



Education & Skills Delivery Partnership

MINUTES

Date: Tuesday 24th April 2018

Time: 10.00am

Venue: Boardroom, MS105, Magee Campus, Ulster University

Present:

Gavin Killeen (Chair)	Tina Gillespie	Paul Kirkpatrick
Rosalind Young	Anne Gallagher	Leanne Doherty
Marie Lindsay	Kevin O'Connor	Columb Duffy
Padraig Canavan	Justin Quinn	Claire Lundy
Lisa Bradley	Jo Smythe	Leo Murphy
Samantha Traynor		

1. **Introductions/Apologies:**

Apologies have been received from Angela Hughes, Donna Allen, Edel Griffin, Joanne Stuart, Rob Hardeman, Sharon Russell (sent alternate), Malachy O'Neill, Moira McCarthy, Jennifer McKeever, Stephen Gillespie and Tara Herron

2. **Conflicts of Interest:**

No conflicts of interest were declared.

3. **Minutes of Previous Meeting / Matters Arising:**

The Minutes of the previous meeting of 27th February 2018 were agreed as an accurate reflection of proceedings. This was proposed by Leo Murphy and seconded by Columb Duffy. Tina Gillespie reminded the members that minutes of the meetings, once ratified, will be made available on the new Council website which will provide an information platform for the delivery of the Inclusive Strategic Growth Plan and can be accessed at:

<http://growderrystrabane.com>

Audit of Careers Advice Final Report: Donna Allen, the ESDP representative for the Education Authority, appointed following the retirement of June Neill, has sent apologies for the last two meetings but has confirmed her attendance at the June meeting. The report will therefore stay on the agenda pending discussion.

ESF Match Funding: Council is match funding local projects to the value of £200,000. The successful groups will be notified this morning via email. As with previous programmes, this has been agreed for one year. The department will fund the projects for a 4-year period and Council funding will be subject to annual committee approval. Council is currently working with the projects on the terms and conditions of their match funding offers which will include the inclusion of engagement with NWRC on pathways to further education. Tina Gillespie will send formal words to the College for approval that will be included in the LoO.

Department for Communities (DfC) Policy Review: On March 23rd the DfC hosted events in the City Hotel and the Alley Theatre as pre-consultation for the Programme of Government and specifically their Work, Health & Wellbeing framework. They are reviewing their employment programmes. The event was marketed heavily, was well attended and the DfC was pleased with how it went. It gives the Council an opportunity to continue to influence the type of programme going forward targeting unemployed and economically inactive. A copy of the presentation from the event will be forwarded to members.

4. **Actions from Previous Meeting:**

All actions from the previous meeting have been completed.

The Chair welcomed Paul Kirkpatrick (DuPont) to the group. Paul will Chair the Engineering and Advanced Manufacturing Subgroup.

5. **Update on prioritisation of funding allocation to key priorities emerging from Community Plan 2017/18:**

UNESCO Learning Cities: Council CEO has sent a letter to Malachy O'Neill and Leo Murphy requesting the three organisations meet to confirm the new post/resource for taking the project forward; a commitment of £30k has been requested from each, Council have approved £30k through Committee. Leo Murphy informed the group that NWRC will look at the quantum and terms of reference, but in principle supports the initiative and appointment of a resource. The Chair suggested perhaps a subgroup should be established and a Chair appointed to ensure the project drives forward and reminded the members that there is great support for becoming a Learning Cities Region.

APPRENTICESHIPS: Leanne Doherty, Marketing Officer with Council, delivered an update on Council's apprenticeship campaign which will support NWRC and the private training organisations. The central idea behind the campaign is to promote apprenticeships in line with the DfE campaign and the achievement of the jobs target of the Strategic Growth Plan. The campaign is targeting young people (16-24yrs), parents, teachers and businesses; to increase the uptake of apprenticeships as a career choice; encourage more employers across the region to offer apprenticeships; and to celebrate the successes of apprentices and their employers. The campaign consists of video case studies & animation, a PR campaign, web platform, digital marketing & influencers and branded print.

Leo Murphy asked if there was any data on the national campaign around apprenticeships to establish the % rate for participation for the City/Region and how it compares with % rate for participation in other parts of NI? Tina Gillespie said yes, there are statistics from DfE which were updated as part of the City Deal; she will provide it for the next meeting. It was suggested the HLA in Hospitality would be a good case study; NWRC is the only College offering a HLA in Hospitality – an example to other Colleges in NI. Columb Duffy asked about the apprenticeship pathway for ICT and would like to find out more on how they can promote that through the apprenticeship campaign; this could be potentially something Allstate could drive?

Leanne Doherty continued the discussion on the marketing campaign for apprenticeships by presenting an overview of the case studies due to be filmed this week. Leo Murphy suggested the campaign should talk to the main provider of apprenticeships in the region, the College, and recommended Samantha Traynor do a piece on apprenticeships for the campaign. Tina Gillespie informed the members that Council intends to recall the PTOs to a meeting on the campaign and offer them a training session on how they can effectively use social media in order to maximise the impact of the campaign. There will also be an update meeting with the team from NWRC.

Columb Duffy asked if there is a diagram laying out the pathways model? Samantha Traynor has created a one-page diagram for the College in terms of entry options which she will distribute to members. It was suggested this could feature on the website as parents could find it useful. Marie Lindsay encouraged the members not to overlook the schools in the campaign given the role of careers teachers as influencers. Careers teachers are talking to parents and students at decision time; subject teachers have influence on decisions also, for example IT teachers. Samantha Traynor offered to deliver a presentation on apprenticeships for careers teachers; Marie Lindsay will put her in touch with Mabel Gillespie, Foyle Learning Community, to co-ordinate. It is important that the message gets out that there is an alternative route. Leanne Doherty suggested

it could tie in with print items/literature which could be given to careers teachers to distribute.

The website for the apprenticeship campaign will act as an information platform; all activity will be driving traffic to the site. Tina Gillespie confirmed that the Employment and Mentoring Officers in the Skills Team have been nominated as the first point of contact given that the Careers Service don't have the resources to be mentoring. It is a pilot to see if it works – independent staff that don't deliver apprenticeships. Leo Murphy informed the members the NWRC Marketing team are discussing the idea of doing something around the theme of the Walls being 400 years old and being built by apprentices. He suggested Invest NI needs to be advised in order to promote the apprenticeship campaign and to note the increase in apprenticeships drive in their conversations, where we stand as a region on apprenticeships.

Leanne Doherty spoke about the digital marketing campaign and the hope that they will be able to work with 'influencers' to promote to huge followings. The Council is developing a brand toolkit. In terms of timelines for the campaign; June is seen as a key time for young people making decisions and the campaign will include a presence at July's Foyle Maritime Festival.

Paul Kirkpatrick felt that June was too late and any campaign should be targeting young people before Easter (DuPont have struggled to recruit young people before the end of the year); this was noted as a consideration going forward given that the work on apprenticeships is a 5-year programme. Marie Lindsay suggested that the best time is before the academic year gets started – early September - that way the students see it as an option, an alternative pathway as opposed to a fall-back position; therefore, critical to have careers teachers on board.

The Chair reminded the members that this is a 5-year piece and therefore needs to reach young people now, at 11-12yrs, so they understand what apprenticeships are; understand now what their options are; start educating parents and teachers etc. There is also a need to understand how many we have and how many we would need in 5 years' time and in what sectors? Reference was made to the German model and how they appreciate the economic value of Apprenticeships. When Columb Duffy asked if we can learn from the German model, Leo Murphy pointed out that it all falls back to the perceptions held.

Justin Quinn told the members how some companies in Mid-Ulster were struggling to fill vacancies from welders to designers. The message needs to get out to parents that there are jobs available in welding; and this is only one example as there are other sectors with jobs out there. We need to put significant resources into attracting

companies into this region, otherwise there will be qualified apprentices and no jobs, the companies have to be targeted. Columb Duffy agreed and added that it is a partnership; can't have apprenticeships without employers. We need to create an industrial culture that will attract companies.

Both concepts – Apprentice City and University City – can grow in parallel with a joint message. Apprenticeships in other countries, like Germany, are engrained as a strong pathway with organisations buying into it. Marie Lindsay asked if there was any link being made with Donegal apprenticeships? Leo Murphy informed the group of the recent signing of an MoU between education sector providers on both sides of the border. FAS model follows the German model and is spoken highly of.

Samantha Traynor reminded members that it is not always a *new* entry into apprenticeships, also people working in industry that don't necessarily have the qualifications. Padraig Canavan asked if there was any work being done for apprenticeships and the economically inactive? Leanne Doherty responded that not in this particular campaign; it was noted that the economically inactive may not necessarily have the qualifications necessary to undertake an apprenticeship. Not everyone economically inactive falls in the age bracket – not necessarily under 24 yrs.

Padraig Canavan noted that within the IT sector and software engineering, apprenticeships don't sit well, need to look at why; in many sectors an apprentice can watch and learn, in IT it's more about watching people think about problems/programming. Marie Lindsay reiterated the importance of not thinking about it as something to do if you fail your GCSEs – rather a valid pathway to a career, Columb Duffy agreed that the message going out must make sure it is not seen as a lesser option; can look at early intervention and how that is accomplished, to reach those leaving school with no qualifications. The Chair stated that apprenticeships would remain on the agenda and be discussed at the next meeting as the group needs to stay focused on it.

SKILLS ACADEMIES: The IT academy began on March 8th and ends in June – there was no difficulty in recruiting and a total of 19 participants, including graduates, are currently completing the course which is an NVQ Level 4 and includes a 4-6 week placement. There were 53 expressions of interest with 20 on a waiting list from the previous course. There was limited advertising on social media as there was an existing cohort. Padraig Canavan asked if there was any training on sales/business development in the IT sector? It was agreed by members that the Department for the Economy (DfE) should be stepping up. Leo Murphy proposed that there is a conversation to be had with DfE about Assured Skills; in the new financial year there needs to be a commitment from DfE on funding to Assured Skills.

Discussion began on the cross-border nature of IT jobs with many in Primerica and other cross border companies. This raises issues for DfE as any programme running under the banner of Assured Skills needs quantifiable results in the North, not the Republic of Ireland. It was suggested that Leo Murphy, Gavin Killeen and Tina Gillespie meet with DfE and share what the group has done and the issues raised

6. **Reports from Subgroups:**

HOSPITALITY AND TOURISM SUBGROUP: Jennifer McKeever has sent her apologies for today's meeting. Samantha Traynor informed the members of a council tourism conference coming up at the end of May in the Guildhall which the College would like to contribute to; especially around hospitality and apprenticeships.

Hospitality is a growth area for the City with great opportunities for those removed from the workplace. Belfast has received funding for a hospitality/chef academy. Samantha Traynor informed the members that NWRC, with representatives from industry, are working on qualification reform in the hospitality sector; this is important as it is an area with great potential for growth and NWRC could host an academy if they get funding. With Belfast under pressure to recruit staff to meet their needs in new hotels in the sector, the best talent is being sucked into the Belfast economy. Columb Duffy asked how we mitigate this? The attraction of big brand hotels will have sway, need to work on the branding across our City. (After Belfast - Derry and Causeway Coast are the next two significant areas for tourism.)

ICT WORKSHOP: Columb Duffy provided members with an overview of the ICT Design Thinking Workshop which was held in the Innovation Centre on April 10th. The workshop theme was: Identify and develop opportunities to promote education through to employment in the local ICT Sector.

The workshop challenged attendees to look at problems in a different way and the outcomes were prioritised on an importance/difficulty matrix. There were 24 attendees and for the duration of the workshop there was a high level of energy and participation. After a quick discussion session there were 3 creative matrices identified and following further discussion the group's main points were filtered into high value, strategy, targeted and luxuries (as per handout). A lot of material was gathered and there is a lot to sift through. It is apparent there is a lack of understanding of the opportunities that are in the sector. The message has to get out there to the influencers (parents/carers, career advisors, subject teachers etc.), to educate them.

The next meeting of the ICT Subgroup will take place on May 8th in the Guildhall and everyone who attended the workshop will be invited to become a member of the sub

group; 10 participants have already expressed an interest in joining. This will look at establishing what the goals are and how we achieve them and can integrate with the bigger goals of the ESDP, like apprenticeships etc. This journey is a multiyear plan with a long term vision and needs to be clear on the outcomes we wish to achieve. The Chair asked if the group could start to think about apprenticeships; did Allstate offer apprenticeships? Columb Duffy said yes, however the Derry office is not large enough to accommodate an apprentice cohort – need to explore how that can be supported locally and how do we execute that?

Leo Murphy asked for an update on the A/Level software. Marie Lindsay informed him it was running in St Marys College and Lumen Christi College and will be running again in September in both Colleges, numbers are in double figures; 2 x classes, but a mixed uptake, slow because of outcomes and boys prefer it to girls. St. Mary's College are pleased with the numbers – 4 other schools are currently coming into St Mary's College for the course. This year's cohort is strong, double figures started and double figures will finish. Universities are giving dispensations for software and it is a key feeder to apprenticeships –but- need to look at pathways, few want to risk not making the grade.

Leo Murphy feels the success of schools running the A/Level should be supported/publicly recognised. Marie Lindsay added that the students who have completed the course should be celebrated. The Chair suggested the group needs to, through their communication people, recognise the teachers who worked with the students and have stuck with them, as well as Allstate etc., the employers, for their support – it should be something celebratory. Young people have found good pathways through ICT but reform won't happen unless a digital strategy at DfE is in place. Padraig Canavan suggested the ICT Subgroup hear from teachers as to what the challenge is and hear successful stories. Also need to try and get statements from employers: *"I will hire someone with....."* etc. And get that message out, at the minute, when graded against other courses it doesn't look that good. The Chair asked Marie Lindsay to take back to the teachers, on behalf of the group, that this work is to be highly commended. Need to have a skills education event this summer - maybe at the Maritime Festival from the 14th-22nd July – to get employers to come back, reward kids, generate interest and support it better.

ADVANCED MANUFACTURING AND ENGINEERING SUBGROUP: the group will have reformed before the next meeting and will feed back then. Justin Quinn's paper (previously forwarded to members) will be reviewed, including the request for funding. Leo Murphy informed the group of NWRC's success at securing funding for the revamp of the Springtown campus, the College is currently procuring a contractor. The 45 year old facility will excel manufacturing and engineering in the City and will also look at engineering solutions and be ready to work with industry after the facelift, making the

City attractive to employers. Leo Murphy extended thanks to the Chair for his active involvement on the Springtown board.

7. **Identification of key priorities emerging from Strategic Growth Plan 2018/19:**

Tina Gillespie reviewed the actions of the Education and Skills Delivery Partnership in line with its responsibilities as outlined in Council's Strategic Growth Plan (pg32). In order to complete these actions, this year's budget will be prioritised across the expansion of Magee and NWRC; Shared Education; Apprenticeships; Learning Cities; regeneration projects, careers advice & guidance, skill academies and the work of the sub groups.

Members supported the prioritisation of activities and the budget allocation.

Shared education proposal is still sitting the department pending decision. It was agreed with the Chair that Tina Gillespie and Marie Lindsay will confer on writing a letter (possibly to David Sterling, Head of the Civil Service/Derek Baker, Department of Education, Permanent Secretary) for an update.

8. **Update on Enterprise Week – 'Grow Derry' 8th March 2018 @ UU:**

Tina Gillespie updated the members on the success of the Grow event at Enterprise Week. The event had an excellent turn out from local schools etc. and was well publicised (as detailed in hand out).

9. **City Deal Presentation:**

Kevin O'Connor delivered a presentation to the members on the City Deal. As covered in the media, the Council has submitted a Statement of Intent to the Department of Communities Local Government (DCLG; *now MHDCLG*) and NI Executive, aimed at securing £3.2b as identified in the Strategic Growth Plan. The key projects are the expansion of UU and NWRC; A2 Economic Corridor Upgrade; Investment in Innovation assets e.g. CARL, C-TRIC, to lever further investment in major innovation and development projects; A6 and A5 upgrade completion – catalyst projects; Investment in skills & pathways to employment; City riverfront regeneration master plan – through public realm and major infrastructure facilities expected if expansion of UU; Strabane town centre/canal basin master plan.

Statement of Intent was submitted in November 2017 in time for Chancellor's autumn statement. At the point of developing strategic outline business cases for these projects,

In Sept/Oct this year the Council aims to have the business cases ready. In terms of investment assistance, the hope is to get a green light for the City Deal from the UK government. Belfast (in a conjoined bid with 5 neighbouring councils) have been given the green light. Council has Statement of Intent but as yet no green light. The City Deal is a vehicle to support economic growth through bespoke packages of funding and decision-making powers negotiated between central government and local authorities.

Under skills: key projects include an Apprenticeship and Skills Hub to grow apprenticeships, Skills Growth Fund, Aspire and Achieve Programme to re-engage younger vulnerable young people, Intermediate Labour Market targeting long-term unemployed people, Integrated Work and Health programme working with DfC aimed at bringing the long term unemployed/economically inactive into the labour market, dependent on early intervention and intensive support and Skills Academies – employer led and sectorally focused. All of the actions are underpinned by the UNESCO Learning Cities region/district.

These are sound initiatives/investment projects that are well thought out. The treasury has provided very positive feedback and noted the cohesive partnerships across the city. The City Deal will remain on the agenda for discussion at future meetings.

A.O.B: Tina Gillespie invited members to put forward ideas on the reshaping/ updating of the annual jobs fair. Jobs and Benefits offices are currently hosting employer's breakfasts since the roll out of Universal Credit. DfC are maintaining a continuous circle between employers/advisers/unemployed people across all 7 offices – proactive in job offices, advisers go out and talk to employers and bring employers in. Samantha Traynor suggested an apprenticeship fair – similar to one hosted in Dungannon for engineering employers and training providers. A paper will be submitted to the department reflecting what members think should be done to reenergise the event.

Members were informed that under new GDPRs they must all provide written confirmation that the Council can hold their contact details on the Education and Skills Database and use them in the context of facilitating the Education and Skills Delivery Partnership. In the coming days an email will be sent to all members requesting a reply stating their consent to remain on the list.

The Chair congratulated Marie Lindsay on her recent accolade.

2018 is the Year of Engineering – will pick up on this through subgroup with Rob Hardeman.

The Chair thanked everyone for attending.

11. Date and Time of Next Meeting

The next TESDP meeting will be held on Tuesday 26th June 2018 at 10.00am in Catalyst Inc., Innovation Centre, Bay Road.

Actions Agreed:	By Whom:
Tina Gillespie will send formal words to NWRC to be included in the LOO for match-funding programmes.	Tina Gillespie
A copy of the DfC presentation from the pre-consultation for the Programme of Government will be forwarded to the members.	Tina Gillespie
Arrange meeting with DCSDC, Leo Murphy and Malachy O'Neill regarding resource for Learning Cities and moving the project forward.	Tina Gillespie
Members will be provided with statistics on the % rate of participation in Apprenticeships in the Council area and how this compares to other Council regions in N.I.	Tina Gillespie
Statistics received from PTOs on apprenticeship numbers and breakdown by sectors will be made available for next meeting.	Tina Gillespie
Diagram laying out the pathways model to be distributed.	Samantha Traynor
Presentation to Careers teachers on Apprenticeships. Samantha Traynor to be put in touch with Mabel Gillespie to coordinate.	Marie Lindsay
Gavin Killeen, Leo Murphy and Tina Gillespie will arrange a meeting with DfE and present them with what the group has done to date on academies.	Tina Gillespie to arrange.
Need to have a skills education event this summer – Explore opportunity at Maritime Festival	Tina Gillespie
Confer on letter to send to David Sterling regarding Shared Education	Tina Gillespie & Marie Lindsay
Draft paper to DfC on future Jobs & Careers Fair	Tina Gillespie