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WEST MIDLANDS LOCAL SKILLS IMPROVEMENT PLAN

ANNEX B: AGREED ACTIVITIES



Coventry & Warwickshire
Chamber of
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The Ultimate Business Network



LSIP

Local Skills
Improvement Plan
West Midlands

Priority 1: Strengthening System Navigability					
Activity	Lead Organisation(s)	Supporting Partners	Timescales & Milestones	Expected Outcomes	Monitoring & Measurement
Building on the work of the first LSIP, continue to improve the navigation of the FE and HE skills system for employers – particularly SMEs – to find high-quality information about available local skills offers and navigate the system, starting with priority sectors. As part of this, explore the development of a searchable modular catalogue of provision.	Education Providers; Skills West Midlands & Warwickshire (Skills WMW); Technical Excellence Colleges (TECs); ERB.	WMCA; LAs; West Midlands Growth Company (WMGC); DWP/Jobs and Careers Service; Careers Hubs.	Ongoing	Employers (especially SMEs) can find relevant provision quickly with reduced administrative burden; Improved visibility of modular options	System metrics: employer usage of front door; enquiry-to-enrolment conversion
Produce clear, plain-English employer guidance on skills provision with sector-specific pathway maps, including modular provision, aligned to the West Midlands growth priorities showing progression routes, modular stepping stones, offers and funding options.	WMCA; ERB; Skills England.	Education Providers; Cluster bodies; TECs; WMGC; Careers Hubs; Skills WMW.	Ongoing	Clearer visibility of progression from entry to higher levels, in particular beyond Level 3 as part of the region's high growth skills focus.	Quality metrics: employer satisfaction with clarity and ease of access
Develop and raise employer awareness of existing brokerage, triage and referral mechanisms including expansion of 'no wrong door' agreements between education providers, ensuring employers are signposted between institutions where appropriate.	WMCA; ERB; Education Providers; Skills WMW.	WMGC; DWP/Jobs and Careers Service.	Ongoing	Reduced fragmentation and missed opportunities	Impact metrics: increased training starts; reduced duplicated provision
Develop an approach that will enable the introduction and implementation of an SME Skills Pool to aggregate small employer learner demand and support viable cohorts	ERB; Education Providers.	TECs; Skills WMW; WMGC; WMCA; Skills England;	Develop & Build in Years	Increased participation from SMEs; Increased uptake and completion of courses by workers;	Impact metrics: cohort formation; employer

for delivery, supported by simplified administration, clear points of contact, and reduced compliance burdens, particularly for micro-businesses.		DWP/Jobs and Careers Service.	1 and 2; Pilot in Year 3	Increased offers and uptake of apprenticeships.	reported productivity impact
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Priority 2: Increasing Modularisation					
Activity	Lead Organisation(s)	Supporting Partners	Timescales & Milestones	Expected Outcomes	Monitoring & Measurement
Develop the introduction and implementation of a scalable approach for more short, stackable modules or micro-credentials across Levels 3–5 with rolling start dates, reducing reliance on annual intake models, that meet labour market needs in priority sectors, working with employers on co-design of the approach.	WMCA; Education Providers; TECs.	WMGC; Cluster bodies; ERB; Skills England; DWP.	Develop in years 1-2; pilot in year 3	Increased availability of short, flexible provision in priority sectors; Increased uptake by employers that results in directly upskilled workers; Closing inequality gaps between under-represented groups in employment	Activity metrics: number of modular courses; off-cycle starts; employer-reported productivity impact
Develop and pilot a system for recognition and accreditation of prior learning that recognises and supports residents to accumulate and port modular credits (or pathways learning) so that they can accrue credits and skills more easily and employers will support and co-fund more participation in education or training in high demand skills shortage areas or jobs.	WMCA; Skills England.	Education Providers; TECs; WMGC; DWP/Jobs and Careers Service.	Years 1-3	Clear progression from Level 3 to Levels 4–5	Impact metrics: progression into higher-level skills
Embed employer co-design processes for modular and micro-credential provision to ensure curriculum relevance and alignment with local business need aligned to the West Midlands Growth Plan.	Education Providers; TECs; Skills WMW.	WMCA; Cluster Bodies; Sector Bodies; ERB.	Ongoing	Modular provision reflects live employer demand and operational reality.	Engagement metrics: number of employers engaged in co-design; employer satisfaction

					with relevance of provision.
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Priority 3: Bolstering Work-Readiness and Foundational Skills					
Activity	Lead Organisation(s)	Supporting Partners	Timescales & Milestones	Expected Outcomes	Monitoring & Measurement
Demonstrate more clearly to employers the development of work-readiness behaviours and skills which they are looking for (e.g. essential employability skills such as communication, teamwork, resilience) embedded into learning settings	Education Providers.	Employers; Careers Hubs; DWP/Jobs and Careers Service; ERB.	Ongoing	Improved baseline employability	Capability metrics: employer reported behavioural readiness
Expand employer-led talks, workshops, mock interviews and site visits opportunities to help learners understand and best prepare for the world of work.	Education Providers; TECs; Skills WMW.	Employers; Careers Hubs; DWP Youth Hubs; DWP Jobs and Careers Service; LAs; ERB.	Ongoing	Increased confidence and understanding of workplace expectations	Engagement metrics: volume of employer interactions
Scale structured, work-experience and placement brokerage models for SMEs to support access to and engagement with apprenticeships and upskilling offers.	Education Providers; TECs; Skills WMW.	Employers; ERB; LAs; WMCA; Careers Hubs; DWP/Jobs and Careers Service.	Pilot Years 1-2	Reduced barriers for SMEs hosting learners; More SMEs offer to completion apprenticeships; Closing inequality gaps between groups in accessing apprenticeships; More SME participation in upskilling their workforce.	Impact metrics: retention and apprenticeship readiness
Increase awareness of existing literacy and numeracy skills offers and encourage more employers to support the development of their workforce to improve basic literacy	Education Providers.	Community partners; LAs; DWP	Ongoing	Improved access for disadvantaged groups	Impact metrics: retention;

and numeracy skills appropriate to their sector.		Jobs and Careers Service.			apprenticeship completion
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Priority 4: Unlocking Leadership and Management Capability					
Activity	Lead Organisation(s)	Supporting Partners	Timescales & Milestones	Expected Outcomes	Monitoring & Measurement
Develop light-touch organisational and individual diagnostic tools to support with the identification of appropriate leadership and management provision via the 'single front door'.	Education Providers; TECs; Skills WMW.	Cluster Bodies; WMGC; ERB; Employers; LAs; WMCA.	Pilot year 2 with view to scale in year 3	Improved leadership capability aligned to business needs	Capability metrics: module completion; behavioural change
Scale coaching, mentoring and peer-learning ("leadership circles") in leadership and management provision.	Education Providers; ERB.	Employers; Cluster Bodies; WMGC; WMCA.	Ongoing	Stronger people management and retention	Performance metrics: reduced turnover; improved team performance
Develop sector-specific leadership and management pathways working with sector bodies to increase employer uptake and use of available regional L&M offers (e.g. health, manufacturing, creative)	Education Providers TECs.	WMCA; Sector bodies; WMGC; Cluster Bodies.	Year 2	Leadership development reflects operational realities	Implementation metrics: evidence of operational improvements

Priority 5: Embedding Digital, Data and AI					
Activity	Lead Organisation(s)	Supporting Partners	Timescales & Milestones	Expected Outcomes	Monitoring & Measurement

Design and deliver increased flexible/modular basic digital, data and AI curriculum with rolling starts	Education Providers; Digital & Technologies TEC.	ERB; WMCA; WMGC.	Ongoing	Reduced digital capability gaps	Capability metrics: pre/post digital confidence
Establish and maintain a coordinated education and skills information and guidance offer that helps businesses understand, navigate and access digital and AI training and support, relevant to business need and growth in priority sectors and support residents' progression to higher level skills.	TECs; Education Providers. .	Sector bodies; Cluster bodies; Employers; WMCA; ERB; TechWM; WM5G; Skills WMW.	LSIP Year 1-3	Strengthening workforce capability and driving business growth; more employers report sector-relevant digital adoption; more SME engagement in digital and AI training. Co-ordinated by the West Midlands AI Academy, establishing a dual-route digital and AI pathway, with business-level support for technological adoption and individual-level skills support to enable digital and AI use for productivity.	Impact metrics: increased digital tool usage

Priority 6: Addressing Green Skills and Sustainability Literacy					
Activity	Lead Organisation(s)	Supporting Partners	Timescales & Milestones	Expected Outcomes	Monitoring & Measurement
Increase employer awareness of and engagement with the prototype WM Green Skills Matrix pilot to identify common skills sets across sectors/clusters.	ERB; Education Providers.	Sector bodies; cluster bodies; WMCA; Skills England.	Ongoing	A stronger employer understanding of net zero and green jobs	Awareness metrics: employer understanding
Support the ongoing development of innovative green skills provision through the Colleges West Midlands Green Skills and Decarbonisation initiative and the Green Changemakers scheme of further	ERB; Colleges West Midlands; Education providers.	WMCA; sector bodies; cluster bodies; Employers.	Ongoing	Development of innovative green skills provision to meet employer	Activity metrics: number of new green skills/decarbonisation courses; number of starts;

education (FE) practitioners driving transformational change within their own organisations, each designed and delivered within the West Midlands and Warwickshire Local Skills Improvement Fund (LSIF) programme.				needs, including in housing and retrofit; Practical sustainability capability in FE	Evidence of implemented sustainability actions
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SKILLS SHAPED BY BUSINESS IN THE WEST MIDLANDS

For further information about the contents of this report, please contact:
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