



## PARLIAMENTARY BRIEFING

Wednesday 2<sup>nd</sup> November 2023 – 09:00-10:00

Online

# Coastal Communities

Chair: Sally-Ann Hart MP

Speakers:

Samantha Richardson MBE – National Coastal Tourism Academy Director

Dr Eric Lybeck – University of Manchester

Stuart Klosinski, Klosinski Economic Development Ltd td - Secretariat to  
Keep our future afloat campaign (shipbuilding orders and skills)

Amy Pryor – Thames Estuary Partnership/Coastal Partnerships Network

### HEADLINES & ACTIONS

- Consideration of a research repository through a one-stop coastal hub
- Consideration of the requirements of the Skills and Post-16 Education Act regarding whether it delivers for coastal areas;
- Approaches for changes to delivery time-frames and funding mechanisms need to be reviewed

### BACKGROUND

In July 2022, the National Coastal Tourism Academy published research into skills and aspirations on the Lincolnshire Coast (as part of a wider Coastal Communities Funded program – looking at Coastal Sustainability through Careers and Business Skills, led by Lincolnshire County Council and the Greater Lincolnshire LEP) the research report explored three key interlinked areas; aspiration of businesses and residents on the Coast; investment in skills and training; and the impact that seasonality has on skills, training, and aspiration. The research drew comparisons across other coastal locations and the national coastal visitor economy to determine whether the results were unique to the Lincolnshire Coast or were comparable with wider coastal communities.

#### IN ATTENDANCE

Sally-Ann Hart MP (Chair)  
Samantha Richardson  
Cherilyn Mackrory MP  
Stuart Klosinski  
Peter Aldous MP  
Darrell Gale  
Professor Sheela Agarwal  
Eric Lybeck  
Lord JD Wayverley  
Sir Peter Bottomley

#### SECRETARIAT

Beccy MacDonald-Lofts  
Nicola Radford  
Amy Pryor  
Alice Watts

#### APOLOGIES

Apologies sent were noted

## COASTAL SUSTAINABILITY THROUGH CAREERS AND BUSINESS SKILLS RESEARCH REPORT – Samantha Richardson MBE - National Coastal Tourism Academy Director

- The perception is that coastal communities have low aspirations and a lower than normal level of engagement.
- Coastal sustainability comes through the connections between aspiration, investment and skills, and seasonality.
- The research explored these factors across 4 locations and compared them to the national picture
- Undertaken between July 2021 and March 2022
- People who were unemployed were found to be more keen to engage than the average
- Under 35's were generally more positive and welcome training if they are paid to undertake it
- The main barriers came from the level of support from family and friends with seasonality as a dominant factor
- Seasonality presents a unique coastal challenge around the opportunities to deliver training and skills programmes

### RECOMMENDATIONS/ACTIONS

1. Support coastal destinations to develop clear, cohesive visions that will address seasonality
2. Multi-agency working is essential
3. Networks to support collaborating need to be rebuilt to make collaboration easy
4. Targetted approach to skills and training initiatives is needed
5. Clearer articulation of benefits of training and development to individuals
6. Opportunity for policy change and funding mechanism review of skills
7. Work with DWP and businesses to provide additional support to those returning to work
8. Review the impact of the VAT threshold on seasonality with further research into the potential benefits of raising the VAT threshold

## LEVELLING UP EDUCATION - Dr Eric Lybeck - University of Manchester

- A Social Mobility Policy has been organised around individual students at university to support a learning strategy that works for them
- Need to use place-based approaches to understanding the issues first
- Youth flight creates de-skilling of areas through the loss of talent to other areas
- Place-based education policies as part of levelling up the working population rather than focusing on raising attainment
- Innovation and diversification need to be supported
- Place-based apprenticeship schemes are needed for smaller businesses as well as large-scales ones
- There is a challenge around sustaining investment

### RECOMMENDATIONS/ACTIONS

- Need to change the approach to education through a long-term strategy and partnership working

## HEALTH, RETAIL AND MANUFACTURING – Stuart Klosinski – Klosinski Economic Development Ltd td - Secretariat to Keep our future afloat campaign (shipbuilding orders and skills)

- Coastal areas have issues with dual economies where there are intermittent jobs with low wages and high skilled well-paid jobs in deprived areas however locals are not accessing them.
- Need for investment to support the development of the skills base for an area.
- Colleges and Further Education establishments need to develop curriculums that develop the skills needed for the area.
- Employers are seeking a variety of skills that can be developed through apprenticeships.

### RECOMMENDATIONS/ACTIONS

- Consider how to promote similar approaches by educational establishments in coastal areas

## INTEGRATED APPROACH THROUGH BLUE CONNECTIONS – Amy Pryor – Thames Estuary Partnership/Coastal Partnerships Network

- Thames Estuary Partnership (TEP) and Coastal Partnerships Network (CPN) are piloting an integrated approach to training and skills in a deprived London borough.
- The pilot area has high levels of deprivation, unemployment and diversity.
- Local skills gaps have been identified as: Soft skills e.g. communication, event organisation; Hard skills e.g., project planning, mapping using Geographical Information Systems (GIS); Environmental vocational skills e.g. survey techniques and field work risk assessments.
- Training is being delivered through a modular programme from the third sector through an environmental lens.
- Approach is aimed at reaching diverse, underserved communities.
- Additional benefit of reconnecting communities with their estuarine environment.
- Amy offered to return at a later date to update on the progress of the project.

### RECOMMENDATIONS/ACTIONS

- Update on the project to be provided to the APPG at a later date

## DISCUSSION – Main points

- Layers of education need to come together to make a difference for coastal communities.
- The Skills Act highlighted the importance of lifelong learning however are coastal communities receiving sufficient support.
- Need to find approaches to strengthen community and family support.
- A coastal research repository is needed to collate information in one coastal hub.