

**Apprenticeship and Traineeship Action Plan - November 18**

**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 current and future job opportunities will be and how apprenticeship pathways can help young people fulfil their career ambitions. 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 has secured an ESF project to offer IAG and bursary support for young people undertaking a traineeship. This project will be in place until March 2019.

**Engaging employers**

There is still work to be done in engaging employers, particularly SMEs. Changes to frameworks, funding and the apprenticeship 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 also ensure that apprenticeship completion rates are improved building on the number of apprenticeship start figures in the City. The development of the Solent Apprenticeship Hub will support this work.

**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.

1. **Management and review of strategy:**

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| **Item** | **Recommendation** | **Key Actions** | **Lead** | **Start Date** | **Target date** | **Potential Issues** | **Progress** |
|  | Action Plan will be reviewed and monitored by the Post-16 Forum  Action plan progress to be reviewed in October 18, January 19 and June 19 | Post-16 Forum have agreed to Action Plan monitoring | AP | Sept 18 | Ongoing |  | Actioned |

**B) Promoting opportunities and raising awareness of apprenticeship opportunities with young people, parents, and schools.**

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|  | **ASK Programme**  Work with ALPHI to support delivery of Apprenticeship Support and Knowledge  (ASK) programme in Portsmouth secondary schools. ALPHI have contract to delivery this programme in the local area. | Invite ASK Lead to present at CEIAG  (Careers Education, Information, Advice and Guidance meeting.  Monitor take up of programme. | AP  AP | Sept  18 | July 19 |  | Actioned - presentation took place at September CEIAG  meeting |

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|  | **University Quest**  Deliver Training to Portsmouth Careers/Progression Advisers to support delivery of University Quest (developed to help young people understand the options for higher and degree apprenticeships alongside traditional higher education | | Training to be delivered  Careers/Progression advisers to identify opportunities to use programme in school settings.  Review of progress in January 19 and July 19. | | AP  AP |  | Training September 2018 |  | | Training has been delivered to advisers. |
|  | **National Apprenticeship Week**  Following a successful partnership with Shaping Portsmouth and the University of Portsmouth to deliver a programme for National Apprenticeship week 2018 this will continued and developed for 2019 | | Re-convene planning meeting with partners in October 2018 to plan 2019 event.  Confirm Sponsorship involvement  Invite the Southern Universities Network to participate in programme.  Set targets for school visits | | AP | Oct 18 |  | Ensuring sponsorship is in place for 2019 events | | First planning meeting 30th October 2018 |
|  | **Advanced and Higher Apprenticeship Careers Event** | | Deliver Advanced and Higher Apprenticeship Event to raise awareness and highlight opportunities at key transition points  This will be key delivery activity for the PCC Southern Universities Network - National Collaborative Outreach Programme.  Partnership to include Solent Apprenticeship Hub and NAS | | AP | Oct 18 | June 19 | Ensuring participation from local and national employers.  Seeking sponsorship and project partners | | SUN have agreed to activity funding. |
| **Item** | **Activity** | **Key Actions** | | **Lead** | | **Start Date** | **Target date** | **Potential Issues** | **Progress** | | |
|  | **Develop a**  **Portsmouth Apprenticeship Ambassador Scheme** | Appoint and retain a minimum of 10 Apprenticeship Ambassadors and develop training scheme and resources. Agree and set targets for Ambassador participation.  Create data a base of recently qualified apprentices who are willing to act as ambassadors.  Identify appropriate events for ambassadors to attend and link ambassadors to their school for appropriate IAG activities.  Support National Apprenticeships Week Programme 2019 | | KB  KB | |  | Ongoing process with 10 in place for October 16  Ongoing |  | 8 Ambassadors recruited and trained.  Ongoing | | |
|  | **Develop case studies and films to support promotion of Apprenticeships to young people, parent carers and schools** | Work with NAS to develop this offer | | AT/AP | |  |  |  |  | | |

**C) Engaging employers - promoting Apprenticeships**

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| 1. | ED to raise the awareness of apprenticeships to businesses from an impartial stance to alleviate complexity of programmes, | **Invest-in Portsmouth -** websitededicated to attract businesses / inward investment | SP |  |  |  | No dedicated section on the Invest website - discuss with AH / MP |
| 2. | s.106 / Employment & Skills Plans - support the development of Apprenticeships with local developers - 30+ dwellings / 1000 sq.feet commercial land | **s.106 Employment Skills Plans** - ED to work with major developers and their sub-contractors in the City to commit to apprenticeship benchmarks within s.106 Employment and Skills Plans.  Use KPIs to support apprenticeship starts and completions within the Portsmouth area. | SP |  | Ongoing | Few active ESPs in pipeline. Apprenticeship relatively numbers low - approx. 8 - 10 per year. | Ongoing - |
| 3. | **Economic**  **Development to promote the benefits of employing Apprentices to SME's / corporates with a view to increasing the number, quantity and quality of apprenticeships across the City** | 1. **Solent Apprenticeship Hub** - PCC an active partner in the new Solent Apprenticeship Hub that employs a dedicated 'apprenticeship / skills broker' to visit SMEs across Portsmouth to promote apprenticeships - the hub will have a website / portal to provide information about apprenticeships, advertise vacancies, etc. | SP |  | Due to start Jan '19 |  | PCC Broker to start Feb / Mar '19 |

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|  |  | (ii) **'Opportunities through Apprenticeships' Project** - PCC has agreed to participate in the 4 x Cities 'Opportunities through Apprenticeships' project, to collaborating with the National Apprenticeship Service and 3 others local authorities (ie. S.Tyneside, Nottingham, Torbay) to increase the number of advanced / higher apprenticeships to young people that live in socio-economically deprived areas across the city. ESFA Project Manager - Colin Salter | SP |  | Project launched Nov '18 |  | ESFA Project Manager Colin Salter visits PCC monthly to discuss progress / assist |
|  | (iii) **Apprenticeship Levy** - PCC to work with Apprenticeship Levy payers across the City to ensure employers are informed about the Digital Apprenticeship Service make and maximum use of their levy Future Portsmouth - 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. | SP |  |  |  | On-going |
|  | (iv) **Shaping Portsmouth 'Employer Skills Survey' -**  Employer survey due to go ahead January / Feb subject to approval from 'Shaping Portsmouth', Survey contains questions relating to employing / recruiting Apprenticeships to inform policy | SP |  | Data Collection - Feb / March  Report / analysis - April '19 |  | Awaiting for order from 'Shaping Portsmouth' |
|  | (v) **Future Portsmouth Event** - ED to lead on Future Portsmouth '19 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.  Work now starting on event planning for event Fri, 8th March 2019 at The Village Hotel, Lakeside. | SP |  |  |  | Venue Booked for Fri, 8th March - The Village  Event is now live on Eventbrite for bookings  Steering Group meeting monthly |

**D) Shaping provision to meet future skills need**

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|  | Ensure there is sufficient provision of advanced and higher level apprenticeships | Review local offer for advanced and higher level apprenticeships.  Work with organisations such as the Solent LEP, Shaping Portsmouth and Chamber of Commerce to raise profile of this provision | AP/AP |  | Ongoing | Local provider ceased provision in August 18 | Meetings arranged with two providers on 31st October and 1st November |

**Developing and Promoting Traineeships**

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|  | Work with local providers to re-establish Traineeship provision in Portsmouth | Work with providers to develop city centre offer for traineeships  Identify opportunities to support sourcing of placements.  Link to ESF STEP programme | AP | Oct  18 | ASAP | Volatility of market can affect provision going ahead | Actioned as part of Enhanced Traineeship Programme.  Implemented |
|  | 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 |