

Scrutiny Panel B Apprenticeship Inquiry: Key Findings and Emerging Recommendations

Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
<p>Meeting 1</p> <p>25th April 2013</p> <p>Theme: Setting the Scene</p> <p>Topics:</p> <ul style="list-style-type: none"> • National Policy and the current apprenticeship system • Introduction to Council Strategies and plans and other national drivers • Southampton current performance, trends and best practice • Southampton City Council People Plan <p>Speakers</p> <ul style="list-style-type: none"> • Cllr Bogle- Council's Vision • Ian Smith – Employer Account Manager – National Apprenticeship Service • Denise Edghill: Head of Service Skills and Economy SCC • Andy Tickner ,Skills Manager, SCC • Claire Wilkinson, HR Business Partner, SCC 	<p>Information, advice and guidance is not consistent. Good IAG is needed to inspire and raise aspirations, the right IAG is crucial to promote apprenticeship uptake, National Apprenticeship week event, low uptake from Southampton Secondary Schools.</p> <p>By 2015 students will have to stay at school until they are 19. Process in Southampton has already seen best practice in reducing NEETs</p> <p>Parents are a key element of the take up of apprenticeships, both through awareness and perception. NAS undertake a parent's presentation could this be expanded</p>	<p>Need to discuss with schools, survey students</p> <p>What schools are successful at matching pupils with apprenticeships – learn lessons.</p>	<p>Improve the Quality and Availability of apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people.</p> <p>Create an Apprenticeship Ambassador Scheme</p>
	<p>Need to look for best practice, FSB 1 in 1000 campaign, Liverpool and Sheffield</p>	<p>Research best practice – Public Contracts, In house developments. Share our best practice in Employment and Skills work</p>	<p>Create Apprenticeship best practice partnerships</p>
	<p>Need to harness Council's own powers of procurement e.g. commissioning, S106, City Deal, need to influence wider region e.g. LEP – currently have a wide range of initiatives, Section 106 provide targets for job creation, up skilling the local workforce and working with schools.</p>		<p>Promote Southampton as an example of best practice</p>
	<p>Support to SME's Number of apprenticeships is below average; however, numbers are increasing by 13.9%. Incentives exist for SME's - £1500 grants to SME. The Isle of Wight provide face to face support for SME's and provide incentives</p>	<p>Increase support to SME's, increase take up of apprenticeships by SME's</p>	<p>Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit Apprenticeships, internships and work experience</p>
	<p>SCC People Plan Plan to introduce a council apprenticeship scheme which would include 30 apprentices, this was stopped due to budget pressures.</p>	<p>SCC to develop an apprenticeship policy and processes to increase the numbers of apprentices it employs.</p>	<p>Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers</p>

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	Local Management Information (LMI) is crucial to understand the changing and developing market, need to have long-term predictions	Long-term LMI data	Update local Labour Market Information (LMI) and support Apprenticeship training providers to respond to local demand
<p>Meeting 2 23rd Mar 2013</p> <p>Theme: Employers' Perspective</p> <p>Topic:</p> <ul style="list-style-type: none"> • Local Support Arrangements for large and SME's • Working with SCC Employment and Skills plans • Apprenticeship Recruitment issues as a large employer • Apprenticeship Recruitment issues as a SME employer • Apprenticeship Recruitment with SCC Housing <p>Speakers</p> <ul style="list-style-type: none"> • Ian Smith – Employer Account Manager – National Apprenticeship Service • Anthony Dimmick, Barratt Homes • Anita Esser, University Hospital Southampton NHS Trust • Russel Chissnel – Training Manager – Care Organisation • Mark Burnett and Debbie van Collier SCC Housing 	<p>Ian Smith (NAS) supports large employers 250 employees plus. Actively pursues large employers, only provide reactive support for SME's which is telephone based. From 1st Feb 2012 – Age /grant was introduced which is worth £1,500 for an apprentice aged 16-24.</p> <p>NAS have a vacancy website which is free for employers, vacancies can be e-mailed or sent by text</p>	<p>Marketing/awareness for SME's for future events. Use Chamber of Commerce or FSB Network events.</p>	<p>Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit Apprenticeships, internships and work experience</p>
	Wigan is the authority with the highest number of payments 260 from Feb 2012 to Jan 2013, Southampton only made 60.	Introduce a Southampton Apprenticeship Grant Scheme	Create Apprenticeship best practice partnerships
	Barratt Homes are rolling out the model introduced with Southampton Council's Skills Plan across their whole company. Currently over achieving on the Employment and Skills Plans, this may not happen in the future as the same contractors are now working on many sites, so can't afford to take on apprentices at each one.	Educate pupils on what an employer expects Ensure that schools promote apprenticeships	Improve the Quality and Availability of Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people
	<p>IAG Pupils do not receive proper or adequate work experience. Housing Services work with local schools, it is felt that schools send out the wrong message, only consider an apprenticeship if grades are low.</p>		Improve the Quality and Availability of Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people
	NHS recruits apprentices into vacant posts so they receive a lower banding salary rather than apprenticeship wage. In Housing services the apprentices are not guaranteed a job at the end of their apprenticeships	Research this model for SCC	Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers
	Profile of apprenticeships SCC Housing Services could do more to highlight the work being done with their apprenticeships.	<p>Communicate that there is more than one route after school</p> <p>Arrange an Apprenticeship Day (like a graduation) to celebrate and publicise the</p>	Introduce Southampton Apprenticeship Graduation Day

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Services		success of apprentices.	
<p>Meeting 3 27th June 2013</p> <p>Theme: Providers Perspective</p> <p>Topic:</p> <ul style="list-style-type: none"> • Local Apprenticeship training arrangements. • Update from the Apprenticeship provider Network • Details of local Apprenticeship training provision • Careers guidance in schools • Issues facing apprenticeship progression by young and adults <p>Speakers</p> <ul style="list-style-type: none"> • Ian Smith – Employer Account Manager – National Apprenticeship Service • Claire Sutton – Marketing Manager – Southampton Engineering Training Association • Claire Boot – Careers Advisor – Brockenhurst College • Kelly Simmonds – Employer Engagement Performance 	<p>Providers are a business; they have to provide what is in demand.</p> <p>ALPHI represents 36 fee paying members; they provide support to each other. A marketing sub group hosts a lot of events.</p> <p>determining factors on uptake of Apprenticeships; in order of priority:</p> <p>Employer demand: The vast majority of employers recruit an Apprentice because they need the member of staff, they are looking to fill a job. Therefore, the employer needs to be able to justify that decision and to be confident they can afford it.</p> <p>Finding the right recruit: the volume of applications to an Apprenticeship can vary enormously in different sectors;. In engineering an average 40+ applicants to every vacancy but I know colleagues recruiting for other roles can sometimes struggle.</p> <p>Employers don't understand the range of qualifications available in schools now; they don't know and perhaps don't care why someone has done a BTEC Science instead of a GCSE; most employers took O levels!</p> <p>Year 11 figures produced: 2007 – 77.8% 2012 – 89.3% Yrs 11s went on to college or sixth form 2007 – 8.8% 2012 – 2.6% went in to employment with training, including Apprenticeships</p> <p>Finding the right Apprenticeship Framework or provider: NAS are now doing a good job in passing employer leads out to providers to action NAS also keep figures on where there isn't a qualification or</p>	<p>Raise profile of apprenticeships</p> <p>Local labour market information – what is it telling us about demand.</p> <p>Send information on labour market to careers advisors so they can inform pupils of what is currently needed in the city</p> <p>Work with unengaged employers – multiple working</p>	<p>Create an Apprenticeship Ambassador Scheme</p> <p>Introduce Southampton Apprenticeship Graduation Day</p> <p>Update local Labour Market Information (LMI) and support Apprenticeship training providers to respond to local demand</p> <p>Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit Apprenticeships, internships and work experience</p>

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<p>and Improvement Manager – City College Southampton</p> <ul style="list-style-type: none"> Helen Mason – Project Director – Studio School Southampton Ruth Evans – Head Teacher – Cantell Maths and Computing College Ian Henser – Business Broker – Solent Education Business Partnership 	<p>framework to suit and I would suggest there are not many cases where an employer wants to recruit and we can't find qualifications that come close.</p> <p>IAG All schools are now responsible for organising their own careers guidance; this is usually what they can afford rather than what is best for the pupils. All schools are offering different products. Head teachers don't necessarily understand everything that is on offer and automatically ask pupils if they have completed their college applications.</p> <p>Work experience is a good way for employers to see what they will be getting in terms of apprentices, will be able to see if a candidate is suitable.</p> <p>NAS has worked with job centre to inform them what an apprenticeship is, they have offered to run a group or attend a secondary school forum. Other offers for schools from SETA and ALPHI. Also from businesses at the last meeting.</p> <p>There is an increase in the number of students who have gone to university who are now rethinking due to fees, risk of debt.</p> <p>Apprentices will become more valuable to an employer as the apprenticeship goes on. SME's need to talk to each other, 70% of employers are SME's or micro SME's they don't have time to come to events</p>	<p>Improve information sent out to sources</p> <p>Pupils need to be prepared on what employers want/expect. Quality of Cv's, interview techniques – Invite business into schools</p> <p>Research ways to encourage SME attendance at events – attract them to events by discussing new ventures and developments. Use social media</p>	<p>Improve the Quality and Availability of Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people</p> <p>Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit Apprenticeships, internships and work experience</p>
<p>Meeting 4 25th July 2013</p> <p>Theme: Learners Perspective</p> <p>Topic:</p> <ul style="list-style-type: none"> National and local resource 	<p>There are a lot of activities and events for learners, these include speed dating for learners/providers. NAS has developed a strong website presence but this relies on young people finding it.</p> <p>In future want more 'drop in' sessions, events / presence where young people are: E.g. bring the apprentice bus to city centre (set up with lap tops and advisers).</p>	<p>NAS bus road shows use this to promote Traineeships, use this in a joint event for bus pass. Public enhanced traineeships, support for NAS.</p>	<p>Improve the Quality and Availability of Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people</p>

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<p>for Information, Advice and Guidance</p> <ul style="list-style-type: none"> Information, Advice and Guidance for Adults Feedback from current Apprentices 	<p>But NAS need a good location for free to achieve this.</p> <p>Webinars planned to highlight benefits and answer questions about apprenticeships – next 22 August - but need to promote both to learners, potential employers and members</p>		
<p>Speakers</p> <ul style="list-style-type: none"> Ian Smith – Employer Account Manager – National Apprenticeship Service Steve Grove – Lead Advisor – National Careers Service Louisa Oliver – Apprentice – Kaplan Ravitej Rajput – Apprentice – Exxon Mobile Daniel Gallagher – Apprentice – Housing Services SCC Kirsten Harcus – Apprentice – Kim Marsh – Life Chances – Rainbow Project Craig Chambers - Life Chances – Rainbow Project Bobby Cross – Pre-apprentice 	<p>NCS - 3 ways to access services</p> <ul style="list-style-type: none"> Online – free for all Freephone for support and guidance age 13+ Face to Face – collocated in JCP, libraries and some colleges (but adult only ie 19+ <p>No direct involvement with schools, although presence at City and Eastleigh colleges.</p> <p>Apprentices have lacked the prestige of the academic route in the past</p> <p>NCS is not addressing this issue. Whose responsibility is it – collective accountability?</p>		
	<p>Apprenticeships are a very competitive employers' market.</p> <p>Some students will always need additional support to reach the pathways to apprenticeship – esp those furthest from employment and without the skills and qualifications that employers can demand</p>	<p>Skills team undertaking a mapping exercise to plot IAG and apprenticeship uptake</p>	<p>Improve the Quality and Availability of Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people</p>
	<p>Apprentices</p> <p>Only one received advice regarding apprenticeships through school.</p> <p>All the apprentices wanted to continue their education through following apprenticeship route</p>	<p>They are now recognised – need to promote the value and potential of apprentices</p>	<p>Improve the Quality and Availability of Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people</p>
	<p>School careers advice</p> <p>Let students drive what they want</p> <p>Give advice that was relevant to the individual – personalise</p> <p>Provide different options to achieve goals and advantages of following different routes</p> <p>Schools still pushing for college and Uni</p> <p>But many students want to get into the job market</p>	<p>The academic vs vocational divide is still entrenched in the system – we need to change this culture.</p> <p>Curriculum needs to be addressed to a vocational / academic balance</p> <p>Apprenticeship should be given as an</p>	<p>Improve the Quality and Availability of Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people</p>

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	sooner	<p>option to all students, including high achievers</p> <p>Students need to talk to someone who has been through it – relate more to this. Need to be inspired</p> <p>Schools don't invite apprentice providers to careers fairs – Need to build the relationship at a school level – audit what careers fairs current take place.</p> <p>All teachers or career advisors to receive an annual update on different routes for young people</p>	Create an Apprenticeship Ambassador Scheme
	<p>SCC Apprenticeship Policy</p> <p>Good practice NHS who recruit apprentices to vacant posts</p>	Grades 4-8 could be apprenticeships by default	Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers
	<p>Rainbow Project - Aim to reduce homelessness through offering people practical support Supporting those furthest from the labour market. Always working towards securing a permanent job</p> <p>Pre-apprenticeship Bobby – building his confidence – hopes to move on to an apprenticeship. Mentoring is a key element to success – Rainbow project offer a mentoring service. Succession plans for young people to become mentors in future</p> <p>All students would recommend an apprenticeship to their friends!</p> <p>One thing that students felt would make a difference?</p> <ul style="list-style-type: none"> • Information on all options available to students • Promote apprenticeship as a way to develop skills 	Establish apprenticeship ambassadors to go back to their old schools or attend events to promote apprenticeships to the next generation of school leavers	Create an Apprenticeship Ambassador Scheme

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	<ul style="list-style-type: none"> • Ensure apprenticeships are accessible • Support from employers to do the work element of apprenticeships • Get into schools earlier before students decide their options – to inspire and get make the right choices • Enable young people to talk to students about their real and different experiences 		
<p>Meeting 5 22nd August 2013</p> <p>Theme: The Way Forward for Apprenticeships</p> <p>Topic:</p> <ul style="list-style-type: none"> • Developing draft recommendations <p>Speakers</p> <ul style="list-style-type: none"> • Ian Smith – Employer Account Manager – National Apprenticeship Service • Mike Watts – Head of Strategic HR, Southampton City Council • Representatives from Unison and Unite were invited to the meeting but did not attend 	<p>Traineeships - Current focus is on good work placements – looking for good employers in the city. The scheme in Southampton is enhanced with a recommendation to PUSH that this continues.</p> <p>SCC People Plan – no updates from the position highlighted from the first meeting in April.</p> <p>Up to individual managers how they fill their vacancies. There is no current policy on recruitment of apprentices.</p> <p>At the meeting HR confirmed that they did not know how many apprentices there were across the council.</p> <p>Supervision and mentoring of apprentices is key, this should not just be expected as additional to their day job.</p>		<p>Develop an Enhanced Traineeship Scheme for Southampton</p> <p>Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers</p>