

Swindon Borough Council

Overview and Scrutiny  
Apprenticeships

25<sup>th</sup> February 2020



# Apprenticeships Report – Key Points

- The report provides an overview of the work overseen by the Growing the Economy Overview and Scrutiny Committee.
- Identification of the key challenges to Apprenticeship Growth
- Key role that Apprenticeships play to provide skills for the businesses and careers route for residents through employment.
- The set up of a Swindon Employer Ambassador Network and an Action Plan.
- Agreed that Inclusion, Early Years, Education and Skills Strategy will provide an alternative pathway to skills, qualifications and career progression for Employers and our residents.

# Apprenticeships Report – Key Points

Two key areas of focus

Pledge 9: Increase the number of people starting an apprenticeship. This is a strategic role to champion the needs of employers and residents and work with key stakeholders to maximise opportunities to increase Apprenticeships in the area.

The second is the role of the Council as an employer. The Public Sector Apprenticeships Target was introduced in 2017 with a requirement to employ an average of at least 2.3% of staff as apprentices as new recruits or as part of career development of existing staff.

# Apprenticeships Report – Key Points

Objective 1. Enable all businesses, and in particular SMEs, to access the expertise and resources to navigate the apprenticeship landscape.

Objective 2. Increase awareness of apprenticeships as a pathway to careers, new skills, upskilling and reskilling (for employers and young people/residents).

# National Apprenticeship Week

Created our Apprenticeship Stories page on the SBC Local Offer site which has featured some really inspiring stories.

Apprenticeships are open to all age groups from 16+. But what do they actually involve? Find out from some of our local young people starting out in their career as well as others who are upskilling or reskilling through the apprenticeship route. There are also some national success stories across different sectors highlighting why the apprentices chose this route, what they've gained from it, and sharing some advice to help you make an informed choice for that first or next step in your career.

**Cyber Security - St James's Place**

**Housing - Swindon Borough Council**

**Digital Marketing - New College Swindon**

**Construction - Midas Group Ltd**

**Apprentices share why they chose a digital apprenticeship**

**Celebrating Apprenticeships at Swindon JobFest 2020**

**Apprentice Ambassador Network - Celebrating Success**

**Local employers share their apprenticeship experience**

**"We're building the future"**

National Apprenticeship Week 2021

# Q&A Sessions for Year 11-13 Students/parents

	MON	TUES	WED	THURS	FRI
	Digital & IT	Science & Engineering	Construction	Early Years/Health and Social Care	Professional Services (HR/Finance/Bus.Admin)
<b>Registrations</b>	14	23	20	8	16
<b>School specific email addresses</b>	UTC - 3; Lydiard - 2; Kingsdown - 1	UTC x2; St Joseph's x 2; Kingsdown x 2; Commonweal x 1	Swindon College x 2; Kingsdown x 1; Lydiard x 1; St Joseph's x 1	St Joseph's x 1; Kingsdown x 1	Kingsdown x 3; St Joseph's x 1; Cirencester x 1

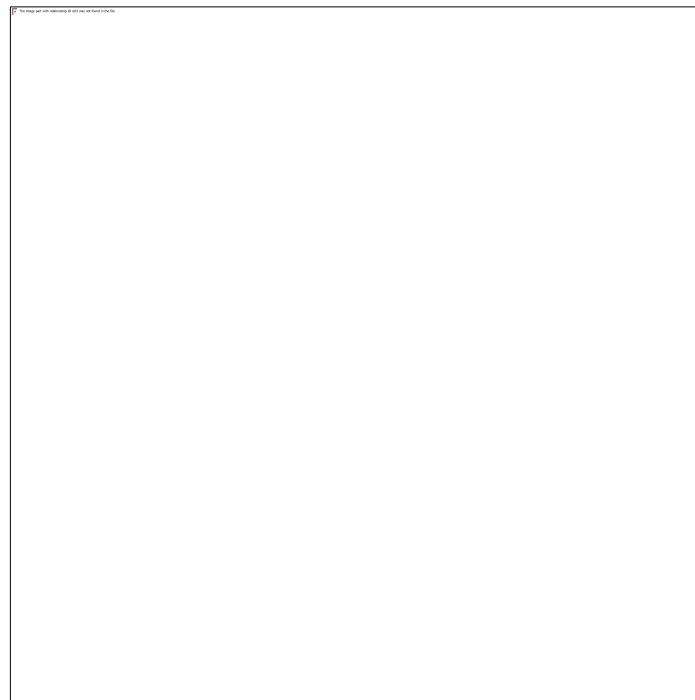
# Other Updates

- Apprenticeship Ambassador Network now well established and 6 employers agreed to be mentors for small businesses.
- Collaboratively worked with the SWLEP and Wiltshire Council with a Marketing Campaign. This resulted in a higher profile of apprenticeships during the week.
- Recruited 4 Young Apprentice Ambassadors (this was originally targeted for June 21)
- Established a working group with providers to develop easy-guides to help simplify and enable easier navigation of the apprenticeship landscape
- IOT website in place and offer published for Sept 2021. [SaWioT@swindon.ac.uk](mailto:SaWioT@swindon.ac.uk) Website: [www.sawiot.ac.uk](http://www.sawiot.ac.uk)

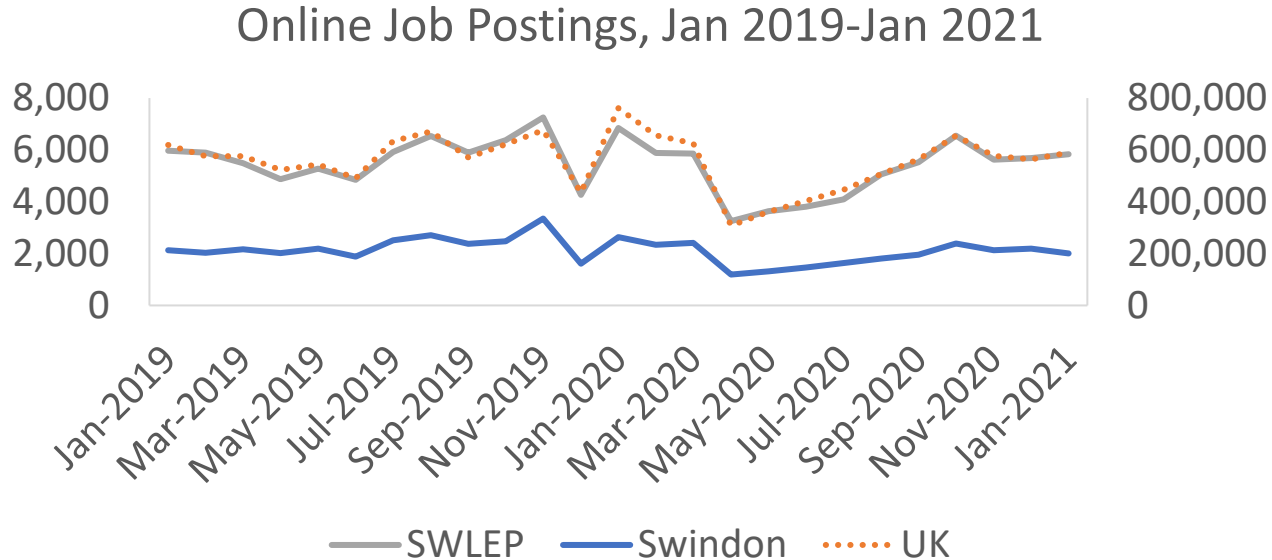


# Labour Market Intelligence – January 2021

SWLEP Feb 2020



Swindon's online job postings in Jan 21 were c. ¼ below Jan 20 levels, in line with the UK

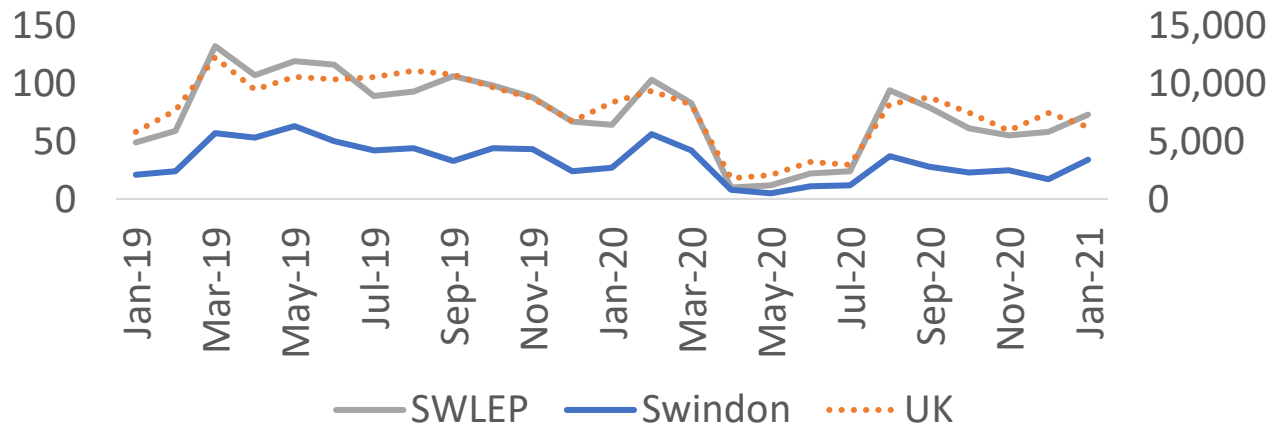


For the full year 2020, job postings in Swindon were c. 15% below 2019 levels, slightly worse than the UK



# Swindon's online apprenticeship adverts in Jan 21 were c. ¼ above Jan 20; UK c. ¼ down

## Online Apprenticeship Postings, Jan 2019-Jan 2021



For the full year 2020, apprenticeship postings in Swindon UK were c. 40% below 2019 levels, slightly worse than the UK



# Thank you

[www.swindon.gov.uk](http://www.swindon.gov.uk)

