## Scrutiny Panel B Apprenticeship Inquiry: Key Findings and Emerging Recommendations

Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
Meeting 1 25 <sup>th</sup> April 2013	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	Need to discuss with schools, survey students	Improve the Quality and Availability of apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges and for NEET young people.
Theme: Setting the Scene	uptake from Southampton Secondary Schools.  By 2015 students will have to stay at school until they		
Topics:  National Policy and the current apprenticeship	are 19. Process in Southampton has already seen best practice in reducing NEETs		
<ul> <li>system</li> <li>Introduction to Council         Strategies and plans and other national drivers     </li> </ul>	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	What schools are successful at matching pupils with apprenticeships – learn lessons.	Create an Apprenticeship Ambassador Scheme
<ul> <li>Southampton current performance, trends and best practice</li> <li>Southampton City Council</li> </ul>	Need to look for best practice, FSB 1 in 1000 campaign, Liverpool and Sheffield	Research best practice – Public Contracts, In house developments. Share our best practice in Employment and Skills work	Create Apprenticeship best practice partnerships
People Plan  Speakers  Cllr Bogle- Council's Vision  lan Smith – Employer Account Manager –	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.		Promote Southampton as an example of best practice
National Apprenticeship Service  Denise Edghill: Head of Service Skills and Economy SCC  Andy Tickner ,Skills Manager, SCC	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	Increase support to SME's, increase take up of apprenticeships by SMe's	Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit Apprenticeships, internships and work experience
<ul> <li>Claire Wilkinson, HR         Business Partner, SCC</li> </ul>	SCC People Plan Plan to introduce a council apprenticeship scheme which would include 30 apprentices, this was stopped due to budget pressures.	SCC to develop an apprenticeship policy and processes to increase the numbers of apprentices it employs.	Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers

## Appendix Two

Meeting 2  23° Mar 2013  4an Smith (NAS) supports large employers 250 employers aged 16-24 Mays beautiful to take on apprenticeship should not receive proper or adequate work expericeship should not apprenticeship Service  • Anta Esser, University Hospital Southampton NHS Trust  • Russel Chissnel — Training Manager — Careo Organisation  • Mark Burnett and Debbie  • Morking with SCC Exployment and Skills  • Annument of the control of the	Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
employees plus. Actively pursues large employers, only provide reactive support for SME's which is telephone based. From 1 <sup>st</sup> Feb 2012 – Age /grant was introduced which is worth £1,500 for an apprentice aged 16–24.  NAS have a vacancy website which is free for employers, vacancies can be e-mailed or sent by text. Working with SCC Employment and Skills plans  • Working with SCC Employment and Skills plans  • Apprenticeship Recruitment with SCC Housing  • Apprenticeship Recruitment with SCC Housing  • Apprenticeship Recruitment with SCC Housing  • Anthony Dimmick, Barratt Homes  • Anthony Dimmick, Barratt Homes			Long-term LMI data	Information (LMI) and support Apprenticeship training providers to
Theme: Employers' Perspective  Topic:  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 issues as a S			Marketing/awareness for SME's for future	
Topic:  Local Support Arrangements for large and SME's  Working with SCC Employment and Skills plans is the authority with the highest number of partnerships Recruitment issues as a large employer - Apprenticeship Recruitment issues as a SME employer - Apprenticeship Recruitment with SCC Housing  Apprenticeship Recruitment with SCC Housing Spervices Could do more to highlight the work being done with their apprenticeships.  Speakers  Anthony Dimmick, Barratt Homes  Anthany Dimmick, Barratt Homes  Russel Chissnel – Training Manager – Care Organisation  Mark Burnett and Debbie  Introduce a Southampton Apprenticeship Grant Scheme  Introduce a Southampton Apprenticeship Grant Scheme  Educate pupils on what an employer expects  Essure that schools promote apprenticeships on what an employer expects  Essure that schools promote apprenticeships on what an employer expects  Essure that schools promote apprenticeships on what an employer expects  Essure that schools promote apprenticeships on what an employer expects  Essure that schools promote apprenticeships on many sites, so can't afford to take on apprenticeships on many sites, so can't afford to take on apprenticeships  Improve the Quality and Availability of Apprenticeship in Grades are low.  Improve the Quality and Availability of Apprenticeship in Grades are low.  Improve the Quality and Availability of Apprenticeship and the full of the	23 <sup>rd</sup> Mar 2013	only provide reactive support for SME's which is	events. Use Chamber of Commerce or	to promote and recruit Apprenticeships,
Topic:  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 issues as a SME employer Apprenticeship Recruitment with SCC Housing  Speakers  In Smith – Employer Account Manager – National Apprenticeship Service Anthony Dimmick, Barratt Homes Antha Esser, University Hospital Southampton NHS Trust Russel Chissnel – Training Manager – Care Organisation Mark Burnett and Debbie  Nas have a vacancy website which is free for employers, vacancies can be e-mailed or sent by text Wigan is the authority with the highest number of partnerships Southampton only made 60. Barratt Homes are rolling out the model introduced with Southampton Council's Skills Plan across their whole company. Currently over achieving on the future as the same contractors are now working on many sites, so can't afford to take on apprentices with social to see the tuture as the same contractors are now working on many sites, so can't afford to take on apprentices and one.  Ina Smith – Employer Account Manager – National Apprenticeship Service Anthony Dimmick, Barratt Homes Anthany Dimmick	Theme: Employers' Perspective	introduced which is worth £1,500 for an apprentice		
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Manager – Care Organisation  Mark Burnett and Debbie  SCC Housing Services could do more to highlight the work being done with their apprenticeships.  SCC Housing Services could do more to highlight the work being done with their apprenticeships.  Graduation Day  Arrange an Apprenticeship Day (like a and published and publ		Drafile of appropriate him	Communicate that there is never their area	Introduce Couth exector Assessment
Organisation  Mark Burnett and Debbie  work being done with their apprenticeships.  Arrange an Apprenticeship Day (like a				
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	Wark Burnett and Debble     van Collier SCC Housing			

Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
Services	-	success of apprentices.	
Meeting 3	Providers are a business; they have to provide what is	Raise profile of apprenticeships	Create an Apprenticeship Ambassador
	in demand.	Raise profile of apprefficeships	Scheme
27 <sup>th</sup> June 2013	ALPHI represents 36 fee paying members; they		Introduce Southampton Apprenticeship
Theme: Providers Perspective	provide support to each other. A marketing sub group hosts a lot of events.		Graduation Day
Topic:	determining factors on uptake of Apprenticeships; in		
Local Apprenticeship	order of priority:		
training arrangements.	Employer demand: The vast majority of employers		
Update from the     Apprenticeship provider	recruit an Apprentice because they need the member		
Network	of staff, they are looking to fill a job. Therefore, the		
Details of local	employer needs to be able to justify that decision and	Local labour market information – what is it	
Apprenticeship training	to be confident they can afford it.	telling us about demand.	Update local Labour Market
provision	Finding the right recruit: the volume of applications	Send information on labour market to	Information (LMI) and support Apprenticeship training providers to
<ul> <li>Careers guidance in schools</li> </ul>	to an Apprenticeship can vary enormously in different	careers advisors so they can inform pupils	respond to local demand
Issues facing	sectors;. In engineering an average 40+ applicants to	of what is currently needed in the city	·
apprenticeship progression	every vacancy but I know colleagues recruiting for		
by young and adults	other roles can sometimes struggle.	Work with unengaged employers – multiple working	
Speakers	Employers don't understand the range of qualifications available in schools now; they don't	Working	Establish a Southampton City of
<ul><li>Ian Smith – Employer</li></ul>	know and perhaps don't care why someone has done		Opportunity Hub to engage employers
Account Manager –	a BTEC Science instead of a GCSE; most employers		to promote and recruit Apprenticeships,
National Apprenticeship	took O levels!		internships and work experience
Service	Year 11 figures produced:		
Claire Sutton – Marketing     Manager – Southampton	2007 – 77.8% 2012 – 89.3% Yrs 11s went		
Engineering Training	on to college or sixth form		
Association	2007 – 8.8% 2012 – 2.6% went in to		
Claire Boot – Careers	employment with training, including Apprenticeships		
Advisor – Brockenhurst	Finding the right Apprenticeship Framework or		
<ul><li>College</li><li>Kelly Simmonds – Employer</li></ul>	provider: NAS are now doing a good job in passing		
Engagement Performance	employer leads out to providers to action NAS also		
	keep figures on where there isn't a qualification or		

Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
and Improvement Manager	framework to suit and I would suggest there are not		
<ul> <li>City College Southampton</li> </ul>	many cases where an employer wants to recruit and		
Helen Mason – Project	we can't find qualifications that come close.		
Director – Studio School	IAG		
Southampton	All schools are now responsible for organising their		
Ruth Evans – Head	own careers guidance; this is usually what they can	Improve information sent out to sources	Improve the Quality and Availability of
Teacher – Cantell Maths	afford rather than what is best for the pupils. All schools are offering different products. Head teachers	Dunile need to be prepared an what	Apprenticeship Information Advice and Guidance (IAG) in Schools, Colleges
and Computing College  Ian Henser – Business	don't necessarily understand everything that is on	Pupils need to be prepared on what employers want/expect. Quality of Cv's,	and for NEET young people
<ul> <li>Ian Henser – Business Broker – Solent Education</li> </ul>	offer and automatically ask pupils if they have	interview techniques – Invite business into	and for NEET young people
Business Partnership	completed their college applications.	schools	
Busiliess Partilership	completed their conege applications.	3010013	
	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.		
	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.		
	The section of the section is the second of the death of the		
	There is an increase in the number of students who		
	have gone to university who are now rethinking due to fees, risk of debt.		
	Apprentices will become more valuable to an	Research ways to encourage SME	Establish a Southampton City of
	employer as the apprenticeship goes on. SME's need	attendance at events – attract them to	Opportunity Hub to engage employers
	to talk to each other, 70% of employers are SME's or	events by discussing new ventures and	to promote and recruit Apprenticeships,
	micro SME's they don't have time to come to events	developments. Use social media	internships and work experience
	more divide a trief don't have time to dome to events	developments. Ose social media	internatings and work experience
Meeting 4	There are a lot of activities and events for learners.	NAS bus road shows use this to promote	Improve the Quality and Availability of
	these include speed dating for learners/providers.	Traineeships, use this in a joint event for	Apprenticeship Information Advice and
25 <sup>th</sup> July 2013	NAS has developed a strong website presence but	bus pass. Public enhanced traineeships,	Guidance (IAG) in Schools, Colleges
_	this relies on young people finding it.	support for NAS.	and for NEET young people
Theme: Learners Perspective			
	In future want more 'drop in' sessions, events /		
Topic:	presence where young people are:		
National and local resource	E.g. bring the apprentice bus to city centre (set up		
	with lap tops and advisers).		

Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
for Information, Advice and	But NAS need a good location for free to achieve this.		
Guidance			
<ul> <li>Information, Advice and</li> </ul>	Webinars planned to highlight benefits and answer		
Guidance for Adults	questions about apprenticeships – next 22 August -		
<ul> <li>Feedback from current</li> </ul>	but need to promote both to learners, potential		
Apprentices	employers and members		
	NCS - 3 ways to access services		
Speakers	Online – free for all		
Ian Smith – Employer	<ul> <li>Freephone for support and guidance age 13+</li> </ul>		
Account Manager –	<ul> <li>Face to Face – collocated in JCP, libraries</li> </ul>		
National Apprenticeship	and some colleges (but adult only ie 19+		
Service	No direct involvement with schools, although		
Steve Grove – Lead	presence at City and Eastleigh colleges.		
Advisor – National Careers			
Service	Apprentices have lacked the prestige of the academic		
Louisa Oliver – Apprentice	route in the past		
– Kaplan	NOO: ( II · II ·		
Ravitej Rajput – Apprentice	NCS is not addressing this issue.		
– Exxon Mobile	Whose responsibility is it – collective accountability?	Chille to any understablished a secondism	Learner than Overlite and Averlightite of
Daniel Gallagher –	Apprenticeships are a very competitive employers'	Skills team undertaking a mapping	Improve the Quality and Availability of
Apprentice – Housing	market.	exercise to plot IAG and apprenticeship	Apprenticeship Information Advice and
Services SCC	Some students will always need additional support to	uptake	Guidance (IAG) in Schools, Colleges
Kirsten Harcus – Apprentice	reach the pathways to apprenticeship – esp those furthest from employment and without the skills and		and for NEET young people
	qualifications that employers can demand		
Kim Marsh – Life Chances	Apprentices	They are now recognised – need to	Improve the Quality and Availability of
- Rainbow Project	Only one received advice regarding apprenticeships	promote the value and potential of	Apprenticeship Information Advice and
Craig Chambers - Life     Change Bright and Bright	through school.	apprentices	Guidance (IAG) in Schools, Colleges
Chances – Rainbow Project	anough contoin	appromised	and for NEET young people
Bobby Cross – Pre-     paparenties	All the apprentices wanted to continue their education		and its item young poopio
apprentice	through following apprenticeship route		
	School careers advice	The academic vs vocational divide is still	Improve the Quality and Availability of
	Let students drive what they want	entrenched in the system – we need to	Apprenticeship Information Advice and
	Give advice that was relevant to the individual –	change this culture.	Guidance (IAG) in Schools, Colleges
	personalise	Curriculum needs to be addressed to a	and for NEET young people
	Provide different options to achieve goals and	vocational / academic balance	
	advantages of following different routes		
	Schools still pushing for college and Uni		
	But many students want to get into the job market	Apprenticeship should be given as an	

## Appendix Two

Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
	sooner	option to all students, including high achievers	
		Students need to talk to someone who has been through it – relate more to this. Need to be inspired	Create an Apprenticeship Ambassador Scheme
		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.	
		All teachers or career advisors to receive an annual update on different routes for young people	
	SCC Apprenticeship Policy Good practice NHS who recruit apprentices to vacant posts	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
	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		
	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		
	All students would recommend an apprenticeship to their friends!	Establish apprenticeship ambassadors to go back to their old schools or attend events to promote apprenticeships to the	Create an Apprenticeship Ambassador Scheme
	One thing that students felt would make a difference?	next generation of school leavers	
	<ul> <li>Information on all options available to students</li> <li>Promote apprenticeship as a way to develop skills</li> </ul>		

## Appendix Two

Meeting Overview	Key Evidence	Emerging Recommendations	Final Draft Recommendations
<b>9</b>	<ul> <li>Ensure apprenticeships are accessible</li> <li>Support from employers to do the work element of apprenticeships</li> <li>Get into schools earlier before students decide their options – to inspire and get make the right choices</li> </ul>		
	Enable young people to talk to students about their real and different experiences		
Meeting 5 22 <sup>nd</sup> August 2013	Traineeships - Current focus is on good work placements – looking for good employers in the city. The scheme in Southampton is enhanced with a		Develop an Enhanced Traineeship Scheme for Southampton
	recommendation to PUSH that this continues.		
Theme: The Way Forward for	OOO Been to Bloom and the form the wealth of		Overthe a Court and the City Court in
Apprenticeships	SCC People Plan – no updates from the position highlighted from the first meeting in April.		Create a Southampton City Council Apprenticeship, Internships and Work
Topic:			Experience Programme that will
Developing draft recommendations	Up to individual managers how they fill their vacancies. There is no current policy on recruitment of apprentices.		expand to apprenticeship brokerage for wider Southampton employers
Speakers			
Ian Smith – Employer     Account Manager –     National Apprenticeship     Service	At the meeting HR confirmed that they did not know how many apprentices there were across the council.  Supervision and mentoring of apprentices is key, this		
Mike Watts – Head of Strategic HR, Southampton City Council	should not just be expected as additional to their day job.		
Representatives from     Unison and Unite were     invited to the meeting but			
did not attend			