

URN: 22 - 285

Subject: National Apprenticeship Week 2023
Report To: Executive Leadership Team, 21 December 2022
Economic Development Committee, 9 January 2022
Report By: Victoria Mallender, Economic Growth Manager



Subject Matter / Recommendations

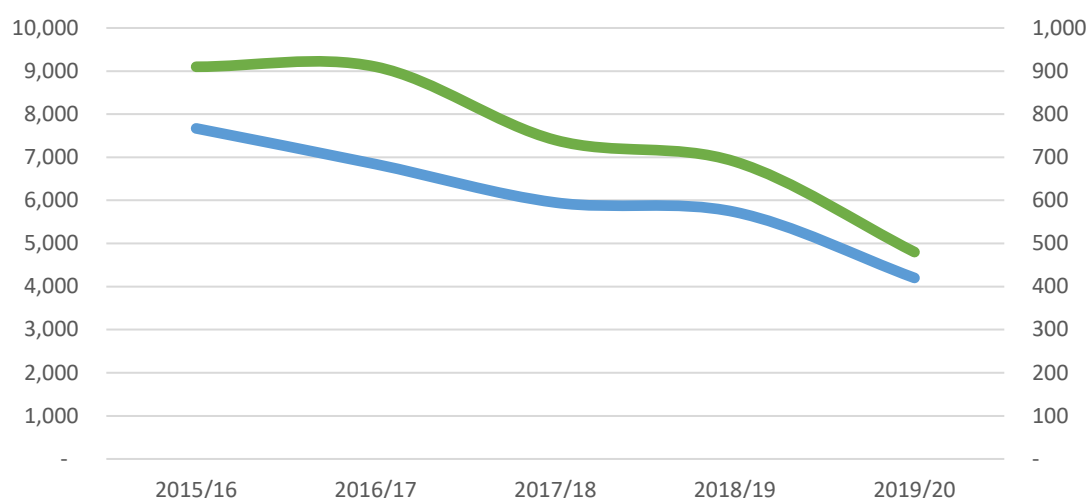
The Economic Development committee noted that National Apprenticeship Week falls on 6-12 February 2023 and requested proposals for collaborative activity with the County Council, Apprenticeships Norfolk and others to coincide with this event. This report highlights opportunities to tie local activity into National Apprenticeship Week in terms of both events and wider promotion.

Members are asked to:

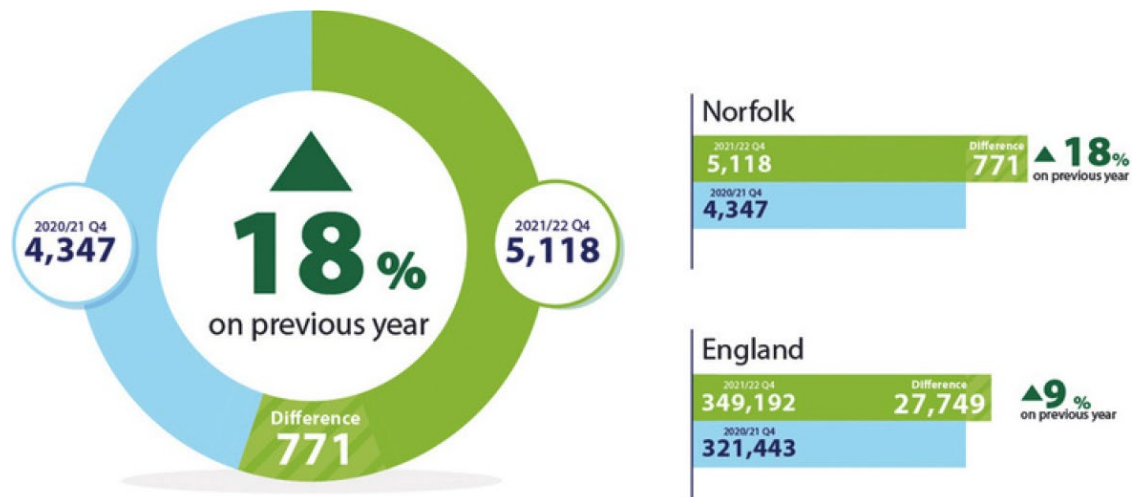
- 1) Review and comment on the content of this report.

Background and Context

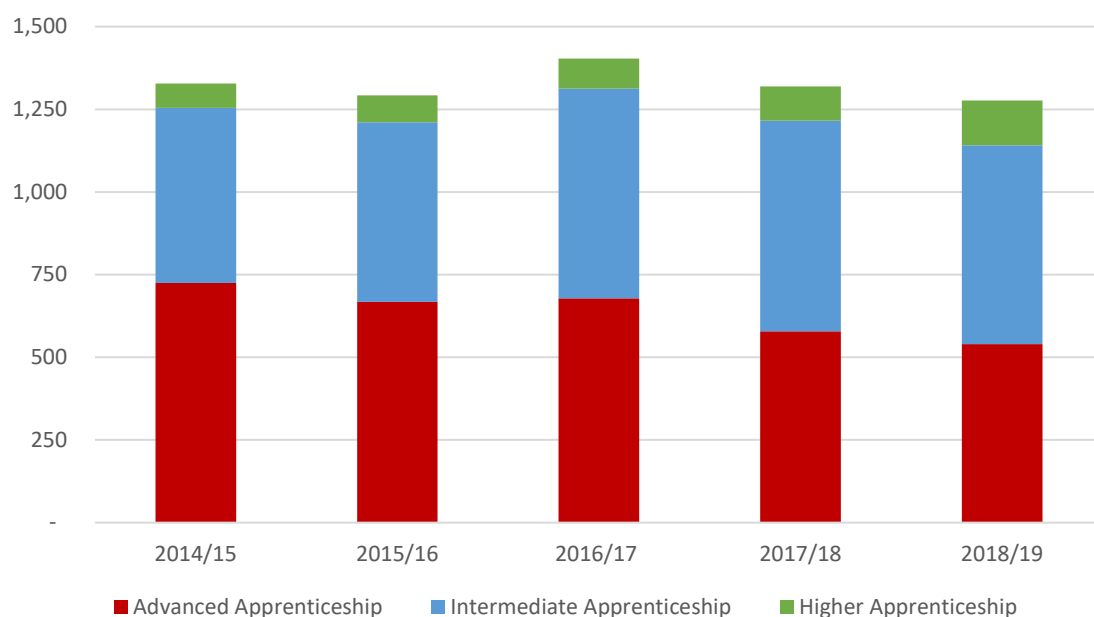
- 1.1. Although EnterpriseGY has provided a point of contact within the Council for specific schemes and projects relating to apprenticeships – such as ‘Kickstart’ – there is no comprehensive strategy or action plan in place to support and promote apprenticeship opportunities for businesses or candidates within the Borough. Critically, a new Council-hosted Skills Manager post, funded through the UK Shared Prosperity Fund until the end of March 2025, will provide some additional capacity and coordination across skills, employability and related areas.
- 1.2. Apprenticeships are seen and valued as high-quality pathways to successful careers, providing opportunities for new and existing employees to develop and assist local economies meet current and future skills needs. Department for Education data for the period 2015-2020 illustrate apprenticeship ‘starts’ in the parliamentary constituency of Great Yarmouth (the green plot and the right-hand axis) and the county of Norfolk (the blue plot and the left-hand axis) including all funded and unfunded learners reported on the Individualised Learner Record (ILR):



- 1.3. Apprenticeships Norfolk provisional data demonstrate that 2021/22 'starts' across the County, as a whole, exceeded year-on-year improvements across England, with 'Intermediate Apprenticeships' increasing by 18%, 'Advanced Apprenticeships' increasing by 19% and 'High Apprenticeships' increasing by 15%. Of these, the largest increase was from the 'Under 19' age bracket, which increased 31%:



- 1.4. Individualised Learner Record (ILR)-derived data also collated by the Department for Education illustrate apprenticeship participation by apprenticeship level within the Borough over the period 2014-2019:



- 1.5. The Economic Development committee noted that National Apprenticeship Week falls on 6-12 February 2023 and requested proposals for collaborative with the County Council, Apprenticeships Norfolk and others to coincide with this event. This report highlights opportunities to tie local activity into National Apprenticeship Week in terms of both events and wider promotion.

2. Marking National Apprenticeship Week

2.1. A number of partnership events are in development:

- EnterpriseGY will join East Coast College on the 26 January 2023 at their annual Jobs Fair, promoting apprenticeships alongside delivering workshops such as 'Be Your Own Boss' and 'Life As An Apprentice'. The event will provide opportunities for direct dialogue between students, potential candidates and hosts.
- Working with Apprenticeships Norfolk, EEEGR and East Coast College, GENERATE will put together a clean energy-specific awareness plan to target businesses highlighting the projected skills gaps across the industry and the corresponding apprenticeships available. It is proposed that this activity launches at the 'Skills for Energy' event scheduled within National Apprenticeship Week at the Energy Skills Centre in Lowestoft
- The Council and the Insight Norfolk project will be running an event in Q2 2023, highlighting the offer to eligible small to medium-sized business of a free, tailored package of support to help embed the best approaches to apprenticeships within local businesses and providing ongoing organisational support and during hosting.
- Economic Growth officers propose running an Apprentices and Skills Roadshow in April 2023 in collaboration with the new Skills Manager post and the Great Yarmouth Skills Taskforce.

2.2. There are also opportunities to raise awareness of the Apprenticeship Levy Transfer Scheme and mechanism through which accrued Apprenticeship Levy monies can be transferred from one organisation to another. All organisations with an annual pay bill of more than £3 million must pay the Apprenticeship Levy at a rate of 0.5% of their annual pay bill. Large employers that pay the Levy can choose to transfer up to 25% of funds each year to other businesses to pay for apprenticeship training.

2.3. It is proposed that EnterpriseGY and Council communications channels are used to actively raise awareness about the Scheme, targeting larger businesses and stressing the 24-month period over which the Levy can be retained before being 'clawed back' by the Government. This activity would primarily take place via online channels, coinciding with National Apprenticeship Week and wider promotion and communications led by Apprenticeships Norfolk, Apprenticeships New Anglia and others.

3. Risk Implications

3.1. No specific risks requiring active management/mitigation have been identified.

4. Conclusion

4.1. This report highlights opportunities to tie local activity into National Apprenticeship Week 2023 in terms of both events and wider promotion. It's noted that a new Council-hosted Skills Manager post, funded through the UK Shared Prosperity Fund until the end of March 2025, will provide some additional capacity and coordination across skills, employability and related areas.

5. Background Papers

None.

Area for consideration	Comment
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Monitoring Officer Consultation:	As part of the ELT process
Section 151 Officer Consultation:	As part of the ELT process
Existing Council Policies:	Not applicable
Financial Implications:	Not applicable
Legal Implications (including human rights):	None
Risk Implications:	Not applicable
Equality Issues/EQIA:	None
Crime & Disorder:	None
Every Child Matters:	Not applicable