

Apprenticeships Data Report 2011

Swindon

Produced by SLIM

June 2011



European Union
European Social Fund
Investing in jobs and skills



South West RDA

1. Introduction

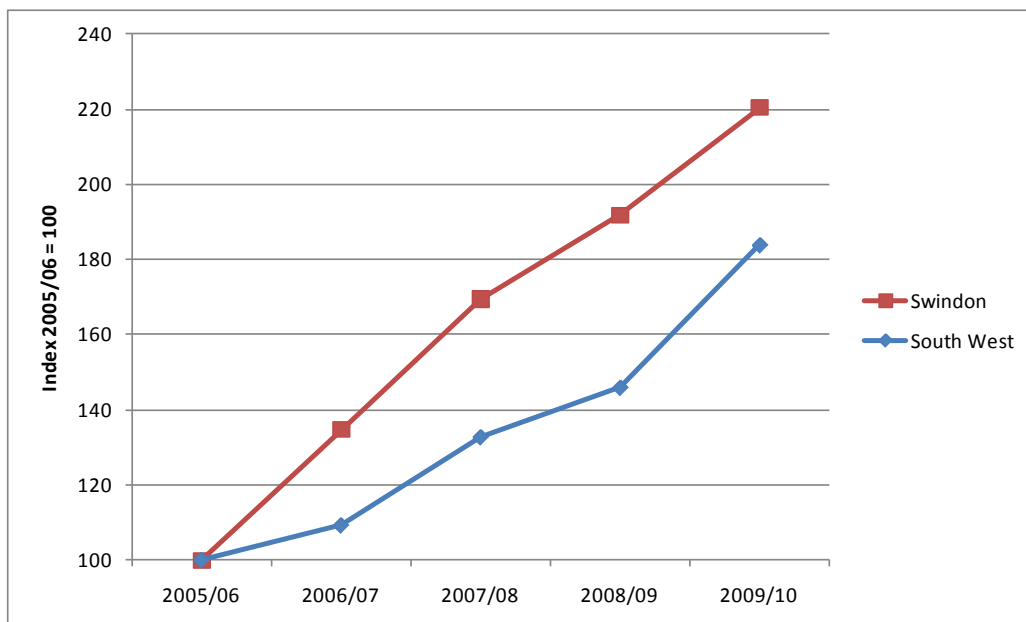
This paper contains a brief analysis of the available statistical data relating to Apprenticeships in the proposed Swindon LEP area. It covers recent trends in the take up and achievement of Apprenticeship frameworks locally compared to wider trends, and also briefly looks at the demand for Apprentices 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 Swindon showing stronger growth compared to the South West as a whole. There were a total of 1,080 Apprenticeship starts in Swindon in 2009/10, a rise of 590 (120%) from 2005/06, with an increase of 140 (15%) 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, Swindon vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)

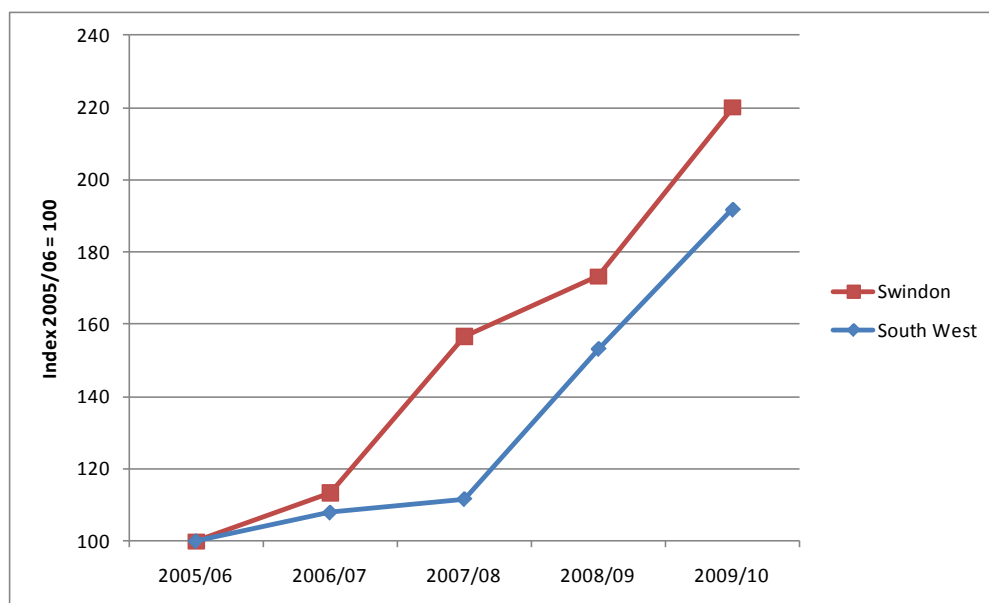


Source: *The Data Service*

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 660 frameworks were achieved in Swindon in 2009/10. Again, the rate of growth locally has been well above the regional rate, with a 120% 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, Swindon 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. Swindon has seen numbers more than double in the last four years, 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

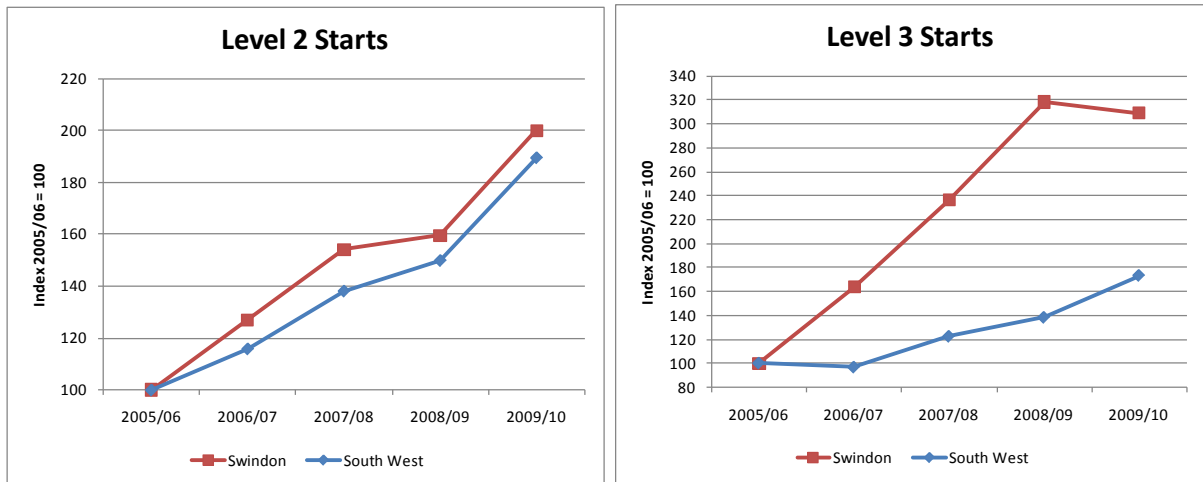
LEP	Starts		Achievements	
	2009/10	% change from 05/06-09/10	2009/10	% change from 05/06-09/10
Cornwall (Includes Isles of Scilly)	3,750	76.9%	2,590	90.4%
Heart of the South West	11,440	81.3%	7,480	89.8%
Gloucestershire	2,820	72.0%	1,800	65.1%
West of England	5,550	112.6%	3,280	132.6%
Bournemouth, Dorset & 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 Swindon, there were 740 Level 2 starts in 2009/10, exactly double the number in 2005/06 and up by 25% since 2008/09. Starts at Level 3 and above have grown even more strongly, trebling between 2005/06 and 2009/10 to a total of 340.

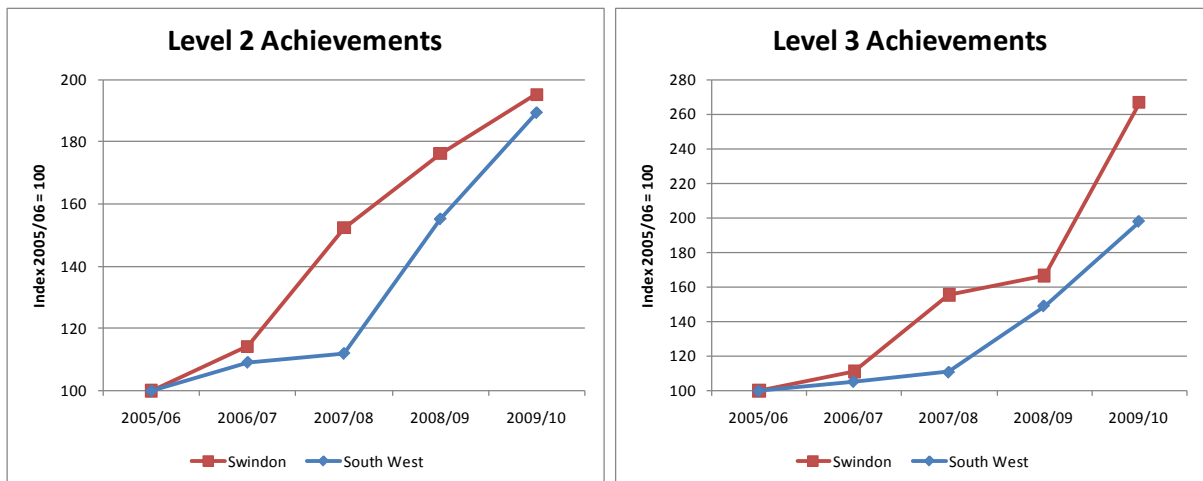
Figure 3: Apprenticeship Programme Starts by Level, Swindon vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)



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, Swindon 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, 77.3% of all Apprenticeships among Swindon learners were completed, almost doubling from just over 40% in 2004/05. This level of success is the same as the regional average, but higher than 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.

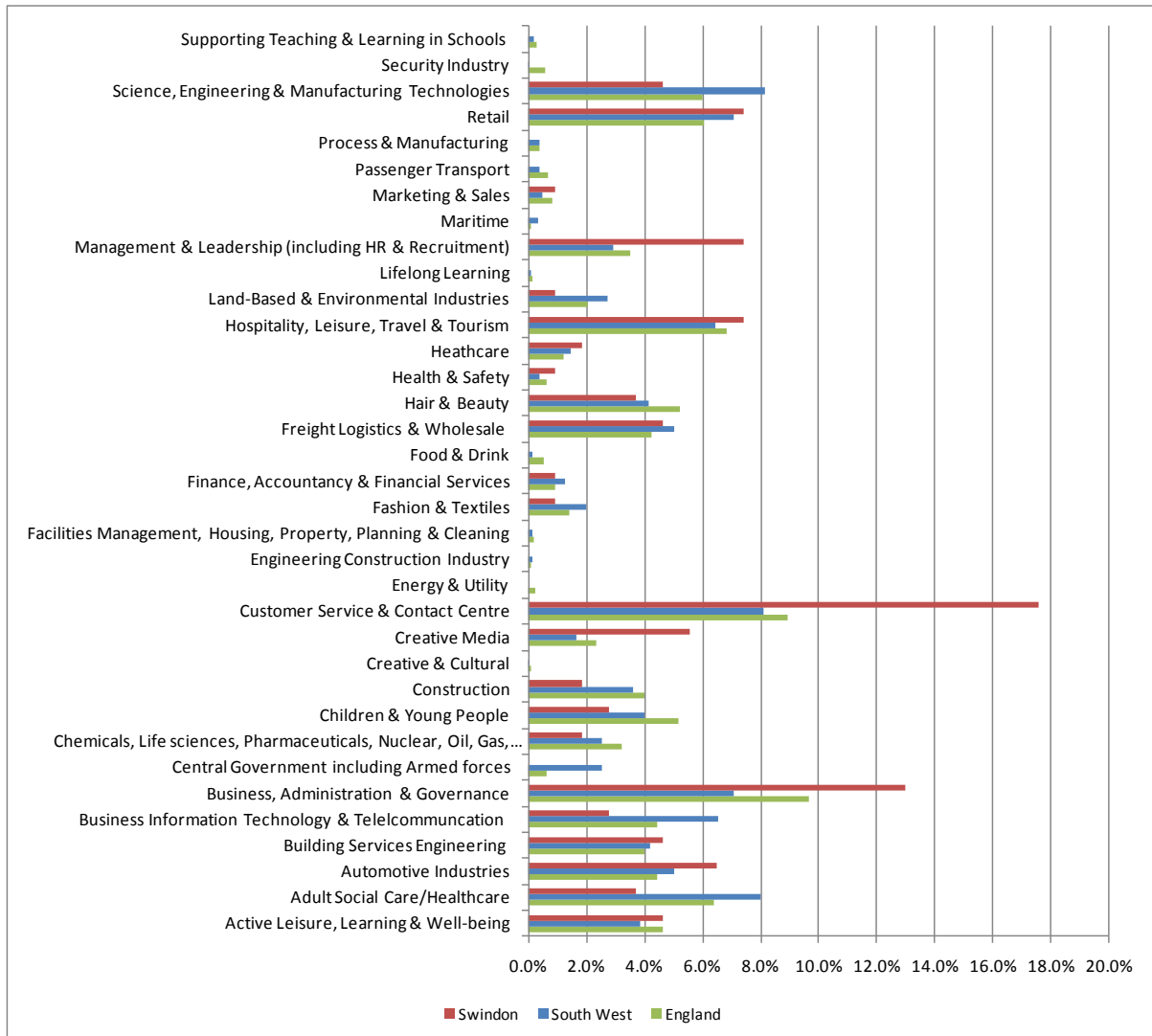
5. Apprenticeships by Sector

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

Customer Service & Contact Centre	190	17.6%
Business, Administration & Governance	140	13.0%
Hospitality, Leisure, Travel & Tourism	80	7.4%
Management & Leadership (including HR & Recruitment)	80	7.4%
Retail	80	7.4%
Automotive Industries	70	6.5%

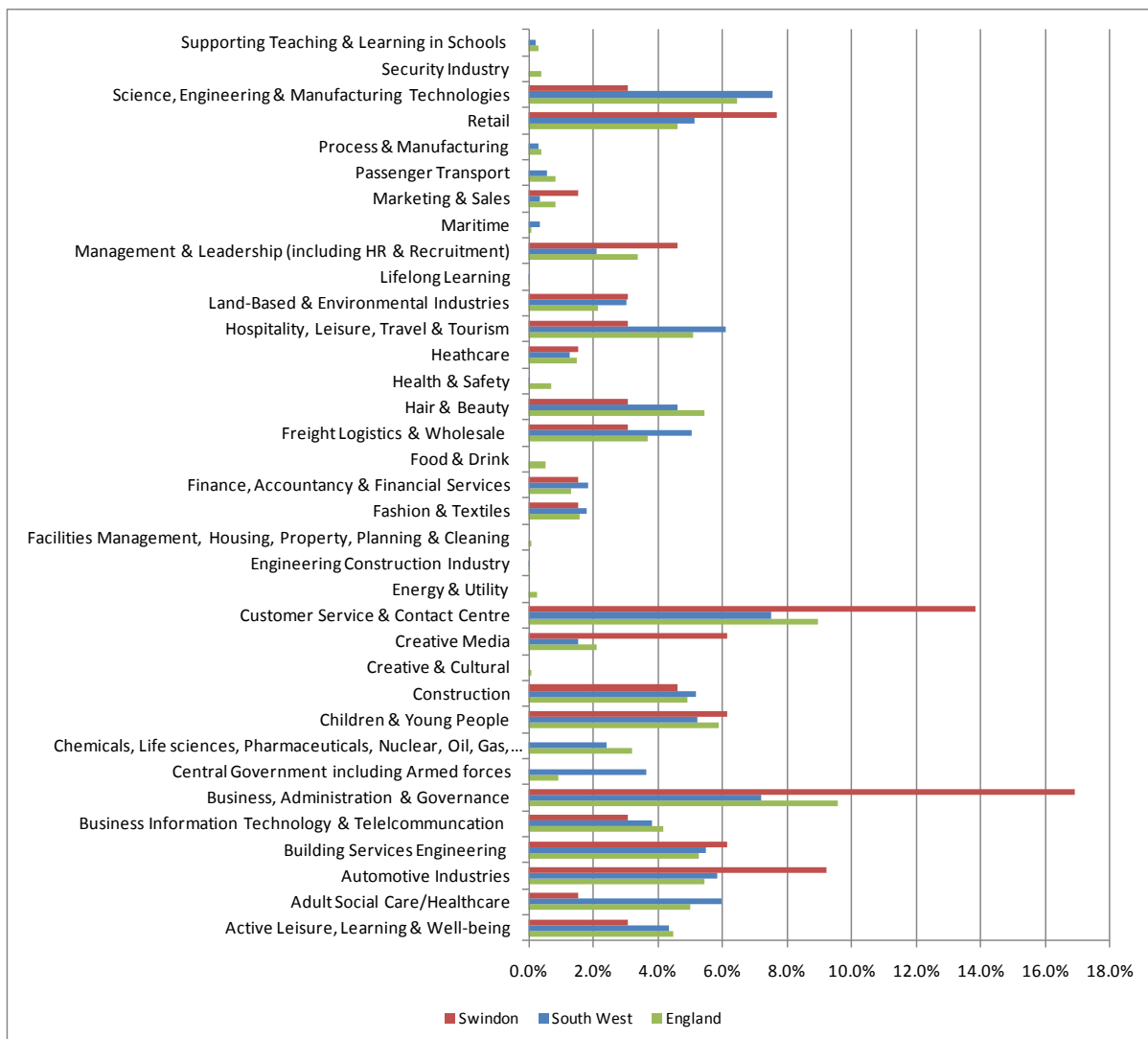
Swindon differs from the national trend regarding the sectoral balance of Apprenticeships, with a strong bias towards the Customer Service & Contact Centre and Business, Administration & Governance sectors, which account for around 30% of all starts in the area. Although a small sector, Swindon also has an above average concentration of Apprenticeships in Management and Leadership (see Appendices 1 and 2).

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



Source: The Data Service

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



Source: The Data Service

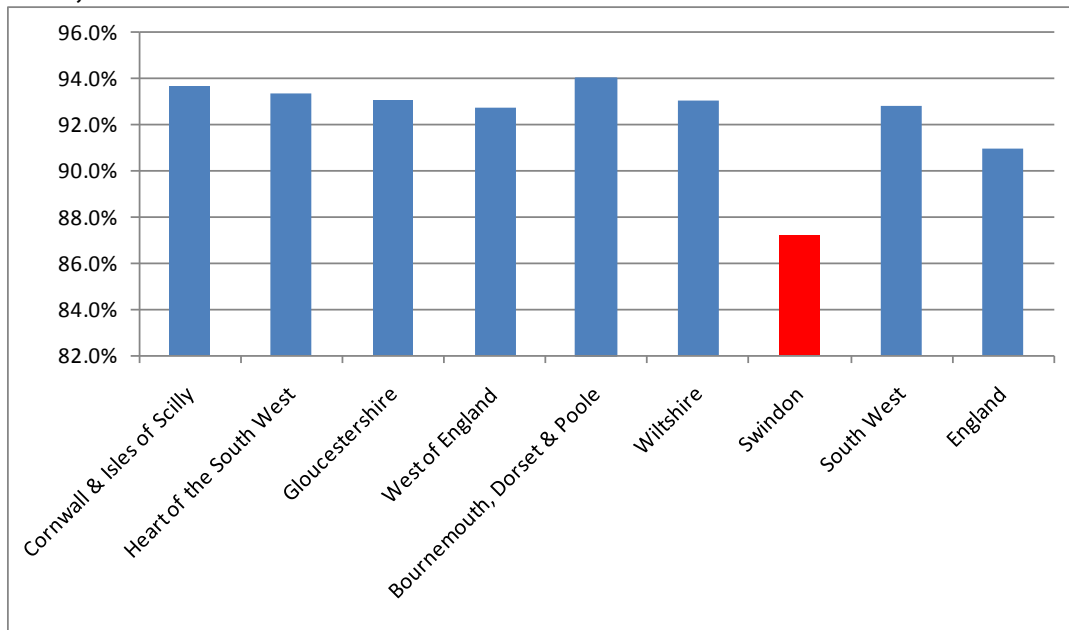
6. Employer Demand - National Employer Skills Survey Analysis

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 87% of local employers having heard of them, somewhat below the national average of 91%.

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

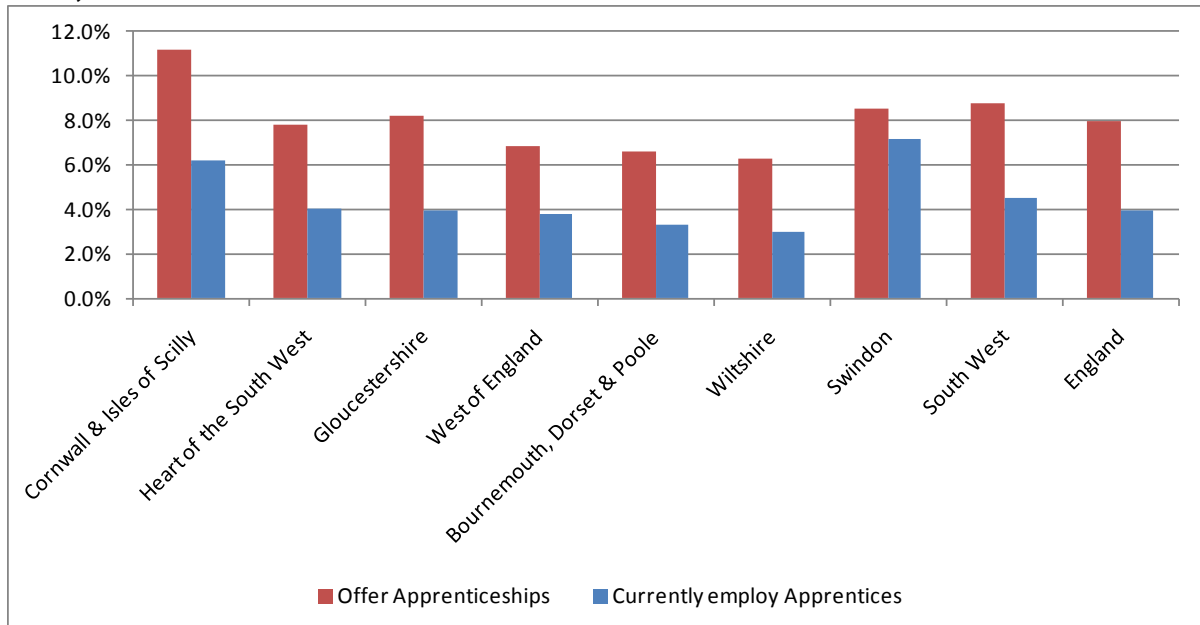


Source: NESS 2009

Current involvement with Apprenticeships

Overall, 8.6% of Swindon's employers offer Apprenticeships (8.7% regionally), with 7.1% actually having any staff currently undertaking an Apprenticeship at the time of the survey, the highest level in the region (and well above the national average).

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	Swindon		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	50	4.6%	1,350	3.9%	12,970	4.6%
Adult Social Care/Healthcare	40	3.7%	2,800	8.0%	17,890	6.4%
Automotive Industries	70	6.5%	1,750	5.0%	12,460	4.5%
Building Services Engineering	50	4.6%	1,460	4.2%	11,140	4.0%
Business Information Technology & Telecommunication	30	2.8%	2,290	6.5%	12,370	4.4%
Business, Administration & Governance	140	13.0%	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	20	1.9%	890	2.5%	8,940	3.2%
Children & Young People	30	2.8%	1,390	4.0%	14,400	5.1%
Construction	20	1.9%	1,270	3.6%	11,150	4.0%
Creative & Cultural	0	0.0%	20	0.1%	240	0.1%
Creative Media	60	5.6%	570	1.6%	6,530	2.3%
Customer Service & Contact Centre	190	17.6%	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	10	0.9%	690	2.0%	3,960	1.4%
Finance, Accountancy & Financial Services	10	0.9%	440	1.3%	2,530	0.9%
Food & Drink	0	0.0%	40	0.1%	1,500	0.5%
Freight Logistics & Wholesale	50	4.6%	1,750	5.0%	11,890	4.3%
Hair & Beauty	40	3.7%	1,450	4.1%	14,610	5.2%
Health & Safety	10	0.9%	140	0.4%	1,760	0.6%
Healthcare	20	1.9%	510	1.5%	3,430	1.2%
Hospitality, Leisure, Travel & Tourism	80	7.4%	2,260	6.5%	19,070	6.8%
Land-Based & Environmental Industries	10	0.9%	960	2.7%	5,690	2.0%
Lifelong Learning	0	0.0%	30	0.1%	390	0.1%
Management & Leadership (including HR & Recruitment)	80	7.4%	1,030	2.9%	9,800	3.5%
Maritime	0	0.0%	110	0.3%	270	0.1%
Marketing & Sales	10	0.9%	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	80	7.4%	2,480	7.1%	16,920	6.0%
Science, Engineering & Manufacturing Technologies	50	4.6%	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	0	0.0%	10	0.0%	240	0.1%
Total	1,080	100%	35,010	100%	279,680	100%

Source: The Data Service

Appendix 2: Apprenticeship Achievements by Sector, 2009/10

Sector	Swindon		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	20	3.1%	940	4.4%	7,680	4.5%
Adult Social Care/Healthcare	10	1.5%	1,290	6.0%	8,540	5.0%
Automotive Industries	60	9.2%	1,260	5.8%	9,360	5.5%
Building Services Engineering	40	6.2%	1,180	5.5%	9,010	5.3%
Business Information Technology & Telecommunication	20	3.1%	820	3.8%	7,140	4.2%
Business, Administration & Governance	110	16.9%	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	0	0.0%	520	2.4%	5,520	3.2%
Children & Young People	40	6.2%	1,130	5.2%	10,090	5.9%
Construction	30	4.6%	1,120	5.2%	8,430	4.9%
Creative & Cultural	0	0.0%	0	0.0%	120	0.1%
Creative Media	40	6.2%	330	1.5%	3,590	2.1%
Customer Service & Contact Centre	90	13.8%	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	10	1.5%	390	1.8%	2,660	1.6%
Finance, Accountancy & Financial Services	10	1.5%	400	1.9%	2,210	1.3%
Food & Drink	0	0.0%	0	0.0%	870	0.5%
Freight Logistics & Wholesale	20	3.1%	1,090	5.0%	6,350	3.7%
Hair & Beauty	20	3.1%	990	4.6%	9,330	5.4%
Health & Safety	0	0.0%	10	0.0%	1,160	0.7%
Healthcare	10	1.5%	270	1.3%	2,540	1.5%
Hospitality, Leisure, Travel & Tourism	20	3.1%	1,320	6.1%	8,750	5.1%
Land-Based & Environmental Industries	20	3.1%	650	3.0%	3,670	2.1%
Lifelong Learning	0	0.0%	10	0.0%	70	0.0%
Management & Leadership (including HR & Recruitment)	30	4.6%	450	2.1%	5,800	3.4%
Maritime	0	0.0%	70	0.3%	160	0.1%
Marketing & Sales	10	1.5%	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	50	7.7%	1,110	5.1%	7,930	4.6%
Science, Engineering & Manufacturing Technologies	20	3.1%	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	0	0.0%	220	1.0%	890	0.5%
Total	650	100%	21,590	100%	171,470	100%

Source: The Data Service