



Date 26 May 2015
Subject Apprenticeship Delivery Board
Location Room Q, Portcullis House, London
Time 09:00 – 11.00

Item 1 – Welcome & Introductions

Nadhim Zahawi MP

- 1.1 The group was welcomed, and Mark Howard & Alison Garland were introduced as the Agency's new team supporting ADB.
- 1.2 The minutes from the last meeting were agreed, and an update on actions from the last meeting are included in Annex A.
- 1.3 An update on the BIS marketing campaign was shared.
- 1.4 Sue Husband provided an update on progress towards the 3 million trajectory.
- 1.5 David Abraham raised concern that the lack of clarity around transferability of levy funds may inhibit employer involvement and urged Nadhim Zahawi to look at this again. NZ confirmed this was currently being considered.
- 1.6 NZ informed the group that he had seen a 'first cut' of the DAS system, and was impressed with its simplicity.
 - **Action 2016/28:** Performance update to be included as standing item on agenda, to include completion rates and sector breakdown.
 - **Action 2016/29:** BIS would like ADB to make suggestions for case studies to be used to support the marketing campaign. Criteria to be shared with Board members.
 - **Action 2016/30:** BIS to be invited to share campaign evaluation results at next meeting, and to communicate plans for promotion to employers.
 - **Action 2016/31:** Agency to share employer guidance to develop employer / provider model, when available.
 - **Action 2016/32:** Agency to follow up on Citigroup meeting.
 - **Action 2016/33:** Levy team to clarify future plans for transferability of levy funds.
 - **Action 2016/34:** Agency to draft employer letter that could be used by Board members to encourage supply chains to engage with apprenticeships.

Item 2 - Update on recent activity

ALL

David Abraham – Channel Four

- 2.1 An event is being planned for autumn subject to confirmation from No 10 of date / venue.
- 2.2 DA reported that the sector showed interest in developing a Creative Apprenticeship Standard, potentially at Level 7.
- 2.3 DA noted that Firecracker Films had been involved in development of the apprenticeship campaign, and offered to make contact with them to determine how Channel Four could support.
- **Action 2016/35:** DA to contact Firecracker Films (who have been involved in delivery of the campaign) to involve in championing apprenticeships in sector.
 - **Action 2016/36:** DA to engage with Creative Industries Foundation.
 - **Action 2016/37:** DA to discuss internal appetite to work with large employers in the sector to consider joint provider / employer model.

Rami Ranger – Sun Mark Ltd

- 2.5 RR has been promoting apprenticeships by focusing on the opportunity to develop future workforce and the overall benefit to the industry.
- 2.6 He has been delivering events such as the DEFRA round table, attended by Nick Boles.
- 2.7 Letters had been written to the target list, and RR hoped to see an increased response following the referendum.
- 2.8 Nayaz added they were working with key stakeholder such as the Food & Drink Federation to promote the apprenticeship offer to the sector, using case studies and sharing best practice.
- **Action 2016/38:** RR to share case study examples.

Mike Thompson – Barclays Bank

- 2.9 MT has met one-on-one with the biggest banks and summarised that on the retail side engagement was advanced. However on the Investment / Banking Management side engagement was a challenge, where knowledge and understanding was limited.
- 2.10 Where the appropriate standards were not available (or not available at the right level) encouragement was required to involve employers in development of new standards. Work also needed to be done to promote the opportunities available to utilise apprenticeships in back office functions, where standards / frameworks are available.
- 2.11 A round table is being planned in partnership with IMA 2020.
- 2.12 MT communicated that the changes in the process to develop apprenticeship Standards was disengaging employers.
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- **Action 2016/39:** MT to share list of examples where changes have been made to process for developing Standards – to be shared with Standards team.

Melanie Hayes – Compass Group

- 2.13 MH agreed to defer round table for key hospitality MDs and Chief Executives to later in the year.
- 2.14 Since the last ADB meeting, several responses had been received from HR Directors and follow up meetings were planned for the next few weeks.
- 2.15 The sector showed interest in degree level apprenticeships.

Andrew Parmley – City of London

- 2.16 AP confirmed his approach to engage in four key areas: Accountancy via the Institute of Chartered Accountants; HR via City HR; Insurance and Asset Management.
- 2.17 A breakfast event with the Investment Association is scheduled for June as well as an insurance focused event.
- 2.18 Webinars had been delivered to the British Banking Association.
- 2.19 It was confirmed that apprenticeships would be promoted at the Lord Mayor's Show in London in November.

- **Action 2016/40:** Aon briefing to be shared with AP.

Sue Husband – Skills Funding Agency

- 2.20 SH confirmed that the Agency is undergoing a restructure to proactively support levy paying employers.
- 2.21 SH updated on the work being undertaken to align the degree apprenticeship opportunities with the UCAS portal.
- 2.22 SH confirmed the Agency is still waiting to hear back from No 10 regarding a number of requests for venues for events. It was also noted that key contact Tom Nixon is leaving No 10, but that he recently introduced DM and SH to his replacement, Gabby Bertin
- 2.23 SH confirmed that the Agency will be supporting Lord Sugar in his new appointment as Enterprise Tsar.

- **Action 2016/41:** Update on new structure of the Agency at the next meeting
- **Action 2016/42:** Agency to share cross government Communications Plan
- **Action 2016/43:** Agency to develop a target for degree apprenticeships, to be shared at next meeting.
- **Action 2016/44:** Replacement for Tom Nixon (No 10) to be invited to future meeting

Item 3 – ADB Employer Lists – Levy Information

Sue Husband, SFA

- 3.1 Papers were tabled which included an estimate of the levy fund for employers on the ADB members lists. A caveat around this data was communicated.
- 3.2 Members were asked to consider how this new information may impact on their engagement strategies, and whether they may want to change their employer lists.
- **Action 2016/45:** ADB members were invited to consider the information available, and work with their SFA Leads to decide what changes (if any) should be made to their employer list.
 - **Action 2016/46:** Changes to be communicated and collated, revised list to be circulated at next meeting.

Item 4 – Diversity in Apprenticeships

Daniel Simons, SFA

- 4.1 DS delivered a presentation setting out the Agency's broad strategy to broaden diversity in apprenticeships.
- 4.2 This included a breakdown of current engagement. Members requested this information be broken down by sector.
- 4.3 DS included information on the BAME target, to increase participation by this group by 20% by 2020.
- 4.4 A discussion was had about routes into apprenticeships, particularly focusing on traineeships as a tool to ensure work readiness.
- 4.5 Melanie Hayes expressed interest in joining the Diversity Champions Network.
- 4.6 David Abraham discussed the activity Channel Four was involved in to raise awareness and participation of individuals with LLDD, offering to identify case studies that could potentially be used for the campaign going forward.
- 4.7 A broad discussion was had about the employer incentives for employers taking on LLDD staff and whether the on-line application portal could discourage or disadvantage potential candidates from this group. It was agreed that guidance was required to educate recruiting managers.
- **Action 2016/47:** ADB members invited to nominate candidates for the Diversity Champions Network
 - **Action 2016/48:** Dan to provide breakdown of BAME participation data by sector and share with ADB.
 - **Action 2016/49:** Summary of joint activity with DWP / JCP to promote apprenticeships to JCP clients to be shared at future meeting.
 - **Action 2016/50:** DA to share details of LLDD case studies.
 - **Action 2016/51:** Dan to share details of how ADB can feed into Accessible Apprenticeship Taskforce

Item 5 – Apprenticeship Research

Daniel Simons, SFA

- 5.1 DS delivered a presentation summarising the output from various pieces of research recently commissioned by the Agency.
- 5.2 DS agreed to send links to the full research when available.
- **Action 2016/52:** DS to send full research and infographic when available.
 - **Action 2016/53:** ADB members are invited to feed into what future research should be prioritised.

AOB

- 6.1 The next meeting was confirmed for 8 September.
- 6.2 DA shared details of a Channel 4 documentary series based on a mosque, and suggested linking this with NZ's diversity agenda.
- **Action 2016/54:** DA to share details of documentary with DS.

Close

Attendees

- Nadhim Zahawi MP, Chair ADB, Prime Minister's Apprenticeship Advisor
- David Meller, Chair ADB, Chair AAN, NED at DfE
- Melanie Hayes, Head of Organisational Development at Compass Group
- Alderman Andrew Parmley (City of London)
- Mike Thompson, Head of Employability at Barclays Bank
- Sue Husband, Director of the National Apprenticeship Service
- Matt Clark, Parliamentary Assistant to Nadhim Zahawi MP
- Mark Howard, Head of AAN / ADB, National Apprenticeship Service
- Alison Garland, National Apprenticeship Service
- Daniel Simons, National Apprenticeship Service
- Rami Ranger CBE, Chairman of Sun Mark Ltd
- Nayaz Qazi, Sun Mark Ltd
- David Abraham, Chief Executive of Channel 4

Apologies:

- Simon Blagden MBE, non-executive Chairman of Fujitsu
- James Wates, Wates Group

Annex A

ADB Actions – 5 May 2016

Action Point No.	Meeting Date	Action Point Description	Owner	Update / Actions Taken	Open / Closed
2016/12	23/02/2016	Add Intermediary Toolkit to ADB resource pack when ready	AG	Toolkits still in development. The toolkits will be used for a wide range of different intermediaries and forms part of a new strategy that Joe Billington has pitched to Nadhim Zahawi and is due to complete sign off for the strategy shortly. To be included in resource pack when available.	Ongoing
2016/15	03/05/2016	Nadhim Zahawi asked for Dan Simmons to present plans and progress for achieving BAME targets at the next opportunity.	AG	On Agenda for 26 May ADB meeting.	Closed
2016/16	03/05/2016	Christine Hodgson from Careers and Enterprise Company to attend a future ADB meeting to share progress and consider links with ADB.	AG	Claudia Harris confirmed to present at September ADB (8 September)	Ongoing
2016/17	03/05/2016	Mike Thompson to share banking sector organisational chart with ADB	MT	Requested on 20/5	Ongoing
2016/18	03/05/2016	Skills Funding Agency to share organisational chart with BIS reforms teams with a view to developing sector versions of the chart.	AG	Dependant on 2016/17	Ongoing
2016/19	03/05/2016	Skills Funding Agency to estimate levy pots for all ADB target employers and share with ADB to help prioritise engagement.	AG	On Agenda for 26 May ADB meeting.	Closed
2016/20	03/05/2016	ADB members were invited to engage with the digital developments and consultation, and to provide their honest feedback.	AG	AG to share list of DAS workshop dates & circulate link to funding rate cap consultation in June when available. Note, workshops scheduled for June, now pushed back to July - dates tbc.	Ongoing

2016/21	03/05/2016	Laura to engage with ADB on future campaign design and sector/employer representation.	AG	See information from Laura Trendall [Annex B] Employer Engagement: BIS are engaging with a large number of stakeholders including employers, asking them to help deliver key messages through their channels. BIS are also pursuing working closely with the 12 employers that have apprentices featured in the campaign.	Ongoing
2016/22	03/05/2016	Campaign Toolkit to be provided to members embargoed for Monday 16 May	AG	Link sent (10/05)	Closed
2016/23	03/05/2016	NZ and DM to meet with Minister of State for police	AG	Date sought	Ongoing
2016/24	03/05/2016	Agreed it would be useful to identify a champion for the public sector when membership is reviewed in September.	AG	September review to be planned	Carry forward
2016/25	03/05/2016	Agreed to identify public sector award(s) for next National Apprenticeship Awards. Idea to be submitted to communications team.	AG	Submitted to Carolyn Savage for consideration (20/5) - update to be sought for September meeting. Note, any new awards can be considered for 2017 cycle only.	Ongoing
2016/26	03/05/2016	Once confirmed, 3 million trajectory to be tabled at following ADB meeting.	AG	Sue to provide update at meeting	Closed
2016/27	03/05/2016	NAS to produce sector intelligence for each ADB member.	AG	Employer list levy information to be shared on 26th. Further sector intelligence to be developed for September meeting.	Ongoing