

Cwm Taf PSB – Strategic Partnership Board

Highlight / Exception Reporting from Objective Leads

Agenda No	SPFeb19_5iii				
Well-being Objective /Group Name	Strong Economy				
Lead Officer	Alyn Owen, MTCBC				
Key Achievements and any quick wins	Date	Red	Amber	Green	White
	19/02/2019	0	1	9	8
	08/01/2019	0	1	8	9
	06/11/2018	0	0	5	13
	18/09/2018	0	0	12	6
	<p><i>See Appendix 1 and 2 for details of progress against delivery plans and measures.</i></p> <p>Strong alignment and support of the existing Workforce</p> <p>Development workstream:</p> <ul style="list-style-type: none"> The joint group met on 28th January. Discussion focused on the Employability Pledge, Training Compendium and the Diagnostic Review of Tourism in Cwm Taf. <p>Agree Cwm Taf employability pledge:</p> <ul style="list-style-type: none"> Lowenna Mummery met with partners throughout January to go through the elements of the Pledge, what was achievable and aspirational, areas where work was already underway and any potential barriers. Two areas are still in need of further discussion – the Welsh language and Living Wage, and the group wants clarity around some of the specific elements and what they could entail. This will help to strengthen the understanding the value in having a shared pledge. <p>Joint training compendium for Cwm Taf public sector</p> <ul style="list-style-type: none"> Further clarity is still needed around the intention of a joint training compendium, how it will be used and whether a working group is needed to take the work forward / capacity for keeping it as a live document. The group discussed whether a more pragmatic approach would be to formalise an agreement to share training opportunities, particularly statutory training such as safeguarding, and explore how to collectively offer and undertake shared training on 				

	<p>common areas as a pilot, e.g. management training.</p> <p>Full diagnostic assessment of the visitor economy businesses in Cwm Taf:</p> <ul style="list-style-type: none"> • A strategic Cwm Taf level report of the findings has been drafted and will be available to SPB for the April meeting. Early findings from the review and resulting reports show that volunteering within the sector is more common than first thought, and there are some clear identified training needs.
<p>Other Activities that contribute to the delivery of the Well-being plan.</p>	<p>Schools' engagement: <i>No progress since last update.</i></p> <p>The plan is to work with two schools, attached to the developing Community Zone areas, to explore how much schools plan for work readiness in particular sectors when setting their curriculum, how pupils feel about local career opportunities and apprenticeships and try to develop work experience opportunities across a range of public sector areas.</p> <p>School engagement is planned for the new year, potentially starting with pupils in years 8 and 9 (those aged 12, 13 and 14).</p>
<p>What is working well and how is this being done differently (5 WOWs)?</p>	<ul style="list-style-type: none"> • The group collectively challenging each other on the elements of the Pledge and identifying areas of collaboration, offering shared and improved opportunities for the people of Cwm Taf. • The Valley's Regional Park recently announced six of its gateway sites, including Cyfarthfa Park in Merthyr, Ynysangharad Park and Dare Valley Park in RCT. The group will continue to collaborate with the WG project and explore the potential to maximise opportunities arising from this work.
<p>What is not working well and what are the challenges / risks?</p>	<ul style="list-style-type: none"> • Capacity and resourcing worked linked to the Employability Pledge was frequently brought up in the group – particularly in terms of volunteering (both in terms of workforce going out, and members of the community coming in). • Discussions around shared pool of applicants / volunteers / apprenticeships could have GDPR implications. A joint agreement needs to be put in place amongst PSB partners to inform a consent option on forms. • Steer is requested on what the SPB sees as the value and purpose of a joint Training Compendium
<p>Priorities for Next Quarter</p>	<ul style="list-style-type: none"> • SPB signoff of the draft Pledge. Have the Pledge reviewed and adopted across partner

	<p>organisations</p> <ul style="list-style-type: none"> • Clarify the role and intention of the Training Compendium. • Progress engagement with schools around work-readiness • Explore opportunities of working with Interlink re: volunteering within public sector. • Workshop with Data Cymru and developing the outcome statements with the Strong Economy Group to inform the second year Delivery Plan.
<p>What needs to be escalated to PSB?</p>	<p><i>Nothing at this stage</i></p>
<p>What else can SPB members do to progress this Objective? Inc. information / comms and Engagement.</p>	<ul style="list-style-type: none"> • ICE to promote the training compendium and employability pledge, once agreed and signed off • Help with engagement – specifically around schools and workforce.

Actions	Milestones				Progress - RAG (as at 08/02/2019)
Action that will Deliver Objective ("What we need to do")	Ref	Milestones / Sub Actions ("How will we do it")	Delivery Date "Timescales"	Lead "who is responsible inc Governance Arrangements"	
Stimulate and boost the aspirations and skills of our people to meet public and private sector career opportunities: Develop a repeatable Workforce Development model to address Workforce issues.	3.1.1	Cwm Taf SPB Workforce Plan & Recruitment: This will present a baseline and overview analysis of one public sector at Cwm Taf, to identify the current workforce composition. It will identify the occupational groups that are in large demand and limited supply (i.e. engineers, social workers, fire fighters, etc.), and will help to predict future vacancy levels across the SPB.	01-Jun-19	Joanne Davies / Beth Winder (CTLHB)	Linked to the Commitment/employability pledge (identified as a quick win). Work has been undertaken to frame the pledge around the immediate steps as identified in the Well-being Plan. The Pledge has been discussed with individual organisations and as a collective, and some discussion have been had around making best use of a pool of potential employees and avoid competing tensions, e.g. care staff needed for social services and the health board
	3.1.2	Building an External Workforce : College & School Engagement: The Public Sector is the largest employer within Cwm Taf. We will promote it as a sector of choice schools and colleges, through focus groups, school engagement, work placement opportunities and developing talent pipeline opportunities. This will ensure that the SPB has a skilled external labour market in place.	01-Jun-19	Sue Walker (MTCBC)	Sue Walker now leads this strand and this has been identified as a priority area. The school engagement undertaken by this workstream will look to pilot approaches linked to the curriculum, skills needs and pupil readiness/attitude towards the world of work and apprenticeships. Work is also linked to the volunteering aspects within the cross cutting theme of tackling loneliness and isolation.
	3.1.3	Building an External Workforce : Employability: The Cwm Taf Commitment Pledge will help to identify the numbers of job opportunities that will become available. The SPB will work with the National Training Federation Wales to maximise its investment on the apprenticeship levy to build employability skills and talent pipelines through shared apprenticeship programmes, internship, graduate, job trial opportunities.	01-Jun-19	Deb Ryan-Newton. Maria Price (MTCBC)	Apprenticeships continue a key focus, with the Strong Economy group looking at how to develop a single point of entry for apprenticeships in the public sector. Work around the pledge and what it means and how it can be adopted has been the focus of the work, including having taster days within local businesses/PSB partners and organisations being responsible for engaging with schools (linked to school and college engagement).
	3.1.4	Building an Internal Workforce : Training: The SPB training compendium will bring financial savings whilst increasing opportunities for training simultaneously. It will also support the consistency of Leadership and Management courses, and in ensuring that there are consistent arrangements to retain and develop Welsh Language Capacity.	01-Jun-19	Deb Hughes (RCT)	Linked to the development of a training compendium of local employment programmes and providers (identified as a quick win). RCT launched their training compendium in autumn 2018 but further work is needed regarding a joint product, with steer from SPB on what this means/how it can be built on by PSB partners.

Action that will Deliver Objective ("What we need to do")	Ref	Milestones / Sub Actions ("How will we do it")	Delivery Date "Timescales"	Lead "who is responsible inc Governance Arrangements"	Progress - RAG (as at 08/02/2019)
	3.1.5	Building a Future Workforce : Retention: The SPB is keen to build its relationship with Academi Wales, particularly with the graduate programme. This will assist in the development of a holistic approach to performance management and succession planning, encouraging colleagues to embrace change as an opportunity for continuous development.	01-Jun-19	Fran Donnelly (MTCBC)	We have built relationships with Academi Wales to engage with the graduate programme and Lowenna Mummy's post. This will help us develop her to become a potential leader/manager of the future. The experience she will gain across a number of public sector organisations is paramount in us helping to work holistically and increase partnership working. Improving the range and access to training opportunities, linked to the shared Training Compendium, should also increase opportunities for continuous development.
Growth and promotion of tourism using the assets of our beautiful natural environment, heritage and culture for the health, prosperity and benefit of the whole community and alongside the development of the Valleys Landscape Park: Undertake a full diagnostic assessment of the Visitor Economy Businesses in Cwm Taf, including statistics, development needs and key data.	3.2.1	Amalgamate recent STEAM figures for Merthyr Tydfil and RCT in order to fully understand the economic impact of tourism on the Cwm Taf economy.	Aug-18	Ryan Barry (MTCBC) Ian Christopher (RCT)	Completed
	3.2.2	Mapping tourist 'hot spots' across Cwm Taf	Aug-18	Ryan Barry (MTCBC) Ian Christopher (RCT)	Completed
	3.2.3	Full Diagnostic Review of hospitality provision (including business need) in Cwm Taf	Nov-18	Ryan Barry (MTCBC) Ian Christopher (RCT)	Completed
	3.2.4	Full Diagnostic Review of accommodation provision (including business need) in Cwm Taf	Nov-18	Ryan Barry (MTCBC) Ian Christopher (RCT)	Completed
	3.2.5	Undertake 'gap analysis' based on findings of the above, including identifying new partners or information sources	Nov-18	Ryan Barry (MTCBC) Ian Christopher (RCT)	Completed for the two separate authorities. Work now underway to compile a Cwm Taf strategic overview based on findings and next steps. Report will be available to SPB in February
Align the employment and training needs of the sector to the Cwm Taf Employment Programmes in the respective local authority areas.	3.4.1	Undertake a mapping exercise of local Employment Programmes and providers	Sep-18	Deb Ryan-Newton	A mapping exercise of local Employment Programmes and providers is underway. Information has been gathered on all Work Based Learning Providers. 19 providers are contracted directly with Welsh Government to deliver Apprenticeships and Traineeships across Wales. Out of the 19 providers contracted by Welsh Government, 14 providers have an allocation of grant to deliver in the Cwm Taf Region.
	3.4.2	Develop a training compendium to be shared with staff	Dec-18	Deb Hughes (RCT)	Linked to action 3.1.4. Work ongoing to develop a Cwm Taf-wide compendium
	3.4.3	Work with local businesses, providers and commissioning services to address any identified gaps in training requirements	Jan-19	Paul Gray	N/A - reliant on compendium completion. Some needs already identified through the Diagnostic Review of the Tourism Sector.

Action that will Deliver Objective ('What we need to do')	Ref	Milestones / Sub Actions ('How will we do it')	Delivery Date 'Timescales'	Lead "who is responsible inc Governance Arrangements"	Progress - RAG (as at 08/02/2019)
	3.4.4	Look for opportunities for 'informal' upskilling through on- the-job training or corporate volunteering	Jan-19	Deb Ryan-Newton	This will be explored within the tourism sector. The diagnostic review identified significant numbers volunteering in the accommodation and tourism sector and this is something that could be further explored, undertaking a training needs analysis linked to the work of the employment liaison officers
Develop leisure/tourism as an employment and training opportunity	3.4.5	Liaise with schools and HE in Cwm Taf around opportunities for links between tourism courses and training opportunities	Feb-19	Sue Walker (MTCBC)	We have identified that, within Merthyr, WBQ learning providers have an offer available for hospitality, leisure, sport and travel. These need to be fully explored to maximise take up in the future. This is linked to 3.1.2.
	3.4.6	Explore links between 'suitable' volunteering for the Welsh Bacallaureate Qualification and leisure/tourism	Feb-19	Sue Walker (MTCBC), Deb Ryan-Newton	Through alignment with the 'Tackling Loneliness and Isolation' objective, we are supporting work around worthwhile volunteering linked to the Welsh Bacallaureate Qualification (WBQ) and Duke of Edinburgh award. Volunteering fayres have taken place. Surveys are also being produced for pupils, educational establishments and businesses around careers in the leisure sector which will be rolled out from January. Further work will also be explored with the schools in the two community zone areas - Pen Y Dre for the Gurnos, and Ferndale Community School for Upper Rhondda Fach.
	3.4.7	Explore potential apprenticeships in the leisure and tourism sector	Feb-19	Deb Ryan-Newton; Paul Gray	Preparation work is being developed linked to the work above
	3.4.8	Create links with (corporate) marketing and communication teams to create a young person's guide to Cwm Taf promoted and shared through social media	Mar-19	Sue Walker	Not due.

Objective	PI ref	Local/ National	PI description	2017/18 Actual				2018/19				Direction of travel	Comment	Frequency	Responsible partner
				Cwm Taf	Wales	Merthyr	RCT	Cwm Taf	Wales	Merthyr	RCT				
Strong Economy	SE1	Local	Development of one Cwm Taf SPB workforce plan	N/A	N/A	N/A	N/A							Annually	MTCBC
Strong Economy	SE2	Local	Calculation of Training spend per head - pre and post training compendium	N/A	N/A	N/A	N/A							Annually	MTCBC
Strong Economy	SE3	Local	Predicted employee labour turnover across the partnership organisations aligned to the age profile	N/A	N/A	N/A	N/A							Annually	MTCBC
Strong Economy	SE4	Local	X40 accomodation providers assessed as part of Cwm Taf Diagnostic Review process	N/A	N/A	N/A	N/A							Annually	MTCBC
Strong Economy	SE5	Local	x12 key attractions assessed as part of the Cwm Taf Diagnostic Review Process	N/A	N/A	N/A	N/A							Annually	MTCBC
Strong Economy		Local	STEAM: Total economic impact of tourism	£235,500,000	N/A	£71,530,000	£163,970,000							Annually	MTCBC
Strong Economy		Local	STEAM: Total visitor days	4,070,000	N/A	1,270,000	2,800,000							Annually	MTCBC
Strong Economy		Local	STEAM: Staying visitor days	1,631,000	N/A	401,000	1,230,000							Annually	MTCBC
Strong Economy		Local	STEAM: Total number of FTE jobs supported by Tourism	2,933	N/A	917	2,016							Annually	MTCBC