

Commission of Inquiry - Vision for Hampshire 2050

Hearing summary report

Work, Skills & Lifestyle

26 Oct 2018

HAMPSHIRE 2050
VISION FOR THE FUTURE



Work, skills
and lifestyle

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1. Agenda & Attendance List

Item	Timing	Lead
Arrival, tea, coffee and breakfast selection	09:00-09:30	
Welcome	09.30-09:35	Cllr Perry
Housekeeping, word cloud & public opinion video	09:35-09:45	Stuart Jarvis
Theme 3 Introduction	09:45-10:00	Phillip Walker
Expert Presentation 1	10.00-10.20	Ed Gould & Hannah Bergman-Brown
Q&A and discussion	10.20-10:40	All
Refreshments	10.40-10.55	
Expert Presentation 2	10.55-11.15	Nancy Wilkinson
Q&A and discussion	11.15-11.35	All
Expert Presentation 3	11.35-11.55	Duncan Brown
Q&A and discussion	11.55-12.15	All
Theme 3 summary	12.15-12.25	Frances Martin
Working lunch Commissioner Deliberation & Recommendations	12.25-13.25	Frances Martin
Hearing Close	13.25-13.35	Cllr Perry
Optional AR demonstration	13.35-14.05	Rodrigo Hernandez & Cynthia Silva

Attendance List	
Apologies	
Mr Tali Atvars	Winchester Student Union President
Ms Elizabeth Padmore	Commissioner - Chairman Hampshire Hospitals NHS Foundation Trust
Professor G Baldwin	Commissioner - Vice Chancellor, Southampton Solent University
Lord Wakeham	Previous Leader of the House of Commons and House of Lords
John Coughlan	Chief Executive, Hampshire County Council

Chitra Nadarajah	Environment Strategy Manager (and Commission of Inquiry)
Commissioners	
Ms Lorraine Brown	Former Chair of the Southern Region Flood and Coastal Erosion Committee
Cllr David Clifford	Leader Rushmoor Borough Council
Mr Tim Colman	FSB National Procurement Spokesman
Cllr Mark Cooper	Hampshire County Councillor for Romsey
Mr Stewart Dunn	Previous Chief Exec Hampshire Chamber of Commerce
Ms Dee Haas	Chairman Hampshire CPRE
Mr Ranil Jayawardena MP	MP for North East Hampshire
The Very Revd Catherine Ogle	Dean of Winchester
Cllr Roy Perry (Chair)	Leader Hampshire County Council
Sir Jonathan Portal	JP Directors
Mr Peer-Jada Qureshi	Founder of Court & Tribunal Solutions
The Rt Rev D Williams	Bishop of Basingstoke
External Speakers	
Ed Gould	Partner and Creative Director, Carswell Gould; Creative Communications Agency
Hannah Bergman-Brown	Carswell Gould
Nancy Wilkinson	Programme Manager, Nesta; Innovation Foundation
Duncan Brown	Senior Economist and Director of Consulting and Innovation UK, Emsi; Labor Market Analytics
Hampshire County Council Officers	
Stuart Jarvis	Director Economy, Transport and Environment
Steve Crocker	Director Children's Services
Frances Martin	Assistant Director, Planning and Environment
Brian Pope	Assistant Director, Education and Inclusion
Mike Culver	Commission of Inquiry Project Delivery Manager
Amie Heath	Commission of Inquiry Project Support Officer
Philip Walker	County Education Manager (Skills & Participation) (theme three lead)
Jude Robinson	Head of Strategy (Skills Participation) (theme three substitute)
Kirsty Morrison	Team Coordinator (Business Operations) (theme three scribe)
Chris Murray	Head of Strategic Planning (theme four lead)
Pete Drake	Project Manager (Infrastructure) (theme four substitute)
Alison Taylor	Communications Manager
Nigel Barker	Graphic Designer (Photographer)
Others	
William Cookson	Emsi
Rodrigo Hernandez	Enova Consulting
Cynthia Silva	Enova Consulting

2. Introduction

This theme examines future learning and working patterns and skills needs in the future as well as wider quality of life within Hampshire, such as arts, culture, leisure and community health and wellbeing.

A common emerging issue across all these areas is the way in which the virtual and digital world evolves and interacts with the real, physical world of 'authentic' experience and how this will increasingly define how we live our lives in future.

The hearing included an introduction – presented by Phillip Walker, County Education Manager (Skills & Participation) - and evidence from three expert witnesses on the following topics:

- **Lifestyle in Hampshire; Year 2050** – presented by Ed Gould, Creative Director, Carswell Gould, and Hannah Bergman-Brown, Account Executive, Carswell Gould
- **Future Ready Skills** – presented by Nancy Wilkinson, Programme Manager-Education, NESTA
- **Thinking about Hampshire's future labour market** – presented by Duncan Brown, Senior Economist and Director of Consulting and Innovation, Emsi

3. Hearing Summary

CLlr Roy Perry – Welcome and introduction

CLlr Perry welcomed everyone to the hearing.

Public Opinion – Stuart Jarvis, Director of Economy, Transport and Environment, Hampshire County Council



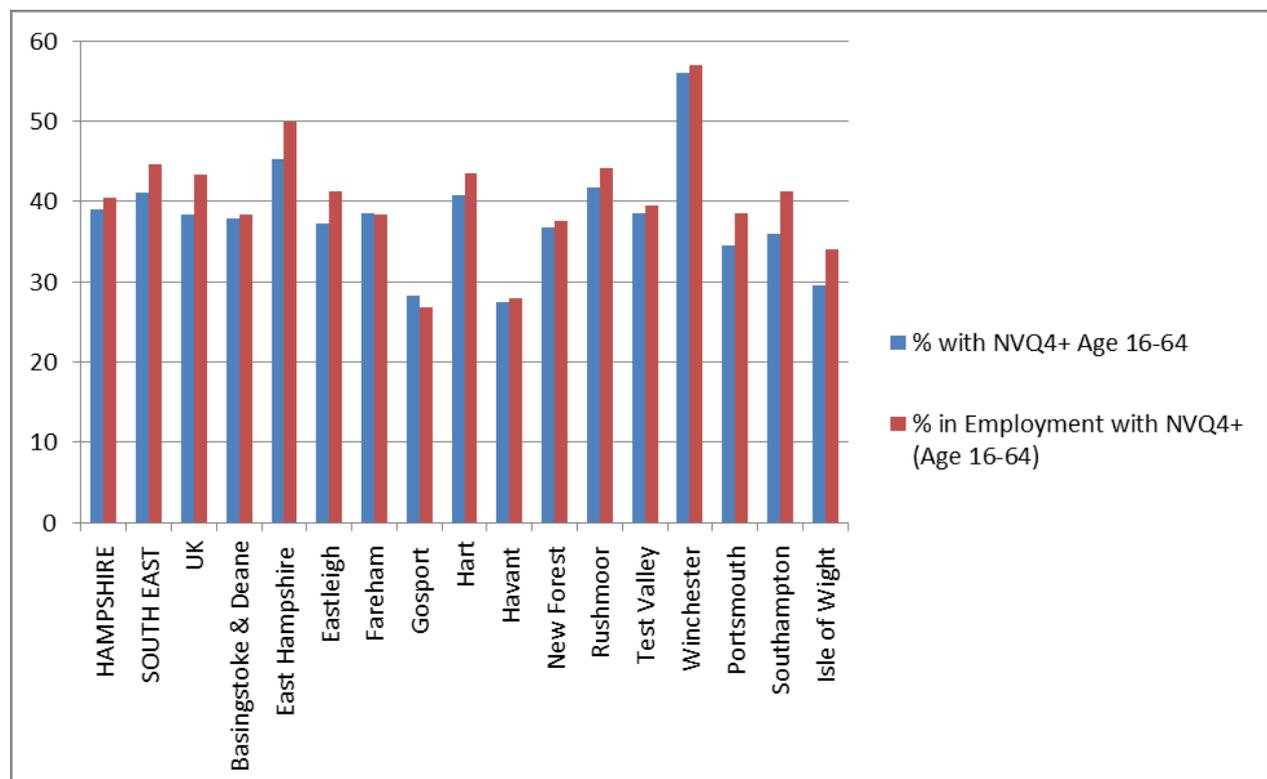
Presentation 1 - Theme 3 Introduction – Phillip Walker

Hampshire today:

Over the coming decades, Hampshire's population is forecast to grow, however the smallest increase (5.4%) will be in the working age population. The dependency ratio will increase; there will be 70.9 dependents per 100 people of working age by 2024.

Hampshire currently has a high employment rate (82.5% compared to 75% nationally); low rates of youth unemployment and economic inactivity. However, productivity is low in some areas of the county, notably in areas of South Hampshire and the two cities.

In terms of skills and qualifications, Hampshire has a relatively highly skilled population, with 39% of the population having a Level 4+ qualification, however this varies considerably between districts and there are fewer people in employment with an NVQ4+ qualification compared to both SE and UK averages.



There is a large and relatively high performing tertiary education sector in Hampshire although fewer young people (35%) progress to Higher Education than the UK average of 38% (2015 DfE data).

There has been a significant increase in the proportion of young people undertaking Apprenticeships recently – with the support of the Apprenticeship Levy, the proportion of young people starting apprenticeships has more than doubled over the past three years.

Our Journey to 2050:

Lifestyle

We commissioned Carswell Gould to look at Lifestyle in 2050 and, in particular, consider the role technology will play. The way in which the virtual and digital world evolves and interacts with the real and physical world of authentic experience will define how we live our lives in future. By 2050 it will be an increasingly digital world, but there will be greater value in authenticity.

Avoiding increased isolation and all the consequences for people's health and wellbeing will be an important social goal. The challenge we face is to ensure that all individuals have the ability and opportunity to access services, employment and society in general. Technology can play a positive role but maintaining access to the 'authentic' world is also important for communities to thrive.

Carswell Gould hosted a workshop for young people that highlighted their hopes and aspirations for the future. Young people want communities to thrive and their comments weren't exclusively about technology.

Employability and skills

Our education system is primarily focussed on knowledge acquisition and linear assessment. In the future, where Artificial Intelligence (AI) will provide knowledge at the touch of a button, the research points to the need to develop individual's interpersonal and higher order cognitive skills alongside a broad knowledge base – creative skills, judgement and decision making, analytical skills.

In the immediate future, the need for technical skills is increasingly acute, particularly to support the needs of Hampshire's key and growth sectors. Equally, the relevance of digital skills is to the current and immediate future generation – by 2050 these will be engrained in our DNA. Importantly, we need to develop our higher level digital skills base now, to support technological development and innovation to take us to 2050.

The role and purpose of schools, and also teachers, will remain critical in the future. Not only are they important features of our communities, they play a vital role in helping young people develop the social skills they will require for their future careers.

Work

The context for our findings around the future of work is the Fourth Industrial Revolution:

“The Fourth Industrial Revolution, finally, will change not only what we do but also who we are. It will affect our identity and all the issues associated with it: our sense of privacy, our notions of ownership, our consumption patterns, the time we devote to work and leisure, and how we develop our careers, cultivate our skills, meet people, and nurture relationships.” - Klaus Schwab, The Fourth Industrial Revolution.

The promise of more leisure time is, for most, still to be realised. It is likely that the traditional 9-5 contract will become more fluid as workers adapt to the increasing prevalence of the gig economy, the idea of selling your talents to multiple employers and the growth in self employment is likely to continue.

The debate regarding job security and employee rights will also no doubt continue and a challenge will be to make sure that social policy keeps abreast of technological developments.

An important message regarding the future of work is the value of work itself – not just in terms of personal financial reward or increasing global productivity. ‘Good work’ has a direct and increasingly important relevance to an individual’s health and wellbeing and the cohesiveness and resilience of wider society.

Destination – what do we want Hampshire to look like in 2050?

A key message coming out of our research is the opportunity that technology provides to enhance our lives and society.

Hampshire is a well skilled, economically successful community. Using the opportunity that technologies offer to ensure that all parts of our society thrive in 2050 will be a key challenge for the County Council and partners going forward.

In particular, we would like to see these three aspects of life in Hampshire realised in 2050:

- **An inclusive future** – utilising the talents of all members of our community
- **An authentic future** – valuing the human factor in a digital world
- **A productive future** – the value of work and skills

Presentation 2 - Lifestyle in Hampshire; Year 2050 – Carswell Gould

Carswell Gould presented a creative interpretation of available evidence and painted a picture of what they think our lives might be like in 2050.

Technology is driving the simulated world and is emerging in multiple areas of life. For example: the creative and cultural sector including how we experience artwork, museums and sporting activities; working life including how we organise our working day and our interaction with colleagues; and education, including how young people learn in and outside the classroom.

By 2050 a large proportion of the population may even choose to live completely in augmented reality.

Theme 1 – Recreation and daily activity

Leisure activities will become simulated which will enhance opportunities for everyone, especially accessibility for the disabled and the ageing population. Technology can be used to protect and enhance our natural environment and there may be opportunities to consider making areas of Hampshire 'Tech free zones'.

Theme 2 – Entertainment

The role of authentic assets as a way to attract people and generate income will grow; there will be pressures to fund and maintain heritage sites and help them survive in future. Arts and entertainment will become services accessed by technology. It will be important to consider how those with lower income can access these entertainment and technology environments – for example by providing community centres and public hubs to ensure equality of access. There is an expectation that art from around the world will be seen, and be realistic, in home towns and even in private homes.

Theme 3 – sport and health

It is expected that technology will enable greater uptake of sports and the population will become healthier. Technology will provide simulated sporting and spectator experiences. However, there is a risk that an increasing dependence on technology may lead to addiction and loneliness. People will need to be upskilled to provide support for these issues and assist on focusing on people's health and wellbeing. There are likely to be many more lifestyle and leisure options for the ageing population.

Theme 4 – relationships

It will be important to ensure people are still able to have quality 'authentic' time together. Work and education will become increasingly centred around technology as AI becomes more lifelike. There is an expectation that working hours will reduce as productivity increases, but the distinction between work and leisure time is likely to become increasingly blurred.

Theme 5 – Creative and cultural

Some jobs are being replaced by AI, but jobs that rely on creativity and cognitive thoughts will grow. It will be the process driven jobs that will be taken over by AI but technology is likely to result in a net increase in employment opportunities, for example an anticipated growth in digital simulations, new virtual worlds and more immersive gaming experiences.

A workshop was held for young people at two different colleges to research their views on life in Hampshire and to gather their views on the future. The table below is a snapshot of their responses to four questions:

What will Hampshire be like in 2050?	What is good about living in Hampshire?	What is bad about living in Hampshire?	What needs to happen to make Hampshire a better place?
<p>Overcrowded and worsening road traffic congestion</p> <p>Fear of fewer jobs</p> <p>Technology creating new work opportunities</p> <p>Improved health</p> <p>Increased profile as a tourist destination</p>	<p>Countryside</p> <p>Welcoming feeling</p> <p>Acceptance of diversity</p> <p>Job opportunities</p>	<p>Road traffic</p> <p>Petty theft</p> <p>High cost of living</p> <p>Narrow job market with limited sectors</p>	<p>Faster travel options</p> <p>Better policing</p> <p>Help for young people to get onto the property ladder</p> <p>Opportunities for volunteering and community projects which allow everyone's voice to be heard</p>

Key points of discussion:

- Technology is changing the nature of human Interaction. Concern over who has responsibility when interactions get fraught. Government may be expected to manage regulatory impact for general spaces.
- Risks from cyber-crime increases.
- Technology and the flexibilities of working/socialising from remote areas may assist with decreasing traffic issues. Although agreed that face-to-face interaction is still important for communities to function well.
- Technology is the biggest driver of change for the future, but it is also difficult to predict how it will develop and therefore what the consequences might be.
- Technology will increase jobs, but there will be a smaller increase in the working population. Need to consider how to fill this gap.
- Noted that the Hampshire countryside is of value to everyone.

Presentation 3 - Future Ready Skills - NESTA

NESTA was originally set up in 1998 by the UK government with a £150m endowment to complete a series of research into science, technology and arts sectors. In 2012, NESTA became an independent charity which backs big ideas to tackle the social challenges of the time.

NESTA find opportunities and challenges and generate new ideas to find solutions for societal problems, develop and test them and produce a case to other organisations/government as to why these might be important. They shape different areas of society and try to change different systems when change is required.

What does the future of employment look like?

In September 2017, in partnership with Pearson, NESTA published The Future of Skills 2030 report. It used an innovative methodology combining input from historical trend analysis, discussion with experts and machine learning algorithms to predict the future of work and the associated likely skills requirements.

There are a range of macro factors at play which will influence the future of work, including - but not limited to – technological developments.

Recent media coverage has been largely negative. Reports and headlines suggest AI will take almost half the jobs in the next 10-15 years which can be misleading as other trends will also have a significant impact on future employment; for example, demographic, economic and environmental trends.

It is difficult to predict with certainty what will happen to around 70% of current jobs. However, there are some that are likely to increase (secondary education teaching professionals) and some are likely to decrease (administrative occupations). The analysis supports the future and value of teachers in the classroom and supports the importance of human interactive skills.

Skills demand

To thrive in future employment, people will be expected to have both a broader knowledge base and highly developed cognitive skills. The skills most likely to be in greater demand are:

1. Judgement and Decision Making
2. Fluency of Ideas
3. Active Learning
4. Systems Evaluation
5. Originality
6. Learning Strategies
7. Deductive Reasoning
8. Complex Problem Solving

There is a need to continue to invest in the development of digital skills but not all occupations with a high reliance on digital skills are expected to grow.

What does this mean for future education now?

Young people will require a broad base knowledge as well as skills such as interpersonal skills, confidence, resilience, problem solving and creativity to succeed in the future. It will be critical that these skills are effectively embedded in the curriculum.

NESTA is about to launch a fund to encourage the development of new innovations to support social and emotional skills in young people through extra-curricular activities and to analyse the effectiveness of these programmes.

Diversity innovation

AI and technology will influence every aspect of our lives in the future. Statistics show that women, ethnic minorities and people from lower-income backgrounds are under-represented among innovators. Historically, the development of these technologies - including the vast majority of patents - have been largely dominated by white males.

It will be important to increase the diversity of people working in technological innovation in the future in order to ensure that the needs of people from a range of backgrounds are considered in the development – and use - of future technology.

To break the mould, the following suggestions can be considered:

- Focus on fostering innovators, not just supporting innovation.
- Build young people's 'innovation capital'.
- Focus on reaching under-represented groups.
- Focus on young people's networks, not only their skills.
- A weak evidence base is holding this field back.
- The curriculum should work to support innovation rather than diminishing it.

Key points of discussion:

- There is a gap between UK and global innovators and there is an opportunity for Hampshire to lead and partner with global economies.
- Social and character-building skills should be embedded within daily education rather than just in extra-curricular activities.
- Suggestion of reducing creative art subjects at school, but would this narrow the curriculum too far and reduce the positive impact they have on young people?
- The importance of community, and the confidence and resilience of people within it needs to have a growing area of research as it will be more important in the future.
- Biggest concern is teacher retention and workload. AI doesn't have to take over completely but could take significant administration and data management burdens off teachers, leaving them with more time to interact with students in the classroom.

Presentation 4 - Thinking about Hampshire's future labour market – Emsi

Using a series of labour market projection tools, Emsi considers how the Hampshire labour market might change in the future and what the associated skills needs might be.

This recognises the importance of other factors such as changing trade patterns, technology and automation and the potential impact of an ageing society on our future.

Understanding Hampshire as a place is important, including the variations in performance across the area, and the need to ensure we are able to provide high quality jobs in all areas of the county in order to support our future prosperity.

It is important to recognise that the choices we make now, regarding how people work, live and learn, will have consequences for the skills and tasks businesses demand in the future, and to think about the steps we can take to prepare our area to maximise our resilience and prosperity.

The changing labour market and skills requirements

It is anticipated that, in line with recent trends, professional occupations and the service sector (including the leisure and care sector) will have the strongest growth to 2026. Labour market activity will reflect local institutional choices as well as global trends.

In terms of skills, interpersonal skills will become increasingly important in the future labour market and will grow at the fastest rate. Demand for analytical skills will also increase, whilst there will be a decline in requirements for physical skills.

Considering the tasks associated with roles gives us a greater insight into the types of skills that will be needed in the future (for example: thinking creatively; resolving conflict and developing strategies and objectives feature highly).

Hampshire is well placed to take advantage of anticipated future trends as there are very strong and growing industry clusters with a significant presence in the area (for example in precision technology, digital, aviation and business services).

Other important factors- trade technology and migration

Employers demand can outweigh the availability of labour – in which case they will look to other ways of getting jobs done. This could be through trade, technology or migration and these things can have a positive or negative effect on the local workforce.

In general, better use of technology and increased trading patterns will have a positive impact. It is important to note that there will always be some jobs that will need to be done locally by people. For example, the needs of an increasingly ageing workforce and their health and care needs.

Hampshire as a place – factors at play

Although overall, the Hampshire economy is strong, productivity levels vary significantly across areas. There are clusters of particular industry strengths in different areas, for example:

Farnborough/Aldershot: digital; aviation; precision technology; business services

Winchester: Health and care; education and knowledge creation; property development

Fleet: digital; professional services; sport and leisure

It is important to note that not everywhere in Hampshire stands to gain equally from future growth – agglomeration effects mean that a good place to live is not necessarily also a good place to find a career.

Key points of discussion:

- The figures presented are current figures rather than a prediction of the future.
- A consideration of whether Hampshire requires all jobs across all sectors should be available in all areas of Hampshire, or whether areas can specialise in sectors.
- Economic policy – certain industries will cluster for various reasons.
- Social policy – ensure good mix of jobs for all skill levels.
- Industries need to investigate how they can utilise their close proximity to the cities.
- Discussion to be held with regards to social care being run differently so it can result in better career opportunities.

4. Summary and Conclusions

Summary and conclusions – Frances Martin, Assistant Director – Planning & Environment, Hampshire County Council

Technology will have far reaching consequences for the way we live our lives. Digital skills will become embedded in our social infrastructure; mobile technologies will enable better reach and access to work, leisure and services.

However we need to be mindful of the potential negative consequences – isolation, addiction, loneliness and the potential impact on health. Community engagement and authentic experiences and physical quality time together will become increasingly important.

We need to meet the challenges of an aging population and an increasing dependency ratio (relatively fewer people in work).

Schools are important and the curriculum will need to adapt to ensure they are providing emotional and social skills as well as a broad knowledge base. They may have a wider role as community hubs in future.

Hampshire has many unique assets and it will be important to maintain a strong sense of 'place' in future. Although there is much to celebrate we cannot be complacent and need to be mindful of the variation in prosperity and opportunity in different areas of the County.