

Apprenticeships East Sussex Plan 2018/19

Apprenticeships East Sussex is the county's strategic body for apprenticeships, with the key aim of ensuring the growth of apprenticeships in East Sussex. The 2018/19 Plan is directly linked to the five *Skills East Sussex* priorities, and all activities identified in the Plan are specifically aimed at achieving apprenticeship growth.

The role of AES, as set out in its terms of reference, is to provide oversight and coordination of key stakeholders, strategies and communication plans; horizon scan and identify change, challenge and issues arising; and where appropriate, will lobby collectively on behalf of apprentices, employers and training providers to ensure ongoing sustainability and growth of apprenticeships in East Sussex.

The AES Plan 2018/19 acknowledges the sharp decline in apprenticeship starts since the introduction of the Apprenticeship Reforms and Levy in May 2017, and therefore the ambition is to see a growth in apprenticeships from the 2017/18 position. In the meantime, AES will be monitoring whether the decline in apprenticeships is a short term reaction to the implementation of the apprenticeship reforms, or a reflection of more permanent systemic issues impacting on employer demand and provider agility. On the latter, representatives of AES will continue to lobby on these matters at a local, regional and national level.

SES priorities	AES activities and actions	Who by?	KPIs (source)
1. Improve the quality and relevance of Careers Education, Information, Advice and Guidance for people of all ages	The East Sussex Careers Hub works with all schools to ensure that young people and parents access information about apprenticeships and traineeships through careers fairs, parents evenings, workshops and roadshows, and that schools are challenged by Enterprise Advisers to promote apprenticeships and access opportunities to do so in line with the 'Baker Clause' amendment to the Technical and Further Education Act.	ESCC; Apprenticeships in Sussex (SCTP); Apprenticeship Support and Knowledge for Schools project (ASK); Enterprise Advisers	30 AiS information events in schools on higher and degree apprenticeships 15 ASK information events in schools 2 Apprenticeship Roadshows in Eastbourne and Hastings in March 2019
	The East Sussex Careers Hub to support the growth of the 'Young Apprentice Ambassador Network' (YAAN) locally and encourage Apprenticeships in Sussex Ambassadors from 2017/18 to join the YAAN to support delivery of information sessions to schools and parents.	ESCC; Apprenticeships in Sussex (SCTP); Apprenticeship Support and Knowledge (ASK)	Apprenticeship Ambassadors and YAAN to support workshops in events in 2018/19
	16-18 year olds are supported to apply for apprenticeships and traineeships.	YES	240 young people to be supported in to apprenticeships by YES in 2018/19
	Apprenticeships, traineeships and case studies are promoted to parents, young people and adults through the East Sussex Careers Hub and Enterprise Adviser Network, the National Careers Service, careers fairs, the press and social media.	ESCC; CXK; SCTP; YES; Colleges, training providers & universities; ACES; Sussex Chamber	Increase in apprenticeship starts from 2017/18 position

2. Help young people become ready for the world of employment	Young people, aged 16-24, to access work readiness programmes through ESF funded 'Enhancing Apprenticeships'.	STUK	235 to undertake Enhancing Apprenticeships programme; 47 to progress in to apprenticeships.
3. Address gender imbalance in employment and study in key industries/sectors	Skills East Sussex sector task groups to identify activities that address gender imbalance and increase representation from under-represented groups in apprenticeships.	SES sector task groups (Employers, colleges, training providers & universities)	Task group action plans to identify new activity that addresses under-representation of target groups.
4. Make sure that the curriculum is shaped by employers wherever there is scope for this to be done	Ensure that there is appropriate representation and engagement from training providers and employers on Skills East Sussex sector task groups in Engineering, Construction, Creative and Digital, Land-based and Visitor Economy, and enable to identify apprenticeship growth to meet skills gaps in priority sectors	SES sector task groups (Employers, colleges, training providers & universities)	Task group action plans to identify opportunities for employers to shape and support apprenticeship growth and development of Apprenticeship Standards.
5. Help to stimulate the uptake of apprenticeships and higher level learning	Engage with employers, particularly SMEs, to ensure they are aware of changes to the Apprenticeship system as a result of the Reforms and Levy. Target communications through Sussex Chambers, FSB, ACES, SES task groups and other key local business networks.	Apprenticeships in Sussex (SCTP); Colleges, training providers & universities; ACES; FSB; Sussex Chambers	Increase in number of apprenticeship starts with SMEs (SELEP Blue Sheep data 2018/19)
	Promote apprenticeships and higher level routes through press releases, social media, including publishing 'success stories' in relevant media, and during National Apprenticeship Week (March 2019)	ESCC; SCTP; Colleges, training providers & universities; ACES; Sussex Chamber	Increase in apprenticeship starts from 2017/18 position
	Training providers and universities to work collectively to identify areas where Higher Apprenticeships can be grown, and improve progression of learners to higher level apprenticeship pathways, including through the Skills East Sussex task groups.	Colleges, training providers & universities; SES sector task groups	Increase in number of higher level apprenticeships available locally
	Provide training for employers on how to engage and support young apprentices in the work place to ensure higher retention and success rates for young entrants.	YES; Sussex Chamber	30 employers to be engaged in training sessions

	Seek funding to deliver an East Sussex Apprenticeship Graduation event to promote the value of apprenticeships to employers and would-be apprentices.	ESCC; SCTP	East Sussex Apprenticeship Graduation event
	Work with County and District/Borough Councils and local Levy-payers to disseminate how to use 10% of Levy spend on apprenticeship training for non-Levy payers (SMEs), particularly in priority sectors identified by Skills East Sussex.	ESCC; D&Bs	Identified Levy payers contributing 10% of Levy share on local SMEs, including in SES priority sectors
	Stimulate apprenticeship uptake through ESCC Procurement Social Value Charter and share good practice amongst district and borough councils. in delivering apprenticeships in East Sussex – i.e. approx. how many apprenticeships can we expect from each new contract awarded in Sept 2018 August 2019 for larger value contracts.	ESCC Procurement	15 apprenticeships delivered through ESCC procurement
Lobbying	Representatives of AES will lobby collectively on behalf of apprentices, employers and training providers to ensure ongoing sustainability and growth of apprenticeships in East Sussex, and the feeder routes in to apprenticeships. Maintain an awareness of Level 2 and pre-employment pathways in to apprenticeships.	All	Change in DfE position on areas of the reforms that inhibit growth of apprenticeships.