

Young People's Education and Skills (YPES)

Local Authority Apprenticeship Sub-Group

Date	17 June 2014	Venue	London Councils
Meeting Chair	Andy Scott, London Borough of Tower Hamlets		
Contact Officer:	Neeraj Sharma		
Telephone:	020 7934 9524	Email:	neeraj.sharma@londoncouncils.gov.uk

Attendance:

Members:

Aelswith Frayne	London Borough of Tower Hamlets
Albena Karameros	London Borough of Islington
Andy Scott (Chair)	London Borough of Tower Hamlets
Denise Atkinson	London Borough of Lewisham
Jo Margrie	Hackney Learning Trust
Jon Thorn	National Apprenticeship Service
Joyceline Hogan	London Borough of Enfield
Mary Vine-Morris	London Councils
Nina Scuffil	London Borough of Camden
Rachel Dowse	London Borough of Barking & Dagenham
Sarah Sargent	London Borough of Wandsworth
Suzanne Rosenberg	London Borough of Southwark
Stuart Woosnam	Havering FE College
Vic Farlie	London Work-based Learning Alliance
Victoria Swarbrick	London Borough of Brent

Guest Speakers

Andrew Goodwin	Oxford Economics
Ian Mulheirn	Oxford Economics

Officers

James Searle	London Councils
Jane Harrison	London Councils
Neeraj Sharma	London Councils (Notetaker)

Apologies

Dianna Neal	London Councils
Laurie Pocock	London Borough of Croydon/Unison
Lorna Fraser	London Borough of Southwark
Negat Lodhi	National Apprenticeship Service
Vanita Nicholls	London Borough of Ealing

1 Welcome Introductions and apologies

1.1 AS welcomed members to the meeting. Apologies for absence were noted.

2 Notes of the last meeting and matters arising

2.1 The notes of the last meeting were agreed; subject to replacing the initials AS in paragraph 1.1 with AF.

- 2.2 Mary Vine-Morris reported that a special meeting to prepare a formal response to the Apprenticeship Consultation had been held and thanked those who participated. A response was submitted which outlined that whilst London Councils supports the principle of employers having greater influence over apprenticeships; the proposals were not deemed to be appropriate and did not adequately address concerns raised in the majority of responses, which the government published, to the initial consultation. Additionally, funding models proposed were likely to have negative impact on apprenticeship opportunities in London.

3 Update from sub-group members

- 3.1 An update from sub-group members was circulated as part of the papers for the meeting.

4 London Apprenticeship Guide

- 4.1 Ian Mulheirn and Andrew Goodwin from Oxford Economics informed attendees they had been commissioned by the GLA to develop the London Apprenticeship Guide designed to help employers and individuals identify apprenticeship providers that best match their needs. They talked through the presentation circulated in advance of the meeting highlighting the areas they were particularly keen to seek feedback on from attendees.
- 4.2 The group provided the following feedback:
- 4.2.1 A league table for the performance of apprenticeship providers based on a set criteria fashioned on same principles as the Guardian or Times university guides would be controversial – given the breadth of apprenticeships offers available, different delivery models and roles of education providers, for example some apprenticeship frameworks are delivered in colleges and others in the workplace.
- 4.2.2 Criteria on apprenticeship starts, apprenticeship completions and outcomes (success rates) by age groups would be helpful for students and parents. It was also suggested it would be helpful to capture details on employer size and business type to enable young people and parents to make informed choices. Additionally, a system that incorporated details of training providers that offered specialist support for young people with SEN would be useful.
- 4.2.3 A trip-advisor type system that allows apprentices to provide real time feedback would be helpful but would require on-going monitoring. However, the co-design model whereby employers/training providers are responsible for updating the 500 characters that describes their offer was considered positive.
- 4.2.4 A ‘3 clicks’ principle to get through to the apprenticeship offer was important to ensure employers, parents and young people accessed information effectively.
- 4.2.5 Targeted communication strategies are needed to effectively engage the different audiences and ensure it is used.
- 4.3 Ian Mulheirn and Andrew Goodwin thanked the group for their feedback and encouraged any further comments to be sent by email to (imulheirn@oxfordeconomics.com or apgoodwin@oxfordeconomics.com). It was also explained that the GLA would be responsible for the communication of the report. The final guide is expected to be ready to hand over to the GLA in mid July.

5 NAS Update – Apprenticeship reform

5.1 Jon Thorn provided an update on a number of topics in relation to both NAS and apprenticeship reforms:

5.1.1 Following the successful restructuring of NAS within the Skills Funding Agency, the organisation would be writing to all stakeholders to outline how they will be engaging with the sector going forward.

5.1.2 The Government has published the first new eleven Apprenticeship standards developed by the eight Phase 1 Trailblazers. Phase 2 Trailblazers have been launched involving employers from 29 sectors. Expressions of interest are being sought for Phase 3 Trailblazers that will start in September. All frameworks developed through the Trailblazers are being signed off by the Minister.

5.1.3 As already discussed, the Government had recently consulted on two different apprenticeship funding models; the deadline for responses was 1st May 2014. A large number of responses had been received that officials were working through; the outcomes from the consultation were expected to be announced in the autumn. However, the principles behind the reforms of a co-investment model are being tested through the Trailblazers.

5.1.4 The Government were considering ways to ensure any new funding model provided an incentive for employers to take on 16 to 18 year old apprentices.

5.2 Vic Farlie talked through the tabled OCR presentation about the apprenticeship reforms and highlighted specific areas of concern for London.

Action point: Jon Thorn to share information on principles of government contributions under a co-investment apprenticeship model.

Action point: London Councils to circulate an electronic copy of the OCR presentation.

6 London Borough Apprenticeship Awards

6.1 Preparations for the fourth London Borough Apprenticeship Awards had begun.

6.2 London Councils are reviewing the Apprenticeship Awards categories to identify if they need to be refreshed. The group were encouraged to provide any feedback on the existing criteria or possible new categories to Jane Harrison.

6.3 Additionally, as part of the London Borough Apprenticeship Awards event, there will be a panel discussion that is likely to include a previous winner of an Apprenticeship Award. London Councils is seeking suggestions for pertinent panel topics that would encourage debate and discussion. The group suggested the following:

6.3.1 Defining a good apprenticeship

6.3.2 Benefits of mentoring in an apprenticeship programme

6.4 It was agreed that there would need to be an additional meeting of the Apprenticeship sub-group during the summer to shortlist entries.

Action point: Members to email Jane Harrison
Jane.Harrison@londoncouncils.gov.uk with possible new apprenticeship award categories.

Action point: Members to email to Jane Harrison
jane.harrison@londoncouncils.gov.uk with possible panel discussion topics.

Action point: Members to be advised of an additional meeting for Awards shortlisting

7 London Councils Data Collection

- 7.1 Collection and analysis of the 2013 – 2014 London Borough Apprenticeship Data is currently underway. To date 24 boroughs have provided a response.
- 7.2 Jane Harrison talked through the headline findings of the report circulated in advance of the meeting. It was explained that the final analysis of data returns would be shared with borough officers to check over. After which, the analysis would be shared with London Councils Chief Executive Apprenticeships lead (Tim Shields) and subsequently, a letter would be written to all Chief Executives of London Boroughs with the data report.
- 7.3 The group talked through the data and suggested replacing any 0s with unknown to avoid misinterpretation of the data.

8 AOB

- 8.1 Mary Vine-Morris informed the group that the Skills London show would be taking place on November the 21st and 22nd. London Councils had been offered the opportunity of a stand for boroughs to showcase apprenticeship activity at the event – however, this would be subject to boroughs staffing the stand.
- 8.2 The group suggested it would be a good idea to have a stand and a number of boroughs expressed an interest in taking part.
- 8.3 Vic Farlie explained that, through his organisation, he is involved in the development of an apprenticeship app – there would be a specific app for London. They are currently seeking to build in the employer voice as part of this. Any interested employers can participate and it will be free.
- 8.4 Mary Vine-Morris updated the group that the GLA were currently doing work on the Mayor's Apprenticeship Campaign which seeks to support the creation of 250,000 new apprenticeships during the Mayor's second term. The group expressed an interest to hear more about the campaign at the next meeting.

Action point: Boroughs interested in showcasing their Apprenticeship activity at the Skill's Show London should contact James Searle
James.Searle@londoncouncils.gov.uk

Action point: Members of the group to contact Vic Farlie if they wish to contribute to the employer voice of the apprenticeship app.

Action point: Invite officers from the GLA to attend the next meeting of the apprenticeship sub-group to talk through the Mayor's Apprenticeship campaign.

Date of next meeting: Tuesday 16th September 2014, 10.00-12.00, meeting room 5, London Councils.