



Strategy Update and Priorities for 2021

David Nash, Director of Strategy and Policy

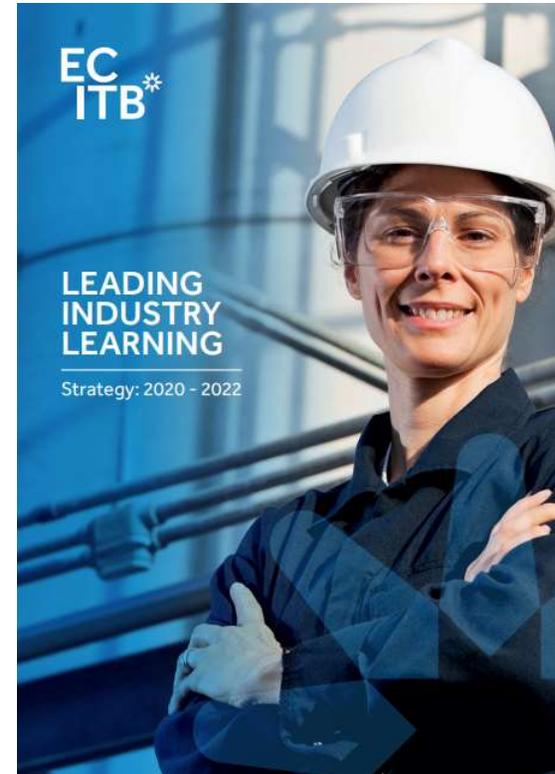
Andy Brown, Director of Operations

10th February 2021, National Forum



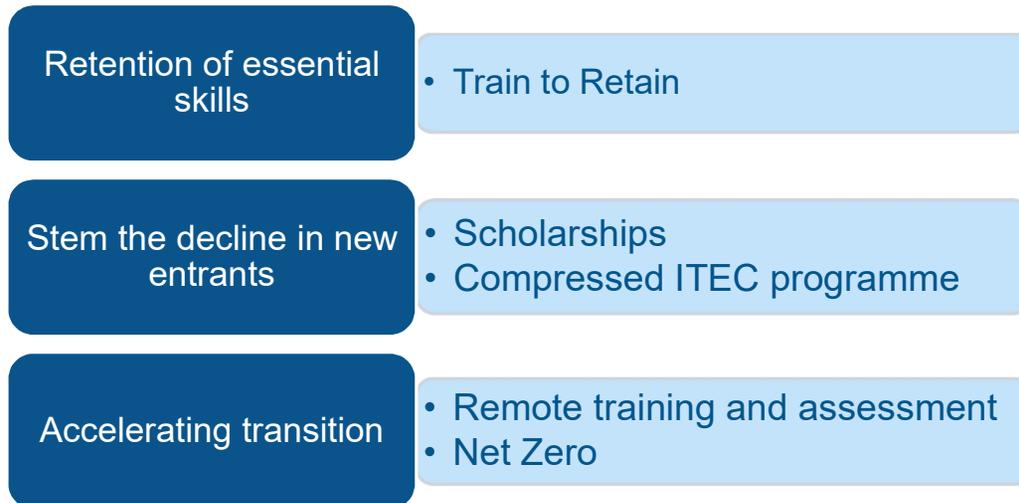
Introduction

- Published new strategy, Leading Industry Learning in August 2019
- Developed in close consultation with industry and government
- It set out our plans to address key challenges facing industry:
 - Competition for Skills
 - Demographic change
 - Technological change
 - Maintaining a productive workforce
- Three pillars: Foundations, Meeting the Current Skills Needs, Preparing for the Future



Context for the Review: Covid-19 & the downturn

- May 2020 – launched £14m crisis response package focused on three areas:



- Each area will continue to be of priority beyond the immediate pandemic, hence need to be reflected in the strategy

Drivers of Change



COMPETITION FOR SKILLS

£600bn of infrastructure projects are set to be delivered over the next decade. Alongside EU Exit this could exacerbate competition for skills

INDUSTRY 4.0

As shown during the pandemic, digitalisation is revolutionising the world of work, leading to growing demand for digital skills and a shift towards blended and remote learning and assessment

DEMOGRAPHIC CHANGE

14% of the ECI workforce are expected to retire by 2026. These workers will need to be replaced with the next generation of young, diverse talent

PREPARING FOR NET ZERO

Achieving net zero emissions by 2050 (2045 in Scotland) will impact all ECI sectors and create significant business opportunities, requiring a skilled workforce

COMPETENT WORKFORCE

Ensuring the workforce is safe, productive and has transferable skills is critical to the success of the ECI and the wider economy

The 3 pillars of the strategy

Foundations

- Industry-leading standards, qualifications and quality assurance
- Strong evidence base
- An industry wide levy
- Collaborative approach
- Diversity and inclusion

Meeting the current skills need

- Tackling current skills gaps and shortages
- Supporting new entrants
- Competence assurance
- Improving access to quality training, including digital and blended learning

Preparing for the future

- Anticipating future skills requirements
- Evolving with Industry 4.0
- Influencing Government policy
- Developing the workforce for net zero

Business Plan



- Reviewed and revised the business plan for 2021-22.
- Set new Performance Indicators for 2021
- Revised objectives can be found in the Strategy update at www.ecitb.org.uk/



A snapshot of our priorities in 2021



Supporting the post-Covid recovery

- Extend Train to Retain through 2021. New funding round to be launched on Monday 15th February
- Address critical skills gaps, including welding training against RCC-M quality standard
- Provide £2.6m for scholarships



Net Zero

- Publish net zero skills action plan for industry (Q1)
- Identify transferable skills and training needs
- Launch the Energy Transition Leaders programme (Q2)
- Set out how ECITB will reduce its carbon footprint (Q3)



Diversity and inclusion

- Launch new ECITB training standards (Intro to EDI and Unconscious Bias in Q1)
- Work with training providers to attract students from diverse communities, including through tendering methods



New Entrants

- Train over 600 support operatives for Hinkley Point C (starting Q1)
- Provide £4.5m in apprentice grants and £1m graduate grants
- Work with Govt on scholar progression pathways (fast track apprenticeship)



Digital Skills & Blended Learning

- Establish a Project Data Analytics Development Programme (Q2)
- Produce a blended learning strategy to improve availability & cost effectiveness of training (Q3)



Skills transferability

- Deliver new Connected Competence digital assessment model (Q2)
- Start the first cohort of the All Energy Transfer Technician programme (Q3)



Labour market intelligence

- Conduct a workforce census with employers to support skills forecasting and product development (Q1-2)



Continuous Improvement

- Act on Customer Survey findings, including improving MSP (starting Q1)
- Creation of £1m capital expenditure fund for ATPs (Q2)



Any Questions?

Performance Indicators



	2020 Performance indicators	2020 Results	Targets for 2021
FOUNDATIONS	Percentage of stakeholders who say they value ECITB's labour market intelligence (>60% in 2020)	83%*	>85%
	Number of establishment reviews conducted (target of 100 in 2020)	27 due to Covid-19 restrictions >£1m of levy secured from new in-scope establishments	60
	Percentage of employers who use ECITB products say they meet their needs (>75% in 2020)	86% (average score across all products)*	>90% average score
MEET CURRENT NEEDS	Percentage of employers reporting that ECITB support has helped address skills shortages and gaps (>50% in 2020)	73%*	>75%
	Increase the number of new entrants supported by ECITB (by 15% in 2020)	-47% decrease due to the impact of Covid-19** ECITB Scholarship programme set up in response	15% increase on 2020 actual
	Percentage of employers satisfied with the quality, accessibility and affordability of training and assessment (>50% in 2020)	66% satisfied with all three aspects of training and assessment, 95% satisfied with at least one*	70% on all three
	Increase uptake of ECITB competence assurance products by 25% in 2020.	-31% decrease due to the impact of Covid-19**	25% increase on 2020 actual
PREPARING FOR FUTURE	Percentage of stakeholders who believe the ECITB is making a positive contribution to the Industrial Strategy and industry's preparedness for net zero (>60% in 2020)	69% for the Industrial Strategy, 60% for net zero*	>65% on both
	Number of employers, learners and training providers accessing the ECITB's Industry 4.0 products and programmes (>300 in 2020)	179** Development of blended learning strategy in 2021	25% increase on 2020 actual
	Uptake of ECITB supported diversity and inclusion training interventions (>1000 in 2020)	420 supported to date** Established IDEA taskforce to enhance D&I activity	>500 in 2021
	Percentage of stakeholders who say the ECITB is positively influencing skills policy (>60% in 2020)	64%*	>70%

* Taken from the ECITB's Customer Satisfaction and Stakeholder Survey produced by IFF Research Ltd. Fieldwork conducted between 14th September and 9th October 2020

** expected as of December 2020



Customer Satisfaction Survey 2020 results summary

February 2021



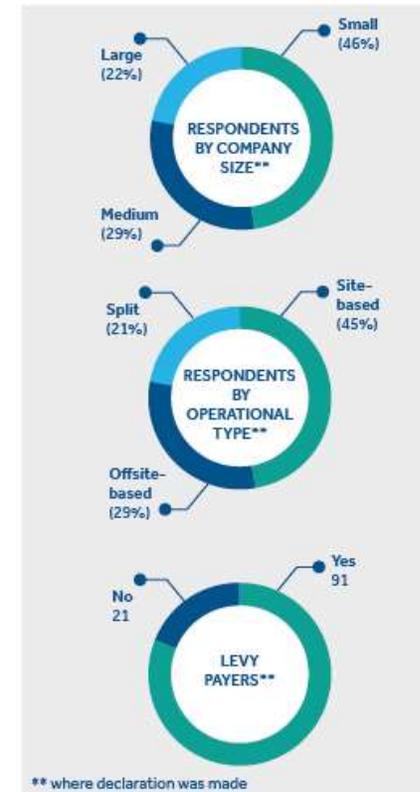
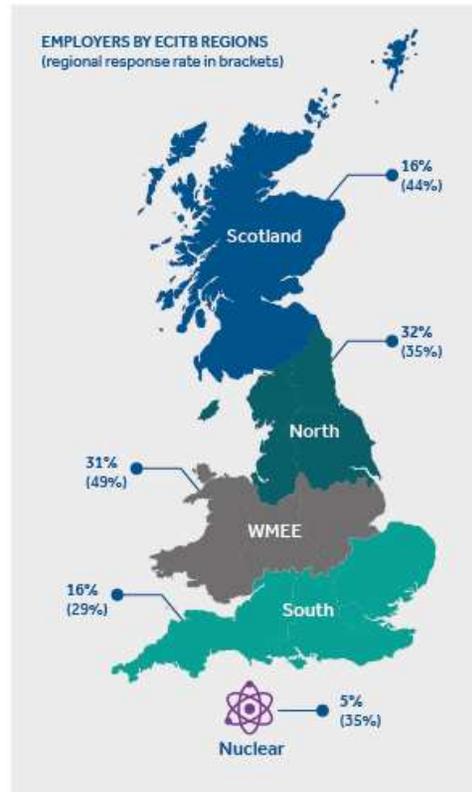
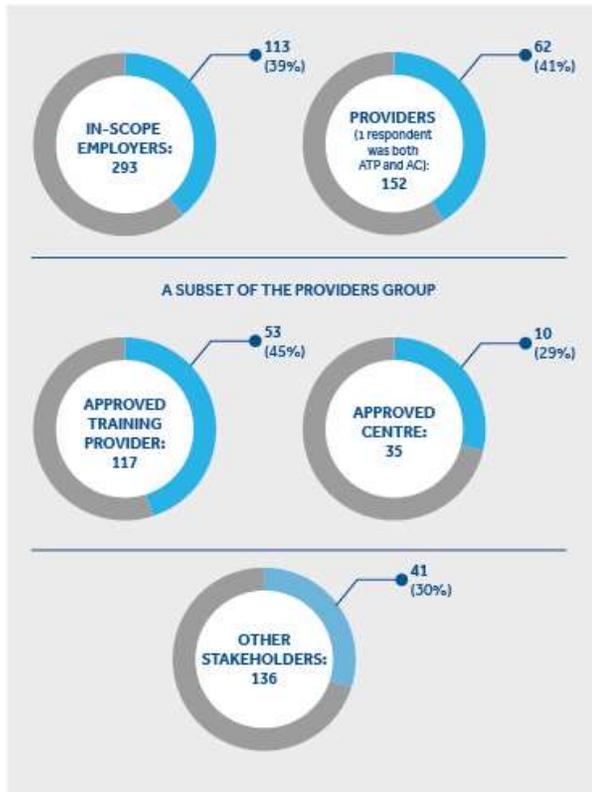
Context for the CSS



- Why? Why now?
 - First satisfaction survey since 2015
 - Vital feedback on where we need to improve
- How does it relate to our strategy?
 - 9 months into 3-year strategy period
 - Survey covered strategic outcomes as well as operational delivery
- Challenging environment
 - Good response rate considering challenging external circumstances (37% overall)
 - Covid impact influential in responses

Respondents

216 respondents overall



Key performance indicators

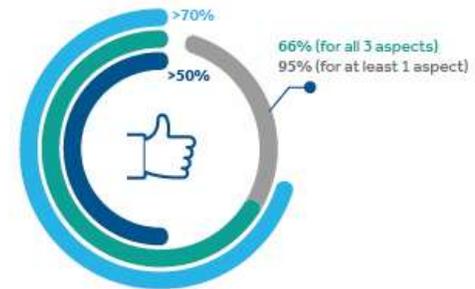
All KPIs measured through the CSS have been met



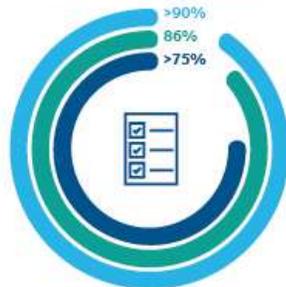
% of employers reporting ECITB support has helped address skills shortages and gaps in the past 12 months



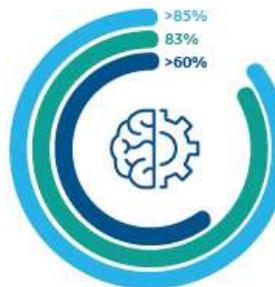
% of stakeholders who say ECITB is positively influenced skills policy



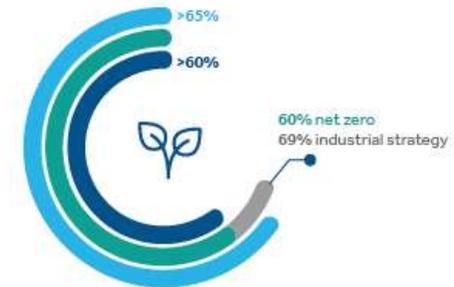
% of employers satisfied with the quality, accessibility and affordability of training and assessment



% of employers who use ECITB products say they meet their needs



% of stakeholders who value the ECITB's labour market intelligence



% of stakeholders who believe ECITB is contributing positively to Industrial Strategy and industry preparedness for net zero

2020 Target 2020 Actual 2021 Target

Employers



85%

say that ECITB support helps to ensure that smaller companies can access training

76%

of employers say that training would not have happened without the ECITB levy and grant system

75%

of employers say ECITB support has helped to increase workforce competence.

79%

of employers say their relationship with the ECITB has helped them achieve business outcomes

ADMIN SUPPORT

82%

satisfied with grant administration

57%

satisfied with MSP usability

ACCOUNT MANAGEMENT SATISFACTION

96%

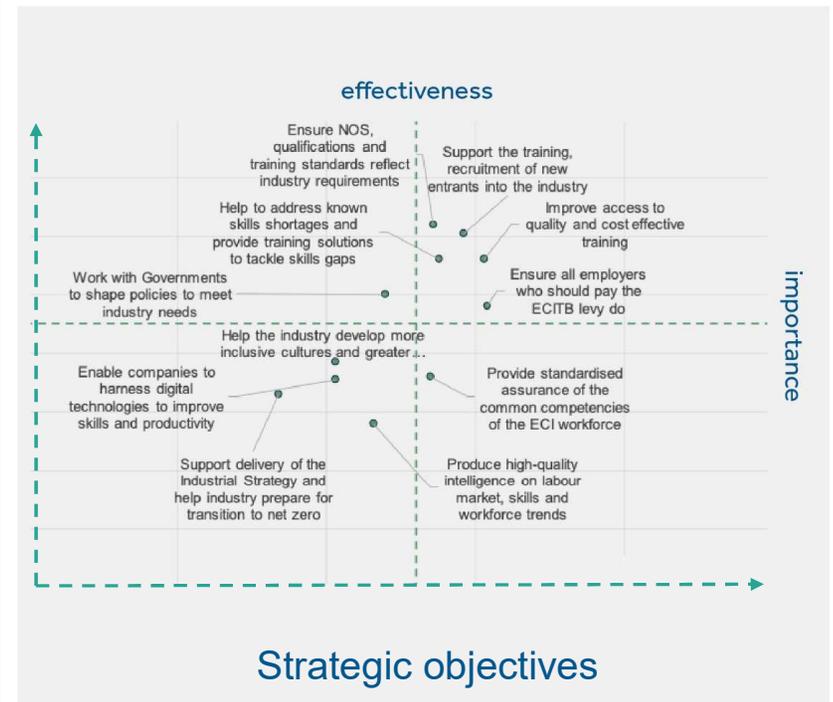
overall relationship

97%

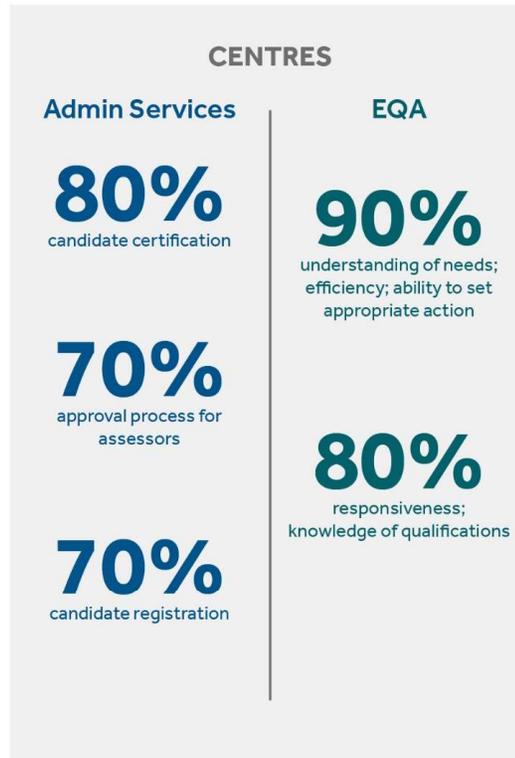
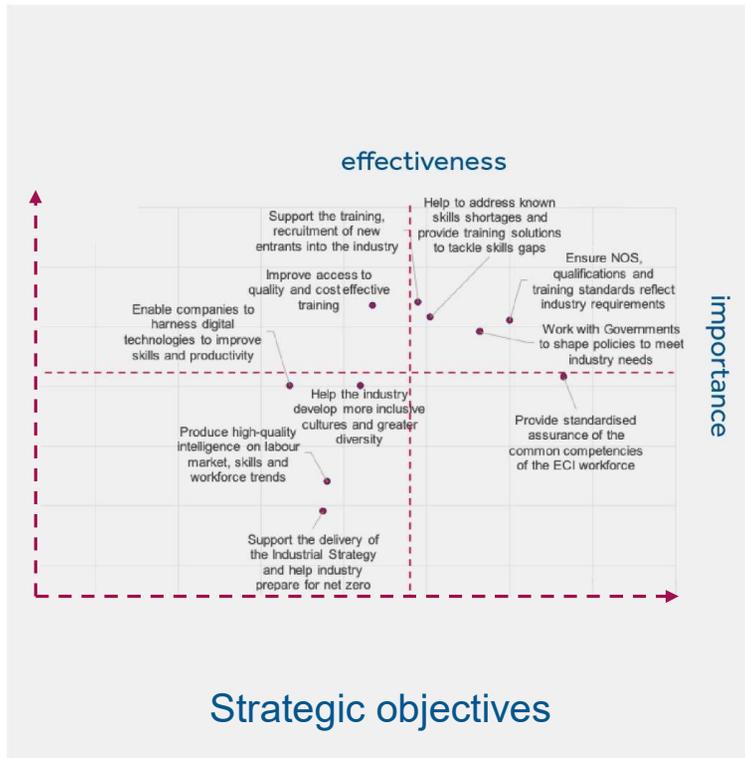
AM knowledge of ECITB products and services

94%

AM responsiveness to queries



Providers & Approved Centres



Other Stakeholders

ECITB added most value in areas



85%

providing strategic leadership and acting as authority of ECI skills



83%

producing valuable LMI



81%

enabling training through levy grant system

Strategic influence could be increased in some areas



60%

preparing for net zero



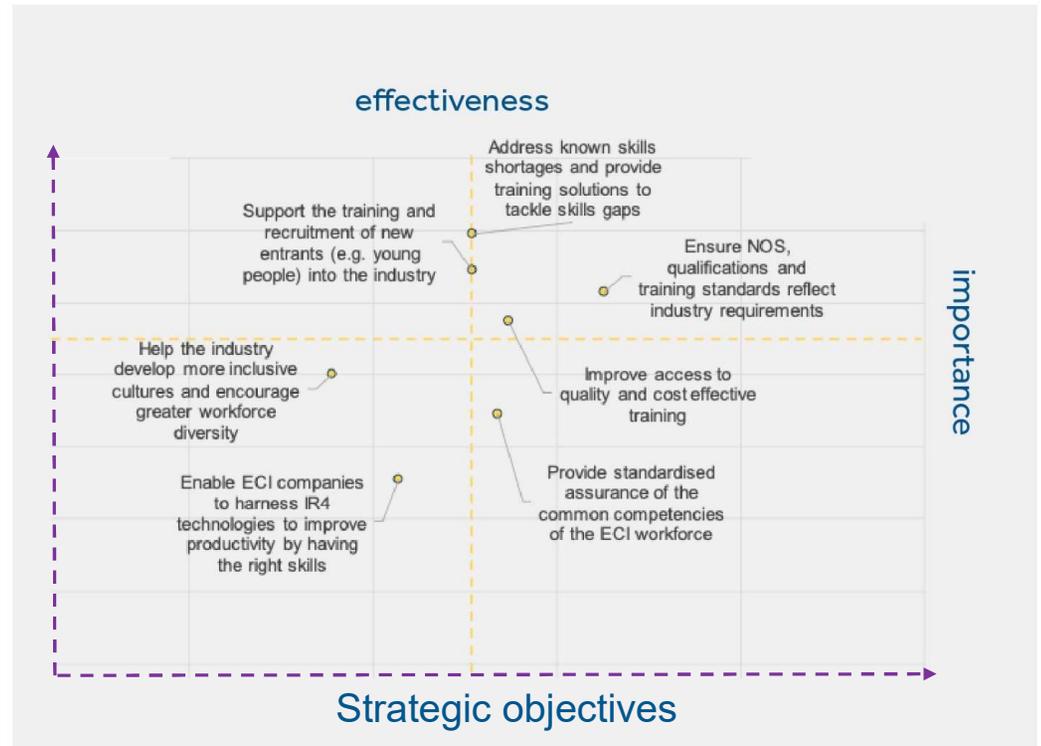
62%

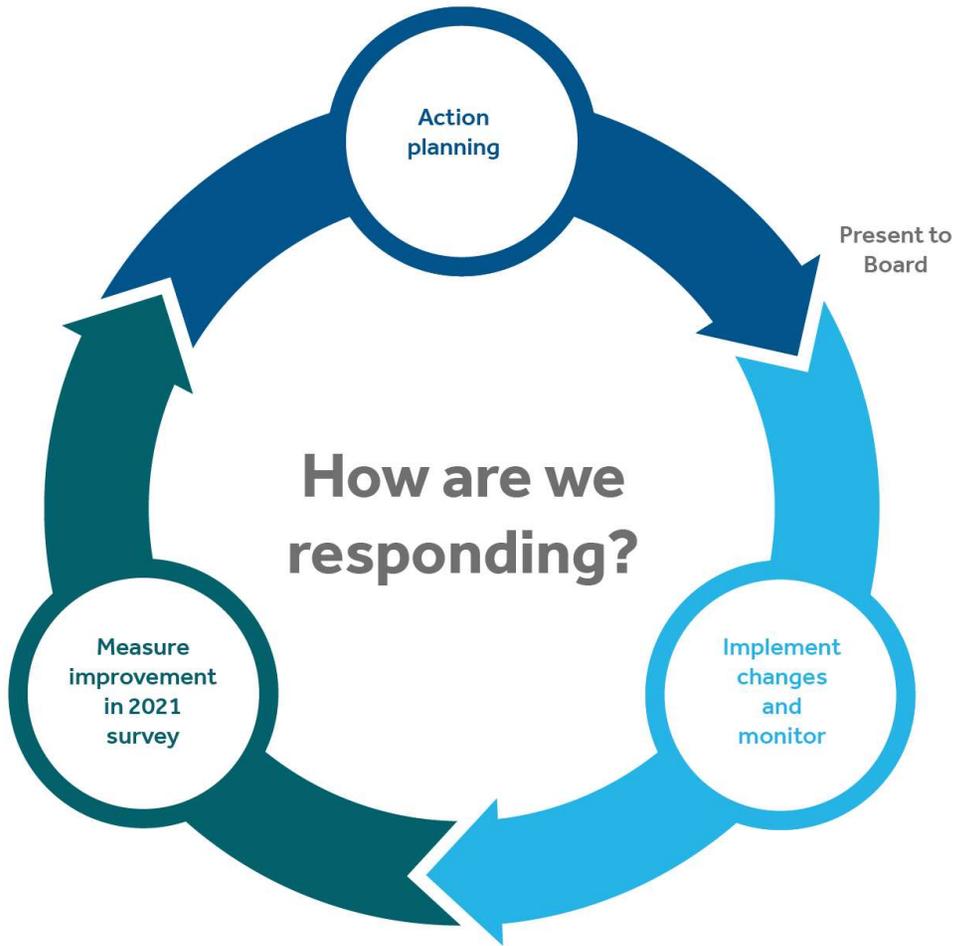
leveraging assets of other organisation to benefit ECI



64%

positively influencing government skills policy





Areas for improvement



- Probe and address any significant disparities by employer region/sector/size
- Consider effectiveness and awareness of key support (e.g. new entrants, competence assurance)
- Work with our training providers – collaboration and support
- Improve communications, both centralised and regional
- Make our activities and successes more visible, especially those relating to longer strategic aims
- Promote MSP training videos to support usability
- Board to consider merits of tactical/strategic investment to improve our grant/learner management
- For future satisfaction surveys
 - Reduce length of questionnaires
 - Aim for higher response rates across all groups
 - Tune questions based on lessons from 2020