

STIFEL EUROPE 2021/22 IMPACT REPORT

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FOR SARAH BINGHAM, June 2022



J.P.Morgan

SUPPORTED BY

MAYOR OF LONDON

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2021/22 OVERVIEW AND 22/23 LOOK FORWARD

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ANNA AMBROSE

Director, the London Progression Collaboration

I'm delighted to share this report with you, showcasing the impact the London Progression Collaboration has made in 2021/22 with the support of organisations like Stifel Nicolaus Europe.

As the quotes and case studies throughout this report show, the LPC's work and your unspent levy funds are creating apprenticeships for individuals who would otherwise miss out, and in some of the sectors which we all need to flourish in our communities. Since our pilot phase launched in February 2020, and in the midst of all the disruption the pandemic has thrown at businesses large and small, we're immensely proud to have supported over 850 new apprenticeship starts.

This has been made possible by £10m in levy transfer funds from organisations such as yourselves, who are as committed as we are to addressing falling apprenticeship starts for young people, at entry levels and within SMEs. We hear very clearly from the small businesses we support that your unspent levy funds create opportunities that wouldn't otherwise exist, and help us

to create progression routes for the Londoners who need them most.

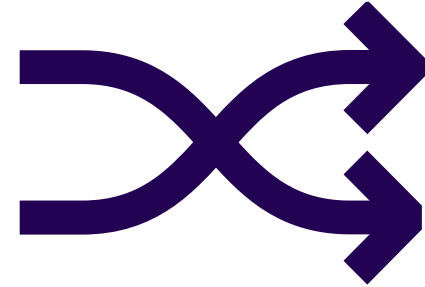
This year is also one of exciting transition for the LPC, as our initial pilot phase funded by the Greater London Authority and JPMorgan Chase reaches its conclusion having achieved proof of concept. We've shown clearly that independent business support can create apprenticeships where they're most needed. Over the next two years, we're delighted to be working with a range of new funders not only to continue our core apprenticeship creation work, but also to develop some exciting new projects. You can find out more about these on p9.

Thanks for your continued support of our work. I hope you will share this report with colleagues to show what an important role your unspent levy funds are playing.

SINCE LAUNCHING THE LPC in February 2020



Supported over **850 new apprenticeship**
starts in over **200 businesses**



Secured over **£10 million levy transfer**
funds for transfer to small businesses



Actively influenced the government's
increased support for levy transfer



Received **positive external**
evaluation of our work by the L&W Institute

OUR IMPACT: APPRENTICES

The apprenticeships created by the LPC have provided new beginnings, supported career changes, generated new skills and widened the talent pool available to London businesses.

- 56% of apprenticeships created have benefitted young people aged 25 and under
- 50% of the apprenticeships created have benefitted Londoners from under-represented and ethnic minority community backgrounds

"I didn't think I'd be able to get into university before, but now [my apprenticeship] is equivalent to a foundation degree so that would be a good door into carrying on my education and I'm also hoping it will help me apply to visas to get working in different countries"

Luke, Level 4 Hospitality Manager apprentice with Le Bab

OUR IMPACT: SMALL BUSINESSES

Small businesses are at the heart of recovery from the pandemic and are bringing London back to life. Our fully-funded support has enabled over 200 SMEs to access apprenticeships & build the skills they need to survive, adapt and recover.

- Apprenticeship information and guidance
- Workforce planning support
- Provider mapping and introductions
- Levy transfer brokerage
- Line-manager and mentor training

"We are a very small business, packing a big punch, but without the funds to have paid for this qualification for two staff. We are very grateful for LPC brokering the levy transfer"

Maggie Walsh, MBE,
CEO – A Fairer Chance



EVIDENCE FOR OUR APPROACH

Our pilot phase has clearly shown that independent business support can help to address some of the most pressing challenges for the apprenticeships system, and can create apprenticeships where they're most needed. Over the last year, we've seen both the challenges we're addressing and our solution become increasingly widely recognised.

"The Committee is also calling on the Government to establish a one-stop shop for small businesses to support them with the apprenticeship process, increase promotion of traineeships, and improve access to apprenticeship data... The Committee is calling on the Mayor to provide support to small and medium-sized employers to share expertise and help them navigate the apprenticeship system."

London Assembly Economic Committee,
'You're Hired: A Bright Future for Apprenticeships in London', March 2022

"A devolved approach would see Mayors tasked with developing an apprenticeships brokering service, building on their existing responsibilities for business support and their role in facilitating Apprenticeship Levy transfer. In practice, activities may look similar to the 'London Progression Collaboration' pilot..."


Onward, 'Course Correction – Why apprenticeship report is needed to level up opportunity', April 2022

"Industry stakeholders suggest creating a central government-run advice service, to assist small businesses with red tape and basic preparation for taking on apprentices... The Department for Education should establish a Government-run advice and one-stop-shop for small businesses providing support to take on an apprentice and assist them with the process."

APPG on Apprenticeships
Annual Report 2020/21

LPC IN THE MEDIA


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From education to employment

To level up, apprenticeships must support those who need it the most


Anna Ambrose
February 9, 2022





1 Comment

Despite growing recognition by politicians, businesses and young people that universities aren't the only pathway into a good quality career, analysis by the London Progression Collaboration shows there has been a 72 per cent decline in entry-level apprenticeships starts since 2014. This decline was accelerated by the introduction of the apprenticeship levy in 2017, which saw overall apprenticeship starts fall by almost a quarter in the following year. Numbers were further hit by the impact of the pandemic, and it is only the most recent quarterly figures of 2021/22 that show any signs of apprenticeship starts recovering. It is too early to tell whether that recovery will be sustained.



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- Turning an assessment plan into EPA – good practice tips
- The role of the Responsible Officer and embedding compliance into your EPAO

www.awarding.org.uk/conferences/epa-2022-conference-awards-exhibition





Jules Pipe
@JulesPipe

Today I'm speaking at [@lpc_progression](#)'s event to mark National Apprenticeships Week. Pleased to have this opportunity to outline the importance of apprenticeships in helping Londoners of all backgrounds into good jobs – supporting our recovery

Call on government to remedy 72% fall in entry-level apprenticeships

Analysis of government data by the London Progression Collaboration ([@lpc_progression](#)) – an initiative to boost apprenticeship starts in the capital – has revealed a major decline in entry-level apprenticeships




Anna Ambrose: Councils must unlock unspent money for skills

10 FEBRUARY 2022

In National Apprenticeship Week the director of the London Progression Collaboration says local authorities and businesses should transfer unused apprenticeship levy money to those that can use it for the local economy.

In last year's Budget the chancellor announced £3bn as part of a new "skills revolution". Central to the government's levelling-up mission, Rishi Sunak said the funding would "lead to higher regional productivity, and higher productivity leads to higher wages". This is welcome news, and additional funding is sorely needed to improve skills provision.



Anna Ambrose, director of the London Progression Collaboration

That said, there are existing avenues that can benefit low-paid workers yet to be made full use of. Take the apprenticeship levy, which remains a multi-billion pound untapped resource that businesses and local authorities haven't fully drawn down. Introduced in 2017, it requires businesses and authorities to set aside 0.5% of their wage bill if they pay over £3m per year. It was designed to encourage skills spending but given that overall apprenticeship starts have fallen significantly it hasn't worked out as planned.

There are fewer entry-level apprentices, especially within small businesses and amongst young people. Making full use of the apprenticeship levy – and crucially its transfer facility, that we at the London Progression Collaboration (LPC) are experts on – can level up communities that need it the most. That means those struggling to make ends meet, who might be out of work, in precarious work or looking to progress in-work.

Council's convening role

Under the Treasury's use-it-or-lose-it approach, if the levy isn't spent within two years it returns to the government's coffers – and between May 2019 and March 2021, employers missed out on nearly £2bn earmarked for apprenticeships.

Residents have benefitted either directly by securing employment or by accessing fully staffed nurseries and newly built homes

The challenge is most acute in London. Apprenticeship starts in the capital are in the bottom third of regions, and the pandemic has hit Londoners and London's economy the hardest – particularly in sectors such as hospitality and tourism. Yet according to London Councils, in the two years leading up to the pandemic London authorities spent just a quarter of the £50m apprenticeship levy available to them.

NEW FUNDING PARTNERS

The early months of 2022 have marked a period of transition for the LPC, completing our pilot phase. As we grow and develop our work beyond this initial proof of concept, we're delighted to be working with a range of new philanthropic funders over the coming months and years.

"The CVC Foundation aims to support people from disadvantaged backgrounds by developing skills, gaining experience and securing employment opportunities. Through their work supporting hundreds of people into apprenticeships LPC is a great partner in achieving this aim. CVC has seen this in action and in partnership with LPC we have been able to leverage our apprenticeship levy to support 10 young adults gain level three apprenticeships.."

Kate Butchart, Director of Philanthropy, CVC



CURRENT PROJECTS AND FUTURE FOCUS

Practical interventions

- **Apprenticeship creation:** We will continue to support businesses to create new apprenticeships via our SME support service and levy transfer brokerage.
- **Boosting progression:** With the support of Trust for London and Youth Futures Foundation, we will be piloting a programme of support for apprentices' line managers, aiming to boost learners' progression outcomes.
- **Knowledge sharing:** Youth Futures Foundation is part of the What Works network. With their support, we will be building on our previous events to ensure our network are able to share best practice.

Research and policy

- **Supported by Gatsby Foundation,** we have the opportunity to capture the lessons we've learned during our pilot, test and validate them with others in this intermediary space, and draw out the lessons for policy makers and practitioners.

Consultancy services

- We're delighted to have been commissioned to deliver a feasibility study around **collaborative apprenticeship models** for London Legacy Development Corporation and the East Bank partners – Sadlers Wells, the V&A, UCL, London College of Fashion and the BBC



Who benefits from the LPC's work?

Moving from the broad target cohort of our pilot, some of work in the coming years will be more tightly aimed at creating apprenticeships for disadvantaged young Londoners.

LOCAL AUTHORITY PARTNERSHIPS

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- We help with the levy transfer process for 11 London Boroughs, which has funded over 120 new apprenticeships starts with over £800k of shared levy to date
- Boroughs in London have pledged over £1.2M in levy to support local businesses and residents
- We support local authorities to get their SMEs apprenticeship ready, from setting up the DAS account to workforce planning

“Since working with the LPC our team has benefited from their professional support and knowledge around the funding rules, enabling us to assist even more SME’s employ apprentices and upskill existing staff. We like to think of this partnership as making change happen!”

Deborah Adams, Employer Engagement Coordinator, Hounslow Council

Local Authorities play a vital role in helping SMEs to engage in apprenticeships.

Key

- Partner boroughs transferring levy with The LPC
- Boroughs working with the LPC but not yet transferring levy through the LPC



Using Levy Transfer to support Charity Partners

We ran a project with CVC to use levy transfer to extend their CSR activity to create apprenticeships in the youth organisations that they support.

- CVC approached the LPC to discuss levy transfer, with a well established charity partnership with London Youth presenting an opportunity to reinforce existing CSR work with unspent levy fund
- We supported London Youth to recruit a cohort of Youth Support Worker and Community Health and Sports Officer apprentices from its member organisations, from finding a training provider to hands on support setting up DAS accounts
- 10 apprentices across 10 grass roots youth organisations were supported
- This project demonstrates how levy transfer can really boost an organisations' CSR activity and create long lasting impact.



USING APPRENTICESHIPS TO SUPPORT DIVERSITY

Apprenticeships have a vital role in levelling the playing field for learners from under-represented groups and building a talent pool pipeline of diverse applicants. We have demonstrated, via our work with employers, that we make the apprenticeship system more accessible and inclusive to all individuals from a wide range of backgrounds.

We have supported a diverse cohort of apprentices:

- Over 50% of new apprentice starts from Black, Asian, or multiple ethnic backgrounds (compared with 45% of London-wide apprenticeship starts from these groups).
- 62.5% of apprentices were female.
- 56% of apprentices supported by the LPC were under 25.

“Being part of the LPC initiative has been a transformational experience for Generation Success and our female apprentice. We received levy funding support through the scheme, enabling us to transfer one of our young people from being a student volunteer into a full-time role as an apprentice.

The individual from the South Asian background whose academic studies were interrupted due to a medical condition and left unemployed for an extended period. She started with us by volunteering to gain work experience. We learned she had been headhunted for a new substantial career position earlier this year doing the same role. This opportunity would never have happened without the intervention and support provided through the LPC.”

James Adeleke, Founder and Chief Executive, Generation Success

SUPPORTING CORE SECTORS FOR LONDON

The LPC is has created 387 new apprenticeships, supported with over £2 million of levy transfer across these three vital sectors for London: early years, social care and hospitality. Our experience has found a greater demand for levy transfer funds to enable crucial staff training than the supply of donors to support these critical sectors.

I have learned that there is help and support out there for small businesses. Having the support of the LPC means that I was able to offer apprenticeships across the board to all of my staff. "

Managing Director,
Aram House Care Home | Employer

"I'm proud that the LPC has supported 387 apprenticeships in businesses which make up the 'everyday economy' – those which we all depend on to make our communities places we can enjoy living and working. Whether it's access to high-quality early years, care for the youngsters in our families, excellent social care when family members need extra support, or the cafes and shops that mean we can shop and socialise locally. It's crucial that these sectors can recruit and develop the talent they need, and that those working in them can have flourishing careers. Put simply, we all need them."

Anna Ambrose, LPC Director

SUPPORTING SME GROWTH

At the LPC we know that small and medium-sized businesses are at the heart of solving skills gaps and creating progression routes for low-paid Londoners. Through our work with small businesses we have been able to create pathways for growth that wouldn't have been possible without levy transfer and through our tailored support at every stage.

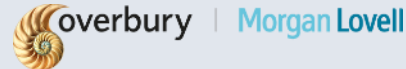
Case study 1: Hungry Caterpillars

- A group of day nurseries who had 8 sites across London and its surrounding counties
- We supported them in using the online pledging service to fund their request for Level 5 Early Years Lead Practitioners across all their sites
- Furthermore, they had used all 10 allocations for apprenticeships on their DAS account and were on the verge of splitting their organisation up into 8 separate companies with their own DAS accounts
- We supported them to avoid this scenario entirely, saving a lot of time and resource which is always precious for smaller businesses
- We facilitated levy transfer for £84,000 to fund 14 Level 3 Early Years Educators to help grow their business and train their staff with the latest skills

Case study 2: Vorboss

- Vorboss is the UK's only dedicated enterprise fibre network, changing the landscape of telecoms
- To date we have facilitated £1,141,000 of levy transfer to fund apprenticeships at Vorboss
- Vorboss started working with us as a non-levy payer and then grew to become a small levy-paying organisation with further ambitious growth plans and a detailed support plan as to how to get the best out of their apprenticeship programme
- Vorboss have created an inclusive recruitment programme by offering travel cards, aiming for a 50/50 gender split, virtual assessment days, and a financial support package at the start of their apprenticeship
- All of the above has been made possible by funding the training of these apprentices through transfer

We would like to thank the following partners for their support for our Reskilling the Recovery campaign



MEET OUR TEAM

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ANNA AMBROSE
Director



ROB SINGH
Senior Account Manager



AJAY PURBHOOSHING
Senior Account Manager



CLARE McNEIL
LPC Advisory board chair



STEPHEN RAM-KISSUN
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JACK SHAW
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EMMA McWALTER
Programme Manager

Stifel Nicolaus Europe and the LPC

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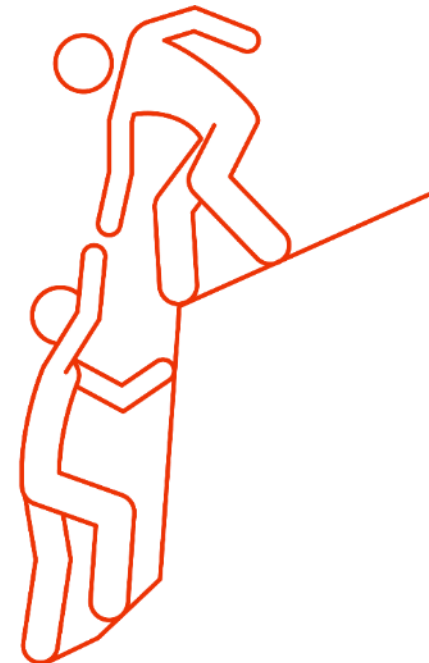


STIFEL NICOLAUS EUROPE & THE LPC: PARTNERSHIP BACKGROUND

STIFEL NICOLAUS EUROPE and the LPC signed a partnership agreement in March 2022 agreeing to an initial pledge of £200,000 of the apprenticeship levy to be transferred via the Reskilling the Recovery campaign.

This is being directed at supporting small businesses within priority sectors in London to fund apprenticeship training for existing staff and new starters. Stifel Europe has particularly outlined the following criteria for transferring their levy:

To help support small businesses across London to grow and develop, to support social value and helping businesses that might not be able to afford to make use of apprenticeships otherwise. Moreover through collaboration with the LPC to create pathways for individuals to move into sustainable work that ensures positive well-being and economic resilience.

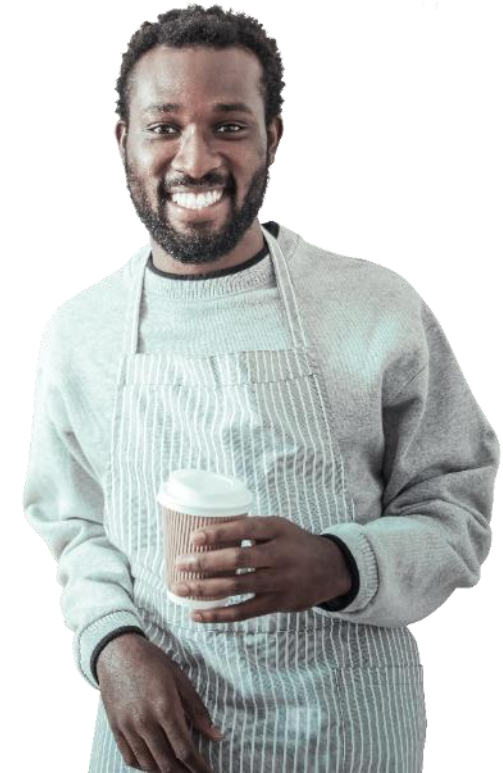


Apprenticeships supported by your levy transfer:

Small Employer supported	Sector	Number of apprentices	Apprenticeship standard & Level	Start Month	Start year	Levy Transferred
Lyfta Education Ltd	Digital / Tech	2	Software Developer level 4	May	2022/23	£36,000
Support Solutions Greenwich	Health & Social care	1	Business Administrator level 3	May	2022/23	£5,000
Support Solutions Greenwich	Health & Social care	1	Adult Care Worker level 2	May	2022/23	£3,000
Support Solutions Greenwich	Health & Social care	1	Lead Practitioner in Adult Care level 4	May	2022/23	£7,000
London Paramount Care	Health & Social care	1	Leader in Adult Care level 5	March	2021/22	£7,000
No of employers supported 3		6				£58,000

"LPC's support has been invaluable to the wellbeing of the business."

Joe Brennan, Director
Joe Brennan Training



Total levy transferred 2021/22: **£200,000**
Remaining levy pledge 2022/23: **£142,000**

The existing skills shortage in the Hospitality sector has been worsened by the pandemic, and apprenticeships are more important than ever for the sector.

Working with leading training providers and local authorities we have supported

 **71 apprenticeships** created in Hospitality

 **20 separate employers** – all SMEs

 **Total of £401,500 in levy transfer**

"I didn't think I'd be able to get into university before but it's equivalent to a foundation degree so that would be a good door into carrying on my education."

Luke, Level 4 Hospitality Manager
Apprentice at Le Bab

"The biggest difference the LPC has made to us is making it much easier to manage the apprenticeship journey."

Ed Brunet, Founder at Le Bab



[Click to view a 2-minute LPC hospitality case study video](#)

HEALTH & SOCIAL CARE SECTOR FOCUS

Supporting the recovery from the pandemic in the health and social care industry is vital to repairing the UK economy nationwide. Health and care organisations were facing difficulties in staffing and retention before the pandemic, so anything we can do to support upskilling and new starters in this industry is crucial. This is especially true of small independent care businesses who do not receive government funding.



191 apprenticeships created in health and social care



36 separate employers – all SMEs



Total of **£925,778** in levy transfer

"I got the opportunity to start my apprenticeship – it was only I think a year ago now, and I've loved it ever since."

Nicola, Level 2 Adult Care Worker apprentice at Aram House

"I've been able to learn that there is help and support out there for small businesses... having the support of the LPC means that I was able to offer apprenticeships across the board to all of my staff."

Dipa Dwarkadas, Manager, Aram House

[Click to view a 2-minute LPC health and social care case study video](#)

CONSTRUCTION SECTOR FOCUS

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Sector Overview for Construction



156
apprenticeships
created in
Construction



80 separate
employers –
all SMEs



Total of **£1.78M**
in levy transfer

"The apprenticeship landscape has gone through considerable change and is still transitioning. With an existing challenge within the sector around the lack of skilled workers, businesses struggle to source new entrants into the construction industry.

This has guided some to consider apprenticeships to address the skills shortage and access a wider talent pool of candidates. Still, the uptake in apprentices has been slow, complex and frustrating.

Here at the LPC, we have supported businesses to overcome these challenges through practical hands-on support and strategic planning to access quality apprenticeship provision. It has enabled businesses to grow their own and offer young people opportunities to pursue a career worthwhile."

Ajay Purbhoosing,
Senior Account Manager The LPC

"The LPC has provided great support. Without the guidance and help from the LPC, we would have incurred a more considerable strain on resources and time; we would probably be two years behind where we are now. Thanks to the LPC, we are achieving 16 apprentices a year.

Filtering the funding through one stream and the knowledge of the apprentice recruitment process is what the apprenticeship sector needs.

I want to say a special thank you to Ajay, who has been very helpful."

Max Wheeler, Commercial
Director at PGM Carpentry
Contractors Ltd

When asked "Why plumbing?", Mustafa gave two main reasons. Firstly, he felt that as it was one of the more technical trades, he would be better suited to it. Secondly, and JBT were not expecting this response, it was a trade that would enable him to help people for charity, especially abroad.

Apprentice

Sector Overview for Digital



162
apprenticeships
created in Digital



44 separate
employers –
all SMEs



Total of **£2.07M**
in levy transfer

"The digital sector is a significant contributor to London's economy, and the demand for digital skills is very high. This presents fantastic opportunities for progression and mobility for individuals.

At the LPC, we have been instrumental in supporting small businesses across London, in partnership with apprenticeship training providers, to grow and build skills capacity to ensure the prosperity of the digital sector across the capital. The offer of quality apprenticeship opportunities for all Londoners from minoritised and under-represented communities supports routes to sustainable careers and progression into better-paid work."

Stephen Ram Kissun,
Senior Account Manager The LPC

"It has made it possible to be honest. We are still a young, small agency, and so have to be very careful with any expenditure we commit to. The LPC's support made it much more realistic for us to take this on and provide the space for an apprentice."

Joe Friel, Director, Yalla Dev

"I looked at entry-level roles and they expected me to have over five years of experience and have lots of different skills that I didn't have yet, so I looked into apprenticeships and that's when I came across the social media apprenticeship."

Ayesha, Wilderness Agency

[Click to view a 2-minute LPC digital and creative case study video](#)

DEMONSTRATING IMPACT: A CASE STUDY FROM LONDON PARAMOUNT CARE

Overview:

- London Paramount Care is a company that offers residential homes for adults and children that have learning disabilities and or autism. We are aiming for everyone working with us, to be able to have the right skills, knowledge and qualifications, to enable them to help the individuals we care for.
- The levy transfer support was beneficial and helped both the company and its employees. The financial support for apprenticeship training has enabled us to offer an opportunity for a member of the team to work towards a higher level 5 qualification that will enhance their knowledge, and skills and gain recognition as a professional in the adult social care sector.

"The levy transfer was very helpful and it benefited a lot both the company and the employee."

Jay Handog, , Operations
Manager. London Paramount
Care Ltd



PLANNING FOR THE YEAR AHEAD

1. We will continue to present suitable levy transfer requests to you for consideration as per priorities reflected in the pledge agreement.
2. The LPC is actively seeking new funding partners for 2023 and beyond. If some or all of our work aligns with the priorities of any philanthropic investments or corporate sponsorships your organisation is able to make, we would be delighted to begin exploring this with you.
3. We've made great strides in making the case for the important role of independent support for apprenticeship creation, especially for SMEs in London. We welcome the partnership collaboration and support from Stifel Europe. Moreover, we know how well-connected many of our levy donors, e.g. Stifel Europe are, with the local and national government, intermediaries and other industry agencies. If you'd like to help us continue pushing this up the political agenda, do discuss it with us to explore new opportunities.

THANK YOU – KEEP IN TOUCH

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 www.thelpc.uk

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