

Apprenticeship and Traineeship Action Plan - March 17 Review

Apprenticeship strategy

Introduction and context

Key themes

This document sets out a strategy for how PCC's Education Service, Regeneration Directorate and HR Learning and Development can work together to develop opportunities as part of a wider vision for apprenticeships in Portsmouth. The document brings together key areas of work with schools, post-16 education and training providers, employers, PCC staff and other stakeholders.

Promoting opportunities and raising awareness of apprenticeship opportunities with young people, parents, and schools

It is vital to raise the profile of apprenticeships as an aspirational progression choice and a viable alternative to higher education. Training providers indicate that there is often a lack of applicants for apprenticeship vacancies. Within this theme it is important to deliver accessible labour market information to ensure young people understand where the future opportunities will be. The quality of and availability of apprenticeship Information, Advice and Guidance (IAG) is vital. Engaging with key stakeholders is central to this process - ensuring that parents, school staff and IAG staff understand and can explain Apprenticeships to young people.

Developing and promoting traineeships

For young people who do not have the entry qualifications or who are not ready to undertake an apprenticeship - traineeships offer a route for development and progression. Further work needs to be done to increase the numbers of employers offering traineeships as a route to employment and training. For many young people finance is a barrier for young people who wish to undertake a traineeship. PCC have secured an ESF project to offer IAG and bursary support for young people undertaking a traineeship. This project will be in place until July 2018.

Engaging employers

There is still work to be done in engaging employers, particularly SMEs. Changes to frameworks, funding and the planned levy make it complicated for employers and there is a need for support with information and practical help to develop apprenticeships within organisations. Our economic growth team now have a key objective to support skills for economic growth with our employers. This support will not only serve to engage employers, but to ensure that apprenticeship completion figures are brought in to line with the high number of apprenticeship start figures in the city.

Shaping provision to meet future skills needs

Meeting skills needs and ensuring sufficient provision of advanced and higher level apprenticeships in key sectors are vital to growth.

Management and review of strategy:

Item	Recommendation	Key Actions	Lead	Start Date	Target date for completion	Potential Issues	Priority	Progress
	Establish a Portsmouth Apprenticeship steering group to bring together key stakeholders to monitor the progress of the plan and support agreed activities and initiatives	Steering group to meet on termly basis - first meeting before end of December 2015 To include a cross-section of relevant stakeholders Terms of reference and approval of action plan to be agreed at first meeting.	AP		December 2015			Achieved
		Work to include at least 1 Large employer and 1 SME employer within this steering group to provide employer insight, as well as be able to pass out information through their industry links.	SP		July 17			

Promoting opportunities and raising awareness of apprenticeship opportunities with young people, parents, and schools

Item	Recommendation	Key Actions	Lead	Start Date	Target date	Potential Issues	Priority	Progress
	Review the provision and availability of apprenticeship Education , Information, Advice and Guidance (CEIAG) in schools and for young people who are NEET and identify improvements/actions	Audit of IAG, LMI and activities that take place in schools to promote apprenticeships and identify areas for improvements.	AP		July 16			Actioned
		Review April and update audit			April 17			Actioned
		Develop a range of resources specifically aimed at parents. To be included in Progression Guide	AP		October 17			

Item	Recommendation	Key Actions	Lead	Start Date	Target date	Potential Issues	Priority	Progress
		<p>Audit LMI information available from Solent LEP and other key organisations. EMSI purchased in conjunction with Solent LEP and Southampton LA</p> <p>Provide training and information sessions at key meetings e.g. CEIAG group.</p> <p>Audit knowledge of advisors working with priority groups (including City Deal team) and put in place training programme to fill gaps in knowledge. Provide advisers with live information on vacancies.</p> <p>Provide information to schools of young people who have progressed to Apprenticeships.</p> <p>Provide resources that promote higher/degree apprenticeships - develop information pack that can be delivered in colleges and sixth forms alongside UCAS activities to promote parity of provision.</p>	<p>AP/SC</p> <p>AP</p> <p>AP/SC</p> <p>AP</p> <p>AP</p>		<p>July 16</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>September 17</p>			<p>Actioned</p> <p>Actioned joint purchase of EMSI product (find our career) LEP/SCC/PCC</p> <p>Actioned</p> <p>Actioned</p>
	Introduce a Portsmouth Apprenticeship celebration booklet	Seek sponsorship to organise and deliver a Portsmouth celebration booklet in partnership with employers, colleges, training providers, funding agencies and other stakeholders.	AP		September 17			Partial sponsorship secured.
	Develop materials to support CEIAG for Apprenticeships	Develop 20 case studies and posters for apprenticeship success stories in Portsmouth - link to schools.	AP		October 17	Awaiting case studies		Delayed

Item	Recommendation	Key Actions	Lead	Start Date	Target date	Potential Issues	Priority	Progress
	Develop a Portsmouth Apprenticeship Ambassador Scheme	<p>Appoint and retain a minimum of 10 Apprenticeship Ambassadors and develop training scheme and resources. Agree and set targets for Ambassador participation.</p> <p>Create data a base of recently qualified apprentices who are willing to act as ambassadors.</p> <p>Identify appropriate events for ambassadors to attend and link ambassadors to their school for appropriate IAG activities.</p>	AP/SC		Ongoing process with 10 in place for October 16			8 Ambassadors recruited and trained.
			AP/SC		Ongoing			Ongoing

Engaging employers

Item	Recommendation	Key Actions	Lead	Start Date	Target date	Potential Issues	Priority	Progress
	Raise Awareness of apprenticeships to businesses from an impartial stance to alleviate complexity of programmes,	InvestinPortsmouth website Dedicated Apprenticeship section within the Skills part of the InvestinPortsmouth website. To include key factsheet on Apprenticeship Levy, updated regularly with new information provided from government.	SP					Ongoing
	Support the development of Apprenticeships within S106 employment and skills plans	Work with developers and their partners to commit to apprenticeship benchmarks within S106 Employment and Skills Plans. Use KPIs to support apprenticeship starts and completions within the Portsmouth area.	SP		19 including pipeline in progress			Ongoing
					Ongoing			

	Support employers in understanding of proposed changes to Apprenticeship frameworks and funding mechanisms	<p>Prepare guidance resources aimed particularly at SME's to support their understanding of the changes to apprenticeship and funding. (Funding details are due to be released June 2016)</p> <p>Ensure employers are informed about the Digital Apprenticeship Service which is due to be launched in October 16 (to be included on new skills section of the Invest in Portsmouth web site).</p>	SP		July 17			
	Support the Promotion of Apprenticeships to employers	<p>Work with Economic Growth, Chamber of Commerce, Shaping Portsmouth and Solent LEP to build on success of the Business Breakfast event by ensuring this is an annual event.</p> <p>Lead on Future Portsmouth event targeted to engage employers with Higher Level apprenticeships, as well as provide guidance on the Apprenticeship Levy. Work with University of Portsmouth, JCP, Chamber of Commerce and ALPHI network to deliver this.</p> <p>Work now starting on event planning for 2018</p>	SP		March 17			Achieved
			SP		March 17			Achieved

Shaping provision to meet future skills needs

Item	Recommendation	Key Actions	Lead	Start Date	Target date	Potential Issues	Priority	Progress
	<p>Review and update local Labour Market Intelligence.</p> <p>Support providers to respond to local needs.</p>	<p>Link local LMI information including Solent LEP, Business growth and skills plans.</p> <p>Review LMI forecasting tools and to support provision of detailed LMI.</p> <p>Share information with training providers, schools and colleges, IAG providers.</p> <p>Map local provision to local needs and priorities. Support training providers to respond to local demand and plan for future provision.</p>	AP		Ongoing EMSE LMI product purchased			<p>Ongoing EMSI LMI product purchased.</p> <p>Skills & Employment Officer post will support this.</p>
	Ensure there is sufficient provision of advanced and higher level apprenticeships	<p>Review local offer for advanced and higher level apprenticeships.</p> <p>Work with organisations such as the Solent LEP, Shaping Portsmouth and Chamber of Commerce to raise profile of this provision</p>	AP/AP		Ongoing			Ongoing

Developing and promoting traineeships

Item	Recommendation	Key Actions	Lead	Start Date	Target date	Potential Issues	Priority	Progress
	Review current provision of traineeships and identify areas for development.	Work with providers to review current local offer for traineeships - including details of programmes, sectors and financial support available. Implement two year ESF programme to support development of pre-traineeship programmes for young people who are NEET.	AP AP		Jul 16 March 18			Actioned as part of Enhanced Traineeship Programme. Implemented
Item	Recommendation	Key Actions	Lead	Start Date	Target date	Potential Issues	Priority	Progress
	Promote traineeships to all stakeholders involved in IAG	Produce guide to be shared with schools, post 16 providers and IAG specialists. Produce case studies of young people who have successfully progressed from a traineeship to an apprenticeship.	AP AP		September 17 June 17	This relies on colleges and training providers for case studies		Actioned Actioned

Appendix A - Portsmouth Apprenticeships Table 1: Apprenticeship starts for Portsmouth residents by level and age

Age	Programme Level	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15	2015/16
16-18	Intermediate	140	210	220	300	280	300	360	360
	Advanced	50	60	100	120	130	130	140	130
	Higher	-	-	-	-	-	-	-	10
16-18 total		190	270	320	420	420	430	500	500
19-24	Intermediate	170	190	330	510	420	390	350	390
	Advanced	90	110	130	210	290	230	270	270
	Higher	-	-	-	-	10	10	20	30
19-24 total		250	300	470	720	710	630	640	690
25+	Intermediate	140	70	390	640	430	390	420	500
	Advanced	80	40	220	330	390	180	330	350
	Higher	-	-	-	-	20	10	60	100
25+ total		220	100	600	970	850	570	810	950
All Ages	Intermediate	450	470	940	1,440	1,130	1,090	1,130	1,250
	Advanced	220	210	450	660	810	540	740	750
	Higher	-	-	-	10	30	20	80	130
Portsmouth Total		660	680	1,390	2,110	1,970	1,630	1,950	2,130
Southampton Total		860	1,050	1,850	2,000	2,070	1,810	1,550	2,050
Isle of Wight Total		860	820	1,690	1,760	1,630	1,430	1,150	1,400
Hampshire Total		7,800	9,050	11,230	12,970	13,200	12,750	10,600	14,030
South East Total		35,040	39,120	58,340	66,850	68,960	60,220	48,960	54,160
National Total		239,900	279,700	457,200	520,600	510,200	440,400	374,200	503,900

Notes to Tables 1

- 1) Volumes are rounded to the nearest ten.
- 2) '-' Indicates a base value of less than 5.
- 3) The data source is the Individualised Learner Record.
- 4) Figures for 2011/12 onwards are not directly comparable to earlier years as small technical changes have been made in the way learners are counted.
- 5) Tables show full year estimates for 2012/13. It is not possible to directly compare provisional 2012/13 estimates with figures for previous years.
- 6) The data is based upon the home postcode of the learner.

Source for Tables 1 The Data Service, Apprenticeship Programme Starts by Geography, Age and Level.

http://www.thedataservice.org.uk/Statistics/fe_data_library/Apprenticeships/