

BUCKS STRATEGIC PARTNERSHIP



promoting prosperity, tackling inequalities

Minutes

BUCKS STRATEGIC PARTNERSHIP BOARD

MINUTES OF THE BUCKS STRATEGIC PARTNERSHIP BOARD HELD ON TUESDAY 12 JULY 2011, IN MAIN HALL 1, GREEN PARK CONFERENCE CENTRE, ASTON CLINTON, COMMENCING AT 2.30 PM AND CONCLUDING AT 4.28 PM.

Members Present

Mr M Appleyard
Mrs P Birchley
Mr D Carroll

Mr J Cartwright
Ms C Carvey

Mr R Dickson

Mr S George

Professor D Godfrey
Mr P Hammond
Mr M Howell

Mrs S Imbriano
Ms B Kerley
Mr L Mason

Ms B Poole

Mr A Pratt OBE
Mr D Schofield
Ms S Wareing
Ms S Yapp

Deputy Leader of BCC
Healthy Communities Partnership
Deputy Leader, Wycombe District Council
Leader of AVDC
VCS Rep - Community Impact Bucks
VCS Rep - Buckinghamshire Community Foundation
Chairman, NHS Buckinghamshire and Oxfordshire Cluster
Buckinghamshire New University
Thames Valley Police Authority
Chairman, Oxford Health NHS Foundation Trust
Buckinghamshire Children's Trust
Job Centre Plus
VCS Rep - Bucks Sports Partnership
VCS Rep - People's Voices / Chair of Change Up Consortium
Business Representative
Bucks Fire Authority
Armed Forces Representative
Safer and Stronger Partnership Board

Observers

Mr C Furness, Observer - Chief Executive, SBDC
Mr A Goodrum, Observer - Chief Executive, CDC
Mr A Grant, Observer - Chief Executive, AVDC
Ms K Satterford, Observer - Chief Executive, WDC
Mr C Williams, Observer - Chief Executive, Buckinghamshire County Council

Officers

Mrs J Fisk, Team Leader, Policy and Partnerships
Ms H Wailling, Democratic Services Officer

Guests

Ms S Cooke, Thames Valley Probation Service - Observer
Mr D Corke, Head of Commercial Services, National Enterprise Academy
Ms A Kiceluk, Aylesbury Vale District Council
Mr R Waite, Managing Director of Esri UK

1 APOLOGIES FOR ABSENCE/CHANGES IN MEMBERSHIP

Apologies for absence and substitutions were as follows:

Adrian Busby
Alex Collingwood (substituted by David Carroll)
Rita Lally
Sonia Mills
Nick Rose
David Rowlands (substituted by David Schofield)
Martin Tett (substituted by Mike Appleyard)
Warren Whyte

Mike Appleyard (Deputy Leader, Buckinghamshire County Council) chaired the meeting.

2 DECLARATIONS OF INTEREST

There were no declarations of interest.

3 MINUTES OF THE MEETING HELD ON 20 JANUARY 2011

The Minutes of the meeting held on 20 January 2011 were agreed and signed as a correct record.

4 BSP IMPLEMENTATION GROUP - UPDATE REPORT

The Board received the Update Report for the Bucks Strategic Partnership Implementation Group (BSPIG).

Jackie Fisk (Team Leader, Policy and Partnerships, BCC) drew members' attention to the following:

- The work programme (page 7), specifically the work stream 'Mapping the Public State,' which had been added at the request of the Board following the January 2011 meeting.
- Development of partnership arrangements (page 7) and the commencement of the Shadow Health and Wellbeing Board.
- National developments around Community Budgets (page 8), which include the pooling or alignment of resources to deliver services that meet local needs in a better way.
- BSP funding and the current status of the pooled fund (appendix A). The most recently agreed funding was for the Think Local, Give Local project and the Expert Volunteers programme (page 11).
- Recommendations from the Joint Overview and Scrutiny Task Group Report on the Big Society (page 9).

The Board was asked to agree the recommendations on page 10.

The Board:

- **Noted the update report from the BSP Implementation Group.**
- **Signed-off the BSP Annual Report 2010/11.**
- **Agreed to the recommendations of the Task and Finish Group on the Big**

Society, with the proviso as set out in paragraph 11 and with the proviso that the agreement was to those recommendations relating to the BSP Board. Members agreed that the Chairman could agree any additional points on the Board's behalf.

- **Agreed the approach to monitoring the public sector state set out under paragraph 12.**

5 FUTURE DIRECTION FOR BUCKINGHAMSHIRE: THE SKILLS AND JOBS CHALLENGES

Sue Imbriano (Strategic Director for Children and Young People, BCC) introduced and facilitated the session.

Presentations were given, and during these, the following points were made.

Presentation by Alex Pratt OBE, Chairman of Bucks Business First and points made by Richard Waite, Managing Director of Esri UK

- The view of Bucks Business First was that policies needed to be based much more on evidence and trends.
- A clear strategy made a significant difference to the economic situation in an area.
- More businesses were started in Buckinghamshire (and remained in existence longer) than in any other county.
- Aylesbury Vale and Wycombe Districts had both suffered seriously from job losses.
- Bucks Business First would be tracking and monitoring the net jobs growth in Buckinghamshire to measure economic development.
- On the day of the meeting, 1090 people were looking for work as shop assistants in Buckinghamshire. However there were only 60 vacancies.
- Buckinghamshire was described as having a 'skills gap,' but this was more complex than it appeared; it was more accurately about a mismatch between the profile of young people who remained in Buckinghamshire (bearing in mind many highly qualified young people left the County) versus the jobs available.
- Output from educational establishments was not linked to the job market.
- The majority of young people in tertiary education left Buckinghamshire to work elsewhere, which led to a skills gap. It had to be recognised that Buckinghamshire was part of a bigger country, and not a 'ring-fenced' county.
- Most jobs available in Buckinghamshire were highly skilled and required experience.
- Anecdotally, many employers had said that the young people applying for jobs did not have the employment skills which they were looking for.
- The solution to the problem could include employers going into schools to explain what they looked for in prospective employees. Teachers could even be seconded into business.

Presentation by Prof Derek Godfrey, Deputy Vice Chancellor, Buckinghamshire New University

- The University worked to understand the needs of the public and private sectors, looking at where they could be supported. An enterprise education system was being developed.
- The University aimed to ensure it provided excellent employer engagement, being easy to do business with and adding value.
- Working in partnership was key.

Presentation by David Corke, Head of Commercial Services, National Enterprise Academy/Peter Jones Foundation

- In the future, the Academy planned to work more with NEETs (those Not in Education, Employment or Training), and was working with Amersham and Wycombe College.

- The Academy worked with partners on an Enterprise Club Partnership (with Bucks Business First and Amersham and Wycombe College) and on Adult Enterprise Programmes (for adults from deprived backgrounds).

Presentation from Ann Kiceluk, Aylesbury Vale District Council, representing the Bucks Strategic Workforce Planning Group

- Public sector organisations in Buckinghamshire had been working together to provide a number of initiatives, including increased employment opportunities, particularly for young people.
- The Bucks Strategic Workforce Planning Group had recently agreed to widen its membership to include private and voluntary sector partners who delivered services on behalf of public organisations.
- Successes of the Group included the Future Jobs Fund (the funding had now finished for this) and apprenticeships.

Sue Imbriano then initiated a number of discussions, including the issue of apprenticeships. Although the public sector was not currently recruiting, both the public and private sectors had a responsibility for apprenticeships.

It was also noted that evidential data was very important and Bianca Kerley said that she would find out how many of the 25% of young people receiving job-seekers allowance were graduates – **Action: BK**

Key issues and questions identified by members

- Was there ever a ‘golden age’ when a skills gap was not present?
- Are the right young people applying for the right jobs?
- Jobs have changed – has the skills level of young people also changed?
- Employment advice needs to be taken into schools at an early age.
- Expectations should be raised and then delivered against.
- Attitude of young people was the number one criterion. This could be partly dealt with through apprenticeships.
- Parents had a responsibility as regarded their children’s attitudes to work.
- The voluntary sector should be involved.
- The self-worth of young people should be looked at. There was also an issue among young people who did not feel ‘entitled’ to work.
- The relationships between children, parents and schools were very important.
- Graduates were taking lower-skilled jobs, which had a knock-on effect on jobs available for non-graduates.
- Education locally was not providing the right skills. These skills were defined by employers as reliability, a strong work ethic and attitude.
- Wealth creation came from the private sector.

Workshop session Outcome

In smaller groups members were asked to identify a key issue and an action to solve it.

Key issue(s)	Action(s)
Fragmented approach within various aspects of education and jobs.	Work to link curriculums – not just courses which people want to study but what they ought to study. Current drop in employment is temporary – planning needs to be long-term to improve the job offers in Buckinghamshire
It is the responsibility of business / economy to create opportunities. An	Act as a conduit between businesses and education. Provide a ‘rapid

<p>infrastructure is needed to bring businesses to Buckinghamshire.</p>	<p>response' to deal with the skills needed by business. E.g. Aylesbury Vale attracts high-level engineering companies – young people should be made aware of this.</p>
<p>How do you get the early engagement between employers, schools and parents? What motivates young people?</p>	<p>Focus initially on those not in employment or education, to find jobs and to <i>want</i> to find jobs. Ask young people what motivates them.</p> <p>Role of parents – how a work ethic is instilled – lessons to be learnt from China, Brazil etc. Level of complacency/dependency in the UK needs to be addressed.</p> <p>Terms such as 'apprenticeship' may be off-putting as they may seem old-fashioned.</p> <p>Identify ambassadors from business to go into schools to inspire young people.</p>
<p>How do we match the jobs to the needs? Challenge re: cost of land locally</p>	<p>Build motivational skills; mentoring schemes. Need to make a case for growth (business, housing, infrastructure) to provide jobs.</p> <p>Get young people into the workplace through whatever means, including job swaps between private and public sectors.</p>

Sue Imbriano summarised the key outcomes from the session which BSP partners needed to focus on:

- How do we motivate our young people?
- Focus on 'employability' – positive attitude/reliability/strong work ethic are key.
- Matching supply and demand based on evidence.
- Exposure to the workplace – particularly through employers (specifically through use of employees not long out of education) going into schools to raise awareness of what employers are looking for.

The Board agreed that the Bucks Strategic Partnership Implementation Group should discuss all the issues and suggested actions at its next meeting.

6 BUCKINGHAMSHIRE CHILD POVERTY STRATEGY 2011-2014

Sue Imbriano told members that the Buckinghamshire Child Poverty Strategy 2011-2014 had been developed by the Buckinghamshire Children and Young People's Trust, and was a statutory requirement.

The Strategy related closely to discussions under agenda item 5. Approximately 12 000 young people lived in poverty in Buckinghamshire.

The Strategy did not attempt to bind together all aspects and work streams, but had focused on a small number of priorities. The Child Poverty Group would monitor these and report to the Children and Young People's Trust Board.

Board members did not have any comments on the Strategy.

7 DATE OF THE NEXT MEETING

19 January 2012, 2.30pm, Chartridge Conference Centre, Chartridge
5 July 2012, 2:30pm, Green Park Conference Centre, Aston Clinton

CHAIRMAN