

# MANOR ROYAL PEOPLE FORUM

11 JULY 2017



**MANOR ROYAL**  
**BUSINESS DISTRICT**  
CRAWLEY & GATWICK

*Be part of it!*



# INTRODUCING...

## BILLY HUMPHREYS

## LOVE LOCAL JOBS

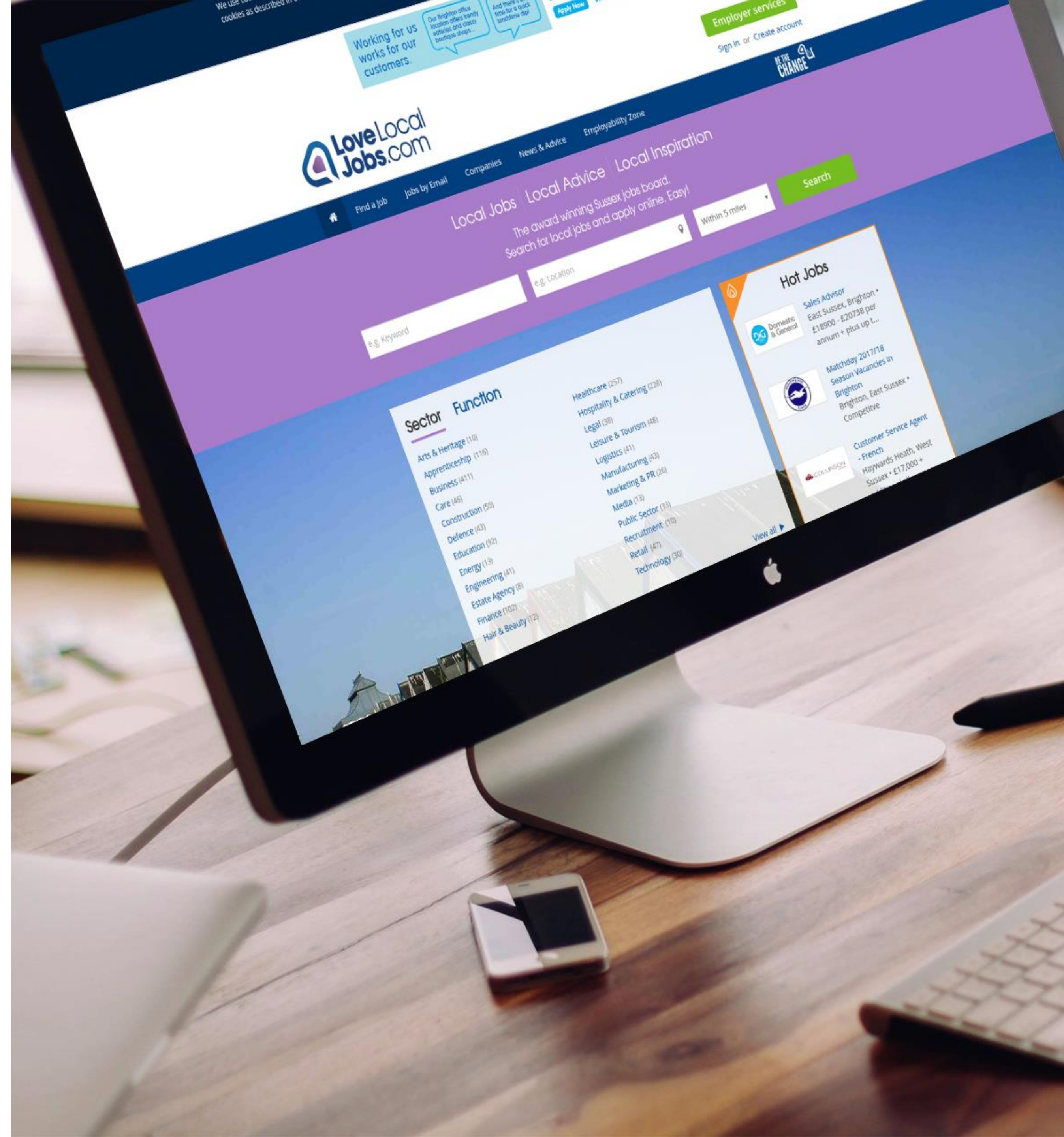


*Be part of it!*



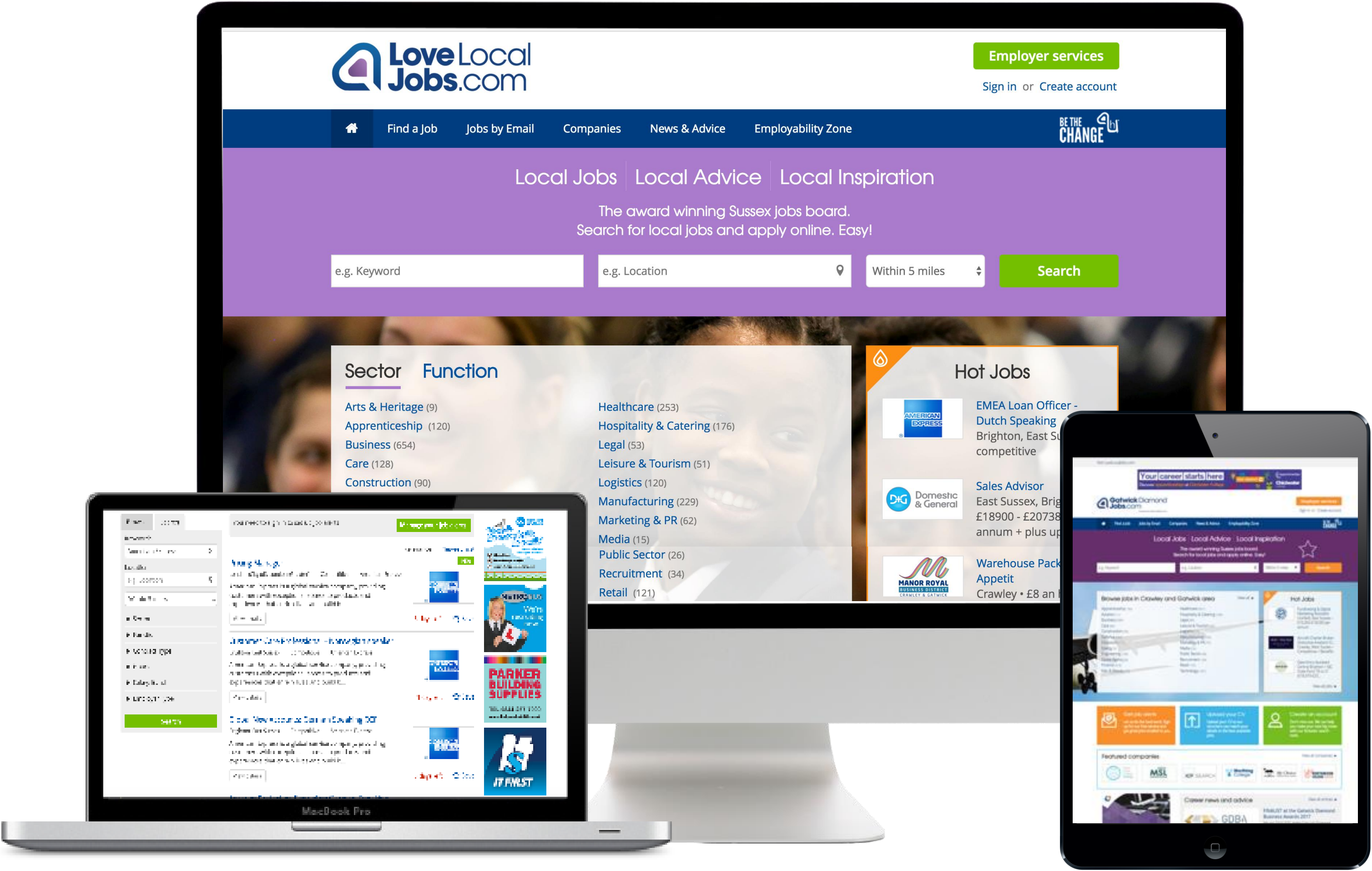


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# Who We Are



Be part of it!

*‘To leverage the power and inspirations of every employer locally.’*

*Be part of it!*



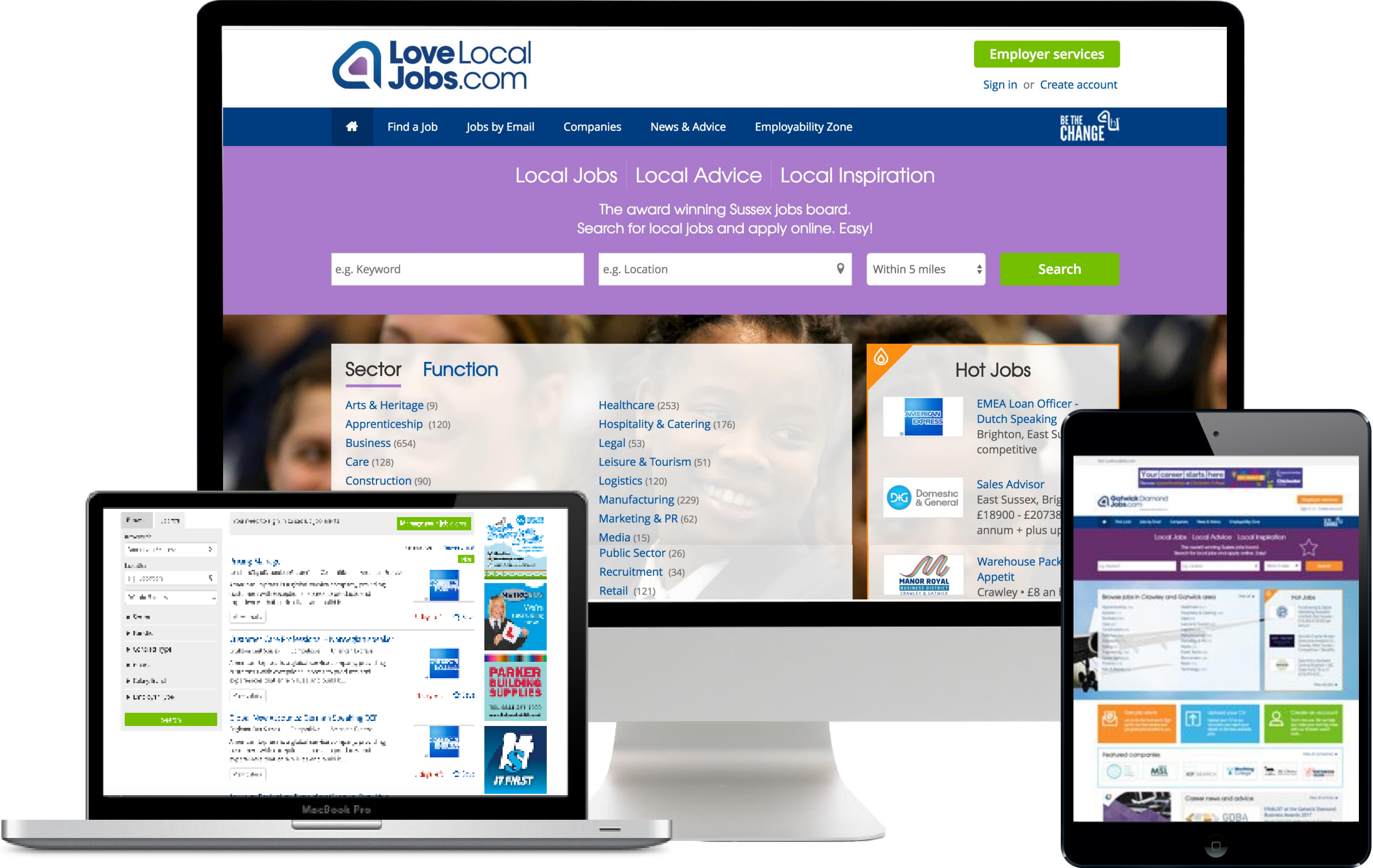
*‘To raise the aspirations of young people across the country  
to be the best they can be and find a job they love.’*

*Be part of it!*





Why?



Be part of it!





Be part of it!







*Be part of it!*



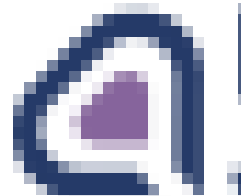




 **Love Local  
Jobs.com**

 **Brighton and  
Hove Jobs.com**

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 **Love Local  
Jobs.com**

  
**MANOR ROYAL  
BUSINESS DISTRICT**  
CRAWLEY & GATWICK





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# 40

Collaborated with 40  
**educational** institutes

Over

# 200k

page views each month

OVER

# 2,000

users registered  
every single  
month

## Top Sectors

Finance  
Sales  
Admin  
Warehouse  
Customer Services

# 1 Million

people reached  
weekly through  
our channels  
including social,  
offline & radio



# 5,000

Worked with over 5,000  
local business

*Be part of it!*







city college

brighton and hove



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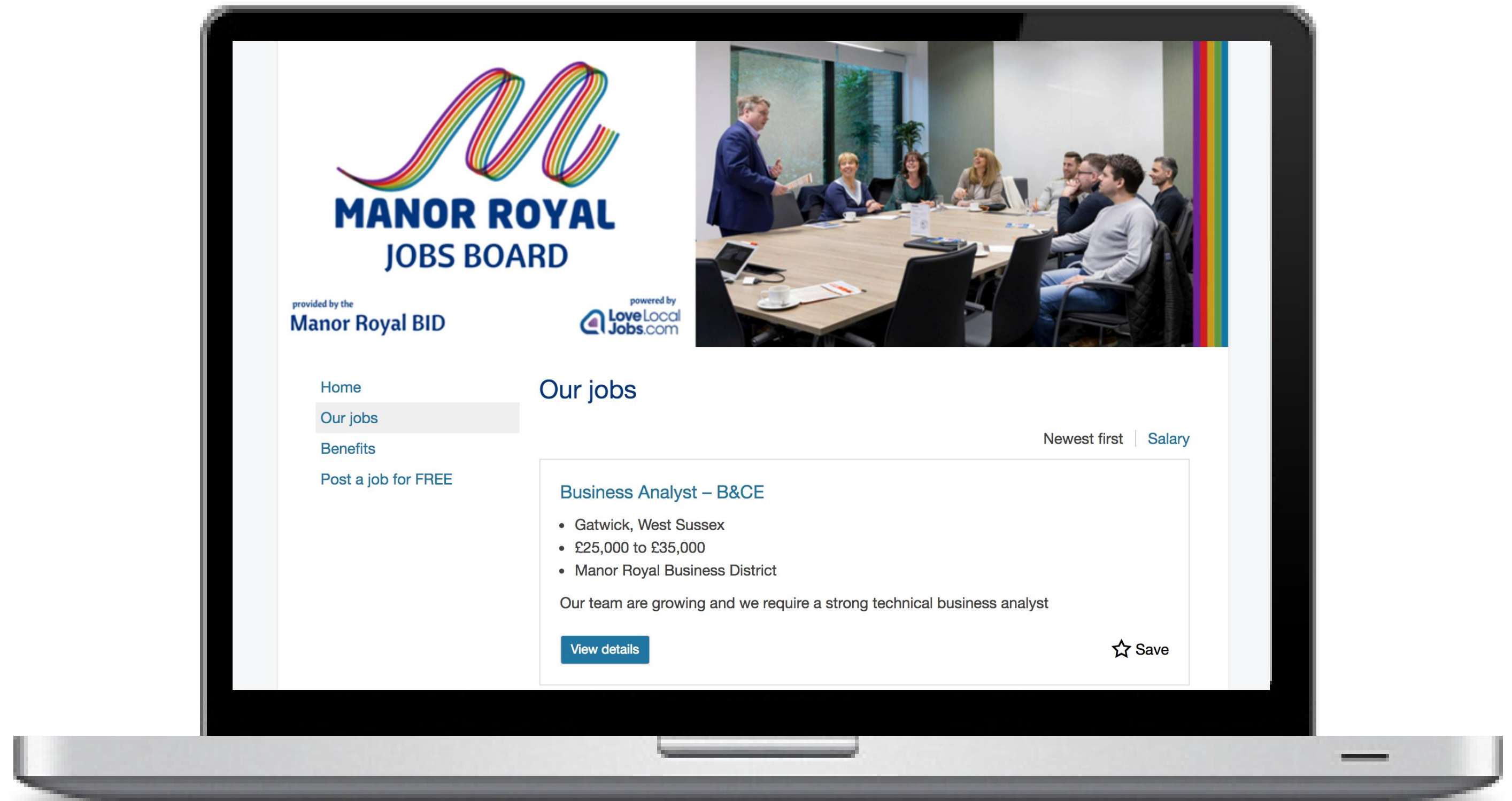


## How It Started The early stages

*Be part of it!*







Be part of it!







*Be part of it!*





APRIL - JUNE

134,344 Users

210,859 Sessions

731,400 Pages viewed

1.5 million views to our jobs

49,007 applications

*Be part of it!*

 Love Local  
Jobs.com

  
MANOR ROYAL  
BUSINESS DISTRICT  
CRAWLEY & GATWICK



How To Get Started  
**How Will It Work**

*Be part of it!*





- Simply email [info@lovelocaljobs.com](mailto:info@lovelocaljobs.com) with your job description and Job title
- Make sure you put the subject line of the email as “MR JOBS BOARD - **\*your business\***”
- Make sure you include the salary, and which category you would like it featured in. E.g. Sales, Customer Service, Warehouse etc
- Specify the email address you would like the candidate applications to be sent through to
- Supply your company logo 360 x 180 pixels (*you will only need to do this once as we will keep it on file for future use*)

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*"We have filled one position and have a mountain of CVs too. We did not expect such a BIG response, so I wanted to thank you and your team for bringing us so many excellent candidates"*

**Mark Potter, Bon Appetit**



*"Thank you for your help with this advert for a part-time receptionist. We have had quite a few applicants now and we have decided to close the advert"*

**Mark Potter, Bon Appetit**



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Recruitment...

**What Else Can You Do?**

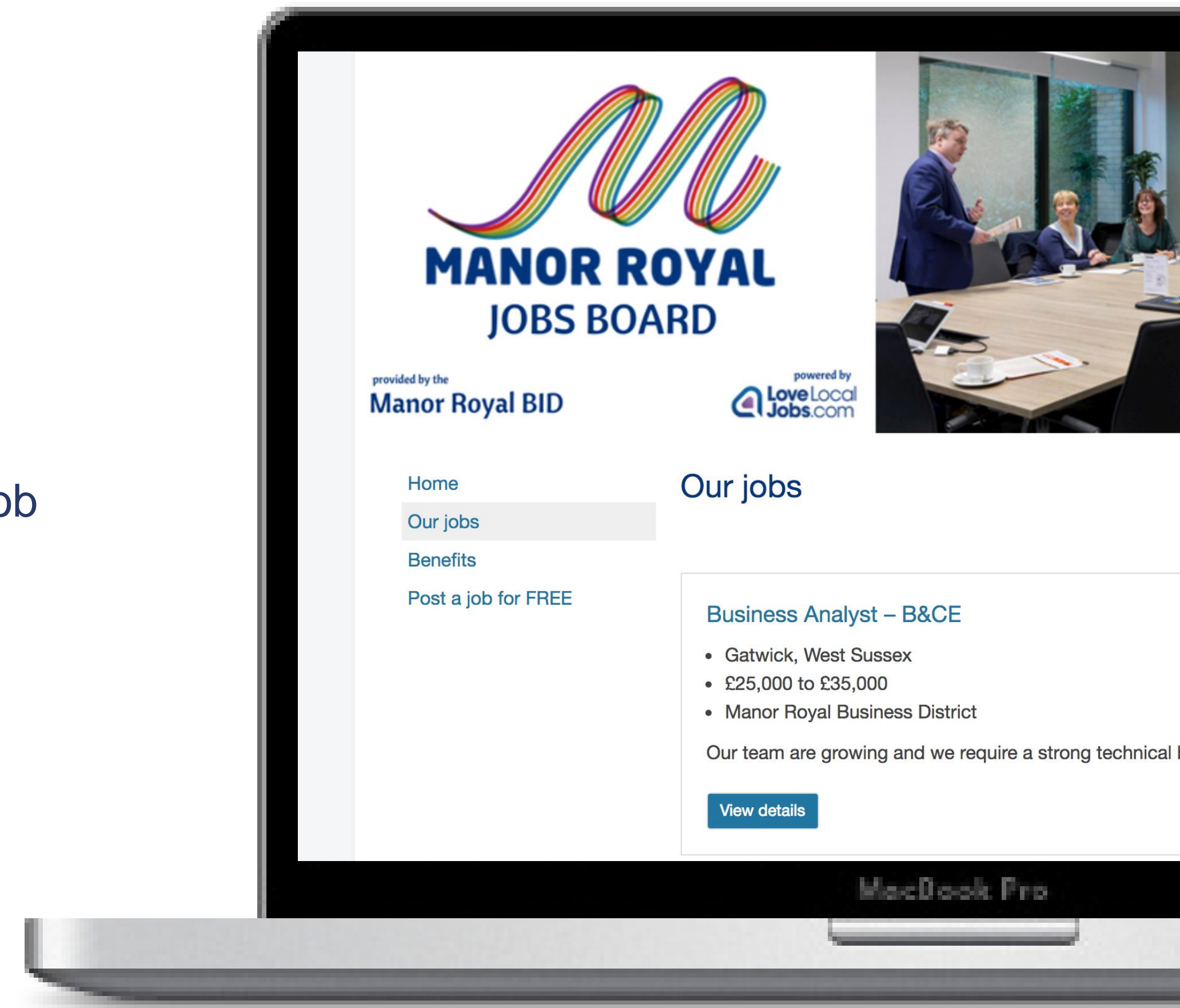
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## Sometimes it is not enough to just put your jobs out on job boards.

- #1 reason for candidates using job boards is to find LOCAL jobs
- #2 reason for candidates using job boards is to find industry specific jobs
- The average candidate will look on 4 x internet sources before applying for a job
- 40% of job seekers look at a company's reputation before applying for a job



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Recruitment...  
**Your Brand**

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**Manor Royal BID members can post their jobs for free**

**LoveLocalJobs.com will do all the handwork for you**

**Where else are you promoting your jobs?**

**LoveLocalJobs.com Conference Oct 2016**

**Attracting & Retaining The Next Generation**

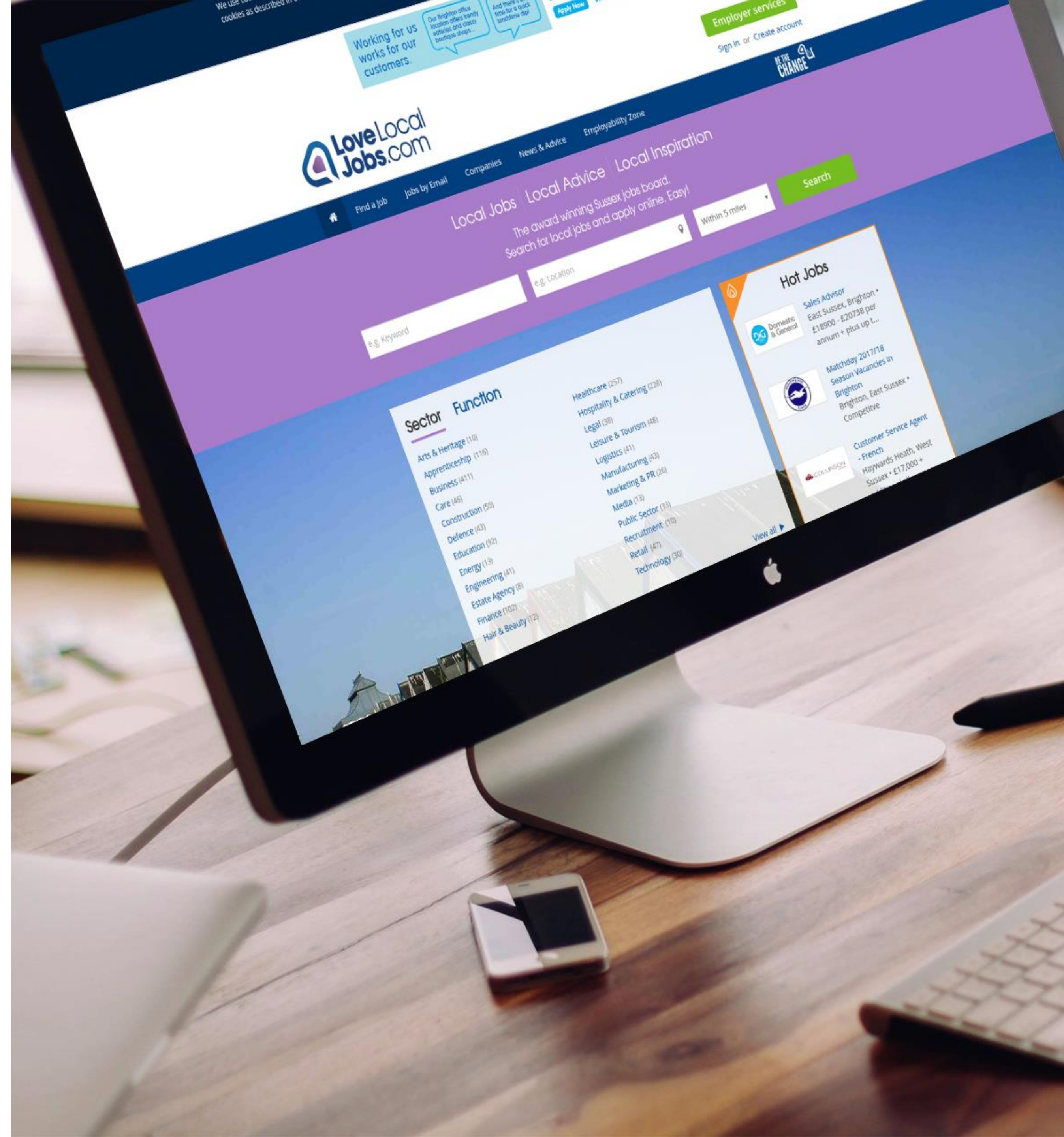
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*Be part of it!*







# INTRODUCING... ANDY FORBES CENTRAL SUSSEX COLLEGE



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# Apprenticeships

# Apprenticeships

- What do we want?
- How do we do it right?
- What's going on?
- Why?
- What does the future hold?



# What do we want apprenticeships to be?

- People aged 25 and over accounted for 44% (224,100) of apprenticeship starts in 2015/16. People aged 19-24 accounted for 30% (153,860) and under 19s 26% (131,420).
- Concentration on particular types and sectors - (71%) of all starts were concentrated in three sectors: Business, Administration & Law; Health, Public Services & Care and Retail & Commercial Enterprise
- Reforms are a chance to change that but only if we develop them together in the right way.
- Maybe we don't want to change that?
- 'Brand' apprenticeship, structural reform and recruitment practise.

## How to do it right.

- *‘A good apprenticeship needs to be a meaty experience, delivering tangible skills and mentoring in the workplace, leading to a return on investment for the employer and full competence for the apprentice. There needs to be a good balance of on- and off-the-job training, but what this will look like depends on the occupation. Apprentices need clear progression routes; this means courses feeding into apprenticeships and continuous professional development when the apprenticeship is completed.’*

**Judith Compton, Assistant Director, UK Commission for  
Employment and Skills**



# How to do it right?

Expansive		Restrictive
There is a post- apprenticeship vision of progression.		The post apprenticeship vision is static
Apprentice has joint identity as learner and employee.		Apprentice is seen predominantly as an employee.
Apprentice makes a gradual transition to productive worker.		Apprentices is thrown straight into job with limited knowledge and minimal development.
Apprentice is treated as a member of the work community.		Apprentice is treated as an "extra pair of hands".
The workplace maps against the qualifications and the qualifications are recognised and valued		Weak relationship between Workplace tasks and skills being gained through qualifications.
Apprentice has planned time off work for study		Off-the-job is simply an extension of on-the-job.
Apprentice progress is regularly monitored by employer and construction feedback is offered		Apprentice progress monitoring is limited, provider involvement limited to formal assessment.

# The Apprenticeship Roadmap to Success.

- Understand what apprentices are and how they fit strategically within your business.
- Gain support for apprenticeships from colleagues and line managers.
- Take time developing your programme and involve as many stakeholders as possible in the design to gain buy in.
- Think about the funding and grants that are available to make the project more affordable
- Speak to providers, find the provider that can offer the closest match with your strategy and the programme you want to develop.
- Think differently about recruitment.
- Draw up a contract which is flexible and meets the needs of your business while taking all the legal considerations into account.
- Support your apprentice in an “expansive” way.



# All change.....

- Levy, in and of itself not a game changer.
- When combined with the wider reforms it is..
- At the same time as the levy comes in
  - 3m apprenticeship target – political!
  - Significant structural change to the way apprenticeships are delivered.
  - Significant structural change to the way apprenticeships and funded and commissioned.

# What is the levy?

- From April employers will pay an extra 0.5% of their payroll above £3m into their levy pot. It's expected this will generate £2.5bn per year for England by
- Providers will access this pot via a new Digital Apprenticeship System
- If an employer has no levy pot (98% of employers) or it runs out, the SFA are paying 90% of the negotiated rate on condition the employer has paid 10% in cash first and that provider has an allocation. In the pilot, running since 2014, the subsidy is 67% if 33% paid first (concern over size of mandatory cash contribution).



# What is the levy?

- Only 1.3% **of employers** will pay the levy.
- Employers pay their levy to HMRC, through the **PAYE** process
- Single employers with multiple PAYE schemes will only have **one** allowance.
- Connected employers **share** one allowance
- 10% government top up to monthly funds entering an account

## Levied employer

- Employer of 250 employees each with a gross salary of £20k
- Pay bill =  $250 \times £20k = £5,000,000$
- Levy Sum:  $0.5\% \times £5,000,000 = £25,000$
- Allowance:  $£25,000 - £15,000 =$   
**£10,000 annual levy payment**

## Non-levied employer

- Employer with 100 employers, each with a gross salary of £20k
- Pay bill =  $100 \times £20k = £2,000,000$
- Levy sum =  $0.5\% \times £2,000,000 = £10,000$
- Allowance =  $£10,000 - £15,000 =$   
**£0 annual levy**

if your expectations

# Wider reforms

## Delivery

- **On-programme training and learning**
- On-the-job and off-the-job training and learning need to develop the apprentice's knowledge, skills and behaviours.
- No mandatory requirement for qualifications (unless they're a requirement such as a Licence to Practice (LTP), or are written into the Standard by the Trailblazer group)
- All apprentices will be required to develop their Maths and English skills
- Apprenticeships will cover **behaviours, as well as knowledge and skills**
- **Gateway to end-point assessment**
- Towards the end of the apprenticeship, employers and providers will 'sign-off' the apprentice as being ready for end-point assessment.



# Wider reforms

## Funding

- Framework funding diminishes on all except STEM from May
- Providers “forced” to move towards standards.
- New funding in bands, employers can negotiate
- Employers pay 10% of funding rate G’ment 90%

## Additional incentives for:

- taking a 16 – 18 year old – Do not pay the 10%
- Taking a disadvantaged 19 – 24 year old Leaving care or EHCP
- If you are a small employer with less than 50 employees taking 16 – 18 year old or disadvantaged young person.

# Why?

- Employer demand will go up as will 'be in the driving seat' and have 'ownership' of:
  - > The content & assessment (standards)
  - > The funding (levy, fees and negotiation)
  - > The oversight (Institute for Apprenticeships)
- And not everyone is convinced a 3m starts target is compatible with a commitment to 'high quality'.
- But not everyone is convinced an employer owned model is compatible with supporting the young and social justice.



# What does the future hold?

- Employers can negotiate on rates but there is not much incentive to do so...
- Standards do not define exactly how behaviours, knowledge and skills can be developed, room for delivery by employer and in new ways, will employers want that?
- There is more testing in standards, this area is not entirely clear but could lead to more structure than desired?
- Will levy paying employers see this as a way of training more existing staff, Management degree apprenticeships?, Professional quals?
- In the end, will this all look pretty similar to the current apprenticeship system?
- How will this new system encourage 16 – 18 year olds into the system. Latest data suggests only growth in 24+ apprenticeships.
- Could T levels be a 'game changer'?

# Did you know?

- <https://findapprenticeshiptraining.sfa.bis.gov.uk>