

Attendees	Members: Amanda Burnside (AB) Sally Burnett (SB) Mandy Patterson (MP) Mike Godfrey (MG) Phil Townsend (PT) Peter Wragg (PW) Paddy Bradley (PB) Observers: Others: Guests: Shelley Cook (SC) Maggie Fowler (MF) – Supply Train Helean Hughes (HH) Morag Sullivan (MS) Shona Taylor (ST) Mandy Timbrell (MT)
Apologies	Katie Cross / Karen Leigh / Vicki Lukins / Adam Schallamach (on sabbatical) / Jackie Tuckett
Chair	Amanda Burnside (AB)
Minutes	Deborah House (DKH)
Venue	Wiltshire Council Offices, Monkton Park, Chippenham, SN15 1ER
Start time	9.30am
Finish time	11.30am

1.0	Welcome and Introductions, Conflicts of Interest, Apologies	Date
	<p>AB welcomed the attendees to the meeting, and extended a warm welcome to Maggie Fowler of Supply Train who would be presenting on the Apprenticeships Campaign instead of the expected Phil Golding, and Helean Hughes newly-appointed Director of Education & Skills for Wiltshire Council.</p> <p>No Conflicts of Interest were declared.</p>	
2.0	Minutes of the last meeting and matters arising	
	<p>The Minutes of the meeting held 6 November 2018 were reviewed and approved, with amendments to be made under Section 3. HH had queried attainment/progress outcomes for Wiltshire.</p> <p>Matters Arising from the minutes, not on the agenda:</p> <ul style="list-style-type: none"> • Local Industrial Strategy PB updated the meeting on the current status of the Local Industrial Strategy (LIS). The remaining 28 LEPs would work with BEIS on developing their LISs, but the level of engagement would not be the teams of BEIS staff as were provided to the Pathfinder LEPs. SWLEP was working towards a single document looking at the entirety of the economy supported by a strong 	



	<p>evidence base showing the breath of Swindon & Wiltshire's economy, but also by honing the specific. The specific element of this would be the big ideas.</p> <ul style="list-style-type: none"> • Institute of Technology (IoT) SB stated that Steve Wain had given a brief update on the status, which was that we would know by end of January whether we had been invited to the interviews. The applications from all those interested in forming an IoT had been published. <p>Action: SB to ensure that these applications were circulated to the group for information.</p> <ul style="list-style-type: none"> • Apprenticeship Ambassadors AB hoped that participants had followed-up on the presentation by Fiona Parsons regarding the Apprenticeship Ambassador Network. • Newly-recruited Apprenticeship Ambassador from Nationwide. • 41 apprentices within Swindon Borough Council, attend their network meeting • The newly-appointed New College principal, Carole Kitching, was keen to attend this group. • Action: AB / SB to meet Becca from Wessex Water to support. • JobFest was taking place in Swindon on 14 February at STEAM. There was still stand space available. • Action: SC to investigate options. • AB added that Wiltshire College was happy to field apprentices for events in the area. • Each college had its own Apprenticeship Awards. It would have more impact if these were held as a regional event for the whole area. <p>Action: SB to draft bullet points outside the meeting in order to drive this forward.</p> 	<p>14/01/19</p> <p>Feb '19</p> <p>Jan '19</p> <p>Feb '19</p>
3.0	Apprenticeship Campaign	
	<p>Item 3.0 was taken out of order and a presentation was given by Maggie Fowler of Supply Train at the start of the meeting. (Presentation and commentary attached here for reference.)</p> <p>The increase in Apprenticeships needed to be sustained, with a multi-pronged approach building on this improvement at every opportunity in all communications and at all events. AB mentioned that they would be looking to hold a joint event endorsed by Ofsted. (To be discussed later in the agenda.) SB advised that all the Toolkits produced were available for use.</p> <p>Action: Shelley and Rachel were to follow up and distribute to MG of BusinessWest and MP of Inspire for the communications to be consistent and in line with other messages overall.</p> <p>Action: The Apprenticeship Campaign to be included as an item on the Business Representation Organisations' Group (BROG) agenda for the next meeting.</p>	<p>Jan '19</p> <p>Feb '19</p>



4.0	Skills Advisory Panel (SAP) and Refresh skills plan	
	<ul style="list-style-type: none"> • Skills Advisory Panel (SAP) SB spoke to the paper. Skills Advisory Panels (SAPs) were expected to be in place by October 2019. The guidance detailed the membership requirement, which included all types of providers, large and small businesses, public and private organisations, third sector etc. The existing Skills & Talent Subgroup could be developed further to fulfil the guidance and would morph into the Skills Advisory Panel. • the Chair would be a SWLEP Board member; • Governance would mirror that of the SWLEP Board; • for example, the National Assurance Framework (NAF) required the registering and declaring of Conflicts of Interest; • the biggest change was the volume of data required and the analytical work to be carried out; • £75k had been allocated by DfE, but this was only one-off money, and sustainability was crucial; • PB / DS had looked at that money and the wider money around the LIS; and • the MOU was to be completed by 25 January. <p>£75k had been allocated by DfE to develop the administrative and analytical functions of the SAP. But, this was a one-off payment and we would need to replicate the format to produce the data in years to come.</p> <p>Action: SB to return to the March meeting with a suggested outline of membership, and how the £75k should be allocated.</p> <p>Action: Both above to be approved at May meeting.</p> <p>The question was raised on how the two employment boards would fit into this new structure as these needed to be brought together.</p> <p>MG advised of his meeting with the HR Director of Great Western Hospital (GWH) who was keen to support the group.</p> <p>Action: AB and SB to arrange a follow-up meeting with this potential new recruit.</p> <ul style="list-style-type: none"> • Refresh skills plan SB commented that with the forthcoming SEP and LIS work, the skills plan would also need updating to reflect any change of focus. <p>The Skills and Talent Subgroup: NOTED the update on Skills Advisory Panels (SAPs) and the implications for SWLEP, and</p>	<p>Mar '19</p> <p>May '19</p> <p>Feb '19</p>

	AGREED the refresh of the skills plan.	
5	Higher Education (HE) Strategy and implementation & Update on policy	
	<ul style="list-style-type: none"> • Higher Education (HE) Strategy and implementation The HE Strategy and Implementation plan was being submitted for approval by the Skills & Talent Subgroup. The suite of measures to be used to demonstrate the impact was still being drafted. MG questioned whether the resources were available to achieve the aims of the implementation plan. <p>MG appreciated that the HE Strategy was a long-term goal, but that employers wanted to understand availability of higher provision now and that this needs to form the basis of a strong platform from which to build and develop the HE Strategy. If the base is not clearly established and supported any future plans potentially would not be sustainable. The HE Strategy would allow the team to build from this standpoint and drive the changes needed in order to achieve this long-term objective.</p> <ul style="list-style-type: none"> • Update on policy AB advised the group that the HE context had now changed. There was now an Office for Students (OfS) and all providers were to be registered. HEFCE used to bank roll universities if they got into financial trouble, but OfS had now refused to do this. As the student demographic was falling, higher educational establishments were fighting for students. The market was therefore challenging. The Sir Philip Augar review of post-18 education looked across all sectors and his recommendations were for flexible, part-time, local, STEM, and higher-level skills, that is, a portfolio approach. The USP of the area could be to offer vocational skills; apprenticeships with jobs! <p>The SWLEP Skills & Talent Subgroup: AGREED the final version of this strategy and the SWLEP Board would be informed of this decision at its forthcoming board meeting in January.</p>	
6	Digital Capabilities Strategy and Skills	
	<p>MT spoke to the paper. (Presentation attached for reference.) SWLEP had produced a Digital Capabilities Strategy, which highlighted the need for digital skills across all sectors. The Skills & Talent Subgroup's role would be to outline the digital skills requirements and feed this into the wider skills plan, looking at what skills exist at the moment and what would be needed for the future to upgrade the workforce.</p> <p>The SWLEP Skills & Talent Subgroup: APPROVED the proposal to develop a digital skills section within the refreshed Skills Plan which would address the skills action within the Digital Capabilities Strategy; and AGREED to take ownership for the digital skills actions within the Digital Capabilities Strategy.</p>	



7	SWLEP Programme Higher Futures	
	<p>Higher Futures Highlight Report MT spoke to the paper and gave a presentation of the key highlights. (Presentation attached for reference.)</p>	
8	SWLEP Programme EAN and Skills Hub	
	<p>Minutes from Steering Group ST spoke to the meeting and advised the Group that the first Careers Hub Steering Group, chaired by PB, had taken place and it was now working on its Terms of Reference. There were a lot of actions to complete as shown by the set of minutes which had already been shared.</p> <p>There had been a launch of the Hub at the SWLEP Business Summit in October 2018 and a Careers Summit had taken place in Swindon on 22 November which had included:</p> <ul style="list-style-type: none"> • 24 schools and colleges; • 12 enterprise advisors; • 11 stakeholders; and • representation from The Careers & Enterprise Company (CEC). <p>PT added that he thought it was an excellent event and one of the best that he had attended.</p> <p>22 returns had been completed by schools via Compass. It was important that schools report consistently to provide the best information/data. Training and moderation of the self-assessments would be required to ensure consistency and confidence in the data. The Team would be acting as a critical friend. The overall profile of the Careers Hub is starting to increase nationally and locally.</p> <p>Highlight Report</p> <ul style="list-style-type: none"> • The Enterprise Co-ordinator for Swindon had been recruited to start at end of January and was ex-New College; • a Careers Summit was now being proposed for Salisbury with a suggested date of end February / start of March; • Capita was the first cornerstone employer; • Schools Network – meeting and talking together four times per year; and • the formation of Benchmark, SEND Careers and FE/6th Form Working Parties. <p>ST advised that Careers Hub would be making a submission for a set of funding which would allow it to do similar work with primary schools, bringing it into the existing network, rather than separate. MG reminded the meeting of the programme offered by BT link.</p>	
9	Feedback on meeting with Ofsted	



	<p>PB updated the Group on the meeting he and AB had held with the HMI of Ofsted, Richard Light, where they discussed what data Ofsted held and how we could work together. A show case for apprenticeships which detailed the sectors, routes, providers and the perception of quality would form the basis of an event in May to which employers would be invited. There would be a strong message with Ofsted offering its support. A follow-up meeting with Richard Light was being scheduled.</p> <p>Action: plan for the event. Dates to be suggested to AB and SB for w/c 15 May.</p>	Jan '19
10	AOB	
	<p>HH thanked the group for the invitation to the meeting and requested that she attend in future as she had found it very interesting and informative.</p> <p>Action: DKH to issue invite to HH.</p>	Jan '19
11	Dates of future meetings	
	<p>Dates of future meetings</p> <p>Tuesday, 5 March 2019, 2.30pm-4.30pm, Committee Rooms A&B, Monkton Park, Chippenham</p> <p>Wednesday, 1 May 2019, 2.30pm-4.30pm. Location TBC</p> <p>June 2019 – Location TBC</p> <p>September 2019 – Location TBC</p> <p>November 2019 – Location TBC</p>	
	Meeting closed at 11.31am	

AB
4/3/19



Membership

Amanda Burnside - SWLEP Board Member, SWLEP Skills & Talent Subgroup Chair and Principal of Wiltshire College

Sally Burnett - Swindon Borough Council, SWLEP Skills Lead

Jackie Tuckett – Wiltshire Council, Acting Head of Employment & Skills

Mandy Patterson - Inspire by Wessex Chamber and Chair of Wiltshire Skills, Education, Employment and Skills Board

Vicki Lukins – Gloucestershire and Wiltshire Partnership

Mike Godfrey - BusinessWest and Chair of Swindon Skills & Employment Board

Adam Schallamach – SWLEP Deputy Chairman (on sabbatical) and business representative

Phil Townsend – LittelFuse, business representative

Camilla Radcliffe - Wellington Academy, school representative

Karen Leigh – BEIS, Assistant Director, Growth Hubs; Swindon & Wiltshire and Commonwealth Games

Peter Wragg – SWLEP Deputy Chairman and Chairman of VisitWiltshire

Paddy Bradley – SWLEP Director

Observers:

Others:

Guests:

Kirstie Barter – Wiltshire Council, Manager, Skills for Young People

Shelley Cook – Swindon Borough Council

Katie Cross – Wiltshire Council, Business and HE Development Lead

Helean Hughes – Wiltshire Council, Director Education & Skills

Mandy Timbrell – SWLEP Higher Futures Manager

Morag Sullivan – Swindon Borough Council

Shona Taylor – Careers Hub Lead

Apprenticeship Awareness Marketing Campaign 2018



Project objectives

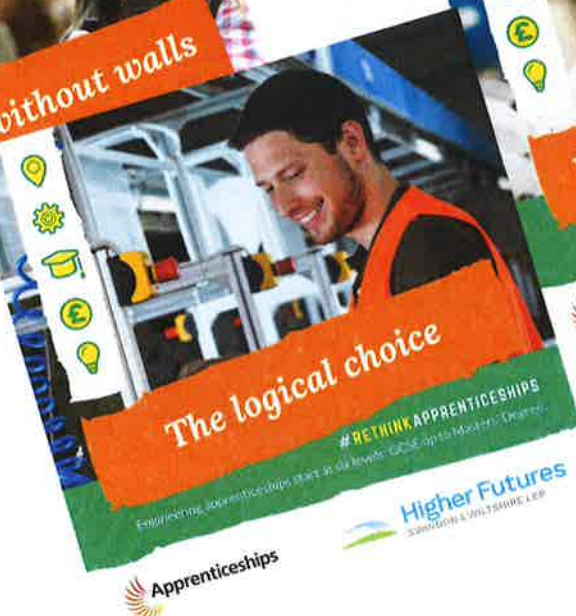
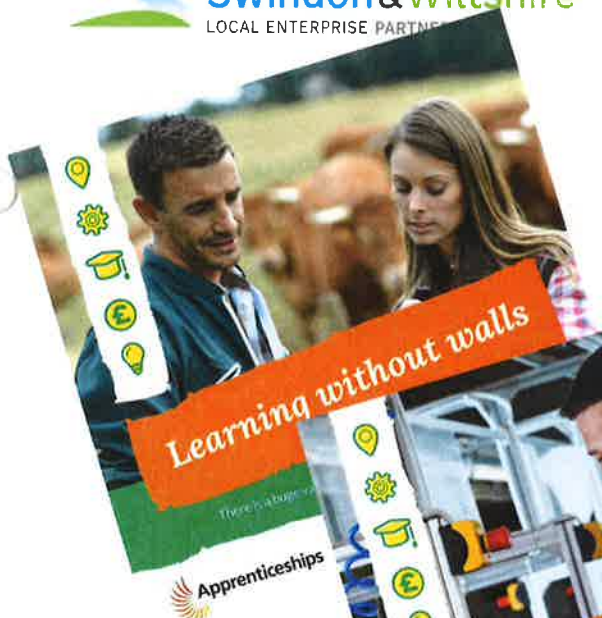
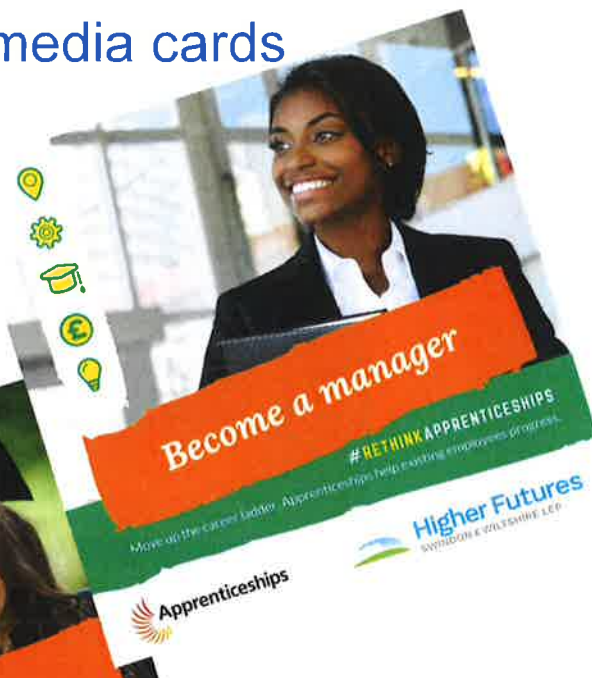
- Raise the awareness of
 - ✓ 14 – 24 year olds
 - ✓ Parents
 - ✓ SMEs
- Promote key sectors and localise content
- Additional support for care leavers
- Signpost to further information and guidance

What would success look like?

- Engage the unengaged
- Outline the benefits and breadth of apprenticeships
- Inform future apprenticeship promotion work
- Contribute to new apprenticeship starts

Action Taken

- Situational Analysis
- On and offline content for target audience
- Event-based campaign
- Toolkits and timelines



Quizzes



LEARNER SURVEY

Thinking about starting an apprenticeship, but not sure it's the right option for you? Take our **LEARNER QUIZ** to test your knowledge and learn some facts – so you can make an informed decision if



EMPLOYER SURVEY

Thinking about employing an apprentice, but not sure what value they will bring to your business? Take our **EMPLOYER QUIZ** to test your knowledge and learn some facts – so you can make an informed

 **SUPPLYTRAIN**
SKILLS THAT WORK

Guides

Young People

Parents



 **SUPPLYTRAIN**
SKILLS THAT WORK

Guides

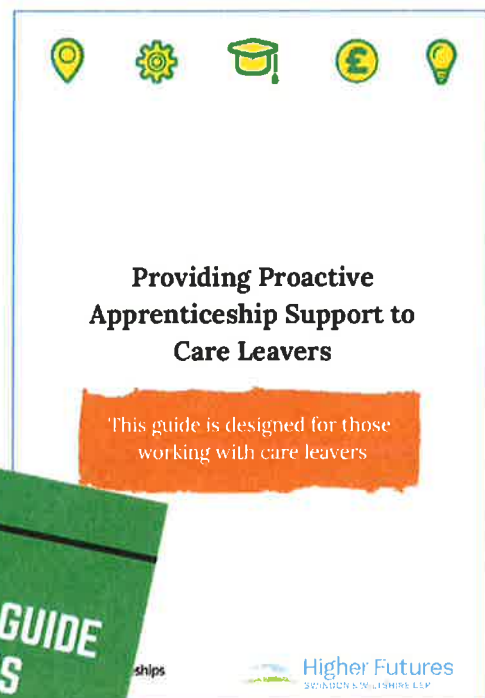
Employers



Guides

for those Supporting Care Leavers

and Intermediaries



Events



Trowbridge on GCSE Results day

 **SUPPLYTRAIN**
SKILLS THAT WORK

What does the data show?

- Wages, breadth, off the job location and financial incentives = employer weaknesses
- Higher levels and wage knowledge = young person weaknesses
- Face-to face engagement works best
- Social media used to support on-ground engagement

 **SUPPLYTRAIN**
SKILLS THAT WORK

Impact of work

- Content helped 70% of people 'rethink' apprenticeships
- Apprenticeship starts fairing well compared to national picture
- 24% decrease nationally, just 12% decrease in SWLEP area
- Expect campaign to have more impact on 2018/19 results

Going forward

- Campaign has provided a solid base to build on
- Use the toolkits, guides and timelines
- Integrate apprenticeship awareness raising in all LEP events and mailshots



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Thank You

Phil Golding

www.supplytrain.co.uk



 **SUPPLYTRAIN**
SKILLS THAT WORK

SWLEP Presentation & Commentary

- **SWLEP Skills Board, 11th January 2019**

Slide 1 – introduction

Slide 2 – Project objectives

- The project aimed to raise awareness of apprenticeships with 14-24 year olds, parents and small and medium sized businesses in the LEP area.
- To do this, we were asked to pay specific attention to the LEP's priority sectors and be mindful of the Learning & Work Institute's Apprenticeship Guidance to LEPs - which recommends producing localised content.
- This was broken down into 4 specific aims for SupplyTrain (in the LEP's Apprenticeship Growth Strategy 2017). Which were to:
 - a) Map an end-to-end apprenticeship employer journey
 - b) Establish baseline awareness of employers in the region
 - c) Deliver a campaign to target employers that don't currently have apprentices
 - d) Support activity during National Apprenticeship Week 2018
- In addition, we were also asked to produce content that would support care leavers into apprenticeships – and to make sure all content was signposted to one, LEP related, central hub. This was Higher Futures.

Slide 3 – What would success look like?

- As the campaign was aimed at engaging the unengaged, we wanted the work to clearly bust myths around apprenticeships, so that people who had never considered an apprenticeship before, were 're-thinking' it as an option.
- To do this we would focus on outlining the benefits of apprenticeships. For young people and parents that would be raising awareness in terms of pay and career opportunities over a lifetime. For employers that would be explaining all the financial incentives and productivity gains associated with apprenticeships.
- We would also focus on the breadth of apprenticeships – so use imagery from the priority sectors, explain higher level and degree apprenticeships thoroughly and use local case studies that gave real life examples of what was already happening in the LEP area to inspire others to get involved.
- We would use quiz data to, not only educate the target group, but to find out more specifically what they did and didn't know about apprenticeships to inform future work.
- Ultimately though, the campaign is there to drive apprenticeships starts in the LEP area. This could take over a year or two to fully realise, but we wanted to see signs this was happening by the end of the campaign.

Slide 4 – Action taken

- We first undertook a thorough situational analysis to help us understand what localised content was already available, so as not to duplicate work and identify what gaps in content needed filling to explain apprenticeships to the unengaged.
- We then set about producing a series of guides, graphics, press releases and interactive quizzes that could be used with the target audiences on- and offline, by partners, during national apprenticeship week and beyond. The guides were purposely short – to signpost people to more detailed information or a phone call with a Higher Futures advisor.
- Having analysed the marketing channels that were and weren't working during the Spring, SupplyTrain ran two localised 'event-based' marketing sessions in the summer months. The campaign so far had shown that face-to-face engagement was having a good impact, so wanted to build on this through town-based events that could be heavily promoted through social media.
- In the Autumn we assembled all the content that had work best to produce event toolkits, twitter timelines and intermediary guides, before carrying out a final evaluation of the quiz data and impact of the campaign.

Slides 5 – 11 Briefly show examples of the resources created

Slide 12 – What does the data show?

- For employers – their knowledge is weakest when it comes to:
 - How little they can pay apprentices
 - Breadth of subjects
 - Where off-the-job training can take place
 - Financial incentives – especially national insurance contributions
- For parents and young people, their knowledge is weakest when it comes to:
 - Higher and Degree-Apprenticeships
 - How low the apprenticeship minimum wage is
- The timeline of quiz completions also shows that event or date-based marketing campaigns work best. To a certain degree, most young people and employers need to have apprenticeships put under their noses to engage, rather than see it passively on the internet. This is true of school careers sessions, which also proved a success.
- However, social media can be a great support tool for bringing in other influencers – as seen by the Trowbridge event - where the social media activity led to Higher Futures speaking on Points West.

Slide 13 – Impact of work

- Feedback from both the employer and learner quizzes show that the content created is engaging and helped the target groups 'rethink' apprenticeships.

- The employer quiz showed 74% of quiz completers believed the content had made them 'rethink apprenticeships'. The young person quiz showed that 72% of quiz completers believed the content had made them 'rethink' apprenticeships.
- In terms of starts, it is difficult to show causality between the campaign leading directly to starts, however over the last 12 months apprenticeship starts nationally have decreased by 24%, yet in this LEP this is just 12%.
- It should be noted that Wiltshire College has completely bucked the trend and actually had more apprenticeship starts in 2017/18 than 2016/17 which shows promise for the future.
- Apprenticeship decisions can also take months or even years to go from considering the decision to acting upon it. As such, SupplyTrain would expect to see even better performance compared to the national picture for the 2018/19 year.

Slide 14 – Going forwards

- The campaign has provided a solid base to build on. It has covered researching what is currently available, what target groups know and has explored which marketing channels do and don't work. This knowledge can be used to build on promotion in the future.
- The content makes target audiences 'rethink' apprenticeships. The more they are used by partners, the more consistent a message employers and young people will get. Working collaboratively to get general, localised contents into schools and business groups will pay dividends.
- The LEP already runs a series of events and regular communications – try and integrate apprenticeship awareness into each event and mailshot. This could be a quiz, case study or workshop for attendees.

Slide 15 – Thank you

- Many thanks for giving us the opportunity to work with you and letting us support your apprenticeship awareness campaign. We wish you every success in the future.



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Skills and Talent Subgroup 11th Jan 2018

Digital Skills



Swindon & Wiltshire
LOCAL ENTERPRISE PARTNERSHIP

Digital Capabilities Strategy

Evidence base and research gathered between March and July 2018

Approved by SWLEP Board September 2018

3 strands:

Digital Adoption
Digital Creation
Digital Foundations



Digital Capabilities Strategy

Skills relate to the following:

Digital Adoption: 2.1 Encourage all employers to invest in the digital skills of their existing workforce and support access to the relevant government programmes.

Digital Foundations: 3.1 Encourage children and young people to aspire to build strong technical digital skills and knowledge. 3.2 Build the capacity of education providers to harness digital technologies within the education sector. 3.3 Build an infrastructure for employer engagement in Apprenticeships and new routes to work 3.4 Ensure digital skills are accessible to all so that the area becomes known for being digitally diverse.



Swindon & Wiltshire
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Skills priorities:	Link to S&T
Schools – Activities to raise aspiration and awareness	Careers Hub activities Outreach via partners such as CI Libraries via LA Partners EESB / SEB involvement
LMI – mapping digital roles for the future	EESB / SEB data SAP data
T Levels – placements	Skills and Talent Employer engagement via Higher Futures and Be Involved FE Colleges with building capacity fund HE P&P
FE offer – curriculum in digital	Higher Futures – business intelligence IOT
Level 3 – pipeline into higher level skills	Apprenticeship provision Progression from level 3 to higher levels FE sector via HE P&P
Employer engagement – feeding into curriculum	S&T, IOT, HE Task group
IOT – development of higher apprenticeships to meet emerging demand	IOT group
Upskilling / reskilling the workforce	Provider networks – GWP SSW Funding calls from DCMS/ ERDF Veterans activities via HF
New Technologies	KTPs via Growth Hub / HF VocTech seed funding calls
Hard to reach – neurodiverse	Building Bridges Digisheds via HF LA Partners
Higher level skills – Institute of Coding	Higher Futures S&T subgroup HE task group HE P&P



Discussion





Higher Futures

SWINDON & WILTSHIRE LEP

Higher Futures update

Skills and Talent Subgroup
11th January 2019



Apprenticeships



Resourcing



Bespoke training



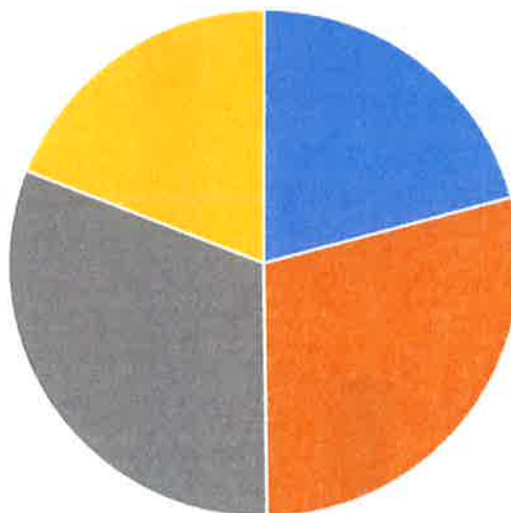
Skills Support



Swindon & Wiltshire
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Business support to date – 360 deals

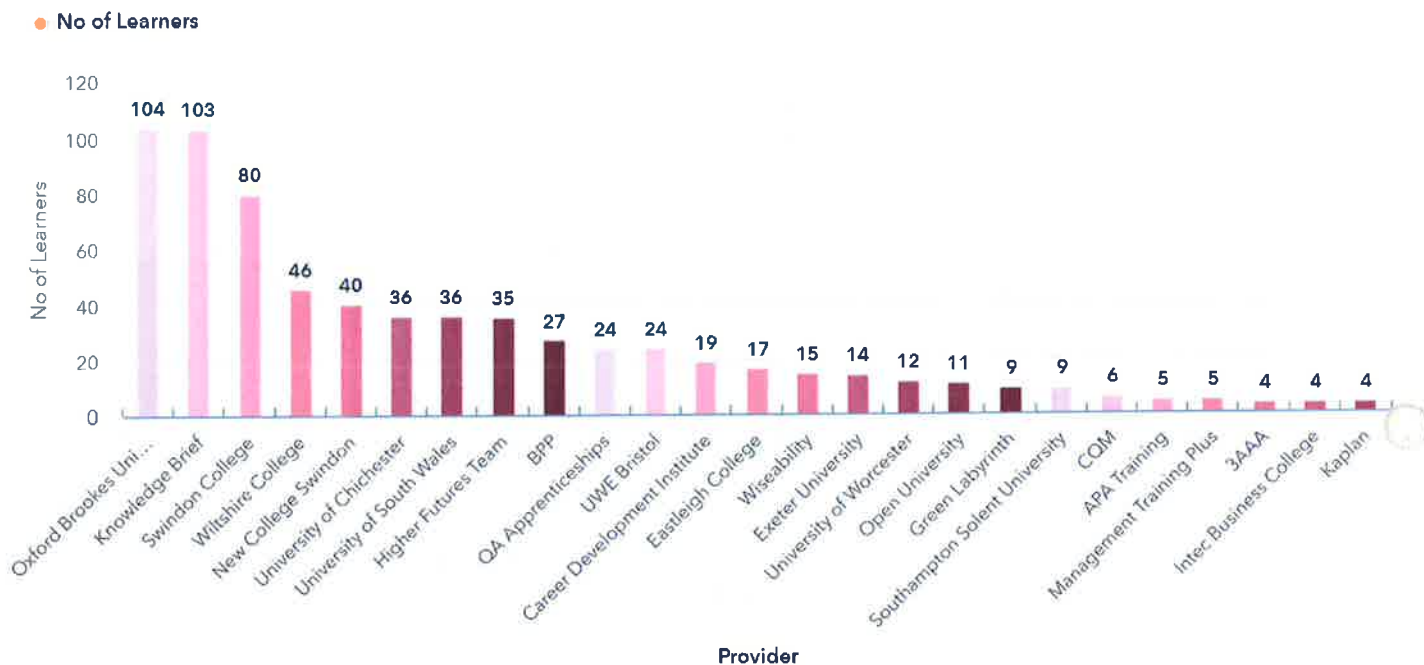
Employer Support Type



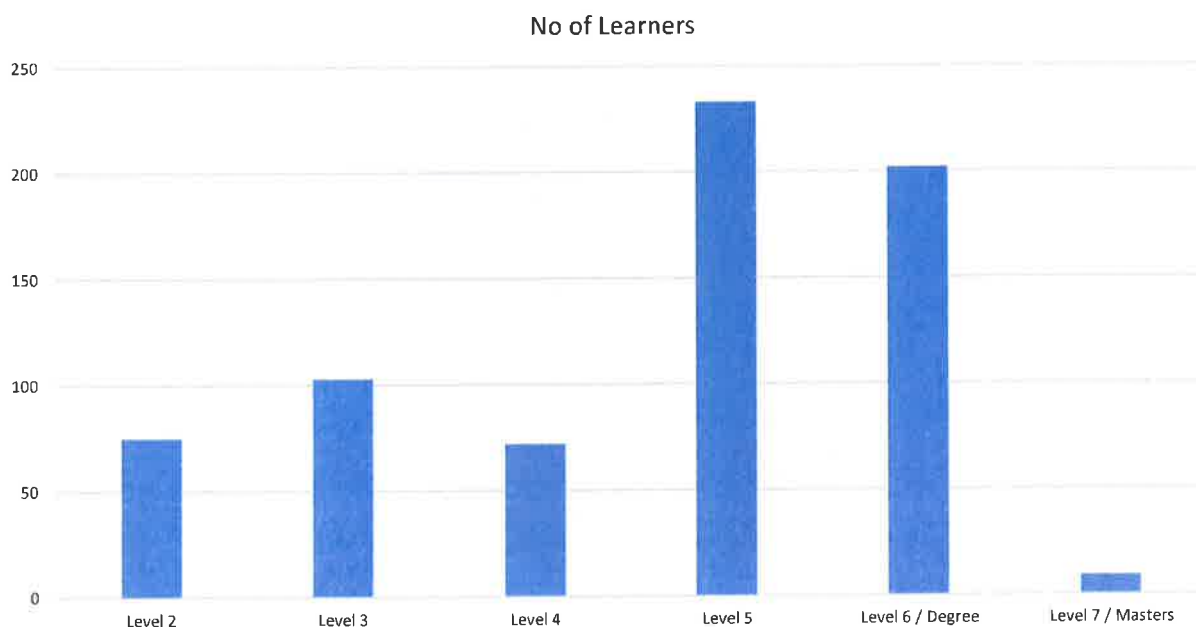
■ Resourcing ■ Bespoke Training ■ Apprenticeships ■ Skills Support



Provision

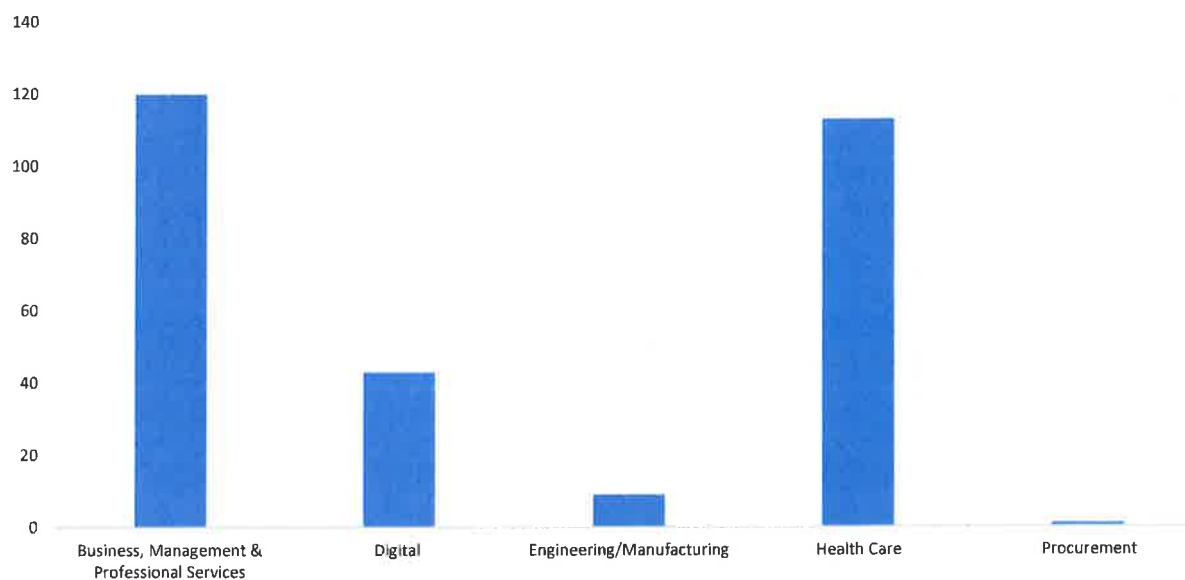


708 learners on programme (516 level 4+)



Apprenticeships

Higher & Degree Apprenticeship Starts



Freshflow campaign

- Took place between October and December 2018

Number of Calling Days Completed (Oct '18 – Dec '19)	12
Number of Outbound Calls Made	1,475
Number of Records / Contacts Established	214
Number of Interested/Warm Leads Generated	102
Number of Appointments Generated	18

Positive feedback

Finding and keeping staff is a common problem, Higher Futures have opened new avenues to me for training existing staff and finding new members to join our expanding team. I look forward to working with them.

Higher Futures as part of the SWLEP have provided Alabare with guidance and advice in looking to further develop and improve training to all sectors of our charity. With such knowledgeable staff and such a wide network of help, I would advise any business, large or small to work with Higher Futures to really move forward.

From our initial meeting prior to going live, Amanda Peach, our Employer Skills Brokerage Officer at Higher Futures has offered plenty of information related to acquiring skills in the area and also provided lots of great advice and support that has helped us get our new Signs Express centre in Amesbury off the ground. Amanda has provided details of local networking groups, information about grants for local businesses, news about events and much more. It's very important for us as a new business to make sure we are working with the key business support services in the area and Higher Futures is certainly one of these.

Questions??

