



**North Tyneside Council**

# Economic Prosperity Sub-Committee

3 September 2018

**Tuesday 11 September 2018** Room 0.01, Quadrant, The Silverlink North, Cobalt Business Park, North Tyneside **commencing at 6.00 pm**

<b>Agenda Item</b>	<b>Page(s)</b>
<b>1. Apologies for Absence</b> To receive apologies for absence from the meeting.	
<b>2. Appointment of Substitute Members</b> To be notified of the appointment of any Substitute Members.	
<b>3. Declarations of Interest</b> You are invited to declare any registerable and/or non-registerable interests in matters appearing on the agenda, and the nature of that interest.  You are also invited to disclose any dispensation in relation to any registerable interests that have been granted to you in respect of any matters appearing on the agenda.  You are also requested to complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.	

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| 4. | <b>Minutes</b>   | 3  |
|    | To confirm the minutes of the previous meeting held on 26 June 2018.   |    |
| 5. | <b>Apprenticeships</b>   | 6  |
|    | To examine recent national changes to apprenticeships, the local response to them to promote apprenticeships as a viable route to start and develop careers and the impact of the reforms on apprenticeship numbers. |    |
|    | (Consideration of this item will follow a visit to Accenture. Details of the visit have been sent to members of the sub-committee separately.)   |    |
| 6. | <b>Appointment of Retail and Town Centre Study Group</b>   | 28 |
|    | To consider the appointment of a time limited study group to investigate the future development of sustainable retail and town centres in North Tyneside.  |    |

**Members of the Economic Prosperity Sub-Committee:**

Councillor Ken Barrie	Councillor Janet Hunter (Chair)
Councillor Joanne Cassidy	Councillor Pam McIntyre
Councillor Steve Cox	Councillor Maureen Madden
Councillor Sarah Day	Councillor Martin Rankin
Councillor Karen Lee	Councillor Joan Walker (Deputy Chair)
Councillor Peter Earley	

## **Economic Prosperity Sub-Committee**

**26 June 2018**

Present: Councillor Janet Hunter (Chair)  
Councillors J Cassidy, D Drummond,  
J Harrison, K Lee, M Madden,  
P McIntyre, J Mole, M Rankin, W Samuel  
and J Walker.

Also present: Councillor B Pickard, Deputy Mayor

### **EP01/06/18 Apologies**

Apologies for absence were received from Councillor F Weetman.

### **EP02/06/18 Substitute Members**

There were no substitute members appointed.

### **EP03/06/18 Declarations of Interest and Dispensations**

There were no Declarations of Interest or Dispensations reported.

### **EP04/06/18 Minutes**

**Resolved** that the minutes of the previous meeting held on the 27 March 2018 be confirmed and signed by the Chair.

### **EP05/06/18 Business Support (Previous Minute EP43/03/17)**

In March 2017 a sub-group appointed by the sub-committee had formulated a report and a series of recommendations on how existing business support might be enhanced and how additional services might be developed to improve the success rate of start up businesses. The recommendations had been accepted by the Cabinet in June 2017.

Sean Collier, Senior Manager: Business & Enterprise, attended the meeting to present details of the action taken as a result of the recommendations. Councillor B Pickard, Deputy Mayor and the cabinet member with responsibility for business and economic development was also present.

During consideration of the report the sub-committee examined in more detail:

- a) the submission of a bid for external funding to maintain the Business Factory. The outcome of the bid was likely to be known in September or October 2018;
- b) the intention of local authorities across the region to begin to assess the likely impact of Brexit;
- c) the merits of the North East Fund in providing loans to growth businesses;

- d) the absence of any grants to attract inward investment to the region, and the comparison with other areas such as Teesside, Scotland and Northern Ireland who had such schemes;
- e) the potential to build industrial units on a speculative basis to attract inward investment; and
- f) the upturn in the offshore turbine industry which had led to greater interest in the Swan Hunter site.

It was **agreed** that the action taken as a result of the recommendations contained in the Business Support Sub Group's report be noted.

### **EP06/06/18 Work Programme 2018/19**

The sub-committee gave consideration to formulating its work programme for the year ahead. A draft work programme was presented which had been prepared in consultation with the Chair and Deputy Chair and was based on outstanding scrutiny exercises carried over from 2017/18 and topics identified by the Chair and Deputy.

The Senior Leadership Team had identified a list of key policy areas, plans and strategies to inform the development of the scrutiny work programmes. It was noted that the sub-committee had previously contributed to the formulation of many of the strategies included in the list, for example the Transport and Cycling Strategies, and it was proposed that discussions with the relevant Cabinet Members would continue so that the sub-committee's work programme would continue to support and complement any work in these areas.

Two topics had been identified by members of the public that fell within the sub-committee's remit: parking on pavements and parking on the seafront. The sub-committee heard that the Council had previously given careful consideration as to how it might more effectively enforce pavement parking within the existing legal framework. The government had recently announced that it was considering introducing new legislation to strengthen the powers available to local authorities to enforce pavement parking. In view of this the sub-committee agreed that it should examine the details of any new legal powers when they were known to consider how these might be implemented in North Tyneside.

Councillor Pickard raised two issues for possible in depth investigation. He referred to the government's Industrial Strategy, the Local Enterprise Partnership's Strategic Economic Plan and the North of Tyne Combined Authority's proposed local industrial strategy and he suggested that the sub-committee may wish to examine how the three strategies would link together.

Councillor Pickard also suggested that the sub-committee may wish to examine the future of retail centres in the borough. If the Council were to regenerate its town and retail centres, how could it develop sustainable retail models in the light of the growth of online shopping? Members discussed the topic and suggested that any investigation could include consideration of:

- a) the role and nature of town centres, retail parks and smaller shopping areas such as Forest Hall in 20/30 years time;
- b) the needs and views of young people who will be the customers of the future;
- c) information held by retailers about their digital strategies and changes in customer behaviours;
- d) the approach taken by other local authorities in regenerating and remodelling their town centres; and

- e) the environmental implications of the changes in retailing and the increase in the number of deliveries to customers homes.

The sub-committee had the option to appoint a time limited sub-group to carry out an in-depth investigation. It was agreed that the future of town centres would be a suitable topic for an in depth investigation.

The draft work programme included the possibility of the sub-committee visiting local businesses in the borough. It was suggested that members visit Sterling Pharma Solutions in Dudley.

**Resolved** that (1) the proposed work programme for 2018/19 be approved; and (2) an investigation into how the Council might develop sustainable town and retail centres in the light of the growth of online shopping be included in the work programme.

**Meeting: Economic Prosperity Sub-committee**

**Date: 11 September 2018**

**Title: Apprenticeship Report**

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Employment and Skills

Service: Health, Education, Care  
and Safeguarding

Wards affected: All

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## **1. Purpose of Report**

This report provides an update on the approach to apprenticeships following the previous update provided to the Economic Prosperity Sub Committee in February 2017.

## **2. Recommendations**

The sub-committee members are requested to:

- note and comment on the content of the report;
- consider if any further information is required; and
- make any recommendations, if necessary, to the Employment and Skills Partnership for their consideration.

## **3. Details/Background Information**

- 3.1 In February 2015 the sub-committee were presented with an initial report that highlighted the regional and local approach to supporting the creation of apprenticeships and the support available to individuals to access them.
- 3.2 The conclusions drawn and discussion agreed that whilst there was a lot of activity taking place there was still much to do to increase the numbers of apprenticeships in North Tyneside and the wider region.
- 3.3 Further reports were presented in October 2015 and February 2017 to provide updates on various initiatives aimed at increasing the numbers of apprenticeship opportunities available to local residents and the number of people who were securing these apprenticeship opportunities.

- 3.4 Since these reports were presented apprenticeships have seen some significant and extensive policy reforms, which have had an impact on the response to apprenticeships from large and small employers and providers of apprenticeship training.
- 3.5 This report sets out some of these main changes, the response to them, our work to promote apprenticeships as a viable route to start and develop your career, and the impact of these reforms on apprenticeship numbers.

#### **4.0 Apprenticeship Reforms**

4.1 The Government continues with its aim to increase apprenticeship numbers to 3 million by 2020 and has introduced a number of reforms to achieve this. The reasons given for the reforms:

- To give employers control in designing apprenticeships to match their business needs
- To increase flexibility in delivery
- To simplify funding
- To increase effectiveness of training

4.2 Further information can be found at:

<https://www.gov.uk/government/publications/apprenticeship-funding-from-may-2017>

#### **4.3 The Main Reforms**

4.3.1 Apprenticeship Levy - From April 2017 all employers with an annual pay bill of £3m or more pay an apprenticeship levy, which is a tax collected directly from PAYE contributions. Employers then receive a digital voucher back, topped up by the Government, to purchase apprenticeship training. Further information can be found at: <https://www.gov.uk/government/publications/apprenticeship-levy-how-it-will-work/apprenticeship-levy-how-it-will-work>

4.3.2 Public Sector Apprenticeship Targets - Prescribed groups and public sector bodies with 250 or more staff in England have a target to employ an average of at least 2.3% of their staff as new apprentice starts over the period of 1 April 2017 to 31 March 2021. Bodies in scope must have regard to the target.

The Government considers the duty to 'have regard' to the target to mean that, in making workforce planning decisions, public bodies should actively consider apprenticeships, either for new recruits or as part of career development for existing staff. Apprentices are only considered as 'new apprentices' who will count towards the target, in the year in which they begin their apprenticeship.

A public body with 250 or more staff working for it on any of those dates will be subject to the target for that coming year. The primary legislation defines a public body as:

- a public authority or;
- a body or other person that is not a public authority but has functions of a public nature and is funded wholly or partly from public funds.

This is with the specific exception of; the BBC, Channel Four, The House of Commons and House of Lords and the Post Office Ltd., as well as all their associated subsidiaries. Also out of scope of the targets are charities, FE colleges, Universities, housing associations, housing trusts, independent schools, and financial bodies which are partly state-owned (such as RBS). Further information can be found at:

<https://www.gov.uk/government/publications/public-sector-apprenticeship-target>

- 4.3.3 Changes to Education Skills Funding Agency (ESFA) Apprenticeship funding - New funding rules have been in place since May 2017 and the ESFA no longer pay training providers direct for apprenticeship training. Employers are instead issued with a digital voucher to 'purchase' delivery of training when they employ an Apprentice.

Every individual apprenticeship framework and standard is allocated to a funding band. There will be 30 funding bands from August 2018 ranging from £1.5k to £27k. The upper limit of the funding band caps the maximum price that government will 'co-invest' towards. Employers are asked to pay their contribution directly to the provider and can spread the cost of this contribution over the lifetime of the apprenticeship through an agreed payment schedule with the provider.

The Government continues to contribute to the additional cost associated with training if, at the start of the apprenticeship, the apprentice is:

- Aged between 16 and 18 years old
- Aged between 16 and 24 years old and a Care Leaver
- Aged between 19 and 24 years old and has either an Education, Health and Care plan provided by the local authority or has previously been in care
- Lives in an area listed within the 27% most deprived areas of the country according to the Index of Multiple Deprivation (IMD) 2015

Further information can be found at:

[https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment\\_data/file/707945/Apprenticeship\\_funding\\_policy\\_in\\_England\\_from\\_August\\_2018.pdf](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/707945/Apprenticeship_funding_policy_in_England_from_August_2018.pdf)



4.3.4 Funding Differences for Employers – Depending on the size of a business determines which funding rules apply for employers. In broad terms the key differences are:

- Apprenticeship Levy – if you are an employer with a pay bill of above £3m per annum. The costs for training can be paid through this levy via a digital account and the Government will add 10% to this funding.
- Apprenticeship Non-levy - smaller employers pay 10% towards the cost of training and assessing apprentices. Employers agree a payment schedule with the training provider, pay them directly for the training and the Government pays the rest (90%) up to the funding band maximum. This is paid directly to the training organisation.

4.3.5 New Apprenticeship Standards - Employers have been given the opportunity to write and design their own apprenticeships which match the needs of their business – examples where this has happened are in vocational areas such as Health and Social Care, Health and Safety, Electrical Engineering, Motor Vehicle, Engineering etc.

Trailblazer applications were sought from groups of businesses (minimum of 10) who wanted to design their own occupational standards for their vocational area/business. They were encouraged to submit their own occupational standards, give details of initial assessment, assessment planning, quality assurance policies, contracts, cost of delivery, cost of end assessment etc. These details would be submitted to their lead organisations for their occupational areas for approval.

The trailblazers were the first step to move from the previous Apprenticeship Frameworks to new Apprenticeship Standards. Providers are now starting to deliver training of the new standards and there are 557 approved from Accountancy to Veterinary Nursing. As these Standards are launched, the old Frameworks will be switched off and will no longer attract funding – existing Apprentices will be unaffected.

A full list of the standards already developed are available on the Institute for Apprenticeships website at:

<https://www.instituteforapprenticeships.org/apprenticeship-standards/>

4.3.6 Digital Apprenticeship Service - The Government launched its new Digital Apprenticeship Service (DAS) in April 2017.

This online portal enables employers to have a levy account showing the amount of funding they can spend on apprenticeships. Funds from the levy account can only be used for Government approved apprenticeships.

The DAS enables levy-paying employers to make virtual payments to providers that are delivering their apprenticeships.

## **5.0 North Tyneside Apprenticeship Partnership**

5.1 For a number of years there has been a partnership focus and approach to creating and supporting apprenticeships in North Tyneside. Key providers work together to ensure employers and individuals receive a comprehensive offer of apprenticeships and associated training.

5.2 The primary providers of apprenticeship training in North Tyneside include:

- Tyne Metropolitan College
- TDR
- Tyne North Training
- North Tyneside Council
- Barnardo's

5.3 The work of this Partnership includes a range of joint activities and events aimed at promoting apprenticeships including business support events, jobs fairs (Cobalt and Quorum) and activities in schools involving local businesses to promote apprenticeships as a progression route for young people.

## **6.0 National Apprenticeship Week North Tyneside**

6.1 National Apprenticeship Week is a locally delivered national campaign driven by the ESFA. Locally partners work together to promote and deliver a range of activities aimed at promoting the benefits of apprentices to employers and young people. National Apprenticeship Week takes place in March each year. The aims of the campaign are to:

- Increase awareness, understanding and demand for apprenticeships
- Showcase and celebrate apprenticeship talent, skills, achievements and successes
- Promote all apprenticeship levels and progression routes, including Traineeships.

6.2 The activities that took place in North Tyneside in March 2018, included:

- An employer facing event sponsored by the LEP, North Tyneside Business Forum and North Tyneside Employment and Skills service with a focus on apprenticeships and training
- Our very successful 'Get Up and Go' event which brings together local training providers and employers with young people considering an apprenticeship as an option. Over 40 employers and 400 people, including 202 young people, attended the event this year, which was affected considerably by poor weather

- Over 20 employers and training providers delivered a programme of awareness sessions in North Tyneside schools. The sessions aimed to explain in general terms what an apprenticeship is, the key benefits and the progression associated with the programme. Additionally the business representative outlined the options associated with their sector, the various roles and career paths
- A number of local providers hosted “drop in” sessions to inform young people who were interested in finding out more about apprenticeships and try some hands on techniques. Among other providers who took part were
  - Barnardo’s
  - Advanced Industrial Solutions (AIS)
  - Kier
  - Northumbria Youth Action
  - Lomax Training
  - North Tyneside Council
- Advanced Industrial Solutions (AIS) host Year 10 and 11 students and 18-24 year olds who are shown around the facility and discuss the opportunities that exist in the offshore, subsea and renewable sectors.
- The partnership has a presence at ‘trade’ desks during the week where the aim was to promote apprenticeships as an option to businesses.
- Showcased the achievements of employers and apprentices in an ‘Apprenticeship Hall of Fame’ – a collection of case studies and videos celebrating local participants in the apprenticeship programme, including a focus on North Tyneside Council Apprentices. The case studies were displayed as part of the “Get up and Go” event
- The North Tyneside Learning Trust (NTLT) produce Apprenticeship Learning Packs for Schools, which include lesson plans and hand outs.
- The North Tyneside Business Forum are promoting the benefits of apprenticeships to its members and wider businesses across NT through a focused marketing and social media campaign
- Posters were situated in prime locations promoting all employer facing activities.

6.3 Planning for Apprenticeship Week 2019 is now underway with the following partners meeting with the Council’s Employment and Skills Team as part of an Apprenticeship Task Group to develop a comprehensive and diverse range of the activities to be delivered:

- Tyne Metropolitan College
- Accenture
- Advanced Industrial Solutions (AIS)
- Jobcentre Plus
- Barnardo’s
- Northumbria Youth Action (NYA)

- Lomax Training
- TDR Training
- North Tyneside Learning Trust
- Generation NE
- Engie

## 7.0 North Tyneside Council's Response as an Employer

7.1 The council has operated a corporate Apprenticeship Academy for a number of years, taking on circa 20 new recruits each year, predominantly intermediate qualification levels, in a variety of roles (although predominantly administrative). Table 1 outlines the destination of our apprentices since 2014.

Key points from this table are:

- At this time we have 18 apprentices in post (14 recruited 2017 and 4 remaining from 2016 who are progressing to the next level of their apprenticeship)
- Recruitment for 2018 is well underway with 26 posts identified to date
- Of the apprentices completing their programme so far, 78% are now in a job and 48.5% are employed by NTC. Many have been employed by their service areas e.g. environmental services, sport and leisure, commissioning. Others (admin apprentices) have found job opportunities in new teams across the council.
- Apprentices finding employment outside NTC have gone into a range of businesses including the NHS, schools and the private sector. Managers have striven to identify potential job opportunities for their apprentices and the young people have been supported with the application and interview process by the Employment and Skills Team and Human Resources/Organisational Development.
- The number of apprentices having their contract terminated remains low at 6 out of 107 (5.6%) This low number evidences the effort all key players have made to be flexible and supportive when faced with challenging behaviour/additional needs.

Table 1: Apprentice destination from 2014 to 2017 cohorts

	2014	2015	2016	2017	2018
Recruited	49	19	21	18	Currently underway
Completed	39	16	13		
Found	10	6	4		

external job					
Found internal job	18	8	7		
Not known	11	Nil	2		
Education	0	2	0		
Resigned	8	1	2	4	
Terminated	2	2	2		
Still on programme	0	0	4	14	

7.2 In order to support the Our People and Our Economy themes of the Our North Tyneside Plan the council's Apprenticeship Academy continues to encourage applications from those in less advantaged groups including those who are lone parents, NEET, looked after, leaving care or who have additional support needs. We have continued year on year (since 2015) to appoint over half of our apprentices from these targeted groups (see table 2). In 2017 we recruited a higher % of apprentices with disabilities – 5.8% compared to 3.8% in 2016. All applicants declaring a disability were interviewed.

Table 2: The number of applicants from targeted groups from 2015 to 2017 cohorts

Year	Total number of applicants	Applicants who meet target audience	Target group shortlisted	Target group employed	%of posts filled by target group
2014	255	83	26	9	32%
2015	83	54	39	10	58%
2016	79	46	25	9	53%
2017	122*	39	32	10	59%

\* In 2017 we offered three solicitor degree apprenticeships, which attracted 64 applications which increased the total number applying and drew a significant number from outside North Tyneside.

7.3 In addition, the council continues to encourage applicants from North Tyneside. The number of apprentices appointed from the borough continues to outweigh those from outside North Tyneside. Our apprenticeship offer is promoted via telephone/email contact with all NT schools and partners working with vulnerable young people. In addition, for 2017 recruitment, the Workforce Adviser targeted John Spence High School, Norham High School, Queen Alexandra 6<sup>th</sup> form and North Shields Jobcentre by meeting with key people to explain the selection process, the programme and its successes.

Table 3: the number of applicants and those appointed from North Tyneside

Year	Applicants from NT	Appointed from NT	Applicants from outside NT	Appointed from outside NT
2014	134	24	121	4
2015	57	16	26	1
2016	56	13	23	4
2017	61	11	61	6

7.4 The council is currently in the process of recruiting and selecting the 2018 cohort.

### 7.5 Progress against the apprenticeship levy and target

7.5.1 As per paragraph 4.3.2, the council is required by the DfE to submit an annual return on our progress towards meeting the public sector apprenticeship target. The period covers 1<sup>st</sup> April 2017 to 31<sup>st</sup> March 2018. Table 4 outlines the council's overall return which shows we have met 75% of our overall target set by the DfE:

Table 4: Annual return in meeting the apprenticeship target

	Target	Achievement
<b>Percentage target</b>	<b>2.3%</b>	<b>1.72%</b>
Overall	79	59
Council only	64	55 (87% of target achieved)
Maintained schools only	15	4 (26% of target achieved)

7.5.2 According to the LGA on average LA's are meeting 57% of their portion of the target with schools only meeting 18% of their target. The apprenticeship target continues to be a significant challenge for schools because of:

- Lack of Available Teaching Standards – standards for teachers, higher teaching assistants, early years and school business managers are not yet available.
- Variable Interest – interest in using the levy varies. Many schools have never employed apprentices before so this is new territory for them.
- Lack of resources – many schools do not have the resources to pay the salaries of apprentices, even if they want to.
- Target doesn't reflect capacity – Schools contain a significant number of part-time staff, inflating the public sector target.
- Majority of council maintained schools are small primary schools that lack the capacity or budget to create apprenticeships. Their 'share' of the Levy is often too small to fund training for even one post. For instance an admin apprentice at level 3 would equate to £5,000 cost, a school business professional level 5 would be £6,000. Early discussions were had between the schools HR business partner and the maintained schools to look at pooling funds and apprentices between primary schools, but this wasn't seen as a viable option.
- 20% Off-the-Job training – This is proving to be a barrier for many schools, as they are reluctant to lose a staff member for that amount of time because of other pathways into teaching – There are a number of other pathways into teaching which cost schools less and do not require 20% of an individual's time to be spent working off the job.

7.5.3 This is a national issue and has been picked up by the LGA who are in discussion with the Department of Education. The council & schools HR Team are also working alongside the maintained schools to look to see what support we can offer in addressing the apprenticeship issue within these schools.

## **7.6 Apprenticeship Strategy**

7.6.1 The Mayor and Cabinet have recently refreshed the Our North Tyneside Plan with a focus on people being ready for work and life. As part of the council's commitment to preparing young people for work and life the Mayor and her Cabinet aim to increase the number of apprenticeships available across the borough. In addition the Mayor has pledged to fulfil the authority's corporate social responsibility towards apprenticeships by making a personal commitment to increase the number of apprentices within the authority's workforce.

7.6.2 This can only be achieved by ensuring apprenticeships become an integral part of our workforce strategy and supports our wider plans linked to developing Our Economy and Our People. With this in mind an Apprenticeship strategy for North Tyneside Council as an employer is being developed.

## **8.0 North Tyneside Council's Response as a Training Provider**

- 8.1 In April 2017, a restructure of the council's Employment and Skills Service was completed bringing together the Connexions Service, Education to Employment Team and the Adult Learning Service into one service and one management team.
- 8.2 As part of this restructure, the service appointed a dedicated Programme Manager for Apprenticeships, which enabled a full review of the training provision and the development of an Apprenticeships Delivery Model.
- 8.3 The review covered all areas of delivery and identified a number of improvements including addressing the requirements for employers recruiting apprentices in a more holistic way and ensuring the apprentices themselves are better supported whilst on programme.
- 8.4 The review also included the requirements of Government legislation on levy and non-levy and its implementation with both employers and the service itself. Key strategies were outlined with resources developed to ensure employers were supported fully in recruiting apprentices.
- 8.5 The recruitment of a Business Development Officer was a key part of this restructure process and resource is included to ensure that apprenticeships are promoted as a priority to employers and that they benefit from individual support according to their business model. Businesses are offered recruitment and selection support which includes an assessment centre session to ensure the selection process is rigorous and in line with their business needs.
- 8.6 The additional support is also available to apprentices by providing training on applications and interview skills to support them in their future job searches.
- 8.7 The service works collaboratively with other good providers including Northumberland Adult Learning Service where a combined bid along with Newcastle City Learning was submitted to access additional funding for small non levy employers across the North of Tyne area.
- 8.8 Additional changes implemented included the recruitment of a Learning Mentor who is responsible for supporting apprentices on programme with



pastoral care needs as well as academic support for those at risk of falling behind. This is a key resource as the service targets those hardest to reach and this additional support was deemed vital to the successful achievement of the apprentice. Our current achievement rate is 82.5%; an improvement from 57% in 2015-16 and 60.5% in 2016-17. The number of apprentices reporting having a learning difficulty or disability has also increased from 2% in 2015-16 to 20% in 2016-17 and 28% in 2017-18, highlighting the additional support we are providing for more vulnerable groups to access and succeed in Apprenticeships.

8.9 The service has invested in an e portfolio system that allows the management team to track apprentice progression and implement action plans for those falling behind. Apprentices also benefit by being able to view their progress towards their qualification in real time and can access the system through any PC or mobile device. Employers can also have access to review their apprentices' progress and timelines. They are part of the review process which sets targets for their apprentice which can also be viewed through the system.

8.10 Bespoke employability support has been implemented with a two way response to apprentices' progression into employment at the end of their programme. Apprentices attend general employability sessions that ensure they have the resources and skills to search for additional employment or training. A bespoke model also gives one to one support to identify individual needs and the support required to ensure a successful outcome. The current positive progression rate is 91.3%

8.11 The service continues to work in partnership with employers and schools across North Tyneside and NTC departments to support the recruitment and training of apprentices. It ensures it responds to the needs of employers by developing new apprenticeships which have included more recently Hospitality and Catering and is looking to increase the breadth of the offer over the coming months. As a direct result of this work we are expecting 44 new starts between August 2018 and the end of September 2018 and currently have 40 apprentices on programme.

## **9.0 Additional work of partners**

9.1 There is a great deal of work taking place across the Borough and amongst partners, such as schools, training providers and businesses, to promote and aim to increase the number of apprenticeship opportunities. Whilst the recent reforms have made this task more challenging, the work continues and includes as just a few examples:

- 9.2 North Tyneside Council continues to lead on the Regional Children in Care Council and apprenticeships and more generally preparing for work has formed a key element of their work. The work has included campaigns aimed to influence the achievement of:
- More apprenticeships available within local authorities and partners specifically for care leavers and with extra support in place to help them succeed and that lead to permanent employment.
  - More opportunities to shadow managers and staff across services to ensure care leavers get more insight in to careers available for them.
  - Support for all Care leavers until 25
  - More support to get care leavers in to long lasting employment.
- 9.3 The work has been led by the NT Participation and Advocacy Team, who have also employed an apprentice in their team who is a care leaver and was recruited specifically from care leavers.
- 9.4 In addition, a number of additional activities take place to promote apprenticeships to young people, utilising national campaigns and resources, such as Apps and Social Media from the National Careers Service and National Apprenticeship Service.
- 9.5 National Takeover Day in November each year is used by the NT Employment and Skills Team to introduce young people from local schools to local businesses who offer apprenticeship opportunities, such as AIS and Accenture.
- 9.6 Our Care2Work partnership has also promoted apprenticeships as a career route achieving great success in reducing the numbers of NEET Care Leavers since 2015.
- 9.7 Tyne Met College have invested in an Apprenticeship Academy – ‘Ignite’ and has arranged a number of events to support employers to understand the new apprenticeship funding over the last 12 months.
- 9.8 Tyne Met’s investment in a 16-18 Apprenticeship Academy to promote and support Apprenticeship opportunities has helped to increase the number of young people choosing an Apprenticeship route. The College offers subject masterclasses, clubs and taster days to engage young people into subjects whereby they are able to experience study in the subject and experience college life linked to employment to underpin choices. These are very well attended and supported.

9.9 The Partnership has significantly increased the number of events and activities since 2015. In addition to those already included in the report, highlights include:

- Full Connexions offer providing an independent IAG service to all Secondary schools in the Borough
- Cobalt Jobs Fair attended by over 25 businesses offering over 1000 job opportunities and attended by over 1500 residents in Oct 2016 and 2017
- Quorum Jobs Fair, attended by over 20 businesses and attended by over 750 residents in May 2017 and over 1000 residents in May 2018
- Over 300 young people registered on the Apprentice Talent Pool between 2015-2018
- An ongoing programme of information events and activities delivered in schools involving local businesses.
- North Tyneside Learning Trust World of Work Events
- Increased use of Twitter and Facebook by the Employment and Skills Team to raise awareness and promote apprenticeship opportunities.
- The Employment and Skills Team reintroduced the Annual Adult Learner Awards in 2016 with a dedicated Apprenticeship Award
- The North Tyneside Business Awards also include an Apprentice Business of the Year award.

## **10.0 The Regional Response**

10.1 The Apprenticeship Growth Partnership meetings continue and the focus of the AGP is:

- To assess the impact of changes to the delivery of apprenticeships on employers
- To promote Higher and Degree level apprenticeships with employers
- To promote the benefits of apprenticeships to employers

10.2 The North East LEP is supporting national campaigns to raise awareness and promote apprenticeships to employers, young people, schools and parents and was extremely active during National Apprenticeship week, encouraging all partners to participate and promote the benefits of good quality apprenticeships.

10.3 The North East LEP has supported the ASK (Apprenticeships, Skills, Knowledge) Programme, to raise awareness of apprenticeships to young people in the region. The provider of this service in the North East has had their contract extended into the next academic year.

10.4 A priority for the North East LEP is to monitor the KPIs regarding uptake of apprenticeships, particularly in key sectors against national performance

Regional apprenticeship data is still limited and remains very difficult to obtain. The LEP will continue to work with ESFA in relation to this. With new GDPR legislation, the ESFA is working with LEP's to amend data sharing agreements. The North East LEP has provided evidence that they are a suitable data controller and is awaiting further information from ESFA. Once established, this should provide access to robust and accurate apprenticeship performance data.

- 10.5 The above notwithstanding, work continues to promote the benefits of apprenticeships to employers. The Skills programme is working with the North East Growth Hub to raise awareness to businesses about the benefits of hiring apprenticeships. The LEP secured £5K ESFA funding to promote apprenticeships, so ran a six week campaign to drive traffic to the dedicated landing page on the Growth Hub, showcasing relevant case studies, guides and the broad range of apprenticeships available.
- 10.6 The campaign was supplemented with social activity across the Growth Hub social platforms including the production of two video blogs from organisations regarding the benefits of taking an apprentice.
- 10.7 In addition to the work of the North East LEP, the North of Tyne Devolution Deal includes a key focus on Inclusive Growth and this will seek to ensure that the most vulnerable groups in the area are supported to secure and progress into employment. This will include work to promote and increase the number of apprenticeship opportunities in the area and ensure these are accessed by our most vulnerable residents. Whilst it is early days, discussions have commenced with Government on some of the key flexibilities and funding that will be available to support this work including the use of unused Apprenticeship Levy funds to be reinvested back into the North of Tyne area to support employers.

## **11.0 Relevant data**

- 11.1 Attached at Appendix 1 is a short data summary that provides key information relating to the numbers of apprenticeships in the region and in North Tyneside.
- 11.2 After a slight decline in Apprenticeship starts between 2012-2014 numbers did recover between 2014-2016 reflecting the increased awareness and promotion of apprenticeships by National Government and local agencies.
- 11.3 The numbers increased over all age groups, but were particularly pronounced in the numbers of apprenticeships being filled by over 25 years.

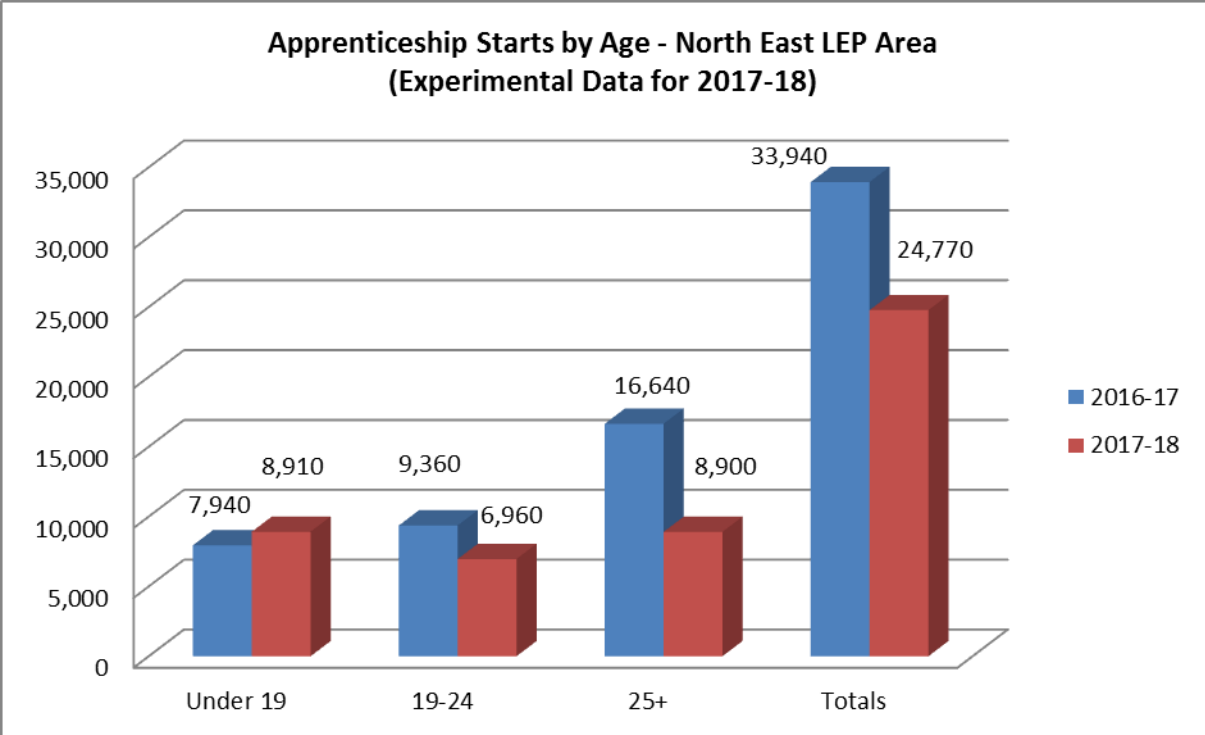
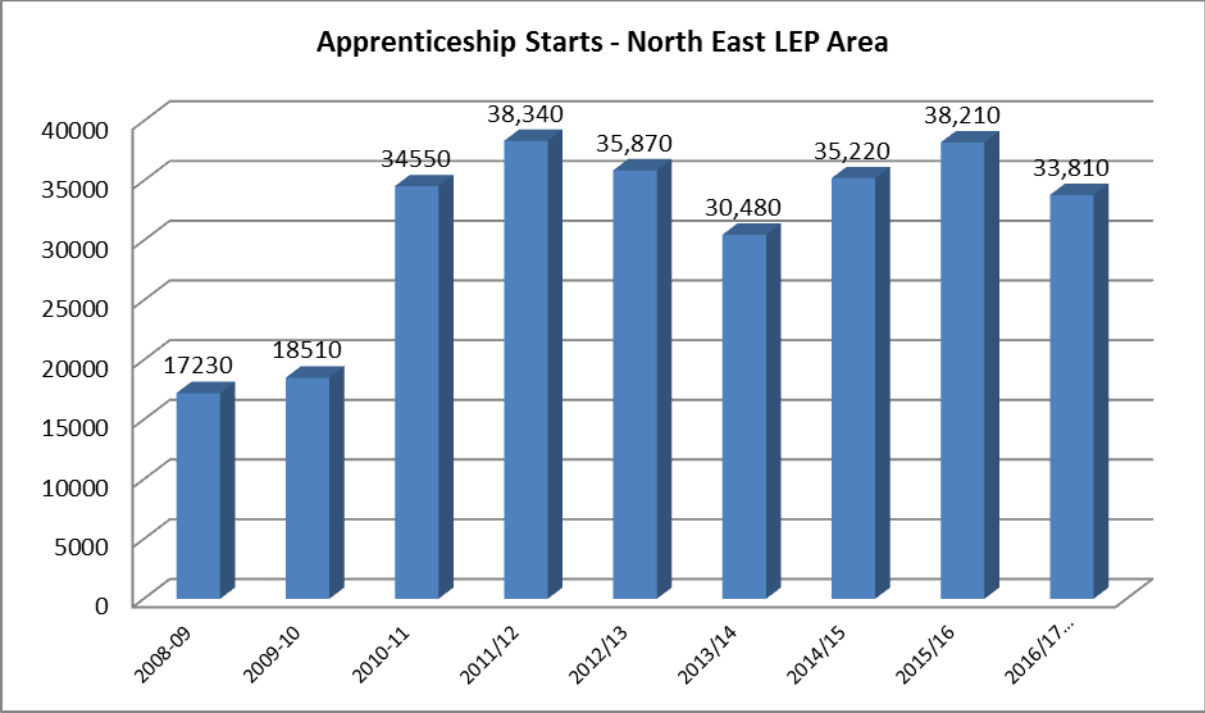
- 11.4 The increases were also across all levels of Apprenticeships with an increasing focus on the advanced and higher level apprenticeships as a career progression route.
- 11.5 Both the North East and North Tyneside mirrored the national picture when it comes to the main sector areas with business administration, engineering and manufacturing, health and care and retail apprenticeships providing the majority of starts.
- 11.6 However, as has been much reported, the extent of the Government's reforms and uncertainty amongst employers has had a dramatic impact on Apprenticeship starts since 2016.
- 11.7 The latest data, which has to be considered carefully as it is provisional and experimental data, shows a reduction in Apprenticeship starts of 27% in the North East between 2016-17 and 2017-18 and 18% in North Tyneside over the same period. This compares favourably with figures quoted elsewhere in the country where reductions have been reported of between 40-50%.
- 11.8 The Government's response to these reductions is that is a consequence of reforms bedding in and that the long term response will be a greater confidence and control of Apprenticeships amongst employers, which will see numbers starting to increase in subsequent years.

## **12.0 Recommendations:**

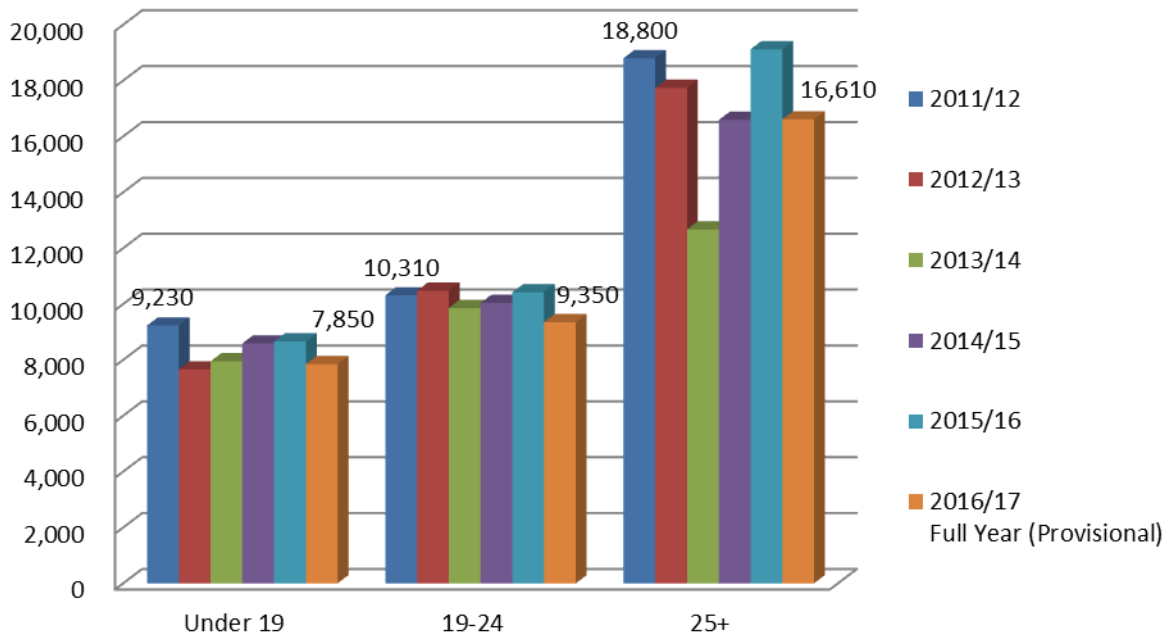
- 12.1 The sub-committee are requested to:
- note and comment on the content of the report;
  - consider if any further information is required; and
  - make any further recommendations to the North Tyneside Employment and Skills Partnership for their consideration.

**Apprenticeships**  
**Economic Prosperity Sub Committee**

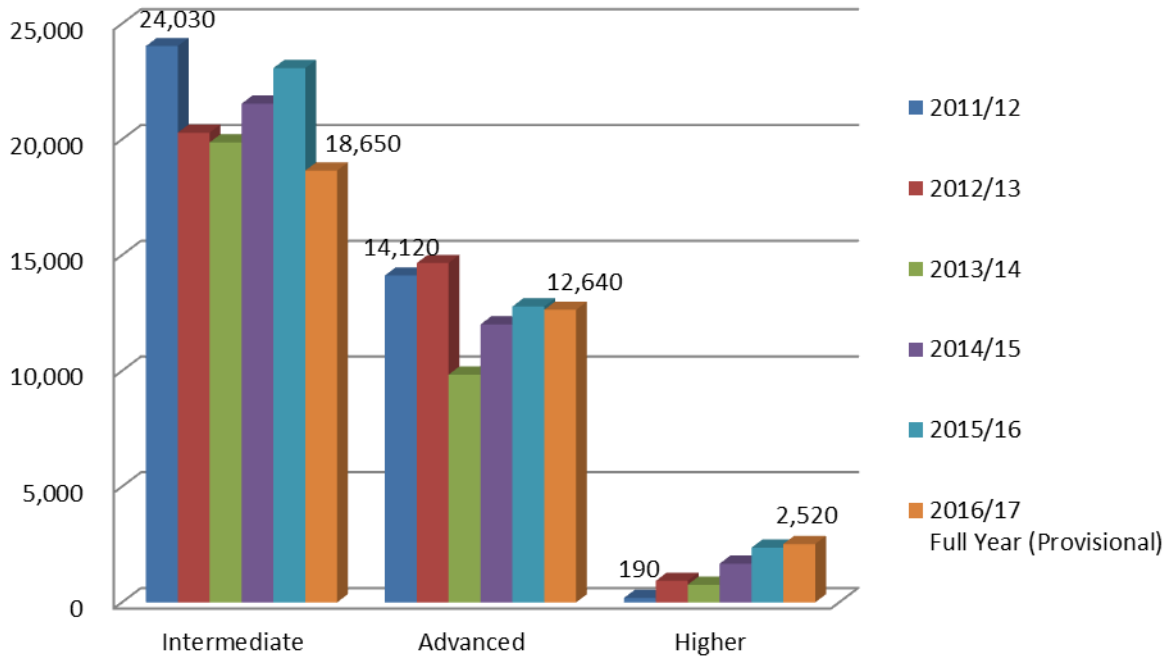
The following tables provide a summary of regional data.

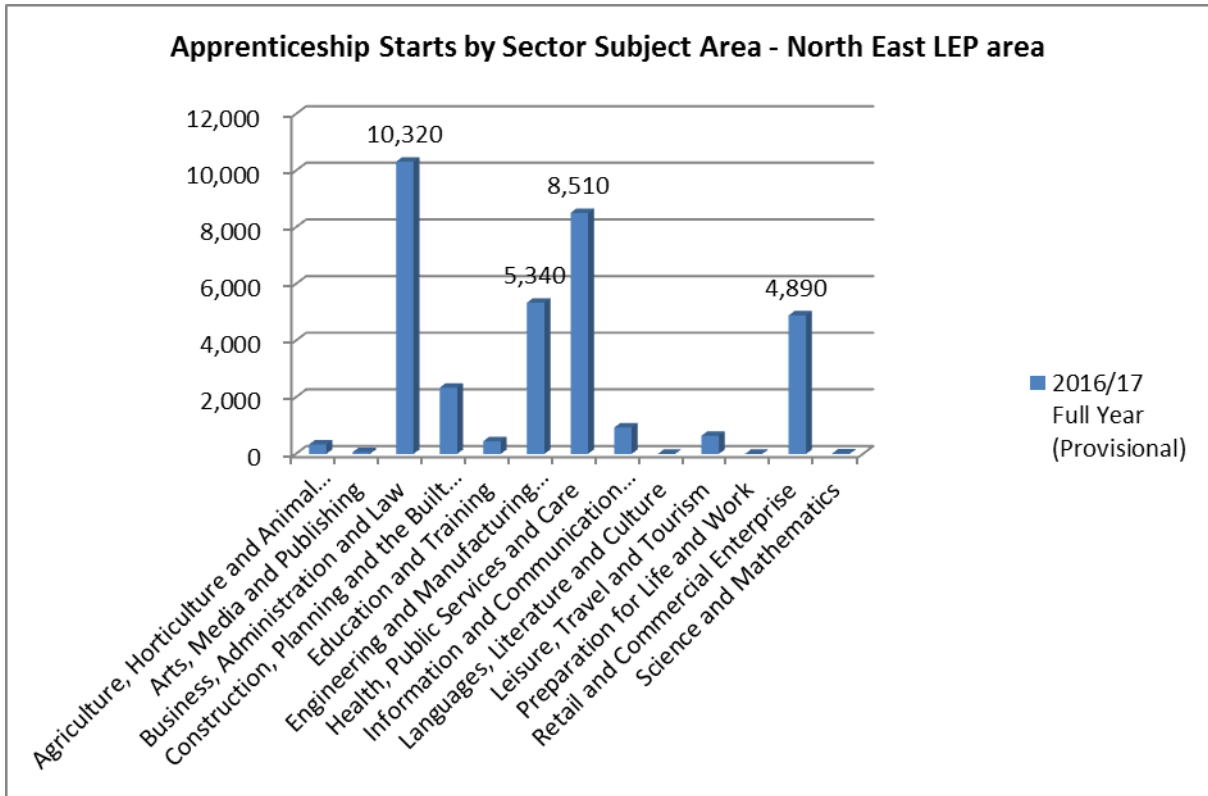


**Apprenticeship Starts by Age - North East LEP Area**



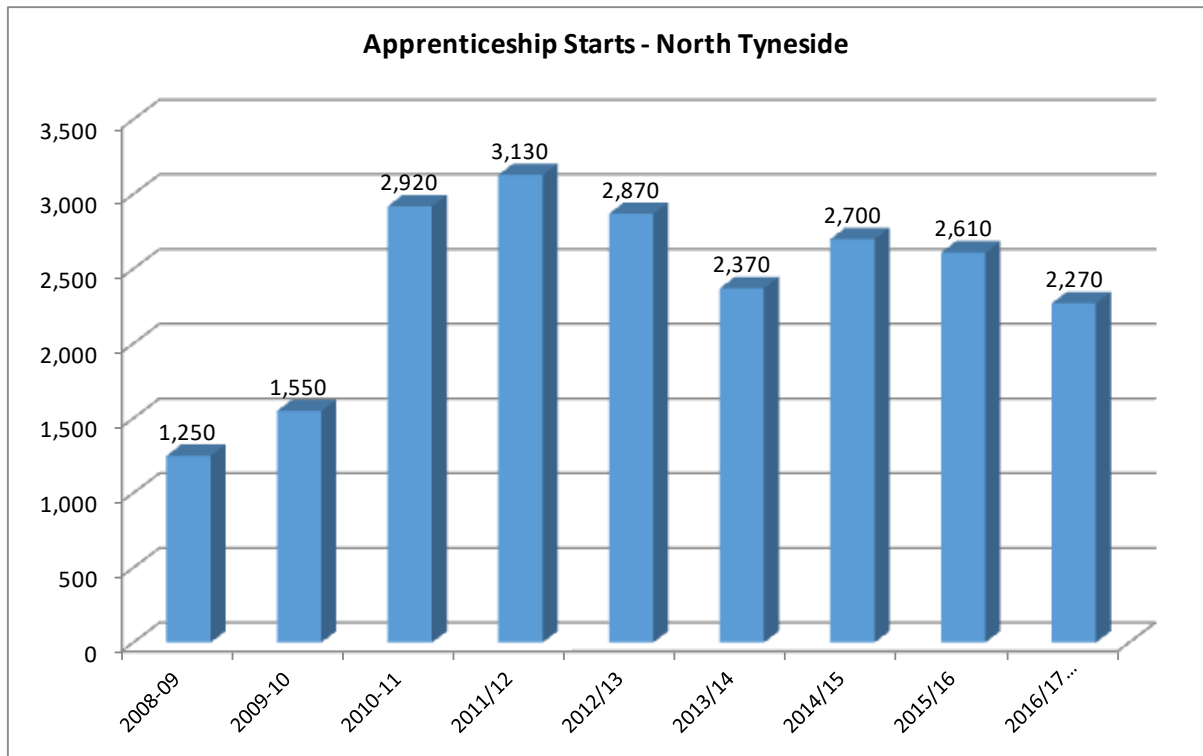
**Apprenticeship Starts by Level - North East LEP area**



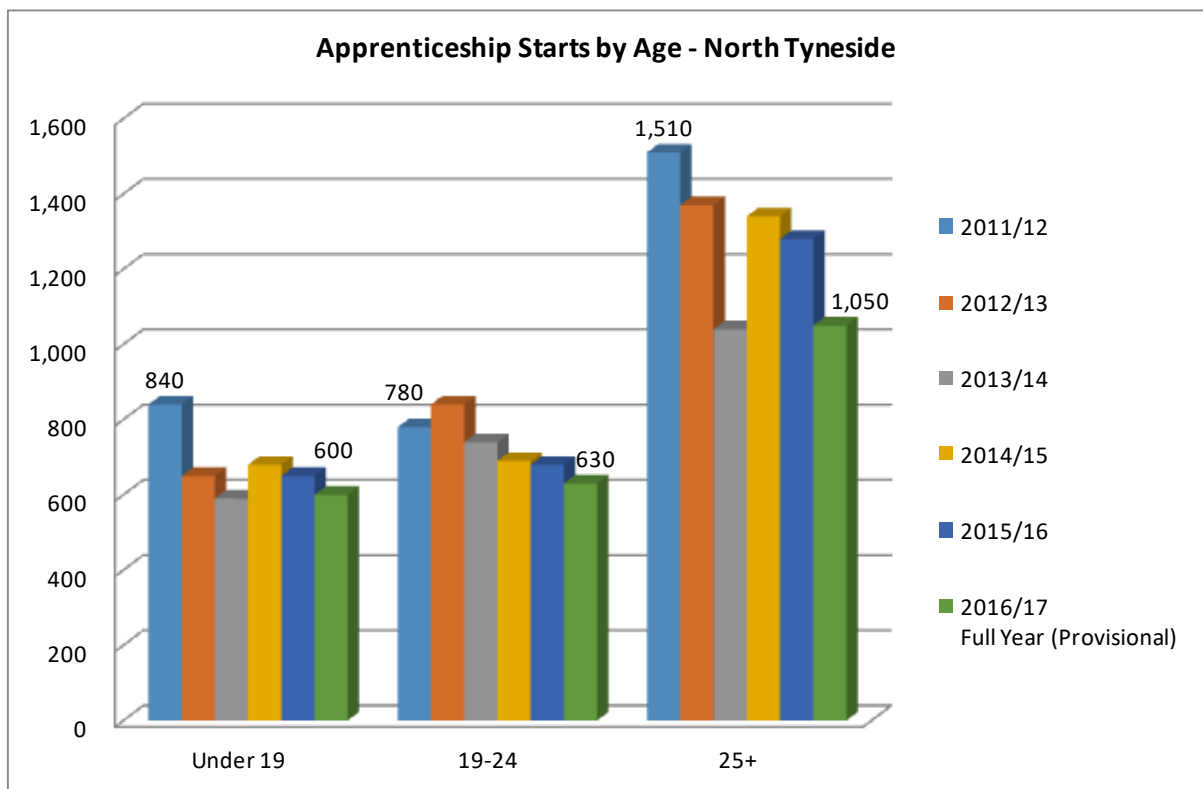
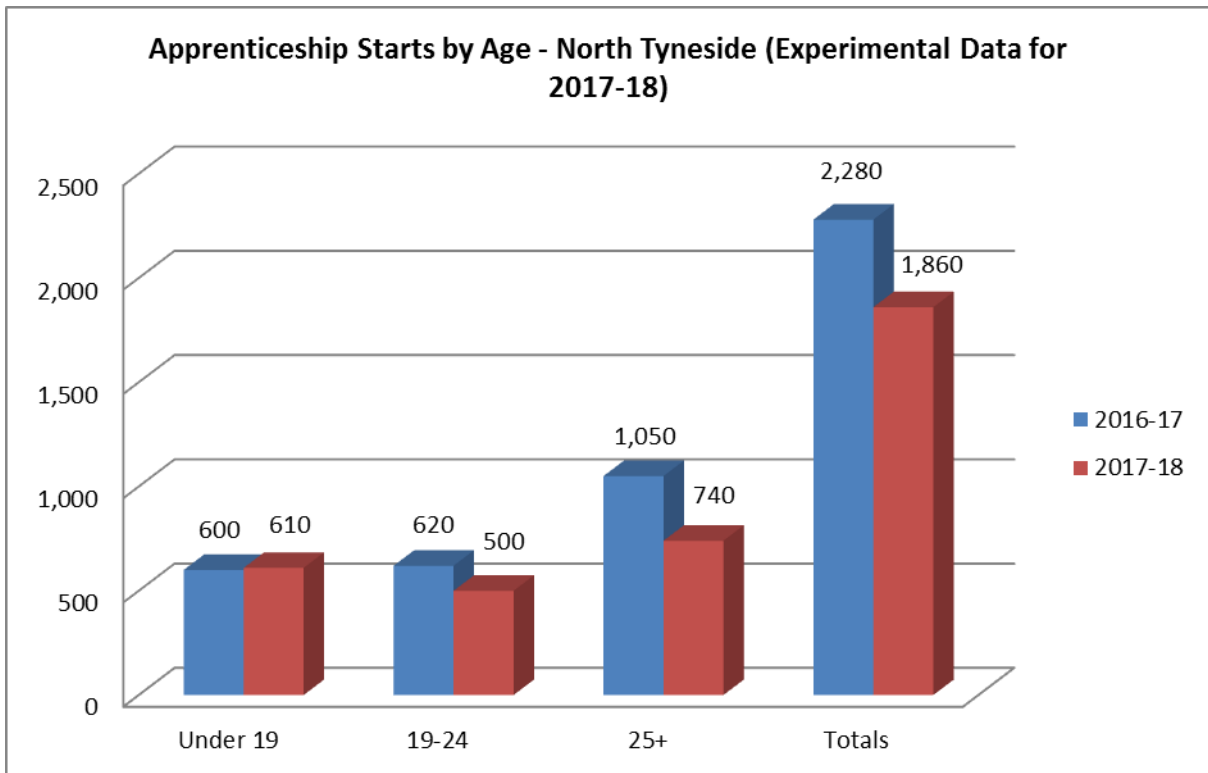


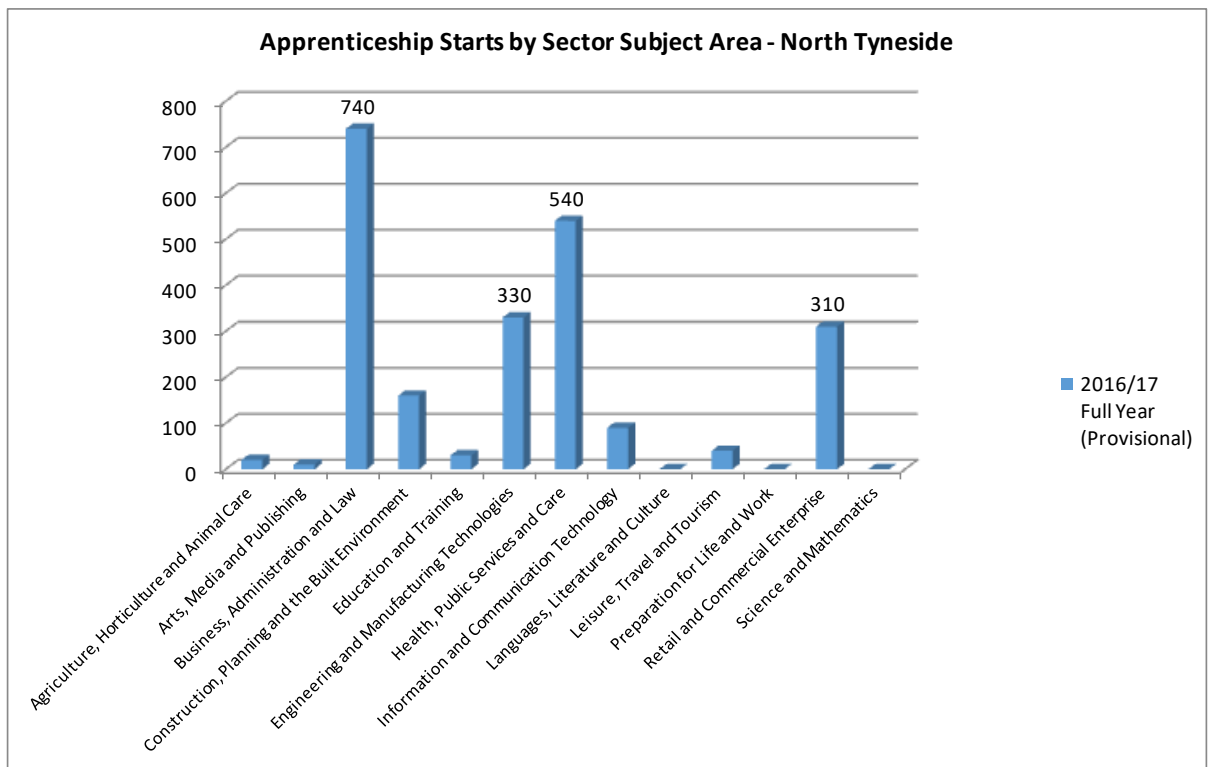
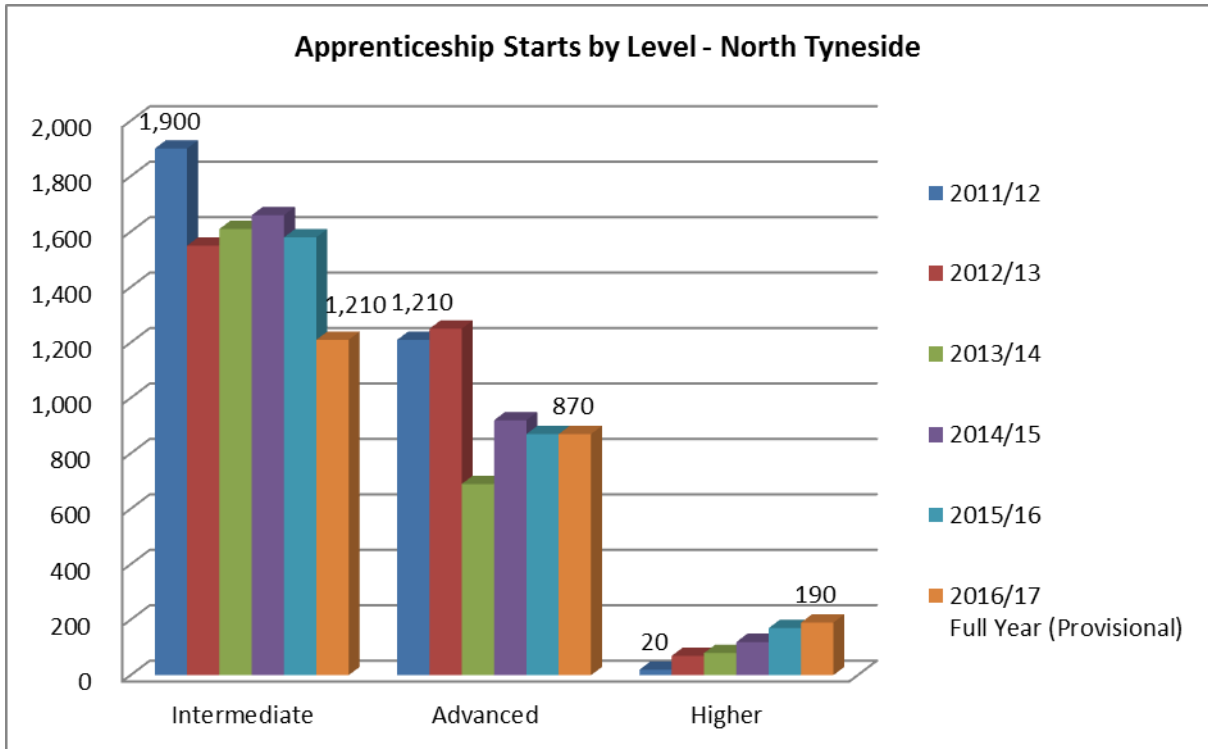
## North Tyneside

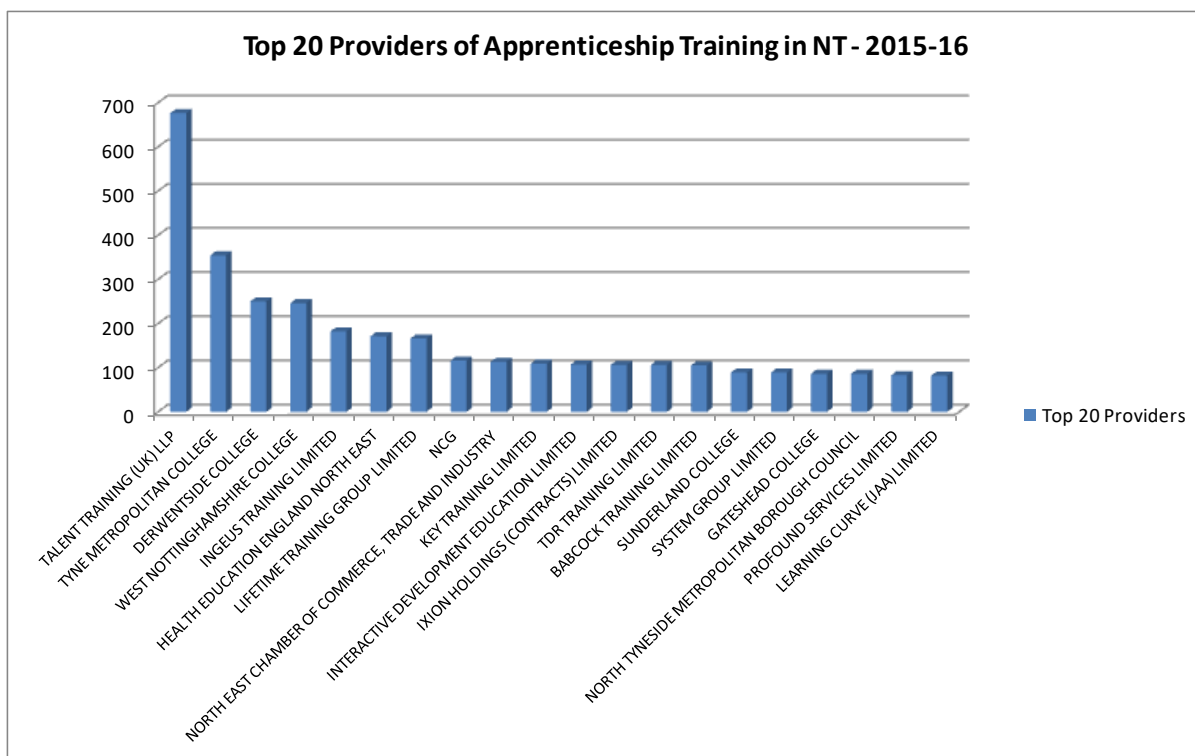
The following tables provide a summary of relevant data for North Tyneside.











Whilst data on the providers has been accessed, there isn't a reliable source of data available to identify which employers are creating the largest numbers of apprenticeships. We have, however, included information from our own intelligence on the key employers offering quality apprenticeship opportunities in North Tyneside. The following list includes employers who have been invited to attend our annual 'Get up and Go' Apprenticeship Fair:

- |                              |                        |  |
|------------------------------|------------------------|--|
| Accenture                    | ENGIE                  | Owen Pugh                              |
| AIS Training                 | Fabricom Offshore      | Proctor & Gamble                       |
| Astley Signs UK              | Fuda International     | Quick Hydraulics                       |
| Barclays                     | Trading Company        | RAF                                    |
| Benfield Motors              | GallifordTry           | Ramsay Health Care                     |
| Blue Shark Design Limited    | GE Wellstream          | Rolls Royce North East Training Centre |
| Capita                       | Hays Travel            | Royal Logistics Corps (ARMY)           |
| Carillion                    | Hewlett Packard        | Royal Navy                             |
| Cobalt Park Management Group | Homegroup              | Sainsburys                             |
| Co-Op Travel                 | Insurethebox           | Sir Robert McAlpine                    |
| Creative Enterprise (Kaplan) | Kier                   | TDR Training                           |
| Dawson & Sanderson           | Maersk Training        | Tesco Bank                             |
| DfDS                         | Mobile Care (MCQ)      | TyneMet College                        |
| EE (Orange)                  | NAC Group (Nissan)     | Utility Wise                           |
|                              | Northern Gas Networks  | Wolf                                   |
|                              | North Tyneside Council |  |
|                              | Northumbria Healthcare |  |

## **Meeting: Economic Prosperity Sub-Committee**

**Date: 11 September 2018**

**Title: Retail and Town Centre Study Group**

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<b>Author:</b>	Michael Robson	Tel: 0191 643 5359
<b>Service:</b>	Democratic Services	
<b>Directorate:</b>	Law and Governance	
<b>Wards affected:</b>	All	

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### **1. Purpose of Report**

The purpose of this report is to seek the sub-committee's agreement to appoint a task and finish sub group. It is proposed that the sub group will investigate the future development of sustainable retail and town centres in North Tyneside.

### **2. Recommendations**

The sub-committee is recommended to:

- a) appoint a sub-group to investigate the future development of retail and town centres in North Tyneside;
- b) approve the terms of reference and outline work programme as set out below;
- c) determine the membership of the sub-group; and
- d) appoint a lead member.

### **3. Background**

At its previous meeting the Deputy Mayor, Councillor Bruce Pickard, as the cabinet member responsible for regeneration, planning, business and economic development, suggested that the sub-committee could usefully investigate the future role and nature of town and retail centres. Councillor Pickard posed the question that if the Council were to regenerate its town and retail centres, how could it develop sustainable retail models in the light of the growth of online shopping?

The sub-committee agreed that such an investigation be included within its work programme for 2018/19.

Since then work has been undertaken in consultation with the Chair, relevant officers and the Deputy Mayor to define the terms of reference for the investigation and prepare an outline work programme. The outcome of this work is set out below for the sub-committee's consideration.

#### 4. Objectives and Key Lines of Enquiry

It is proposed that the sub-committee appoint a time limited sub group to:

- a) Examine the existing local plans and strategies that aim to develop town and retail centres in North Tyneside, including:
  - a. The North Tyneside Local Plan and the area specific strategies for Wallsend and Willington Quay; North Shields; The Coast (including Whitley Bay town centre); and the North West Villages;
  - b. The Council's emerging regeneration priorities and plans; and
  - c. The approach taken by the Council's Town Centre Task Group and local chambers of commerce to develop town centres.
- b) Examine national policies, strategies, campaigns and reports, including
  - a. National Planning Policy Framework
  - b. The Portas Review 2011
  - c. The Grimsey Reviews 1 and 2
  - d. The Digital High Street 2020 Report
  - e. Local Government Association guidance to local authorities on revitalising town centres.
  - f. #WDYT Campaign
  - g. Future High Streets Forum
  - h. The Timpson Panel (est 16 July 2018)
  - i. The Great British High Street 2018
- c) Examine how the retail sector and consumer behaviour have changed and how retailing may develop in the future;
- d) Examine what other local authorities have done to successfully remodel their town centres? Examples of good practice include:
  - a. Stockton on Tees
  - b. Gloucestershire
  - c. The Portas Pilots, including Newbiggin by the Sea.
  - d. Totnes;
  - e. Stockport; and
  - f. Roeselare, West Flanders, Belgium.
- e) formulate evidence based recommendations as to how the Council might shape its regeneration plans to develop and support sustainable retail and town centres in North Tyneside.

#### 4. Methodology

It is proposed that during the course of the investigation the sub group will seek evidence from:

- a) an independent expert;
- b) relevant research and policy papers;
- c) regeneration and business support officers;
- d) planning officers;
- e) the events team;
- f) finance officers;
- g) representatives from the local business and retail sectors;
- h) the Youth Council or a school council;
- i) other local authorities.

## 5. Evaluation

In selecting any topic for in-depth investigation, the sub-committee should give consideration to the following selection criteria:

a) *Is it timely?*

Yes. The Council adopted the Local Plan in July 2017 which provides a vision for the sustainable growth and development of North Tyneside, including its retail centres, up to 2032. In this context the Cabinet is currently considering its regeneration plans and priorities for the next 10 years and the sub group intends to help to inform and shape these plans.

b) *Will it duplicate any other work ongoing within the Council?*

No. The topic has not previously been investigated by overview and scrutiny and the aim of the study is to complement the formulation of the Cabinet's regeneration plans and priorities.

c) *Will it add value/contribute to policy development?*

Yes. The study seeks to contribute to the delivery of the following priorities contained within Our North Tyneside Plan:

Our places will...

- Continue to regenerate Wallsend and Whitley Bay and begin new schemes in Forest Hall and Killingworth
- Have effective transport and physical infrastructure
- Be a thriving place of choice for visitors
- Be great places to live

Our economy will...

- Grow by supporting new businesses and building on our strengths
- Continue to support investment in our business parks, units and town centres

## 5. Membership

All non-executive members of the Council have been invited to express an interest in serving on the Study Group. Details of those members who have expressed an interest will be reported to the meeting in order that the sub-committee may determine the membership of the study group and appoint a chair/lead member. It is recommended that the study group should comprise between 4 and 7 members.

## 6. Support

The sub-group will be supported by Michael Robson, Democratic Support Officer and Sean Collier, Senior Manager; Business & Enterprise, and Graham Sword, Senior Manager: Regeneration.

## 7. Timescales

The Sub-Group will aim to complete its investigation by the end of the current municipal year with a view to submitting any final report and recommendations to:

- a) the Economic Prosperity Sub-Committee on 12 March 2019
- b) the Overview, Scrutiny and Policy Development Committee in June 2019
- c) and, if necessary, Cabinet in June 2019.

## **8. Implementation and Monitoring**

Any recommendations reported to Cabinet will require a response within 2 months, under the requirements of Section 122 of the Local Government and Public Involvement in Health Act 2007. Cabinet will be asked to clearly state whether or not it accepts the recommendations and the reasons for this decision. Cabinet must indicate what action, if any, it proposes to take.

If recommendations are accepted by Cabinet, the proposed action to implement the recommendations can be monitored by the sub-committee.

## **9. Background Documents**

The following background documents have been used in the compilation of this report and available from the author:

- Minutes of the Economic Prosperity Sub-Committee 26 June 2018
- Our North Tyneside Plan
- Retails and Town Centre Study Group draft Terms of Reference and Work Programme
- Correspondence with relevant officers and members.