

## Apprenticeships Data Report 2011

### Bournemouth, Dorset and Poole

Produced by SLIM

**June 2011**



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## 1. Introduction

This paper contains a brief analysis of the available statistical data relating to Apprenticeships in the proposed Bournemouth, Dorset and Poole (BDP) area. It covers recent trends in the take up and achievement of Apprenticeship frameworks locally compared to wider trends, and also briefly looks at the demand for Apprentices among local employers. This data report should be read in conjunction with “Delivering Apprenticeships: The Challenge for the South West” (SLIM 2011)

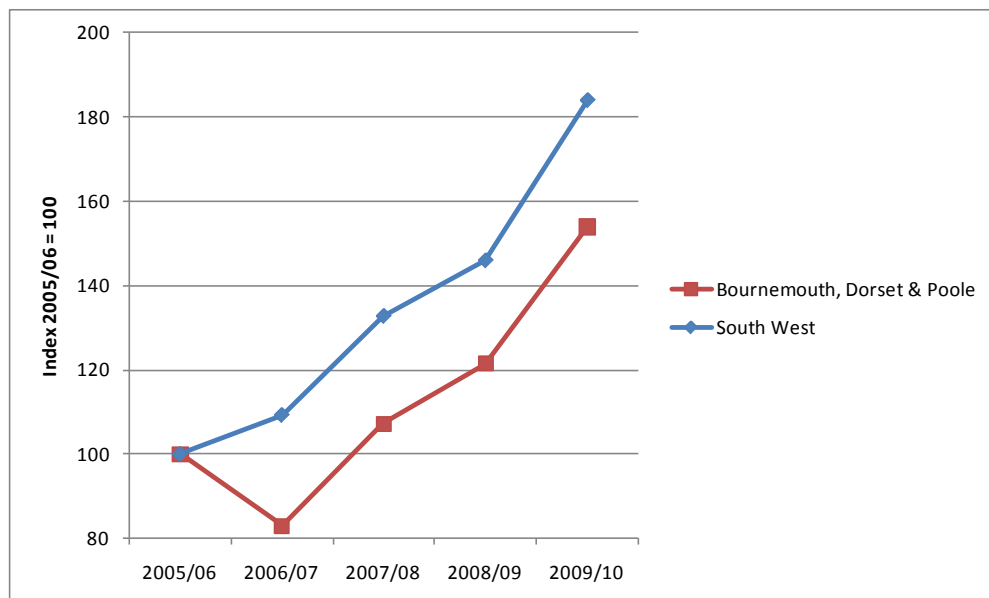
<http://www.swslim.org.uk/Downloads/SL2649.pdf> and “Apprenticeships: Delivering the Coalition’s Vision” (SLIM 2011) <http://www.swslim.org.uk/Downloads/SL2650.pdf> .

## 2. The Supply of Apprentices

This section is based on Apprenticeship data released via the Data Service website ([www.thedataservice.org.uk/](http://www.thedataservice.org.uk/)), and covers the number of apprenticeship framework starts and achievements going back to 2005/06.

Figure 1 shows that there has been a sharp growth in the take up of Apprenticeships in the last four years, albeit with BDP showing slower identical growth compared to the South West as a whole due to a fall in take up during 2006/07. There were a total of 6,590 Apprenticeship starts in BDP in 2009/10, a rise of 2,310 (54%) from 2005/06 (the lowest rate in the region), with an increase of 1,390 (27%) in the last year alone. The rates of growth across the South West were an 84% increase in starts since 2005/06 and a 26% rise in the last year.

**Figure 1: Total Apprenticeship Programme Starts, BDP vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)**

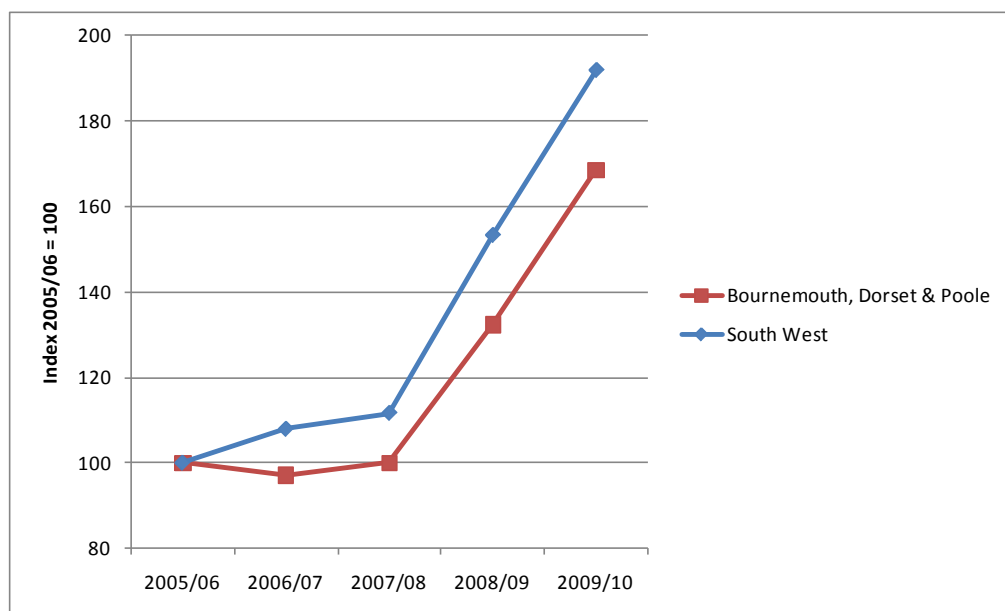


Source: The Data Service

There has been a similarly sharp rise in achievements (i.e. successful completion of all elements of the Apprenticeship framework) in the last two years (this time lag would be expected as frameworks usually take at least 12 months to complete). A total of 3,540

frameworks were achieved in BDP in 2009/10. Again, the rate of growth locally has been well below the regional rate, with a 69% rise in the number of frameworks achieved between 2005/06 and 2009/10, compared to 92% for the wider region (Figure 2). As well as the substantial increase in starts, the level of apprenticeship achievements has been further boosted by an increase in the proportion of starts that result in a successful framework completion (see section on Success Rates).

**Figure 2: Total Apprenticeship Programme Achievements, BDP vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)**



Source: The Data Service

Table 1 shows that Apprenticeship take up has increased across all local authorities in the South West, albeit to differing levels. While in some areas of the South West have seen numbers more than double in the last four years, BDP fell well short of these levels, having among the lowest levels of growth in the region in both starts and achievements.

**Table 1: Apprenticeship Programme Starts and Achievements by South West Local Enterprise Partnership (confirmed and proposed), 2005/06 - 2009/10**

LEP	Starts		Achievements	
	2009/10	% change from 05/06-09/10	2009/10	% change from 05/06-09/10
Cornwall (Includes Isles of Scilly)	3,750	76.9%	2,590	90.4%
Heart of the South West	11,440	81.3%	7,480	89.8%
Gloucestershire	2,820	72.0%	1,800	65.1%
West of England	5,550	112.6%	3,280	132.6%
<b>Bournemouth, Dorset &amp; Poole</b>	<b>6,590</b>	<b>54.0%</b>	<b>3,540</b>	<b>68.6%</b>
Wiltshire	3,790	134.0%	2,200	115.7%
Swindon	1,080	120.4%	660	120.0%
<b>South West</b>	<b>35,020</b>	<b>83.8%</b>	<b>21,540</b>	<b>91.8%</b>

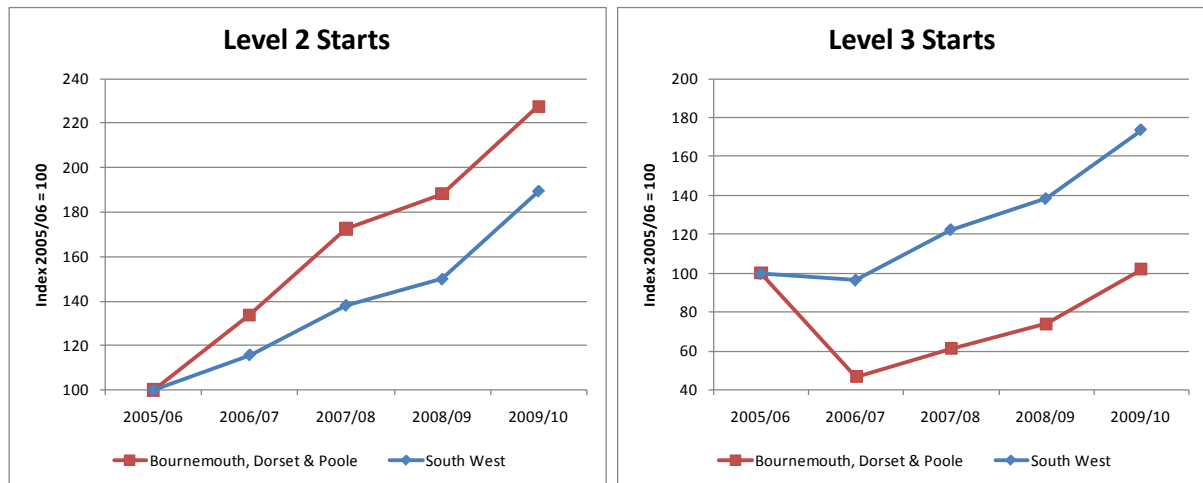
<b>England</b>	<b>279,700</b>	<b>59.8%</b>	<b>171,500</b>	<b>73.8%</b>
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Source: The Data Service

### 3. Apprenticeships by Level

As shown in Figure 3, there has been strong growth in Apprenticeship starts at both Level 2 and Level 3 and above. In BDP, there were 4,050 Level 2 starts in 2009/10, an increase of 128% since 2005/06 and by 21% since 2008/09. Starts at Level 3 and above have grown strongly in the last 3 years, but by just 2% between 2005/06 and 2009/10 to a total of 2,550.

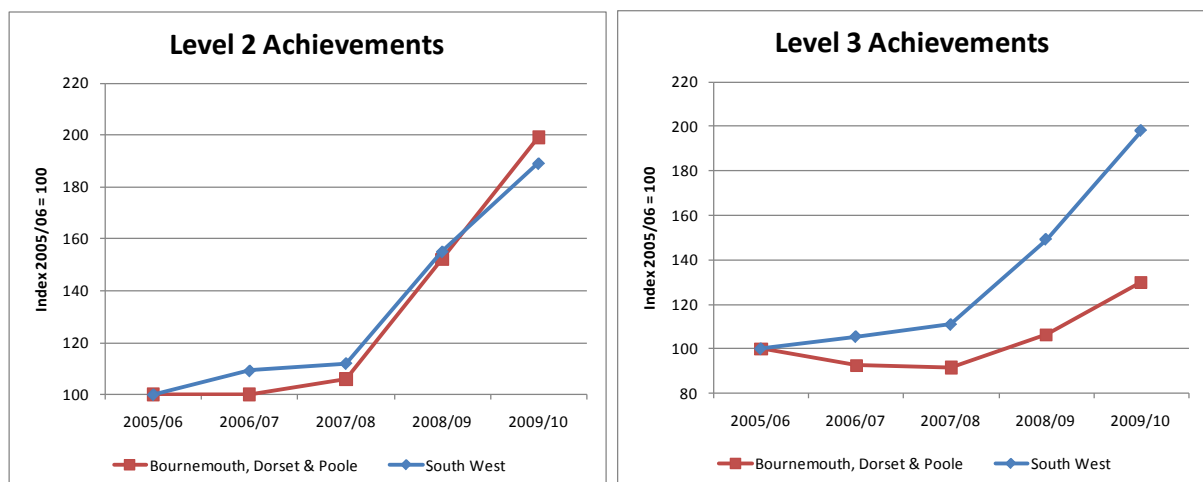
**Figure 3: Apprenticeship Programme Starts by Level, BDP vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)**



Source: The Data Service

Figure 4 shows that the numbers of achievements have risen at a high rate for level 2 apprenticeships in the last two years, but more slowly for Level 3 and above.

**Figure 4: Apprenticeship Programme Achievements by Level, BDP vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)**



Source: The Data Service

## 4. Success Rates

The rate of successful completion of full Apprenticeship frameworks has been rising significantly in recent years. In 2009/10, 81% of all Apprenticeships among Dorset learners were completed, rising from just 53% in 2004/05. Achievement levels in Poole are slightly lower and in Bournemouth are the lowest in the South West.

Table 2 shows that all local authorities in the South West have seen a significant rise in success rates of at least 25 percentage points, but that the three BDP areas have the lowest rates of increase across the region.

**Table 2: Apprenticeship Success Rates by Local Authority, South West, 2004/05 - 2009/10**

	2004/05	2009/10	Change
Bath and North East Somerset	39.9%	72.1%	32.2
Bournemouth	36.5%	65.7%	29.2
Bristol	36.3%	69.8%	33.5
Cornwall (Includes Isles of Scilly)	38.9%	80.4%	41.5
Devon	42.2%	80.1%	37.9
Dorset	52.9%	81.0%	28.1
Gloucestershire	42.4%	75.1%	32.7
North Somerset	41.1%	75.9%	34.8
Plymouth	44.5%	80.1%	35.6
Poole	45.3%	72.7%	27.4
Somerset	36.7%	73.8%	37.1
South Gloucestershire	38.9%	74.7%	35.8
Swindon	40.2%	77.3%	37.1
Torbay	33.0%	76.2%	43.2
Wiltshire	41.8%	79.5%	37.7
<b>South West</b>	<b>36.7%</b>	<b>77.3%</b>	<b>40.6</b>
<b>England</b>	<b>36.7%</b>	<b>73.8%</b>	<b>37.1</b>

Source: The Data Service

Note: Denominator data used to generate success rates is not published, meaning that comparable figures for LEPs cannot be derived.

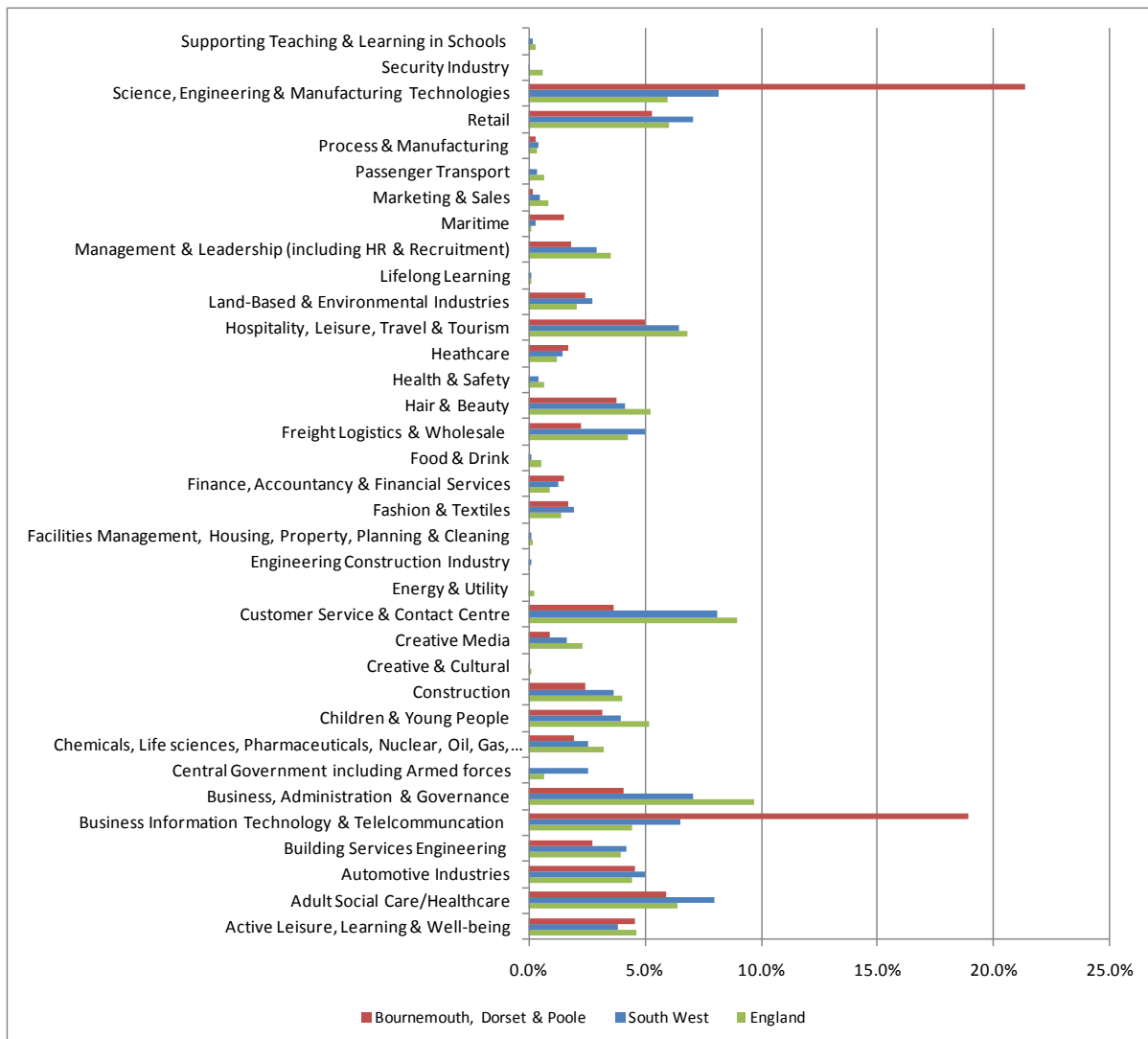
## 5. Apprenticeships by Sector

Figure 5 shows that (within BDP) the sectors with the most Apprenticeship starts were as follows:

Science, Engineering & Manufacturing Technologies	1,410	(21.4% of the total)
Business Information Technology & Telecommunication	1,250	(18.9%)
Adult Social Care/Healthcare	390	(5.9%)
Retail	350	(5.3%)
Hospitality, Leisure, Travel & Tourism	330	(5.0%)
Active Leisure, Learning & Well-being	300	(4.5%)

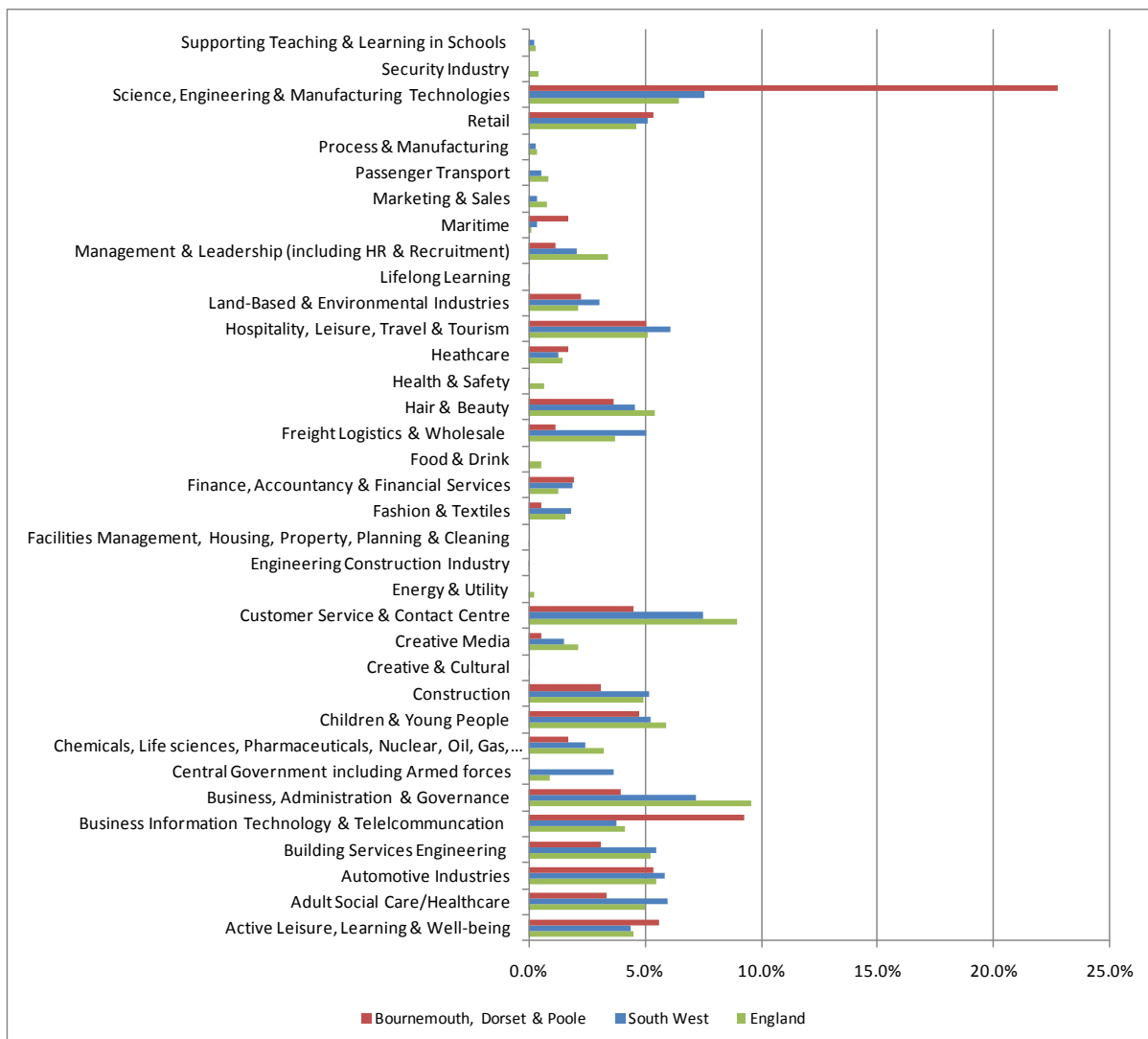
BDP differs from the national trend regarding the sectoral balance of Apprenticeships, with a strong bias towards the Science, Engineering & Manufacturing Technologies and Business Information Technology & Telecommunication sectors, which account for over 40% of all starts in the area. Although a small sector, BDP has also has an above average concentration of Apprenticeships in the Marine sector, reflecting its prominence in the local economy (see Appendices 1 and 2).

**Figure 5: Apprenticeship Starts by Sector, BDP vs South West & England, 2009/10**



Source: The Data Service

**Figure 6: Apprenticeship Achievements by Sector, BDP vs South West & England, 2009/10**



Source: The Data Service

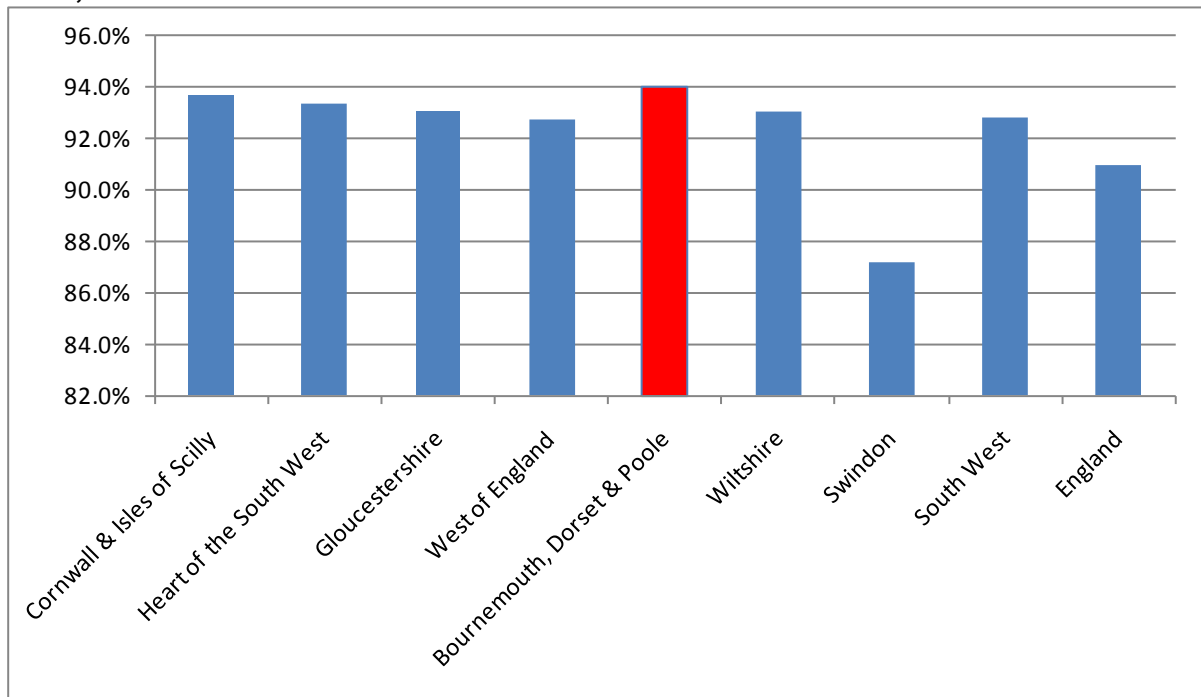
## 6. Employer Demand - National Employer Skills Survey Analysis

The following section is an analysis of the data relevant to Apprenticeships from the National Employer Skills Survey (NESS) 2009. While the survey asked a number of questions related to Apprenticeships, limited sample sizes at a local authority level fail to yield much by way of reliable data, thereby restricting the analysis presented here to employers' awareness of and current involvement with Apprenticeships.

### Awareness of Apprenticeships

Employer awareness of government-funded Apprenticeships is high with 94% of local employers having heard of them, slightly above the national average of 91%.

**Figure 7: Awareness of Apprenticeships by LEP (confirmed and proposed), South West, 2009**

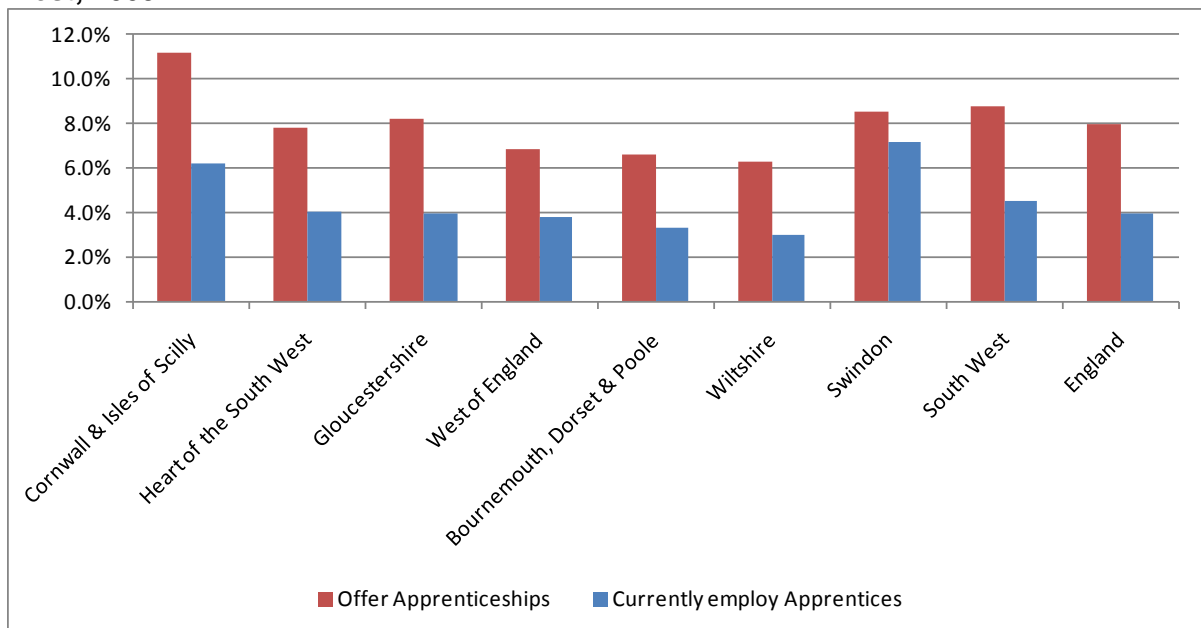


Source: NESS 2009

**Current involvement with Apprenticeships**

Overall, 6.6% of BDP's employers offer Apprenticeships (8.7% regionally), although only 3.3% actually had any staff currently undertaking an Apprenticeship at the time of the survey, slightly below the regional average of 4.5% (and less than nationally).

**Figure 8: Involvement with Apprenticeships by LEP (confirmed and proposed), South West, 2009**



Source: NESS 2009

## Appendix 1: Apprenticeship Starts by Sector, 2009/10

Sector	BDP		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	300	4.5%	1,350	3.9%	12,970	4.6%
Adult Social Care/Healthcare	390	5.9%	2,800	8.0%	17,890	6.4%
Automotive Industries	300	4.5%	1,750	5.0%	12,460	4.5%
Building Services Engineering	180	2.7%	1,460	4.2%	11,140	4.0%
Business Information Technology & Telecommunication	1,250	18.9%	2,290	6.5%	12,370	4.4%
Business, Administration & Governance	270	4.1%	2,480	7.1%	27,030	9.7%
Central Government including Armed forces	0	0.0%	890	2.5%	1,760	0.6%
Chemicals, Life sciences, Pharmaceuticals, Nuclear, Oil, Gas, Petroleum, Polymer	130	2.0%	890	2.5%	8,940	3.2%
Children & Young People	210	3.2%	1,390	4.0%	14,400	5.1%
Construction	160	2.4%	1,270	3.6%	11,150	4.0%
Creative & Cultural	0	0.0%	20	0.1%	240	0.1%
Creative Media	60	0.9%	570	1.6%	6,530	2.3%
Customer Service & Contact Centre	240	3.6%	2,840	8.1%	25,030	8.9%
Energy & Utility	0	0.0%	0	0.0%	660	0.2%
Engineering Construction Industry	0	0.0%	40	0.1%	180	0.1%
Facilities Management, Housing, Property, Planning & Cleaning	0	0.0%	40	0.1%	470	0.2%
Fashion & Textiles	110	1.7%	690	2.0%	3,960	1.4%
Finance, Accountancy & Financial Services	100	1.5%	440	1.3%	2,530	0.9%
Food & Drink	0	0.0%	40	0.1%	1,500	0.5%
Freight Logistics & Wholesale	150	2.3%	1,750	5.0%	11,890	4.3%
Hair & Beauty	250	3.8%	1,450	4.1%	14,610	5.2%
Health & Safety	0	0.0%	140	0.4%	1,760	0.6%
Healthcare	110	1.7%	510	1.5%	3,430	1.2%
Hospitality, Leisure, Travel & Tourism	330	5.0%	2,260	6.5%	19,070	6.8%
Land-Based & Environmental Industries	160	2.4%	960	2.7%	5,690	2.0%
Lifelong Learning	0	0.0%	30	0.1%	390	0.1%
Management & Leadership (including HR & Recruitment)	120	1.8%	1,030	2.9%	9,800	3.5%
Maritime	100	1.5%	110	0.3%	270	0.1%
Marketing & Sales	10	0.2%	160	0.5%	2,270	0.8%
Passenger Transport	0	0.0%	130	0.4%	1,920	0.7%
Process & Manufacturing	20	0.3%	140	0.4%	1,070	0.4%
Retail	350	5.3%	2,480	7.1%	16,920	6.0%
Science, Engineering & Manufacturing Technologies	1,410	21.4%	2,860	8.2%	16,760	6.0%
Security Industry	0	0.0%	20	0.1%	1,620	0.6%
Supporting Teaching & Learning in Schools	0	0.0%	60	0.2%	800	0.3%
Unknown	10	0.2%	10	0.0%	240	0.1%
<b>Total</b>	<b>6,600</b>	<b>100%</b>	<b>35,010</b>	<b>100%</b>	<b>279,680</b>	<b>100%</b>

Source: The Data Service

## Appendix 2: Apprenticeship Achievements by Sector, 2009/10

Sector	BDP		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	200	5.6%	940	4.4%	7,680	4.5%
Adult Social Care/Healthcare	120	3.4%	1,290	6.0%	8,540	5.0%
Automotive Industries	190	5.3%	1,260	5.8%	9,360	5.5%
Building Services Engineering	110	3.1%	1,180	5.5%	9,010	5.3%
Business Information Technology & Telecommunication	330	9.3%	820	3.8%	7,140	4.2%
Business, Administration & Governance	140	3.9%	1,550	7.2%	16,400	9.6%
Central Government including Armed forces	0	0.0%	790	3.7%	1,540	0.9%
Chemicals, Life sciences, Pharmaceuticals, Nuclear, Oil, Gas, Petroleum, Polymer	60	1.7%	520	2.4%	5,520	3.2%
Children & Young People	170	4.8%	1,130	5.2%	10,090	5.9%
Construction	110	3.1%	1,120	5.2%	8,430	4.9%
Creative & Cultural	0	0.0%	0	0.0%	120	0.1%
Creative Media	20	0.6%	330	1.5%	3,590	2.1%
Customer Service & Contact Centre	160	4.5%	1,620	7.5%	15,330	8.9%
Energy & Utility	0	0.0%	0	0.0%	410	0.2%
Engineering Construction Industry	0	0.0%	10	0.0%	70	0.0%
Facilities Management, Housing, Property, Planning & Cleaning	0	0.0%	0	0.0%	120	0.1%
Fashion & Textiles	20	0.6%	390	1.8%	2,660	1.6%
Finance, Accountancy & Financial Services	70	2.0%	400	1.9%	2,210	1.3%
Food & Drink	0	0.0%	0	0.0%	870	0.5%
Freight Logistics & Wholesale	40	1.1%	1,090	5.0%	6,350	3.7%
Hair & Beauty	130	3.7%	990	4.6%	9,330	5.4%
Health & Safety	0	0.0%	10	0.0%	1,160	0.7%
Healthcare	60	1.7%	270	1.3%	2,540	1.5%
Hospitality, Leisure, Travel & Tourism	180	5.1%	1,320	6.1%	8,750	5.1%
Land-Based & Environmental Industries	80	2.2%	650	3.0%	3,670	2.1%
Lifelong Learning	0	0.0%	10	0.0%	70	0.0%
Management & Leadership (including HR & Recruitment)	40	1.1%	450	2.1%	5,800	3.4%
Maritime	60	1.7%	70	0.3%	160	0.1%
Marketing & Sales	0	0.0%	70	0.3%	1,380	0.8%
Passenger Transport	0	0.0%	120	0.6%	1,450	0.8%
Process & Manufacturing	0	0.0%	60	0.3%	630	0.4%
Retail	190	5.3%	1,110	5.1%	7,930	4.6%
Science, Engineering & Manufacturing Technologies	810	22.8%	1,630	7.5%	11,100	6.5%
Security Industry	0	0.0%	0	0.0%	670	0.4%
Supporting Teaching & Learning in Schools	0	0.0%	50	0.2%	500	0.3%
Unknown	160	4.5%	220	1.0%	890	0.5%
<b>Total</b>	<b>3,560</b>	<b>100%</b>	<b>21,590</b>	<b>100%</b>	<b>171,470</b>	<b>100%</b>

Source: The Data Service