

The Doncaster Promise

Statement of Intent

Our Doncaster. Our Business. Our Future.



Doncaster
Promise

Opportunities Doncaster

Our Doncaster | Our Business | Our Future

Doncaster is faced with an opportunity to transform employment, skills and economic growth over the course of the next ten years (to 2030). There is now a chance to build a growing, productive and inclusive local economy, which supports a society that works for everyone. If we are to do this, however, our learning institutions, businesses and public sector need to come together like never before.

The requirement is to coalesce around a shared set of objectives that are centred on the development of a highly skilled, productive workforce that meets the needs of local businesses and an inclusive form of economic growth, which generates social value for local communities. To do this, we need to work together effectively.

We need to become greater than the sum of our parts. This is our invitation to you to join our transformative journey and work with us to create a growing, highly skilled and socially just economy in Doncaster.

You can do this by signing the Doncaster Promise. This is a jointly agreed set of entitlements and

expectations between businesses, learning institutions and the local public sector. These were developed through a wide-ranging consultation with all of these groups over the course of summer 2019.

The Doncaster Promise will be a division by organisation of expectations (things you do) and entitlements (things you are entitled to receive), with Opportunities Doncaster having overall accountability for the operation of the Doncaster Promise.

Overall Vision

// *We want to create a high performing Education and Skills system that provides learners of all ages with the skills they require to prosper in a growing, inclusive local economy and in a globalised world. We will do this by maximising social capital through technology, community assets and by forging strong relationships with business to create a hybrid model of learning, with industry-driven career pathways that meet employer needs and ensures everybody has the opportunity to develop skills which fulfil their aspirations.* //





The Ideal Future State

Education and Skills Sector

An engaged Education and Skills system that provides high quality, vocationally relevant learning opportunities which meet the needs of both local business growth and the competencies required for learners to function in the globalised, international economy of the future.



Business

A private sector committed to meeting the productivity challenge, developing a highly skilled workforce and contributing social value to the local economy. A private sector which invests in developing its employees and is committed to working in partnership with learning institutions and the public sector to produce the pipeline of talent it requires to grow.



Public Sector

A local public sector which facilitates. Public organisations who act as committed system leaders focussed on outcomes for businesses, learners and communities rather than bureaucratic processes. Organisations who act as the guarantor of the Promise and beacons of best practice in its implementation, while facilitating the partnerships necessary for its delivery.



Meeting our skills challenge, growing our inclusive economy

We have already worked together in Doncaster to deliver a remarkable recovery in economic fortunes over the course of the last five years. Record levels of business investment and house building has led to the achievement of a £5.2bn local economy. This is reflected in the substantial development occurring in Doncaster Town Centre, at the Unity development, at the iPort, on our rail network and in our substantial growth in house building. Doncaster is set to create 13,000 net new jobs over the course of the next 14 years, with Doncaster's borough-wide Inclusive Growth Strategy aiming to double this growth (to 26,000) and to move the local economy towards a full employment basis.

Yet productivity remains stubbornly low – averaging at around 80% of the UK national average (which is already stagnant when compared to other G8 countries). Some industries in Doncaster report even lower rates, including:

Transport Equipment	Administration and Support Services	Telecoms
41% of the UK average	72% and	77%

The proportion of Doncaster's population employed in occupations classed as 'highly skilled' remains

11.2% below the national average, with the GDP produced per worker being **£13,320** below the national average.

Consequently, real wages in Doncaster have remained totally static over the course of the last five years, placing a limitation on business growth and living standards in our borough.

Developing a highly skilled workforce will be vital in meeting this challenge. In Doncaster, the legacy of austerity and past educational underperformance has meant that the development of our skills base commences from a position that is significantly behind the national average. In Doncaster, only 42.7% of the population achieve a Level 3 qualification by the age of 19 (against a national

average of 57.2%) and only 42.9% of our working age population holds a qualification at Level 3 (against a national average of 57.7%). Over the course of the last three years, Doncaster Council, our Education and Skills sector, Team Doncaster and the Doncaster Opportunity Area have all worked hard to transform the quality of local learning provision (culminating in a positive judgement from the Independent Commission for Education and Skills in October 2018) but we need you.

With your input, we will be able to develop the vocationally relevant, fulfilling and aspirational learning that will allow our students to develop the competencies needed to prosper in both our inclusive local economy and in the modern world. This is in line with our developing ten-year forward plan for Education and Skills, (tentatively entitled "Doncaster 2030") which will focus closely on the development of high quality vocational learning provision for all ages and creating a highly skilled local workforce for our growing economy (the 'Cradle to Career' approach).

We believe that every person in Doncaster should have a clear line of sight of what they can achieve and should be able to meet their aspirations, no matter what their social background. We will realise the shared vision of the Doncaster Promise by working together to build upon the significant achievements of the Doncaster Careers Hub (which has already delivered over 67,000 meaningful encounters for young people in Doncaster), the One Doncaster process and the Doncaster Opportunity Area to produce high quality careers learning, embedded across the local Education and Skills sector. This is your opportunity to contribute to this by working together to build a better future for Doncaster.





You said, so we did...

The Promise will only be meaningful if it meets the needs of businesses and the Education and Skills sector. This is why we have consulted widely across the borough, with nearly half of all consultees coming from the local private sector and the other half split between educational institutions, the public sector and local communities.

People highlighted significant strengths in Doncaster, including:

A vibrant, growing local economy with exciting growth opportunities in a range of sectors.

A 'can do borough' with a strong sense of local community.

A strengthening and transformed Education and Skills sector that is open to innovation.

A diverse and meritorious tourism sector, with attractions generating significant visit or numbers.

Strong transport links and connectivity that supports economic growth.

Yet they also felt that there were some areas for further development, including:

The need to 'join up' the strategic offer for education, skills and careers in the borough.

A greater focus on delivering the qualifications businesses need to grow, develop and meet the productivity challenge.

A focus on ensuring that opportunities in the workplace are available to all – including those with SEND (Special Educational Needs and Disability), those who have been excluded from learning or are at risk of becoming NEET (Not in Employment, Education or Training).

A need to focus on ensuring that learners have the competencies required to function effectively within the workplace and the local economy.

The need for a greater emphasis on apprenticeships and graduate schemes across both the public and private sector.

Respondents felt that there was a necessity to focus on the basics (literacy and numeracy) as well as core essential life skills competencies (communication, resilience, creativity and problem solving) in the development of local skills provision.





The Doncaster Promise: Five key objectives

We have used our findings and the wider consultation on the emergent borough Education and Skills strategy to shape our priorities for delivery. We have combined this with analysis of the local labour market, skills base and future growth sectors to produce the five key objectives of the Doncaster Promise:



01 Labour and Productivity

A higher skilled and better paid workforce for Doncaster, with businesses equipped with the skills they need to meet the productivity challenge.



02 Meaningful Encounters

Meaningful encounters with the world of work as an entitlement for all learners in the borough.



03 Curriculum for Life

Delivering a high quality vocational 'curriculum for life' in Doncaster that also provides the qualifications and skills that businesses want and need.



04 High quality all-age CEIAG

High quality Careers Education, Information, Advice and Guidance (CEIAG) consistently available across the borough, with all schools supported to meet the eight Gatsby Benchmarks. As well as this, learners will be able to access careers advice that enables them to meet their aspirations, no matter what their background.



05 Facilitative Public Sector

A facilitative (not bureaucratic) public sector which supports the development of constructive partnerships between businesses and education.

If this is the future that you would like to see for business and education in Doncaster, we would like to issue this invitation to you – sign the Doncaster Promise and join us on our transformation journey.





The Doncaster Promise: Entitlements and expectations

Entitlements for employers...

Through engaging with the Doncaster Promise, employers are entitled to receive:

Support to Work with Education and Skills

Support and co-ordination through Opportunities Doncaster for employers to access and work closely with learning providers across the borough.

Support to Develop Inclusion

Support with building and developing a more diverse workforce, which reflects your customer base and assists in the development of inclusive, healthy workplaces. This includes support to become 'young person ready', 'SEND employee ready' and support for diversifying your workforce and improving the talent mix.

Support to Develop Progression Pathways

Support to develop career progression pathways for your employees, supported by local and accessible skills provision.



Apprenticeship and Graduate Development Support

Access to advice and support on starting an apprenticeship scheme (including using the apprenticeship levy) or a graduate scheme.

Local Labour Market Information and Funding Support

Access to local labour market information and support to access the services that you need to help your business grow and to develop your workforce. To include advice on potential funding opportunities, including through the Local Authority, Sheffield City Region, UK Government and the European Union.

Advance Doncaster

Support through the Advance Programme on developing your mature students, graduates and lifelong learners.

The Doncaster Promise Quality Mark

Access to marketing opportunities within the local area and the 'quality mark' of commitment to the Doncaster Promise.

Expectations of employers...

Employers are expected to engage through at least one of the three Promise Pathways offering as much within each as is feasible for their business size and type:

Engage, Inspire and Celebrate

Give talks in schools and communities

This could be activity organised with or mediated through Opportunities Doncaster, utilising Primary Futures for primary school engagement.

Host an industry visit

Working with Opportunities Doncaster, host an industry visit or shorter visit at your business venue to give learners insight into what you do and the range of occupations available at your place of work.

Sponsor or exhibit at Opportunities Doncaster LIVE

This is the borough's largest Careers Fair (13th February 2020).

Have your business featured on Start Doncaster

This is the borough's digital all-age Careers Information, Advice and Guidance platform, currently used by over 3,000 students in Doncaster.

Support the Sheffield City Region Talent Bank

Currently, 63% of Doncaster schools and 100% of colleges have registered to use this portal, with over 400 employers now registered to support.

Promote and produce case studies of successful apprenticeships and graduate schemes in your business

Skills for your Future Workforce

Provide meaningful work experience opportunities for local learners

Working with Opportunities Doncaster and NYBEP, we can help you to provide meaningful work experience that ranges from one-day taster sessions to two-week placements – limited periods of time to help individuals to experience work in your setting.

Develop a graduate scheme or an apprenticeship scheme within your business

This includes working to develop mature apprentices or graduates who are currently working within your business.

Become an Enterprise Adviser

Working with the Careers and Enterprise Company, volunteer for one day a month to support an assigned school or college to develop its Careers Strategy and use your networks to increase employer engagement.

Become a school, academy or college Governor/Trustee

Engage with the Advance programme

Advance will help you access the skills you require and will assist applicants and career-changers in Doncaster to access opportunity in your business.



Reaching Communities

Become a Disability Confident Employer

Working with DWP and Opportunities Doncaster, help improve prospects for SEND employees and job applicants alike.

Work with us to deliver supported internships in your workplace

Working with Opportunities Doncaster to support more learners with SEND move into the world of work.

Volunteer as a Vulnerable Mentor

Volunteer under the Doncaster vulnerable Mentoring Scheme and use that opportunity to give a vulnerable young person a taste of the world of work. Or volunteer for an older learner and potential employee through the DWP Mentoring Circles Programme.

Participate in community engagement events organised by Opportunities Doncaster

Working with Opportunities Doncaster, showcase what your business does in your local community and encourage them to engage with your organisation through going out into the locality.

Hold community engagement events of your own

Commit to maximising local social value by investing in the skills of your current and future workforce





Entitlements for our Education and Skills sector...

Our Education and Skills sector is entitled to...

Support to deliver careers

Strong and consistent support in providing high quality Careers Education, Information, Advice and Guidance in Doncaster, meeting the challenges posed by the Gatsby Benchmarks and the new Ofsted Framework in delivering this.

Support to engage with employers

Support to engage and build relationships with employers, mediated by Opportunities Doncaster.

Support to develop high quality vocational learning

Accessible resources to support careers learning and the development of high quality, vocationally-relevant learning opportunities within their setting. This is to include support in the implementation of T Levels.

Support to develop progression pathways

Clear, understandable progression pathways with real prospects for their learners.

By engaging with the Doncaster Promise, the Education and Skills sector will receive:

More businesses engaging with learning

Significantly more businesses engaging with your setting, with more businesses ready and able to support learning in the classroom.

More careers activities

A significant increase in engagement activities that support learning – such as careers fairs, industry visits, skills days.

Support from Opportunities Doncaster

The wrap-around support and co-ordination offered by Opportunities Doncaster, to help educators coordinate activities with employers and access 'best practice' careers learning.

Support for Inclusion

Targeted support for learners with specific needs, with a brokerage service provided for SEND learners and those at risk of becoming NEET.

Support to access LMI

Access to high quality, up to date Local Labour Market information (LMI) which will support learning.

Start Doncaster

Support in using and integrating the Start Doncaster Platform within learning.

Expectations of our Education and Skills sector...

Our Education and Skills sector is expected to...

Engage and be responsive

Fully engage with the Promise, businesses and the public sector. To be responsive and communicate their needs effectively.

Develop business learning in the classroom

Commit to business learning in the classroom and the development of high quality CEIAG, including a commitment to inform all learners of relevant high-quality local employment and education pathways.

Meet the Gatsby Benchmarks

Commit to meeting the eight Gatsby Benchmarks in careers education, information, advice and guidance.

Engagement with Opportunities Doncaster

Engage with the Doncaster Careers Hub, Enterprise Adviser Network and Opportunities Doncaster.

Co-develop vocationally relevant learning

Work with businesses and the public sector to develop vocationally relevant learning opportunities, which provide learners with the essential life skills they require to function within both Doncaster as a place and the wider, modern, globalised economy.

Work within the place

Utilise the significant available resources available within Doncaster and to forge partnerships for the benefit of learners and the wider community.



The local public sector: Team Doncaster as a facilitator and guarantor

To support the formation and operation of this ambitious pact between business and education, the local public sector and our wider Team Doncaster local strategic partnership must act as the guarantor of the Doncaster Promise, underpinning its operation. To enable this, the local public sector must be the facilitator, working to develop relationships and leadership within the local system necessary to deliver upon the Promise's objectives. Specifically, the local public sector must deliver upon their core expectations:

Outcomes, not process

Be outcomes focussed, not process orientated: to facilitate without imposing unnecessary bureaucracy.

Facilitating collaboration

To facilitate and sometimes create the partnerships necessary for the delivery of the Doncaster Promise.

Beacons of 'best practice'

To work to develop 'best practice' collaborative projects for the development of skills in Doncaster.

To do this, under the aegis of the Doncaster Promise, public sector organisations can expect collaboration and engagement from both the Education and Skills sector and the local private sector in delivering social objectives for the borough of Doncaster. This is their core entitlement within the Promise and is vital to it being successful in the long-term. Related to this, another core entitlement for the public sector is to work with businesses and learning institutions under the Promise who are committed to local economic development and social inclusion.



The role of Opportunities Doncaster

Opportunities Doncaster, the borough's new business-education organisation, will act as the organisation with overall accountability for the operation of the Doncaster Promise. Opportunities Doncaster will work closely with businesses and learning institutions to ensure that they can access the support they need to develop the local skills base and realise the five key objectives of the Doncaster Promise. In so doing, they will regularly and publicly report and promote achievements against the entitlements and expectations outlined in the Doncaster Promise. Furthermore,

they will act as a 'single point of contact' for businesses, learning institutions and public sector organisations engaging with the Promise, dynamically driving forward its implementation in the borough.

Opportunities Doncaster and Team Doncaster would like to invite you to sign the Doncaster Promise. Now is the time to take this opportunity to develop a growing, highly paid and highly skilled borough, where all communities share in the proceeds of growth.



How it all works together: The Doncaster Promise in action

Category	Elements
Business	<ol style="list-style-type: none"> 1. Support to work with the Education and Skills sector from Opportunities Doncaster and partners. 2. Support to develop an inclusive and representative workforce that meets the business's needs. 3. Support to develop Progression Pathways. 4. Apprenticeship and graduate development support. 5. Local Labour Market Information and funding support 6. Access to Advance Doncaster. 7. The Doncaster Promise Quality Mark. 8. Start Doncaster.
Education and Skills	<ol style="list-style-type: none"> 1. Support to deliver careers. 2. Support to engage with employers. 3. Support to develop high quality vocational learning. 4. Support to develop Progression Pathways. 5. More businesses engaging with learning. 6. Support for inclusion. 7. More careers activities. 8. Support from Opportunities Doncaster. 9. Start Doncaster.
Public Sector	<p>Key Core Entitlements:</p> <ol style="list-style-type: none"> 1. Collaboration and engagement from businesses and the Education and Skills sector. 2. A commitment to social inclusion and local economic development.



Expectations

Engage with the Doncaster Promise through undertaking activities detailed within one of the three Promise Pathways.

They are:

1. Engage, inspire and celebrate.
2. Skills for your future workforce.
3. Reaching communities.

1. Engagement and responsiveness.
2. Business learning in the classroom.
3. Meeting the Gatsby Benchmarks.
4. Engagement with Opportunities Doncaster.
5. Co-developing vocational learning opportunities.
6. Working within the place.

1. Focussed on outcomes, not process.
2. Facilitating collaboration.
3. 'Beacons of 'best practice' in skills provision and projects.

Key Objectives

- Labour and Productivity
- Meaningful Encounters
- Business Engagement and support
- Curriculum for Life
- High quality all age CEIAG
- Facilitative Public Sector



To get involved with the Doncaster Promise
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