

Young People's Education and Skills: Apprenticeship Sub-Group

AGENDA

Chair:	Andy Scott	Job title:	Service Head for Economic Development
Date:	2 December 2014	Time:	10.00 – 11.30
Venue:	London Councils, meeting room 6		
Officer:	Anna-Maria Volpicelli	Email:	Anna-maria.volpicelli@londoncouncils.gov.uk

Item 1.	Welcome, introductions and apologies	AS
Item 2.	Notes of the last meeting and matters arising <i>(for agreement)</i>	AS
Item 3.	Update from sub-group members (to be emailed in) <i>(for information)</i>	All
Item 4.	GLA Apprenticeship Strategy <i>(for information)</i> <ul style="list-style-type: none"> • Marketing & Engagement Campaign • Apprenticeship Guide • Growth Deal – LEP and NAS work to boost apprenticeships 	KH
Item 5.	Review of Apprenticeship Awards categories <i>(for decision)</i>	DN
Item 6.	Analysis, summary and feedback from Skills London 2014 <i>(for discussion)</i>	JS
Item 7.	Any Other Business	All

Date of Next Meeting: Tuesday 10 March 2015, 10-11.30am, London Councils, Room 6

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Young People's Education and Skills (YPES)

Local Authority Apprenticeship Sub-Group

Date	16 September 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:

Andy Scott	London Borough of Tower Hamlets (Chair)
Rachel Dowse	London Borough of Barking and Dagenham
Nina Scuffil	London Borough of Camden
Vanita Nicholls	London Borough of Ealing
Joyceline Hogan	London Borough of Enfield
Albena Karameros	London Borough of Islington
Denise Atkinson	London Borough of Lewisham
Aelswith Frayne	London Borough of Tower Hamlets
Jo Margrie	Learning Trust
Victor Farlie	London Work Based Learning Alliance
Negat Lodhi	National Apprenticeship Service
Stuart Woosnam	Havering College

Officers

Dianna Neal	London Councils
James Searle	London Councils
Mary Vine-Morris	London Councils
Neeraj Sharma	London Councils

Apologies

Susanna Tamimi	London Borough of Brent
Laurie Pocock	London Borough of Croydon
Stephen Regaldo	London Borough of Lambeth
Suzanne Rosenberg	London Borough of Southwark
Forogh Rahmani	Greater London Authority (GLA)

1 Welcome Introductions and apologies

- 1.1 Andy Scott welcomed attendees to the sub-group. Apologies for absence were noted.
- 1.2 It was confirmed there had been an amendment to the agenda. Forogh Rahmani sent her apologies due to commuting challenges. The sub-group agreed it would be helpful to have an update on the GLA's apprenticeship work strand at the December meeting.

Action point: GLA's apprenticeship work strand update to be an agenda item for the December Apprenticeship sub-group meeting.

2 Notes of the last meeting and matters arising

- 2.1 The notes of the last meeting were agreed.

- 2.2 Dianna Neal informed the sub-group that sifting of the apprenticeship award nominations had taken place and winners selected. The London Borough Apprenticeship Awards 2014 would take place on Thursday 25th September. Sub-group members were encouraged to attend.
- 2.3 It was confirmed that Cllr Peter John, London Councils' Executive member for children, skills and employment, would be leading the London Borough Apprenticeship Awards. A segment of the event would be used for a panel session, confirmed panellists include:
- Tony Dolphin, Institute for Public Policy Research
 - Jon Thorn, National Apprenticeship Service
 - Zubair Patel, Best progression by an apprentice winner 2013
- 2.4 An employer representative was being sought for the session. Aelswith Frayne suggested seeking an employer representative from the creative arts field with Whitechapel Gallery an activity apprenticeship employer within Tower Hamlets.
- 2.5 Andy Scott explained that the apprenticeship award categories would be refreshed offering the opportunity to redefine existing categories as well as decide if additional categories were need. It was agreed it should be a future agenda item for the apprenticeship subgroup.

Action Point: London Councils to recirculate details of the apprenticeship awards.

Action Point: Refresh of the London Borough Apprenticeship Award categories to be a future sub-group agenda item.

3 Update from sub-group members

- 3.1 Andy Scott invited sub-group members to provide an update of their apprenticeship activities. Key points raised during the discussion included:
- LB of Islington recently introduced a programme to expand apprenticeships by 50 places rather than the previous target of 30 places. There was an emphasis to increase level 3 apprenticeship opportunities. Work was underway with employers to expand opportunities but an emerging challenge was the apprentice skillset requirements of employers for level 3 apprenticeships.
 - LB of Hackney was accepting applications for the second cohort of the Hackney 100 programme. The programme offers young people in either year 11 or 12 paid work experience opportunities.
 - LB of Ealing were seeking to increase the number of apprenticeships by 500 during the next four years.
 - LB of Camden found the recruitment to childcare apprenticeship opportunities an issue following the new requirement that childcare staff need GCSEs in English and Maths.
 - LB of Enfield was working with the supply chain to make it easier for employers to offer apprenticeship opportunities.

4 Apprenticeship Reform Update

- 4.1 Negat Lodhi delivered a presentation updating the sub-group on the recent apprentice reforms. The government chose to reform the existing apprenticeship programme to ensure it was high quality, simple and employer driven.
- 4.2 The reforms cover all aspects of the apprenticeships scheme. For instance:
- The existing frameworks had been replaced by standards. A two page document developed by employers and approved by government for each apprenticeship sector.
 - Apprenticeships programme would all need to be for a minimum of 12 months and there would be an end-point assessment. The apprentice would be required to demonstrate competency across the whole standard. Assessments are to be graded fail, pass and merit.
 - Employers will now be required to contribute towards meeting the cost of training an apprentice. For every £1 that an employer invests in training an apprentice, the Government will pay £2. The maximum amount payable will be capped and a tiered system in place depending on specific criteria being met.
- 4.3 These reforms were being tested through the Trailblazers, the early adopters of the new reforms, to ensure any challenges were addressed before the reformed system is rolled out. Details of employers involved in the Trailblazers were available online.
- 4.4 The Trailblazers were testing the new funding model of employer contributions but a new funding mechanism had not been developed yet. All funding was to be routed from the Skills Funding Agency direct to provider during 2014/2015.
- 4.5 The sub-group discussed the merit of a local government sector apprenticeship standard and what modules it could possibly include given the breadth of activities covered by boroughs. It was suggested that sub-sections may be required or perhaps focusing on a specific area of service within the local authority such as planning.
- 4.6 Negat Lodhi informed the sub-group that the national 'Get in. Go far' campaign has been launched. Its purpose was to show young people and their parents that Apprenticeships can be an equal choice to university, by showcasing the variety and quality of Apprenticeships on offer.
- 4.7 The campaign creative uses 'selfie' images taken by apprentices in the workplace to showcase Apprenticeships in action, and the pride and sense of achievement of today's apprentices.

Action point: Negat Lodhi to share links to new apprenticeship standards and 'Get in. Go Far' campaign.

5 Pan-London apprenticeship data analysis

- 5.1 Dianna Neal confirmed all boroughs had responded to the apprenticeship data request. Tim Shields, CELC lead for Regeneration, had written out to all CEOs of London boroughs to provide an update of borough work to expand apprenticeship places.
- 5.2 Between April 2013 and March 2014 over 1,300 apprenticeships were created directly by London boroughs and through work with their contractors. A further 251 apprenticeships have been created through the use of Apprenticeship Training

Agencies (ATAs). This has meant since 2009 just over 5,000 (5,250 including those generated via ATAs) apprenticeships have been created by London local government.

- 5.3 London local government created 754 opportunities for young people who were previously not in education, employment or training (NEET), 1,075 apprenticeships were offered at Level 2 (so aimed at people with low skills) and 555 opportunities created for young people between the ages of 16 to 18.

6 AOB

- 6.1 James Searle informed the group that the Skills London show would be taking place on November the 21st and 22nd. There had been limited interest from London boroughs to staff the stand on Saturday 22nd November.

Action point: London Councils to recirculate information about the Skills London show stand for boroughs.

Date of next meeting: Tuesday 2nd December 2014, 10.00-11.30, meeting room 6, London Councils.



London Borough Apprenticeship Awards 2014

This is your opportunity to showcase the value of apprenticeships to your organisation, how your staff have contributed to apprentices' success, and how you are maximising the apprenticeships that are created with your contractors, suppliers and local businesses.

London Councils is seeking entries from every London borough to the London Borough Apprenticeship Awards, to recognise and celebrate the contribution of apprentices to London's local authorities and communities, and the innovative work happening across London to create new apprenticeships.

Think about what makes your apprentice, manager or project really stand out – we want to hear why your entry is different, unexpected or inspiring.

Applications open on Monday 7 July and will be accepted up to **5pm on Friday 1 August. Entries received after this time will not be considered.**

Short-listed entries will be announced in late August, and winners will be announced at a London Councils event on September 25 2014.

Enquiries about the awards should be sent to:
jane.harrison@londoncouncils.gov.uk

Categories

1. Best Contribution by a New Apprentice

This category is for apprentices in their first apprenticeship with you.

Has your apprentice helped to improve your organisation in unexpected ways? Have they come up with a great idea to save you money, or built relationships across departments? How about their ideas for new ways of working?

Tell us:

- Who is the apprentice and what is their role?
- What contribution have they made above and beyond their day job?
- How has this had a positive impact on your organisation?

2. Best Progression by an Apprentice

This category is for apprentices who have completed their first apprenticeship with you, and have moved on to an advanced or higher apprenticeship. The apprentice should still be employed by your borough.

Has an apprentice excelled in their first apprenticeship, and become an invaluable member of staff?

Tell us:

- What was the first apprenticeship completed by the apprentice, and the apprenticeship that they are taking now?
- Why they have moved onto another apprenticeship – tell us about their skills, their performance and their potential?
- How has their progression to an advanced or higher apprenticeship benefited both the apprentice and your organisation?

3. Best Manager or Mentor

We're looking for the most inspirational, hard-working, supportive or creative manager or mentor. Collect nominations from your apprentices and put forward your best candidate for the manager or mentor that has made the most difference to your apprentices.

Tell us:

- Who is the manager / mentor and what is their role – both their day job and any additional role related to their work with your apprentice(s)?
- Why have your apprentices nominated this person?
- How has this person had a positive impact on your apprentices and your organisation?

4. Best Work with Supply Chains and/or Local Businesses to Create New Apprenticeships

Are your contractors and suppliers committed to creating apprenticeships in their workforce to deliver your contracts? Have you encouraged and supported local businesses to recruit apprentices? What are the best examples of how working in partnership has created new opportunities for apprentices?

Tell us:

- How many apprenticeships have been created through negotiations with your supply chain (either written into contracts or through voluntary agreements) or via supporting local businesses?
- How many different companies have agreed to take on apprentices to help deliver your contracts? Or how many local businesses have you supported in recruiting apprentices?
- What is the best example of working with your supply chain or local businesses to open up new apprenticeship opportunities?

Instructions for Entering

- The awards are open to London local authorities only.
- Please use the entry form (below).
- You can enter one, two, three or all four categories, but only one entry per borough in each category will be accepted.
- Please send a maximum of 300 words per entry in each category. Any entry over 300 words will be cut to 300 words and the excess text will not be read by the judges.
- Applications open on Monday 7 July and will be accepted up to **5pm on Friday 1 August..** Entries received after this time will not be considered.
- Individuals / projects submitted to the awards in 2013 cannot be entered again.
- Short-listed entries will be announced in late August.
- Winners will be announced at a London Councils event on September 25 2014
- Members of the London Borough Apprenticeships Sub-group will judge the entries: a list of members of the panel is available on request.
- Please email your entry to jane.harrison@londoncouncils.gov.uk or post to:

Jane Harrison
Principal Policy and Projects Officer
London Councils
59½ Southwark St
London SE1 0AL

- In submitting your application you are giving consent to London Councils to publish details of your entry on the London Councils website and to use it as an example of good practice in future publications, webpages or events.
- You are also signalling that you understand you may be contacted by other local authorities or organisations that are interested in your work. London Councils will not pass on any contact information to third parties without your consent.
- You also agree that London Councils may contact you directly in relation to this your entry, and that we may share information from your entry with colleagues working for relevant publications.

London Borough Apprenticeship Awards 2014 Entry Form

You can enter 1, 2, 3 or 4 categories. Only 1 entry per category please.

Borough	
Contact name	
Email	
Telephone number	

Category 1: Best Contribution by an New Apprentice
Maximum 300 words

- Who is the apprentice and what is their role?
- What contribution have they made above and beyond their day job?
- How has this had a positive impact on your organisation?

Category 2: Best Progression by an Apprentice
Maximum 300 words

- What was the first apprenticeship completed by the apprentice, and the apprenticeship that they are taking now?
- Why they have moved onto another apprenticeship – tell us about their skills, their performance and their potential?
- How has their progression to an advanced or higher apprenticeship benefited both the apprentice and your organisation?

Category 3: Best Manager or Mentor
Maximum 300 words

- Who is the manager / mentor and what is their role – both their day job and any additional role related to their work with your apprentice(s)?
- Why have your apprentices nominated this person?
- How has this person had a positive impact on your apprentices and your organisation?

Category 4: Best Work with Supply Chains to Create New Apprenticeships
Maximum 300 words

- How many apprenticeships have been created through negotiations with your supply chain (either written into contracts or through voluntary agreements) or via supporting local businesses?
- How many different companies have agreed to take on apprentices to help deliver your contracts? Or how many local businesses have you supported in recruiting apprentices?
- What is the best example of working with your supply chain or local businesses to open up new apprenticeship opportunities?

Apprenticeship Awards judging guidance

The sub-group may want to consider the following points when choosing their finalists:

Category 1:

- Examples of how apprentice has helped improve services and/or reduced cost,
- Positive and proactive attitude, goes the extra mile;
- Respected at all levels e.g. other apprentices as well as colleagues;
- Has taken on challenging and new roles;
- Has promoted / supported apprenticeships within the council and/or externally;
- Any other factors that make the nominee outstanding.

Category 2:

- Evidence of success in first apprenticeship
- Clear evidence of why they were kept on / promoted / progressed
- Benefits to individual / organisation from skills and learning gained during both apprenticeships – e.g. examples of how the apprentice has improved services / reduced cost etc
- Benefits to individual / organisation from progression e.g. retaining knowledge and skills within the organisation, taking on more responsibility, performing at a higher level
- Has promoted / supported apprenticeships within the council and/or externally;
- Any other factors that make the nominee outstanding.

Category 3:

- Support has resulted in tangible, positive progression and benefits on individual and/or corporate level;
- Good management style – providing both support and challenge;
- Evidence of providing both practical support for an apprentice's job and/or training as well as providing personal support if needed;
- An ambassador / champion for apprenticeships, with a strategic approach, across the council and/or to other local organisations;
- Identifies opportunities for apprentice(s) to grow and develop;
- Any other factors that make the nominee outstanding.

Category 4:

- New engagement with contractors / local companies
- Working with a range of sectors
- Providing support / advice to contractors and local companies
- Added value – is anything innovative, new, stands out as different
- Delivering good numbers, or has potential to do so;
- Any other factors that make the nominee outstanding.

Item 7(c) Number of applications received – Apprenticeship Awards 2014

Number of nominations per category

Best Contribution by a New Apprentice = 15

Best Progression by an Apprentice = 13

Best Manager or Mentor = 10

Best Work with Supply Chains and/or Local Businesses to Create New Apprenticeships = 9

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