

The Doncaster Promise

**One Year On: Enhancing and Expanding
our Delivery for Doncaster**

**Our Doncaster. Our Business. Our Future:
Building Back Stronger.**



Doncaster
Promise
Opportunities Doncaster

Our Doncaster | Our Business | Our Future

As we move into 2021, the imperative for transforming employment, skills and the nature of economic growth in Doncaster has never been more pressing. It has re-affirmed the requirement to adopt a long-term ('2030') strategic approach to meet the economic, social and educational challenges faced by the borough. We can 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 over the course of summer 2019 and then continuously refined in dialogue with these groups throughout 2020.

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 need 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

As a borough, we came together to deliver a remarkable economic recovery after the 2008 financial crisis, delivering recording levels of business investment and house building. This led to the achievement of a £5.2bn local economy in 2019. The impact of the global Covid-19 pandemic has created an unprecedented economic challenge.

With hundreds of local businesses closing and thousands of people unemployed, it has never been more imperative that we innovate and build back stronger.

Productivity still 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%	72%	77%
of the UK average	and	

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 120,000 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.



80,000

Meaningful
Encounters
between employers and
students during the week



Doncaster
hosted its very
first **Careers
Week**, working
with **over 20,000**
young people.

Over the past 12 months, Opportunities
Doncaster has worked closely with local
partners, businesses and educators
to facilitate over 100,000 meaningful
encounters between young people
and over 200 local businesses.

128

Careers related
lessons
took place in



Brilliant
and
very interactive
we must
do more things
like this!



90%

of students felt
their aspirations
were raised
for their
future
working life

100%

of students said
their awareness
had increased of
opportunities available
in Doncaster



110

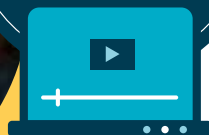
Parents
attended our
Business
Showcase Days



Bringing
education and
employers
together is the
future

1,700

Students viewed our
Made it in
Doncaster Videos



7,982

Students took
part in
**Doncaster
Careers Week**



3,814

Students
attended
**Opportunities
Doncaster
LIVE**



I didn't
realise **you**
could do that
as a **job!**

476

Students
took part in our
Careers Week
Webinars



Over
**one
million**
Twitter impacts!



1679
Social Media
Followers

It's **good** to
open their eyes
to the
**opportunities
Doncaster
has to offer**

What an
**improvement
from last
year!**



This is
**the best day
of my life**



144
employers
took part in Doncaster
careers week

100%
want to be involved in
2021

50+
schools involved
throughout the week



Over
200
Send students
attended



8 school
finalists in the
innovation challenge
presenting to
4 national judges

**100% of schools selected YES
to be involved in Doncaster
Careers Week 2021**



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, Productivity and Building Back Stronger

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



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

Doncaster Chamber of Commerce and Opportunities Doncaster will support businesses to access and work closely with the education and skills sector, with the specific aim of helping businesses develop their workforce, develop the workforce of the future and meet their corporate social responsibility objectives.

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.

Kickstart Scheme

Doncaster Chamber as an intermediary organisation will support employers to access the kickstart scheme and work with them to create high quality placements.

Supply Chain Support

Support from Doncaster Chamber and Business Doncaster to build your local supply chain and increase the Doncaster £.



Start Platform

Access to the Start Platform to promote your business and build your profile with your future workforce.

Apprenticeship, Traineeship and Graduate Support

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

Recognition, Promotion and Celebration

Employers will be recognised, promoted and celebrated for all work undertaken as part of 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 virtual or face to face talks in schools and communities

Visit schools and communities – This could include virtual or face-to-face talks and workshops to students of all ages. There is also a great opportunity to work with Primary Futures to engage with primary-aged pupils.

Host an industry visit

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

Participate in curriculum activities

Working with Opportunities Doncaster, be part of in-school curriculum activities, such as delivering curriculum competitions, take part in the Made it in Doncaster videos, Innovation Challenge or Sector Safaris.

Get Involved with Opportunities Doncaster

This could involve helping us co-design programmes for learners or contributing to the reform of technical qualifications locally. There is also the opportunity to participate in the borough's largest careers fair, Opportunities Doncaster LIVE, which was attended by over 4,000 young people in 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 8,000 students in Doncaster.

Get involved with the Doncaster Youth Hub

Support the next generation through engagement with young people and communities through Doncaster's Youth Hub.

Skills for your Future Workforce

Provide meaningful work experience

Working with Opportunities Doncaster and NYBEP, we can help you to provide meaningful work experience.

Develop a graduate or an apprenticeship scheme within your business

This includes bringing apprentices into your organisation, as well as upskilling your current workforce through apprenticeship training.

For graduates, this includes working to develop mature graduates who are currently working within your business.

Get involved in Traineeships and T Levels

Provide the opportunity placements for young people with a view to progressing them onto further opportunities. In addition to this get involved with the wider reform of L3 Technical qualifications to ensure qualifications reflect your business needs.

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 opportunities in your business.

Take on a Kickstart placement

Working with Doncaster Chamber, provide a young person paid work experience by taking on a Kickstart placement.

CSR, Communities and Supply Chains

Become a Disability Confident Employer

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

Work with us to deliver supported internships in your workplace

Working with Project Choice or Harrison College to support more learners with SEND move into the world of work.

Volunteer as a Trusted Mentor

Volunteer with the Doncaster Trusted Mentor Service 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.

Develop your CSR Strategy

Receive support to develop and deliver your CSR strategy and engage with local initiatives.

Engage with Doncaster's Anchor Organisations

Become part of local supply chains through engagement with local Anchor organisations.





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, Opportunities Doncaster LIVE and Doncaster Careers Week.

Support from Opportunities Doncaster

Opportunities Doncaster will offer all educators in the borough a tailored, wrap-around service including, coordination of activities with employers, support with embedding careers into

the curriculum including teaching resources, lesson plans and access to 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, business community and the public sector, whilst being responsive and communicate requirements 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 Opportunities Doncaster, Doncaster Careers Hub and Enterprise Adviser Network.

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 education arm of Doncaster Chamber, serves as the organisation for overall accountability for the operation of the Doncaster Promise.

Opportunities Doncaster works closely with businesses, educators and communities to ensure 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. 2. Support to develop an inclusive and representative workforce that meets the business's needs. 3. Support to develop Progression Pathways. 4. Support to take on apprentices and/or Kickstart placements. 5. Local Labour Market Information and funding support. 6. Access to Advance Doncaster. 7. Opportunity to be recognised for getting involved with the Promise. 8. Opportunity to be promoted on Start Doncaster. 9. Access to support to develop CSR strategies 10. Access to support to become part of or build a local supply chain
Education and Skills	<ol style="list-style-type: none"> 1. Tailored support and service from Opportunities Doncaster. 2. Support to deliver careers. 3. Support to engage with employers. 4. Support to develop high quality vocational learning. 5. Support to develop Progression Pathways. 6. More businesses engaging with learning. 7. Support for inclusion. 8. More careers activities. 9. Access to Start Doncaster. 10. Support to understand growth sectors and future career opportunities
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 with Opportunities Doncaster.
2. Engagement and responsiveness.
3. Business learning in the classroom.
4. Meeting the Gatsby Benchmarks.
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.
4. Commitment to support Opportunities Doncaster as the borough's plan.

Key Objectives

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



To get involved with the Doncaster Promise
contact the **Opportunities Doncaster team**

Opportunities Doncaster

c/o Doncaster Chamber
Keepmoat Stadium
Stadium Way
Doncaster, DN4 5JW

01302 640125

info@opportunitiesdoncaster.co.uk

www.opportunitiesdoncaster.co.uk

[@opportunitiesDN](#)

