

Community Renewal Fund

**Investment in Skills
and Supporting People
into Employment**

30 April 2021



Investment in Skills Overview

- Projects will help equip people with the **skills they need to seize new opportunities** and ensure their local communities are prosperous and productive
- This includes equipping people with the skills they need to capitalise on the **opportunities and needs of their local area** and meet the needs of an **increasingly green and digital** economy
- Proposals must demonstrate strategic fit and link to labour market and employment needs

Government is looking for:

- Proposals for innovative projects that address **current and emerging local skills** needs
- Projects that do not duplicate but show how they complement national and local provision and are clearly distinct from funding streams such as the Adult Education Budget, the Strategic Development Funds, Skills Boot camps and Apprenticeships

Investment in Skills

- **Work-based training** – for example addressing specific local needs from employers for on-the-job training to support local growth, such as taking on trainee builders for a new infrastructure project
- **Retraining, upskilling or reskilling members of the workforce** - for example helping organisations to identify and understand skills gaps or provide access to financial support for relevant training where the local workforce may require new skills to meet the needs of a local employer or sector

Investment in Skills

- **Promoting the advancement of digital skills and inclusion** – for example supporting the development of digital skills for digitally excluded individuals, especially where digital exclusion presents a barrier to employment, building confidence in application of basic and advanced digital skills promoting safety and awareness online

Supporting People into Employment Overview

- Investment will help places provide **local, tailored, wrap around support to those furthest from the labour market** – focusing on individuals who find it difficult to engage in mainstream provision or for whom mainstream provision is not an option
- This will support people in overcoming a variety of additional mainstream programmes which they are unable to fully utilise without additional support

Government is looking for:

- Bespoke programmes, utilising a needs based approach to support individuals to overcome their multiple or complex barriers which inhibit their ability to gain employment
- Supporting most disengaged
- Projects that support collaborative working and enhance multi-agency teams, including the community and voluntary sector
- Complement mainstream activity such as Kickstart, Restart

Supporting People Into Employment

- **Supporting people to engage with local services which support them on their journey towards employment** – such as bringing together multi-agency teams to join up a variety of services around an individual to address the variety of barriers to employment they may face; or key-worker support to connect individuals with existing public or voluntary provision
- **Identifying and addressing any potential barriers these individuals may face in gaining employment or moving closer to the labour market** – such as the use of key worker support to work with beneficiaries to identify barriers to employment; working with and connecting individuals to the most appropriate services throughout employment journey

Supporting People Into Employment

- **Raising aspirations, supporting individuals to access Plan for Jobs employment support, jobs and find sustainable employment** – such as providing holistic support to address the long term barriers to employment including support for alcohol and drugs interventions, skills for life such as timekeeping, confidence building and employability support, including work experience, CV writing and interview preparation
- **Supporting people to gain the basic skills they need to develop their potential for sustainable work** – such as English, Maths, digital and ESOL skills and training courses. Other suitable provision could include support intended to develop communication, interpersonal and presentation skills

Supporting People Into Employment

- **Testing what works in helping people move towards work** – such as testing new initiatives which support people along the employment journey to understand how different interventions, or targeting approaches can maximise effectiveness of employment programmes aimed at those furthest from the labour market.

People Outcome Indicators

- People in education/training/ following support
- People gaining a qualification following support
- People engaged in job-searching following support
- People engaged in life skills support following interventions
- Economically inactive individuals engaging with benefits system following support

Technical note for applicants provides definitions

Local Priorities

Herefordshire County Plan

Support an economy that builds on the county's strengths and resources

- Invest in education and the skills needed by employers
- Skill-up – Encourage continuous investment in our local workforce and a culture of lifelong learning in our community
- Continue to support the significant growth of education opportunities within the county to provide new opportunities for younger people to live and learn locally
- Promote a culture of lifelong learning throughout the county and enable access to tools and resources to support upskilling, reskilling and employability by providing routes to training opportunities, apprenticeships and hands-on experience
- Support growth in new technology enabled and digital sectors such as cyber security

Local Priorities

Herefordshire County Plan

- Green Technologies to support the growth of clean, low carbon economy
- Encourage growth in creative sector
- Invest in support for visitor economy
- Improve educational attainment and widen further and higher education opportunities

Strengthen communities to ensure everyone lives well and safely together

- Offering a range of services that enable people to gain new skills, get help and advice
- Protect and improve the lives of vulnerable people
- Maximise independence
- Ensure that children in care and moving on from care, are well supported and make good life choices
- Improve the mental wellbeing of Herefordshire residents
- Improve community resilience
- Use of digital technology

The Marches Local Skills Report 2021 Priorities

**Delivering
Responsive Demand
Led Provision**

**Strengthening
Supply Capacity**

**Driving Digital
Throughout**

**Inspiring Young
People**

**Harnessing our
Ageing Workforce**

**Reducing Barriers to
Participation**

Priority Sectors

**Agri-Tech; Advanced Manufacturing;
Enviro Tech; Business and
Professional; Food ; Cyber; Health
and Social Care; Construction;
Visitor Economy; Education**

Evidence

Applicants need to provide clear evidence to demonstrate how projects address local priorities and challenges and demonstrate understanding of key issues

Sources of Evidence

- The Office for National Statistics and NOMIS information relating to the CRF investment themes
- [Herefordshire County Plan 2020-2024](#)
- [Understanding Herefordshire](#) – local level data such as the latest Economic Impact Summary which also includes links to national reports such as from the Learning and Work Institute on employment prospects for young people
- [The Marches Local Skills Report 2021](#)