MINUTES

Knowledge Point WG

Tuesday 6th October 2026, 10.00am – 11.00am
Via Teams

PRESENT

Rod Chambers	Hull & East Yorkshire LSIP
Hannah Crookes	Hull & East Yorkshire LSIP
Andy Goudie	Hull College
Debbie Law	Jobcentre Plus
Fiona Gamwell	Hudson Contract
Helen Rennie	British Steel
Jayne Robinson	AA Global
Julie Deeley	EN:Able Futures
Laura Shakespeare	Bishop burton College
Sam Hind	Humber Construction Training Group
Simon Marshall	Daifuku Airport Technologies

1. WELCOME & INTRODUCTIONS

Rod Chambers welcomed attendees to the fourth of the four HEY LSIP 2.0 thematic working groups and explained that the groups would continue to meet regularly throughout the delivery period of HEY LSIP 2.0.

Attendees introduced themselves and their organisations, representing a mix of employers, education and training providers, employment support and industry organisations. It was noted that crossover of representation between the thematic groups was beneficial given the interdependencies between the four LSIP themes.

Rod Chambers reiterated that the purpose of the working groups is to bring together employers, educators and wider stakeholders to support practical delivery of the HEY LSIP 2.0 Roadmap.

2. HEY LSIP 2.0 ROADMAP OVERVIEW

HC provided an overview of HEY LSIP 2.0 and its four themes: Technical Skills, Preparation for Working Life, Educational Workforce and Knowledge Point.

The Knowledge Point theme was intended to create a more connected, accessible and informed local skills system, building on the infrastructure developed through the first LSIP, including the HEY LSIP website.

Five objectives within the Roadmap associated with this theme were noted as:

- improving system navigation and employer access
- embedding labour market intelligence and employer voice
- integrating skills with economic growth and business support
- improving employer understanding of the skills system
- reducing employer burden and simplifying engagement.

Work was already underway to understand how and when education and training providers engage employers, with the aim of identifying opportunities to coordinate activity and reduce duplication. Potential future activity also includes webinars, podcasts, employer information, workplace exposure menus and further development of the HEY LSIP website.

3. ROADMAP DELIVERY – DISCUSSION

a) Challenges

A key challenge identified was the significant difference between the information needs and capacity of businesses of different sizes. Smaller and micro businesses often do not have dedicated HR or training functions and frequently need information at the point at which a recruitment or training need arises.

Members highlighted that employers can struggle to understand the range of training routes, funding and support available. Some continue to hold outdated perceptions about apprenticeships and training delivery, while others are unaware that they can access different providers or alternative forms of support. Government websites were generally viewed as difficult for employers to navigate, particularly smaller businesses. The volume of information, terminology used and complexity of the system can create barriers to engagement.

The proliferation of websites, portals and sector-specific platforms was also highlighted. Employers may not know which source to use or which information can be trusted.

There was strong agreement that employers value trusted relationships and independent advice. Smaller employers in particular may prefer speaking directly to somebody who can understand their circumstances, ask the right questions and direct them towards appropriate options.

Members also highlighted that requiring users to provide significant personal or organisational information before accessing support can discourage engagement. Employers may be concerned that submitting details constitutes a commitment or will result in unwanted sales contact.

Accessibility was identified as another important consideration. Information should be understandable to people with different language needs and should avoid unnecessary jargon and technical terminology.

A further challenge concerned the distinction between data and intelligence. While considerable labour market data exists, members stressed that data needs to be interpreted alongside employer intelligence, policy developments, investment activity and sector knowledge if it is to support meaningful planning.

b) Opportunities

There was broad support for developing a blended ‘Knowledge Point’ offer, recognising that one method of communication will not work for every employer.

Digital information should be complemented by opportunities for face-to-face engagement and access to trusted advisers. Podcasts, webinars, short videos and other accessible formats could provide initial awareness, with employers then able to access more detailed support where required.

Information should be short, clear, practical and tailored to the needs of the user. Simple employer journeys or decision trees could help businesses understand their options, for example where an employer wants to recruit, take on an apprentice or access training.

Members felt the HEY LSIP website could act as a trusted gateway rather than attempting to replicate all existing information. It could interpret information, simplify messages and signpost employers towards the most appropriate organisation or specialist source.

Existing sector initiatives should be mapped before developing new resources. The Construction Technical Excellence College directory, through Leeds College of Building, was highlighted as an example of an approach bringing together information on training provision which could potentially provide learning for other sectors.

There was also an opportunity to develop a stronger local labour market intelligence offer. This should combine quantitative data with employer feedback, recruitment trends, investment plans, policy developments and sector intelligence.

The Humber Freeport and associated inward investment activity was suggested as a potential opportunity to explore how skills intelligence could support the full investment lifecycle – from initial investment and construction through to operational workforce requirements.

c) Key Outputs

The discussion identified a number of principles that should underpin development and delivery of this theme:

- *Simple and accessible* – information should be concise, understandable and easy to navigate.

- *Employer-focused* – particularly recognising the needs and capacity of micro and SME employers.
- *Trusted and independent* – employers should be able to access impartial guidance and appropriate signposting.
- *Blended* – combining digital resources with webinars, podcasts, events and face-to-face support.
- *Responsive* – enabling employers to find support when a need arises rather than expecting them to understand the skills system in advance.
- *Sector-relevant* – recognising that information sources, terminology and workforce challenges differ between sectors.
- *Inclusive* – considering language, accessibility and different communication needs.
- *Intelligence-led* – combining labour market data with employer insight, policy, investment and sector intelligence.
- *Connected rather than duplicative* – mapping and linking existing resources rather than creating additional unnecessary portals.

Members also supported exploring how the HEY LSIP website could provide a simple first point of contact, allowing employers to access information without feeling they are committing to a particular provider or service. Wider awareness raising of the website's existence would be needed moving forward.

d) Next Steps

The LSIP team confirmed they would use the discussion to inform the next stage of Knowledge Point development.

Further work would include understanding the profile and needs of different sizes of employer across Hull and East Yorkshire and considering whether communication approaches should be differentiated accordingly.

Existing information sources, sector portals and trusted routes used by employers should be mapped to understand what already works and where gaps remain. This should include further exploration of the Construction Technical Excellence College directory and other sector-specific models.

The team would consider how the existing HEY LSIP website could be developed into a clearer employer-facing gateway, including simpler user journeys, reduced barriers to accessing information and stronger signposting to trusted sources.

Further consideration would also be given to the development of a local labour market intelligence/data observatory approach which would bring together data, policy intelligence and direct employer insight.

The LSIP team would explore the potential to use Humber Freeport/inward investment activity as a practical case study or pilot for connecting economic growth, workforce demand, skills provision and labour market intelligence.

Accessibility and language requirements would be considered as the Knowledge Point offer develops.

Smaller focus activities may be established between working group meetings to progress particular elements of the work, with members invited to contribute where appropriate.

4. FUTURE MEETING SCHEDULE

Rod Chambers confirmed that the thematic working groups would continue throughout the HEY LSIP 2.0 delivery period, with future meeting dates to be circulated to members.

Future meetings would build on the issues identified at this initial session and move towards practical development and delivery of the Knowledge Point objectives.

Attendees were thanked for their contributions.