

Apprenticeship Action Plan 2014-2016: Summary of Recommendations and Actions

Recommendation	How will the recommendation be achieved? (Key Actions)	Initial Target date for Completion
<p>1. Improve the quality and availability of apprenticeship Information Advice and Guidance (IAG) in schools, colleges and for NEET young people</p>	Carry out an audit and survey of Information, Advice and Guidance (IAG) in schools and colleges to identify availability, take up, quality and areas for improvement.	May 2014
	Host an event for National Careers Service, Jobcentre Plus, school and college careers advisers, training providers and businesses to identify and agree resource to support apprenticeship IAG, including how Southampton uses the “Inspiring the Future” campaign to create a joined up approach across businesses and providers to visit schools to promote apprenticeships, and to provide business mentors.	March 2014
	Develop a new careers website that all schools, colleges and training providers can access to support the provision of impartial and consistent careers guidance across the city.	July 2014
	Develop a corresponding Smartphone application to provide a new IAG resource for students (building on recent success of Social Media techniques across the council especially the ‘Recycle Southampton’ Smartphone application developed by My-Mo to promote recycling in the city).	July 2014
	Provide National Apprenticeship Service (NAS) presentations to promote at senior level at Southampton Heads Forum, School councils, Governors Forum, Providers Forums and Southampton City Council’s Leadership Group.	July 2014
	Arrange for the NAS ‘Apprenticeship Bus’ tour to visit Southampton, at Guildhall Square and at community venues across the city, particularly linking with Estate Regeneration activities and to promote apprenticeships in deprived areas.	March 2014
	Ensure that school leavers and young people of all backgrounds, particularly from priority groups such as care leavers and disabled young people, receive IAG and support to access apprenticeship and traineeship options, thus supporting social inclusion.	July 2014
	Working with Solent Local Enterprise Partnership (Solent LEP), ensure that IAG includes Labour Market Information (LMI) regarding local apprenticeship, skills and	September 2014

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	employment demand.	
2. Create a Southampton Apprenticeship Ambassador Scheme	Introduce an Apprenticeship Ambassador Training and induction course, and produce an ambassador resource pack for Southampton, ensure ongoing support especially for priority groups.	September 2014
	Create a database of current and recently qualified apprentices with the confidence and drive to inspire others and who are available to visit local schools and colleges to discuss their career options, and agree a schedule of ambassador visits with all secondary schools in Southampton.	September 2015
3. Introduce Southampton Apprenticeship Graduation Day	Organise and deliver an annual apprenticeship graduation event in partnership with employers, training providers and funding agencies, to be held at an appropriate location such as the Guildhall.	October 2014
4. Develop an Enhanced Traineeship Scheme for Southampton in partnership with Solent LEP	Confirm an Enhanced Traineeship Scheme model with the Solent Employment and Skills Board, and deliver through local colleges and private traineeship providers.	September 2014
	Integrate traineeship opportunities into the council's recruitment policy (in line with Recommendation 5) and through the council's Section 106 Employment and Skills Plans and procurement, confirming a minimum number per annum.	January 2015
	Integrate traineeship opportunities as part of the City Deal Youth Employment Strand currently being agreed.	April 2014
5. Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers	Carry out an audit and provide comprehensive evidence of the current posts held by apprentices across the Council.	April 2014
	Create a fully resourced SCC Apprenticeship Policy and Programme, setting out a clear model for the future recruitment of apprentices across SCC as part of a wider strategic recruitment policy, including internships and work experience.	September 2014
	Provide guidance to SCC managers to ensure that all relevant departments establish which job areas can be filled by apprentices, and maximise any potential apprenticeship opportunities through vacancy recruitment.	September 2014

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	Update the HR system to ensure that future apprentices are correctly recorded and tracked for progress after they complete their apprenticeship.	September 2014
	Give priority to care leavers, NEET young people and young people with disabilities when recruiting council Apprenticeships with a target of no less than a third of all apprentices coming from these priority groups.	September 2014
	Expand the model to offer brokerage to include wider Southampton employers replicating the council's approach and increasing opportunities for apprentices, interns and work experience students across public and private sectors.	June 2015
	Ensure that the council's public procurement contracts are benchmarked against contract value (e.g. 1 apprentice per £x) and strategic partnerships secure more apprenticeship opportunities.	January 2015
6. Introduce a Southampton Apprenticeship Grant Scheme	Launch a Southampton Apprenticeship Grant Scheme, confirming eligibility criteria, value and number of incentives to be funded.	April 2014
	Promote the scheme through 'employer ambassadors' and case study examples demonstrating the return on investment when recruiting apprentices.	April 2014
7. Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit apprenticeships, internships and work experience	Develop a central, co-ordinated approach for employer engagement as part of Southampton City of Opportunity work, linking the City Deal Business Growth Hub Strand currently being agreed.	June 2014
	Introduce a sustainable model for creating Employment and Skills Plans through S106 planning agreements and expanding community benefit clauses in public sector procurement across the city, to increase the number of apprenticeships, traineeships, internships and work experience opportunities as part of the City Deal Procurement Strand currently under development.	December 2014
	Improve local brokerage and support for SMEs to recruit apprentices, in partnership with apprenticeship training providers and the ALPHI network (Association of Learning Providers Hampshire and IOW) including new Employer Account Managers to provide a direct sales function and face-to-face support.	March 2014

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	Attend existing business events across the city to provide Apprenticeship information, utilising existing events hosted by the Chamber of Commerce, FSB and Business South.	March 2014
8. Update local Labour Market Information (LMI) and support Apprenticeship training providers to respond to local demand	Linking to the Solent Economic Strategy, produce local LMI for Southampton detailing employment and skills requirements and forecasting future demand arising from new major development, growth sectors and local workforce 'churn'.	January 2015
	Share LMI with apprenticeship providers and IAG providers.	January 2015
	Using LMI, identify gaps in the market and potential requirements for business and framework development.	April 2015
	Support apprenticeship training providers to work collaboratively to respond to local demand.	April 2015
	Ensure that all frameworks with significant/growing volumes in the labour market are made available in Southampton where there is evidence of market demand, such as the emerging Solent ECO/Green Deal.	Sept 2014
	Support the development of, and increase numbers of, advanced and higher apprenticeships across Southampton.	December 2016
9. Create apprenticeship best practice partnerships	Research best practice from across other authorities and public sector agencies that could be adopted in Southampton to increase the uptake of apprenticeships.	March 2014
	Create partnerships with key local authorities and organisations delivering successful apprenticeship campaigns, including 'Ladder for London' and the 'Greater Manchester Commitment'.	March 2014
	Establish a Southampton Apprenticeship Steering Group (incorporating existing partnerships) which will bring together key stakeholders to monitor the progress of the Southampton Apprenticeship Action Plan and introduce new initiatives as required to support the achievement of targets in the Plan.	February 2014
	Recognise and support local initiatives that provide pathways into apprenticeships for	September 2014

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	vulnerable and disadvantaged young people who need more intensive support to equip them with entry level skills, knowledge and qualifications. This group will include care leavers, young people with learning difficulties and ex-offenders.	
10. Promote Southampton as an example of Best Practice	Share the Council's own best practice through Pre-apprenticeships, S106 Employment and Skills Plans and ECO Procurement, demonstrating how this has created new apprenticeship opportunities for Southampton residents, through appropriate networks and media nationally and locally.	January 2014
	Engage with large private and public sector employers in Southampton with successful apprenticeship recruitment strategies, such as Southampton Hospital and ABP, to disseminate information.	January 2015