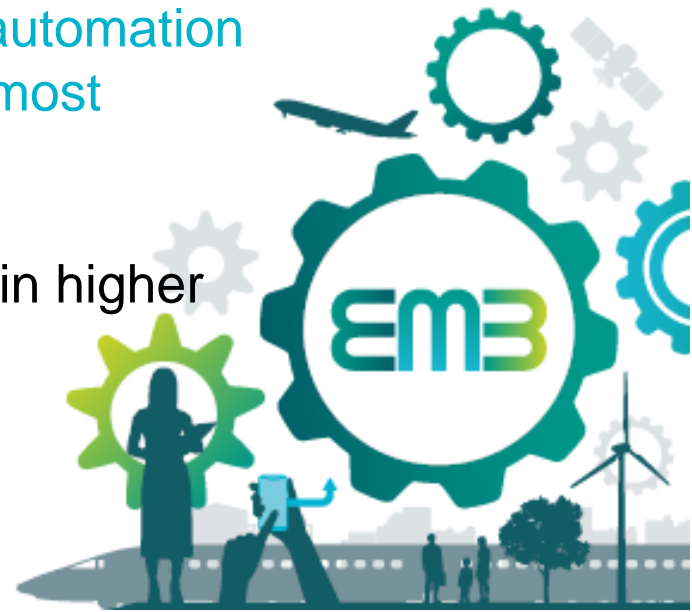


Basingstoke - Becoming a High Skills, High Growth Town



Basingstoke - Becoming a High Skills, High Growth Town

- Western Basingstoke is the catalyst for this study; the outcomes will reach out & embrace the whole Borough
- Basingstoke has a proud tradition of embracing change and showing foresight – growing higher level skills is part of that ambition
- One third of UK jobs at risk from robots and automation by 2030 – wholesale & retail among sectors most vulnerable
- In future, growth will be in higher skilled jobs in higher value sectors



Where are we now ? Our People

- Basingstoke residents are generally in work and well qualified up to A Level standard (NVQ3)
- But the proportion of residents with qualifications higher than A Level is low for the South East
- There are young talented people choosing lower skilled work over higher training and education
- Some young people are uninspired by current traditional offers in and outside of the borough
- But they express interest in more locally rooted, work-based higher learning, including higher level apprenticeships



Where are we now ? Our Employers

- Employers say they struggle to recruit local people with the necessary high skills
- Especially to technician and associate professional level jobs
- Employment very high, but not in these types of jobs, which require qualifications that are not widespread
- Employer demand for better skilled people is focused on particular sectors: software development; cyber security; artificial intelligence technologies; engineering; nursing; infrastructure & the built environment and leadership & management
- In some of these sectors there is also need for specialists with degree and post graduate qualifications
- Employers would welcome a distinctive higher training & education offer In Basingstoke as good for its image and investment
- They want it to be employer-led , with strong focus on employability & enterprise skills & to involve university partners



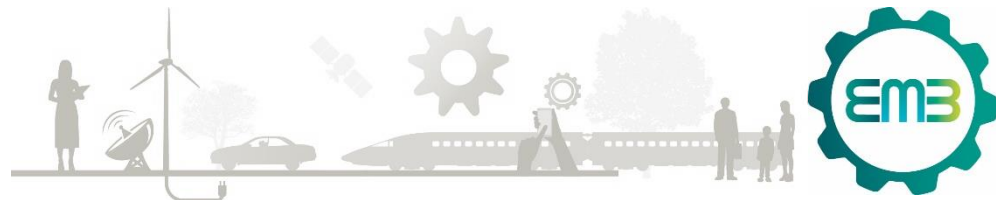
Where do we want to get to?

The Borough aspires to have a strong reputation as a place of high skills and high growth

We want to answer employer demand for a ready local supply of better trained and qualified people suited to their needs

Our priorities should be:

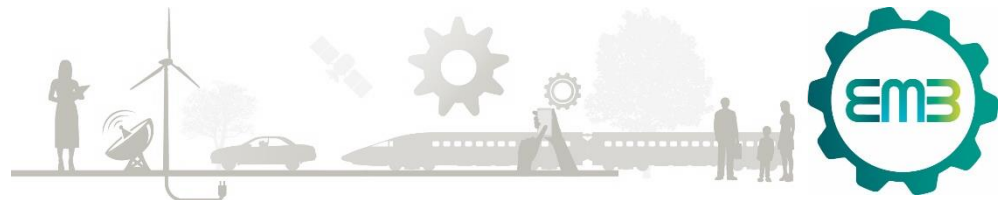
- A focus on employer demand in particular high value sectors
- A need for more highly trained and qualified people in technical and associated professional roles – beyond A level but a little below degree level



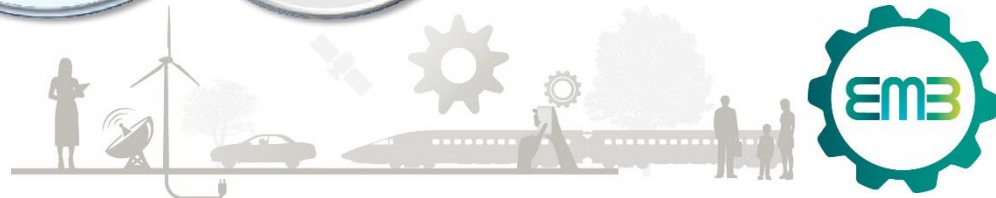
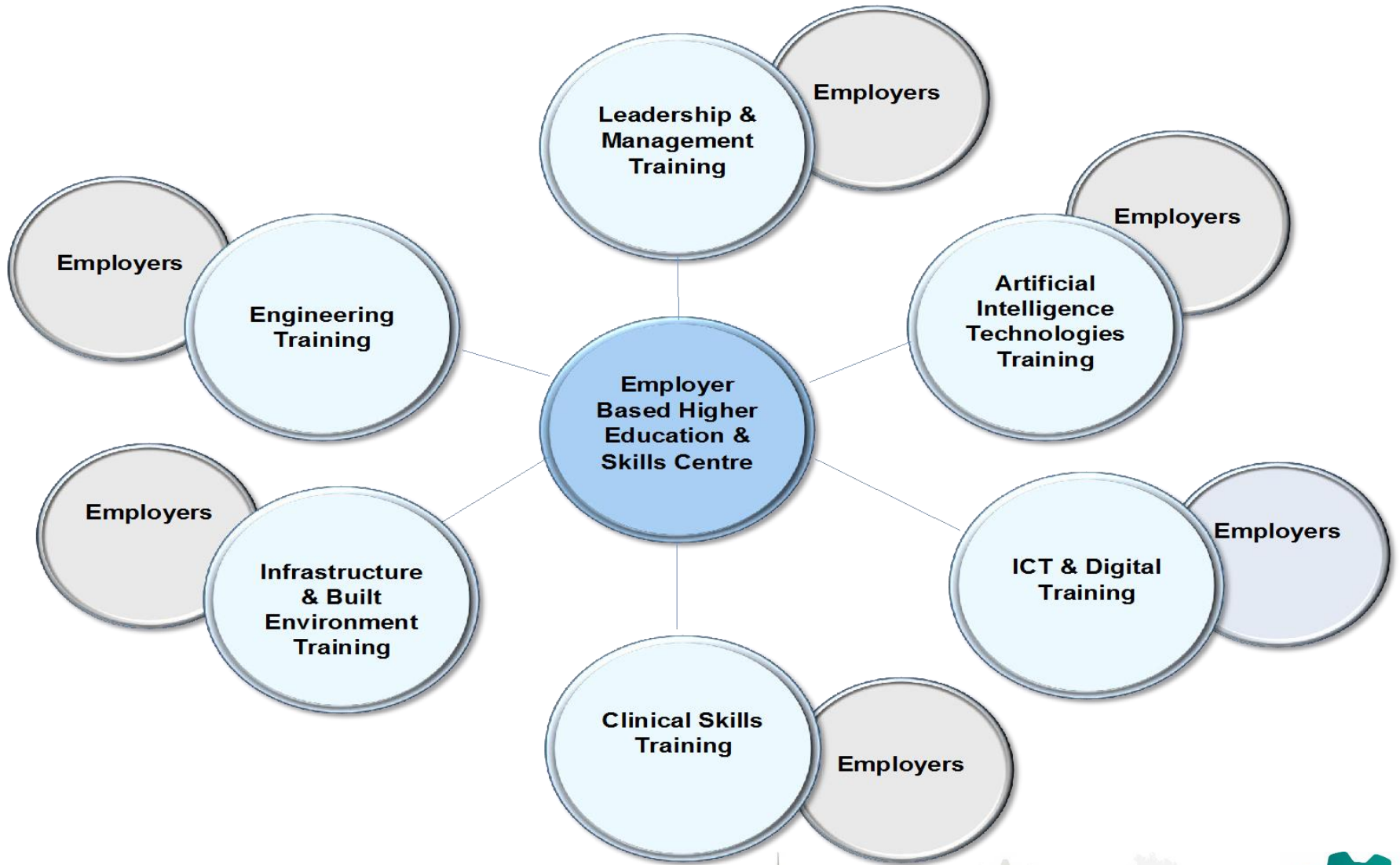
Where do we want to get to? (2)

Further Priorities:

- To release Basingstoke's untapped talent by :
 - recognising that improving the qualifications of the existing workforce is key
 - developing an employer model for further / higher training and education to better engage some school/college leavers
- To tap into employers' enthusiasm for a Basingstoke place of higher training & education, and desire to be influential partners
- To engage fully with university and college partners

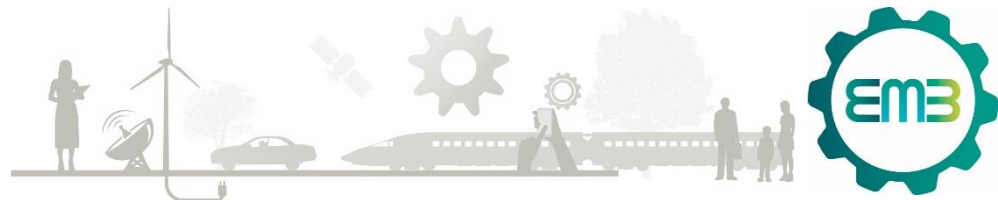


How might we get there ?



Next steps

- Sign off of the study by the DCLG Steering Group – 5 April
- Publication and dissemination of the study – April 2018
- Engagement with education providers – April/May 2018
- Organising a dissemination and engagement event with employers – May 2018
- Commissioning a follow up study focusing on delivery models – March/April 2018



Any questions?

