
Cabinet Member (Strategic Finance & Resources)

29 July 2013

Name of Cabinet Member:

Cabinet Member (Strategic Finance & Resources) – Councillor Gannon

Director Approving Submission of the report:

Director of Customer & Workforce Services

Ward(s) affected:

All

Title:

Apprenticeship Strategy 2011-14 Update

Is this a key decision?

No

Executive Summary:

In late 2011, the Council launched its first Apprenticeship Strategy. The Strategy is designed to ensure that Managers are aware of the Council's approach to apprenticeships, their role in supporting the Strategy and the valuable contribution that apprentices can make to organisational performance. The council set a clear target of having 120 apprentices by March 2014, over the last 18 months we have made great progress in working towards that target and also fulfilling the wider objectives set out in the strategy.

This report provides an update on the progress of the Strategy.

Recommendations:

The Cabinet Member is requested to endorse the progress of the Strategy

List of Appendices included:

None

Other useful background papers:

None

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title: Apprenticeship Strategy Progress Update

1. Context (or background)

1.1 The Council is firmly committed to developing its workforce and increasing the number of young people working for it and there are a number of national and local drivers for this. The Strategy in place since 2011 provides a firm commitment to the identification of appropriate posts for Apprenticeships and through investment a general increase in the number of apprentices we have in the Council.

1.2 The overarching aims of the strategy were to:

- 1.2.1 Increase the number and range of apprentices available across the council
- 1.2.2 Focus on looked after children, those not in education, employment and training (NEET) and those from workless households
- 1.2.3 Support the council's strategic workforce planning
- 1.2.4 Make managers aware of the council's approach to apprenticeships and their role in supporting the Strategy
- 1.2.5 Unlock local talent, support the increase of skills levels and across the city and grow our own skilled workforce
- 1.2.6 Lead by example across the city

1.3 Currently there are 86 apprentices across the council. The table below provides a detailed breakdown directorate by directorate and shows that as a result of the Strategy we have created an additional 54 new posts.

Directorate	Existing Posts	Conversions	New Funded	Total
CWS	24	3	7	34
CLYP	5	5	5	15
CSDD	1	8	5	14
CS	0	9	3	12
FLS	1	6	2	9
CEX	1	0	1	2
Total	32	31	23	86

Furthermore the Strategy set out a range of wider objectives focusing on looked after children, NEET and those from workless households. The progress against those groups is as follows:

Priority Groups	No.
LAC	11
Disabled	19
NEETs 16-18	34
19>unemployed less than 6 months	12
19> unemployed over 12 months	15
Workless households	19
JSA	16
Disability Benefits	3
Housing Benefits	2
Income support	4

Deprived Area	No.
Radford/Spon End	3
Wood End	0
Willenhall/Stoke Aldermoor	11
Foleshill	7
Hillfields	3
Canley/Tile Hill	9
Henley Green West	1

Ethnicity Groups	No.
White	76
Asian/Asian British	7
Black/Black British	2
Mixed	2
Gender	No.
Male	47
Female	40

1.4 Key achievements:

- As a direct result of implementing the strategy we have already created a total of 54 new posts, this now means we have to create a further 34 posts in 2013/14.
- Initially there was a slow take up across directorates in adopting the strategy due to a number of issues including going through re-structures, VR/ER, FSR's, etc.
- Whilst initial take up was slow, through the excellent work of the Entry to Employment team directorates have responded well to the challenges of the strategy and whilst it will be equally challenging going forward we are confident that the target as set in the strategy will be achieved.
- The funding has allowed to create Apprenticeships in a range of professions and examples of this include Craft and Horticulture, ICT, Finance and Adult Social Care.
- Since the strategy commenced 36 apprentices have secured permanent positions with the council which demonstrates the success of the scheme and the value the organisation places on apprentices. All apprentices are given redeployee status three months prior to their training placement coming to an end providing them and the council with the best opportunity to gain permanent employment.
- In 2011 when the strategy commenced we had 302 employees under 25 which was 4.12% of the overall workforce. Currently we have 330 employees under 25 making up 4.63% of the overall council workforce excluding schools.
- £11,375 has been generated from Work Choice providers in sustaining disabled individuals into apprenticeships for at least 26 weeks. This revenue will support in creating additional apprenticeships for disabled people.
- 40 Young People have attended the Access to Apprenticeship programme which was developed to support priority groups. 15 of these are now in an apprenticeship with Coventry City Council and 7 are in an apprenticeship with other employers.

2. Options considered and recommended proposal

2.1 The purpose of the report is to endorse the actions being taken to progress the Strategy.

3. Results of consultation undertaken

3.1 Internal consultation to date has taken the form of briefings to Business Management Group and further briefings are planned with a range of stakeholders once the Strategy has been approved.

4. Timetable for implementing this decision

4.1 The implementation of the Strategy is an ongoing piece of work.

5. Comments from Director of Finance and Legal Services

5.1 Financial implications

The strategy is supported through annual revenue funding of £250k

5.2 Legal implications

The Council has entered into appropriate contracts with apprentices which clearly set out the duties and responsibilities of the Council and the apprentice, in relation to both training and employment.

6. Other implications

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

The Strategy contributes towards the council's core aims of a prosperous Coventry; ensuring that children and young people are safe, achieve and make a positive contribution and developing a more equal city with cohesive communities and neighbourhoods.

6.2 How is risk being managed?

The implementation of the Strategy is being overseen by the Business Management Group.

6.3 What is the impact on the organisation?

The Council's workforce information shows that there is a shortage of younger workers within the Council and in the Apprenticeship Strategy recognises that there is a need to have appropriate route ways into employment, especially for young people. Failure to address the age profile of the workforce will have significant repercussions in the future delivery of services. Apprenticeships have been identified as one of these route ways.

6.4 Equalities / EIA

An equality impact assessment has not been undertaken but the Strategy focuses on young people and in particular supporting those facing greater disadvantage such as young people in care or those not in education, employment or training. The strategy and overarching objectives are aligned to the equalities in employment action plan.

6.5 Implications for (or impact on) the environment

None

6.6 Implications for partner organisations?

As the city's largest employer Coventry City Council will lead the way in promoting Apprenticeships across the city.

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