

**Our
future.
It's in
our hands.**



Delivering local economic value through Capital Programmes and Apprenticeships

Policy Update

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Manchester

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What is an Apprenticeship?

- ✓ Work-based training programme designed around the needs of employers, leading to nationally recognised qualifications. Simply a Job with Training!
- ✓ Apprentices can be any age 16 – 65
- ✓ New recruit or existing member of staff.
- ✓ Three levels: usually lasting from 1 to 4 years.
- ✓ Over 190 types of Apprenticeships within a variety of industry sectors ranging from accountancy and engineering to veterinary nursing and floristry.

Why Apprenticeships

Employers say Apprenticeships are ‘Good for Business’

- ✓ Clear return on investment
- ✓ Greater productivity - 87% of employers believe apprentices make their company more productive
- ✓ Efficiency Savings - Quality of work (85% right first time v 60%)
- ✓ Lower recruitment costs
- ✓ Lower training and retention costs
- ✓ Succession planning for your future workforce needs
- ✓ Increased employee satisfaction
- ✓ Greater loyalty and quality of work

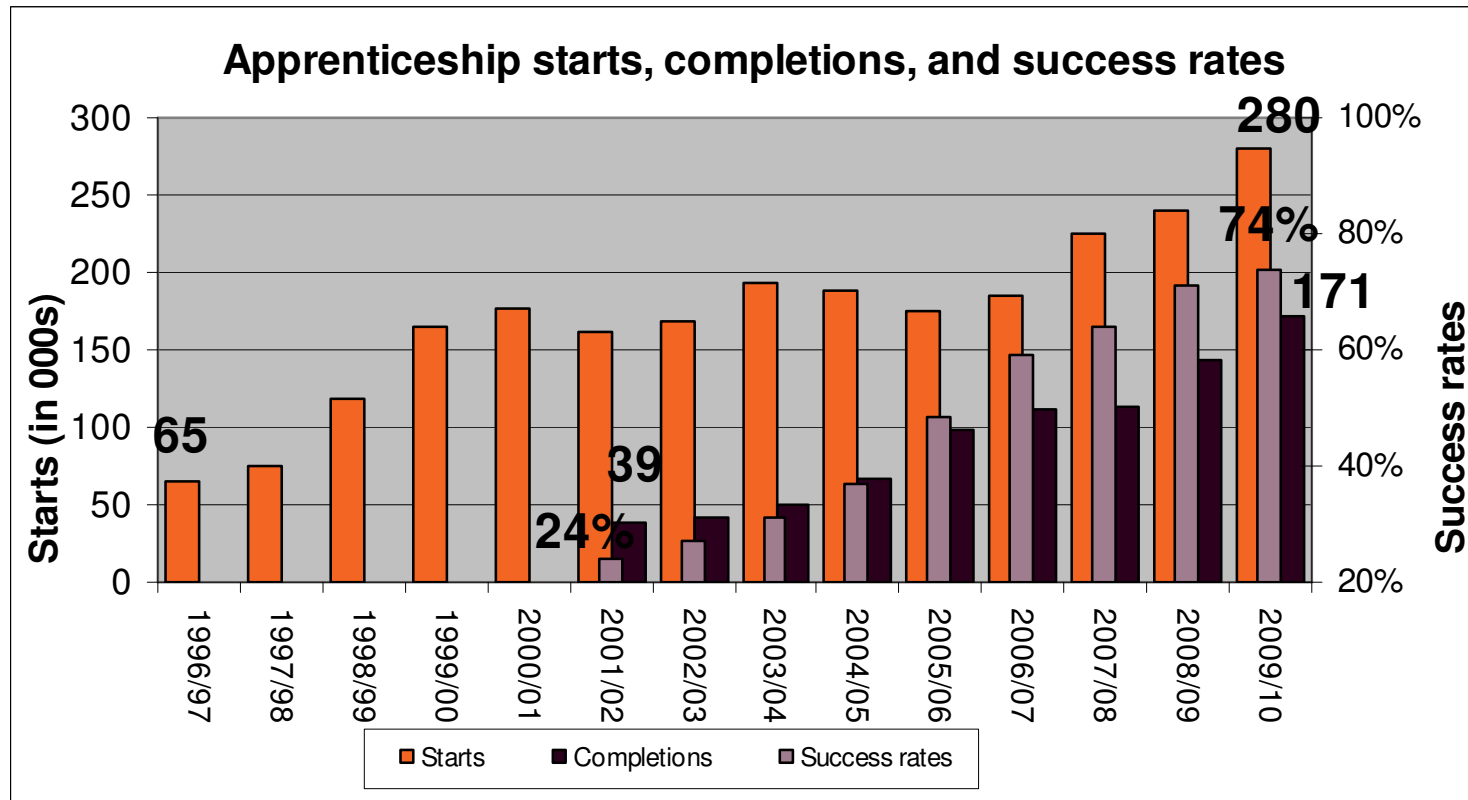
Apprenticeships - Good for the Economy

- ✓ For every £1 of government investment in Apprenticeships the economy gets £40 of added value!
- ✓ Companies who employ apprentices are more profitable and more successful than those who don't
- ✓ Developing our workforce through Apprenticeships will keep the UK competitive nationally
- ✓ Research shows that apprentices earn, on average, over £100,000 more throughout their lifetime than other employees.

Background



Apprenticeships: A Real Success Story



10/11 P12 2 year growth

- Growth from the final year positions in 08/09 to the current position at Period 12 10/11- therefore these will increase further when P15 data is submitted.

Age Band	2 year growth
16-18	29.1%
19-24	63.9%
25+	214.1%
Total	84.5%

Construction, Planning & the Built Environment, England

Starts			
SSA T1	07/08	08/09	09/10
Business, Admin & Law	52833	64063	76585
Retail & Commercial Enterprise	46942	48033	61621
Health, Public Services & Care	31761	34891	44152
Engineering & Manufacturing Technol	40702	36992	37861
Construction, Planning & the Built Environ	33721	29221	25212
Leisure, Travel & Tourism	6848	11325	14690
Information & Communication Tech	6757	8823	12567
Agriculture, Horticulture & Animal Care	4809	5208	5690
Education & Training	336	1160	855
Arts, Media and Publishing	43	231	443
Grand Total	224758	239947	279676

Percentage Split		
07/08	08/09	09/10
23.51%	26.70%	27.38%
20.89%	20.02%	22.03%
14.13%	14.54%	15.79%
18.11%	15.42%	13.54%
15.00%	12.18%	9.01%
3.05%	4.72%	5.25%
3.01%	3.68%	4.49%
2.14%	2.17%	2.03%
0.15%	0.48%	0.31%
0.02%	0.10%	0.16%
100%	100%	100%

Construction, Planning & the Built Environment, North West

Starts	Academic Year			Percentage Split		
SSA T1	07/08	08/09	09/10	07/08	08/09	09/10
Business, Admin & Law	8977	11016	15091	25.30%	30.16%	31.92%
Retail & Commercial Enterprise	7674	7010	10163	21.63%	19.19%	21.49%
Health, Public Services & Care	4771	5256	7096	13.45%	14.39%	15.01%
Engineering & Manufacturing Technologies	5648	5008	5350	15.92%	13.71%	11.31%
Construction, Planning & the Built Environment	6500	5334	4630	18.32%	14.60%	9.79%
Leisure, Travel & Tourism	802	1582	3026	2.26%	4.33%	6.40%
Information & Communication Technology	408	579	1012	1.15%	1.59%	2.14%
Agriculture, Horticulture & Animal Care	529	585	609	1.49%	1.60%	1.29%
Education & Training	147	127	239	0.41%	0.35%	0.51%
Arts, Media & Publishing	25	30	67	0.07%	0.08%	0.14%
Grand Total	35481	36527	47283	100.00%	100.00%	100.00%

Construction Sector Greater Manchester



Starts	Academic Year		
Framework	2007/08	2008/09	2009/10
Construction (116)	1397	1089	908
MES Plumbing (117)	330	255	264
Electrotechnical (105)	400	329	255
Heat, Vent, Air Con & Refrig (212)	60	56	65
Build Services Engineering Techs (282)	11	33	5
Fitted Interiors (344)	10	0	0
Grand Total	2208	1764	1497

Policy Update

What's the policy direction.....

- Significant increase in Apprenticeship starts **but**
- Further 16-18 growth required to meet the ambition
- Demand from individuals outweighs employer opportunities **so**
- More employers needed to realise growth
- Expansion of Apprenticeship frameworks **but**
- Greater alignment with key employment & growth sectors **and**
- Need to increase the proportion of Advanced Apprentices to meet skills needs

Apprenticeships – Where we want to be

- **Increased number** of L4 and L5 frameworks developed, to meet evidenced business and sector need.
- **10,000** additional Higher Apprenticeships delivered over the **next four years**.
- **Greater recognition from employers**, potential apprentices and others, of Higher Apprenticeships as a high quality progression pathway to **achieve professional status** and **meet business needs**.
- £140m additional funding to support the training of 40,000 young unemployed adults.
- A high quality experience for every apprentice and employer

Marketing Campaign

- The target audience is employers with under 250 employees
- The data being used this year is for employers in the NAS priority sectors of;
 - ✓ Advanced Manufacturing
 - ✓ Digital Economy and Creative Industries (including IT)
 - ✓ Business and Professional Services
 - ✓ Energy and Environment
 - ✓ **Construction**
 - ✓ Life Sciences, Health and Social Care
 - ✓ Engineering

Promoting Apprenticeships



- Marketing campaign – “**Get With Apprenticeships**”
 - Targeting SME businesses across the country using media & radio advertising, direct mail and telemarketing
- National Apprenticeships Week 2012
6th to 10th February
- Annual Apprenticeship Awards
previous winners include Bentley Motors Ltd.

An advertisement for Apprenticeships featuring Bentley Motors Ltd. The top section has a dark purple background with the Apprenticeships logo and the text "We're with Apprenticeships" in large orange letters. Below this is a photo of a group of Bentley staff and apprentices in green uniforms standing next to a blue Bentley Continental GT in a factory setting. A quote from Christine Gaskell, Bentley Motors Ltd (Crewe), is overlaid on the photo. The bottom section has a dark purple background with text about the benefits of employing an apprentice, contact information, and a QR code.

Apprenticeships

We're with Apprenticeships

Bentley Motors Ltd is with Apprenticeships.
"Apprenticeships are one thing that throughout the recession we have maintained absolutely. They bring in new skills and fresh ideas as well as maintaining important traditional skills."
Christine Gaskell, Bentley Motors Ltd (Crewe)

By employing an apprentice your business can benefit from increased productivity, improved competitiveness and a more committed and competent workforce.

Call 08000 150 600 or visit apprenticeships.org.uk
to **get with Apprenticeships**



Photo: Christine Gaskell, Member of the Board, Personnel with Bentley's apprentices.

Find out more



- ✓ National Apprenticeship Service in place to offer expert advice and support.
- ✓ How can you contact us

john.myers@apprenticeships.gov.uk

or

07887 628 757

