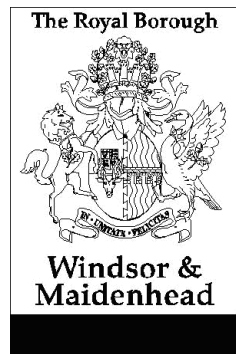


Report for: ACTION



Contains Confidential or Exempt Information	NO - Part I
Title	Apprenticeships or Academic Scholarships Scheme
Responsible Officer(s)	Russell O'Keefe, Strategic Director of Corporate and Community Services
Contact officer, job title and phone number	Kevin Mist, Head of Communities & Economic Development
Member reporting	Cllr Bateson, Chief Whip and Lead Member for Neighbourhood Planning, Claire Stretton, Principal Member for Culture and Communities, Cllr McWilliams, Ward Member Cox Green
For Consideration By	Policy Committee
Date to be Considered	3 March 2016
Implementation Date if Not Called In	Immediately
Affected Wards	All Maidenhead Wards

REPORT SUMMARY

1. This report takes forward the options presented to the Policy Committee in December 2015 for the council to consider how it might introduce or assist with the promotion of borough wide apprenticeships, academic grants or scholarships.
2. The paper provides further detail on the options that were discussed by the Committee to be explored further and presented at a future meeting of the committee. These were:
 - Option 6 – a model for signposting residents to the range of existing financial support available, this option would be a quick fix but would require extra resource.
 - Option 5 – to use the Thames Valley Local Enterprise Partnership (TVLEP) to establish the demand for skills, establish where the skills shortages are within the borough to help inform discussions around the priority areas for introducing a scheme based on the needs of the local economy (detailed at Appendix A).
3. The Council's external funding and development service 'Our Community Enterprise (OCE)' were asked, by way of example, to propose a model that could provide a signposting service and to highlight the range of existing

support available that would support resident aspirations (detailed at section 2).

4. TVLEP has also been approached to highlight the Boroughs key skills shortages, current and projected. However these are not yet available at local authority level but are summarised at a Berkshire level at Annex B.

If recommendations are adopted, how will residents benefit?

Benefits to residents and reasons why they will benefit	Dates by which they can expect to notice a difference
Residents will benefit from an additional opportunity to support their educational aspirations and or acquire new skills through a grant or loan scheme within the borough to be economically active.	1 September 2016
Local communities will benefit from the new skills acquired being reinvested within the Royal Borough and additional sponsorship or match funding leveraged through local trusts and employers.	1 September 2016

1. DETAILS OF RECOMMENDATIONS

RECOMMENDATION: That the Policy Committee:

- i. Approve, in principle, a signposting service to assist residents in identifying appropriate funding opportunities, both locally and nationally, for their education, vocational or training needs.**
- ii. Requests for an update report to be presented to the Policy Committee, detailing a full specification for a signposting service, in July 2016.**
- iii. Notes the comments in respect of the local Skills demand/shortages detailed at point 2.9 of this report and consider whether this should be used to inform a new signposting service.**

2. REASON FOR RECOMMENDATION(S) AND OPTIONS CONSIDERED

2.1 OCE were approached to identify a potential model which could signpost people to the most appropriate funding opportunity based on their education, vocational or training aspirations.

2.2 The model proposed aims to require minimal resource input by the council and residents would be expected to have already exhausted central government funding opportunities before seeking opportunities or support via the service.

2.3 OCE could provide a directory of funding support available locally and nationally through trusts and other grant schemes including those accessible through subscription-only grant funding databases such as the Directory of Social Change, a searchable website of all UK charities which can provide financial relief to individuals in need or for educational purposes. This website details funding available to individuals for welfare or educational needs including 'relief-in-need' charities providing hardship grants and support, charities supporting those with a specific illness or disability, and educational charities providing bursaries for educational courses, equipment, projects

and the like. The Directory of Social Change Details website details and updates 2,500 grant opportunities and charges annual subscription cost, for up to 10 user licences, of £860 plus VAT. More information and price options on the website can be found at: <http://www.grantsforindividuals.org.uk/Content/why-subscribe.aspx>. A high level summary of the funding opportunities available is detailed at Appendix A for information.

2.4 A directory which includes local and national database could be accessible through key delivery points at, for example, borough libraries, Elevate Me Hub, Maidenhead Citizens Advice Bureau, Youth Services and further education sites. Each location where this is made available would have instructions displayed so residents could make searches independently. If a resident required additional support in searching and/ or applying for funding, this could be offered by OCE.

2.5 The anticipated annual costs for launching and operating this model are detailed below:

Item	Resource Requirement	Revenue Requirement
Online subscription	Access to desktop PCs	£860 + VAT
Partner and services support	Staff training	Absorbed within current budgets.
Our Community Enterprise support @ £30 + VAT x approx. 50 people	N/A	£1,500 + VAT
Total		£2,360 + VAT

2.6 Local Skills demand/shortages

2.7 The Policy Committee highlighted a need to identify the local skills gaps which would help to direct support based on the needs of the local economy. This would help to ensure people could stay and work within the borough and produce opportunities to grow for local businesses. In addition many local businesses had Corporate Social Responsibilities aspirations and should be informed of these so that they could be encouraged to work with schools or sponsor a local scheme.

2.8 Of all 39 Local Enterprise Partnership areas, Thames Valley Berkshire (TVB) has the 7th highest proportion of its workforce with skills gaps. Of the six areas with more acute skills gaps, five are in close vicinity to TVB (Oxfordshire, Hertfordshire, South East LEP area, Enterprise M3 LEP area and Buckinghamshire Thames Valley LEP area). TVLEP suggests a high level of competition across this wider geography for skilled staff, or, as described by some employers, a 'talent war'.

2.9 TVLEP has identified six priority sectors for the long term sustainable economic growth of Berkshire and three sectors that are experiencing particular acute skills challenges. Across these priority sectors, TVLEP has also identified two primary priority job families (groups of similar occupations), which identifies by greatest priority in terms of skills supply, and seven secondary priority job families needed to ensure a sustained supply of skills. These are listed below, however further breakdown is detailed at Appendix C:

1. Digital technologies
2. Financial, professional and business services
3. Life sciences and healthcare
4. Construction and the built environment
5. Logistics
6. Energy and environment

Primary priority job families:

- Digital technologies
- Engineering and science

Other sectors with skills challenges:

- Education
- Hospitality
- Care

Secondary priority job families:

- Health, care and welfare
- Construction
- Transport and logistics
- Education
- Business and finance
- Sales and customer service
- Hospitality

2.10 In addition the TVLEP has identified the following current local authority area specialisms for Windsor and Maidenhead:

1. Digital technologies (employment over twice the national average)
2. Arts, entertainment and recreation
3. Other service activities
4. Professional, scientific and technical activities
5. Education

Option	Comments
<p>The council would provide a sign posting service for young people to the most appropriate funding opportunity available both locally and nationally based on their aspirations and provide one to one support as required.</p> <p>This is the recommend option</p>	<p>OCE would provide a summary directory of funding support available locally and nationally through trusts and other grant schemes and one to one support as required. The service and directory would be published widely.</p>
<p>Approach local employers to sponsor a local scheme that supports the education and or skills development of local young people. There are specific sectors that have been identified that are</p>	<p>Local labour market information is available through the TVLEP (attached at Appendix B).</p> <p>Local employers who are currently have are or are anticipate experiencing skills</p>

Option	Comments
or will be experiencing skill shortages.	may consider sponsoring a local scheme that encourages people to enter these professions or support apprenticeships in higher skills occupations.
The council would Introduce a new academic, apprenticeships/skills development grants scheme for local residents by reallocating funding from the existing grants budget or allocate additional (new) funding.	This option could build on the council's existing grant application processes available on an annual and quarterly basis. A member's grants panel is already in place that could be amended to include an additional category. Awards for funding could be made based on the local; skills need priorities detailed at Appendix B.

3 KEY IMPLICATIONS

Defined Outcomes	Unmet	Met	Exceeded	Significantly Exceeded	Date they should be delivered by
Number of residents supported to secure relevant grants or sponsorship.	0	1-2	3-4	Above 4	31/03/17

4. FINANCIAL DETAILS

Financial impact on the budget

	2015/16	2016/17	2017/18
	Revenue £'000	Revenue £'000	Revenue £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

	2015/16	2016/17	2017/18
	Capital £'000	Capital £'000	Capital £'000
Addition	£0	£0	£0
Reduction	£0	£0	£0

4.1 The financial implications of establishing a local scheme will be dependant on the direction provided by the Committee. There may be an option to reallocate a small amount for example £5000 from the existing council grant funding streams which would not have an impact on existing budgets or to OCE to establish a local referral scheme costed at £2,360 + VAT per annum..

5. LEGAL IMPLICATIONS

5.1 There are no direct legal issues arising from this report.

6. VALUE FOR MONEY

6.1 All the options presented in this reports would seek to secure additional sponsorship through local trusts and or local employers.

7. SUSTAINABILITY IMPACT APPRAISAL

7.1 N/A

8. RISK MANAGEMENT

8.1

Risks	Uncontrolled Risk	Controls	Controlled Risk
Residents are not aware of a local scheme developed to help them achieve their career aspirations.	Medium	The council uses its communication channels to ensure residents and local communities are made aware of any schemes developed.	Low
Local employers do not support a local scheme through corporate sponsorship and or other support.	Medium	Local employers facing skills shortages would be made aware of the scheme which would encourage more young people enter their sector through an academic or training route.	Low

9. LINKS TO STRATEGIC OBJECTIVES

9.1 Residents First

- Support Children and Young People
- Improve the Environment, Economy and Transport
- Work for safer and stronger communities

Value for Money

- Deliver Economic Services
- Improve the use of technology

Delivering Together

- Deliver Effective Services

- Strengthen Partnerships

10. EQUALITIES, HUMAN RIGHTS AND COMMUNITY COHESION

10.1 None

11. STAFFING/WORKFORCE AND ACCOMMODATION IMPLICATIONS

11.1 None.

12. PROPERTY AND ASSETS

12.1 None

13. ANY OTHER IMPLICATIONS

13.1 None.

14. CONSULTATION

14.1 None

15. TIMETABLE FOR IMPLEMENTATION

Stages	Timescale
Additional information presented to The Policy Committee	3 March 2016
Recommendations developed	From July 2016

16. APPENDICES

16.1 Appendix A, Academic/training support available

16.2 Appendix B, Thames Valley Priority sectors/skills gaps

17. BACKGROUND INFORMATION

17.1 None

18. CONSULTATION

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
Internal				
Cllr Bateson	Chief Whip and Lead Member for Neighbourhood Planning	18/02/16		
Cllr Stretton	Principal Member for Culture and Communities	18/02/16	22/02/16	
Cllr McWilliams	Ward Councillor Cox Green	18/02/16		
Russell O'Keefe	Strategic Director of Corporate and Community Services	18/02/16		
Kevin Mist	Head of Communities and	18/02/16		

Name of consultee	Post held and Department	Date sent	Date received	See comments in paragraph:
	Economic Development			
	Cabinet Policy Assistant	18/02/16		
External				

19 REPORT HISTORY

Decision type:	Urgency item?
Non-key decision	No.

Full name of report author	Job title	Full contact no:
Harjit Hunjan	Community and Business Partnerships Manager	01628 796947

Appendix A: Academic/training support available.

Government Bursaries

The government provides bursaries to help with further education-related costs for people aged 16 to 19 and studying at school or college or on a training course, including unpaid work experience. It can pay the individual or training provider for items including: clothing, books, equipment, transport and lunch on training/study days. Two types are offered:

- Bursaries for vulnerable students (including those receiving income support/universal credit, those who are disabled or young offenders) can receive up to £1,200 and care leavers can apply for £2,000 from local authorities
- Discretionary bursaries are provided at the recommendation of the education or training provider

In addition, bursaries can be provided to support students studying medicine / dentistry / nursing / healthcare / social work or teaching. Students in higher education can apply for non-repayable bursaries directly from their university or college 'hardship fund' on top of any other student finance. Students on an apprenticeship programme or paid learning or training are not eligible for government bursaries.

Charitable Grant Funding

Charities and trusts sometimes provide grants, often for students from poorer backgrounds or those who've achieved academic excellence. Information is usually available in libraries through these publications:

- Educational Grants Directory
- Charities Digest
- Grants Register
- Directory of Grant Making Trusts

Societies

Societies sometimes offer funding for postgraduate or postdoctoral research. They include:

- the British Academy (for humanities and social science related post-doctorates)
- the Royal Academy of Engineering (for engineering)
- the Royal Society (for science related post-doctorates)

Other help

Funding may be available from:

- individuals who sometimes make donation to help postgraduates (usually offered through a university or college)
- employers who may provide sponsorship if studies are relevant
- a Disabled Students' Allowance
- a Professional and Career Development Loan
- a Parents' Learning Allowance
- City and Guilds offers bursaries to people who study for a City & Guilds qualification

- The General Federation of Trade Unions Educational Trust is reviewing their grant provision for students of economic theory and history, industrial law and industrial relations

Traineeships

Traineeships are work experience placements in preparation for apprenticeships and are available for people aged 16 to 24. They are unpaid but participants may be provided with expenses for items including travel costs and meals depending on arrangements with employers.

Appendix B, Thames Valley Priority sectors/skills gaps

Table 1 Thames Valley Priority Sectors

	Sectors	Broad occupational groups in which skills shortages are acute	Main job families
High Priority Sectors for the local economy / employment growth)	Digital technologies	<ul style="list-style-type: none"> • Professional • Associate professional 	<ul style="list-style-type: none"> • Digital technologies • Sales and customer service
	Financial Professional and business services	<ul style="list-style-type: none"> • Professional • Associate professional • Skilled trades • Machine operatives 	<ul style="list-style-type: none"> • Business and finance
	Life sciences and healthcare	<ul style="list-style-type: none"> • Professional 	<ul style="list-style-type: none"> • Engineering and science • Health, care and welfare
	Construction and the built environment	<ul style="list-style-type: none"> • Skilled trades 	<ul style="list-style-type: none"> • Construction • Engineering and science
	Logistics	<ul style="list-style-type: none"> • Associate professional • Skilled trades 	<ul style="list-style-type: none"> • Logistics
	Energy and environment	<ul style="list-style-type: none"> • Professional • Associate professional 	<ul style="list-style-type: none"> • Engineering and science
Other sectors which are experiencing high levels of skills shortages	Education	<ul style="list-style-type: none"> • None 	<ul style="list-style-type: none"> • Education
	Hospitality	<ul style="list-style-type: none"> • Skilled trades 	<ul style="list-style-type: none"> • Hospitality
	Care	<ul style="list-style-type: none"> • Care occupations 	<ul style="list-style-type: none"> • Health, care and welfare

Source: UK Employer Skills Survey 2013, UKCES (national data on skills shortages)

Table 2 Priority job families

Table 2	Job families	Prevalent in the following priority sectors
Primary priority	Digital technologies	<ul style="list-style-type: none"> • Digital technologies
	Engineering and science	<ul style="list-style-type: none"> • Life sciences and healthcare • Energy and environment • Construction
Secondary priority	Health, care and welfare	<ul style="list-style-type: none"> • Life sciences and healthcare • Care
	Construction	<ul style="list-style-type: none"> • Construction
	Transport and logistics	<ul style="list-style-type: none"> • Transport and logistics
	Education	<ul style="list-style-type: none"> • Education
	Business and finance	<ul style="list-style-type: none"> • Financial, professional and business services
	Sales and customer service	<ul style="list-style-type: none"> • Digital technologies • Life sciences and healthcare
	Hospitality	<ul style="list-style-type: none"> • Hospitality

Table 3 Main skills lacking where employers have skills gaps

	Thames Valley Berkshire	England
Customer handling skills	68%	52%
Oral communication skills	66%	48%
Team working skills	65%	53%
Technical or practical skills or Job specific skills	58%	57%
Planning and organisation skills	53%	57%
Written communication skills	41%	36%
Problem solving skills	40%	49%
English skills	24%	24%
Strategic management skills	20%	25%
Maths skills	19%	23%
Advanced IT or software skills	18%	22%
Basic computer English / using IT	13%	25%
Foreign language skills	6%	12%