

Skills For Life

IN Salford



Salford's Strategy for Adult Basic Skills



Skills For Life Strategy

2003-2007

Foreward

Within Salford, an estimated 27% of people have some degree of difficulty with literacy and 29% with numeracy, although the scale of need varies across the city. This is above the national average of 24%.

Salford Lifelong Learning Partnership is committed to raising the profile of Skills For Life. We recognise the importance of improving adult basic skills, not least because basic skills underpin all other learning and the development of skills.



The Salford Skills For Life Strategy provides a framework for the development of Skills For Life within the city, in a coherent and inclusive way. It sets out our priorities for the planned organisation and delivery of provision across Salford.

Through collaboration and increased partnership working I am convinced that we will ensure the successful implementation of the strategy.



Salford Background

Salford lies at the centre of Greater Manchester. The Blackfriars, Broughton, and Ordsall districts of central Salford are just minutes walk from Manchester City centre.

The city has a population of 216,000 people and covers 37 square miles. It includes the five districts of Salford, Eccles, Worsley, Irlam and Cadishead, Swinton and Pendlebury. The city boasts excellent road and public transport links and Manchester Airport is close by. Salford witnessed the start of the industrial revolution, and among its achievements, boasts the world's first free public library. The city has a long industrial heritage but also has 18 square miles of countryside and parks and over 60% of the city is given over to green space. The city also has a major teaching hospital in Hope Hospital and is home to the renowned Salford University. Salford has seen considerable

change in the past few years as a series of regeneration programmes continue to change the face of Salford and support development of deprived communities. In Salford Quays, many acres of dock wasteland have been developed through the Quays Project. The Lowry, a major cultural and arts centre is located there, as is the Watersports Centre and the Imperial War Museum.

Salford is still, however, an area of deprivation and is ranked the 28th most deprived district in England. Current key regeneration areas include Seedley/Langworthy, Broughton, Blackfriars, Little Hulton, Charlestown and Lower Kersall.

Skills For Life

The National Picture

In March 2001, the Government launched **Skills For Life, The National Strategy for Adult Basic Skills**. As part of that strategy, the Government has set demanding targets for 1.5 million people to improve their basic skills by 2007.



By basic skills we mean “the ability to read, write and speak English and use mathematics at a level necessary to function and progress at work and in society in general” (Basic Skills Agency).

In March 1999 the Moser report, **A Fresh Start**, identified that an estimated 7 million people had difficulties with literacy and numeracy. This included 500,000 people for whom English is not their first language.

The cost of poor literacy, numeracy and language skills can be high to individuals, communities and to society. People with poor basic skills are more likely to be unemployed or in low paid work and to be in poor health.

There are an estimated 3.5 million people in the work place who have some degree of difficulty with reading, writing, language or maths and low skills are estimated to cost the country more than £10 billion a year.

The national strategy identifies specific priority groups where it is believed, help can have the greatest impact. These priority groups include:

- Unemployed people and benefit claimants
- Prisoners and those supervised in the community
- Public sector employees
- Low skilled people in work
- People who live in disadvantaged communities
- Families

Progress has been made since the launch of the national strategy. The recent Skills For Life Needs and Impact Survey (2003) indicated that the number of adults in England with poor literacy skills is falling and now stands at 5.2 million. The number who have difficulties with numeracy remains higher at 6.8 million.



“the ability to read, write and speak English and use mathematics at a level necessary to function and progress at work and in society in general”



Skills For life In Salford

As Moser demonstrated, there is a problem with basic skills across the country and Salford is no exception. An estimated 37,000 people (27.6% of adult population) in Salford have literacy needs and 39,000 people (29% of adult population) have problems with numeracy (Basic Skills Agency 1997/2001). There is some variation across individual wards in estimated levels of need.

Salford Lifelong Learning Partnership (SLLP) is committed to supporting the development of Skills For Life within Salford in a strategic, coordinated and inclusive way.

A Skills For Life Strategy for the city has been developed by a sub group of the SLLP, the Skills for Life Task Group. The strategy has been based on a report produced for the SLLP, by the Basic Skills Agency, in March 2003, which highlighted the main issues for Salford in terms of Skills For Life and made several recommendations for future developments.

In order to deliver the strategy, the Lifelong Learning Partnership recognises that collaboration between partners is essential and that joint working and sharing of good practice will support the effective organisation and delivery of Skills For Life.

Work has already started and some of the earlier objectives within the strategy have already been achieved. We now need to build on these achievements and fully implement the strategy over the coming years.



Estimated levels of need of literacy and numeracy, by ward.

(Basic Skills Agency)

Ward	Low/V Low Literacy %	Low/V Low Numeracy %
Kersal	27.5%	25.9%
Blackfriars	27.7%	30.4%
Broughton	30.4%	33.2%
Claremont	23.6%	24.8%
Eccles	24.3%	24.4%
Irlam	28.5%	31.2%
Langworthy	32.1%	36.2%
Little Hulton	37.2%	42.4%
Ordsall	31%	32.2%
Pendleton	27.4%	30.3%
Swinton North	26.8%	28%
Swinton South	22.6%	23%
Walkden South	23.3%	23.4%
Weaste & Seedley	29%	29.3%
Winton	31.8%	35.3%

Salford Skills For Life Strategy

2003-2007

Vision

The Salford Lifelong Learning Partnership has a vision for Salford where poor Skills for Life amongst its residents will be reduced and eventually eliminated. This will be achieved by increasing the coherence, quality, range and sustainability of provision through a co-ordinated, citywide approach.

Strategic Aims

In order to do this it has identified the following Strategic Aims:

1. Establish a framework for the development, monitoring and review of the Skills for Life Strategy. Report regularly to stakeholders on its effectiveness.
2. Secure adequate resources to support the implementation of the strategy and report on the effectiveness of their use.
3. Develop a consistent system of data collection across the city that will allow for accurate target setting and monitoring of achievement.
4. Raise the functional literacy and numeracy levels of the adult population through
 - Collaborative working
 - Improved planning
 - Increasing the range of provision
 - Placing quality standards at the heart of these developments
5. Improve the services available to those with Skills for Life difficulties, ensuring the engagement and co-operation of IAG services and other agencies that are in contact with target groups.
6. Secure the commitment of employers to raising the Skills for Life levels of their employees.
7. Develop the skills for work of local people.
8. Place family literacy, language, ESOL, numeracy and financial literacy programmes at the heart of measures to improve the Skills for Life of families.
9. Increase the number of adults improving their literacy, numeracy, ESOL and language and achieving accreditation.
10. Develop a communications strategy that will
 - Promote Skills for Life across the city
 - Disseminate information and good practice
 - Inform stakeholders about the progress and success of the strategy

Strategic Aim 1

Establish a framework for the development, monitoring and review of the Skills for Life Strategy. Report regularly to stakeholders on its effectiveness.

Objectives

1. Agree and extend if necessary membership of the Skills for Life Task Group of the Lifelong Learning Partnership, ensuring that this group has the capacity to become the driver for Skills for Life development in Salford.
2. Identify those organisations, agencies, providers and representatives of community groups, which have a key interest in the strategy. Engage their support as partners in the development of the strategy.
3. Appoint a full time Skills for Life Coordinator by January 2004.
4. Following consultation with partners, the Skills for Life Task Group agrees the initial Skills for Life Strategy by July 2003.
5. Develop an annual Skills for Life Delivery Plan by end September 2004.
6. Review audits of Skills for Life provision by GMLSC, Manchester Enterprises and BSA in order to determine current baseline position, inform key players and inform the objectives of the Skills for Life Action Plan by July 2004.
7. Determine reporting cycle of progress against objectives of the strategy and action plan by end July 2004.

Key Targets

- Membership of Skills for Life sub group established
- Skills for Life Coordinator appointed by January 2004
- Skills for Life Strategic Plan agreed and published by September 2004
- Skills for Life Action Plan in place September 2004.

Strategic Aim 2

Secure adequate resources to support the implementation of the strategy and report on the effectiveness of their use.

Objectives

1. Identify currently available funding sources on an annual basis.
2. Seek new funding sources to support objectives of the delivery plan if necessary. Consider joint bidding amongst partners in order to capitalise on expertise and increase chances of success annually.
3. Identify and allocate appropriate resources including accommodation, staffing and materials to support the Skills for Life Action Plan by December 2004.
4. Establish a system for monitoring and evaluating the effective use of resources by April 2005.

Key Targets

- Annual Skills for Life Action Plan appropriately funded.
- System developed to report on the effectiveness of funding and resources by April 2005.

Strategic Aim 3

Develop a consistent system for data collection across the city that will allow for accurate target setting and monitoring of achievement.

Objectives

1. Work closely with the GMLSC to make effective use of data that is currently available to identify where there are gaps in provision and to set appropriate profile targets for participation, retention, achievement and progression by July 2004.
2. Develop a model for consistent Skills for Life data collection across the city that will support planning for Skills for Life within Salford and which will monitor progression towards targets by July 2004.

Key Targets

- LSC data has been used to inform the baseline position of the Skills for Life Action Plan by July 2004.
- A model for data collection has been agreed with the LSC and applied across the city's providers by July 2004.

Strategic Aim 4

Raise the functional literacy and numeracy levels of the adult population through

- Collaborative working
- Improved planning
- Increasing the range of provision
- Increasing the capacity to deliver within the City of Salford
- Placing quality standards at the heart of these developments

Objectives

1. Develop the Skills for Life Operational (Practitioner) Group to share good practice and implement Action Plan by April 2004.
2. Engage and secure the support and commitment of all partners to the Skills for Life strategy and action plan by September 2004.

3. Link the Skills for Life strategy with other strategies across Salford including 14-19 and SRB in order to ensure that the literacy and numeracy needs of the whole population of Salford are being met in a uniform and co-ordinated way by July 2004.
4. Ensure that an effective planning and review cycle is in place at partnership, institutional, programme and course level to maintain and improve quality by July 2004.
5. Plan and offer a range of provision through a variety of models of delivery that will appeal to the target groups, recognising that some providers may have specialist areas of expertise by September 2004.
6. Ensure that providers in Salford, including non-council funded community and voluntary organisations engage with the new Skills For Life Professional Development Unit based at the GMLSC in order to develop a capacity for the delivery of quality Skills for Life programmes within the city by July 2004.
7. Develop a citywide approach to monitoring the quality of Skills for Life programmes based on the Common Inspection Framework by July 05.
8. Use ICT to promote and deliver BS by end September 2004.
9. Engage and collaborate with the Voluntary and Community sectors both in the planning and delivering of Skills For Life. Hold 1st conference by July 2004.

Key Targets

- Salford Skills for Life Practitioner Group established
- The Partnership identifies priority groups and appropriate provision is planned and being delivered by September 2004.
- The Basic Skills delivery Plan shows clear links with strategic plans across Salford by July 2004.
- Develop an effective planning and review cycle in Salford by end of July 2004.
- A menu of opportunities for Skills for Life learning is available on the website by September 2004 and directory of providers.
- Increase the engagement of people in Salford in Skills for Life provision.
- Produce and update a directory of providers in 2004

Strategic Aim 5

Improve the services available to those with poor Skills for Life, ensuring the engagement and co-operation of IAG services and other agencies that are in contact with the target groups.

Objectives

1. Undertake Skills for Life awareness raising training with organisations in touch with the target groups e.g. housing officers, area community managers, front line council staff, library staff, health centre staff etc. beginning April 2004 and continue throughout the life of the strategy.
2. Develop a Skills for Life Directory of Provision and Services for the city by September 2004 and ensure it is widely distributed, publicised and updated regularly.
3. Establish arrangements for providing free screening, supported by appropriate advice and guidance through a range of access points across the city by December 2004.
4. Undertake mapping of learning opportunities by end September 2004

Key Targets

- A programme of Skills for Life awareness raising training in place by April 2004.
- A Skills for Life Directory of Provision and Services in place by September 2004.
- Arrangements for free assessment, advice and guidance established in a range of access points by December 2004.

Strategic Aim 6

Secure the commitment of employers to raising the Skills for Life levels of their employees.

Objectives

1. Working with representative bodies e.g. Chamber of Commerce, undertake awareness raising amongst employers about the cost to their business and to the economy of poor Skills for Life by December 2004.
2. Fund and work with 10 local employers to pilot Skills for Life in the workplace. Evaluate the programme and use this evidence to promote Skills for Life to other employers by July 2005
3. Work with the TUC and the unions in Salford to raise awareness about and develop Skills for Life workplace programme in the local authority, local healthcare trust, Salford's colleges, Salford University and GMLSC by December 2004.
4. Develop and support a strategy for networking amongst employers to encourage the improvement of Skills for Life in the workplace by December 2004.
5. Ensure that the government's national strategy for engaging employers is translated to local level in Salford by December 2004.

Key Targets

- An awareness-raising programme for employers in place by December 2004.
- 10 Skills for Life in the workplace programmes evaluated by July 2005.
- Workplace Skills for Life networking established by December 2004.
- There is evidence of the impact of the National Employer's Strategy locally by December 2004.

Strategic Aim 7

Develop the skills for work of local people.

Objectives

1. Ensure that the Skills for Life Action Plan takes account of and is aligned to the Salford Employment Plan by September 2004.
2. Use the MSCP to showcase how Skills for Life may be delivered within a specific context. Plan to disseminate and promote the outcomes of this model by September 2005.
3. Link local promotion of Skills for Life to promotion of skills for work.
4. Develop and pilot a series of short 'skills for work' courses that will address the shortfall of local skills e.g. communication skills for all call centres from September 2004.
5. Develop and implement 5 pilot programmes that explore how the use of ICT may be used to develop skills for work by December 2004.

Key Targets

- A model, which demonstrates how Skills for Life may be delivered in context has been developed as a result of MSCP and has been disseminated locally by September 2005.
- A series of short 'skills for work' courses will be developed by from September 2004.
- 5 pilot programmes exploring how the use of ICT may be used to develop skills for work implemented by December 2004.

Strategic Aim 8

Place family literacy, language, ESOL, numeracy and financial literacy programmes at the heart of measures to improve the Skills for Life of families.

Objectives

1. Develop a high quality, effective programme of family literacy, language and numeracy courses in primary schools by September 2004, targeting schools in areas where there are the highest levels of Skills for Life need, in line with the LEA's Family Learning Development Plan.
2. Begin to promote the value and benefits of family literacy, language and numeracy programmes to partners offering support, advice and guidance for the development of family programmes by May 2004.
3. Undertake 5 pilots of the 3 strand model of family literacy, language and numeracy in schools by December 2004. Evaluate and disseminate outcomes of the pilots by May 2005.
4. Develop 3 language and Play pilot courses for parents and children in the NDC area of Charlestown and Lower Kersal by September 2004. Additional courses will continue to be delivered in settings other than schools.

Key Targets

- LEA's Family Learning Development Plan objectives and targets are being met consistently in line with the plan.
- A Family Learning Briefing held for Skills for Life partners by May 2004.
- 5 family literacy, language and numeracy pilots undertaken in settings other than schools by September 2004 – outcomes disseminated by December.
- 3 Language and Play pilot courses in NDC area undertaken by September 2004.

Strategic aim 9

Increase the number of adults improving their literacy, numeracy and language and achieving accreditation.

Objectives

1. Promote 'brushing up' Skills for Life as part of the local promotion strategy.
2. Work towards establishing 10 'Move On' projects in Salford by April 2005 in order to develop models for 'fast tracking' learners in the 'top group'.
3. Make opportunities to sit the national test widely available across Salford by April 2005.

Key Targets

- 10 'Move On' projects begun by April 2005 with 200 learners gaining a level 1 or 2 qualification as a result.
- Opportunities to sit the national test available in 25 centres across Salford by April 2005.

Strategic aim 10

Develop a communications strategy that will

- promote Skills for Life across the city
- disseminate information about good practice
- inform stakeholders about the progress and success of the strategy

Objectives

1. Plan and deliver a Skills for Life Strategy launch event for 2004, which actively demonstrates that all partners are signed up to the strategy.
2. Plan a series of workshops, over the life of the strategy, where providers can come together to identify and share best practice, first to take place in April 2004.
3. Develop and promote a website for Skills for Life in Salford by December 2004.
4. Produce quarterly Skills for Life newsletter, which disseminates information about the strategy, includes case studies and informs stakeholders about progress towards targets. First edition produced by December 2004.
5. Plan a local media campaign that will highlight the activities which arise as a result of the Skills for Life Action Plan and which promotes Skills for life success stories from across Salford from April 2004.
6. Work towards a dedicated central point of access and telephone number for potential Skills for Life learners who respond to local promotion by April 2005.
7. Ongoing Skills for Life awareness-raising programme for partners and other organisations in Salford in place from January 2004.

Key Targets

- Skills for Life Strategy launched October 2004.
- Skills for Life Provider workshops from April 2004.
- Skills for Life in Salford website in place September 2004.
- First Skills for Life newsletter by December 2004.
- First Skills for Life success story in local paper by September 2004.
- Single access and dedicated telephone number in place by April 2005.
- Begin Skills for Life awareness-raising programme for local organisations from January 2004.



Current Membership of The Salford Skills For Life Task Group

SCC Employability Team
Jobcentre Plus
SLLP Coordinator
Salford Foundation
SLLP Skills For Life Co-ordinator
Salford PCT
SCC Family Adult and Community Learning
Bolton, Salford, Trafford Mental Health Trust
Salford College
Pendleton College
Action 4 Employment
Eccles College
Salford BEP
Training & Manpower
Salford Trade Union Centre
Greater Manchester Learning and Skills Council
Manchester Enterprises
Salford Libraries

Conclusion

The Skills For Life Strategy demonstrates the commitment of the Salford Lifelong Learning Partnership to the organisation and development of basic skills learning opportunities within Salford and to the achievement of both national and local targets.

The Skills for Life Task Group will monitor and review progress against the strategy and report progress regularly to the SLLP. Implementation of the strategy will require SLLP members to work collaboratively and for each member organisation to play its full part.

The first annual Skills For Life Delivery Plan has been developed in partnership and reflects the aims of the strategy.

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