


Updated 6th September 2018

This action plan has been developed following the Scrutiny Review of Apprenticeships which took place in 2017. These actions address the key concerns and recommendations made by this panel.


1. Become an exemplar employer of young people in the city – offering improved work experience and apprenticeship opportunities						
Action	Who is responsible	By when	Measures	Impact	Activity/ Achievements to date	RAG
Deliver an increase in work experience opportunities	Graham Brown	September 2018	Baseline 2016/2017 - 71 Target 2017/2018 – 78 (10 % increase year on year)	Support young people's work readiness	<ul style="list-style-type: none"> Exceeded target in 2017/18) 101 placements achieved 	
Increase the range of sectors and skills areas that are on offer for young people in the city	City Apprenticeships group		Baseline 16/17 4 sectors <ul style="list-style-type: none"> Business Admin Customer Service ICT IT Number increase in sectors per year	Improved access to apprenticeships in the council and the city	<ul style="list-style-type: none"> New standards and frameworks are being offered across the council. In 2017/18 Q2 currently 106 Apprenticeship standards/ frameworks are available to managers  CWC Career Pathways Qualification <ul style="list-style-type: none"> All age apprenticeships now being offered Worked with schools to recruit 20 Physical Active Leisure Support (PALS) apprentices 	

Monitor the take up of work experience opportunities by gender, ethnicity, disability and school	Graham Brown	March 2019	Baseline from Jan 2018 Monitor characteristics	Work experience is available and accessed by many <ul style="list-style-type: none">Data to be analysed to understand the difference between BME applications and White application received	<ul style="list-style-type: none">101 placements:<ul style="list-style-type: none">Male – 53Female – 48Candidates with disabilities – 1 Since January 2018 ethnicity has been measured and the success rates of each ethnic group has been highlighted below. <table><tr><th>Ethnicity</th><th>applications</th><th>Successful</th><th>Success Rate %</th></tr><tr><td>White</td><td>59</td><td>39</td><td>66%</td></tr><tr><td>Asian/ Asian British/ Indian / Pakistani</td><td>25</td><td>12</td><td>48.0%</td></tr><tr><td>Black/ African / Caribbean/ Black British</td><td>12</td><td>7</td><td>58%</td></tr><tr><td>Mixed</td><td>3</td><td>0</td><td>0%</td></tr><tr><td>Other ethnicities</td><td>2</td><td>0</td><td>0%</td></tr></table> <ul style="list-style-type: none">There may be various reason for these discrepancies, work is due to be under taken to understand these differences.	Ethnicity	applications	Successful	Success Rate %	White	59	39	66%	Asian/ Asian British/ Indian / Pakistani	25	12	48.0%	Black/ African / Caribbean/ Black British	12	7	58%	Mixed	3	0	0%	Other ethnicities	2	0	0%	
Ethnicity	applications	Successful	Success Rate %																											
White	59	39	66%																											
Asian/ Asian British/ Indian / Pakistani	25	12	48.0%																											
Black/ African / Caribbean/ Black British	12	7	58%																											
Mixed	3	0	0%																											
Other ethnicities	2	0	0%																											
Increase the number of new apprenticeship starts in the council including existing staff (levy)	David Humpage	March 2019	Baseline in 2016/17 - 15 apprenticeship starts Target set for August 17 to July 2018 - 45	More people are encouraged to work at the Council and up skilling of existing staff <ul style="list-style-type: none">SchoolsCouncil	<ul style="list-style-type: none">In 2017/18 - 89 Apprentices have started an apprenticeship (June 18) - exceeding the current targetFurther activity includes;<ul style="list-style-type: none">Developing pages for Workbox including videos to promote CWC apprenticeship opportunities.																									

			Apprenticeships (200%) 2.3% government target	<ul style="list-style-type: none"> 10% to Wolverhampton Homes 	<ul style="list-style-type: none"> Recruited New Apprenticeship Manager to lead the Organisational Development and Apprenticeship Scheme Manager briefings to promote apprenticeships for existing staff Launched management apprenticeship L3/4/5 for existing staff Proactively working with manager in service areas to scope work carried out and the appropriate standards to upskill their employees or identify new apprenticeship opportunities. Working with Adult Education Service to provide different support mechanisms to encourage development maths and English from entry level 3 to level 2. 	
--	--	--	---	--	--	--

2. Improve marketing, information and awareness of apprenticeships in the city to young people, schools, parent's careers advisers etc

Action	Who is responsible	By when	Measures	Impact	Achievements to date	RAG						
Maximise the usage of Workbox to promote and signpost activities	Joanna Grocott	Dec 2018	Increased information, pages, and activities	Hits on Workbox, increased number of registered clients	<ul style="list-style-type: none">Updated apprenticeship pages went live in July 18All promotional activity will signpost to workboxInformation for parents is now available							
Develop and deliver city wide marketing campaign	City Apprenticeships group CWC comms	Dec 2018	Hits on workbox Social media conversions Attendance at events	More young people are aware of and apply for apprenticeships	<ul style="list-style-type: none">In July started a 10 Week Summer programme promoted through social media, workbox <table><tr><th>Week</th><th>Topics</th></tr><tr><td>1</td><td>Find out More Apprenticeship</td></tr><tr><td>2</td><td>Career in Apprenticeships</td></tr></table>	Week	Topics	1	Find out More Apprenticeship	2	Career in Apprenticeships	
Week	Topics											
1	Find out More Apprenticeship											
2	Career in Apprenticeships											

			Increase in starts		<table><tr><td>3</td><td>Degree Apprenticeships</td></tr><tr><td>4</td><td>Day and Life of an apprentice</td></tr><tr><td>5</td><td>Are You Apprenticeship Ready?</td></tr><tr><td>6</td><td>Pre-Apprenticeships</td></tr><tr><td>7</td><td>Schools out, what's next? (ALEVEL results day)</td></tr><tr><td>8</td><td>Results Day - Apprenticeship for You</td></tr><tr><td>9</td><td>Adults</td></tr></table> <ul style="list-style-type: none">Over the 10 weeks programme promoting apprenticeships, pre-apprenticeships, vacancies and open days for all local providers, including improved apprenticeships information and videos on WorkboxPromotion of PALs Apprenticeships through social media city wide.	3	Degree Apprenticeships	4	Day and Life of an apprentice	5	Are You Apprenticeship Ready?	6	Pre-Apprenticeships	7	Schools out, what's next? (ALEVEL results day)	8	Results Day - Apprenticeship for You	9	Adults	
3	Degree Apprenticeships																			
4	Day and Life of an apprentice																			
5	Are You Apprenticeship Ready?																			
6	Pre-Apprenticeships																			
7	Schools out, what's next? (ALEVEL results day)																			
8	Results Day - Apprenticeship for You																			
9	Adults																			
Deliver roadshow of events to promote apprenticeships	City Apprenticeships group	Dec 18	Attendance at events Range of events and employer attendance	Attendance at events Numbers of providers involved	<ul style="list-style-type: none">Skills and Apprenticeships show held 27th March (1200 young people and families)Careers into Care Jobs and Apprenticeship FairApprenticeship Application coaching workshops in 3 schools through connexions<ul style="list-style-type: none">Colton HillsHeath ParkHighfields															
Actively promote and support access to local apprenticeship opportunities	City Apprenticeship Group Apprenticeship & Training Provider Network	Sept 19	Numbers on pre-apprenticeships training programmes. Numbers of apprenticeship starts	Better access for those with low levels of English, Maths and employability skills	<ul style="list-style-type: none">Drafted E-newsletter to CAG in June for consultation and agreement. Newsletter to be distributed to key partners internally and externally. Waiting for sign off at City Apprenticeship Group <div> Draft Newsletter.docx</div>															

			Target 5 different pre-apprenticeship activities by Oct 2018		<p>Dedicated Connexions PA & Wolves at Work coaches offer apprenticeship support and ongoing placement support in:</p> <ul style="list-style-type: none"> ○ Ormiston North East Wolverhampton Academy (ONEWA) ○ Colton Hills. • Wolves at Work coach offering weekly apprenticeship advice surgery • Pre-Apprenticeship programme for PAL Apprenticeships within schools (20 vacancies) Aug 18 • Pre-Apprenticeship programme for Learn Play Foundation (20 vacancies) Aug 18 • Pre- apprenticeships programme in construction • Linking with Adult Education Services to create individual development plans where appropriate, for improving maths and English. 	
Increase the range of sectors and skills areas that are on offer for young people in the city	City Apprenticeships group	Sept 18	Target 10% number increase in sectors per year	Improved access to apprenticeships in the council and the city	<ul style="list-style-type: none"> • Across the City number of apprenticeship sectors has increased from: <ul style="list-style-type: none"> ○ 2015/16 - 88, frameworks / standards ○ 2016/17 - 117, frameworks/ standards • Current Performance in quarter 2 2017/18 - 115, frameworks/ standards 	

3. Improve access to information on apprenticeships through schools

Action	Who is responsible	By when	Measures	Impact	Achievements to date	RAG
Promote apprenticeship better in schools	Helyna Carol Graham	Jul 18	Baseline in 2016/17 - 5370 young people engaged in Careers	More young people in schools are aware of apprenticeships	<ul style="list-style-type: none"> • All connexion staff are now trained apprenticeship champions 	

			Enterprise Company (CEC) activities Target - 10% increase in 2017/18 to 6013		<ul style="list-style-type: none"> • 2016/17 - 19 Schools signed up to CEC, 16 activities preparing young people better for world of work • 2017/18 - Sep/Feb- 19 Schools signed up to CEC, with 14 activities preparing young people better for world of work, including: <ul style="list-style-type: none"> ○ Careers fairs ○ Interview preparations ○ Apprenticeship fairs ○ Enterprise challenges ○ Guest speakers ○ Apprenticeship talks ○ University visits ○ Speed networking ○ Company visits ○ CV writing workshops • 10,500 students participating in CEC activities • Target exceeded for 2017/18 	
Increase number of schools with QICs award	Helyna Carol Graham	Sept 18	Baseline 0 Schools in 2017 Target 30% of the 20 secondary schools achieving award	Schools in the city provide young people with quality information	<ul style="list-style-type: none"> • 9 schools achieved the Quality in Careers Standard award in Nov 2017 to 2018 • Target exceeded these included; One special school, a PRU, five secondary schools and City of Wolverhampton College. This compares with Sandwell (5) and Dudley and Walsall (4 each). 	

4. Improve the availability of supported internships, traineeships and apprenticeships for vulnerable young people

Action	Who is responsible	By when	Measures	Impact	Achievements to date	RAG
--------	--------------------	---------	----------	--------	----------------------	-----

Use the Apprenticeships scheme within the council to develop a model for vulnerable group	Tom Denham Adrian Leach Sue Lindup Paula Warrilow	Jan 2019	A new model of recruitment, pay, placement and support	Increased number of vulnerable young people accessing opportunities in the Council	<ul style="list-style-type: none"> • Developing new recruitment process to open all apprenticeships to vulnerable groups • New apprenticeship pay to be approved which will allow care leaver and other vulnerable group to join City of Wolverhampton Council on a wage that does not compromise their living costs. • Meeting 18th June with Enable to look at ways recruit inclusive apprentices • Follow up meeting held on 5th July with Wolves at Work, Workforce Development and Enable looking ways we can work closer and be an exemplar employer • Use wolves at work to support young people to access vacancies and progress those who have completed a supported internship 	
Create 8 positions within the council	Sue Lindup David Humpage	Sept 2019	In 2018/19 create 8 supported positions	Creating opportunities for improving skills and employability for young people with EHCP	<ul style="list-style-type: none"> • Opportunity to recruit an inclusive apprentice in the skills team • Creating a streamline recruitment process that is accessible by all • Reviewing recruitment procedure to ensure all venerable groups can access apprenticeships within the council • Offering advice for manager on additional support available to them when they recruit apprentices that require extra support. 	
Work with providers like Enable to improve access to support and opportunities	Sue Lindup	Sept 2019	10 positions in other employers	Improving skills and employability for young people with EHCP	<ul style="list-style-type: none"> • NHS Trust to offer 10 opportunities for inclusive apprenticeship in <ul style="list-style-type: none"> ○ Portering ○ Catering ○ cleaning ○ Business Admin 	

					<ul style="list-style-type: none">• Wolves at work to support with a pre-apprenticeship programme for those with Education Health Care Plan (EHCP)• Enable to work with additional employers to increase the number of opportunities for young people	
--	--	--	--	--	--	--