EMPLOYMENT AND SKILLS LEEDS

# INSPIRING FUTURE TALENT IN DIGITAL

PART OF LEEDS DIGITAL FESTIVAL

FUTURE TALENT LEEDS

LEEDS DIGITAL FESTIVAL 2022

# Welcome!

## Bill Jones

Deputy CEO and Executive Principal
Leeds City College

luminate

INSPIRING EXCELLENCE IN EDUCATION AND LEARNING

# Inspiring Future Talent in Digital

Keighley College · Leeds City College · Leeds Sixth Form College · Leeds Conservatoire · Harrogate College · University Centre Leeds · Training & Development

# Welcome to our Printworks Campus

- Close to £20m income, making it on its own larger than most other regional colleges
- Specialist facilities for digital; business; engineering; travel, food & drink; and hairdressing & beauty therapy

# FE colleges – meeting local need

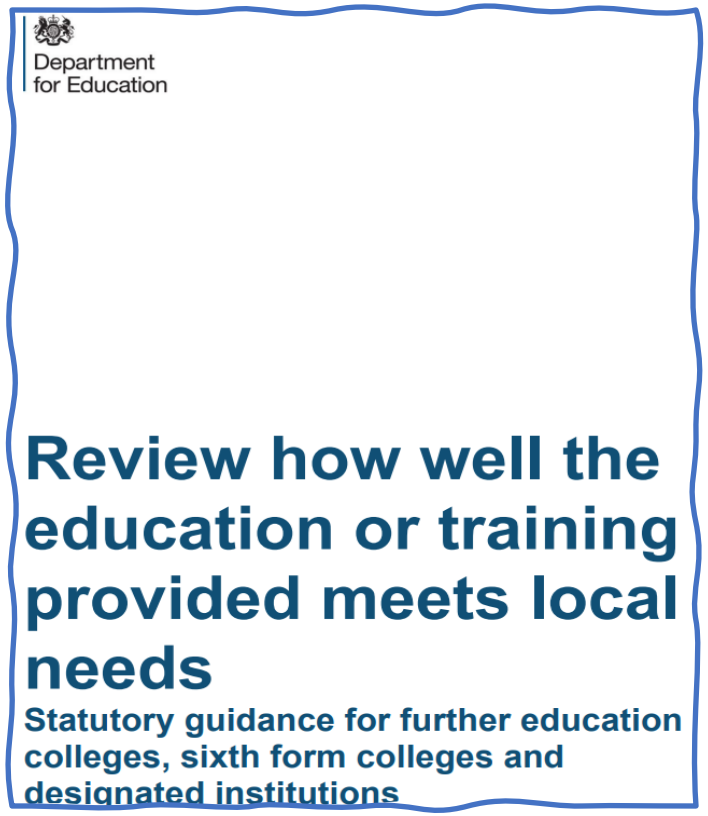
**Skills for Jobs White Paper**

**Skills & Post 16- Education Bill**

**Commission for College of the Future**

**Post-16 accountability framework**

**New inspection framework and judgement on the 'contribution of colleges to meeting skills needs'**



# How we want to work with employers to engage in the curriculum

| All course | Outstanding courses | **World class - Our best courses** |
|---|---|---|
| • Employer talks<br>• Relevant work experience<br>• Vocationally expert staff<br>• Good IAG<br>• Good progression to further, higher education, higher level apprenticeships and employment | • Work placement throughout course and used to deliver and assess substantial elements<br>• Staff with recent industrial updating | • Employers co-design, co-deliver and co-assess the curriculum and course with the college<br>• Guaranteed interview, or even progression, to partner companies |

| DESCRIPTION | PRESENTER |
|---|---|
| Arrival and Refreshments (9:00) | |
| Welcome (9:30) | Bill Jones, CEO and Executive Principcal of Leeds City College |
| Introduction | Eve Roodhouse, Chief Officer of Culture & Economy at Leeds City Council |
| Panel Discussion: What Skills Employers are Looking for in Digital Careers. | Sarah Tulip (Cognizant)<br>Dan Robinson (Netcompany)<br>Zara Dodds (xDesign)<br>Simon Ware (EMIS Group Plc)<br>Yasmin De Nardo (KPMG) |
| Refreshment Break (10:45) | |
| Panel Discussion: Post-16 Training Options | Leeds City College<br>Christopher Hulme (Generation UK)<br>Professor Yanguo Jing (Leeds Trinity University) |
| Workshop Session: A Digital Career for Everyone | WILD Digital:<br>Victoria Tomlinson<br>Yasmin De Nardo<br>Sarah Tulip |
| Digital Careers Resource Support Options for Educators | Charlotte Garfoot and Tawanda Mukombiwa (Go Higher WY)<br>Future Goals from WYCA (Kirsty Brobyn) |
| Emerging Technologies, a focus on Artificial Intelligence | Professor Yanguo Jing, Leeds Trinity University |
| Closing Remarks | Cllr James Lewis, Leeds City Council |
| Networking and Lunch (13:00) | |

# Introduction

## Eve Roodhouse

Chief Officer, Culture and Economy
Leeds City Council

# Panel Session: What Skills Employers are Looking for in Digital Careers.

**Dan Robinson**, Manager
Netcompany

**Sarah Tulip**, Senior Director
Cognizant

**Simon Ware**, Head of Recruitment
EMIS Group Plc

**Yasmin De Nardo**, Head of Connected Technology Academy, KPMG

**Zara Dodds**, Talent Acquisition Lead
xDesign

# Refreshment break!

Please help yourself to tea, coffee or water.

Leeds City College

Post-16 Training Options

luminate

EDUCATION GROUP

# A responsive curriculum

- Working with WYCA and Leeds City Council (and many others) to ensure the Leeds City College and Luminate Group members' curriculum is meeting the city region's skills needs
- Listening to employers
- **Our mission:** support businesses to address skills gaps, create a strong workforce and improve the talent pipeline:

# What do employers say

- Not enough digital graduates, college leavers or apprentices
- Larger companies with more resources able to attract much of the available talent
- Soft skills vs technical skills debate
- Apprenticeships increasingly preferred – as company able to influence them sooner and more to their culture and values
- Businesses who offer industry placements / internships / apprenticeships are having greater success with both recruitment and staff retention
- More work needed to improve diversity in the workplace for digital roles

# Skills hard to hire now and skills needed in the future?

**Immediate:**

- Software Developers
- Cyber Security
- Hybrid Roles (Tech Customer Support)
- Multi-skilled roles –coding, app development, data harvesting, insights
- Those who can translate technical language into layman's terms

**Future:**

- Data analysis (including internal to monitor productivity of own workforce)
- Low code, no code (IP)
- PowerBI

luminate

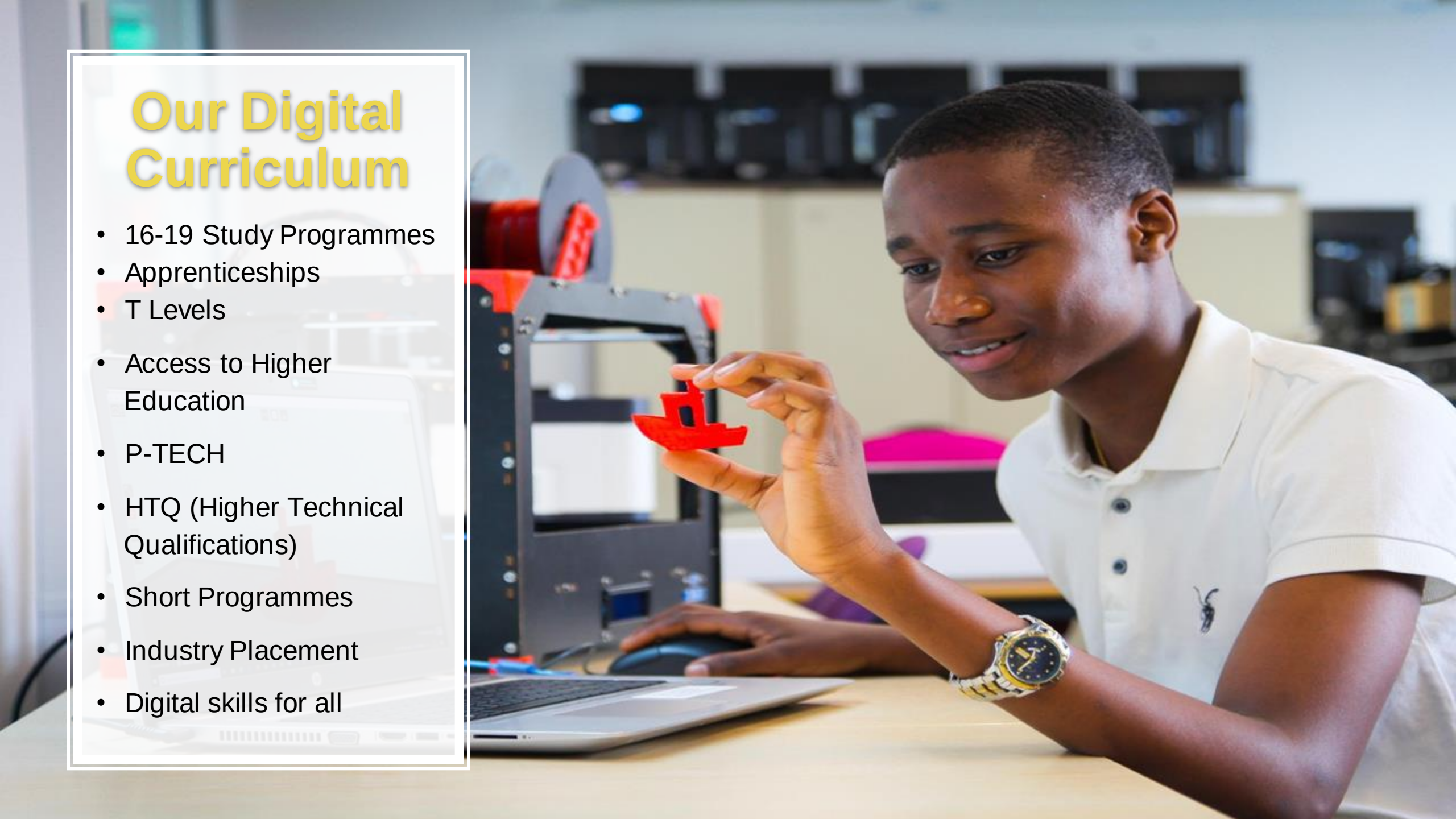
INSPIRING EXCELLENCE IN EDUCATION AND LEARNING

# Pathways to a digital career

Keighley College · Leeds City College · Leeds Sixth Form College · Leeds Conservatoire · Harrogate College · University Centre Leeds · Training & Development

# Our Digital Curriculum

- 16-19 Study Programmes
- Apprenticeships
- T Levels
- Access to Higher Education
- P-TECH
- HTQ (Higher Technical Qualifications)
- Short Programmes
- Industry Placement
- Digital skills for all



luminate

INSPIRING EXCELLENCE IN EDUCATION AND LEARNING

# Want to know more?

employers@leedscitycollege.ac.uk

apprenticeships@leedscitycollege.ac.uk

Keighley College · Leeds City College · Leeds Sixth Form College · Leeds Conservatoire · Harrogate College · University Centre Leeds · Training & Development

# Panel Session: Post-16 Training Sessions

**Leeds City College**

Bill Jones, Cheryl McFarlane,

Robert Reed, Tim Balmforth

**Christopher Hulme**
Generation UK

**Professor Yanguo Jing**
Leeds Trinity University

# Workshop Session:

# 'A digital Career for Everyone'.

Presented by **WILD Digital**:

Victoria Tomlinson
Yasmin De Nardo
Sarah Tulip

# A Digital Career for Everyone

WILD

# Hello and Welcome!

**Sarah Tulip**
Senior Director at Cognizant
& WILD Founder

**Yasmin De Nardo**
Head of Connected
Technology Academy
KPMG

**Victoria Tomlinson**
CEO Next-Up

WILD

**Every job is digital.**

**There is a role for everyone in digital.**

**Diversity in digital is required**

**to build a fair world.**

WILD

Workshop (35 mins)

**What are your main challenges as educators in terms of digital?**

**What can we as a region and businesses do to support you with these?**

@wilddigital_uk

WILD Digital

@WILD_igital

# Digital Careers Resource Support Options for Educators

# Digital Skills Resources

Charlotte Garfoot and Tawanda Mukombiwa

Leeds City Region Enterprise Partnership

Working in partnership with the

West Yorkshire Combined Authority

GO HIGHER
West Yorkshire

# Digital Skills Resources

Leeds City Region Enterprise Partnership

Working in partnership with the

West Yorkshire Combined Authority

# Rationale behind the resources

- Digital skills are becoming an increasingly common skill set wanted and needed by employers
- Lack of confidence or ability to use digital skills can hinder a young persons chance of entering employment or progressing long term
- A survey completed here at Leeds City College, showed digital skills to be the skill set students felt least confident about – **is it a lack of awareness on what digital skills are or a lack of confidence with using them?**
- This challenged our own misconceptions about young people and digital skill sets

# Developing the resources

- A review of current resources showed there to be little to none currently in use focused around school age children and developing digital skills
- Focus on the **five 'basic' digital skills** outlined in the governments 'Essential Digital Skills Framework'
- *Scope:* to create a resources pack focused on these five skills, for young people aged **15-17 years** of age- making them applicable and accessible to those in school and also FE colleges
- **Accessibility**: short, concise sessions for teachers and advisors with downloadable and printable options.

# Overview of the resources

Each resource pack contains:

a. A 2- 3 minute **animation** outlining the skill set and why it is important, with a link to employability or future progression

b. A downloadable and interactive/ printable **activity** for young people to complete following the animation

c. Teacher/ Advisor **guidance notes**

# The Five Topic Areas

- **Communication**
- *Writing a Professional Email*
- *Online Presence*

- **Handling Information and Content** → Animation

- **Problem Solving**

- **Transacting**

- **Being Safe and Legal Online**

Researching

# Handling Information and Content.

So, you want to carry out a bit of research into apprenticeships and university courses in your local area. You're not sure if it's the route for you or if there are any available places, but you're going to take the time and do the research.

**How can you tell what's the correct information and what is false or outdated?**

GO HIGHER West Yorkshire

## Here is an example:

Google Question:

How many students in Leeds undergo apprenticeships?

The first result:

**22,250**

**HOWEVER** After reading the original source (Leeds-Live.co.uk), it became apparent that this story relates to a statistic from 2017/18 – so is completely out of date.

If you had taken the **first result,** the information would have been **incorrect.**

Researching | Interactive Activity

# Handling Information and Content.

GO HIGHER

## Over to you!

It's time for you to carry out your own research and challenge yourself to find the most reliable information.

**Top Tip**

Try using the following...

- Provider's website
- Student forums
- Twitter
- Facebook

To begin with, select either a university course or apprenticeship programme in your area that interests you (i.e. English Literature, Economics, apprenticeship in engineering, apprenticeship in IT in the Leeds area).

**Course/programme:**

Now, find out as much information as you can about your chosen course/programme. This can be everything from starting salary to novels studied!

## Evaluate your research

**How did you find your information?**

**How did you know that it was reliable?**

**Did you find any information that wasn't reliable or accurate?**

## Student Feedback

'It made me realise that it is always better to rethink before posting online‘

'(Setting up a Linked In) has helped me to think more in depth about my skills‘

'(Setting up a Linked In) has helped me with an idea of what to put on a CV'

# Our Partners

Bradford College

UNIVERSITY of BRADFORD

UNIVERSITY CENTRE Calderdale College

University of HUDDERSFIELD
Inspiring global professionals

KIRKLEES COLLEGE

LEEDS CONSERVATOIRE

UNIVERSITY OF LEEDS

LEEDS ARTS UNIVERSITY EST. 1846

LBU LEEDS BECKETT UNIVERSITY

Leeds College of Building

University Centre Leeds

Leeds Trinity University

UCW UNIVERSITY CENTRE at wakefield college

# FUTUREGOALS

## West Yorkshire Combined Authority

Presented by Kirsty Brobyn

# FutureGoals

FUTUREGOALS

Tracy Brabin Mayor of West Yorkshire | West Yorkshire Combined Authority | Working in partnership with the | Leeds City Region Enterprise Partnership

# FUTUREGOALS

## What is it?

FutureGoals is an all-ages careers inspiration platform to help people make informed decisions about their career paths.

FUTUREGOALS

Tracy Brabin Mayor of West Yorkshire | West Yorkshire Combined Authority | Working in partnership with the | LEP Leeds City Region Enterprise Partnership

# How do we do that?

- Free local careers resources
- Labour market information
- Local careers support
- Free courses for adults
- Job Search
- Business start up

FUTUREGOALS

Tracy Brabin Mayor of West Yorkshire | West Yorkshire Combined Authority | Working in partnership with the | Leeds City Region Enterprise Partnership

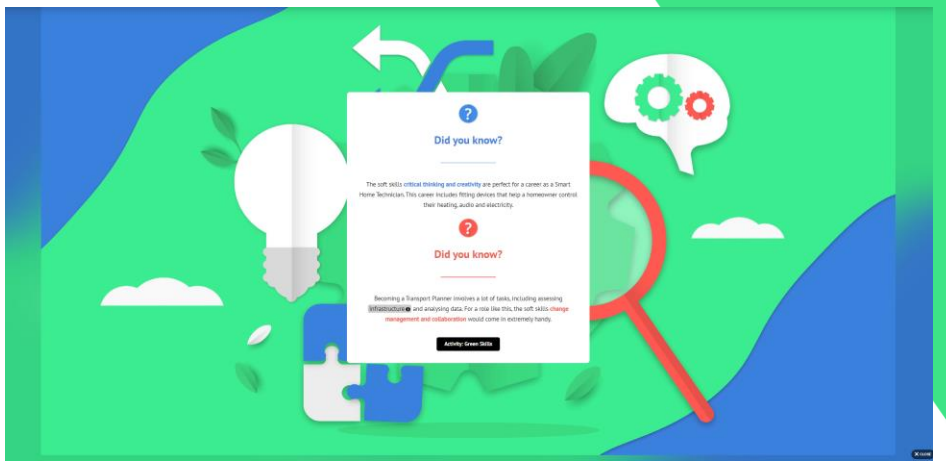
# Go Green

FUTUREGOALS

Tracy Brabin Mayor of West Yorkshire | West Yorkshire Combined Authority | Working in partnership with the | Leeds City Region Enterprise Partnership

# What is it and what does it include?

- Interactive style resource
  - Sections include:
  - Climate emergency, citizens unite, jobs of the future, skills for the future, what's next?
  - Plus, a section aimed at adults.
- Embedded resources
- Case studies
- Video case study




FUTUREGOALS

Tracy Brabin Mayor of West Yorkshire | West Yorkshire Combined Authority | Working in partnership with the | Leeds City Region Enterprise Partnership

# Digital

FUTUREGOALS

Tracy Brabin Mayor of West Yorkshire

West Yorkshire Combined Authority

Working in partnership with the

Leeds City Region Enterprise Partnership

# Why is digital important?

- Support transition to net zero through:
  - Smart Utilities Systems
  - Artificial Intelligence
  - Data science
  - Automation of sectors, particularly in manufacturing.

# Thank you

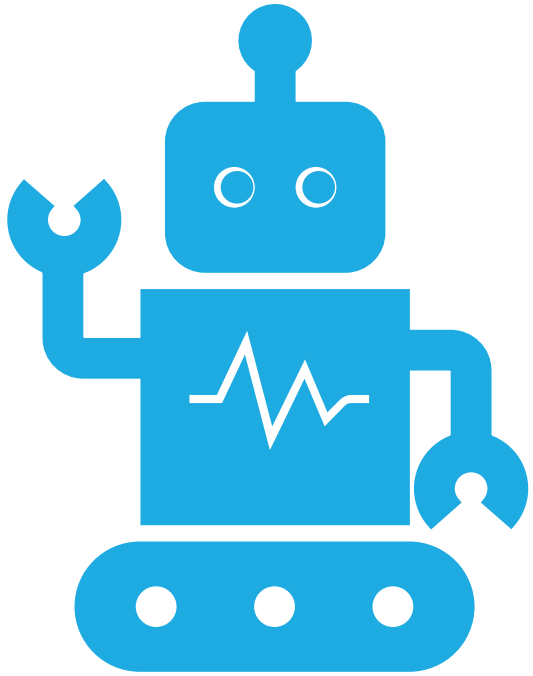
FUTUREGOALS

Tracy Brabin Mayor of West Yorkshire

West Yorkshire Combined Authority

Working in partnership with the

Leeds City Region Enterprise Partnership



# Emerging Technologies, A Focus on Artificial Intelligence

**Professor Yanguo Jing**
Leeds Trinity University

Leeds Trinity University

# Emerging Technology and Future Skills Needs - a Focus on AI

## Professor Yanguo Jing

Y.JING@leedstrinity.ac.uk

# What is AI?

# What is Machine Learning?

# AI and UK's Economy

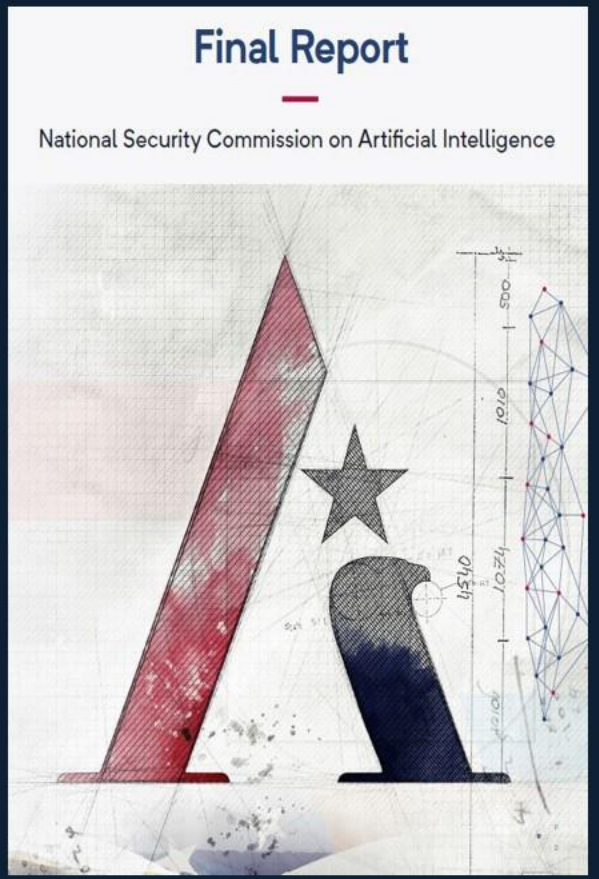
A research done by PCW shows that the main contributor to the UK's economic gains between 2017 and 2030 will come from consumer product enhancements stimulating consumer demand (8.4%). This is because **AI** will drive a greater choice of products, with increased personalisation and make those products more affordable over time.

https://www.pwc.co.uk/services/economics/insights/the-impact-of-artificial-intelligence-on-the-uk-economy.html

# AI Applications

- AI in E-Commerce
- AI in Finance
- AI in Education
- AI in Healthcare
- AI in Lifestyle
- AI in Transportation and Navigation
- AI in Robotics and Chatbots
- AI in Human Resource
- AI in Manufacture
- AI in Agriculture
- AI in Gaming
- AI in Marketing
- AI in Legal

# International Landscape



# What Skills Young People Would Need?

- Maths
- English
- Coding and Logic
- Critical thinking
- Creativity

# Potential Job Roles

- AI Engineer
- Robotics Scientist
- Computer Vision Engineer
- A.I. assisted health care technician
- Personal data broker
- Augmented-reality journey builder
- AI business development manager
- Big Data Engineer
- Business Intelligence Developer
- Data Scientist
- Machine Learning Engineer
- Research Scientist
- AI Data Analyst
- Product Manager
- Data detective

# AI and Diversity

- AI has no gender or race
- More male learners than female learners study AI and computer science
- Women make up only 15% of AI researchers working at Facebook and 10% of AI researchers working at Google
- Use AI to promote fair recruitment and selection and assist HR and managers in making more equitable decisions

# AI and the Green Agenda

- AI can be a powerful tool to combat climate change
- AI can help to optimize resource and energy consumption and minimize waste
- AI can optimize industrial and residential energy intake and reduce their respective carbon footprints.
- AI can optimize carrier routes, predict and forecast supply and demand, predict and forecast maintenance, and manage autonomous transportation.
- AI can predict the output of energy generated by such green sources as solar, wind and hydro-based energy, thus ensuring minimal waste of these natural resources.

# Thank You!

Y.JING@leedstrinity.ac.uk

# Closing Remarks

**Councillor James Lewis**
Leader of the Council
Leeds City Council

# Thank you for coming!

The next 30 minutes are scheduled as networking time.

Lunch has also been provided. Please help yourself.