

# **Moray Economic Partnership**

## **Moray Economic Strategy**

### **QUARTERLY KEY THEME UPDATE**

#### **MORAY PATHWAYS LOCAL EMPLOYABILITY PARTNERSHIP**

##### **Background and Context:**

Moray Pathways is the local employability partnership that includes over 50 support organisations and local employers from the public, private and third sector. We support individuals who require additional help into fair and sustainable jobs.

Barnardo's Scotland (Moray Pathways network representative)  
Community, Learning and Development (Moray Council)  
Department for Work and Pensions  
DYW Moray  
Economic Development (Moray Council)  
Education (Moray Council)  
Enable Scotland (Moray Pathways network representative)  
HIE  
Integrated Joint Board member (NHS)  
Skills Development Scotland  
Third Sector Interface Moray  
UHI Moray

##### **Recommendations**

MEP is invited to:

- Note the contents of the report

**Chair of Moray Pathways Local Employability Partnership**

## Moray Economic Partnership

### Moray Economic Strategy

#### Sub Group

Moray Pathways Local Employability Partnership

#### Theme Lead & Team Members

Theme Lead:

Amy Cruickshank- Moray Council Employability Team Manager

Sub Group Members:

Barnardo's Scotland (Moray Pathways network representative)

Community, Learning and Development (Moray Council)

Department for Work and Pensions

DYW Moray

Economic Development (Moray Council)

Education (Moray Council)

Enable Scotland (Moray Pathways network representative)

HIE

Integrated Joint Board member (NHS)

Skills Development Scotland

Third Sector Interface Moray

UHI Moray

# Moray Economic Partnership

## Moray Economic Strategy

Priority Area
A sufficient labour market
Priority Action
B. 2. Raise employer awareness and understanding of apprenticeships and young people's aspirations, targeting agreed sectors
Activities
<p>Apprenticeship strategy for the Community Planning Board was developed and approved at its meeting 21 September 2022. Key actions were the development of partner apprenticeship strategies to provide new apprenticeships in the public and private sector.</p> <p>An update report was provided to CPP on 20<sup>th</sup> September 2023, a number of partners did not respond to the request for information, some partners such as HIE and Cairngorm National Park identified that due to the small scale of staffing opportunities for apprenticeships within their organisations was limited. Moray Council has produced a draft strategy, however due to the current financial constraints and the budget pressures involved this has not yet been presented to Committee, any future report will need to consider the remaining capacity within Council teams. The update report is available <a href="#">here</a></p> <p>For Scottish Apprenticeship Week 2023, Moray Pathways partners hosted an employer's marketplace event to allow them to engage with local training providers to find out more about the opportunities and funding available. Within the event, the employers also attended a Q&amp;A session which hosted training providers, employers, and apprentices.</p> <p>For young people, Moray partners hosted a similar marketplace event to provide information on the different types of apprenticeships and subject routes. Training providers such as UHI Moray, Robert Gordon University and the Virtual Learning Academy hosted stands to offer opportunities for young people to learn more about their support throughout apprenticeship programmes. The event also hosted three talks on Foundation Apprenticeships, Modern Apprenticeships and Graduate Apprenticeships.</p> <p>There is ongoing activity being undertaken throughout the year out with the Scottish Apprenticeship week through the partnership promoting particularly the MA programme and there has been a marked increase in Moray for demand for MAs.</p>
Progress to date
<p>Awareness raising of apprenticeships CPP strategy produced Moray Employer Recruitment Incentive (MERI) is open for new applications for 23-24 and is a minimum of a 6 month paid job placement and includes funding for training and supervision, this is a good foundation for progression into a full apprenticeship. Unfortunately it has been difficult to meet this demand due to reduced MA places being awarded.</p>
Next steps
<p>Public sector partners to develop and approve strategies Moray Pathways planning Group in place for Apprenticeship Week 2024</p>

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Priority Area
A sufficient labour market Ensuring alignment between skills provision and the changing economy
Priority Action
B. 3. Identify, review and address potential barriers to labour market participation, targeting agreed sectors C. 1. Increase the responsiveness of the skills system
Activities
<p>During 2022-2023 a total of 710 people have engaged with a range of provision across the partnership, this can be broken down to the following groups:</p> <ul style="list-style-type: none"><li>455 – Young People</li><li>171 – 25 plus adults</li><li>84 – Parents in poverty</li></ul> <p>23% progressed into employment 70% progressed into learning and vocational skills training provision opportunities 7 % - New clients / harder to reach/engage and progress to provision</p> <p>DWP reporting that the number not ready for work has increased from 2188 to 2607. More universal credit claimants have gone through the Work Capability Assessment and have been assessed as not being ready for work at this time and need additional pastoral support to help them move closer to work.</p> <p>This has contributed to an increase in referrals of clients aged 25 plus to our keyworker service, delivered by the Moray Council Employability Team. DWP reporting that the number not ready for work has increased from 2188 to 2607. More universal credit claimants have gone through the Work Capability Assessment and have been assessed as not being ready for work at this time and need additional pastoral support to help them move closer to work.</p> <p><b>Highlights:</b></p> <p><b>Sector Based Work Academy</b> : In 2022-2023 we commissioned a total of £800k ESF funding to test and learn from a new Moray Pathways Sector Based Work Programme to provide pre-work placement vocational skills training provision within key growth industry sectors, followed by work placements and followed up with in-work support into employment. This programme involved matching individuals to these opportunities and progressing them into work.</p> <p><b>MERI Scheme</b> – our Moray Employer Recruitment Scheme targets growth sectors and providing skill development for individuals within their 6-12 month paid job placement with key local employers. During 2022/2023, a total number of 88 local employers used our incentive scheme to recruit a matched individual (from within our 7 high priority target groups ) into a paid job placement for a minimum of 6 months. 85 of these local businesses were SME's or micro businesses and 21 of them were from within the third sector</p> <p><b>Progress for Parents:</b> 17% of parents in poverty participating with our Moray Pathways Progress to Parents programme have progressed into employment and have increased their household income above the threshold.</p>

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### Progress to date

Our Moray Pathways Local Employability Partnership Delivery Plan (2022-2025) approved

We have improved our annual participation measure (16-19 years) by %

We have recently commissioned a new Moray Pathways Sector Based Work Academy Programme contract to Enable Works and UHI Moray (Employability training department). A total amount of £633k from UKSPF until the end of March 2025.

Moray Pathways Celebration Event Press Release Link: <https://youtu.be/JBj80RBFzrl>  
<https://mymoray.co.uk/moray-pathways-local-employability-partnership-celebrates-success-stories/?fbclid=IwAR3zzrl4CGB1yybvVWex3pGbzEwFFGEscSFQNoTi5TxC97tR6BKwAogxFPM>

### Next steps

Develop a business case and tender specification for an individual Placement Support (IPS) service, a collaboration between a vocational placement support provider, NHS and a specialist keyworker. This service will help support the rising number of people who are currently economically inactive into training and employment and 95% of the referrals will come from the NHS. This programme will reduce no of claimants with an economic inactive status and contribute to a decrease in the disability employment gap, through skills development and access to fair work.

Continue to develop our lived experience panel to help shape and plan future skills provision for the Moray Pathways local employability partnership. Scottish Approach to Service Design: Increase co-design and community engagement to develop services that meet the needs of users

The progress for parents project has lead on a parent survey in collaboration with key partners from within a newly established School Aged Childcare Working Group. We are recruiting a Project Officer to lead on tasks identified by the School Aged Childcare Working Group, to engage with local providers / employers and increase the current offer to parents. The lack of School Aged Childcare places is a huge barrier for parents in poverty to develop their skills and progress into training and employment.

Key members of Moray Pathways Local Employability Partnership are involved with the development of new Moray Improvement Groups lead by Education. Each **Moray Improvement Group** Chairperson and group members will be supported by our Moray Education central team. Head Teachers, Central Officers and valued partners. There is a skills strategy group which will help align our skills framework for post school and to support individuals up to the age of 67 years.

Collaboration with DWP to engage with people who are underemployed

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<b>Priority Area</b>
C. Ensuring alignment between skills provision and the changing economy
<b>Priority Action</b>
C. 2. Fully align skills provision and careers information and advice to future demand
<b>Activities</b>
<p>UHI Moray Just Transition project assessing the green skills demand, training provision and gaps.</p> <p>In 2022-2023 we commissioned a total of £800k ESF funding to test and learn from a new Moray Pathways Sector Based Work Programme to provide pre-work placement vocational skills training provision within key growth industry sectors, followed by work placements and followed up with in-work support into employment. This programme involved referrals from Skills Development Scotland and other referral agencies, and matching individuals by to these opportunities and progressing them into work. The contract involved the following training providers, UHI Moray Employability Service, Enable Works, Social Enterprise Academy and Elgin Youth Development Group.</p>
<b>Progress to date</b>
<p>Moray Pathways Sector Based Work Academy is aligning skills provision and careers information and advice to future demand and a changing economy.</p> <p>Moray Pathways practitioner events provide workforce development opportunities to be equipped for future demand and our changing economy.</p>
<b>Next steps</b>
<p>Our new Moray Pathways Sector Based Work Academy will provide green skills training provision and it is crucial that local training providers from within Moray Pathways collaborate with the work of UHI Moray on assessing green skills demand.</p> <p>Members of Moray Pathways Local Employability Partnership are involved with the development of new Moray Improvement Groups lead by Education. Each <b>Moray Improvement Group</b> Chairperson and group members will be supported by our Moray Education central team. Head Teachers, Central Officers and valued partners. There is a skills strategy group which will help align our skills framework for post school and to support individuals up to the age of 67 years. Aim of the Skills Strategy group as follows:</p> <ul style="list-style-type: none"><li>□ Consider emerging thinking and current practice in relation to skills frameworks and progression</li><li>□ Consider approaches to learner profiling and reflection on skills</li><li>□ Review National good practice in relation to skills development, frameworks, strategies and approaches and independent skills delivery landscape review findings</li><li>□ Review labour market intelligence and wider DYW related factors to ensure breadth of DYW experiences to support learner skills progression</li><li>□ Review and develop guidance for schools for skills framework and strategy development in line with current and emerging thinking and practice on skills</li></ul>

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### Priority Area

Supporting Productivity Growth

### Priority Action

E3: Enhancing critical infrastructure:

- Providing a sufficient supply of housing, including to support staff recruitment and retention.
- Childcare.
- Transport, including making the case for Moray's specific needs within overall Scottish Government policy - e.g. A96 dualling, sufficient electric vehicle charging points.
- Identifying and address specific sectoral constraints. For example, ongoing investment as required in general tourism infrastructure such as camper van facilities, stopping places and car parks, which could form part of the next Visit Moray Speyside destination strategy.

### Activities

HIE is a participant in the Moray Housing Needs Analysis activity and will work closely with MC and partners where relevant and appropriate. HIE participates in the Childcare Working Group. HIE will continue to be part of a wider lobbying voice on the A96 issues to encourage dualling. Specific Sectoral constraints - HIE has to take a regional agency approach and will continue to draw in strategic and operational support from our regional tourism, transport, and net zero specialists. colleagues, where appropriate. Potential for future short term funding opportunities for tourism infrastructure although these currently do not exist and are dependent on budget.

A short-life working group consisting of local partners and stakeholders, as well as SG representatives, is progressing work to address the lack of wraparound childcare provision. To better understand the scale of the issue at a local level, a Survey of Parents and Carers was recently conducted which received 1,417 responses. The group are now exploring options for identifying and then implementing solutions to address the scale of need.

Moray Council carries out an annual housing land audit to ensure that there is an effective supply of housing land available. New sites are added through the review of the local development plan. The Moray Growth Deal Housing Mix Delivery project provides funding to help bring forward development sites which have stalled. The Council is currently finalising its new Housing Need and Demand Assessment (HNDA) which has explored the issue of housing for key workers and the Council will continue to explore new ways of addressing this issue to support inward investment.

The Council works closely with NHS Grampian, Transport Scotland and other infrastructure providers to co-ordinate future infrastructure needs. The new Moray Local Development Plan and Regional Spatial Strategy will identify long term infrastructure proposals and also opportunities for tourism developments.

A digital connectivity project is in development, supported with funding via UKSPF. The project will seek to work with communities, residents and businesses across Moray to support and encourage the increased take-up of Scottish Broadband Voucher Scheme, in support of a better connected and digitally inclusive region. This will include identifying community facilities that may be able to act as digital hubs.

tsiMORAY will promote opportunities for third sector to host and or develop projects enhancing critical infrastructure as appropriate eg providing vehicle charging points, supporting community led tourism initiatives.

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MCC on childcare subgroup, Lobbying with Govs on roads.

FSB Big Small Business survey. Disseminate information to FSB members and signpost to other sources of support. Highlighting and commenting on issues in local press.

#### Progress to date

#### Next steps