

Meeting: Economic Prosperity Sub-committee

Date: 22 October 2015

Title: Regional Apprenticeship Report

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Principal Manager for Employment and Skills

Service: Health, Education, Care and Safeguarding

Wards affected: All

1. Purpose of Report

This report provides a brief update on the regional approach to apprenticeships and provides an update on the recommendations from a recent examination of apprenticeships by the Council's Children, Education and Skills Sub-Committee.

2. Recommendations

The sub-committee members are requested to:

- note and comment on the content of the report;
- consider if any further information is required; and
- make recommendations to the Apprenticeship Growth Partnership for their consideration.

3. Details/Background Information

3.1 In February the sub-committee were presented with a report that highlighted the regional and local approach to supporting the creation of apprenticeships and the support available to individuals to access them.

3.2 The conclusions drawn and discussion agreed that whilst there was a lot of activity taking place there was still much to do to increase the numbers of apprenticeships in North Tyneside and the wider region. This was particularly highlighted at regional level where we have agreed ambitious targets for growth.

3.3 Concerns raised included:

- the lack of readily available data to help target growth in particular sectors or to offer recognition to those employers who deliver apprenticeships and do not engage locally.
- the mismatch between demand and supply
- the insufficient pool of high quality applicants in engineering, advanced manufacturing and IT and digital
- the insufficient applicants for catering, sales and health and social care
- the range of barriers experienced by young people when considering apprenticeships i.e. low wages, school prioritisation

- the lack of high quality and simple information, advice and guidance for young people, parents and employers
- the level of duplication of employer engagement with mixed messages
- the continued feedback from employers who are unable to navigate the apprenticeship process

4.0 The Apprenticeship Growth Partnership (AGP)

4.1 The Apprenticeship Growth Partnership was implemented in the summer of 2015 and brings together employers, providers, schools and others to work together towards clear, shared goals and targets for apprenticeship growth which will benefit employers, young people and the economy as a whole.

4.2 The AGP is chaired by Geoff Ford, Chairman of Ford Engineering Group and membership of the partnership includes:

- North East Local Enterprise Partnership – Employment and Skills Board
- North East Local Enterprise Partnership – Business Support Board
- Association of Colleges
- North East Combined Authority
- North East Learning Provider Network
- National Careers Service
- Skills Funding Agency/National Apprenticeship Service
- Federation of Small Business
- North East Chamber of Commerce
- Generation NE

4.3 This AGP will provide the leadership for the regions contribution to achieving the required growth of apprenticeships in line with the national ambition of creating 3 million apprenticeships by 2020.

4.4 The AGP will focus on addressing the identified structural and information gaps in order to reduce barriers to the take-up of apprenticeships. It will bring together partners to work towards:

- increasing the number of apprenticeship starts among young people (both 16-18, and 19-24)
- increasing the number of Advanced and Higher level apprenticeships
- increasing the number of starts in priority growth sectors
- focusing on starts resulting from genuine new job vacancies, rather than existing employees enrolling on apprenticeships
- increasing the overall number of employers recruiting apprentices

4.5 The AGP will focus on delivering activities within four recommended priority areas:

- A substantial activity programme to improve school engagement in apprenticeships.
- A programme of pre-apprenticeship activity to improve the work-readiness of young people.
- Information for employers new to apprenticeships.

- Enhanced marketing and PR campaigns to support increased take-up and quality.

4.6 The support/co-ordination of the group and activities will be overseen by an apprenticeship Manager. This will include developing:

- a communication and engagement plan so information can be disseminated about the work of the AGP
- a performance report to monitor progress against targets
- a resource plan to identify what resources are available to support the delivery of the priorities and targets

4.7 An action plan for the AGP has been produced and includes the following actions:

- Creating a digital platform to support employers, providers, colleges and young people in accessing information and opportunities for apprenticeships. The site could be called 'On your Door Step' and would include a TV channel/media showcasing various sectors and local employers
- Working with the Association of Colleges on a Higher Learning, Higher Earning project. The project aims to increase the number of higher level apprenticeships. The Skills Funding Agency has requested support from the NELEP to increase the number of Higher apprenticeships from 500 to 5000 over the next 5 years
- The group is looking to develop strong links with the North East Apprenticeship Ambassador network.

4.8 The AGP will work with the Ambassador network to create:

- An Apprenticeship Board made up of current apprentices to help support developments around information, advice and guidance
- An Apprentice Ambassador network which will bring together a central resource of young people to assist with the promotion of apprenticeships.
- A Graduation ceremony celebrating the achievement of and apprenticeship in the same way as a University Degree. The ceremony could be initially focused on Advanced and Higher apprenticeships.

5.0 Relevant data

5.1 Attached at Appendix 1 is a short data summary that provides key information relating to the review of apprenticeships in the region and in North Tyneside.

Data also provided by National Apprenticeship Service shows that in the North East, 18% of all work places employed apprentices in 2012/13, the highest of any English region.

6.0 North Tyneside

6.1 For a number of years there has been a partnership focus and approach to creating and supporting apprenticeships in North Tyneside. Key providers work together to ensure employers and individuals receive a comprehensive offer of apprenticeships and associated training.

6.2 The primary providers of apprenticeship training in North Tyneside include:

- Tyne Metropolitan College
- TDR
- Tyne North Training
- North Tyneside Council

- Barnardo's
- Zenith People

6.3 The Council's Children, Education and Skills Sub-Committee examined apprenticeships in North Tyneside and made four recommendations to officers for implementation. These recommendations were:

1. Devise a North Tyneside Apprenticeship standard
2. Review the marketing strategy
3. Ensure that all opportunities are maximised to illustrate the benefits and rewards that can be achieved through apprenticeships
4. Ensure that mechanisms are in place to routinely capture information on the short and long term success of apprentices

6.4 These recommendations have been implemented and an update on each one is attached at Appendix 2.

7.0 Apprenticeship Week North Tyneside

7.1 Apprenticeship Week is a locally delivered national campaign driven by the Skills Funding Agency. Locally partners work together to deliver a range of activities aimed at promoting the benefits of apprentices to employers and young people. National Apprenticeship Week takes place in March each year, in 2016 this will be week commencing March 14th. The aims of the campaign are to:

- Increase awareness, understanding and demand for apprenticeships
- Celebrate apprenticeship talent, skills, achievements and successes
- Promote all apprenticeship levels and progression routes, including Traineeships.

7.2 The activities that took place in North Tyneside in 2015, many of which will be repeated in 2016, included:

- An Annual 'Showbiz' event, sponsored by the North Tyneside Business Forum and Tyne Metropolitan College.
- A 'Get Up and Go' event which brings together local training providers and employers with young people considering an apprenticeship as an option. Over 700 people, including 277 young people, attended the 2015 event.
- Over 20 employers attended North Tyneside schools explaining what their business sector had to offer young people in terms of the various roles and career paths. The visits are supported by a presentation on what apprenticeships are and the key benefits of apprenticeships.
- Advanced Industrial Solutions (AIS) hosted 40 Year 10 and 11 students and 18-24 year olds who were shown around the facility and discussed the opportunities that exist in the offshore, subsea and renewable sectors.
- The partnership had a presence at 'trade' desks during the week where the aim was to promote apprenticeships as an option to businesses.
- Showcased the achievements of employers and apprentices in an 'Apprenticeship Hall of Fame' – a collection of case studies and videos celebrating local participants in the apprenticeship programme, including a focus on North Tyneside Council Apprentices.
- The North Tyneside Learning Trust (NLT) produce Apprenticeship Learning Packs for Schools, which include lesson plans and hand outs.
- Posters are situated in prime locations promoting all employer facing activities.

7.3 Planning for Apprenticeship Week 2016 has commenced with the following partners meeting with the Council's Employment and Skills team to develop the activities to be delivered:

- Tyne Metropolitan College
- Accenture
- Advanced Industrial Solutions
- Jobcentre plus
- Barnardo's
- NYA
- Lomax Training
- North Tyneside Learning Trust
- Generation NE

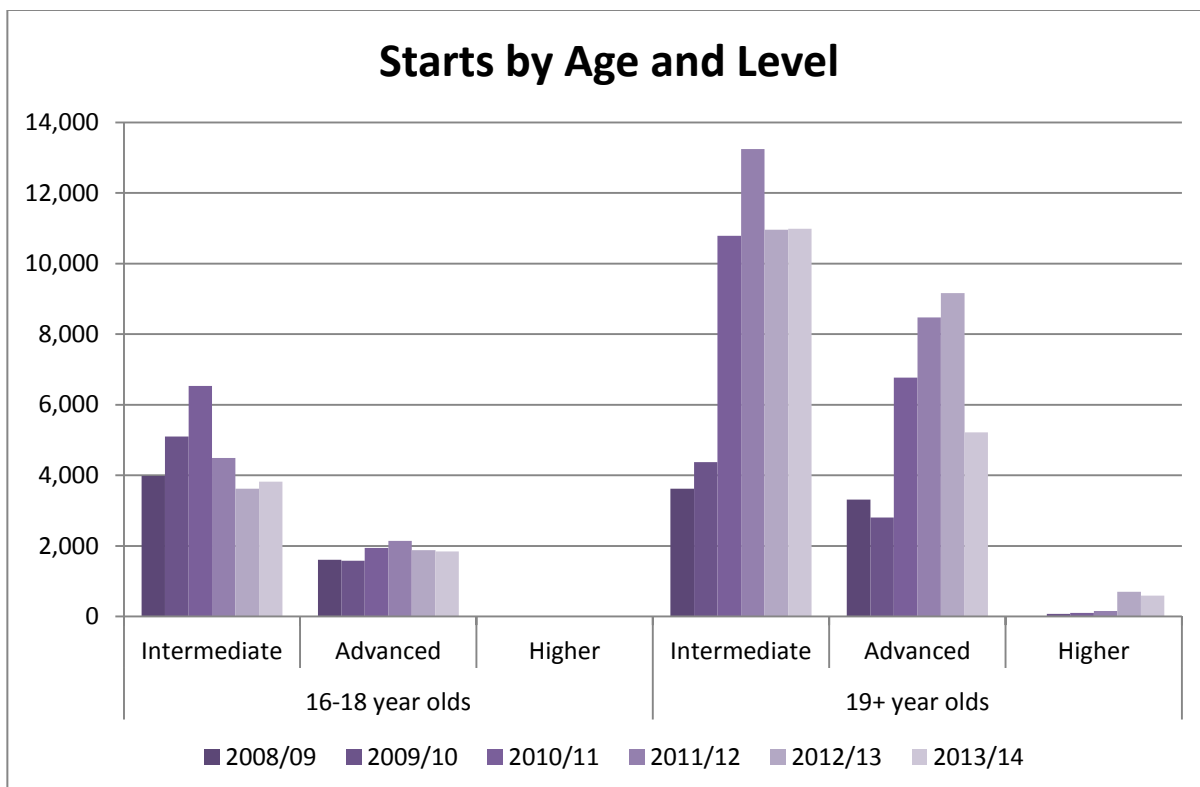
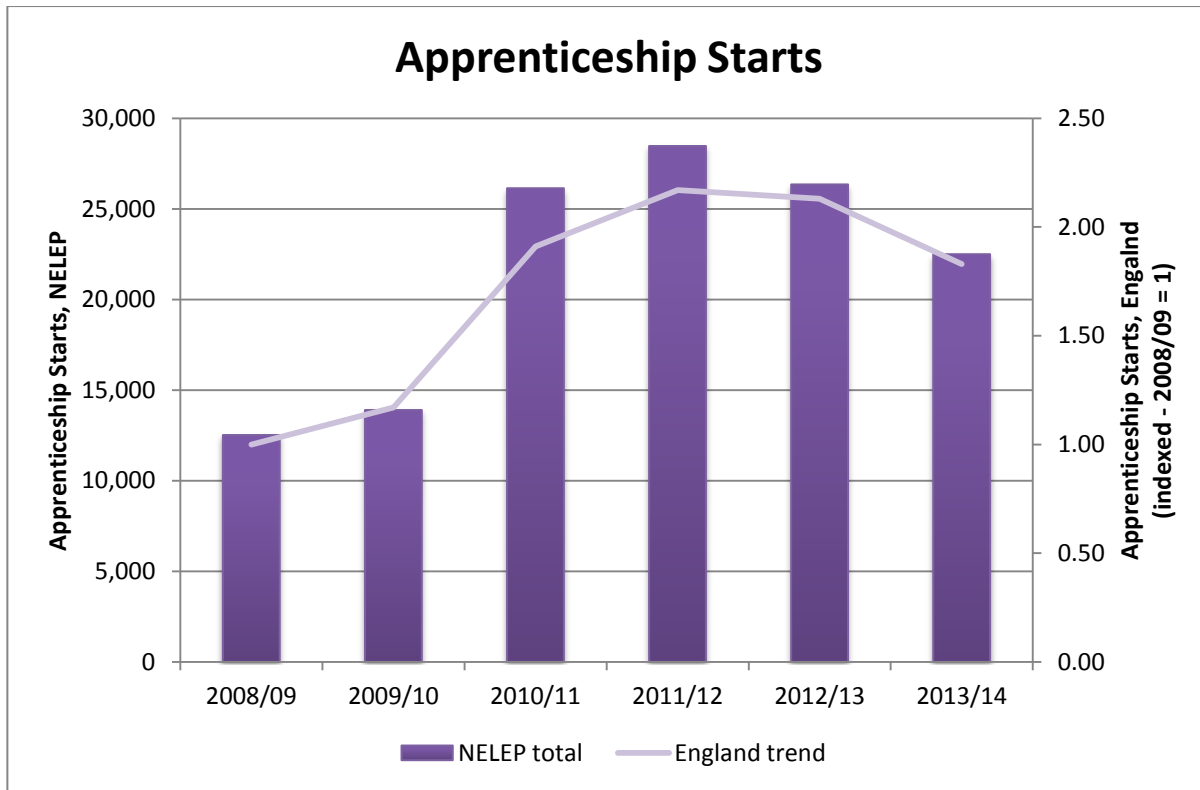
8.0 Recommendations:

8.1 The sub-committee are requested to:

- note and comment on the content of the report;
- consider if any further information is required; and
- make recommendations to the Apprenticeship Growth Partnership for their consideration.

**Apprenticeships
Economic Prosperity Sub Committee.**

The following tables provide a summary of regional data



Top ten frameworks, adults

Intermediate Apprenticeships		Advanced Apprenticeships	
Framework	Starts	Framework	Starts
Health and Social Care	2,000	Health and Social Care	2,500
Customer Service	1,220	Management	1,260
Management	1,090	Business and Administration	820
Improving Operational Performance	890	Customer Service	740
Business and Administration	620	Children and Young People's Workforce	320
Retail	620	Retail	310
Driving Goods Vehicles	410	IT, Software, Web & Telecoms Professional	230
Hospitality and Catering	330	Engineering Manufacture Craft Technician	210
Cleaning and Environmental Services	240	Hospitality and Catering	210
IT Application Specialist	180	Hairdressing	150

North Tyneside

The following tables and charts provide a summary of relevant data for North Tyneside.

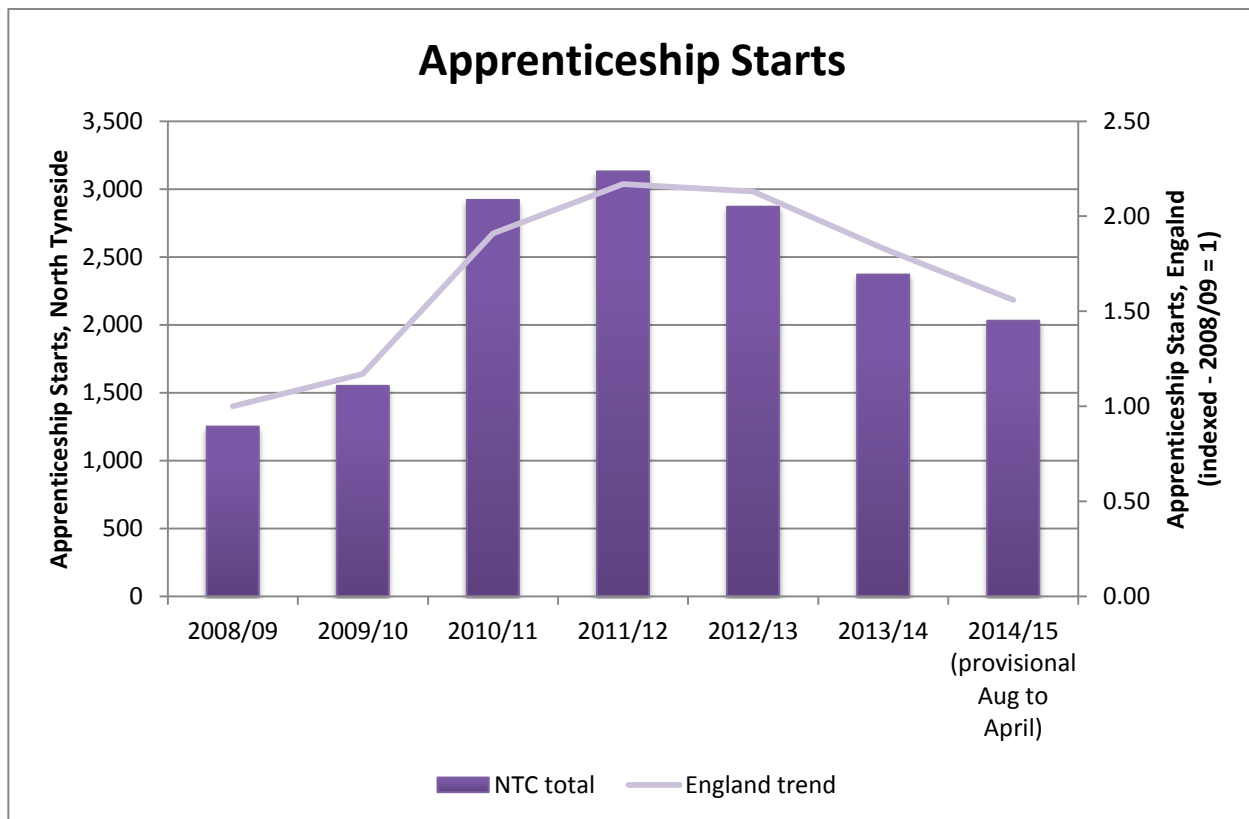
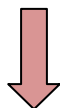


Table 1-the number of people that have started an apprenticeship in North Tyneside compared to the region and England figures

Green shading represents an improvement on previous year, red a reduction.

2014/15 Aug-April

	North Tyneside	NELEP	England
Under 19:	530	5,040	100,300
19-24:	530	5,590	120,700
25+:	970	9,440	148,500
Total:	2,030	20,080	369,500

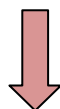


Fall of 340 (15%) compared to 2013/14 Starts
 North East **fell** 11%
 England **fell** 15%

Table 2-achievement levels

2013/14 Full Year:

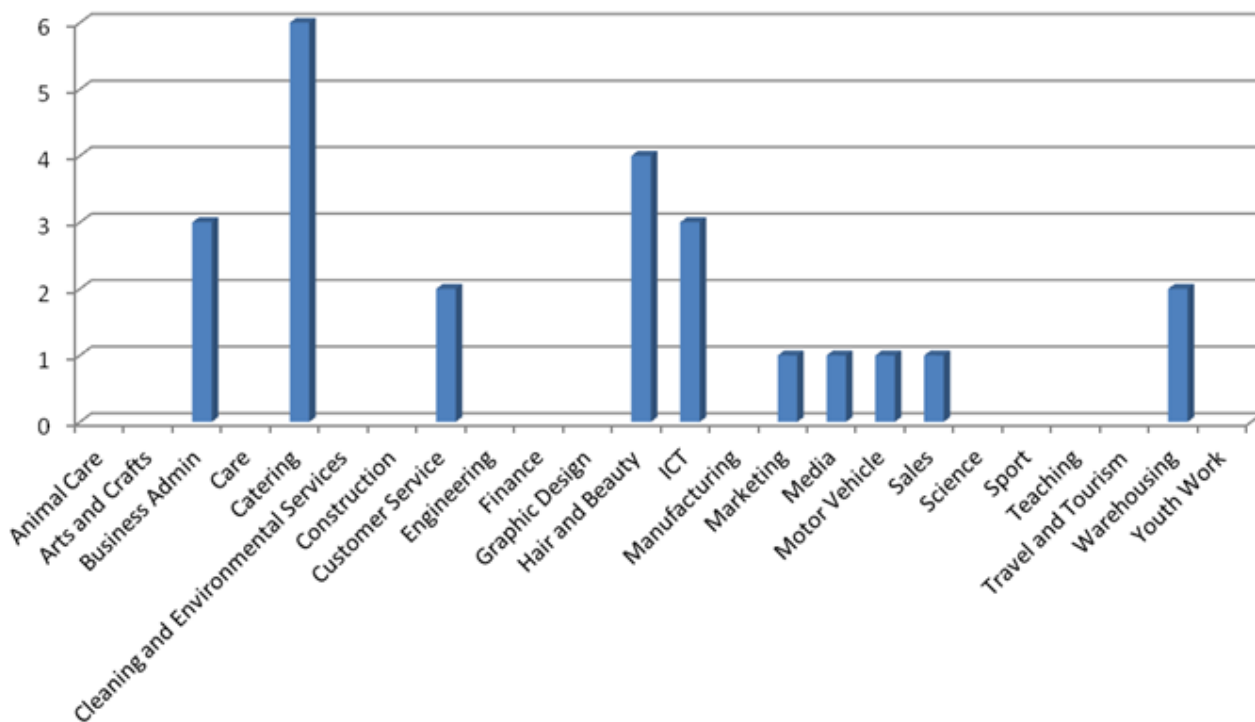
	North Tyneside	NELEP	England
Under 19:	310	3,280	64,800
19-24:	440	4,080	86,200
25+:	610	5,930	102,600
Total:	1,370	13,300	253,500



Fall of 2% compared to 2012/13 Achievements
 North East **fell** by 6%
 England **rose** by 2%

North Tyneside vacancies advertised on National Apprenticeship Service website

12/10/2015



**Overview and Scrutiny Apprenticeship Recommendations Update for Economic prosperity sub-committee
October 2015**

Overview and Scrutiny Recommendation	Action implemented	Update
<p>Recommendation 1: Devise a North Tyneside Apprenticeship standard to award to employers within the borough that demonstrate a commitment to working with apprentices</p>	<p>A NT Employer Apprenticeship Standard was developed with partners that recognised employers that delivered apprenticeships as a priority within their workforce planning process and provided above the minimum standard of support to their apprentices</p>	<p>Employer Apprenticeship Standard launched December 2014.</p> <p>43 Employers have been awarded the standard</p>
<p>Recommendation 2: Review the marketing strategy currently in place in relation to employer engagement and devise an e-flyer that could reach as many employers as possible</p>	<p>The Council's marketing material is regularly reviewed and updated as required</p>	<p>Marketing material updated –April 2014</p> <p>E-flyer circulated to employers in NT</p> <p>A suite of marketing material has been produced with the central marketing and communications team</p>
<p>Recommendation 3: 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>Opportunities to create apprenticeships and support apprentices are delivered via the Employment and Skills and Human Resource teams.</p> <p>Increased focus on Apprenticeship week as</p>	<p>Employer Apprentice Award incorporated into the annual Business Awards hosted by the Council in December. Closing date for 2015 applications was 16th October, 6 applications have been received to date and another 8 are anticipated.</p>

Overview and Scrutiny Recommendation	Action implemented	Update
	<p>part of the annual business planning for the councils teams.</p> <p>Apprentice talent pool implemented in March 2015 that provides a pool of potential applicants for apprenticeships. Individuals registered are supported to prepare for application and matched against potential vacancies.</p>	<p>Work is ongoing to increase the delivery of apprenticeships within the councils training provider offer. Currently we deliver training to 53 apprentices.</p> <p>Apprenticeship Week planning with partners is underway for 2016-week commencing 14th March.</p> <p>Apprenticeship week incorporates the “Apprenticeship Hall of fame” to showcase individual case studies of apprenticeship journeys to act as role models for young people.</p> <p>Council’s “Get Up and Go event” for young people and employers planned for 19th March.</p> <p>92 young people have registered with the talent Pool, 34 have progressed and 58 are being supported.</p>
<p>Recommendation 4: Ensure that mechanisms are in place to routinely capture information on the short and long term success of apprentices</p>	<p>Working with regional partners including the North East LEP efforts have been made to increase the access to apprenticeship data.</p>	<p>Published data is widely available and utilised when appropriate.</p> <p>There remains a significant challenge to access national and regional data sets that would enable greater local targeting of sectors, employers to create apprenticeships and support to individuals</p>