

Apprenticeship Inquiry – Summary of Recommendations

Recommendation	Accepted by Executive (Y/N)	How will the recommendation be achieved? (Key Actions)	Responsible Officer	Target date for Completion
Theme 1: Improve the promotion, preparation for, and recruitment of, young people into Apprenticeships				
1. Improve the quality and availability of apprenticeship Information Advice and Guidance (IAG) in schools, colleges and for NEET young people		Carry out an audit and survey of Information, Advice and Guidance (IAG) in schools and colleges to identify availability, take up, quality and areas for improvement		
		Host an event for National Careers Service, Jobcentre Plus, school and college careers advisers, training providers and businesses to identify and agree resource to support apprenticeship IAG, including how Southampton uses the “Inspiring the Future” campaign to create a joined up approach across businesses and providers to visit schools to promote apprenticeships, and to provide business mentors;		
		Develop a new careers website that all schools, colleges and training providers can access to support the provision of impartial and consistent careers guidance across the city;		
		Develop a corresponding Smartphone application to provide a new IAG resource for students (building on recent success of Social Media techniques across the council especially the ‘Recycle Southampton’ Smartphone application developed by My-Mo to promote recycling in the city);		
		Provide National Apprenticeship Service (NAS) presentations to promote at senior level at Southampton Heads Forum, School councils, Governors Forum, Providers Forums and Southampton City Council’s Leadership Group;		
		Arrange for the NAS ‘Apprenticeship Bus’ tour to visit Southampton, at Guildhall Square and at community venues across the city, particularly linking with Estate Regeneration activities and to promote apprenticeships in deprived areas;		
		Ensure that school leavers and young people of all backgrounds, particularly from priority groups such as care leavers and disabled young people, receive IAG and support to access apprenticeship and traineeship options, thus supporting social inclusion;		

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		Working with Solent Local Enterprise Partnership (Solent LEP), ensure that IAG includes Labour Market Information (LMI) regarding local apprenticeship, skills and employment demand.		
2. Create a Southampton Apprenticeship Ambassador Scheme		Introduce an Apprenticeship Ambassador Training and induction course, and produce an ambassador resource pack for Southampton, ensure ongoing support especially for priority groups;		
		Create a database of current and recently qualified apprentices with the confidence and drive to inspire other's and who are available to visit local schools and colleges to discuss their career options, and agree a schedule of ambassador visits with all secondary schools in Southampton.		
3. Introduce Southampton Apprenticeship Graduation Day		Organise and deliver an annual apprenticeship graduation event in partnership with employers, training providers and funding agencies, with the first event to be planned for Summer 2014 to be held at an appropriate location such as the Guildhall.		
4. Develop an Enhanced Traineeship Scheme for Southampton in partnership with Solent LEP		Confirm Enhanced Traineeship Scheme model with Solent Employment and Skills Board, funding agencies, local colleges and traineeship providers, and implement from Autumn 2013;		
		Integrate traineeship opportunities into SCC recruitment policy (in line with Recommendation 5) and through the council's Section 106 Employment and Skills Plans and procurement, confirming a minimum number per annum;		
		Integrate traineeship opportunities as part of the City Deal Youth Employment Strand currently being agreed.		
Theme 2: Maximise employer take up of apprenticeships across the city, particularly in key sectors and in the Council				
5. Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers		Carry out an audit and provide comprehensive evidence of the current posts held by apprentices across the Council;		
		Create a fully resourced SCC Apprenticeship Policy and Programme, setting out a clear model for the future recruitment of apprentices across SCC as part of a wider strategic recruitment policy, including internships and work experience;		
		Provide guidance to SCC managers to ensure that all relevant departments establish which job areas can be filled by		

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		apprentices, and maximise any potential apprenticeship opportunities through vacancy recruitment;		
		Update the HR system to ensure that future apprentices are correctly recorded and tracked for progress after they complete their apprenticeship;		
		Give priority to care leavers, NEET young people and young people with disabilities when recruiting SCC Apprenticeships with a target of no less than a third of all apprentices coming from these priority groups;		
		Expand the model to offer brokerage to include wider Southampton employers replicating the SCC approach and increasing opportunities for apprentices, interns and work experience students across public and private sectors;		
		Ensure that SCC public procurement contracts are benchmarked against contract value (e.g. 1 apprentice per £x) and strategic partnerships secure more apprenticeship opportunities.		
6. Introduce a Southampton Apprenticeship Grant Scheme		Launch the Southampton Apprenticeship Grant Scheme in Autumn 2013, confirming eligibility criteria, value and number of incentives to be funded;		
		Promote the scheme through 'employer ambassadors' and case study examples demonstrating the return on investment when recruiting apprentices.		
7. Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit apprenticeships, internships and work experience		Develop a central, co-ordinated approach for employer engagement as part of Southampton City of Opportunity work, linking the City Deal Business Growth Hub Strand currently being agreed;		
		Introduce a sustainable model for creating Employment and Skills Plans through S106 planning agreements and expanding community benefit clauses in public sector procurement across the city, to increase the number of apprenticeships, traineeships, internships and work experience opportunities as part of the City Deal Procurement Strand currently under development;		
		Improve local brokerage and support for SME to recruit		

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		apprentices, in partnership with apprenticeship training providers and the ALPHI network (Association of Learning Providers Hampshire and IOW) including new Employer Account Managers to provide a direct sales function and face-to-face support;		
		Attend existing business events across the city to provide Apprenticeship information, utilising existing events hosted by the Chamber of Commerce, FSB and Business South.		
Theme 3: Establish an apprenticeship training offer in Southampton which includes frameworks and levels which are likely to employ young people and meet the needs of the Southampton economy.				
8. Update local Labour Market Information (LMI) and support Apprenticeship training providers to respond to local demand		Linking to the Solent Local Enterprise Partnership Growth and Skills Strategy, produce local LMI for Southampton detailing employment and skills requirements and forecasting future demand arising from new major development, growth sectors and local workforce 'churn';		
		Using LMI, identify gaps in the market and potential requirements for business and framework development;		
		Share LMI with apprenticeship providers and IAG providers		
		Support apprenticeship training providers to work collaboratively to respond to local demand;		
		Ensure that all frameworks with significant/growing volumes in the labour market are made available in Southampton where there is evidence of market demand, such as the emerging Solent ECO/Green Deal;		
		Support the development of, and increase numbers of, advanced and higher apprenticeships across Southampton.		
Cross Cutting Theme 4: Best Practice				
9. Create apprenticeship best practice partnerships		Research best practice from across other authorities and public sector agencies that could be adopted in Southampton to increase the uptake of apprenticeships;		
		Create partnerships with key local authorities and organisations delivering successful apprenticeship campaigns, including 'Ladder for London' and the 'Greater Manchester Commitment';		
		Establish a Southampton Apprenticeships Steering Group		

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		(incorporating existing partnerships) which will bring together key stakeholders to monitor the progress of the Southampton Apprenticeship Action Plan and introduce new initiatives as required to support the achievement of targets in the Plan;		
		Recognise and support local initiatives that provide a pathways into apprenticeships for vulnerable and disadvantaged young people who need more intensive support to equip them with entry level skills, knowledge and qualifications. This group will include care leavers, young people with learning difficulties and ex-offenders.		
10. Promote Southampton as an example of Best Practice		Share the Council's own best practice through Pre-apprenticeships, S106 Employment and Skills Plans and ECO Procurement, demonstrating how this has created new apprenticeship opportunities for Southampton residents, through appropriate networks and media nationally and locally;		
		Engage with large private and public sector employers in Southampton with successful apprenticeship recruitment strategies, such as Southampton Hospital and ABP, to disseminate information.		