

## 5 THE REVIEW – LEARNING AND TRAINING

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A number of indicators included within the Learning and Training section of this report relate directly to the national learning targets and Public Sector Agreement Targets (PSA) targets. These targets are the direct responsibility of a range of partners in the region and, like the close to policy indicators, are therefore indicators which partners will be able to influence through their activities. One example of the national targets is provided in Annex 2. It is intended that the HLMR for 2006 will include the full range of relevant PSA targets for learning and training, and identify progress made against them.

### 5.1 PARTICIPATION IN LEARNING AND TRAINING

#### 5.1.1 Participation of young people in learning & training

The majority of 16 and 17 year olds in the region remain in full-time education. Latest data available for 2003 from the DfES shows 75 per cent of 16 year olds and 61 per cent of 17 year olds remained in full-time education, figures that are comparable to those for 2002. This makes the South West consistently one of the best performing regions in terms of staying-on rates. The numbers participating in Work-Based-Learning (WBL), by comparison, are relatively small. This trend is particular to the regions in the southern half of the country and this may be accounted for by differences in the industrial structure between the northern and southern regions. Of the southern regions, the South West has the highest level of young people participating in WBL.

Within the South West, participation rates vary considerably. The highest participation rates for 16 year olds are seen in Bath and North East Somerset (81 per cent), with Wiltshire (78 per cent), Swindon (77 per cent), Gloucestershire (76 per cent), and Somerset (76 per cent) also above the regional and national averages. The lowest rates are seen in Poole, Bournemouth, Torbay and South Gloucestershire, which are below the national average. For 17 year olds, the pattern of participation is similar with the highest rates in Bath and North East Somerset, and the lowest rates, below the national average, in Bristol, South Gloucestershire, Plymouth, Torbay, and Swindon.

Post-16 participation rates data available from the Connexions Service *Annual Activity Survey*<sup>72</sup> of young people completing Year 11 education shows comparable results to the DfES participation rates. In the *Annual Activity Survey 2004*, the South West has the second highest number of young people in full-time learning at 86.4 per cent, above the 84.8 per cent average for England. The South West also has the highest level of young people who are employed and in government-supported training of the regions in the South of England. The South West also has the highest level in employment without training at 4.7 per cent, a small increase on the figure for last year of 4.1 per cent.

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<sup>72</sup> Connexions Service, *Moving On—2004 Pathways Taken by Young People Beyond 16: Annual Activity Survey 2004*.

## 5.1.2 Apprenticeships

Apprenticeships are currently undergoing significant change with the launch of the new Apprenticeship programme. This new programme builds on the ten-year old Modern Apprenticeship programme, adopting a new framework designed to increase the number and range of employers offering apprenticeships and to ensure that they reflect the changing needs of employers and young people. The new programme will include the following:

- *New Young Apprenticeships* – for 14 to 16 year olds with pupils spending up to two days a week in the workplace learning a trade;
- *The Apprenticeship* – based around the Entry to Employment (E2E) programme. Available to young people enabling them to work towards NVQ level 2, key skills in areas such as communication and application of number and in some cases a technical certificate;
- *Advanced Apprenticeships* – equivalent to two good A' levels or an NVQ level 3 qualification, key skills and a technical qualification and replacing Advanced Modern Apprenticeships;
- *Apprenticeships for Adults* – based on the commitment from the National Skills Strategy to developing provision for over 25s.

Data available for August 2004 to January 2005 shows that during this time there were a total of 9,700 starts to the Apprenticeship and Advanced Apprenticeship programmes in the South West. This is the fifth highest of the English regions and equates to approximately 1.6 per cent of the population<sup>73</sup>, approaching the national average of 1.7 per cent.

**TABLE 18: Starts to Apprenticeships & Advanced Apprenticeships, Aug 2004/Jan 05**

LSC Area	Starts to Apprenticeships	Starts to Advanced Apprenticeships	Total starts	Total starts as a proportion of population <sup>1</sup>
East of England	6,723	2,038	8,761	1.4
East Midlands	6,506	2,104	8,610	1.6
London	4,392	1,577	5,969	0.6
North East	4,778	1,596	6,374	1.9
North West	12,633	4,487	17,120	1.9
South East	8,258	3,193	11,451	1.2
South West	6,949	2,751	9,700	1.6
West Midlands	8,174	2,738	10,912	1.6
Yorkshire & the Humber	8,008	2,625	10,633	1.6
NA (National Contracting Service)	10,031	8,530	18,561	n/a
<b>England</b>	<b>76,452</b>	<b>31,639</b>	<b>108,091</b>	<b>1.7</b>

Source: LSC National, 2004/05

Notes: <sup>1</sup> The population is the closest fit available and is for those aged 15 to 24. Data for the population 16 to 24 was not available.

<sup>73</sup> The population is the closest fit available and is for those aged 15 to 24. Data of the population 16 to 24 was not available.

As seen nationally and throughout the regions, the majority of starts are to the Apprenticeship programme at around 70 per cent of the total. Generally there are slightly more starts for males than females.

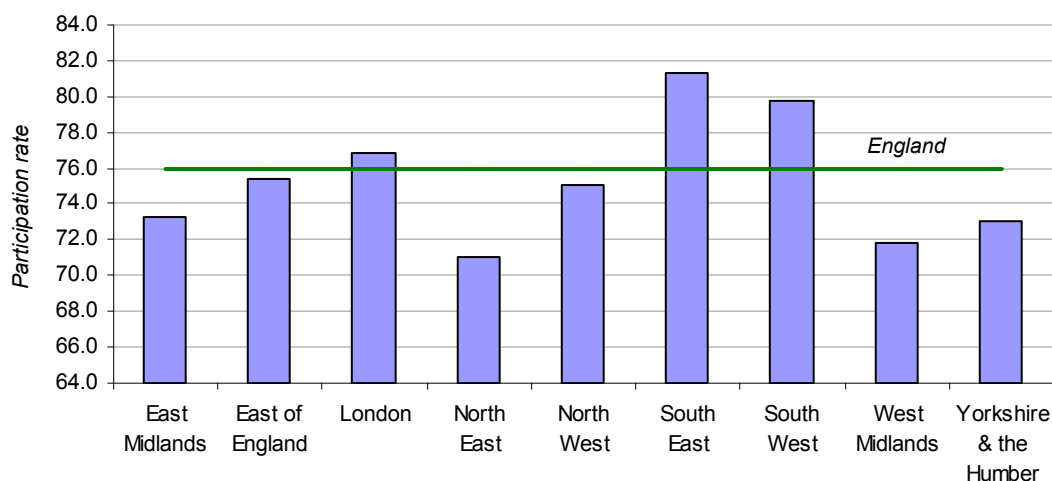
Starts in Apprenticeship programmes have been falling over the years nationally and across the regions. In the South West, figures have fallen from 11,549 to the 9,700 seen over the same period in 2004/05.

Within the region, the largest number of starts was seen in the Devon and Cornwall LSC area with nearly 40 per cent of starts to the Apprenticeship, and 36 per cent of those to the Advanced programme. Just under one quarter of starts to Advanced Apprenticeships were seen in the West of England area. However, looking at starts compared to the general population<sup>74</sup>, the proportions are the same for Devon and Cornwall and Somerset at 2 per cent, 1.8 per cent for Bournemouth, Dorset and Poole, and 1.7 per cent for Wiltshire and Swindon. The lowest proportions are seen in the West of England and Gloucestershire.

### 5.1.3 Adult learning and job-related training

Participation by adults in learning and training has always been high in the South West. Data from the LFS for 2003 shows that, of those aged 16-69, 79.7 per cent were participating in learning (taught and non-taught). This is the second highest rate of participation of the English regions and above the national average of 75.9 per cent. Along with the other regions, the South West has experienced a small decline of 1.6 per cent on the figures for 2002, although figures do not suggest any long-term decline in participation.

**FIGURE 35:** *Adult participation in learning by region, 2003*

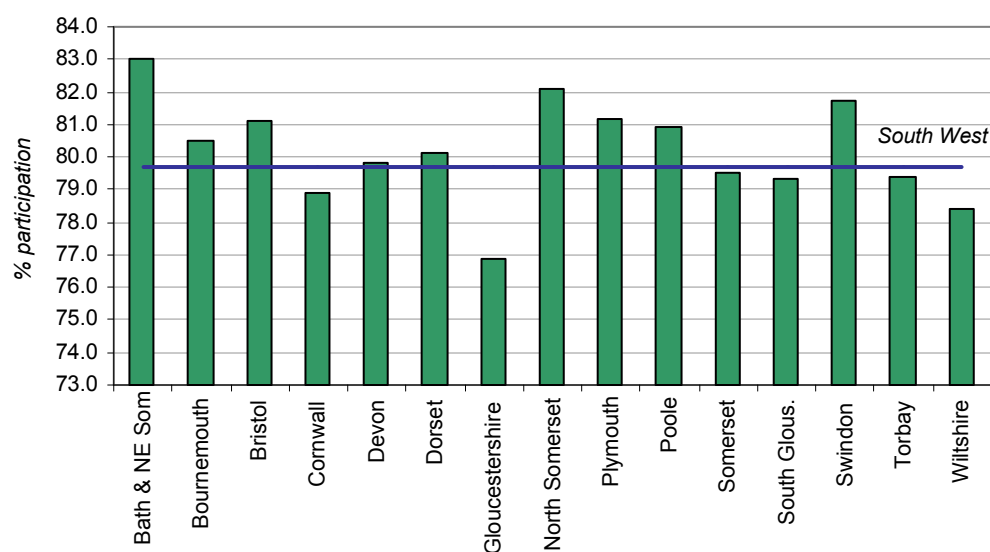


Source: DfES, analysis of LFS, 2003

Participation rates vary across the region although all county/unitary authority areas have rates above the national average. The highest rates are within Bath and North East Somerset at 83 per cent.

<sup>74</sup> As per table note: the population is the closest fit available and is for those aged 15 to 24. Data of the population 16 to 24 was not available.

**FIGURE 36: Adult participation in learning in the South West, 2003**



Source: DfES, analysis of LFS, 2003

Participation in job-related training is similarly high in the South West. Figures for 2003 from the LFS show 12.2 per cent of adults were in receipt of job-related training in the last four weeks prior to the LFS survey date. With Yorkshire and the Humber, the South West has the joint second highest level of participation amongst the English regions, above the national average of 11.4 per cent. Figures are down on those for the previous year by 1 per cent although this is apparent nationally, and it is difficult to say whether or not this is a trend, taking into account statistical error and with the figures varying across the years.

Within the region, figures vary although, unlike adult learning, areas such as Dorset, Poole and South Gloucestershire are below the national average. These areas, with the addition of Bournemouth, Gloucestershire and Somerset, are below the regional average.

#### 5.1.4 Participation in Higher Education (HE)

Information available from the annual HEFCE publication, *Regional Profiles*<sup>75</sup>, shows that the South West has one of the smallest student populations in England. Only the East of England and the North East have smaller ones. In 2003/04, the South West had just over 147,000 students in the region's 13 HEIs<sup>76</sup>, showing a growth over the previous year when figures stood at 139,000. The University of Bristol, the University of the West of England, and the University of Plymouth are the regions largest institutions, accounting for over 50 per cent of the HE student population.

<sup>75</sup> HEFCE, *Regional Profiles of Higher Education*, HEFCE, 2004.

<sup>76</sup> Including under-graduate and post-graduate but not Open University Students.

**TABLE 19: Student numbers in South West HEIs, 2003/04**

HEIs	All students	FE students	HE students	Under-graduate students	Post-graduate students
Bath Spa University College	5,825	0	5,825	4,035	1,790
The University of Bath	13,855	0	13,855	9,505	4,355
The Arts Institute Bournemouth	3,495	2,175	1,320	1,305	15
Bournemouth University	15,880	0	15,880	13,375	2,510
The University of Bristol	22,705	0	22,705	14,860	7,850
Dartington College of Arts	525	0	525	440	85
The University of Exeter	14,130	0	14,130	9,775	4,355
Falmouth College of Arts	1,990	145	1,840	1,610	230
University of Gloucestershire	9,955	505	9,450	7,965	1,485
The University of Plymouth	28,420	0	28,420	23,570	4,850
Royal Agricultural College	775	0	775	515	260
College of St Mark & St John	5,975	0	5,975	3,720	2,255
University of the West of England	26,650	135	26,520	21,985	4,535
<b>South West</b>	150,180	2,960	147,220	112,660	34,575
<b>England</b>	1,981,160	112,745	1,868,415	1,428,430	439,985

Source: HESA, 2005

The South West has a relatively small number of students in HE from low participation neighbourhoods at 8.4 per cent compared with 12.4 per cent nationally, although this figure is up on the below 8 per cent for 2002/03.

In the region, around 43 per cent of students are male and 57 per cent are female, in line with the national average. Within the region, the proportion for females is higher at Bath Spa University College, the University of Plymouth, and the College of St. Mark and St. John. The proportions of males are higher at the University of Bath and the Royal Agricultural College.

### 5.1.5 First destinations of South West graduates

The *Regional Profiles* publication by HEFCE<sup>77</sup> shows that the majority of first-degree students graduating from HEIs in the South West go into work. Of the graduates from 2003, approximately 64 per cent go into employment, 16 per cent go into further study, 9 per cent into work and study, 7 per cent are unemployed, and a further 7 per cent are classified as 'other'. Of those who go into employment, approximately 52 per cent go into employment in the region.

The industry of employment of graduates from South West HEIs broadly mirrors the national picture, although more go into property, business and research, and financial activities, and marginally more into hotels and restaurants, transport and communications, defence and public administration, and other community, social and personal services. Fewer go into wholesale and retail, education, health and social work, and this may be surprising given the importance of these industries to regional employment. This pattern is similar to that seen for students graduating in 2001.

<sup>77</sup> HEFCE, *Regional Profiles of Higher Education*, HEFCE, 2004.

### **5.1.6 The graduate labour market**

A study by the IES<sup>78</sup> examined the graduate labour market in the South West. It looked at the available data on graduate flows in the region and conducted a survey of over 4,000 students in South West HEIs about why they chose to study in the South West and their future intentions. The research reported several key findings which are important in understanding this segment of the labour market. The report summarises that the South West is:

- A net exporter of graduates as the majority of people in the South West go on to study in higher education outside of the region. The proportion of those staying in the South West is lower than for many other regions.
- A net exporter of graduates where most of those who study in the South West end up in employment outside the region.
- Not such a great place to work. Outside of the public sector and the eastern end of the region (within proximity to the South East and the Midlands), the South West is not perceived as a good place to work.

Graduates are more likely to stay in the region if the South West is where they originated from, yet despite this, approximately two-thirds of students who studied in the South West are expected to leave after three years.

For those who do not stay, the reasons centre round the perception of fewer graduate opportunities and lower earnings within the South West. Many graduates seek employment within business organisations that can offer the facilities such as opportunities for continued training which they feel are important.

Earnings are a real issue for the South West, particularly when other factors such as the cost of living and housing are taken into account. Research by the IES on the data available from the LFS surrounding pay shows that graduate earnings in the South West region are relatively low in comparison to other UK regions. In the South West, graduate pay is 91 per cent of the UK average, which equates to approximately £100 a week lower than graduates working in London. Even with London excluded, earnings are low and lower still when housing costs are included. Looking at earnings in the traditional higher-level graduate managerial and professional occupations, earnings levels are even lower. Managerial jobs in the region earn 83 per cent of the UK average (88 per cent when excluding London), and associate professional jobs earn 89 per cent of the UK average (96 per cent when excluding London). However, the research does suggest that for graduates 10 to 14 years after graduation, very little difference is shown between earnings levels in the South West, London, the South East or the UK as a whole.

## **5.2 WORKFORCE QUALIFICATIONS**

### **5.2.1 Qualifications of the working age population**

The working age population of the South West is generally well qualified. It has the third highest proportion of the working age population qualified to NVQ level 4 and above, behind London and the South East but above the national average. The

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<sup>78</sup> Hillage J et al, *Choices and Transitions: A Study of the Graduate Labour Market in the South West*, HERDA-SW, 2003.

South West also has the highest proportion qualified to NVQ level 3 of the English regions. The region has the lowest proportion without any qualifications at just over 10 per cent of the working age population, well below the national average of just over 14 per cent.

**TABLE 20: Qualifications of the working age population by region, 2003**

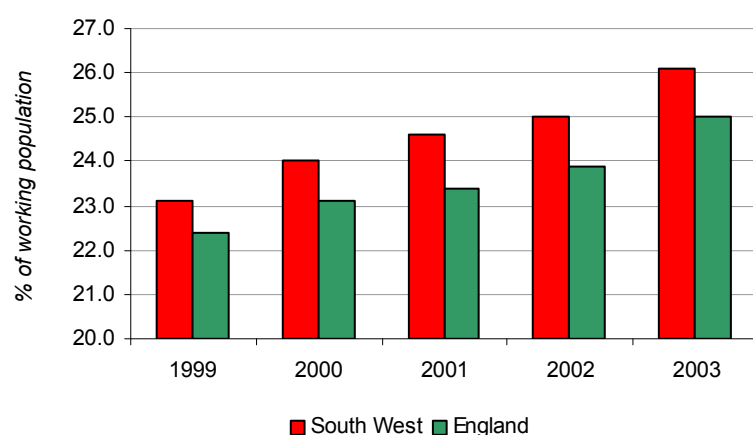
<b>GO Region</b>	<b>% NVQ4+</b>	<b>% NVQ3</b>	<b>% NVQ2</b>	<b>% NVQ1</b>	<b>% no qualifications</b>
<b>East of England</b>	23.2	14.4	17.5	16.0	14.8
<b>East Midlands</b>	22.2	15.8	15.0	16.0	16.6
<b>London</b>	30.8	12.3	12.1	10.7	13.9
<b>North East</b>	20.7	14.0	15.7	16.6	18.0
<b>North West</b>	23.1	14.8	16.3	14.6	17.7
<b>South East</b>	28.5	15.4	16.0	15.2	10.8
<b>South West</b>	26.1	16.3	16.2	16.7	10.7
<b>West Midlands</b>	21.1	14.6	15.1	15.7	18.7
<b>Yorkshire &amp; The Humber</b>	22.3	15.3	15.3	16.1	16.0
<b>England</b>	25.0	14.7	15.3	14.9	14.8

Source: ONS, LFS, NOMIS data service, 2005.

The qualification levels of the population in the South West have been increasing overtime. The proportion qualified to NVQ level 4 and above has gone from 23.1 per cent in 1999, to 25.0 per cent in 2002 and 26.1 per cent by 2003. The proportion with NVQ level 3 qualifications has increased from 13.0 per cent in 1999, to 15.4 per cent in 2002 and 16.3 per cent in 2003. The proportions either without qualifications or with NVQ level 1 have declined steadily overtime. Those without qualifications have gone from 11.2 per cent in 2002 to 10.7 per cent in 2003, and those with NVQ level 1 have decreased from 17.3 per cent in 2002 to 16.7 per cent in 2003. Although a small increase from 2002 has been seen in those with NVQ level 2 qualifications, the long-term trend suggests that figures have remained relatively stable.

Although at a regional level, the working age population looks well qualified, the nature of averages means that wide ranging disparities can be hidden. At sub-regional level, the South West does show disparities in qualification levels. Looking at proportions qualified to NVQ level 4 and above, nine of the fifteen county/unitary authority areas within the region are below the regional average. However, if looking at comparisons with the overall national picture, given that the regional average is above the national average, this brings the count down to six sub-regional areas. Torbay, Plymouth, Poole, Swindon, and Cornwall and the Isles of Scilly have proportions well below both the regional and national averages. Looking at the top end, Bath and North East Somerset, and Bristol have the highest proportions qualified to NVQ level 4 and above, both at over 30 per cent.

**FIGURE 37: Working age population with NVQ level 4+, South West & England, 1999 to 2003**



Source: ONS, LFS, NOMIS data service, 2005.

For those qualified to NVQ level 3, the picture is slightly different with Cornwall and the Isles of Scilly, and Plymouth both well above the regional and national average. In total, just over half of the county/unitary authority areas are above the regional average with all but two above the national average. Torbay has one of the lowest proportions qualified to NVQ level 3.

All county/unitary authority areas in the South West have proportions of those without qualifications below the national average of 14.8 per cent. However, in comparison with the regional average of 10.7 per cent, both Plymouth and Torbay have slightly higher proportions at 12.5 and 13.4 per cent respectively.

**TABLE 21: Qualifications of the working age population in the South West, 2003**

County/Unitary Authority area	% NVQ4+	% NVQ3	% NVQ2	% NVQ1	% no qualifications
Bath & NE Somerset	34.4	17.5	15.4	13.5	8.8
Bournemouth	24.5	16.5	17.9	14.9	11.2
Bristol	33.2	15.7	11.7	14.8	11.7
Cornwall & Isles of Scilly	22.9	17.3	18.6	16.6	10.2
Devon	28.0	15.4	16.9	16.3	8.7
Dorset	25.0	15.6	16.4	17.5	11.8
Gloucestershire	26.1	16.3	14.3	16.3	11.9
North Somerset	26.5	16.7	18.9	16.5	9.0
Plymouth	19.3	17.2	17.0	17.4	12.5
Poole	21.7	16.1	16.5	17.2	11.9
Somerset	26.0	13.9	15.6	19.6	11.3
South Gloucestershire	25.7	20.3	16.0	16.2	8.3
Swindon	22.0	15.7	17.1	19.3	9.3
Torbay	20.9	14.4	17.0	20.3	13.4
Wiltshire	27.0	17.4	16.7	15.7	11.1
<b>South West</b>	<b>26.1</b>	<b>16.3</b>	<b>16.2</b>	<b>16.7</b>	<b>10.7</b>
<b>England</b>	<b>25.0</b>	<b>14.7</b>	<b>15.3</b>	<b>14.9</b>	<b>14.8</b>

Source: ONS, LFS, NOMIS data service, 2005.

The geographical disparity in qualifications in the region has a number of causes, some of which may be particular to the local area. However, the effect of the local industrial and occupational make up is likely to be significant. Those industries that require a high level of knowledge and are more knowledge intensive tend to parallel geographical areas with higher skills levels and, as a result, tend to be located towards the east of the region.

### 5.2.2 Qualifications of the economically active

Those who are actively engaged<sup>79</sup> in the labour market are generally better qualified than the general population of working age. There are more economically active people with qualifications at NVQ levels 3 and 4+ and fewer without qualifications.

**TABLE 22: Qualifications of the working age population & the economically active population, South West & England, 2003**

	England		South West	
	All	Economically active	All	Economically active
<b>NVQ 4+</b>	25.0	28.3	26.1	28.3
<b>NVQ 3</b>	14.7	15.2	16.3	16.7
<b>NVQ 2</b>	15.3	15.6	16.2	16.2
<b>NVQ 1</b>	14.9	15.0	16.7	16.7
<b>No quals</b>	14.8	10.5	10.7	7.7

Source: ONS, LFS, NOMIS data service, 2005.

### 5.2.3 Knowledge Intensity

Given that the working population of the South West is relatively well qualified and a good proportion of adults have higher-level qualifications, how are these skills used and, more importantly, are these skills used at all? Analysis by the Local Futures Group<sup>80</sup> of the data available from the LFS and the ABI uses employees by the industry in which they work and their qualification level to build up a picture of the 'knowledge intensity' that exists within that particular industry. It bases this knowledge intensity on the proportion of people employed within industries with qualifications at NVQ level 4 or above, i.e. graduates. Although an imperfect measure, it does provide a useful way into understanding where higher-level skills are most prevalent and how they fits into the structure of the South West. Industries are labelled K1 through to K4 and defined as follows:

- K1 – 40 per cent or more of employees are graduates;
- K2 – 25 to 40 per cent of employees are graduates;
- K3 – 15 to 25 per cent of employees are graduates;
- K4 – 0 to 15 per cent of employees are graduates.

Within the South West, employment in the most knowledge-intensive K1 sectors is relatively low at 22.3 per cent of total employment, 8 percentage points lower than the average for Great Britain (GB). Conversely, the region has a higher level of employment, above the GB average, in the least knowledge-intensive K4 industries.

<sup>79</sup> Those who are not in work, want a job, have actively sought work in the previous 4 weeks and are available to start work within the next fortnight, or, out of work and have accepted a job which they are waiting to start in the next fortnight.

<sup>80</sup> Local Futures, *South West skills analysis – A profile of level 2 and 3 qualifications within the South West*, Local Futures, September 2003.

Lower employment levels are also seen in K3 sectors whereas higher levels are seen in K2 sectors. The research report suggests that this may be a result of people who would be working in K3 either working within K2 sectors or are under-employed and working in K4 sectors instead.

The research suggests, then, that despite the high levels of skills in the region, higher than most other regions and above the national average, there are few industries that are 'knowledge-intensive' enough to provide support and utilise these levels of skills. Those industries that are relatively knowledge-intensive, utilising higher levels of skills, and providing access to learning and training to develop those skills further are most likely to be within the public sector and larger private organisations. This exists within an environment where a large proportion of employment in the South West is within small businesses.

### **5.3 SKILLS FOR LIFE AND NEEDS**

#### **5.3.1 Skills for Life**

Despite the overall picture of a well-qualified workforce, evidence suggests that a significant proportion of the adult population in the region lacks skills for life. Skills for life are defined as "the ability to read, write, and speak in English (or Welsh), and to use mathematics at a level necessary to function at work and in society"<sup>81</sup>. Information and communication technology (ICT) and ESOL (English for Speakers of Other Languages) are also recognised and included within the definition of skills for life.

The *Skills for Life* survey commissioned by the DfES, carried out between June 2002 and May 2003, examined adult skills for life needs. It classified literacy and numeracy ability into five levels:

Entry level 1;  
Entry level 2;  
Entry level 3;  
Level 1;  
Level 2 or above.

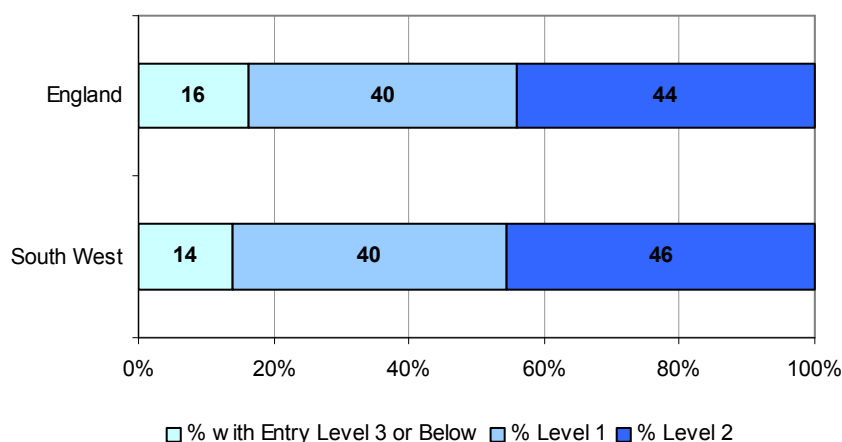
Within the South West, 14 per cent of adults surveyed were classified at Entry level 3 or below and could be described as lacking basic literacy. This is slightly lower than the national average and places the region just behind the East of England and the South East. While figures for the South West are lower than average, they still suggest that there are large numbers of adults for whom basic literacy is problematic.

The same survey found that 49 per cent of the South West population had numeracy skills at Entry level 3, higher than the national average. This corresponds to over three times the number who had problems with literacy.

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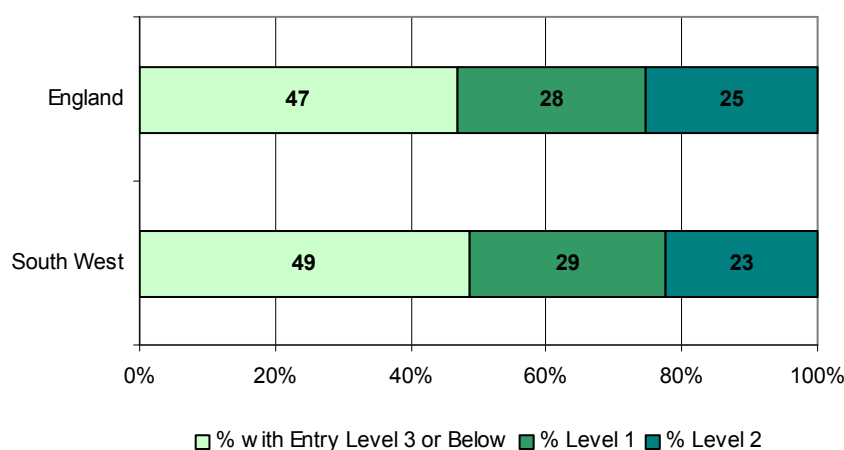
<sup>81</sup> Spilsbury, D, *Learning and Training at Work 2002*, IFF Research Ltd for DfES, 2003.

**FIGURE 38: Percentage of respondents by literacy level, South West & England, 2003**



Source: DfES, *Skills for Life Survey*, 2003

**FIGURE 39: Percentage of respondents by numeracy level, South West & England, 2003**



Source: DfES, *Skills for Life Survey*, 2003

### 5.3.2 NEET Group

Although the majority of young people remain in education and training, latest estimates for 2003 show there were still an estimated 15 per cent of 16 year olds and 23 per cent of 17 year olds in the South West who are in neither full nor part-time education or training. Information available from Connexions<sup>82</sup> shows for those completing Year 11 in 2004, 4.7 per cent went into employment without training. This is above the national average of 3.2 per cent and the highest of the English regions.

A report by the Social Exclusion Unit, *Bridging the Gap: New Opportunities for 16 – 18 Year Olds not in Education, Employment or Training* (1999)<sup>83</sup>, explored young people who are NEETS, looking at factors that increase the probability of being NEET. The report highlighted the following main findings:

<sup>82</sup> Connexions Service, *Moving On—2004 Pathways Taken by Young People Beyond 16: Annual Activity Survey 2004*.

<sup>83</sup> Reviewed in Payne J, *Young People not in Education, Employment or Training*, Policy Studies Unit. DfES, 2000.

- In the first two years after the end of compulsory education, 6 per cent of young people were NEET for more than six months in total;
- Females spend more time than males NEET. They are also more likely to be economically inactive rather than unemployed;
- Spending time NEET varies by region, ethnic group and home background. Poor GCSE results and a history of truancy increase the risk of being NEET. In terms of regions, NEET time was more common in regions with a history of high unemployment e.g. the North, North West, Yorkshire and the Humber, and Wales;
- Most young people who are NEET move in and out of being NEET rather than remaining there consistently;
- Young people who reached school leaving age in 1995 were less likely than those a decade earlier to experience unemployment but were more likely to be economically inactive;
- Young people who had spent time NEET were more likely to leave the state if they were male, if they had been unemployed as opposed to inactive, and if they had good GCSE results.

A report by the Social Policy Research Unit at the University of York and the University of Hull<sup>84</sup> estimated the cost of being NEET to individuals and families as well as resource costs. The costs were considered across a variety of circumstances for NEET. Costs range from: educational underachievement, unemployment, inactivity, poor physical or mental health, to substance abuse and homelessness.

#### **5.4 SUMMARY**

Under measures of learning and training, the South West is generally performing well. The region has a high level of participation in learning and training amongst both young people and adults. The working age population is well qualified with the economically active population more so, and the number of people with higher-level skills is growing. However, participation and attainment is not uniform across the region. For example, the far west of the region tends to have lower levels of attainment than those seen towards the north and east of the region.

The number of people attending HEIs in the region is growing although the number of students from low participation neighbourhoods is comparatively small. Upon graduation, fewer graduates from South West HEIs than nationally go into employment in some of the region's most important industry sectors such as wholesale and retail, and hotels and restaurants. There are also negative perceptions surrounding the employment structure and graduate earnings levels in the region.

<sup>84</sup> Godfrey C, et al, *Estimating the Cost of Being "Not in Education, Employment or Training" at Age 16 –18*. Social Policy Research Unit, University of York and University of Hull. DFES, 2002.