**‘Train more technical talent in the creative and tech sectors’**

**Digital Talent Pipeline**

**Background**

London is widely regarded as the most important tech hub in Europe, with an information technology workforce expected to grow by 30 per cent between 2012 and 2022 to 274,000 people. The demand for “digital skills” is pervasive across London’s economy, as employers seek more-and-more workers who can use complex digital technologies to solve problems.

The Mayor’s Digital Talent Pipeline programme, launched in partnership with the London Enterprise Panel, will invest £5m Growth Deal funding (+£2million European Social Fund) to help young Londoners take advantage of the capital’s tech boom; inspiring a generation to become digital technology professionals.

Londoners aged 15-24 years old will benefit from a targeted programme of activity, significantly focussed on inspiring young people from disadvantaged backgrounds and young women to gain digital skills and enter the creative, digital and tech workforce.

The programme will create a business-led pipeline of talent through the further education (FE) and higher education (HE) system in London to plug job vacancies and ensure growth can continue. Sustainable networks with business will be established to innovate the education and skills system and ensure young people leave the pipeline work-ready.  This will give FE colleges and private providers the opportunity to work with businesses across the digital/technology/creative sector to create new courses and apprenticeships (both at level 3 and 4) to plug gaps in delivery. Delivery partners will prepare for introduction of the Apprenticeship Levy and ensure there is high quality provision ready to roll out when this is implemented in 2017.

**Update**

Extensive consultation and market warming has taken place, generating significant interest from the education & skills sector and industry.

Procurement has been delayed due to a significant delay on signoff for the additional £2million European Social Fund monies.

This has now been resolved and the lead officer is drafting specifications for the 6 work-streams within the programme.

**Timelines**

It is anticipated that procurement will open by July 2016 and this process will be completed as quickly as possible.

The current agreed delivery period ends March 2018 which needs to be reviewed in light of the significant procurement delay on the programme.

**Corporate engagement**

GLA officers have convened a ‘Digital Talent taskforce’, comprised of representatives from large corporates across all sectors, CBI and London Chamber, to seek business’ perspectives on the digital skills challenge. Consultation has also taken place with educators, industry SMEs and LEPs across the country to gain new perspectives and share information. The GLA is working closely with industry to coordinate activity and minimise duplication of efforts, with the potential to scale elements of the programme.

Attendees at the 04 May 2016 meeting included:

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| Organisation |
| Royal Mail |
| IBM |
| CISCO |
| Intel |
| Accenture |
| Intuit |
| Lloyds Banking |
| Aviva |
| Mastercard |
| GSK |
| Aviva |
| TLA |
| Telefonica |
| Linkedin |
| Amazon |

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| Apologies: |
| Organisation |
| Google |
| westfieldlabs |
| John Lewis |

Members have taken away actions to contribute towards the programme and GLA officers will continue to work with the taskforce to bring together initiatives.

Examples of ideas explored in the meeting:

* Setup a role modelling offer in London to connect current industry professionals with a young person entering the pipeline
* Setup a ‘digital open day’ in London when corporate and smaller employers open their doors to young people and their educators – get a taster for what happens in a digital/tech/creative role
* Build a network of young people to lead peer-to-peer inspirational campaign (comprised of current Apprentices / young employees)
* Create an inventory of initiatives taking place in London and a calendar of inspirational events – make it easy for people to find the right information

A roundtable will take place at City Hall on 31st May 2016 with SMEs from the digital, technology and creative sectors. This will focus on how small to medium size businesses can engage with the programme, contribute, and utilise the Apprenticeship Levy effectively.

A Women in Tech Hackathon is also planned for the next coming months at City Hall.

**Marketing**

A focus group is taking place with the GLA Peer Outreach Team and GLA Apprentices on 20th May to shape the marketing campaign which will be developed using social media e.g. Snapchat, Instagram and Twitter.

This will be launched once procurement has been completed. Communications will also be sent out through multiple stakeholders to reach as many young Londoners as possible.

The next Digital Careers Roadshow is 07 July at the Copperbox – it is hoped that the new Mayor will attend and make an announcement for the programme.