order to help Reading & Central Berkshire continue to be a premier UK business location and attract further investment; we believe our City Deal can help achieve this.

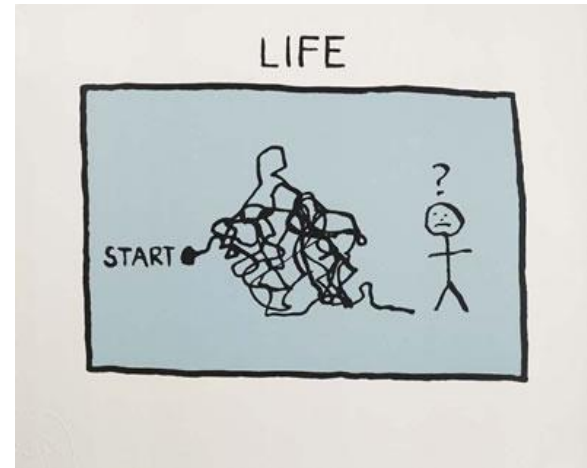


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advice
 Trapped
 Worthless
 Help
 Discouraging
 Frustrating
 Confusing
 Disjointed
 Puzzling

Upsetting
 assistance
 http://www.wordle.net/delete
 discouraging
 exasperating
 depressing
 hinder
 lonely
 label



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Productive Pathway



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We want our City Deal to be
instrumental in delivering future growth

- Directly respond to local business demand and labour supply shortages that could hinder local growth; and
- Avoid the need to import labour whilst supporting an increasing number of people without work experience going straight into the welfare system.



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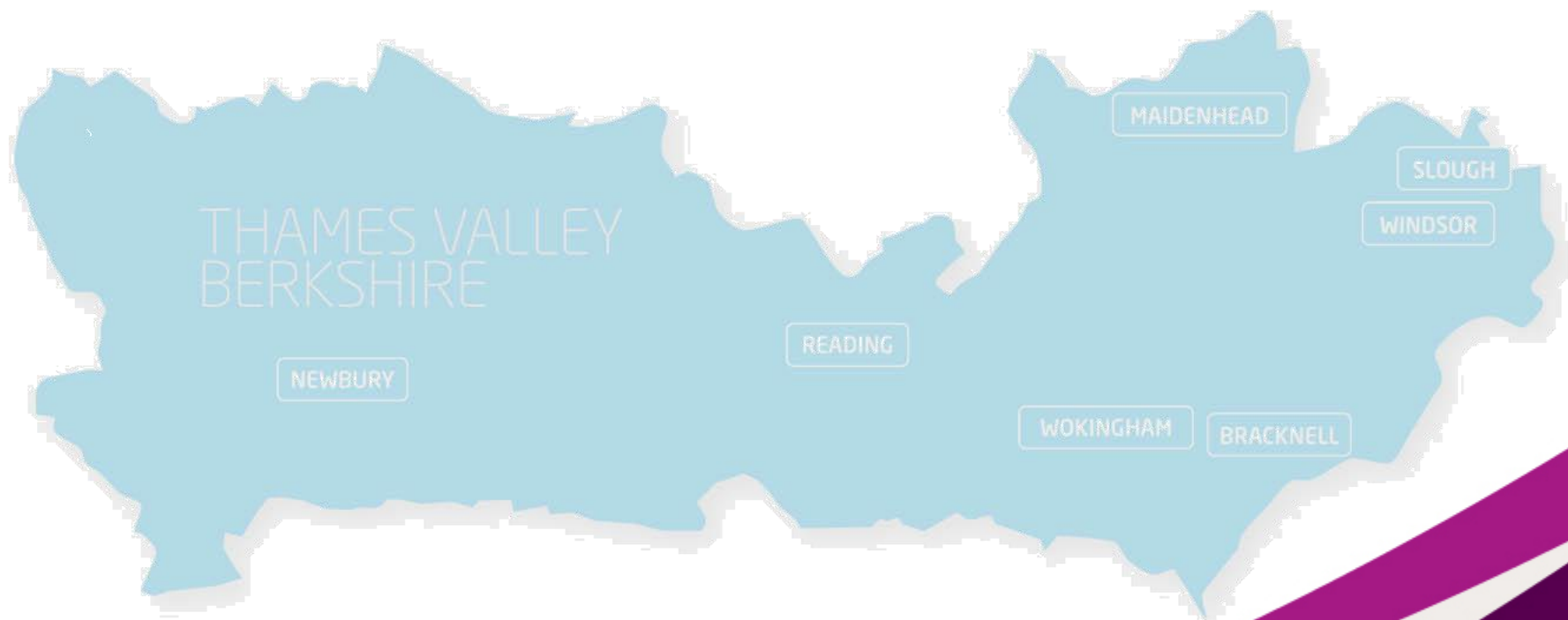
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How?

- **Business-led skills assessment** to identify needs & drive what is provided for young people.
- **Pooling disparate funding streams**
- **Strong incentives** to target funding on the education and training that will meet business needs
- **Transforming the service delivery culture** for this client group from "done-to" to "working with".
- **Innovative technology** to underpin this cultural shift – from handset to mindset.
- **Aspiration, Inspiration and Motivation (AIM)** into pre-16 schools' work.



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Local Business Engagement

- £125k top award from O2, to build innovation into the Productive Pathways model.
- Skills event in November 2012: attended by businesses, young people, training providers and the National Careers Service.
- Partners: O2, Thames Water, The Oracle Shopping Centre, the Federation of Small Businesses, the Heart of Berkshire Hospitality Association (including Malmaison) - to build a better future for young people by actively offering:
 - ★ Careers advice
 - ★ Apprenticeships
 - ★ Work Experience
 - ★ Entrepreneurship
 - ★ Coaching



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Our Asks to Government

1. High quality business focused Labour Market Intelligence (LMI) and Information and Guidance
2. Removal of split of funding with localised responsibility for 16-24 year old vocational skills training and pooling of adult skills budgets
3. Linking business needs with responsive skills provision
4. Localised resources (Apprenticeships/ Work Experience) with direct engagement of local businesses and locally developed models for incentivising, including brokerage for SMEs.



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Next Steps

- **City Deal Workshop- Thames Valley Berkshire LEP (Business led); Reading UK CIC (Business led); Tesco; Waitrose; Adviza; Connect Reading; Thames Water; Federation of Small Businesses; Heart of Berkshire Hospitality Association; Jobcentreplus; New Directions; Reading College; Bracknell and Wokingham College; Berkshire; Raising Participation Partnership; Central Berkshire Education Business Partnership; Reading Borough Council; Bracknell Forest Council; Wokingham Borough Council; West Berkshire Council**



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Questions?



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