



# Swindon & Wiltshire Apprenticeship Strategy

## *Skills & Talent Subgroup Update*

13 September 2021

Apprenticeship working group was formed in June 2021 with two tasks



### *Set goals*

What do we want apprenticeships to achieve strategically?

### *Agree actions*

What do we need to do to achieve these strategic goals?



So far, we have looked back, and we have looked forward

- Apprenticeship numbers, levels, subjects, industries

Key changes



- 2020 Apprenticeship strategy review

Key learnings



- Discuss and agree the 2025 objectives

Focus today

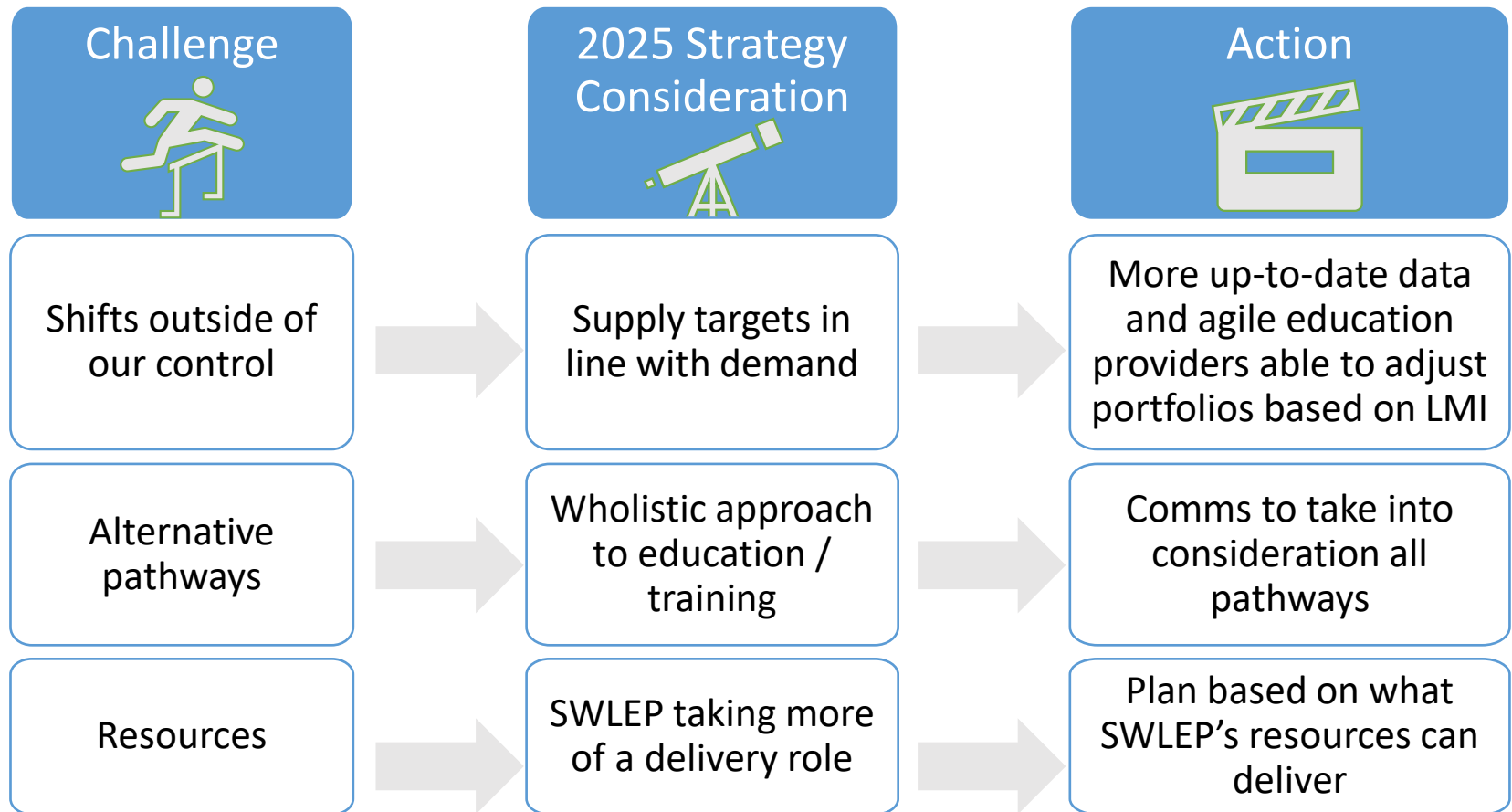


*First meeting*

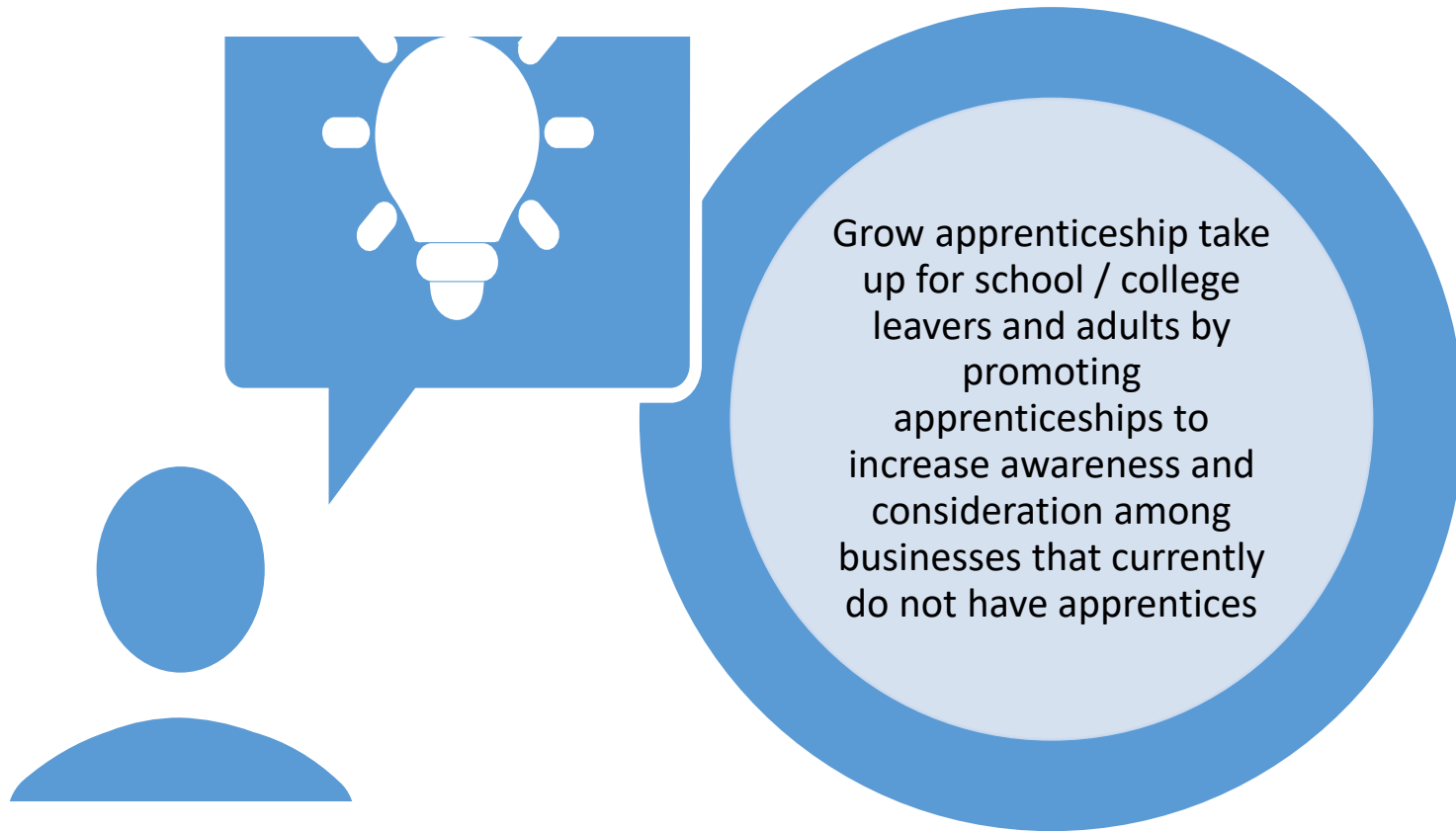
*Second meeting*



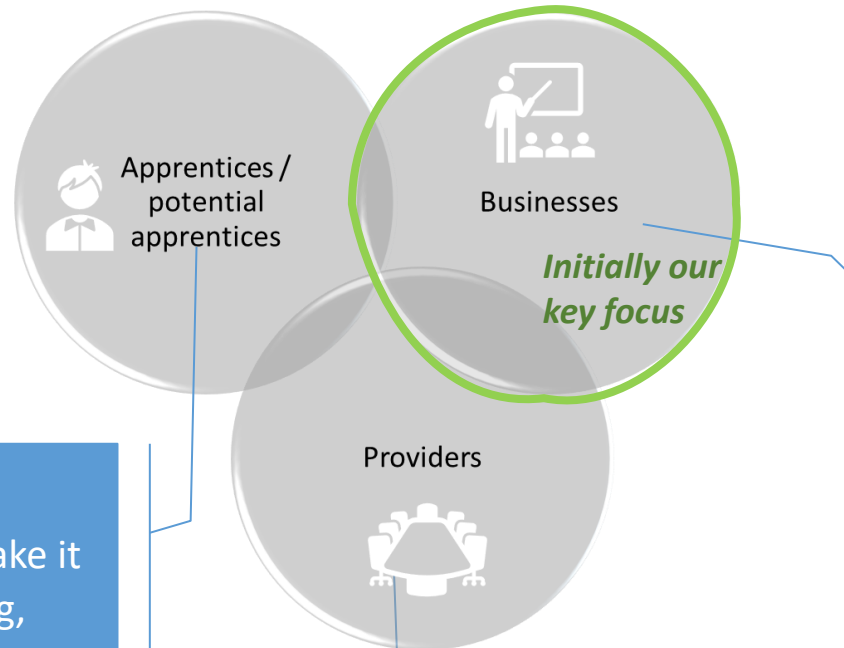
# Learnings from 2020 Apprenticeship Strategy will be embedded into the future objectives



# Swindon & Wiltshire strategic objective



# Focussing on the three key audiences, starting with businesses to create demand

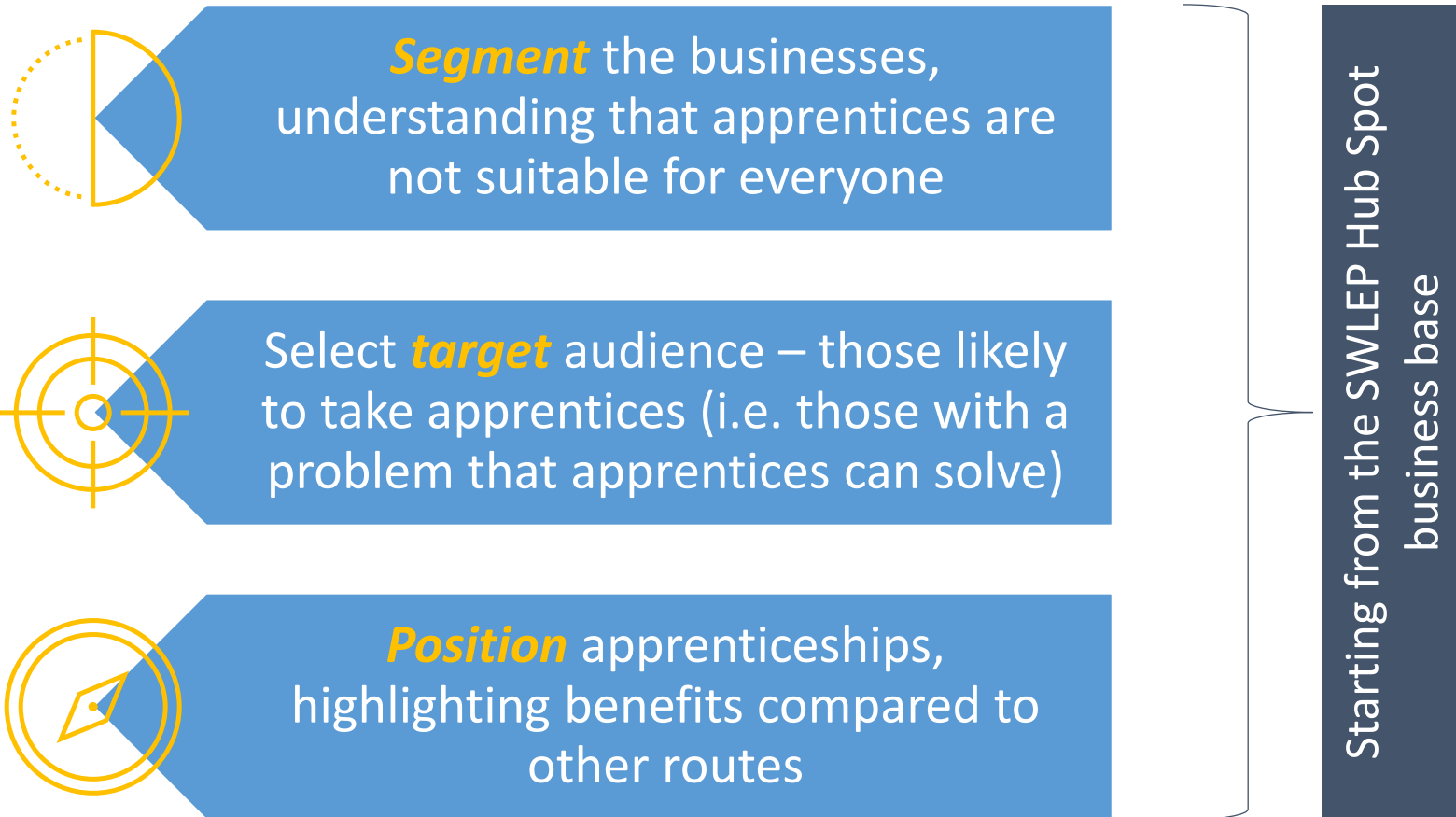


- For **potential apprentices**, make it exciting, interesting, demonstrating the range of options, disciplines and levels
- *Lead resources: Careers Hub*

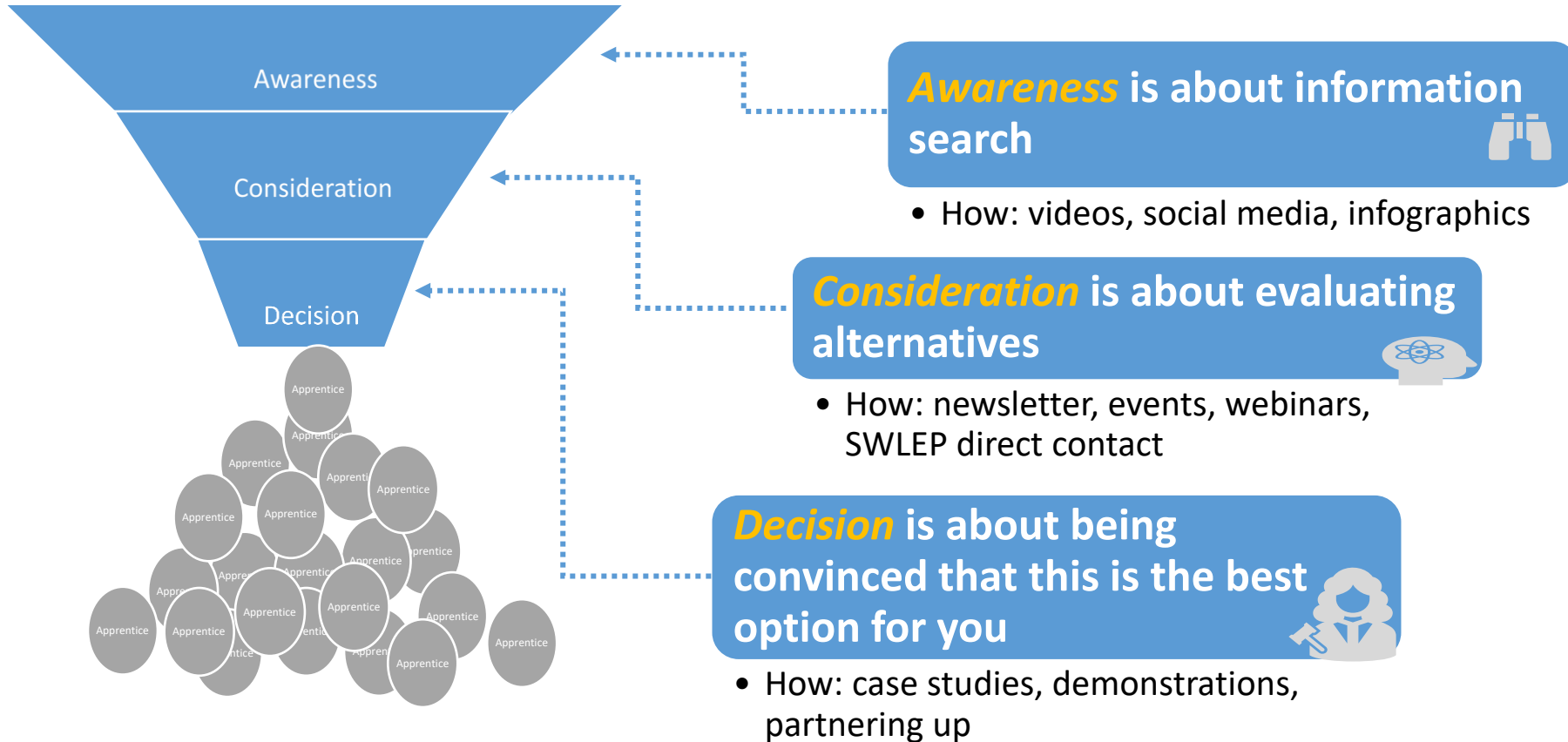
- For **businesses**, develop a clear overview of options for businesses to engage (apprenticeships, T-levels, traineeships, Kickstart, placements) helping them choose the right route
- *Lead resources: Skills & Enterprise Advisors + Digital Specialist*

- For **providers**, ensuring that processes are in place to update course portfolios in line with business / apprentice demand
- *Lead resources: LMI*

We will segment the market and get a better understanding of our target audience



# We will use different communication tools / channels at different stages





# We will carefully tailor messages for our audience



## Target audience

- Who are the groups / segments of businesses, potential apprentices / their carers, providers?



## Communication objectives

- What do we want to communicate and why?



## Key messages and channels

- What do we need to say?
- Through which channels (e.g. social media, newsletters, etc.)



## Resources

- How much can we spend and what other resources are needed?



## Effectiveness measurement

- Can we get robust evidence showing that our objective been achieved?



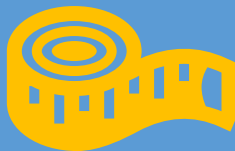
# Next steps: three different outputs



Apprenticeship communication strategy document



Communications plan (what needs to happen and when for the 3 audiences: businesses, future apprentices, providers)



Measurement (SMART outputs, leading to outcomes and impact) and monitoring through the Skills & Talent Subgroup





Thank you for your time