



SCRUTINY BOARD (SUSTAINABLE ECONOMY AND CULTURE)

Meeting to be held in Civic Hall, Leeds, LS1 1UR on
Tuesday, 1st April, 2014 at 10.00 am

(A pre-meeting will take place for ALL Members of the Board at 9.30 a.m.)

MEMBERSHIP

Councillors

- M Rafique (Chair) - Chapel Allerton;
D Cohen - Alwoodley;
M Lyons - Temple Newsam;
P Wadsworth - Guiseley and Rawdon;
R Harington - Gipton and Harehills;
M Ingham - Burmantofts and Richmond Hill;
J McKenna - Armley;
J Chapman - Weetwood;
A Castle - Harewood;
D Coupar - Cross Gates and Whinmoor;
A Khan - Burmantofts and Richmond Hill;
J Marjoram - Calverley and Farsley;

Please note: Certain or all items on this agenda may be recorded.

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A G E N D A

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1			<p>APPEALS AGAINST REFUSAL OF INSPECTION OF DOCUMENTS</p> <p>To consider any appeals in accordance with Procedure Rule 25* of the Access to Information Procedure Rules (in the event of an Appeal the press and public will be excluded).</p> <p>(* In accordance with Procedure Rule 25, notice of an appeal must be received in writing by the Head of Governance Services at least 24 hours before the meeting).</p>	
2			<p>EXEMPT INFORMATION - POSSIBLE EXCLUSION OF THE PRESS AND PUBLIC</p> <p>1 To highlight reports or appendices which officers have identified as containing exempt information, and where officers consider that the public interest in maintaining the exemption outweighs the public interest in disclosing the information, for the reasons outlined in the report.</p> <p>2 To consider whether or not to accept the officers recommendation in respect of the above information.</p> <p>3 If so, to formally pass the following resolution:-</p> <p>RESOLVED – That the press and public be excluded from the meeting during consideration of the following parts of the agenda designated as containing exempt information on the grounds that it is likely, in view of the nature of the business to be transacted or the nature of the proceedings, that if members of the press and public were present there would be disclosure to them of exempt information, as follows:</p> <p>No exempt items have been identified on this agenda.</p>	

Item No	Ward/Equal Opportunities	Item Not Open		Page No
3			<p>LATE ITEMS</p> <p>To identify items which have been admitted to the agenda by the Chair for consideration.</p> <p>(The special circumstances shall be specified in the minutes.)</p>	
4			<p>DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS</p> <p>To disclose or draw attention to any disclosable pecuniary interests for the purposes of Section 31 of the Localism Act 2011 and paragraphs 13-16 of the Members' Code of Conduct.</p>	
5			<p>APOLOGIES FOR ABSENCE AND NOTIFICATION OF SUBSTITUTES</p> <p>To receive any apologies for absence and notification of substitutes.</p>	
6			<p>MINUTES - 18 MARCH 2014</p> <p>To confirm as a correct record the minutes of the meeting held on 18 March 2014</p>	1 - 4
7			<p>SCRUTINY INQUIRY - APPRENTICESHIPS</p> <p>To consider evidence as the third session of the Board's inquiry on apprenticeships</p>	5 - 52
8			<p>SCRUTINY INQUIRY - STRATEGIC PARTNERSHIP BOARDS</p> <p>To undertake an annual progress review of the work of the Sustainable Economy and Culture Strategic Partnership Board</p>	53 - 58
9			<p>WORK SCHEDULE</p> <p>To consider the Board's work schedule for the remainder of the municipal year</p>	59 - 66

Item No	Ward/Equal Opportunities	Item Not Open		Page No
10			<p>DATE AND TIME OF NEXT MEETING</p> <p>Tuesday 15 April 2014 at 10.00am (pre-meeting for all Board Members at 9.30am)</p> <p>THIRD PARTY RECORDING</p> <p>Recording of this meeting is allowed to enable those not present to see or hear the proceedings either as they take place (or later) and to enable the reporting of those proceedings. A copy of the recording protocol is available from the contacts named on the front of this agenda.</p> <p>Use of Recordings by Third Parties– code of practice</p> <ul style="list-style-type: none"> a) Any published recording should be accompanied by a statement of when and where the recording was made, the context of the discussion that took place, and a clear identification of the main speakers and their role or title. b) Those making recordings must not edit the recording in a way that could lead to misinterpretation or misrepresentation of the proceedings or comments made by attendees. In particular there should be no internal editing of published extracts; recordings may start at any point and end at any point but the material between those points must be complete. 	

Agenda Item 6

SCRUTINY BOARD (SUSTAINABLE ECONOMY AND CULTURE)

TUESDAY, 18TH MARCH, 2014

PRESENT: Councillor M Rafique in the Chair

Councillors D Cohen, M Lyons,
P Wadsworth, M Ingham, J McKenna,
D Coupar, J Marjoram and N Walshaw

89 Late Items

There were no formal late items of business to consider. However the Chair agreed to accept the following items as supplementary information:

- Agenda item 11, Work Schedule – Minutes of the Executive Board meeting on 5 March 2014 (Minute 97 refers)

90 Declaration of Disclosable Pecuniary Interests

There were no disclosable pecuniary interests declared at the meeting.

91 Apologies for Absence and Notification of Substitutes

Apologies for absence were received from Councillor Harington, with Councillor Walshaw in attendance as a substitute, and from Councillors Castle and Khan.

92 Minutes - 18 February 2014

RESOLVED – That the minutes of the meeting held on 18 February 2014 be confirmed as a correct record.

93 Request for Scrutiny

The Board considered a request for scrutiny on behalf of the 20's Plenty for Us campaign group. Mark Lansdown attended the meeting to present the request on behalf of the group.

The following issues were raised in discussion:

- The potential benefits of adopting a 20mph limit over contiguous zones
- Policing and enforcement
- The importance of educating the public to accept a 20mph limit
- Using accident data and case studies to support the inquiry
- Cross-border implications on the edges of the district
- The views of schools

RESOLVED – That the request for scrutiny by the 20's Plenty for Us campaign group be accepted, with an inquiry to take place in the new municipal year.

94 Scrutiny Inquiry - The role of the Leeds Let's Get Active Scheme in promoting public health

Draft minutes to be approved at the meeting
to be held on Tuesday, 1st April, 2014

The Board considered a progress report on the Leeds Let's Get Active (LLGA) Scheme as part of its ongoing inquiry into the role of the scheme in promoting public health.

Councillor Illingworth joined the Board for this item, as Chair of the Health & Wellbeing & Adult Social Care Scrutiny Board.

In attendance to address the Board and answer Members' queries were:

- Councillor Lucinda Yeadon, Executive Member for Leisure & Skills
- Cluny Macpherson, Chief Officer Culture and Sport
- Mark Allman – Head of Sport & Active Lifestyles
- Rachel Brighton – Project Lead – Leeds Let's Get Active
- David O'Loan - Acting Business Manager, Sport and Active Lifestyles
- Cheryl Squire – Health Improvement Principal – Obesity & Healthy Living
- Steve Zwolinsky – Research Officer, Centre for Men's Health, Leeds Metropolitan University

The following issues were raised in discussion:

- Updated information that 21,000 people have now signed up for the scheme, with 41,000 attendances
- The extension of the community offer from the 10% to the 20% most deprived super output areas (SOAs)
- Strong support for the scheme and its objectives from Board members
- Acknowledgement that this was a pilot scheme and that the focus of the pilot was on delivery through leisure centres, but also strong concern about how to address the needs of deprived communities that do not have local access to leisure centres, outside of the LLGA scheme
- Confirmation that take up of the scheme was generally higher in the more deprived areas
- Acknowledgement that on-line registration had been an issue, particularly as the launch of the scheme had coincided with the introduction of new leisure management software
- All participants are asked to complete a baseline questionnaire which has external accreditation
- Discussion of the merits of accelerometers as an accurate measure of activity, offset by the expense of such an approach at £120-£200 per item
- The need for local members to be more involved in and informed about the development of activities in their wards
- A commitment to continue working with Quarry House to enable some provision to be offered there outside of the LLGA scheme
- The need to consider future sustainability of the project and its benefits
- Work being done to follow-up people who have signed up to the scheme but not yet attended an activity
- A request that further consideration be given to offering some single-sex provision
- The positive support received at the Health and Wellbeing Board the previous week, including support from Clinical Commissioning Groups (CCGs)

The Board agreed that it wished to receive a further progress report in the autumn, once the scheme has been running for a year, and that this should include data on rates of participation from deprived areas.

RESOLVED – That the report be noted and that a further progress report be provided once the scheme has been running for a year.

95 Quarter 3 Performance report

The Board considered a report on performance against the strategic priorities for the council and city relevant to its portfolio for quarter 3. In attendance to address the Board and answer Members' queries were:

- Paul Maney, Head of Strategic Planning, Policy & Performance
- Karen Bunce, Senior Performance & Improvement Manager

The following issues were raised in discussion:

- A detailed update on the action on the low carbon priority would be provided as part of the partnership scrutiny item at the Board's next meeting on 1 April
- Members noted that development of the adult skills strategy was on target
- That the targets and milestones in Appendix 2 would be updated for 2014/15 to reflect the new Best Council Plan. This would include new milestones in relation to the Local Development Framework.

RESOLVED – That the quarter 3 performance information be noted and that the Board confirms that the volume of performance information appended to the report is at the right level.

(Councillor Marjoram left the meeting at 11.25am during discussion of this item.)

96 Recommendation tracking

The Board considered a progress report on outstanding recommendations from previous scrutiny inquiries. The Board considered 3 recommendations.

With regard to recommendation 3 of the inquiry on the engagement of young people in cultural, sporting and recreational activities, it was agreed to continue to monitor progress, with a further report after the summer Breeze programme.

With regard to recommendations 5 and 12 of the inquiry into maximising powers to promote, influence and create local employment and skills opportunities, the Board agreed to sign off both recommendations as achieved.

The recommendation tracking report was accompanied by an annual report on delivering employment and training opportunities through the council's procurement and planning functions. In attendance to address the Board and answer Members' queries on the annual report were:

- Sue Wynne, Chief Officer Employment and Skills
- Tracey Greig, Employment Leeds

The Board noted the progress being made and stressed the importance of using the learning from experience to date to influence future development.

Members requested that brief details of the schemes currently being progressed be circulated to them for information. They also requested a further annual report on the success of the new policy framework be provided in a year's time, as part of scrutiny's ongoing performance monitoring role.

RESOLVED –

(a) That the Scrutiny Board approves the status of recommendations as set out above.

(b) That a further annual report on the delivery of employment and training opportunities through the council's procurement and planning functions be brought to the Board in spring 2015.

(Councillor Wadsworth left the meeting at 12.00 at the conclusion of this item.)

97 Work Schedule

The Board received a report of the Head of Scrutiny and Member Development which set out the latest version of the Board's work schedule.

RESOLVED – That the work schedule be agreed.

98 Date and Time of Next Meeting

Tuesday 1 April at 10.00am (a pre-meeting will start at 9.30am for Board members.)

(The meeting finished at 12.05pm)

Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 1 April 2014

Subject: Scrutiny Inquiry – Apprenticeships

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. The Board decided in June that it wished to carry out an inquiry on jobs and skills this year. A working group meeting was held on 9 September to meet with representatives from City Development to scope the inquiry. Members of the working group identified apprenticeships as the focus for the inquiry, resulting in the attached terms of reference for the inquiry being agreed by the Board (Appendix 1).
2. The first formal session of the inquiry took place in November, and the second session was held in January. A working group meeting to enable Members to meet with young people and hear from them first hand about their experiences took place at the Connexions centre on Eastgate on 16 January.
3. In January it was agreed to add a further inquiry session at an additional meeting of the Board (now confirmed as this meeting), to enable Members to hold discussions with the remaining partners identified in the terms of reference, including the National Apprenticeship Service, the Apprenticeship Training Agency and representatives of learning providers and employers.
4. This replaces the evidence from these partners originally intended to form part of the session at the January Board meeting. It is hoped that this approach will give the Board more opportunity to engage with the range of partners involved in conducting this inquiry.
5. In order to assist members in preparing for the session, the report previously provided for the January meeting is attached as Appendix 2.

Recommendation

6. The board is requested to consider the issues raised by this session of the inquiry.

Background documents¹

None used

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

SCRUTINY BOARD (SUSTAINABLE ECONOMY AND CULTURE)

INQUIRY INTO APPRENTICESHIPS

TERMS OF REFERENCE

1.0 Introduction

- 1.1 At its meeting in June 2013, the Board identified jobs and skills as a priority area of work for the coming year. It was agreed that a working group would meet with officers from City Development to consider a focus for the inquiry.
- 1.2 The working group met on 9 September 2013 and proposed that the inquiry should focus on apprenticeships. This decision was made in the context of an explicit intention to carry out further subsequent inquiry work on other aspects of the employment and skills agenda in the future.
- 1.3 The following issues were identified as shaping the inquiry:
- High and sustained levels of unemployment among young people, particularly in the more deprived areas of the city
 - There are a number of apprenticeship vacancies across the city which are not attracting applicants
 - The availability of useful local data about apprenticeships
 - The recent changes in the information, advice and guidance service available to young people
 - The important role of parents and carers in influencing young people's choices about future employment, education and training
 - A general lack of awareness and understanding of the range and variety of apprenticeships available, the benefits and how to access these
 - Potential barriers to accessing apprenticeships, including qualification requirements, and how these can be overcome
 - Levels of pay
 - The council's role in supporting and promoting apprenticeships both city-wide and at a local level
 - The council's own role as a major employer in the city
- 1.4 There is a clear link to the findings of the inquiry report published in April 2013 by the Children and Families Scrutiny Board following its inquiry into increasing the number of young people in employment, education or training. The inquiry also builds on previous work carried out by the Sustainable Economy and Culture Scrutiny Board focused on the council's use of its planning and procurement powers to promote employment and skills opportunities. The recommendations from both of these inquiries are still being actively monitored by the respective Scrutiny Boards. Any relevant information emerging from that monitoring process will be incorporated into the evidence for this

inquiry. The Chair of the Children and Families Scrutiny Board is also a member of the Sustainable Economy and Culture Board and will keep the Children and Families Board updated on this inquiry.

2.0 Scope of the inquiry

2.1 The purpose of the Inquiry is to make an assessment of and, where appropriate, make recommendations on the following areas:

- The role of apprenticeships in getting Leeds residents into sustained employment
- How best to make information about apprenticeships accessible to young people, parents, employers, schools and other relevant partners
- The availability of pre-apprenticeship provision, traineeships and support for those not meeting the initial requirements for functional skills
- Whether there is anything more the council could be doing as a major employer to support apprenticeships.

3.0 Desired Outcomes and Measures of Success

3.1 The decision to undertake this Inquiry has been based on the city priority to drive the sustainable growth of the Leeds economy to support business growth and meet the skills needs of businesses in key growth sectors. In conducting the Inquiry the Board wishes to promote access to employment and skills development through apprenticeships to support business growth and as one route to tackling youth unemployment levels in the city.

3.2 It is also important to consider how the Scrutiny Board will deem if its inquiry has been successful in making a difference to local people. Some measures of success may be obvious at the initial stages of an inquiry and can be included in these terms of reference. Other measures of success may become apparent as the inquiry progresses and discussions take place.

3.3 Some potential initial measures of success are:

- Increased number of apprenticeship starts in the city (by age and gender)
- An increase in the percentage of successful applications for apprenticeship by Leeds residents
- A reduction in the percentage of unfilled apprenticeship vacancies
- An increase in the number of Leeds residents supported to be ready to take up an apprenticeship

4.0 Comments of the relevant Director and Executive Member

- 4.1 In line with Scrutiny Board Procedure Rule 12.1 where a Scrutiny Board undertakes an Inquiry the Scrutiny Board shall consult with any relevant Director and Executive Member on the terms of reference.

5.0 Timetable for the inquiry

- 5.1 The Inquiry will take place over two formal Scrutiny Board sessions, supplemented by a working group meeting to engage with young people, with a view to issuing a final report in the spring of 2014.

- 5.2 The length of the Inquiry is subject to change.

6.0 Submission of evidence

6.1 Session one – 19 November 2013

The evidence for this session is aimed at providing an overview of apprenticeships for the Board. It will include input from Executive Members and Leeds City Council officers, covering the following information:

- Background information about what an apprenticeship is and the range of opportunities available
- The benefits of apprenticeships as a career pathway compared to other options for young people
- Data on the apprenticeship opportunities available in Leeds
- Information on how apprenticeship opportunities are promoted to young people nationally, city-wide and at a locality level
- Information on pre-apprenticeship provision, traineeships and support for those not meeting the initial requirements for functional skills
- General information on the work of Employment and Skills with education and business partners in brokering apprenticeship opportunities in Leeds
- Information on the council's commitment as an employer to apprenticeships

6.2 Session two – 21 January 2014

The evidence for this session will enable the Board to broaden the debate through discussion with partners. It will include input from Executive Members, Leeds City Council officers and other key stakeholders, covering the following information:

- The role of schools and colleges in providing impartial information, advice and guidance, including information about apprenticeships
- The role of the Connexions service in supporting young people to access apprenticeships

- The role of the National Apprenticeship Service and the role of the Apprenticeship Training Agency and the Apprenticeship Hub in Leeds
- The role of employers in providing apprenticeships and promoting apprenticeship opportunities to young people
- The training aspect of apprenticeships

6.3 A working group session will be arranged to hear young people's views directly.

7.0 Witnesses

7.1 The following witnesses have been identified as possible contributors to the Inquiry:

- Executive Member for Jobs and Skills
- Executive Member for Children's Services
- City Development
- Children's Services
- Schools
- igen
- National Apprenticeship Service
- Apprenticeship Training Agency
- Employers
- Training providers including FE colleges
- Young people

8.0 Equality and Diversity / Cohesion and Integration

8.1 The Equality Improvement Priorities 2011 to 2015 have been developed to ensure our legal duties are met under the Equality Act 2010. The priorities will help the council to achieve its ambition to be the best City in the UK and ensure that as a city work takes place to reduce disadvantage, discrimination and inequalities of opportunity.

8.2 Equality and diversity will be a consideration throughout the Scrutiny Inquiry and due regard will be given to equality through the use of evidence, written and verbal, outcomes from consultation and engagement activities.

8.3 The Scrutiny Board may engage and involve interested groups and individuals (both internal and external to the council) to inform recommendations.

8.4 Where an impact has been identified this will be reflected in the final inquiry report, post inquiry. Where a Scrutiny Board recommendation is agreed the individual, organisation or group responsible for implementation or delivery should give due regard to equality and diversity, conducting impact assessments where it is deemed appropriate.

9.0 Post inquiry report monitoring arrangements

- 9.1 Following the completion of the Scrutiny inquiry and the publication of the final inquiry report and recommendations, the implementation of the agreed recommendations will be monitored.
- 9.2 The monitoring will be undertaken by the Board. This will be done at regular intervals appropriate to the content of the recommendation.

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Report of the Directors of City Development and Children's Services

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 21 January 2014

Subject: Scrutiny Inquiry – Apprenticeships

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. This report provides evidence for the second session of the Scrutiny Board inquiry into apprenticeships. The report summarises the range and type of pre-apprenticeship support and training for those young people that do not meet the initial functional skills requirements of an apprenticeship.
2. The report also sets out the current position on participation in apprenticeships by 16-18 year olds and the outcomes of the recent desk based research on apprenticeship applications to support a better understanding of the factors that influence the application activity of young people.
3. The report also provides information on the role of schools and colleges in providing impartial information, advice and guidance, including information about apprenticeships and the role of the Connexions service in supporting young people to access apprenticeships.
4. In addition to the activities detailed in the provision session, this report highlights the provision made by the Council to support young people with information and schools and academies to fulfil their responsibilities to provide high quality impartial advice and guidance. The report also points to additional activity that could be undertaken to further support young people to identify and access provision that will help them to secure an apprenticeship.

Recommendation

5. The Scrutiny Board is asked to consider the issues raised by this session of the inquiry.

1.0 Purpose of this report

1.1 The purpose of this report to provide information for the consideration of Scrutiny Board on pre-apprenticeship provision, traineeships and support for those not meeting the initial functional skills requirements of an apprenticeship. The report also provides information on the role of schools and colleges in providing impartial information, advice and guidance, including information about apprenticeships and the role of the Connexions service in supporting young people to access apprenticeships.

2.0 Pre-apprenticeship provision

- 2.1 There is a wide range of provision termed 'pre-apprenticeship training', a term increasingly used to attract learners to the aim of the provision to support them through a progression route into an apprenticeship. The provision supports young people to acquire the necessary skills to compete for and secure an apprenticeship. The required skills can be categorised as personal, functional and employability skills. Provision usually includes elements of or a combination of the following:-
- personal and social development activity –building confidence, self-esteem and improving communication skills,
 - support to achieve functional skills – Level 2 English and Mathematics, and
 - general and or sector specific employability skills – such as job search and interview skills, time-keeping and team working, leadership, problem solving and independent inquiry which are usually gained through work experience or contact with the world of work through workplace visits, shadowing or mentoring by employers.
- 2.2 There are a significant number of providers that provide some or all the above skills training ranging from commercial and third sector training providers, colleges, sector skills councils and employers at both a local and national level. It is not practical to provide an up-to-date and comprehensive list of all available provision; however, summary information on the types of provision available locally is listed at Appendix 1 for information.
- 2.3 Programmes tend to have either a focus on NEET prevention and reduction or apprenticeship progression but providers may need to combine funding from different sources to do both. The approach that ranges from engagement to apprenticeship preparation is often the most effective as it provides multiple entry points arranged as a ladder of progression opportunities that match the abilities and aspirations of participants. Recruitment and delivery will vary by type of provision with NEET focused provision more likely to offer open access recruitment, pastoral care, longer programmes to meet a broad range of learner needs in alternative learning environments. Apprenticeship feeder programmes are more likely to be selectively recruited to and be delivered as a short term programme of outcomes led support focused on securing an apprenticeship.
- 2.4 The National Apprenticeship Service (NAS) has end to end responsibility for the delivery of Apprenticeships including a web-based vacancy matching system and the co-ordination of funding, standards and accountability for the delivery of national targets. There is no recognised national standard or single

body which oversees pre-apprenticeship provision. Training is funded from a variety of sources including Government Departments and agencies, sector skills councils and employers. Where training is funded from the public purse, the commissioner or main deliverer will be subject to inspection by OFSTED.

- 2.5 The wide range of provision available that can be confusing to young people and without the benefit of high-quality impartial information advice and guidance it can result in young people making ill-informed choices. While the wide range of generic and sector specific provision aims to meet a wide range of skill needs, learning styles and aspirations it can mean that that the progression pathway into the desired apprenticeship role is not always readily apparent.
- 2.6 Where the pre-apprenticeship programme is delivered by an apprenticeship provider then the provider will be well placed to support the learner to progress to an apprenticeship through its existing network of employers. Other providers may need additional support and or need to work with apprenticeship providers to support individuals in securing an apprenticeship.

3.0 Apprenticeship Participation and Applications

- 3.1 At the previous Scrutiny Board meeting there was concern expressed around the decline in the number of 16-18 year olds starting apprenticeships and also around some vacancies receiving very low levels of applications. Since then a detailed analysis of the data has been undertaken to provide a fuller picture of the situation.
- 3.2 Since the last Scrutiny Board meeting we have received updated data from the National Apprenticeship Service that shows a slightly improved position with regard to starts, see Appendix 2. Rather than simply focusing on starts, an alternative way to gauge our success around apprenticeships is to consider participation. When 16-18 apprenticeships are viewed in terms of participation they show a decrease of 6.28% over the past two years compared to a 25.33% decrease in terms of starts. It should also be noted that the participation figures for 18 year olds actually show an increase of 1.74% over the same period.
- 3.5 An analysis of the apprenticeship application data has been undertaken to identify key factors and ascertain the influence they have on the number of applications for vacancies. This detailed analysis is included as Appendix 3.
- 3.6 The average number of applications per vacancies is currently around 16 for intermediate level opportunities and 18 for advanced level opportunities. However, there were around 8% of vacancies that did not receive any applications.
- 3.7 Surprisingly, the wage offered does not appear to influence the application rate. Beyond a greater average number of applications for vacancies located in the city centre, location also does not appear to significantly influence the number of applications. The apprenticeship framework does however appear to be a key factor influencing the number of applications with certain frameworks such as accounting, retail, warehousing and legal services proving popular. The employer does appear to influencing the number of applications with large or well-known employers generally receiving higher numbers of applications. A major influencing factor that is not easily demonstrated statistically is the wording of the advert itself,

with those adverts that clearly give the impression that the person will be a valued employee and have long term career prospects generally receiving higher numbers of applications. We are exploring ways to support employers to improve their job adverts to ensure they are attractive to young people in particular.

4.0 Careers Education, Information, Advice and Guidance

- 4.1 As a Council we see access to high quality impartial careers education and information advice and guidance (CEIAG) on learning and employment opportunities as vital to ensuring that young people not only progress to a positive destination post 16, but also continue to remain engaged in learning and employment beyond the age of 18.
- 4.2 The responsibility for providing universal Careers Education, Information Advice and Guidance no lies with the schools. However, to support this we have continued to invest in Leeds Pathways (www.leedspathways.org.uk) our on-line information and advice service for young people, parents/carers and professionals. We have undertaken extensive development and improvement of the Work and Apprenticeship section and the Local Jobs and Careers resource. These now provide an extensive range of valuable information that supports young people to understand apprenticeships and make informed career choices. We have produced an Apprenticeship Resource Pack available through the Parent, Teacher and Professional area of the site and have offered schools and colleges support and training to ensure that they are all aware of and confident in using the full set of online resources relating to apprenticeships and the world of work.
- 4.3 To assist schools we have developed a quality assured list of approved providers of CEIAG services. Many schools are now purchasing additional support from providers on this list. We have also put in place a Careers Network that provides training and development for staff from schools and colleges. It also provides a useful forum for them to share their own good practice.
- 4.4 We have also been working with young people to ensure they have a real voice around the type of CEIAG they receive. The Leeds Youth Council have designed a CEIAG calendar which outlines the specific types of information, advice and guidance they want to receive and when they would like to receive it. The young people presented this to the schools and colleges at the Careers Network meeting in the Autumn.
- 4.5 We are keen to ensure that schools provide high quality impartial information advice and guidance around all the post 16 pathways that are available to young people including apprenticeships. To help ensure this is the case we have developed and launched a detailed self-assessment tool to support schools to develop their Careers Education Information Advice and Guidance offer and ensure they are meeting their statutory duties.
- 4.6 We are currently working on the development of a specific package of support for young people who are looked after or care leavers. We want to ensure they get the best possible level of support and assistance to secure an apprenticeship if that is their preferred career choice.

5.0 The role of Connexions

- 5.1 Unlike many councils, we have committed to making a major financial investment to ensure that the most disadvantaged young people who are NEET continue to receive the kind of information, advice, guidance and support that is vital for them to make properly informed choices around post 16 opportunities including apprenticeships. From 1 April 2013 this service has been provided by igen and their partners. All the Connexions personal advisers have received detailed training around apprenticeships to ensure they are full equipped to provide high quality advice and support to young people wanting to access apprenticeships.

6.0 Corporate Consideration

6.1 Consultation and Engagement

- 6.1.1 The Council plays a leading role in co-ordinating the activity and encouraging collaborative working across a number of training providers to better meet both learner needs and the skills needs of businesses in the city through the Leeds Apprenticeship Steering Group. The Group's priorities and action plan developed with stakeholder input reflects the priorities and objectives of the Best Council Plan 2013-17 to support people to improve skills and move into jobs.
- 6.1.2 The priorities for action in the above plans were identified through consultation with elected members and officers in the Council, NAS, colleges and learning providers, employers and young people accessing apprenticeship services. The planned activities will continue to be monitored, reviewed and amended in light of service user and elected member feedback. Planned activities will be communicated to young people, their parents and carers, schools, employers and elected members through a variety of means including the web, social media, written and face to face briefings.

6.2 Equality and Diversity / Cohesion and Integration

- 6.2.1 Equality Impact Assessment screening was undertaken to support the development and implementation of the programmes of activity commissioned by the Council and the Leeds Apprenticeship Steering Group. The current and planned activities will support the provision of progression routes for young people that are currently NEET and will also be targeted to young people currently in receipt of Jobseekers Allowance benefit. Data relating to service users will be captured and monitored and activity plans reviewed to ensure the needs of equality groups are met to access these services.

6.3 Council Policies and City Priorities

- 6.3.1 The activities outlined in the report support the achievement of key objectives set out in the Best Council Plan 2013-17, namely to 'promote sustainable and inclusive economic growth by improving the economic wellbeing of local people and businesses' with a specific focus on meeting the skills needs of local businesses to support recovery and growth and by helping young people to acquire skills and move into employment with training.
- 6.3.2 These activities also contribute to the achievement of the Children and Young People NEET obsession and the Children and Young People Plan priority to

'Increase numbers in employment, education or training'.

6.4 Resources and Value for Money

6.4.1 There are no specific decisions arising from this report. Expenditure on existing programmes delivered by the Council referenced in this report were taken in accordance with the Council's financial and decision-making policies and procedures.

6.5 Legal Implications, Access to Information and Call In

6.5.1 There are no legal implications arising from this report.

6.6 Risk Management

6.6.1 Existing Council programmes of delivery are supported by risk management plans which are reviewed on a regular basis.

7.0 Conclusions

7.1 The Council along with partners has invested additional resources in infrastructure and services to support an increase in the number of apprenticeships offered by employers in the city and to provide support to young people to access these opportunities through a recently established clearing system and brokerage service through the Apprenticeship Hub and Apprenticeship Training Agency. The Council continues to provide targeted support to young people identified as NEET through the Connexions service and support and resources to schools and academies to self-assess and further develop their Careers Education Information Advice and Guidance offer to young people.

7.2 However, it is clear that a number of young people fail to meet the key functional skills requirements to secure and undertake an apprenticeship. While information collated on the pre-apprenticeship provision indicates that there is sufficient provision available, it clear that further work is required to ensure that there is an increased awareness of this provision among young people, their parents and carers, schools and academies.

7.3 In raising awareness of the provision, further work is required to structure information in a way that supports individuals to recognise and understand the alternative pathways to current apprenticeship vacancies and career pathways in key sectors in the local economy. The opportunity exists to take forward this work through the Apprenticeship Hub to further enhance the Pathways website and link this to the emerging debate on young people led CEIAG entitlement within Children's services.

7.4 Activity to raise awareness of the provision also needs be aligned to activity to promote and support collaboration between pre- apprenticeship and apprenticeship providers to create progression pathways that support young people into an apprenticeship. The Apprenticeship Hub and the Leeds Apprenticeship Steering Group includes a number of these providers and is therefore well placed to take this work forward.

8.0 Recommendations

8.1 The Scrutiny Board is asked to consider the issues raised by this session of the inquiry.

9.0 Background documents¹

9.1 There are no background documents.

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

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Pre-apprenticeship Provision – summary information

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p>Traineeships Recently introduced BIS funded provision commencing in 2014. An education and training programme with work experience that includes work preparation training, English and Maths for those who need it, and a work experience placement of 6 weeks to 5 months. Flexible additional content to meet the needs of the business and the local labour market can be added. On programme completion participants will be guaranteed a job interview if a vacancy is available or an exit interview and a reference.</p>	<p>Currently being offered in Leeds in Hairdressing, Childcare, Youth Work, Vehicle Maintenance and Repair, Customer Service & Business Administration</p>	<p>From 6 weeks to 5 months or earlier if an apprenticeship opportunity is gained</p>	<p>16 to 24 year olds (people with learning difficulties up to the age of 25) that are unemployed or that work less than 16 hours per week and have little work experience. Applications are made through the National Apprenticeship Service on-line vacancies system.</p>	<p>A range of training providers graded 'good' by OFSTED: Philips Hair Salons, Construction Industry Training Board, Rathbone UK, Calderdale College, System Training, Key Training Group, Progressions UK, YH Group, Groundwork Leeds .</p>	<p>Employers are encouraged to support expenses such as travel and meals. Individuals can access financial support from the training provider, through the 16-19 Bursary Fund or the 19+ Discretionary Learner Support Fund depending on their individual circumstances.</p>
<p>Sector work based academies A DWP pre- employment training programme consisting of a work experience placement with an employer and a guaranteed job interview which can be used as a stepping stone to an apprenticeship.</p>	<p>Programme in place with Leeds Teaching Hospitals Trust for clinical support roles.</p>	<p>Attendance hours are varied depending on placements . Maximum six weeks duration.</p>	<p>Available to benefit claimants aged 18 plus that are close to the labour market from day one of their claim up to a referral to the Work Programme</p>	<p>DWP/Jobcentre Plus in conjunction with employers.</p>	<p>Participants receive travel expenses and can continue to claim benefit and are exempt from signing for the duration of the scheme.</p>

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p>Sector based pre-apprenticeship programmes Some apprenticeship training providers and sector skills councils and groups of employers working collaboratively within a sector to offer training programmes that enable young people to understand more about the sector and prepare individuals to take on an apprenticeship. For example, the National Skills Academy for Retail offer a 30 hour training programme of 10 modules mapped to the Level 1 award in retail knowledge. Funding from the BIS Employer Ownership of Skills programme allows employers and their supply chains to fund programme to meet their skills needs and will often include work experience placements and training leading to apprenticeships .</p>	<p>Retail Hospitality</p> <p>Yorkshire and Humber energy, process and renewable employers</p> <p>Food manufacturing</p> <p>Logistics</p>	<p>Usually short courses of up to 30 hours and work experience varies across sectors.</p>	<p>Varies depending on the skill needs of the sector – usually targeted to 16-24 years.</p>	<p>Various</p>	<p>Varies from scheme to scheme</p>
<p>Work@Leeds A training and work experience placement. A 2 week employability skills accredited training programme delivered by the Council and Leeds City College followed by a 6 week work experience placement in the Council. Participants are supported by a robust personal and placement review process to explore and secure progression opportunities such as Apprenticeships and long term employment. Programme due to end in May 2014.</p>	<p>Mainly business administration roles. Potential catering, cleaning services, facilities management roles being explored.</p>	<p>25-30 hours per week for a maximum of 8 weeks.</p>	<p>Jobseeker Allowance claimants aged 18 - 24 years.</p>	<p>Delivered by Leeds City Council supported by Leeds City College and funded by DWP.</p>	<p>Participants receive travel expenses and can continue to claim benefit and are exempt from signing for the duration of the scheme.</p>

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p><u>INTERNSHIPS</u> Offered by employers. The intern is expected to contribute to the work of the organisation and will be provided with a defined role and job title. If the intern successfully fulfils 'worker status' through activities undertaken the intention is that they will be offered a paid position with the employer.</p>	Depends on the nature of the business and its workforce profile	Short term usually between 2 weeks and 6 months.	Determined by the employer		National minimum wage applies. Exceptions include:- where the placement consists entirely of shadowing and where FE/HE students undertake an internship as part of their course (no more than 12 months in duration). Employers may be eligible for funding of up to £2,500 of the total wage costs for each new internship lasting a minimum of 26 weeks and 30 hours per week if the intern is 18-24 years old and paid at least national minimum wage.
<p>Skills support for the unemployed Aimed at providing those individuals that are almost work ready with accredited qualifications. The programme aims to get them back into employment within 13 weeks with employability training, e.g. CV, interview, job search skills</p>	Level 1 and 2 Awards in Accountancy, Business Administration , Employability and personal development, Team Leading	2 days per week over 4-6 weeks Classroom and distance learning.	16 yrs plus unemployed between 0-12 months claiming Jobseekers Allowance or Employment Support Allowance.	Babbington Business College	

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p>Study Programmes Foundation Learning courses - vocational qualifications and training including English, Maths and ICT qualifications.</p>	<p>A wide range offered reflecting the offer of the delivery partners</p>	<p>12-40 hours over the 20-24 weeks</p>	<p>16-24 year olds looking to gain qualifications and new skills</p>	<p>Leeds City College and Igen and their sub-contractors</p>	<p>A £40 bursary to learners 4 priority groups – including income support claimants, in care or a care leaver, in receipt of ESA benefit, in receipt of DLA benefit. Others may be eligible subject to means testing. All learners also receive travel costs to attend training</p>
<p>The Real Programme Vocational training that supports learners to take the first step into training to gain confidence, life skills and work experience. Following the programme learners are supported to progress onto the Leeds Learning Links programme.</p>	<p>Includes: Hair & beauty, gym work, mechanics etc.</p>	<p>Hours are linked to learner needs Between 8-12 weeks</p>	<p>16-19 year olds Unemployed, no or low qualifications, basic skills, requiring significant advice and guidance support</p>	<p>Igen</p>	<p>Learners receive a free bus pass</p>
<p>The Princes Trust 'Get Into' and 'Get Started' 'Get Into' offers young people work experience opportunities. 'Get Started' provides taster style sessions in study areas a young person may be interested in.</p>	<p>The type of course depends on work experience opportunities available.</p>	<p>Less than 16 hours</p>	<p>16 years plus.</p>	<p>Princes Trust</p>	<p>Travel allowance only. Grants available to NEET young people or those working less than 16 hours a week to pay for courses or access employment.</p>

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p>Jobshops Information, Advice and Guidance including Jobsearch, CV , interview skills , setting up and managing E- mail and Universal Jobmatch accounts. Service users are also signposted to other programmes to support them with employability skills ,basic literacy, numeracy and ESOL.</p>	<p>Focused on entry level job roles across all sectors of the labour market</p>	<p>Depends on the client's needs</p>	<p>No eligibility requirements</p>	<p>Leeds City Council</p>	<p>None</p>
<p>14+ Apprenticeship Academy For those wishing to progress to a post 16 apprenticeship. Learning takes place through a range of practical and classroom activities with learners supported by tutors and business coaches in a range of working environments to achieve their work based learning skills and qualifications. Learners gain a minimum of 30 days workplace experience from a range of employers linked to each vocational course. Learners have access to a mentor and a Business Coach. Learner outcomes are a nationally recognised industry specific vocational qualification Level 2 (part of the apprenticeship framework), GCSEs in English, Mathematics, Science and IT/Computing or Business. Core curriculum subjects including: Personal, Social and Health Education and Physical Education.</p>	<p>Vocational subjects include: Animal Care Childcare Electrical Engineering Engineering Digital Media Hairdressing Health & Social Care Hospitality Motor Industry Retail Sport and Fitness Technical & Performance Theatre</p>	<p>Year 10 attendance - 5 days per week in college. Year 11 attendance will be 4 days per week in College and 1 day per week in a vocational work placement setting.</p>	<p>By application</p>	<p>Leeds City College</p>	<p>Learners are already accessing free school meals are supported to the same level. Transport will be made available to and from the academy.</p>

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p><u>YOUTH CONTRACT</u> Personal and social development, functional and employability skills to support 16-17 year NEET young people to make and sustain a successful progression into employment, education or training, reducing the potential for this cohort to experience longer term unemployment. The programme runs until March 2015/16.</p>	<p>Varied and numerous as this depends on the offering of each delivery partner</p>	<p>Up to 6 months. Hours are dependent upon the individual needs of the learner</p>	<p>16 and 17 year olds identified as NEET with complex needs and significant barriers to employment</p>	<p>Commissioned by the Council with Igen as the lead delivery partner supported by EBP</p>	<p>Young people can access a support fund that will help them to progress typically this could include the purchase of interview clothes, transport cost etc.</p>
<p>The Education Business Partnership (EBP) forms part of the Council's Employment and Skills service. EBP addresses skills gaps of young people by working in partnership with employers to develop creative approaches to the curriculum to ensure young people are 'work ready'. Activities include working with senior leaders in schools to identify and deliver tailored employability programmes based on school priorities and matched to key curriculum areas. Programmes are delivered with employers to help young people understand what employers look for in new employees in terms of skills and attitudes and work ethic. Schools have access to curriculum support to enable them to offer progression in employability skills from Key Stage 3 to Key Stage 5</p>	<p>Dependent upon the needs of the school and the participating businesses</p>	<p>Varied depending on the package of support</p>	<p>Key stage 3 to 5</p>	<p>EBP, Leeds City Council</p>	

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p>Ahead Partnerships Make the Grade improves the motivation and aspirations of young people, whilst enhancing their employability skills and increasing their awareness of the world of work. It helps employers - large and small - to address skills gaps through practical activity that develops young people to better prepare them for employment</p>	Dependent upon the needs of the school and the participating businesses	Varied depending on the package of support	All ages		
<p>Academies UK A Career Academy is a programme that prepares students for the world of work. The model focuses on linking students to the real world of work, through guru lectures, mentoring, workplace visits and internships. Career Academies UK provides this structured programme and support to the schools and colleges around the UK who operate Career Academies</p>	Dependent upon the needs of the school and the participating businesses	Varied depending on the package of support	16-19 years level 3 students		

Pre Apprenticeship Support Activity	Sector subject area	Duration	Eligibility	Providers	Financial support
<p>Business in the community A membership organisation for businesses, providing a framework for them to support young people facing social disadvantage by forming long-term partnerships with the schools. It offers businesses a range of services and training programmes that impact the workplace and the community.</p> <p>KPMG worked with Year 8 students in West Leeds Academy to increase interest and awareness of different careers, increase the profile of local employers, increase student employability skills and provide an insight into career paths and how to make good choices</p>	<p>Dependent upon the needs of the school and the participating businesses</p>	<p>Varied depending on the package of support</p>			

Appendix 1

Apprenticeship starts and participation data December 2013.

	Age	2010/11	2011/12	2012/13	2 Year % Change 10/11 - 12/13
Starts	16 year olds	422	497	351	-16.82%
	17 year olds	778	780	473	-39.20%
	18 year olds	837	937	697	-16.73%
Participation	16 year olds	739	774	590	-20.16%
	17 year olds	1043	1155	988	-5.27%
	18 year olds	1149	1218	1169	1.74%
Total	16-18 Starts	2037	2214	1521	-25.33%
	16-18 Participation	2931	3147	2747	-6.28%
	19-24 Starts	2061	2140	2202	6.84%
	19-24 Participation	3602	3902	4040	12.16%
	25+ Starts	2933	2956	3109	6.00%
	25+ Participation	3551	5233	5419	52.60%
	All Ages Starts	7031	7310	6832	-2.83%
	All Ages Participation	10084	12282	12206	21.04%

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Appendix 2

Apprenticeship applications in Leeds

Research report, December 2013

Recommendations

1. Ask the NAS for actual application data for the national vacancies so that it can be analysed and compared to the local data.
2. Analyse the marketing of individual advertisements on the National Apprenticeship Vacancy Matching Service to identify any quality issues that may be affecting the number of applications received.
3. Consult with young people themselves to garner reasons why or why they did / did not apply for particular vacancies. Include how the vacancies were marketed on the NAVMS and in other ways, where the young people saw the vacancies, etc. Link with the Youth Contract evaluation as part of this. NB A consultation is intended to take place on 16/01/2014
4. Analyse application data with regard to the size of the employer i.e. to find out if there is any difference in applications to small, medium or large employers. (The data about size of employers can be obtained from Employment Leeds)

Overall conclusions

There were some factors that did appear to influence the number of applications to a greater or lesser extent and some that appeared to have no significant influence:

Influencing factors	Non-influencing factors
<ul style="list-style-type: none"> § Type/level § Framework § Employer § Learning Provider 	<ul style="list-style-type: none"> § Weekly wage § Geographical location § No. of vacancies per advert § Closing date

Executive summary

Background and data

- I. **Apprenticeship starts in Leeds** - The total number of Apprenticeship starts in 2012-13 for 16-18 year olds resident in Leeds decreased by 34.9% compared to the previous year i.e. this age group has had a much greater reduction in the number of starts than the other age groups.
- II. This report provides a starting point for analysing why this has been the case and provides recommendations for further analysis. It includes graphs to show the demographics of the Apprenticeship vacancies and to correlate this to applications.
- III. **Data set** – The data used was from the Apprenticeship Live Vacancies Report for Leeds received from the Data Service of the National Apprenticeship Service (NAS).

The data was filtered to provide the most valid data set for analysis. The data set used consisted of:

- a. Apprenticeship applications from 16-18 year olds (includes some 19 year olds)
 - b. Apprenticeship vacancies within the Leeds local authority area
 - c. Vacancies advertised in November 2013 with closing dates in November 2013
 - d. All apprenticeship types/levels i.e. Intermediate, Advanced and Higher
- IV. The data set did not include:
- a. Applications made outside of the National Apprenticeship Vacancy Matching Service i.e. direct to learning providers and employers through their own recruitment and selection procedures
 - b. Those vacancies advertised in November with closing dates in December 2013 and later
 - c. National vacancies – Defined as those vacancies offered by national employers where the employer is the same organisation as the learning provider and where there are 500 employees or more. This data is reported separately by the NAS and in a different format to the local data.

Analysis

- I. **Criteria** – The criteria analysed was all the fields of data included in the NAS Live Vacancies Report i.e. the number of vacancies, number of applications, learning provider, employer, Framework, type/Level of Apprenticeship, closing date for applications, weekly wage and geographical location of vacancy.
- II. **Numbers of applications and vacancies** – In the data set analysed, there were a total of **3687 applications** for **233 vacancies**.

The numbers of applications were not evenly spread across all vacancies and there was wide variation from zero to 201.

- III. **No. of vacancies per advert** – The number of vacancies contained within any one advertisement ranged from one to six. The majority of advertisements contained one vacancy. The number of vacancies per advert did not appear to impact upon the number of applications
- IV. **Closing date** – The vacancies analysed were advertised in November 2013 and had closing dates in November 2013. A relatively high proportion (between 8-10%) of vacancies received zero applications by the closing date. The closing date did not therefore appear to influence the number of applications. NB The data from the National Apprenticeship Service (NAS) was received just prior to the end of November and so the percentage range allows for the fact that some of these vacancies may have received applications by the end of November but that was not known at the time of analysis.
- V. **Weekly wage** - The Apprenticeship National Minimum Wage (NMW) during 2013 for Apprentices under 19 or those in the first year of their apprenticeship was £2.68 per hour. Apprentice must be a minimum of 30 hours per week employed status which gives a minimum weekly wage of £80.40. Anyone not covered by the age categories above will be entitled to the NMW appropriate to their age. For 18-20 year olds, this was £5.03 per hour. For a 30 hour week, this works out at a weekly wage of £150.90.

It would therefore appear that the wage Level has minimal or no impact on the number of applications. It is certainly the case that the highest wages do not attract the highest number of applications nor that the lowest wages attract the lowest number of applications. The bulk of applications were for vacancies that exceeded the Apprenticeship NMW and that were closer to the NMW for 16-18 year olds but this is largely accounted for by the fact that the majority of the vacancies were offered at these wage levels.
- VI. **Type/Level of Apprenticeship** – All levels of Apprenticeship were oversubscribed. The majority of Apprenticeships offered for the 16-18 age groups were at Intermediate Level, although Advanced Level Apprenticeships had the highest response rate (ratio of applications to vacancies). Higher Level Apprenticeships do not appear to be relevant to the 16-18 age group. The type/level of Apprenticeship offered does therefore appear to have an impact on the number of applications received.
- VII. **Frameworks** – The type of Framework offered did appear to influence the number of applications. In terms of overall numbers of applications, the most popular Frameworks were *490 Business and Administration Framework (CFA)* and *454 Accounting (FSP)*. When the response rate is taken into account i.e. the ratio of applications to vacancies, the Accounting Framework was by far the most popular with Framework 536 Employment Related Services being the next most popular. There were various Frameworks with a low response rate and two Frameworks that received zero applications.
- VIII. **Geographical location** – It would appear that geographical location does not particularly influence the number of applications, evidenced by the fact that all

Clusters had some vacancies and some applications and that half of all Clusters also had some individual vacancies that received zero applications.

The Clusters with the highest numbers of vacancies and applications were not necessarily those with the highest response rates (ratio of applications to vacancies).

- IX. **Employers** – The employer did appear to have an influence on the number of applications. A small number of employers offering a small number of vacancies received a relatively large number of applications. In contrast, there were a relatively large number of employers who received zero applications.

The data from the NAS does not give us information about the size of the employer and this may be worth investigating to see if it has a bearing on the numbers of applications.

- X. **Learning Provider** – The Learning Provider does appear to have a significant impact on the number of applications received and on the response rate (the ratio of applications to vacancies). Babington Business College had a particularly positive impact. This is likely to be related to the types of Apprenticeship Framework that the College offers, including Business and Administration, Accounting and Employment Related Services.

Background

1. The key stakeholder groups for this research are the Scrutiny Board (Sustainable Economy and Culture), Leeds City Council, the Leeds Apprenticeship Steering Group, the Leeds Apprenticeship Hub and the Leeds Apprenticeship Training Agency (ATA)
2. The number of 16-18 year olds in Leeds starting Apprenticeships has markedly reduced between 2012-13 and 2013-14. There has been a total reduction of 8.7% in starts in Leeds in 2012-13 compared to the previous year. This figure is for all age ranges: 16-18 years, 19-24 years and 25 years and over.
3. The total number of Apprenticeship starts in 2012-13 for 16-18 year olds only has decreased by 34.9% compared to the previous year i.e. this age group has had a much greater reduction in the number of starts than the other age groups.
4. The Apprenticeship academic year runs from 1st August to 31st July.
5. The figures are for Leeds residents.
6. The total drop in Apprenticeship starts and particularly the drop amongst 16-18 year olds is a concern in terms of the Raising of the Participation Age and ensuring that all young people have an offer of further learning or training under the September Guarantee.

Purpose

Undertake analysis of the applications to Apprenticeship vacancies for 16-18 year olds across the Leeds local authority area to identify the factors that positively or negatively influence the number of applications. This will help to inform the strategy to increase the number and quality of 16-18 Apprenticeship applications and starts within Leeds.

This research will contribute towards the ultimate outcome of increasing the number of successful applications and Apprenticeship starts within Leeds during the 2014-15 Apprenticeship year (Aug-July).

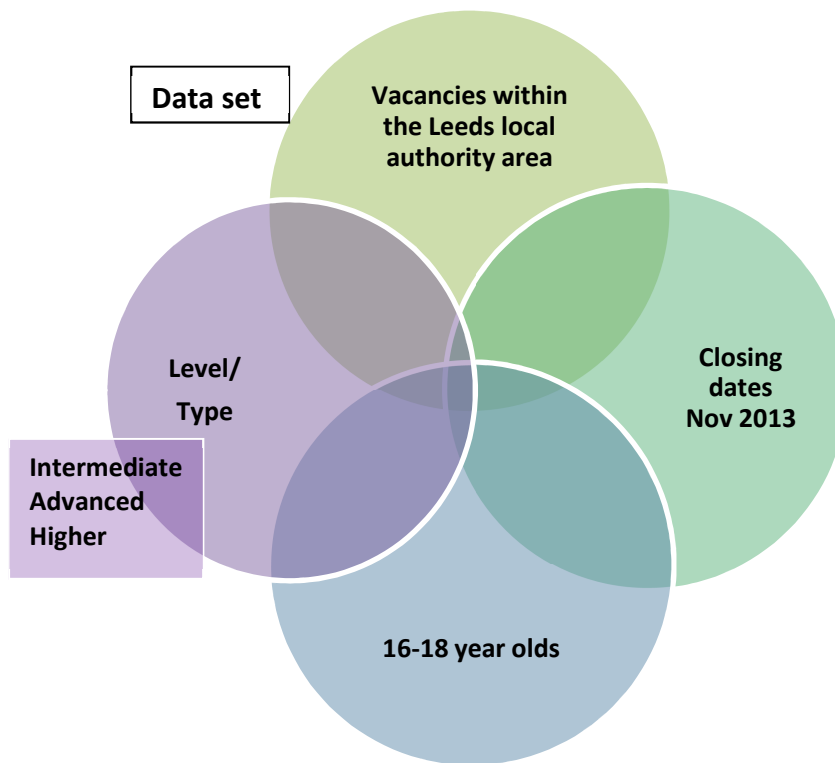
Methodology incl. data set

The research was a desk-top exercise based on the Live Vacancies Reports for **November 2013** for Leeds from the NAS Data Service. Four weeks' worth of data was aggregated to provide the overall picture. The four sets of data were dated 4th, 11th, 18th and 25th November.

The data covered applications from young people aged 16-18 (included some 19 year olds). The Leeds local authority area data has been filtered from this. The vacancies analysed were therefore based in the Leeds local authority area but the applications could have been made from young people (aged 16-18) anywhere in the country i.e. not necessarily from young people resident in Leeds.

The data covered vacancies advertised in November with deadlines ranging from November itself plus some in December 2013 and some in January/February 2014. Those with closing dates furthest away had the greatest number of zero applications at the point of analysis. In order not to skew the data regarding the numbers of zero applications, the data was filtered to show only those vacancies that were advertised in November 2013 that also had closing dates in November.

All types/Levels have been included i.e. apprenticeships at Intermediate, Advanced and Higher Levels.



We are aware that some apprenticeship applications are made outside of the National Apprenticeship Vacancy Matching Service (NAVMS) as some learning providers and some employers may use their own direct application and recruitment processes for some or all of their vacancies. The data reports received from the NAS Data Service do not, therefore, necessarily capture all applications for apprenticeship vacancies within the Leeds local authority area. The data within the reports should, however, capture the bulk of applications to Leeds vacancies.

There were national vacancies offered during this period i.e. where the employer and the learning provider were the same organisation. The other criterion for a 'national' vacancy is that the organisation has more than 500 employees.

There were 3 national employer/providers: MacDonal'd's Restaurants, British Gas and Carillion Construction. In total they offered 1,264 vacancies, all at Intermediate Level. These have not been included in the analysis as there was no indication of how many applications had been received to date. The number of vacancies and the number of vacancies available are the same figures which would indicate that no applications have been received or possibly that they haven't been recorded at this stage. Also, the closing dates for these vacancies were in December 2013 with one at the end of August 2014 and the local data analysed covered only those vacancies with closing dates in November 2013.

It would be useful to analyse the national vacancies separately and then compare to the local data.

Following the desk top research contained within this report, it will be useful to do some further research directly with young people.

Analysis

Each of the criteria in the Apprenticeship Live Vacancy Reports from the NAS Data Service has been analysed to identify any patterns within the specified data set. The criteria were:

- § the number of vacancies
- § number of applications
- § learning provider
- § employer
- § Framework
- § type/Level of Apprenticeship
- § closing date for applications
- § weekly wage
- § geographical location of vacancy

Number of applications per vacancy

The total number of vacancies advertised in November 2013 with November closing dates was **233** with a total of **3687 applications** received.

This represents an average of almost 16 applications per vacancy.

The highest number of applications per single vacancy was 201. There were 8 vacancies that attracted over 100 applications each with a total of 883 applications between them. This meant that 3.4% of the total number of vacancies attracted 24% of the total number of applications.

In contrast, 24 vacancies (10%) received zero applications.

Conclusion

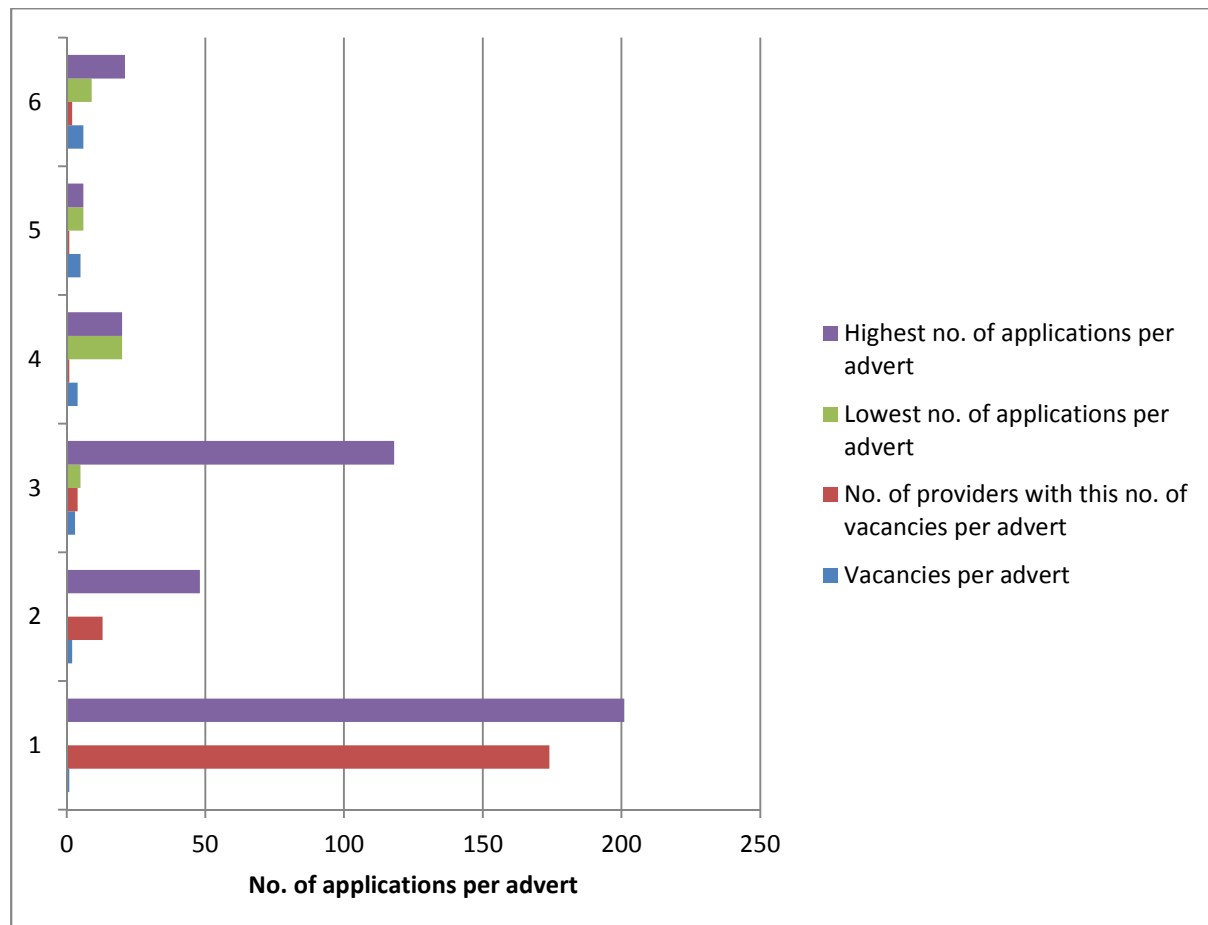
The number of applications per vacancy was not evenly spread and there was wide variation from zero to 201.

Number of vacancies per advert

The vast majority of learning providers (174) advertised single vacancies i.e. one vacancy per advert. The maximum number of vacancies in any one advert was 6. The table and chart below show that one of the adverts that was for a single vacancy attracted the highest

number of applications per advert (201), although some of the single vacancies attracted zero applications. At the other end of the scale, the individual adverts with 6 vacancies per advert attracted between 9 and 21 applications.

Vacancies per advert	No. of providers with this no. of vacancies per advert	Range of no. of applications per advert	
		Lowest no. of applications per advert	Highest no. of applications per advert
6	2	9	21
5	1	6	6
4	1	20	20
3	4	5	118
2	13	zero	48
1	174	zero	201



Conclusion

The number of vacancies per advert did not appear to impact upon the number of applications.

Closing date

The November 2013 data included advertisements for vacancies with closing dates in November and December 2013 and a few in early 2014. Overall, the percentage of vacancies with zero applications increased as the closing date was further away, which was to be expected. See table below.

Closing date	No. of adverts	No. of vacancies	No. of applications	No. of vacancies with zero applications	% of vacancies with zero applications
Closing dates in November 2013	195	233	3687	24	10%
Closing dates in December 2013	105	164	1106	53	32%
Closing dates in Jan/Feb 2014	6	6	8	5	83%
Total for all closing dates	306	403	4801	82	20%

To provide the most valid data set, only those vacancies with closing dates in November 2013 were analysed to provide the rest of the data in this report.

For those vacancies that had closing dates at the end of November 2013, there were 10% of the vacancies that had not received any applications at the time of analysis. The last data bulletin used in this analysis was received from the National Apprenticeship Service on 25th November 2013, which was prior to November closing dates representing 5 vacancies. The figures above may not therefore show the final status for November applications.

Even if it was assumed that the 5 vacancies received some last minute applications, there would still have been just over 8% of vacancies with zero applications for vacancies with closing dates in November.

Conclusion

A relatively high proportion of vacancies (between 8 and 10% of vacancies) received zero applications by the closing date. The closing date did not therefore appear to influence the number of applications. NB The data from the National Apprenticeship Service (NAS) was received just prior to the end of November and so the percentage range allows for the fact that some of these vacancies may have received applications by the end of November but that was not known at the time of analysis.

Weekly wage

As taken from the www.gov.uk website, the Apprenticeship National Minimum Wage (NMW) during 2013 for Apprentices under 19 or those in the first year of their apprenticeship was £2.68 per hour. The Apprenticeship NMW applies to time working and time spent training as this is also part of the Apprenticeship. An Apprenticeship must be a minimum of 30 hours per week employed status.

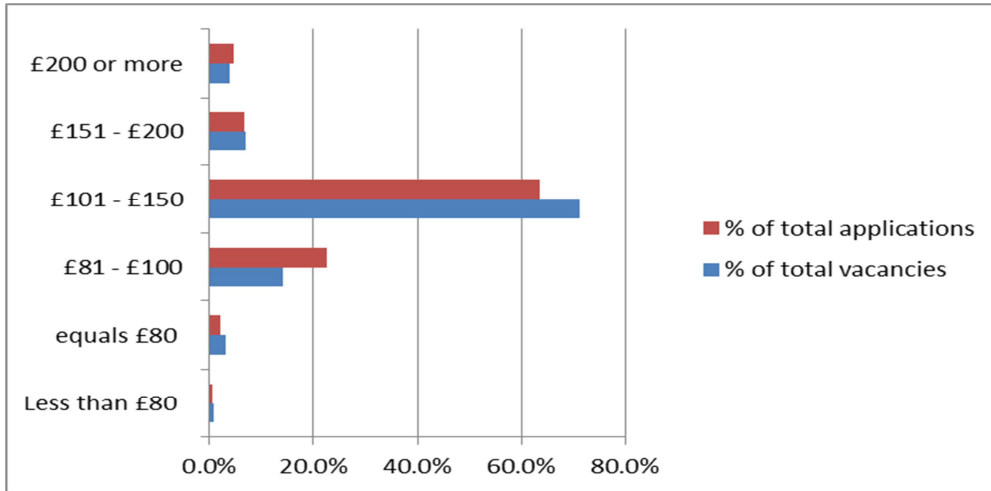
Anyone not covered by the age categories above will be entitled to the NMW appropriate to their age. For 18-20 year olds, this was £5.03 per hour.

Using the minimum 30 hour week required for Apprentices, the minimum weekly earnings for an Apprentice aged 16-18 compared to an employed young person of the same age on National Minimum Wage show that the Apprentice would earn £70.50 per week less:

	Hourly rate	No. of hours	Weekly wage
National Minimum Wage (NMW)	£5.03	x 30 hours per week	£150.90
NMW ages 16-18	£2.68	x 30 hours per week	£80.40
			£70.50 difference

The table and chart below show that the highest proportion of vacancies and applications were for vacancies paying between £101-150 i.e. above the Apprenticeship NMW and closer to the NMW for 16-18 year olds.

Weekly wage range	No. of vacancies offered	% of total vacancies	No. of applications	% of total applications
Less than £80	2	0.9%	18	0.5%
equals £80	7	3.0%	78	2.1%
£81 - £100	33	14.2%	835	22.6%
£101 - £150	166	71.2%	2341	63.5%
£151 - £200	16	6.9%	246	6.7%
£200 or more	9	3.9%	169	4.6%
TOTALS	233		3687	



There were 7 vacancies (with a total of 76 applications) that were offering the Apprenticeship NMW (See note below). This accounted for only 3% of all vacancies and 2.1% of all applications. At the highest salary levels (£200 or more per week), there were 9 vacancies that attracted a total of 169 applications, which accounted for nearly 4% of all vacancies and 4.6% of all applications.

The highest weekly wage was £269, which was over 3 times the Apprenticeship NMW.

For the vacancies that received the top 10 highest total applications per advert (representing a total of 12 vacancies), the weekly wage offered for those vacancies ranged from £100 to £140, which was above the Apprenticeship NMW.

For those vacancies that received zero applications, the weekly wage offered ranged from £94 to £234 i.e. a vacancy with one of the highest weekly wage across all vacancies, received no applications at all.

Worryingly, there were two vacancies (both offered by the same provider, Rathbone) that were below the Apprenticeship National Minimum Wage (NMW) of £80 per week. At £74 per week, this was £6 below the Apprenticeship NMW.

Conclusion

It would therefore appear that the wage Level has minimal or no impact on the number of applications. It is certainly the case that the highest wages do not attract the highest number of applications nor that the lowest wages attract the lowest number of applications. The bulk of applications were for vacancies that exceeded the Apprenticeship NMW and that were closer to the NMW for 16-18 year olds but this is largely accounted for by the fact that the majority of the vacancies were offered at these wage levels.

Type/Level of Apprenticeship

There are 3 types/Levels of Apprenticeships:

1. Intermediate Apprenticeships are at Level 2 (equivalent to grade *A-C at GCSE)
2. Advanced Apprenticeships are at Level 3 (equivalent to AS/A-Levels)
3. Higher Apprenticeships are at Level 4 and above (equivalent of a first Level degree)

Each of these types/Levels was represented in the November 2013 application data.

The highest number of vacancies and the highest number of applications were offered for Intermediate Apprenticeships, which was to be expected from 16-18 year olds: 200 vacancies and 3120 applications, which accounted for 86% and 85% of the respective totals at all levels.

There were 32 Advanced Level vacancies receiving a total of 583 applications and only 1 vacancy offered at Higher Level, which received 2 applications.

All Levels of Apprenticeships were over-subscribed. The competition for vacancies at Intermediate and Higher Levels was almost the same. Intermediate Apprenticeship applications were nearly 16 times the number of vacancies and Advanced Apprenticeship applications were 18 times the number of vacancies.

Conclusion

All levels of Apprenticeship were oversubscribed. The majority of Apprenticeships offered for the 16-18 age group were at Intermediate Level, although Advanced Level Apprenticeships had the highest response rate (ratio of applications to vacancies). Higher Level Apprenticeships do not appear to be relevant to the 16-18 age group. The type/level of Apprenticeship offered does therefore appear to have an impact on the number of applications received.

Framework

NB In this section, numbers preceding Framework titles are the national reference numbers for the Frameworks and are not to be confused with the numbers given as part of this local statistical analysis.

There were 35 different Frameworks offered.

The table below shows the top 10 Frameworks in terms of the numbers of applications received. The table shows that the top 10 Frameworks accounted for 77% of the total number of vacancies and 86% of the total number of applications across all Frameworks.

The *490 Business and Administration Framework (CFA)* was by far the most popular, with twice as many applications as the next most popular, *454 Accounting (FSP)*. *Business and Administration* received a total of 1344 applications for 88 vacancies, giving a ratio of 15 applications to each vacancy.

Top 10 Frameworks by numbers of applications	Total applications	Total vacancies	Ratio (of applications to vacancies)
490 Business and Administration (CFA)	1344	88	15
454 Accounting (FSP)	694	5	139
443 Retail (Skillsmart)	239	8	30
488 Customer Service (CFA)	223	26	9
485 Sales and Telesales	165	25	7
414 Warehousing and Storage (Skills for Logistics)	136	5	27
419 IT Application Specialist	111	8	14
508 Hairdressing (Skills Active/ Habia)	110	11	10
536 Employment Related Services	79	1	79
565 Legal Services	72	2	36
Total	3173	179	
As % of overall totals (3687 total applications = 100%; 233 total vacancies = 100%)	86%	77%	

The response rate is perhaps a better indicator of the popularity of a vacancy than the pure application numbers. In terms of response rate, the *Accounting Framework* was by far the most popular, receiving 139 applications for each of the 5 vacancies, with *Framework 536 Employment Related Services* the next most popular with 79 applications for one vacancy.

Top 10 Frameworks by Ratio of applications to vacancies (Response Rate)	Total applications	Total vacancies	Ratio (of applications to vacancies)
454 Accounting (FSP)	694	5	139
536 Employment Related Services	79	1	79
565 Legal Services	72	2	36
494 Technical Theatre	35	1	35
418 IT, Software, Web & Telecoms Professionals	69	2	35
540 Engineering Manufacture (Craft and Technician)	32	1	32
443 Retail (Skillsmart)	239	8	30
414 Warehousing and Storage (Skills for Logistics)	136	5	27
500 Property Services (Asset Skills)	51	2	26
402 Hospitality and Catering (People 1st)	34	2	17
Total	1441	29	
As % of overall totals (3687 total applications = 100%; 233 total vacancies = 100%)	39%	12%	

The Frameworks that appeared in both the top 10 application list and also the top 10 response rate list were:

Frameworks that appeared in both top 10 lists
(in order of Framework number)

- 414 Warehousing and Storage (Skills for Logistics)
- 443 Retail (Skillsmart)
- 454 Accounting (FSP)
- 536 Employment Related Services
- 565 Legal Services

Interestingly, *Business and Administration* did not appear in both lists: the Framework had a high total number of applications but there were a lot of vacancies and so there was a relatively low ratio of applications to vacancies. *Accounting* did appear in both lists.

The Frameworks that received the lowest numbers of applications in terms of response rate were:

Frameworks with lowest ratio of applications to vacancies (Response Rate)	Total applications	Total vacancies	Ratio (of applications to vacancies)
408 Travel Services (People 1st)	5	1	5
436 Vehicle Maintenance and Repair	5	2	3
486 Marketing	5	2	3
582 Catering and Professional Chefs	14	7	2
542 Print and Printed Packaging (Pro Skills)	1	1	1
522 Construction Building	0	2	0
512 Plumbing and Heating	0	1	0

There were 2 Frameworks that received zero applications. They represented a total of 3 vacancies between them, which was 1% of the total number of 233 vacancies. It was surprising that these Frameworks received zero applications as Framework 519 *Construction Specialist* received 24 applications for 3 vacancies.

Conclusion

The type of Framework offered did appear to influence the number of applications. In terms of overall numbers of applications, the most popular Frameworks were 490 *Business and Administration Framework (CFA)* and 454 *Accounting (FSP)*. When the response rate is taken into account i.e. the ratio of applications to vacancies, the Accounting Framework was by far the most popular with Framework 536 *Employment Related Services* being the next

most popular. There were various Frameworks with a low response rate and two Frameworks that received zero applications.

Geographical location

The data shows that the majority of vacancies and applications were available in the Leeds local authority area. This includes Leeds, Bradford, Castleford, Dewsbury, Otley, Pudsey, Wakefield and Wetherby. NB The Leeds data is for learners who have applied for Apprenticeship vacancies within the Leeds local authority area. The applicants may come from within the Leeds area or outside. Some Leeds resident learners may have applied for vacancies out of area. Apart from the main Leeds district itself, vacancies in Pudsey received substantially more applications than the other out of area vacancies. This could be because it is the closest area to Leeds itself. Vacancies in two areas, Castleford and Wakefield, did not attract any applications at all and Otley attracted only one application. The assumption drawn is that these areas are geographically too distant from where the bulk of potential applicants live and/or that the travel to work journey would be prohibitive in terms of time and/or cost.

The data was also analysed in more detail based on the postcode of the employer and grouped into the Leeds local authority Cluster areas. See **Appendix 1** for a map showing the geographical location of the Clusters.

There are 25 Clusters as shown in the table below:

Cluster	Sum of Number of Vacancies	Sum of Number of Applications per Advert	Response Rate (Ratio of applications to vacancies)
ACES – Armley Cluster Extended Services	4	69	17
Aireborough	12	60	5
Alwoodley	4	26	7
Ardsley & Tingley	2	8	4
Beeston, Cottingley and Middleton	3	15	5
Bramley	10	88	9
CHESS – Chapeltown and Harehills Extended Support Services	4	64	16
EPOS – Elmete Partnership of Schools and Services	6	34	6
ESNW – Extended Services North West	4	152	38
Farnley	3	0	0
Garforth	11	99	9
Horsforth	15	556	37
Inner East	6	97	16
Inner NW Hub	18	215	12
JESS – Beeston Hill & Holbeck; Belle Isle & Hunslet	67	1510	23
Morley	19	240	13
NE-XT – Roundhay & Moortown	3	25	8
NEtWORKS -	3	30	10
OPEN XS – Little London, Burley & Hyde Park	16	194	12
Otley/Pool/Bramhope	5	1	0
Pudsey	10	113	11
Rothwell	1	9	9
Seacroft Manston	2	62	31
Templenewsam Halton	5	20	4
Grand Total	233	3687	16

In terms of numbers of vacancies, all Clusters had some Apprenticeship vacancies. The number of vacancies ranged from the lowest 1 vacancy in Rothwell to the highest 67 in the JESS Cluster. The majority of the Clusters had a relatively small number of vacancies: Over two thirds of the Clusters had 10 vacancies or less.

The five Clusters with the highest numbers of vacancies were: JESS (67), Morley (19), Inner NW Hub (18), OPEN-XS (16), and Horsforth (15). Of these, three of the Clusters form a corridor from north to south through the city centre: JESS, OPEN XS and the Inner NW Hub.

All Clusters received some applications. The number of applications ranged from the lowest of zero in Farnley and only 1 application in the Otley/Pool/Bramhope Cluster to the highest (1510) in the JESS Cluster. The five Clusters with the highest numbers of applications were JESS (1510), Horsforth (556), Morley (240), Inner NW Hub (215) and OPEN-XS (194). There is a correlation in that the Clusters with the highest numbers of vacancies usually attracted the highest numbers of applications, although this did not apply in every case.

Although all Clusters had some vacancies and received some applications, half of the Clusters (12 out of 25) had some individual vacancies that received zero applications. These were geographically spread around the city.

In terms of measuring the popularity of vacancies, the ratio of how many applications were submitted for a single vacancy did not correlate with the Clusters with the top five vacancies nor with those having the top five applications. Extended Services North West (ESNW), for example, had only 4 vacancies but 152 applications, giving the highest response rate of all the Clusters at 38 applications per vacancy.

The top five Clusters with the highest response rates were: ESNW (38 applications per vacancy), Horsforth (37), Seacroft Manston (31), JESS (23) and ACES (17).

A comparison of the lists shows that there were two Clusters that appeared in all top five lists: JESS and Horsforth. Three Clusters - Morley, Inner NW and OPEN-XS – appeared in both the top vacancies list and the top applications list but did not appear in the top response rate list.

There did not appear to be any pattern of other factors influencing applications within different geographical areas/Clusters: the vacancies with zero applications appeared across the majority of Clusters and across a wide range of Apprenticeship Frameworks and salary levels.

Conclusion

It would appear that geographical location does not particularly influence the number of applications, evidenced by the fact that all Clusters had some vacancies and some applications and that half of all Clusters also had some individual vacancies that received zero applications.

The Clusters with the highest numbers of vacancies and applications were not necessarily those with the highest response rates (ratio of applications to vacancies).

Employers

There were a total of 159 employers offering Apprenticeships.

There were 21 (13%) employers who received zero applications. These 21 employers together were offering a total of 24 vacancies, which accounts for 10% of the total number of vacancies (233).

In contrast, there were 6 (almost 4%) of employers that received over 100 applications each. These 6 employers together accounted for 8 (3%) of the total vacancies (233) and 883 (almost 24%) of the total number of applications (3687).

Conclusion

The employer did appear to have an influence on the number of applications. A small number of employers offering a small number of vacancies received a relatively large number of applications. In contrast, there were a relatively large number of employers who received zero applications.

The data from the NAS does not give us information about the size of the employer and this may be worth investigating to see if it has a bearing on the numbers of applications.

Learning Providers

NB The postcodes in this section are for the head office of the Learning Provider and do not represent where the actual Apprenticeship vacancies are located.

There were 60 Learning Providers offering 233 Apprenticeship vacancies.

The range of vacancies offered per Learning Provider varied from 1 to 27. The majority of providers offered only one vacancy. There were 56 Learning Providers offering less than 10 vacancies each with a total of 142 vacancies. This meant that 93% of the providers offered 61% of the vacancies. This left 7% of Learning Providers (4 Providers) offering 91% of the vacancies (91 vacancies). The top 4 were:

Learning Providers offering highest number of vacancies	Sum of Number of Vacancies
Key Training Limited (Leeds, LS1 5QX)	27
Business Impact Uk Limited (Gateshead, NE11 0EF)	25
Leeds City College (Leeds, LS3 1AA)	24
Babington Business College (Dewsbury, WF13 1LF)	15
Total	91

The number of applications received by individual Learning Providers ranged from zero to 1,233.

There were 9 Learning Providers that received zero applications and these accounted for 22 vacancies i.e. 41% of the Providers received zero applications and these accounted for over 9% of the vacancies. The zero application Providers were:

Learning Providers with zero applications

City Training Services (Bradford, BD1 5BY)
 Kaplan (Leeds, LS1 5ES)
 CITB (t/u Construction Skills) (King's Lynn, PE31 6RH)
 Remit Ltd (Nottingham, NG8 6PY)
 FIRST4SKILLS LIMITED (Barnsley, S75 1JN)
 Home Group Ltd (Newcastle upon Tyne, NE12 8ET)
 National Apprenticeship Service (Coventry, CV1 2WT)
 NHS Yorkshire & Humber (Leeds, LS1 4PL)
 West Nottingham College (Mansfield, NG18 5BH)

There were 7 Learning Providers that received more than 100 applications per advert. These providers received a total of 2,618 applications, which was 71% of the overall total number of applications received across all Learning Providers. These Providers were:

Learning Providers with > 100 applications	Sum of Number of Applications per Advert
Babington Business College (Dewsbury, WF13 1LF)	1233
Key Training Limited (Leeds, LS1 5QX)	588
Leeds City College (Leeds, LS3 1AA)	223
Business Impact Uk Limited (Gateshead, NE11 0EF)	204
Learning Innovations Training Team Limited (Leeds, LS7 3QB)	130
ESG (Leeds, LS2 8PA)	129
QA Limited (Slough, SL1 1SG)	111
Total	2618

With a total of 3,687 applications and 233 vacancies, the average response rate was almost 16 applications per vacancy per provider. The table below shows that there were 11 providers that received a response rate of 20 or more i.e. at least 20 applications per vacancy.

Learning Providers with highest response rates (Ratio of applications to vacancies)	Response Rate
Babington Business College (Dewsbury, WF13 1LF)	82
Superdrug Stores Plc (Pontefract, WF9 2XR)	55
System Training (Leeds, LS10 1DJ)	54
Baltic Training Services Limited (Newton Aycliffe, DL5 6XP)	41
Smart Training & Recruitment (Newport, PO30 1AJ)	41
Lime People (West Yorkshire) Limited (Shipley, BD18 4JH)	41
Learning Innovations Training Team Limited (Leeds, LS7 3QB)	33
Damar Training (Stockport, SK1 1HE)	27
Key Training Limited (Leeds, LS1 5QX)	22
ESG (Leeds, LS2 8PA)	22
LIGA (UK) LTD (Witney, OX28 4BH)	20

There were 3 Learning Providers that appeared top in all categories, as shown in the table below. Together, these 3 Providers offered 48 vacancies and received 1950 applications i.e. 5% of the Providers offered 21% of the vacancies and received 53% of the applications.

Of these top Learning Providers, Babington Business College did not have the highest number of vacancies but far exceeded the other providers in terms of the number of applications and therefore the response rate. This could be linked to the type of Frameworks that Babington offered, which included Business and Administration, Accounting and Employment Related Services – See section on most popular Frameworks.

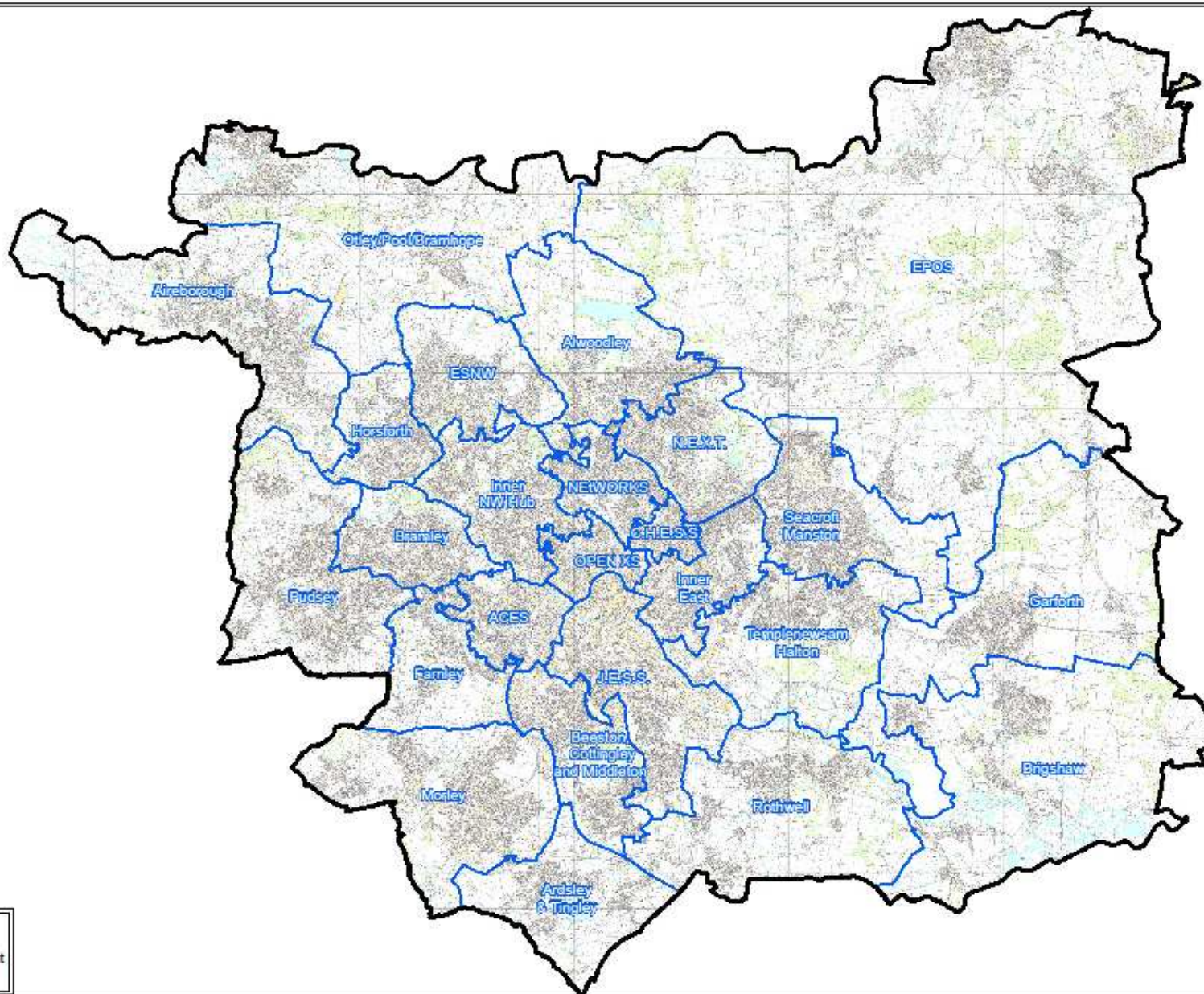
Learning Providers Top in all categories	Sum of Number of Vacancies	Sum of Number of Applications per Advert	Response Rate (Ratio of applications to vacancies)
Babington Business College	15	1233	82
Key Training Limited	27	588	22
ESG	6	129	22
Total	48	1950	

Conclusion

The Learning Provider does appear to have a significant impact on the number of applications received and on the response rate (the ratio of applications to vacancies). Babington Business College had a particularly positive impact. This is likely to be related to the types of Apprenticeship Framework that the College offers, including Business and Administration, Accounting and Employment Related Services.

Related documents and links

- i. *Apprenticeship Unsuccessful Data Summary Report* 14th September 2012, Skills for Learning and Life, Leeds City Council and the Report of the Chief Officer Employment
- ii. *Skills Report to Scrutiny Board (Sustainable Economy and Culture): Inquiry into Apprenticeships*, 19th November 2013
- iii. National Apprenticeship Service (NAS): www.Apprenticeships.org.uk
- iv. National Apprenticeship Vacancy Matching Service:
<https://Apprenticeshipvacancymatchingservice.lsc.gov.uk/navms/Forms/Candidate/VisitorLanding.aspx>



Legend

-  City Mask White Out
-  Clusters



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 This map produced by the Children's Performance Service, Children's Services, Leeds City Council.
 For further information, please call 0113 39 51941
 L:\PMT\School_Org\Requests\2013\20130805 - Standard set of maps



Comments

Clusters as of April 2013

Report of the Head of Scrutiny and Member Development

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 1 April 2014

Subject: Scrutiny Inquiry – Strategic Partnership Boards

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. The Scrutiny Board Procedure Rules state that all Scrutiny Boards will act as a “critical friend” to the relevant Strategic Partnership Board and consider and report on the following areas:
 - What contribution the Partnership Board is making to tackle poverty and inequality, and the progress being made against this
 - How successfully the Board’s partnership arrangements are working
 - To what extent are significant benefits being seen from partnership working? How has partnership working ensured increased pace of change to address the issue in hand?
2. This is the second year for Scrutiny Boards in exercising their “critical friend” role. As such it is envisaged that the Board this year will focus on reviewing progress since the previous scrutiny exercise. A copy of the Scrutiny Board’s report and observations arising from last year’s review is attached at Appendix 1 as a reminder.
3. The chair of the Sustainable Economy and Culture Board, Nigel Foster, and the Director of City Development will attend the Scrutiny Board to give a presentation on the progress made over the past year and respond to Members’ questions.
4. The Scrutiny Board has also specifically requested an update on progress against the second recommendation contained in last year’s report, relating to progressing the low carbon city priority area of work. The presentation will include a progress report on this

area of the Partnership Board's work, following a workshop which took place on 11 March 2014.

5. The partnerships are an important focus for the delivery of the city's key aims. Scrutiny Boards acting as the "critical friend" of the partnerships will help further progress the agenda and the delivery of the City Priority Plan.

Recommendation

6. The Scrutiny Board is requested to use the attached information and the discussion with representatives from the Strategic Partnership Board to consider and report on the contribution of the Sustainable Economy and Culture Strategic Partnership Board.

Background documents¹

7. None

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

Background

1. The Scrutiny Board Procedure Rules state that all Scrutiny Boards will act as a “critical friend” to the relevant Strategic Partnership Board and consider and report on the following areas:
 - What contribution the Partnership Board is making to tackle poverty and inequality, and the progress being made against this
 - How successfully the Board’s partnership arrangements are working
 - To what extent are significant benefits being seen from partnership working? How has partnership working ensured increased pace of change to address the issue in hand?
2. A common approach was adopted by Scrutiny Boards in exercising their “critical friend” role, in order that outcomes could be compared and contrasted between Partnership Boards. However, it was also acknowledged that each Strategic Partnership Board is at a different stage in its development and maturity.
3. During March and April 2013, Scrutiny Boards received reports from the relevant Strategic Partnership Board and had the opportunity to question the chair and members of the Partnership Board and support officers.
4. It was agreed that, following the scrutiny sessions, each Scrutiny Board would produce a summary report of its findings. The Scrutiny Support Unit would then prepare a cover report drawing out any common threads and best practice emerging from the individual inquiry sessions. The full report will be presented to Council, as the commissioning body for this piece of scrutiny inquiry work. Each Strategic Partnership Board will also receive their respective individual report, along with the cover report, and will be requested to respond to any scrutiny recommendations in the normal manner.
5. The Scrutiny Board received a report and presentation on the history and development of the Sustainable Economy and Culture Strategic Partnership Board. Members were also presented with information to assist them in assessing strengths and areas for development for the Partnership Board in respect of the three key questions set out above.
6. The following representatives from the Sustainable Economy and Culture Strategic Partnership Board attended the Scrutiny Board’s meeting on 9th April 2013:
 - Nigel Foster, Chair of the Strategic Partnership Board
 - Councillor Richard Lewis, Executive Member, Development and the Economy
 - Councillor Adam Ogilvie, Executive Member, Leisure and Skills
 - Martin Farrington, Director of City Development
 - Peter Roberts, Principal, Leeds City College

The Scrutiny Board's observations and recommendations relating to the Sustainable Economy and Culture Strategic Partnership Board

Composition of the Board

7. We discussed the balance of Board membership between private, public and third sector. We noted that this is currently the only one of the strategic partnership Boards chaired by a non-councillor, but the Chair indicated that he did not believe that this was a particularly significant feature in terms of how the Board performed.
8. We were also told about the Board's impact beyond its specific membership, through individual members' reach within their own organisations and wider networks and spheres of influence. As an example of good practice, the Board produces a regular snapshot update of key messages that members use to keep a larger group of people informed about and engaged with the Board's work.
9. The Chair spoke of the full commitment of all Board members to work in partnership to achieve the best and most lasting outcomes and transformational change for the city. This was combined with an imperative to see the impact for all communities and every size of business within the city.
10. Whilst recognising the importance of keeping the Board's membership to a workable size, Scrutiny Board members commented on the current composition of the Partnership Board, which is not representative of the diversity of the local population. The Chair of the Partnership Board acknowledged the current position and agreed that this was an area for ongoing review. In so doing he made reference to another Board he belongs to which does have a more diverse make-up and the positive dimension that this brings to that Board's work.

Recommendation 1

That the Sustainable Economy and Culture Partnership gives consideration to the diversity and representativeness of its membership in relation to the population of Leeds when vacancies arise in its membership.

11. We also acknowledged that the balance of membership on the Board makes it ideally placed to take forward the principle of Civic Enterprise set out in the Commission for Local Government, particularly through encouraging businesses to become more civic, and the public and third sectors to become more enterprising.

Ways of working

12. The Chair emphasised his view of the Board's role as one of setting the strategic tone and direction rather than becoming involved in the detail of delivery.
13. We also heard that, for each of the Board's 3 priority areas of the Health Hub, low carbon city and skills, a member of the Board has put themselves forward to champion progress on behalf of the partnership .
14. We learned that the Board operates a performance steering group, and we sought reassurance that this was providing a useful focus for the Board's work, rather than creating duplication. We were assured that this is the case and that its role is to strengthen the accountability of the partnership to the council, the city and to the business community. This includes responsibility for overseeing the regular quarterly

performance reports on City Priority Plan progress that are presented to the Scrutiny Board as part of scrutiny's own accountability function for the city.

15. We acknowledged the links that the Partnership Board has made with other Partnership Boards in areas of mutual interest in order to ensure a joined up approach to achieving the vision for Leeds to be the best city in the UK, and also links to the Local Enterprise Partnership (LEP) and sub groups of the former Leeds Initiative. We value the importance of integrated working between the various strategic partnerships as key to overall city success.
16. We also acknowledged the importance of the regional dimension, through the City Deal for Employment and Skills and the West Yorkshire Transport Fund.
17. We welcomed Partnership Board members' commitment to ongoing engagement with the Scrutiny Board.

Progress

18. We appreciated the Board's development of the concept of a pipeline of transformational interventions. The Partnership Board has captured this in a simple table, which sets out short, medium and long term milestones to be achieved on each of the Board's key priorities over the lifetime of the City Vision to 2030. This high level checklist of transformational projects is a live document and is under constant review, so that the Board can continuously be engaged in identifying and shaping the next wave of potential opportunities and programmes to be championed.
19. Our own work over the year has reflected several of the same priorities as those of the partnership, most notably in our recent inquiry on the marketing and promotion of the city, focusing on what the city needs to do next in order to secure ongoing investment and growth. This is clearly a key area for the Partnership Board's consideration. We heard about the partnership's contribution to delivering successful schemes such as Trinity and the Arena, as well as in supporting and attracting future investment in the city. We also heard about, and strongly applaud, the focus on enabling local people to benefit from the employment opportunities that investment brings to the city.
20. As a particular example of the Partnership Board's contribution to tackling poverty and inequality in the city, we were very pleased to hear from Peter Roberts about the foundation of the Leeds Apprenticeship Training Agency. This is an employer-led approach to employment and skills, targeting small and medium-sized enterprises. We also heard about the complementary work being promoted by the Children's Trust Board in relation to work with NEET young people and the achievement of functional skills to promote access to employment.
21. In discussing the transport aspect of the partnership's agenda, we noted that NGT is only the starting point for the city's need to develop integrated transport

Next steps

22. We discussed the challenge for the Partnership Board to ensure that it continues to move forward on each of the three priority areas. In particular, given the long lead-in times for projects, regular stock-takes are useful to gauge progress and identify where new projects and schemes need to be brought forward. A lack of 'big ideas' now will mean a long wait for delivery on the ground.

23. We particularly noted that the Partnership Board has been reviewing its priorities and redefining them as 3 obsessions: maximising job growth; becoming a low carbon city; and enjoying an active and creative city. It is planned that the obsessions will be complemented by 2-5 'big ideas'. Board members have been discussing this concept recently and suggesting what the 'big ideas' might be. These included a strong focus on a campaign to create jobs in the city. We look forward to hearing the outcome of the Board's deliberations, and considering how this may influence our own work programme for the next year.
24. We were also pleased to hear about a commitment from the Board to promote better engagement between businesses, schools and young people. We agree that this is crucial to developing a local workforce with the required skills to fill the jobs that will be on offer in the city.
25. The Chair of the Board indicated that there also needs to be further effort to raise the profile of the city and its cultural offer. Leeds has a great range of cultural experiences to offer, but is consistently not perceived nationally as highly as that offer collectively merits.
26. The representatives of the Board also acknowledged that there had been less progress achieved against the priority to promote low carbon businesses, buildings, energy generation and connectivity across the city than for the other two priority areas. There is a need to identify more specific projects here that can help to achieve transformational change in relation to this priority, which will require strong partnership working across all sectors. District heating and integrated transport were particularly identified as areas requiring more progress to be made.

Recommendation 2

We recommend that the Strategic Partnership Board develops a clear plan for progressing the low carbon city priority area of work.

Conclusion

The Scrutiny Board would like to thank the Chair and members of the Sustainable Economy and Culture Strategic Partnership Board for their positive participation in this review.

We acknowledged that this is still a comparatively 'young' Board compared to some of the more established Strategic Partnership Boards, but we felt that it had made a positive start in tackling its broad ranging challenges, and that it has promising plans for the future.

The Scrutiny Board endorses the commitment to continuously prioritise the actions of the Partnership Board, and the focus on delivery of key projects which will contribute to the ambition to deliver the long-term vision for Leeds.

In particular we welcome the realistic assessment of both successes and challenges by the Partnership Board. We look forward to an ongoing accountability dialogue on further achievements and overcoming the challenges.

Report of Head of Scrutiny and Member Development

Report to Scrutiny Board (Sustainable Economy and Culture)

Date: 1 April 2014

Subject: Work Schedule

Are specific electoral Wards affected? If relevant, name(s) of Ward(s):	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Are there implications for equality and diversity and cohesion and integration?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Is the decision eligible for Call-In?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Does the report contain confidential or exempt information? If relevant, Access to Information Procedure Rule number: Appendix number:	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Summary of main issues

1. The Board's draft work schedule is attached as appendix 1. The work schedule reflects discussions at the Board's meeting in March. It will be subject to change throughout the municipal year.

Recommendations

2. Members are asked to consider the work schedule and make amendments as appropriate.

Background documents¹

None used

¹ The background documents listed in this section are available to download from the Council's website, unless they contain confidential or exempt information. The list of background documents does not include published works.

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Scrutiny Board (Sustainable Economy and Culture) Work Schedule for 2013/2014 Municipal Year

Area of review	Schedule of meetings/visits during 2013/14		
	June	July	August
Jobs and skills Inquiry			
Leeds Let's Get Active Scheme Inquiry	To agree terms of reference SB 18/6/13	Session One SB 16/7/13	
Tour de France			
Call In			West Park Centre SB 6/8/13
Requests for scrutiny	Party in the Park	Residents' Parking Permit Schemes SB 16/7/13	
Pre-decision Scrutiny		Draft Sports Strategy SB 16/7/13	
Recommendation Tracking		Maximising Powers to Promote Influence and create Local Employment and Skills Opportunities SB 16/7/13	
Budget & Policy Framework Plans			
Performance Monitoring	Quarter 4 performance report SB 18/6/13		
Contributions to the work of other Scrutiny Boards		Youth Offer (led by Children & Families) WG 9/7/13	

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Scrutiny Board (Sustainable Economy and Culture) Work Schedule for 2013/2014 Municipal Year

Area of review	Schedule of meetings/visits during 2013/14		
	September	October	November
Apprenticeships Inquiry	Scope inquiry WG 9/9/13	Agree terms of Reference SB 8/10/13	Session One SB 19/11/13
Cultural organisations' engagement with communities Inquiry			Agree terms of Reference SB 19/11/13
Tour de France		SB 8/10/13	
West Park Centre	SB 17/9/13		
Requests for scrutiny		Developers and planning process SB 8/10/13	
Pre-decision Scrutiny	Community Infrastructure Levy draft charging schedule SB 17/9/13	Residents' Parking Permit Schemes SB 8/10/13	
Budget & Policy Framework Plans			
Recommendation Tracking		Young People's engagement in culture SB 8/10/13	
Performance Monitoring			
Contributions to the work of other Scrutiny Boards	Youth offer WG 24/9/13		

Scrutiny Board (Sustainable Economy and Culture) Work Schedule for 2013/2014 Municipal Year

Area of review	Schedule of meetings/visits during 2013/14		
	December	January	February
Apprenticeships Inquiry		Meeting with young people WG 16/1/14 Session Two SB 21/1/14	
Cultural organisations' engagement with communities Inquiry			Session One SB 18/2/14
Tour de France			Progress report on preparations SB 18/2/14
Manufacturing Sector	Briefing SB 17/12/13		
Requests for scrutiny			
Pre-decision Scrutiny			Strategic Economic Plan SB 4/2/14 (Joint with Housing & Regeneration)
Budget & Policy Framework Plans	Executive Board's initial budget proposals WG 17/12/13	Local Flood Risk Management Strategy SB 21/1/14	
Recommendation Tracking		Scrutiny of Strategic Partnership Board SB 21/1/14	
Performance Monitoring	Revised performance framework SB 17/12/13		
Contributions to the work of other Scrutiny Boards	Youth offer WG 10/12/13		

Key: SB – Scrutiny Board (Sustainable Economy and Culture) Meeting

WG – Working Group Meeting

Scrutiny Board (Sustainable Economy and Culture) Work Schedule for 2013/2014 Municipal Year

Area of review	Schedule of meetings/visits during 2013/14		
	March	1 April	15 April
Apprenticeships Inquiry		Session Three SB 1/4/14	
Cultural organisations' engagement with communities Inquiry			Session 2 SB 15/4/14
Leeds Let's Get Active Scheme	Session Two SB 18/3/14		
Annual review of Partnership		To undertake "critical friend" challenge SB 1/4/14	
Tour de France			Progress report on preparations SB 15/4/14
Requests for scrutiny	20s Plenty for Us Campaign SB 18/3/14		
Pre-decision Scrutiny			
Budget & Policy Framework Plans			
Recommendation Tracking	Maximising Powers to Promote Influence and create Local Employment and Skills Opportunities SB 18/3/14 Young People's engagement in culture SB 18/3/14		
Performance Monitoring	Quarter 3 performance report SB 18/3/14		
Contributions to the work of other Scrutiny Boards			Youth Offer WG Date TBC

Scrutiny Board (Sustainable Economy and Culture) Work Schedule for 2013/2014 Municipal Year

Unscheduled items

Sustainability of events Working Group

Site Allocations Plan – estimated June 2014

Aire Valley Action Plan – estimated June 2014

Community Infrastructure Levy – apportionment of spending and spending priorities – estimated summer 2014 (to include representative from Housing & Regeneration SB)

Asset Management Inquiry (Chair of Resources and Council Services SB to be included) - 2014/15

20mph speed limits Inquiry - 2014/15

Tour de France legacy – 2014/15

Leeds Let's Get Active progress review – autumn 2014

Local Flood Risk Management Strategy – annual scrutiny review of progress – spring 2015

Annual review of employment and training opportunities delivered through the council's procurement and planning functions – spring 2015

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