

TONBRIDGE & MALLING BOROUGH COUNCIL

COMMUNITIES ADVISORY BOARD

26 July 2011

Report of the Chief Executive

Part 1- Public

Matters for Recommendation to Cabinet - Non-Key Decision (Decision may be taken by the Cabinet Member)

1 PROMOTING LOCAL APPRENTICESHIPS – WEST KENT’S 100 IN 100 CAMPAIGN

To endorse this Council’s participation in the West Kent Partnership’s 100 in 100 Campaign

1.1 Background

1.1.1 Promoting more apprenticeships is a key element of the Government’s skills strategy. A National Apprenticeship Service (NAS) has been established and more locally, a Kent partnership is in place under the brand of ‘Kent Apprenticeships’ comprising Kent County Council, the NAS, The Kent Association of Training Organisations, and the Kent Association of Further Education Colleges. The NAS introduced the idea of local ‘100 in 100’ campaigns to encourage the greater take up of apprenticeships. The first of these was launched in Bristol in 2010 and many areas are now taking up this challenge.

1.2 The Campaign

1.2.1 The West Kent Partnership, at its most recent meeting held on 16th May 2011, received a presentation from Kent County Council regarding the development of local 100 in 100 campaigns across Kent. To date, specific campaigns have been launched in Canterbury and Swale. In the case of Canterbury, this campaign sought to achieve 100 extra apprenticeships in 100 days. The Swale campaign used the same approach but chose to promote their campaign over a longer timescale with the target being 100 additional apprenticeships obtained by 100 different local companies and organisations.

1.2.2 The common elements of all campaigns are:

- Leadership from Kent Apprenticeships
- A co-ordinated media campaign to promote the initiative

- Support form local partners to help promote the campaign to local businesses and for themselves to pledge active involvement in offering apprenticeships in their own organisations.

1.2.3 The West Kent Partnership agreed collectively to launch a local campaign covering the three West Kent districts adopting the Swale model. A formal launch of the campaign is due to be held on 22 July 2011 hosted by Rt Hon Greg Clarke MP. As this report has been drafted prior to that event, a verbal update on the launch will be given at the meeting.

1.3 The Borough Council's Role

1.3.1 As Members might be aware, the Borough Council has taken an active role in offering its own apprenticeships over the last few years within our customer service teams. Apprentices are supported throughout their period of employment with us. In 2010, we took on three apprentices, one of which now has a permanent job with the Council and the other two have jobs with us on temporary contracts. This year, in 2011, we have taken on a further 3 apprentices, two of whom are still participating and one has now found permanent employment elsewhere. We are planning to recruit a further 3 apprentices at the beginning of the next academic year. We are therefore able to make a positive contribution to the 100 in 100 campaign which can hopefully be promoted to encourage other businesses to take up the challenge. It has to be said, however, that recruitment to positions within the Council is not easy. The cost of transport for young apprentices to and from Kings Hill can be a disincentive.

1.3.2 In addition to direct recruitment, the Borough Council can assist with the marketing of the campaign via its links with local business, for example, via our contacts with partner organisations, those from whom we procure goods and services and those businesses we engage via environmental health services. Additional publicity can also be generated via our website and Here and Now.

1.4 Legal Implications

1.4.1 None

1.5 Financial and Value for Money Considerations

1.5.1 Our apprentices are managed by a national training provider at no cost to the Council.

1.6 Risk Assessment

1.6.1 Our apprenticeship scheme is fully risk-assessed.

1.7 Equality Impact Assessment

1.7.1 See 'Screening for equality impacts' table at end of report

1.8 Recommendations

1.8.1 That the Borough Council's support for, and participation in, the West Kent 100 in 100 Campaign **BE ENDORSED**.

The Chief Executive confirms that the proposals contained in the recommendation(s), if approved, will fall within the Council's Budget and Policy Framework.

Background papers:

contact: Mark Raymond

Nil

David Hughes
Chief Executive

Screening for equality impacts:		
Question	Answer	Explanation of impacts
a. Does the decision being made or recommended through this paper have potential to cause adverse impact or discriminate against different groups in the community?	No	The apprenticeship scheme takes full account of equalities issues
b. Does the decision being made or recommended through this paper make a positive contribution to promoting equality?	N/A	
c. What steps are you taking to mitigate, reduce, avoid or minimise the impacts identified above?		

In submitting this report, the Chief Officer doing so is confirming that they have given due regard to the equality impacts of the decision being considered, as noted in the table above.