

**Sector  
Support Fund (SSF) Application Template**

**\*\*POST COVID-19 update\*\***

Specifically with regard to Covid-19 response, it should be noted that:

- The project focuses on attracting and supporting people from industry into sector relevant teaching. Supporting people into new careers such as teaching will become even more relevant in the recovery phase particularly for those who have been made redundant.
- The project provides opportunities to grow the digitally active teaching workforce and assessors of tomorrow thereby enabling greater on-line and remote delivery of technical education building upon lessons learnt during the Covid 19 outbreak
- A robust and effective skills system will be vital to recovery and ensuring that delivery is focused on the skills required for the economy post Covid-19.
- The project can be adapted to address digital and online learning training requirements to ensure the skills system is as robust as possible in remote learning delivery.

<b>1. Project Title</b>	
Delivering skills of the future through teaching: <i>teaching for growth</i> (EXTENSION PROPOSAL)	
<b>2. Project Location</b>	
LEP wide	
<b>3. Lead point of contact for Project</b>	
Name	Louise Aitken
Organisation	South East LEP Skills Advisory Group
Job Title	Skills Lead
Telephone	07826 531387
Email	<a href="mailto:Louise.aitken@southeastlep.com">Louise.aitken@southeastlep.com</a>
<b>4. Lead contact in County Council/ Unitary Authority (if different from above)</b>	
Name	As above – SELEP Secretariat C/O Essex CC
Organisation	
Job Title	
Telephone	
Email	
<b>5. Description of Project (No more than 300 words)</b>	
<p><i>This narrative should include evidence of impact in at least three of the four SELEP Federated areas and links to sector based working groups</i></p> <p>SELEP’s Skills and Local Industrial Strategies highlighted the widespread shortage of tutors which hinders growth.</p>	

In November 2018, the Skills Advisory Group (now Skills Working Group) submitted a successful SSF proposal to address this. Due to SSF availability at this time, a scaled down version was agreed. This has been very successful. Therefore, an extension is proposed. This was also endorsed at 23<sup>rd</sup> April Skills Working Group particularly in response to covid-19 challenges.

The project has delivered:

- Bursaries to suitably qualified participants to train as teachers in the post-16 sector by studying for teacher training qualifications at Level 3, 4+
  - Establishment of <https://www.becomealecturer.org/> to answer generic questions regarding post-16 teaching as a career and signpost enquirers to vacancies
  - Development and implementation of a high-profile publicity campaign using web, social media and radio to raise the awareness to industrial practitioners of opportunities the post-16 sector provides for a second career
- Production of videos featuring industrial practitioners who have become teachers at <https://www.becomealecturer.org/>

Applications have been nearly 300% above target. Match funding has exceeded the target of £81,300 by 45%:

As of 23.04.20	Number of bursaries awarded	Total cash value of bursaries	Value of match funding achieved
<b>Level 3</b>	24	£9,240	£9,020
<b>Level 4 and above</b>	73	£116,309	£109,200
<b>Total</b>	97 (Target = 34)	£125,549	£118,220 (Target = £81,300)

#### Anticipated outcomes of project extension

- Increased reach of the project across a broader socio-economic range of those wishing to become teachers
- Post Covid-19 range of career change opportunities including digital focused teaching
- Greater reach to SELEP sector skill priority areas
- 60 new entrant teachers in skill shortage areas joining post-16 education and training providers and studying for Level 3, 4 and 5 teacher training qualifications
- 45 new entrant teachers qualified and being retained in the sector beyond one year

#### 6. Federated Board endorsement

*Please indicate which Federated Boards have endorsed the project, including dates of any relevant meetings.*

**Opportunity South Essex** - (endorsed by written procedure and confirmed by Ian Lewis on 23<sup>rd</sup> March 2020)

**Team East Sussex** – endorsed at meeting on 16<sup>th</sup> March 2020 (as per meeting minutes at <https://www.eastsussex.gov.uk/media/15030/tes-minutes-16-mar-2020.pdf>)

**Kent and Medway Economic Partnership** - endorsed in principle on 29<sup>th</sup> April. Note that full endorsement is subject to KMEP meeting on 3<sup>rd</sup> June.

**Success Essex** – this will be considered at the 11<sup>th</sup> May meeting so if endorsement is given, this will be confirmed ahead of 12<sup>th</sup> June Strategic Board.

**7. Project links to SELEP Economic Strategy Statement (ESS)**

*Please identify which objectives within the current ESS that this project will assist in delivering*

The SELEP economic Plan and Local Industrial Strategy (LIS) confirms skills as a top priority for the SELEP area. It's been identified as a cross cutting theme and priority for the LIS.

In order to deliver against the specific ambitions as below, addressing teaching shortages will be essential. This is particularly the case in delivering the sector growth the LIS sets out. Specifically, this project will deliver against the following objectives;

- Apprenticeship and industry relevant training growth
- Higher, technical and STEM based qualifications
- Raising skills levels overall
- Delivering against the skills capital projects to meet the training needs of more employers
- Piloting sector-based tutor training

The project outlined also addresses one of the key barriers to economic growth identified in the SELEP Skills Strategy 2018-2023 and for the new LEP Skills Advisory Panel.

The need for the project has been proven by its success as the KPI figures show. The annual churn rate of staff is approximately 14% averaged across the participating providers. Part of the project objective is to reduce this and we recognise this will take more time than the original project timescale.

Against this background we would like request funding for the project's continuation for a further 12 months which would enable

- I. The production of five additional areas to increase project reach targeting alternative priority sector skill areas including Professional, scientific and technical, Transport and Logistics, Accommodation, food and logistics and Manufacturing Engineering
- II. Funds to cover the award of 60 more bursaries spread across level 3 and above to March 2021 to appeal to those joining the post-16 sector in the post Covid-19 period of June 2020 and beyond
- III. Continuation of the high-profile social media campaign
- IV. The further development and subsequent legacy maintenance of the [www.becomealecturer.org](http://www.becomealecturer.org) website for a period of 12 months

**8. Total value (£s) of SSF sought (net of VAT)**

**£74,000**

	<b>Funds requested</b>
Granting of 60 new bursaries at an average rate of £800 per bursary	£48,000



Production of new series of 6 videos	£12,000			
12 months maintenance of website, licencing and hosting	£4,000			
Project administration and processing of bursary requests for 12 months	£12,000			
<b>Total cost of project extension</b>	<b>£76,000</b>			
<b>9. Total value (£s) of project (net of VAT)</b>				
<b>£124,000</b>				
<b>10. Total value (£) of match funding (net of VAT)</b>				
<b>£50,000</b>				
	Match funding			
Granting of 60 new bursaries at an average rate of £800 per bursary	£48,000 (from FE employers)			
Project administration and processing of bursary requests for 12 months	£2,000			
<b>Total value of project extension match funding</b>	<b>£50,000</b>			
<b>11. Funding breakdown (£s)</b>				
Source	2019/20	2020/21	2021/22	Total
SSF		<b>£74,000</b>		
<i>Other sources of funding (please list below, add additional rows if necessary)</i>				
Project administration by FE Sussex and processing of bursary requests for 12 months		£2,000		
Granting of 60 new bursaries at an average rate of £800 per bursary		£48,000 (from FE employers)		
<b>Total Project Cost</b>		<b>£124,000</b>		
<b>12. Details of match funding</b>				
<i>Insert details of match funding, including who is providing match, at what value, on what terms and what assurances are there that the match will be provided</i>				
<p>We propose a revision to the original project specification to capitalise on the commitment of FE employers to this project by requiring them to provide a firm 50% cash match funding of qualification costs.</p>				

As project administrators FE Sussex will provide in-kind office services and infrastructure to the value of £2,000. (Telecommunications, ICT resources, travel, on-call availability etc).

Note that the original project was subject to a Request for Quotation process which FE Sussex were successful with. The extension would therefore involve a continuation of delivery by FE Sussex (working with partners in Essex and Kent as per current arrangements).

### 13. Expected project start and completion dates

As this is an extension, this could happen as soon as funding is confirmed. Assuming a June board approval, this would fit well with raising awareness in time for the new academic year in September 2020. The extension is proposed for a 12-month period.

### 14. Key Milestones

Key Milestones	Description	Indicative Date
Re-launch of bursary opportunities utilising <a href="http://www.becomealecturer.org">www.becomealecturer.org</a>	Promote further bursary opportunity to industry and partners	Upon funding award (June 2020)
Continuation of awareness raising campaign	Web / online/ press releases / leaflets/ events	Ongoing – June 2020 onwards
Additional videos featuring tutors in further LEP growth sectors	Add further sectors to the videos featured on the <a href="http://www.becomealecturer.org">www.becomealecturer.org</a>	June – to utilise in campaign / renewed bursary opportunity
Ongoing updating and maintenance of the <a href="http://www.becomealecturer.org">www.becomealecturer.org</a> website	Respond to feedback and ensure maximum effectiveness of site	From June / ongoing for 12 months

### 15. Benefits created by 2021 (list benefits with number/amount and cash value if applicable)

Type of Benefit	Number of benefits created	Cash value of benefit (£)
Tutors / trainers / teachers recruited through bursary	60	
Tutors / trainers / teachers recruited through awareness raising	200 (minimum)	
Individuals trained through new tutors / trainers / teachers	260 tutors / trainers teaching minimum of 100 people each – 26,000 individuals trained	SELEP average earnings (annual) £31,046 x 26,000 people into these jobs = £807,196k

### 16. Value for Money – Benefit/Cost Ratio

Please insert your Benefit/Cost Ratio (i.e total value of benefits divided by total costs). Please indicate how you have quantified your benefits and over what period those benefits are expected to realised



Overall, the extension will train approximately 26,000 individuals (through tutors trained). These individuals will enter growth sectors and address the skills shortages and lost productivity which are currently experienced. As per the calculation above, using the average earnings in SELEP as a measure the earning potential of these individuals collectively is £807,196k per annum. Dividing this by the total project extension of £124,000 represents an excellent return on investment.

Costs for the work undertaken represent excellent value also considering the reach and impact this will have:

- 260 tutors trained for a total project extension value of £124,000 = £476.92 per tutor
- Estimated 26,000 individuals trained growth sectors for total project value of £124,000 = £4.76 per individual trained / upskilled

**17. Value for Money – Other Considerations**

*Please detail benefits that cannot be quantified or cannot be quantified without lengthy or expensive analysis. This narrative should include details on why the benefit can't be quantified. If your BCR does not meet the standard 2:1 – please use this section to set out why the investment should be considered*

- This programme will be aligned to the priority sectors as set out in the LEP Skills Strategy and responding to post Covid needs. These are all facing skills shortages and represent lost productivity to the local area. Many offer higher than average earnings and therefore supporting individuals into these jobs will improve productivity and earnings across the LEP area.
- This project aims to unlock one of the biggest barriers and bottlenecks to skills training and jobs growth. This stifles productivity and growth locally. It could have national application and as such would clearly offer even greater value for money.
- Over the longer term, other funding streams can build upon any learning from this programme to continue focus on tutor training and recruitment.
- There is also interest in the programme for other LEP areas who have similar issues. Therefore this represents an excellent opportunity to establish the SELEP area as a leader on this issue.

**18. Dependencies and Risks**

*Please detail any scheme dependencies, risks and delivery constraints which may impact on the delivery of the project and or the benefits achieved through SSF investment in the Project*

Key partners remain fully committed to this programme. This includes key partners such as the Kent Association of Training Organisations (KATO), FE Kent, Sussex Council of Training Providers (SCTP), the Essex Provider Network and the Federation of Essex Colleges. The timely and successful delivery of the original project by FE Sussex gives a very good degree of confidence in a project extension.

Feedback from colleges who have been awarded bursaries further helps to illustrate the need for the project and its take up:

Bexhill College	Karen Hucker Principal	“For the past few years we have had difficulty in recruiting and retaining teachers of maths, English, science (chemistry and physics) and engineering. The SELEP campaign has enabled us to provide financial and practical support for new teachers when
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		undertaking in-service training for teaching qualifications which has been an incentive for recruitment and retention. The generic website <a href="https://www.becomealecturer.org/">https://www.becomealecturer.org/</a> provides very good awareness raising of what life is like teaching in the post-16 sector”.
Plumpton College	Jeremy Kerswell Principal	“Over the past two years, Plumpton has adopted a large number of the new technical qualifications for full time students and apprenticeship standards for the workplace to ensure our students are best equipped for progression into an ever changing workplace. The attraction and development of staff is pivotal to this, and the SELEP bursary programme has enabled us to train a number of staff who have joined the college straight from industry and perhaps more importantly, establish a peer coaching and development network using advanced practitioners from across the college”.
Colchester Institute	Elaine Hart Director of Human Resources	“The SELEP bursaries have enabled us to continue to offer support to new teachers to gain a PGCE despite the pressures on our budgets. It has been an attractive part of a recruitment package which has drawn experts from industry into teaching”.
East Sussex College Group	Clive Cooke CEO	“Attracting staff into the sector in a realistic way, setting expectations of job roles and responsibilities and providing full induction to typical duties is key to their retention. This project has enabled us to tick all these boxes and improve our efficiency in trying to recruit the right staff first time. On the back of this we are incorporating becomealecturer.com into the recruitment procedures of hard to fill vacancies such as engineering, gaming and maths”.

**19. State Aid Implications**

*Please indicate how your project complies with State Aid Regulations*

*NB: A declaration of compliance with EU or other State Aid Regulations will be required prior to any SSF being provided. If your project is awarded SSF it will be subject to a condition requiring the repayment of funding in the event that the European Commission or UK Government determines that the funding constitutes unlawful State Aid*

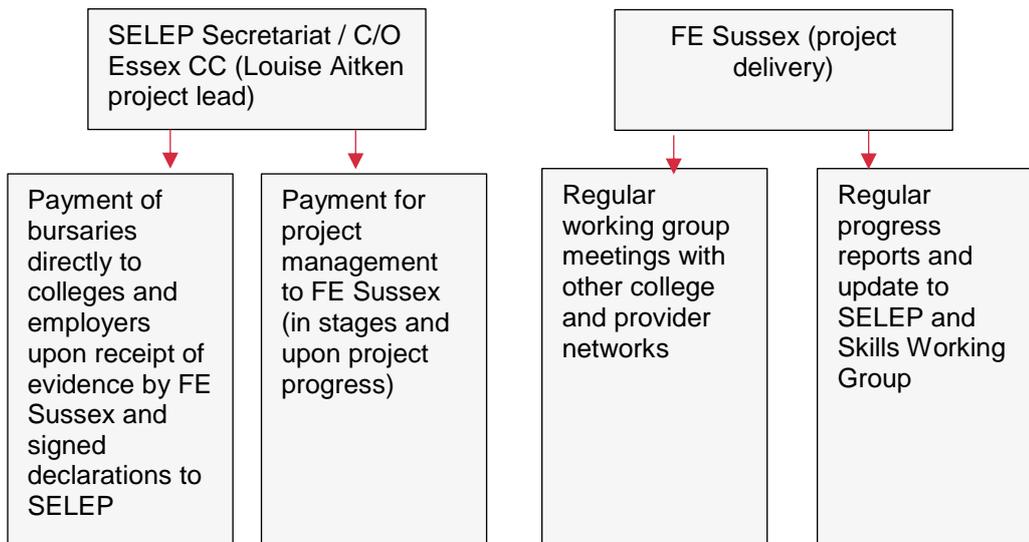
**20. Contracting Body**

As with the original project, Essex County Council as Accountable body will manage the funding (Louise Aitken, SELEP Skills Lead to lead) and utilise the existing agreement with FE Sussex as Delivery partner to ensure payments happen as per delivery against the key milestones.

## 21. Project Governance Structure

Please explain the project governance structure (ideally as a diagram with accompanying text), including the Project Manager, Senior Responsible Officer.

Note that the original project was subject to a Request for Quotation process which FE Sussex were successful with. The extension would therefore involve a continuation of delivery by FE Sussex (working with partners in Essex and Kent as per current arrangements). This is shown in the diagram as below.



## 22. Declaration

<b>Declaration</b>	<b>I certify that the information provided in this application is complete and correct</b>
<b>Signature (Lead applicant)</b>	
<b>Print Name</b>	Louise Aitken
<b>Organisation</b>	South East LEP
<b>Date</b>	29 <sup>th</sup> April 2020

A version of this document will be made available on [www.southeastlep.com](http://www.southeastlep.com)