

## Apprenticeships Data Report 2011

# Heart of the South West Local Enterprise Partnership

Produced by SLIM

**June 2011**



**European Union**  
**European Social Fund**  
Investing in jobs and skills



**South West RDA**

## 1. Introduction

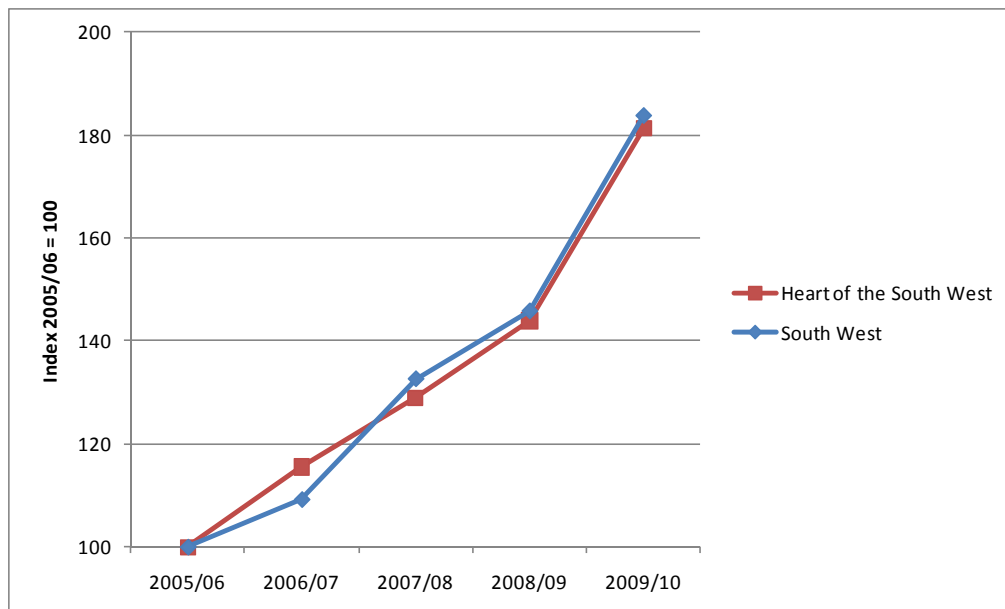
This paper contains a brief analysis of the available statistical data relating to Apprenticeships in the Heart of the South West LEP area. It covers recent trends in the take up and achievement of Apprenticeship frameworks locally compared to wider trends, and also briefly looks at the demand for Apprentices 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/](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 Heart of the South West showing almost identical growth compared to the South West as a whole. There were a total of 11,440 Apprenticeship starts in Heart of the South West in 2009/10, a rise of 5,130 (81%) from 2005/06, with an increase of 2,360 (26%) 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, Heart of the South West vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)**



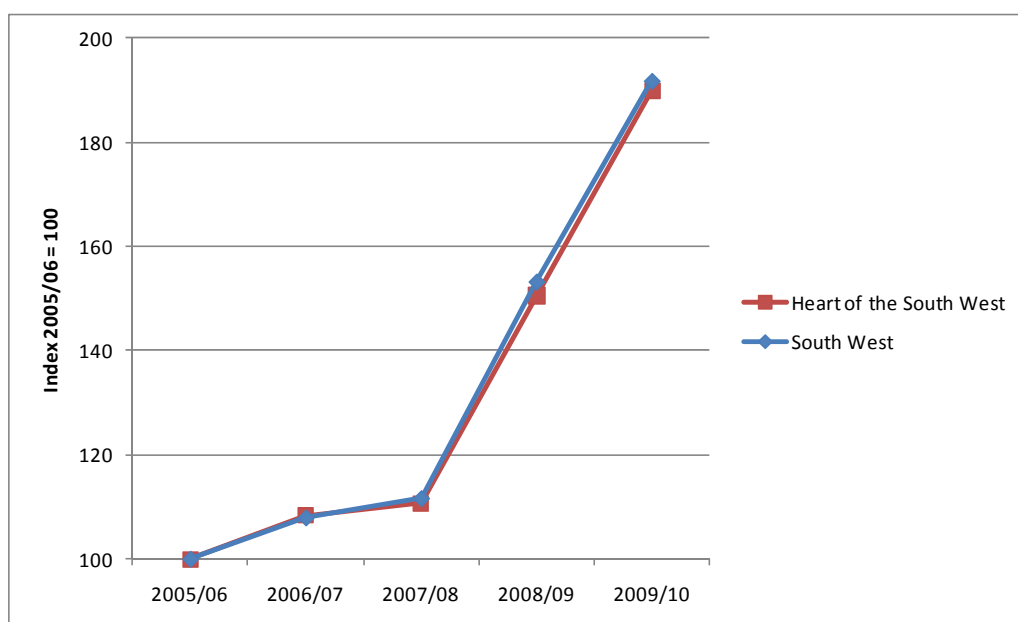
Source: The Data Service

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 7,480

frameworks were achieved in Heart of the South West in 2009/10. Again, the rate of growth locally has been similar to the regional rate, with a 90% 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 massive 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, Heart of the South West 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 region have seen numbers more than double in the last four years, Heart of the South West fell somewhat short of these levels, coming closer 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%                     |
| <b>Heart of the South West</b>      | <b>11,440</b> | <b>81.3%</b>              | <b>7,480</b>  | <b>89.8%</b>              |
| 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%                    |
| <b>South West</b>                   | <b>35,020</b> | <b>83.8%</b>              | <b>21,540</b> | <b>91.8%</b>              |

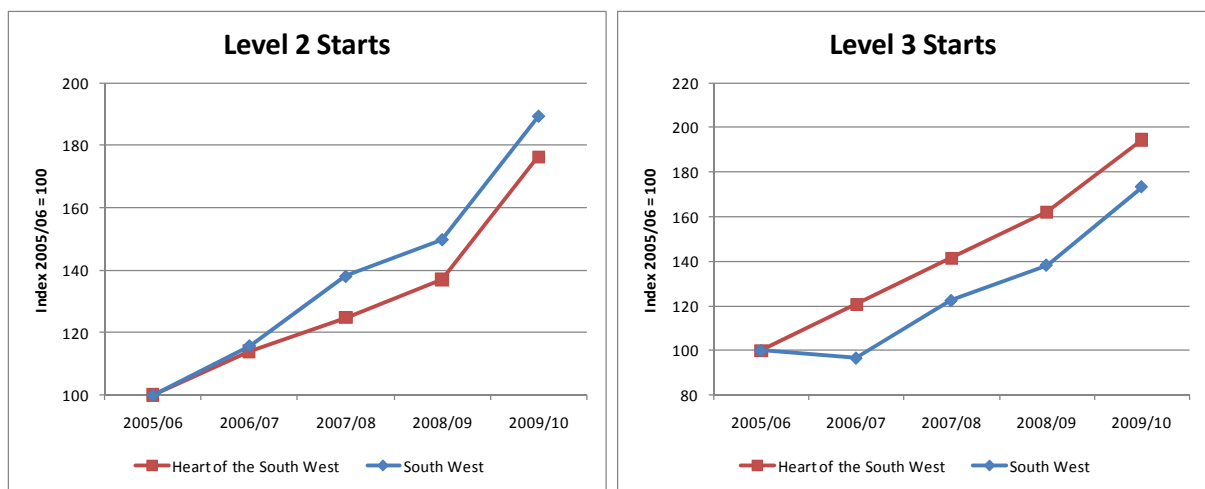
|                |                |              |                |              |
|----------------|----------------|--------------|----------------|--------------|
| <b>England</b> | <b>279,700</b> | <b>59.8%</b> | <b>171,500</b> | <b>73.8%</b> |
|----------------|----------------|--------------|----------------|--------------|

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 Heart of the South West, there were 7,950 Level 2 starts in 2009/10, an increase of 76% since 2005/06 and by 29% since 2008/09. Starts at Level 3 and above have grown slightly more strongly, by 94% between 2005/06 and 2009/10 to a total of 3,480.

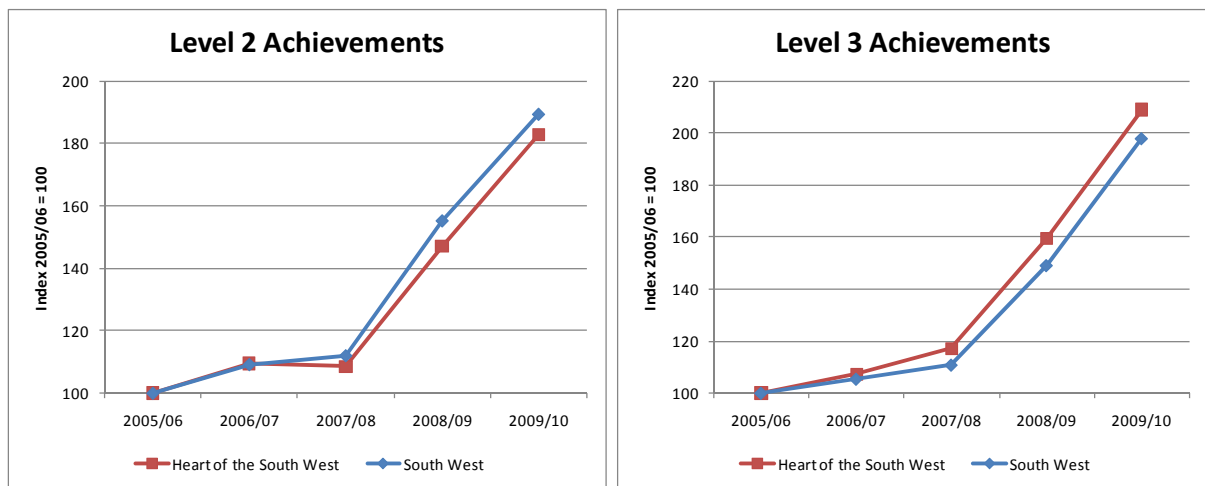
**Figure 3: Apprenticeship Programme Starts by Level, Heart of the South West vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)**



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, more than doubling for Level 3 and above.

**Figure 4: Apprenticeship Programme Achievements by Level, Heart of the South West 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, 80% of all Apprenticeships among Devon and Plymouth learners were completed, almost doubling from just over 40% in 2004/05. Achievement levels in Somerset and Torbay are slightly lower but have also grown strongly over the same period.

The levels of success in Devon and Plymouth are higher than the regional and national averages of 77.3% and 73.8%, while they remain slightly lower than average in Somerset and Torbay.

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**

|                                     | <b>2004/05</b> | <b>2009/10</b> | <b>Change</b> |
|-------------------------------------|----------------|----------------|---------------|
| 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          |
| <b>Devon</b>                        | <b>42.2%</b>   | <b>80.1%</b>   | <b>37.9</b>   |
| Dorset                              | 52.9%          | 81.0%          | 28.1          |
| Gloucestershire                     | 42.4%          | 75.1%          | 32.7          |
| North Somerset                      | 41.1%          | 75.9%          | 34.8          |
| <b>Plymouth</b>                     | <b>44.5%</b>   | <b>80.1%</b>   | <b>35.6</b>   |
| Poole                               | 45.3%          | 72.7%          | 27.4          |
| <b>Somerset</b>                     | <b>36.7%</b>   | <b>73.8%</b>   | <b>37.1</b>   |
| South Gloucestershire               | 38.9%          | 74.7%          | 35.8          |
| Swindon                             | 40.2%          | 77.3%          | 37.1          |
| <b>Torbay</b>                       | <b>33.0%</b>   | <b>76.2%</b>   | <b>43.2</b>   |
| 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

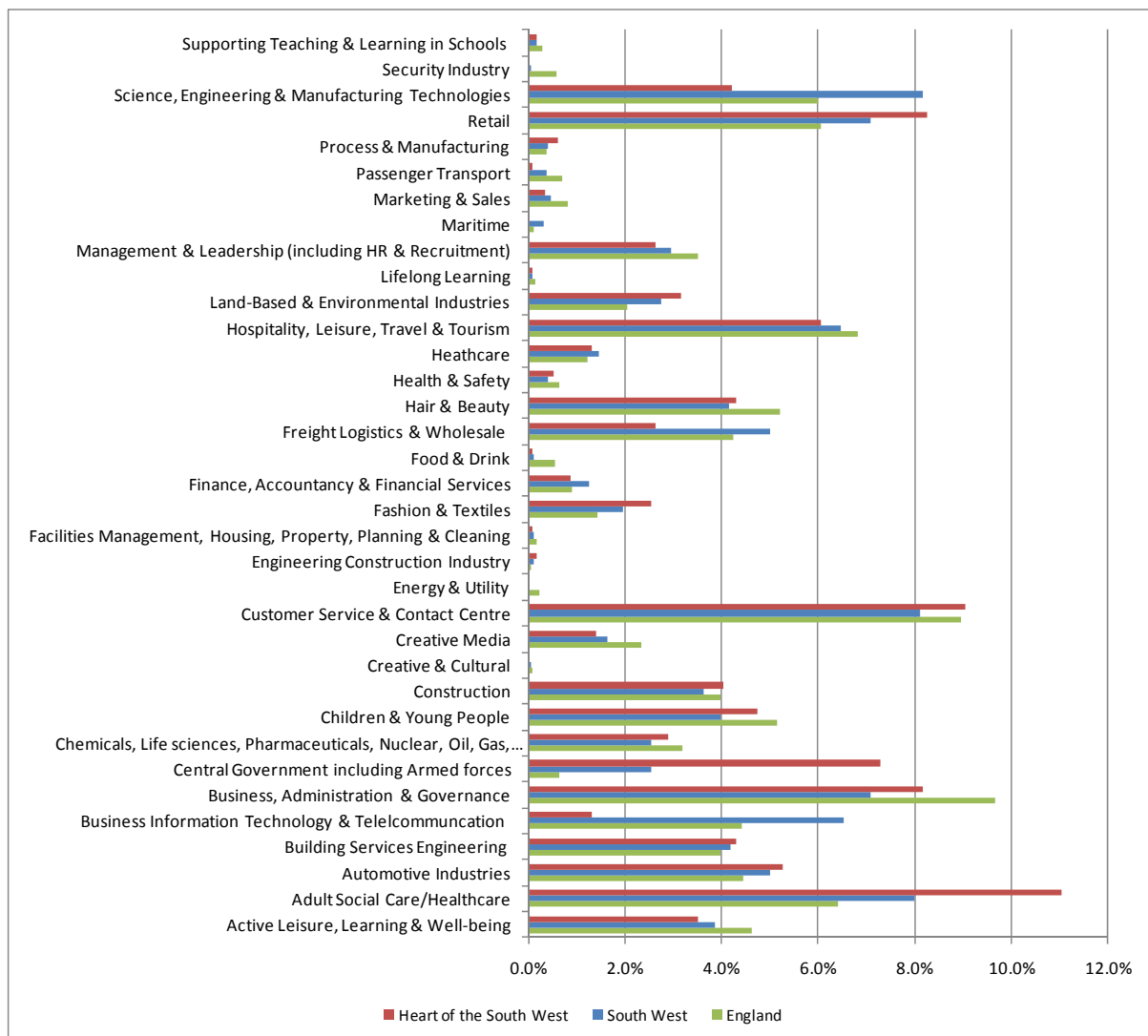
Figure 5 shows that (within Heart of the South West) the sectors with the most Apprenticeship starts were as follows:

|                                   |                            |
|-----------------------------------|----------------------------|
| Adult Social Care/Healthcare      | 1,260 (11.1% of the total) |
| Customer Service & Contact Centre | 1,030 (9.0%)               |

|   |     |        |
|---|-----|--------|
| Retail                                    | 940 | (8.2%) |
| Business, Administration & Governance     | 930 | (8.2%) |
| Central Government including Armed forces | 830 | (7.3%) |
| Hospitality, Leisure, Travel & Tourism    | 690 | (6.1%) |
| Automotive Industries                     | 600 | (5.3%) |

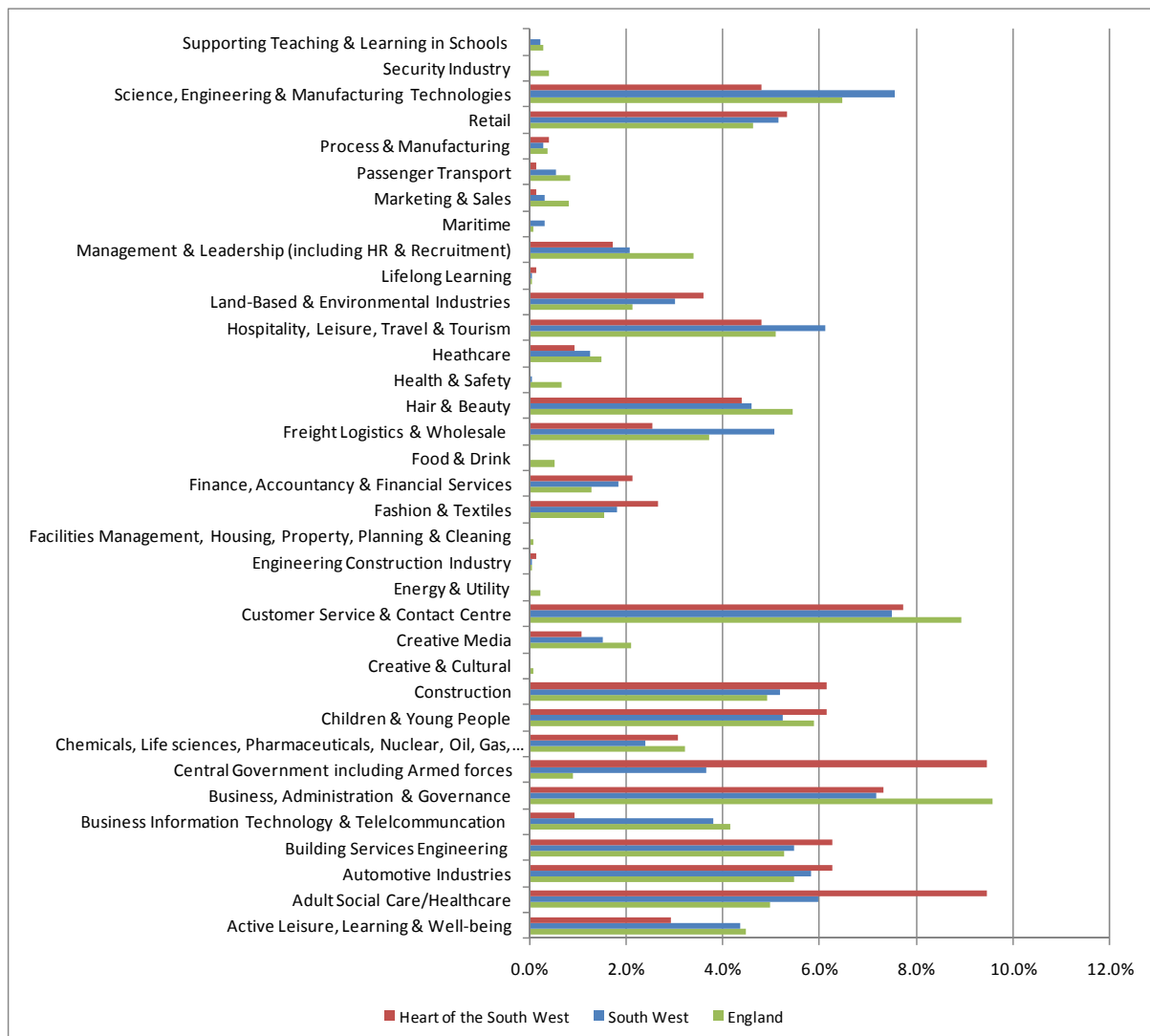
Heart of the South West broadly follows the national trend regarding the sectoral balance of Apprenticeships, although the take up in the Adult Care and Central Government (including Armed forces) sectors is well above average, while take up in Science, Engineering & Manufacturing Technologies is only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

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



Source: The Data Service

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



Source: The Data Service

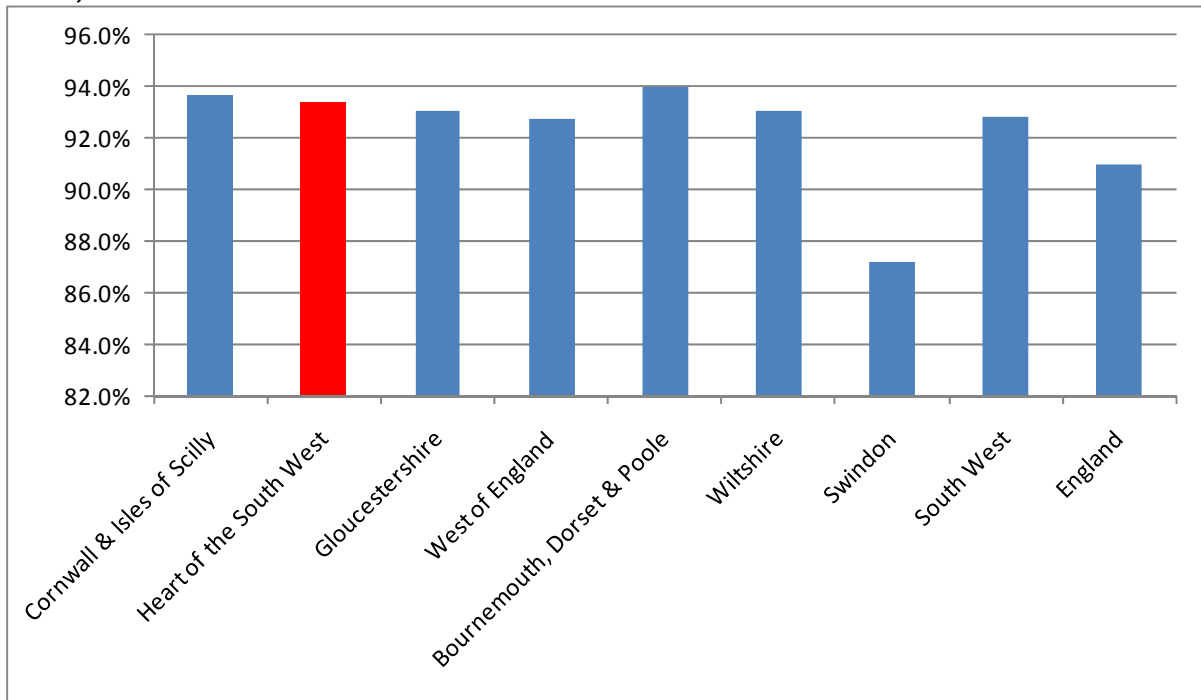
## 6. Employer Demand - National Employer Skills Survey Analysis

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 over 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**

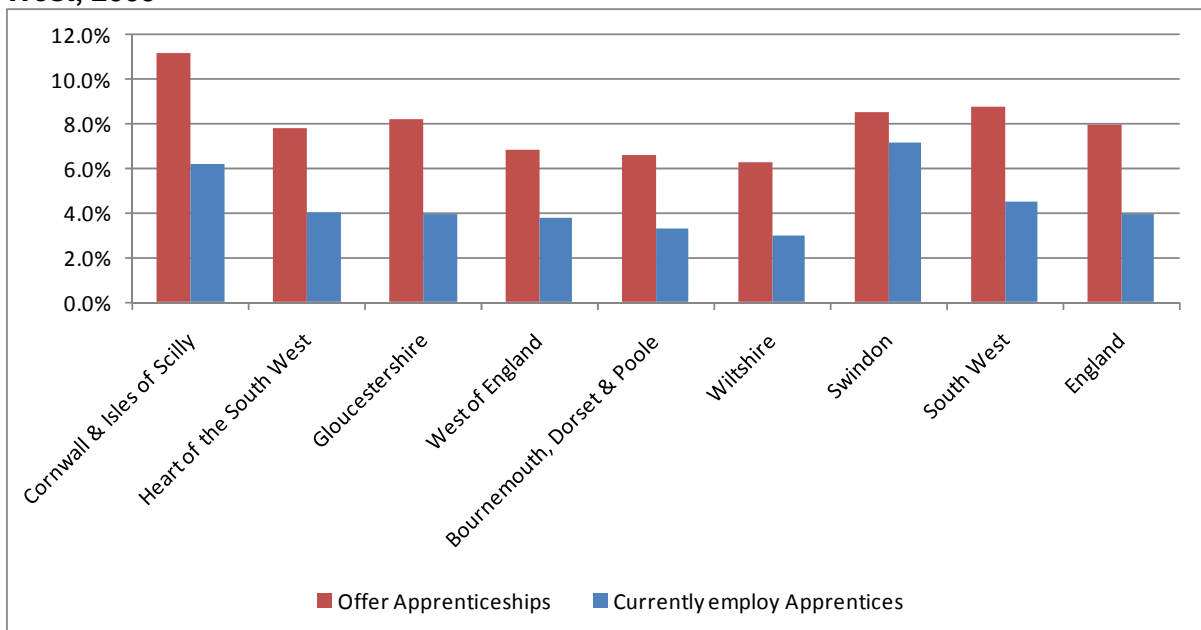


Source: NESS 2009

### Current involvement with Apprenticeships

Overall, 7.8% of Heart of the South West'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   | Heart of the South West |             | South West    |             | England        |             |
|--|-------------------------|-------------|---------------|-------------|----------------|-------------|
|  | Number                  | % of total  | Number        | % of total  | Number         | % of total  |
| Active Leisure, Learning & Well-being  | 400                     | 3.5%        | 1,350         | 3.9%        | 12,970         | 4.6%        |
| Adult Social Care/Healthcare   | 1,260                   | 11.1%       | 2,800         | 8.0%        | 17,890         | 6.4%        |
| Automotive Industries  | 600                     | 5.3%        | 1,750         | 5.0%        | 12,460         | 4.5%        |
| Building Services Engineering  | 490                     | 4.3%        | 1,460         | 4.2%        | 11,140         | 4.0%        |
| Business Information Technology & Telecommunication                              | 150                     | 1.3%        | 2,290         | 6.5%        | 12,370         | 4.4%        |
| Business, Administration & Governance  | 930                     | 8.2%        | 2,480         | 7.1%        | 27,030         | 9.7%        |
| Central Government including Armed forces  | 830                     | 7.3%        | 890           | 2.5%        | 1,760          | 0.6%        |
| Chemicals, Life sciences, Pharmaceuticals, Nuclear, Oil, Gas, Petroleum, Polymer | 330                     | 2.9%        | 890           | 2.5%        | 8,940          | 3.2%        |
| Children & Young People  | 540                     | 4.7%        | 1,390         | 4.0%        | 14,400         | 5.1%        |
| Construction   | 460                     | 4.0%        | 1,270         | 3.6%        | 11,150         | 4.0%        |
| Creative & Cultural  | 0                       | 0.0%        | 20            | 0.1%        | 240            | 0.1%        |
| Creative Media   | 160                     | 1.4%        | 570           | 1.6%        | 6,530          | 2.3%        |
| Customer Service & Contact Centre  | 1,030                   | 9.0%        | 2,840         | 8.1%        | 25,030         | 8.9%        |
| Energy & Utility   | 0                       | 0.0%        | 0             | 0.0%        | 660            | 0.2%        |
| Engineering Construction Industry  | 20                      | 0.2%        | 40            | 0.1%        | 180            | 0.1%        |
| Facilities Management, Housing, Property, Planning & Cleaning                    | 10                      | 0.1%        | 40            | 0.1%        | 470            | 0.2%        |
| Fashion & Textiles   | 290                     | 2.5%        | 690           | 2.0%        | 3,960          | 1.4%        |
| Finance, Accountancy & Financial Services  | 100                     | 0.9%        | 440           | 1.3%        | 2,530          | 0.9%        |
| Food & Drink   | 10                      | 0.1%        | 40            | 0.1%        | 1,500          | 0.5%        |
| Freight Logistics & Wholesale  | 300                     | 2.6%        | 1,750         | 5.0%        | 11,890         | 4.3%        |
| Hair & Beauty  | 490                     | 4.3%        | 1,450         | 4.1%        | 14,610         | 5.2%        |
| Health & Safety  | 60                      | 0.5%        | 140           | 0.4%        | 1,760          | 0.6%        |
| Healthcare   | 150                     | 1.3%        | 510           | 1.5%        | 3,430          | 1.2%        |
| Hospitality, Leisure, Travel & Tourism   | 690                     | 6.1%        | 2,260         | 6.5%        | 19,070         | 6.8%        |
| Land-Based & Environmental Industries  | 360                     | 3.2%        | 960           | 2.7%        | 5,690          | 2.0%        |
| Lifelong Learning  | 10                      | 0.1%        | 30            | 0.1%        | 390            | 0.1%        |
| Management & Leadership (including HR & Recruitment)                             | 300                     | 2.6%        | 1,030         | 2.9%        | 9,800          | 3.5%        |
| Maritime   | 0                       | 0.0%        | 110           | 0.3%        | 270            | 0.1%        |
| Marketing & Sales  | 40                      | 0.4%        | 160           | 0.5%        | 2,270          | 0.8%        |
| Passenger Transport  | 10                      | 0.1%        | 130           | 0.4%        | 1,920          | 0.7%        |
| Process & Manufacturing  | 70                      | 0.6%        | 140           | 0.4%        | 1,070          | 0.4%        |
| Retail   | 940                     | 8.2%        | 2,480         | 7.1%        | 16,920         | 6.0%        |
| Science, Engineering & Manufacturing Technologies                                | 480                     | 4.2%        | 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  | 20                      | 0.2%        | 60            | 0.2%        | 800            | 0.3%        |
| Unknown  | 0                       | 0.0%        | 10            | 0.0%        | 240            | 0.1%        |
| <b>Total</b>   | <b>11,400</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   | Heart of the South West |             | South West    |             | England        |             |
|--|-------------------------|-------------|---------------|-------------|----------------|-------------|
|  | Number                  | % of total  | Number        | % of total  | Number         | % of total  |
| Active Leisure, Learning & Well-being  | 220                     | 2.9%        | 940           | 4.4%        | 7,680          | 4.5%        |
| Adult Social Care/Healthcare   | 710                     | 9.5%        | 1,290         | 6.0%        | 8,540          | 5.0%        |
| Automotive Industries  | 470                     | 6.3%        | 1,260         | 5.8%        | 9,360          | 5.5%        |
| Building Services Engineering  | 470                     | 6.3%        | 1,180         | 5.5%        | 9,010          | 5.3%        |
| Business Information Technology & Telecommunication                              | 70                      | 0.9%        | 820           | 3.8%        | 7,140          | 4.2%        |
| Business, Administration & Governance  | 550                     | 7.3%        | 1,550         | 7.2%        | 16,400         | 9.6%        |
| Central Government including Armed forces  | 710                     | 9.5%        | 790           | 3.7%        | 1,540          | 0.9%        |
| Chemicals, Life sciences, Pharmaceuticals, Nuclear, Oil, Gas, Petroleum, Polymer | 230                     | 3.1%        | 520           | 2.4%        | 5,520          | 3.2%        |
| Children & Young People  | 460                     | 6.1%        | 1,130         | 5.2%        | 10,090         | 5.9%        |
| Construction   | 460                     | 6.1%        | 1,120         | 5.2%        | 8,430          | 4.9%        |
| Creative & Cultural  | 0                       | 0.0%        | 0             | 0.0%        | 120            | 0.1%        |
| Creative Media   | 80                      | 1.1%        | 330           | 1.5%        | 3,590          | 2.1%        |
| Customer Service & Contact Centre  | 580                     | 7.7%        | 1,620         | 7.5%        | 15,330         | 8.9%        |
| Energy & Utility   | 0                       | 0.0%        | 0             | 0.0%        | 410            | 0.2%        |
| Engineering Construction Industry  | 10                      | 0.1%        | 10            | 0.0%        | 70             | 0.0%        |
| Facilities Management, Housing, Property, Planning & Cleaning                    | 0                       | 0.0%        | 0             | 0.0%        | 120            | 0.1%        |
| Fashion & Textiles   | 200                     | 2.7%        | 390           | 1.8%        | 2,660          | 1.6%        |
| Finance, Accountancy & Financial Services  | 160                     | 2.1%        | 400           | 1.9%        | 2,210          | 1.3%        |
| Food & Drink   | 0                       | 0.0%        | 0             | 0.0%        | 870            | 0.5%        |
| Freight Logistics & Wholesale  | 190                     | 2.5%        | 1,090         | 5.0%        | 6,350          | 3.7%        |
| Hair & Beauty  | 330                     | 4.4%        | 990           | 4.6%        | 9,330          | 5.4%        |
| Health & Safety  | 0                       | 0.0%        | 10            | 0.0%        | 1,160          | 0.7%        |
| Healthcare   | 70                      | 0.9%        | 270           | 1.3%        | 2,540          | 1.5%        |
| Hospitality, Leisure, Travel & Tourism   | 360                     | 4.8%        | 1,320         | 6.1%        | 8,750          | 5.1%        |
| Land-Based & Environmental Industries  | 270                     | 3.6%        | 650           | 3.0%        | 3,670          | 2.1%        |
| Lifelong Learning  | 10                      | 0.1%        | 10            | 0.0%        | 70             | 0.0%        |
| Management & Leadership (including HR & Recruitment)                             | 130                     | 1.7%        | 450           | 2.1%        | 5,800          | 3.4%        |
| Maritime   | 0                       | 0.0%        | 70            | 0.3%        | 160            | 0.1%        |
| Marketing & Sales  | 10                      | 0.1%        | 70            | 0.3%        | 1,380          | 0.8%        |
| Passenger Transport  | 10                      | 0.1%        | 120           | 0.6%        | 1,450          | 0.8%        |
| Process & Manufacturing  | 30                      | 0.4%        | 60            | 0.3%        | 630            | 0.4%        |
| Retail   | 400                     | 5.3%        | 1,110         | 5.1%        | 7,930          | 4.6%        |
| Science, Engineering & Manufacturing Technologies                                | 360                     | 4.8%        | 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  | 20                      | 0.3%        | 220           | 1.0%        | 890            | 0.5%        |
| <b>Total</b>   | <b>7,500</b>            | <b>100%</b> | <b>21,590</b> | <b>100%</b> | <b>171,470</b> | <b>100%</b> |

Source: The Data Service