

**Coast to
Capital**



**Local
Industrial
Strategy**

**Youth Consultation Diagnostic Report
12 December 2019**

Introduction

The data included in the recent Skills and Labour Market Research Report published by Coast to Capital has identified a gap in the 20 – 40 year old population in the area, as well as a high number of hard to fill vacancies in Associate Professional roles.

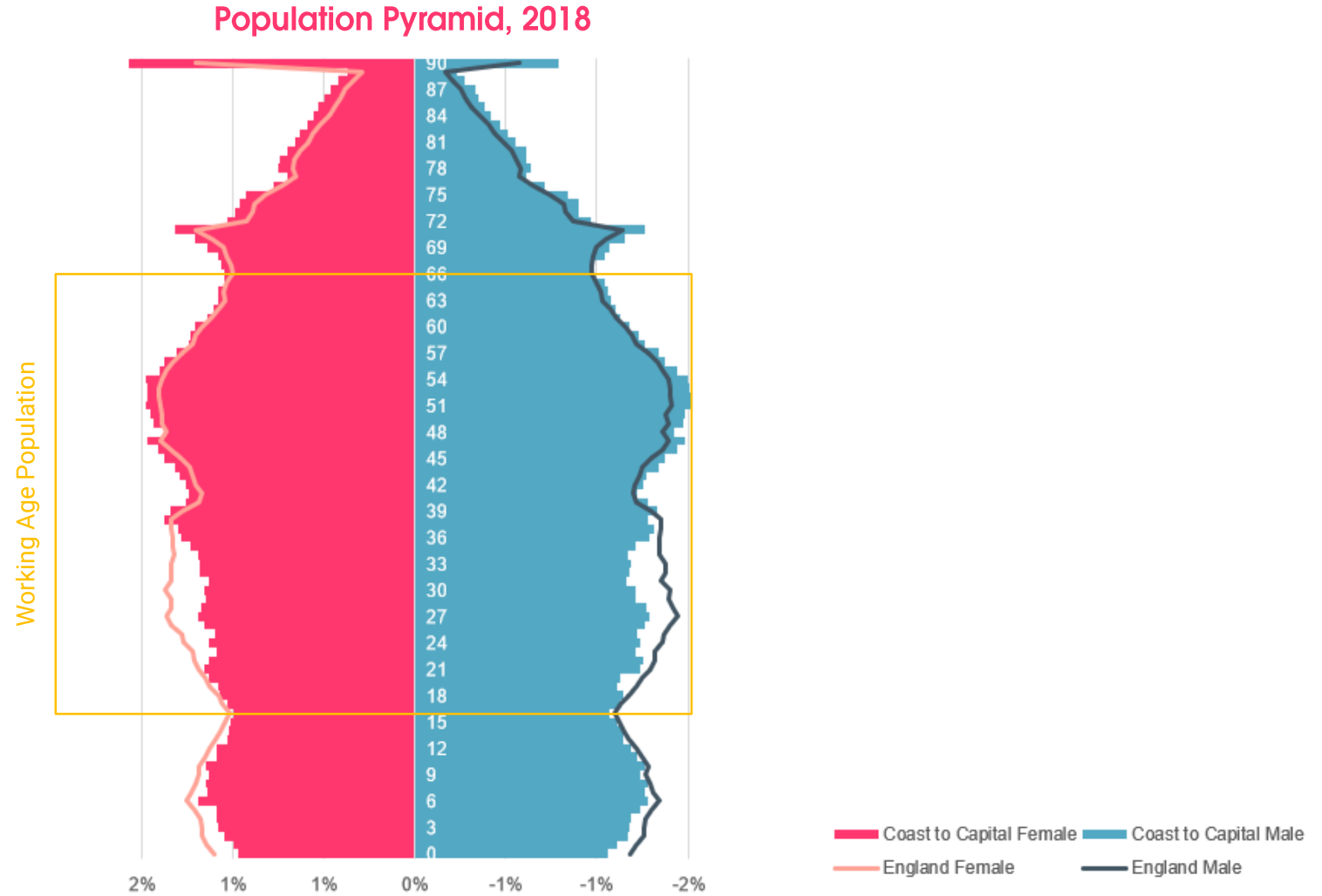
To explore these statistics further, we held three workshops where we presented this data in interactive sessions to gain feedback and ideas from young people to understand the challenge and how we can address it.

- Workshops were held at the University of Brighton (Moulsecoomb Campus), University of Chichester (Bognor Campus) and North East Surrey College of Technology (NESCOT)
- A total of 32 students aged 17 and above were engaged in the workshops
- Information, feedback and ideas were gathered through both a questionnaire and interactive discussion sessions

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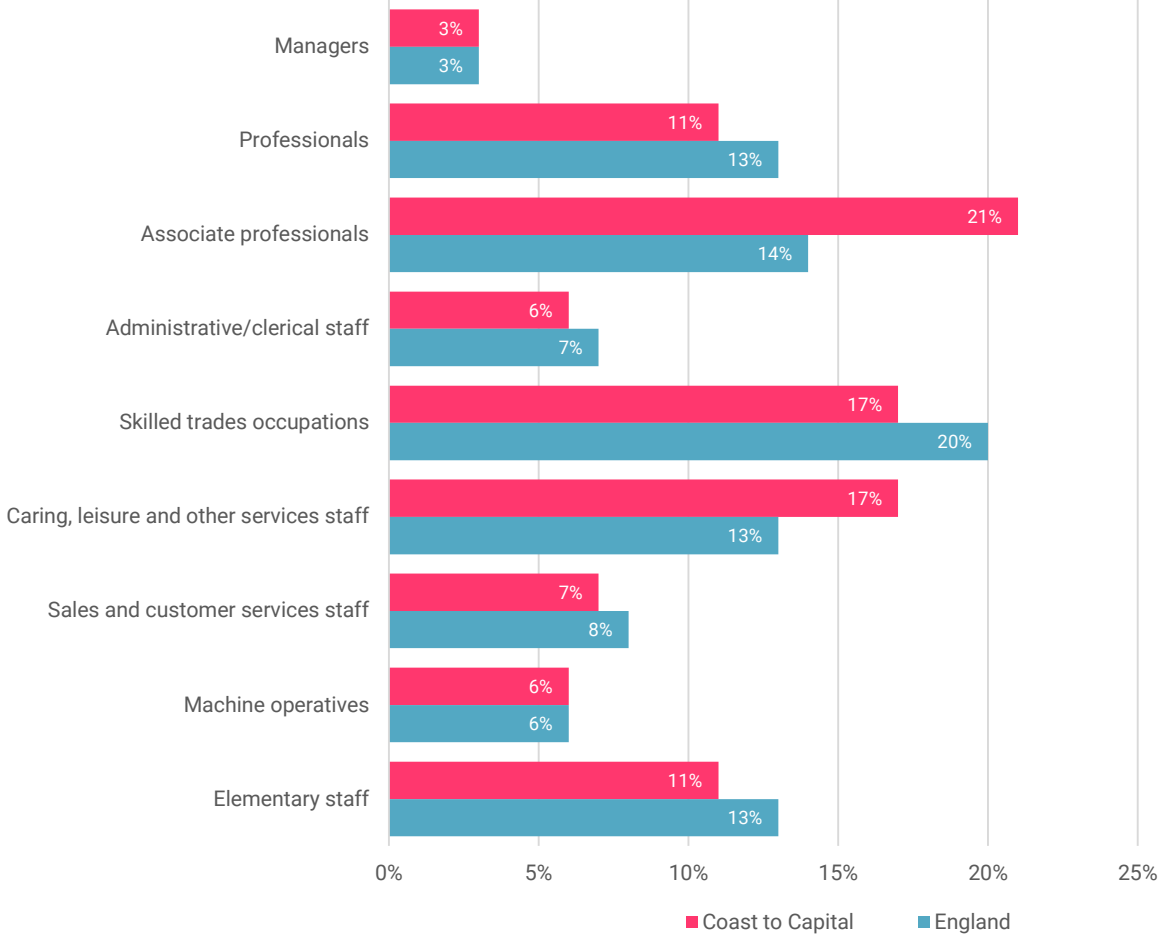


The area has a lower than average proportion of people aged 0-15 and 21-39 and a higher than average retired or retiring population



Mid level, skilled professions tend to be the most difficult jobs to fill

Employer Reported Hard to Fill Vacancies by Occupation, 2017



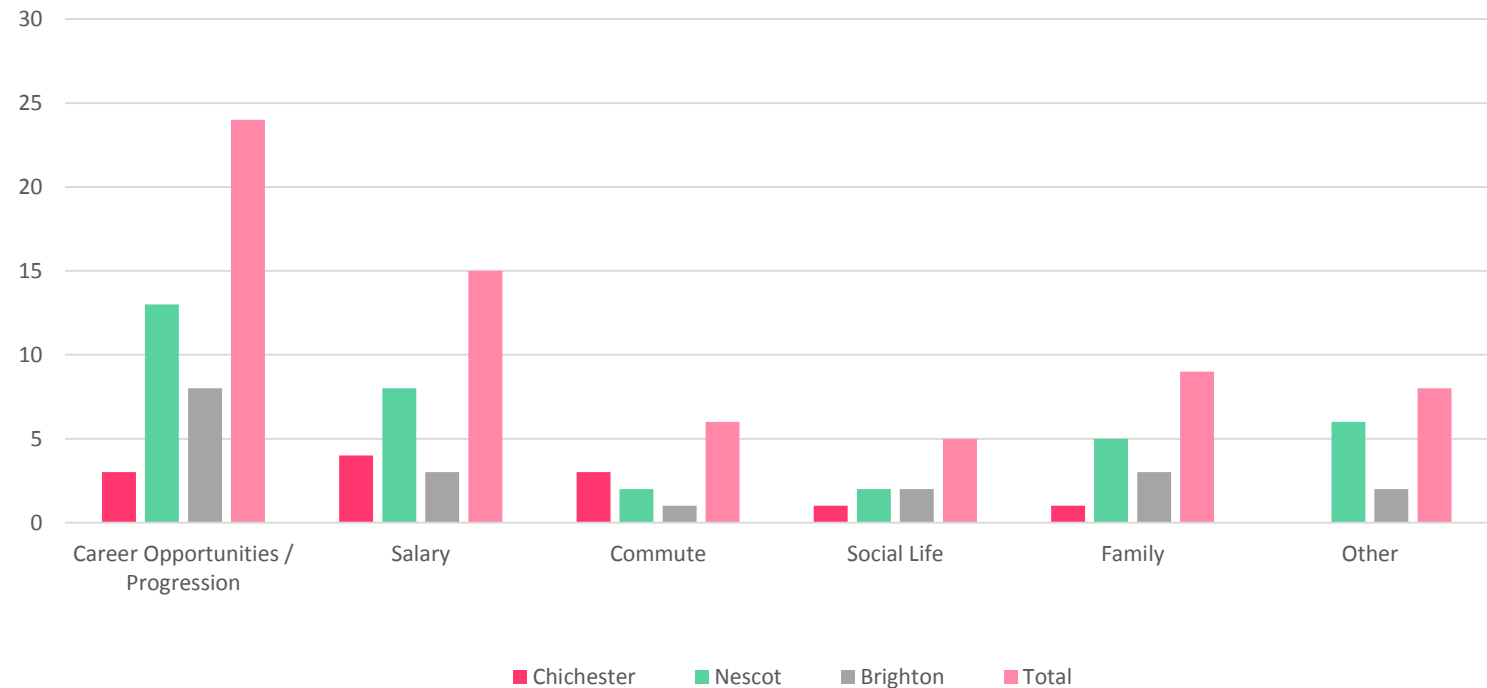
Summary of Consultation Questionnaire

Based on 32 students taking part in the consultation the key findings from the questionnaire show:

- 10 of these students would choose to go to London for work, 8 of whom are currently studying in Surrey.
- 13 students would consider working out of the area (excluding London) including choosing to work abroad.
- The cost of housing is an important factor for the majority of these students. 28 stated that this would influence where they live in the future.
- 15 students, which is nearly half of those consulted, stated that they would want to live close to where they work in the future.
- 20 of the students have come from outside of the Coast to Capital region to study here.
- 24 students stated that career and progression opportunities would influence the geographical area they choose to work in. Of these 24 students 11 also stated that salary would be an influencing factor.
- 7 students had previous knowledge of LEPs and their purpose.

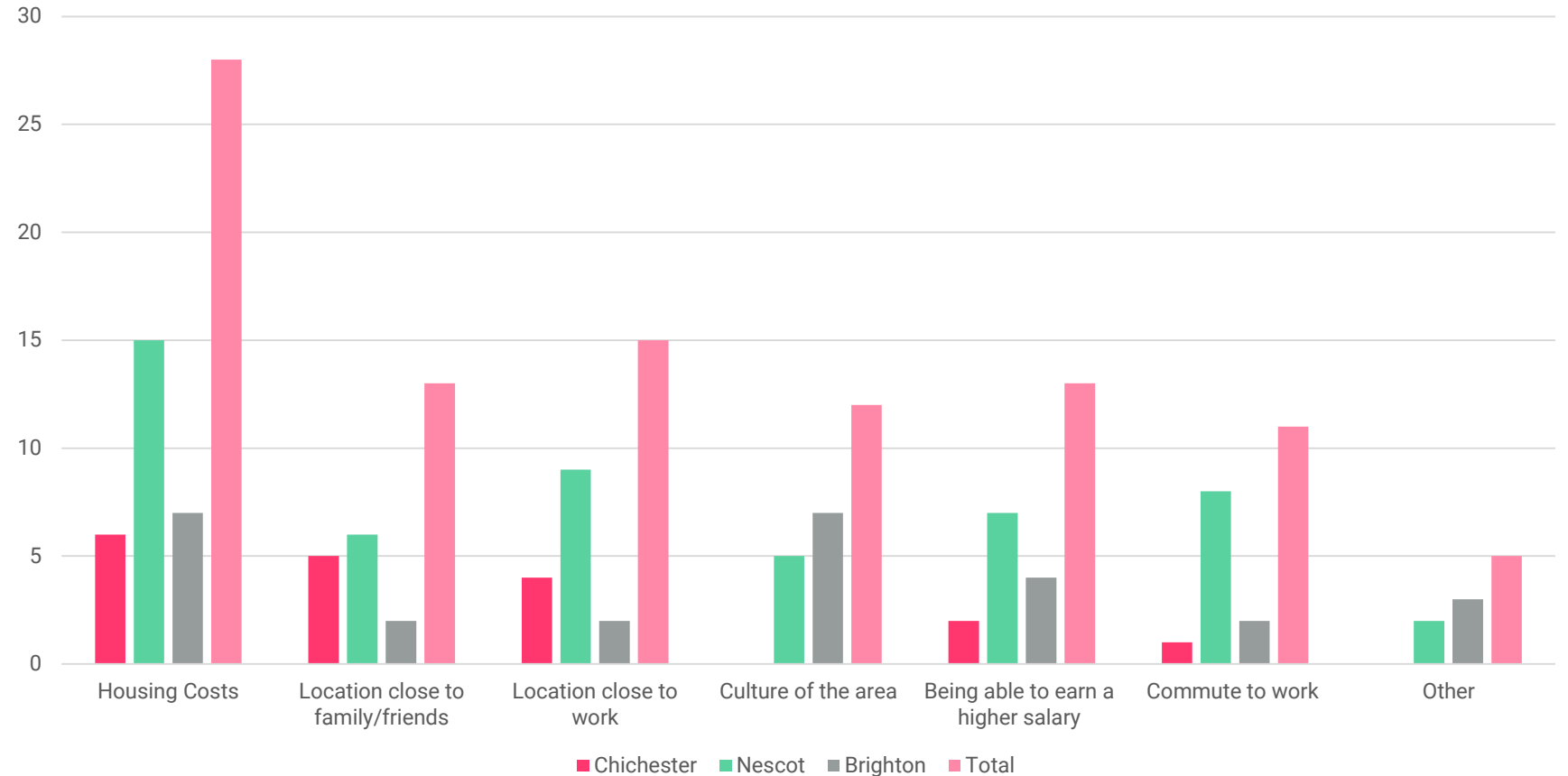
The influencing factors on where young people would wish to work

- 24 out of 32 students said that they will seek employment outside of their local area due to better opportunities and career progression.
- 15 out of 32 students said that they will look for a job outside of their local area as they are likely to secure a higher salary.



The influencing factors on where young people would decide to live

- 28 out of 32 students said that housing costs were too high in their local area.
- 15 out of 32 students want to live close to their place of work, and if that isn't in the area then they will move.



Focused discussions and key points

During the LIS Youth Consultation events it became apparent that not all areas are alike. However, there were similar factors and reasons for the young peoples opinions. These sessions created a safe and open arena to discuss the challenges and barriers that students find when seeking employment and to identify creative solutions and transformational interventions to address these barriers.

Some of the key points raised included:

- Students are not fully aware of what types of businesses and job opportunities there are in their University/College area.
- Housing prices are a barrier for students to remaining in the region.
- Students felt strongly that businesses are particularly prescriptive when recruiting, for example they require applicants to have high levels of qualifications and discount transferable skills.
- Not all businesses offer flexible working and this is a key benefit to support well being and mental health.
- Not all areas offer access to good public transport services.
- There is a lack of businesses in the region open to the opportunity of taking on a work placement, internship or apprenticeship.
- The need to create a Green city/town centre, this requires significant funding and engagement of many stakeholders.
- Technology is advancing but work practices and behaviours have not modernised in line with this.

Chichester

University of Chichester (Bognor Campus)

6 students attended the session aged 19 and over

Chichester findings

Suggestions from the students during the session

- The students felt that an improved and increased public transport service in rural areas, along with cheaper public transport and the introduction of a free school bus service would reduce congestion.
- Public Transport operators should introduce an app that displays times for all modes of public transport.
- Extended opening hours for retail establishments, and a 'one-stop-shop' approach, similar to Holmbush / Churchill Square, to attract people to go at any convenient time to their work shift patterns.
- Local employers could provide short term accommodation as a benefit for new employees and a car share scheme in rural areas as an incentive to young people to remain in the area.
- The importance to highlight potential of the area as being niche with bespoke places to visit. They felt that the area shouldn't try and replicate other towns and cities e.g. Brighton

Opportunities to explore

- Create opportunities for flexible working spaces locally for businesses from niche sectors.
- Produce up to date Labour Market Intelligence which details employers and industries in the local area.
- Increase technology and telecoms to aid a more flexible working pattern.
- Encourage businesses to look at transferable skills (not just qualifications) when recruiting.
- Creation of an online directory for businesses based on local industry sectors which identify companies and job roles.
- Promote flexible working practices in all industry sectors.



East Surrey

NESCOT

17 students attended the session aged 18 or above

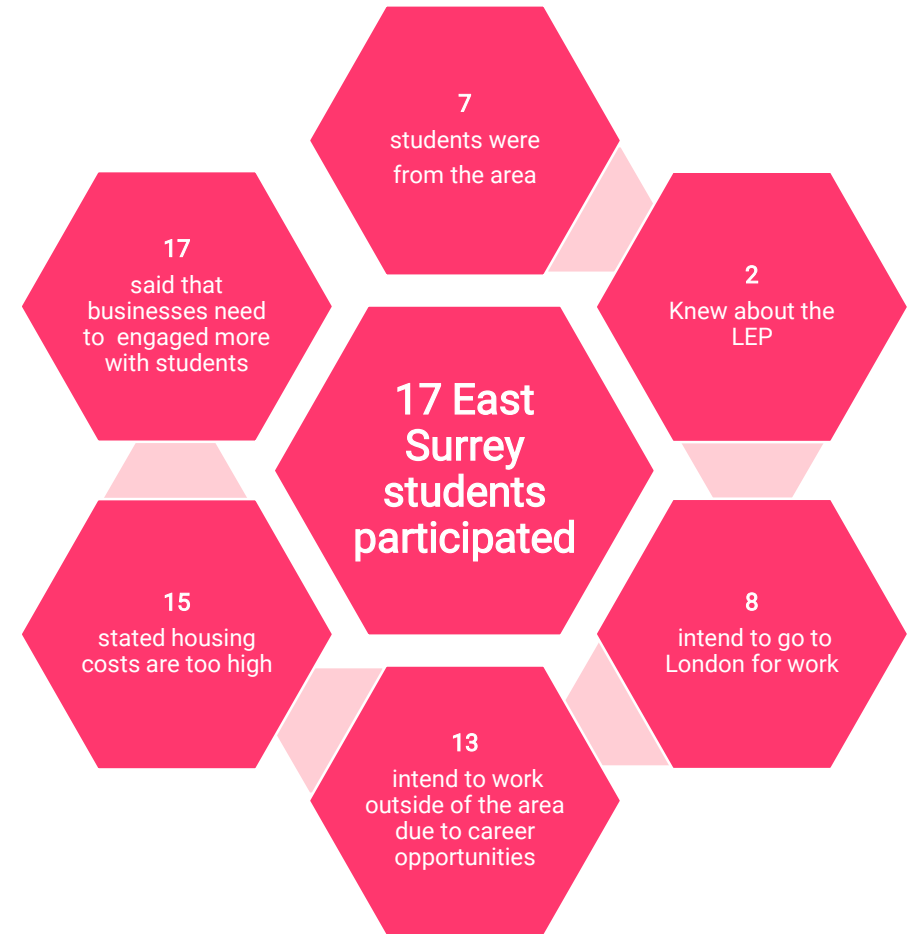
East Surrey findings

Suggestions from the students during the session

- The students felt that the area could benefit by having cheaper public transport, extended night service buses covering more routes, loyalty scheme, Smart motorways and cheaper parking.
- Cycle lanes to be made safe and either secured with a curb or as part of a pavement.
- Extended opening hours for retail establishments, and a 'one-stop-shop' approach, similar to Westfields/Bluewater to attract people shop at any convenient time to their work shift patterns.
- Local employers could provide subsidised accommodation for the first year of employment for graduates as an incentive to young people to remain in the area.
- The importance of highlighting the potential of the area by increasing outdoor sports centres, music venues and festivals creating a unique offer and experience. An area that creates memories.

Opportunities to explore

- Attract large tech businesses to operate and employ people from the local area.
- Promote flexible working practices in all industry sectors.
- Guide local businesses to offer a competitive salary banding for all local roles.
- Negotiate with landlords to support cheaper rent to enable SMEs to remain in the area.
- Actively encourage local business sponsorship of local entertainment venues to incentivise students to work in the area.



Brighton

**University of Brighton (Moulsecoomb
Campus)**

**9 students attended the session aged 21
and over**

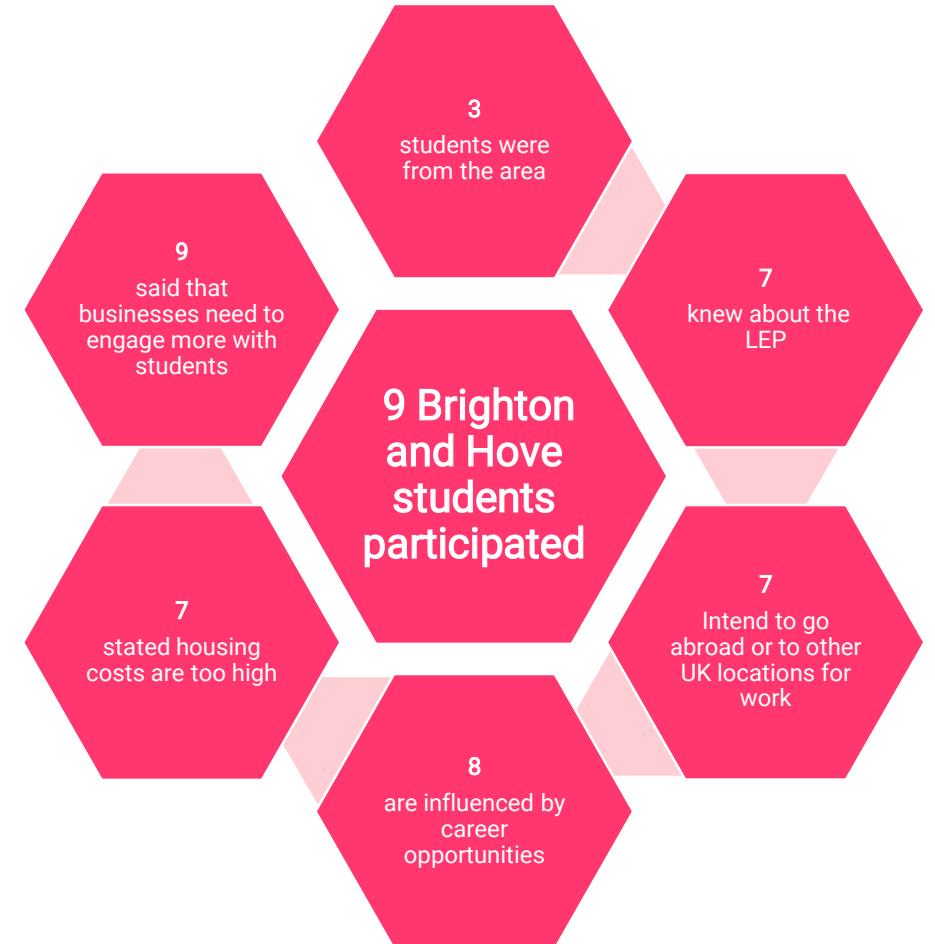
Brighton & Hove findings

Suggestions from the students during the session

- Government to subsidise travel for all to encourage use of public transport which is a more environmentally friendly way to travel.
- Improve public transport to allow easier travel across the UK and increase the reliability of trains.
- Extended opening hours similar to Europe for retail and community establishments to attract people to go at any convenient time to their work shift patterns.
- Creation of a green city centre, like that in Oxford.
- Businesses need to focus on creating a culture which supports well being. This would encourage loyalty in staff and a happy work force.

Opportunities to explore

- Work with the universities to reduce the cost of student accommodation in the city in order to attract students and future workforce.
- Encourage businesses to introduce advanced technology to support a flexible and adaptable work life balance.
- Funding for students to access Internships in partnership with other European cities.
- Consider offering transport companies bonuses for designing routes that do not go through the city centre.



Transformational Interventions

- When recruiting, employers could streamline their job application processes because currently young people find it too long and complicated. This could include highlighting the key areas of skills they need, the 'must haves' for an applicant so that it is clear to young people if the role might be suitable for them.
- Employers could offer more learning and development in the workplace to enable students to expand their skill sets.
- To help recruit hard to fill jobs in the area, businesses could provide young people with housing incentives during their first year of employment to attract them to remain in the area.
- Better public transport with loyalty schemes which support creating a more sustainable and greener environment.
- Encourage businesses to come to educational institutions to inspire students to develop their skills and behaviors that employers are seeking in the work place.
- The creation of a green city/town centre to reduce congestion and pollution and encourage use of public transport and cycle lanes.
- Companies within specific industry sectors could agree on standardised job titles as young people find it difficult to search for the appropriate role.
- The LEP and the Skills 360° Board could include student participation in the form of a collaborative working group, which informs and influences on behalf of young people in the area.

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