

Agenda item:

Title of meeting: Employment Committee

Date of meeting: 15th December 2015

Subject: Apprenticeships - Progress report

Report by: Jon Bell - Director of HR, Legal & Procurement

Wards affected: N/A

Key decision: No

Full Council decision: No

1. Purpose of report

To update members of the Employment Committee on the progress made in recruiting apprentices and plans for future work in this area.

2. Recommendations

Members are **recommended** to:

- (i) note the positive progress to date in promoting and developing apprenticeships within the Council as detailed in this report
- (ii) agree the use of pay band 3 for 'higher grade apprenticeship' posts where a higher calibre of applicant would be needed.
- (iii) agree that PCC make the 'We Love Apprenticeships' pledge.

3. Background

- 3.1 Members agreed the content of the apprenticeships report presented to the Employment Committee of 4th November 2014 and since then Officers have been working with all Directorates within the City Council to identify apprenticeship opportunities and encourage the recruitment of apprentices to all posts advertised at pay band 5 and below.
- 3.2 The current pay bands for apprentices as previously agreed are pay band 1 for level 2 qualifications and pay band 2 for level 3.

4. Progress to date

- 4.1 As of 20th November 2015 the number of Apprentices employed within PCC is 27 with 17 of these being recruited between July 2015 and the present date. There are a further 18 apprenticeship posts in development. We have 8 existing staff that have been converted to an apprenticeship in order to attract funding to enable the completion of a qualification relating to the job role. At the

moment it isn't clear if this is something that we will be able to continue with in the future when the measures highlighted in section 7 of this report come into force.

- 4.2 In year 1 (July 2014 to July 2015) PCC recruited 32 apprentices which relates to around 10% of the recruitment activity for this period. Two apprentices progressed to higher level apprenticeships and two Finance apprentices, having completed their business Administration Level 2, moved on to a two year apprenticeship to obtain level 2 and 3 AAT qualifications. Fourteen apprentices have taken up temporary contracts or permanent jobs and two have gone on to university.
- 4.3 Three Care Leavers were employed on apprenticeships with funding secured through the Police and Crime Commissioners Office. Of these three one gained employment before the end of the apprenticeship, one disengaged but completed the apprenticeship and the qualification and the other, who needed additional support with the functional skills elements but completed their qualification, is still working with colleagues to secure employment.
- 4.4 In March 2015 'Apprenticeships 4 England' awarded the PCC apprenticeship programme 'Highly Commended' status as part of the Apprentice Employer Awards 2015.
- 4.5 Three apprentices have been dismissed, two of which were due to high levels of absence and one had their probation period extended due to poor performance but failed to meet the necessary standard required during this period.
- 4.6 The majority of Directorates within the Council have taken apprentices and Appendix 1 shows the number for each.
- 4.7 The induction process for apprentices has been reviewed and enhanced and a specific employment contract for apprentices has been developed. There is a guidance document for managers' that is currently being updated and the apprenticeship policy is being developed as a result.
- 4.8 A student from the University of Portsmouth on placement with HR carried out a review of the apprenticeships within PCC and in her final report recommended an evaluation process which has been in place since April 2015. The evaluation takes the form of an initial meeting within the first weeks of employment and then a follow up survey with the manager and apprentice at 3 and 10 months. The apprenticeship officer will also meet with the manager towards the end of the apprenticeship to focus on next steps and support for the apprentice to gain employment or move on to higher education. The apprenticeships officer also meets regularly with the training providers engaged to deliver the qualification elements of each apprenticeship to ensure quality and manage any issues in a timely manner.

5. Current work and development

- 5.1 The apprenticeships officer, supported by HR colleagues, continues to visit managers across PCC to promote and raise awareness of apprenticeships. They work closely with HR recruitment officers to ensure all managers, offering posts that would be suitable for apprentices, are provided with the necessary information / face to face meetings to enable informed decisions as to the suitability of the post.
- 5.2 Work has started to develop a 'pilot cohort' of apprentices in Adult Social Care Provider units. The intention is to have 5 social care and 2 catering apprentices in Residential units to start in the summer of 2016. This approach will support a reduction in the use of agency workers and increase awareness of careers in social care amongst young people. Part of the plan is to hold a recruitment event and invite independent care sector providers to participate to promote social care work opportunities and careers as well as the apprenticeship opportunities. Recruitment and retention in this sector has been identified as a key issue nationally and locally there is a 13.4% turnover rate in residential care and 29.8% in domiciliary services in the City (National Minimum Data Set for Social Care October 2015). The event will also encourage Independent sector employers in the City to increase the offer of apprenticeships to support their recruitment and retention.
- 5.3 Appendix 2 shows the work currently underway by the Post 16 Education Advisor and the Action Plan for the City to increase engagement in Traineeships and Apprenticeships. The PCC internal apprenticeships are already contributing to the action plan and the apprenticeships officer is linked in to this work ensuring that PCC is leading by example and sharing its practice with employers in the City.

6. Option for consideration

- 6.1 There have been requests from some Directorates, who are appointing apprentices into roles that would attract pay band 6 and above; for the ability to apply a higher pay band to the apprenticeship. This relates to the calibre of applicants needed to fulfil these higher banded roles and the difficulty faced in attracting them to either a pay band 1 or 2 apprenticeship rate. An option for consideration would be for pay band 3 to be applied as a 'higher grade apprenticeship' rate for apprenticeships that fall within this criterion. This approach would still offer significant savings for Directorates by recruiting and paying a 'higher grade apprentice' rate which would be lower than the rate that would otherwise apply to the role.
- 6.2 These requests are minimal, however there needs to be a control mechanism in place to ensure this higher grade apprenticeship rate is only applied when absolutely necessary to attract the calibre of applicants required for the role. To this end the apprenticeships officer will work closely with the recruiting manager and HR Recruitment to ensure the request to recruit has been scrutinised according to the current recruitment process. This would include the

apprenticeship post being evaluated, gaining the necessary authorisation from the portfolio holder and ensuring the role would normally attract pay band 6 or above if not being covered by an apprentice. In all cases the request to pay the 'higher grade apprenticeship' rate will be passed to the Director of HR, Legal and Procurement for final approval.

7. National Changes in Apprenticeship programmes

- 7.1 The Enterprise Bill will introduce a power for the Secretary of State to set targets for apprenticeship numbers for employers in the Public sector. As yet these regulations and targets have not been published but will be advised to members as soon as they are known. The Bill also protects the term 'Apprenticeship' creating an offence for a person, in the course of business, to provide or offer a course or training as an apprenticeship if it is not a statutory apprenticeship. Appendix 3 contains the Department for Business Innovation and Skills statements.
- 7.2 The Department for Business Innovation and Skills has also undertaken a consultation regarding a change in the funding methods for apprenticeships and a proposed introduction of an apprenticeship levy. At the time of this report the details had not been published so the impact of these changes is not yet known.
- 7.3 The City council has been invited to make the "We love apprenticeships" pledge by 'Apprenticeships 4 England' which would enable PCC to display the logo demonstrating its commitment to apprenticeships. Appendix 4 gives the details of the pledge that employers are required to make, all of which, PCC is currently able to evidence.

8. Legal implications

- 8.1 There are no immediate legal implications arising from this report.

9. Finance comments

- 9.1 There are no additional costs arising directly from the recommendations in this report.

.....
Signed by:

Appendices:

Appendix 1 - Tables showing the Apprenticeships in recruitment and recruited by Service, Qualification and Number.

Appendix 2 - Post 16 Education Advisor report

Appendix 3 - Enterprise Bill extracts

Appendix 4 - 'We Love Apprenticeships' Pledge

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

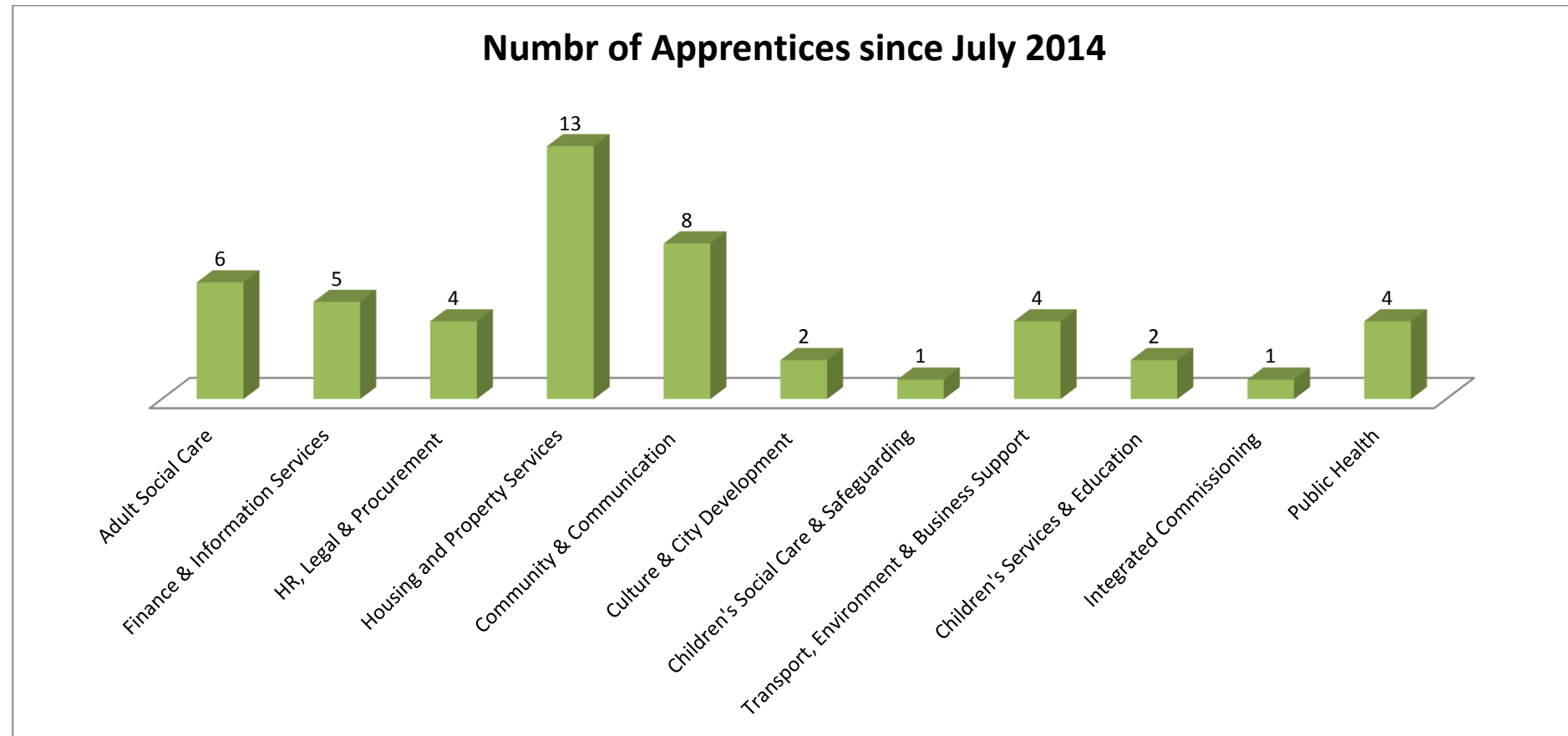
Title of document	Location
Shaping the Future of Portsmouth	Strategy Unit
Business Growth & Skills Plan	Strategy Unit
Apprenticeship Strategy	Strategy Unit
Apprenticeship Employment Committee Report 4 th November 2014	Employment Committee
Enterprise Bill: Public sector apprenticeship targets and preventing misuse of the 'Apprenticeship' term	Department for Business Innovation & Skills https://www.gov.uk/government/collections/enterprise-bill
Apprenticeships Levy	Department for Business Innovation & Skills https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/455101/bis-15-477-apprenticeships-levy-consultation.pdf
The National Minimum Data Set for Social Care	https://www.nmds-sc-online.org.uk/research/researchdocs.aspx?id=10

The recommendation(s) set out above were approved/ approved as amended/ deferred/ rejected by on

.....Signed by:

Apprentice statistics

- 50 apprentices employed since July 2014
- In Year 2 (July 2015 to date) we have recruited 17



Apprenticeships in recruitment / discussion or in development			
Directorate	Team	Qualification	Number of Apprentices
Culture & City Development	Licensing	Business Administration	1
HR, Legal & Procurement	Legal	Legal Services	1
Transport, Environment & Business Support	Pest Control	Exploring suitable frameworks	1
Children's Social Care	Business Support	Business Administration	1
Community & Communication	Elections	Business Administration	1
Finance & Information Services	Information Services	ICT	2
Adult Social Care	Across teams	Health & Social Care, Catering	7
Housing and Property Services	Repairs Team	Business Administration	1
Housing and Property Services	Leasehold & Commercial	Exploring suitable frameworks	1
HR, Legal & Procurement	HR	Business Administration/ ICT	1
Adult Social Care	Information Governance	Business Administration	1

Current Apprenticeships			
Directorate	Team	Qualification	Number of Apprentices
Adult Social Care	Portsmouth Day Service	Health & Social Care	1
Community & Communication	City Help Desk	Customer Service	5
Finance & Information Services	Finance	AAT & Business Admin	3
HR, Legal & Procurement	HR and Procurement	Business Administration	2
Housing and Property Services	Area Housing and Green & Clean	Housing, Horticulture & Business Admin	8
Public Health	Integrated Wellbeing	Gym Instructor & Business Admin	4
Transport, Environment & Business Support	The Learning Place & Parking	Business Administration	2
Children's Services & Education	Information Team	Business Administration	1
Integrated commissioning team	Business Support	Business Administration	1

Existing Staff converted to an Apprenticeship			
Service	Team	Qualification	Number of Apprentices
Adult Social Care	ISA and across residential units	Health & Social Care and Hospitality Supervision	5
Children's Social Care	Business Support	Business Administration	1
Housing and Property Services	Area Housing and Green & Clean	Housing and Cleaning	2

Post 16 Education Advisor report

Background

The delivery of Apprenticeships and other work-based training is central to the business growth and skills plans of the City Council and local partnerships including the Solent LEP and Shaping the Future of Portsmouth. In addition the Hampshire and Isle of Wight Devolution Prospectus sets out the target of increasing apprenticeships by 5% per annum (an additional 1,000 apprenticeships per annum) towards the Governments targets of 3m Apprentices.

The changes in funding with the proposed levy and the Trailblazer initiative have led to confusion for employers and other stakeholders. In particular SMEs are not always fully engaged in the skills system, which they often perceive as complex and disjointed

The Ofsted review of apprenticeships -How well do apprenticeships meet the needs of young people, their employers and the economy? Published on the 22nd of October 2105 highlighted a number of areas for improvement including the quality of information advice and guidance (IAG) around apprenticeships and the need for apprenticeships to meet the skills requirements of the area.

Action Plan

The Post-16 Forum has requested that an action plan to increase engagement in Apprenticeships and Traineeships is presented to the group for inclusion in the Priority 3 NEET and Post-16 Progression Plan. (The Post-16 Forum membership includes college principals, senior managers from training providers, EPB and the Solent LEP.) The action plan will build upon the work carried out in the Apprenticeships project led by PCC and the 'Growing our Own' - Delivering Apprenticeships for Portsmouth report.

The action plan is being developed with input from Employers, Post-16 providers, Schools, The ALPHI Network, PCC City Deal Teams and Careers Guidance Teams.

A steering group consisting of both internal and external partners will oversee the development of the strategy and monitoring of impact.

The action plan will focus on the following key themes:

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 future opportunities will be. Research indicates that 70% of young people turn to parents for career advice and many parents have little understanding of apprenticeships and the progression routes they offer. The quality of and availability of apprenticeship Information, Advice and Guidance (IAG) is vital in increasing participation.

Engaging employers

There is still work to be done in engaging employers, particularly SMEs. Changes to frameworks, funding and the proposed levy make it complicated for employers and there is

a need for support with information and practical help to develop apprenticeships within organisations.

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. Working with providers to ensure provision matches LEP and other local skills needs.

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. 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 the cost associated with travel to work placements can be a barrier. Many young people are not aware of the financial support to assist with expenses available from the provider or employer.

Key Activities

Examples of key activities identified in the action plan include:

- Introduce a Portsmouth Apprenticeship Award Ceremony
- Develop a Portsmouth Apprenticeship Ambassador Scheme
- Promote Portsmouth City Council as an example of best practice
- Review and update local Labour Market Intelligence and support providers to respond to local needs.
- Review the provision and availability of apprenticeship Information, Advice and Guidance (IAG) in schools, colleges and for young people who are NEET and identify improvements
- Investigate opportunities for sharing information with stakeholders such including young people, schools, colleges, employers



Department
for Business
Innovation & Skills

Enterprise Bill: Public sector Apprenticeship targets

Issue:

The Government aims to deliver 3 million apprenticeship starts in this Parliament. We set high expectations for large and small businesses in the private sector to employ apprentices. We want to ensure that the public sector is a model employer in this regard, leading by example and employing a significant proportion of apprentices to develop a skilled workforce for the future. Expanding the number of apprenticeships in the public sector will support growth in the programme and will also be a clear sign that the Government is investing in apprenticeships. To help achieve these objectives, certain public bodies will now be set targets for apprentices.

Measure:

The measure will:

- provide a power for the Secretary of State to set targets for public sector bodies in relation to the number of apprentices who work for them in England (the public bodies within scope of the clause will be set out in regulations);
- apply to most public sector organisations (there will be discretion not to include some public bodies, for example at present the Government does not propose to include public bodies with fewer than 250 employees); and
- require these bodies to have regard to any targets set on them and to report annually on progress against meeting those targets.

Aims and Impact:

The measure will:

- increase the number of apprenticeships in the public sector;
- improve the capacity and capability of the public sector, ensuring that it benefits from the same positive impacts as in the rest of the economy;
- help to meet the Government's commitment to deliver 3 million apprenticeships within this Parliament; and
- ensure the public sector is leading by example in terms of the number (and quality) of apprenticeships.

BIS/15/486



Department
for Business
Innovation & Skills

Enterprise Bill: Preventing misuse of the 'Apprenticeship' term

Issue:

The Government has made a commitment for there to be 3 million new apprenticeships commenced in this Parliament. The promotion of apprenticeships may increase the potential gains for a training provider claiming to offer an apprenticeship or apprenticeship related training that is not of the same quality as a Government apprenticeship.

The Government is concerned that low-quality courses that do not meet the requirements of a statutory apprenticeship could be described as apprenticeships. This could dilute the apprenticeship brand and have a negative impact on growth of statutory apprenticeship schemes.

Measure:

This measure will:

- create an offence for a person, in the course of business, to provide or offer a course or training as an apprenticeship if it is not a statutory apprenticeship; and
- ensure employers cannot commit the offence in relation to their employees. The maximum penalty for committing this offence is a fine.

Aims and Impact:

The measure will:

- strengthen and protect the reputation of the apprenticeship brand for training providers, employers and apprentices;
- protect the reputation of training providers, employers who offer statutory apprenticeships and apprentices who join those apprenticeships, by maintaining their standards and ensuring that statutory apprenticeships are not confused with lower quality training;
- ensure a "level playing field" and fairness in the market to the benefit of training providers, employers and individuals;
- prevent unauthorised use of the apprenticeships name to give employers more confidence that they are investing in high quality apprenticeships; and
- still enable employers to offer their own, fully funded apprenticeships.

BIS/15/485

'We Love Apprenticeships' pledge

1. Be a job with a productive purpose - Apprentices should have parity of terms and conditions with all other employees. All quality apprenticeships will have progression opportunities to genuine employment.

2. Be paid a fair Wage & Supplied with a contract of Employment and paid at least min apprentice wage - (Employers can pay more than the min wage).

3. Ensure high quality training and clear individual development - Apprenticeship programmes must identify a clear programme of training that is relevant to the job and recognisable in the sector. Apprentices must be given sufficient paid time off the job to study in colleges/training provider centres, or in dedicated training centres at the workplace. On the job training should be fundamental to the apprenticeship. There should be a clear system for supervision, support and mentoring, by appropriately trained work colleagues.

4. Be accessible to, and achievable by all - A good apprenticeship programme will include strategies to ensure that Apprenticeships are accessible to the widest possible demographic and diverse spread of people. Particular attention should be given to enabling people from disadvantaged groups to take up any opportunities offered and support given to complete them successfully, thereby achieving the full benefit of apprenticeship.

5. Be part of, and contribute to, a Healthy and Safe environment - Employers and Training Providers should work together to ensure a safe environment. Particular attention should be given to the unique needs of apprentices and young workers. Apprentices should be given sufficient training on health and safety, including relevant legislation, and the programme should be regularly reviewed from a health and safety perspective.

6. A commitment from the employer to complement the workforce, not supplement it - Apprentices should not be recruited for job substitution, but to fill genuine skills shortages and plan for future skills gaps.

<http://www.weloveapprenticeships.com/>

