

Apprenticeships Data Report 2011

West of England Local Enterprise Partnership

Produced by SLIM

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European Union
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Investing in jobs and skills



1. Introduction

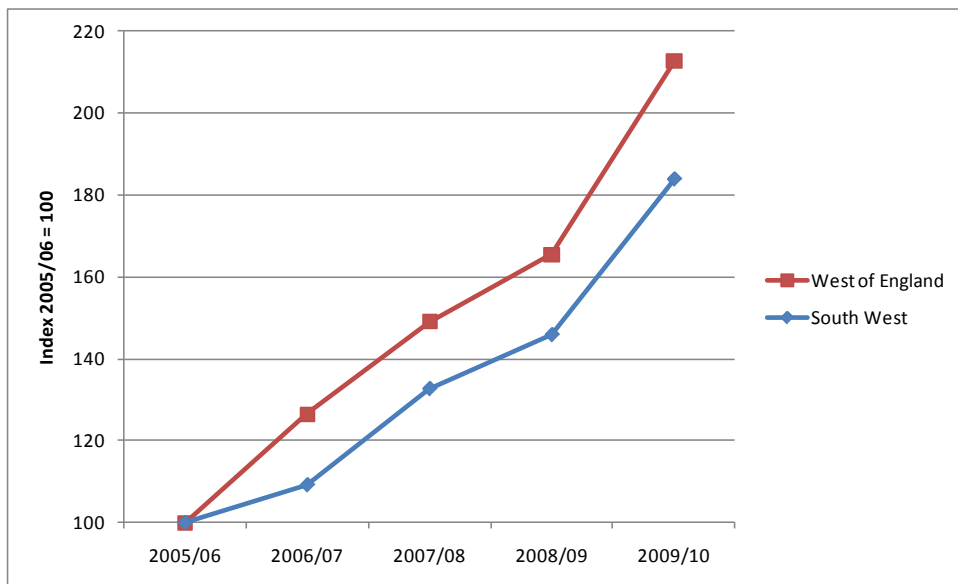
This paper contains a brief analysis of the available statistical data relating to Apprenticeships in the West of England LEP area. It covers recent trends in the take up and achievement of Apprenticeship frameworks locally compared to wider trends, and also briefly looks at the demand for Apprentices 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, with the West of England showing significantly stronger growth than the South West as a whole. There were a total of 5,550 Apprenticeship starts in the West of England in 2009/10, a rise of 2,940 (113%) from 2005/06, with an increase of 1,230 (29%) 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, West of England vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)



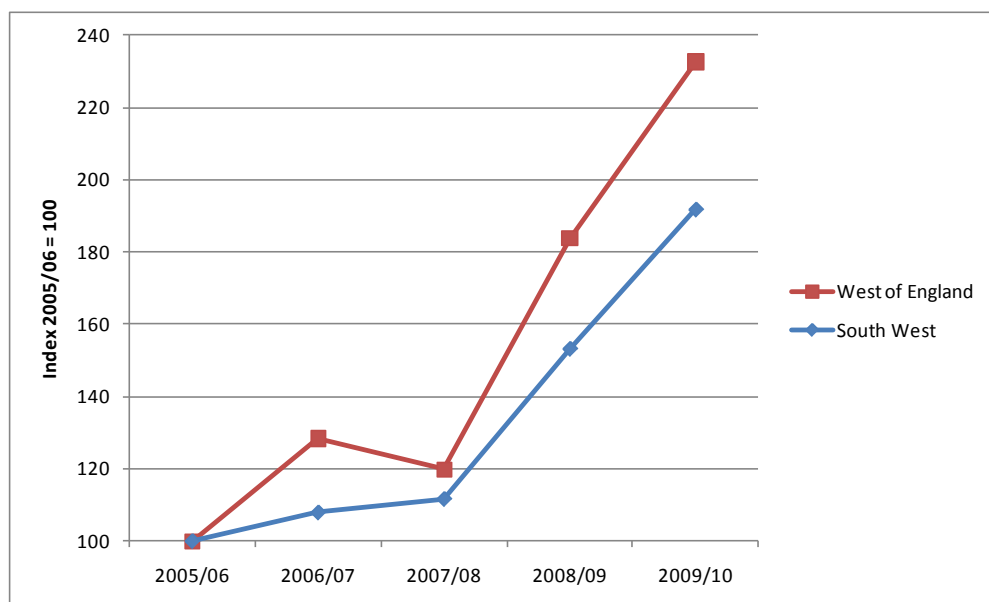
Source: The Data Service

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 3,280 frameworks were achieved in the West of England in 2009/10. Again, the rate of growth

locally has been stronger than regionally, with a 133% 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 below).

Figure 2: Total Apprenticeship Programme Achievements, West of England 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 3 of the 7 areas of the South West for which reports have been completed have seen numbers more than double in the last four years, and the West of England has exceeded even these levels, coming well above the regional average in both starts and achievements, and had the highest increase in achievements in the region.

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%

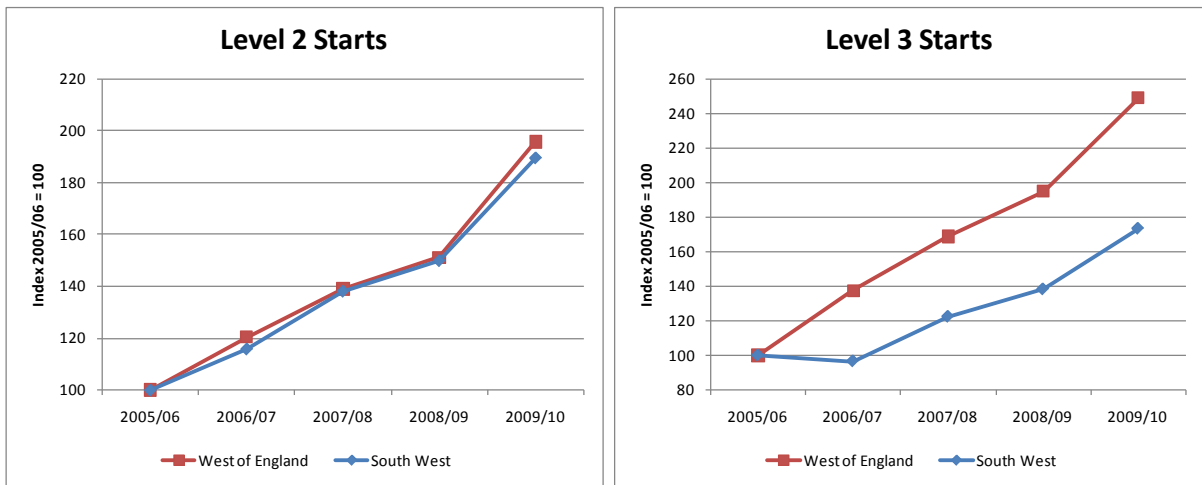
England	279,700	59.8%	171,500	73.8%
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Source: The Data Service

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 West of England, there were 3,560 Level 2 starts in 2009/10, an increase of 96% since 2005/06 and by 30% since 2008/09. Starts at Level 3 and above have grown more strongly (by 149%) between 2005/06 and 2009/10 to a total of 1,950.

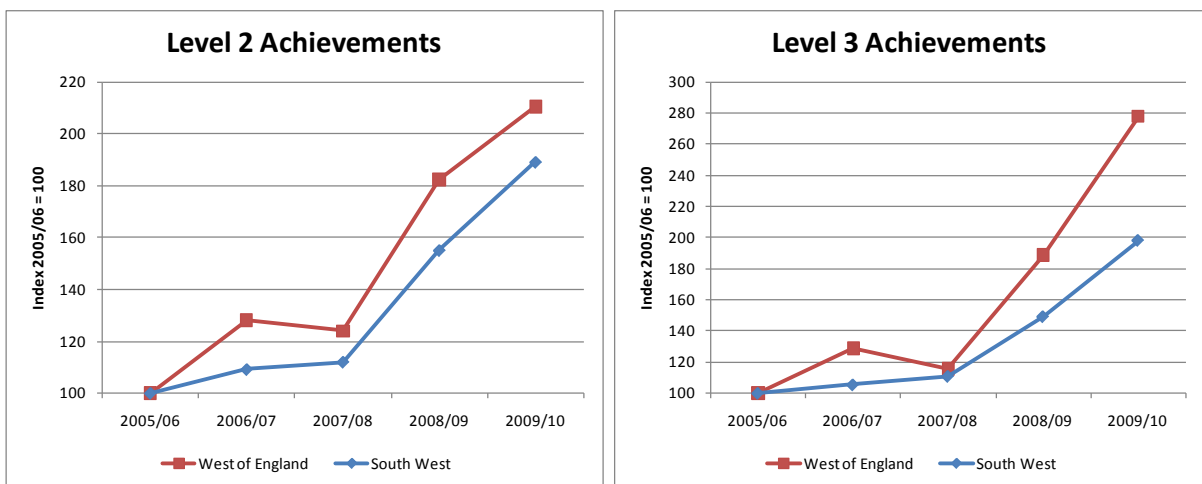
Figure 3: Apprenticeship Programme Starts by Level, West of England vs South West, 2005/06 - 2009/10 (Index 2005/06 = 100)



Source: The Data Service

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

Figure 4: Apprenticeship Programme Achievements by Level, West of England 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, the percentage of Apprenticeships successfully completed was lower than regional and national averages across all four areas of the West of England.

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. However, the rates of growth across the West of England LEP have been lower than average.

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.

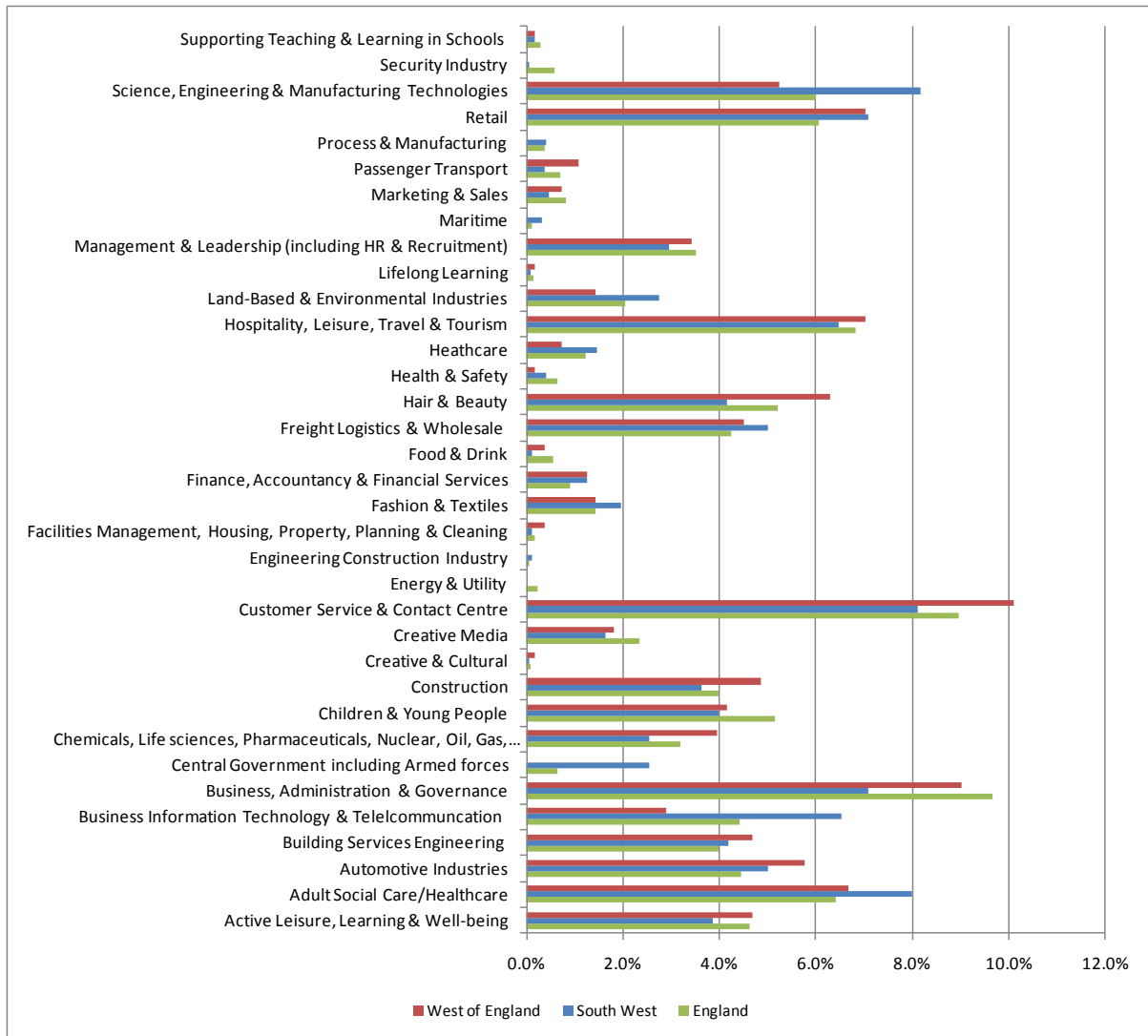
5. Apprenticeships by Sector

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

Customer Service & Contact Centre	560	(10.1% of the total)
Business, Administration & Governance	500	(9.0%)
Hospitality, Leisure, Travel & Tourism	390	(7.0%)
Retail	390	(7.0%)
Adult Social Care/Healthcare	370	(6.7%)
Hair & Beauty	350	(6.3%)

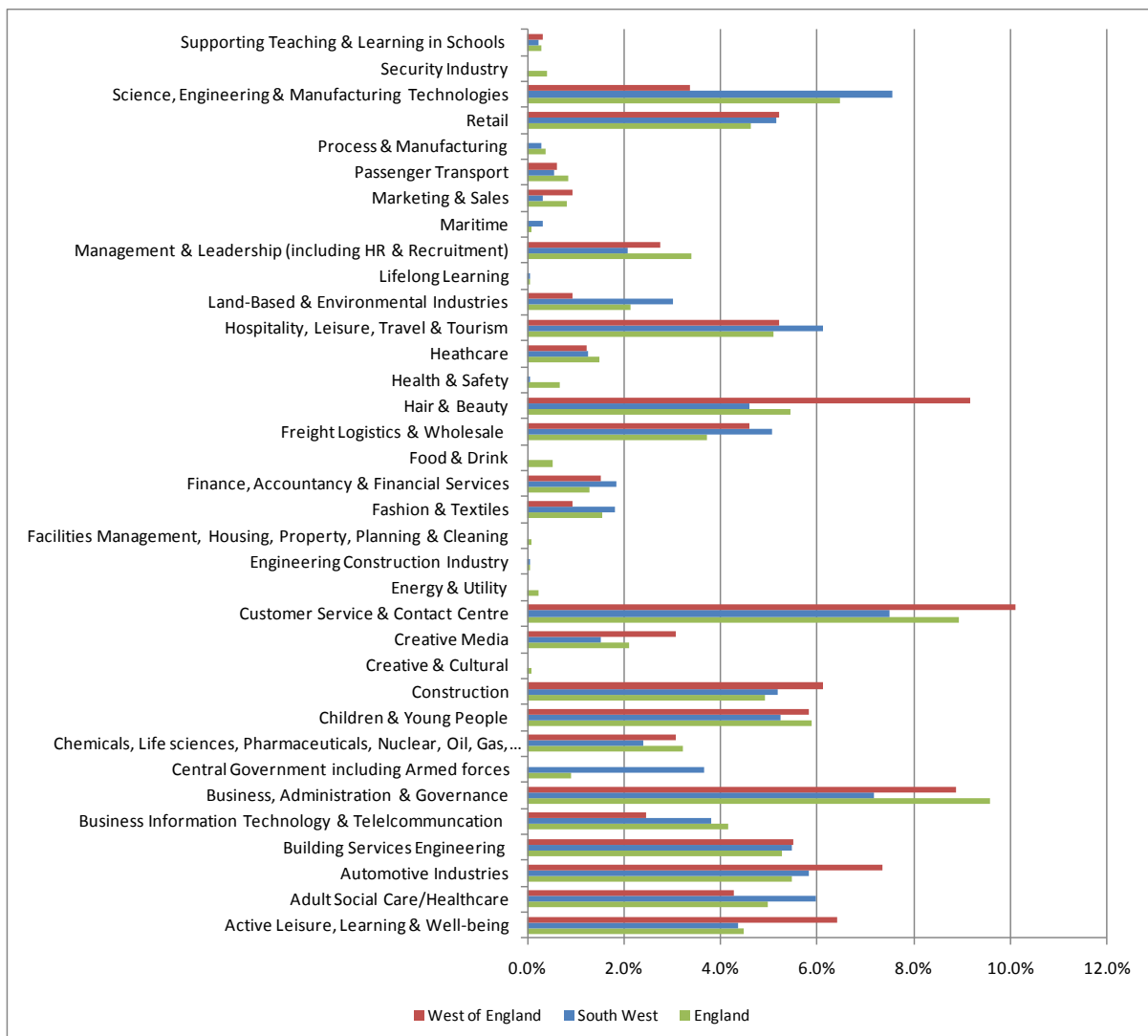
The West of England broadly follows the national trend regarding the sectoral balance of Apprenticeships, although the take up in the Customer Service & Contact Centre Care and Hair & Beauty sectors is higher than average, while take up in Science, Engineering & Manufacturing Technologies is less than the regional average (see also Appendices 1 and 2 below).

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



Source: The Data Service

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



Source: The Data Service

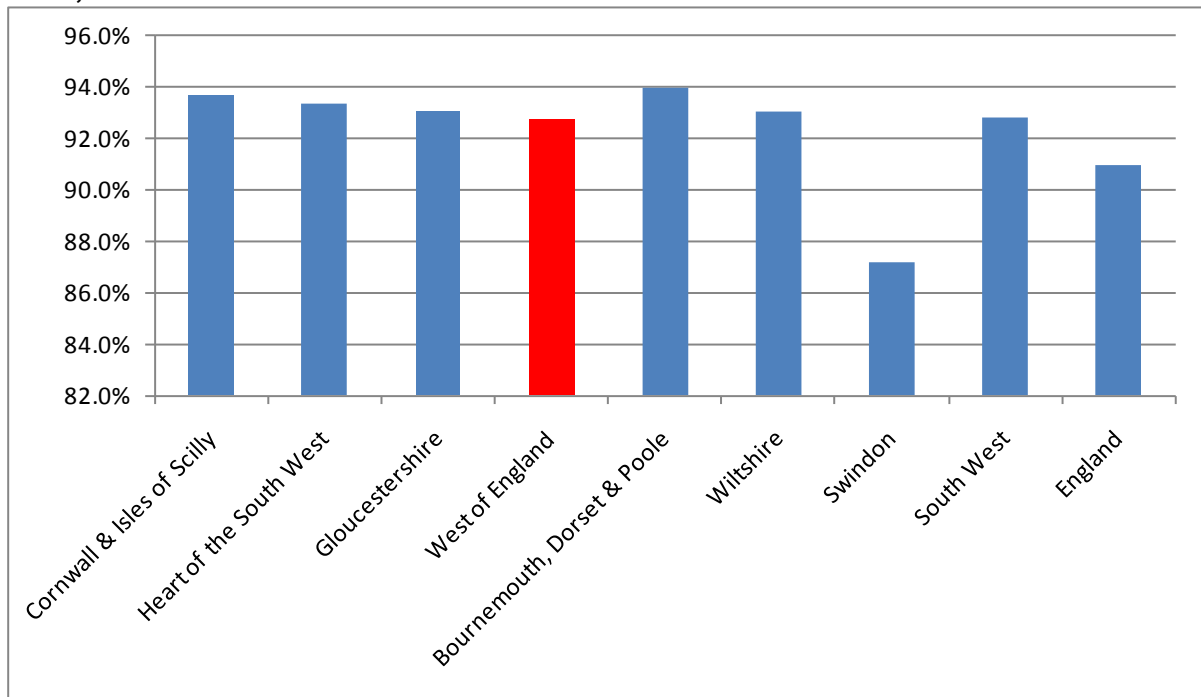
6. Employer Demand - National Employer Skills Survey Analysis

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

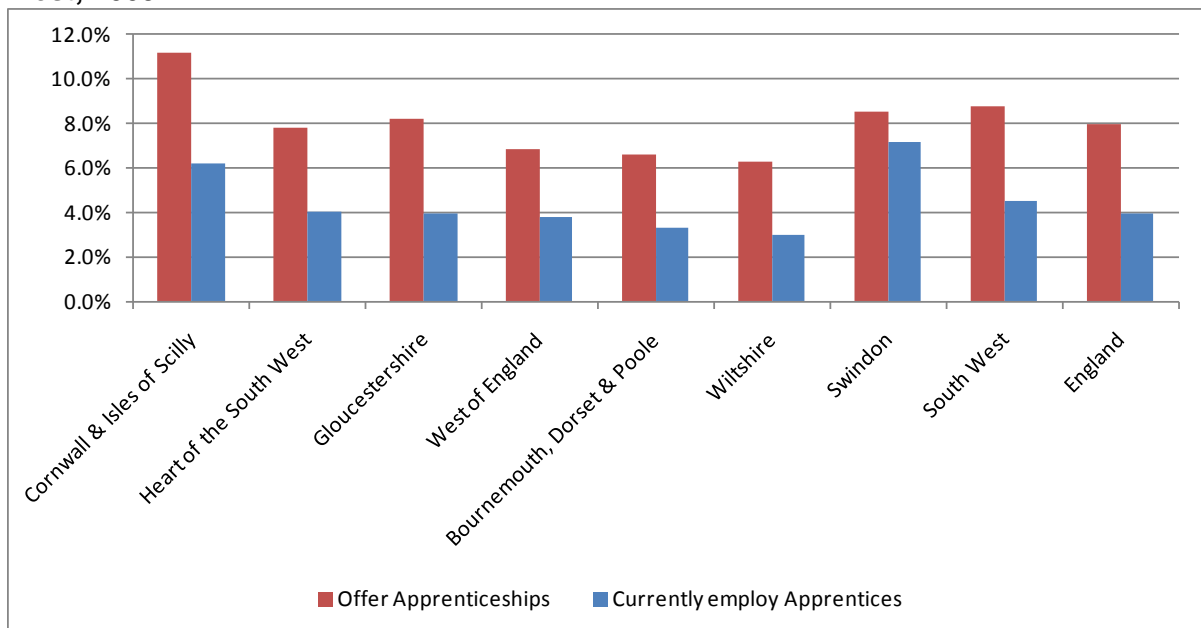


Source: NESS 2009

Current involvement with Apprenticeships

Overall, 6.9% of West of England's employers offer Apprenticeships (8.7% regionally), although only 3.8% 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	West of England		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	260	4.7%	1,350	3.9%	12,970	4.6%
Adult Social Care/Healthcare	370	6.7%	2,800	8.0%	17,890	6.4%
Automotive Industries	320	5.8%	1,750	5.0%	12,460	4.5%
Building Services Engineering	260	4.7%	1,460	4.2%	11,140	4.0%
Business Information Technology & Telecommunication	160	2.9%	2,290	6.5%	12,370	4.4%
Business, Administration & Governance	500	9.0%	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	220	4.0%	890	2.5%	8,940	3.2%
Children & Young People	230	4.1%	1,390	4.0%	14,400	5.1%
Construction	270	4.9%	1,270	3.6%	11,150	4.0%
Creative & Cultural	10	0.2%	20	0.1%	240	0.1%
Creative Media	100	1.8%	570	1.6%	6,530	2.3%
Customer Service & Contact Centre	560	10.1%	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	20	0.4%	40	0.1%	470	0.2%
Fashion & Textiles	80	1.4%	690	2.0%	3,960	1.4%
Finance, Accountancy & Financial Services	70	1.3%	440	1.3%	2,530	0.9%
Food & Drink	20	0.4%	40	0.1%	1,500	0.5%
Freight Logistics & Wholesale	250	4.5%	1,750	5.0%	11,890	4.3%
Hair & Beauty	350	6.3%	1,450	4.1%	14,610	5.2%
Health & Safety	10	0.2%	140	0.4%	1,760	0.6%
Healthcare	40	0.7%	510	1.5%	3,430	1.2%
Hospitality, Leisure, Travel & Tourism	390	7.0%	2,260	6.5%	19,070	6.8%
Land-Based & Environmental Industries	80	1.4%	960	2.7%	5,690	2.0%
Lifelong Learning	10	0.2%	30	0.1%	390	0.1%
Management & Leadership (including HR & Recruitment)	190	3.4%	1,030	2.9%	9,800	3.5%
Maritime	0	0.0%	110	0.3%	270	0.1%
Marketing & Sales	40	0.7%	160	0.5%	2,270	0.8%
Passenger Transport	60	1.1%	130	0.4%	1,920	0.7%
Process & Manufacturing	0	0.0%	140	0.4%	1,070	0.4%
Retail	390	7.0%	2,480	7.1%	16,920	6.0%
Science, Engineering & Manufacturing Technologies	290	5.2%	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	10	0.2%	60	0.2%	800	0.3%
Unknown	0	0.0%	10	0.0%	240	0.1%
Total	5,550	100%	35,010	100%	279,680	100%

Source: The Data Service

Appendix 2: Apprenticeship Achievements by Sector, 2009/10

Sector	West of England		South West		England	
	Number	% of total	Number	% of total	Number	% of total
Active Leisure, Learning & Well-being	210	6.4%	940	4.4%	7,680	4.5%
Adult Social Care/Healthcare	140	4.3%	1,290	6.0%	8,540	5.0%
Automotive Industries	240	7.3%	1,260	5.8%	9,360	5.5%
Building Services Engineering	180	5.5%	1,180	5.5%	9,010	5.3%
Business Information Technology & Telecommunication	80	2.4%	820	3.8%	7,140	4.2%
Business, Administration & Governance	290	8.9%	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	100	3.1%	520	2.4%	5,520	3.2%
Children & Young People	190	5.8%	1,130	5.2%	10,090	5.9%
Construction	200	6.1%	1,120	5.2%	8,430	4.9%
Creative & Cultural	0	0.0%	0	0.0%	120	0.1%
Creative Media	100	3.1%	330	1.5%	3,590	2.1%
Customer Service & Contact Centre	330	10.1%	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	30	0.9%	390	1.8%	2,660	1.6%
Finance, Accountancy & Financial Services	50	1.5%	400	1.9%	2,210	1.3%
Food & Drink	0	0.0%	0	0.0%	870	0.5%
Freight Logistics & Wholesale	150	4.6%	1,090	5.0%	6,350	3.7%
Hair & Beauty	300	9.2%	990	4.6%	9,330	5.4%
Health & Safety	0	0.0%	10	0.0%	1,160	0.7%
Healthcare	40	1.2%	270	1.3%	2,540	1.5%
Hospitality, Leisure, Travel & Tourism	170	5.2%	1,320	6.1%	8,750	5.1%
Land-Based & Environmental Industries	30	0.9%	650	3.0%	3,670	2.1%
Lifelong Learning	0	0.0%	10	0.0%	70	0.0%
Management & Leadership (including HR & Recruitment)	90	2.8%	450	2.1%	5,800	3.4%
Maritime	0	0.0%	70	0.3%	160	0.1%
Marketing & Sales	30	0.9%	70	0.3%	1,380	0.8%
Passenger Transport	20	0.6%	120	0.6%	1,450	0.8%
Process & Manufacturing	0	0.0%	60	0.3%	630	0.4%
Retail	170	5.2%	1,110	5.1%	7,930	4.6%
Science, Engineering & Manufacturing Technologies	110	3.4%	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	0.3%	50	0.2%	500	0.3%
Unknown	0	0.0%	220	1.0%	890	0.5%
Total	3,270	100%	21,590	100%	171,470	100%

Source: The Data Service