



Gloucestershire Green Skills

CONFERENCE 2026

Developed, sponsored
and hosted by



Gloucestershire
COUNTY COUNCIL

Introduction and housekeeping

Bean Beanland

Podcaster, Heat Pump Consultant & Compere for the day



Welcome!

Cllr Linda Cohen
Gloucestershire County Council



Dr Katerina Kantartzis
University of Gloucester



UoG City Campus

A retrofit case study

James Chaundy
ADP Architects



Nailah Bakhsh
ADP Architects



An aerial photograph of a city at dusk or dawn. In the center, a large, modern university building with a long facade and several tall, narrow windows stands out. To its left, a long, narrow building runs along a street. In the background, a large, ornate cathedral with multiple spires is visible. The city is densely packed with various buildings, and the surrounding landscape is hilly. The sky is a mix of blue and orange, suggesting the time is either early morning or late evening. The text "A new campus at the heart of the city" is overlaid in a white, serif font, with the word "heart" in italics.

A new campus at the *heart* of the city

Headlines

01

A *new city centre campus* for the University of Gloucestershire



02

Purchase of a *redundant 1930's/50's* department store



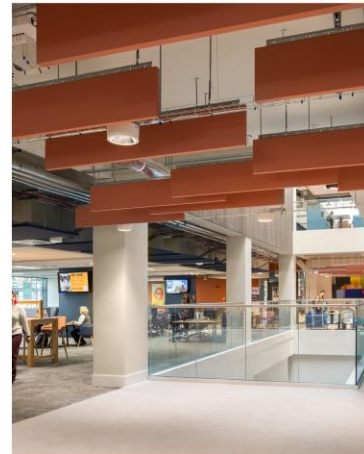
03

A *new home* for the School of Education, Health, and a civic library



04

9,000sqm phase 1 completed, all phases will deliver *20,000sqm*



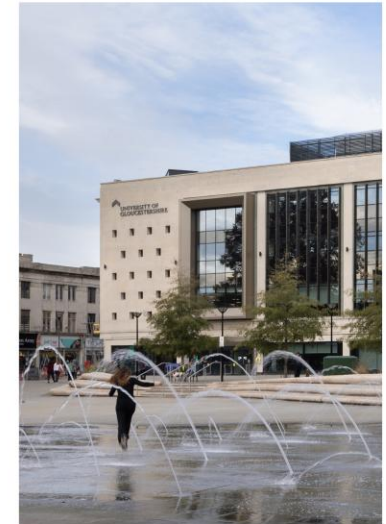
05

A city-centre *hub for higher education, vocational training, community education and community support*

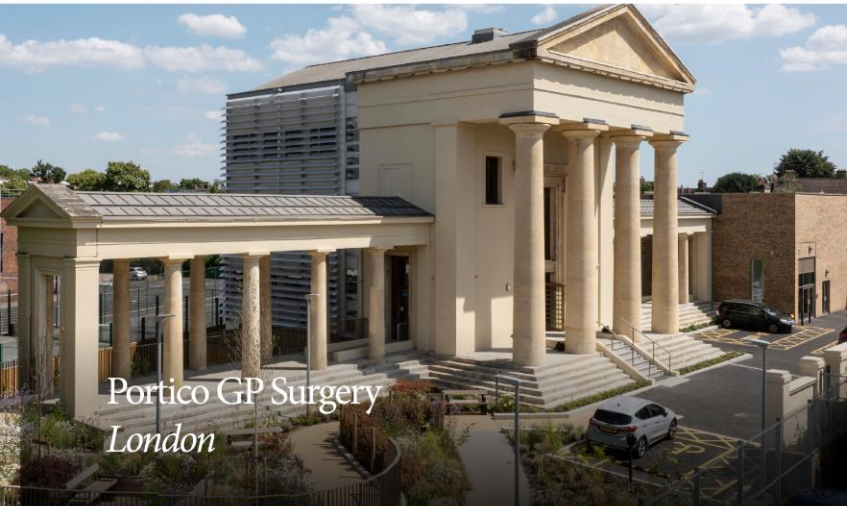


06

Bringing *new life* and *purpose* to the high street



ADP Retrofit Past Projects



Portico GP Surgery
London



The Sir William Henry Bragg Building (UoL)
Leeds



Granton Station Creative Offices
Edinburgh



Spanish City Hospitality & Leisure Complex
Whitley Bay



Zone29 Enterprise Centre
University of Westminster



Kneller Hall School
London

ADP Credentials

Accreditations

- RIBA Chartered Practice
- Architects Registration Board (ARB)
- B Corp

Services

- Passivhaus Designers
- Heritage Consultant
- Interior Designers
- Landscape Architects
- Sustainability Consultant

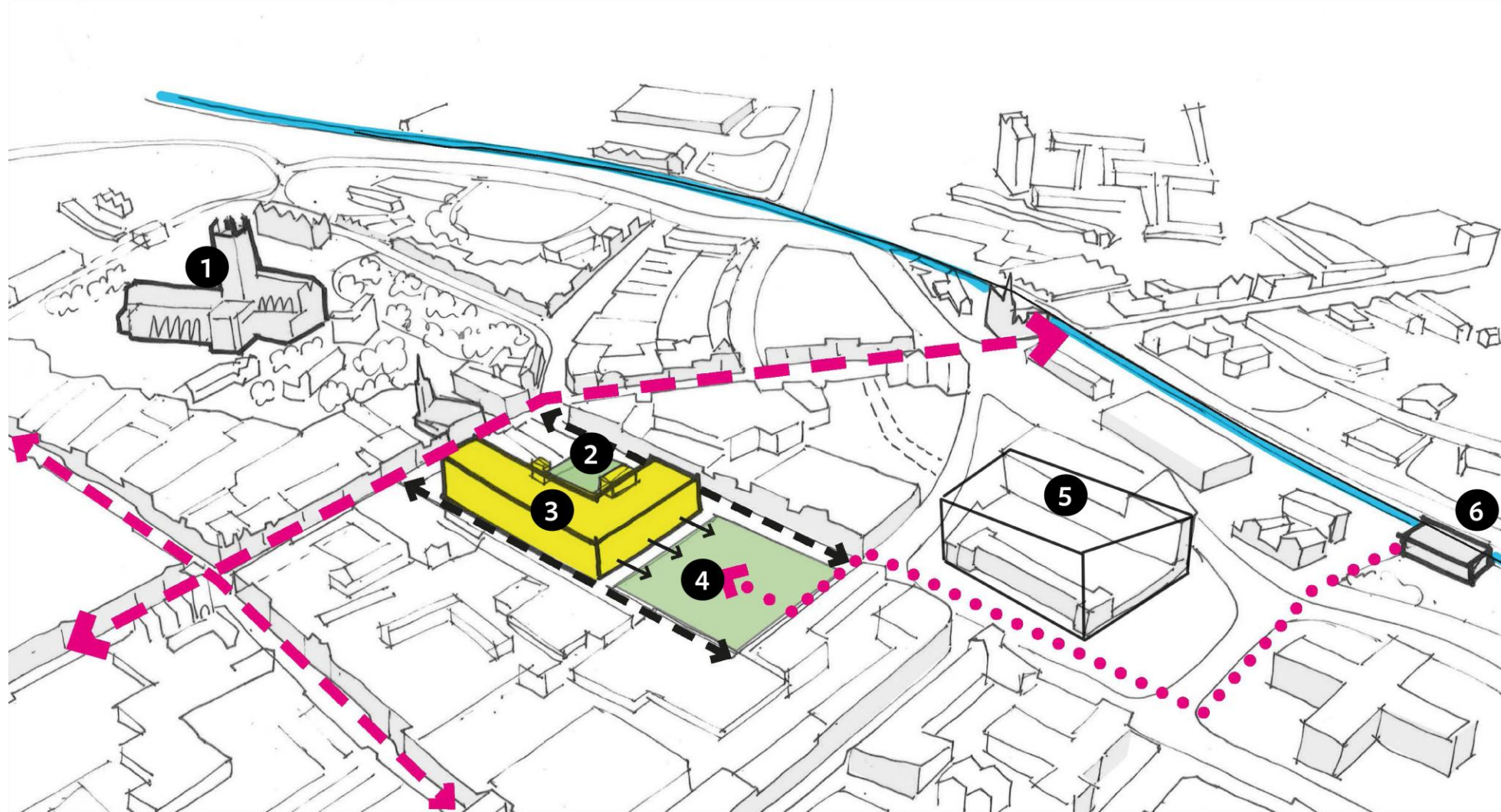
Toolkit

- One Click LCA (life cycle assessment)
- Eccolab (embodied and operational energy & costing)
- ADP's SBE Toolkit: Sustainability, Belonging and Engagement

Signatories

- Architects Declare Climate & Biodiversity Emergency
- RIBA 2030 Climate Challenge

Place



KEY

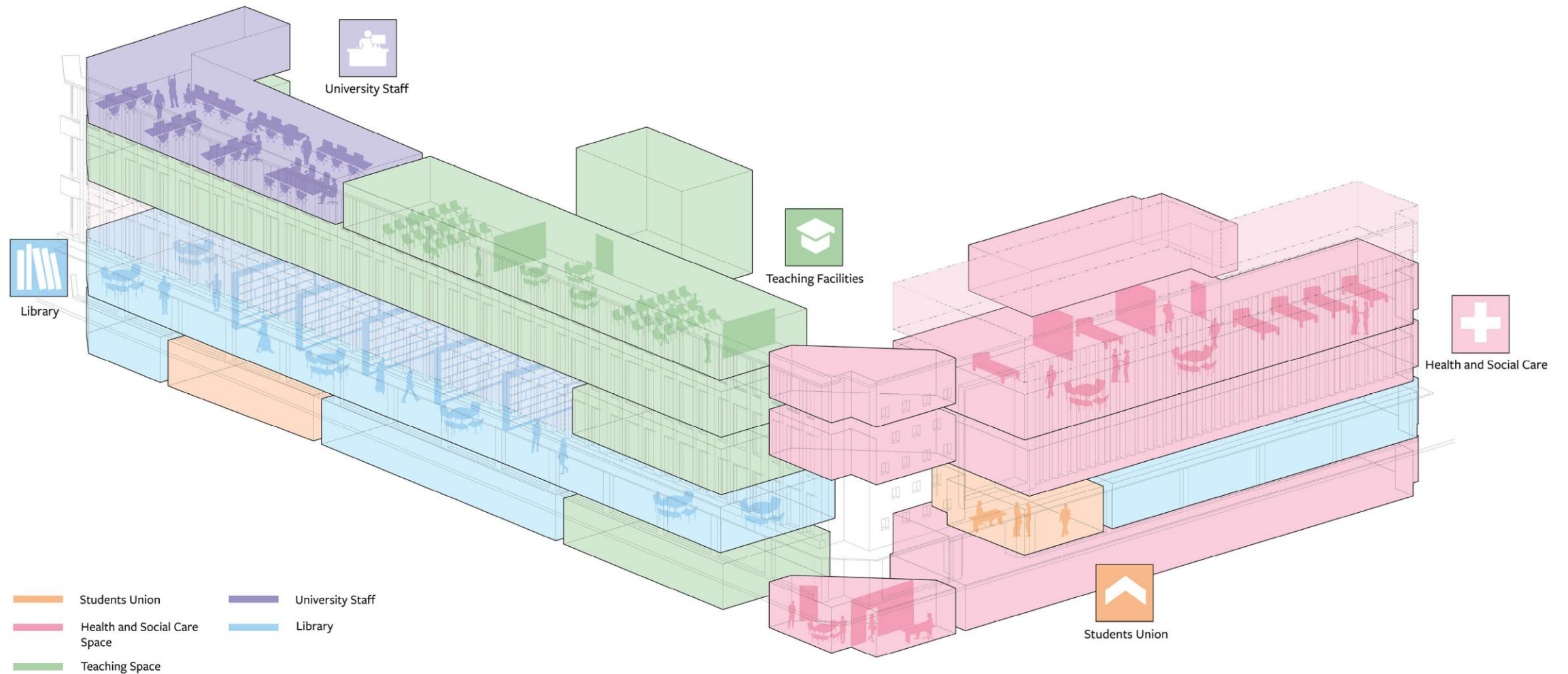
- ↔ Main commercial streets
- ↔ Secondary commercial streets
- ⋯ Main pedestrian route from train station

1. Gloucester cathedral
2. Existing service yard
3. Proposed development
4. King's square
5. King's quarter development
6. Railway station

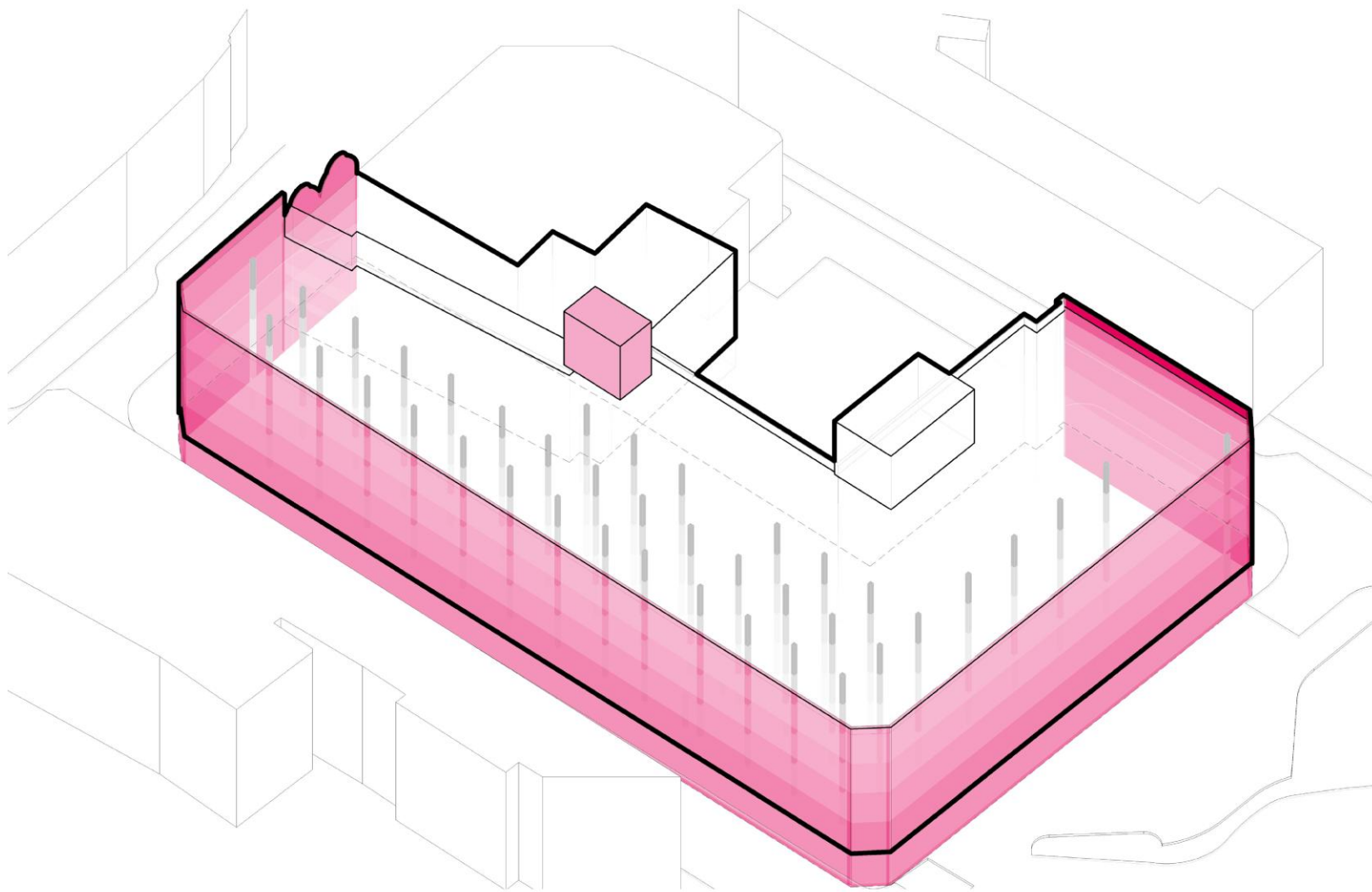
Before



Functions



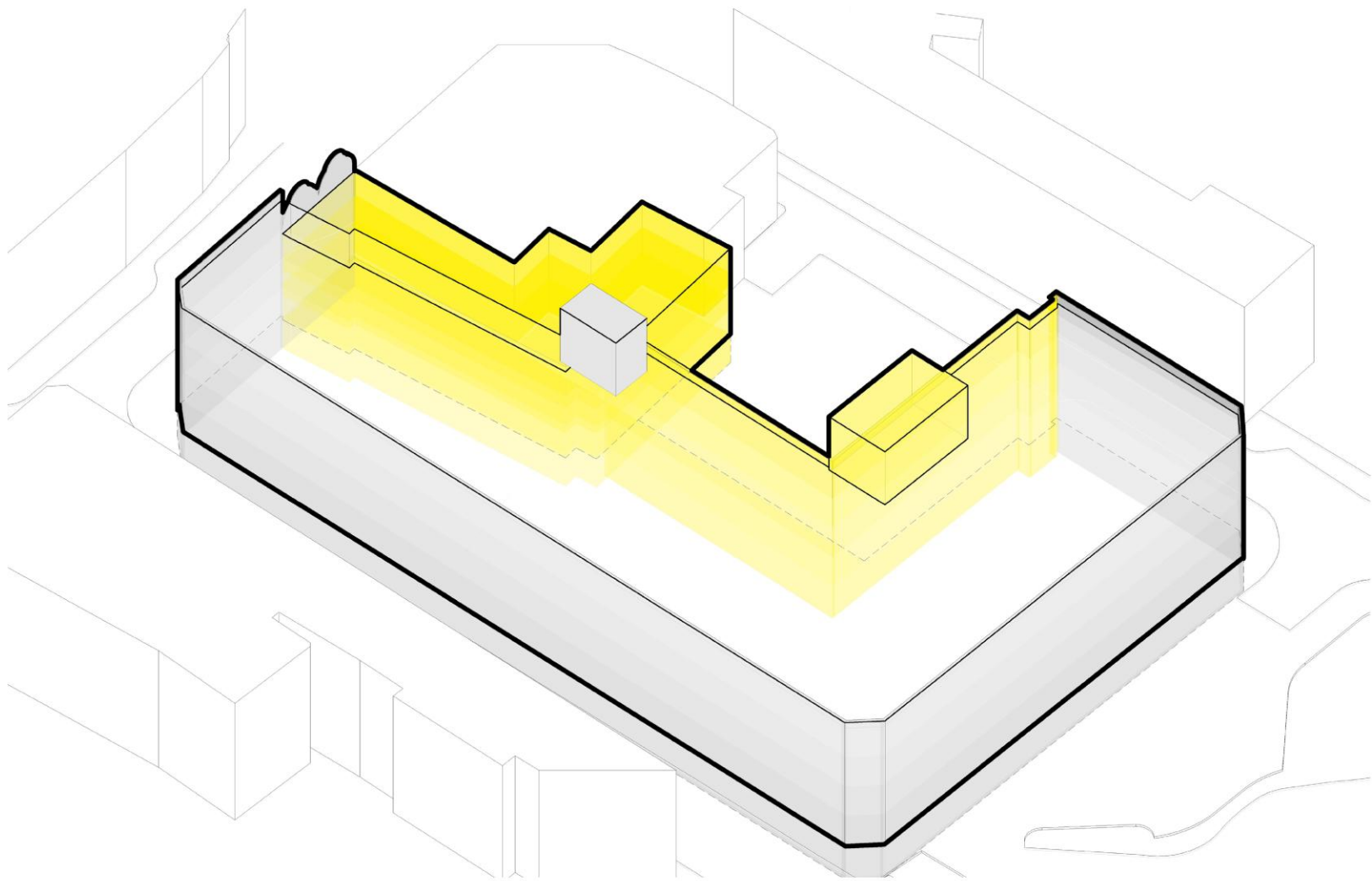
Key moves



1

Retain

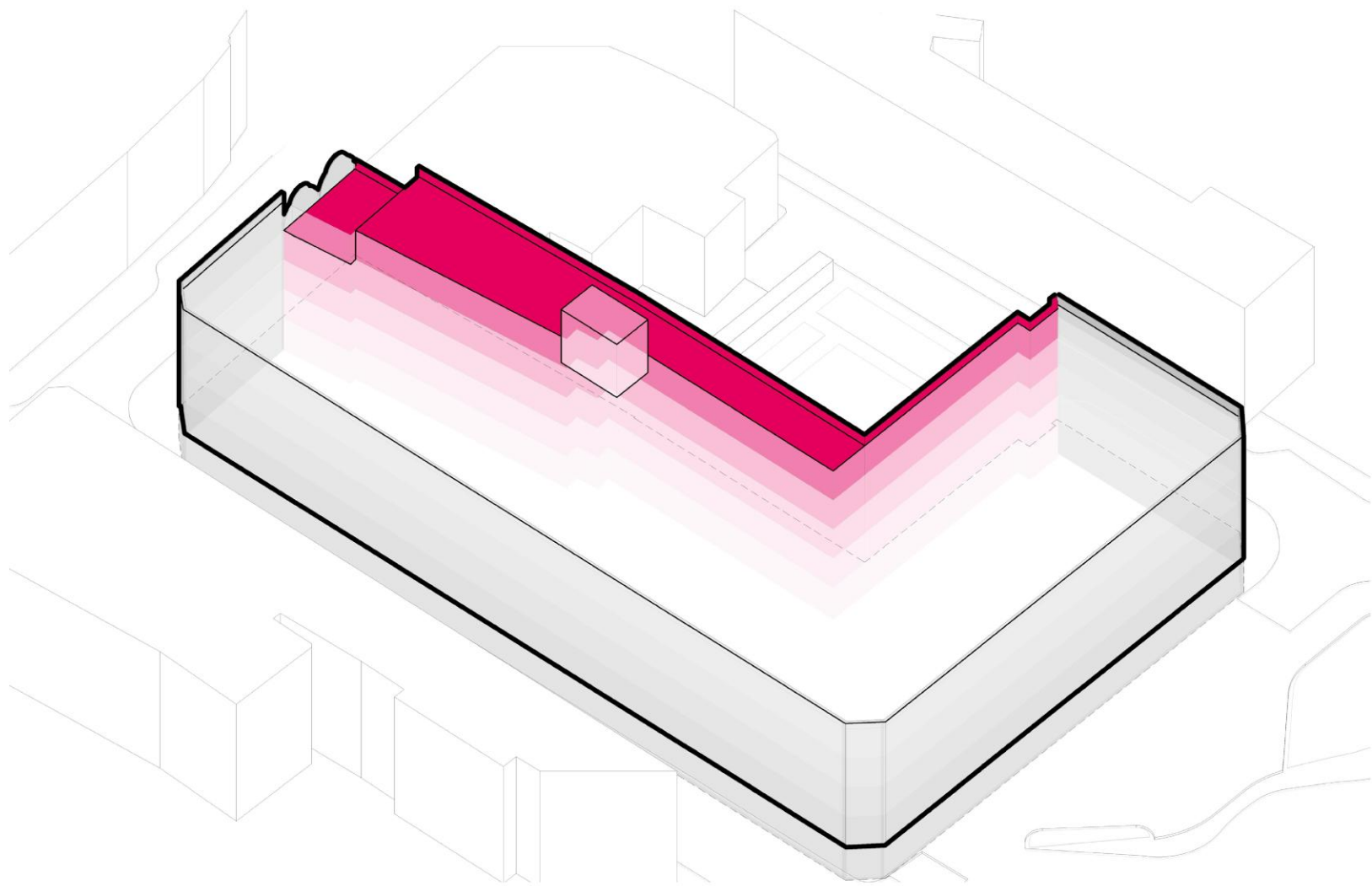
Key moves



2

Remove

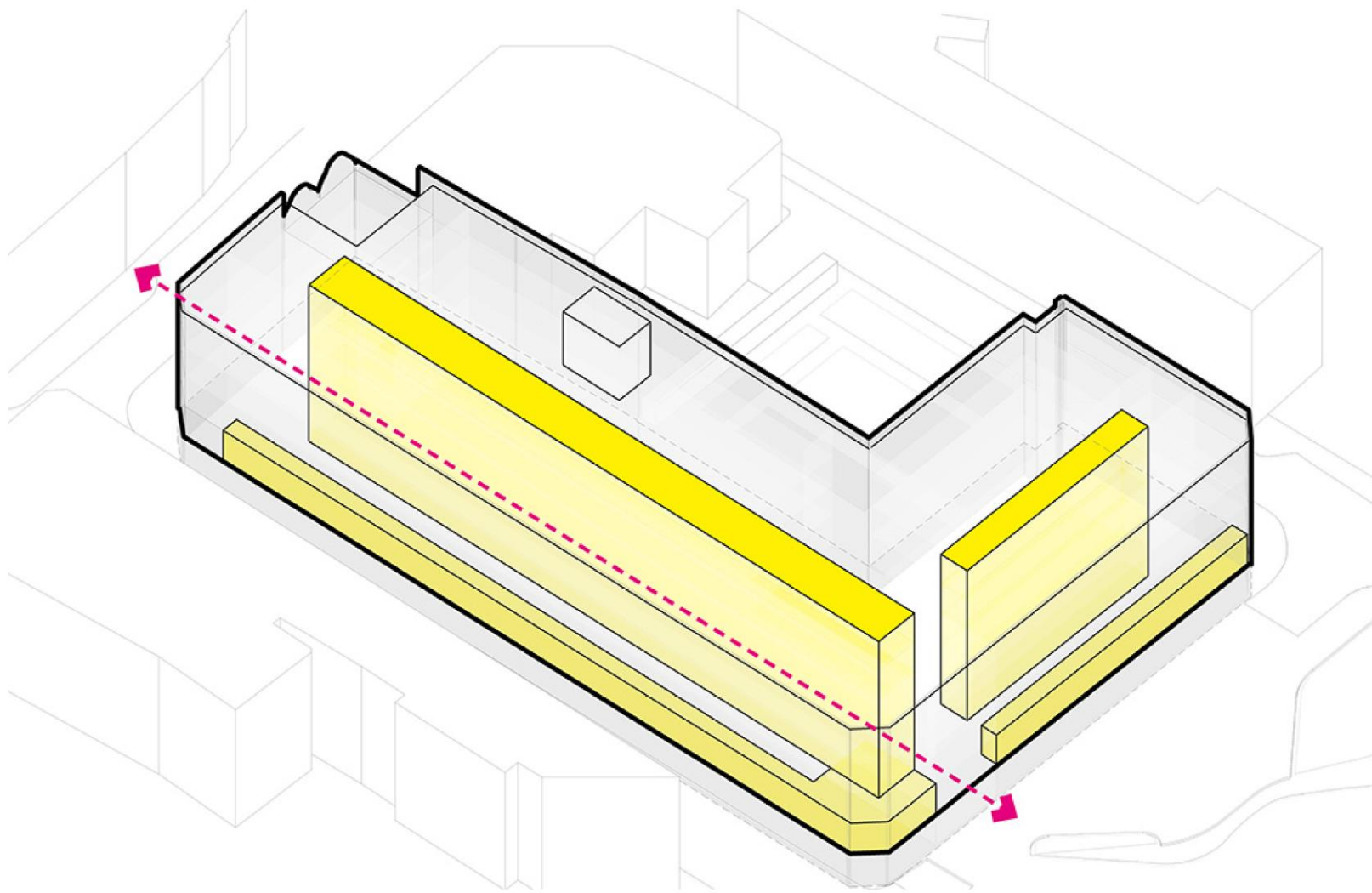
Key moves



3

Rationalise

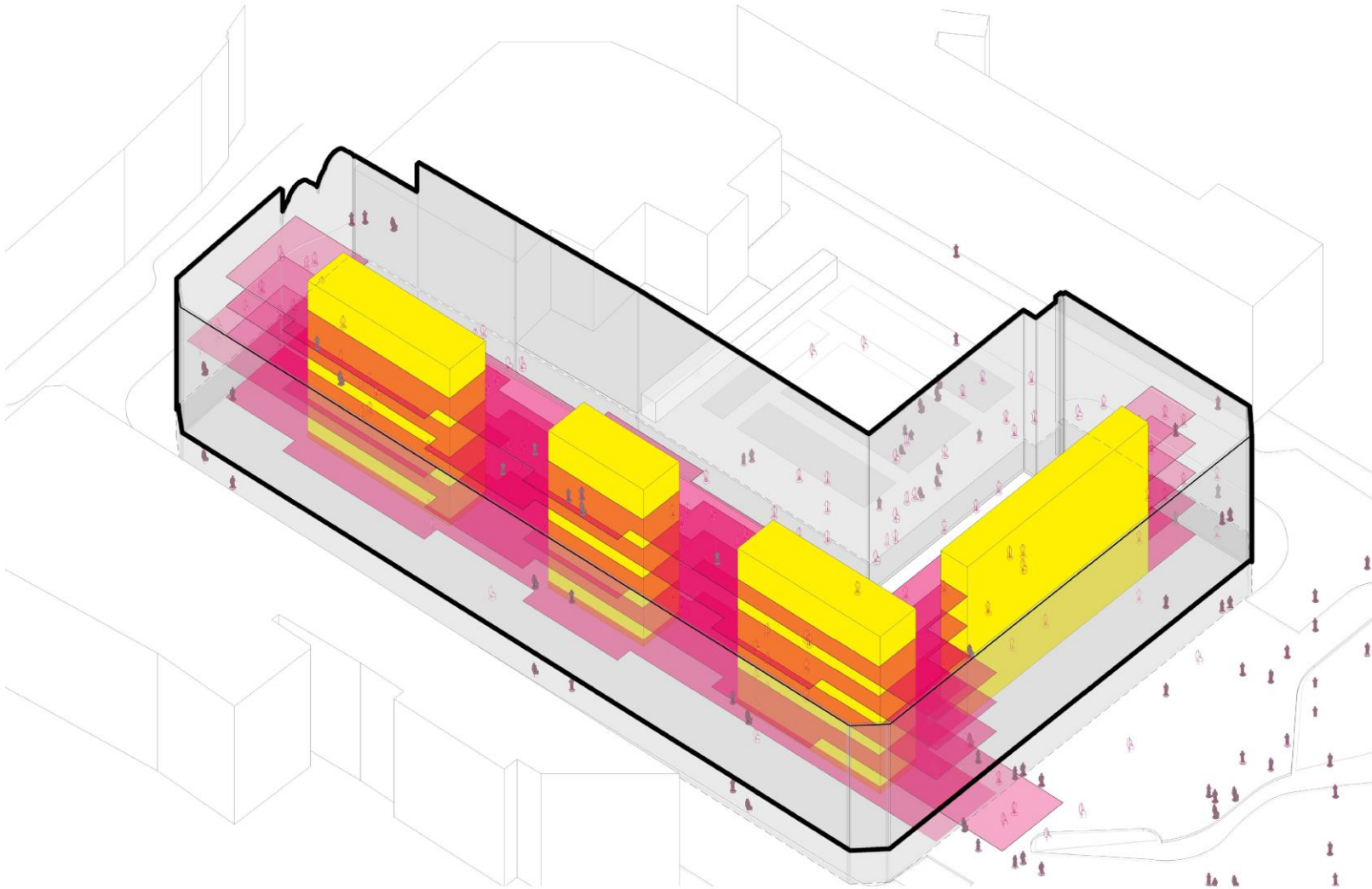
Key moves



4

Carve Out

Key moves



5

**Connect the
ground Floor**

Clear Out



Strip Out



Carve Out



Fit Out



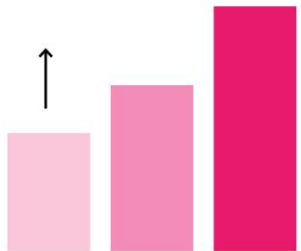
Fit Out



Benefits delivered

£9.7M

Funding from the Government's Levelling Up Fund



£7.7M heat decarbonisation project will save

383 tonnes

of CO₂ every year

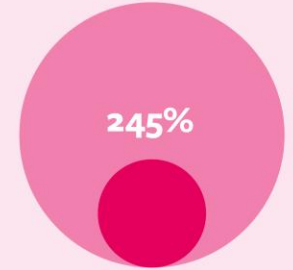


One of first UK universities to secure funding linked to ESG commitments

Building on

245%

Growth in the University's Health and Social Care student population since 2018

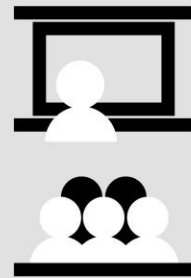


New
Arts, Health and Wellbeing Centre piloting *groundbreaking therapies* and interventions

Injecting £111.6M

and 1,600 Jobs

into Gloucestershire's economy



A home for 4000 students and 350 staff



Property Deal of the Year in the South West Insider Property Awards 2021

"Constructing Excellence Midlands" Award Winners:
Retrofit Awards 2026, *Winner*
Building Project of the Year 2026, *Winner*
Winner of winners 2026, *Winner*

A hub for health & wellbeing research and knowledge exchange



Art deco features restored to bring historic building back to life

Skills Collaborations

BUILDING ENERGY

- Energy Consultant
- Airtightness Consultant
- Airtightness Tester
- Condensation Risk Analyst
- Mechanical Engineer

ENVIROMENTAL

- Acoustic Consultant
- Ground Investigation Specialist

SUSTAINABILITY

- BREEAM Assessor
- Sustainability Consultant
- Ecology Consultant
- Biodiversity Consultant

MANUFACTURES

- Window Manufacturer
- Curtain Wall Manufacturer
- External Wall Manufacturer
- Internal Wall Manufacturer

GLOUCESTER CITY COUNCIL

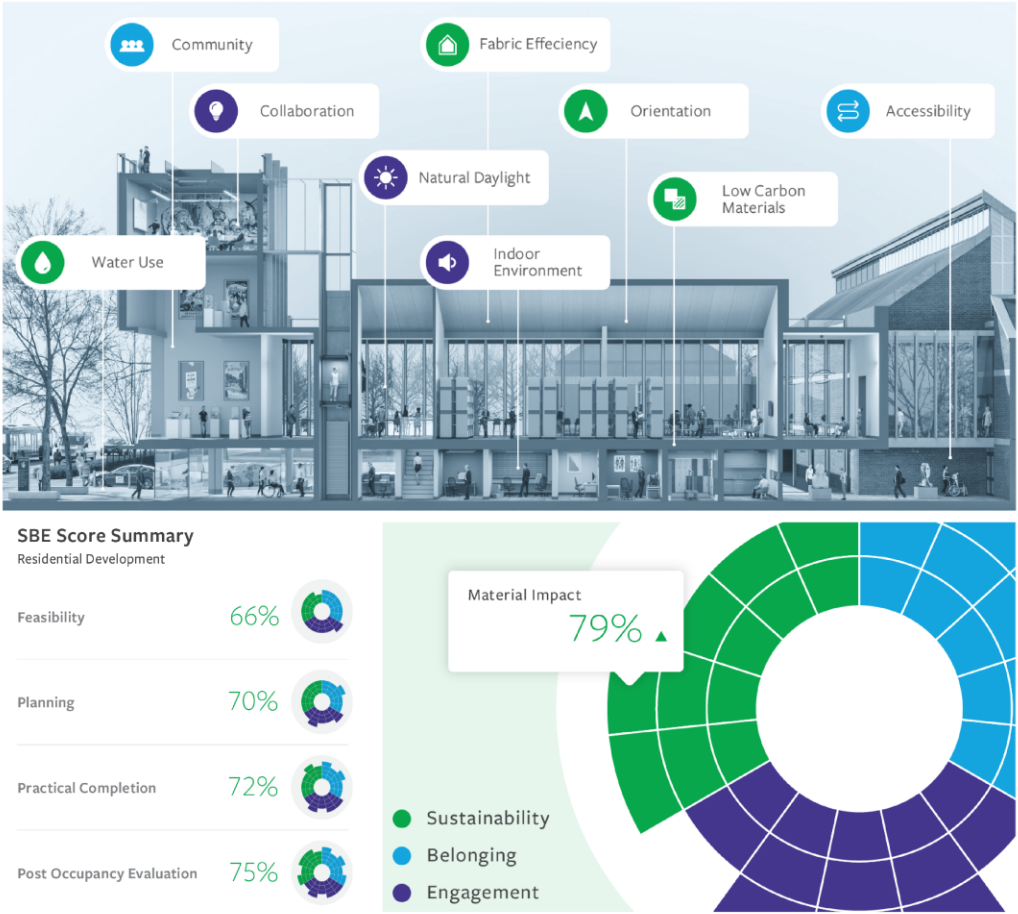
- Planning Officers
- Conservation Officers

SPECIALIST

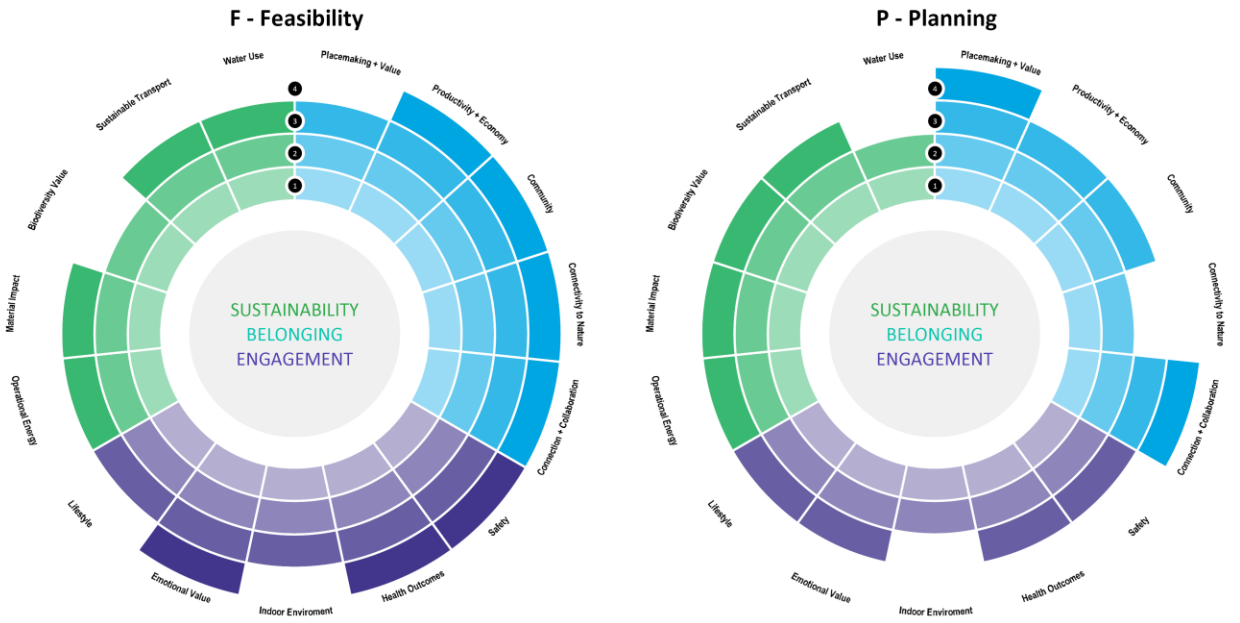
- Archaeologist
- Heritage Architect

ADP SBE Toolkit

Measure



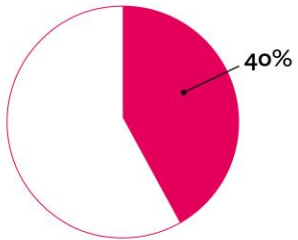
UoG Key Stage Benchmarking



Energy & Carbon

40%

Embodied Carbon Saved



KPI Target of waste diverted from Landfill achieved



Innovations in detailing retrofit:

- 1 Existing Crittal windows replaced with contemporary Crittal windows to upper floors or Art Deco façades
- 2 Existing leaded tracery detailing of shop front windows retained, restored and reinstalled within contemporary ground floor curtain walling
- 3 Non typical details for 1920s construction methods had to be fire tested by specialist consultants

80%

Energy Use Saving

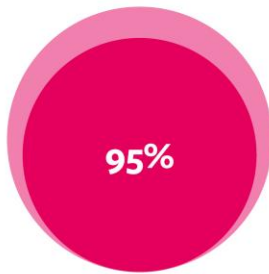
£44,0173,62

Social Value Created

74% return on total project cost

95%

Re-purposing of an existing building asset



↗ Increased public access

📖 Green Specification Guide

🏠 Adaptive re-use

📄 Retained materials and features

♿ Improved accessibility

10%

of Existing Material was Recycled or Repurposed



- Poorly insulated external walls
- All electric building with high efficiency air source heat pumps providing heating and cooling
- Driver for the project to align with net zero carbon building goals
- All façades upgraded to reduce U-values

Benefits of retrofit



Energy Efficiency



Embodied And Operational Carbon



Zoned Air Tightness



Value



Passive Mitigation



Occupant Well-Being



Social Re-Purpose



PROJECT KPI'S



Welcoming

Is the option welcoming to all with active frontage/ shop window, optimal access for the public?



Accessible for all

Can it provide step-free access to all?



Flexibility & Agility

Does the option offer adaptability to changing day-to-day and longer term requirements?



Collaborative

Does the option deliver spaces that encourage and enable the sharing of ideas and knowledge?



Sustainability & low carbon

Can the options achieve the required sustainability targets and deliver on the University's aspirations? Benefit from Salix and ESG funding? Save embodied carbon?



Wellness

Potential to generate environments that promote wellbeing for students, staff, and public visitors?



Identity, character, and context

Does the option deliver, identity, a sense of place, character and context?



Destination

Does the option deliver facilities conducive to learning, community support, and enterprise



Connectivity

Does the option deliver optimal connectivity, externally and internally?



Independent Safety

Does the option provide safe access and egress and statutory compliance?

DESIGN OPTIONS	REFURB			NEW BUILD		





Client Satisfaction

“I think it’s a wonderful edition to Gloucester first of all, and an amazing place for our students to be.”

BIANCA HOLLAND

Student Ambassador,
The University Of Gloucester

“It’s nice that you’ve kept the traditional features, I love the way you’ve brought the light in.”

HELEN WILLIAMS

Primary Education Lecturer,
The University Of Gloucester

“Thank you very much for investing your time in our city. It’s much better and a prestigious building now really.”

NIGEL STEEL

Gloucester Resident



Questions?



The UK's Clean Energy Superpower Mission

Dr Tanya Lawes
Skills England





Skills England

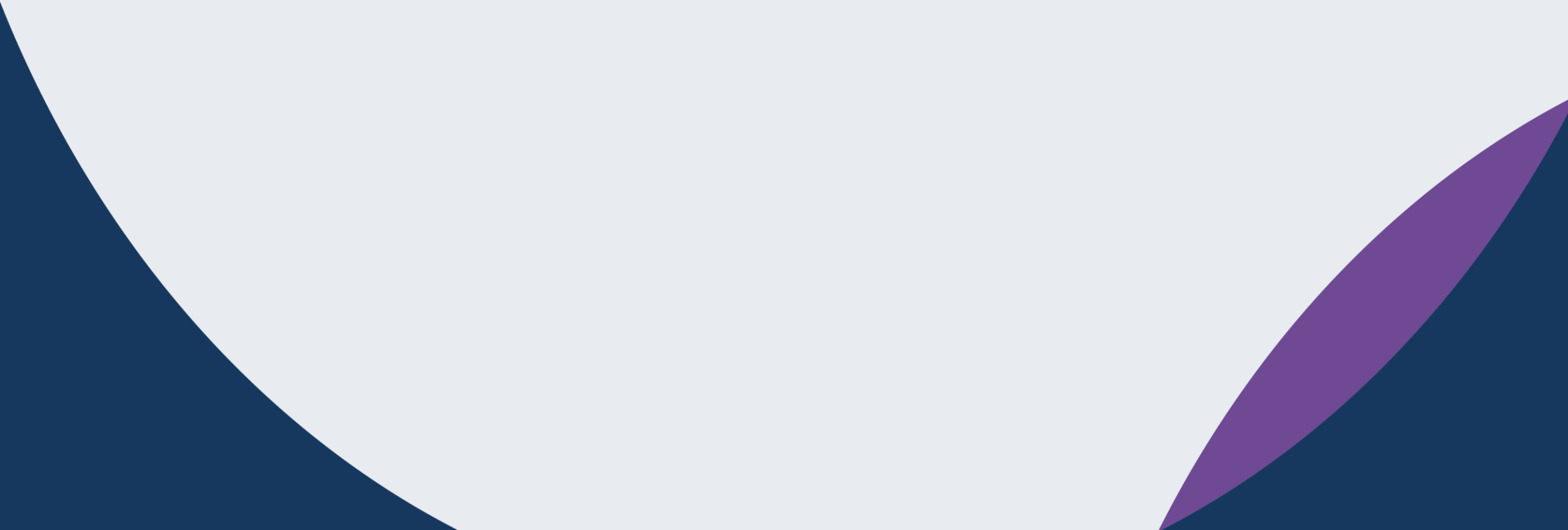
The UK's Clean Energy Superpower Mission and Gloucestershire's Role

Dr Tanya Lawes
Head of Clean Energy, Agriculture, Environment & Animal Care, and Protective Services at Skills England

July 2026



Skills England



Skills England: Priorities

1. Understanding our nation's future skills needs and improving our skills offer
 - Skills England will be data driven
 - Skills England will use data and insights to inform the development and maintenance of the right skills training
2. Simplifying access to skills
 - Skills England will bring together the fragmented skills system
3. Mobilise and co-create
 - Skills England should drive action across Government and co-create solutions with our partners – nationally, in key sectors, and across regions.

Responsibilities

- providing the authoritative voice on current and future skills needs to help kickstart economic growth
- publishing needs analysis for each of the priority sectors including the eight sectors identified within the Industrial Strategy
- co-creating education and training products with employers and other partners
- advising government departments on how to best shape the growth and skills offer
- working with local and regional partners to use data and insight, including their local skills improvement plans (LSIPS), to develop solutions for tackling local labour market challenges and responding to national priorities.

The UK's Clean Energy Superpower Mission



The Mission:

Make Britain a Clean Energy Superpower:

- UK's response to rising energy prices and global events such the uncertain cost of importing fossil fuels.
- The UK is home to abundant natural resources for renewable energy, and a pioneering industry delivering the latest advancements in clean technology
- The Government's clean energy mission will harness these opportunities to deliver change, and the opportunity for growth and good jobs in clean technology

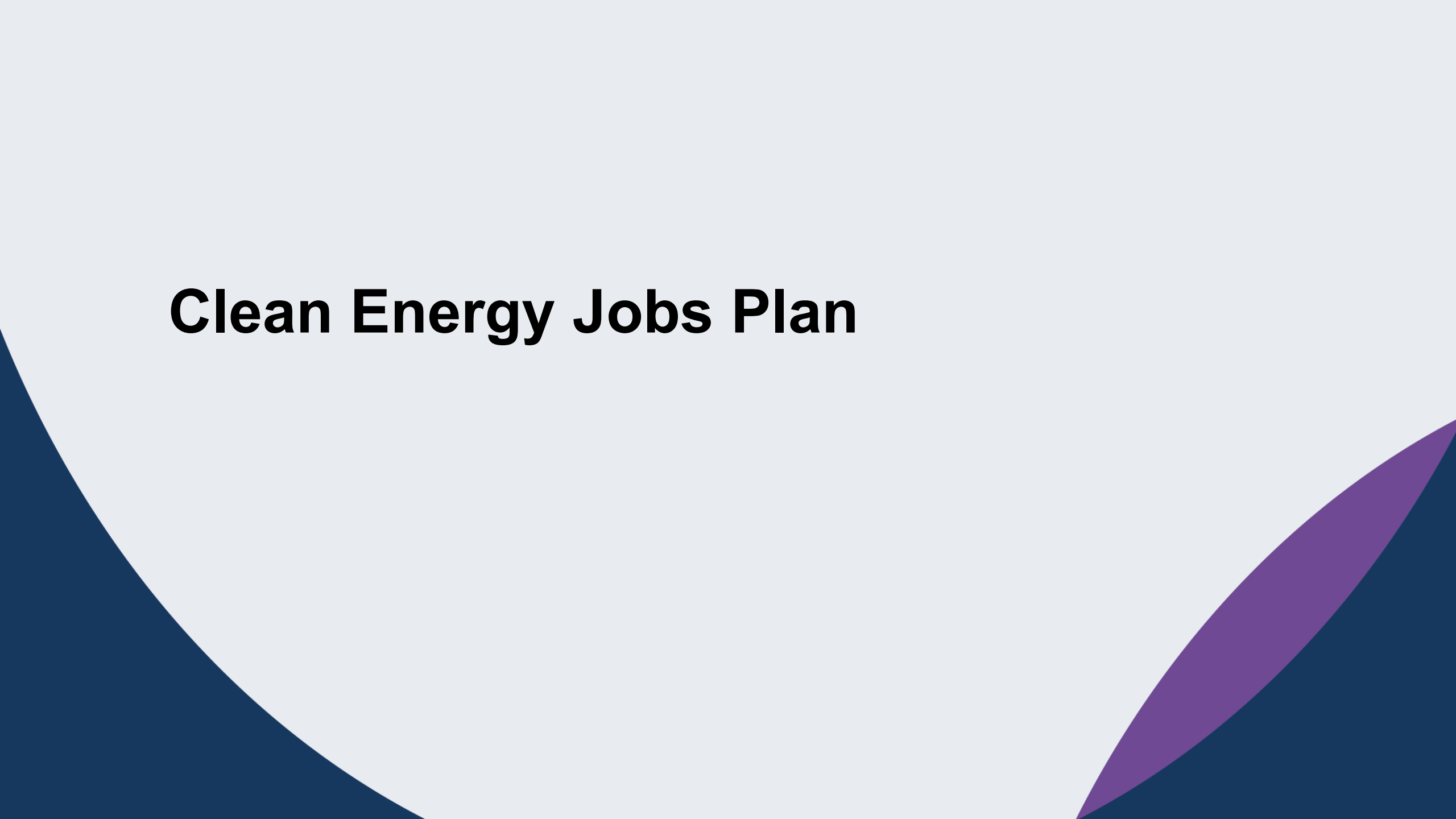
The Long-Term Mission

- To deliver lower cost, clean, secure power, with good jobs
- The case for the clean energy mission is made on economic, national security and environmental grounds.
- The aim is to deliver clean power by 2030 and accelerate to net zero. The mission will bring energy security, protect billpayers, create good jobs, and help to protect future generations from the cost of climate breakdown.
- By building a diverse low carbon energy system, we will make the most of natural resources to keep bills down and protect consumers from future price shocks.
- This will revive the strength of British manufacturing, bringing jobs and investment into all parts of Britain. Britain has a long history of technological innovation that we can apply to the problem but this needs to be supported by private investment.

How?

- Work in partnership with businesses and the sector and provide long-term certainty and stimulate public investment.
- Improve infrastructure across the country
- Harness cutting-edge technology as we build out clean power. The UK is home to world-leading green-tech companies and researchers, pioneering the way to a clean future.
- Ensure the public enjoy the full benefits of home-grown clean power, as the UK accelerates to net zero.

Clean Energy Jobs Plan

The background features a light blue gradient. On the left side, there is a large, dark blue curved shape that sweeps upwards. On the right side, there is a purple curved shape that also sweeps upwards, partially overlapping the dark blue shape.

The Clean Energy Jobs Plan:

- The Plan focuses on recruiting and training the right people with the right skills to deliver the Clean Energy Superpower Mission
- The number of jobs supported by clean energy industries could almost triple in Scotland and at least double in Wales, Northern Ireland and almost every region of England, as the sector grows from around 440,000 jobs in 2023 to support 860,000 jobs across the UK by the end of the decade
- The Plan sets out the main occupations associated with clean energy and how Britain plans to fill skills gaps

How Skills England is Supporting the Clean Energy Jobs Plan:

- Skills England is working with the Department for Energy Security and Net Zero, with businesses, universities, colleges, training providers and others to make sure we have the right mix of apprenticeships and qualifications with appropriate funding in place
- We are working with employers and professional bodies such as Cogent and ECITB to consider professional and occupational standards and continued professional development opportunities
- We are working with bodies like the Design Council to start to consider a range of creative solutions, and with unions to promote job security and fair working conditions
- We are looking at specific occupations such as welding to develop clear pathways into the profession and opportunities to continue to upskill to meet increasing demand.

**What does this mean for
Gloucestershire?**

The Clean Energy Jobs Plan:

There are opportunities to support the Clean Energy Superpower Mission in every part of the country

Opportunities to reduce carbon emissions, reduce reliance on energy from overseas, increase the efficiency of our buildings, vehicles and manufacturing processes

Businesses, individuals and councils can all support the mission by considering how you use and source power. Switching to solar panels, heat pumps and electric cars can all make a big difference to your bills and the planet.

Young People and Green Jobs

- Many young people are passionate about the planet and keen to embrace that in parts of their life
- Very few jobs focus on green, clean, environmental as their core function, but almost every job can be done in a more sustainable, planet-friendly way
- Important to let learners know that they can use their accounting, architecture, art, business, journalism or any other degree to drive innovation and change for the environment
- Whether a council member, teacher, parent or employer you can help young people identify careers and employers that match their green aspirations and ethical values



Thank you

tanya.lawes@dwp.gov.uk

ANY QUESTIONS?



GCC Green Skills Strategy Launch

Cllr Linda Cohen
Gloucestershire County Council



Refreshment break!

Reconvene at **11:00**





Gloucestershire Green Skills

CONFERENCE 2026

Green Skills: Challenges and Opportunities

Professor Matt Reed
University of Gloucestershire



**Gloucestershire
Green Skills**

CONFERENCE 2026



**RESEARCH
THAT
MATTERS.**

Professor Matt Reed

**Greenskills - Riding
the next tech wave
together**

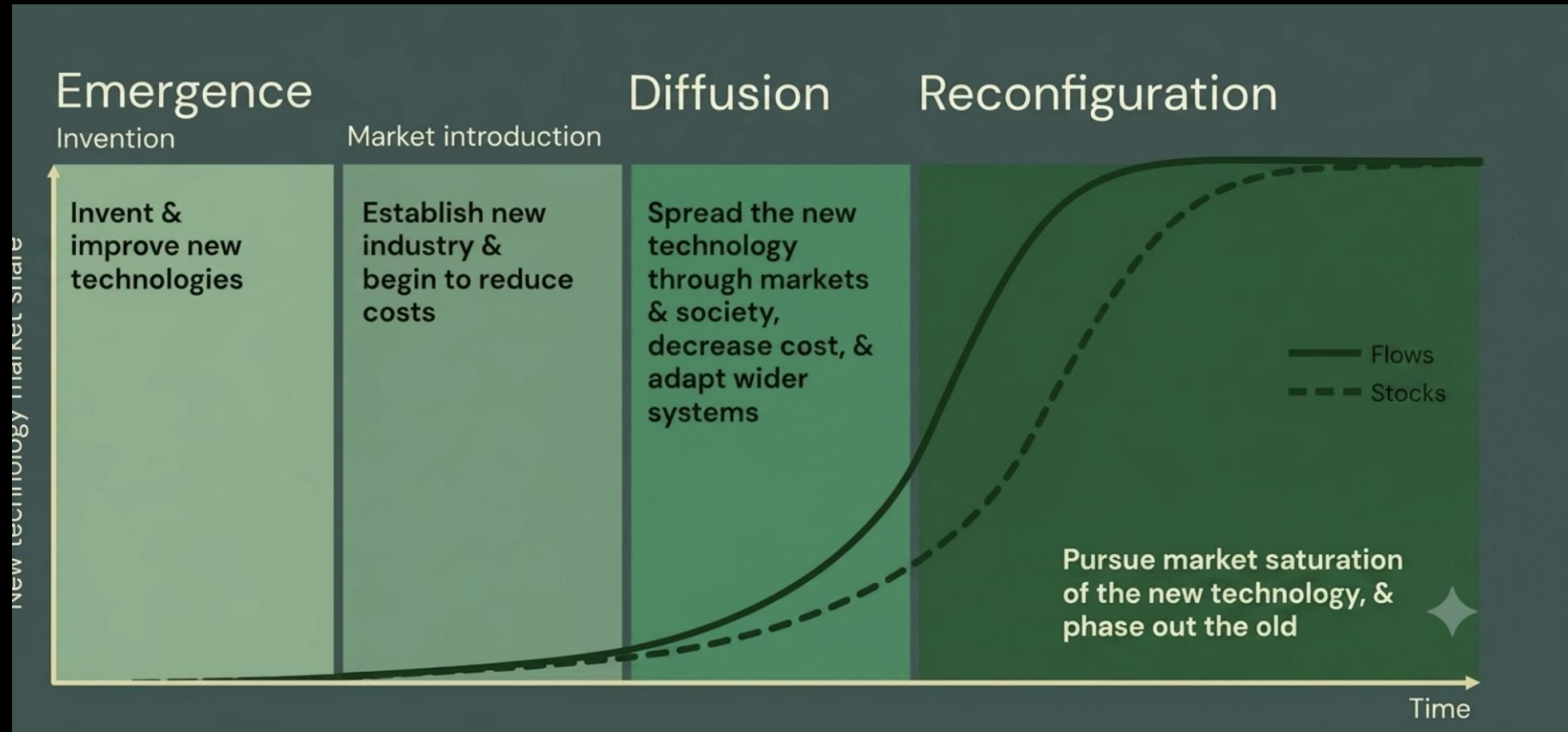
mreed@glos.ac.uk

DE-CARBONISATION, ELECTRIFICATION & GREEN SKILLS

- UK energy mix - we are moving beyond fossil fuels.
- 1million + domestic EV chargers, 130,000+ public ones, last year 250,000 domestic solar panel installations, electric truck network being built out
- Challenges to come, - retro-fitting UK housing stock, manufacturing, agri-food sector, and air travel
- Sovereign capacity, re-shoring of key manufacturing capabilities, self-reliance in skills & basic commodities whilst meeting climate goals
- Tremendous prospects for young people, those re-skilling & up-skilling.

THIS IS RESEARCH. THIS IS UoG.

1ST BUILD, THEN BREAK



Murphy et al 2025 'First Build, then break'. S-Curve Economics p.8

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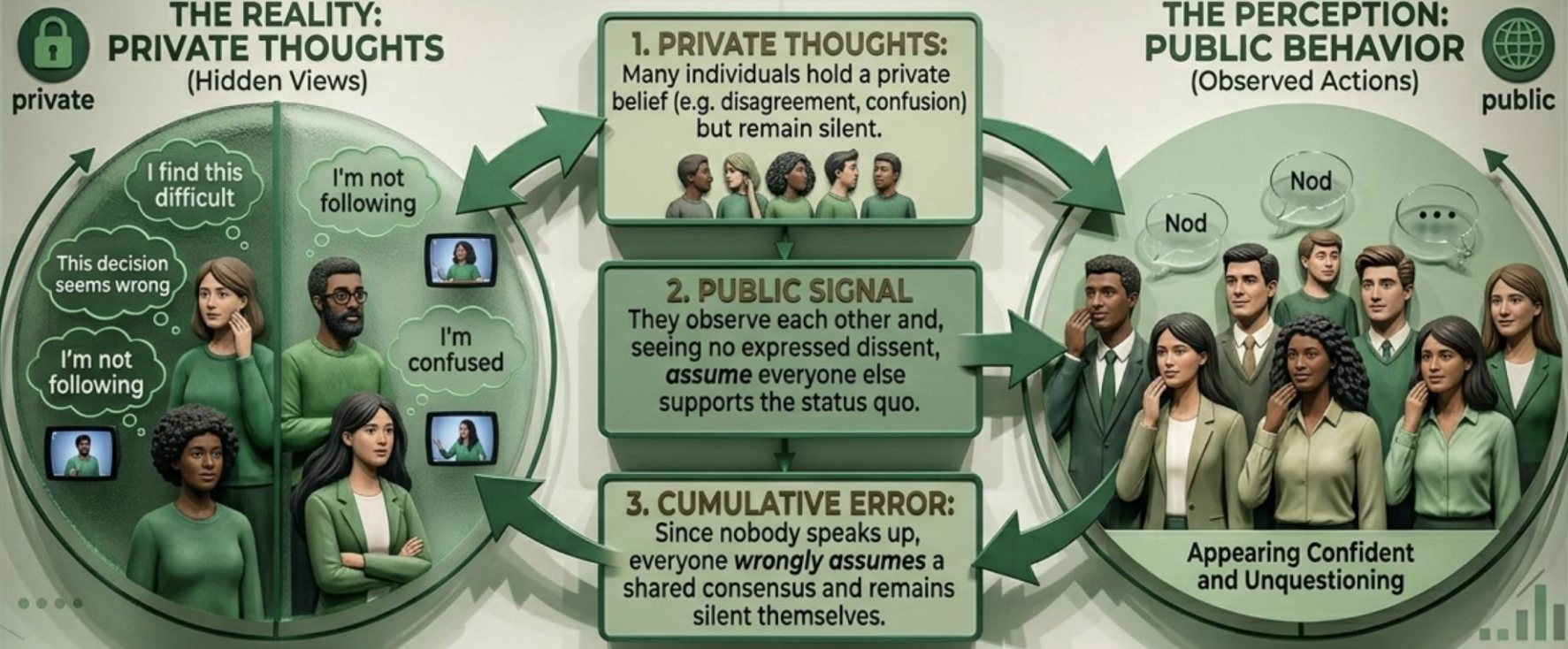
SOCIO-TECHNICAL TRANSITIONS

- All technological transitions have a social element, which can make or break a technology
- A combination of actors, the sequencing of state and private sector action
- Emergence - big role for public sector and academia to create underpinning public goods
- Market introduction - first models, pressure to decrease prices as diffusion increases
- Reconfiguration - the new tech becomes dominant and the old is phased out, either completely outcompeted or ended by policy.

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UNDERSTANDING PLURALIST IGNORANCE:

A Photographic Explanation



KEY FEATURES OF PLURALIST IGNORANCE:



Mismatch between Private and Public Behavior:



False Consensus Effect: Incorrectly believing one is in the minority.



Reinforces the Status Quo: Silence and conformity are maintained, even if many are privately unhappy.



Potential for Sudden Shift: Once one person speaks, the illusion may collapse.

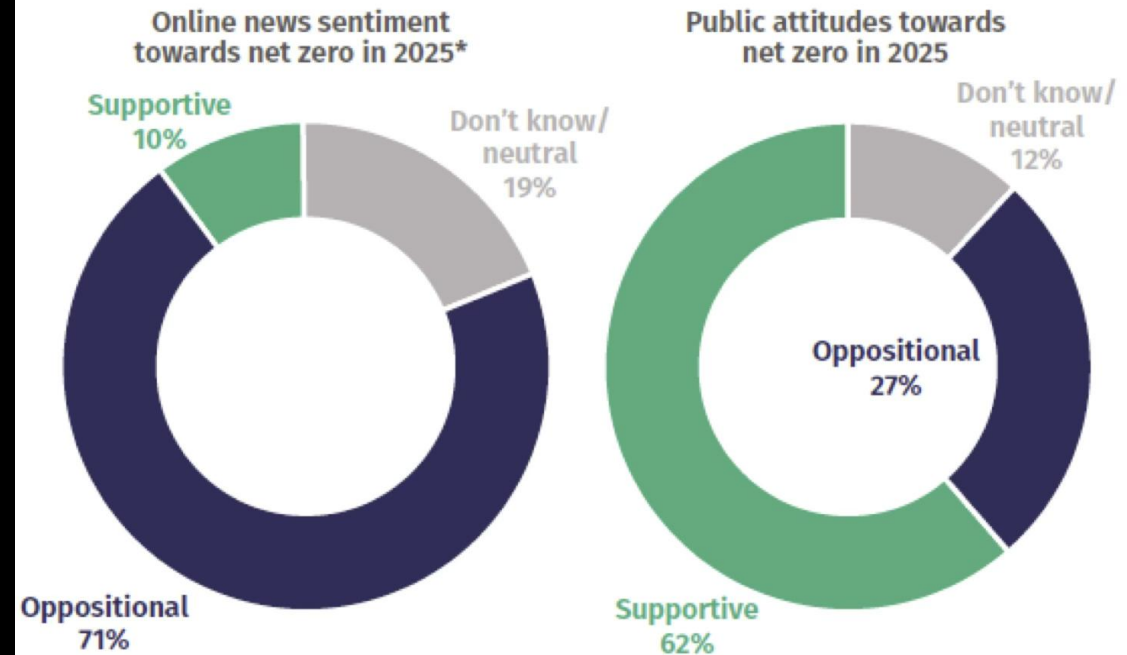
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**THE PRESS ARE
FAR MORE
SCEPTICAL
THAN THE
PUBLIC**

FIGURE 2.4

Negativity towards net zero is 160 per cent higher in the UK news media than among the public

Online news' sentiment vs public sentiment on net zero



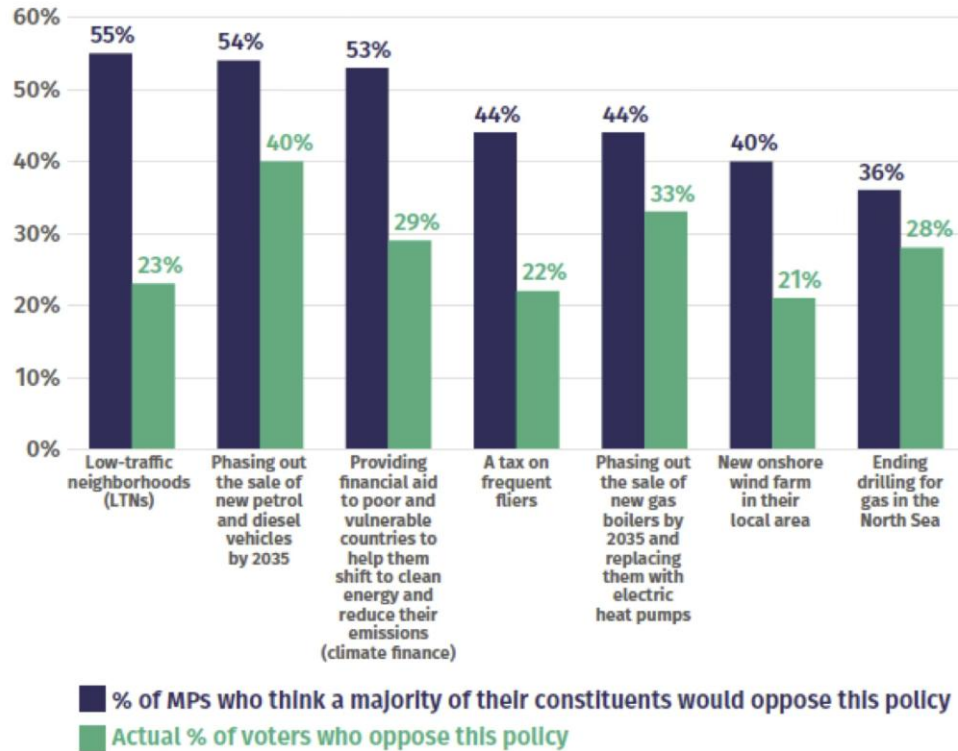
Source: Persuasion UK 2025

Note: Media sentiment was established via sentiment analysis using Brandwatch.¹ Public sentiment was established through an online YouGov survey carried out for LCEF in December 2025, and is based on responses to the question "‘Net zero’ is a target set by government to reach zero greenhouse gas emissions by 2050 at the latest, balancing any carbon emissions that are produced with carbon-reducing measures, in order to reduce the risks from climate change. From what you know of it, do you support or oppose net zero?"

FIGURE 2.5

MPs assume higher than actual opposition on climate policies

Policies MPs think voters will oppose vs actual percentage of voters who oppose this policy



Source: Persuasion UK 2025

Note: Surveys of MPs and the public conducted by YouGov for Climate Barometer in October 2025.

Sample size for MPs=103-120 per wave, weighed to be representative of Parliament on party, region and cohort. Sample size for GB adults=2,636.

- MP's tend to think that the public is more reluctant that it is.
- A reflection of the media and the louder voices that seek them out.
- Signals the importance of communicating agreement not just disagreements with elected representatives.

RURAL ELECTRIFICATION

GO BEYOND MARKETING

1. BUILD TRUST



- Go beyond marketing to create real impact



- People's homes are sanctuaries
- Community-developed engagement
- Known and trusted installers.

2. LEARN TOGETHER



- Respect past experiences of adoption
- Acknowledge costs & benefits, discussion of CONTROL
- Greater influence for communities.



3. HARNESS THE ENTHUSIASTS



- Tinkerers, adapters, geeks
- Use participatory approaches
- Empower local volunteers
- Example: Community energy group in Forest of Dean.



4. AUTHENTIC INTERMEDIARIES



- Warts-and-all accounts from peers
- Full story of investment
- Rooted projects replace negative examples
- Peers listen to peers



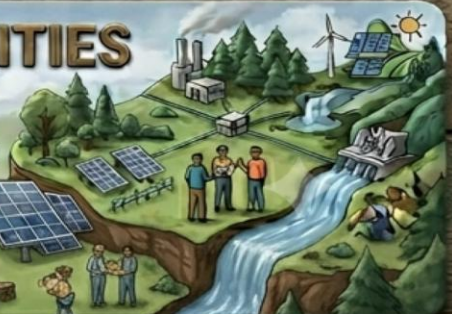
5. EXPLORE GREEN FINANCING



- Facilitate change in finance
- Tailored approach (v.s. one-size-fits-all)
- Address high costs
- Demonstrates understanding & commitment

6. UTILISE COMMUNITIES

- Collective, local answers
- Communities as experimentation spaces
- Interconnectivity not just selling to the grid
- Resilience is appealing
- Consider landforms (forest, gorge).



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UK Government



FODCAP
FOREST OF DEAN
CLIMATE ACTION
PARTNERSHIP



FVAF



Forest of Dean
FOREST OF DEAN

FOREST OF DEAN TRAVEL GUIDE 2025-26



CLICK THE ITEMS IN THE LISTS BELOW
TO FIND MORE INFORMATION

BUS

- 22 Gloucester–Cinderford–Coleford
- 23 Gloucester–Lydney–Coleford
- 24 Gloucester–Mitcheldean–Cinderford–Coleford (some on to Monmouth)
- 25 Gloucester–Highnam–Newent
- 26 Gloucester–Mitcheldean–Ross-on-Wye–Hereford
- 27 Ross on Wye–Coleford–Monmouth
- 28 Gloucester–Tewkesbury
- 29 Ross-on-Wye–Joy's Green or Mitcheldean–Cinderford
- 30 Monmouth–Hereford
- 31 Chepstow–Lydney–Cinderford–Mitcheldean
- 32 The Pludds–Buckshaft
- 33 Daffodil Line: Ledbury–Ross on Wye
- 34 Cinderford–Lydney

ACTIVE TRAVEL

- Map of all footpaths, bridlepaths and rights of way
- Cycling Information for Gloucestershire
- Forest of Dean Cycle Centre
- Newent cycle route
- Route 42 from Chepstow to Usk & Cinderford to Parkend
- Coleford to Parkend cycle route
- Wye Valley Greenway cycle route
- Cycle route 45 from Gloucester to Tewkesbury
- Offa's Dyke walking route
- Wye Valley walk
- Monmouthshire Way
- Gloucestershire Way
- Peregrine Path
- Colliers Trail

RURAL, COMMUNITY AND ON-DEMAND TRANSPORT

- Newent Community transport routes (travel around Newent)
- Newent community transport (door-to-door service)
- The Robin (bookable bus)
- Gloucestershire hospital transport (non-emergency)
- Lydney Dial-A-Ride rural bus routes
- Lydney Dial-A-Ride (door to door service)

TRAIN

- Trainline
- Gloucestershire Community Rail Partnership
- Access map of Lydney station

HOSPITAL AND MEDICAL TRANSPORT

- Bream voluntary car service
- Lydney Dial-A-Ride voluntary car service
- Lydcare transport (Lydbrook)

TAXIS AND PRIVATE HIRE

- Roadrunner
- Martin Hill Transport (wheelchair accessible)
- CDS Taxis and private hire (wheelchair accessible)
- Crystal Travel (wheelchair accessible)
- Driving Miss Daisy (wheelchair accessible)
- Pops bus (wheelchair accessible)
- A1 taxis & courier service

OTHER USEFUL RESOURCES

- Car-share Gloucestershire
- Gloucestershire-wide transport information
- EV charge points
- Traveline SW



ARTSPACE



FOREST OF DEAN & WYE VALLEY



Forestry England



FOREST
GLoucestershire



dial-a-ride
Please take your seat



Newent Community Transport



Sheppard House
Health and Social Care



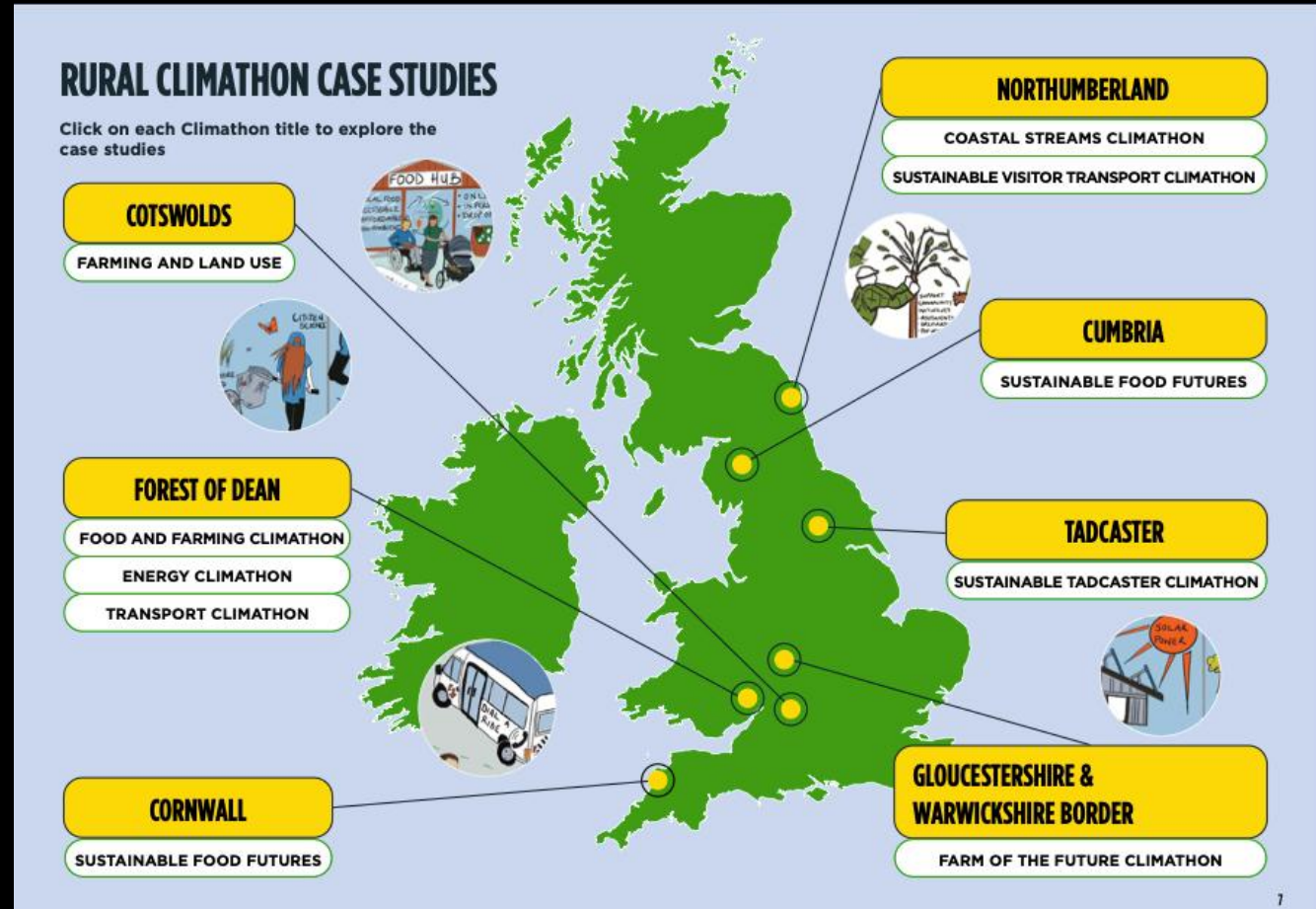
thinktravel

Please e-mail info@fodcap.org if you have suggestions for how to improve this guide for future versions

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CLIMATHONS

- Bring communities together to take practical climate action
- Envision a climate future and actions that can be taken to bring that to life
- Can focus on particular topics
- Participatory & deliberative
- Toolkit to host your own.



Climathon Toolkit – CCRI.ac.uk

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**THE WORLD IS
CHANGING.
BE THE REASON
WHY.**



Thank you

ANY QUESTIONS?



Panel Discussion:

Collaborating to build the Gloucestershire Green Skills Faculty



Panel Discussion:

Bean Beanland

Andy Bates
David Owen
Gavin Murray
Jackie Jobes
Dr Jane Fern
Dr Karen Rial Lovera
Prof Kenny Lynch
Luke Hasley

Panel Moderator

GlosCol
Gloucestershire County Council
SGS College
Hartpury College
Cirencester College
Royal Agricultural University
University of Gloucester
Royal Agricultural University



Audience Q&A

Keynote

Dr Rachel Wilde
University College London



Green Jobs for the Future? Opportunities and challenges for young people in coastal communities

Dr Rachel J Wilde

With thanks to Molly James, Avril Keating and Sam Whewall

8th July 2026

rachel.wilde@ucl.ac.uk



Green Jobs for the Future? Opportunities and challenges for young people in coastal communities

Rachel J Wilde, Molly James,
Avril Keating & Sam Whewall
April 2026



Green Jobs for the Future? Project

Great Yarmouth - Coastal Community

- Depleted industry
- Geographical and economic isolation
- Dearth of local leisure, housing and work opportunities, for young people in particular



- Promise of 'green jobs' to solve issues
 - Project aimed to explore pathways to green jobs

Method: Researched initiatives that seek to raise awareness of green jobs and asked local young people their views on the different approaches



A Successful Gloucester Green Skills Strategy

- Sharing examples from across England
- Sharing young people's experiences and views
- Link these to the four core recommendations:



1. Convene Gloucestershire Green Skills Faculty
2. Gloucester Retrofit Centre of Excellence
3. Green Skills Pledge
4. Develop Green Skills Pathways



1. Convene Gloucestershire Green Skills Faculty

Our findings:

Careers Provision in schools is variable quality and misses NEET youth

Careers advice is too often an afterthought in schools, constrained by timetables, resources and a curriculum dominated by exam outcomes. The result is that many young people remain unaware of the career paths available to them, particularly in engineering, energy and technical disciplines...While some excellent models exist, these are not universally available or coordinated. A more consistent, inclusive and business-led approach is required. (EEEGR 2025)

...they miss a day of school and now they've missed the whole talk on the careers.
(Youth Participant)



Recommendation 6: Local stakeholder collaboration to build training pathways



Findings: Youth Perspective – their needs

- Sustained advice and guidance from a trusted adult, particularly at key decision-making moments such as qualification selection
- Range of types and formats of support – individuals need different formats and forms at different stages related to where they live
- Greater frequency and variety of careers education opportunities – anxiety of ‘missing out’, need for ‘minimal commitment’ tasters

Conceptualising the Careers Journey:

- Exploration and Discovery
- Experiencing and Testing
- Preparation and Strategic Planning
- Labour Market Competition Support



Examples of where it has worked



Example A: Industry, Local Authority and Further Education Collaboration

Tees Valley Net Zero Industry Scholarships [TVNZIS], Net Zero Teesside & Northern Endurance Partnership (NEP)

This case study demonstrates the benefits of collaboration between industry and the combined authority, who in turn coordinated local education providers. TVNZIS launched in September 2025, and offered 141 scholarships to 16-18 year olds in the Tees Valley with the aim of ensuring that local people would be able to gain the employment opportunities arising from Net Zero Teesside, a gas power station, and the Northern Endurance Partnership, which is developing the onshore and offshore carbon capture and storage infrastructure for the power station. The scholarships are funded by industry and are coordinated by the combined authority. This means that further education colleges across the region all benefit from the scheme, and the sites with most relevant resources and expertise are efficiently utilised to serve the needs of the employers involved in the NEP. A Regional Skills Consortium has ensured that the combined authority has an understanding of the current and forthcoming workforce skills needs, as well as the current training and education provision. Employers have been able to input into curriculum content to ensure that it suits their needs, and effort has been taken to ensure there are genuine work roles available post-training. Time and attention have also been put into the transport links and housing available for workers on the new sites. To improve the scheme, or for those considering something similar, the organisers would recommend a longer advertising phase, with greater attention paid to recruiting more females. While they had tried to use inclusive representation in promotional materials to encourage female applicants, they still attracted fewer applications than males. They also advised taking more time to develop potential applicants' understanding of lesser-known trades, as application numbers were skewed towards better known roles such as electrical engineering. A determining factor in the success of the scheme was the collaboration between the different parties.



Strengths: Local collaboration and coordination



Addresses Recommendations: 5, 6



Aimed at: 16-18 year olds, school leavers



Challenges: Inclusive Recruitment needs attention

“We would solve our skills gap overnight if we brought enough women in...if we got up to 51% as opposed to 12% there wouldn't be a gap.” (Community Investment Manager, Energy Company)

> And broader ethnicity mix



2. Retrofit Centre of Excellence

Our findings:

Designing training for unpredictable future is challenging



Recommendation 5: Robust, reliable and up-to-date green labour market information

“What is really difficult for me, and it must be for advisors as well, is to articulate the timeline of that [jobs pipeline]. So you might be creating, you know, heightened awareness of certain sectors, but actually the jobs are not necessarily there yet...In terms of the green jobs... there's industries, businesses out there that these jobs don't exist in yet...there will be careers that are going and disappearing and there's careers that are coming that don't exist today but are here tomorrow.” (Programme Development Manager, Combined Authority)

“You have to explain [that] the career path might be a bit wiggly...offshore wind is quite an open industry because it's still very new.” (Community Manager, Energy Firm)

“There is a bit of a unique challenge in that nobody really knows what they are preparing a young person for, and the young person doesn't really have an end goal in sight.” (Programmes Director, Charity)



Examples of where this has worked



Example B: Further Education-led

Colleges of the South-East Midlands' Green Skills Centres

This case study is a success story in collaboration between industry and education providers, which resulted in using labour market information effectively to design training for local needs. In the South-East Midlands, a consortium of local colleges responded to emerging market intelligence that there would be a need for retrofitting skills locally due to ageing housing stock owned by Councils and Housing Associations. This information emerged from market research purchased from third parties as well as from forums they hosted with local employers to ask for their thoughts on the colleges' plans "to produce people that will really add to our local economy" (Senior Leader, MK College). Consulting on their plans and getting feedback on their curriculum content from employers means that they can offer more than minimum requirements for qualifications.

"Awarding bodies are never going to be at the forefront of what industry is doing. So we take what is required of the qualification and then we go to our employer partners and say, "This is what we have to deliver. What more would you like? What added value would you like?" (Senior Leader, MK College)

A successful bid to the Local Schools Improvement Fund provided funding for market intelligence reports, new buildings, equipment, and staff training across the region such as the Milton Keynes College Green Skills Centre. A key challenge is helping employers articulate their skills need, but the most effective means of unpicking this was to talk to employers, getting them to visit the colleges to see the facilities and the way they run, and showing employers how adept the colleges can be at developing tailored training. A further challenge is that many qualifications focusing on green skills currently require existing qualifications and work experience, meaning that there are less appropriate for school leavers, but this is an area for future attention already identified by the consortium.



Strengths: Effective use of labour market information, Local collaboration and coordination



Addresses Recommendations 1, 5, 6



Aimed at: Existing workers



Challenges: Not currently serving school leavers or inexperienced young people



3. Green Skills Pledge

Our findings:

Demand for green jobs is unbalanced and pathways are opaque



Recommendation 2: Inclusion and diversity at the heart of green careers education



Recommendation 7: Employer-to-employer pipeline coordination

- Meaningful work experience = something they are interested in!

“[Work experience] Yeah. It kind of narrows it down to what I want to do and then I’ll have like all these ideas of what I can do.”

“I think experiencing it would be, like, fun because there’s something like you can say you want to do it but when you actually get there and you get to do it you might go okay, no.”



4. Develop Green Skills Pathways

Our findings:

Demand for green jobs is unbalanced and pathways are opaque



Recommendation 3: Re-imagine careers and careers education as a non-linear and lifelong journey

Designing training for unpredictable future is challenging



Recommendation 9: Coordination between local and national government

The term 'green jobs' is unclear



Recommendation 1: Co-design green jobs education campaign

“There is a fracture between employers and education and everything in government policy is trying to join that up now... One of the biggest problems is here's the education system [and] here's the jobs. How does that match up? How do you get from A to B?... That is incredibly difficult and people are doing it in different ways” (Education Consultant)



Green Skills Pathways – tangible roles is key



Figure 1. Word cloud from youth focus group - responses to question ‘what do you think of when I say “green job”?’ Size = frequency; highest frequency = 3

Barriers:

Lack of information, knowledge and certainty



Prevents awareness and keenness to train for green jobs



Inability to organise the training and labour market and speed green transition

Solutions:

Information, knowledge and planning



Promotes awareness and keenness to train for green jobs



Ability to organise the training and labour market and speed green transition



Recommendations



Recommendation 1: Co-design green jobs education campaign



Recommendation 2: Inclusion and diversity at the heart of green careers education



Recommendation 3: Re-imagine careers and careers education as a non-linear and lifelong journey



Recommendation 4: Universal and lifelong careers provision baseline



Recommendation 5: Robust, reliable and up-to-date green labour market information



Recommendation 6: Local stakeholder collaboration to build training pathways



Recommendation 7: Employer-to-employer pipeline coordination



Recommendation 8: Holistic careers support



Recommendation 9: Coordination between local and national government

Enabling mechanisms:

- Careers provision for all – beyond schools, more inclusive
- Collaboration across stakeholders for planning and information sharing



ANY QUESTIONS?



Lunch

Breakout sessions **start at 13:30**





Gloucestershire Green Skills

CONFERENCE 2026



**One word to describe the
conference today....**

The last word

Cllr Linda Cohen



Bean Beanland

