

Boosting apprenticeships

**Cllr Tom Bewick, Lead
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**Brighton & Hove
City Council**

21st Century Apprenticeships

Comparative review of apprenticeships in Australia, Canada, Ireland, and the United States, with reference to the *Richard Review of Apprenticeships* and implementation in England

Tom Bewick

World Class Apprenticeships™
Raising the Standard

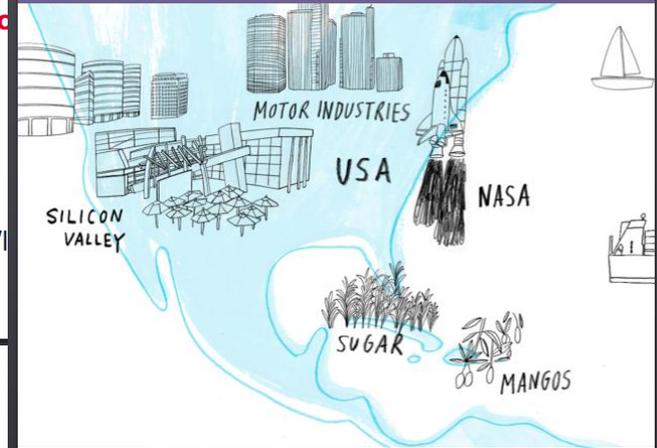
World-Class Apprenticeships
are they the answer to the
age of stagnation

TOM BEWICK

inSSO INTERNATIONAL
SKILLS STANDARDS
ORGANISATION

How do you create apprenticeships
out of thin air?

Speech by Tom Bewick
Director and Chief Economist,
INSSO, and founder of the
UK's creative apprenticeships



Author of several publications on
apprenticeships and skills

Blog at www.theknowhoweconomy.com

Twitter @TomBewick



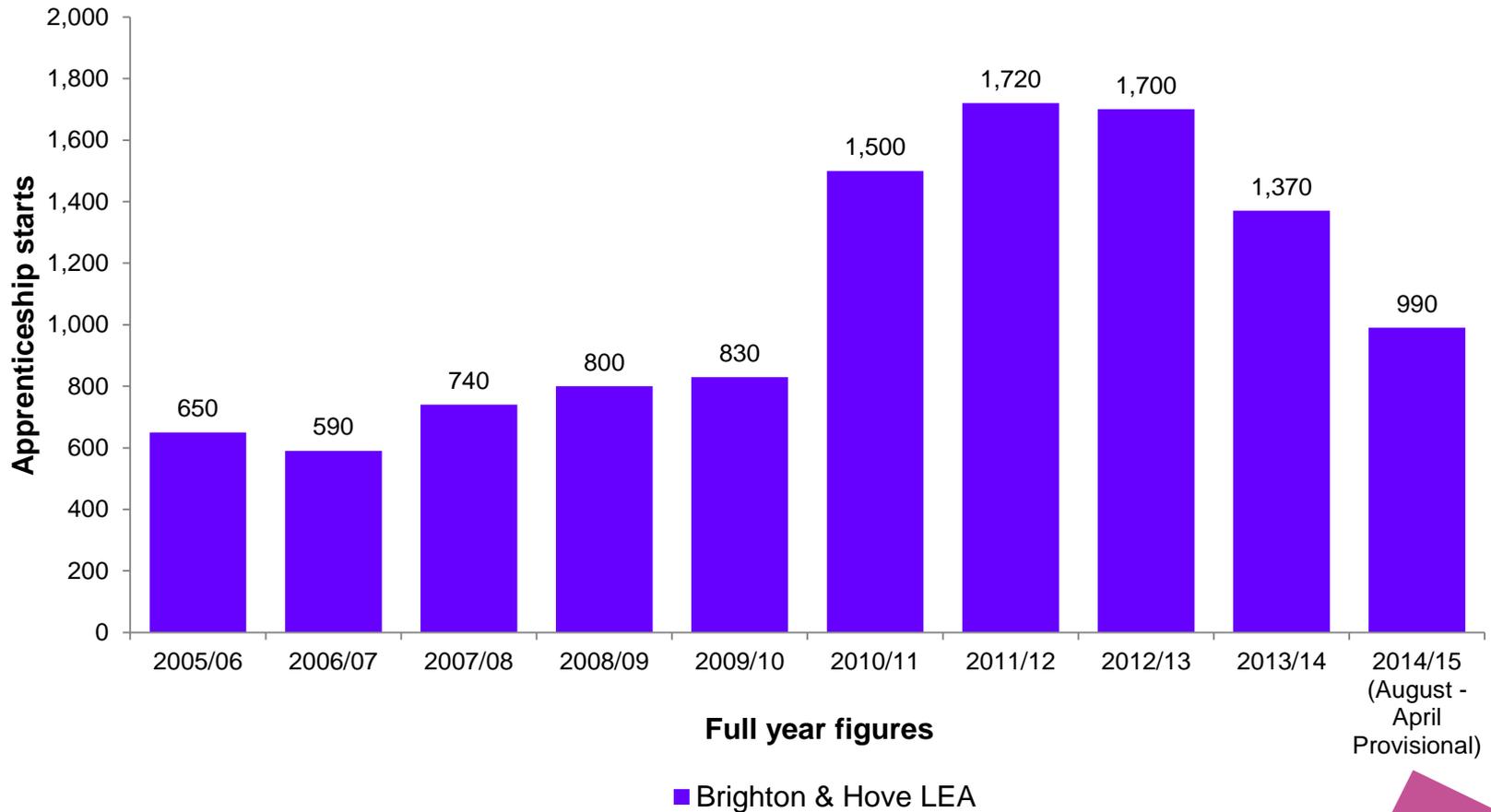
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Overview – Apprenticeships

- Performance to date
- What works in boosting demand
- Chancellor's Budget
- Case studies
- Apprenticeship Training Companies
- The Great Brighton Apprenticeship Company?
- Options: models of delivery
- Next Steps

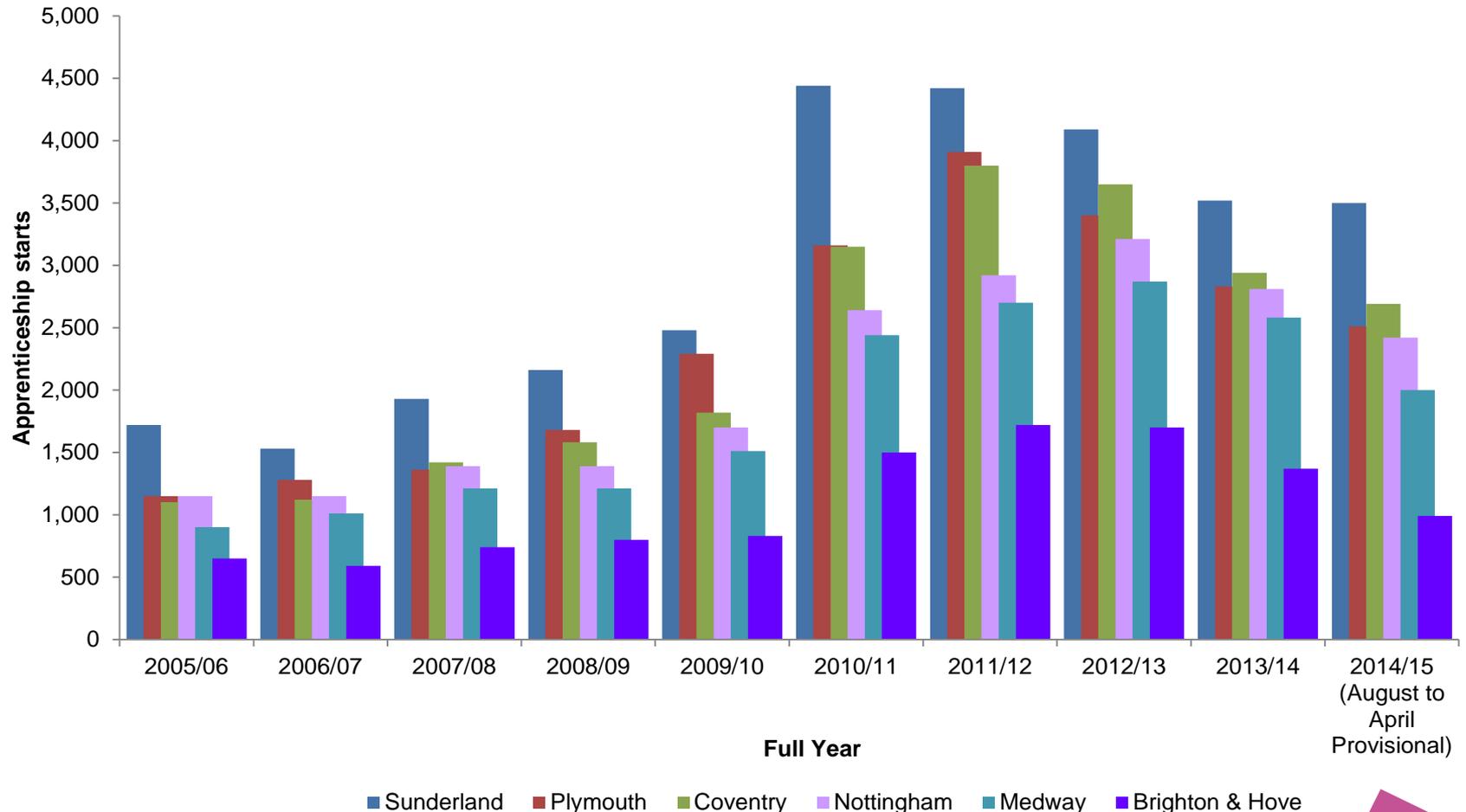


Performance to date – Brighton & Hove



Source: Skills Funding Agency. All aged apprenticeship “starts” 16-64. Figures for 2014/15 academic year are estimates only. Based on Local Education Authority boundaries.

Performance to date - Comparison Unitary LAs



Source: Skills Funding Agency. Comparisons based on English Unitary Authorities / Local Education Authorities with local populations circa 300,000. Figures for 2014/15 in year estimates only

What works in boosting demand

“Without employers you can’t have apprenticeships.”

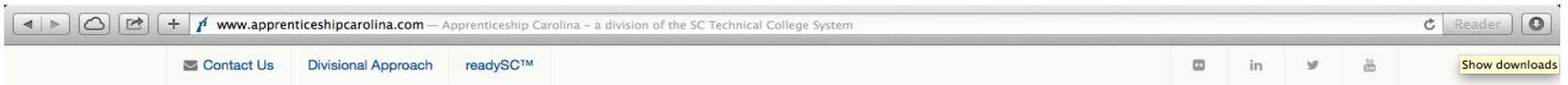
- A customer-focussed, powerful local brand
- Co-ordinated sales & marketing efforts
- Business ambassadors working to a unified script
- An ‘eco-system’ or single-interface that hides the wiring and red-tape
- Systemic outreach to schools and colleges
- Create positive feedback loops (e.g. Awards)

Chancellor's Budget announcements

New measures to meet 3 million apprenticeships & skills targets over the course of the Parliament include:

- Large employer compulsory levy
- Mandates for public bodies
- Institutes of Technology (replacing FE colleges?)
- 'Commissioning of local provision' – devolved skills funding
- Digital vouchers for employers
- Phasing out of paying for qualification units, to employment outcomes

Case study: Apprenticeship Carolina



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Apprenticeship is no longer limited to traditional trades.
It has truly evolved.



12838

TOTAL APPRENTICES SERVED

748

APPRENTICESHIP PROGRAMS

6242

TOTAL ACTIVE APPRENTICES

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Case study: Coventry City Council

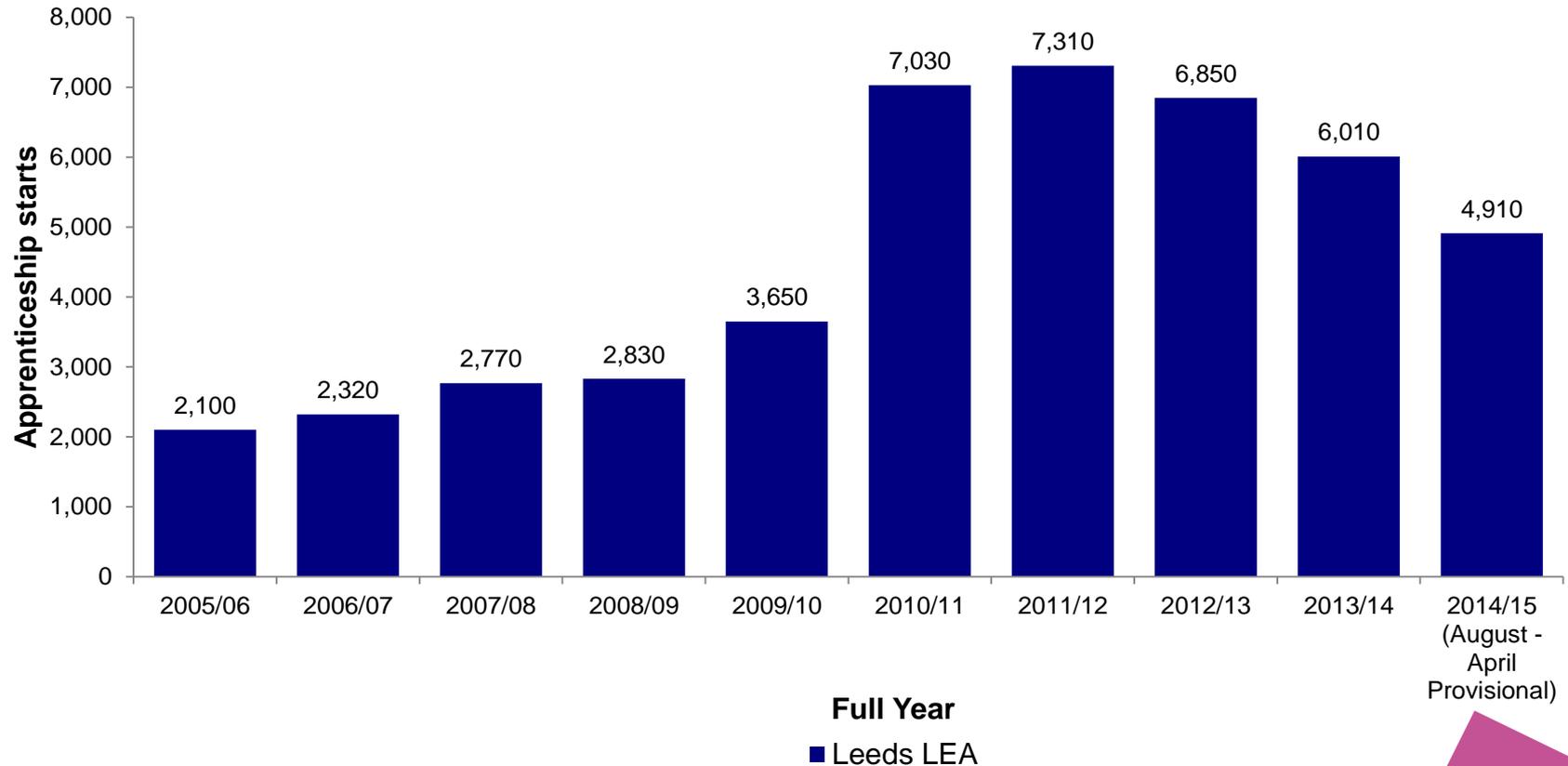
- Analysis found less than 5% of council workforce were under the age of 25
- Since 2011, quadrupled the number of council apprentices to 120 starts per annum
- Launched the “grow our own” campaign, linked to 2020 target of every school taking on an apprentice
- The “Jobs Shop” brings together employment and apprenticeships in the city; has achieved a 98% success rate for NEETs



Case study: Leeds City Region

- Council has led a “focussed partnership” resulting in the doubling of apprenticeships in 5 years (c. 6000 starts per annum)
- Leeds is the best city in the UK for a young person to secure an apprenticeship; 41% at Advanced Level 3
- Established the “Hub” with local colleges and an Apprentice Training Agency (ATA) with City Deal monies
- Has engaged all 28 secondary schools and academies in the city

Performance to date – Leeds LEA



Source: Skills Funding Agency. Figures for 2014/15 in year estimates only. Note: Leeds has over twice the population of Brighton and Hove and is a metropolitan authority. However, it still performs better than B&H by > 200% in apprenticeships when adjusted for population size.

Apprenticeship Training Companies

- Not a new concept. Been around as GTAs, since the 1964 Industrial Training Act
- Not all have been successful; requires real commitment and critical-mass locally
- Not a panacea, but can assist SMEs and non-traditional sectors take on apprentices
- ATAs operate like a recruitment agency; they employ the apprentices and provide key services like payroll
- Australia has the world's most successful ATCs



- **First ATA to be established in England**
- **Taken on over 1000 apprentices**
- **Works with 500 businesses and 15 local authorities**
- **Accesses various grants and financial incentives to make it more cost effective for SMEs to hire apprentices e.g. £1500 grant**
- **Charges employers a “service fee” for its help**



The Great Brighton Apprenticeship Company?

- Worth noting that there are already ATAs operating in the county-region, but how successful?
- There is no locally recognised brand, unity of purpose or delivery mechanism to get local employers and apprentices excited + engaged
- There's no real strategy to meet the needs of SMEs in the city-region
- Establishing a Greater Brighton organisation could bring all these facets together



Options: models of delivery

An ATC would typically deliver:

- The 'shop window' through which employers are engaged (sales + marketing)
- Support local recruitment, including vacancy matching + mentoring
- Provide 'hosting' of apprentices or 'direct-employment route' (HR + payroll)
- Group purchasing of training from approved providers (digital vouchers?)
- Provide some training directly
- Could pool local Levy

Options: models of delivery

- Build on an existing ATA?
- Set up a new entity, public-private partnership?
- As a charity
- As a community interest company (CIC)
- As a share capital company with expectation of a commercial return on investment
- Need to think through impact of new Employer Levy and devolved skills funding arrangements

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Next Steps

- Council is committed to putting local employers and the private sector in the driving seat
- Establish an Employer Skills Task Force – business leadership & civic leadership coming together
- Reports in January 2016 to the Council and three MPs with an action plan to boost skills and apprenticeships
- Examine feasibility of an ATC, which could be set up from April 2016 – “The Great Brighton Apprenticeship Company....”

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