

# Opportunity Areas: Local Priorities

Relevant information of local priorities has been provided by each Opportunity Area to assist with the application process.

- [Bradford](#)
- [Doncaster](#)
- [Fenland & East Cambridgeshire](#)
- [Hastings](#)
- [Ipswich](#)
- [Stoke-on-Trent](#)

# Opportunity Area: Bradford

The Leeds City Region Enterprise Partnership has identified the following information relevant to the Opportunity Area. The Company will only fund proven programmes containing activities providing young people with employer encounters.

## Priorities

- Projects that provide employer encounters for young people in secondary schools that also support use and development of labour market analysis and teacher CPD
- Getting girls into STEM and Engineering
- Supporting social mobility through aspiration activities (e.g promoting careers in the Leeds City Region based on LMI, employer led literacy & numeracy projects for targeted cohorts, workplace visits
- Providing a focus on young people with SEND through careers fairs, supported workplace visits and experience

## Sectors

- See information included under 'sources'

## Sources

- All activities to be aligned to the Leeds City Region Employment and Skills Plan, 2016-2020, Labour Market Information 2017-18 and part of a strategic fit to existing provision in the district

# Opportunity Area: Doncaster

The Sheffield City Region Enterprise Partnership and the Combined Authority has identified the following information relevant to the Opportunity Area. The Company will only fund proven programmes containing activities providing young people with employer encounters.

## Priorities

- Ensure provision aligns with the Sheffield City Region CEIAG strategy
- Focus on KS3 activities to compliment existing provision at KS4
- Employer engagement to emphasise STEM.
- Demonstrate a strong and existing footprint within the Doncaster Opportunity Area.

## Sectors

- See information included under 'sources'

## Sources

- Sheffield City Region CEIAG Strategy

# Opportunity Area: Fenland and East Cambridgeshire GREATER CAMBRIDGE GREATER PETERBOROUGH ENTERPRISE PARTNERSHIP

DEFINING THE FUTURE

The Greater Cambridge Greater Peterborough Enterprise Partnership has identified the following information relevant to the Opportunity Area. The Company will fund proven programmes containing activities providing young people with employer encounters.

## Priorities

- Developing young people's self awareness, emotional resilience and ability to promote themselves to employers (motivations, abilities, attributes, & softer/generic skills) and their emotional resilience.
- Developing young people as career coaches. Giving young people the skills to develop their own career plans, make sense of the careers and employer interventions they experience and identify opportunities in the workplace.
- Finding innovative ways of using technology to support encounters with employers (especially access to rural areas).
- Meaningful encounters with employers both in and out of the workplace (e.g. through work placements, tours, working interviews & employer led projects).
- Opportunities to engage with employers with imminent or live vacancies (entry point/first jobs including but not only apprenticeships).

## Sectors

- The LEP does not operate a sector based approach for skills.
- The LEP is keen to ensure that the careers activities cover all sectors BUT they have identified key occupations underpinning economic growth and would like to see more activities that raise awareness of and stimulate learner demand in these key occupations.
- In addition, they would like to support and encourage an interest in any career pathways that are creative or STEM based or supportive of the digital economy.

## Sources

- For information on the LEP's skills conclusions and key occupations please follow this link (pages 5-6)  
<http://www.gcgp.co.uk/wp-content/uploads/2017/03/GCGP-Skills-Conclusions-full-report-Dec-2016.pdf>

# Opportunity Area: Hastings

Skills East Sussex (i.e. the federated Employment and Skills board for the South East LEP) has identified the following information relevant to the Opportunity Area. The Company will fund proven programmes containing activities providing young people with employer encounters.

Priorities	Sectors	Sources
<ul style="list-style-type: none"><li>• Work experience</li><li>• STEM</li><li>• Employer encounters</li><li>• Employability</li><li>• Careers/ post-16 options</li><li>• Programmes that have long lasting impact</li><li>• Helping young people become ready for the world of employment</li><li>• Helping to stimulate the uptake of Apprenticeships and higher level learning</li></ul>	<ul style="list-style-type: none"><li>• Engineering and advanced manufacturing</li><li>• Construction</li><li>• Health and social care</li><li>• Creative and digital</li><li>• Land based and visitor economy</li></ul>	<ul style="list-style-type: none"><li>• All activities to be aligned to the Skills Vision and be part of a strategic fit to existing provision in the district.</li><li>• <a href="https://www.eastsussex.gov.uk/business/eastsussex/selep/ses/ses/">https://www.eastsussex.gov.uk/business/eastsussex/selep/ses/ses/</a></li></ul>

# Opportunity Area: Ipswich

The following information is relevant to the Opportunity Area. The Company will only fund proven programmes containing activities providing young people with employer encounters.

## Priorities

- Support the development of soft skills in young people and becoming more 'work ready'
- Projects that provide employer encounters to raise aspiration, develop and embed local LMI and link curriculum to careers
- Multi-faceted work experience programmes and in particular, encourage the input of smaller employers into work experience opportunities. This should include employers who can engage pupils that require additional support, such as those attending Pupil Referral Units or with special educational needs.

## Sectors

**The nine key sectors which New Anglia LEP has a competitive advantage are:**

1. Energy
2. Life Sciences and Biotech
3. ICT, Tech and Digital Creative
4. Advanced Agriculture Food and Drink
5. Visitor Economy – Tourism and Culture
6. Financial Services and Insurance
7. Transport, Freight and Logistics
8. Construction and Development
9. Advanced Manufacturing and Engineering

**Sectors which are prevalent in Ipswich are the following:**

- Professional Services with an emphasis on Insurance
- Digital, Tech and Innovation
- Ipswich Port
- Creative Industry
- Public Sector including Healthcare
- Construction

## Sources

- See New Anglia LEP website for economic plans and priorities

# Opportunity Area: Stoke-on-Trent

The Stoke-on-Trent and Staffordshire Local Enterprise Partnership has identified the following information relevant to the Opportunity Area. The Company will fund proven programmes containing activities providing young people with employer encounters.

## Priorities

- Projects that link careers with the curriculum
- Work experience & mentoring
- Enterprise Competition/Activities
- Programmes that embed support for schools with transport and supply cover for activities.

## Sectors

N/A

## Sources

- All activities to be aligned to the Skills Vision and be part of a strategic fit to existing provision in the district.