

Apprenticeship Action Plan 2014-2016: Indicative Costs

Recommendation	Actions Requiring New Resource	Cost	Funding Source
Improve the quality and availability of apprenticeship Information Advice and Guidance (IAG) in schools, colleges and for NEET young people	<p>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</p> <p>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)</p>	£15,000	Existing grant funding
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	£5,000	Existing grant funding
Introduce Southampton Apprenticeship Graduation Day	Organise and deliver an annual apprenticeship graduation event in partnership with employers, training providers and funding agencies, to be held at an appropriate location such as the Guildhall	£15,000	Existing grant funding
Develop an Enhanced Traineeship Scheme for Southampton in partnership with Solent LEP	Confirm an Enhanced Traineeship Scheme model with the Solent Employment and Skills Board, and deliver through local colleges and private traineeship providers	£275,000	Existing grant funding £25,000 New EU grant and City Deal £250,000
Create a Southampton City Council Apprenticeship, Internships and Work Experience Programme that will expand to apprenticeship brokerage for wider Southampton employers	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;	£25,000	Existing council budget
Introduce a Southampton	Launch a Southampton Apprenticeship Grant Scheme, confirming	£75,000	Existing grant

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Apprenticeship Grant Scheme	eligibility criteria, value and number of incentives to be funded;		funding
Establish a Southampton City of Opportunity Hub to engage employers to promote and recruit apprenticeships, internships and work experience	<p>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;</p> <p>Improve local brokerage and support for SME to recruit 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;</p> <p>Attend existing business events across the city to provide Apprenticeship information, utilising existing events hosted by the Chamber of Commerce, FSB and Business South.</p>	£250,000	New EU grant and City Deal
Update local Labour Market Information (LMI) and support Apprenticeship training providers to respond to local demand	Linking to the Solent Economic 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';	£10,000	Existing grant funding
Staffing Requirements	Recruit two staff members, one Apprenticeship Manager three years fixed-term, and one Employment and Skills Apprentice two years fixed-term	£130,000	Existing grant funding
	Total	£800,000	Existing grant/budget £300,000 New EU grant £500,000