

**Cabinet Response to Overview and Scrutiny Recommendations
Completed Action Plan**

Apprenticeships

In accordance with Section 21B of the Local Government Act 2000, Cabinet is required to provide a response to the recommendations of the Overview and Scrutiny Committee within 2 months. In providing this response Cabinet is asked to state whether or not it accepts each recommendation and the reasons for this decision. Cabinet must also indicate what action, if any, it proposes to take.

Overview and Scrutiny Recommendation	Officer Commentary	Cabinet Decision (Accept or reject)	Action to be taken (if any) and timescale for completion
<p>Recommendation 1: Cabinet ask officers to devise a North Tyneside Apprenticeship standard to award to employers within the borough that demonstrate a commitment to working with apprentices</p>	<p>It is possible to develop and implement a NT Apprenticeship Standard. A cross council group is being set up to consider the NT approach to increasing apprenticeships within NT and will develop this standard and it's implementation.</p> <p>As there is no requirement for employers to inform the Council when they create and start apprenticeships a key challenge will be to market the Standard to employers. This will be critical to ensure there is employer acceptance and ownership for it. Work will be undertaken with the Council's Communications team to consider how best to widely promote this standard. The first piece of work will be to work with employers known to the Council.</p>	Accept	<p>Council apprenticeship group develop standard-June 2014</p> <p>Launch standard with engaged employers-September 2014</p> <p>Widen standard launch as part of possible apprenticeship award within proposals for NT Business awards if appropriate-Jan 2015</p>
<p>Recommendation 2: Cabinet ask officers to review the marketing strategy currently in</p>	The marketing strategy in place is now under regular review. Recently marketing material	Accept	Marketing material updated –April 2014

Appendix A

Overview and Scrutiny Recommendation	Officer Commentary	Cabinet Decision (Accept or reject)	Action to be taken (if any) and timescale for completion
<p>place in relation to employer engagement and devise an e-flyer that could reach as many employers as possible</p>	<p>was updated and an e-flyer circulated to NT businesses as part of a mayoral led challenge to employers to increase apprenticeships in NT.</p> <p>Regular reviews of the marketing material will continue.</p>		<p>Marketing material regularly reviewed and updated-quarterly</p>
<p>Recommendation 3: Cabinet ask officers to ensure that all opportunities are maximised to illustrate the benefits and rewards that can be achieved through apprenticeships, both for the apprentice and the employer</p>	<p>Officers accept that this is a good approach and will continue to ensure all opportunities are maximised. This will include employer testimonials and utilising role models.</p>	<p>Accept</p>	<p>Work to be incorporated as part of the business plan for delivery of apprenticeships within the councils training provider offer.</p>
<p>Recommendation 4: Cabinet ask officers to ensure that mechanisms are in place to routinely capture information on the short and long term success of apprentices</p>	<p>This recommendation will be a challenge to achieve as this information is not available to the Council.</p> <p>Initially we will collate the information from employers working with the Council to provide an initial level of local data.</p> <p>Further work will be undertaken by the cross Council working group to consider how best to receive and capture a greater level of information.</p>	<p>Accept</p>	<p>Initial work to be carried out to gather as much information regarding data regarding the success of apprentices.</p> <p>Recommendation to be reviewed by Council apprenticeship group.</p>