



Date 23 February 2015
Subject Apprenticeship Delivery Board
Location Room D, 1 Parliament Street, London
Time 09:00 – 11:00
Publication intent NOT PROTECTIVELY MARKED

Item 1 – Welcome & Introductions

Nadhim Zahawi MP

1.1 Welcome

1.2 Recap of recent ADB Chairs activity including roundtables with employers from the nuclear industry (hosted at No10) and Financial Services (hosted at Goldman Sachs.) Other recent activity touched on included the launch of the Parliamentary 100 in 100 campaign, presenting at the Earn or Learn Task Force, and putting plans in place for National Apprenticeship Week.

1.3 NZ reiterated the purpose of the ADB, focus on delivery, and need to grow numbers in each of the Member's sectors. NZ also welcomed feedback, via Members, from the apprenticeship community about improvements and good ideas as we work toward the Three Million.

Item 2 - Growth Activity

Sue Husband

2.1 SH set out that there are a number of strands of activity being taken forward by NAS & BIS, toward the three million target including;

- a) Funding changes
- b) Digital Apprenticeship Service
- c) Reform implementation
- d) Increasing employer demand
- e) Preparing people for apprenticeships and attracting talent

2.2 2020 Vision Document. Drive to improve quality as well as quantity of apprenticeships, raise expectation of providers, grow higher and degree apprenticeships, mobilise the Public Sector, change National Insurance rules for employers of apprentices.

2.3 Governance Structure, and where the ADB sits within the wider governance landscape – including reporting.

2.4 SB requested clarification on the position for public bodies in relation to the levy, and KW confirmed that they were in scope.

2.5 DM requested an update on where we are with each Government Department engaging on apprenticeships. SH confirmed that each Department was working with NAS to develop plans for

growing quality apprenticeship programmes, and that the expectation on the public sector and the introduction of the levy more widely should help drive good behaviours.

2.6 SH highlighted that the minimum wage for apprentices has recently increased, but that we would encourage employers to pay much higher than NMW and they more than often do so .

2.7 DA commented that there are some issues which need to be explored further in relation to voluntary levies which are already in existence.

2.8 DA confirmed that he would be writing to all broadcasters imminently, asking them to collaborate on apprenticeships and get ready for 2017 to ensure they are properly prepared – and that funding should be put forward now by those employers to make this happen. KW offered to support DA on employer ownership, as part of that piece of work.

2.9 NZ confirmed that he is taking a close personal interest in the development of the Digital Apprenticeship Service, including how this will work in light of the levy being introduced. NZ stated that he is content with the current user research, development, and plans for DAS, but that he will be continuing to monitor this closely – and is keen to ensure that we deliver the core product and then build on that further when ready.

2.10 SH confirmed that the Institute for Apprenticeships (IFA) will be in place for April 2017. The IFA will be an independent body with its own Chair and CEO, put in place through a public appointments process. The IFA will take responsibility for new Standards being developed, setting the cap for funding these, and ensuring that quality continues to grow. This will be done independently of Government.

2.11 DA stated that completion rates are just as important as starts. All agreed. KW commented that changes to the length apprenticeship programmes can show a skew in the figures if read in a certain way, but that there is continued drive to improve quality, that we are unlikely to reach full completion rates as then the programmes would not be stretching apprentices enough to be of benefit, and that factors such as wage progression are just as important in measuring success of apprenticeships. MT commented that introduction of traineeships can assist with improving completion rates, as young people have a better idea that the apprenticeship is right for them before joining. SB commented that apprentices on higher level programmes are more likely to complete in his experience, and that employers can assist with this by ensuring they work with the apprentice to ensure they are on the right course and aware of any issues.

2.12 SB stated that higher and degree apprenticeships are a key area for growth, particularly in light of the levy. MT agreed, and stated that we need more higher and degree Standards developed – and that employers understand the need to get involved in developing more Standards at this level.

Action 2016 / 01: JR to recirculate the 2020 Vision document

Action 2016 / 02: Introduce ADB to David Hill, Director of Apprenticeships

Action 2016 / 03: MC to liaise with DA's office on the letter to broadcasters

Action 2016 / 04: KW to work with DA more closely on employer ownership

Action 2016 / 05: Provide lines on completion rates to members

Action 2016 / 06: Further co-operation between HEI's and Employers, with a focus on developing more higher and degree Standards

Item 3 - Open Discussion

Nick Boles MP, Skills Minister

3.1 NB keen to hear from ADB Members feedback from their conversations with employers – particularly what may stop an employer from growing their apprenticeship programme, or what we can do as a Department to further support employers to develop their programmes.

3.2 MH stated that some organisations remain concerned about complexity of the apprenticeship landscape, and that Compass had put a lot of work in to make apprenticeships easier to deliver within their organisation.

3.3 NB asked where the complexity lies, which part of the process. SB stated that the reason for the added complexity, for many businesses, is that they still see apprenticeships as a separate offering to their main HR or recruitment structure. That when apprenticeships are embedded into the main model of the business, then much of that complexity is overcome – though the situation is somewhat different for SME's.

3.4 MT commented that, particularly for the Financial Services sector, employers understand the benefit of apprenticeships – what they need is more practical support to get their programmes off the ground. As such, MT will be providing a series of targeted, practical support sessions over the coming weeks – including a workshop next month.

3.5 NB confirmed to DA that there will be a further marketing campaign on apprenticeships later this year, and that he would welcome ADB comments on the creatives for that. However, will not be aimed at employers as in previous campaigns.

3.6 All agreed the need for strong marketing collateral which can be shared with employers. Agree to circulate link to Apprenticemakers, and to the MoD Reserves videos from last year which had a strong impact. Tentative action to see whether a 'talking heads' video from each ADB Member to their industry may support wider collateral to employers.

3.7 NB keen for employer involvement in the new DAS, from ADB Members. JR to circulate information on this. KW confirmed to DA that the national helpline will remain in place should employers need 1:1 support.

3.8 MH stated that securing buy in from parents incredibly important, as is working in schools to improve apprenticeship messaging. DM confirmed that lots happening in this area, and he is pushing for even more. Confirmed that Schools will be forced by DfE to allow IAG providers into schools to ensure students are accessing careers guidance. KW confirmed that the Careers & Enterprise Company will play a significant role in this moving forward. SB confirmed that the recommendations of the TPE Panel will also be key to improving links with education and vocations in the future. JR will circulate resources for teachers, so that ADB members can share this if the issue does arise during the course of their work .

Action 2016 / 07: Circulate link to Apprenticemakers and MoD Reserves videos

Action 2016 / 08: Speak to MarComms colleagues about scope for 'talking heads' ADB videos and how this may support existing collateral, with a focus on 'this is how we made Apprenticeships work for us' as opposed to the normal lines

Action 2016 / 09: Share Creatives for new Campaign during next ADB session

Action 2016 / 10: Circulate information on DAS / Levy – employer input

Action 2016 / 11: Circulate apprenticeship resources for teachers and schools

Item 4 - ADB Membership

Karen Woodward & David Meller

4.1 Named Leads and Support. ADB is primarily about engaging employers, and being the evangelists for your sector on apprenticeships. However, we are here to support members in that work. NAS have appointed named co-ordinators who will effectively be your resident expert on apprenticeships, will help develop an action plan, and go in behind to ensure that where members have opened a door NAS mop up and support that employer to establish their programme. Support may include help at Roundtables, background checks, briefings, or support at meetings.

4.2 MT asked what support was available for SME's, particularly through intermediaries. KW confirmed that the national support helpline remains in place, and that more tailored support for intermediaries and professional bodies is available if required. JR confirmed that an intermediary toolkit would be added to the ADB resource pack when it is ready (expected mid March).

4.3 DM reiterated that delivery is the key, and that each Member must help us deliver numbers towards the three million.

Action 2016 / 12: Add Intermediary Toolkit to ADB resource pack when ready

Action 2016 / 13: Arrange another ADB for around 6 weeks time, in addition to that scheduled in May.

Action 2016 / 14: Invite Co-ordinators to next ADB Meeting, to have an open discussion about the help being provided and how this can be improved – or what more may be needed.

Close

Attendees

- Nadhim Zahawi MP, Chair ADB, Prime Minister's Apprenticeship Advisor
- David Meller, Chair ADB, Chair AAN, NED at DfE
- Nick Boles MP, Minister for Skills
- Simon Blagden MBE, non-executive Chairman of Fujitsu
- David Abraham, Chief Executive of Channel 4
- Melanie Hayes, Head of Organisational Development at Compass Group
- Mike Thompson, Head of Employability at Barclays Bank
- Sue Husband, Director of the National Apprenticeship Service
- Karen Woodward, Deputy Director of the National Apprenticeship Service
- Matt Clark, Parliamentary Assistant to Nadhim Zahawi MP
- Paul Davison, Private Secretary to the Skills Minister
- Jennifer Reed, Employer Delivery Manager, National Apprenticeship Service

Apologies:

Alderman Andrew Parmley (City of London,) Rami Ranger CBE (Sunmark,) James Wates CBE (Wates Construction)