

## LAA TARGET - ACTION PLAN

<b>LAA Indicator No.</b>	<b>NI 165</b>
<b>Lead Partner Organisation</b>	City Council
<b>Technical Data Expert</b>	Peter Shearing LSC
<b>Indicator Owner (Sign Off)</b>	Carl Pearson Regeneration Services
<b>Reporting Frequency</b>	

<b>SCS Theme:</b>	Economy, Learning, Skills and Employment A prosperous Coventry with a good choice of jobs and business opportunities for all the city's residents	<b>SCS Priority:</b>	Local people will benefit from economic growth of the city – they will have been supported to develop the skills needed to access jobs, to progress to higher-skilled jobs and to increase their household income.  Develop a programme to help retain new graduates within the city by providing appropriate jobs and housing.
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### 1: LAA Target

Indicator Description	Baseline & Year	Target 2008/09	Target 2009/10	Target 2010/11	Success Criteria
Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher	06/07 28.4%	30.8%	32.1%	33.5%	

### LAA Target information

If the trend over the last few years is continued we would expect the percentage of people qualified to level 4 to increase by a approx 3% over the next 3 years. The targets outlined above have been selected and agreed as stretch targets, designed to bring Coventry closer to the national target of 34% by 2010/11.

## 2: Equalities and Community Cohesion Implications

### Summary of overall negative/ positive impacts on target groups/areas:

Data related to this indicator is not comprehensively collected by ethnic background, geographical area, age, gender or community of interest. This will inhibit effective monitoring of equalities and community cohesion implications. There are a number of studies that have been commissioned to remedy this omission and further work will need to take place to collate this.

Strategic actions for this indicator will include encouraging life long learning and upskilling across all communities within the city to ensure that all communities from Coventry benefit from actions from this plan.

## 3: Strategic Summary

### Description of key activity or activities that may contribute towards achieving target

A steering group will be established to put in place local strategic co-ordination across each activity to contribute to achieving targets. It is proposed this group operates across the CSW sub region and that this plan is aligned with the plans of other adjoining areas. This group will provide a steer to three key areas of activity. First, increasing graduate retention by engaging students at local higher education institutes to encourage them to stay in the city at the conclusion of their studies. This will involve ensuring that opportunities are presented to students such as housing, leisure and vacancy information.

Second, the group will encourage more local people to train and achieve level 4 qualifications. It will achieve this by providing a steer to activities to inspire and provide access to upskilling opportunities for local people in the city. This will involve facilitating life long learning and routes to funding for local people to train to Level 4 and above in the city.

Third, the group help promote the area as a location for employers seeking people with level 4 skills. This will involve formulating a co-ordinated graduate offer as part of inward investment strategy and work with SMEs to identify opportunities to grow their businesses through graduate placements and increased recruitment at Level 4 and above.

#### 4: Delivery Plan – Performance Monitoring of Actions

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
	<p><b>Strategic co-ordination</b> Establish a steering group of partners from Coventry University, University of Warwick, Henley College, City College Coventry, Advantage West Midlands, Coventry City Council Inward Investment and Communications teams, LSC, relevant local employers, CV One and other related partners to provide strategic co-ordination for the delivery of the action plan across partners. Linked to sub regional partners</p>	<p>Steering group established with terms of reference.</p>	<p>West Midlands Regional Economic Strategy and Regional Spatial Strategy Coventry Economic Development Strategy Coventry City Council Corporate Plan and Cabinet Member City Development; Strategic Plans Coventry Children and Young People's Plan</p>		
	<p><b>Retaining graduates</b> Develop co-ordinated communication strategy to convey the Coventry offer to local students at strategic points during their student journey. To communicate local employer information, housing advice and increase engagement with the leisure, culture and sports offer of the city and regeneration</p>	<p>Student engagement and marketing strategy planned</p>	<p><b>City Centre redevelopment plan</b></p>		

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
	<p>initiatives.</p> <p>Explore co-ordinating marketing activities, including website, attendance at student induction exhibitions, careers fairs and maintain communication channels with students across their student journey.</p>				
	<p><b>Ensuring appropriate career paths are communicated to Level 4 graduates.</b></p> <p>Co-ordinate efforts with partners to raise aspirations of local people to engage with higher education and provide guidance on access routes and funding available for upskilling and life long learning.</p>	<p>Strategy established by steering group.</p>			
	<p><b>Increasing level 4+ job demand</b></p> <p>Extend graduate offer as part of inward investment strategy to include services such as job match and providing direct access to local graduate pool.</p> <p>Develop graduate reception service as part of wider relocation services, to provide tailored support and liaison</p>	<p>Production of graduate offer within inward investment strategy.</p> <p>Graduate reception service implemented.</p> <p>Production of strategy for working with SMEs on</p>	<p><b>Inward Investment Team Plan.</b></p>		

Ref Nr	Planned Action(s)	Target/ Milestone	Link to Other Plans	Lead Officer	Progress <i>To be completed as part of quarterly monitoring.</i>
	<p>around housing, cultural, leisure and health services for graduates coming to the city as part of inward investment deals.</p> <p>Work with AWM and regional partners to review and develop graduate placement schemes with local businesses, including SMEs.</p>	graduate placements.			

### 30. Performance Indicators

Indicators – Performance Monitoring of Indicators								
Ref Nr	Definition	Baseline	Target 08/09	Q1	Q2	Q3	Q4	Target Met Yes/No
NI 165	Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher	06/07 28.4%	30.8%					
Other indicators that will be used to track progress, including disaggregated measures for target groups.								
	Inward investment secured into the city.							
	Enrolment at relevant institutions from local residents							

Indicators – Performance Monitoring of Indicators								

**6: Funding & Planned Spend**

Funding & Planned Spend	2008/09	2009/10	2010/11	Total	Comment/Rationale

**7: Risk Assessment**

Ref No.	Risk	Mitigating action
	Economic recession may impact on job creation, inward investment and salaries offered to attract people regionally into Level 4+ jobs.	
	A discrepancy has been identified in Office of National Statistics data for the baseline published against this indicator. ONS data also shows a drop in the proportion of working age population trained to Level 4 or higher for 2007.	
	Reduced student intake due to perceived/actual increased costs of university.	

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