

2011/12 QUARTER 4

CITY PRIORITY PLAN REPORT CARD

Meeting: Sustainable Economy and Culture Board

Population: All people in Leeds

Outcome: businesses are supported to start up, innovate thrive and grow

Priority: Increase the apprenticeship engagement rate amongst Leeds

Employers to 7.2% (an additional 240 employers) by the end of 2011/12 – April 11.

Why and where is this a priority

Apprenticeships are the government's primary workforce development tool for existing employees and new recruits, with a particular focus on young people. A larger and broader mix of Leeds employers need to be engaged in Apprenticeships in order to grow the city's skills base, increase employment and improve business productivity.

Overall Progress: RAG rating ↑

Story behind the baseline

It has not been possible to ensure the provision of reliable data on employer engagement with Apprenticeships. Discussions are ongoing with the National Apprenticeship Service (NAS) on the provision of information on the employer count, therefore the RAG rating is Amber. Other measures will continue to be used to monitor progress and the effectiveness of interventions to promote the expansion of Apprenticeships.

Performance is measured in academic years, August to July. The latest available data covers the period from August to October 2011. The Leeds' Apprenticeship success rate for all ages in the 2010/11 academic year was 77%. The regional rate was 77% and the national rate was 76%.

The total number of Apprenticeship starts from August 2011 to October 2011 were: 861 for 16-18 year olds; 633 for 19-24 year olds; and 784 for 25+. This gives a total of 2,278 Apprenticeship starts in the current academic year, compared with 1,730 in the same period the previous year, a yearly increase of 32%.

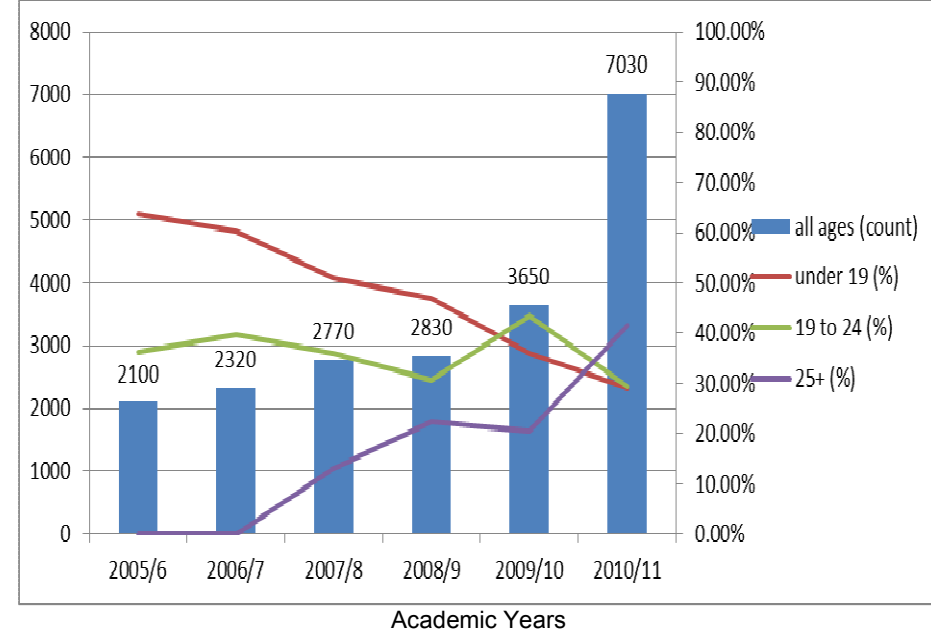
The following frameworks have the largest number of 16-18 year olds apprentices: Customer Service; IT & Telecoms; and Beauty Therapy.

For 19-24 year olds the most common frameworks were Retail; Customer Service; and Hospitality & Catering. For those over 25 years old, the largest number of apprentices were in Retail; Customer Service; and Health & Social Care.

66% of apprentice starts by 16-18 year olds are at an intermediate level, 34% are at an advanced level. 67% of starts by 19-24 year olds are at an intermediate level, 31% are at an advanced level and 2% are at a higher level. For Apprenticeships starts for all ages there has been a 46% annual increase on intermediate level starts, an 8.4% increase on advanced level starts, and a 11% decrease in higher level starts.

8% of 16-18 year old are identified as disabled, 6% of 19-24 year olds are identified as disabled.

Full year apprenticeship starts 2005-2011 and percentage of starts by age group



What do key stakeholders think

NAS is currently analysing the findings of a questionnaire to learners and employers. The outcomes of this will be available later in the year and will be used to inform ongoing work to promote Apprenticeships to employers and to support learners to take up these opportunities in Leeds.

What we did

- Over 760 Apprentices in total have participated in the Council's apprentice programme, the scheme is now one of the largest local authority programmes in the country.
- Employment Leeds, the council's support to employers in the city, supports the recruitment of apprentices. It has worked with employers to identify 227 new Apprenticeship opportunities, 98 of which have been filled to date.
- A central careers fair for young people in Leeds, took place on 22 and 23 November at the Royal Armouries, Leeds. A total of 1,629 from 26 schools attended across both days. Participation was higher than in the previous year (1222). Work between Prospects and partners is now underway to consider the detailed feedback and make adjustments for next year's event.
- Leeds City Council worked with West Yorkshire Learning Providers, the National Apprenticeship Service and businesses to deliver an Apprenticeship Information Evening at the Leeds Town Hall on 14 March 2012. This year's event had an additional focus on Level 4 Apprenticeships and progression routes to higher education. Initial estimates are that over 800 young people and their parents/carers attended. An evaluation is currently being undertaken by Children's Services to inform follow up work with schools/academies and IAG providers.
- The Civic Hall hosted the inaugural Leeds Apprenticeship Awards in February, to coincide with National Apprenticeship Week 2012. Over 220 people attended to celebrate the work of apprentices, businesses and learning providers in the city. The winners of the Leeds Apprenticeship Awards are listed at www.leeds.gov.uk/awards.
- Additional Apprenticeship Ambassadors have been identified within the city to include a key developer in the city through Land Securities.

What worked locally /Case study of impact

The Leeds Apprenticeship Awards provided a platform for celebrating the achievements of everyone in the city who has contributed to raising the profile and importance of Apprenticeships. Ten award categories recognised apprentices, employers, learning providers and schools. The event generated a wide range of media interest which served to further promote Apprenticeships with the city. In addition the event gained recognition as a model of good practice by the National Apprenticeship Service in the promotion and celebration of Apprenticeships in Leeds.

New Actions

- The Council is working closely with schools and academies to further develop and tailor National Apprenticeship resources to provide young people with information on Apprenticeships, where to find information and how to apply for vacancies on line.
- The Council has undertaken work to develop an Apprenticeship Engagement Strategy targeted at supporting schools and academies to discharge their new Information, Advice and Guidance responsibilities from April 2012. This aims to provide up-to-date information and practical support to staff and will be launched April to June 2012.
- The Council is seeking support from the government through the City Deal initiative announced by the Deputy Prime Minister in November to support an accelerated programme of support to SMEs to take on apprentices in Leeds and across the Leeds City Region.
- Employment Leeds in partnership with Jobcentre Plus and Leeds City College has developed a pre-Apprenticeship programme to support individuals looking to secure an Apprenticeship with the Leeds NHS Trust. The pilot cohort of learners have all secured an interview for an Apprenticeship with the Trust.

Data Development

The National Apprenticeship Service (NAS) has validated the Data Sharing Agreement. There has been an improvement in the level of data provided on Apprenticeship Starts, however this is now received less frequently and with greater time lags. Discussions are ongoing to identify an appropriate measure and reliable data source to reflect employer engagement. NAS is not able to provide data on the ethnicity of apprentices. The Council is seeking to agree a separate data sharing agreement with NAS for data on unsuccessful candidates from the Apprenticeships On-line System to better support candidates and improve application success rates.

Risks and Challenges Ensuring the learning providers can respond to changing employer needs and match provision to local growth sectors.
Ensuring young learners are provided with appropriate Information, Advice and Guidance on the wide and growing range of apprenticeships opportunities through targeted activity and interventions with learners, parents and carers, and schools.