

# The South West Framework for Regional Employment and Skills Action

The South West Regional Employment Forum

**REVISED ACTION PLAN**

NOVEMBER 2003



# Introduction

The South West Framework for Employment and Skills Action (FRESA) **aims to provide a single plan to identify what needs to happen to create and maintain a healthy labour market in the South West of England.**

The South West FRESA working document was launched at the South West Skills Summit on 6 November 2002. In January 2003, four sub-groups were established to refine the Action Plan presented in that working document. The four sub-groups are:

- 1 FRESA Strategic Objective Group 1 (FSO1): Engaging Employers
- 2 FRESA Strategic Objective Group2 (FSO2): Inspiring Individuals
- 3 FRESA Strategic Objective Group 3 (FSO3): Working towards a Natural Balance
- 4 SW Employment and Skills Research Forum (RF)

## The revised South West FRESA Action Plan

Since March 2003 all four sub-groups have worked intensively to put appropriate processes in place to develop, start, deliver and manage implementation of activities that will meet the key FRESA objectives. The FRESA **Action Plan** consists of:

- A comprehensive spreadsheet detailing all objectives, actions and activities (to be) undertaken for all three strategic objectives starting in 2003 and going beyond 2005:
- The Research Forum Plan;
- A page for each activity providing description of each activity, member organisations involved in the implementation of the plan and contact details for the lead agency; and,
- Detailed activity plans for each activity.

The update provided below is the comprehensive spreadsheet. To view the detailed activity plans please go to [www.southwestrda.org.uk/what-we-do/skills/index.shtm](http://www.southwestrda.org.uk/what-we-do/skills/index.shtm)

The SW FRESA e-newsletter will keep you up to date with the work of the SWREF and sub-groups. To view the latest edition please go to [www.southwestskillsstrategy.info](http://www.southwestskillsstrategy.info)

My thanks are due to all those individuals and organisations who have contributed so extensively to the progress we have achieved so far.

**Brian Kemp Chairman SW Regional Employment Forum  
November 2003**

The table below presents a summary of the revised FRESA action plan. A glossary of abbreviations is given at the end of the table.

Strategic Actions/Activities	Start Date	Lead Agency	Support Agencies	Outputs/Outcomes	Key Milestones	
<b>FSO1: Engaging Employers: To increase employers' participation in skills development in the South West</b>						
Engaging Employers Sub-Group Members: Small Business Services (SBS), LSCs, Jobcentre Plus, NHS, Federation of Small Business Services (FSB), AOC, Sector Skills Councils (SSCs), South West RDA, South West Forum (SWF), Education Business Link Organisation (EBLO), GOSW, Research Forum, Business West, University for Industry (UFI), Local Government						
<b>FSA1.1 Develop Employers' Commitment to Skills Development</b>						
1.1.1	Enhance the role of Business Links/sector organisations in acting as the principal source of advice for small businesses on human resource issues.	2003	SBS,	Jobcentre Plus, LSC, FSB, NHS, SWF	Consistent framework for skills brokerage adopted across the region development and increased take up Increased number of businesses engaged in training and workforce development/Increased take up of IIP.	April - June 2003  By April 2004
1.1.2	Develop more responsive training schemes which are demand not supply led (linked to 3.2.5)	2003	LSC/NIACE	EBLO, AOC, FSB, WEAFF, EEF, South West SLIM, Research Forum	SLIM Learning Theme, increased collaboration between FSO1 and FSO3 Primary research, final report and dissemination	October - December 2003  February - May 2004
1.1.3	Develop a sustained campaign to demonstrate the financial benefits of training to employers	2004	SSDA	SSCs	This activity will be developed as the Skills for Business Network is established.	Under development
<b>FSA1.2 Co-ordinate Workforce Development</b>						
1.2.1	Establish mechanisms of consultation for the LSCs to ensure partners' input into the LSC Workforce Development plans and ensure co-ordination between the South West priority sector skills action plans and the LSCs Workforce Development plans and other partners, including ESF-funded activity.	2003	South West RDA, LSC	SSDA, SSCs, Jobcentre Plus	Share Workforce Development plans Further align FRESA and LSC Workforce Development plans Gain a better understanding of joint activity	October 2003 start
1.2.2	Define and respond to the need for ongoing training and development for graduate level staff and ensure the provision of appropriate courses to attract and retain employees	2004	HERDA	AOC	Define training needs of graduate-level staff Dissemination of findings	Spring 2004 - Autumn 2004
<b>FSA1.3 Promote Management Skills</b>						
1.3.1	Investigate the need for additional management and leadership training, and review current provision and co-ordinate the provision of management and enterprise training for small and micro businesses.	2003	SBS	South West RDA, SWF	One coherent management and leadership strategy, supported by joint bid for implementation programme to RDA.	June - October 2003
1.3.2	Provide centres of excellence for management training	2005	South West RDA	SBS, LSCs	Development of 1 or more centres of excellence for management in the South West Region	Under development
<b>FSA1.4 Integrate Sector Skills Activities within the Region</b>						
1.4.1	Implement the skills development programme for each of the economically important and emerging sectors	2003	South West RDA	All group members	Implementation of a skills development programme for advanced engineering, biotechnology, creative industries, environmental technology, food and drink, ICT, marine and tourism sectors.	Completion of Programme (March 2006)

Strategic Actions/Activities		Start Date	Lead Agency	Support Agencies	Outputs/Outcomes	Key Milestones
<b>FS02: Inspiring Individuals: To raise individuals' aspirations and skills for working in the South West</b>						
Inspiring Individuals Sub-Group Members: LSCs, Connexions, HERDA, South West RDA, SW Skills for Life Strategic Unit, GOSW, LEAs, Jobcentre Plus, AoC, LSDA, Fair Play, Information, Advice and Guidance (IAG), Research Forum, University for Industry (UfI)						
<b>FSA2.1 Stimulate Individual' s Commitment to Learning</b>						
2.1.1	Research an enhanced information, advice and guidance (IAG) service by piloting relevant regional initiatives with the aim to inform and improve co-ordination and coherence of provision	2003	LSCs, South West RDA	IAG, HERDA, South West SLIM/Research Forum	SLIM Learning Theme  Recruitment of Regional Co-ordinators  Report to South West REF	June - September 2003  April 2004-2005  Summer 2005
2.1.2	Develop partnerships around 'Aim Higher' to raise the level of participation in Higher Education	2003	HEFCE	HERDA, AoC	Ensure that South West contributes to the Government target of 50 per cent of under 30's having participated in HE by 2010	April 2003 - March 2006
2.1.3	Provide support for a region wide campaign to promote the benefits of learning		South West REF		To be determined by the REF	
2.1.4	Ensure appropriate post 16 provision for the participation and progression of individuals in learning and work	2003	LSC (through strategic area review)	All	Comprehensive review of all LSC funded provision in the South West  Implementation plans area by area on changes to post 16 provision.	April 2003 - 2005
2.1.5	Ensure appropriate and continuous HE provision to meet regional requirements	2003	HERDA/ HEFCE	AoC	HEFCE to adopt a regional strategy to enable South West Higher Education Institutions and Further Education Colleges to meet regional requirements for employment and higher level skills.	Ongoing (core HEFCE activity)
<b>FSA2.2 Raise the Standard of Skills for Life (literacy, language, numeracy)</b>						
2.2.1	Support the work of trades unions and employers to identify people who would benefit from improving literacy, language and numeracy skills and to develop enhanced workplace training	2003	South West Skills for Life Unit/TUC	GOSW	Develop an understanding of models for basic skills within workplace training  Assess critical success factors for enhanced workplace training  More trained brokers	May - July 2003  July - December 2003
2.2.2	Increase support for identifying adults lacking skills for life in community settings and provide community based learning	2004	LSCs	LEAs	Clear map of existing South West activity and good practice	start Autumn 2004
2.2.3	Develop and identify successful models of effective delivery skills for life and sharing them across the region	2003	South West Skills for Life Unit	GOSW	Criteria for Success document Mapping existing provision Dissemination  Whole College approach shared with FE providers Dissemination	January - June 2003  June - December 2003
2.2.4	Develop capability and capacity for tutor training to be linked into the successful models (identified in 2.2.3)	2003	South West Skills for Life Unit	GOSW, HERDA	Collection of baseline data Regional action plan  Models of partnership and documentation shared  High Quality Continuing professional development for all staff embedded into region.	May - July 2003  June - December 2003
2.2.5	Provide the evidence to the REF to support the lobbying of sufficient investment to fund basic skills training	2003	South West REF	All FSO2 Members	Data and arguments to engage in dialogue with Government  Increase in investment	Autumn 2003 - Spring 2004
2.2.6	Support additional local education authority work to reduce the number of school leavers with poor basic skills	2003	LEAs		Map provision  Use SEN (Statement of Educational Need) regional group to gather data	Under development

Strategic Actions/Activities	Start Date	Lead Agency	Support Agencies	Outputs/Outcomes	Key Milestones	
<b>FS02: Inspiring Individuals: To raise individuals' aspirations and skills for working in the South West</b>						
<b>FSA2.3 Develop Generic Skills for Employment</b>						
2.3.1	Improve the range and quality of job opportunities to stimulate the desire for improved skills levels	2004	South West RDA	Jobcentre Plus	Set up/strengthen operational linkages with IAG partnerships Information and advice regarding funding and support systems for skills development made readily available to individuals South West RDA Forecast Target Job Opportunities 18,750 South West RDA Forecast Target Foreign Direct Investment Job Opportunities 4,800	2003-2004 2004-2005 2003-2006 2003-2006
2.3.2	Lobby national agencies, especially the QCA to promote a framework that recognises the importance of incorporating skills for employment into qualifications	2004	South West REF	LEAs, IAs		
2.3.3	Research the delivery of skills for employment amongst the 14-19 year olds.	2003	LSC	FSB, LEAs, LSDA and Jobcentre Plus, South West SLIM, Research Forum	A report with clear recommendations pertinent to the local regional and, if relevant, national level, and an executive summary; Consultants to develop and manage a follow-up consultation process; Presentation of findings plus relevant strategic inputs and consultation on implementation strategies	Sept 2003 - Jan 2004 Feb- April 2004 May - June 2005
2.3.4	Research the delivery of skills for employment amongst the adult population.	2004	FSB	LSC, LSDA, Jobcentre Plus	Define exact project parameters	Sept. 2003
2.3.5	Investigate mechanisms for the recording and provision of evidence of employability skills (amongst young people and adult population) and improve existing mechanisms	2003	LSC	LEAs, HERDA, AoC	A report that identifies suitable pathways and qualifications that enhance employability skills An audit report from South West LEAs	Sept. 2003-2004
<b>FS03: Working for a Natural Balance: To develop the efficient and inclusive working of the South West Labour Market</b>						
Working for a Natural Balance Sub-Group Members: Jobcentre Plus, South West RDA, GOSW, Federation of Small Businesses (FSB), Small Business Services (SBS), LSCs, HEFCE, HERDA, South West TUC, Westcountry Training and Consultancy Services (WTCS), Third Age Employment Network (TAEN), Connexions, South West Early Years Development and Child Care Partnerships, Local Authorities, NHS						
<b>FSA3.1 Provide a Coherent Skills Development Infrastructure</b>						
3.1.1	Develop joint planning by the key funding organisations represented on the South West REF (joint activity plan with activity 3.1.4)	2003	LSCs	CBI, FSB, HEFCE, SBS, LSC, South West TUC, WTCS	Joint understanding of employment and skills priorities across REF partners and South West FRESA stakeholders Mechanism agreed by South West REF partners to inform policy employment and skills policy development More effective use of regional resources across the South West REF partnership with joined up policies by 2005 FRESA activities and StARs informed by up to date LMI Report describing the added value to the LMI model in policy planning in the region	June - July 2003 October 2003 - 2004 December 2003 - 2005 October - December 2003

Strategic Actions/Activities	Start Date	Lead Agency	Support Agencies	Outputs/Outcomes	Key Milestones	
<b>FS03: Working for a Natural Balance: To develop the efficient and inclusive working of the South West Labour Market</b>						
3.1.2	Build upon existing sector and local initiatives to ensure a clear signposting system exists for employers seeking advice on skills development issues	2003	SBS	LSCs, South West RDA, Jobcentre Plus, HERDA, GOSW	Report on sector initiatives; dissemination of information; start a change programme;	Production of report in Jan 2004 and dissemination in May 2003;
3.1.3	South West REF to act as the voice of the region in identifying the need for change at the national level	2003	South West REF	All FSO3	Report on local initiatives; dissemination of information and start a change programme building on good practice	Production of report in Feb/March 2004 and dissemination in July/Sept. 2004
3.1.4	Ensure that the region has early intelligence of emerging skills shortages and mismatches (linked to 3.1.1)	2003	LSCs/ GOSW	CBI, FSB, HEFCE, SBS, LSC, TUC, WTCS, South West SLIM, Research Forum	Greater awareness of regional employment and skills issues at national level Changes to national strategy and policy Acknowledge through consultation of the role and responsibility of the Regional Employment Forum Support for work of the South West FRESA sub-groups Move towards informed regional decision making on employment and skills issues	Ongoing
<b>FSA3.2 Maximise Access to Jobs and Skills Development</b>						
3.2.1	Research the significance of transport availability and cost in limiting access to jobs and training, map current activity, and identify best practice	2004	Local Authorities		Under development.	
3.2.2	Develop flexible rural transport options and improve rural transport systems - in particular linking employment and training opportunities	2004	Local Authorities		Lead agency representing this sector secured in October 2003	
3.2.3	Assemble evidence of the way that the benefits system encourages people who want to work, retrain and seek to get upskilling from doing so	2004	South West RDA, South West REF	TAEN	Evidence to lobby Government for appropriate changes Changes to regional practice	Autumn 2004
3.2.4	Collate evidence on the extent to which care acts as a barrier to employment and training, identify current funding and initiatives, and develop actions to address gaps	2003	South West RDA	Jobcentre Plus, TAEN, GOSW, LSCs, Connexions, NHS, South West Early Years Development and Childcare Partnerships, South West SLIM, Research Forum, WTCS	Regional and sub-regional analysis of barriers to employment and training for carers 7 sub-regional dissemination and policy development workshops Regional policy on barriers to employment and training for carers 7 sub-regional action plans on barriers to employment and training for carers Regional conference to launch policy Evaluation of implementation of policy and sub-regional action plans Improvement in support for carers considering training and re-entry to the regional labour market	June 2003- March 2004  December - June 2004  April 2004 - June 2005  July - December 2005

Strategic Actions/Activities		Start Date	Lead Agency	Support Agencies	Outputs/Outcomes	Key Milestones
<b>FSA3.2 Maximise Access to Jobs and Skills Development</b>						
3.2.5	Investigate and support appropriate and cost-effective flexible and outreach training solutions (linked to 1.1.2)	2003	FSB	CBI, HEFCE, SBS, LSC, TUC	see outputs/outcomes for 1.1.2	
<b>FS03: Working for a Natural Balance: To develop the efficient and inclusive working of the South West Labour Market</b>						
<b>FSA3.3 Encourage Effective Recruitment Practices</b>						
3.3.1	Promote best practice in human resource planning and management	2003	SBS	LSCs, SSCs	Research report identifying best practice use of diagnostic tools and process methods to differentiate between staff development opportunities and sourcing of staff recruitment;  Series of local promotional seminars.Promote through IIP Clubs.	Report in Feb 2004  Events between June - Dec 2004
3.3.2	Undertake a campaign to raise employer awareness of the potential of traditionally excluded groups	2004	Jobcentre Plus	TAEN, Connexions, LSCs, WTCS	Jobcentre Plus will engage with 300 employers in the South West Region  20 employers worked with 100 employers contacted 100 events organised	April 2003 - March 2004/5
3.3.3	Support voluntary and community organisations to enable them to raise awareness of job opportunities among job seekers	2004	South West RDA	South West Forum	Implementation of activity plan	Start March 2004
3.3.4	Work with key employers and sector skills organisations in priority sectors to offer combined recruitment and training packages	2004	South West RDA	SSDA, TUC, CBI, Jobcentre Plus	Under development	
<b>FSA3.4 Stimulate and Support Investment</b>						
3.4.1	Develop information on supply of skills and training to assist companies embed in the region	2004	South West RDA	Research Forum, LLSC, Jobcentre Plus, HEFCE, SSCs, SSDA	Cohesive information products for investment companies	April - September 2004
3.4.2	Establish incentives which encourage employers and HE/FE to develop productive long-term relationships which support business growth	2003	HERDA	LSCs, AoC, FSB	New programmes aimed at employers to provide effective progression routes between FE and HE and encourage further lifelong learning  All RDA sector projects to work effectively with HE and FE in order to deliver economic benefits  Sector Skills Councils to build effective links with HE/FE  At least two regional projects to demonstrate effective HE/FE collaboration on knowledge transfer  FE Colleges to learn from HE experiences in knowledge transfer  20 major South West employers to build new long-term links with FE/HE institutions  More effective 'account management' skills and processes in HE/FE leading to better customer relationships and more cross-selling	Best practice review and recommendations /analysis in 2004
3.4.3	Prepare an inter-agency plan to include programmes of support designed to encourage companies to embed in the regional economy and to reinvest in the region	2004	South West RDA	LGA, LLSCs, Jobcentre Plus, SBS/Business Link, AoC, HEIs	South West inter-agency investment support plan  Improvement in support for companies considering investment in the Region	Inter-agency group formed Spring 2004 Inter-agency plan finalised and approved November 2004

Strategic Actions/Activities	Start Date	Lead Agency	Support Agencies	Outputs/Outcomes	Key Milestones	
<b>FS03: Working for a Natural Balance: To develop the efficient and inclusive working of the South West Labour Market</b>						
<b>FSA3.5 Respond to Labour Market Emergencies</b>						
3.5.1	Facilitate, prepare and agree individual inter-agency plans for responding to significant regional redundancies	2003	Jobcentre Plus	South West RDA, GOSW, South West TUC, CBI	Delivery of redundancy support including business advice for employees considering setting up their own business, information and introductions to new companies moving into the area with recruitment needs, information on Modern Apprenticeship opportunities and general trade/industry information, support for job search and/or training.	Plan approved by South West REF May 2003 and is ongoing
3.5.2	Prepare an inter-agency contingency plan to handle other economic crises	2004	South West RDA	Jobcentre Plus, GOSW, Business Link, LLSCs, LAs, South West TUC	Regional inter-agency contingency plan for economic emergencies agreed by South West REF partners  Economic emergencies dealt with effectively and efficiently	November 2003 - January 2004
<b>Research Forum Activities</b>						
RF1	Examine latest trends in employment, skills and learning in South West England, Analyse latest data from the Household Survey, National Employers Skills Survey and Census 2001 at LSC and Regional levels	2003	South West SLIM	South West RDA, LSC	1 x regional report and 6 x local reports providing an analysis of skills trends, gaps and priorities and the implications of these for LSC and FRESA priorities.	Reports Produced - Jan 2004
RF2	Healthy Labour Market Review identify and analyse data that is indicative of the health of the South West Labour Market	2003	South West RDA	South West SLIM, South West RDA, LSC, HERDA, LSDA	Report providing an analysis of the health of the south west labour market and implications for FRESA priorities.	Report Produced - April 2004
RF3	Distributed Policy for the South West Knowledge Economy (ERKE) Identify priorities and a framework for the development of the South West knowledge economy through skills and employment related actions	2003	South West RDA	South West SLIM, LSC, LSDA	Sub-regional workshops and a report providing a framework for distributed knowledge economy policies and actions.	Report Produced - July 2004

## Key of Colours

	2003 Activities
	2004 Activities
	2005 Activities

## Glossary

AoC	Association of Colleges	SBS	Small Business Service
CBI	Confederation of British Industry	SfBn	Skills for Business Network
FDI	Foreign Direct Investment	SRP	Sub-Regional Partnership
FSA	FRESA Strategic Action	SSC	Sector Skills Council
FSB	Federation of Small Businesses	SSDA	Sector Skills Development Agency
FSO	FRESA Strategic Objective	SWF	South West Forum
GOSW	Government Office for the South West of England	SW LMI	South West Labour Market Information Research Network
HEFCE	Higher Education Funding Council of England	SW RA	South West Regional Assembly
HERDA SW	Higher Education Regional Development Association – South West	SW RDA	South West of England Regional Development Agency
HLM	Healthy Labour Market	SW REF	South West Regional Employment Forum
IIP	Investors in People	SW TUC	South West Trade Union Congress
LAs	Local Authorities	Ufi	University for Industry
LSCs	Learning and Skills Council		
RF	South West Employment and Skills Research Forum		