

Apprenticeships Data Report 2011

Gloucestershire Local Enterprise Partnership

Produced by SLIM

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European Union
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Investing in jobs and skills



1. Introduction

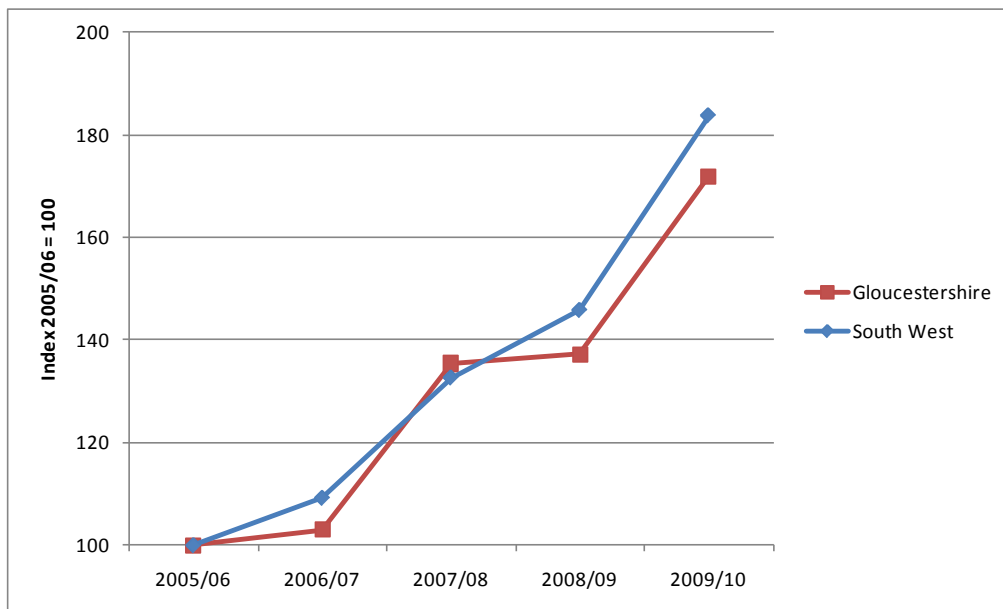
This paper contains a brief analysis of the available statistical data relating to Apprenticeships in the Gloucestershire LEP area. It covers recent trends in the take up and achievement of Apprenticeship frameworks locally compared to wider trends, and also briefly looks at the demand for Apprentices 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/), 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 Gloucestershire showing a similar pattern of growth to the South West as a whole. There were a total of 2,820 Apprenticeship starts in Gloucestershire in 2009/10, a rise of 1,180 (72%) from 2005/06, with an increase of 570 (25%) 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, Gloucestershire vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)

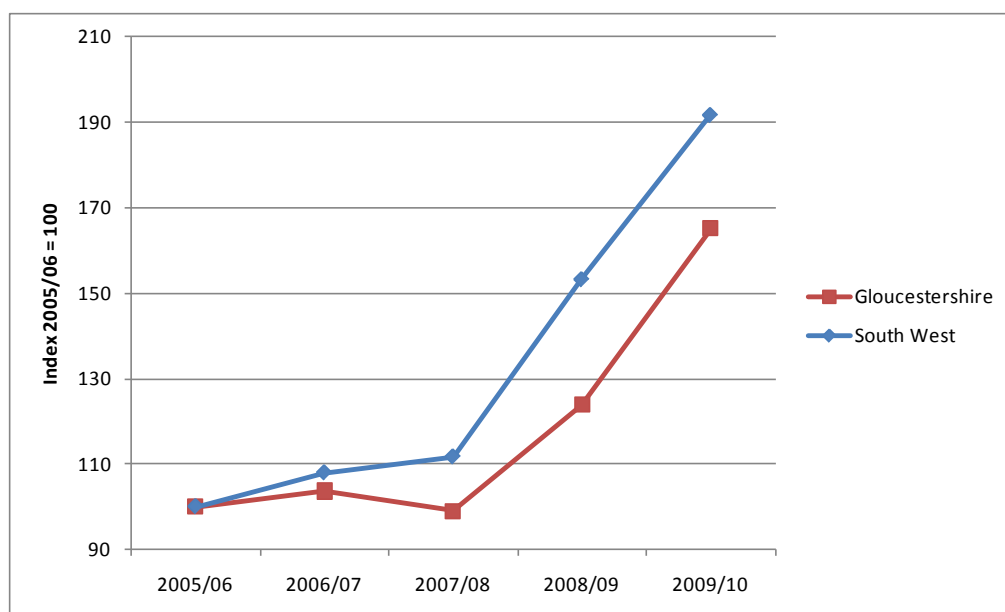


Source: The Data Service

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 1,800 frameworks were achieved in Gloucestershire in 2009/10. Again, the rate of growth locally

has been lower than the regional rate, with a 65% 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, Gloucestershire 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 some areas of the South West have seen numbers more than double in the last four years, Gloucestershire fell well short of these levels, coming well below the regional average 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

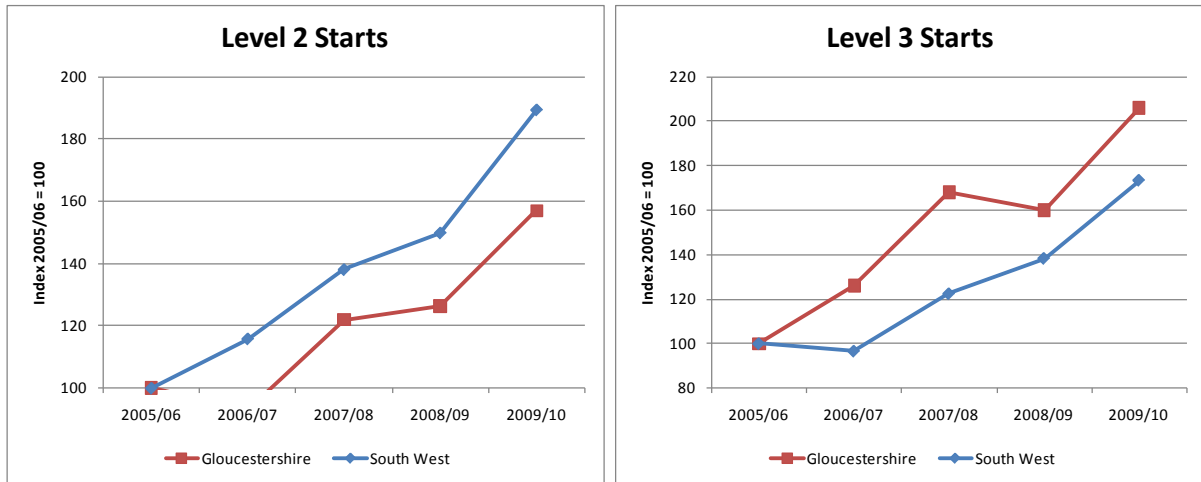
LEP	Starts		Achievements	
	2009/10	% change from 05/06-09/10	2009/10	% change from 05/06-09/10
Cornwall (Includes Isles of Scilly)	3,750	76.9%	2,590	90.4%
Heart of the South West	11,440	81.3%	7,480	89.8%
Gloucestershire	2,820	72.0%	1,800	65.1%
West of England	5,550	112.6%	3,280	132.6%
Bournemouth, Dorset & Poole	6,590	54.0%	3,540	68.6%
Wiltshire	3,790	134.0%	2,200	115.7%
Swindon	1,080	120.4%	660	120.0%
South West	35,020	83.8%	21,540	91.8%
England	279,700	59.8%	171,500	73.8%

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 Gloucestershire, there were 1,790 Level 2 starts in 2009/10, an increase of 57% since 2005/06 and by 29% since 2008/09. Starts at Level 3 and above have grown slightly more strongly, more than doubling between 2005/06 and 2009/10 to a total of 1,030.

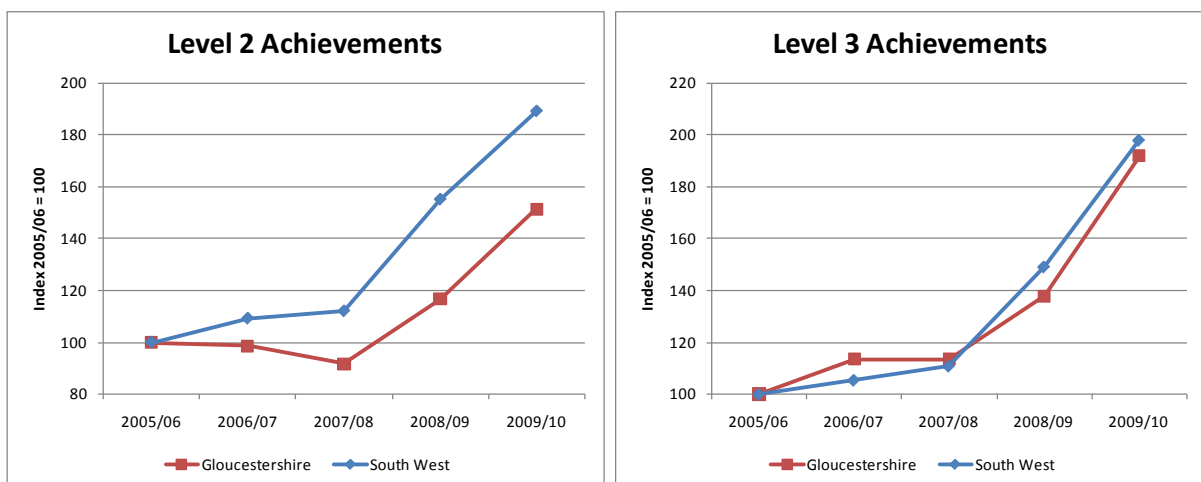
Figure 3: Apprenticeship Programme Starts by Level, Gloucestershire vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)



Source: The Data Service

Figure 4 shows that the numbers of achievements have risen at a high rate for both levels of apprenticeship in the last two years, almost doubling for Level 3 and above.

Figure 4: Apprenticeship Programme Achievements by Level, Gloucestershire 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, 75% of all Apprenticeships among Gloucestershire learners were completed, rising from just over 42% in 2004/05.

This level of success in Gloucestershire is lower than the regional average (77.3%) but slightly above the national average of 73.8%.

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.

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
South West	36.7%	77.3%	40.6
England	36.7%	73.8%	37.1

Source: The Data Service

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

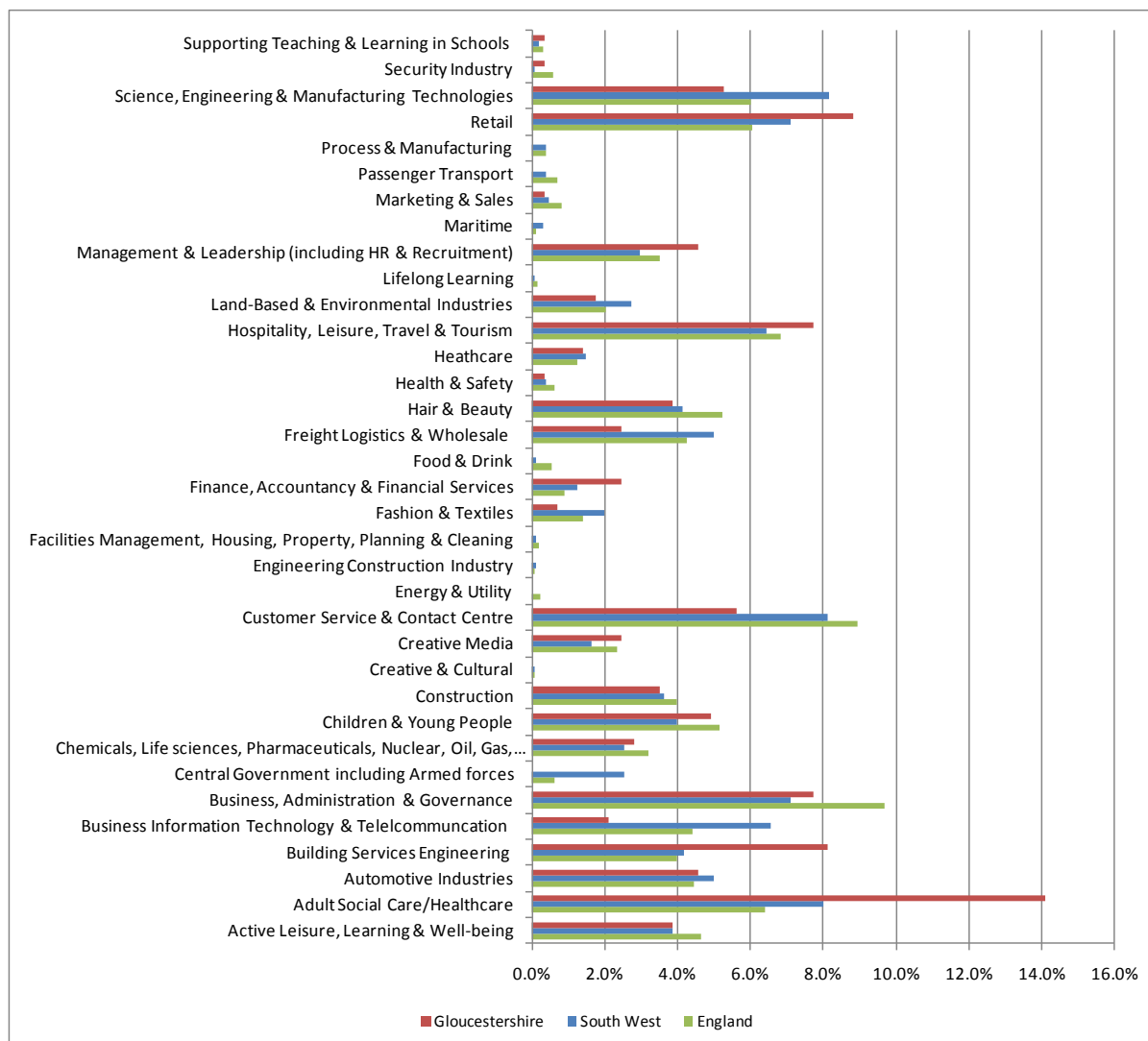
5. Apprenticeships by Sector

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

Adult Social Care/Healthcare	400	(14.1% of the total)
Retail	250	(8.8%)
Building Services Engineering	230	(8.1%)
Business, Administration & Governance	220	(7.7%)
Hospitality, Leisure, Travel & Tourism	220	(7.7%)

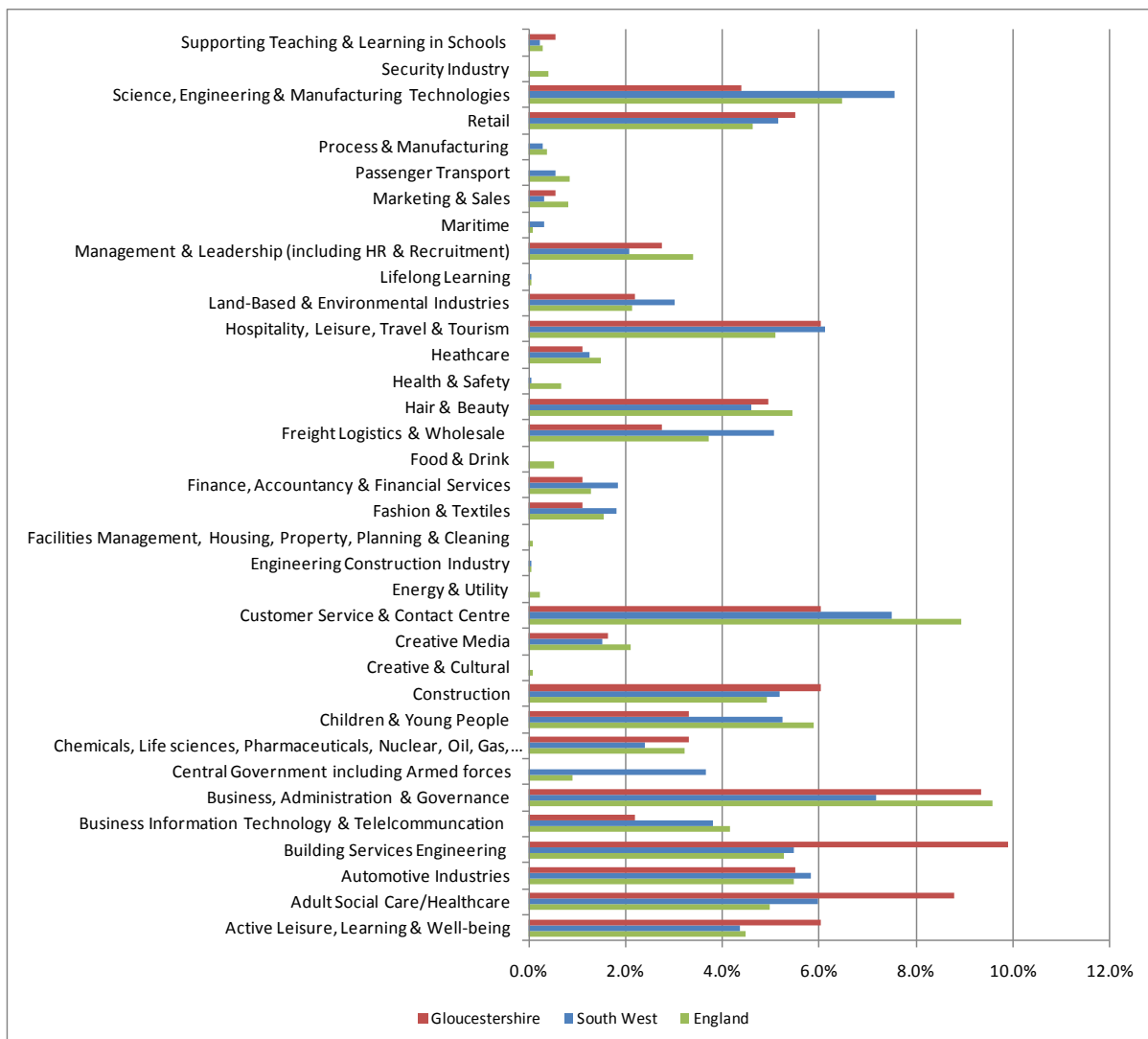
Gloucestershire broadly follows the national trend regarding the sectoral balance of Apprenticeships, although the take up in the Adult Care and Central Government (including Armed forces) sectors is well above average, while take up in Science, Engineering & Manufacturing Technologies is less than the regional average (see Appendices 1 and 2).

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



Source: The Data Service

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



Source: The Data Service

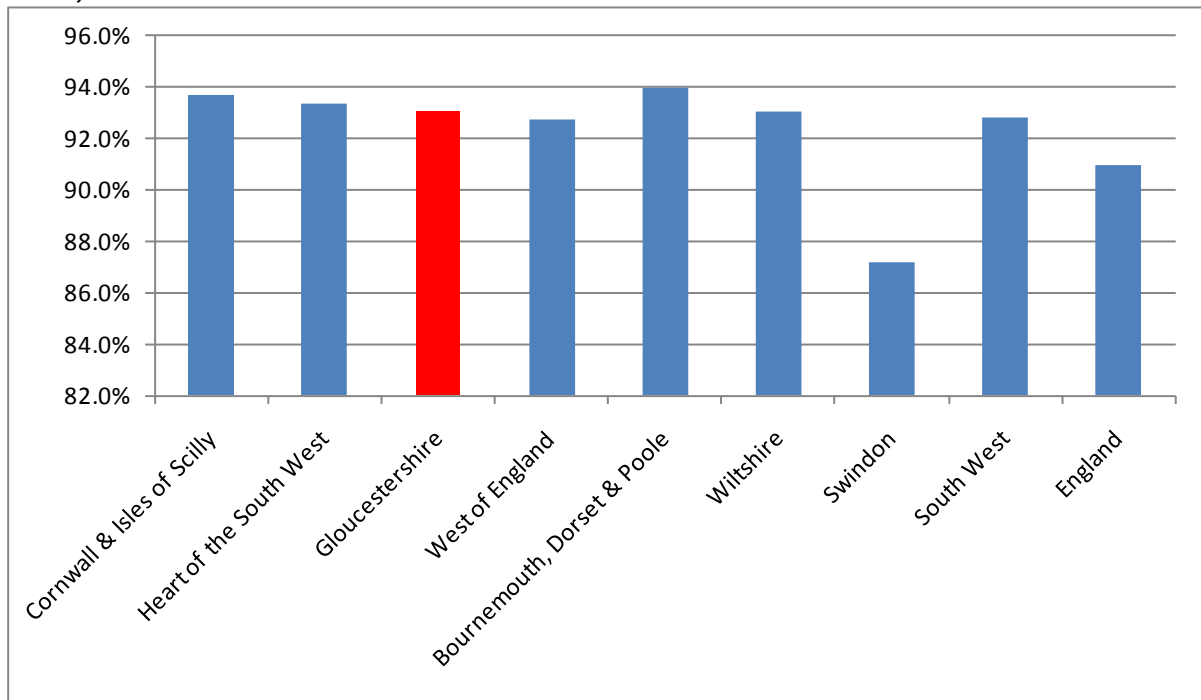
6. Employer Demand - National Employer Skills Survey Analysis

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 93% 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

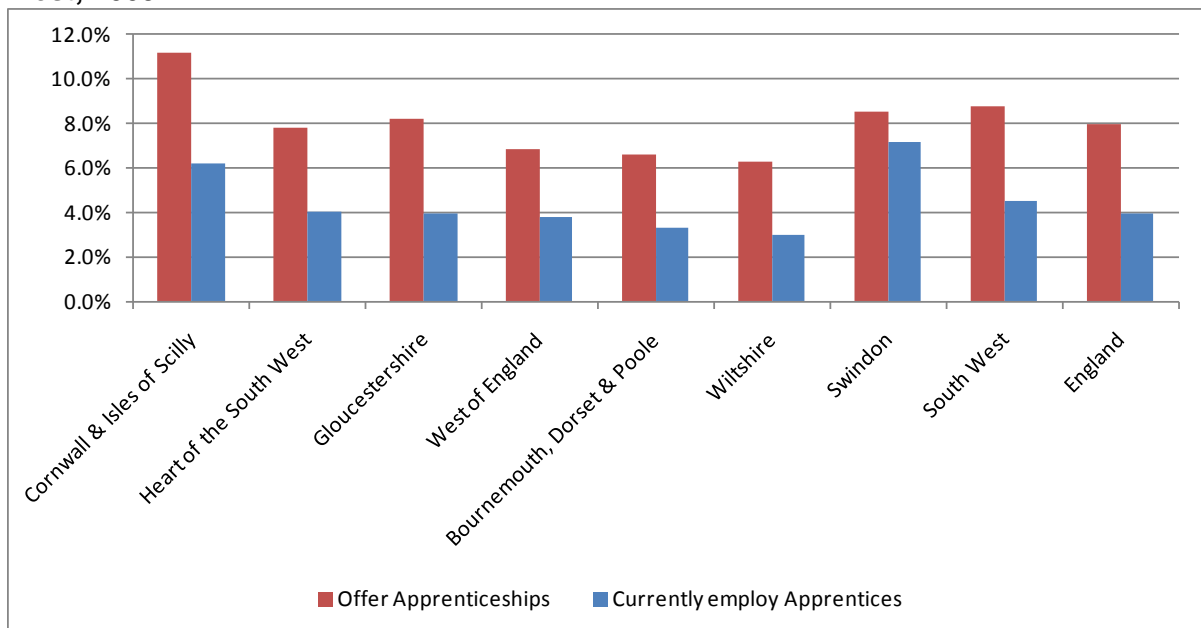


Source: NESS 2009

Current involvement with Apprenticeships

Overall, 8.2% of Gloucestershire's employers offer Apprenticeships (8.7% regionally), although only 4% actually had any staff currently undertaking an Apprenticeship at the time of the survey, slightly below the regional average of 4.5% (but comparable to 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	Gloucestershire		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	110	3.9%	1,350	3.9%	12,970	4.6%
Adult Social Care/Healthcare	400	14.1%	2,800	8.0%	17,890	6.4%
Automotive Industries	130	4.6%	1,750	5.0%	12,460	4.5%
Building Services Engineering	230	8.1%	1,460	4.2%	11,140	4.0%
Business Information Technology & Telecommunication	60	2.1%	2,290	6.5%	12,370	4.4%
Business, Administration & Governance	220	7.7%	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	80	2.8%	890	2.5%	8,940	3.2%
Children & Young People	140	4.9%	1,390	4.0%	14,400	5.1%
Construction	100	3.5%	1,270	3.6%	11,150	4.0%
Creative & Cultural	0	0.0%	20	0.1%	240	0.1%
Creative Media	70	2.5%	570	1.6%	6,530	2.3%
Customer Service & Contact Centre	160	5.6%	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	20	0.7%	690	2.0%	3,960	1.4%
Finance, Accountancy & Financial Services	70	2.5%	440	1.3%	2,530	0.9%
Food & Drink	0	0.0%	40	0.1%	1,500	0.5%
Freight Logistics & Wholesale	70	2.5%	1,750	5.0%	11,890	4.3%
Hair & Beauty	110	3.9%	1,450	4.1%	14,610	5.2%
Health & Safety	10	0.4%	140	0.4%	1,760	0.6%
Healthcare	40	1.4%	510	1.5%	3,430	1.2%
Hospitality, Leisure, Travel & Tourism	220	7.7%	2,260	6.5%	19,070	6.8%
Land-Based & Environmental Industries	50	1.8%	960	2.7%	5,690	2.0%
Lifelong Learning	0	0.0%	30	0.1%	390	0.1%
Management & Leadership (including HR & Recruitment)	130	4.6%	1,030	2.9%	9,800	3.5%
Maritime	0	0.0%	110	0.3%	270	0.1%
Marketing & Sales	10	0.4%	160	0.5%	2,270	0.8%
Passenger Transport	0	0.0%	130	0.4%	1,920	0.7%
Process & Manufacturing	0	0.0%	140	0.4%	1,070	0.4%
Retail	250	8.8%	2,480	7.1%	16,920	6.0%
Science, Engineering & Manufacturing Technologies	150	5.3%	2,860	8.2%	16,760	6.0%
Security Industry	10	0.4%	20	0.1%	1,620	0.6%
Supporting Teaching & Learning in Schools	10	0.4%	60	0.2%	800	0.3%
Unknown	0	0.0%	10	0.0%	240	0.1%
Total	2,840	100%	35,010	100%	279,680	100%

Source: The Data Service

Appendix 2: Apprenticeship Achievements by Sector, 2009/10

Sector	Gloucestershire		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	110	6.0%	940	4.4%	7,680	4.5%
Adult Social Care/Healthcare	160	8.8%	1,290	6.0%	8,540	5.0%
Automotive Industries	100	5.5%	1,260	5.8%	9,360	5.5%
Building Services Engineering	180	9.9%	1,180	5.5%	9,010	5.3%
Business Information Technology & Telecommunication	40	2.2%	820	3.8%	7,140	4.2%
Business, Administration & Governance	170	9.3%	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	3.3%	520	2.4%	5,520	3.2%
Children & Young People	60	3.3%	1,130	5.2%	10,090	5.9%
Construction	110	6.0%	1,120	5.2%	8,430	4.9%
Creative & Cultural	0	0.0%	0	0.0%	120	0.1%
Creative Media	30	1.6%	330	1.5%	3,590	2.1%
Customer Service & Contact Centre	110	6.0%	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	1.1%	390	1.8%	2,660	1.6%
Finance, Accountancy & Financial Services	20	1.1%	400	1.9%	2,210	1.3%
Food & Drink	0	0.0%	0	0.0%	870	0.5%
Freight Logistics & Wholesale	50	2.7%	1,090	5.0%	6,350	3.7%
Hair & Beauty	90	4.9%	990	4.6%	9,330	5.4%
Health & Safety	0	0.0%	10	0.0%	1,160	0.7%
Healthcare	20	1.1%	270	1.3%	2,540	1.5%
Hospitality, Leisure, Travel & Tourism	110	6.0%	1,320	6.1%	8,750	5.1%
Land-Based & Environmental Industries	40	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)	50	2.7%	450	2.1%	5,800	3.4%
Maritime	0	0.0%	70	0.3%	160	0.1%
Marketing & Sales	10	0.5%	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	100	5.5%	1,110	5.1%	7,930	4.6%
Science, Engineering & Manufacturing Technologies	80	4.4%	1,630	7.5%	11,100	6.5%
Security Industry	0	0.0%	0	0.0%	670	0.4%
Supporting Teaching & Learning in Schools	10	0.5%	50	0.2%	500	0.3%
Unknown	0	0.0%	220	1.0%	890	0.5%
Total	1,820	100%	21,590	100%	171,470	100%

Source: The Data Service