

# **Derbyshire Apprenticeship Action Plan January 2013**

# Derbyshire Apprenticeship Strategy (16-19)

## Introduction

With unemployment among young people in the UK rising above one million in the autumn of 2011, according to government figures, ministers are keen to help more people in to work. One of the main planks of this strategy is the Apprentice. Apprenticeships are open to the over-16s. They are mainly provided by private firms and further education colleges, who are funded by the government. Whilst open to all ages, the Government is keen to focus growth on the 16-24 age groups, where youth unemployment is a major concern. Derbyshire County Council continues to have a strategic role as champions of young people's learning - as well as for all education. This means that they have responsibility for meeting the needs of young people by influencing and shaping learning provision through partnerships and by identifying gaps, enabling new provision and developing the market. This plan identifies the priorities and actions partners will take to deliver the Government aspiration of 1 in 5 young people aged 16-19, taking up an apprenticeship.

	2008/9	2009/10	2010/11	2011/12	2012/13	2013/14	2014/15
<b>Derbyshire</b>	1800	2046	2399	2544	2600	2650	2700

This Action Plan is an under pinning and integral part of the Raising of The Participation Strategy, and should be read in conjunction with that document.

In response to this it has been agreed with partners to set up an Apprentice Sub-group, which reports to the 14-19 Local authority Strategic Group, and has the following aims and objectives -

## Strategic Aims

- To fulfil the aspiration of 1 in 5 young people taking up apprenticeship opportunities by 2020;
- To oversee and inform the implementation of the Derbyshire Apprenticeship action plan
- To work towards there being in place an Apprenticeship offer for all suitably qualified 16 and 17 year olds by 2013 and 16, 17 and 18 year olds by 2015.
- To support the development of learning pathways that aids positive progression into apprenticeships at level 2, 3 and 4.

- To work in partnership with other agencies and providers to increase the number of apprenticeships with employers
- To promote high quality provision in Derbyshire to ensure it meets the best needs of learners, as measured by the Common Inspection Framework.
- To promote continuous improvement in the delivery of apprenticeship frameworks as indicated through improvements in success rates.

## Strategic Objectives

- To increase the number of apprenticeship starts as agreed with NAS and 11-19 Strategy Group, in particular prioritise a year on year growth at level 3, and inform the further development level 4 opportunities.
- Develop Apprenticeships Progression Pathways for all 14 - 19 learners, in particular from 16-18 Study Programme, and the Access to Apprenticeship pathway
- To ensure the Derbyshire Apprenticeship plan aligns with NAS and JC+ learner and employer engagement strategies to enhance the Apprenticeship offer in Derbyshire.
- To develop a school's strategy, linked to the Raising of the Participation Age strategy, aimed at developing both the young person's understanding (through careers information) and teachers understanding (through CPD) of the apprenticeship offer.
- To ensure that equality and diversity is embedded in all the activity undertaken in the promotion and delivery of Apprenticeships to raise participation from underrepresented groups, including looked after children and those leaving care

## Key Activities to deliver the objectives

### 1. Through Local Learning Communities, schools and partners, including parents, to promote apprenticeships to meet starts targets.

- Post 16 Apprenticeships are to be integrated into the 14 - 19 curriculum offer. The Apprenticeship profile needs to be raised at local levels by involvement of all key partners at appropriate Local Learning Community meetings such as Strategic Groups, curriculum, IAG groups etc. and the LA or Apprenticeship Champion (AC) will feed back developments to apprenticeship providers in general.
- AC to support capacity building in Local Learning Communities to better understand the nature and scope of the Apprenticeship offer.
- National Apprenticeship Service to produce management information at a Derbyshire and LA District level. The content and format of the management information to be determined by discussion with Local Learning Communities but to include:  
     Monthly updates on Apprenticeships participation by sector, by level – Advanced Apprenticeships and Intermediate Apprenticeships, Provider success rates.
- Develop relationships between schools and Apprenticeship providers on a wider offer to support young people 14-19 to deliver Raising of the Participation Age (RPA).
- AC and partners to support Apprenticeship events, such as Apprenticeship Week, World Skills and to promote in each Local Learning Community to parents and learners as part of the Apprenticeship Progression Programme.
- Apprenticeship events to be part of a timetabled IAG offer across the academic year including advice and support for schools in how to integrate the Apprenticeships Vacancies online system and the Routes Ahead systems.
- Ensure literature and presentations highlight success from non-typical occupations.

	<b>Action</b>	<b>Outcome</b>	<b>Responsible</b>	<b>Date by</b>	<b>Cost</b>
1.1	Review promotional activities, (including Teacher Resource Pack) in the light of developments and new legislation affecting Apprenticeship delivery. Ensure materials are appropriate for the audience.	All materials and activities meet the needs of Learning Communities, schools, and all partners.	Sub-Group and AC	Completed	<b>No Cost</b>

1.2	Support and promote events such as Apprenticeship Week, World Skills and Skills Festival. Working with schools and providers through Learning Communities, and celebrate Apprenticeship success. AC to attend options events and activities in Schools	Profile of Apprenticeships is raised via promotion and success of apprentices.	All	on going	<b>No Cost</b>
1.3	Ensure that Apprenticeships are discussed at all Strategic Group Meetings, and schools are encouraged to invite AC to schools to do presentations.	Apprenticeship targets are discussed so that all can see the progress being made in the area and changes and updates being made to provision and partnerships with providers etc	LA reps attending the various meetings. AC to attend as required.	ongoing	<b>No cost</b>
1.4	Current accurate MI provided to those attending appropriate Learning Community Meetings.	Consider the MI provided and adjust planning accordingly in each Learning Community to support / contribute to success of RPA	LA to access pivot table data	ongoing	<b>No cost</b>
1.5	Disseminate Apprenticeship resources, for use in presentations to schools and partners, into schools and providers as they are made available from NAS and AC	All IAG professionals have appropriate access to up to date materials about Apprenticeship programmes.	AC and NAS	Ongoing	<b>No Cost</b>
1.6	Make use of case study material to share with partners from events such as Apprenticeship Week and Word Skills etc. Advertise as widely as possible to raise the profile of Apprenticeships	All IAG professional have appropriate access to up to date materials about Apprenticeship programmes. JCP have up to date case studies of employer involvement in Apprenticeship activities.	AC, NAS and Provider Network.	May to August 2012 and on going	<b>No Cost</b>

1.7	Circulate apprenticeship vacancies to FL providers and learning Communities. Include vacancies in LMI information distributed	Increase awareness of AV and applications from FL learners ready to progress.	LA 14-19 managers	Monthly /quarterly	<b>No Cost</b>
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## 2. Develop Apprenticeships Progression pathways for all 14 - 19 learners

- To support the activities and objectives set out in current guidance for 14-19 Raising of the Participation Age (RPA) planning, curriculum strategies.
- Recognition that the KS4 transition is the most important route way to Apprenticeships. Therefore develop an Apprenticeship Progression Programme within the work related curriculum with enhanced CPD and IAG. Project commissioned for Apprenticeship Champion to actively promote progression to Apprenticeship programmes.
- To support Foundation Learning progression pathways, using information developed by the LA in conjunction with providers and partners.
- To work with School Sixth Forms and Further education to identify young people who could progress to apprenticeships, particularly at 17 or 18.

	Action	Outcome	Responsible	Date by	Cost
2.1	Identify options for mentoring sessions with providers, where appropriate, for students considering Apprenticeship programmes,	Increased awareness in school year groups of possible Apprenticeship options and Apprenticeship providers/provision available.	Provider Network, AC and LA.	on going	Provider costs?
2.2	Continue to build a network of Apprenticeship Ambassadors, Possibly linking former Apprentices with their local schools. Develop a list of Apprenticeship Ambassadors for schools by sector. Use Apprenticeship awards as way of identifying potential Apprenticeship Ambassadors.	Apprenticeship Ambassadors available in most/all communities/schools across Derbyshire drawn from a wide range of occupational areas who will be willing as required to go into local schools and talk to young people and parents about the programme and benefits of Apprenticeships.	AC supported by Provider Network, NAS and Connexions.	on going	Travel and subsistence cost for Apprenticeship Ambassadors?

2.3	Provide information and awareness sessions for Connexions link PA's and JC+ advisors to understand what providers offer in different occupational areas.	In light of new structures for connexions type activity, make PA's more aware of what providers are offering in different occupational areas and the requirements of the framework to assist teachers and young people in schools, enhancing their CPD.	AC and Connexions	Ongoing	No Cost
2.4	Working with School Sixth forms and FE colleges, identify those YP on programmes coming to an end, or risk of not completing their learning, and promote and support transition to apprenticeships as appropriate, via managed learner transfer system as part of RPA.	Increase no. of YP taking up apprenticeship at 17 or 18 without first going into NEET.	LA, Connexions.	On going	
2.5	Develop a 'Progression Pathways into Apprenticeship' information sheet for young people.	Raised awareness of the requirements of an apprenticeship and the types of apprenticeship available.	LA, Providers	Completed	
2.6	Foundation Learning network to consider and report on actions to increase progression onto Apprenticeship programmes.	FL learners are aware of and are supported to progress to Apprenticeship Programmes from FL, then from study programmes	LA, Connexions, AC and Provider Network	on going until Aug 2013,	No Cost
2.7	Agree appropriate growth in level 3 apprenticeships with LA, and identify actions required through providers to meet this growth	Growth targets for level 3 apprenticeships met, proportion of apprenticeships progressing from level 2 to level 3 increases (aspiration 60% Level 3 by	All	On going	No cost



		2020)			
2.8	Look to further develop progression routes for young people from school into apprenticeships, especially in light of new study programme for 16-18.	<p>Review the progression pilot currently operating in Derby City and see if there are elements that can be replicated.</p> <p>Review other progression activities being undertaken across Derbyshire and see if they can be replicated</p>	All	On-going	No Cost

### 3. Employer Engagement

Apprenticeship employer engagement strategy needs to be coterminous with the Raising the Participation Age Action Plan, and partners own Strategies to ensure they are coherent and consistent. Key areas for joint activity are as follows:

- That all employers including SME's and Micro Employers are included within the strategy
- Developing the role of local authorities to employ more Apprentices and supporting their role in driving the Apprenticeship agenda with other public sector partners building upon DCC commitment to recruit 700 apprenticeship in the next 4 years.
- National Apprenticeship Service to disseminate their employer engagement strategy to key partners and providers.
- Where appropriate, develop and enhance existing employer engagement structures to have a focus on Apprenticeships such as joint work with, JCP, National Apprenticeship Service, and Apprenticeship Providers.
- Where partners are engaged with Employers as well as supporting their knowledge and understanding of Apprenticeships, this should also include Raising of The Participation Age.

	<b>Action</b>	<b>Outcome</b>	<b>Responsible</b>	<b>Date by</b>	<b>Cost</b>
3.1	To support local, regional and national apprenticeship campaigns with employers, such as DCC Age Grants, National Age Grants and 100 in 100.	Opportunities are maximised through these initiatives.  700 DCC apprentices over next 4 years  Derbyshire SMEs supported through DCC age grant	All  CC/DCC  CC/DCC	Ongoing	
3.2	All organisations to promote apprenticeships when communicating with employers, in particular JC+	To establish core message to be used by all partners	NAS ES	Ongoing	No cost
3.3	Ensure successful DWP Work Programme Contractors are made aware of Apprenticeship Offer	Opportunities for long term unemployed to access apprenticeships, or pre-apprenticeship programmes are maximised	JC+ / NAS / Apprenticeship Champions	Completed	
3.4	Jobcentre Plus to invite employers to consider apprenticeships for their	More vacancies converted to Apprenticeships, especially if vacancy has been hard to fill.	Jobcentre Plus	Ongoing	No cost

	vacancies, especially for priority groups.				
3.5	Continue to link with JC+ work experience programme for 18+, (particular priority for 19-24 year olds), to convert opportunities to apprenticeships	Work Experience placements are converted to Apprenticeships. Youth contract placements of 8 weeks work experience extended to 12 weeks if taking up apprenticeship. Develop L3 opportunities in organisations taking on work experience placements, where supervisory experience does not usually exist.	JC+ / NAS	Ongoing	
3.6	Apprenticeship Champions to be used to raise awareness of Apprenticeships with partners organisations who contact Employers, in particular JC+	Partner staff promote Apprenticeships in their discussions with employers.	Apprenticeship Champions	Completed, to be repeated in 2013	No Cost
3.7	To establish apprenticeship experts in partner organisations	Apprenticeship Champions to be appointed as referral point and expertise in each organisation ( Jobcentre Plus x 3, The Derbyshire Network x 1)	All	TBC	No cost
3.8	Agree and revise Statement of Arrangements with Jobcentre Plus	Improved data exchange, training and information on Apprenticeships	Jobcentre Plus/NAS	TBC	No cost
3.9	All apprenticeship experts / champions to receive training from NAS / Ambassadors	Partners can support clients in accessing NAS systems	All	Ongoing	No cost
3.10	To develop relationships with Local Authority Regeneration Teams, and LA supply Chain contractors, linking to JC+ action plans	Arrangements in place with all areas of Derbyshire to discuss apprenticeships as part of any major regeneration developments. Apprenticeships part of regeneration	DCC / JC+ / NAS	Ongoing	No cost

		agreements. Greater use of Local Labour Clauses, and Section 106 agreements			
3.11	Identification of apprenticeship vacancies by sector, and linking to JC+ clients.	Pilot using the logistics sector	JC+ / NAS	logistics sector completed	
3.12	Identify partner publications to promote Apprenticeships to Employers	Use partner publications / surveys to promote apprenticeships in general	All	ongoing	
3.13	Identify potential sectors through D2N2 Skills strategy and most appropriate partners to develop sector based work academies, and work with partners to promote these with employers.	Greater variety of Sector based Work academies	All	On going	
3.14	Work with identified employers who are offering jobs without training to convert these to apprenticeships.	Link to RPA plan	All	On going	
3.15	Link with RPA employer engagement plan to ensure cross selling of Apprenticeships, and promoting employability skills in schools	Link to RPA plan	DEBP	To Sept 2013	

#### 4. Management Information protocols

- Agree an action plan between key partners setting out the monitoring and reporting requirements for Derbyshire. As a minimum, to develop reporting processes broken down by sector, location, local learning community performance etc
- Produce regular, timely reports in consultation with Derbyshire Local Authority. To include information on 5 year trajectories for Apprenticeships, data for growth, sectors, milestone calculations to 2014
- Agree a regular series of meeting dates to share information, review Key Performance Indicators (KPIs) and agree actions.
- To work in conjunction with RPA data capture and tracking mechanisms

	<b>Action</b>	<b>Outcome</b>	<b>Responsible</b>	<b>Date by</b>	<b>Cost</b>
4.1	<p>Produce regular, timely reports in consultation with Derbyshire County Council.</p> <p>Ensure the above is covered in any local authority Data Sharing Protocols with the Agency and National Apprenticeship Service</p> <p>Working with Derbyshire County Council prepare LMI Local Learning Community</p>	<p>Data reports to analyse key issues such as</p> <p>KS4 Apprenticeships intended destinations and other learner destinations</p> <ul style="list-style-type: none"> <li>➤ lists of those wanting Apprenticeships for the September Guarantee,</li> <li>➤ AV registration details</li> <li>➤ NEET / ENT information</li> </ul> <p>Provide NAS with data information on barriers and opportunities resulting in gaps in local provision</p> <p>Regular performance to be circulated to members of the Derbyshire Apprenticeships Steering Group on a regular basis, including ED &amp; I impact</p>	Derbyshire County Council and National Apprenticeship Service	<b>ongoing</b>	<b>No costs</b>

		measures			
4.2	Work with Derbyshire County Council to obtain annual 16-18 demand for apprenticeships by geography, level and sector.	Derbyshire County Council to provide annual 16-18 demand for apprenticeships information by level and sector	Derbyshire County Council and National Apprenticeship Service	<b>ongoing</b>	<b>No cost</b>
4.3	Work with NAS to identify ED & I impact measures that can be monitored through data.	Set of agreed ED & I measures	Derbyshire County Council and National Apprenticeship Service	<b>On going</b>	<b>No Cost</b>

## 5. Equality, diversity and inclusion

Equality, diversity and inclusion issues are identified and addressed through plan. It looks at the 9 protected characteristics of age, disability, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religion or belief, sex and sexual orientation, to ensure apprenticeships meet the requirements of the 2010 Equality Act. In particular the plan looks to challenge young people's views of stereotypical occupations according to gender or ability, to promote equality of opportunity and to increase the number of young people from under-represented groups participating in Apprenticeship programmes.

- Produce data analysis of young person applications and highlight gender, race, disability, care and care leavers and other vulnerable group issues.
- Ensure literature and presentations highlight success from non-typical occupations.
- Support IAG professionals to raise profile of Apprenticeships as a realistic progression route in LLDD and all vulnerable group cohorts.

	<b>Action</b>	<b>Outcome</b>	<b>Responsible</b>	<b>Date by</b>	<b>Cost</b>
5.1	<p>Establish and Equality Diversity and Inclusion task and finish group to identify required actions.</p> <p>Produce data analysis of young person applications and highlight gender, race, disability, care and care leavers and other vulnerable group issues.</p> <p>Ensure literature and presentations highlight success from non-typical occupations.</p> <p>Support IAG professionals to raise profile of Apprenticeships as a realistic progression route in LLDD and all vulnerable group cohorts</p>	<p>Equality and diversity issues are identified and addressed through plans to challenge young people's views of stereotypical occupations according to gender or ability, to promote equality of opportunity and to increase the number of young people from under-represented groups participating in Apprenticeship programmes</p> <p>Set of agreed ED &amp;I impact measures to be monitored through steering group</p>	LA's / NAS /JC+	<b>ongoing</b>	<b>No cost</b>

	<p>LA's to monitor and promote Apprenticeships participation through 14-19 plans, including RPA Strategy.</p> <p>Derbyshire County Council to target Apprenticeship recruitment on vulnerable groups e.g. those leaving care</p>				
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