

Actions	Responsibility	Due Date	Progress to Date	RAG
Community Planning Partners to develop individual action plans to directly or indirectly support increased apprenticeship availability, with budget expected from partners who have capability to deliver substantial programmes.	All Community Planning Partners	March 2023	No action plans have yet been created.	Red
Development of a marketing and communications campaign to support promotion of the different types, levels and benefits of apprenticeships	MEP Comms, SDS	March 2023	White Label, the media agency working on behalf of MEP developed and delivered an apprenticeship campaign earlier in the year, which included a suite a press releases, social media posts, and case studies based on both apprentices and employers. This will need refreshed and again delivered in 2023/24.	Green
Increased communications of local case studies and success stories, across a range of channels and social media platforms Increased number of awareness raising events, involving employers, public, and learning providers – such as Apprenticeship Week	Local Employability Partnership (LEP), SDS, DYW Moray, Moray Council, UHI Moray	September 2023 ongoing	As above. White Label also assisted with promotion of an employer event and an event focussed on prospective apprentices, which took place as part of Scottish Apprenticeship Week. Learning providers participate in both of these events.	Green
Identify opportunities for accessing external funding sources to support recruitment of apprentices	Moray Council, HIE, LEP	Ongoing	This is an ongoing piece of work for all partners.	Yellow
Public partners to adopt Community Wealth Building approach to community benefits in public contracts, to maximise	Moray Council, NHS Grampian, HIE, UHI Moray	March 2024	This work is in development via the Supplier Development Forum.	Green

creation of local apprenticeship opportunities with suppliers				
Provide support for local partner agencies such as Moray Chamber of Commerce and tsimORAY to engage with private and third sector employers, in order to encourage increased availability of apprenticeship opportunities	LEP, LEP Third Sector Employer Engagement Worker	March 2024	It was agreed that the Local Employability Partnership would serve as the lead for this action. This is an ongoing piece of work for all partners.	
Engagement with SDS and learning providers to identify those who offer Graduate Apprenticeship frameworks on a solely distance learning basis and lobby for increased availability of frameworks on an in-person basis in Moray	LEP	March 2023 ongoing	It was agreed that the Local Employability Partnership would serve as the lead for this action. This action is underway through engagement between UHI Moray and SDS, supported by the Senior Officer Economic Strategy and Development. Discussions remain ongoing though are also impacted by the Scottish Government skills review.	
Promote apprenticeship pathways to Moray Growth Deal programme board and project managers to maximise apprenticeship opportunities within projects.	LEP	March 2023 ongoing	It was agreed that the Local Employability Partnership would serve as the lead for this action. The Senior Officer Economic Strategy and Development will host a social value session with MGD Project Managers in September 2023, which will include reference to this objective.	
Ensure delivery of high-quality apprenticeship experiences, with adequate levels of support to increase achievement rates	All Community Planning Partners	March 2023 ongoing	<p>2022/23 Moray achievement rate 71.2% (72.7%) 2021/22 Moray achievement rate 69.6% (71.8%) 2020/21 Moray achievement rate 78.4% (76.4%)</p> <p>The Moray Achievement Rate has increased year on year but remains below the national average (in brackets). Closing the gap to the national rate is the current priority in measuring success against this action.</p>	

Increased apprenticeship opportunities at all levels to support talent attraction and retention			
Target outcomes linked to objective	2021/22	2022/23	2023/24
800 annual Modern Apprenticeship starts by 2028	366	383	
50 annual Graduate Apprenticeship starts by 2028	13	TBC	
100 annual Foundation Apprenticeship starts by 2028	34	TBC	

Develop a 'Grow Our Own' programme for Moray to protect business sectors and public services vulnerable to forecast replacement demand			
Target outcomes linked to objective	2021/22	2022/23	2023/24
Provision of online or in-person access, without the need to commute, for all 13 Graduate Apprenticeship frameworks for people residing in Moray by 2028	Ongoing	Ongoing	
A minimum of 20 Graduate Apprenticeship starts in total for existing employees of community planning partners from 2023 to 2026	0	0	
A minimum of 40 Graduate Apprenticeship starts in total for existing employees of community planning partners from 2023 to 2028	0	0	

Raise employer and employee awareness of apprenticeship pathways			
Target outcomes linked to objective	2021/22	2022/23	2023/24
A minimum of 30 Graduate Apprenticeship employers in Moray by 2028	9	TBC	
Coordination of annual apprenticeship conference in Moray for employers	N/A	Delivered	
Coordination of annual apprenticeship job fair for general public	N/A	Delivered	
Development of a communication plan to align messaging to improve signposting to information platforms and support services	N/A	Delivered	

Embed apprenticeship programmes across all Community Planning Partners			
Target outcomes linked to objective	2021/22	2022/23	2023/24
A minimum of 50 Modern Apprenticeships starts annually across community planning partners by 2028	19	TBC	
A minimum of 30 Foundation Apprenticeship starts annually across community planning partners by 2028	0	TBC	
A minimum of 10 Graduate Apprenticeship starts annually across community planning partners by 2028	0	TBC	