

SELEP Report to ESFA

Re: Apprenticeship Readiness and Growth Fund

1. Purpose of report

As part of the apprenticeship readiness and growth fund proposal ESFA have requested a high level summary report that identifies:-

- the activities
- who was engaged
- process for follow up of leads/engagements
- high level analysis of what worked and what didn't

2. Background

The South East LEP operates on a federated model with Employment and Skills Boards leading on skills for Kent and Medway, Greater Essex and East Sussex. The South East LEP is the largest in the country with a population of over 4 million people. There are over 344,000 businesses in the area and the nation's largest concentrations of ports, transport and logistics firms.

To this end, SELEP's proposal to the ESFA set out plans to divide the £5,000 funding for utilisation for the Boards to undertake activity and to ensure a fit with local priorities and plans to raise awareness of apprenticeships and the reforms. This report therefore explores the utilisation of £1,666 for each Board.

3. Utilisation of the funding locally

3a. The Essex Employment and Skills Board, *supporting the local Apprenticeship Promotion and Brokerage Hub*

The Essex ESB is employer led, with Suzanne Jude (Raytheon UK) as Chair and Alison Calnan (Ford Motor Company) and David Bell (Federation of Small Businesses) as Vice Chairs. The ESB has made a significant impact on the local skills landscape and has already done a lot of work to promote apprenticeships, in reaching out to local employers and individuals and developing programmes and products to respond.

The Essex ESB supports the existing local Apprenticeship Promotion and Brokerage Hub across Essex. They used the readiness funding to support two activities:

- An event at the premises of Bertrandt UK targeted at year 13 leavers and to raise awareness in general of apprenticeships and reforms through press

- The production of a film to show case Apprenticeship opportunities within four businesses in Basildon and Brentwood

Open day at Bertrandt UK

- Bertrandt UK Ltd, a company which provides development solutions for the international automotive and aviation industries, are in the process of recruiting Degree Apprentice engineers to join their growing teams supporting their customers Ford and Jaguar Land Rover and are keen to promote these exciting opportunities to local school leavers and more widely.
- Working in conjunction with the Apprenticeship Promotion and Brokerage Service utilising the readiness fund, Bertrandt UK opened their doors to students who are leaving school in the Summer having taken their A levels and are aspiring to a career in the Automotive Engineering sector.
- The aim of the event was to give potential applicants and their families an insight into the range of careers available within the automotive engineering sector, the opportunity to meet members of staff including current Apprentices and to challenge the perception that the Apprenticeship pathway is a “poor second” to the traditional full time HE route.
- The Apprenticeship Hub team promoted the event in schools, on social media and called young people who had registered with the Hub and had expressed an interest in Engineering. On Friday 17th February, nine year 13 students spent the last day of their Half Term holiday at the premises of Bertrandt UK.
- Brendon Shaw, Manager UK provided an overview of the services Bertrandt offers and the current opportunities the company can offer Apprentices. The students then took part in a small engineering challenge, where they had to work as a team to build a weight bearing structure using wooden sticks, gumdrops and string. The students also had the opportunity to take part in CAD modelling/ design activities and were offered an initial interview for the Bertrandt Apprenticeship programme. Lunch was available and provided the perfect opportunity for informal conversations between young people and members of staff.
- Brendon Shaw said “what an amazing day. We met some great young people and are hopefully going to be offering work experience placements and hopefully Degree Apprenticeship opportunities to a couple of the students.

Bertrandt Apprenticeship Recruitment event 17 February 2017	
Bertrandt UK Ltd, Mayne House, Juniper Park, Fenton Way, Basildon, Essex, SS15 6RZ Telephone: 01268 564300	
Background information on Bertrandt and aims and objectives of event	
Bertrandt is global engineering provider to the world's automotive industry, with offices across the globe supporting automotive development and manufacturing. Our services are end to end in CAD design, powertrain, electronics, testing, simulation and global launch support. Due to our UK customer demands, Bertrandt is recruiting for new engineers to join our growing teams in CAD design and component development.	
9.30am	Registration and welcome
9.45am	Bertrandt introduction presentation and opportunities within the Automotive industry sector
10.00am	Break
10.10am – 12.30pm	Range of hands on activities including: <ul style="list-style-type: none"> • Catia modelling/design and the Automotive development cycle • 3D printing and the future of prototypes materials in the real world • VR, CAE and Simulation
12.30pm – 1pm	Lunch
1pm	One to one interviews
2.45pm	Closing remarks and Q&A session
3pm	Event closes

Our thanks to ESFA and the readiness funding who funded the event and to the Apprenticeship Hub team for identifying the young people”

- The team will continue to track the outcome of the recruitment process by way of evaluating the impact of the event.

Apprenticeship film

- The aim of the Apprenticeship Promotion and Brokerage Hub is to offer a recruitment service to young people in the Districts of Basildon, Brentwood, Colchester and Tendring who are aspiring to an Apprenticeship and to businesses and Training Providers in Essex who are seeking to recruit and understand the reforms and apprenticeships.
- As a result of the funding the team have commissioned the production of a film which will be used in the course of presentations in schools in order to bring the Apprenticeship agenda to life. The benefits of company visits are very clear in terms of bringing the workplace to life and whilst a number of businesses the team work with are happy to host visits, schools are reluctant to release students due to the pressure on timetables. Through integrating the film into the team’s presentation, the aim is to offer young people and their parents/ carers virtual employer visits. Clips will also be shared on social media.
- The film will also be used as part of the team’s wider employer engagement strategy and will serve to promote the benefits of recruiting Apprenticeships.
- Two businesses in Brentwood, Althona Recruitment and Tiffin Green and two in Basildon, Leonardo and CNH agreed to take part in the filming. Due to an internal audit at CNH filming at this business has been delayed until the beginning of May. Depending on feedback from young people and stakeholders, the intention is to roll out the production of further films across the County and to store these on a You tube channel.

3b. Kent and Medway Skills Commission, *showcasing apprenticeships through a Skills Commission Conference*

The Kent and Medway Skills Commission is chaired by Paul Winter of Wire Belt and includes representation from local sector guilds, covering sectors of particular priority for the area. The sector guilds collectively now engage with over 200 employers in Kent and Medway and so are well placed to undertake awareness raising of apprenticeships and the reforms.

Kent Skills Commission arranged a conference in March 2017 to showcase the sector guilds and work they already have underway. This was an ideal forum to share information about the reforms and to engage with employers.

The Conference was attended by 90 delegates including employers, FE College Principals, training providers and local authority staff. The Conference was opened by the Leader of the Council, Paul Carter, who strongly promoted the 'Made in Kent' campaign for Apprenticeships.

Speakers included Tristram Hooley from the *Careers Enterprise Company*, Charlotte Domanski from *Business in the Community*, and representatives from the local Sector Employer Guilds. Photos of the event are below.



3c. Skills East Sussex working with Sussex Council of Training Providers and Apprenticeships East Sussex

Skills East Sussex is a strategic body for employment and skills, aiming to drive an improvement in local employment and skills in order to improve economic prosperity in East Sussex. Martin Ellis of Recruitment South East is Chair. Membership includes Paul Mitchell, Executive Director of Sussex Council of Training Providers.

Sussex Council of Training Providers is already working in partnership with Apprenticeships East Sussex on an awareness raising campaign. Locally, links are in place with the Chambers of Commerce. Partners proposed building upon this work to put together some guidance for companies to be used in East Sussex. This will ensure engagement and readiness for the reforms.

Guidance and materials (*pictured, right*) have been produced for companies in East Sussex to complement existing activity. This can now be circulated to as many local employers as possible to ensure they are aware of apprenticeship reforms, particularly using the online version. It is also being shared with partner organisations for use at business events and to share with young people.

Recipients of the materials will be asked to feedback on the format and how useful they have found the information. Initial responses have been very positive, particularly the localisation of information.

Additionally, some funding was used to match fund National Apprenticeship week activities, working with local authorities and a number of employers and providers to try some new approaches:

- Events in 'neutral' spaces away from educational institutions – Towner Gallery and source BMX – to attract prospective apprenticeship providers and parents
- Practical workshops from the premises of existing apprentice employers, including Ellis Building Contractors and Rampion Offshore



- Pop-up stalls at supermarkets in semi-rural locations to engage in conversation with the public / local businesses about apprenticeships in all sectors
- 1:1 meet and greets with Apprentices Ambassadors as part of these events, so young people, parents and employers could chat to current apprentices
- Overall this activity engaged 300 people during the week. Working in different spaces is a good way to engage with audiences that may not usually attend events or hear about opportunities in more traditional venues such as educational establishments.