

# Liverpool City Region Skills for Growth



**SUPERPORT**

A Skills for Growth Agreement





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# Skills for Growth Agreements

This agreement, produced by the Liverpool City Region Labour Market Information Service, is one of a suite of 10 agreements that will be produced for key sectors and employment locations within the City Region.

The agreements have been commissioned by the Liverpool City Region Employment and Skills Board, as part of the 'City Region Deal' with Government. The purpose of the agreements is to capture the current and future skills needs of businesses and communicate this to schools, colleges, learning providers and universities to enable them to plan courses and provision.

As part of publicising this agreement, employers, skills providers and local employment partnerships within the SuperPort sector will be encouraged to work together to resolve the mismatch in employment and skills within the City Region.

It is hoped that individual (or where applicable groups of) employers, and providers, will agree bespoke Skills for Growth Agreements and will publicise these agreements to encourage others to do likewise.



# Foreword



## **Jim Teasdale** **Liverpool City Region Maritime Business Leader**

Jim Teasdale is Chief Executive of Mersey Maritime Group and member of the SuperPort Committee and sector representative on the Liverpool City Region Employment and Skills Board.

As a representative of the SuperPort sector in Liverpool City Region and Chief Executive of Mersey Maritime Group, I am excited by the strategic projects being developed across the City Region and the employment and skills opportunities they provide.

Huge investment is expected in the region with projects such as Peel Port's Post Panamax dock development at the Port of Liverpool; the growth of Cammell Laird and John Lennon Airport and major developments such as the Mersey Gateway Bridge and the Mersey Multi Modal Gateway (3MG). Our SuperPort will, in a relatively short space of time, require around 20,000 more skilled people to ensure we can transport ever increasing volumes of freight and people by air, rail, road and river, canal and sea. If we are to unleash the full potential of our Airport, Port and logistics hubs, the work to develop these skilled people needs to start now.

Employers in the SuperPort sector footprint need to up-skill their workforce to remain competitive and seize future opportunities. The City Region needs to retain engineers that can design great projects and translate them into reality. We need skilled professionals that can build the machines and structures to allow goods to be transported to where they are needed and the workforce to ensure this happens on time. Training providers and employers have the ability to deliver the skills that these talented young people and adults need in order to be employable and take their place in tomorrow's economy; but in the case of the training provider market this needs to happen with more urgency and responsiveness to the needs expressed by employers.

The private sector needs to better communicate their plans for recruitment and future skills needs, whilst partners including colleges and training providers, local authorities, Jobcentre Plus and Work Programme providers need to ensure their employment and skills offer keeps pace with our emerging SuperPort projects. Collectively we can work together, as public and private partners, to ensure local people have every opportunity to develop themselves and take advantage of the sustainable jobs that SuperPort developments offer.

This document is a statement of private sector recruitment and training needs and a call to action for all partners to respond to the growth potential of SuperPort in Liverpool City Region. Our actions through this document will help support sustainable economic development through jobs and skills, improving the efficiency and productivity of our local employers, and enhancing the quality of life for those working in the Liverpool City Region.

Mersey Maritime has been promoting the growth, skills and employment potential of the sector in Liverpool City Region for the past 10 years. Maritime, port and logistics has been a key part of the making of this City Region and we have a rich history through our port as well as an exciting future. Hopefully this Agreement will help us all, businesses; local authorities, schools and training providers, to deliver skills for growth.



# Headline Actions

There are many opportunities for SuperPort employers and training providers (both individually and collectively) to re-align the way they meet their employment and skills requirements. This Agreement document is a starting point in this process.

It is employer-led, by our Local Enterprise Partnership's SuperPort Committee, provider-focused and has the support of wider key partners through the Liverpool City Region Employment and Skills Board.

Based on the analysis of the demand for and supply of skills the Agreement recommends the following headline actions for the SuperPort sector as a whole.

1. The SuperPort sector should explore utilising **greater employer ownership of skills funding**. For example, the Liverpool City Region is developing a Skills for Growth Bank proposal which, through a mix of loans and grants, aims to help employers meet future skills challenges. At a national level, Stobart Group are leading a collaborative transport, logistics and supply chain sector-wide bid for Employer Ownership Pilot funding to create a National Industrial Partnership, (to be known as the Smart Business Academy) which will lead skills development for the sector.
2. Individual (or where applicable groups of) employers are encouraged to produce a Skills for Growth Agreement to set out what they need from colleges, training providers and local employment intermediaries to meet their skills needs. Such agreements can be used to **meet specific current skills needs and future skills needs and challenges**, (see page 35 for a template agreement document designed for wider use).
3. Interested employers, training providers and local employment intermediaries could **investigate the benefits of creating Skills Brokerage models for the sector** (see pages 50-51).
4. Apprenticeships were found to play a key role in delivering the skills needs of some businesses in some sub-sectors of SuperPort, but are less developed in other sub-sectors. **Concerted action is needed to encourage employers throughout the SuperPort sector to develop and demand appropriate Apprenticeship Frameworks at all levels.**
5. Parts of the SuperPort sector face a severe challenge through an aging workforce. Many occupations (e.g. drivers, warehouse managers) will have to meet high levels of growth demand on top of high levels of replacement demand. **Better promotion of the sector to young people will be key in meeting this demographic challenge.**
6. Higher-level skills and career development routeways are in short supply to meet the needs of businesses in developing the next generation of managers. **Foundation Degrees and higher level Apprenticeships have a role to play and need to be more readily available** as a career development route from operative to management level.
7. The growth capacity for public sector investments is partially constrained by the fiscal environment and government commitments to tackling the deficit. Public resources alone will not be enough, **in addition businesses are encouraged to commit to reviewing and fully utilising their training budget to co-invest with government funding.**
8. The SuperPort Committee will work to develop and support delivery of an **appropriate set of aspirational outcomes and/or targets to encourage and assist employers to achieve their skills needs.**



# Introduction

This document forms the basis of a deal between supply and demand, a deal to support growth for one of the Liverpool City Region's key economic drivers. It articulates the future skills needs resulting from the strategies and actions of the Liverpool City Region Local Enterprise Partnership SuperPort Committee.

Specifically the document looks at the skills implications of the jobs growth in the City Region from key SuperPort related projects. Other Skills for Growth Agreements are being developed which will complement this one, (particularly Construction, Low Carbon and Advanced Manufacturing).

Through concerted efforts by business and the public sector a shared vision has been agreed that by 2020 the Liverpool SuperPort will have created around 20,000 new jobs\*, in addition to the 34,000 already employed in the maritime, airport and related sectors. The vision is:

**To bring together and integrate the strengths of the Ports, Airports and Freight Community to create a 'SuperPort' for freight and passenger operations within the Liverpool City Region that will become a key driver of its economy. It will create the most effective and cost efficient environment for freight cargo logistics and passenger transit in the UK**

In this area of the economy such growth is predicated on ensuring that there is a consistently high standard of skilled and motivated people choosing to make a career in shipping, ports, airports, transport services, marine engineering and distribution / logistics.

\* This figure and timescale should not be treated as a definitive, as it is based on economic forecasting work undertaken prior to recent changes in economic conditions and is based on a large number of variables. Instead, it is an aspirational target and will be updated when further economic forecasting work for the City Region is commissioned.



This Skills for Growth Agreement articulates more precisely what actions businesses, schools, colleges, training providers and other partners including local authorities can take to support this future growth.

This document is a practical toolkit to enable a host of key partners to make a big difference to the future prospects of Liverpool City Region residents and businesses.

This agreement will help:

- highlight practical steps businesses can themselves take to help lead the transformation of our local skills system.
- better explain SuperPort business need to providers of employment and skills.
- ensure schools, careers advisers and employment advisers understand SuperPort and its opportunities.
- enable employment and skills providers to engage with employers through the Skills for Growth Agreement template.
- identify career opportunities that current skills provision may not be adequately addressing.

This Agreement has been business-led and attempts to provide as clear a picture as possible of the jobs and skills needed by the SuperPort sector.

The skills system is typically complex, with a range of potential access points across the public, private and voluntary sector. There are however some key sets of organisations/issues that this Skills for Growth Agreement considers (listed overleaf).

## Providers of Careers Information Advice and Guidance (IAG)

One of the key challenges SuperPort faces is in encouraging people to see the career opportunities available both in the short and longer terms. To meet demand we will require more people to choose a career in these related sectors and there is more that businesses and providers of IAG can do together to help meet this challenge:

- Produce more relevant and inspiring careers information including specific SuperPort projects and job roles, with a focus on attracting young people, (given the sectors ageing workforce).
- Work with employment and careers advisers to develop and market this offer.
- Ensure advice balances the many and varied opportunities with the reality of working in the sector. For example, there are often requirements for health and safety, shift working and varied working hours, plus periods away from home in some cases.
- Consideration of how to attract more women into the SuperPort sector (both to address replacement demand and the sectors gender imbalance).

## Employability and Training Providers

There are a variety of organisations helping local residents prepare for, and apply for work. This includes the City Regions Training Providers, Local Authorities, Jobcentre Plus and Work Programme Providers that help prepare individuals for entry (or re-entry) to the job market. Given the prevalence of volume opportunities in the SuperPort sector for entry level and Level 2 occupations there is a significant requirement for providers of employability and training services to work with businesses to explore the following types of action:

- Ensuring those preparing people for work in the sector increase their understanding of it, through reading this agreement, undertaking employer visits and entering into partnerships with industry.
- Exploring how good behaviours and work attitudes can be embedded in pre-employment programmes within the sector.

- Use of work experience and internships to help ease the transition from unemployment or learning to employment.
- Providing a more structured route to up-skilling employees in the sector (for example use of 'in-work' training for existing employees).

## Local Employment and Skills Partnerships

Local authorities and their partners have a key strategic role to play in helping employers and providers deliver the skills for growth agenda. For example local authorities have a key role as the custodians of inward investor or Section 106 agreements. Local Employment and Skills Partnerships exist in every part of the City Region. They are often the gateway for employers in the sector to specify and help meet their initial human resource needs. Specific actions by Local Employment and Skills Partnerships that would make a significant contribution include:

- Translating investment and development plans into employment and skills strategies, using data from SuperPort analysis to input to course and curriculum development (e.g. which training would be the most useful and when?).
- Using planning and other powers to encourage targeted recruitment and training during both development and end-user stages and through use of local supply chains, (working within EU procurement rules).
- Encouraging high-level campaigns and targets in key SuperPort related sectors.
- Continue to work with inward investors and growth companies in the SuperPort Sector to offer a co-ordinated recruitment and selection offer across providers. This collaborative approach ensures the widest possible client group in a local area have the best opportunity to apply for job vacancies, while preparing and screening potential employees to make the process more efficient for the employer.

# A Guide to SuperPort Developments

This Agreement is a direct response to the Liverpool City Region's SuperPort Strategy to 2020 and is designed to be read in conjunction with it. Liverpool SuperPort aims to create the most effective and cost efficient environment for freight cargo logistics and passenger transit in the UK. It will maximise the existing and proposed developments in the maritime, logistics and aviation sectors and create a strong cluster for businesses to flourish.

SuperPort focuses on two main markets:

- The freight and maritime engineering market - logistic companies, shipping lines, freight forwarders and shippers / receivers of freight market plus support services such as the shipbuilding and ship repair located in or serving the Liverpool City Region.
- The passenger market - aviation, cruise and ferry services for overseas visitors to the City Region and its businesses and residents.

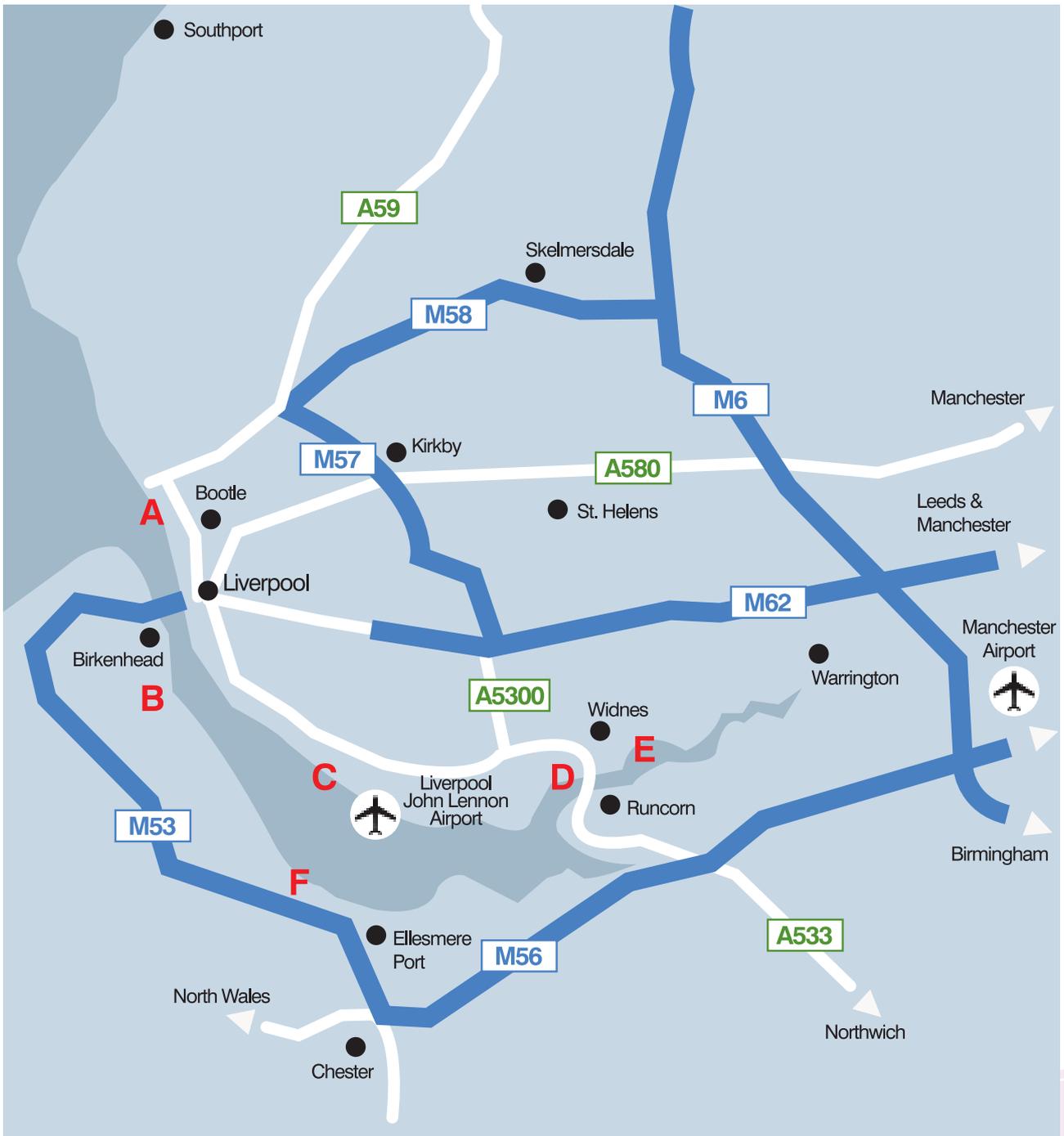
At the core of SuperPort is the development and delivery of a small number of major capital infrastructure projects, many as a result of the Atlantic Gateway<sup>1</sup> developments, that will strengthen the capability of Liverpool City Region to handle more freight and passengers, such as the proposed Post Panamax in-river berth at the mouth of the Mersey at Seaforth, (this project is known as Liverpool 2).

These projects present a major opportunity for the Liverpool City Region economy to be transformed. The skills mix of the workforce of today and the workforce of tomorrow is a key component of our plans to grow the Liverpool SuperPort. To maximize our growth potential we need a skills mix that is amongst the very best in the world and ranges from cross-cutting (e.g. customer service) to the very specific (e.g. port operations).

This will not happen by accident. If we want to simultaneously increase the size and quality of the SuperPort economy's human capital we will need to deliver a step change in the way that businesses from the sector and those agencies charged with skills development work together. Businesses from the SuperPort Economy will need to invest their time and leadership in illustrating more precisely what their skills and workforce needs are and our schools, colleges, universities and other training providers will have to commit to delivering what is needed.



<sup>1</sup> <http://www.atlanticgateway.co.uk/home>



**A** Port of Liverpool - Seaforth

**B** Port of Liverpool - Wirral:  
 Shipbuilding/ship repair; off-shore wind;  
 Mersey Waters Enterprise Zone  
 (International Trade Centre, Wirral Waters;  
 Wirral Waters Partnership Areas);  
 Wirral International Business Park

**C** Port of Garston

**D** 3MG Mersey Multimodal Gateway

**E** Mersey Gateway Project

**F** Manchester ship canal - Port Wirral

Source: Derived from TMP, SuperPort Action Plan 2011-2020

# Demand: Skills and Employment Needs

The scale of growth opportunity SuperPort represents in terms of employment and skills demand is huge.

The region's £1.8bn SuperPort investment plans are predicted to create 20,000 jobs for Liverpool City Region and £6.1bn in GVA by 2020 and a further 8,000 jobs by 2030 through major infrastructure projects, (expanding from the 34,000 jobs currently supported by the Maritime and Logistics sector across Liverpool City Region).

The Local Enterprise Partnership and key partners (such as Port of Liverpool, Liverpool John Lennon Airport, Peel Ports, Stobart Group, property developers and Mersey Maritime) are promoting the area's logistics infrastructure. This includes making the business case to locate in the region through SuperPort related logistics projects such as the new Mersey Crossing and the Mersey Multi Modal Gateway (3MG).

SuperPort as a whole benefits from linkages between existing facilities and infrastructure, for example Cammell Laird's Shipyard in Birkenhead can play a crucial supporting role to the growth of the port and maritime operations as part of Atlantic Gateway.

The remainder of this section draws on national and local evidence (see Reference section) to detail sector wide skills issues and gives an overview by the following SuperPort sub-sectors:

- Aviation
- Logistics
- Maritime and Port Operations

**Predicted to create around  
20,000 jobs for Liverpool  
City Region by 2020**

## SuperPort Wide Skills Issues

In order to further gauge the employment and skills needs of local businesses in the Liverpool SuperPort, the National Apprenticeship Service funded Mersey Maritime to host employer and stakeholder workshops in December 2011 and early 2012. Feedback from these round table discussions and from individual consultation with businesses about skills development included:

### Careers Advice

- Schools need to promote the sector and the diversity and range of jobs.
- Use employer champions / role models to promote the sector.
- Encourage companies, schools and young people to take part in work experience.
- Explore the potential to use social media to promote SuperPort.

### Pre-employability Skills Needs

- Employers value a positive attitude; strong work ethic; good transferable skills and effective communication skills.
- Employers value pre-screening of learners as part of the recruitment process.
- Effective employer-provider links can be used to help local unemployed people meet the aptitudes needed to successfully apply for employment in the SuperPort sector (linking to local authority economic development and regeneration aims in the process).
- Develop more pre-apprenticeship routeways.
- Provide workplace mentors, particularly for young people.

## Current / Future Skills Needs

- Develop appropriate training modules which meet the needs of employers.
- Higher level skills (L3/4+) are a priority for technical and managerial staff.
- Most Employers want to work with providers to train their staff to their standards and methods for the maximum benefit of their business. However, it is recognised that a number will also want to develop and deliver their own training standards and specifications for staff.
- Employers want a flexible multi-skilled workforce with a good work ethic.
- Employees occupying 'operative' and 'elementary' positions sometimes lack the basic skills required to fulfil their roles effectively. If required, they could benefit from additional support for learning difficulties such as dyslexia, as well as the application of literacy, numeracy, communication and customer service.
- The increasing use of technology in operations has led to a need for older employees to improve in basic IT skills.

## Apprenticeships

- Apprenticeships need to be better sold to businesses as a way of reducing average workforce age, improving productivity and as an investment which improves business performance.
- For the logistics sector it is recognised that many companies face a barrier to recruiting younger age good vehicle drivers, due to higher insurance premiums and cost associated with obtaining a driving licence.
- It was felt by employers that more care needs to be taken by providers in getting the matching process right - find the right apprentice to fit the job role.
- Employers want apprentices to have "initiative".
- Providers can help employers promote apprenticeships within their organisation by mapping how the Apprenticeship Framework tasks will relate to the specific job the employer is seeking to recruit.

## Funding

- Employers reluctant to pay for some apprenticeship training as well as apprentice wages.
- Employers wish to reduce bureaucracy and minimise (the numerous) ongoing changes to training initiatives, seeking more stability and less paperwork.

## Aviation

The Aviation sector has a varied skills profile within its workforce nationally:

- 38% of Air Travel Assistants hold a Level 2 qualification or below
- 37% of Air Traffic Controllers have a Level 2 qualification or below
- 49% of Air Transport Operatives have a Level 1 qualification or below
- 56% of Pilots and Engineers are qualified to Level 4 or above

Source: ONS Labour Force Survey 2010

There are specific barriers for young people entering aviation roles (e.g. the Working Time Directive means that most airlines do not accept cabin crew under the age of 18). In the UK 79% of travel assistants are female, whilst firefighting, engineering and airside operations employ more men identifying a clear gender imbalance, which could be addressed with better careers information, advice and guidance.

Aviation employers identify challenges in employing the right people willing to work weekends and shifts, which has prompted a change in approach to more part-time/flexible contracts to find people with the right mix of skills.

A 'State of the Nation' report by the Sector Skills Council covering aviation (detailed in Appendix 1) highlighted the following:

- Only 5% of employers in the aviation sector employ an Apprentice
- 3 in 5 people working in passenger transport only hold what the report considers low level qualifications
- Barriers to on-the-job training were compounded by seasonal and part time working in some aviation job roles

**The key Skills for Growth Challenges facing the Aviation sector are as follows:**

- **Developing skills programmes (including pre-employment) that combine technical and customer service skills**
- **Increasing the relevance and uptake of Apprenticeships as a link between the divergent skills profile of the sector including exploring the development of a pre-vetted shared apprentice scheme for the Aviation sector**
- **Utilise better information, advice and guidance to inspire non-traditional groups to seek out careers at the higher end of the skills profile**

## Maritime and Port Operations

Liverpool City Region's maritime sector employs more than 27,000 people. Detailed skills development work for the sector has been underway within the City Region for a number of years<sup>2</sup>, led by Mersey Maritime through a Maritime Employer Forum.

This work identified the following key skills challenges for development in the maritime and port operations sector:

- Improving leadership and management skills
- Up-skilling the current workforce
- Improving business support and access to training
- Improving the recruitment and retention of a local workforce
- Improving sector image to attract young people

The sector has difficulties with recruitment for some job roles, plus recruitment problems in the road transport industry can impact on the onward distribution of goods in the maritime industry and illustrates the connectivity of the SuperPort sector. In addition some existing employees within ports and related maritime businesses would benefit from gaining further skills in relation to maximising efficiency and productivity.

Maritime management is a growth area, with Masters in Business Administration (MBAs) tailored to the sector now available. At the same time generic nautical programmes have declined, creating a shortage of training provision at lower levels. For one of the country's most important port cities, Liverpool has a shortage of maritime trainers.

There is a need for more specialist training provision as the current training provider base locally does not offer a full range of specialist training of relevance to all maritime and port operation sub-sectors.

**The key Skills for Growth challenges facing the Maritime and Port Operations sector are as follows:**

- **Promoting the careers that the sector has to offer across our schools, employment and careers advice bodies**
- **Building stronger relationships between businesses and training providers to meet the specific technical needs of businesses**

<sup>2</sup> The Merseyside Maritime Workforce Development Plan (Fisher 2005) and subsequent Local Maritime Skills Agreement (Mersey Maritime and LSC, 2006)

- **Developing higher-level and management vocational training opportunities within Higher Education, Further Education and Apprenticeship Frameworks**
- **Implementing specific activity around selling the benefits of Apprenticeships to businesses and improving the matching processes employed by Apprenticeship providers**
- **Increasing capacity by developing more specialist provision for some parts of the industry**

## Logistics

According to the Skills for Logistics - Sector Skills Assessment 2010, the logistics industry in the North West:

- employed 248,800 (11% of the national logistics workforce)
- in 20,770 different workplaces
- lifting 233 million tonnes of goods that originated in the region

From the National Employer Skills Survey 2009 the North West logistics sector had a similar proportion of vacancies (7%), hard to fill vacancies (2%) and skills shortage vacancies (1%) to other regions.

Nationally, Working Futures III predicted in 2010 that 843,600 additional workers would be required in logistics by 2017. The replacement demand for skills in the North West in the logistics sector would reach 90,600 further trained individuals by 2017, which along with sector growth was projected to total 96,400 more workers needed in the sector. Nationally the introduction of Driver CPC legislation will require over 300,000 professional drivers in vehicles over 3.5 tonnes to take training over the next five years.

Considerable demand will also be experienced for skills related to supporting positions within the logistics sector, including customer service positions and transport and machine operatives. The National Skills Academy for Logistics (<https://www.nsal.org.uk/>) has worked with sector employers to develop training products including bite size courses, a Level 1 qualification in warehouse and storage, a Level 1 pathway in port maritime logistics (developed and piloted by Liverpool Community College) and a Level 4 foundation degree in logistics and supply chain management accredited by Coventry University.

The Stobart Group is one major employer that has gone a stage further to meet skills demand by leading development of the proposed sector-wide Smart Business Academy (as detailed on page 28).

Alongside job specific skills, leading companies in the sector increasingly make use of business improvement techniques (BIT) and LEAN principles in supply chain management, techniques originally adopted in manufacturing but used in logistics to add value and reduce waste. This type of learning can take place both within employer-led training programmes and / or through classroom based learning on the principles and applications of BIT and LEAN in logistics.

Collectively, the logistics sector is concerned about there being more vacancies than candidates seeking Large Goods Vehicle (LGV) jobs, which has led to wages growing faster for drivers than in other sectors. The key issues (evidenced by Skills for Logistics) are:

- Fewer people are taking LGV tests, over the last four years there has been a 31% decline in the number of individuals passing their LGV test.
- The current workforce is also aging with 16% of LGV drivers aged 60 or above.
- There are not enough young people in the sector, (with only 1% of employed drivers under 25, partly due to the cost of insurance).
- Those retiring over the next 5 years will leave a potential replacement demand of 48,000 drivers.
- A gender imbalance exists, with only 1% of LGV drivers being female (in comparison to the proportion of females employed in the UK economy: 46%).

Compounding this issue is the fact that not all licence holders are becoming professional drivers. New entrants now have to complete an initial driver qualification and go on to obtain a Driver Qualification Card (DQC) to drive professionally. Just over 12,000 individuals obtained DQCs issued for both LGV and PCV (Passenger Carrying Vehicles) in 2010/11, which means just 44% of those passing tests can drive professionally.

The key Skills for Growth challenges facing the Logistics sector are as follows:

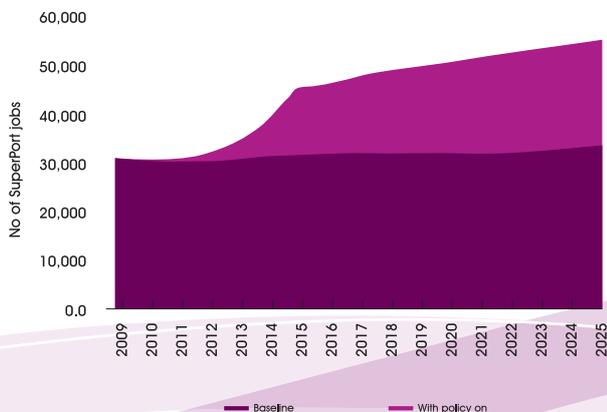
- Promoting the careers that the sector has to offer across our schools, employment and careers advice bodies
- Significant investment needed in driver training to head off the demographic challenge of an aging workforce
- Developing and promoting employer-led logistics management and vocational training opportunities
- Encouraging the use of pre-employment routes into elementary and operative roles and imparting basic knowledge to prospective job candidates of concepts such as supply chains, just in time (JIT), customer service and business improvement



# Demand: Job Growth Projections

The wider SuperPort sector footprint includes a varied array of construction, engineering and logistics sector growth projects over the next decade. In order to better understand and respond to employers' recruitment needs and resulting skills requirements, we need to use employment projections to chart different project's potential impact to enable providers to respond to them.

The growth of the SuperPort is linked to a suite of major investments, the impact of significant policy drivers and the duration of the global recession. These have a tremendous impact on the job growth potential of this sector. An earlier forecast suggests a growth spurt in the 2013-15 period, though this may now seem optimistic:



Source: LEFM Baseline / Policy - On consistent with Cambridge Econometrics' UK Regional Economic Forecast, July 2011

To this end, this section aims to group SuperPort inward investment opportunities by their recruitment and skills needs to better understand the 'window of opportunity' employers would have to identify their needs to partners in order to develop effective pre-employment and workforce development opportunities.



The Mersey Partnership published a SuperPort Economic Impact report through Amion consultants in 2011. It states the largest SuperPort job creation will be at Level 2 within 'Process, Plant and Machinery' (3,957 jobs between 2010-2015). Across all skill levels listed (Level 1-4) approximately one fifth of the proportion of opportunities to be created come under Manager, Senior Official and Professional Occupations. (See Appendix 2 for more detail).

**The largest SuperPort job creation will be at Level 2 within 'Process, Plant and Machinery'**

Further analysis of the job projections in this report, (plus any updated information provided), suggests there will be direct employment and also induced indirect employment effects within the wider economy. These recruitment characteristics, by Major SuperPort Projects, is as follows:

## MAJOR SUPERPORT PROJECTS

Timeframe	Development projects	Known jobs / skills required	Estimated job volumes
2013 - 2017	<p><b>Mersey Gateway Bridge</b> - one of the KPMG top 100 infrastructure projects in the World. £600m scheme to build a new six lane toll bridge between the towns of Runcorn and Widnes</p> <p>Contractor to be appointed</p>	<p>New jobs as well as an opportunity for apprenticeships and work placements/ internships. First phase of recruitment will be around a range of construction and civil engineering trades from Sept 2013. Second phase of recruitment for toll operations will require skills that range from customer service, marketing, finance and quality from Sept 17</p>	<p>5,000 jobs covering construction and operation phases and associated development</p>
2013 - 2015	<p><b>3MG expansion</b> - one of the UK's largest inter-modal logistics parks at Widnes. Potential for up to 3.5m sq ft of warehousing. Direct access to West Coast Main Line handling 60,000 containers per annum. Partnership between Halton Council and Stobart Group</p>	<p>Growth in demand for numerous skills however 65% of recruitment will be for warehouse operatives, pickers and packers. There will be further demand for additional LGV drivers, crane pilots, drivers, health &amp; safety advisors, fork lift truck drivers, rail shunting engineers, traffic operators, logistics managers, admin assistants, receptionists and apprenticeships</p>	<p>Approx. 3,450 new posts mainly around logistics</p>
2015 - 2020	<p><b>Manchester Ship Canal</b> - up to 5m sq ft of port and ship canal warehousing</p>		<p>Over 330 new posts per annum over 4 years</p>
On-going	<p><b>Ship building and ship repair</b> - Cammell Laird offer the following services: Ship-building, ship repair, ship conversion, ship refit, ship outfitting, heavy fabrication, specialist engineering, electrical engineering, marine coatings &amp; blasting and thermal insulation &amp; sheet metal work</p>	<p>Shipbuilding specialists - mechanical engineers, pipefitters and welders. Significant opportunities relating to the off-shore engineering/civil nuclear sector</p>	
2013 - 2020	<p><b>Off-shore wind</b> - Cammell Laird:</p> <ul style="list-style-type: none"> <li>• Port &amp; quayside facilities for RWE for the construction of the Gwynt y Mor Off-shore Wind Farm</li> <li>• Supporting the development opportunities of the Irish Sea Round 3 wind farm developments and the extension of Burbo Bank</li> </ul> <p>LCR Centre for Renewable Engineering (CORE) (only CORE area on UK west coast):</p> <ul style="list-style-type: none"> <li>• Wirral Council awarded £5m RGF to support development of off-shore wind sector</li> <li>• Research &amp; development to expand/ diversity within the off-shore wind sector</li> <li>• Increase in demand for Work Boat sector</li> </ul>	<p>Cammell Laird provide base port harbour facilities; operations &amp; maintenance facilities; heavy fabrication and assembly skills. Significant employment opportunities in the next 18 months: Engineers, welders, pipe-fitters, marine architects, technicians</p> <p>Significant opportunities related to off-shore engineering / civil nuclear. Peak demand 2014/15</p> <p>High skilled research roles</p> <p>WorkBoat/Wind Farm Transport Vessels:</p> <ul style="list-style-type: none"> <li>• Crew members (including skippers and engineers)</li> <li>• Work Boat/Wind Farm Transfer Vessel design/build/repair</li> </ul>	<p>500+ jobs across the range of Off-Shore wind opportunities listed</p> <p>Including proposed development of survival school and centre of excellence in operations and maintenance</p> <p>250 construction jobs</p> <p>100-150 Operation &amp; Maintenance</p> <p>100-200 associated supply chain jobs</p>

Timeframe	Development projects	Known jobs / skills required	Estimated job volumes
2014 - 2024	<p><b>Mersey Waters Enterprise Zone International Trade Centre</b> four-phased development of one of Europe's largest International Trade Centres totalling in excess of 2.5 million square feet with plans to enable up to 1,000 separate companies from China, India, South Korea or other emerging economies, to exhibit, sell, assemble and distribute their goods into the UK, Irish and European markets. Remediation work is currently being undertaken with the construction phase to be completed for the launch of the International Festival for Business in 2014</p>	<p>Phase 1 development planned to provide 300 new businesses (1,000 new businesses in total)</p> <p>Job roles will include:</p> <ul style="list-style-type: none"> <li>• Customer service</li> <li>• Warehousing/fork lift truck</li> <li>• Logistics</li> <li>• Management and administration</li> <li>• Language skills</li> </ul>	<p>Phase 1 commencing 2014 (construction 2013) 500 jobs</p>
2015 - 2050	<p><b>Mersey Waters Enterprise Zone Wirral Waters</b> - The £4.5bn East Float regeneration scheme plans to transform the derelict Birkenhead docks. It comprises 17 million sq ft of mixed use floorspace including commercial, tourism, educational and residential development opportunities. It is estimated to deliver over 20,000 new jobs and be home to up to 30,00 new residents with significant amounts of residential, office, employment and complementary commercial activity</p>	<p>First phase projects include redevelopment of the Hydraulic Tower, development of a light rapid transport scheme, new housing development and advanced manufacturing park</p>	<p>600 jobs projected by 2016</p>
2013 - 2020	<p><b>Mersey Waters Enterprise Zone Wirral Waters Partnership Areas</b> The Wirral Waters regeneration programme will transform the Birkenhead docklands, however it is Wirral Council's strategy to ensure a co-ordinated approach to regeneration of the areas alongside Wirral Waters. A number of proposals including Woodside, North Birkenhead and Tower Road are planned as the initial areas to be addressed</p>	<p>Wirral Council has in place an approved Masterplan for the redevelopment of the area around the Woodside Ferry Terminal, a major gateway into the Borough. The plan provides a major opportunity to achieve a landmark private sector led development, consisting of a range of business, residential, leisure, cultural and tourism uses which would drive the regeneration of this important part of Birkenhead</p>	<p>It is planned that a number of key developments will be driven forward in 2013/14 developing both industrial and commercial office space with c 250 new jobs projected in construction and inward investment which would include advanced manufacturing</p>

Timeframe	Development projects	Known jobs / skills required	Estimated job volumes
2013 - 2030	<b>Mersey Waters Enterprise Zone</b> <b>Liverpool Waters - Port of Liverpool</b> - (part of Peel Waters/Liverpool Waters Development of Port Logistics Zone) inland of Liverpool 2 river berth - 150 acres of Liverpool Docks in North Liverpool, costing £5.5bn from 2012-2030. The scheme will incorporate over 300,000 sq m of offices, more than 9,000 homes, hotel and conference facilities, restaurants and cafes, public open space, and a cruise liner facility		A potential 14,000 new jobs over the lifetime of the project, including 200 FTE construction jobs per annum for 30+ years
On-going	<b>Port Wirral</b> A proposed new port and port-centric distribution facility adjacent to the entrance to the Manchester Ship Canal at Eastham, to replace outdated facilities at Ellesmere Port Docks and Runcorn Docks	The draft Mersey Ports master plan indicates a proposed 20 year phased development period which will cover an area of 146 acres including 1 million sq ft of covered operational floorspace and a new quay wall	
2013 - 2018	<b>Wirral International Business Park (WIBP)</b> Development of remaining sites within the Business Park	WIBP has been a huge success over the last decade, attracting a range of investment into Wirral. 50 acres of developable land remains with key developments proposed in logistics/distribution and advanced manufacturing as well as key office development	Construction jobs. 100-150 jobs within distribution logistics and 150 jobs in Law/HR related development within planned office development
2013 - 2015+	<b>Liverpool 2</b> £300m deep water post-Panamax terminal project includes: <ul style="list-style-type: none"> <li>• dredging the river estuary (2013-15)</li> <li>• construction of the river berth (2013-15)</li> <li>• operation of the terminal (2015 onwards)</li> </ul>		1,500 construction jobs during the build phase, plus 500 operational jobs in the terminal
2015	<b>Langton River terminal</b> additional Roll-on/Roll-off facility with one clear recruitment peak in 2015		150 jobs
2013 - 2020	<b>L5 Zone</b> - development of a logistics zone inland of Liverpool 2 river berth on the L5 site between Regent Rd and Derby Rd	Logistics staff including warehouse operatives, fork lift truck drivers, LGV drivers as well as management and admin roles	

The purpose of the preceding list of Major SuperPort projects and their predicted job creation is primarily to illustrate the potential types of projects and jobs on offer. It should not be treated as a definitive list or a cumulative total of proposed job creation, given the large number of variables that exist.

As detailed, major residential, commercial, cultural and leisure development will take place on former dockland on either side of the River Mersey within the Liverpool Waters and Wirral Waters Enterprise Zones. The full skills implications of this development will be assessed in future Skills for Growth Agreements, proposed to cover each Enterprise Zone and a specific agreement for the Construction sector and for the Low Carbon sector.

The Liverpool Cruise Terminal also provides some direct job benefits each season in terms of port operations (stevedores, security and manual handling) and these opportunities are currently sub-contracted to local companies who report no current shortage of labour for their needs. There are also wider indirect economic benefits for the City Region economy of cruise visits e.g. passenger transport use, visitor spend at attractions and at retail and leisure businesses, (with the Visitor Economy Skills for Growth Agreement setting out related skills requirements).



# Employment and Skills Demand Conclusions

Based on analysis of the scale of predicted demand and reviewing the evidence base it is clear that the following priorities exist for delivering a Skills for Growth Agreement for SuperPort.

- Businesses need to be clear about the biggest skills gaps and challenges they collectively face.
- Future training programmes need to better balance specific technical skills with generic skills and in particular customer services.
- Skills gaps exist in leadership / management, administration / IT, skilled trades, operative and elementary occupations. Multi-skilling and higher level skills delivery have been proposed as solutions by employers in the sector.

Skills gaps exist in leadership / management, administration / IT, skilled trades, operative and elementary occupations

- The sector does not always understand the commercial benefits of Apprenticeships.
- Public subsidy will not be sufficient to meet the challenges the sector faces. Employers need to consider their training budgets to ensure they are able to meet long-term skills requirements.
- Training provision is not currently sufficient to meet the needs of the sector either in terms of quantity or quality.

Providers are encouraged to explore tailored employability and pre-apprenticeship provision for logistics, maritime and aviation

- The sector has specific demographic challenges in the age profile of its workforce and a distinct gender imbalance. Better promotion of the sector through advice and guidance could play a key role here.
- Pre-employability and pre-apprenticeship provision is needed, tailored to the recruitment needs of the SuperPort sector, so that local people are able to take advantage of the opportunities available. The Sector has much to gain from investigating ways to make the most of the latent talent and capacity of local residents affected by job losses in other sectors of the labour market.
- Investigate how employers can support individuals wishing to enter the logistics sector (possibly through the proposed Employer Ownership Pilots where employers bid for direct funds to train their own workforce<sup>3</sup> or the proposed Liverpool City Region Skills for Growth Bank which will provide loans or financial support).

Liverpool City Region Skills for Growth Bank could provide loans and grants to employers requiring investment for skills development

<sup>3</sup> <http://www.ukces.org.uk/employeroownership>

# Supply: The Supply of Training

Traditionally the supply of training has come in broadly two forms:

- Recognised vocational and academic training, nationally accredited and provider delivered (funded by a varying mix of the employer, learner and government co-investment),
- Informal on-the-job or formal in-house company training, which may or may not be nationally accredited and is employer or trainer delivered (and funded by the employer).

Both types of training can be valid ways of improving individual employee skills and overall firm productivity, with the best approach dependent on circumstance. The UK Government has recently sought to better link this mixed model of provision by:

- Encouraging co-investment in the skills system alongside greater employer ownership of the way skills investment is made and courses accredited.

In promoting this mixed model of provision the government hopes to receive greater outcomes for public investment in the skills system and improve overall economic productivity.

It is also worth noting that the skills funding landscape is changing generally towards a co-investment model, which will impact on conventional delivery patterns. These changes include increased higher education tuition fees and loans for all full-time and part-time study and the withdrawal of direct funds (and the introduction of adult learning loans) for over 24 year olds from September 2013 who wish to study Level 3 or above programmes.

The main policy initiative from government for businesses to receive public funds to co-invest in training directly is through the Employer Ownership Pilots<sup>4</sup>. The Liverpool City Region are also planning the first UK 'Skills for Growth Bank' to give businesses access to a mix of grants and loans to use alongside their own investment to improve the skills of local people and create more jobs.

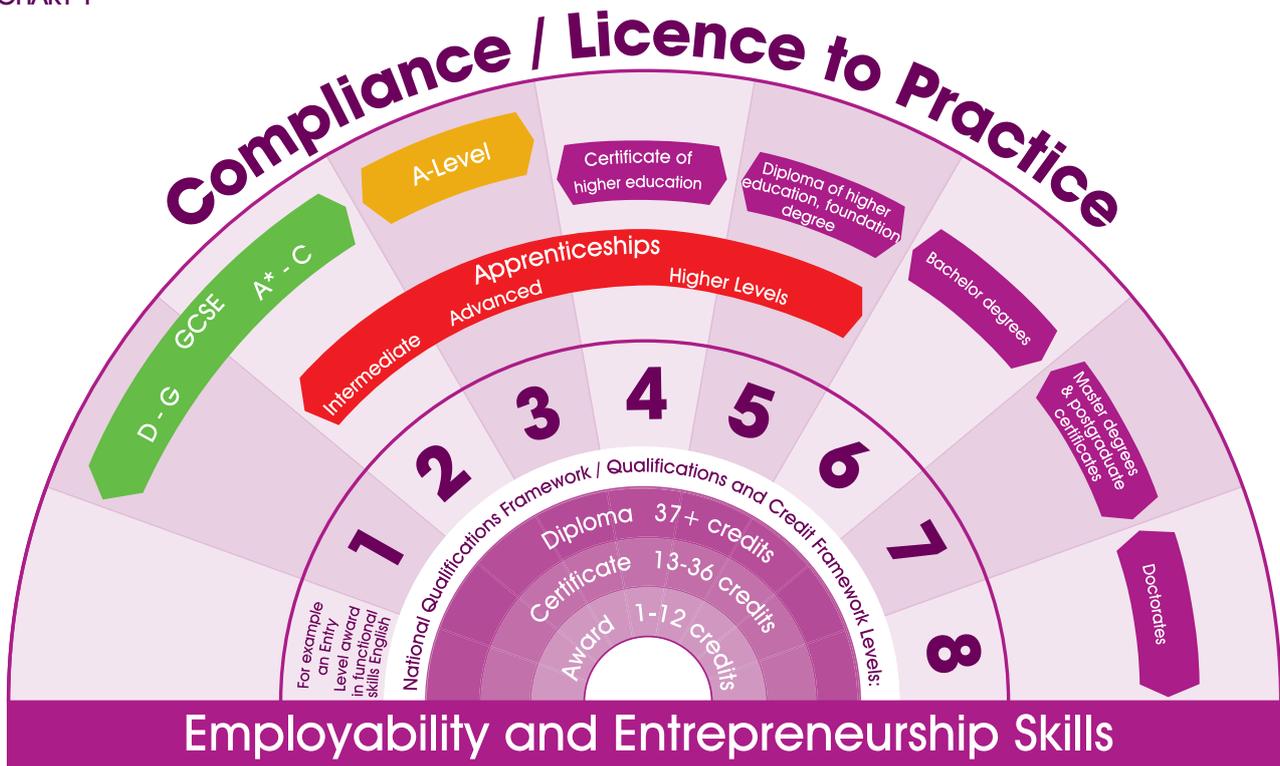
For this approach to work it is essential all partners gain an understanding of the current and potential supply of training. This Agreement is intended to contribute towards such an understanding.

For the purposes of this report we will focus on funded accredited training that leads to a qualification on the Qualifications and Credit Framework (QCF) and the National Qualifications Framework (NQF). Chart 1, adapted from Ofqual, gives us a basic understanding of the levels of qualification available. Further information on qualification levels can be found in Appendix 3 and 4.



<sup>4</sup> <http://www.ukces.org.uk/employeroownership>

CHART 1



Source: Adapted from Ofqual model<sup>5</sup>

## Apprenticeships

It is acknowledged that the system for coding the supply of apprenticeships and other training<sup>6</sup> does not capture the full range of SuperPort activity and inevitably overlaps with other growth sectors. One role for the Labour Market Information Service has been to sense check this data with representative groups and major employers. Nevertheless historic apprenticeship data does provide a useful way to begin to analyse baseline and future patterns of demand.

However firstly we need to clarify the three levels of Apprenticeship available:

### 1 Intermediate Level Apprenticeships

Apprentices work towards work-based learning qualifications such as a Level 2 Competence Qualification, Functional Skills and, in most cases, a relevant knowledge-based qualification.

### 2 Advanced Level Apprenticeships

Apprentices work towards work-based learning such as a Level 3 Competence Qualification, Functional Skills and, in most cases, a relevant knowledge-based qualification.

### 3 Higher Apprenticeships

Apprentices undertake a framework at Level 4 and above which will include a competence based qualification, Functional Skills and in some cases a broader vocationally related qualification which could be a Foundation degree.

Source: National Apprenticeship Service<sup>7</sup>

<sup>5</sup> <http://www.ofqual.gov.uk/help-and-advice/comparing-qualifications/>

<sup>6</sup> Standard Industrial Classification (SIC) and Standard Occupational Classification (SOC)

<sup>7</sup> <http://www.apprenticeships.org.uk/Employers/The-Basics.aspx>

In 2010/11, 630 young people enrolled for Intermediate Level Apprenticeships in SuperPort-related sectors<sup>8</sup>.

This is an increase of 473% from 2008/09 (a year that saw only 110 enrolments) which is significantly higher than the national growth rate in the same period (104%). Although moving in a positive direction, this rate of growth would need to further accelerate to keep pace with sector skills demand including high levels of predicted replacement demand. (See Appendix 5)

**FIGURE 1  
SUPERPORT TOTAL APPRENTICESHIP ACHIEVEMENTS  
2008/09 - 2010/11**



Figure 1 shows that there were 100 Apprenticeship achievements in 2010/11 (all were Intermediate level). The rate of achievements has increased by 150% since 2008/09 (40 achievements). This growth, along with increased enrolment rates, represents a positive trend in our skills supply system. The substantial growth of starts in SuperPort related Apprenticeships in 2010/11 should translate into much higher rates of achievement as these learners near completion of their courses in forthcoming years. The slight contraction in Further Education SuperPort enrolments and achievements reflects the move to Apprenticeships and growth in this area of learning as a government priority.

Over the last 3 years, all but 20 Apprenticeship achievements were at Intermediate level and growth across the Liverpool City Region is higher between 2008/09 and 2010/11 than that seen nationally. (See Appendix 6)

Higher Apprenticeships are relatively new with additional frameworks emerging over time. They are also a clear area for potential expansion in demand and supply locally from a low volume, (in 2010/11, 80 people enrolled in SuperPort related Higher Apprenticeships and notably all of the enrolments were based within the "Engineering Construction Industry"). The introduction of advanced adult learning loans from September 2013 for learners over 24 years of age studying Level 3 and above could impact on this trend. (See Appendix 7)

## Further Education and Skills

In total during 2010/11, over 6,050 young people enrolled in Further Education courses broadly relating to the SuperPort sector. This is a reduction of 400 or 6% from 2008/09 (compared to 14% reduction over the same period nationally). In pure numerical terms this decline almost off-sets the gains made by the sector in growing Apprenticeships at an Intermediate level. The growth of Apprenticeships as a method of learning is a positive switch from classroom learning to workplace based learning, but appears to be a net substitution effect, rather than an increase in total volumes.

Figure 2 shows that the number of achievements in SuperPort-related Further Education has increased by around 14% in the same period (3,990 achievements in 2010/11 compared to 3,500 in 2008/09). Again, this is stronger than the national trend which has seen a reduction of 2% in achievements since 2008/09. (See Appendix 8 for further numerical detail)

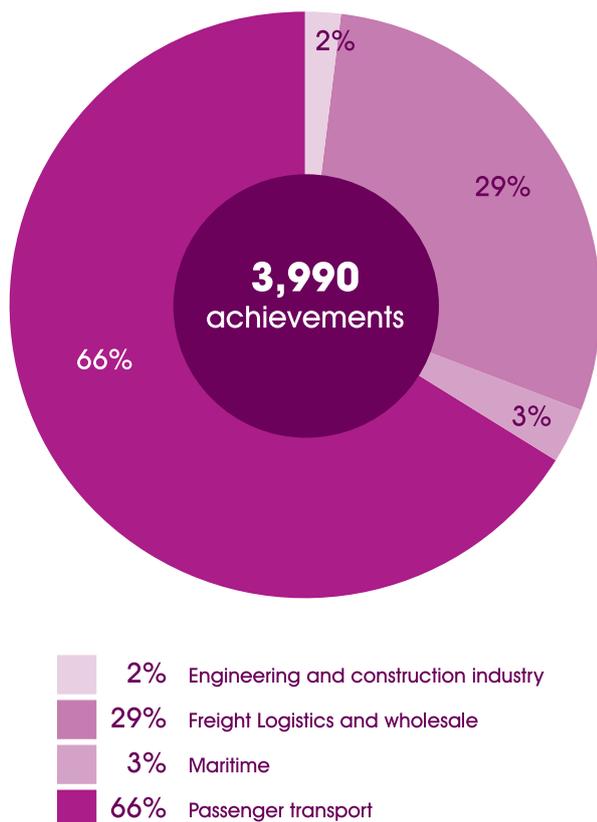
**FIGURE 2  
SUPERPORT TOTAL ACHIEVEMENTS ACROSS FE  
2008/09 - 2010/11**



<sup>8</sup> For the purpose of this section of the report, the SuperPort sector is classed as "Engineering Construction Industry", "Freight Logistics & Wholesale", "Maritime", and "Passenger Transport"

Figure 3 details the breakdown of Further Education achievements by sub-sector and shows that achievements in the "Freight Logistics & Wholesale" and "Passenger Transport" sub-sectors are significantly higher than the other Superport disciplines. The 2010/11 levels of enrolments and starts (Appendices 5-8) give an indication of the potential supply into employment in these two main SuperPort sub-sectors over the next few years.

**FIGURE 3**  
**SUPERPORT ACHIEVEMENTS ACROSS FE BY**  
**SUB-SECTOR 2010/11**



This accounts for around 7,000 City Region learners studying towards higher skills that could potentially be applied towards a career in the SuperPort industry and its supply chain.

Just as important to the Liverpool City Region's economy are learners who study at our main Higher Education institutions; many of whom come from outside the Liverpool City Region. Overall, since 2001, there has been an 18% increase in Higher Education learners studying at the City Region's four universities, with a current total cohort of around 58,300 learners (with the University of Liverpool and John Moores University of particular relevance for the SuperPort sector).

In addition to the four main institutions within the Liverpool City Region, the nearby University of Chester and Edge Hill University remain important to the City Region's overall economy. In total, there were more than 98,000 students studying across the six institutions in 2011/12. (Around 30% of these learners were from within the City Region and, therefore, these figures should be viewed independently to the earlier analysis about local residents to avoid double counting).

Specifically, around 4,200 students are enrolled in courses relating to Engineering & Technology, with almost 9,500 studying Business & Administrative Studies. Across the City Region, shaping and utilising the skills of graduates is a key challenge to improving economic performance and meeting employer skills needs.

## Higher Education and Skills

In terms of higher education provision, there are a number of logistics, maritime and aviation related courses provided by universities across the UK. There are also more generic and supporting skills offered through management degrees and other Higher Education level qualifications that will be of great benefit to the sector's future workforce.

In 2011/12, there were more than 50,000 Liverpool City Region residents in Higher Education across the UK. Around 4% of those students were studying in Engineering & Technology and a further 9% were studying Business & Administrative Studies.

# Supply: Delivery Capability

There are many providers across the City Region offering skills development related to SuperPort and some of the more pertinent examples have been detailed below:

## Aviation

There are various training courses available relating to this sector within the City Region. Given the businesses within the airport it is important to think broadly around the available supply of more cross-cutting employment and skills training programmes such as retail, security and customer services. It is however, in some of the more specific roles where further skills provision may need to be developed. Examples of specialist provision for this area are:

Wirral Metropolitan College is one of the few providers in the North West to offer BTEC Level 3 National Certificate in Aviation Operations. The course is wide-ranging and introduces learners (amongst other topics) to the structure and operation of the Aviation Industry, providing a good basic grounding in Aviation Geography, Meteorology and Route Planning and discusses how airlines function, airports are set up, run and managed. Wirral Metropolitan College also offer the Introduction to Cabin Crew qualification, working with Thomas Cook, Birmingham Airport and Liverpool John Lennon Airport.

St Helens College deliver a Diploma in Air Cabin Crew/Aviation. As part of their training students from the College have the opportunity to work alongside staff at Liverpool John Lennon Airport as Airport 'Ambassadors.' On successful completion of their course all St Helens College Travel and Tourism students are also guaranteed an interview with a leading global provider of aviation ground services: Servisair.

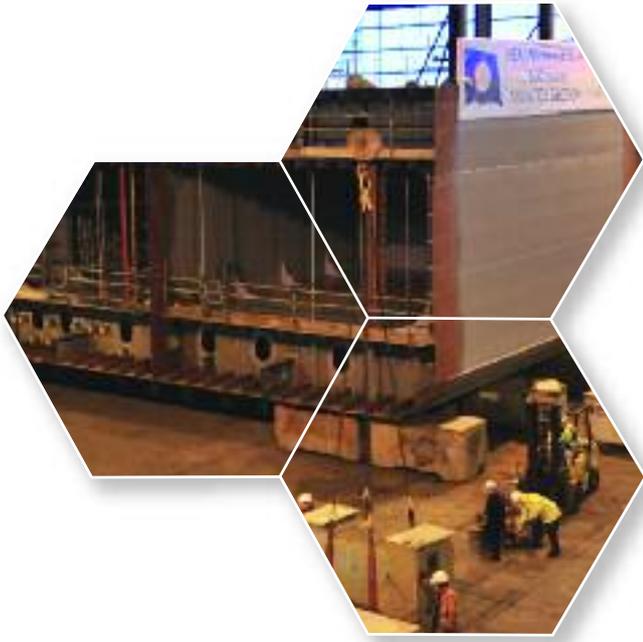


## Logistics

Liverpool Community College has been confirmed by the National Skills Academy for Logistics as a Licensed Provider. Support will include a Level 1 Pathway to Apprenticeships for Port Skills Programme developed for the National Skills Academy for Logistics.

Liverpool Chamber of Commerce, in partnership with Learning World, is also supporting the training needs of the logistics industry through Apprenticeships and NVQs, whilst Merseytravel through its Merseylearn initiative supports the skills development of transport sector workers. Within the region Mantra Learning are also developing a Level 1 pathway into warehousing and storage.

In addition Hugh Baird College are involved in the SuperPort steering process and provide programmes directly related to the SuperPort sector which include warehousing and storage. The college is also preparing to deliver Apprenticeships in Logistics Operations, Security Services, Traffic Office, Driving Goods Vehicles and the full-time BTEC 2 and 3 Diploma courses in Logistics.



## Maritime and Port Operations Providers

Maritime education and training is a distinctive capability of Liverpool City Region and existing provision gives it a strong platform on which to deliver the skills and expertise needed for the future development of SuperPort.

Liverpool Community College has recently established the Glaciere Maritime Academy and a partnership with Peel Ports Mersey and Mersey Maritime Group.

The University of Liverpool and Liverpool John Moores University both offer degrees of direct relevance to the SuperPort concept, for example engineering and logistics degrees and post-graduate qualifications.

The Maritime and Engineering College North West, part of Mersey Maritime Group, has a very successful record of delivering high quality training services for both learners and employers including Apprenticeships, workforce development and other associated training and skills programmes.

Providers commercial activity which doesn't attract public subsidy, such as Work Boat skills training linked to low carbon/off-shore wind and provided by John Percival Marine Associates/Hoylake Sailing School, also provide key opportunities to access qualifications in the SuperPort sector. Finally, the Maritime Skills Alliance have recently submitted an apprenticeship pathway to Skills for Logistics which, if approved, would allow apprenticeships to be delivered in the sector.

From 2013 Wirral Metropolitan College in partnership with the NAC Group PLC are delivering an employability programme for a Logistics Company progressing to Warehouse & Storage Operatives and Logistics apprenticeships.

At a national level, Stobart Group are leading a collaborative transport, logistics and supply chain sector-wide bid for Employer Ownership Pilot funding to create a National Industrial Partnership, (to be known as the Smart Business Academy) which will lead skills development for the sector. As part of this developing employer led project, there will be a series of four Global Trading Floors to enable businesses to collaborate on large scale international import and export opportunities to drive up business growth. As a key area of geographical focus for this project, it is planned to hold the first of these in the Liverpool City Region in 2014. The Smart Business Academy will also run a parallel programme of predictive sectoral modelling and industry wide research to ensure that the National Industrial Partnership is able to provide government with a robust and evidence based analysis of the sectors' growth potential and workforce requirements.





## Employment Support Services

There are many agencies offering employment support services across the region. The main employment system consists of job registration and the management of short-term unemployed through Jobcentre Plus, who offer a comprehensive City Region wide employment service. This includes pre-employment training<sup>9</sup> to support employer recruitment drives, as well as the new Universal Jobmatch service.<sup>10</sup>

In addition, the Work Programme providers offer their clients more intensive support for the longer-term unemployed and workless in the City Region. These providers are specifically working with their clients, many of whom are long term unemployed, to develop their skills to enter the growth sectors in the region. For example, of those clients that the Work Programme provider Ingeus have successfully placed into employment, approximately 10% have found work either in SuperPort related sectors or those with related skills needs.

Each borough within the City Region also has local, flexible and responsive employment support services commissioned by the local authorities (in-house and external) or provided directly by the voluntary, community and faith (VCF) sector.

<sup>9</sup> [www.dwp.gov.uk/docs/sbwa-employer-guide.pdf](http://www.dwp.gov.uk/docs/sbwa-employer-guide.pdf)

<sup>10</sup> <https://www.gov.uk/jobs-jobsearch>

Local Authorities can seek to use their statutory and procurement powers to stipulate best use is made of local labour and local suppliers, and that construction companies and end-users take on local recruits and apprentices. The Liverpool City Region has a strong track record in cascading vacancies across partners and joint working to support major recruitment and training activity.

In addition, an important aspect of supporting unemployed and young people into work in this sector is the willingness of employers to provide work experience and Apprenticeship opportunities. This enables the individual to gain a better understanding of the sector and be work ready. The new government 'Study Programme' which will be introduced by September 2013 will expect providers to ensure learners have an opportunity to access substantive work experience related to their programme of study.

## University Technical College (UTC) and Studio Schools Provision

The City Region is due to welcome two University Technical Colleges for 14-19 yr olds, both related to the SuperPort concept:

- Liverpool (Low Carbon and SuperPort) UTC, in partnership with Liverpool John Moores University, Liverpool Community College and supported by Cofely GDF Suez and Peel Ports Ltd. Due to open in 2013.
- Birkenhead (Engineering) UTC, in partnership with Cammell Laird, the University of Liverpool, Liverpool John Moores University, Mersey Maritime Group and Wirral Metropolitan College. Due to open in 2014.

Hugh Baird College are also investigating the possibility of setting up a Studio School aimed at the 14-19 age group specialising in Construction, Engineering, Logistics and Information Technology. If the application is successful, it is planned to open in 2014.

# Supply: Current Apprenticeships Frameworks

Through liaison with the National Apprenticeship Service (NAS), the SuperPort sector can gain a better understanding of how to meet SuperPort employer demand for Apprenticeships and the current training provider capacity locally to deliver these frameworks / courses. This activity can also highlight gaps in provision.

The following table outlines some of the accredited Apprenticeship Frameworks which could be of use to Super Port employers. (For more detail on the available Apprenticeship frameworks see: [www.apprenticeships.org.uk](http://www.apprenticeships.org.uk)):

## LIVERPOOL CITY REGION SUPERPORT

NAS sector definition	Framework	Level		
		2	3	4
<b>Retail and Commercial Enterprise</b>	International Trade and Logistics	✓		
	Commercial Moving	✓		
	Traffic Office	✓	✓	
	Warehousing and Storage	✓	✓	
	Logistics Operations	✓	✓	
<b>Engineering and Manufacturing Technologies</b>	Engineering Manufacture (Operator & Semi Skilled)	✓		
	Engineering Manufacture (Craft and Technician)		✓	
<b>Business Administration and Law</b>	Management	✓	✓	✓
An example of the roles which could be available in the building and generation of the Liverpool Super Port infrastructure include:				
<b>Construction, Planning and the Built Environment</b>	Building Services Engineering Technicians		✓	
	Construction	✓	✓	
	Electrical & Electronic Servicing	✓	✓	
	Electro technical		✓	
	Heating, Ventilation, Air Conditioning & Refrigeration	✓	✓	
	Plumbing	✓	✓	
	Surveying		✓	

The current list of all Apprenticeship Frameworks can also be found on the Alliance of Sector Skills Councils, Frameworks Online website portal. (Appendix 9)

## SuperPort Related Apprenticeship Frameworks in Construction and End Use

As detailed above the major SuperPort projects will require construction skills as well as skilled individuals to enable the end use of these major inward investment developments. The list below shows a number of apprenticeship frameworks aligned with SuperPort. As detailed in Appendix 5-7, rates of enrolments and achievements have increased over the last 3 years.



\*SuperPort as defined by the apprenticeship frameworks listed below:

- Commercial moving
- Engineering manufacture
- International trade and logistics
- Logistics operations
- Management
- Traffic office
- Warehousing and storage
- Building services engineering technicians
- Construction
- Electrical and electronic servicing
- Electrotechnical
- Heating ventilation AC and refrigeration
- Plumbing and heating

# Employment and Skills Supply Conclusions

- **Employers should identify training solutions to ensure their training needs by type, volume and timing are articulated and met.**  
Collation of demand for employment and skills over a longer period with clarity of volume by skills need is desirable for such high volume demand; collaboration can be between employers in the same sector, geographical area or supply chain.
- There is a competitive marketplace for skills and employment services with competing offers and potential entry points for businesses. **Collaboration, however must be encouraged to help meet the substantial human resource and skills challenges the sector faces.**  
Appendix 10 looks at the possible use of brokerage models but these are unlikely to be all encompassing or eliminate competing offers being made to businesses. With international businesses and national employment, skills and training providers the creation of a single unified local offer to businesses is impractical and unrealistic, however this should be supported where it works for groups of partners and businesses to collaborate.
- **Specific Partnerships between businesses and providers should be developed** and parties involved may wish to explore the use of the template provided at the end of this document as a means of demonstrating actions that they are committed to undertaking to deliver skills for growth.

**The SuperPort Committee will work to encourage and assist employers in the sector to meet their skills needs**

- **Effective information, advice and guidance (IAG) on workforce development and job roles is required from employers** - what is available and when. Collectively partners need to ensure there is effective IAG on skills demand and support people into SuperPort related careers.
- Increased Apprenticeship volumes masks specific gaps in sub-sectors and at higher skills levels, as well as a corresponding reduction in classroom-based provision. To address this, the SuperPort Committee will work to develop and support delivery of an appropriate set of aspirational outcomes and/or targets to encourage and assist employers to meet their skills needs.

**Effective information, advice and guidance (IAG) on workforce development and job roles is required from employers**

# Collaborative Ways of Working to Resolve Skills Mis-matches

The volume of potential jobs linked to the strategic development projects within the SuperPort sector provide a strong opportunity for groups of providers and employers to come together. This will help ensure that City Region residents are skilled and ready at the right time to take up the new job opportunities predicted.

There are a number of potential models that could be used to create successful collaborative solutions. These include:

- individual employers working with one or more training providers to deliver flexible training solutions that are demand led
- groups of employers working with one or more training providers to deliver flexible training solutions that are demand led
- a proposed SuperPort Brokerage model (see Appendix 10). This could see interested large employers/developers with major SuperPort projects come together to make use of brokered solutions for skills support, sourced from participating providers
- groups of employers (and potentially providers) coming together to develop Employer Ownership Pilot bids to resolve skills mis-matches. Individual employers may also bid into this funding, either through further Employer Ownership Pilots bid opportunities or the Liverpool City Region Skills for Growth Bank that will be launched in Spring 2013
- further development of employer led, designed and delivered training

The best model of collaboration will depend on the nature of each skills mis-match and the solution sought. Considerations in this will include: How specialised is the skills demand? When and where the skills are required? What the aggregate demand for such training is? How long it will take to provide the skills needed?



The best model of collaboration will depend on the nature of each skills mis-match and the solution sought

It is recommended that whatever collaborative model of working is chosen, it should include businesses, providers and public sector facilitators considering the following:

- i. Local employment and skills partners and any proposed skills broker/s should undertake further investigation on a project by project basis into the precise job roles and skills needs required by SuperPort projects with immediate recruitment and skill needs, identifying:
  - The skills set of local unemployed people
  - whether provider capacity exists locally to meet immediate demand
  - what provider relationships already exist
  - whether skills supply and demand would need to be brokered
  - whether Jobcentre Plus would look to develop a pre employment training offer with employers, training providers, Work Programme providers and any SuperPort Broker
- ii. In relation to the aviation sector specifically, explore with the National Apprenticeship Service if opportunities exist to establish a pool of shared (pre-security vetted) apprentices for placement within the local aviation sector. This could be a cost effective way to satisfy the aggregate demand for future skilled labour in the aviation sector.
- iii. Construction related jobs resulting from SuperPort growth. There is a strong opportunity to link existing pre-employment programmes into construction, working with Local Authority plans for local employment measures.



# SuperPort: Skills for Growth Agreement

Meeting employment and skills demand with supply  
by agreement

Business involved in this agreement	Partner organisations involved in this agreement

What will the agreement accomplish (please tick at least one)	
We will work together to reshape and redesign the curriculum of our learning and/or employment programmes.	<input type="checkbox"/>
We will encourage Aviation and Port Operations employers to develop and demand appropriate Apprenticeship Frameworks at all levels.	<input type="checkbox"/>
We will promote SuperPort to young people with Apprenticeship opportunities to meet businesses demographic challenges.	<input type="checkbox"/>
We will support businesses / providers to prioritise the development of higher level Apprenticeship Frameworks.	<input type="checkbox"/>
My business will commit to reviewing and increasing our training budget to co-invest with publicly funded training.	<input type="checkbox"/>
We will ensure pre-employment provision aligned to employer needs is available.	<input type="checkbox"/>
Pilot, launch and promote the SuperPort Brokerage Model, working with Local Authorities and others and help to meet recruitment and skills demand for SuperPort inward investment opportunities.	<input type="checkbox"/>
Help develop and contribute to a SuperPort prospectus of the provision available aligned to the skills needed by local SuperPort employers.	<input type="checkbox"/>
We will work together to grow the next generation of world-class engineers, drivers and logistics operators.	<input type="checkbox"/>
We will ensure our existing workforce and future employees have the highest calibre of engineering and logistics skills.	<input type="checkbox"/>
We will embed relevant additional skills into our learning programmes and workforce development plans.	<input type="checkbox"/>
We will work together to inspire the career choices of local people and demonstrate what the SuperPort has to offer.	<input type="checkbox"/>

Other specific objectives (please specify)

Business named in this agreement will undertake the following actions (please specify)

Colleges, providers and partners named in this agreement will undertake the following actions (please specify)

## Signatories

Business Signatories:

Partner Signatories:

Provider Signatories:

## Period of Agreement

Date from:

\_\_\_\_\_

Target date:

\_\_\_\_\_

Although Skills for Growth Agreements do not form a legally binding contract they should form a public commitment. To help underpin and publicise this commitment please return completed Agreements to:

Liverpool City Region Employment and Skills Board, c/o City Region Employment and Skills Team,  
Knowsley Council, PO Box 21, Archway Road, Huyton, Knowsley, Merseyside, L36 9YU

For an electronic version of this template, please go to [www.lcrskillsforgrowth.org.uk](http://www.lcrskillsforgrowth.org.uk)

# References

State of the Nation Report 2012, Passenger Transport (People 1st, 2012)

Merseyside Maritime Workforce Development Plan (Fisher, 2005)

Liverpool City Region's SuperPort Strategy to 2020 (The Mersey Partnership)

SuperPort Economic Impact Report (Amion Consulting, 2011)

# Appendices

## Appendix 1

People 1st Analysis of the Labour Force Survey 2010 identifies the following skills issues for aviation

### Aviation

#### Skills gaps

- 25% of employers report that 50% or more of their staff could benefit from additional training
- Generic skills gaps:
  - Ability to monitor and solve customer-service problems (59%)
  - Intercultural sensitivity (51%)
  - Ensuring compliance/regulation (50%)
  - Professional in appearance and attitude for customer-facing roles (49%)
  - Positive attitude and commitment (48%)
- Specific skills gaps:
  - Commitment to security measures and emergency-handling skills (59%)
  - Weather monitoring abilities (58%)
  - Practical knowledge of flight control operations (54%)

#### Top three reasons staff lack skills

- Roles are more challenging than in the past and require different or higher level skills (13%)
- The introduction of new working practices (13%)
- They have not received the appropriate training (11%)

#### GENERIC SKILLS GAPS BY AVIATION SUB INDUSTRIES

Airlines	Airports	Ground handling
<b>Generic skills</b>		
Ability to monitor and solve customer-service problems (57%)	Safety management (70%)	Positive attitude and commitment (80%)
Professional in appearance and attitude (for customer-facing roles) (51%)	Intercultural sensitivity (57%)	Work as a team with colleagues (74%)
Capability to help customers with disabilities or particular requirements (37%)	Ensuring compliance/regulation (57%)	Professional communication skills (74%)
<b>Specific skills</b>		
Practical knowledge of flight control operations (56%)	Commitment to security measures and emergency-handling skills (100%)	Commitment to security measures and emergency-handling skills (55%)
Ability to handle reports of lost or stolen baggage (55%)	Weather monitoring abilities (70%)	Ability to provide assistance and ensure the comfort of passengers (55%)
Weather monitoring abilities (52%)	Knowledge of how to ensure the safe movement and operation of aircraft, vehicles and personnel on the apron (70%)	Ability to work with different teams (airline, ground staff, contractors) (55%)

Source: 'State of the Nation' report by the Sector Skills Council People 1st

# Appendix 2

## Previous Projected Employment Demand for SuperPort

The Mersey Partnership commissioned a SuperPort Economic Impact report through Amion consultants in 2011. This attempted to broadly assign skill levels to job roles projected for each project and any recruitment peaks. (Please note the data on which this was based is now out of date and the table has been included for background information only).

### PROJECTED EMPLOYMENT DEMAND FOR SUPERPORT - JOB / SKILLS SUMMARY

Project	Year(s)	Peak recruitment Peak volume (per annum) where applicable	Change to baseline needs		Proportion of jobs by occupation 2010 to 2015 with an assumption of skill level and maximum volumes required																Total		
			Recruitment from year prior to peak	Recruitment post peak	Level 4				Level 3				Level 2				Level 1						
					Managers and senior officials		Professional occupations		Assoc professional & technical occupations		Skilled trades occupations		Administrative & secretarial occupations		Personal service occupations		Sales & customer service occupations		Process, plant & machine operatives			Elementary occupations	
					No.	% 2010 to 2015	No.	% 2010 to 2015	No.	% 2010 to 2015	No.	% 2010 to 2015	No.	% 2010 to 2015	No.	% 2010 to 2015	No.	% 2010 to 2015	No.	% 2010 to 2015		No.	% 2010 to 2015
1 Post panamax in-river berth	2015	3,100	68	151	487	14.74%	193	5.84%	258	7.81%	194	5.87%	313	9.47%	162	4.90%	197	5.96%	955	28.90%	546	16.52%	3,305
2 3MG-Stobart expansion	2013 to 2015	1,350	10	0	499	14.23%	183	5.22%	253	7.22%	183	5.22%	323	9.21%	183	5.22%	218	6.22%	1,060	30.23%	604	17.23%	3,506
3 Liverpool airport expansion	2010 to 2015	550	n/a	150	431	14.56%	166	5.61%	225	7.60%	166	5.61%	278	9.39%	148	5.00%	179	6.05%	870	29.39%	497	16.79%	2,960
4 Prime distribution	2011 to 2030	498	Steady growth	Steady growth	269	15.49%	85	4.89%	123	7.08%	116	6.68%	153	8.81%	76	4.38%	161	9.27%	450	25.91%	304	17.50%	1,737
5 Mersey Gateway bridge	2018	974	98	0	12	14.29%	4	4.76%	6	7.14%	4	4.76%	8	9.52%	4	4.76%	5	5.95%	26	30.95%	15	17.86%	84
6 Langton river terminal	2015	138	3	0	19	14.84%	7	5.47%	10	7.81%	8	6.25%	12	9.38%	6	4.69%	8	6.25%	37	28.91%	21	16.41%	128
7 Manchester Ship Canal (logistic site)	2014 to 2017	400	13	115 to 0 following yrs	103	14.80%	41	5.89%	54	7.76%	41	5.89%	66	9.48%	34	4.89%	41	5.89%	201	28.88%	115	16.52%	696
8 Port Road access	n/a	n/a	n/a	n/a	0		0		0		0		0		0		0		0		0		-
9 Elec rail Manchester-Liverpool	n/a	n/a	n/a	n/a	0		0		0		0		0		0		0		0		0		-
10 Mersey Gateway port	2014	1,321	17	0	168	14.23%	62	5.25%	85	7.20%	62	5.25%	109	9.23%	62	5.25%	73	6.18%	357	30.23%	203	17.19%	1,181
11 SuperPort skills academy	n/a	n/a	n/a	n/a	0		0		0		0		0		0		0		0		0		-
12 Liverpool cruise liner	?	22	?	?	4	18.18%	1	4.55%	2	9.09%	2	9.09%	2	9.09%	1	4.55%	5	22.73%	1	4.55%	4	18.18%	22
<b>TOTAL</b>		<b>8,353</b>			<b>2,734</b>				<b>1,792</b>				<b>6,784</b>				<b>2,309</b>				<b>13,619</b>		

# Appendix 3

## Level Definition of National/Scottish Vocational Qualification (Learning Outcome) Level

The five qualification levels used in this analysis relate to the 'learning outcomes' from various qualifications in terms of N/SVQ competence specifications, as follows:

### Level 1

Competence that involves the application of knowledge in the performance of a range of varied work activities, most of which are routine and predictable.

### Level 2

Competence that involves the application of knowledge in a significant range of varied work activities, performed in a variety of contexts. Collaboration with others, perhaps through membership of a work group or team, is often a requirement.

### Level 3

Competence that involves the application of knowledge in a broad range of varied work activities performed in a wide variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.

### Level 4

Competence that involves the application of knowledge in a broad range of complex, technical or professional work activities performed in a variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and the allocation of resources is often present.

### Level 5

Competence that involves the application of a range of fundamental principles across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, design, planning, execution and evaluation.

Source: UKCES Manufacturing:Sector Skills Assessment 2012 Briefing Paper, November 2012<sup>11</sup>

<sup>11</sup> <http://www.ukces.org.uk/publications/ssa12-manufacturing>

# Appendix 4

## National Qualifications Framework

NQF level	Level criteria	Example qualifications	Equivalent FHEQ level	Equivalent FHEQ qualification
Entry Level	Entry level qualifications recognise basic knowledge and skills and the ability to apply learning in everyday situations under direct guidance or supervision. Learning at this level involves building basic knowledge and skills and is not geared towards specific occupations	<ul style="list-style-type: none"> <li>• Entry Level Certificate</li> <li>• Foundation Diploma</li> <li>• BTEC Level 1 Certificate</li> </ul>		
Level 1	Level 1 qualifications recognise basic knowledge and skills and the ability to apply learning with guidance or supervision. Learning at this level is about activities which mostly relate to everyday situations and may be linked to job competence	<ul style="list-style-type: none"> <li>• GCSE at grades D-G</li> <li>• Foundation Diploma</li> <li>• Introductory Diploma</li> <li>• Introductory Certificate</li> <li>• Level 2 Diploma</li> <li>• Level 2 Certificate</li> <li>• Level 2 Award</li> <li>• Level 1 DiDA</li> <li>• Level 1 CiDA+</li> <li>• Level 1 CiDA</li> <li>• Level 1 AiDA</li> <li>• Level 1 NVQ</li> <li>• City &amp; Guilds, Level 1</li> </ul>		
Level 2	Level 2 qualifications recognise the ability to gain a good knowledge and understanding of a subject area of work or study, and to perform varied tasks with some guidance or supervision. Learning at this level involves building knowledge and/or skills in relation to an area of work or a subject area and is appropriate for many job roles	<ul style="list-style-type: none"> <li>• GCSE at grades A*-C</li> <li>• Intermediate Level Apprenticeships</li> <li>• Higher Diploma</li> <li>• First Diploma</li> <li>• First Certificate</li> <li>• Level 2 Diploma</li> <li>• Level 2 Certificate</li> <li>• Level 2 Award</li> <li>• Level 2 DiDA</li> <li>• Level 2 CiDA+</li> <li>• Level 2 CiDA</li> <li>• Level 2 AiDA</li> <li>• Level 2 NVQ</li> <li>• City &amp; Guilds, Level 2</li> </ul>		

NQF level	Level criteria	Example qualifications	Equivalent FHEQ level	Equivalent FHEQ qualification
Level 3	Level 3 qualifications recognise the ability to gain, and where relevant apply a range of knowledge, skills and understanding. Learning at this level involves obtaining detailed knowledge and skills. It is appropriate for people wishing to go to university, people working independently, or in some areas supervising and training others in their field of work	<ul style="list-style-type: none"> <li>• A Level</li> <li>• AS Level</li> <li>• Advanced Level Apprenticeships</li> <li>• Advanced Diploma</li> <li>• National Diploma</li> <li>• National Certificate</li> <li>• National Award</li> <li>• Level 3 Diploma</li> <li>• Level 3 Certificate</li> <li>• Level 3 Award</li> <li>• Level 3 International Certificate in Computer Studies (ICCS) NCC Education UK</li> <li>• Level 3 NVQ</li> <li>• City &amp; Guilds, Level 3</li> <li>• NEBOSH National General Certificate in Occupational Health and Safety</li> <li>• Access to Higher Education Diploma</li> </ul>		
Level 4	Level 4 qualifications recognise specialist learning and involve detailed analysis of a high level of information and knowledge in an area of work or study. Learning at this level is appropriate for people working in technical and professional jobs, and/or managing and developing others. Level 4 qualifications are at a level equivalent to Certificates of Higher Education	<ul style="list-style-type: none"> <li>• Higher Apprenticeships</li> <li>• Level 4 Professional Diploma</li> <li>• Level 4 Professional Certificate</li> <li>• Level 4 Professional Award</li> <li>• International Diploma in Computer Studies (IDCS) NCC Education UK</li> <li>• City &amp; Guilds Licentiate</li> </ul>	C (Certificate)	<ul style="list-style-type: none"> <li>• Diploma</li> <li>• Certificate of Higher Education</li> </ul>
Level 5	Level 5 qualifications recognise the ability to increase the depth of knowledge and understanding of an area of work or study to enable the formulation of solutions and responses to complex problems and situations. Learning at this level involves the demonstration of high levels of knowledge, a high level of work expertise in job roles and competence in managing and training others. Qualifications at this level are appropriate for people working as higher grade technicians, professionals or managers. Level 5 qualifications are at a level equivalent to intermediate Higher Education qualifications such as Diplomas of Higher Education, Foundation and other degrees that do not typically provide access to postgraduate programmes	<ul style="list-style-type: none"> <li>• HND</li> <li>• HNC</li> <li>• Higher Apprenticeships</li> <li>• Level 5 Professional Diploma</li> <li>• Level 5 Professional Certificate</li> <li>• Level 5 Professional Award</li> <li>• International Advanced Diploma in Computer Studies (IADCS) NCC Education UK</li> <li>• Full Technological Certificate</li> </ul>	I (Intermediate)	<ul style="list-style-type: none"> <li>• Foundation degree</li> <li>• HND</li> <li>• DipHE</li> <li>• DipFE</li> </ul>

NQF level	Level criteria	Example qualifications	Equivalent FHEQ level	Equivalent FHEQ qualification
Level 6	Level 6 qualifications recognise a specialist high level knowledge of an area of work or study to enable the use of an individual's own ideas and research in response to complex problems and situations. Learning at this level involves the achievement of a high level of professional knowledge and is appropriate for people working as knowledge-based professionals or in professional management positions. Level 6 qualifications are at a level equivalent to Bachelor's degrees with honours, graduate certificates and graduate diplomas	<ul style="list-style-type: none"> <li>• Degree</li> <li>• Level 6 Professional Diploma</li> <li>• Level 6 Professional Certificate</li> <li>• Level 6 Professional Award</li> <li>• City &amp; Guilds Graduateship (awarded at the NQF 6 level)</li> <li>• City &amp; Guilds Graduateship (pre-2004 awarded at the NVQ 5 level-Master)</li> <li>• City &amp; Guilds Associateship (pre-2004 awarded at the NVQ 5 level-Master)</li> <li>• NEBOSH National Diploma in Occupational Health and Safety</li> <li>• British Safety Council Diploma in Occupational Safety and Health</li> </ul>	H (Honours)	<ul style="list-style-type: none"> <li>• Graduate Certificate</li> <li>• Graduate Diploma</li> <li>• Professional Certificate in Education</li> </ul>
Level 7	Level 7 qualifications recognise highly developed and complex levels of knowledge which enable the development of in-depth and original responses to complicated and unpredictable problems and situations. Learning at this level involves the demonstration of high level specialist professional knowledge and is appropriate for senior professionals and managers. Level 7 qualifications are at a level equivalent to Master's degrees, postgraduate certificates and postgraduate diplomas	<ul style="list-style-type: none"> <li>• Masters</li> <li>• MSc</li> <li>• Level 7 Advanced Professional Diploma</li> <li>• Level 7 Advanced Professional Certificate</li> <li>• Level 7 Advanced Professional Award</li> <li>• City &amp; Guilds Membership</li> <li>• Cambridge ESOL Delta</li> </ul>	M (Master's)	<ul style="list-style-type: none"> <li>• Master's degree</li> <li>• PGDip</li> <li>• PGCert</li> <li>• Postgraduate Certificate in Education</li> </ul>
Level 8	Level 8 qualifications recognise leading experts or practitioners in a particular field. Learning at this level involves the development of new and creative approaches that extend or redefine existing knowledge or professional practice	<ul style="list-style-type: none"> <li>• Doctorate</li> <li>• City &amp; Guilds Diploma of Fellowship</li> <li>• Level 8 Advanced Professional Diploma</li> <li>• Level 8 Advanced Professional Certificate</li> <li>• Level 8 Advanced Professional Award</li> </ul>	D (Doctoral)	<ul style="list-style-type: none"> <li>• Doctorates and Higher Doctorates</li> </ul>

Source: National Qualifications Framework

# Appendix 5

## SuperPort Skills Growth - 2008/09 - 2010/11

### ENROLMENTS

		2008/09	2010/11	% growth
Intermediate apprenticeships	England	10,310	20,990	104
	LCR	110	630	473
Advanced/Higher apprenticeships	England	3,380	3,700	9
	LCR	60	80	33
Further education	England	151,550	129,950	-14
	LCR	6,450	6,050	-6

### STARTS

		2008/09	2010/11	% growth
Intermediate apprenticeships	England	7,450	16,280	119
	LCR	80	570	613
Advanced/Higher apprenticeships	England	1,630	1,930	18
	LCR	30	40	33
Further education	England	121,110	99,360	-18
	LCR	5,600	4,980	-11

### ACHIEVEMENTS

		2008/09	2010/11	% growth
Intermediate apprenticeships	England	3,300	6,520	98
	LCR	40	100	150
Advanced/Higher apprenticeships	England	920	900	-2
	LCR	-	-	0
Further education	England	86,050	84,500	-2
	LCR	3,500	3,990	14

Source: Statistical 1st Release 2008/09 - 2010/11

# Appendix 6

## SuperPort - Intermediate Apprenticeships - 2008/09 - 2010/11

### INTERMEDIATE LEVEL APPRENTICESHIPS

		2008/09	2009/10	2010/11
Engineering construction industry	Enrolments	-	10	20
	Starts		10	-
	Achievements		-	-
Freight logistics and wholesale	Enrolments	50	120	350
	Starts	30	80	310
	Achievements	20	20	50
Maritime	Enrolments	-	-	-
	Starts	-	-	-
	Achievements	-	-	-
Passenger transport	Enrolments	60	50	260
	Starts	50	20	260
	Achievements	20	10	50
SuperPort	Enrolments	110	180	630
	Starts	80	110	570
	Achievements	40	30	100

Source: Statistical 1st Release 2008/09 - 2010/11

# Appendix 7

## SuperPort - Advanced/Higher Apprenticeships - 2008/09 - 2010/11

### ADVANCED LEVEL / HIGHER APPRENTICESHIPS

		2008/09	2009/10	2010/11
Engineering construction industry	Enrolments	60	70	80
	Starts	30	10	40
	Achievements	-	20	-
Freight logistics and wholesale	Enrolments	-	-	-
	Starts	-	-	-
	Achievements	-	-	-
Maritime	Enrolments	-	-	-
	Starts	-	-	-
	Achievements	-	-	-
Passenger transport	Enrolments	-	-	-
	Starts	-	-	-
	Achievements	-	-	-
SuperPort	Enrolments	60	70	80
	Starts	30	10	40
	Achievements	-	20	-

Source: Statistical 1st Release 2008/09 - 2010/11

# Appendix 8

## SuperPort - Total Further Education and Skills - 2008/09 - 2010/11

### TOTAL FE AND SKILLS

		2008/09	2009/10	2010/11
Engineering construction industry	Enrolments	250	250	200
	Starts	220	70	120
	Achievements	80	140	60
Freight logistics and wholesale	Enrolments	1,980	1,910	2,010
	Starts	1,490	1,440	1,470
	Achievements	1,160	1,220	1,150
Maritime	Enrolments	190	130	150
	Starts	140	10	120
	Achievements	150	80	130
Passenger transport	Enrolments	4,030	4,540	3,690
	Starts	3,750	3,070	3,270
	Achievements	2,110	3,670	2,650
SuperPort	Enrolments	6,450	6,830	6,050
	Starts	5,600	4,590	4,980
	Achievements	3,500	5,110	3,990

Source: Statistical 1st Release 2008/09 - 2010/11

# Appendix 9

## List of Apprenticeship Frameworks Related to SuperPort (England)

Framework title	Issuing authority	Level	Framework ID
Advanced Engineering Construction (England)	Engineering Construction Industry Training Board	3	FR01638
Building Energy Management Systems (England)	SummitSkills	3	FR01542
Building Services Engineering Technology and Project Management (England)	SummitSkills	3	FR01230
Business & Administration (England)	Skills CFA	2, 3, 4	FR01821
Business Innovation and Growth (England)	Skills CFA	5	FR01787
Commercial Moving (England)	Skills for Logistics	2	FR01185
Construction Building (England)	Construction Skills	2, 3	FR01870
Construction Civil Engineering (England)	Construction Skills	2, 3	FR01722
Construction Specialist (England)	Construction Skills	2, 3	FR01869
Construction Technical and Professional (England)	Construction Skills	3, 5	FR01868
Consumer Electrical and Electronic Products (England)	SummitSkills	2, 3	FR01816
Customer Service (England)	Skills CFA	2, 3	FR01823
Driving Goods Vehicles (England)	Skills for Logistics	2, 3	FR01563
Electrotechnical (England)	SummitSkills	3	FR01543
Engineering Construction (England)	Engineering Construction Industry Training Board	2	FR01268
Express Logistics (England)	Skills for Logistics	5	FR01604
Heating and Ventilating (England)	SummitSkills	2, 3	FR01544
Human Resource Management (England)	Skills CFA	5	FR01599
International Trade and Logistics Operations (England)	Skills for Logistics	2	FR01002

Framework title	Issuing authority	Level	Framework ID
IT Application Specialist (England)	e-Skills UK	2, 3	FR01405
IT, Software, Web & Telecoms Professionals (England)	e-Skills UK	2, 3, 4	FR01867
Logistics Operations (England)	Skills for Logistics	2,3	FR01178
Mail and Package Distribution (England)	Skills for Logistics	2	FR01745
Management (England)	Skills CFA	2,3,5	FR01828
Maritime Occupations (England)	Skills for Logistics	2,3	FR01776
Plumbing and Heating (England)	SummitSkills	2, 3	FR01761
Project Management (England)	Skills CFA	4	FR01600
Providing Security Services (England)	Skills for Security	2	FR01059
Public Relations (England)	Skills CFA	4	FR01593
Refrigeration and Air Conditioning (England)	SummitSkills	2, 3	FR01514
Security Systems (England)	Skills for Security	2, 3	FR00779
Supply Chain Management (England)	Skills for Logistics	2, 3, 5	FR01502
Traffic Office (England)	Skills for Logistics	2, 3	FR01004
Warehousing and Storage (England)	Skills for Logistics	2, 3	FR01684
Cabin Crew (England)	People 1st	2, 3	FR01402
Aviation Operations on the ground (England)	People 1st	2	FR00173

Source: Alliance Sector Skills Councils, Frameworks Online

# Appendix 10

## Potential SuperPort Brokerage Model

The Mersey Maritime Group have proposed a SuperPort brokerage model to coordinate the skills needs required for this major development and expansion within the region. It is intended that the brokerage model would consider and collaborate with existing local partnerships and established providers in order to support large employers/developers involved in SuperPort.

Where a brokerage model is identified as the most appropriate collaborative solution by an employer or groups of employers, the following should be considered:

The broker would need to be chosen by the key employer for each specific project, to facilitate wider access to skills support and to engage existing employment intermediaries to undertake to benefit from their existing local partnerships and clients. It is anticipated that this type of service would assist the employer to articulate their needs with learning and skills providers and for these needs to be met through holistic partnership working towards giving local people the opportunities to gain employment and skills.

Specifically, this would include working with Jobcentre Plus, Local Employment and Skills Partnerships, Work Programme and other Providers to better understand the potential of unemployed Liverpool City Region residents taking up opportunities from the SuperPort footprint through pre-employability training.

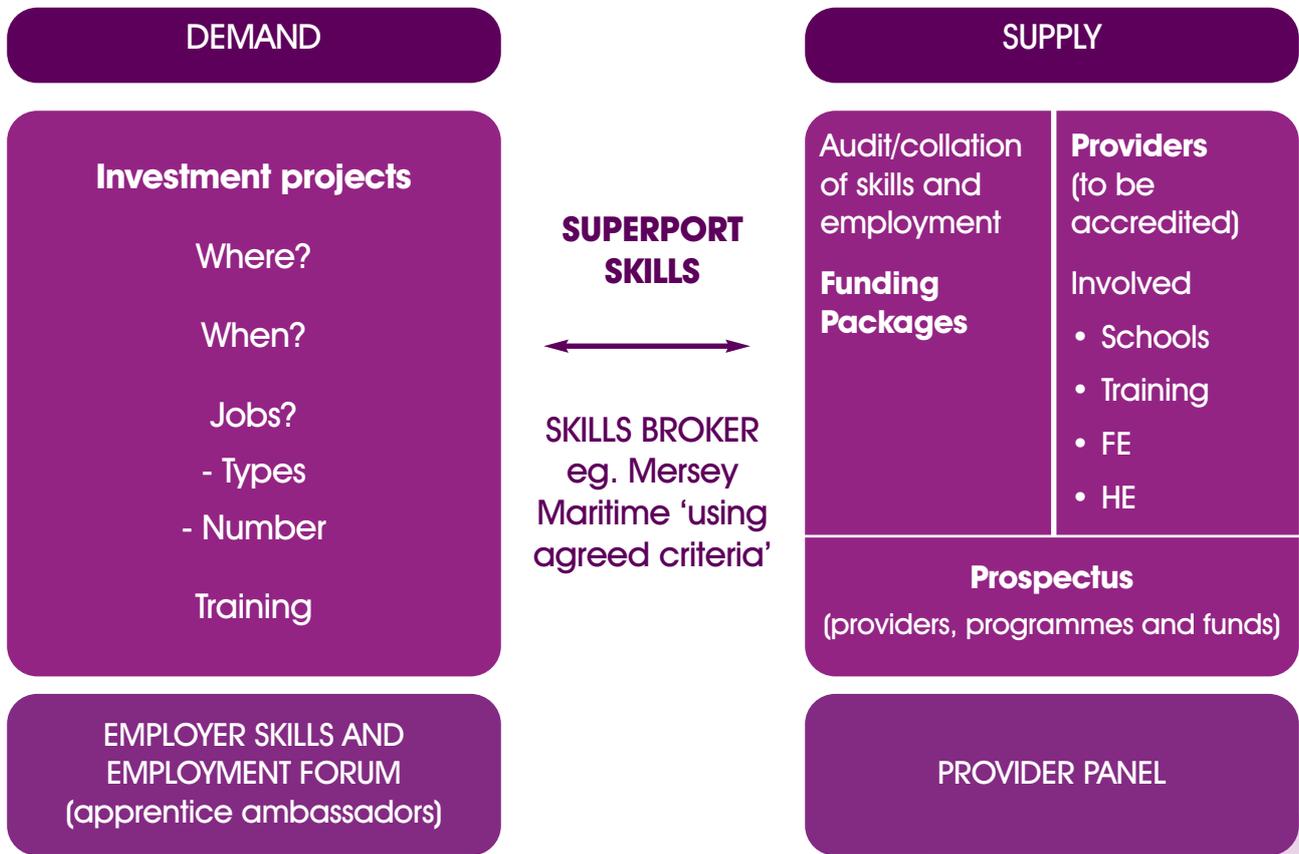
Where planning agreements arranged between employers and Local Authorities play a part in arrangements all partners must be aware of the requirements on the employer and support them in achieving related employment and skills goals through any prescribed methods. Given the capital expenditure of the SuperPort investments, the crucial role of partnership between Local Authorities and other employment and skills providers in these instances cannot be underestimated and the proposed brokerage arrangements below would be dove-tailed into these arrangements.

Where the main investments in SuperPort are place-based there is also a mutual expectation that the Skills Brokers will recognise local expectations of employment gain, and work in tandem with the local authorities and others to check and monitor that the skills providers are meeting those expectations of local impact; and the local authorities will work closely with the Skills Brokers to challenge and stimulate performance, taking into account relative employment impacts across the City Region.

By better understanding likely demand for employment and skills we can better inform supply and ensure effective brokerage as detailed in the following diagram devised by the Mersey Maritime Group:

**SUPERPORT SKILLS BROKERAGE MODEL**

Employer contacts broker. Broker engages appropriate provider



Adapted from Mersey Maritime Brokerage model 2011





Produced by  
Liverpool City Region Labour Market Information Service  
[www.lcrskillsforgrowth.org.uk](http://www.lcrskillsforgrowth.org.uk)  
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