

Apprenticeships Data Report 2011

Wiltshire

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European Union
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Investing in jobs and skills



1. Introduction

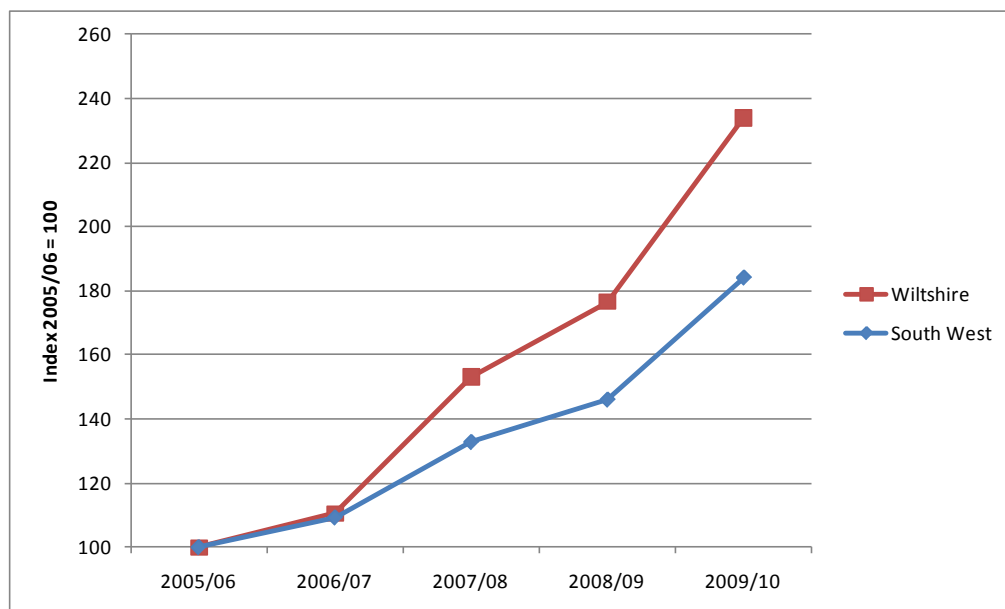
This paper contains a brief analysis of the available statistical data relating to Apprenticeships in the proposed Wiltshire area. It covers recent trends in the take up and achievement of Apprenticeship frameworks locally compared to wider trends, and also briefly looks at the demand for Apprentices 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> .

1. 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 Wiltshire showing stronger growth than the South West as a whole. There were a total of 3,790 Apprenticeship starts in Wiltshire in 2009/10, a rise of 2,170 (134% - the highest growth in the region) from 2005/06, with an increase of 930 (33%) 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, Wiltshire vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)

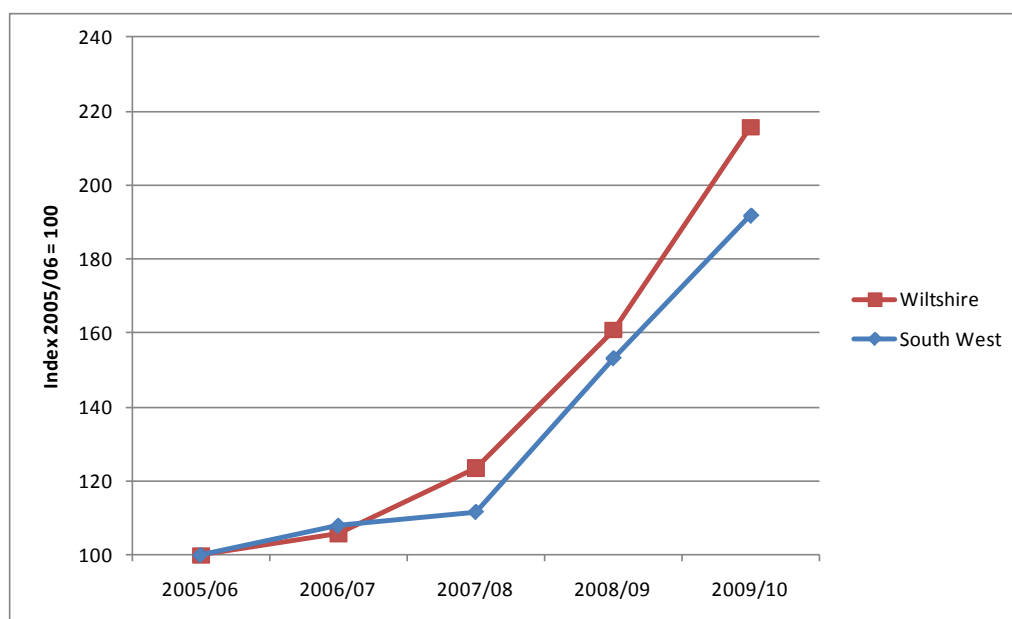


Source: The Data Service

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 2,200 frameworks were achieved in Wiltshire in 2009/10. Again, the rate of growth locally has been

stronger than the regional rate, with a 116% 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, Wiltshire 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. Wiltshire was one of the 3 Local Enterprise Partnerships in the region (out of 7 LEPs - confirmed or proposed) have 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

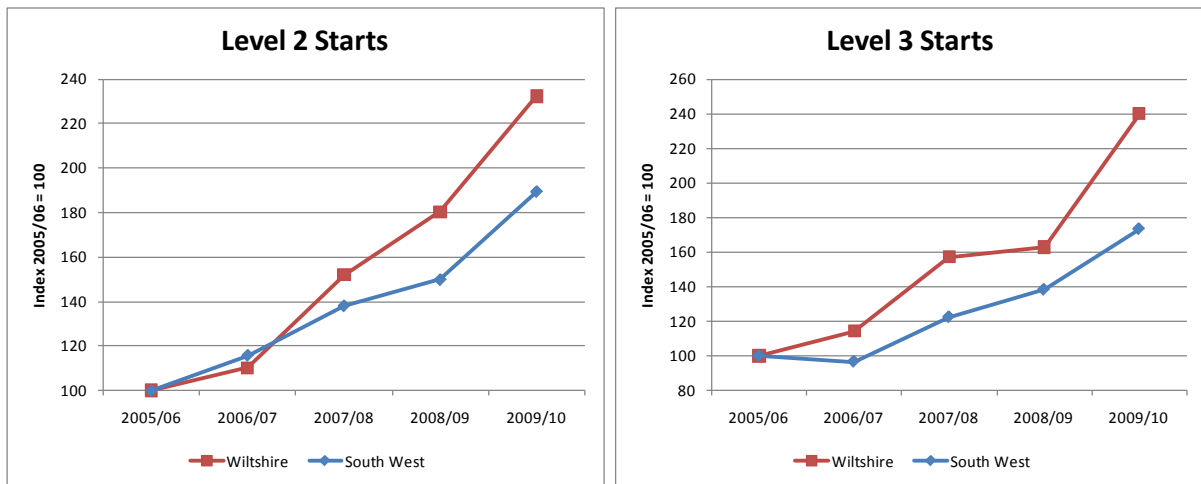
LEP	Starts		Achievements	
	2009/10	% change from 05/06-09/10	2009/10	% change from 05/06-09/10
Cornwall (Includes Isles of Scilly)	3,750	76.9%	2,590	90.4%
Heart of the South West	11,440	81.3%	7,480	89.8%
Gloucestershire	2,820	72.0%	1,800	65.1%
West of England	5,550	112.6%	3,280	132.6%
Bournemouth, Dorset & 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

2. 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 Wiltshire, there were 2,950 Level 2 starts in 2009/10, an increase of 132% since 2005/06 and by 29% since 2008/09. Starts at Level 3 and above have grown similarly strongly, by 140% between 2005/06 and 2009/10 to a total of 840.

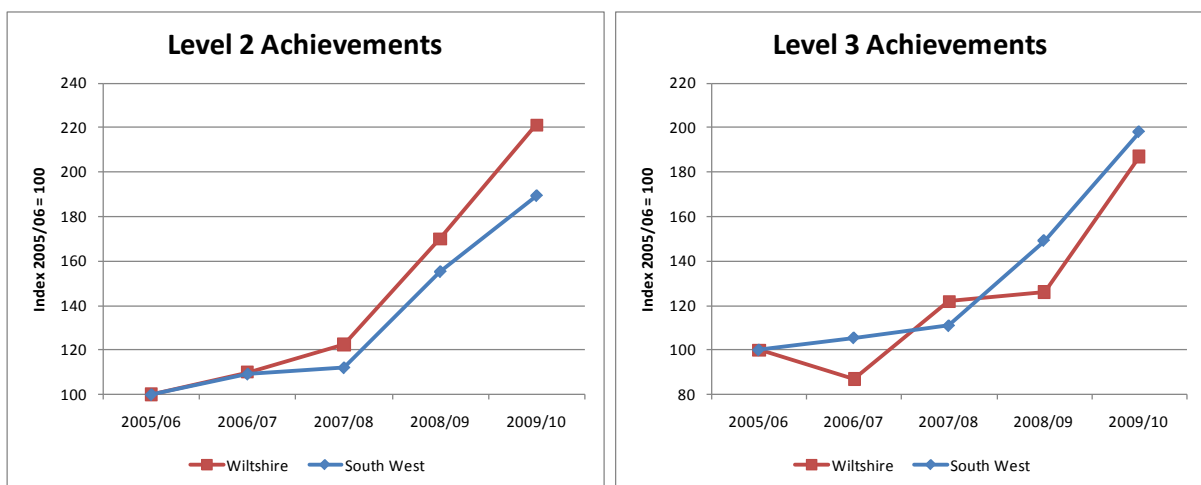
Figure 3: Apprenticeship Programme Starts by Level, Wiltshire vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)



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 2, but falling slightly short of the regional average at Level 3 and above.

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



Source: The Data Service

3. Success Rates

The rate of successful completion of full Apprenticeship frameworks has been rising significantly in recent years. In 2009/10, 79.5% of all Apprenticeships among Wiltshire learners were completed, almost doubling from 42% in 2004/05. This is higher than the regional and national averages of 77.3% and 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. The rise of 37.7 percentage points in Wiltshire is slightly below the regional average over the same period.

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.

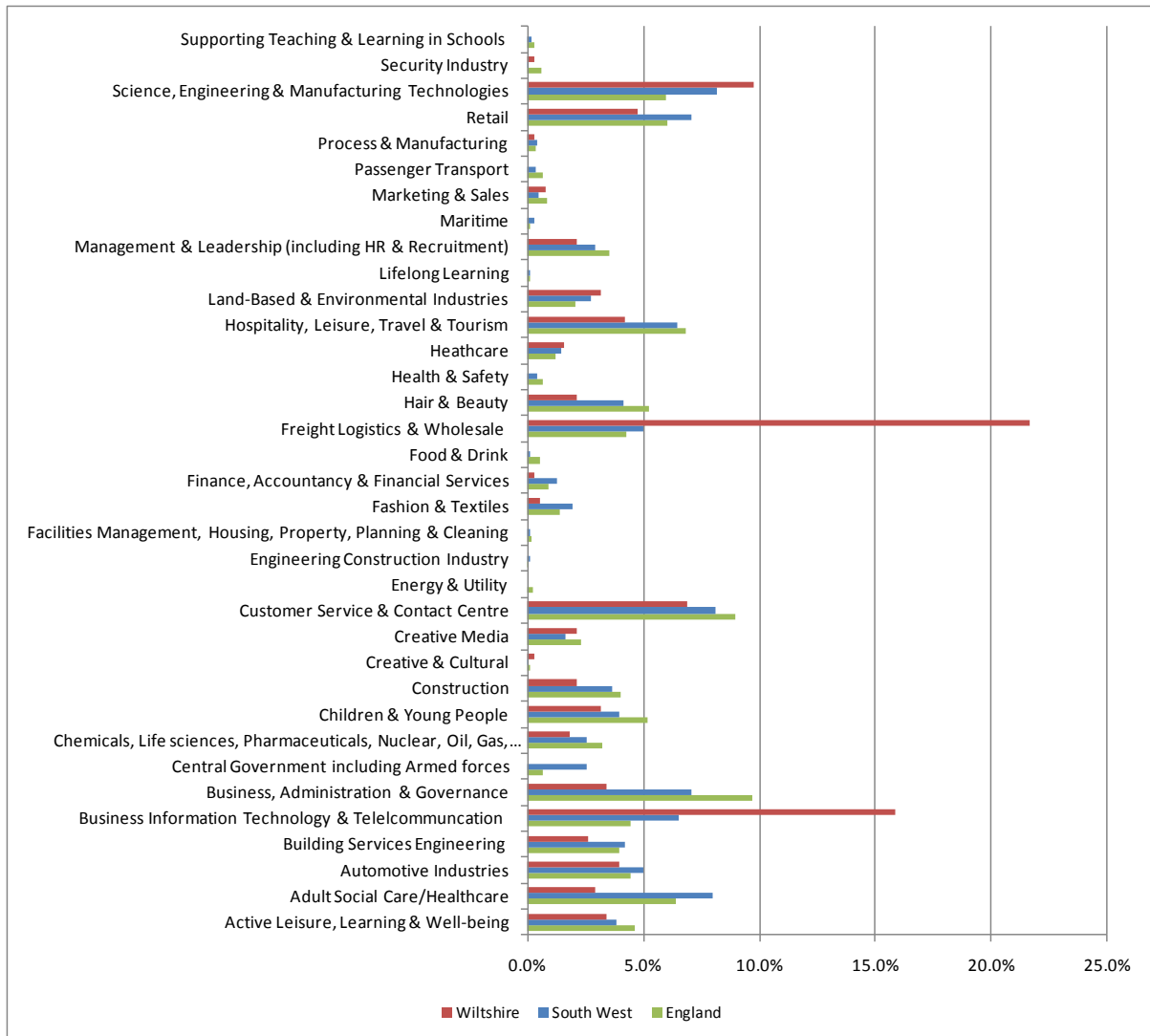
4. Apprenticeships by Sector

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

Freight Logistics & Wholesale	820	(21.6% of the total)
Business Information Technology & Telecommunication	600	(15.8%)
Science, Engineering & Manufacturing Technologies	370	(9.8%)
Customer Service & Contact Centre	260	(6.9%)
Retail	180	(4.7%)
Hospitality, Leisure, Travel & Tourism	160	(4.2%)

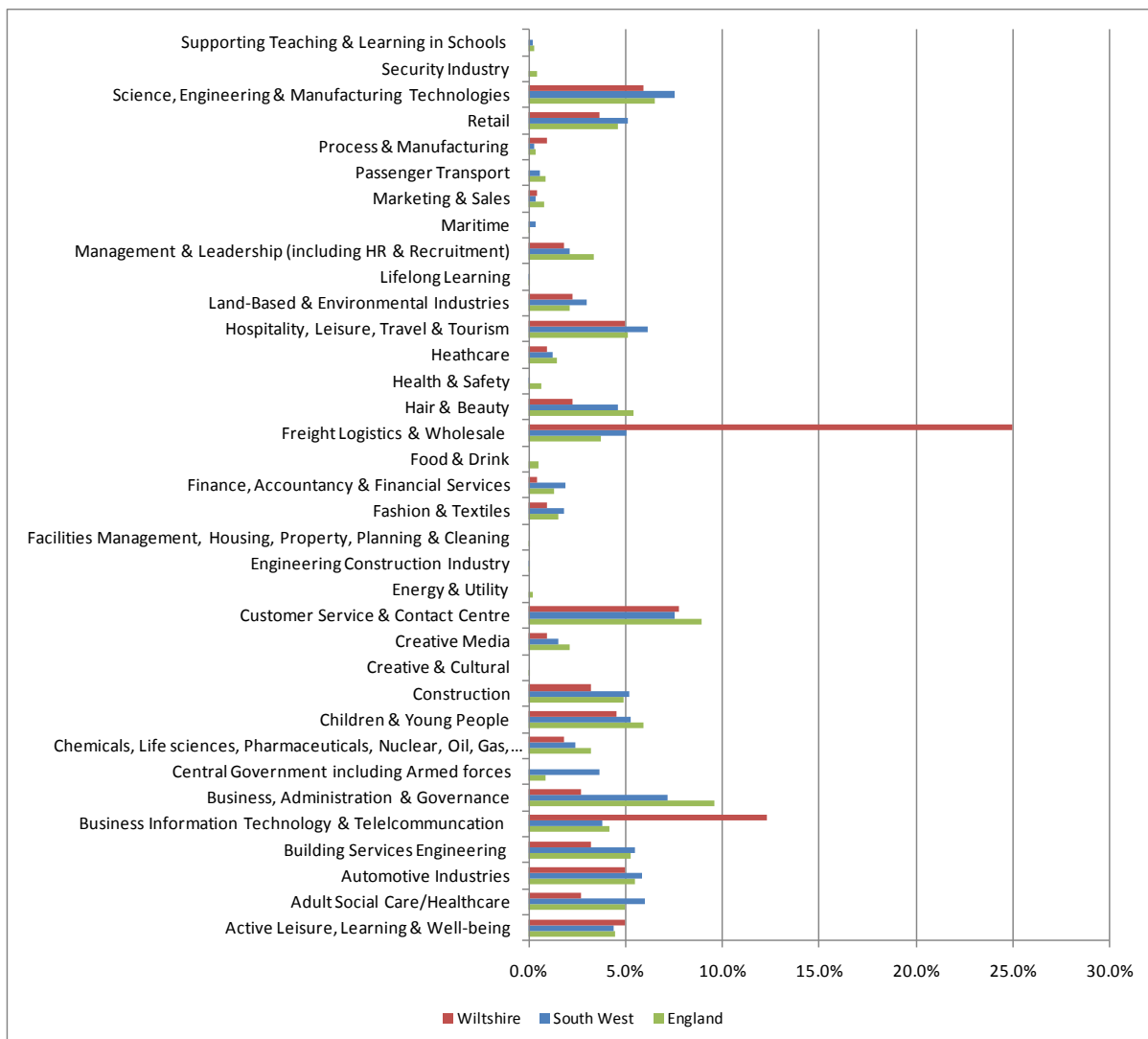
Wiltshire differs from the national trend regarding the sectoral balance of Apprenticeships, with a strong bias towards the Freight Logistics & Wholesale and Business Information Technology & Telecommunication sectors, which account for almost 40% of all starts in the area. Wiltshire also has an above average concentration of Apprenticeships in the Science, Engineering & Manufacturing Technologies sector (see Appendices 1 and 2).

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



Source: The Data Service

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



Source: The Data Service

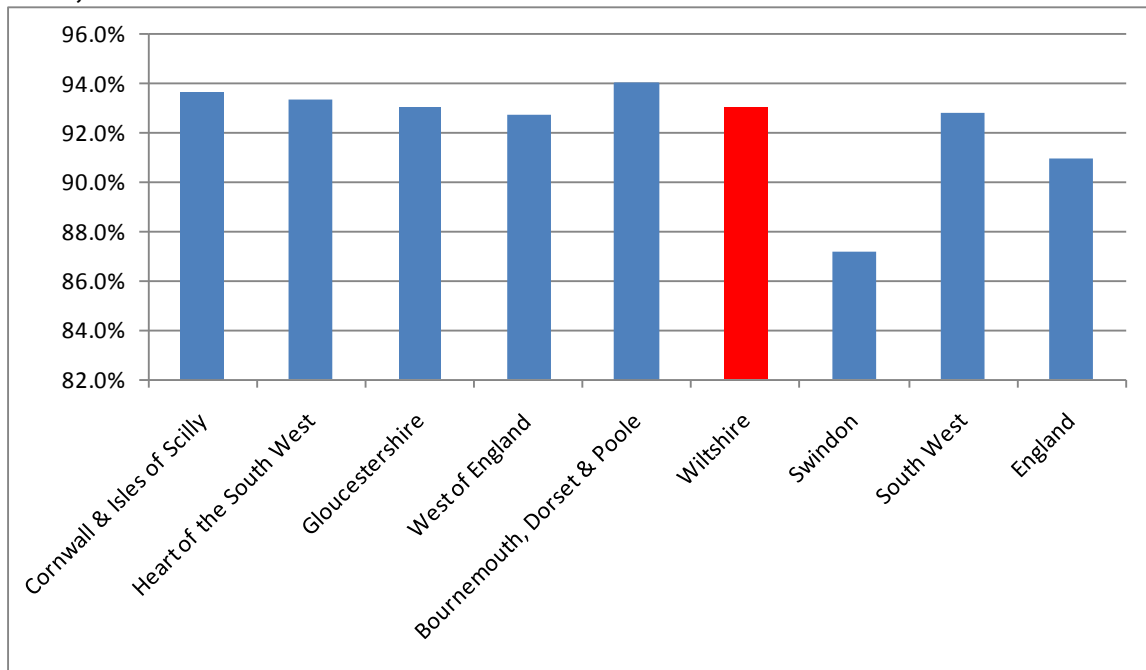
5. Employer Demand - National Employer Skills Survey Analysis

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

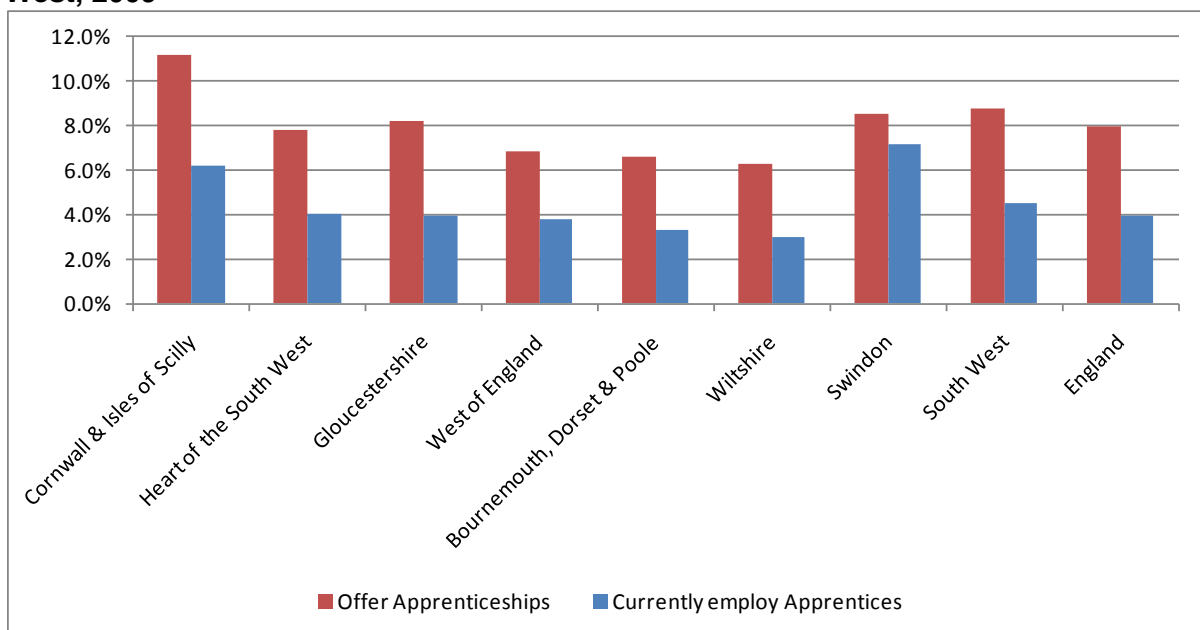


Source: NESS 2009

Current involvement with Apprenticeships

Overall, 6.3% of Wiltshire's employers offer Apprenticeships (the lowest in the region), although only 3% actually had any staff currently undertaking an Apprenticeship at the time of the survey, again the lowest in the South West (and also below 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	Wiltshire		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	130	3.4%	1,350	3.9%	12,970	4.6%
Adult Social Care/Healthcare	110	2.9%	2,800	8.0%	17,890	6.4%
Automotive Industries	150	4.0%	1,750	5.0%	12,460	4.5%
Building Services Engineering	100	2.6%	1,460	4.2%	11,140	4.0%
Business Information Technology & Telecommunication	600	15.8%	2,290	6.5%	12,370	4.4%
Business, Administration & Governance	130	3.4%	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	70	1.8%	890	2.5%	8,940	3.2%
Children & Young People	120	3.2%	1,390	4.0%	14,400	5.1%
Construction	80	2.1%	1,270	3.6%	11,150	4.0%
Creative & Cultural	10	0.3%	20	0.1%	240	0.1%
Creative Media	80	2.1%	570	1.6%	6,530	2.3%
Customer Service & Contact Centre	260	6.9%	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	0.5%	690	2.0%	3,960	1.4%
Finance, Accountancy & Financial Services	10	0.3%	440	1.3%	2,530	0.9%
Food & Drink	0	0.0%	40	0.1%	1,500	0.5%
Freight Logistics & Wholesale	820	21.6%	1,750	5.0%	11,890	4.3%
Hair & Beauty	80	2.1%	1,450	4.1%	14,610	5.2%
Health & Safety	0	0.0%	140	0.4%	1,760	0.6%
Healthcare	60	1.6%	510	1.5%	3,430	1.2%
Hospitality, Leisure, Travel & Tourism	160	4.2%	2,260	6.5%	19,070	6.8%
Land-Based & Environmental Industries	120	3.2%	960	2.7%	5,690	2.0%
Lifelong Learning	0	0.0%	30	0.1%	390	0.1%
Management & Leadership (including HR & Recruitment)	80	2.1%	1,030	2.9%	9,800	3.5%
Maritime	0	0.0%	110	0.3%	270	0.1%
Marketing & Sales	30	0.8%	160	0.5%	2,270	0.8%
Passenger Transport	0	0.0%	130	0.4%	1,920	0.7%
Process & Manufacturing	10	0.3%	140	0.4%	1,070	0.4%
Retail	180	4.7%	2,480	7.1%	16,920	6.0%
Science, Engineering & Manufacturing Technologies	370	9.8%	2,860	8.2%	16,760	6.0%
Security Industry	10	0.3%	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	3,790	100%	35,010	100%	279,680	100%

Source: The Data Service

Appendix 2: Apprenticeship Achievements by Sector, 2009/10

Sector	Wiltshire		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	110	5.0%	940	4.4%	7,680	4.5%
Adult Social Care/Healthcare	60	2.7%	1,290	6.0%	8,540	5.0%
Automotive Industries	110	5.0%	1,260	5.8%	9,360	5.5%
Building Services Engineering	70	3.2%	1,180	5.5%	9,010	5.3%
Business Information Technology & Telecommunication	270	12.3%	820	3.8%	7,140	4.2%
Business, Administration & Governance	60	2.7%	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	40	1.8%	520	2.4%	5,520	3.2%
Children & Young People	100	4.5%	1,130	5.2%	10,090	5.9%
Construction	70	3.2%	1,120	5.2%	8,430	4.9%
Creative & Cultural	0	0.0%	0	0.0%	120	0.1%
Creative Media	20	0.9%	330	1.5%	3,590	2.1%
Customer Service & Contact Centre	170	7.7%	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	0.9%	390	1.8%	2,660	1.6%
Finance, Accountancy & Financial Services	10	0.5%	400	1.9%	2,210	1.3%
Food & Drink	0	0.0%	0	0.0%	870	0.5%
Freight Logistics & Wholesale	550	25.0%	1,090	5.0%	6,350	3.7%
Hair & Beauty	50	2.3%	990	4.6%	9,330	5.4%
Health & Safety	0	0.0%	10	0.0%	1,160	0.7%
Healthcare	20	0.9%	270	1.3%	2,540	1.5%
Hospitality, Leisure, Travel & Tourism	110	5.0%	1,320	6.1%	8,750	5.1%
Land-Based & Environmental Industries	50	2.3%	650	3.0%	3,670	2.1%
Lifelong Learning	0	0.0%	10	0.0%	70	0.0%
Management & Leadership (including HR & Recruitment)	40	1.8%	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	20	0.9%	60	0.3%	630	0.4%
Retail	80	3.6%	1,110	5.1%	7,930	4.6%
Science, Engineering & Manufacturing Technologies	130	5.9%	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	30	1.4%	220	1.0%	890	0.5%
Total	2,200	100%	21,590	100%	171,470	100%

Source: The Data Service