

HOW DO WE DELIVER THE APPRENTICESHIP GROWTH PLAN?

- Simplify the Message and Process for Employers of Apprenticeships; e.g. support, brokerage
- Clear leadership and priorities on changes is communicated to SME's
- Liaise with SME's to get a clear message across about apprenticeships and the levy
- Need to strengthen IAG to young people via schools (mandated) and parents; schools must provide and be accountable; NCS support, and informed choices
- Employers dedicating time and effort and apprenticeships; support to SME's
- Competing funding streams; schools/FE/HE/Apps
- Raising the awareness of changes, including the levy
- Information in plain English
- Partnership approach; Business Growth Hub, LA's, Chamber of Commerce, FSB, Schools
- JCP in schools, utilise college/employers, CEC
- Job specification
- Movement within other organisations, i.e; custody/SEN
- A Clear Plan
- Too many questions
- Small SME's take on 90% of apprentices, but not involved in the development
- Market to parents
- Shift stereotypes for apprenticeships
- More 19+ apprenticeships
- Public sector challenge
- Will apprenticeships be too specialised to be transferred to other sectors?
- Linking with business to inform and educate
- End to end approach from Primary school, onwards
- Improve objectivity and focus of careers advice in schools to include Apprenticeships
- Improve employability skills of young people at secondary school
- Improve employer engagement and information on changes to apprenticeships

HOW DO WE MAXIMISE TRAINEESHIPS?

- There is a barrier/challenge to encourage young people through IAG
- Simplify message!!
- Does it match employer needs and wants within their business, and does the employer understand how a Traineeship can work with their company
- Eligibility Criteria Pathways
- Lack of Aspiration/Motivation; impact on Training provider reputation
- Understanding of the commitment needed to be a trainee or apprentice; work/life skills, 9am-5pm, etc. are they ready?
- Future career planning; Is this the best option
- Rogue employers, poor choices/information, peer pressure, money
- Work Closely with schools/colleges
- Quality programmes and Quality work experience
- Link to study programmes and preparation for Traineeships
- More flexibility
- More promotion
- Educate Employers
- Value work placements (good placements)
- Market to parents
- Better IAG
- Better links from Traineeships to Apprenticeships (better language)

- Do more to educate the general public
- Allow a Traineeship to attract specific funding
- Improve careers information in schools
- IAG is KEY!!! For ALL ages!

HOW DO THE NETWORK MEMBERS HELP TO CREATE MORE SKILLS PLEDGES TO ASSIST IN THE CREATION OF APPRENTICESHIPS?

- Is the pledge/employer/schools/training provider information up to date? No follow up known
- Quarterly Skills Pledge meetings? With Actions?
- Support for Growth; Promote to current pledges
- Skills Pledge members to speak to employers working with, to promote pledge.
- Who follows up the pledge with the employer?
- Certificate of association
- Increase Network and awareness of the pledge
- More clarity and information
- Encourage providers/employers to use the skills pledge in all employer conversations

Feedback Summaries from Table Discussions

1. Growth plans; use as communication tools for business.
 Partnership approach e.g. LA's, Chamber, etc.
 Working with other agencies e.g. JCP, advisers in schools
 Promotion of Job roles post apprenticeships
2. Apprenticeship Growth Plan is key to IAG. Should schools be further encouraged to provide high quality advice?
 Employers need to dedicate time to apprenticeships
 SME support vital
 Look at costs of studying to degree level to an individual, opposed to apprenticeships; are some people better off following that route?
 Link to other programmes, such as study programmes
 Link from skills pledge to SFA/Employer starts to increase numbers
3. Effective communications/IAG at every level, including to business
 Long term sustainability
4. Apprenticeship Growth Plan; SME's need support, develop a brokerage service
 Traineeships; need improved IAG in schools/understanding of role leading to apprenticeships
5. Consider specific funding for Traineeships to help define