

APPENDIX 4

Priority:	Skills and Learning
Sub-Priority:	Apprenticeships and Training
Impact:	Meeting the skills and employment needs of local employers

What we said we would do in 2013/14: -

1. Work with the public, private and voluntary sectors to increase the number of apprenticeships, traineeships and work experience opportunities

Progress status	Progress RAG	A	Outcome RAG	G
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Work in relation to this area is on-going. The Apprenticeships, Entrepreneurships and Work Experience (AEWE) Project Board has started to gather data to help inform and develop a baseline of information for 2011, 2012 and 2013 around the number of apprenticeships, traineeships and work experience placements within each partner organisation.

This baseline data will then help inform the numbers and type of future opportunities in going forward.

Awaiting information from Careers Wales

Communities First, working in partnership with Business Supporting Communities and Groundwork are looking to take forward the Jobs Growth Wales & Young Recruits Programme. Employers who have been identified to support young people on work placement and the necessary paperwork and procedures have been explained. Opportunities to link the Jobs Growth Wales & Young Recruits Programme with potential businesses on Deeside Industrial Park is currently being explored.

2. Launch the Employer’s Promise in the public sector to promote and enhance our roles as employers

Progress status	Progress RAG	G	Outcome RAG	G
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An Employer’s Promise has been developed by the AEWE Project Board and has now been signed off by the LSB. A formal launch of the Employer’s Promise will take place later this year – November 2013.

3. Set a marketing strategy to communicate the range of apprenticeship and training programmes available

Progress status	Progress RAG	A	Outcome RAG	G
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Website

The AEWE Project Board has undertaken a piece of work to look at various marketing and communicating models available that will help to promote the work of the AEWE and communicate the range of apprenticeships and training programmes available to young people. The AEWE Project Board has agreed to develop a website based on the “Inform Swansea” Model.

Contact has been made with the E-portal Project Manager at Swansea and he is more than happy for Flintshire to use their model in going forward. Further work is currently being undertaken to determine the following:

- Who will create and develop a similar website for Flintshire – No in-house capacity.
- The associated costs and whether there are any possible funding opportunities
- Developmental capacity of site
- Site content
- Timeframe around site development.

In addition to the work undertaken around the development of a website as outlined above, Careers Wales have undertaken a four week Jobs Growth Wales Campaign which took place from 8th April 2013 and provided information on the communication and marketing being undertaken to promote the Jobs Growth Wales programme and its various strands to individuals:

- **Private sector** – where the majority of the jobs will be created;
- **Voluntary sector** – supporting community-based job opportunities for young people who require more intensive support in the workplace;
- **Support for young people to enter self employment** – a specific strand to help young people start their own business; Briefing version 1.1 2
- **Support package for graduates** – adding value to the existing GO Wales programme by extending work experience opportunities for unemployed graduates (see www.gowales.co.uk);
- **Support for micro businesses** – assisting micro businesses to recruit their first employee.

The purpose of this campaign was to;

- Build awareness and increase the understanding of the Jobs Growth Wales programme amongst the youth target audience.
- Engage young people in the programme to help achieve targets.

- Promote the Jobs Growth Wales Live system and encourage individuals to register on the system and apply for vacancies.
- Promote and encourage young people to sign up and follow the Facebook and Twitter channels as a means to keep up with and receive notification of new job opportunities.

Various media was used to promote the campaign e.g. online banner advertisements used across a number of channels to reach the 16-24 year old audience, Radio advertisements, press articles, leaflets, a brochure has been developed finally and promotion via Facebook and Twitter.

4. Identify the skills gaps for an increased number of apprenticeship and alternative programmes and investment in training

Progress status

Progress RAG

A

Outcome RAG

G

Work in this area is progressing both internally and in Partnership via the work of the AEWE Project Board.

There has been a lot of progress internally within FCC around this area:

- Apprenticeship numbers are continually increasing. FCC had a record intake of apprenticeships last year and recruited 32 apprenticeships over 8 different disciplines. A target of 25 apprenticeships was set for this year however, FCC have already exceeded this target and matched last year's intake.
- FCC has increased the number of apprenticeship disciplines from 8 to 12 to help reduce the skills gap.
- FCC is one of the three finalists (The other two finalists are BT and Airbus) for a Welsh Government Award for Apprenticeships – Macro Apprenticeship Employer of the Year Award. FCC is the only public sector finalist for this award and the winner yet to be determined but its an achievement in itself to be a finalist for the award especially given that no other local authorities have made it this far.
- Communities First are working in partnership with “Reaching Higher, Reaching Wider” to look at funding for future STEM events.
- A lot of work has been undertaken with the Deeside Enterprise Zone to look at engaging businesses to work closely with Schools around the STEM subjects. This has involved a number of workshops with the business to identify their needs and the needs of young people

A Skills gap survey has been completed in May 2013 and we are in the process of collating the information.

5. Support the development of the Young Entrepreneur Programme with the Flintshire Business Entrepreneurship Network

Progress status	Progress RAG	G	Outcome RAG	G
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Work in this area is on-going. The last BEN Meeting took place in July 2013 and the next is scheduled to take place on 1st October 2013.

- Following the success of the first Business Entrepreneur Network's Dragon's Den Event, another has been arranged for the North East Communities First Cluster to take place in September 2013.
- There has also been a Dragon's Den event in the Communities First West Cluster (Holywell) which took place in May 2013.
- Communities First are now working with Askar Sheibani to look at supporting a Dragon's Den event in Wrexham.
- An Enterprise Club has been established and meets every two weeks.
- Following the success of the first Enterprise Club a second Club was opened in June 2013.
- Dynamo role models from Menter a Busnes, Support from Business Supporting Communities and Hicks Randles all contribute to the Clubs.
- Welsh Government is very supportive of the BEN and often bring speakers to the meetings.

Future Workshops planned include; Mentoring, Researching the Market Place, Business Planning, Business Accounting, Self Development, Negotiating, Up & Running, Psychology of Selling, Small Claims, Presentation Skills, Entrepreneurial Skills, Social Media, Idea Generation, Problem Solving and Elevator Pitch.

6. Continue to develop and increase the number and range of Communities First Job Club programmes

Progress status	Progress RAG	G	Outcome RAG	G
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Work in this area is on-going and a lot of progress is being made:

- Communities First are currently working with three local employers who all have low level skill vacancies
- An Employability Club has started this month (August 2013) aimed at supporting young people 16-24 back into employment with a focus on retail.
- There are currently two Jobs clubs (John Summers Campus and Connah's Quay Library) in operation, running on a weekly basis and are well attended with 70 people attending during July 2013.
- A third Jobs Club located in Sealand is due to be launched in October 2013.
- An education programme has also been developed and employability workshops run alongside the Job clubs.

A Jobs and Careers Fair has also been arranged and will take place on 24th September 2013 at Deeside Leisure Centre.

7. Implement skills development programmes in partnership with local employers			
Progress status	Progress RAG	A	Outcome RAG
Phase 1 of the North Wales Advanced Manufacturing Skills and Technology Centre (NWAMSTC) feasibility study has been completed to develop a skills pipeline in partnership with Welsh Government, HE, FE and private industry.			
Phase 2 NWAMSTC feasibility study to be completed. This is dependent on release funds from Welsh Government.			

Achievement will be measured through:-

- Reducing the percentage of 16 to 24 year olds claiming job seekers allowance
- Securing high levels of 16 year olds in education, employment and training
- Increasing the number of people who successfully establish and grow businesses
- Increasing the number of apprenticeships in the public and voluntary sector
- Increasing the number of new work experience and apprenticeships

Achievement Measures	Data Officer / Organisation	2012/13 Baseline Data	2013/14 Target	Aspirational Target	Current Outturn	Performance RAG	Outcome Performance Predictive RAG
Reducing the percentage of 16 to 24 year olds claiming job seekers allowance	DWP	7.8% average	6.8%	7.0%	6.4%	A	G
Securing high levels of 16 year olds in education, employment and training	Careers Wales	97.7%	TBC	TBC	N/A	G	G

<p>Increasing the number of people who successfully establish and grow businesses</p>	<p>North Wales Economic Ambition Board</p>	<p>Flintshire (2011) - 420 new active businesses created</p> <p>2012 – supported business to create 573 new jobs and safeguard 1,300</p>	<p>Data to be determined</p>	
<p>Increasing the number of apprenticeships in the public and voluntary sector</p>	<p>Coleg Cambria FCC Careers Wales Job Centre Plus</p>	<p>Apprenticeships: 825</p> <p>Traineeships: 124</p> <p>Work Experience Placements: 219</p>	<p>Data to be determined</p>	<p>G</p>
<p>Increasing the number of new work experience and apprenticeships</p>	<p>Careers Wales & Coleg Cambria</p>	<p>Data to be determined</p>		

Risk to be managed: Ensuring that employer places match current and future aspirations and needs

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)			(L)	(I)	(LxI)	
H	H	R	<ul style="list-style-type: none"> Various approaches to skill gap identification and workforce planning are implemented across the external agencies The Regeneration Partnership has matured and plays an important role in addressing future skills gaps and 'growing the market'. 	M	L	G	<ul style="list-style-type: none"> Launch of the Employers' Promise and follow-through of specific commitments Business Entrepreneur Network Dragon's Den Events Communities First expansion of Job Club programmes 	Head of Human Resources & Organisational Development Head of Regeneration		L	L	G

Risk to be managed: Ensuring capacity to support paid work placements and other programmes

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)
H	H	R	<ul style="list-style-type: none"> Council's Modern Trainee Scheme Review of Council's work placements schemes 	M	L	G	<ul style="list-style-type: none"> Renewal of Modern Trainee Scheme and launch of Graduate programme Fulfilment of Employers' Promise commitments 	Head of HR & OD		L	L	G

Risks to be managed:

- Strengthening the links between Schools, Colleges and employers
- Ensuring that education providers participate fully

Gross Score (as if there are no measures in place to control the risk)			Current Actions / Arrangements in place to control the risk	Net Score (as it is now)			Future Actions and / or Arrangement to control the risk	Manager Responsible	Risk Trend	Target Score (when all actions are completed / satisfactory arrangements in place)		
Likelihood	Impact	Gross Score		Likelihood	Impact	Gross Score				Likelihood	Impact	Gross Score
(L)	(I)	(LxI)		(L)	(I)	(LxI)				(L)	(I)	(LxI)
H	H	R	<ul style="list-style-type: none"> • Education providers including schools and Further Education are represented on the Apprenticeships, Entrepreneurships and Work Experience Board (AEWE) • Representatives have the responsibility to communicate with colleagues 	L	L	G	<ul style="list-style-type: none"> • Conferences to provide opportunities for more education providers and students to be directly engaged in the programme 	Director of Lifelong Learning		L	L	G