

**London Assembly Economy Committee - Thursday, 03 February 2022****Transcript of Agenda Item 5 – Apprenticeships in London**

**Neil Garratt AM (Chairman):** We now come to our main business this morning, which is apprenticeships in London. I would like to welcome our panel of guests this morning: Simon Ashworth, Director of Policy, the Association of Employment and Learning Providers (AELP), and Vice Chair of the Skills for Londoners Higher Level Skills Advisory Group, Michelle Cuomo-Boorer, Assistant Director for Skills and Employment at the Greater London Authority (GLA), Anna Ambrose, Director of London Progression Collaboration, and Stephen Evans, Chief Executive of the Learning and Work Institute. Also joining us in a short while is Jules Pipe [CBE], the Deputy Mayor for Planning, Regeneration and Skills, who sends his apologies for lateness but should be with us shortly. Welcome, everyone.

We now move on to the questions that we have for our guests this morning. I will kick off with a broad question. Is the current apprenticeship system delivering outcomes, such as progression into work or further training, particularly for disadvantaged groups? Do we have data on outcomes and satisfaction? Is that data being collected sufficiently either at national or London level?

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Thanks, Chairman, I will kick off. One of the original objectives of the apprenticeship reforms and the Apprenticeship Levy system was all about driving participation in apprenticeships generally. The Government set a quite ambitious target around three million starts for apprenticeships by 2020. Unfortunately, one of the big challenges has been a slow uptake on recruitment as a consequence of some of the apprenticeship reforms generally and the Apprenticeship Levy system, which I am sure we will talk about today.

Apprenticeships as a product are very much a proven product. Over 90% of apprentices who complete their apprenticeships stay on in employment. You make a pertinent point around progression. Progression can be measured in a number of different ways. Progression from one apprenticeship to another level apprenticeship is still far too low. That is a key challenge to encourage individuals to progress from level 2 to level 3 and up through the progression ranks.

In terms of data and other such like, and challenges around disadvantaged, one of the big challenges around the apprenticeship reforms has been a focus on existing staff and upskilling existing adults. The statistics show around 50% of apprentices are existing staff. Therefore, there are big challenges around getting more young people, more disadvantaged individuals, into apprenticeships. That has probably been one of the challenges with the reforms and moving to very much a system dominated by large employers. Certainly, smaller employers typically have taken younger learners, disadvantaged learners, into jobs. That is probably one of the challenges that still resonates within the system that needs addressing as we move forward.

**Stephen Evans (Chief Executive, Learning and Work Institute):** Thank you, Chairman. I agree with a lot of what Simon said. We know that there are lots of brilliant apprenticeships. Apprenticeships make a real difference. There is really great evidence about that and about the earnings and employment impacts of them as well. We know that, particularly at an England level and to an extent below that as well. However, we know that the numbers of apprenticeships have fallen in the last few years. They were not overly high to start with and then after the levy-based reforms, which we can talk a bit more about perhaps - happy to say more about

that - they fell further. Then the pandemic comes and they fall further too. There is a point about numbers and that is particularly true in London. Again, happy to talk about that.

The progression point and the access point are the two critical ones here. We know the best apprenticeships are brilliant, we know we need more of them, but who gets them, at what level and who is progressing? We have had great growth at a higher apprenticeship level and that is particularly true in London as well. Higher apprenticeships are brilliant and we need more of them but not at the expense of entry-level opportunities for young people. There is a lack of progression, and a lack of data on it as well. We need to make sure that everyone has a fair chance to get an apprenticeship regardless of their background. That points to Simon's point that we need to have a particular focus on young people and new starters in roles as opposed to older, existing members of staff. I guess that is where my state of play will sit.

**Anna Ambrose (Director, London Progression Collaboration):** I also echo much of what has been said. There is - at a high level at least - good evidence of some of the pay-rise and promotion outcomes for apprentices in the year following their apprenticeship. There is more granular data needed on those kind of progression outcomes and in particular on what progression outcomes are really important for those learners as well as what we might want to look at, at a macro level.

Thinking about the impacts of levy reforms on apprenticeship starts for young people, as we have heard, there has been a drop in apprenticeships, particularly at the lower levels, especially at level 2, which is a really critical steppingstone for many young people into employment. The really important part of that Venn diagram, where we see a big overlap in the middle, is a really significant drop in apprenticeships offered by smaller businesses as a result of the levy reforms. We know that starts in small and medium-sized businesses dropped by 40% and 45% respectively following the introduction of the levy. Addressing that in order to address some of those access issues for particular groups is really critical.

**Neil Garratt AM (Chairman):** Thank you. We are going to come on in a moment to a question about the levy. If I could welcome the Deputy Mayor this morning. I will repeat my question. It was a broad opening question, which was: looking at the current apprenticeship system, is it delivering the outcomes in terms of progression, either into work or into further training, and particularly for disadvantaged groups? The data on outcomes and satisfaction for the apprentices, are we collecting sufficient data to measure that properly, either in London or nationally?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Thank you, Chairman. I apologise for my lateness. I was speaking at the Association of Employment and Learning Providers Conference, which clearly Simon is giving up the opportunity to be at this morning. The issue was the green economy, which is a potential great source of apprenticeships in the future if we had the system to help deliver it.

Your other guests have probably already covered the headlines of what I would say. There has been a noticeable dip in apprenticeship numbers since the introduction of the levy. We can share the numbers that we have. I am sure we all have our own stats on that. It has dropped from around the mid-40 thousands a year down to the mid-30s in recent years. As you know - we have discussed this before - employers do have a problem using all their levy. This is obviously impacting numbers. We know that not all levy is spent. About £1 million of fund expires a year, nationally. A recent survey by London First found that less than a fifth of businesses find for themselves that the apprenticeship system is working well, and about half of businesses surveyed did not spend their levy fund in full.

I am sure we will get on to the Progression Collaboration in detail later on, but we do think that there are ways forward that can improve that situation. It was a very good pilot programme, and it is worth discussing that later in the meeting.

**Neil Garratt AM (Chairman):** In fact, you have touched on it already, my next question was going to be about the levy, what has worked well and what has not worked. I do not know if you wanted to add anything to what you have just said, because you have just spoken about that.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** I am happy to state those headlines and others to fill in the detail, and I am happy to come back.

**Neil Garratt AM (Chairman):** OK. Simon, the question was, on the Apprenticeship Levy specifically, what has worked well and what could be better?

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** I would start off by saying that the Apprenticeship Levy itself has been a huge game-changing opportunity. It has nearly doubled the amount of investment that is available in apprenticeships. Certainly, in the national press we tend to get confusion around the levy system and the levy itself in terms of what some of the challenges are. The investment in skills and apprenticeships is fantastic.

The levy system, as it is also referred to - Jules [Pipe CBE] touched on that - has a whole infrastructure about how employers access apprenticeships, the system, and what they can choose. I still think there are some real challenges in that. It is ultimately a system that has been built for large employers, at the heart of it, the 22,000 employers that pay the levy. It is certainly quite a clunky system for non-levy-paying employers to access the system and engage with apprenticeships. The number of small employers is still particularly low. A couple of years ago we moved away from direct contracting from providers, who would engage with smaller employers and do a lot of the heavy lifting and hidden wiring to assist them, which was fully demand-led, which meant that smaller employers had much greater choice but had to move through an online portal and get connected. We certainly see it with micro employers that is a real challenge. The levy itself is fantastic. There are some challenges around the levy infrastructure.

I will end by coming back to some of the hypotheses around the levy itself. The idea really - it was quite a clever design - is that levy payers were never meant to spend the levy, 50% of the levy was supposed to be unspent and that would fund the 98% of employers who do not pay the levy. There is a challenge around a misconception sold to large employers that they would get 10% more than they put in for the levy. If levy payers spent all the levy that was available it would restrict the amount of funding available for the 98% of employers who do not pay the levy, the small and medium enterprises (SMEs), which used to be the backbone of the apprenticeship system until four or five years ago. A few things there to throw into the conversation, I guess.

**Neil Garratt AM (Chairman):** Is it that smaller employers then are just missing out relative to where they were before or relative to where they could be? Is there a way to reorganise it that would get smaller employers into the system?

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Before the levy reforms that came in 2017, two-thirds of apprenticeships were for small employers. One of the things we have seen with

the reforms is a big swing to levy-payers, large employers, who train existing staff on high-level skills. We have swung from a system where large employers were not very engaged with, to being very pivotal in the system. There is still a lot of work to do to incentivise smaller employers to engage with apprenticeships, to do some of the heavy lifting and the administration to connect up all the dots to get them on to the system and engaged in apprenticeships.

Also, thinking about incentives around young people. That is not to disincentivise upskilling and retraining adults - that is really important - but there needs to be more weight and more focus on trying to encourage new recruits into the apprenticeship system. Apprenticeships for ages 16 to 18 only account for about 20% of all apprenticeships now, which is at an all-time low. There are more statistics around are we spending too much money on retraining and reskilling, which is really important, but do we need to spend more on new skills, new development, filling those job roles, which is really important.

**Neil Garratt AM (Chairman):** Thank you. Anna, what were your thoughts on the levy system and how that is working?

**Anna Ambrose (Director, London Progression Collaboration):** There have been some positives. We have seen the levy directing a large amount of funding to apprenticeships, which we know are a highly effective form of work-based training, as opposed to what might be perhaps easier skills products for people to engage with, but which perhaps do not have the kind of impact that we see from apprenticeships.

Along with that, we have seen a huge growth in the level of expertise within large levy-paying employers in how to create really high-impact apprenticeship programmes, which - in terms of the level of expertise in the system - is a real positive.

One of the major challenges from our perspective is that there is nothing within the levy system to direct a proportion of funds towards the individuals who we know have the most to gain from apprenticeships: young people, disadvantaged groups, groups who are perhaps underrepresented in particular sectors, and those needing to reskill and retrain as the economy changes. Whilst the levy has worked well in some ways, the way in which it has skewed who is benefiting from apprenticeships is a real challenge.

The impact on small businesses is interesting. We had a particular challenge around funding for non-levy-payers at the start of the levy's introduction when there were quite tightly ringfenced amounts of co-investment funding available. My hypothesis would be that turned off small businesses who had previously been engaged and we are struggling at this point, I would imagine, to get them back. I cannot give you hard evidence that has been the impact but there is a logical deduction there.

I would also say that I do not think that all the barriers to small businesses engaging are levy-based. There are other complexities within the system, which pose a challenge for SME engagement as well.

**Stephen Evans (Chief Executive, Learning and Work Institute):** One of the challenges here is that the Government did not set out, when the levy and other related reforms were introduced, what the ultimate purpose and success measures were. All of our answers are based on what we think it should be rather than a set of criteria set out at the start.

Some of the really good things from all of those reforms are the extra money that is going into apprenticeships full stop and the focus that it has given for particularly larger employers, some of whom were not engaged in the system before. Therefore, we have more focus and more engagement. Also, because the levy was

introduced at the same time as standards were being developed, things like minimum durations for apprenticeships and those sorts of things where the Government's stated intention is to improve quality, we have had lots of growth of higher apprenticeships, which is a good thing, but not at the expense of everything else. There is lots of good stuff there.

The challenge is, firstly, apprenticeships for young people and new starters, which have gone from low to very low. There is very little incentive in the system, as Anna was saying, to change that. Also, it is a bit clunky. I am a small employer who knows a little bit about this, and I find it a bit tricky to engage in these things.

Then the other point is slightly heretical for a hearing about apprenticeships, but there is more to life than apprenticeships as well. Training, workforce development and lifelong learning is about more than apprenticeships. Some of my worry is that the levy squeezes out that wider conversation and then we try to make everything an apprenticeship and it just is not. I would argue that broader approach. Apprenticeships are brilliant but they are not the answer to everything.

**Neil Garratt AM (Chairman):** Thank you. That is interesting and I certainly welcome heretical comments.

That rounds up my opening questions. If I can hand over to Assembly Member Ahmad who is going to ask the next section.

**Marina Ahmad AM:** Good morning, panel. Over the last five years, apprenticeship numbers have fallen in London, particularly for young people and for apprenticeships at lower levels, reflecting the national trend. Why is this, and what action needs to be taken to reverse this trend? Anna, if you would like to start?

**Anna Ambrose (Director, London Progression Collaboration):** The reasons for those falls are really related to what we have spoken about at a national level. There are elements of London's sectoral mix, in terms of the businesses within the capital, which perhaps have exacerbated some of those trends that we see nationally towards the higher-level apprenticeships and towards apprenticeships for older and more experienced workers.

Addressing those is challenging where policy is set at a national level. There are a limited number of actions that can be taken at a regional level to address those. What we have seen from the pilot of the London Progression Collaboration, which supports particularly smaller businesses to access apprenticeships and supports large employers to transfer some of their unspent levy funds to support small businesses, is that with the investment and with the resource that we are able to put into it, it is possible to make those funds move around and benefit both the businesses and the individuals who have the most to gain from the system and who are perhaps at risk of missing out.

We have also seen very strongly that there is a lot of practical support needed to help small businesses in the capital engage with apprenticeships, aside from helping the funds to move around in a more effective way.

**Marina Ahmad AM:** You talked about more help needed for small businesses. Could you just elaborate on that please?

**Anna Ambrose (Director, London Progression Collaboration):** Yes, certainly. What we find, and I think this has been reinforced in research published by the St Martin's Group fairly recently and some of the work of the All-Party Parliamentary Group (APPG) on apprenticeships, is that at every step of implementing apprenticeships there are challenges for smaller businesses. Those steps include choosing an apprenticeship

standard that is the right match for the business and the right match for the individual. That includes finding an apprenticeship training provider when there is such a wide range of provision in the system, from local colleges to large national independent training providers, to very specialist sector-focused training providers. Then going through the recruitment process, if this is an apprenticeship for a new start, and then engaging with the digital apprenticeship system. We find small businesses need support at each of those steps.

There is a real challenge for providers, which I am sure Simon can speak to with greater evidence than I can, in the fact that there is nothing within the way the system is funded to support them to give that level of support to smaller businesses, which require so much more investment in terms of time and capacity than dealing with the likes of Amazon, American Express or someone who has that large infrastructure around apprenticeships. Therefore, there can be a real gap for small businesses in finding someone to hold their hand and walk them through that process, perhaps for the first time, or the first time in a while. That is when we are talking about small businesses who are interested in the system, let alone all those who perhaps do not think it is for them.

**Marina Ahmad AM:** OK, thank you.

**Stephen Evans (Chief Executive, Learning and Work Institute):** Before the levy, just going back decades, employers have been about four times more likely to train people with degree-level qualifications than employees with no qualifications. Public policy always aimed to try to tackle that disparity and say, “There is a market failing here and therefore we need to support, invest in and encourage training particularly for those with the fewest qualifications”. The levy has changed that and taken that away to a large extent. Now it is up to employers to choose, and they are choosing what they have always chosen, which is to invest more in those with the highest skills already. Those are more expensive apprenticeships. For any given levy budget, you are going to get fewer numbers of apprenticeships at the end. There is something about: what is the purpose of public policy? This is the consequence of the system that has been set up.

There is then a delivery point; Anna was talking about this a bit just now. Now what the system is, is that large employers have money taken off them by the taxman, which then sits in a digital account, which they can then log in and access. They can talk to an SME who also has to set up an account and then they can work out a transfer mechanism, as long as they agree to spend it on an apprenticeship within a certain timeline. This is not easy, and it is a bit clunky.

It links to a point that we found in our research where we have spoken with employers, many of whom want to get involved, want to build their talent pipeline and help young people and others more generally, but they are a bit confused by what the offer is. Do you want to do apprenticeships, T-Level industry placements, place-work academies, traineeships, work experience? The list goes on. This is confusing. What do you want me to do? There is a big role for the GLA, as well as for local authorities and others, to think: how do we help employers to navigate that system and to prioritise what is best for me as an employer? What would work for me as an employer?

Then just the last point, London has always had a proportionately lower number of apprenticeships compared to its population. I say “always”; certainly [for] the last 20 years or so. Partly that is because it has an already high-skilled workforce. It has a predominance of industries where apprenticeships were traditionally lower. However, for me that says we need to particularly focus on those industries and those sectors and think: how can we build apprenticeships there? Are the current standards working? What are the progression pathways up to those higher levels as well? There is a particular sectoral focus that we need within London as well.

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Just building on comments by colleagues, young people are at an all-time low, 20% of apprenticeship starts are 16 to 18. Level 2 apprenticeships are also on a significant decline. They account for about 25% of all apprenticeships nationally and that has certainly reduced over time.

A number of factors here, some of it is the availability of provision at level 2. There has been an ongoing dispute with the Government and employers around the availability of popular replacement programmes such as business administration, which used to be a really important entry route for lots of young people and adults. Various trailblazer groups have tried to convince the Government to develop a standard around business administration level 2. That has been repelled a number of times.

I see these things linking together. Young people, lower level, small employers, they are all interlinked in that if you can address part of that challenge it will drive the other parts of that as well.

Initially, when the Apprenticeship Levy came in, there was a lot of focus from large employers and pressure to spend the levy. The easiest thing to do was to put existing staff on programmes and high-level skills because they were more expensive and they would utilise the levy more quickly. Therefore, there was some tactical nature in terms of what employers targeted first in terms of skills priorities.

There are some other challenges in the system at the moment, certainly for non-levy-paying employers. There is a cap on the number of starts they can take. There is a cap of ten. There are a number of employers who do want to take more than ten apprentices but are capped. That forces them down the route of levy transfer, and levy transfer is a good initiative, it gives employers choice, but it is quite clunky in terms of finding the money and connecting it. We have already talked about the complexities of the system. It seems very arbitrary that where employers do want that growth they are limited and have to go through additional hurdles.

One area we have not really touched on is about the supply side of young people. There is still a big challenge around effective careers information, advice and guidance around vocational training and apprenticeships. We are seeing at the moment with the Skills [and Post-16 Education] Bill how the Baker clause [in the Technical and Further Education Act 2017] should be enforced within schools to make young people more aware of opportunities other than academic routes. Awareness of young people and parents around apprenticeships is still a challenge. Degree apprenticeships have been fantastic around resonating the brand, but there is still a big piece of work to do to make sure that enough young people recognise what apprenticeships can do.

Then just to touch on Anna's point around incentives, if you are supporting a small employer who only wants one learner, helping to support, induct and train them, especially if they are a younger person with more intense support that is required, there is a high cost to that, as opposed to working with an employer who already has existing employees and supporting them through an apprenticeship.

We did move from a system pre-apprenticeship reform where a 16 to 18 apprenticeship was fully funded by the Government, adult apprenticeships were co-funded, therefore there was a real incentive to recognise the additional cost and effort to help transition young people or individuals into work on to an apprenticeship as opposed to focusing purely on existing staff. Some of it is around incentives, awareness and capacity within the marketplace. There is a three-legged stool around apprenticeships: you need to make sure we have providers, you have capacity and you have employer-led demand. You also have to make sure there is the interest from the learners as well. Sometimes not all three parts of those three-legged stools are always where they need to be.

**Marina Ahmad AM:** I am going to ask my next few questions very specifically about the London situation. Given that these are national trends, we have looked at that, we have looked very specifically at the London situation and, Stephen, you said that traditionally we have always had a lower rate of apprenticeships here, for the reasons that you have given. Apprenticeship funding was not devolved to the Mayor in the Adult Education Budget (AEB). How much power does the Mayor have over increasing apprenticeship numbers in London? Does this require national Government action?

**Stephen Evans (Chief Executive, Learning and Work Institute):** I would probably pick up on three things where the Mayor can play a really important role. The first is in raising demand for apprenticeships from both employers and young people. The Mayor has lots of engagement with employers, and the Mayor's team. It is using that engagement to raise that demand, raise interest and raise awareness, that sort of thing. If that is successful then more money will flow into London and more apprenticeships will happen in London. It is less about controlling the supply, the money, and it is more about raising the demand, I would argue. That is one thing the Mayor has a really important role in.

The second is about whether apprenticeship standards are meeting London's needs. That is partly about the fact, as I said earlier, that London has a different sectoral mix from other parts of the country. Do those standards meet employer needs? Also, the way those sectors operate in London is different as well. Is it meeting employers' needs?

The third is: does this system as a whole stack up? It is not just about apprenticeships. It is about: how do apprenticeships link to employment programmes, to literacy and numeracy training, and other things? The Mayor has a really important convening role to try to bring some of those things together and to test new ways of working as well. Those are the three areas that I would argue for. The other things that I mentioned earlier need national Government action.

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Very much building on what Stephen said, ultimately apprenticeships are a nationally contracted programme and it is highly likely that they will stay that way. There is the piece around raising awareness with employers and individuals and parents. The Mayor has a role on that. One of the other things we have seen in some of the other combined authorities is the Mayor providing additional funding to top up wage incentives to support targeted approaches to small employers or microbusinesses to take disadvantaged learners. That might be something. There is a financial aspect to that.

Mayors, as a group, are very influential when influencing policy. We talked about the cap of ten and that more needs to be done for SMEs, not necessarily a financial contribution but also the influencing of national policy. Building on the work of the London Progression Collaboration (LPC) and the work with levy transfer, there is potentially more work that could be done to pilot and support more small and microbusinesses to engage with the apprenticeship service and system. The LPC has very much led the way around levy transfer. We saw last year the Government move to a national system around levy donations and pledges. Innovation like that can drive change. There are some of the things the Mayor could look at influencing for London purposes.

**Anna Ambrose (Director, London Progression Collaboration):** I would very much echo what has been said, really. Building on the point around the potential role building appetites, thinking in particular on the business side where we have been focused, there is an opportunity not just to build a general appetite for apprenticeships, but to really focus on the groups we want to be creating apprenticeships for within London



and the sectors where we want to see that. That is both in terms of providing opportunities for individuals and also addressing some of the really serious skill shortages, which we know are affecting businesses in the capital at the moment. That is clearly linked to some of the academies work which is on-going at the moment. There is a real opportunity, which can work highly effectively, at a London level to join up schemes, echoing what Stephen has said.

What we have seen - pre-dating COVID-19, from our experience - is a real disconnect between some of the pre-employment work undertaken and routes into apprenticeships. We have great third sector partnerships, for example, who are offering pre-employment work with particular groups, saying, "We have apprenticeship-ready candidates". Yet we see employers who are struggling to recruit their apprenticeship vacancies. All the different groups that we have growing and having come on board more recently around boot camps, the Kickstart programme, and so on, magnify the issue, where at a local level we could do some really effective work to join those pathways up better, both for employers and individuals.

Then finally, there is a real opportunity, building on our pilot, to make sure that that support is there for small businesses at a local level. The APPG on apprenticeships called for a national network of one-stop shops for small businesses to access support for apprenticeships. You could broaden that to skills interventions more generally and perhaps make that even more effective. There is a real opportunity for some really effective work with small businesses locally.

**Marina Ahmad AM:** You have just mentioned the Kickstart programme. There were issues with take-up of Kickstart previously. Can you just very briefly comment on where we are with that in London now? Is Kickstart being taken up?

**Stephen Evans (Chief Executive, Learning and Work Institute):** Across the whole of the United Kingdom (UK) it is much lower than was originally budgeted for, and that includes in London. The Government will argue that is partly because the labour market did better than expected and therefore youth unemployment did not spike as high as was feared at the time they announced their plan for jobs. I would say it is also because that was another slightly clunky scheme for employers to access. It is a really good intervention, but we needed more focus on how people finish their Kickstart job and then move on to an apprenticeship. This is a joining up point as well. Definitely take-up was much lower than originally budgeted for, partly because the economy has not done as badly as feared and also because it is slightly clunky.

**Marina Ahmad AM:** My final question, Chairman. We know that there has been a real issue with certain types of industry - health, public services and care, leisure, travel and tourism, retail and commercial enterprise - in London with regard to the levels of decline in those areas. They tend to be sectors where previous concerns have been raised about using apprenticeships as a way to reduce labour costs. We know that these are already low-paid industries. Has the introduction of the standards that we have seen been the reason for this decline and what can we do to encourage talent into these sectors if apprenticeships are not the answer?

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** You will have hopefully noticed this week that the Mayor launched a number of initiatives. Two key ones are around the question you have just asked. One was the campaign which is to try and encourage Londoners to take up jobs in those sectors you have just spoken about: hospitality, green jobs, particularly green construction, digital, health and care, all of those key sectors and creative industries and others. There is a campaign going on where we are trying to encourage Londoners into those. Then the parallel for that is working through the Mayor's Academies Programme, which was also launched on Monday, which is a £44 million initiative to do just what you said. It is to get Londoners who are either unemployed or at risk of

redundancy through various different means into work in those sectors and, really importantly, into good work in those sectors.

The programme is entirely set up and runs the initiative where we will help to coordinate all the things that we have heard about this morning: Kickstart, apprenticeships, the AEB, all the resources we have - boot camps hopefully will come into that as well - pooling that all together, working with employers where they have high levels of vacancies, and also trying to encourage Londoners to go into those jobs where they do not necessarily know where those vacancies or even those career paths exist. We are working with those employers to ensure that they are good jobs, and what we mean by that is paying at least the London Living Wage. Also, working towards the Mayor's Good Work Standard is a key part of that.

We are also doing a lot of work with those employers within the Mayor's Academies Programme to support them to bring in diverse communities into those workforces. Each of those sectors has slightly different issues in terms of diversity. Through the Workforce Integration Network we will be providing support to those employers to make sure that they are also recruiting and addressing the issues within their workforce, with those diverse communities and those most affected by the pandemic. There is a huge amount of work going into that, where we hope we will be able to address some of those concerns that you have set out as well.

The other side of that is another programme called No Wrong Door. It does what it says on the tin. Hopefully, it means that a Londoner can go to one of our services and they would not be turned away. Working with our local authorities, they will be providing that network of information to Londoners to help them get the right skills, the right information or support to get them back into work, again, linking that very, very clearly to good work.

**Marina Ahmad AM:** Thank you. Jules?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** What is there to add? There is no point in me repeating.

**Marina Ahmad AM:** That is great, really helpful.

**Stephen Evans (Chief Executive, Learning and Work Institute):** The sorts of things that Michelle has just described are exactly the sort of things you would want the Mayor to be doing in terms of some targeted investment where there are things the mainstream system is not doing, and also trying to join these things up for people and for employers as well.

The quite specific point around apprentice pay that I would flag is that in most sectors, most apprentices get paid way more than the Apprenticeship Minimum Wage. You have highlighted some of the sectors where that is less the case. There was a Department for Education (DfE) report from a big survey a couple of years ago, which showed that one in five apprentices across England, and this was true for London within that, reported being paid below the legal minimum wage for apprentices as well.

There is a big piece of work there, not just on encouraging employers to pay the London Living Wage, which is quite right - we are proud to be a London Living Wage employer, for example - but also making sure apprentices know what they are entitled to and what to do if that is not happening. There is a big thing about people understanding their rights and how to enforce them. Training providers can play a big role in that, as brokers between people and employers. I would add that in as well.

**Shaun Bailey AM:** Could I address my question to Stephen and then to Simon? To what extent is this low take-up a function of London's employment market? We have a very particular employment market. What effect is that having?

**Stephen Evans (Chief Executive, Learning and Work Institute):** That is an important point. There is a general decline that we have seen across England mirrored in London, which is related back to some of the issues we talked about before with how the levy is designed and implemented. London has always been lower down on the league table of English regions, partly because of the different makeup of London's workforce, more highly qualified, and also the sectoral makeup, where you have sectors which have not traditionally taken on apprentices. That is why it is really important that the Mayor, the boroughs and others think about how they make sure they have good apprenticeships, designed for those sectors that dominate in London and designed for employer needs as well. Then we can push London up the league tables.

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Just to add to Stephen's comments, the Government is introducing some flexibilities around flexible apprenticeships, certainly in sectors like creative. We might talk a bit later around portable apprenticeships and flexi-job schemes, different approaches for different industries that might have more of a positive impact potentially on London and other areas based on the types of employers and types of sectors. There are some developments on that.

Going back to the point on take-up, one of the others challenges around London is travel costs. That is sometimes something we hear from apprentices as a challenge.

On wages, we saw an increase in the number of employers who were paying the Apprenticeship Minimum Wage during the height of the pandemic. We did some research recently which showed that the number of vacancies at the Apprenticeship Minimum Wage had reduced significantly to around 20%. Some of it is the demand and supply side. There are a lot of vacancies at the moment and a challenge filling those, which is pushing up wages, and that includes apprenticeships as well. Certainly, travel costs in London is something we know is a challenge for recruitment for apprentices.

**Shaun Bailey AM:** Thank you. I direct this next question to Anna. Whose job is it to design attractive and good packages, both for the apprentice and the employer?

**Anna Ambrose (Director, London Progression Collaboration):** It is quite a complex answer. The Apprenticeship Standards themselves, the programmes which employers need to find attractive and which a learner will follow, are employer-led. Those are developed by trailblazer groups of employers, as they are called, and are overseen by the Institute for Apprenticeships and Technical Education. There are, as Simon alluded to earlier, challenges within that process where large numbers of businesses are citing strong demand for particular standards to be developed and are not being given the green light to go ahead and develop those. The business administration example is perhaps the most often cited but there are certainly other examples of that.

Then you come down to, at an employer level, working with a training provider to design a job, which is an apprenticeship, which is attractive to an individual applicant, an individual learner. That has to be a real partnership between the training provider and the employer. We have seen a lot of focus from Government on the quality of the "off-the-job" part of an apprenticeship, so what happens with training providers and all the regulation which sits around that. We have heard far less in many ways about the quality of the on-the-job experience, which is after all 80% of an apprentice's time, and ultimately, we currently know far less about

what makes that successful and how to make that attractive to an applicant looking for an opportunity at the outset, or how to make that as impactful as possible. That is a real area that deserves greater focus in terms of learning what makes a really high-quality apprenticeship in terms of that on-the-job experience and then sharing that best practice in a way which means more employers can do that.

**Shaun Bailey AM:** Thank you. The next question is to Jules and Michelle. Good morning to you both. Given that the Apprenticeship Advisory Group has not been re-established, how is the Mayor engaging with employers and training providers to support the provision of apprenticeships? We have just heard how there is a slight disconnect there. Surely this group could fill that gap. Of course, the group no longer exists. Where is the Mayor in this mix?

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** I will start and Jules can come into that. We have two main boards that sit and focus on these areas. We have the Skills for Londoners Board, which is effectively the supply board. That is a board made up of local authorities and training providers - the AELP sit on that group - as well as colleges and other sectoral actors. We also have a partner board, which is more about the demand side. That is the Skills for Londoners Business Partnership. That has been the owner of the apprenticeship subgroup, which you have referenced there. Given the Mayor no longer has a direct role in apprenticeships, the commitment is therefore to champion apprenticeships and to work with employers.

The Skills for Londoners Business Partnership is going to be focusing on things like the Mayor's Academies, where we will be promoting the use of apprenticeships. We will be hearing from those employers. There are 15 different employers that sit on the board, representing the sectors that we mentioned earlier. They will be giving their views and helping support that as well. There is a continued conversation that happens around apprenticeships. There is not a specific subgroup on that, mainly because that group felt that it has delivered what it set out to do and that it would have more impact if the Skills for Londoners Business Partnership took that forward, linking it very clearly with the Mayor's Academies Programme, where we are also working with a large number of employers to help Londoners get into the various different skills options to help them get a job.

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** As Michelle said, the Mayor has no formal role at all within the apprenticeship system, yet it is interesting to note that everything that has been discussed today and all the suggestions, bar the one about top-ups, we are actively engaging in in a soft sense or a pilot sense, because we do not have a formal role or the full devolved funding. We probably would do top-ups if we were given the money to fund them. Everything else that has been talked about, we are in that space, whether it is the small items that were raised such as travel costs, the Mayor funds apprenticeship travel costs, through to the big issues around Apprenticeship Levy, reforms that we would like to see there to facilitate the nationwide establishment of the progression collaboration that would unlock all those difficulties that we have heard today about the transfer of unspent levy. We have heard many reasons that are in existence about why it goes unspent and returned to the Treasury.

**Shaun Bailey AM:** It seems to me there is a trick being missed here. There are two big things here. These very local small practical things and there are these very big particular national things. The Mayor would have a much greater call on extra powers if he was helping to solve these smaller things, plus Londoners would like these smaller things solved, anything on this working with third sectors about employment prep and routes into apprenticeships and stuff like that.

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** That is exactly my point. He is involved in all those things --

**Shaun Bailey AM:** Why do we then not have a specific group to --

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** -- locally within the limits of his powers. For example, within the skills world, the issue about the levy, has been a big part of the debate over the last couple of years since its introduction and the fact that it has not seen an increase in apprenticeships. It has particularly seen a further decline in lower-level apprenticeships, because in the big employers with the money, a lot of what they are able to get out of the door, as we have heard today, is on upskilling their existing, already higher-skilled employees. That is particularly acute in London, because, as Stephen said, the nature of our -- the banks in the City do not take on many apprenticeships. There is a limit to how many business admin apprenticeships they might be willing to take on, but they have a supply chain and they would be more than happy to push more of that down the supply chain.

When this started, was it 10% was the maximum you could pass down the supply chain? It has just recently changed to 25%. That is as a direct result of the people around this table, the Mayor's Construction Academy (MCA) in the country and the Mayor directly lobbying about what one could do with greater pass-through down the chain. To your point, about the Mayor practically doing things in a smaller scale as he is able to, that is exactly as he did with the LPC. We funded a third of it, the other two thirds coming from JPMorgan.

**Shaun Bailey AM:** I fully accept that there is a big national piece here and if you look at it from the Government's perspective, they probably are not in a hurry to set up something entirely separate for London. I get that. Some of the work that has been done, everybody appreciates that. Give me an example of some of the smaller more practical things being done. If you are a young person in London, who is helping you see these things? Who is helping you take these apprenticeships on? Who is helping people construct an attractive apprenticeship for younger people in London? It is obvious to me why there has been a massive uptake at a higher level. I could always see that coming. What are we doing practically? What is the Mayor doing practically to help address the loss for more disadvantaged Londoners?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** I gave you an example just then --

**Shaun Bailey AM:** That was a national example.

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** No, it was not a national example. What we have done in London is ensure that there was money available, £9 million that was not there before. £350,000 from us and £750,000 from JPMorgan - £1 million of input - saw £9 million come into lower-level apprenticeships, the very kind of ones that we want to see funded. That would not have happened had the Mayor not intervened in that way. It was just London. That does not have to be some big scheme that the Government sets up. One small rule change could be that a small, tiny proportion of the Apprenticeship Levy could be spent on running such an operation. If you look at the LPC, that cost £1 million to do £9 million, in very difficult circumstances during the pandemic.

If it was possible to have a couple of million out of £100 million worth of transferred levy to fund the operation, that would be a very effective way. That could be done just with the Government changing the rules about what the levy could be spent on. At the moment it can only be spent on training, it cannot be spent on any wraparound support that one would want to give people on apprenticeships, although that is

something that we do allow through the AEB and the flexibilities that we have introduced for colleges to give. Where the Mayor has been able to intervene, that does contribute to skills training and apprenticeships, the Mayor has intervened.

**Shaun Bailey AM:** Okay. Just one last try --

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** Michelle probably, off the top of her head, could think of more examples.

**Shaun Bailey AM:** Yes. I am really interested in, and maybe this is to Anna or Simon, where the lead can come from to make the right apprenticeships for young people and get them in front of those apprenticeships, because that is the biggest challenge. If you are a Londoner sat in Romford, you do not know these things exist. Is anybody trying to help you find them? Is someone building them in the correct way to make them attractive? Also, Jules, is the Mayor doing anything about that in particular?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** Yes. That is through the academies programme and the work that we do with the sector, for example, the Quality Mark that we have for the construction academies. There will be similar ones for the new academies for the new sectors, sectors that we have just announced last week. We are working with industry and the sector bodies from those sectors to establish exactly what is wanted from the colleges in terms of training for them to reach particular benchmarks so that the sectors have faith in the output of those colleges. Yes, there is a direct interest City Hall plays in both the encouragement of good training standards and apprenticeships and the promotion of apprenticeships. You heard Michelle talk about the big campaign that has just been launched to promote these across London.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** It is probably also worth saying that we are doing a huge amount of work with the Department for Work and Pensions (DWP) and JobCentre Plus (JCP) in London. It has been a really positive relationship over the last two years, probably promoted by the pandemic and the need to really support our young people in particular. Part of the Mayor's Academies Programme, again, is starting to join those things through, making sure that our JCP advisors know the opportunities are there, making sure that our hubs are linking in with those people we know are unemployed or at risk and starting to link all these things together. There is a lot of action. What we are saying is: the things that you suggested there are exactly the programmes we are working on at the moment and the relationships with colleagues across DWP are aiming to achieve.

A big part of that is also the campaign, letting people know that there are careers and this is how you start to access them. The Mayor also launched on Monday a map of training providers on the GLA website. The campaign links through to that and it tells you what those providers are able to support people with. It is another route in.

**Neil Garratt AM (Chairman):** Thank you. We have heard a bit about how the Mayor is powerless. We always hear, it seems to me, how the Mayor is powerless. I am noting on his 2016 Manifesto he made a pledge to create thousands of new high-quality apprenticeships. When I checked last year, the actual number five years in was 375, which is obviously not thousands. I am wondering, in light of what we are hearing about how the Mayor's powers are limited, was the 2016 promise a realistic promise or was that a Manifesto promise? I should say it was a written Manifesto promise not a Twitter Manifesto promise; I know that has come up previously.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** I can come in on some of that. We were unfortunately really affected by the start of the pandemic. Literally at the point --

**Neil Garratt AM (Chairman):** The pandemic started in March 2020, four years in.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** We had been working on a series of programmes, I was just going to come on to that, which we were literally about to launch. One of the things we had got up and running was the London Progression Programme, which has obviously done a fantastic job. It probably would have done far more had we not been in a pandemic situation. We also had two programmes that we were about to launch, which we had virtually got into contract at that point. However, unfortunately, getting people into work and into apprenticeship places was virtually impossible during that first year. We reviewed all of that and looked at how we could repurpose that funding to support the recovery programme. That is a direct reason why some of our numbers are much lower.

**Neil Garratt AM (Chairman):** Those are things he is doing in his second term, but that was a first-term promise. He got five years in his first term.

**Zack Polanski AM:** Good morning and thank you for coming to the Economy Committee. Stephen, if I could begin with you, we have been touching on this all morning, but I want to head on it directly, which is about perceptions of apprenticeships. Do you still think that there is a barrier to people accessing them because they are seen in some ways, wrongly, as inferior to more academic routes? If so - I can see you nodding - what can the Mayor and other bodies do about that?

**Stephen Evans (Chief Executive, Learning and Work Institute):** Yes, our research shows, first of all, a lack of awareness in lots of groups about the existence of apprenticeships. With the best apprentices I have met I asked them how they got into it and it has kind of been an accident. We need to make it a bit more systematic. There is definitely that. The perception is changing, to be fair, particularly with the growth of higher apprenticeships as well. Also, the advice that you get, whether it is in school or in college, sometimes can -- Simon was talking earlier about the Baker Clause. We are trying to get more neutral careers advice into education settings. There is some of that there as well. There is definitely a perception and awareness issues. Some of that is changing a bit.

What can the Mayor do? It is partly about using the profile that the Mayor has, and the relationships he has with business and through local authorities as well to raise awareness. It is partly through the Mayor's Office in the GLA being leaders in this and doing lots of things around employing apprentices directly in a range of roles. I am sure Michelle has lots of examples that she will give on this. Also, the joining up points, so that whichever bit of the employment and skills system you access, because it is very complicated, somebody is going to be telling you about the apprenticeship opportunities and how great they are and how you get into them. That is really critical.

**Zack Polanski AM:** Thank you very much for that. Turning to the Deputy Mayor, it would be remiss of me at this point not to say that we do not often talk about our staff as Assembly Members, but one of our staff members, Stephen, who prepared my briefing today, was an apprentice in the GLA Scheme and is now a fantastic member of staff. That is an example of where this really works. Would you agree though that there is still a barrier where it is sometimes seen as a lesser thing to going to university for instance? What are you doing about that and what can we do more to tackle that?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** Yes, unfortunately that is the case and it is something that we have always spoken about whenever we have had the opportunity on platforms. I did it this morning to the AELP conference. There were a lot of nods I could see on my screen about the need, in particular, to educate parents as much as those people we would like to become apprentices. There is a bit of a 1950s view about the nature of some of the roles as well, such as construction. These are out of date and we need to move them on. We need to improve the awareness of apprenticeships, the quality of what exists now and the standard and breadth of careers that go on from those.

Stephen and Simon are absolutely right about exercising the Baker Clause. The trouble is this Government has excised it in the current bill, so rather than enforcing it, it looks like we will be back to square one in terms of being able to do that. It will all be back to soft power rather than saying, "No, this is a standard that we have to meet in delivering fair and impartial advice across the board to young people". We have been saying again and again for the last five or six years about the importance of good quality advice and guidance. It has always been a bit of a Cinderella service, whatever it is called, whatever the funding model is, over the last 20 to 30 years. We would be keen, and always have been keen, to see something devolved to the MCAs and have it more locally tailored.

We have not just been lobbying for that though. Meanwhile, we have been at the Enterprise Adviser Network where every school who wanted one could have an adviser visit. We have launched the Careers Hubs initiative, which expands that Enterprise Adviser Network. The Mayor is spending some £11 million on that. Michelle has mentioned the No Wrong Door initiative. Part of it will be about promoting good quality apprenticeships as a route for young people.

**Zack Polanski AM:** Thank you very much, Deputy Mayor. I very much amplify your point about devolution and the need for soft power around apprenticeships. Obviously though it is not just soft power. At the moment apprentices are often paid £4.30 an hour. London is an incredibly expensive city to live in. So many people cannot live on £4.30 an hour. Particularly if you are from a disadvantaged background, this is just impossible. The GLA are one of the good examples where they are often using a London Living Wage. What impact would raising the Minimum Apprenticeship Wage have on apprentices?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** It is inevitable that it would look more attractive. People would be able to practically take them as well, because sometimes they might be saying, "Even though it is a terribly low wage, I would love to take up the opportunity. That does not deter me from taking up the opportunity, except that I practically cannot, because of the costs involved, such as travel". The Mayor does make a contribution over an apprentice year; 30% of travel costs are covered through the Oyster Card during the first year of an apprenticeship. Obviously, there are other costs, having to eat out at lunch and things like that, and particular clothing you may need, even if it is just to look smart. There are costs in going to work and they need to be recognised. As you have recognised, the GLA tops up its own to at least a London Living Wage. The Mayor, through his Good Work Standards, encourages employers to do the same. It is one of the standards that is expected if you are going to get the Good Work mark. Yes, the Government needs to look again at the apprenticeship rate.

**Zack Polanski AM:** Thank you. Finally, something I have been pushing the Mayor on, separate to apprenticeships, is a universal basic income. The difference this can make to apprentices is quite clear; if every person had a certain amount of money that they could have for food security, rent, and so on, I think there would be a lot more access to apprenticeships because they would not have to worry about paying their rent. Do you have any comments on that?



**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** I always read articles proposing it and articles covering experiments around the world in it with great interest. However, I am probably not qualified to speak on behalf of anybody, let alone the Mayor, as to the likelihood or practicalities of implementing it.

**Zack Polanski AM:** I am slowly going to tempt you all into it. Do you have anything to add particularly about the London Living Wage around disadvantaged Londoners having more access to apprenticeships?

**Stephen Evans (Chief Executive, Learning and Work Institute):** Yes. Apprenticeships have always been about individuals, the Government and employers investing together. Part of the deal in most countries around the world is you get a slightly lower wage, but you are getting training, and this will pay off in the longer run. That said, there are particular issues around the level of the Apprentice Minimum Wage, particularly in London as well. We have argued for it to be raised up to the age-related rate. It also adds to the complication of the minimum wage system. I mentioned earlier that one in five apprentices reports being illegally low paid, which is a shocking statistic. I feel people should be a bit more outraged about it and do something about it.

We talked to employers about where this is cropping up and lots of employers did not understand. You may say they should, but they did not understand that when you have done your apprenticeship for a year you are then on the age-related rate and as people change age during the course of this they go on to a different rate. There is a complication point. I would also argue, I recognise that the Mayor has limited resources, but whether it is the Mayor or the Government those extra costs that people face, particularly if they are from more disadvantaged backgrounds, we need to help them to cover. Otherwise, it is inaccessible.

**Sakina Sheikh AM:** It is good to be discussing this important issue with you all this morning. I could not agree more about the conversation we have just had around raising the wages for apprentices in order to make it more accessible. My colleague, Assembly Member Hirani, will be following up with some questions on that. I wanted to revisit the point about barriers to apprenticeships, whether that is perceptions or otherwise. I wanted to ask, we know that the Mayor does a lot to tackle stereotypes, not just in apprenticeships but in all aspects of the GLA family, but in terms of encouraging diversity in his Mayor's Academies. Specifically, for instance, with gender stereotypes, what has been done to manage the perceptions, particularly in the construction industry, in order to encourage a bigger and more diverse pool?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** Tackling the imbalance in participants in different sectors has been a priority for the Mayor. That can be shown in the Construction Academy, the Mayor's first academy system, that set targets for Black, Asian and minority ethnic (BAME) participants and women participants in those courses. Similarly, we have targets within the new academies programme across all the additional sectors that we have introduced. Plus, obviously, the Mayor has the Work Integration Network (WIN) programme as well, specifically targeted on increasing BAME participation in a wide range of sectors, notably construction.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** There is a difference between the MCA, where we had specific targets for BAME or women moving forward into the Mayor's Academies Programme, but we are also offering support for employers to help diversify their workforce, recognising that each of the Mayoral academy sectors have different challenges. You may look at hospitality and think that is a relatively diverse sector. It brings in lots of different types of individuals. Something like green construction's focus is predominantly men, predominantly white men. The WIN will be working with those employers and providing them with bespoke support to help them to tackle the barriers for

people entering into their sectors or even know about their sectors and then also looking at some of the challenges that they, as employers, may have in terms of the culture of their organisations. Through the Mayor's Academy Programme, we now offer that level of support. That will be rolling out with the programme.

**Sakina Sheikh AM:** That is great, thank you. Before I come on to Stephen, I just wanted to pick up on some of the things you both mentioned. I will start off with you, Michelle, in terms of also offering that support to employers.

You used hospitality as an example of a sector that already has great diversity. I totally agree with you. One of the questions I asked the Mayor which I think it feels pertinent to bring out, although not completely relevant to apprenticeships, but perhaps speaks to a wider culture of inaccessibility, is sexual harassment in the workplace in the hospitality sector. Nine out of ten people who work in the hospitality sector have experienced sexual harassment, which is wild, because it is essentially everyone if you whittle that figure down. That is regardless of gender, but it certainly feeds into a culture about how hostile or how safe a workplace is. Those ripples are probably relatable, like we are saying with the construction industry and women.

It is good to hear about support for employers. A little bit more detail on that would be fantastic. Then also specifically on the targets that have been set for BAME people and women in the Construction Academy and whether they have been met.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):**

In the existing MCA, we have not met our gender target. That is primarily because we set a very stretching target. I cannot remember the exact target we set, but we can share that with you afterwards. It was a stretched target. We did think it was going to be a challenge. We have done well but we have not hit that target. I would say though, across some of the other training that we provide, the numbers of women going into any of those sectors are higher. There is something about people undertaking training in those sectors and then still not necessarily transferring into roles within those sectors. That is certainly something we want to tackle through the Mayor's Academies Programme and some of the other work we are doing as well.

**Sakina Sheikh AM:** It is good that we have aimed high in terms of setting those targets at an aspiration that encourages as much of it as possible. More than knowing the specific target, it would be good to know what has been learned to ensure that next time we do achieve it. Stephen, I do not know if you had anything that you wanted to add.

**Stephen Evans (Chief Executive, Learning and Work Institute):** Yes, a couple of things if I may. One of the challenges with anything relating to labour markets is that anyone you can talk to is able to list about 50 different initiatives on any particular topic. That is really complicated and is sometimes confusing for people and employers. There is a simplicity point a little bit here. There is also making sure that the whole is greater than the sum of the parts. My measure of success would be: are apprenticeships in London doing better than the average? Are they growing faster than the English average? Does the diversity better reflect London's population? Those macro measures, as well as independently evaluating each of those individual measures, as I say, with a degree of self-interest as an organisation that does evaluate things.

I would just make two other quick points. The first is about role models, which is really important here. For the last 30 years, we have been running our Festival of Learning Awards which are awards for adult learners. We have some brilliant examples of award winners of women working in construction, for example, as you mentioned that. Those role models are really important, so everyone can see, "This can be the job for me, this can be the sector for me". Anything more we can do in that regards would be great. The other point is how

you tilt the system to make sure it is fair and get a take-up that matches the population. One way to do that is to set targets for individual programmes to say: well, the take-up for this programme should be 50% women and 50% men, for example. Then if you do not do that, what has happened? What has gone wrong? What has gone right?

We argued for some funding incentives as well. We argued for an Apprentice Premium, a bit like the Pupil Premium, so you can then tailor that around gender, ethnicity, or social class. I wanted to mention social class. This is evidenced outside London, we know that young people who are on free school meals are far less likely to get Level 3 Apprenticeships, which really can help you kick on, than young people not on free school meals. There are a whole range of different inequalities that we need to be tackling there through funding, role models and targets.

**Sakina Sheikh AM:** Brilliant. Thank you very much, Stephen.

**Anna Ambrose (Director, London Progression Collaboration):** I just wanted to share some of our data, particularly relating to the gender mix we have seen in the apprenticeships that we have created; 63% of those have been taken by women in London. When we dig down into how that splits across sectors, what we have seen is that the sectors which have perhaps been traditionally male-dominated, construction and data and technology sectors, have been attracting relatively equal numbers of male and female apprentices. We have perhaps seen the effect of some of those other projects flowing through into apprenticeships, whereas it is the sectors which are traditionally female-dominated where we have supported a lot of apprenticeships, social care and early years in particular, where we have not seen the strides in terms of a more equal gender balance that we might want, which clearly has strong relationships with wages in those sectors and some of the other factors more widely in the economy. It is interesting to dig down a little deeper than the overall numbers and see what is happening in different sectors.

**Sakina Sheikh AM:** Yes, I could not agree more, Anna. Thank you for that. At some point, Chairman, it would be really great to pick back up that point that Stephen made that children with free school meals traditionally do not go beyond Level 3 of the apprenticeships and try to unpack a little bit more about why. I can appreciate that might come out naturally later on.

**Krupesh Hirani AM:** It has been really fascinating to hear the answers so far to some of the questioning. I would like to come on to one of the issues that we have not covered and talk about overlapping and conflicting schemes. Over the pandemic we saw the introduction of the Kickstart programme, which funded and supported six-month placements for young people. According to reports, it does not seem to be going too well. They have closed applications at the moment and there is little prospect of full-time jobs after it. How is this scheme compatible with apprenticeships?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** The Kickstart Scheme, the additional money into the system is welcome, but as Stephen alluded to, it was not particularly successful at its introduction, not least from our perspective, but it was introduced so late in the year. It was introduced in April [2021] when that is not necessarily a particular fertile time for colleges to recruit. Also, the Government rules at the time, which are only changing this coming April, were that you could not do a Level 3 qualification if you already had a Level 3 qualification. The Mayor changed that for his funding a couple of years ago. We saw a leap in the number of people taking advantage of that. The Government has taken a leaf out of that book and as from this coming April [2022] you will be able to take a Level 3 course, even if you already have one. This is great for people who have training in something, had a job for a number of years, as

a result, whether it is the pandemic, Brexit, new technology, or however it was brought about, if you need to pivot and change then you are able to do that.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):**

The Kickstart programme has, as everybody here has said, had a number of challenges. I have to say, I am not an expert on Kickstart. Stephen is probably far better at answering this question than me, but there is an issue around the eligibility around Kickstart in the sense that you could be quite highly qualified but not be in employment and it is about getting those young people back in employment.

One thing I will say before handing over to Stephen, who can probably explain the detail around that much more, is that one of the roles that the Mayor has is about trying to join all these things up. There is a plethora of different initiatives. We have mentioned, for example, boot camps this morning. That is another thing that is just about to land with us. That is also about doing some sort of short sharp intervention to get somebody a guaranteed job interview at the end of that. Part of the role the Mayor has is trying to join all those things together. What we have been fairly successful with, and the Mayor's Academies Programme shows that, is that while it is a £44 million programme that the Mayor is investing in, that £44 million is made up of various different funding streams that we have been able to pull together into a coherent programme to help Londoners' access all of these things without them needing to understand the different funding streams that may or may not be involved in that. I will hand over to Stephen for the example.

**Stephen Evans (Chief Executive, Learning and Work Institute):** I was really pleased when the Chancellor announced Kickstart as part of their plan for jobs. It is a really good idea. It is really necessary. That is probably worth saying right at the start. It could have been more compatible with apprenticeships. We talked a little bit, as Jules mentioned, about some of the practical aspects of delivery and a few things getting lost within the DWP.

They are meant to be aimed at two different groups. Kickstart is meant to be there for young people at risk of long-term unemployment. Apprenticeships should be something, when people are getting towards the end of their Kickstart job, they can go on to. We are aiming at two different groups of young people. One of the challenges is with a particular budget that the DWP had, you then end up trying to chase some of the numbers. That is inevitable, because somebody will ask them, "What is the take up? Did you hit the target?" We have lost sight a little bit of what we are trying to do. We are trying to limit long-term unemployment for young people and help them kick on in their career and build their skills.

Kickstart is a really good idea. There are some brilliant examples out there. There are also some problems with delivery that we talked about before. The way I would have made it more compatible with the apprenticeship system is to have a proper incentive and target measure in there for how many young people doing Kickstart placements go on to apprenticeships. Could you convert it partway through? You do not have to necessarily have to do the full six months. Why could you not then convert it to an apprenticeship as well? There are a few missed tricks there and a few bits of joining up in the system that we could have done better.

**Krupesh Hirani AM:** Thank you for that. That was really helpful. Has any of that been captured and maybe some of these recommendations sent back to Government in terms of what can be done to make the system work better and make the different pathways flow better? Michelle, I was really interested in your comments that for the young people it can be quite confusing, having all these different schemes and all these different opportunities. It sounds like you are trying to channel it into one system where then it is yourselves that then allocate or lead that young person through the pathway on which option is best for them.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):**

Yes, that is one of the things we are really trying to do through the Mayor's Academies Programme and through the No Wrong Door Initiative. We also need to be really careful about not underestimating the challenge of doing this. As Stephen mentioned earlier, there are multiple different programmes trying to support young people.

The No Wrong Door started as a slight joke, in a sense, when we were starting to do that, in terms of the title, because we had been talking about no wrong door for Londoners for as long as I have been in this area, trying to make sure that wherever Londoners seek their advice from they are getting the same information, and they do not need to be worried about the different funding streams that they may or may not be eligible for. We are now really trying to put that into practice through the Mayor's investment and working with our local authority partners to really make sure we are doing that. It is a huge challenge, and one that I know everybody around this table is working really hard to achieve. We have tried for a very long time. Hopefully we will get there with this.

**Krupesh Hirani AM:** The issue of wages and low pay for younger workers has already been mentioned, whether it is the National Living Wage or the apprenticeship income levels that are given to young people as a result of being part of these schemes. The Deputy Mayor mentioned earlier about how through GLA Group schemes, the London Living Wage is very much at the forefront of your thoughts. What is the Mayor doing to encourage employers to pay apprenticeships at the London Living Wage rate and also sign up to the Good Work Standard?

**Jules Pipe CBE (Deputy Mayor of London for Planning, Regeneration and Skills):** Your second question really answers the first. It is part of the Good Work Standard. It is a criterion that the Mayor would expect to be established or they are seriously working towards to be able to say one has adopted the Mayor's Good Work Standard. It is heavily promoted by the Mayor to business groups in the sectors across London. It is part and parcel of what we discuss with our expectations of employers.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):**

Just to add to that, the Mayor's anchors programme as well is another initiative. Well, it is not an initiative; it is a sort of scheme. We are working with various different partners from across London, those anchor institutions, to encourage them as well to work towards the Good Work Standard, certainly paying the [London] Living Wage. The Mayor is also looking, through his Responsible Procurement programme, at embedding some of this within the procurement activity that we have. Certainly in my area, we announced the Skills Roadmap on Monday and that has a clear commitment that we expect all of those colleges, training providers and other providers of services to be working towards the Mayor's Good Work Standard to encourage them to be paying the London Living Wage as well.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** The anchor institutions that Michelle mentioned are being specifically encouraged to make commitments to increase the number of apprenticeships that they have, that they should be at the London Living Wage, and to target key groups where we want to see participation increase.

**Neil Garratt AM (Chairman):** Thank you very much. We now have several questions from Assembly Member Bokhari, who is also joining us remotely.

**Hina Bokhari AM (Deputy Chair):** Hello, everyone, and I hope you can hear me. What is happening to help young Londoners who are disabled? Also, we have got some really good evidence and examples from

companies like Timpson, who have a successful track record of employing ex-offenders and reintegrating them into society. What specific actions can be taken in the apprenticeship opportunity specifically for young offenders as well? What more could be done there for disabled Londoners and young offenders?

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Those are two really important points and the question on offenders is really pertinent because at the moment the Government funding rules do not allow offenders to take up an apprenticeship. However, that is something that is being actively discussed as part of the Skills Bill that is being debated at the moment. I know Robert Halfon [MP for Harlow], who is Chair of the Education Select Committee, is pushing for a change in the legislation to allow offenders or offenders released on temporary licence to access apprenticeships to help drive employment and reduce reoffending, potentially using unspent levies. There are some potential game-changing opportunities for offenders and Michelle talked about skills bootcamps, which are coming soon, being opened up for eligibility around offenders. It is positive for what the opportunities will be for offenders moving forward, but there are still some roadblocks to sort out on those ones.

On disabled Londoners, we have not touched on that too much today. One of the things I would shine the light on is maybe that there needs to be more done in the region to promote traineeships, which are in part a pre-apprenticeship programme. It is a national programme at the moment, and it is obviously delivered nationally. The stats on traineeships, a programme for young people aged 16 to 24, are that around 35% of young people on traineeships come from a BAME background and I think around 25% have a declared learning disability or are classed as disabled. It is a fantastic programme. The numbers on traineeships are still relatively small. It is a big Government investment, and there could be a bit more done to promote traineeship opportunities and progressions into apprenticeships because that could tackle some of those issues that you have mentioned and also colleagues have mentioned as well.

**Stephen Evans (Chief Executive, Learning and Work Institute):** I agree with what Simon said, and actually the traineeship budget last year was underspent by £65 million across England, which has now been hoovered by the Treasury. It would be great to see some things like that recycled into how we can help to increase access to those sorts of opportunities.

Just a couple of things around young offenders. There are the things that Simon has talked about. I feel like my theme of this morning is joining things up. There is even more stuff to join up here because you have also got the criminal justice system, the probation services and lots of other things. How we make apprenticeships is a really key part of that and about plans to reduce reoffending as well as building people's life chances, their skills and their job prospects as well. That is the bigger joining up point. Then on disabled Londoners, this is a really important issue. We know that disabled people in general, of all ages, were on average hit by bigger drops in their income during the pandemic, for example. It is quite difficult to measure these things, but generally they are relatively underrepresented within the apprenticeship system.

I come back to my point about targets and incentives. It is probably not the fashionable thing these days, but we should set some benchmarks for fair engagement, thinking about things like the apprentice premium that I argued for as well earlier. Then also it used to be that you could not do a part-time apprenticeship. You could work part-time, you could study part-time, but you could not do a part-time apprenticeship, even though an apprenticeship is a job with training. That was changed a few years ago and it might have been Robert Halfon [MP for Harlow] when he was the Skills Minister who may have changed that rule, which is great, but awareness of it is quite low and making it happen is quite low. Then there are particular challenges within London because of travel times and costs and we know part-time work in general is lower in London. I

would say those flexible and part-time apprenticeships would be a great opportunity to increase engagement, too.

**Hina Bokhari AM (Deputy Chair):** I am glad you mentioned the pandemic. I am going to mix around my questions so that the Chair understands what I am doing right now, but I want to go to that specific area, the pandemic, that you just mentioned. You talked about it earlier as well and the impact that it has had. There is a lot to learn from the pandemic as well and with hybrid approaches - as I am here right now, talking to you from home - there is lots that we could do to adjust the way you just mentioned the flexibility. What potential is there of having a different approach like a hybrid approach in the apprenticeship system?

**Stephen Evans (Chief Executive, Learning and Work Institute):** Yes, there is lots we can learn in delivery of public services in how we all work. As you say, this is a hybrid meeting, for example, and then also what education and training programmes look like. For example, we do an annual survey of adults participating in learning to find out whether they do, why they do and why they do not. What we saw during the pandemic was a real spike in interest in learning, particularly self-directed and particularly online as well. There is lots of interest and it opens up new opportunities, given that one of the biggest barriers people cite to not taking part in learning is fitting it around work and home life; technology, flexible working and flexible learning allow us to do that. There are a lot of lessons for us all to learn as employers and as organisations, but also in how we set up the education and training systems to make the most of this. There are loads of great learnings. In terms of the role of the Education Department but also the Mayor, it is bringing those together and then building that into commissioning, building that into delivery and spreading the best practice. Loads of people are doing stuff that lots of other people do not know about and there is an awareness point here as well.

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** I am going to pick up on Stephen's point. We have seen a move to a much more blended approach to training and assessment - remote invigilation and individuals being based at home - and there are definitely some learnings to be had from that. It is also worth recognising that blended learning/remote learning does not always work for all learners. Ofsted did some analysis on that. Everyone worked in the best spirit during the pandemic to keep learners learning, but ultimately some learners did not learn at the pace that they would do normally, and they did not necessarily engage with learning. It is getting the right blended approach. There are also challenges, certainly in the apprenticeship space, around the digital divides. We know there are a number of learners who had access issues around connectivity and devices, and there was the Government's assumption that their employer would pay for them. There is a challenge around those on low income and accessibility.

Then I move on to portable apprenticeships. We are expecting a change in the legislation in April [2022], which will allow individuals to work on project-based employment episodes. There is still the requirement that, adding those together, they meet the minimum duration of the apprenticeship, so at least 12 months long and with 20% off the job. These are some of the flexibilities that the Government is starting to introduce and pilot. There are still some things to iron out around success rate measures, a road of learning and the bureaucracy that goes behind it. Again, these are good initiatives to encourage participation from individuals who would otherwise be ineligible for an apprenticeship or who work in an environment that would not allow them to meet the minimum requirements. They are the evolutionary things that we are certainly seeing in the apprenticeship space to widen participation, starting to roll out a bit more widespread this year onwards, and certainly portable apprenticeships is going to be one of those.

**Hina Bokhari AM (Deputy Chair):** Brilliant, thank you. I do want to talk a little bit about this promotion aspect of the apprenticeships, particularly when it comes to schools and colleges and in their role doing career

advice and enabling young people to access apprenticeships. What needs to be done to reflect the ongoing changes to the labour market within the career advice that Londoners are receiving at the moment?

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** I touched on at the start that there is still some challenge around making sure that schools are complying with the legislation around giving pupils impartial advice around what the options are, so not necessarily cherry-picking individuals. It has to go back a level from what you are suggesting in terms of keeping the labour market information up to date. I still think there is a more fundamental issue around accessibility, which is the crucial aspect to address initially. We talked about enforcement of the Baker Clause. One of the things that is being discussed is whether Ofsted should have a limiting grade if schools are not complying with giving independent careers advice and guidance and then, building on what you are suggesting, making sure that information is relevant and correct. They are some of the things that are being discussed at the moment.

One of the other things that we have not really touched on is that it is very much a carrot and a stick approach. One of the things that might help schools become more impartial and drive that agenda might be things like considering how apprenticeships could fit in performance tables and how that fits in with academic routes, thinking about how we can encourage behaviour around incentives and also penalising those who do not follow the approach as well.

**Stephen Evans (Chief Executive, Learning and Work Institute):** To add to that, it is thinking about where young people and adults get their advice from. It is family, it is friends, it is online, it is through their own experiences and it is sometimes through formal careers advice services as well. It is getting at that range of networks and contacts with people and making sure there is good quality advice and good quality data as well, “What apprenticeships are out there, how do I apply for one and what am I likely to earn if I do it?” It is that sort of thing but in the context of lots of other options as well.

The other point I would make is what Michelle talked about earlier, the Mayor’s No Wrong Door initiative. You have also got to get people to come to the door in the first place and lots of people just are not spontaneously going to turn up for some careers advice. It is how you inspire that engagement in the first place. A very quick example, a quick sentence, is we did a pilot a few years ago with career reviews for people around and about the age of 50-ish, but we did not define it too tightly. What we found was people were really interested and surprised anyone wanted to talk to them about their career or their life or their skills. They were really interested in it and really good stuff was delivered through union learning reps, through housing associations, through councils, through lots of other sources as well as things like the National Careers Service. I think about those wider networks and how we get out to people to get them to the door, which hopefully is not the wrong one.

**Hina Bokhari AM (Deputy Chair):** I am going to finish off talking about people who are over 25 and there has been some success there when it comes to apprenticeships. What is interesting is the actual skills. Both Simon and Stephen have talked about that and about the concern they have of the type of skills that are being upskilled and the kind of retraining that people over 25 are experiencing. Also, there are the impacts, like I mentioned before, about the pandemic. A lot of these people may have had jobs before, they have been experiencing furlough, they have been made redundant and there are a lot of experiences that over 25-year-olds have been going through. How do you think the apprenticeships have been used to help that specific area and that specific group?



**Stephen Evans (Chief Executive, Learning and Work Institute):** This is one of my many hobbyhorses, I am afraid, and this comes back to an earlier point really. We definitely need more training for people already in the workforce. Eighty per cent of our 2030 workforce have already left fixed term education, we definitely need training at work and training for people over the age of 25, and we definitely need training for people at higher levels as well. We know that one of the things that holds back productivity in the UK is relatively poor management skills and we need more management and leadership. The question is: does it really have to always be an apprenticeship? There is more to life than apprenticeship, was my earlier, slightly heretical point. We need a much broader approach to these things. Not everything has to be an apprenticeship.

The other point here is that people from lots of other countries would look at our apprenticeship system slightly confusedly. In most other countries, apprenticeships are for young people starting their career - they are at level 3, effectively - and we have turned it into all training for all people. There is some brand, "Are we stretching these things and do we need other stuff in there?" point.

The last point I will perhaps make is a lot of those over 25s, as you said, are people in their current jobs who are now becoming apprentices, and there is a real gap here for over-25s in particular in terms of retraining and career switching, which we know we are going to see more of, full stop. The pandemic has probably accelerated some of it as well and the offer for retraining is really, really poor in this country. Some of that is about being able to retrain at level 3, as Jules was talking about earlier, but it is also about how the apprenticeship system supports career switches and those people who are being displaced through the pandemic as well. That is a real gap that we can do better on.

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Just to reinforce what Stephen said, that there is a lot more than just apprenticeships, we have got skills bootcamps. Jules talked about the level 3 entitlement, and we have got the lifelong loan entitlement coming as well. The only point I would really stress is that there is nothing wrong with adult apprenticeships, which make up 50% of the starts. We clearly want to see more young people into the workforce, but employers are acting in the spirit. It is their levy, it is their workforce, and we have got to be careful that we do not disincentivise whilst we are trying to incentivise as well. It is also recognising, as Stephen said, there is a range of programmes which are a lot shorter and snappier than necessarily a 12-month apprenticeship with 20% off the job, which might not necessarily be right for all those adults over 25 that you referenced.

**Neil Garratt AM (Chairman):** Thank you. I thought that was a particularly interesting bit about the upskilling and the training. Sometimes, people can feel stuck in a job and so knowing that there are ways to either move on within their current industry or switch entirely is a very important part of this.

We have two very quick questions, which I am certain will also garner very succinct answers, just to finish off this section, first of all from Assembly Member Polanski.

**Zack Polanski AM:** I will be very brief. It is around this idea of getting people to push on no wrong doors and know where the doors are. Disability Rights UK has been doing amazing work around apprenticeships, charity work particularly with 18 to 24-year-olds, and we have just discussed there making sure there is access for over 25-year-olds. What happens with access at the intersection where you are both disabled and over 25? What more work could the Mayor be doing for that group of people?

**Stephen Evans (Chief Executive, Learning and Work Institute):** In a complex system we end up setting lots of eligibility rules for this, that and the other and they often collide unhelpfully for people. We need to

start from the point of view of, “What does the individual need and how can we get it to them?” rather than thinking, “Well, you don’t quite fit into that box and you’re in a bit of that box”. It is partly about flexibility in some of the rules, particularly where it then leads to a clear plan that is going to deliver for that person as well or deliver an apprenticeship or whatever it happens to be. I would argue for a bit more flexibility in joining up around the individual, rather than thinking about lots of silo programmes left, right and centre.

**Neil Garratt AM (Chairman):** Thank you, and another short question from Assembly Member Ahmad.

**Marina Ahmad AM:** Going back to the careers service question, I have every sympathy after 2010 when the Liberal Democrat and Conservative Coalition Government cut the careers service and the effect that it had on those service personnel, and of course on the young people who were adversely affected by that. Having had two young people growing up in my own household, who could not access the information they needed, the question I am asking is: what impact did this decision by the then Government have on young people and apprenticeships and how is the Mayor filling the gap in this provision?

**Stephen Evans (Chief Executive, Learning and Work Institute):** I am not a complete expert on the precise impact of those specific changes, but I would make a couple of general points related to that if I may. It is definitely the case that we need to really increase the number of careers opportunities people get. Where is that advice coming from? It should not just be about schools, in my personal opinion, so thinking about those networks. Also, the technology has moved on as well so how can people access some of these things online? You risk getting some perverse incentives if you rely on one institution to give the careers advice because, as neutral as they want to be, they are going to come from a particular set of perspectives. That is the point about the Baker Clause to an extent, how we make sure that young people get advice on all the options, not just the ones that that institution knows most about.

I would probably say that, and then I cannot really speak to the things the Mayor is doing on those things. That is probably one for perhaps Michelle or Jules.

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** Well, I agree with your point; that back in 2010 with the end of [the] Connexions [Service], that was fairly catastrophic for young people in terms of a one-stop-shop to give them really good advice and guidance. We saw a lot of that rolled into the National Careers Service, which tends to be more focused on adults. I would sort of signpost the role of The Careers & Enterprise Company, which has taken on that mantle to some extent. That has been a journey and some of that is still a bit piecemeal, a bit fragmented. We have got some good initiatives out there. We have got Apprenticeship Support and Knowledge (ASK), apprenticeship knowledge in schools and there are pockets of really good initiatives, but it is probably a bit too piecemeal, a bit fragmented. What colleagues are suggesting is interesting around whether there should be more devolution of careers advice to give the region more of a joined up approach, and that is probably something I would suggest is worth pursuing.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** I have mentioned the London Enterprise Adviser Network (LEAN). It is something of a sticking plaster though for a fully-fledged, fully-funded system. This country has had a history, as we have heard, over many decades of chopping and changing where careers advice comes from, who is responsible for it, how it is funded, which Government department funds it, the structure of it, the name of it, the location of it, local authorities in/out and we are reaping the disbenefits of that now. Things like the LEAN are where the Mayor has tried to intervene as much as his powers and funding allow. If we look at it honestly, enterprise adviser networks are volunteers, they are business volunteers and the money the Mayor puts in is to enable the co-ordination of it.

Then we have got the hubs. That is £11 million that we are putting into the hubs. That is a more organised and comprehensive approach, which speaks a lot to what we have been talking about today about join-up. It is all about join up, join up, join up and that is what the Academies [Programme] essentially is doing. It is not a physical building to replicate what other people are doing and to do it in parallel. It is about joining up what is there to make it work better and the hubs are designed to do that, complement and expand the lead work. Crucially, that £11 million comes from European Social Fund (ESF), European money. When that runs out, then what?

**Marina Ahmad AM:** Well, do we have anything --

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** We do not. The GLA does not have the money to replace that £11 million. It is funded until --

**Marina Ahmad AM:** Jules, are we --

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Sorry, I was just going to look to Michelle to when it is funded.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** It is funded until 2023 and we are looking, on the back of the levelling up announcements yesterday, where the UK Shared Prosperity Fund gets awarded and if we would be able to use that.

**Marina Ahmad AM:** OK.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** The scary thing is if the UK [Shared] Prosperity Fund, rather than being divided along rules that we are familiar with, is directed in the *ad hoc* way we see money dispersed across the country or even if it is the levelling up approach, which could still see London disadvantaged, then I am not sure how we would continue funding the hubs beyond 2023.

**Krupesh Hirani AM:** I am going back to this issue on retraining, which was picked up towards the end of the questioning. It is in relation to English for speakers of other languages (ESOL), which has been cut by 40% since 2010, meaning that many Londoners with an ethnic minority background may struggle to access opportunities to further their career. In 2019, the Mayor extended eligibility for AEB-funded courses to learners in low-paid work, unlocking some of those opportunities to access ESOL for nearly 40,000 Londoners. I probably see it as plugging a gap, based on the cuts that we experienced in 2010. We obviously want all those who need ESOL classes to access them. How can the Mayor and also Government achieve this?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Sorry, achieve?

**Krupesh Hirani AM:** Unlocking the opportunities of ESOL classes.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** We are working closely with sector organisations on how to promote this, and we are looking at our website that the sector specifically asked for. It was their main ask, I think, in a multilingual website as well to enable potential learners to know exactly where the courses are and where they can find out information. I need not repeat the impact that you have mentioned. Changing eligibility criteria and the criteria around wage levels to be able to be fully funded as well has had a very positive impact.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):**

Yes, linked to that some of the changes the Mayor has made around eligibility around asylum seekers, refugees and those people, I think it is, who are partners of British citizens who are from the European Union (EU), allowing them to access funding has also enabled that. We do deliver the most ESOL in the country and it is something that we are very conscious of, but funding cuts have curtailed our ability to deliver as much as we possibly would like.

**Neil Garratt AM (Chairman):** I have a couple of questions now to Anna about the London Progression Collaboration. Has it met its initial targets and what were those targets? What has the progress been of the Progression Collaboration?

**Anna Ambrose (Director, London Progression Collaboration):** We have created now about 725 new apprenticeships since the pilot began, all at levels 2 to 4 since our launch in February 2020 in the midst of a global pandemic, and we have secured over £9 million in underspent Apprenticeship Levy funds from large businesses for transfer to small businesses. Our original target for the initiative set before the pandemic was to create just over 1,000 new apprenticeships for Londoners; we have obviously not quite met that. We believe we are on track to meet that over the course of the spring, and we have been grateful for some extensions from our partners and funders to allow us to do that. We have been pleased by what we have been able to achieve at a time when, nationally, we have seen apprenticeship creation fall quite significantly and particularly that those apprenticeships that we have created have been at levels targeting the individuals who have seen the greatest hit from those numbers falling.

**Neil Garratt AM (Chairman):** Yes, it has been a difficult time for recruiting and apprentices across the board in all sectors. It has not been an easy time. What is the next step for the Progression Collaboration?

**Anna Ambrose (Director, London Progression Collaboration):** We believe that we have achieved proof of concept of our original innovation, that independent business support can enable small businesses to create new apprenticeships and to reach those groups that might otherwise be missing out. Our interim evaluation from Learning and Work Institute last February helped to give us some evidence towards that, and we are just awaiting our final evaluation of the initial pilot period now. We have been grateful, as I said, to secure some bridge funding from our original funder, JPMorgan Chase, and to extend our arrangement with the GLA to allow us to have a short-term ability to continue our work. We are in the process of securing funding, mainly from trusts and foundations, to allow us to extend our work and have some secured with a healthy pipeline of additional opportunities.

At the moment, that work as it stands remains London-focused and is more focused on specific target beneficiary groups. Our original aim was to target low-paid Londoners, which is quite a broad group. It is likely that our future funding, based on those we are talking to about that, will mean that we will be particularly targeting those from economically disadvantaged backgrounds, BAME backgrounds and young Londoners in particular. That also balances support for our existing work, which is very much focused around that apprenticeship creation with support for some further innovation to look at how we can boost the progression outcomes of apprentices once they are in a role by offering employers further support. We are supporting that with further small pieces of paid work and some tender opportunities as well.

In the medium term, we are making some strategic decisions about our focus and fundraising strategy based on a theory of change, which includes addressing the question of geographic focus, whether a regional focus is what can deliver the greatest impact or whether there is a case to be made for looking beyond that.

Fundamentally, we believe that there is a really strong case for Government and philanthropic investment in SME-focused apprenticeship creation to increase those high quality opportunities for those who are currently at risk of missing out.

**Neil Garratt AM (Chairman):** Thank you. Was it £350,000 the Mayor allocated to Progression Collaboration for 2019-2022? Do we know yet what the Mayor is planning to allocate for the period beyond that?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** There is not any funding available to continue it.

**Neil Garratt AM (Chairman):** It ends at that point?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** The whole idea was that, as Anna said, it was a proof of concept and we would hope that there would be interest in Government in, as I say, introducing flexibilities on the levy funding to enable it to be effectively self-funding. When you consider what it has achieved, engaging with 200 employers and achieving the transfers that it has achieved, it has proved itself.

**Neil Garratt AM (Chairman):** OK, thank you very much.

**Sakina Sheikh AM:** This is a question that has been discussed and I would like to tease out some clarity and summarise it really. We have talked about the Mayor having previously lobbied central Government for the apprenticeship system to be devolved to London. It would be good to summarise the ideas of what impact we think a devolved apprenticeship system would have for London. Is the Mayor still lobbying the Government to achieve this aim?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Yes, we are still lobbying. On the most recent levelling up letter, I think, yes, we did reinsert the long list of asks. It seems very familiar to me that we have been asking for a long, long while. I started on this in 2010 probably, if not before that.

**Sakina Sheikh AM:** The lobbying efforts?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Yes, with a former hat on, on the other side of the table with London Councils, working with the then Mayor - I wonder where he is now - to have a devolved skills system. We were only partially successful inasmuch as that after the best part of seven or eight years the AEB was devolved to the Mayor and to other mayoral combined authorities. We look forward to achieving the rest of our asks devolution-wise in the coming years, but the asks remain the same.

**Sakina Sheikh AM:** It is good to hear about the consistency as well and the fact that there has been a transition with the AEB being devolved and it makes sense to continue on that road. What specifically has the Government said in response to the Mayor's efforts to lobby on this specific point?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** On advice and guidance and careers advice?

**Sakina Sheikh AM:** No, on devolving the apprenticeship system to London. What has the Government's response been to the Mayor on the specific ask to devolve the apprenticeship system to London?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Well, is it “No” or silence?

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** Silence.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Silence. In this case, silence does not mean assent.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** I was going to say that whilst on apprenticeships it has remained very quiet - and there are probably multiple reasons for that - there is some hope in some of the other funding streams coming together. Whilst the Levelling Up White Paper yesterday did not have huge amounts of detail in it, it did reiterate the Government’s intentions around simplifying the funding systems and the role of the mayoral combined authorities and the GLA in doing that. We are expecting skills bootcamps to arrive with us and, in fact, we know that they will be arriving with us. We put in a £19 million bid for that on Friday, I think, and we are supposed to find out about that in the next week or so. Multiply, which is the first cut of the UK Shared Prosperity Fund, focusing on maths in particular, will be delivered by the devolved areas.

One of the things to caution there is the Mayor is asking very much for a single pot of funding to enable us to go right back to the point Stephen was making, looking at the individual and what they require, rather than us having lots and lots of funding streams, which all have different eligibility criteria. Even if we do get that, the ability and the role of the Mayor is knitting all of that together and the Mayor’s Academies Programme has shown that. We have got capital funding, we have got the AEB, we have got ESF, and we have got various other GLA core funds knitted together to create a programme.

**Sakina Sheikh AM:** Yes, that knitting together, that overarching strategy, is all the more reason in my opinion why we should have a devolved apprenticeship system in London. You said that there might be a multiple of reasons for the silence from Government. Could you expand on any of those?

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** The non-politician’s response is that the apprenticeship system is quite complex. It is an employer levy, it comes from employers and it is for employers to spend on that.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** At the end of the day, it is effectively seen as a workplace tax. It is a tax on the payroll and there is a strong view about the location of where that, the source of taxation, has been hypothecated. If a nationwide organisation is based in London, then as far as the Treasury/Government is concerned it will attribute that pot that has been created. It has been generated in London, but if it starts devolving then it is worried, I think, that it would end up advantaging the capital.

**Sakina Sheikh AM:** OK, that is really helpful for that clarification, thank you. I will finish off on this final point and, again, it has been discussed so it is about summarising and teasing it out. Despite the Mayor not having full control over apprenticeships in London, how is he creating the conditions to support Londoners and businesses when creating apprenticeships and providing Londoners with the skills needed? Essentially, this question is really asking for a summary of the discussion thus far.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** So as not to take up the Committee’s time, I would refer you back to all the different things that Michelle and I have touched upon.

That has been from the original start of the Skills for Londoners Programme through to the most recent developments, which would be the Academies Programme.

**Sakina Sheikh AM:** No, that is great, thank you. I look forward to seeing those initiatives continue to flourish.

**Neil Garratt AM (Chairman):** Sorry, quickly on this question about arguing for devolved powers from Government, am I right that the Mayor has also asked for the Careers Advice Service to be devolved? Does the Mayor have a plan of what that would look like or how he would do that differently if the Government were to say "Yes"?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Yes. We have talked about advice and guidance today and it has been the whole careers advice or guidance service that has been such a patchwork for many, many years. The way it would look different is that it would be integrated into what we are doing at the moment.

**Neil Garratt AM (Chairman):** OK. We now have a question from Assembly Member Bokhari.

**Hina Bokhari AM (Deputy Chair):** This question relates to things that Jules and Michelle have already gone through about the Good Work for All mission, the Mayor's Skills Academy, and the contribution to growing the apprenticeships in London. I do not want to repeat what you have already said, but is there any further action that you will be taking to support and promote apprenticeships in all parts of London during his second term? Will the Mayor of London be doing that? Additionally, as an Assembly Member and as with all Assembly Members, we do need to scrutinise the Mayor and the role that he plays, despite the challenges. Stephen said a very good point about how frustrating it is to have targets. Would there be consideration of changing the way you use metrics so that we can determine how successful your projects are? For example, as Stephen said, use benchmarks instead, maybe a different approach for us to be able to assess how successful the schemes are.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Certainly, on the issue of promotion of the opportunities and the availability of apprenticeships and skills and education and training through the AEB, as Michelle and I have highlighted, it is probably the first ever on the Tube network. We are slightly taking advantage of the fact there is a downturn in advertising in the Tube network because of recent events, and we have been able to take an unprecedented amount of space to be able to promote the Skills Academies and the opportunities that are there in London for skills training.

On the issue of benchmarks, it is something that we are always looking at to try to improve because we want to know what works to enable us to make the decisions that we do, and the decisions the Mayor takes. The problem with benchmarks though is in all these things, when there are so many actors working in a particular space, how does one hypothecate the impact that you have had? It is always a challenge. That is not to say for a second that we do not try to improve what we are doing, but that will always be a challenge.

**Hina Bokhari AM (Deputy Chair):** Does Stephen want to come back off on that? I am basing my question on what you said, and it will be interesting to see what your feedback is on that.

**Stephen Evans (Chief Executive, Learning and Work Institute):** Yes, Jules is right. There is lots going on and there is a whole set of acronyms and initiatives and therefore disentangling the impact of one, particularly if it is relatively small in the scale of the whole system, is quite difficult. You can evaluate individual

programmes and I know the GLA is doing that with a number of the things it is doing. The overall point is about whether apprenticeships are rising faster in London than elsewhere and particularly at level 3, I would say, but level 2 as well, and who is getting those apprenticeships. Is it a diverse range that meets London's demographics? That gives you a sense about whether the system as a whole is working. If it is not, then you say, "Well, what's not working at all? What do we need to do a bit more of?" There is probably a system as a whole thing and then there is for individual projects and programmes as well.

**Hina Bokhari AM (Deputy Chair):** Thank you. I will leave it there, thank you.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Sorry, Chair, can I just add about the importance about data? We just do not have the data. We do not have apprenticeship data. It is similar to the issue that we have always been asking for about the longitudinal educational outcomes (LEO) data for those who go through further education. The gold standard would be us having anonymised data about the school experience of someone, what they attained, what they went on to do in further education, where they did it, what they achieved, what they ended up doing and how much they ended up getting paid. Having that kind of data and analysing it, all anonymous, we would then be able to know what works in the system and what does not, and we could fund more of what works. We do not have that data; the Government does, but it will not share it. This is another one of our devolution asks.

**Neil Garratt AM (Chairman):** Yes, I do remember - I forget which meeting it was - where you brought this up previously. It would be fair to say Members of the Committee were slightly divided about the wisdom of what some of us felt was barcoding the backs of people's necks and scanning them on their whole journey through life. I see some nodding.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Yes, but that data all exists. It is held by the Department for DWP and Treasury and Her Majesty's Revenue and Customs (HMRC) and the Government collates it and uses it in that way. We are just asking for the same data, all anonymous.

**Neil Garratt AM (Chairman):** OK, we perhaps will not re-tread that territory. What I was going to ask though was, Simon or Stephen, whether you had a view on that question about whether the data is available to actually track. Let me preface that. Assembly Member Bokhari's questions were very important because one of the things that we probably would have some cross-party agreement on is that we sit here, and we listen to the Mayor's latest initiative. Sometimes, what that might look like to a cynical person is a big cash cannon being launched into London and then afterwards, wherever it lands, targets get painted around it and we are told that it has been a great success. It would be helpful for us beforehand to understand what success is supposed to look like so that we can try to judge. The question is: how would we judge whether it has really been successful? Saying it is complicated and messy and lots of people are doing things is not really an answer to that question. That is prefacing where I am coming from and I think some of my fellow Assembly Members feel similarly. Perhaps if we go to Simon. What data is there, what could there be, and do we have enough to work out whether these initiatives are working?

**Simon Ashworth (Director of Policy, Association of Employment and Learning Providers, and Vice Chair, Higher Level Skills Advisory Group, Skills for Londoners Board):** It is getting a balance between outputs and outcomes. There is a lot of data produced by the DfE, but it is very transactional around starts, withdrawals and achievements. I would much favour what Jules is saying about LEO-type data, which shows the impact. It is great knowing that you have X amount of people through the system and you have an X amount completion rate, but what is the impact of that? What are the impacts of the training in terms of jobs and progression? The data is there and it is being shared, but there is sometimes too much focus on getting



the right measures between outcomes and outputs. Steve's really more of an expert than me, but that would be my observations in terms of what is available, what the focus is in and probably where it needs to shift moving forward.

**Stephen Evans (Chief Executive, Learning and Work Institute):** There is loads of data that is publicly available on the DfE website. It is not always the easiest to access, but it is there about how many Londoners are doing apprenticeships and the levels and that sort of thing. That is one measure of success of the system as a whole and that is worth us all looking at and reflecting on. If London apprenticeships are not going up faster than the England average, given London is lower in the league table that suggests there is something going on we need to look at.

The question then is about what is the something that is going on that we need to look at and how do we assess all these different initiatives? Sometimes, initiatives have a collective impact, and it is quite difficult to parcel one thing out after another. You can evaluate these things without the LEO data, and I know the GLA has commissioned evaluations of a few of its initiatives, so you do not need the LEO data for all of this. You can evaluate in those ways and you can also do lots of qualitative research. You go and talk to people on the ground, go and talk to apprentices, go and talk to young people, talk to providers/employers and get their experiences because that is as important as the hard data is as well. Then the LEO data exists. We have been doing a small project with it, for example, with the DfE. It exists, bringing together that HMRC data and the learner record data, and that does give you a really powerful insight. It should be better available on a really anonymised basis, but it does give you what the impact of something that happened seven years ago was. You are tracking people's earnings through time and you can say, "Well, this is this person's earnings now so what worked for them five years ago when they went on an apprenticeship?" It is like looking through a rear view mirror and you kind of need to do that, but you also need to look ahead a little bit as well. You need that mix of measures. Some are publicly available; others are not.

I would pick up the Ministry of Justice example. It has a Data Lab where it does not give out the data to everybody, but if you are running a project for ex-offenders, you can send the details of your participants to them. They will look at the data, they will try to find a similar group on their database and tell you whether your group were less likely to reoffend or not. It is keeping the data and protecting that, but you can still put your project in and see how it is doing. That might be an example. We have argued for that on the employment and skills side and that might be something for the DfE or the Mayor to try to pitch for as well.

**Neil Garratt AM (Chairman):** Thank you. That is really useful actually. Thank you very much. We are now on to our final question, which is Assembly Member Polanski.

**Zack Polanski AM:** The Mayor's manifesto commits to support a Green Skills Academy and obviously, being a member of the Green Group on the Committee, I was highly excited about this. This commits Londoners into new green jobs and apprenticeships. How is the Mayor delivering on this commitment on green apprenticeships?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** His manifesto did commit to that. It is supporting the London Recovery Board's target to double the size of London's green economy in the sector by 2030 and it is all going to be about developing the green jobs and skills that the city needs. We have commissioned research on green skills to look at current provision and courses that do align with that agenda that we fund through the AEB. Level 4 and 5 qualifications and apprenticeships as well are all in that mix and being considered. Training through the AEB, funded through the AEB is going to help towards that, including

apprenticeships, and the Mayor's Academies Programme is going to help deliver that. One of the strands is green and green jobs.

What is a green job though? The AELP Conference is probably grappling with that very question this morning. Clearly, there are going to be whole new areas of employment, whether it is in green data management or the installation of electric charging points. There is going to be the adaptation of current jobs such as installing heat pumps instead of boilers. There are going to be those kind of shifts going on that will create a greater demand for upskilling and apprenticeships and higher level apprenticeships for retraining.

**Zack Polanski AM:** I have been looking through the GLA Economics report essentially on identifying green occupations in London. One of the interesting things is they have a map of London on the back page and there is a real disparity in some boroughs. A borough like [the London Borough of] Lewisham, for instance, seems to be having a lot less take-up of the way that this identified as a green job than somewhere like the City of London, which seems like it is really taking steps forward. Do you know what is going on there?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** It depends what they are measuring.

**Zack Polanski AM:** They are looking at three different types of jobs, but actually in all three different types of jobs --

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Yes, the actual measurement that is happening because [the London Borough of] Lewisham -- is it individuals or is it the actual places of employment because that could skew it?

**Zack Polanski AM:** It is individual types of jobs. There are three different categories, emerging green jobs, jobs that are not green now that are changing to green, and then brand new green jobs such as environmental audits and things like that. In every single category, it is the same pattern; that [the London Borough of] Lewisham is behind, and City of London is well ahead. I am not asking you to particularly pick on those boroughs, but I am wondering if you had any idea why the disparity is there.

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** No, we can take that away though and come back to you.

**Zack Polanski AM:** Brilliant, thank you. Then, Michelle, just on the original question as well, from your point of view how is the Mayor doing on green apprenticeships?

**Michelle Cuomo-Boorer (Assistant Director of Skills and Employment, Greater London Authority):** The Academies were launched this week. They have not got up and running, but I believe there are seven green-focused Academies; we can clarify that. They are predominantly focused around green construction and digital and green. Again, we will be able to give you some more information about exactly what kind of jobs and what kind of individuals we are targeting to go into those. As I say, it is just up and running.

The other thing that we are doing is cross-GLA work to look at how we can support the green economy more widely and what levers the Mayor can use across each of the different areas to support the green economy more broadly.

**Zack Polanski AM:** Brilliant, thank you. It is good to see there is work happening on this because it is going to be the next chapter in a very important story.

**Shaun Bailey AM:** Can you specify a “green job”? What is a green job? The worry is the Mayor made the promise about increasing the amount of green jobs – that is absolutely great – but what constitutes a green job?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Well, that was the very point that I was just making; that it is perhaps not particularly useful to get too bogged down into trying to define it because it is so far-reaching and by defining it, one might be tempted to start trying to limit it. As I said, there are jobs that are changing and there are whole new jobs that are coming forward.

**Shaun Bailey AM:** I beg to differ. If we have been told that the Mayor is going to deliver a doubling of the green economy, then we absolutely have to have some understanding of what the green economy is. We need --

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Sorry, “have to have”?

**Shaun Bailey AM:** I said I beg to differ because if the Mayor has made a pledge to double the size of the green economy, he needs to identify which economy that is. If he is talking about providing green jobs, that is absolutely wonderful. What is a green job? What we do not want is double counting because that takes away from any effort we could put towards developing a green job or a green economy. I would be very interested in what the Mayor identifies as a green job so we could understand when he produces more of them.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Yes, well, my point is that it is an incredibly extensive list, everything from retrofitting homes, offices, and public buildings. It is about electrifying transport. It means greening the energy supply. It means reengineering business processes. There are backroom things, there are digital things, there are on-the-ground things, there are existing jobs that will need to pivot and there will be additional new jobs that I have highlighted. One can draw up a very extensive list, all of which will make a demand on the skills system to make us match fit to be able to deliver on the outcome that we want to see.

**Shaun Bailey AM:** That is my point. We would love the said extended list. The list could have ten things on it or 10,000 things on it. That is not a reason not to produce the list. If Londoners have been given a pledge to double the size of the green economy, somebody needs to tell us what the Mayor meant by that and absolutely we want to know what constitutes a green job so that we can scrutinise if they have been delivered or not. London’s economy will deliver new jobs, regardless of what anybody else does. The Mayor has made a pledge, so we need to understand what he means when he says a “green job” and the length of the list is no bar to doing that.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Yes, and work is being undertaken on this. Last year, we commissioned research to identify the types of skills that Londoners are going to need and researching the kind of jobs that there are already in place, the ones that will need to change and the additional jobs that will be there. There are the obvious things like heat pumps and the design of new heating systems, but there is a whole host of roles that you would not necessarily see as green, but they are critical to a green economy. The nature of bus driving could well change as a result of the changes that will be wrought on transport. Customer relations people will be impacted as well as the more obvious things like electricians and heating engineers. There will be data analysts, software developers --

**Shaun Bailey AM:** That is great, but there are two things I would say. Firstly, all of what you have described, a great deal of that, would not be a new job. That is why it would not be new jobs; there would be an adaptation, a change, of jobs. That is why we want a definition so we can tell the difference between the two. The fact that there are lots of things is great - we look forward to that - but the Mayor made the pledge and a promise. Are you saying that he cannot tell us what he meant by that or are you saying he does not want to tell us? Somebody does need to give us the list, no matter how long it is.

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** Sorry, the way you are asking the question as well as the acoustics, I am having trouble discerning what the question is.

**Shaun Bailey AM:** The question is very simple. Can the Mayor provide us with a list of what he considers green jobs? Also, can the Mayor tell us how big he considers the green economy is now so we can then see if he has doubled it because that was his pledge?

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** We can come back to a definition if the Committee would find it helpful about what a green job is --

**Shaun Bailey AM:** I would suggest, Chair --

**Jules Pipe CBE (Deputy Mayor for Planning, Regeneration and Skills):** -- despite the fact that there are people holding conferences, debating about what actually is a green job.

**Shaun Bailey AM:** That is great, but the Mayor made a pledge before that conference. If they deliver us what is a green job, we really welcome that, but the Mayor told us we are going to get green jobs, so we need to understand what the Mayor meant. I would suggest, Chair, that would be a very, very welcome thing by this Committee. Back to you.

**Neil Garratt AM (Chairman):** Yes. I think the point that Assembly Member Bailey is getting at - or anyway the concern that I have, which is the same concern - is that the Mayor makes a great sweeping and wonderful-sounding pledge about green jobs and then people say, "OK, what does that mean?" Then what we are met with is a sort of wall of vagueness.

For example, my previous career was in information technology (IT) and I would run data networks and communication systems for global companies. Is that a green job? Maybe. Let us say my successor then goes and works for a company that builds, I do not know, coal-fired power stations. Is that a green job? Perhaps not. It is the same job though. If somebody becomes a press officer - I do not know if there is an apprenticeship route to becoming a press officer - and if they get a job with the Mayor as the Mayor's press officer, is that a green job? Maybe he is putting out press releases about hydrogen-powered buses and maybe it is. Who knows?

Do you see what I mean? The whole concept is so vague as to be meaningless and that is the problem. Until I see any evidence otherwise, as far as I am concerned it is a meaningless term. I believe the word "puff" is the phrase used in the advertising world. It is vague claims that do not actually connect to anything real.

**Zack Polanski AM:** I am partly agreeing, but I am surprisingly coming from a different viewpoint perhaps from my Conservative colleagues. The Mayor is committed to tackling the climate emergency and he is also committed to getting to net zero by 2030. I would argue that the reason why we need that definition is we

need to know the carbon impact of different types of jobs, what the emissions are, so then we can budget appropriately to know if we are en route to that.

Where I would agree is at the moment it is very difficult to do that because I understand it is a very complex thing to do. However, I guess I am looking for your agreement that you would agree that that complexity needs tackling, and ultimately even if it is not an extensive definition of every single job that is green, we need a clear definition of what would fall into each box and how we are measuring that. Would you agree with that? OK, thank you.

**Neil Garratt AM (Chairman):** Well, on that note of colossal agreement, why do we not wind things up there? I would like to thank our guests this morning. I would just like to add that I know some of your answers have been quite technical, for example, about data sources. If you feel there is any additional information, particularly if it is a bit technical, that you feel that the Committee ought to know about, please do feel free to write to us and we can include that within our evidence.