

# Derby City Councils **Appendix 2**

## Apprenticeship Strategy

This Apprenticeship Strategy outlines what we want to achieve over the next two years for Derby City Council.

Our aim is to promote wider access to apprenticeships across all communities in the city, and to increase the number of apprenticeships undertaken by young people within the Council.

We want to work with a range of organisations and services both internal and external to the Council, promoting the benefits of apprenticeships to all.

We want to encourage workforce development, support the development of local skills and the Derby economy, by assisting small and medium sized employers to create more apprenticeship opportunities.



# Objectives

The Apprenticeship Strategy supports the Council's vision and aim, along with the wider economic and related strategic aspirations and priorities for Derby.

The Apprenticeship Strategy is linked to the broader Workforce Strategy and required behaviours and is aligned with the HR & OD Strategy.



# Aims

Maximise the use of our Levy to improve the overall skill level of the organisation, address skills gaps, our aging workforce and promote succession planning.

Actively promote apprenticeships within the Council and the City of Derby, as valuable recruitment and talent pipeline opportunities.

Develop a pro-apprenticeship culture amongst managers and staff.

All managers prioritise apprenticeship opportunities as part of Service workforce planning activities to deliver skills and organisational needs.

Grow the delivery of quality apprenticeship programmes both internally and to external organisations in Derby.

Support Council maintained schools to access the levy.

Report on and aim to achieve the Public Sector Target.

# Key Priorities

1. We use the evidence base and strategic direction provided by the 'Roadmap'.
2. We develop robust systems for monitoring the quality of the apprenticeship experience, ensuring that improvements are implemented in a timely and rigorous manner.
3. We are encouraging collaborative working by challenging and breaking down silo's to deliver for Derby.
4. We are raising awareness amongst Council leaders and colleagues of the opportunity presented through effective use of the levy fund.
5. Apprenticeship training provides a route into employment with the Council.
6. Apprenticeship training is aligned with our resourcing and development needs and supports progression within the Council.



# Key Priorities – Continued

7. We utilise apprenticeship training for existing as well as new staff, of all ages and at a range of skill levels.
8. We actively consider the use of Apprenticeships as part of our city's workforce planning activities, complying with our Public Sector Duties.
9. Utilise our internal trainer provider (DCCALS) to ensure maximum funding claimed back and reinvested in Derby.
10. We raise the profile and brand of Derby City Council as an attractive employer in the local area.
11. We tackle business problems using the tools available to us, for example, such as addressing aging workforce and the leadership development.
12. We raise the profile of apprenticeships and the benefits to residents & businesses of Derby.

# Longer Term Priorities

1. Actively work with partners and others in Derby to promote and offer apprenticeship opportunities to upskill Derby.
2. Broaden participation from all social groups to support equality and diversity and the disability confident leader principles.
3. Ensure robust support to deliver our Corporate Parenting responsibilities (Traineeships and Work Placements).

# Short Term Actions

## (3 - 9 Months)

Develop a communication strategy

Align branding across the Council – External Apprenticeship Hub, Internal Apprenticeships web pages, Derby Adult Learning Website.

Develop robust apprentice support - mentors programme, align the current Apprentice focus group.

New recruits – 2019 cohort in progress and more cohorts planned.

Existing staff – plans aligned with workforce planning and timescales linked to the availability of relevant qualifications and priority areas.

# Short Term Actions Continued

Support the delivery of the Work Experience Strategy for Children In Care – including exploring offering work placements and traineeships.

Change the ECF and recruitment process (change all appropriate grade B & C roles to apprenticeships).

Project progress monitored & reported.

Explore the Councils commitment to apprenticeships in our commissioning and procurement arrangements.





# Medium Term Actions

## (9 – 18 months)

New recruits - more cohorts and participation broadened to potentially include traineeships, work experience, graduate and intern programmes.

Existing staff - career progression in place across more service areas where the qualifications are available.

Workforce planning is an integral part of service and business planning.

Effective Apprentice focus groups and peer support arrangements in place.

An increased number of apprenticeship placements available internally, with partners and local employers including Small, Medium Enterprises.

# Medium Term Actions Continued

- We are building on the good progress on maximising use of our Levy and achieving our Target.
- Continuing to working with the training provider market so that our needs are met.
- Using our workforce; parents, friends, family, school Governors etc. to promote apprenticeships as one of the options available to school and college leavers - raising awareness.



# Long Term Actions (18 – 24 months)

- We have a strong apprentice employer provider brand.
- Widened participation in the Council's apprenticeship programme targeting underrepresented groups of young people such as looked after young people, BAME young people, people with disabilities, NEETs.
- Apprenticeship training is fully integrated into all areas of the Council and seen as adding value.
- We are seen as an exemplar of apprenticeship activity and work with other employers to support this agenda, including involvement in new Trailblazers, apprenticeship networks, etc.



# Long Term Actions Continued

- We are using apprenticeship qualifications at a range of levels, across a range of occupations, linked to our workforce planning outcomes and required career pathways.
- We have continued to work with businesses on allocating 25% of our Levy funds to support their apprenticeship needs and influencing their apprenticeship agenda.
- We've made good progress in achieving our apprenticeship vision which also continues to support our wider strategic aspirations & priorities.
- We are maximising use of our Levy & evidencing that we are discharging our Duty to the Target.

