



**Date** 3 May 2016  
**Subject** Apprenticeship Delivery Board  
**Location** Room Q, Portcullis House, London  
**Time** 09:30 – 10.45

---

## Item 1 – Welcome & Introductions

Nadhim Zahawi MP

1.1.1 Update on actions from last meeting are included in Annex A.

**Action 2016/15:** Nadhim Zahawi asked for Dan Simmons to present plans and progress for achieving BAME targets at the next opportunity.

**Action 2016/16:** Christine Hodgson from Careers and Enterprise Company to attend a future ADB meeting to share progress and consider links with ADB.

## Item 2 - Update on recent activity

ALL

### Mike Thompson – Barclays Bank

**2.1** The main focus of activity is to engage banks that have not previously employed apprentices/are not part of the existing banking trailblazer developments.

**2.2** The strategy is to develop their understanding of the business benefits of apprenticeships and de-mystify the process, examples include:

- The opportunity to see the Barclays programme in action and to meet the team and their apprentices.
- Hosting a workshop which was attended by around 25 organisations. At this workshop he shared a standard organisational chart for the banking sector, which identified the apprenticeship frameworks/standards available in each area of a typical business. This is easy to understand and showcased the range of opportunities across a business.

**2.3** Expect to see action and growth in numbers in future months with larger numbers coming from the banks. Many building societies will not have huge levy pots – expect to recruit smaller numbers and spend all of their levy budgets.

**2.4** Some organisations have majority of their staff located outside of England. DM has raised with BIS and is awaiting a response re potential to spend levy on these employees.

**Action 2016/17:** Mike to share chart with ADB.

**Action 2016/18:** Skills Funding Agency (SFA) to share organisational chart with BIS reforms teams with a view to developing sector versions of the chart.

## **Melanie Hayes – Compass Group**

**2.5** Melanie adapted the standard letter and sent to target employers but only one positive response. There is a perception in the sector that recruiting apprentices and managing the process is more difficult than it is.

**2.6** Identified a need for a stronger pull to engage these employers - which may be securing a prestigious venue such as Number 10 and/or a high profile speaker such as NZ.

**2.7** MH asked for more data on the respective levy pots for the target employers in order to prioritise engagement.

**2.8** MH is developing career pathways within Compass Group that will be ready to share soon. These showcase the route through the business via an apprenticeship and will help to address parental concerns.

**Action 2016/19:** SFA to estimate levy pots for all ADB target employers and share with ADB to help prioritise engagement.

## **James Wates – Wates Construction**

**2.9** CITB forecast requirement of 56K starts per year – based on current completion rate of 50% for trade apprenticeships.

**2.10** Priority for action is to engage the sector in the broader (non-trade) opportunities. Will host 2 roundtables with Chair/CEOs of leading built environment businesses, once there is clarity on the funding and caps. Nick Boles has agreed to attend.

**2.11** There are concerns about CITB levy and apprenticeship levy – need to ensure caps do not reduce demand for apprenticeships rather than increase.

**2.12** James has developed a strategy for sector outreach which was circulated.

## **Andrew Parmley – Corporation of London**

**2.13** 1% of the city will pay a very significant proportion of the levy – it is important for this sector that the levy can have a wider application.

**2.14** Andrew is engaging via the Chairman and using this as a route and mandate to engage the correct individual in each business.

**2.15** Suggested that more needs to be done to promote degree apprenticeships within the sector e.g. City AM and more positive messages in TES to influence teachers and careers advisors.

**2.16** There is an opportunity to include apprenticeship messaging in the Lord Mayor's banquet speech.

## **Rami Ranger – Sunmark (update from Karen Woodward)**

**2.17** RR held a joint roundtable with DEFRA – hosted by SoS Liz Truss MP. There is much opportunity in this sector. Follow-up letters and meetings have been arranged with the attendees.

### **Item 3 – 3 Million target**

David Hill, Director of Apprenticeships, BIS

**3.1** DH made a presentation on progress towards three million apprenticeships. There has been a Government review of the three million programme.

**3.2** Minister Boles will make an announcement on the public sector apprenticeships target shortly.

**3.3** The Institute for Apprenticeships (IFA) is progressing and due to formally commence in April 2017.

**3.4** There was discussion about a target for degree apprenticeships and recognition of a need to accelerate the numbers of Higher Education Institutions signing up for delivery. Discussion about why more level 6 standards had not been identified as degree apprenticeships.

**3.5** Business schools were identified as a good starting point to develop the relationship with apprenticeships.

**3.6** In June, BIS will publish a consultation document on funding caps for apprenticeships. This will give employers a chance to get a sense of what is affordable.

**3.7** DH reminded the ADB about the importance of standards to the success of the new reforms – that standards are equally important as the levy to securing a quality product.

**Action 2016/20:** ADB members were invited to engage with the digital developments and consultation, and to provide their honest feedback.

### **Item 4 – Marketing Campaign**

Laura Trendall, BIS

**4.1** LT presented the 'Get in. Go far' campaign which will launch on Monday, 16 May. The campaign will target 14- to 24-year-olds, their parents and teachers, promoting apprenticeships as well as other routes into work such as traineeships and work experience. It will also target employers in order to increase the supply of apprenticeships and traineeships.

**4.2** Advertising will direct young people online, where they will be able to see a clear pathway to a career through opportunities with apprenticeships, traineeships and work experience. The campaign will feature apprentices and will include advertising on TV, outdoor posters and digital channels.

**4.3** ADB members were asked to support the campaign and a toolkit will be provided to support. The campaign is under embargo for Monday, 16 May, when the main campaign officially launches.

**4.4** There will be an SME/employer focused campaign later in the year.

The campaign will provide a strong backdrop for the ADB. Members asked how their sectors and/or businesses might be represented as part of the employer campaign.

**Action 2016/21:** Laura to engage with ADB on future campaign design and sector/employer representation.

**Action 2016/22:** Campaign Toolkit to be provided to members embargoed for Monday 16 May

## **Item 5 - Public sector targets**

Karen Woodward, SFA

**5.1** Cabinet Office and NAS continue to lead the conversation with civil service regarding the implementation of apprenticeship strategies to reach workforce and procurement targets. A second event was held in London and attended by David Meller and another event planned in June.

**5.2** NAS is engaging with three big areas of public sector: Local Authorities, NHS and the Police, to formulate new apprenticeship strategies.

**5.3** Each Department has targets for apprenticeship starts within their own workforce and through procurement influence. Members cautioned about the potential for double counting – Karen reassured the group that the targets are entirely separate.

**Action 2016/23:** NZ and DM to meet with Minister of State for police.

**Action 2016/24:** Agreed it would be useful to identify a champion for the public sector when membership is reviewed in September.

**Action 2016/25:** Agreed to identify public sector award(s) for next National Apprenticeship Awards. Idea to be submitted to communications team.

## **AOB**

**6.1** Members asked for an update on the 3 million trajectory. KW reported that the trajectory is in final stages of agreement and will table an update at the next meeting.

**6.2** Members asked for intelligence and apprenticeship data for their sectors.

**Action 2016/26:** Once confirmed, 3 million trajectory to be tabled at the following ADB meeting.

**Action 2016/27:** NAS to produce sector intelligence for each ADB member.

## **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
- James Wates CBE, Chair Wates Group
- 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
- Lindsay Kelly, Head of Large Employer Engagement, National Apprenticeship Service
- David Hill, Director of Apprenticeships, BIS
- Laura Trendall, Head of Campaigns, BIS

**Apologies:**

- Rami Ranger CBE, Chairman of Sun Mark Ltd
- Simon Blagden MBE, non-executive Chairman of Fujitsu
- David Abraham, Chief Executive of Channel 4

## Annex A

### ADB Actions – 23 February 2016

Action	Update
Action 2016 / 01: JR to recirculate the 2020 Vision document	Circulated 3.3.16
Action 2016 / 02: Introduce ADB to David Hill, Director of Apprenticeships	David Hill attending ADB on 3.5.16 to set out role
Action 2016 / 03: MC to liaise with DA's office on the letter to broadcasters	Letter sent
Action 2016 / 04: KW to work with DA more closely on employer ownership	Deepak Sharma offered to arrange a meeting specifically on employer ownership, should C4 wish to take that forward
Action 2016 / 05: Provide lines on completion rates to members	Completion rates have improved since last meeting, new figures to be provided on 3 <sup>rd</sup> May
Action 2016 / 06: Further co-operation between HEI's and Employers, with a focus on developing more higher and degree Standards	BIS Policy Lead provided verbal update to ADB Chairs on 19.04. Key point being lack of detail over levy was holding up commitment to Standards development, as employer programmes remain unclear. Chairs to provide update to Members during May ADB upon request - Stephen North note to be circulated with minutes of 3 <sup>rd</sup> May
Action 2016 / 07: Circulate link to Apprenticemakers and MoD Reserves videos	Circulated 3.3.16
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	Ongoing
Action 2016 / 09: Share Creatives for new Campaign during next ADB session	To be launched on 16 May and shared with members
Action 2016 / 10: Circulate information on DAS / Levy – employer input	Circulated – MH participated in Beta phase; DAS events running 1 June

	(Bristol); and dates to be confirmed in July after the next employer guide publication
Action 2016 / 11: Circulate apprenticeship resources for teachers and schools	Circulated
Action 2016 / 12: Add Intermediary Toolkit to ADB resource pack when ready	Ongoing
Action 2016 / 13: Arrange another ADB for around 6 weeks' time, in addition to that scheduled in May.	Done – 3 May and 26 May dates circulated
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.	David Hill (BIS) and Laura Trendall (BIS) invited to update on 3 million target and marketing campaign