

## Apprenticeships Action Plan Jan 2021 - Dec 2021

**SWLEP Strategic Objective: Achieve a step change in take-up and achievement of apprenticeships**

Updated: 4th January 2020

Lead Officer: M Morag Sullivan			Progress monitored by Growing the Economy Overview and Scrutinee Committee	
AIM 1: Enable all businesses, and in particular SMEs, to access the expertise and resources to navigate the apprenticeship landscape				
Item	Objectives	Owner (PM)	Key progress & Critical Issues	What good looks like:
1.1	Set up an employer led Swindon Apprenticeship Network Group to consider the barriers to apprenticeship recruitment and to work on a collaborative approach to solutions	HE and Apprenticeships Project Manager	First meeting took place on 30th November 2020 and will be held bi-monthly	Network Group set up
1.2	Establish an employer mentoring group in Swindon to support other employers in navigating the apprenticeship landscape	Swindon Apprenticeship Network Group	17th Dec - Employers willing to mentor have been identified, and the mechanics of how this would work now need to be identified and the service then promoted	Employer mentoring system in place
1.3	Work with Wiltshire Council to set up a group of partners and Intermediaries to engage and support SMEs to employ apprentices	Head of Skills and Education Partnerships	This operates through Wiltshire EESAG (Education, Employment and Skills Action Group)	EESAG meet and provide solutions to barriers raised by employers
1.4	Create a series of guides to help simplify the process for employers	Swindon Apprenticeship Network Group		More SMEs encouraged to recruit apprentices due to processes and funding rules being simplified
1.4.1	Develop an easy to read guide to recruiting an apprentice and promote on various channels	Providers		Easy to Read Guide accessible
1.4.2	Develop resources to assist employers in selecting a provider and promote on various channels	Providers		Easy to Read Guide accessible
1.4.3	Develop an aid to provide employers with tips on on-boarding apprentices virtually, mentoring them in the first few months of their employment and promote	Providers		Easy to Read Guide accessible
1.4.4	Indentify best practice to achieve the 20% off the job training requirement and share in a guide for employers	Providers		Easy to Read Guide accessible
1.5	Ensure all Businesses including those moving into Swindon receive information on Apprenticeships and are sign posted to information and support on recruiting Apprenticeships.	SBC Business & Economy Manager		All employers receive information on recruiting apprentices
1.6	Identify ways to assist non-levy employers with registering on the Apprenticeship Service portal to enable them to access apprenticeship funding and incentive payments and promote	Providers	New College, Swindon have a session aimed at SMEs during National Apprenticeship Week	Apprenticeship funding is accessible to all non-levy employers
AIM 2: Increase awareness of apprenticeships as a pathway to careers, new skills, upskilling and reskilling (for employers and young people/residents).				
Item	Objectives	Owner (PM)	Key progress & Critical Issues	What good looks like:

2.1	Education and Inclusion Strategy includes a priority to raise the profile and value of different learning options including Apprenticeships to improve outcomes.	Head of Skills and Education Partnerships		SMART actions in the Education and Inclusion Strategy Implementation Plan to achieve this.
2.2	Extend the Young Apprentice Ambassador Network in Swindon from 2 to 4, and improve utilisation of Ambassadors in Swindon schools	Swindon Apprenticeship Network Group/ASK/SBC		We have a total of 4 YAA in Swindon, working with ASK and Schools to help promote apprenticeships to young people
2.3	Increase awareness and engagement consistently across all Borough Schools and colleges, particularly at Higher and Degree Level	Careers Hub Lead	ASK programme is embedded within Careers Hub activity. All schools/colleges offered the chance to participate in ASK activities. All stand alone apprenticeship offers/activities communicated with schools/colleges on an ongoing basis and through monthly newsletter.	All schools/colleges reporting 100% achievement for BM 7 sub question on providing students with information on the full range of learning opportunities and particularly apprenticeship routes
2.4	Include and showcase apprenticeship news and case studies in the Heads Newsletter and at SASH Meetings, particularly HL Apprenticeships so that they are recognised as an alternative route to university	Head of Skills and Education Partnerships		Apprenticeship news included in Newsletter at least monthly, and quarterly at SASH Meetings
2.5	Identify schools who require support in engaging with the ASK programme, and put plans in place to assist	Head of Skills and Education Partnerships	Schools who have not yet had their planning meeting in place have been identified and this has been escalated	80% of mainstream schools in Swindon are engaged with ASK with at least 1 activity organised by end of July as a minimum
2.6	Identify further support and information that schools require to promote apprenticeships	Careers Hub Lead	Action planning meetings have taken place with all institutions by Dec 2020, those who have not achieved this activity have had a target set and support provided.	All schools/colleges reporting 100% achievement for BM 7 sub question on providing students with information on the full range of learning opportunities and particularly apprenticeship routes
2.7	Promote the opportunities for Business to get involved in Careers Education Programmes in schools including offering experiences of the workplace.	O&S Committee/ Careers Hub Lead	Offer to employers via Speakers for Schools is being finalised and will be made to employers in January 2021. Initial workshop meeting to take place on 19th January 2021. Wider Enterprise offer is made to businesses on a rolling basis with a recruitment campaign to be launched by the CEC in January	All EA vacancies in Swindon to be filled and a database of employer offers to be secured through Work Wiltshire's Be Involved pledge system.
2.8	Collate the events occurring across Swindon and Wiltshire for National Apprenticeship Week 2021 and promote across a wide variety of different channels	SBC Comms/SWLEP Comms	MS Teams has been set up for SBC/Wiltshire Council/SWLEP to collaborate. Started to pull together the events so we can raise the profile	Multiple events organised across SWLEP area and promoted across SWLEP and SBC Comms to raise the awareness of apprenticeships amongst all stakeholder groups

2.9	Collate Case studies of apprenticeship success stories from both apprentices and employers and showcase across a variety of platforms throughout the year	HE and Apprenticeships Project Manager	MS teams has been set up and we have started gathering case studies together. Meeting with Local Offer to discuss suitability of this site to showcase apprenticeship stories	Suitable SBC platform identified that is engaging and visual, with a variety of case studies being showcased and added to. This will be in addition to similar on SWLEP Growth Hub and also Work Wiltshire which already exists, that we can signpost to
2.10	Use all available resources to promote apprenticeships to SMEs and encourage more SMEs to employ an apprentice	SWLEP Skills and Enterprise Adviser Network	Enterprise Adviser Network is currently made aware of sources of information on apprenticeships through monthly Careers Hub newsletter and ongoing comms.	<b>Success Measures:</b> More SMEs employing an apprentice and the actions need to go to providers who have large teams of employer engagement staff for this purpose <b>Impact:</b> More SMEs benefiting from the apprenticeship scheme
2.11	Leverage the use of nationally available resources to promote the benefits of apprenticeships	SWLEP Skills Lead		<b>Success Measures:</b> Clear sign posting to nationally available resources in all of our comms <b>Impact:</b> Progression pathways employed in a way to achieve maximum benefit in closing skills gaps
2.12	Work to secure investment to support apprenticeships to counteract the impact of Covid-19	SWLEP Skills Lead		<b>Success measures:</b> Increase in the number of apprenticeship opportunities and takeup <b>Impact:</b> Apprenticeships for young people and those that lost their jobs used to close skills gaps
2.13	Run a marketing campaign, targeting parents and students, to increase awareness of apprenticeships as a key career choice; aligned with National Apprenticeship Week (Feb /Mar)	SWLEP Digital Marketing Apprentice		<b>Success Measures:</b> Marketing campaign implemented <b>Impact:</b> More apprenticeship starts
2.14	Support FE colleges to achieve successful implementation of T-levels through high quality business engagement	SWLEP Growth Hub Manager		<b>Success Measures:</b> More work placements people completing T levels <b>Impact:</b> More *This activity is planned to commence Sept 21
2.15	Use the SWLEP platforms, including developing new virtual tools, to promote apprenticeship and career opportunities to young people and career changers	SWLEP Marketing Executive		<b>Success Measures:</b> Regular reports produced, SWLEP website hosts information which is linked to SM activity. <b>Impact:</b> Gatsby BM achievement meets targets set by CEC, unemployment figures improve
2.16	Work with the Swindon and Wiltshire Local Enterprise Partnership (SWLEP) to ensure that information on employer demand highlighted as part of the Swindon Action Plan is well understood by the Skills and Talent Sub Group (a sub group of the SWLEP Board) and Apprenticeship support and provision meets employer needs.	Sally Burnett	Information on the Apprenticeship provision needs of employers will be collated through the Swindon Network Group as one channel for capturing this information	More employers stay within the town for apprenticeship delivery as more courses are offered which are in demand
2.17	Acquire LMI tool for Careers Hub to promote apprenticeships to school leavers	Careers Hub Lead	Career Explorer module licence purchased and installed on SWLEP website.	<b>Success Measures:</b> Year on year increase in school leavers on intermediate and advanced apprenticeships <b>Impact:</b> More apprenticeship starts in the areas of skills shortage
AIM 3:	Ensure that we have an inclusive range of options from entry level through to higher apprenticeships across the area, providing pathways for all residents to progress			implemented

Item	Objectives	Owner (PM)	Key progress & Critical Issues	What good looks like:
3.1	Clearly outline the pathways to enter an Apprenticeships for young people and residents who need additional steps to gain the experience and qualifications to enter an Apprenticeship.	SBC Skills Team		Guide developed and promoted through various channels
3.2	Further develop the information on Apprenticeships available to young people, parents and residents on the Local Offer Website.	SBC Skills Team	Meeting set up Dec 20 with personnel involved to scope out functionality and content	Comprehensive site with all info on apprenticeships as engaging as possible
3.3	Increase the number of Traineeships, supported internships and other pre Apprenticeship opportunities for young people	SBC Skills Team	Monthly meeting has been set up with local providers, and plans are in place to help facilitate solutions	Supply meets demand for these programmes
3.4	Work with New College Swindon to promote the opportunities available from September 2021 through the Institute of Technology.	IOT Marketing Manager/SBC Comms		Courses are offered which are in demand by employers, and are filled viably by young people and residents

**Aim 4 Pioneer the role of apprenticeships within SBC so that we can facilitate and lead the way in encouraging other stakeholder groups to support the action plan.**

Item	Objectives	Owner (PM)	Key progress & Critical Issues	What good looks like:
4.1	Encourage SBC apprentices to register as a Young Apprentice Ambassador and actively engage with promoting apprenticeships to schools and young people	Apprenticeship Coordinator		1 SBC apprentice signed up to YAA and actively involved in schools
4.2	Identify a suite of data to be used internally within SBC	Data Team		Data sets decided, and monitored with targets agreed
4.3	Embed social value requirements into our tendering and contract processes, ensuring our priorities to increase Apprenticeships are reflected in the supply chain commissioning and contracting process.	HE & Apprenticeships Project Mgr		Social Value focusing on our employment and skills priorities become the norm in all our procurement and planning discussions and contracts
4.3.1	Set up a tracking and monitoring system of the offers, to ensure any offers are delivered	HE & Apprenticeships Project Mgr	We have started to collate the offers from the major construction supply chain	Tracker set up, and monitored regularly with stakeholder groups to ensure delivery by supply chain
4.4	Increase the number of apprentices recruited in our Early Years settings, as a solution to the skills shortage	Early Years Business Manager	Discussions commenced with JCP on SWAPS, as well as how to reach employers to inform and help them address their shortages through apprenticeships	identify number of apprentices in place, and devise plan to address skills shortages in Early Years settings

4.5	Work towards growing our number of apprentices across maintained schools	Sally Burnett	Identifying the schools who have/have not hired apprentices, and organised event during NAW for this group to promote awareness	Action plan in place to increase numbers
4.6	Put in place a process to ensure that managers consider Apprenticeship opportunities for all new vacancies	HROD and Recruitment Teams	Work has commenced to amend relevant recruitment documentation to ensure Line Managers have considered an apprentice as part of their recruitment and upskilling strategy	Process is in place and 1 existing employee transitions to apprenticeship per quarter as part of upskilling of workforce
4.7	Continue to offer Council Levey transfers to partner organisation who are supporting SBC priorities as per current policy and process.	HE & Apprenticeships Project Mgr/HROD Team	Pilot has commenced with Voluntary Action Swindon and Create Studios. First apprentice is due to commence mid-January	Gradual transfer of funds, to equate to 5% by end of Dec
4.8	Encourage apprentices to submit Case Studies to raise the profile of apprenticeships	Apprenticeship Coordinator	<b>Critical issue:</b> suitable SBC platform needs to be identified and maintained	1 case study obtained per quarter from SBC apprentices
4.9	Outline the SBC preparation for work and apprenticeships offer for young people in 2021/22 to support being an inclusive Council. This includes experiences of the work place, traineeships, supported internships, Kickstart and Apprenticeships.	SLT/HROD and Recruitment Teams	Cross Council working group being set up early 2021 to progress	Implementation of Kickstart programme for cohort of 5 young people, and plan to extend the various programmes so these offers become embedded in the culture

Outcome Matrix		Achieved by
1.2	4 Employer champions volunteering to mentor other employers	Mar-21
1.2	10 Employers attending the Swindon Apprenticeship Network Group and supporting the plan	Jan-21
1.4	Suite of Easy to Read Guides for Employers accessible on SBC website	Jun-21
2.2	4 Young Apprentice Ambassadors in Swindon	Jun-21
2.3	All schools/colleges in Swindon reporting 100% achievement for BM 7 sub question on apprenticeship routes	Aug-21
2.5	80% of mainstream schools in Swindon are engaged with ASK with at least 1 activity organised by end of July as a minimum	Jul-21
2.7	All EA vacancies within schools to be filled	Aug-21
2.8 /2.13 /3.4	1 press release per month from Comms on apprenticeships, including IOT	Sep-21
2.9	Apprenticeship Case Study Page on SBC website with at least 3 case studies	Apr-21
3.1	Pathways to Apprenticeships Guide on SBC website for young people and residents to access	Mar-21
4.1	1 SBC apprentice signed up to Young Apprentice Ambassador Network and actively involved in schools	Apr-21
4.2	Dataset identified and targets for apprenticeships agreed and monitored	Feb-21
4.3.1	Supply Chain Social Value Tracker set up	Feb-21
4.6	1 existing employee transitions to apprenticeship per quarter as part of upskilling of workforce	Dec-21
4.6	5 additional Apprenticeships as new recruits	Mar-22

4.7	5% of Apprenticeship Levy fund transferred	Dec-21
4.8	1 x SBC Apprentice case study per quarter	Dec-21

Key for RAG Ratings:

Red	Early development (plans and timescales to be agreed), or in progress but tasks have not been completed and/or timescales have slipped
Amber	Tasks are not fully on track but plans are in place to ensure progress by required date
Green	Tasks are progressing as expected and milestones are deemed to be on track
Blue	Objectives are achieved

Completion Date (Month ends)	RAG Progress	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Nov-20	B												
Mar-21	G												
Oct-20	B												
Jun-21	G												
Feb-21	G												
Feb-21	G												
Apr-21	G												
May-21	G												
Jun-21	G												
May-21	G												
		2021											
	RAG Progress	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

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Apr-21	G												
Mar-21													
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